

Business Walk Final Report 2022

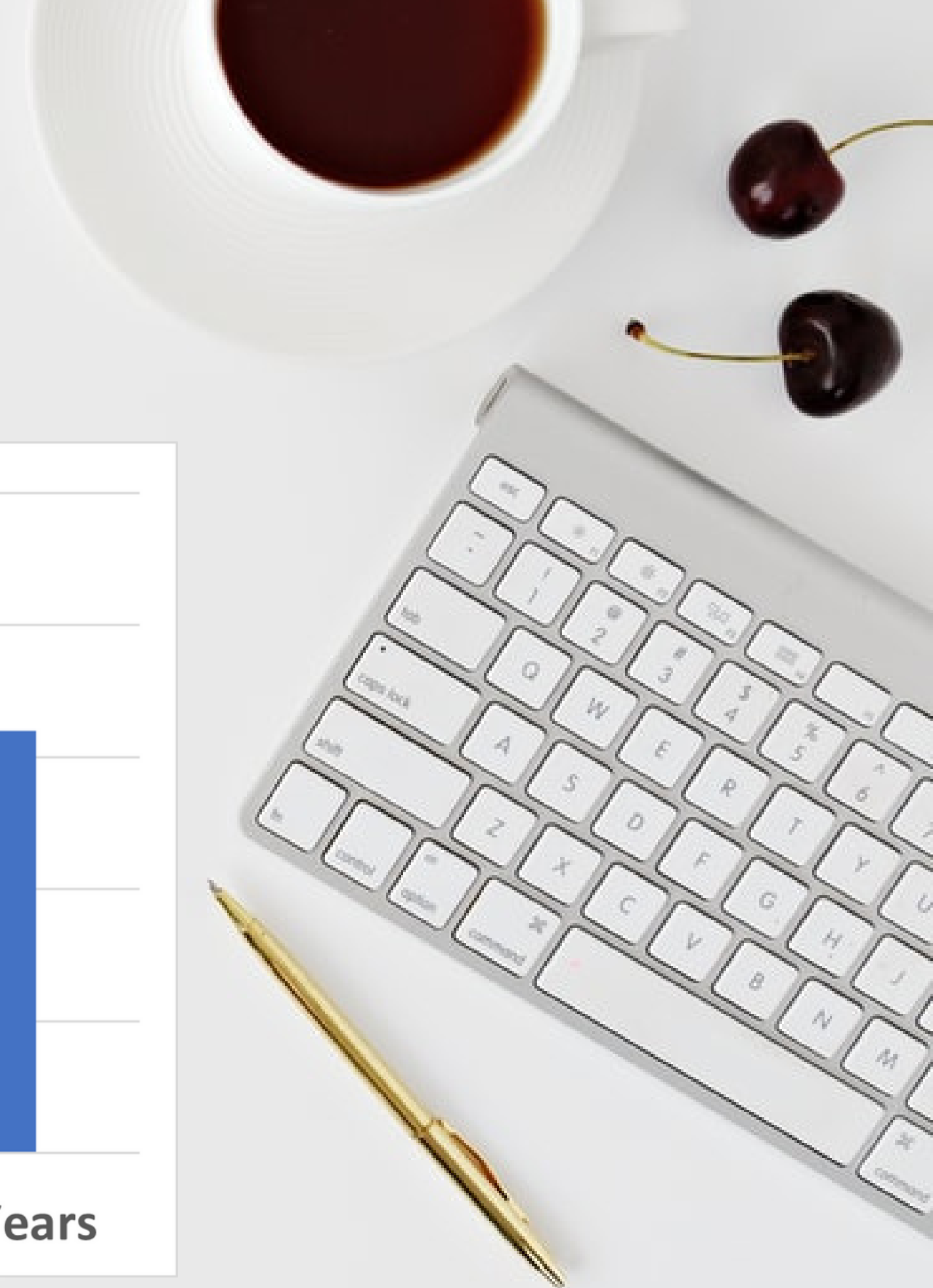
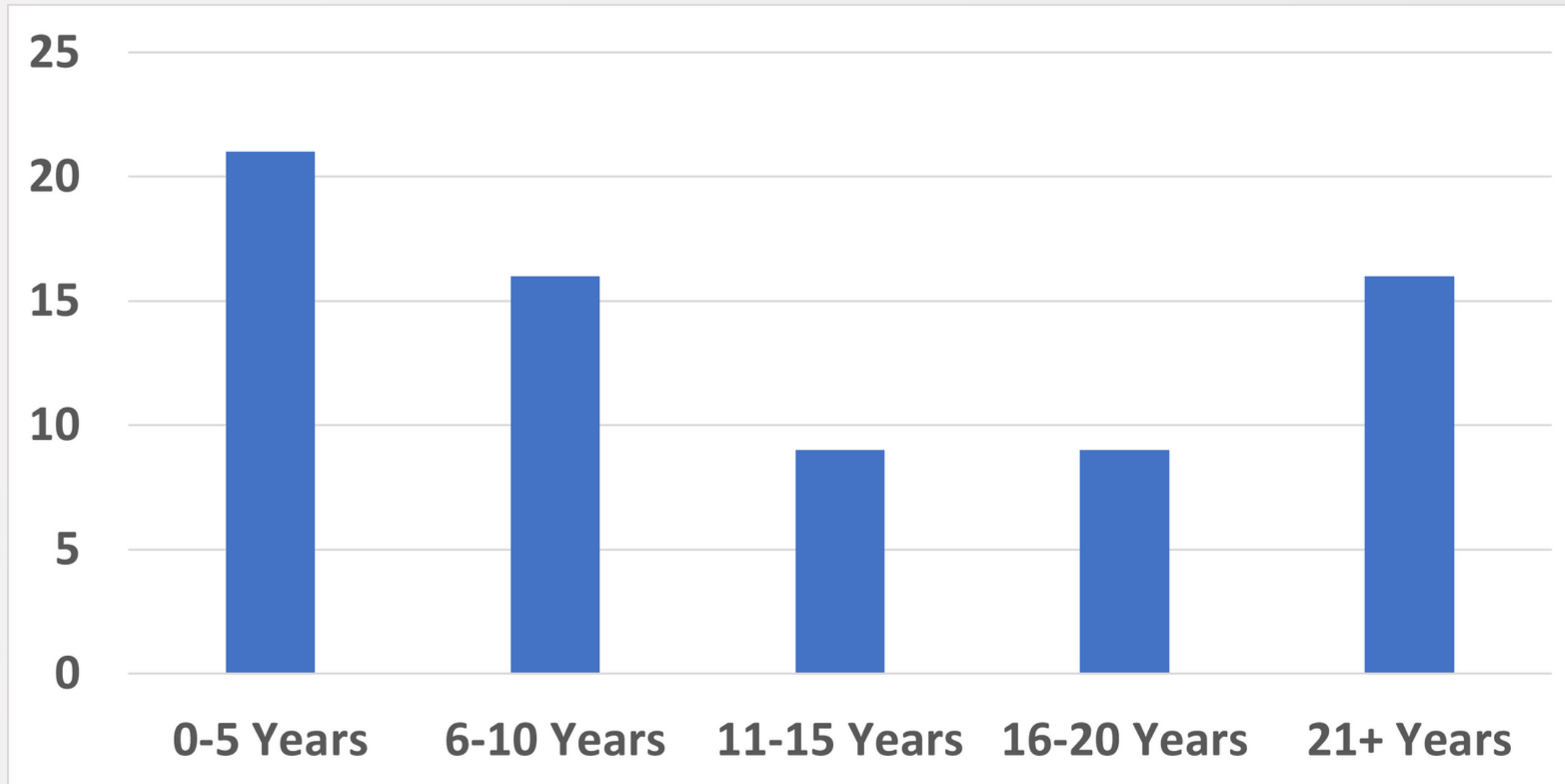


SUMMERLAND
CHAMBER OF COMMERCE

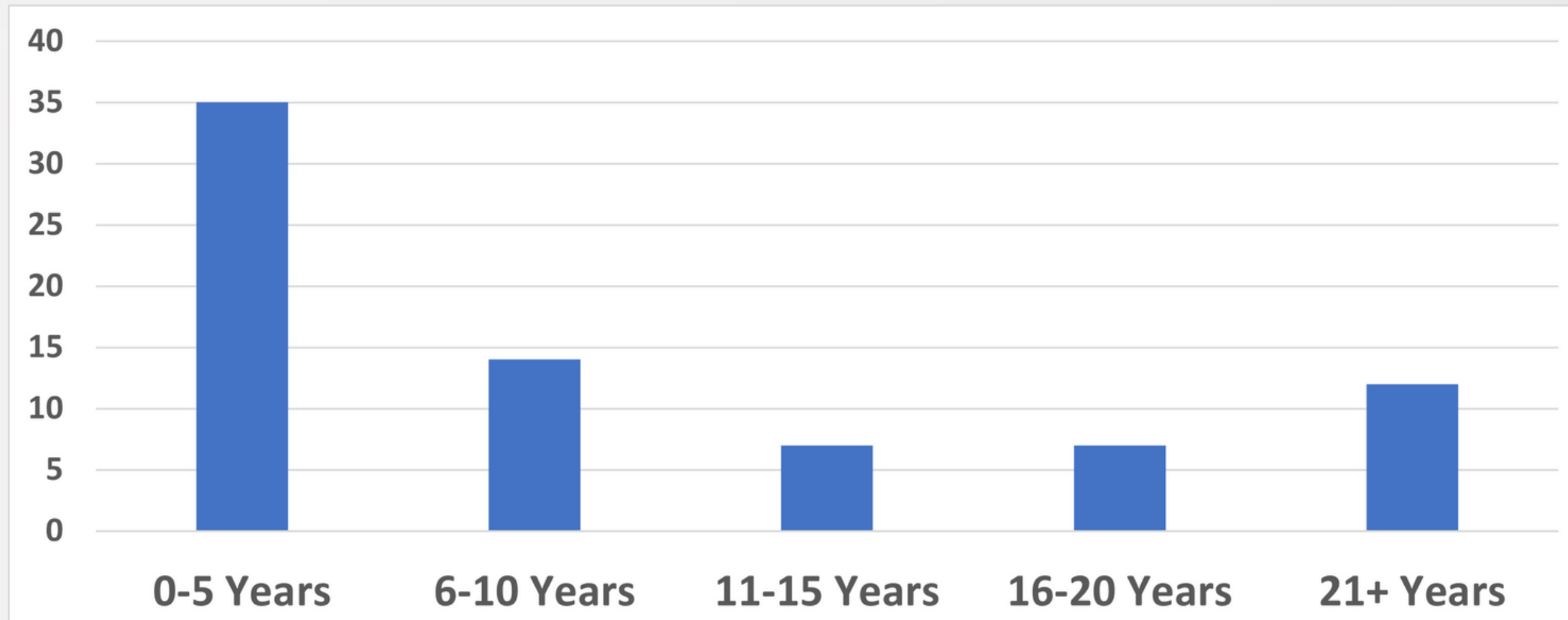
Complete Responses: 70



Q1: How long have you been in business in Summerland?



Q2: How long has your business been in your current location?



Q3: How many employees do you have? Including ownership

**70 Businesses
employ the
following:**

346 FULL TIME

113 PART TIME

265 SEASONAL/TEMP



Q4: How has this changed (# of employees) since start of the Pandemic?

18.5% - INCREASE

11.4% - DECREASED

61.4% - STAYED THE SAME

8.5% - N/A NEW BUSINESS

Q5: How is Business Overall?

60% - Good/Increasing

34% - Fair/Steady

7% - Slow/Poor



Q6: How is business compared to this time last year?

2.8% - Dramatically Less

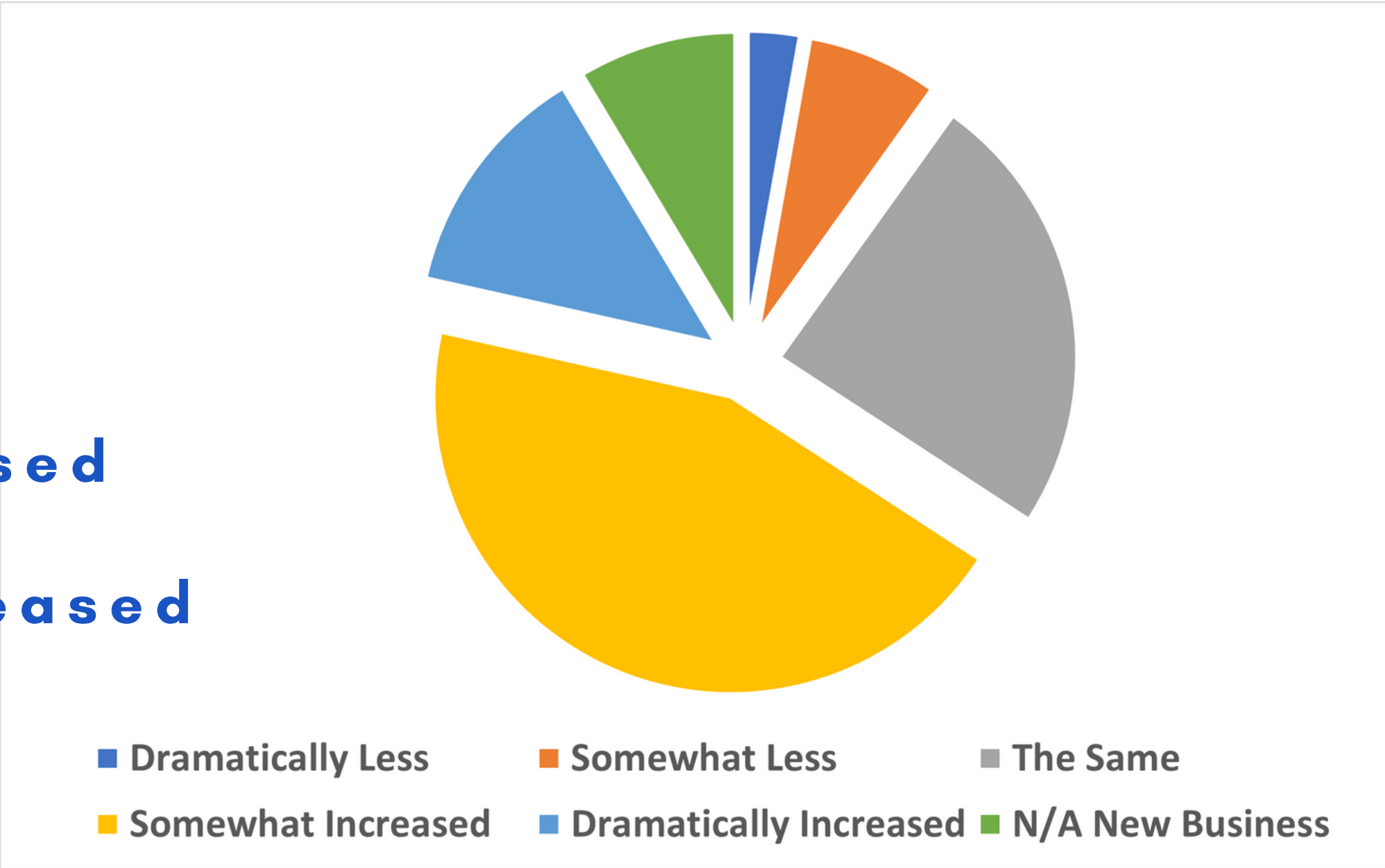
7.1% - Somewhat Less

24.3% - The Same

44.3% - Somewhat Increased

12.9% - Dramatically Increased

8.6% - N/A New Business



Q7: What do you like about doing business in Summerland?

ANSWER CHOICES	RESPONSES
People/Clientele	64.29%
Location	60.0%
<u>Small Town Living/Lifestyle</u>	<u>72.86%</u>
Business Climate	11.43%
Community Support/Involvement	37.14%
Availability of Local Services	18.57%
Business Friendly Local Government	10.0%



Q8: What are the biggest challenges facing your business?

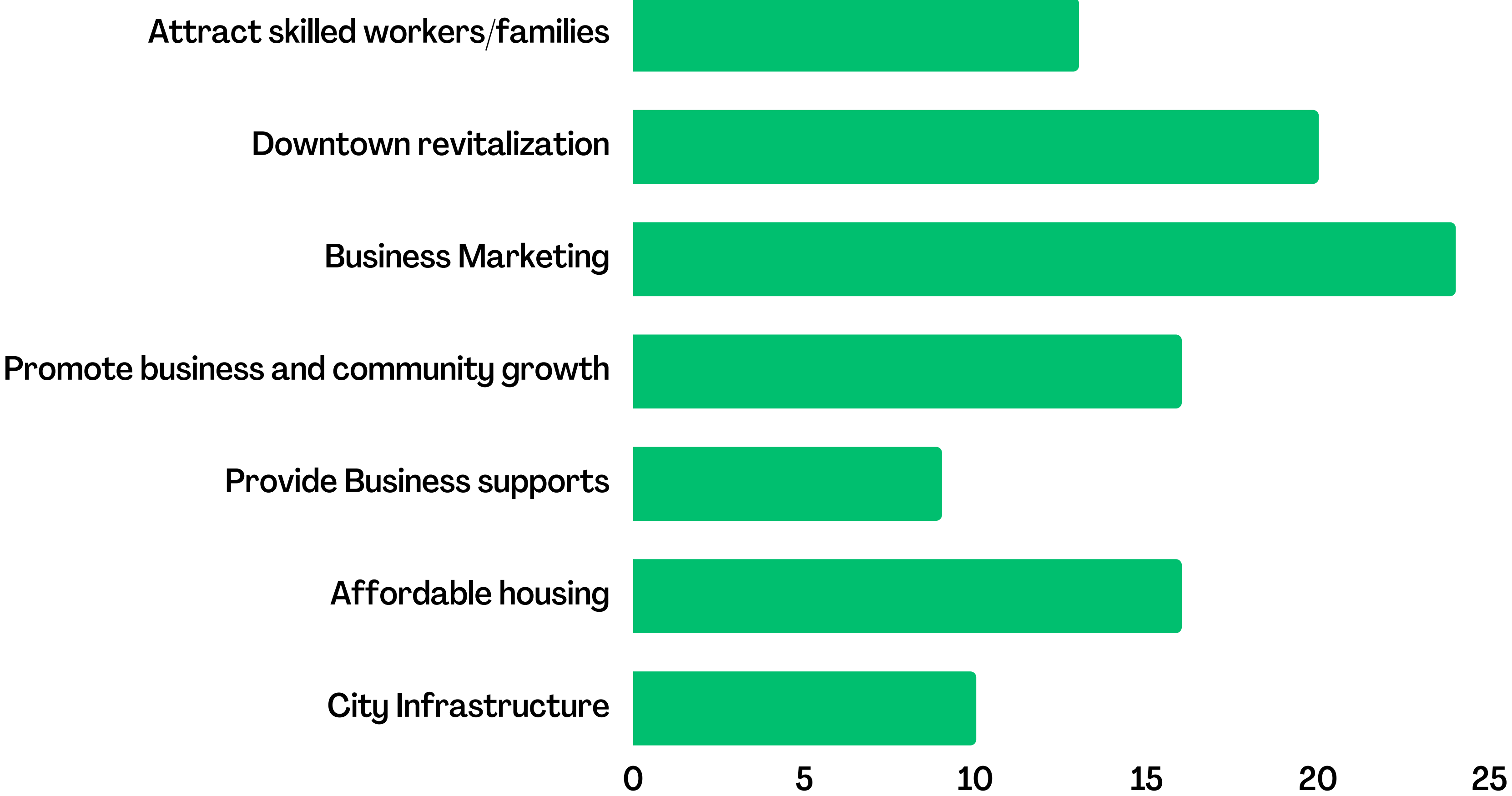


ANSWER CHOICES	RESPONSES
Financing	11.43%
<u>Finding Employees</u>	<u>40.0%</u>
Lack of Customers	11.43%
Internet Speed/Access	1.43%
Lack of Space	8.57%
Property Taxes	2.86%
Local Restrictions	5.71%
Marketing	11.43%
Market Leakage	1.43%
Parking / Access / Egress	18.57%

Your most unhappy
customers are your
greatest source of
learning.

Bill Gates

Q9: What could we do to help your business thrive?



Q10: Are you contemplating moving your premises?

	WITHIN THE NEXT 12 MONTHS	1-3 YRS	3+ YEARS	TOTAL	WEIGHTED AVERAGE
Yes	57.14%	28.57%	14.29%	7	1.57
No	6.67%	0%	93.33%	60	2.87
Maybe	0%	33.33%	66.67%	3	2.67

REASON FOR MOVING

BIGGER SPACE

LOCATION



Q12: Planning on retiring/selling/wrapping up your business in the next 5 years?

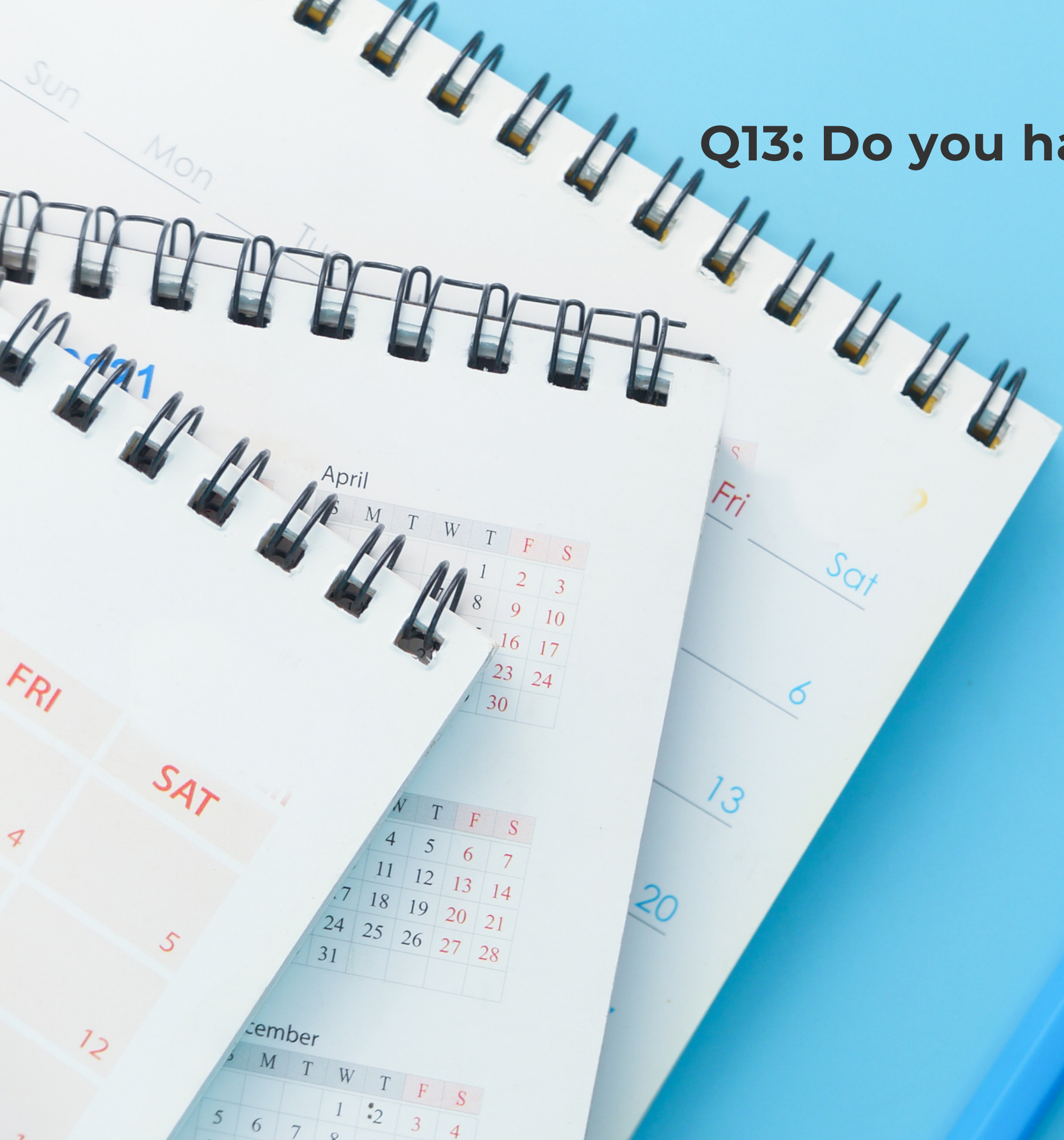
	<1YR	1-3YRS	4+ YRS
Yes, I wish to retire	20.0%	30.0%	50.0%
Yes, I wish to sell my business	66.67%	33.33%	0%
I wish to close/wrap up my business	0%	100%	0%
No, I plan to carry on my business	3.39%	0%	96.61%



Q13: Do you have an up-to-date succession plan?

Yes 25.71%

No 74.29%

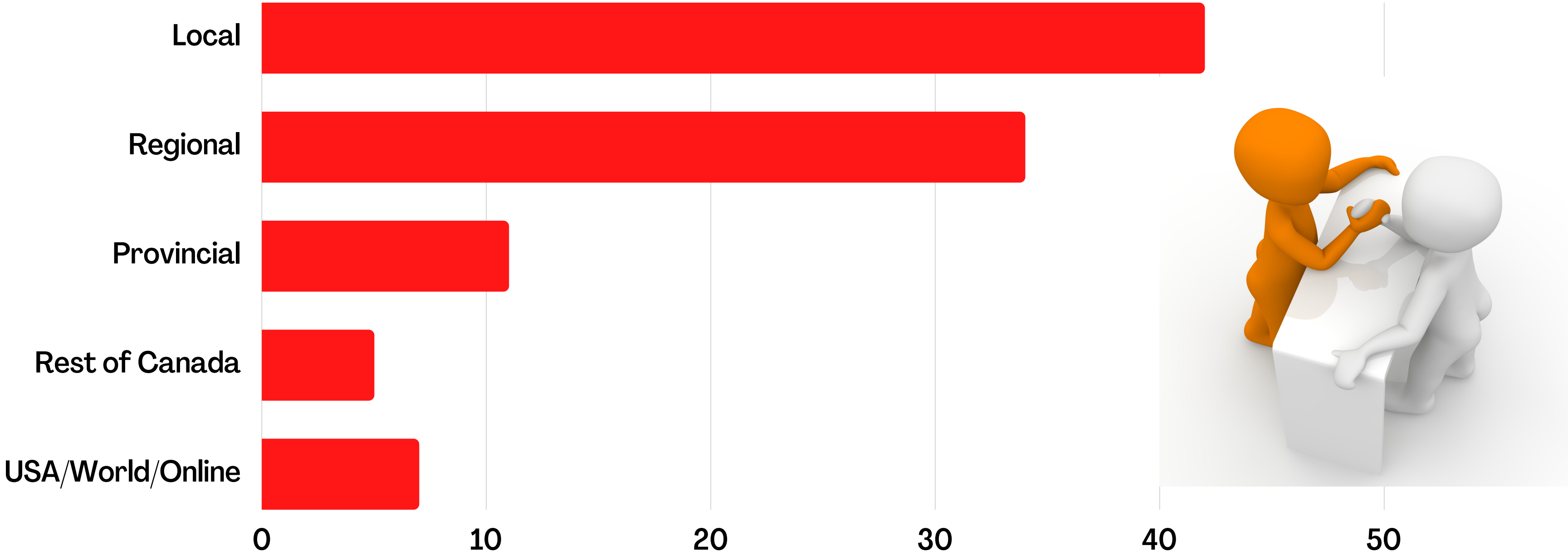




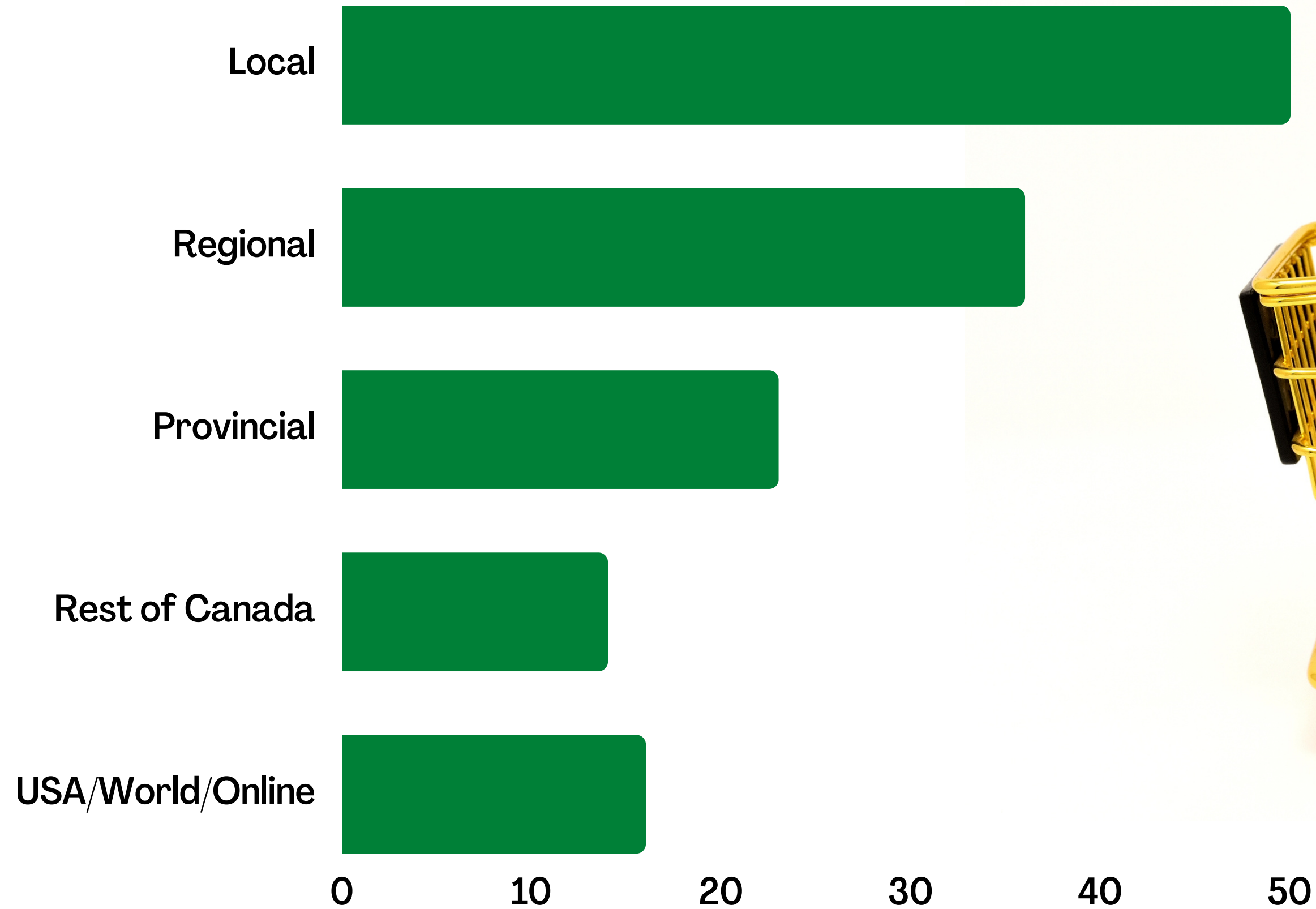
Q14: If you do not have a current succession plan, do you anticipate creating one?

	<1YR	1-3YRS	4+ YRS
Yes	61.54%	23.08%	15.38%
No	20.45%	2.27%	77.27%

Q15: Where is most of your competition?



Q16: Where do you purchase most of your supplies & support services?





GROW
YOUR
BUSINESS



- MARKETING
- FINANCING
- OPERATIONS
- CUSTOMER SERVICE



Q17: Would you like a follow up visit from one or more of the Business Walk partners listed below?



ANSWER CHOICES

RESPONSES

Accelerate Okanagan	3
Community Futures Okanagan Similkameen	7
District of Summerland	3
Okanagan College	9
Summerland Chamber of Commerce	12
Work BC South Okanagan	6

BUSINESS WALK 2022

Business Walk Partners



THANK YOU



SUMMERLAND

CHAMBER OF COMMERCE