

District of Mackenzie

2ND ANNUAL BUSINESS WALK

OCTOBER 4, 2018



WHAT IS A BUSINESS WALK?

Teams of 2-3 will visit storefront businesses for short 5-10 minute face-to-face conversations with owners or managers.

It creates an opportunity to track the pulse of the business community and identify successes as well as areas of improvement.





WHO?

Elected Officials, District Staff,
Chamber of Commerce, CNC,
Community Futures, and
Northern Development Initiative
Trust representatives

WHEN?

October 4, 2018
Between 10:00 am - 3:00 pm

WHERE?

All store-front businesses in-
town and in the industrial site



WHY?

Business walks have proven highly effective in the following:

1. Strengthening local economies by retaining businesses in a community,
2. Creating an environment where business can grow,
3. Improving communication between civic leaders and business owners,
4. Providing information for business service organizations to help tailor their services to the expressed needs of the local business community.

WHAT WILL WE ASK?

1. What do you like MOST about doing business in the area?
2. What is the greatest challenge your business faces today?
3. If we were to recruit a new business to town, what would benefit your operations?
4. What can be done to help your business grow?

Finally, a short set of Yes/No questions regarding the current business support services here in Mackenzie.



The Result

By taking the time to answer just a few questions, you will be providing valuable information that the District and our business support agencies can use to develop programs and services that will better support our local small businesses.

The District will:

1. Analyze the initial findings,
2. Report final analysis and include recommendations,
3. Work with business service partners to develop an action plan moving forward.

2017 Results are available
www.district.mackenzie.bc.ca



Questions?

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THANK YOU!



College of New Caledonia
MACKENZIE CAMPUS



Community
Futures Fraser Fort George

