


# Business Walks

- Week of July 12<sup>th</sup>
- 58 completed
  - Online and in-person
  - Mostly small businesses (1-9 employees)
  - 72% interested in supporting implementation
- **Thank you, volunteers!**



**District of Mackenzie**  
**BUSINESS WALK**  
→ July 12, 2021 • 9 am - 4 pm ←

The District is currently developing a Community Economic Development Strategy for creating a diverse, vibrant local economy and we'd like to hear from our local business community!



**WHAT IS A BUSINESS WALK?**  
Teams of elected officials, District staff, and volunteers will be visiting businesses for a 10-15-minute interview about your experience doing business in Mackenzie and to identify ways we can help businesses succeed.

**WHAT WILL WE ASK?**

- What do you like most about doing business in Mackenzie?
- What are the challenges you face?
- What can be done to help your business thrive?

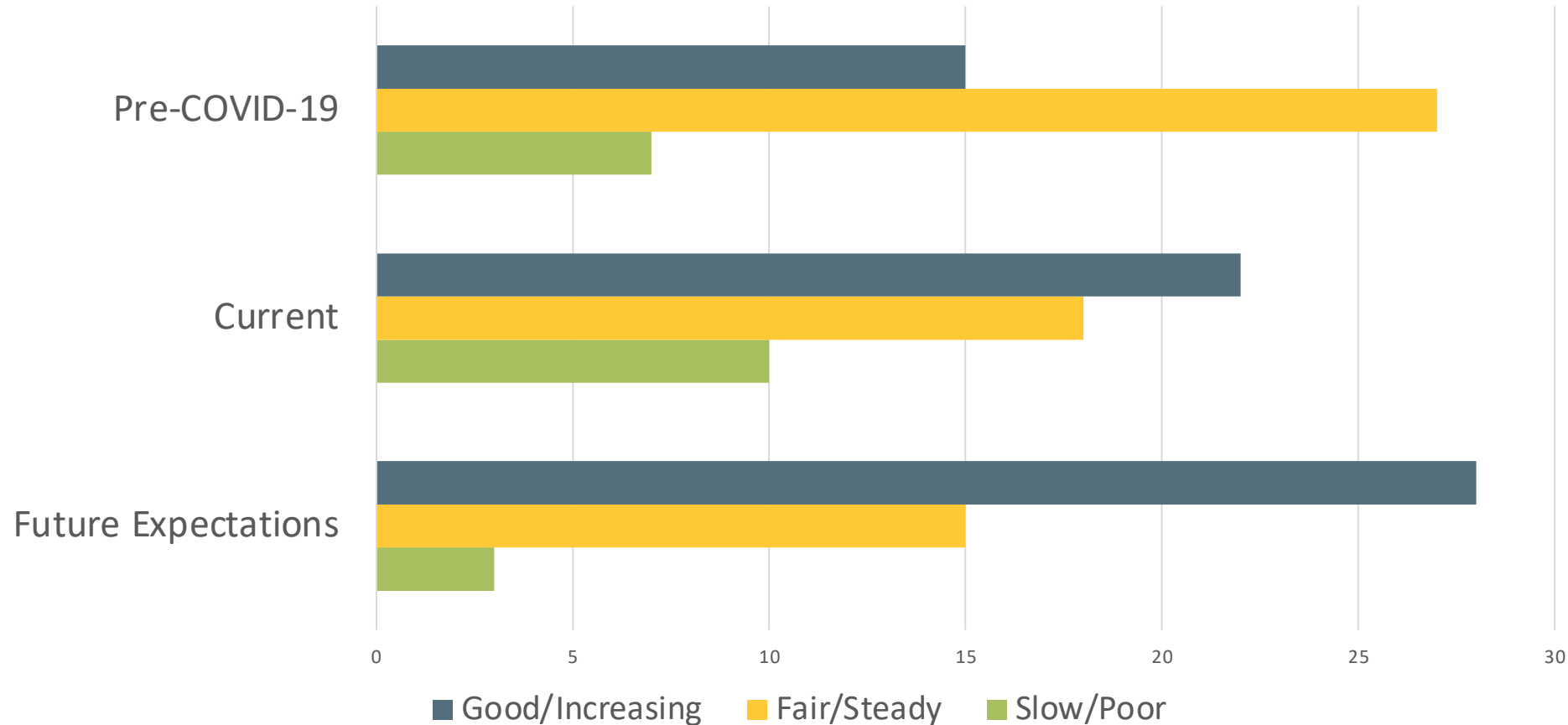
**THE RESULT**  
By taking the time to answer a few questions, you will be contributing to the development of our Community Economic Development Strategy with actions to address common challenges and to better support local business success.

For further information OR for more options to participate, please contact Carl Ceder at 250-997-3221 Ext. 223.



# Business Walks: what we heard

## How has business been?

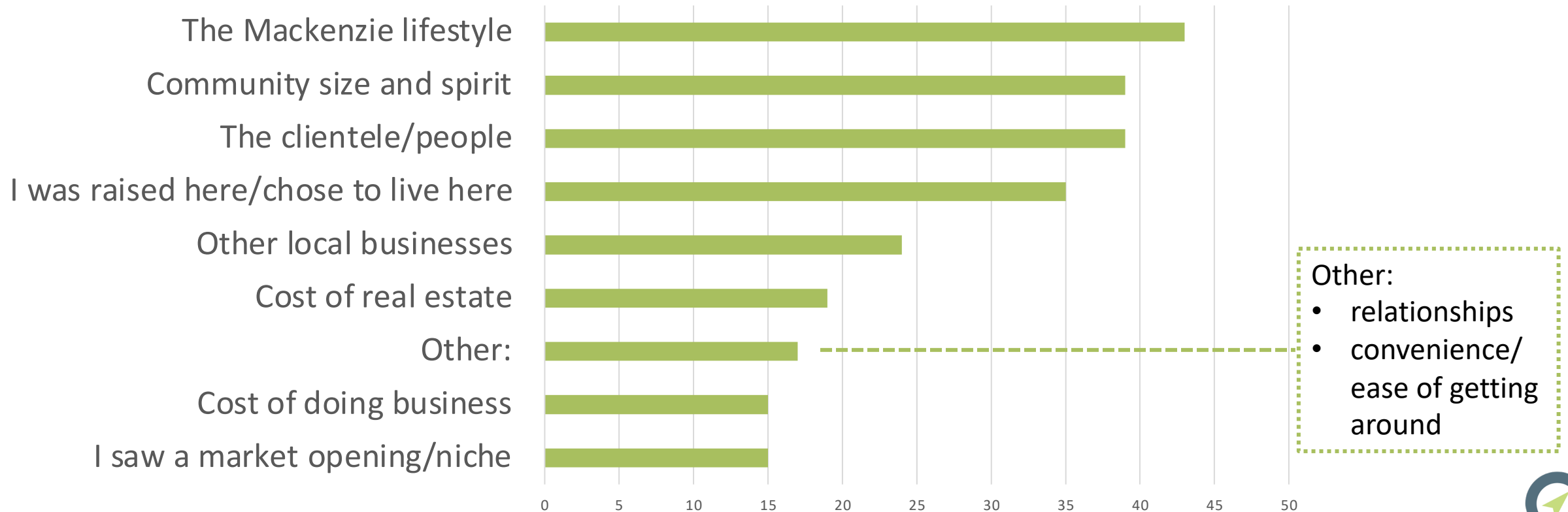


*"Be flexible, be prepared to adapt."*



# Business Walks: what we heard

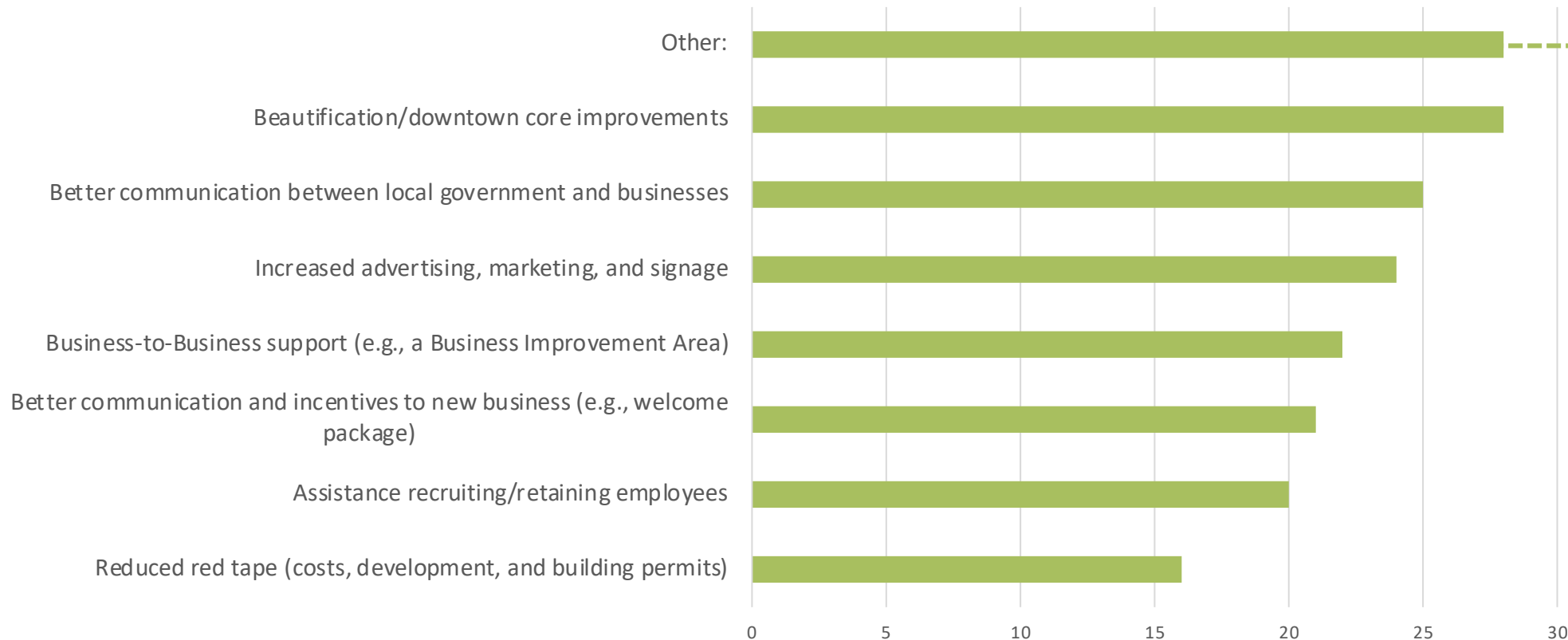
## What do you like about doing business in Mackenzie?



# Business Walks: what we heard

*""Shop local - have big institutions shop local.""*

## What can be done to help your business thrive?



### Other:

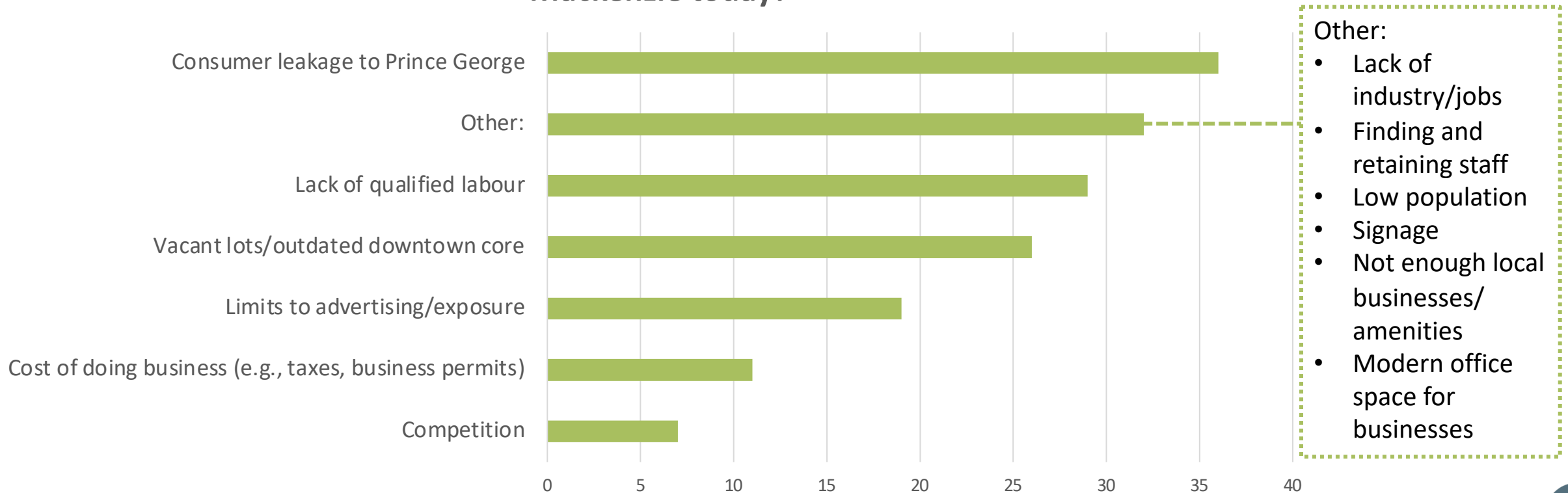
- Coordinated/consistent business hours in Mackenzie
- More industry
- Tourism, recreation, and entertainment development
- Support with staffing
- Promote buying local



# Business Walks: what we heard

*"Skilled labour is always a challenge."*

**What do you think are the main challenges facing businesses in Mackenzie today?**



# Business Walks: what we heard

Do you have any ideas for how to address these challenges and/or support local economic development in Mackenzie?

Key themes

- Beautification
- Office space/space for businesses
- Road improvement/creation
- Waterfront property developments
- Outdoor recreation development
- More local businesses, amenities, shopping
- Diversification
- Shopping local
- Better internet

*"Access to waterfront property to draw people to the community."*

*"Office space for new ventures/start up to rent that is new and professional."*

*"Beautify town. Consistent design. Brighten image. Needs character."*

