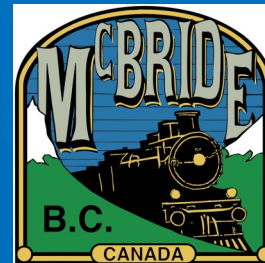


McBride Business Walk 2017

POST EVENT REPORT



Top 3

POSITIVES about doing
business in McBride



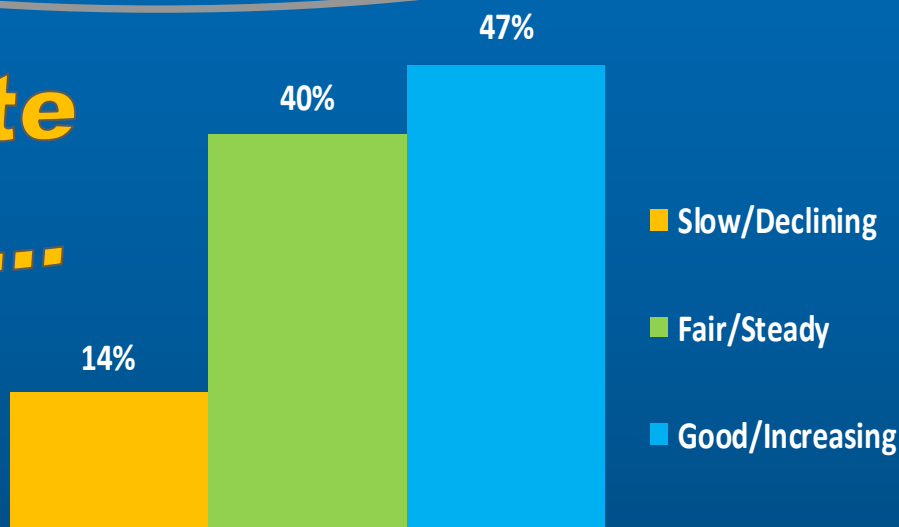
#1 Friendly People

#2 Lifestyle

#3 Niche Business

Current State of Business...

47% of surveyed businesses
reporting growth!



43 businesses were visited by volunteers from the Village of McBride (Mayor, Council and staff); Chamber of Commerce, Ministry of Forests, Lands, Natural Resource Operations and Rural Development staff; RDFFG; Community Futures and WorkBC representatives; our local Scotiabank Manager and high school Principal along with regional business services providers. Volunteers gathered information from the business community to identify opportunities and challenges and to facilitate business growth.

Participating Partners



McBride & District Chamber of Commerce

Contact Karen Dubé

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CHALLENGES TO GROWING BUSINESS...

Limited space
For expansion

Attracting &
Retaining Skilled Staff

High Cost &
Unreliability of Freight

Advertising &
Promotion of McBride

38% of businesses reported their **greatest challenge** to growth is McBride's **SMALL POPULATION**

Many businesses in McBride *do not have* a **WEB PRESENCE**

Promotion of McBride and the Robson Valley as a great place to live and work

List of available properties for rent or lease for new or expanding businesses

Expand amenities and services for visitors

Recommendations

Advertising and marketing of individual businesses including improving signage

Lower Freight Costs and improve Freight Service to McBride

Next Steps

The Village of McBride with support from the participating partners and municipal leaders will:

Continue to support programs:

- ⇒ Business Façade Program
- ⇒ Shop Local Programs

Engage initiatives to attract and retain skilled employees

Facilitate collaborative marketing training and support

Update Village Sign Bylaw and work with MoT on Highway Signage

Identify ways to improve freight service and lower costs to businesses

Stay tuned for the upcoming post-Business Walk Action Plan!