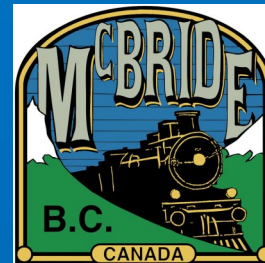


McBride Business Walk 2017

POST EVENT REPORT



Top 3

POSITIVES about doing
business in McBride



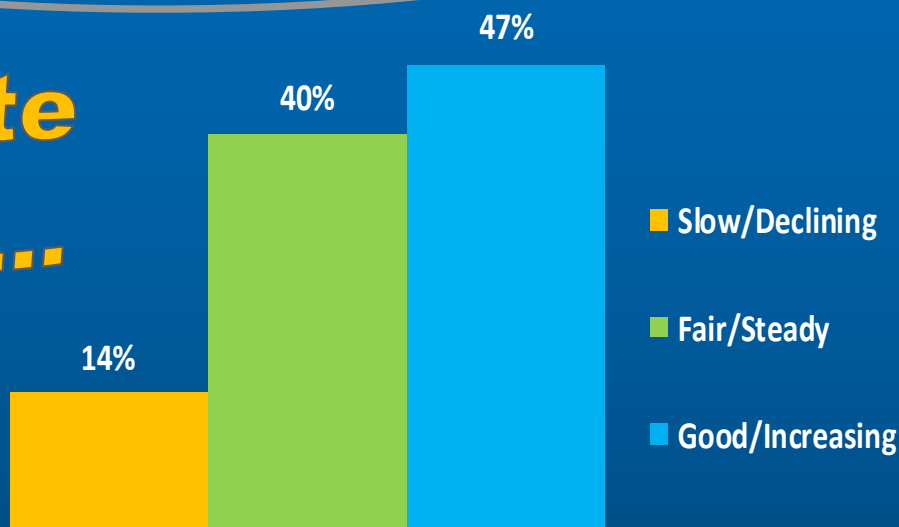
#1 Friendly People

#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

Economic Development Coordinator

Village of McBride

250.569.2229

edo@mcbride.ca

www.mcbride.ca

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!