

Post Event Report

During the week of October 30, 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. We gathered the following information:

Rate the **Current State** of your Business:

- ⇒ 47% Good/Increasing
- ⇒ 40% Fair/Steady
- ⇒ 14% Slow/Declining

Top 3 Positives of doing business in McBride:

- ⇒ #1 Friendly People
- ⇒ #2 Lifestyle
- ⇒ #3 Niche Business

Challenges to Growing Your Business:

- McBride's Small Population (38% of businesses reported)
- Limited space for expansion
- Attracting and retaining skilled staff
- High cost and unreliability of freight
- Advertising and Promotion of McBride to visitors and potential residents

Results/**Recommendations**:

- Expand amenities and services for visitors
- Promotion of McBride and the Robson Valley as a great place to live and work
- Support advertising and marketing of individual businesses including improving signage
- Lower freight costs and improve freight service to McBride
- List of available properties for rent or lease for new or expanding businesses

McBride Business Walk 2017

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

- Engage initiatives to attract and retain skilled employees
- Facilitate collaborative marketing training and support for businesses
- Identify ways to improve freight service and lower costs to businesses
- Update Village Sign Bylaw and work with MoT on improving highway signage
- Continue to support programs such as:
 - Business Façade Improvement Programs
 - Shop Local Programs
 - Small Business Month

Participating **Partners** included:

- WorkBC
- The Province of BC
- Community Futures Fraser-Fort George
- Scotiabank
- McBride Secondary School
- McBride and District Chamber of Commerce
- Regional District of Fraser-Fort George
- Village of McBride Mayor and Council
- Village of McBride Community Economic Development Coordinator

Stay tuned for an upcoming Action Plan that will detail how we will move forward with recommendations and next steps in the New Year.

Questions?

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