



Strong Businesses Build Healthy Communities

BUSINESS VITALITY SURVEY APRIL 27 – MAY 9, 2020



Village of
Rockyford



The Need

Conducted throughout the following municipalities:

Bassano, Beiseker, Chestermere, Hussar, Irricana, Rockyford, Rocky View County, Standard, Strathmore and Wheatland County between April 27 to May 9, 2020.

Why

To assess the current business climate throughout the CF Wild Rose Region and West boundaries of Rocky View County to gain further understanding of businesses as a result of COVID-19 to develop an action plan to support businesses through the recovery process. This will be achieved through an electronic survey beginning April 27, 2020 to acquire baseline data and subsequent quarterly surveys throughout the next 12 months to monitor and assess the business environment. The results of the surveys will allow Project and Industry Partners to create proactive solutions while strengthening existing businesses to overcome challenges and identify opportunities.

How

The survey was promoted by the municipalities through social media, and to those who chose to publicize through direct mail campaigns, utility bills, direct email was the responsibility of the municipality. CF Wild Rose posted and boosted the Facebook posts throughout the Rocky View County area and received 8,717 post engagements, reached 8,564 people and 114 link clicks. Individuals who entered the survey completed at 100% response rate. Wheatland County boosted the social media posts, and the remaining municipalities and CF Wild Rose did organic posts through Facebook.

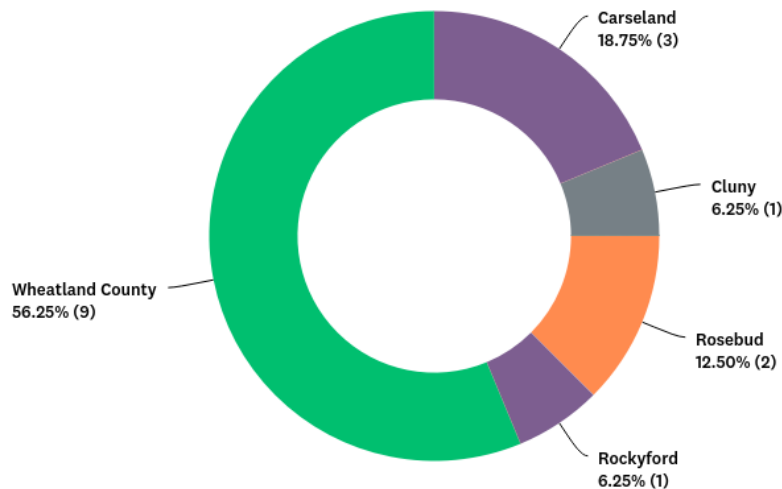


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In what community is your business located?

Answered: 16 Skipped: 0



Key Findings

Highest participation from Wheatland County and Communities had the second largest response rate (16/73)

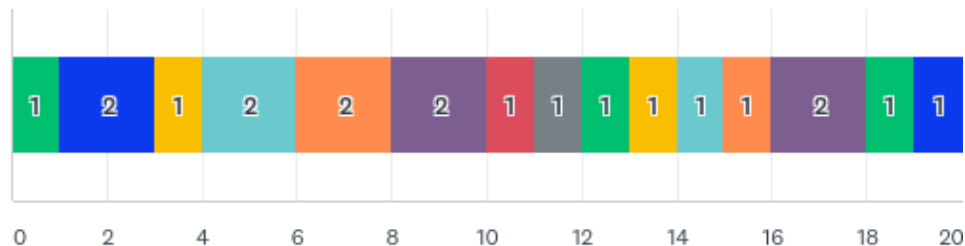


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Please select the business sector in which are classified. (check all that apply)

Answered: 16 Skipped: 0



- Accommodation (camping, hotel, b&b, motel, etc)
- Agriculture (smaller than 80 hectares)
- Agriculture (larger than 80 hectares)
- Arts, Entertainment and Events (theatres, museums)
- Construction (constructing, repairing and renovating buildings and engineering works,
- Educational services (schools, post secondary, adult learning)
- Finance and insurance (banks, providers)
- Fishing and Hunting
- Food services (restaurants, fast food, caterers (not grocery stores)
- Forestry, Mining, Quarrying, Oil and Gas
- Government Services
- Health care, Extended Health Care and social assistance (Hospital, Doctors office, chi
- Health & Wellness (beauty salons, fitness facilities, yoga)
- Information and cultural industries
- Manufacturing (chemical, mechanical or physical transformation of materials or subst
- Professional, scientific and technical services (lawyers, engineers, consulting, account
- Real estate and Property Management (sales, rental, leasing, management)
- Retail trade (jewelry, grocery, clothing,
- Service Clubs (food bank, agricultural societies, lions/kinsmen/elks)
- Sports and Recreation (golf courses, hockey, baseball, gymnastics,
- Tourism (activities and tours)
- Transportation & Logistics Services (taxis, bussing, heavy hauling, automotive service
- Utilities (water, power, natural gas, telephone, broadband)
- Waste management and Remediation services
- Warehousing, Distribution Centres and Storage (RV lots, Mini storage, distribution faci
- Wholesale trade (engaged in wholesaling merchandise, generally without transformati

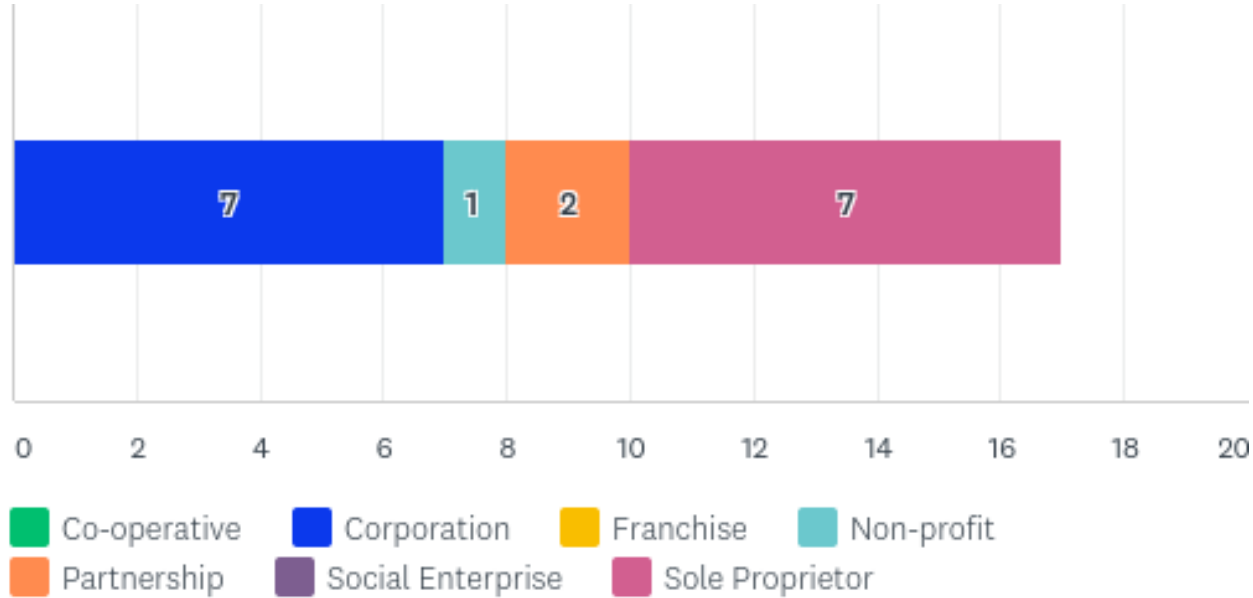


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What is your business structure? (select all that apply)

Answered: 16 Skipped: 0



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Please select any outside investment within your business? (please select all that apply)

Answered: 16 Skipped: 0

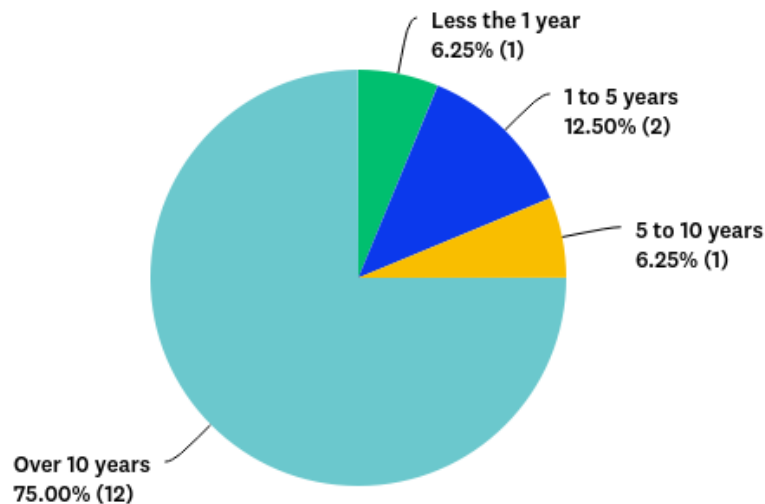


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How many years have you been in operation?

Answered: 16 Skipped: 0



Key Findings

Large percentage of businesses have been in operation for over 10 years compared to regional results at 48%.

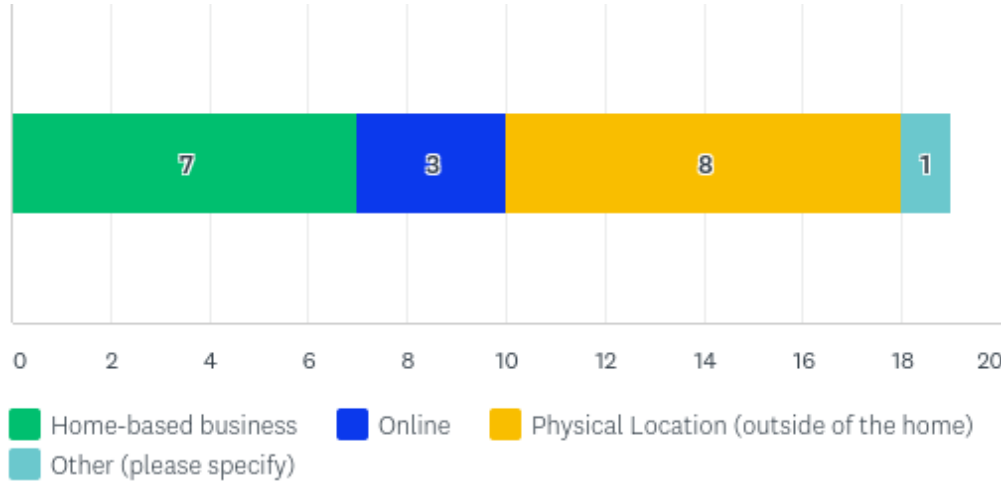


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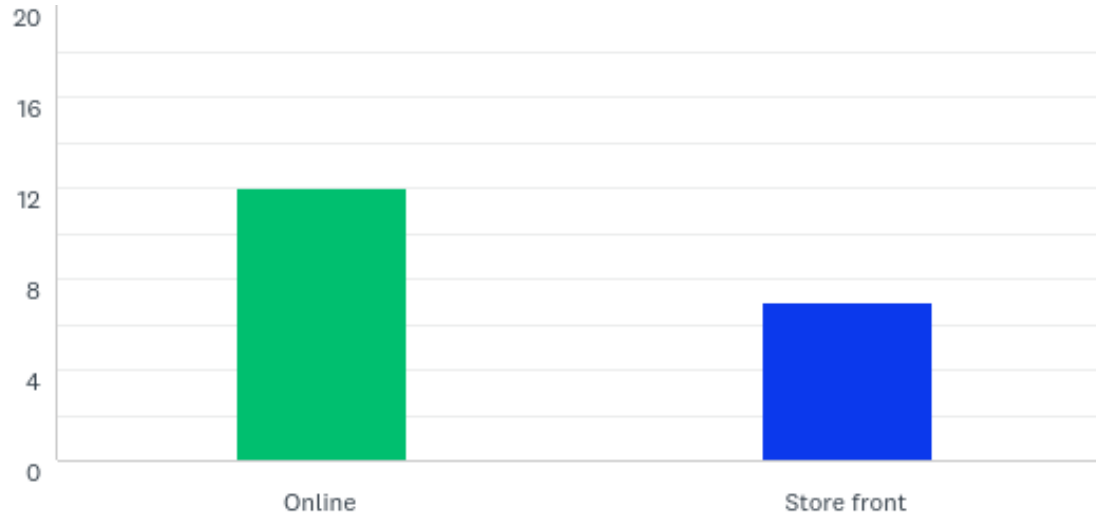
Where does your business operate: (check all that apply)

Answered: 16 Skipped: 0



How do you currently sell your products and services (select all that apply)

Answered: 16 Skipped: 0

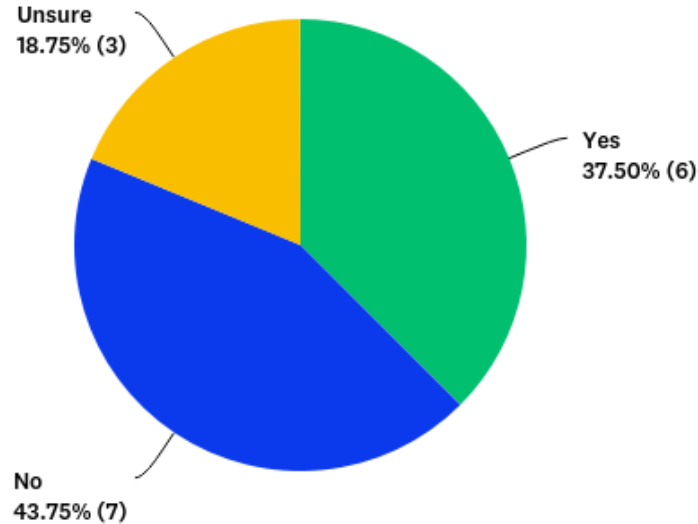


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If you are NOT selling online, do you plan to sell online in the upcoming 12 months?

Answered: 16 Skipped: 0



Key Findings

6 businesses are selling online and at their storefront, with the largest portion that are unsure or don't plan to sell online.

Opportunity to explore the potential and address any challenges or barriers with e-commerce.

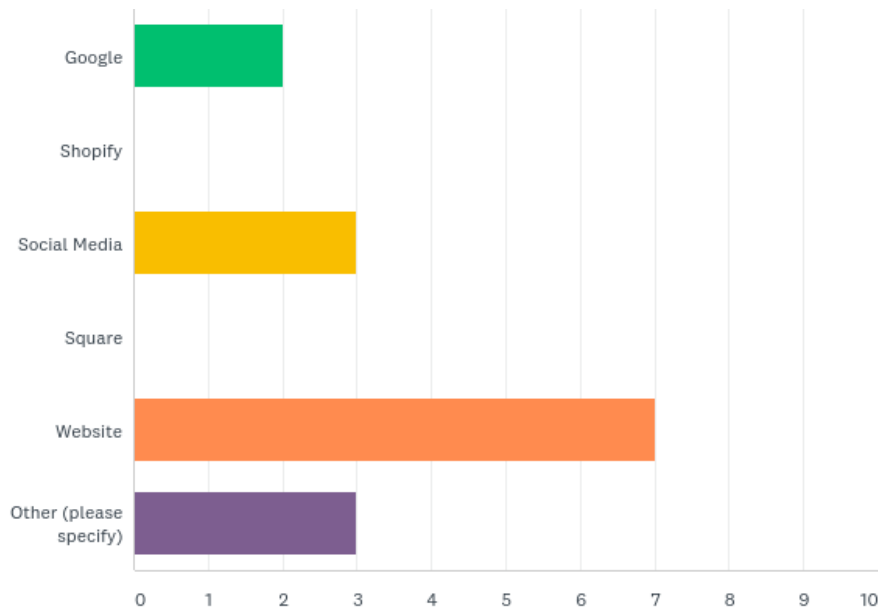


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If you sell online, which platforms do you use (select all that apply)

Answered: 10 Skipped: 6



Key Findings

Explore options to increase online presence through various platforms.

Opportunity to further the presence of Google within the County.

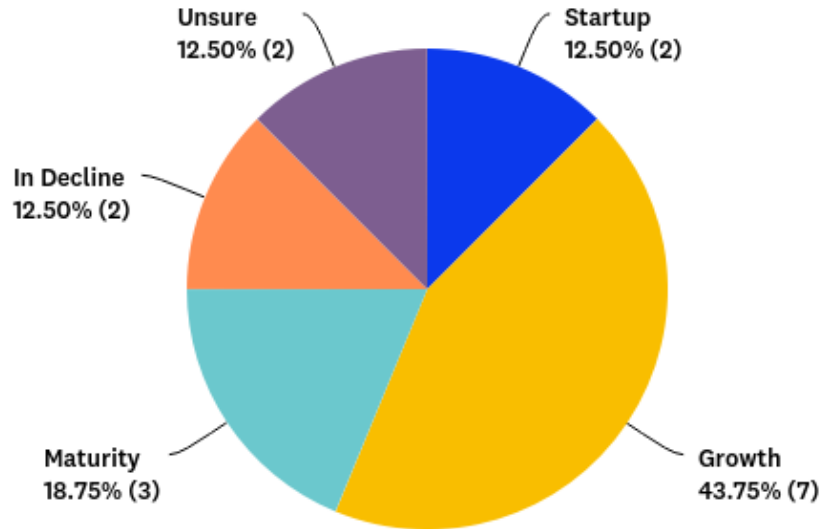


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What stage of the business life cycle is your business in prior to COVID-19?

Answered: 16 Skipped: 0



Key Findings

Majority of businesses are in Growth Stage and Mar Stage.

Combined 23 businesses who are in Maturity and Decline

Opportunities to explore business expansion, investment attraction and succession planning.

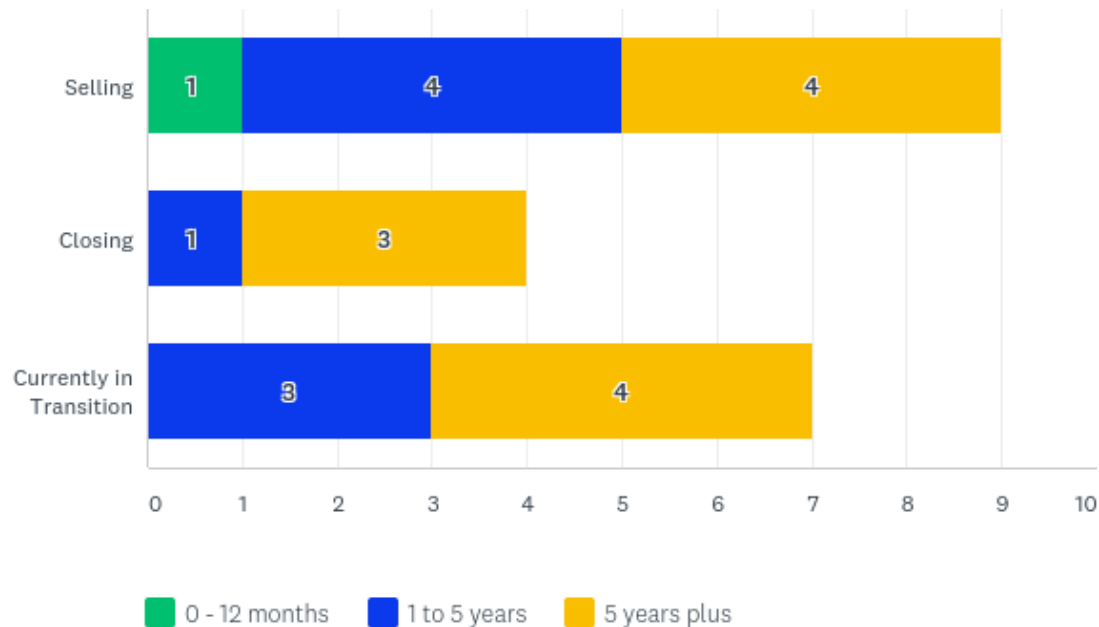


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Please select the following options that apply to the succession planning and preparedness for your business. Please select all that apply.

Answered: 13 Skipped: 3

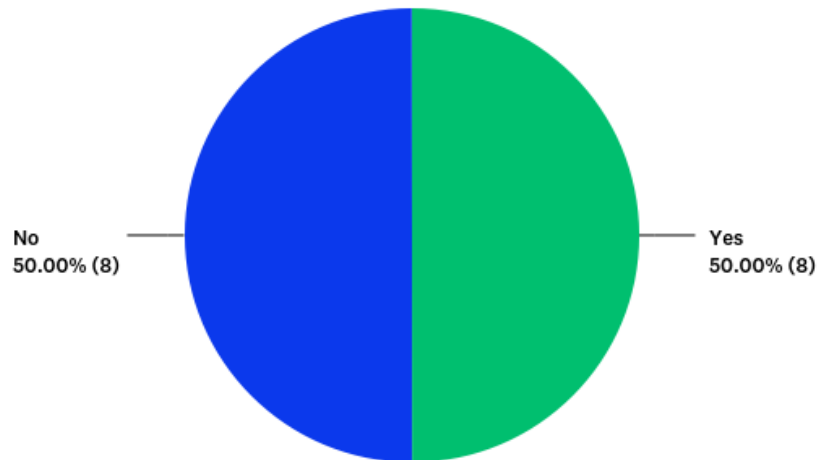


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Do you have a Business Transition or Succession Plan in place?

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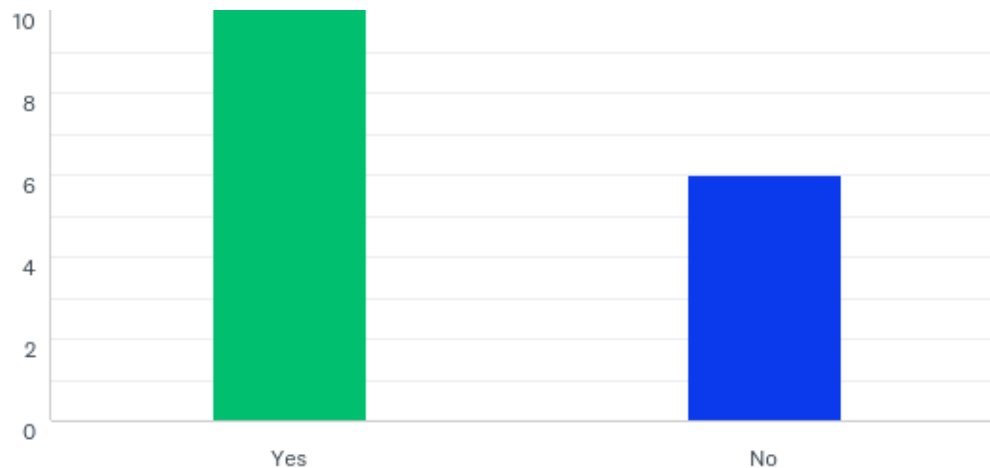


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Has your business been considered an essential service to support the pandemic?

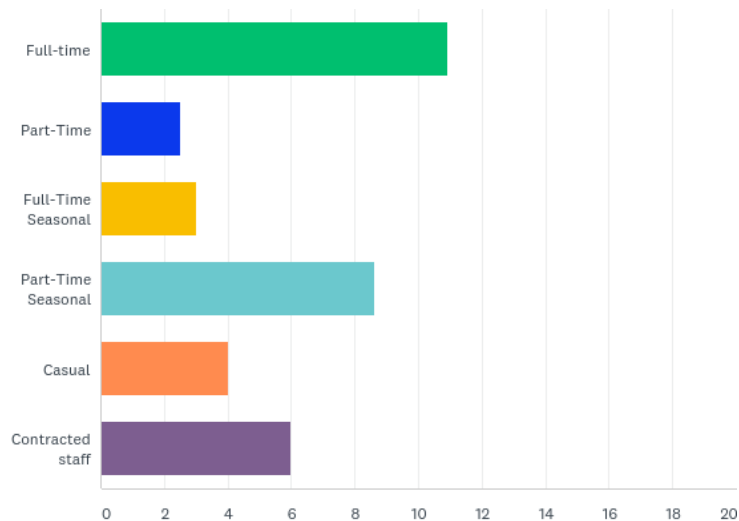
Answered: 16 Skipped: 0



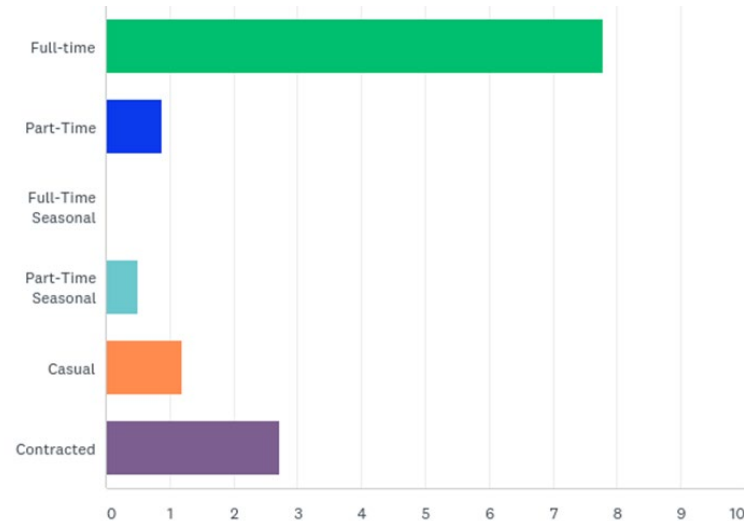
Please list the number of employees you had prior to March 12 and currently as of May 10.

Answered: 16 Skipped: 0

March 12



May 10

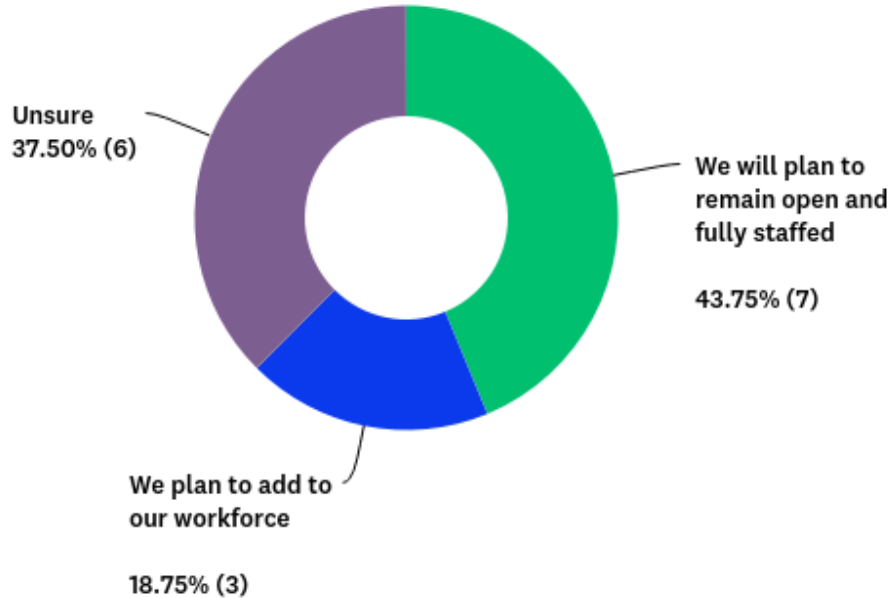


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What do you expect the FUTURE STATUS of your workforce to be in July 2020?

Answered: 16 Skipped: 0

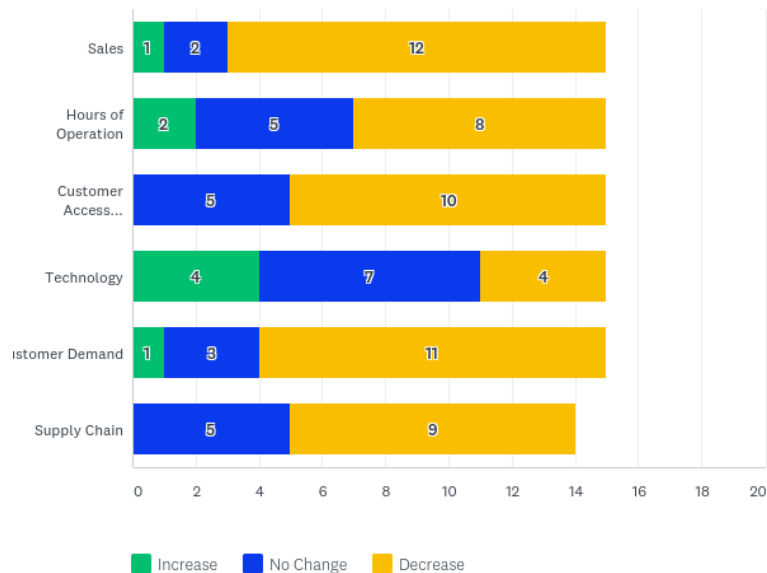


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What areas of your business have been impacted as a result of COVID-19? (select all relevant answers)

Answered: 16 Skipped: 0

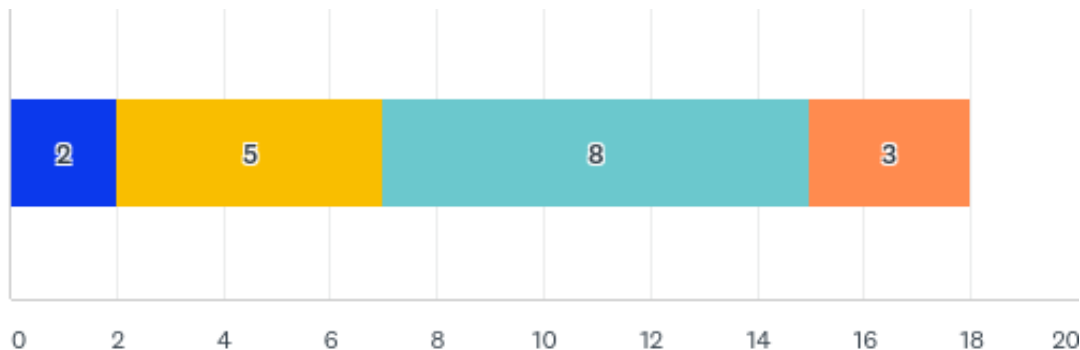


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What business continuity measures have you implemented in response to COVID-19? (Select all that apply)

Answered: 16 Skipped: 0



- ☐ I have insurance cover the loss of income, inventory and/or interruption of business
- ☐ I am now selling online.
- ☐ I am receiving government supports.
- ☐ I have not implemented any measures at this time.
- ☐ Other (please specify)

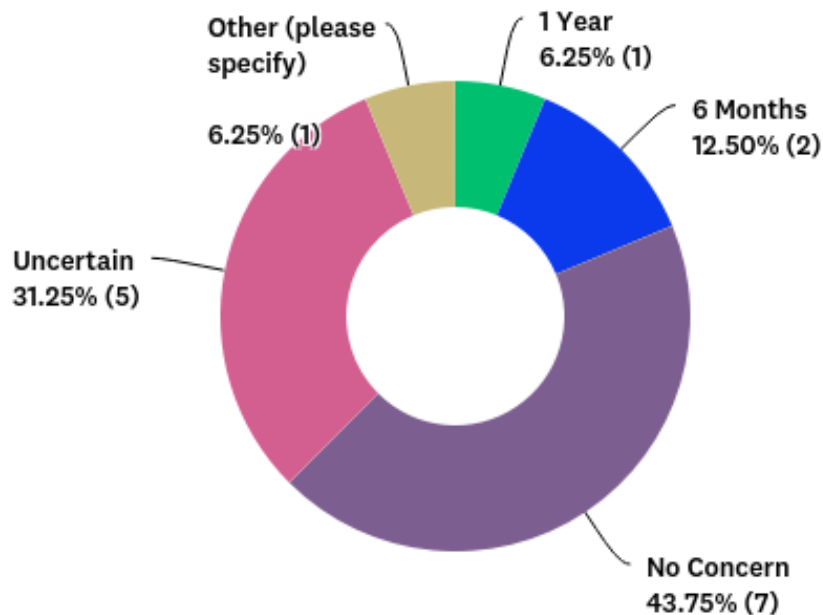


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Under current market conditions, how long will you be able to manage your operation?

Answered: 16 Skipped: 0



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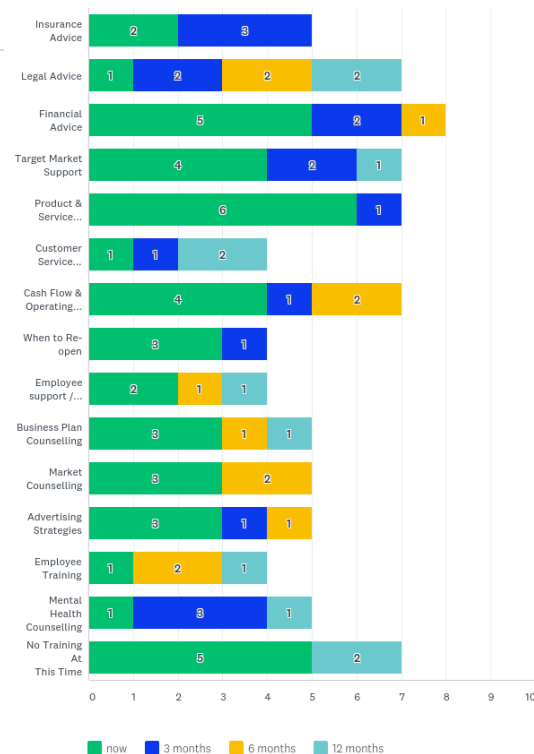


What are the training needs you require (check all that apply)

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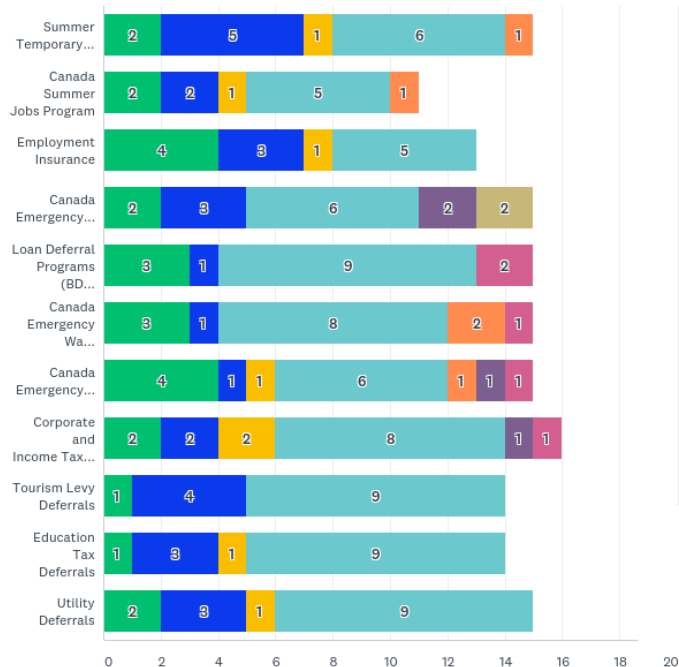
Key Findings

Financial Advice, Marketing Plan and Product and Service development are the key training current requirements. Mental Health Supports and Insurance Advice would be required in 6 months.



Please indicate which COVID-19 relief programs you accessed and/or are receiving and their effectiveness of each. (select one rating per program)

Answered: 16 Skipped: 0



Key Findings

Large portion of respondents did not apply for programs in Wheatland County and a portion of those were also not eligible.

- Did not qualify
- Not applicable to my situation
- Unaware
- Did not apply
- Applied and waiting
- Receiving support and am satisfied I can continue operations
- Receiving support and require additional support to make ends meet
- Receiving support but unable to make ends meet and in jeopardy of closing my business

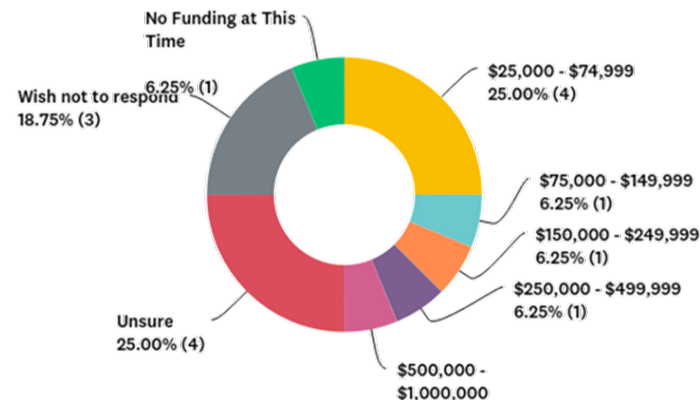
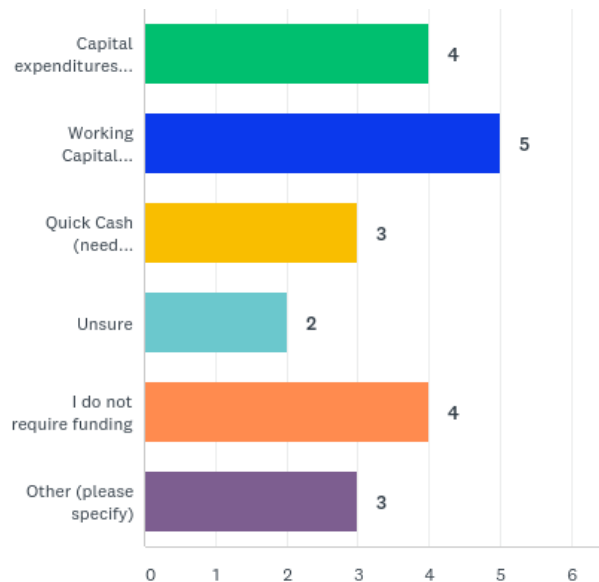
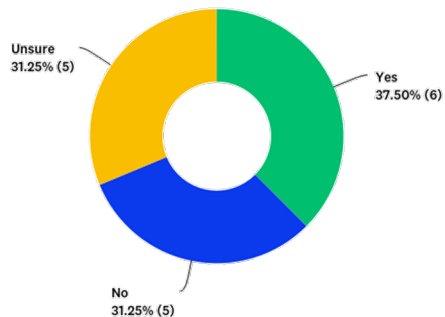


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Those businesses who require financing, what for and how much?

Answered: 16 Skipped: 0



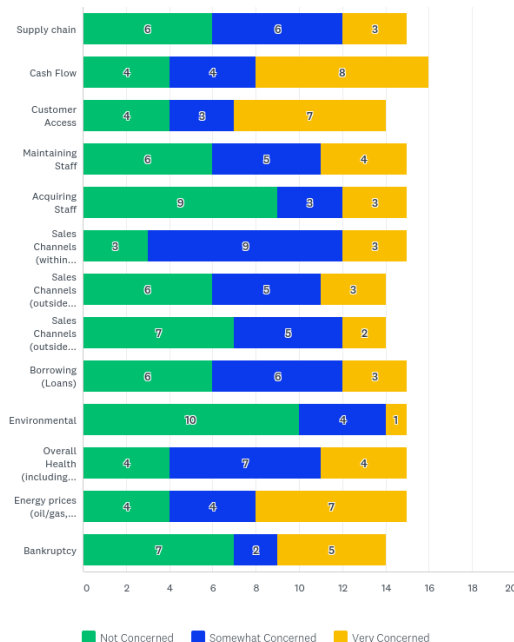
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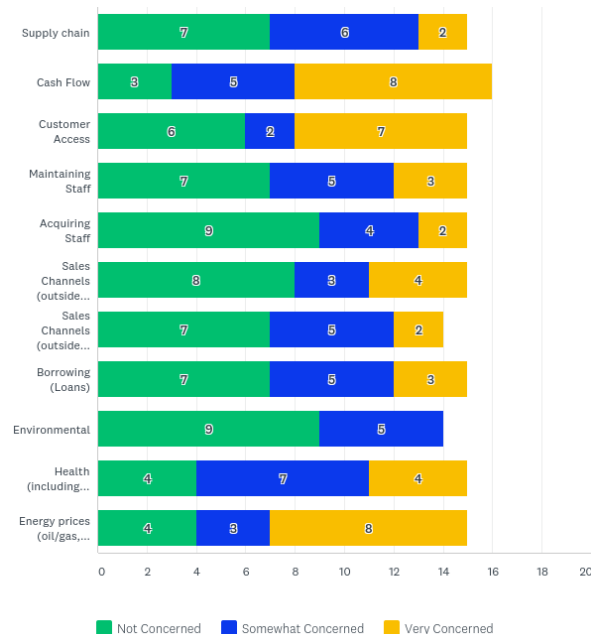
Please rate your level of concern in how these items will impact your business operations within the next 3 months and 4 – 12 months

Answered: 16 Skipped: 0

3 Months



4-12 Months



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Please provide any additional information regarding your business you wish to share – Open Ended Responses

Answered: 73 Skipped: 0

- As a farmer who has a side agricultural related repair business ,seasonal , and my wife works off the farm at Rosebud theater for cash flow.. neither of us qualified for any assistance . cash flow is a real struggle.
- Support from all levels of government will be critical to whether or not Rosebud survives this crisis. In addition to this will be very busy in fundraising. Rosebud's survival will be dependent on the will and ability to support, of those who value this place.
- We do not qualify for the interest free loans as our T4 payroll is not high enough. Most of our staff are contractors.



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Key Priorities

- Training (Employees and Entrepreneurs)
- Business Retention and Expansion Initiatives
- Investment Attraction
- Labour Market Studies
- Relaunch Strategies
- Capital Programs
- Collaborative Partnership Opportunities amongst Business Support Services
- Continued Health Assessments and Check-ins with the Business Community



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Next Steps

- Review Survey Results with Economic Development and Municipalities – June 3 meeting (potential)
- Establish potential tactics to address priorities
- Identify stakeholders (financial and in-kind)
- Communicate plan to business community



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