

# Business - Economic Development Plan Survey

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## **SURVEY RESPONSE REPORT**

04 January 2019 - 31 March 2021

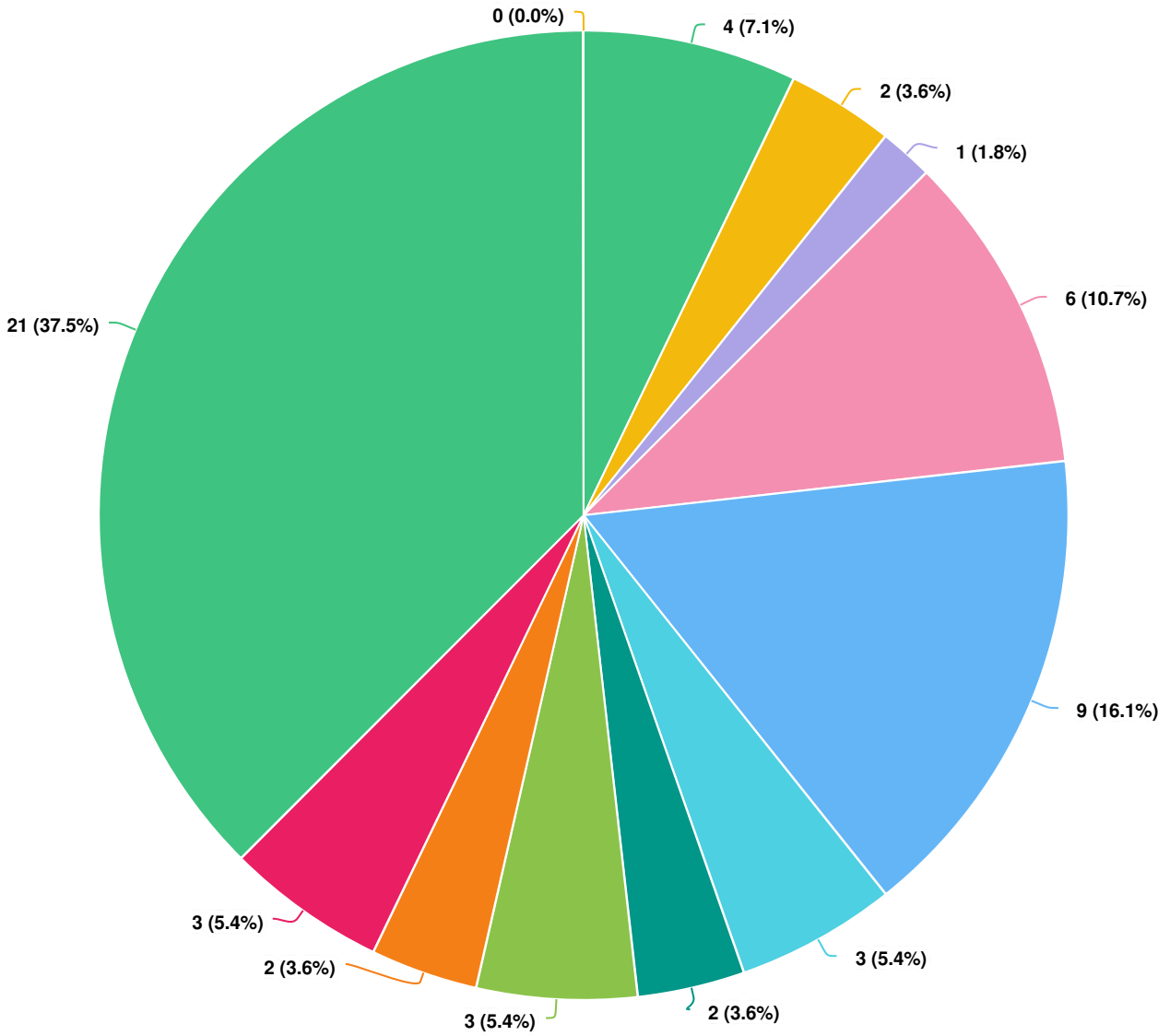
### **PROJECT NAME:**

Economic Development Plan Survey



SURVEY QUESTIONS

**Q2** What type of business do you run/work for?

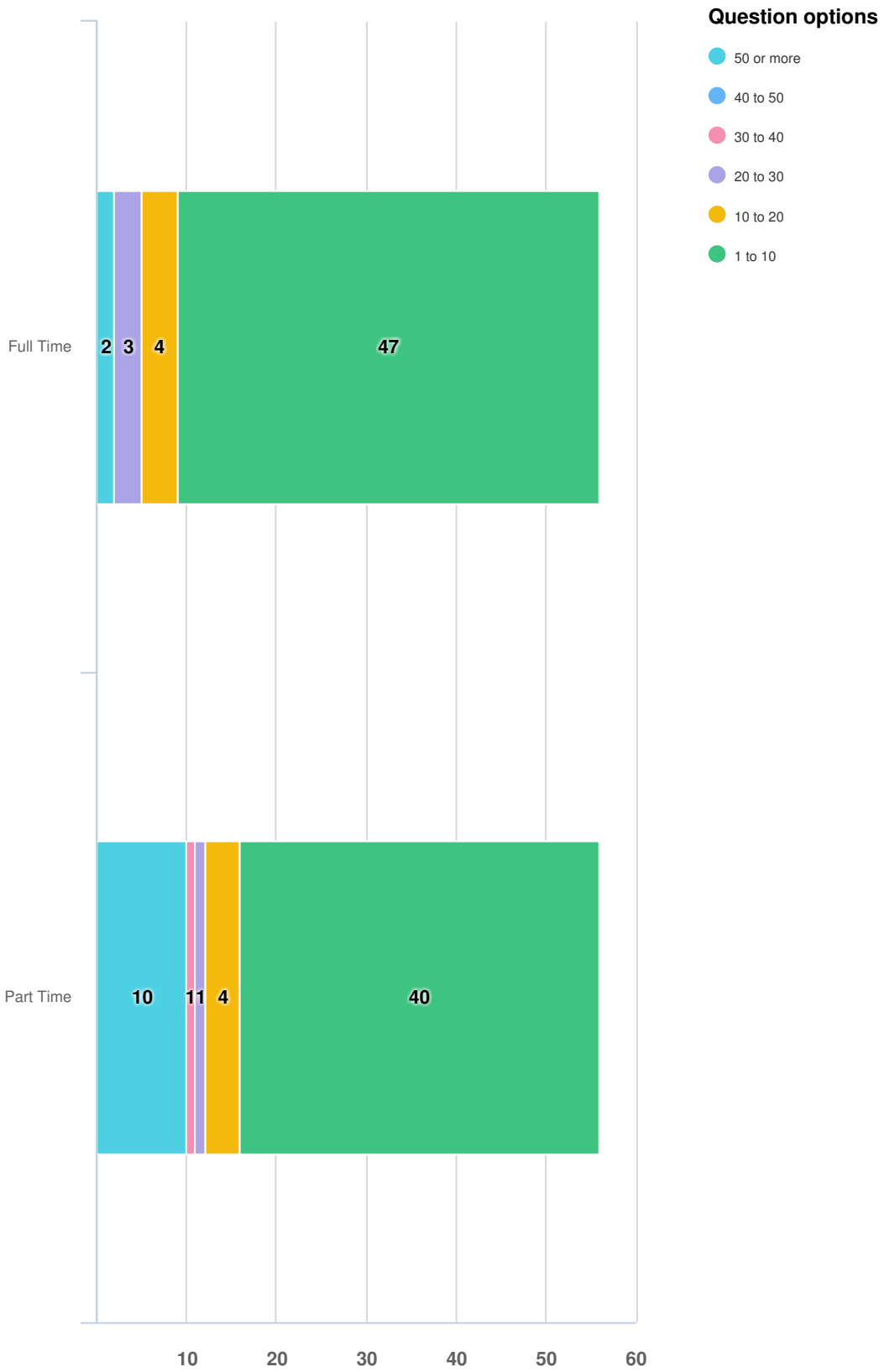


**Question options**

- Restaurant
 ● Coffee Shop
● Food retail (e.g. grocery store, bakery, convenience store, produce store)
- General retail (e.g. apparel, gift shop, thrift store, home décor, footwear, liquor store)
 ● Medical / Dental Office
- Other Health Care
 ● Law firm
● Real Estate firm
● Financial firm
- General service (e.g. salon, hairdresser, day spa, fitness)
 ● Other
● Pub

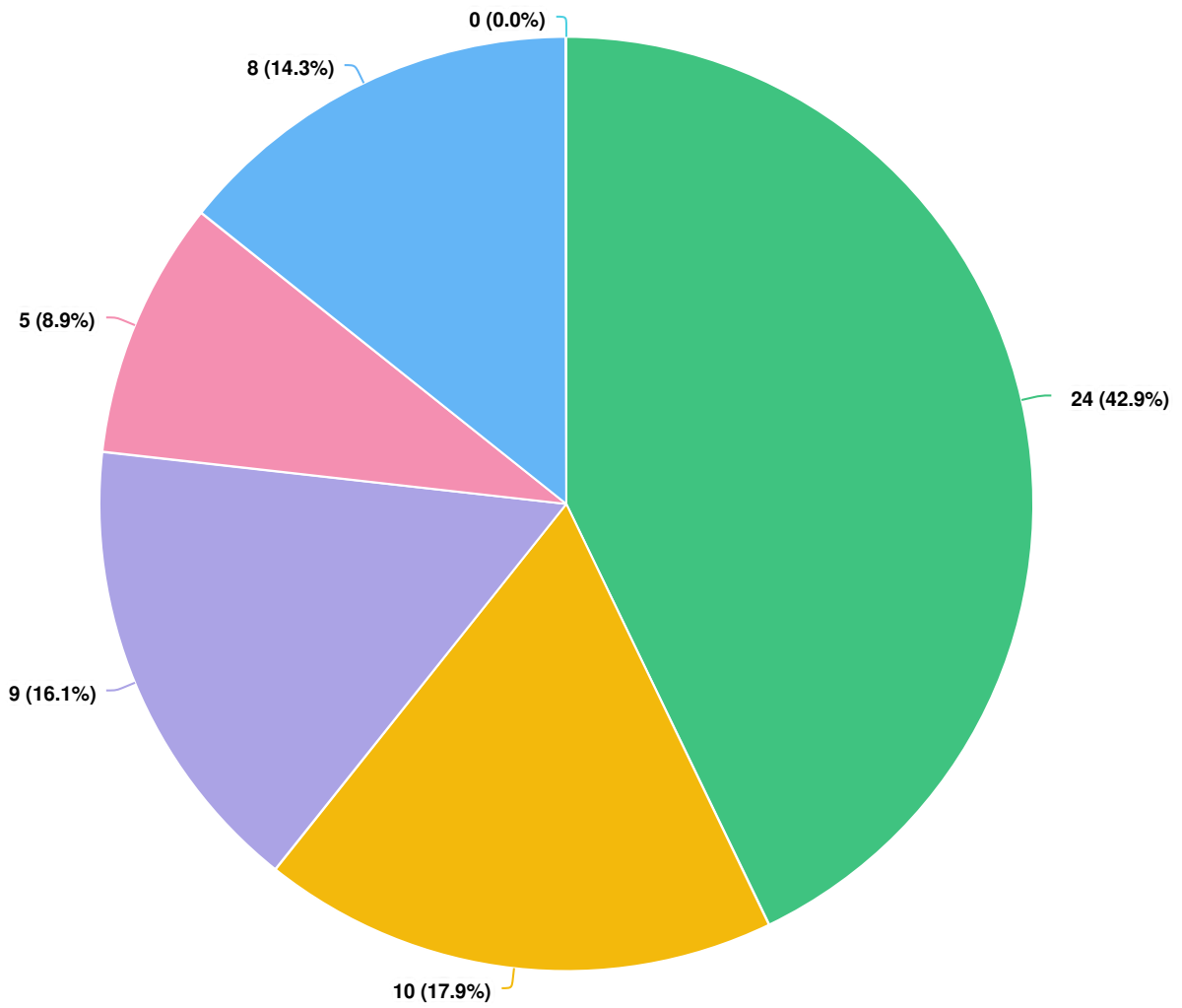
Mandatory Question (56 response(s))  
 Question type: Radio Button Question

**Q3** How many employees does your business employ?



Mandatory Question (56 response(s))  
Question type: Likert Question

**Q4** | Where is your business located?

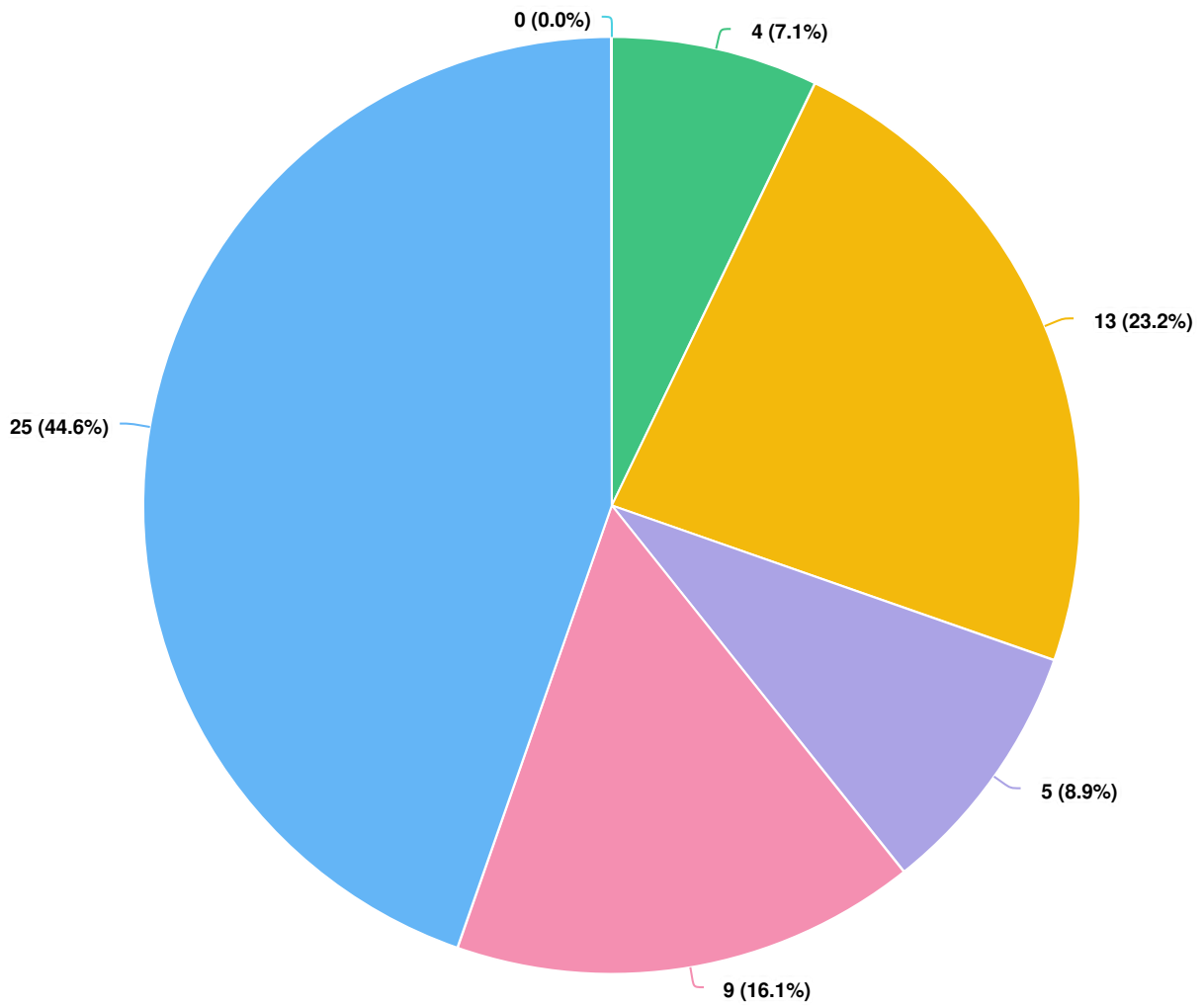


**Question options**

- Stayte Road
- Other
- Based out of your residence
- Marine Drive
- Five Corners
- Uptown

Mandatory Question (56 response(s))  
Question type: Radio Button Question

**Q5** How long has your business been in existence?

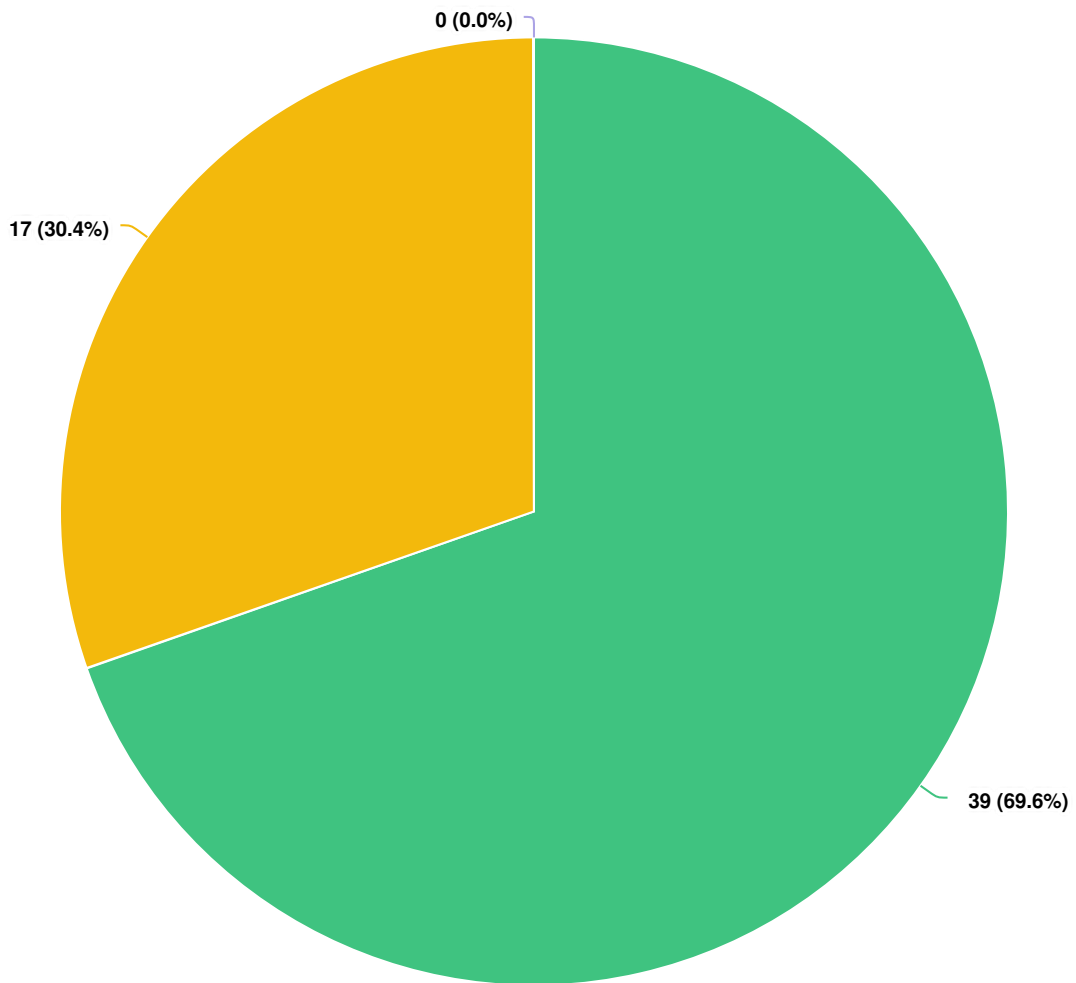


**Question options**

- Unsure
- More than 20 years
- 10-20years
- 6-10 years
- 2-5 years
- 1 year or less

Mandatory Question (56 response(s))  
Question type: Radio Button Question

**Q6** Does the owner of the business:

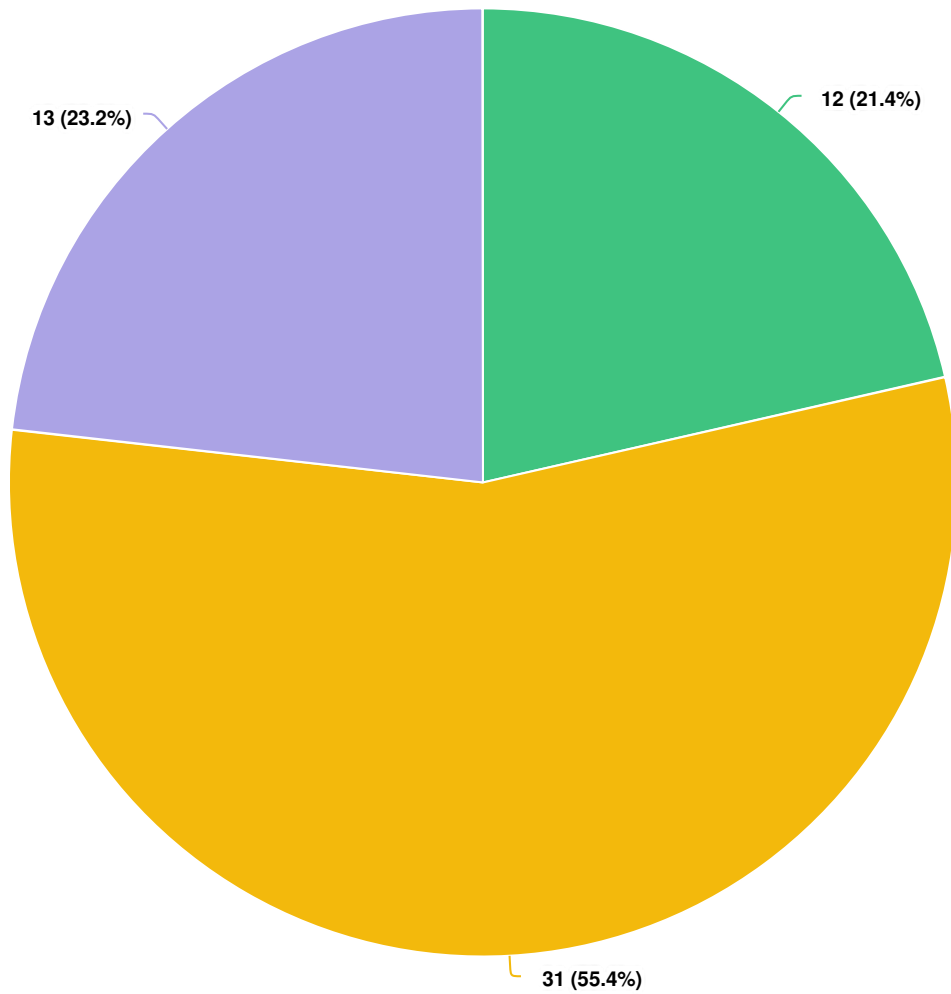


**Question options**

- Unsure
- Own the property
- Rent the property

*Mandatory Question (56 response(s))  
Question type: Radio Button Question*

**Q7** | In the next five years, do you plan to relocate your business?



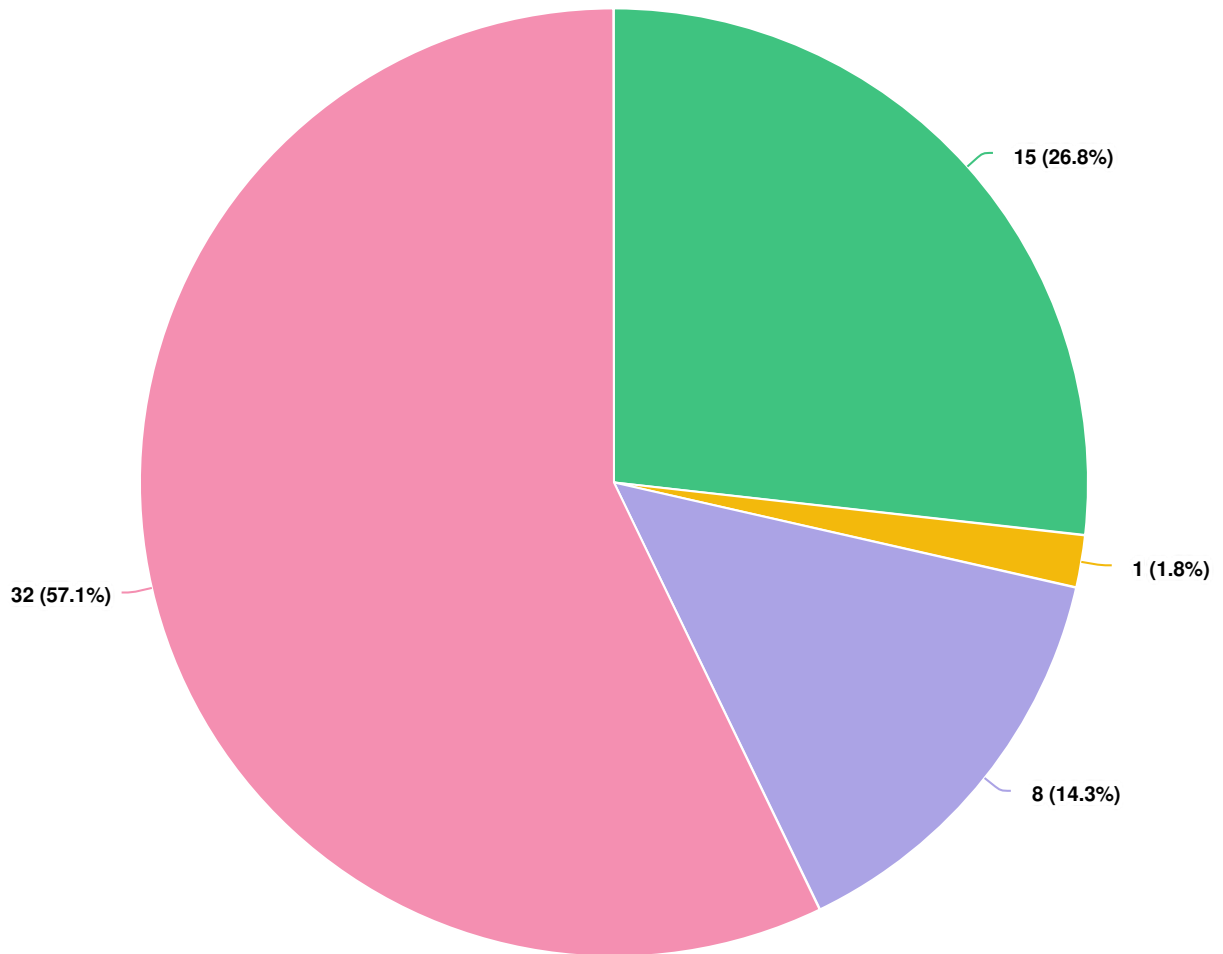
**Question options**

- Unsure
- No
- Yes

Mandatory Question (56 response(s))  
Question type: Radio Button Question



**Q8** | Where are you most likely to relocate to?

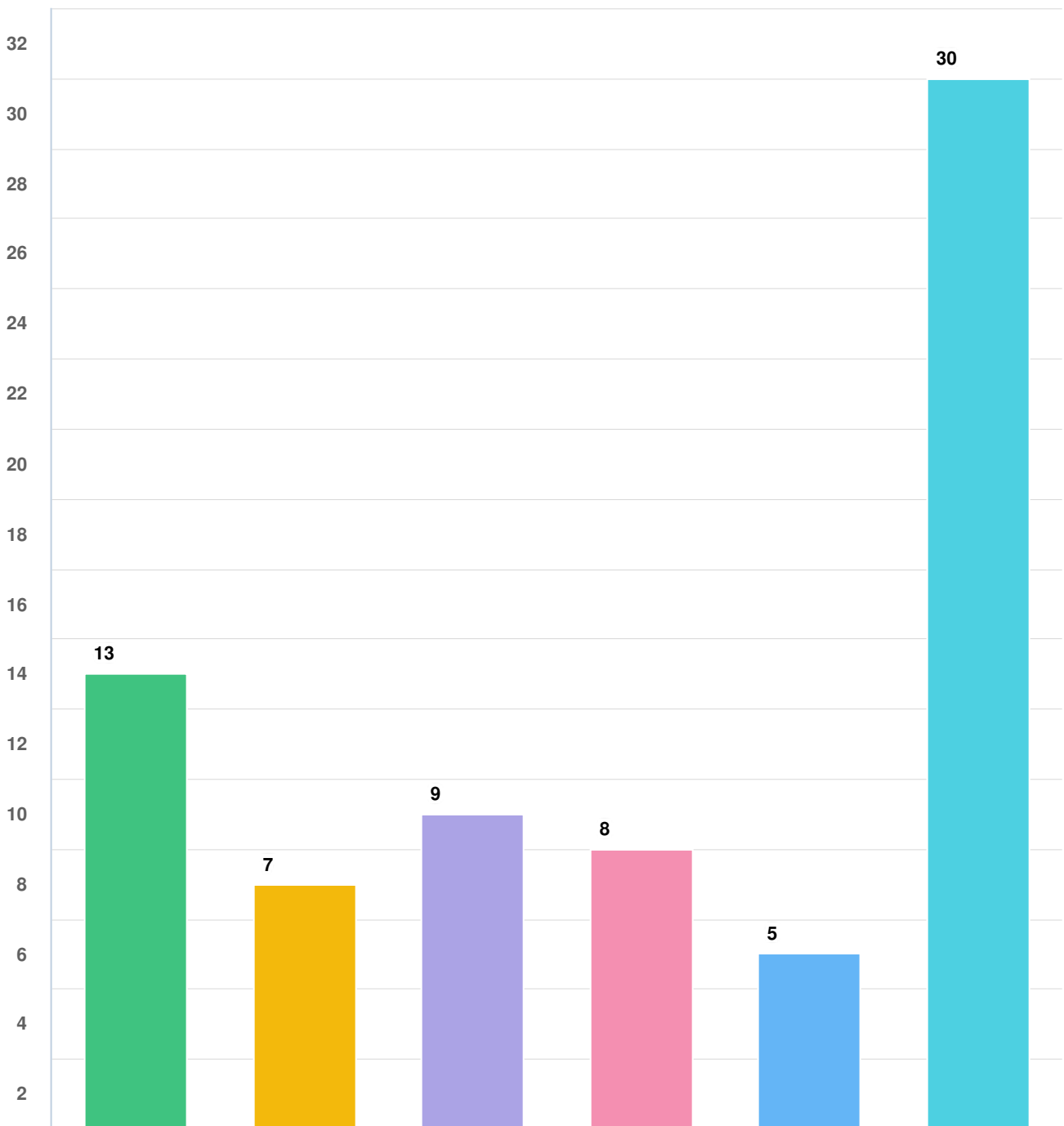


**Question options**

- Other
- Grandview Heights
- Semiahmoo Town Centre
- White Rock

Mandatory Question (56 response(s))  
Question type: Radio Button Question

**Q9** What are the main reasons for moving there:



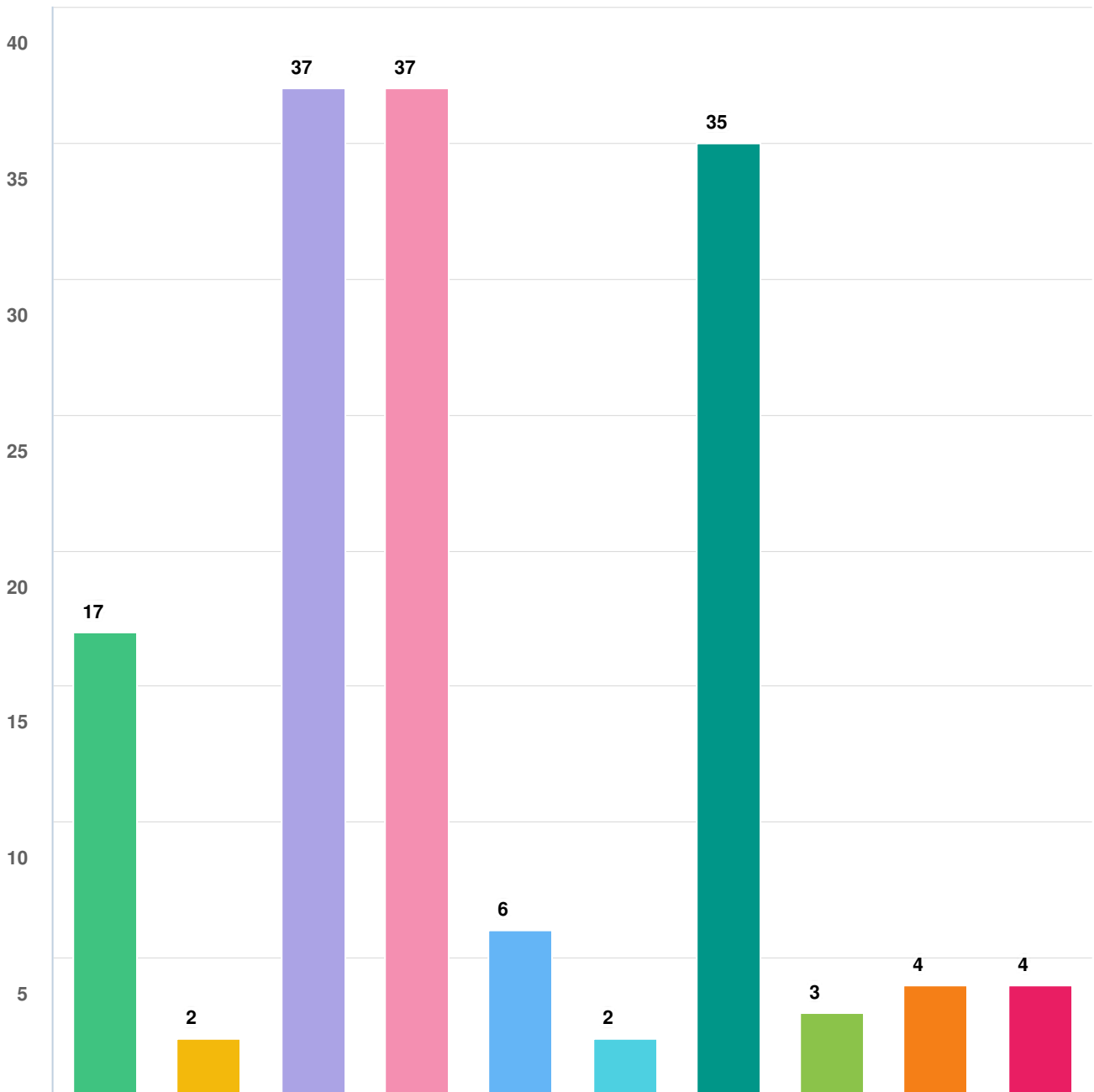
**Question options**

- Other
- Supportive Municipal Government / Business Friendly
- Transportation issues (congestion, parking)
- Larger population / client base
- Financial concerns (lower rent, taxes)
- Problems with current location (space, potential re-development)

Mandatory Question (56 response(s))

Question type: Checkbox Question

**Q10 Please select the top three key strengths of doing business in the White Rock area:**



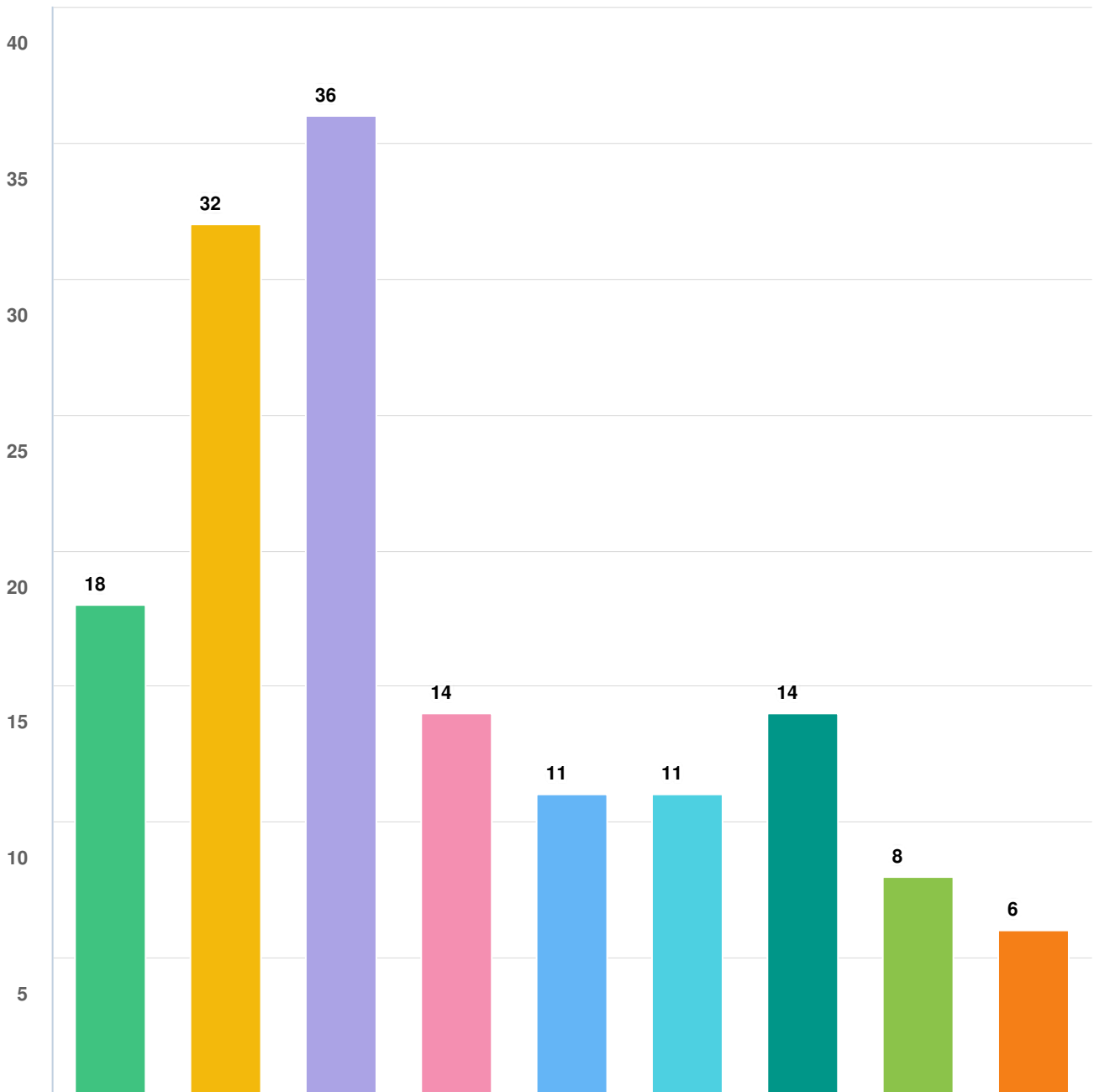
**Question options**

- Other
 ● Access to employees
 ● Lots of other businesses in the area/ active BIA (Business Improvement Area)
- Increasing population/ growing WhiteRock/South Surrey community
 ● Affordability/ low cost of doing business (i.e. taxes, rent)
- Supportive municipal government/ business friendly
 ● Strong/ loyal customer base
- Small town atmosphere/ friendly/ sense of community
- Transportation (i.e. highway access, border access, public transit, parking)
 ● Location adjacent to South Surrey and U.S. border

Mandatory Question (56 response(s))

Question type: Checkbox Question

**Q11 Please select up to three challenges of doing business in White Rock.**

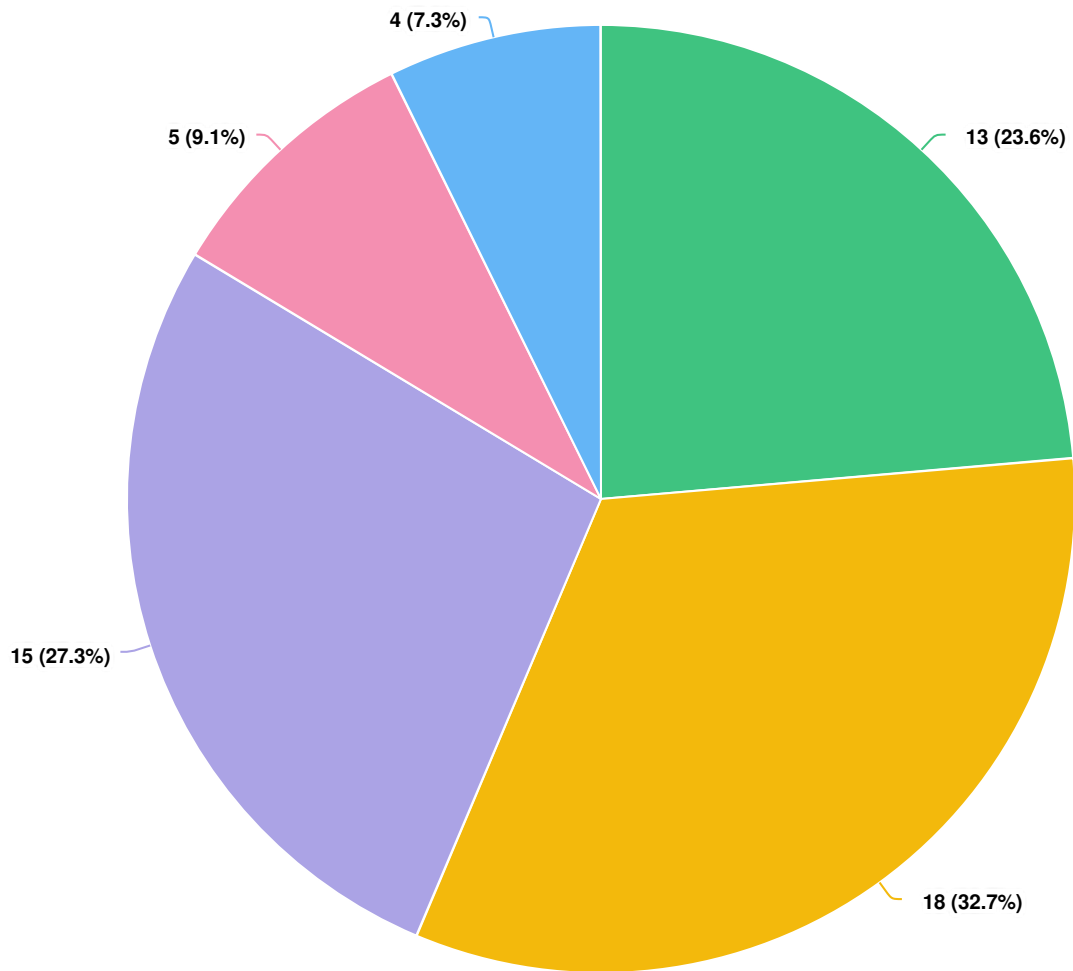


**Question options**

- Other
- Too much competition from similar businesses
- Access issues (i.e. closed streets, construction)
- Small population (i.e. fewer customers, hard to find staff)
- Location issues (i.e. building/ office size/ potential redevelopment)
- Problems with municipal government/ not business friendly
- Parking issues
- Increased cost of doing business/ financial concerns (i.e. high rent, taxes)
- Transportation issues (i.e. transit, congestion, distance to other municipalities)

*Optional question (56 response(s), 0 skipped)  
Question type: Checkbox Question*

**Q12** Overall, how satisfied are you with White Rock as a place to do business?



**Question options**

- 1 - Not at all satisfied
- 2 - Somewhat dissatisfied
- 3 - Neutral
- 4 - Somewhat satisfied
- 5 - Completely satisfied

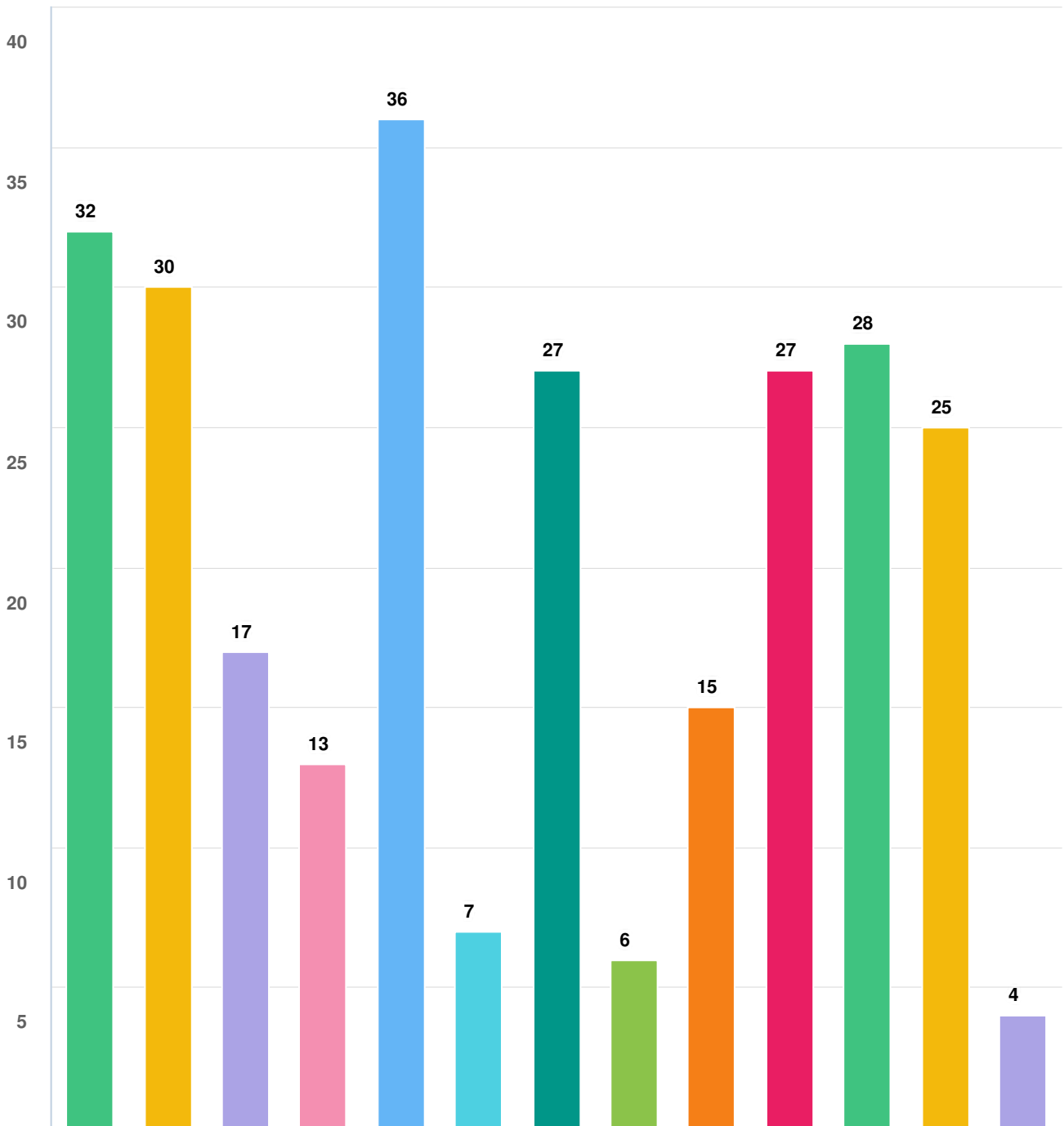
Mandatory Question (55 response(s))  
Question type: Radio Button Question

**Q13** On a scale of 1 to 5, rate the importance of the following factors in the decision as to where to locate your business, where 5 = Essential and 1 = Not at all Important.



Mandatory Question (56 response(s))  
 Question type: Likert Question

**Q14** What types of businesses do you think would be most successful in White Rock?



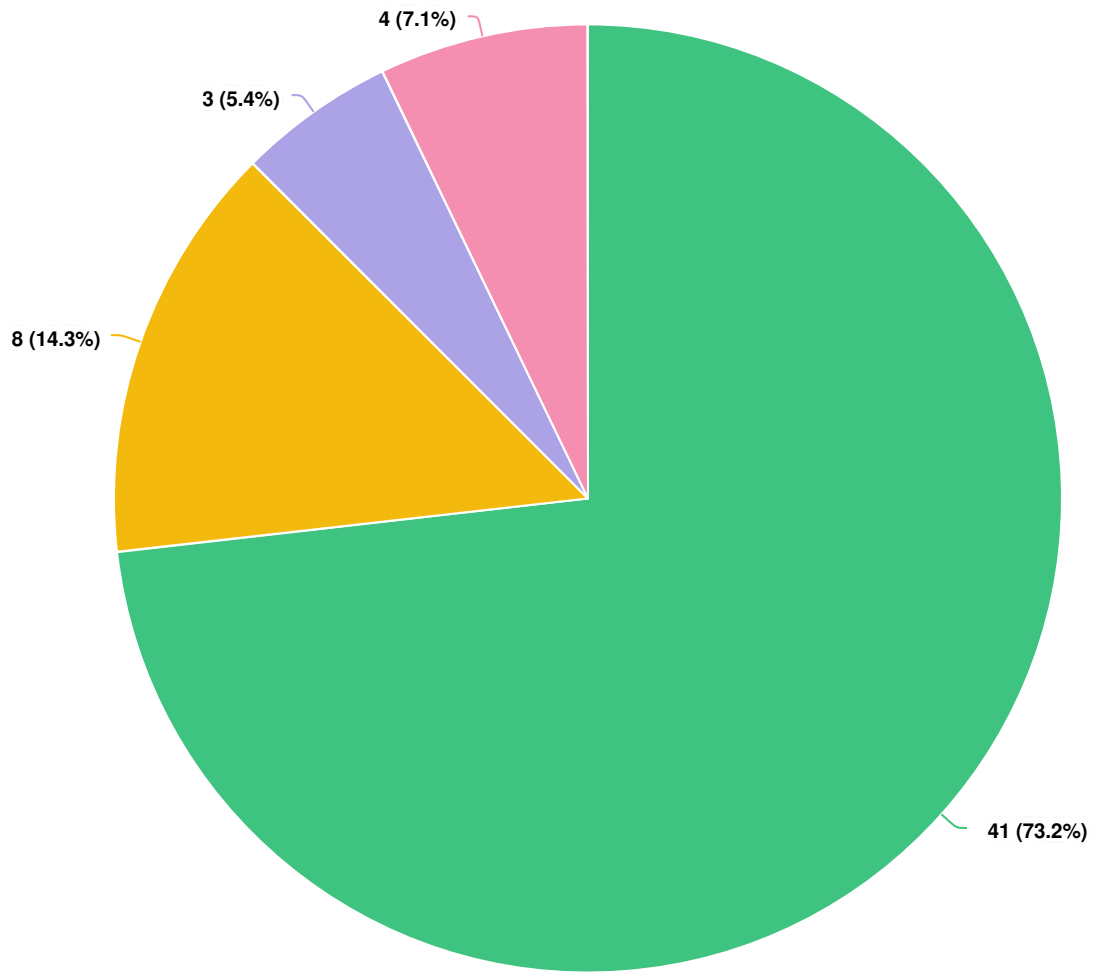
**Question options**

- Other
  Water Sports / Outdoor Activities
  Tourism
  Hospitality
  Child Care
  Education
  Retail
- Construction
  Arts, Culture, Entertainment
  Technology
  Other maker based (home décor, apparel, jewellery)
- Craft Brewery
  Health and Wellness

Mandatory Question (56 response(s))

Question type: Checkbox Question

**Q16** When was your last contact with the City of White Rock?



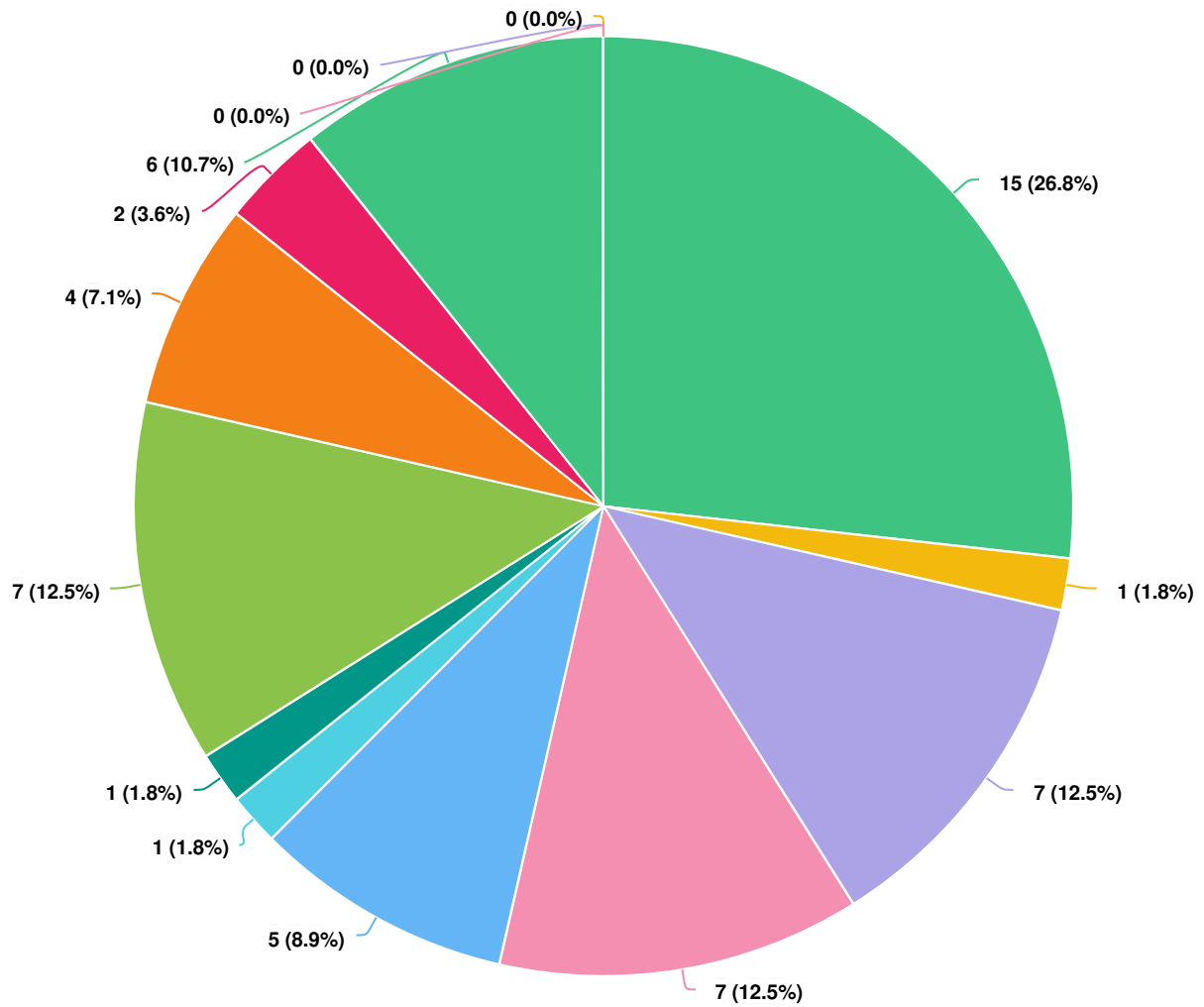
**Question options**

- Don't recall
- Within the last 5 years
- Within the last 2 years
- Within the last year

Mandatory Question (56 response(s))  
Question type: Radio Button Question



**Q17** Which service/department did you use during your last contact with the City of White Rock?

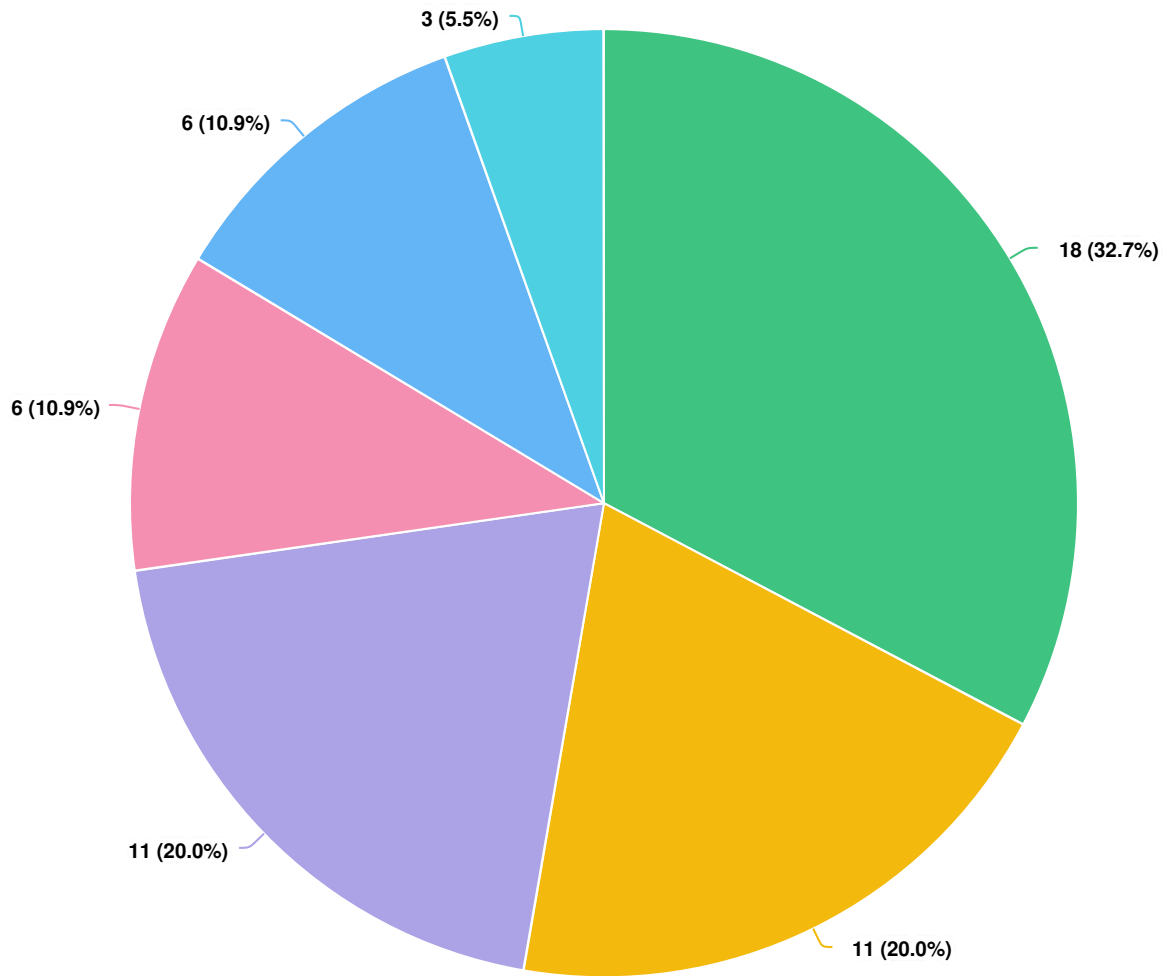


**Question options**

- Traffic / Road Issues    ● Property Tax    ● Utilities (Water / Sewer)    ● Unsure    ● Fire Inspection
- Bylaw Enforcement    ● Recreation and Culture    ● Garbage and Recycling    ● Parks    ● Engineering    ● Parking
- Building Permits / Inspections    ● Planning    ● Business Licensing

Mandatory Question (56 response(s))  
 Question type: Radio Button Question

**Q18** Overall, how satisfied were you with your experience? Please use a scale of 1 to 5 where 1 is Not at all Satisfied and 5 is Completely Satisfied.

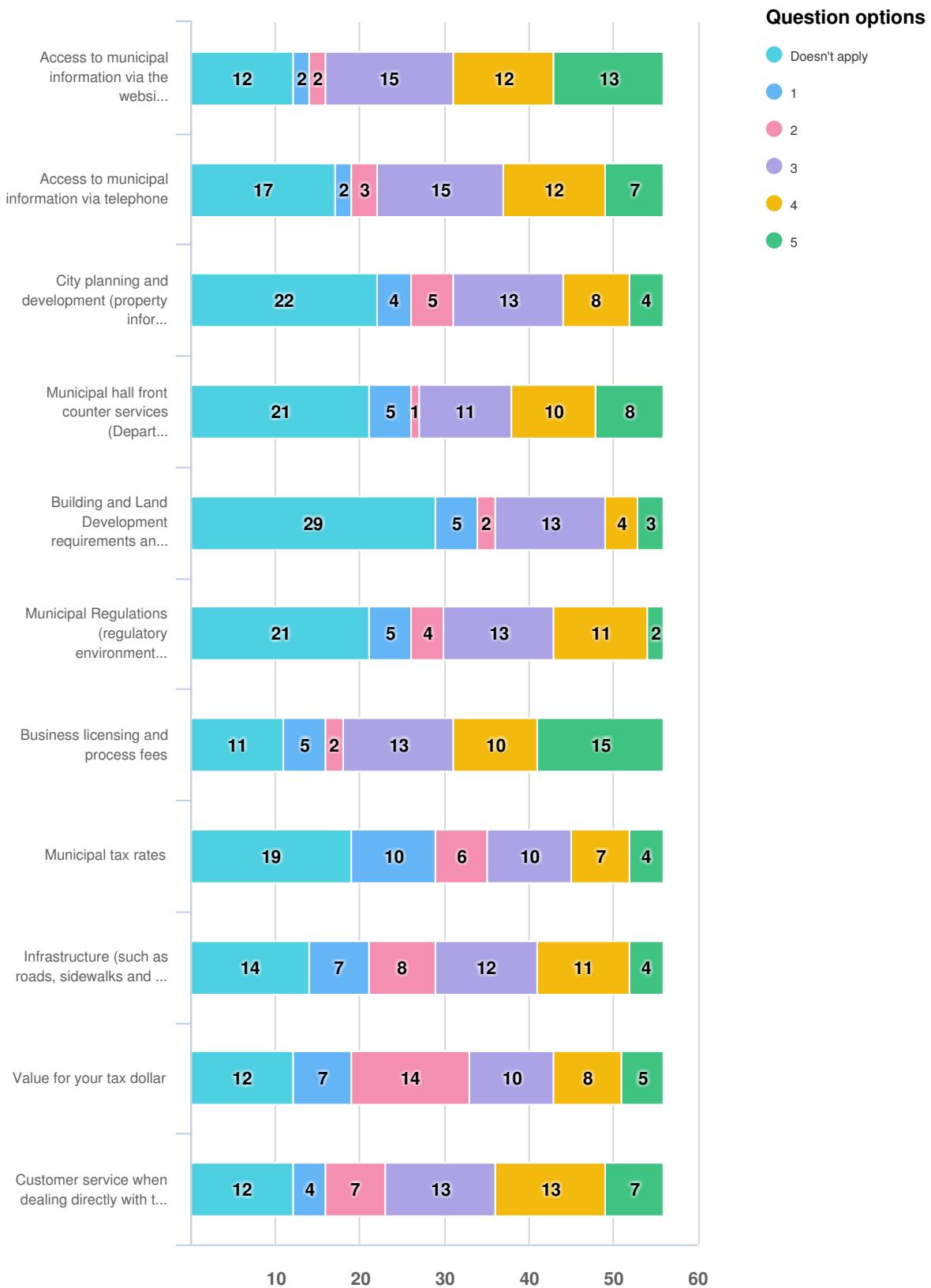


**Question options**

- Doesn't Apply
- 1 - Not satisfied at all
- 2 - Somewhat dissatisfied
- 3 - Satisfied/Neutral
- 4 - Somewhat Satisfied
- 5 - Completely Satisfied

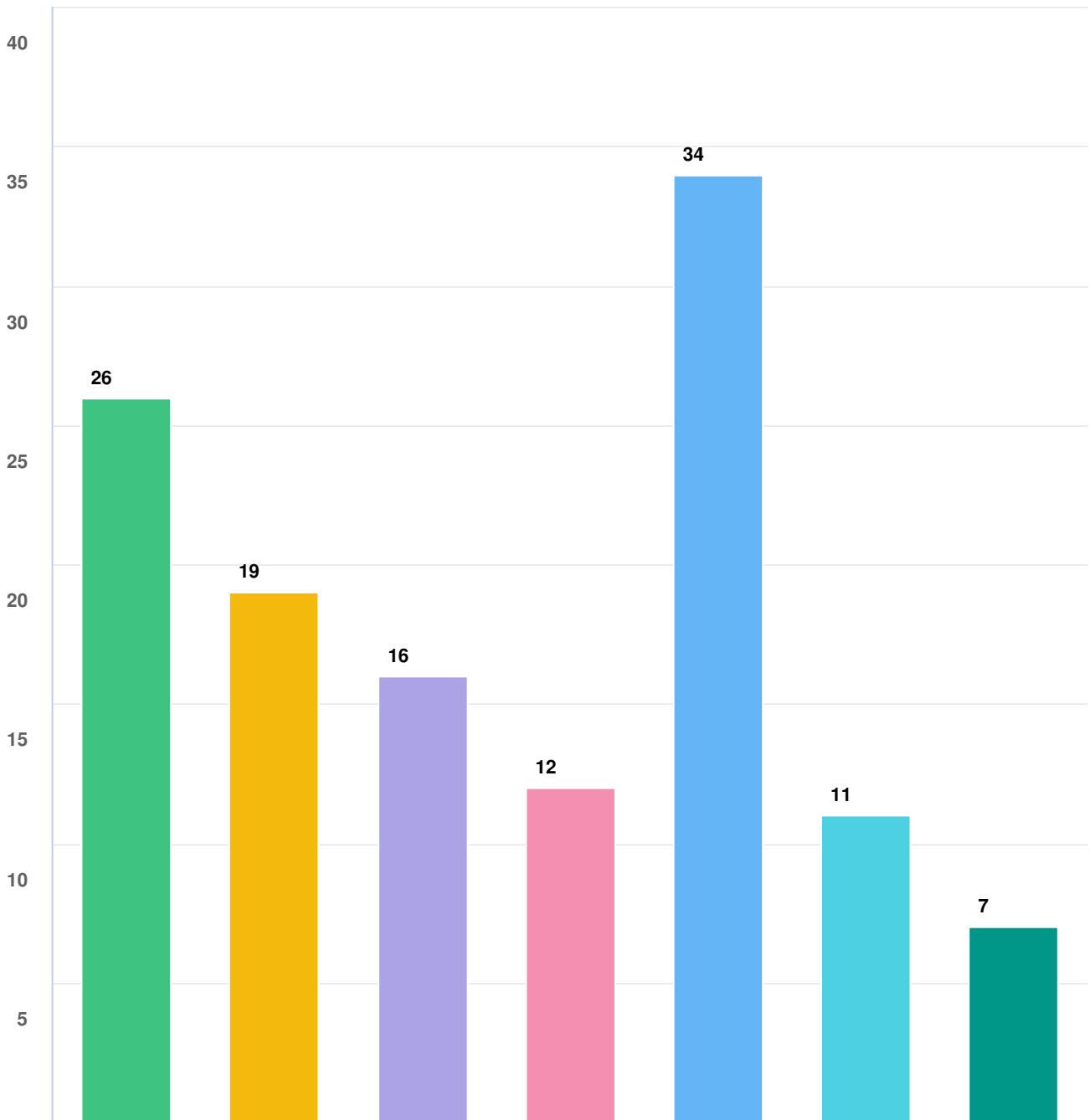
Optional question (55 response(s), 1 skipped)  
Question type: Radio Button Question

**Q19** Rate your experience with the following City departments/services, on a scale of 1 to 5, where 5 = Excellent and 1 = Unsatisfactory.



Mandatory Question (56 response(s))  
Question type: Likert Question

**Q21 How can the City best support the growth and expansion of your business?**



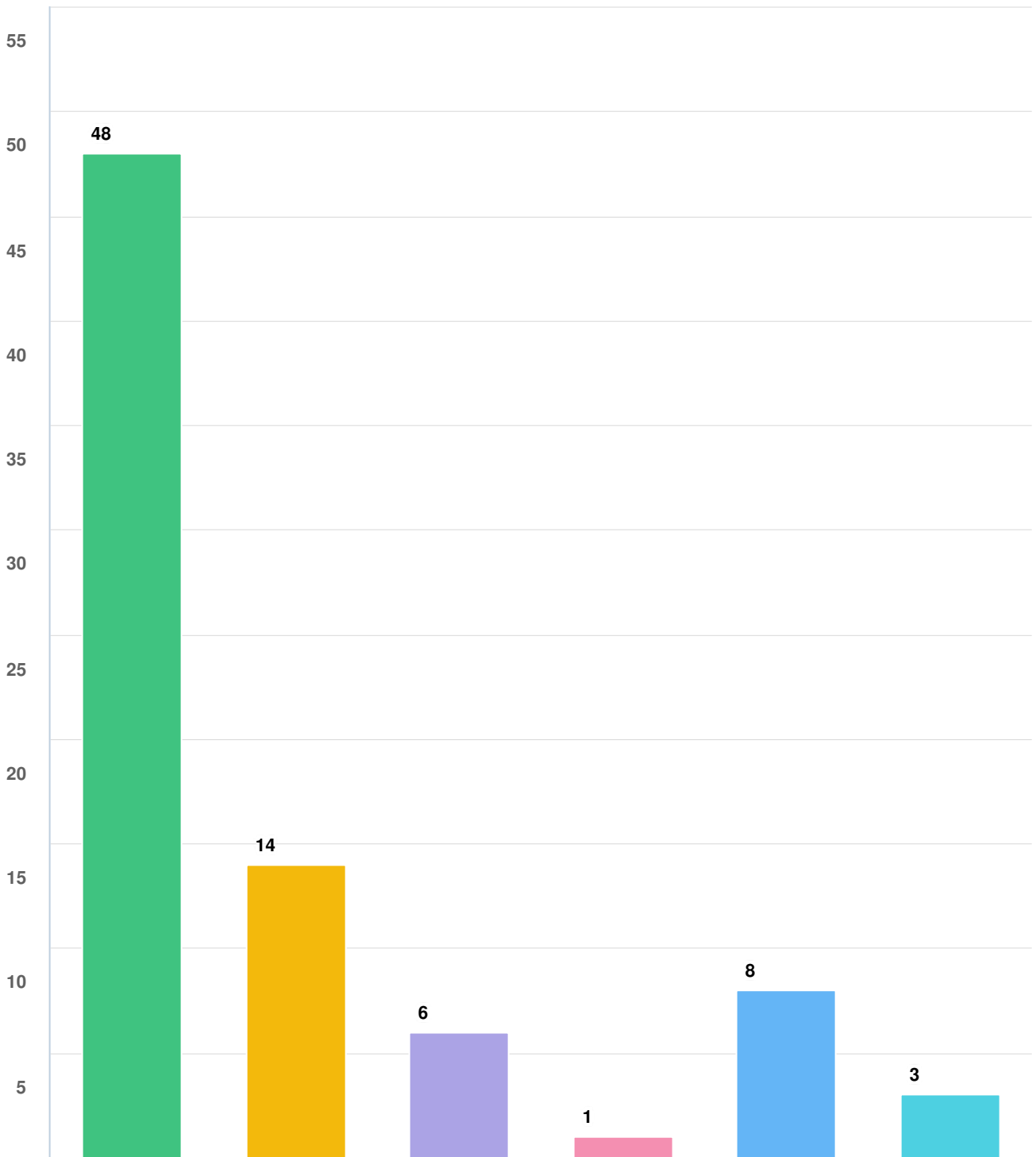
**Question options**

- Other
- Networking opportunities with other businesses to share ideas
- Promotion and marketing to the local community
- Providing additional community amenities
- Public realm beautification
- Advocating to the provincial and federal government for more financial support for small businesses
- Making it easy for businesses to navigate government services, regulations and programs

Mandatory Question (56 response(s))

Question type: Checkbox Question

**Q23** What would be your preferred method of communication by the City regarding economic development initiatives and other related business opportunities?



**Question options**

- Other (please specify)
- Mail
- Text
- Phone
- Website
- Email

Mandatory Question (56 response(s))  
Question type: Checkbox Question