

Appendix B: Economic Development Strategic Plan Update – Business Survey

Economic Development Plan Survey Proposal

Survey Objective: To identify ways to help create a more vibrant local business community that provides a wide range of interesting jobs along with an expanded and diverse range of shopping and service options for community residents.

Business Survey

Methodology

Collect qualitative data through a series of interviews with representatives from the City's business community

Collect quantitative data through an online survey administered to businesses.

Conduct phone and in person follow up as required.

Purpose

- Identify key factors in choosing to locate a business in the community of White Rock
- Gauge overall satisfaction with White Rock as a place to do business
- Measure satisfaction with City-related services
- Identify perceived gaps in services and challenges of doing business
- Elicit ideas regarding new types of businesses that would prosper in White Rock
- Gauge the likelihood of staying in White Rock and / or plans for expansion
- Elicit ideas for attracting or retaining businesses

BUSINESS SURVEY

About Your Business:

1. Name of your business: _____
2. Your name: _____
3. Position (e.g. owner, general manager): _____
4. What type of business do you run/work for?
 - ☐ Restaurant
 - ☐ Coffee Shop
 - ☐ Pub
 - ☐ 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: _____

5. How many employees does your business employ?

- Full time:
 - 1 to 10
 - 10 to 20
 - 20 to 30
 - 30 to 40
 - 40 to 50
 - More than 50
- Part time
 - 1 to 10
 - 10 to 20
 - 20 to 30
 - 30 to 40
 - 40 to 50
 - More than 50

6. Where is your business located?

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

7. How long has your business been in existence?

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

8. Does the owner of the business:

- ☐ Rent the property
- ☐ Own the property
- ☐ Unsure

9. In the next five years, do you plan to relocate your business?

- ☐ Yes
- ☐ No

10. Where are you most likely to relocate to?

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

☐ Other: _____

11. What are the main reasons for moving there:

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

About Doing Business in White Rock

12. Please select the top three key strengths of doing business in the White Rock area:

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

13. Please select up to three challenges of doing business in the ~~City of~~ White Rock

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

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

- ☐ 5 Completely satisfied
- ☐ 4 Somewhat satisfied
- ☐ 3 Neutral
- ☐ 2 Somewhat dissatisfied

- ☐ 1 Not at all satisfied

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

- ☐ ___ Close to customers
- ☐ ___ Overall quality of life
- ☐ ___ Adequate parking
- ☐ ___ Access to public transit
- ☐ ___ Commercial rents
- ☐ ___ Ease of working with municipal government
- ☐ ___ Close to major highway
- ☐ ___ Close to qualified workforce
- ☐ ___ Local affordable housing
- ☐ ___ Close to the USA border

16. What types of businesses do you think would be most successful in White Rock?

- ☐ Health and Wellness
- ☐ Craft Brewery
- ☐ Other maker based (home décor, apparel, jewellery)
- ☐ Technology
- ☐ Arts, Culture, Entertainment
- ☐ Construction
- ☐ Retail
- ☐ Education
- ☐ Child Care
- ☐ Hospitality
- ☐ Tourism
- ☐ Other: _____

Please let us know what specific type of business within the category you selected your thing would be successful

Last Contact with the City of White Rock

17. When was your last contact with the City of White Rock?

- ☐ Within the last year
- ☐ Within the last 2 years
- ☐ Within the last 5 years

☐ Don't recall

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

- ☐ Business Licensing
- ☐ Utilities (Water / Sewer)
- ☐ Planning
- ☐ Building Permits / Inspections
- ☐ Parking
- ☐ Engineering
- ☐ Parks
- ☐ Garbage and Recycling
- ☐ Recreation and Culture
- ☐ Property Tax
- ☐ By-Law Enforcement
- ☐ Fire Inspection
- ☐ Traffic / Road Issues
- ☐ Don't know

19. 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. 1 2 3 4 5 Doesn't Apply ____

20. On a scale of 1 to 5, where 5 = Excellent and 1 = Unsatisfactory, rate your experience with the following City departments/services:

- _ Access to municipal information via the website
- _ Access to municipal information via telephone
- _ City planning and development (property information, development applications, etc.)
- _ Municipal hall front counter services (Department Receptions, business licensing, finance counter etc.)
- _ Building and Land Development requirements and permitting services
- _ Municipal Regulations (regulatory environment)
- _ Business licensing and process fees
- _ Municipal tax rates
- _ Infrastructure (such as roads, sidewalks and public safety etc.)
- _ Value for your tax dollar
- _ Customer service when dealing directly with the City
- _ Doesn't apply

21. Do you have any comments you would like to make regarding your satisfaction with any of the services provided by the City?

22. How can the City best support the growth and expansion of your business?

- ☐ Making it easy for businesses to navigate government services, regulations and programs
- ☐ Advocating to the provincial and federal government for more financial support for small businesses

- ☐ Public realm beautification
- ☐ Providing additional community amenities
- ☐ Promotion and marketing to the local community
- ☐ Networking opportunities with other businesses to share ideas
- ☐ Other: _____

23. Are there any specific actions or initiatives you believe the City should be making a priority in order to attract or retain businesses to White Rock?

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

- ☐ Email
- ☐ Website
- ☐ Phone
- ☐ Text
- ☐ Mail
- ☐ Other _____