

Valemount Business Walk May 2015

A. SUMMARY

The first Valemount Business Walk (BW) program was held on Thursday, April 16, 2015. The BW covered the following areas: Main Street, Downtown on 5th Avenue and the corridor along Hwy 5 between 5th and 9th Avenue.

The current state of the businesses is generally very good and according to business owners/managers 45% declare that the current situation is fair/steady and 40% good/increasing. Sixteen percent (15%) of business owners/managers declare that the current situation of their business is slow/poor.

With regard to the major challenges that businesses face, 25% are impacted by seasonality and 22% by the lack of staff. The Village and other provincial agencies could help local businesses by increasing promotion and marketing of the Village (20% of respondents) and by trying to direct Hwy traffic to the downtown area and to Main Street (17.5% of respondents). Ten percent (10%) think that some type of incentives could also help to retain local businesses and to attract new businesses. Numerous business owners/managers positively received the BW and expressed satisfaction with the Village's commitment to this program. As a result of the BW, the Village will elaborate a list of common themes that local businesses see as challenges and opportunities.

B. BACKGROUND

The Business Walk (BW) program was introduced by the Ministry of Jobs, Tourism and Skills Training. The BW provides an opportunity to connect with business owners/managers face to face in an informal casual way. The BW also offers an excellent opportunity to listen to the local business community and to identify common themes. It is also an opportunity to present local, regional and provincial services to local business owners/managers such as the CBT Basin Business Advisor Program and Community Futures.

C. PARTICIPANTS

Myles Bruns, Ministry of JTST

Kim Goodall, Ministry of JTST

Roberta Ciolli, CBT Basin Business Advisor - North Region & Invest Kootenay Revelstoke

Patricia Thöni, Valemount and Area Chamber of Commerce

Tammy VandeNobelen, Valemount and Area Chamber of Commerce

Diane Fowler, Valemount and Area Chamber of Commerce
 Councillor Torgerson, Village of Valemount
 Councillor Salt, Village of Valemount
 Anne Yanciw, Village of Valemount
 Jordan Hammond, Village of Valemount
 Silvio Gislimberti, Village of Valemount

D. QUESTIONS AND RESULTS

1. Please rate the current state of your business:

Total respondents 40.

State of Business	%
Slow/Poor	15%
Fair/Steady	45%
Good/Increasing	40%

2. What is the greatest challenge your business faces today?

Total respondents 40.

Challenges	%
Seasonality	25.0%
Staff	22.5%
Signage	7.5%
Customers	7.5%
Shop Locally	7.5%
Cash-flow	7.5%
Capacity Building	7.5%
Rent	5.0%
Costs	2.5%
Taxes	2.5%
Zoning	2.5%
None	2.5%

3. What can be done to help your business thrive?

Total respondents 40.

Help	%
Promotion and Marketing	20.0%
Direct People to Downtown	15.0%
Incentives	10.0%
Bureaucracy	7.5%
Signage	7.5%
Zoning	5.0%
Direct People to Main Street	2.5%
Increase Population	2.5%
Limit # of Business Licences	2.5%
None	27.5%

4. How many people do you employ?

Total respondents 40.

Employment	#
Full Time	157
Part Time	77

E. LIST OF BUSINESSES INTERVIEWED DURING THE BW 2015

A Cut Above
A&W
Alpine Country Rentals ATV tours & rentals & Jeep tours
Alpine Inn
Caribou Grill
Chalet Continental
CIBC
Dduk Bae Kie
Diamond H Donairs
Infinity Office and Health
Log and Rail Bar
LORDCO Auto Parts
Lucky House Restaurant
Monashee Motors Ltd.
Mountain Bargain Store
Pepe's Pizza
Premier Mountain Lodge and Suites
Ramada Valemount
Rocky Mountain Marketplace
Shell Mighty Mart
Super 8 Valemount
Swift Creek Motel
Tempo Gas & Rocky Mountain Pizza & Deli
The Gathering Tree Eatery and Gift Shop
The Lucky Panda
The Moose Neighbourhood Pub
The Rocky Mountain Goat
The Valley Sentinel
Three Ranges Brewing Company
Unique Boutique Salon & Spa
Valemount Car Wash Auto Detailing & Mini Storage
Valemount Dental Clinic
Valemount Home Hardware
Valemount Hotel Liquor Store
Valemount IDA Pharmacy
Valemount Real Estate
Valemount Swiss Bakery
Yellowhead Motel
Yellowhead Realty
Yellowhead Taxi Ltd