

2019 Business Satisfaction Survey **HIGHLIGHTS**

Presented to
Town Council
July 23, 2019



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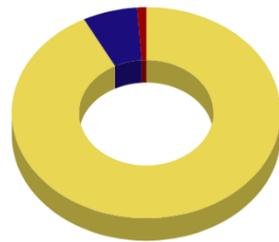
Business Satisfaction Survey (BSS) Methodology

- ▶ Survey developed by EDO & EDTAC, based on template from Airdrie
- ▶ Survey distributed via Constant Contact from Mar 29 – May 10, 2019
- ▶ 103 Business Respondents
- ▶ Prince Accounting won the \$500 Blackfalds Bucks prize
- ▶ Data collected, compiled & analyzed by EDO & VSO
- ▶ Highlights to be shared with Council & business community via website, Chamber, Market, Business Awards, etc.
- ▶ Results of this initial BSS will:
 - ❖ form benchmarks for the measurement of future performance
 - ❖ define community strengths for the business environment
 - ❖ identify areas where EDO, EDTAC & key stakeholders can implement strategies to address & move the needle for next BSS



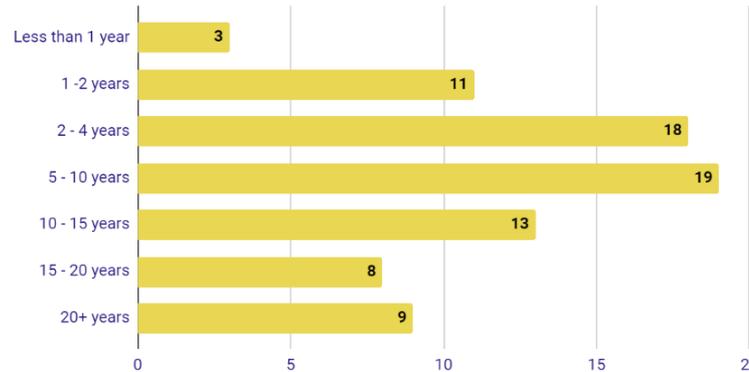
Respondent Demographics

Number of Blackfalds business locations

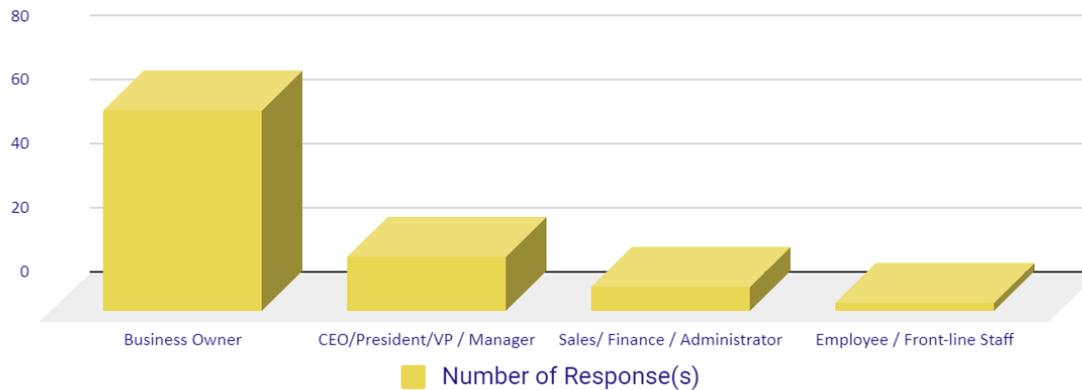


● One ● Two ● Three

Years in business in Blackfalds



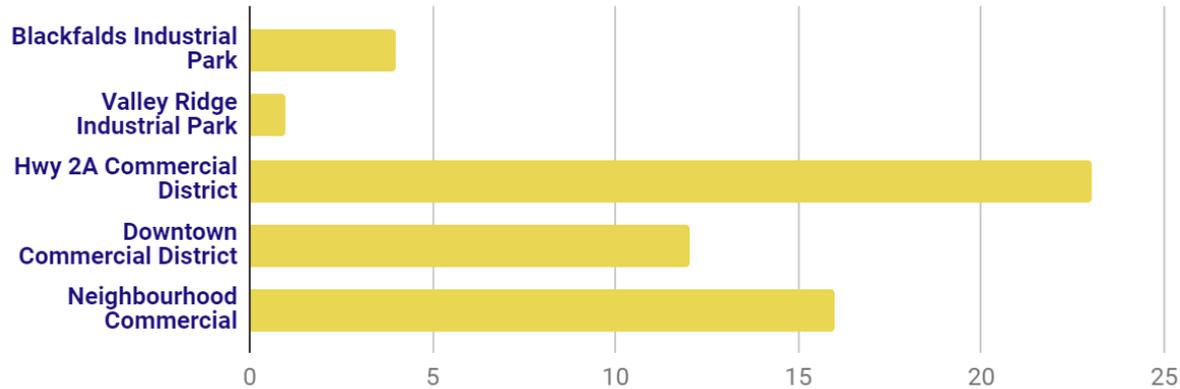
Business Role



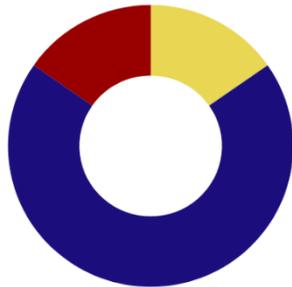
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Demographics Continued

Business Location

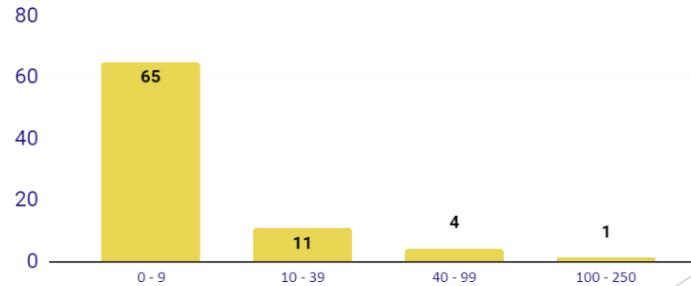


Business Type



● Franchise ● Headquarters / Owner Operated ● Branch Office (head office elsewhere)

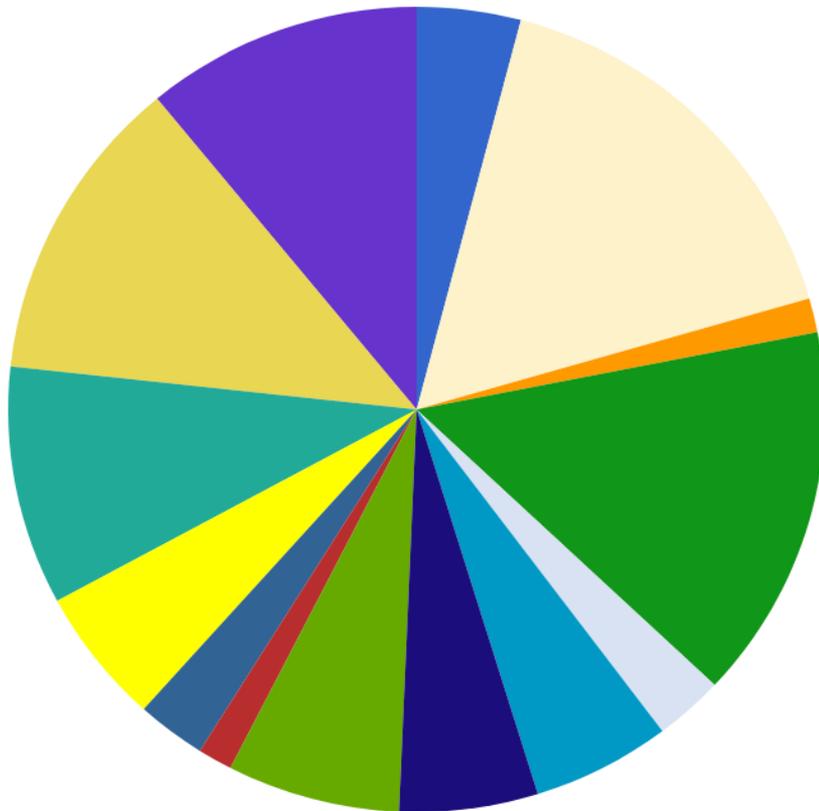
Number of Employees



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Demographics Continued

Industry Sector



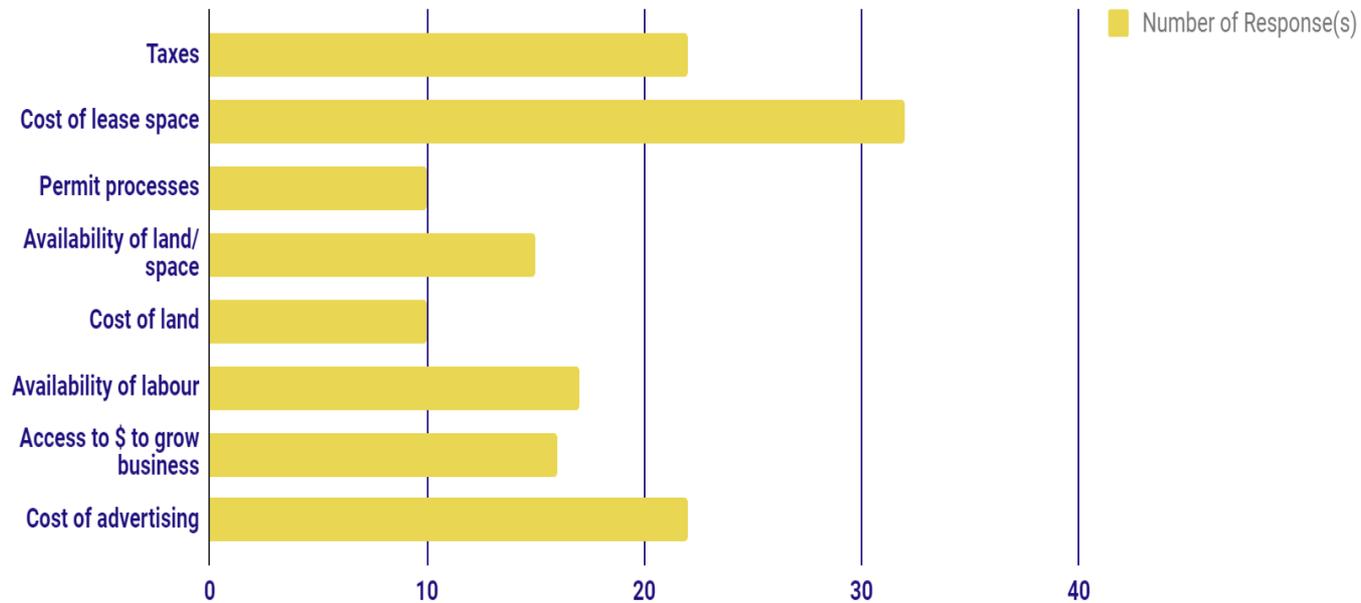
- Mining, Oil & Gas
- Construction
- Manufacturing
- Retail Trade
- Transportation & Warehousing
- Finance & Insurance
- Real Estate / Rental / Leasing
- Professional / Scientific / Technical Services
- Management of Companies
- Education Services
- Health Care & Social Assistance
- Arts, Entertainment & Recreation
- Accommodation & Food Services
- Other Services



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Business Challenges

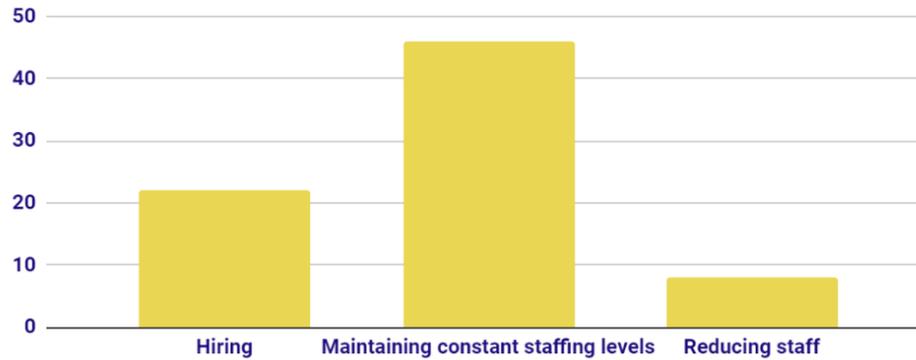
Top Issues for Your Blackfalds Business



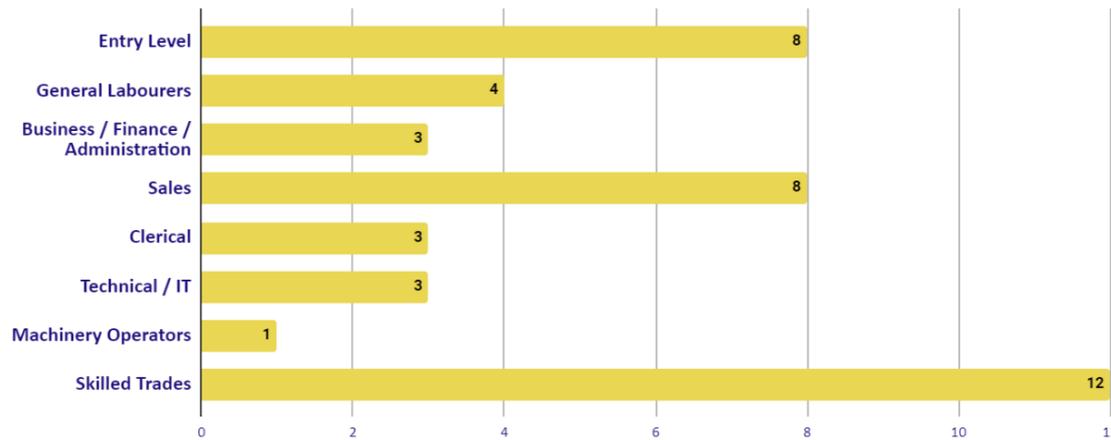
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Labour

Labour Situation This Year



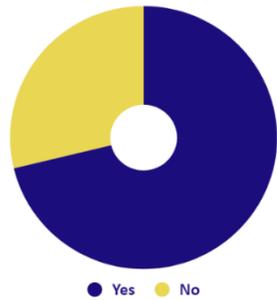
If Hiring, What Types of Positions?



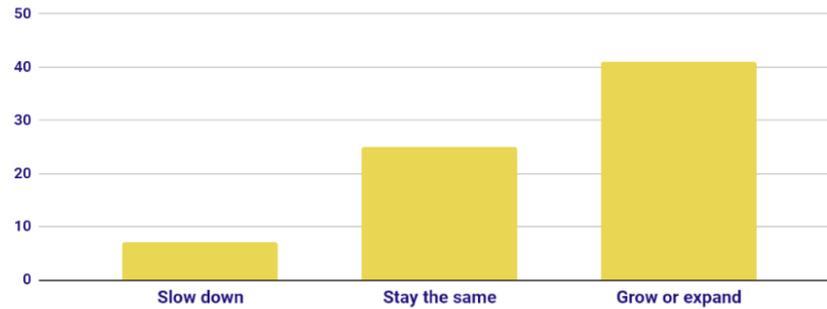
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Labour

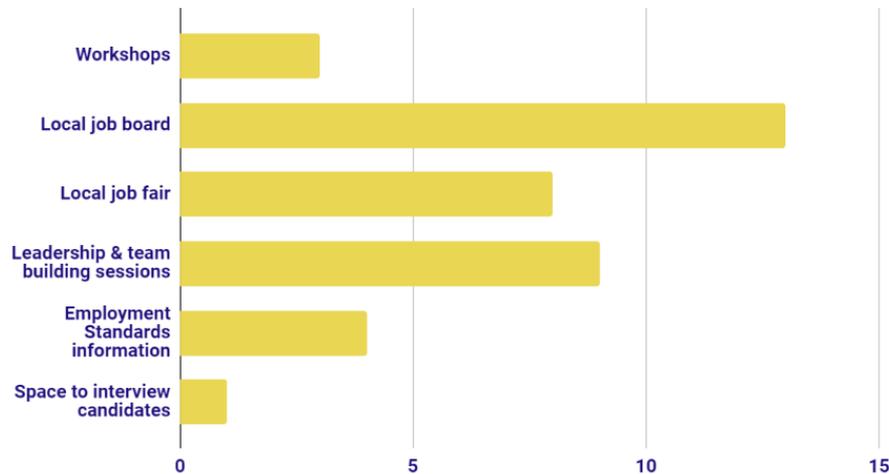
Difficult to Find / Retain Staff in Blackfalds



This Year Demand/ Workload is Expected to...

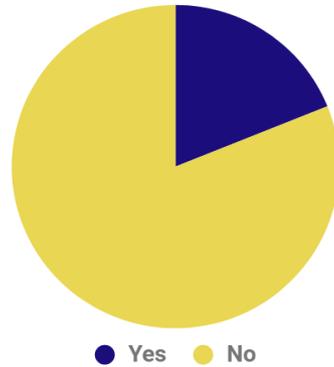


Local Resources that May Help

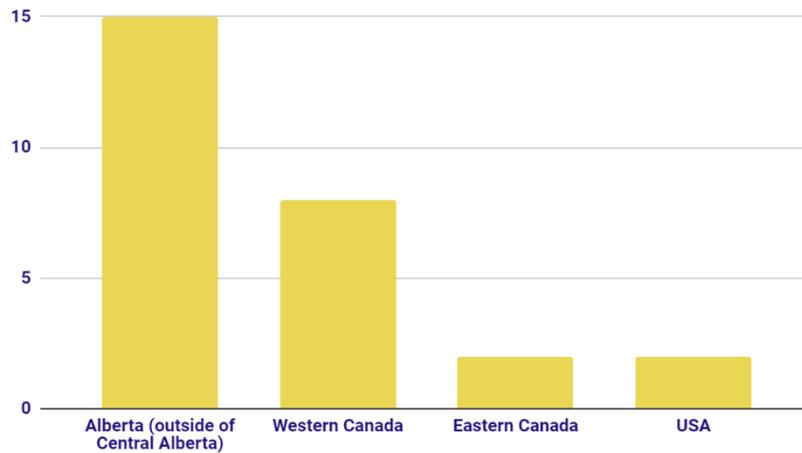


Markets

Sell Products / Services Beyond Central Alberta



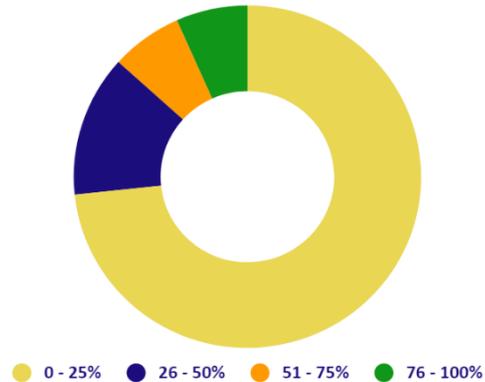
Location Outside of Central Alberta



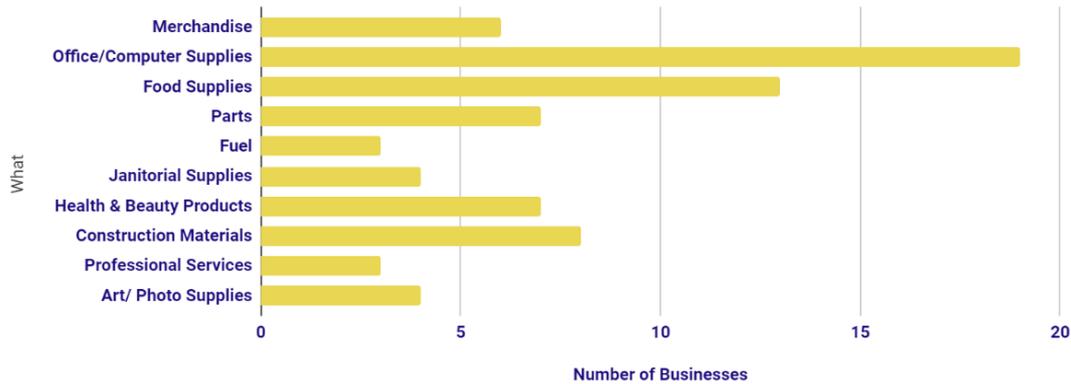
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Inputs

Percentage of Inputs Purchased Locally



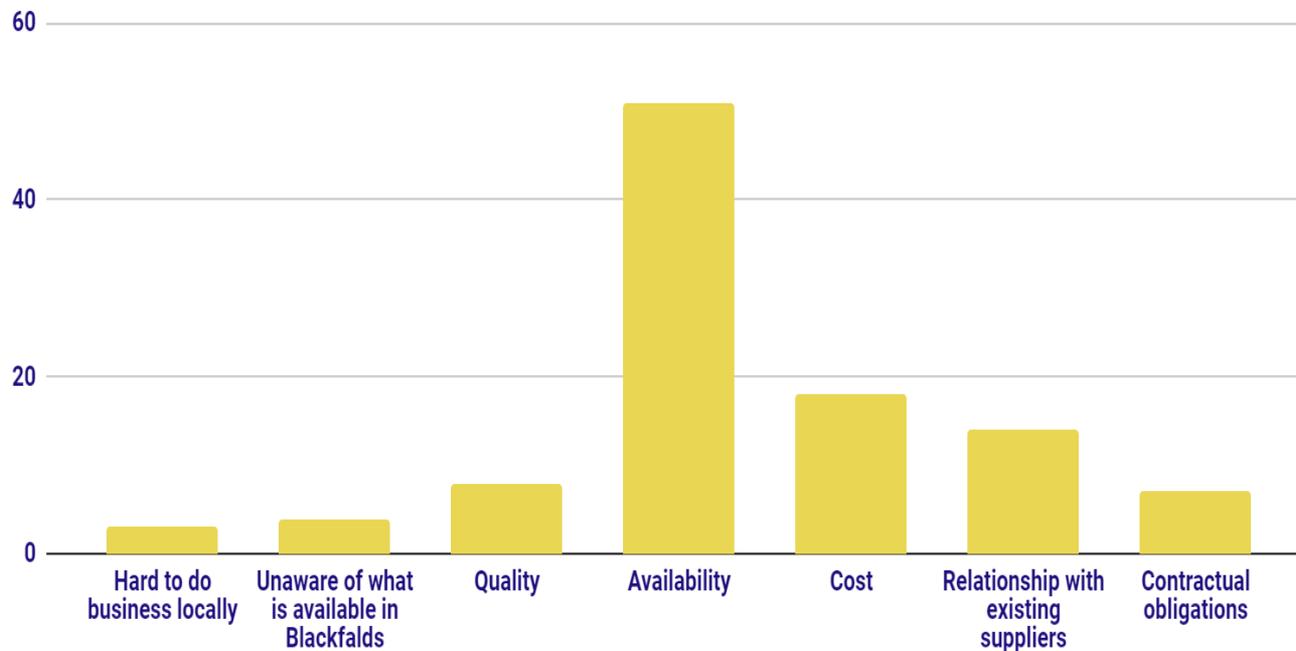
Top Items Purchased Outside of Blackfalds



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Inputs

Barriers to Purchasing Inputs Locally



Satisfaction Ratings

Finance & Operating Costs

Access to Financing



60% of survey respondents rated the ability to access financing in Blackfalds as Good to Excellent



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Satisfaction Ratings

Cost of Labour



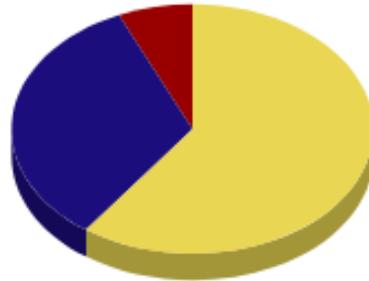
58% of survey respondents rated the labour costs in Blackfalds as Good to Excellent



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Satisfaction Ratings

Transportation Costs



● Good to Excellent ● Fair ● Poor

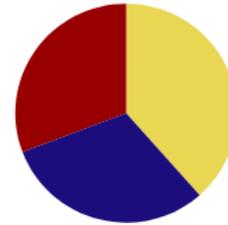
60% of survey respondents rated transportation costs in Blackfalds as Good to Excellent



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Satisfaction Ratings

Cost of Land



● Good to Excellent ● Fair ● Poor

39% of respondents rated Blackfalds land costs as Good to Excellent

Cost of Lease Space



● Good to Excellent ● Fair ● Poor

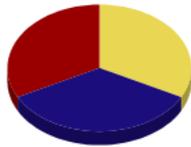
33% of respondents rated lease rates in Blackfalds as Good to Excellent



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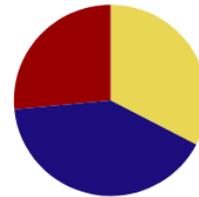
Satisfaction Ratings

Municipal Tax Rate



● Good to Excellent ● Fair ● Poor

Provincial Tax Rate



● Good to Excellent ● Fair ● Poor

33% of survey respondents rated both the provincial and municipal tax rates as Good to Excellent

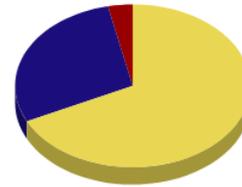


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Satisfaction Ratings

Operations & Infrastructure

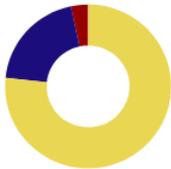
Communications Infrastructure



● Good to Excellent ● Fair ● Poor

70% of respondents rated Blackfalds communications infrastructure Good to Excellent

Roads & Water / Sewer



● Good to Excellent ● Fair ● Poor

77% of respondents rated Blackfalds roads & water/sewer Good to Excellent



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Satisfaction Ratings

Operations & Infrastructure

Location



87% of respondents rated Blackfalds as being in a Good to Excellent location

Access to Market



74% of respondents rated their access to market from Blackfalds as Good to Excellent

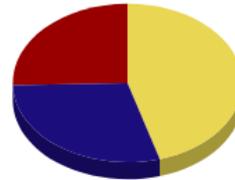


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Satisfaction Ratings

Operations & Infrastructure

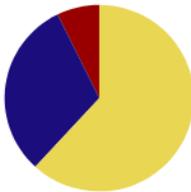
Access to Suppliers



● Good to Excellent ● Fair ● Poor

45% of respondents rated Blackfalds as giving them Good to Excellent access to their suppliers

Competition



● Good to Excellent ● Fair ● Poor

62% of respondents rated the business competition in Blackfalds as Good to Excellent



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Satisfaction Ratings

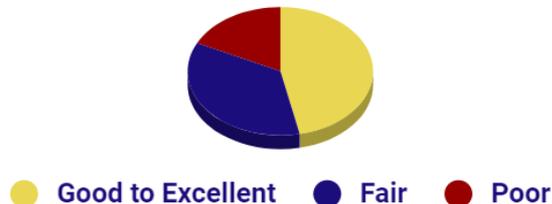
Operations & Infrastructure

Availability of Land



49% of respondents rated Blackfalds as having Good to Excellent land availability

Availability of Lease Space



31% of respondents rated the availability of commercial lease space in Blackfalds as Good to Excellent

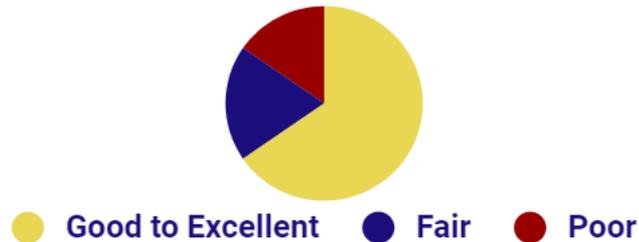


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Satisfaction Ratings

Operations & Infrastructure

Local Regulations & Processes



65% of respondents rated Blackfalds' processes & regulations as Good to Excellent

Transportation of Goods



74% of respondents rated their ability to transport incoming & outgoing goods as Good to Excellent

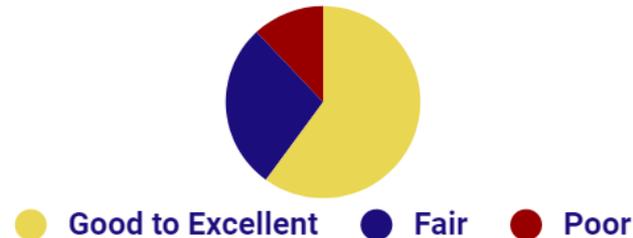


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Satisfaction Ratings

Labour, Resources & Community

Labour Availability



50% of respondents rated labour availability in Blackfalds as Good to Excellent

Availability of Management Staff



54% of respondents rated their ability to recruit management staff as Good to Excellent



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Satisfaction Ratings

Labour, Resources & Community

Access to Post-Secondary Education



49% of respondents rated the access to post-secondary education as Good to Excellent

Access to PD / Training



34% of respondents rated the access to professional development & training as Good to Excellent

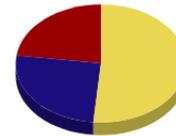


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Satisfaction Ratings

Labour, Resources & Community

Access to Affordable Child Care



● Good to Excellent ● Fair ● Poor

51% of respondents rated their ability to access affordable child care as Good to Excellent

Access to Affordable Housing



● Good to Excellent ● Fair ● Poor

67% of respondents rated access to affordable housing as Good to Excellent



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Satisfaction Ratings

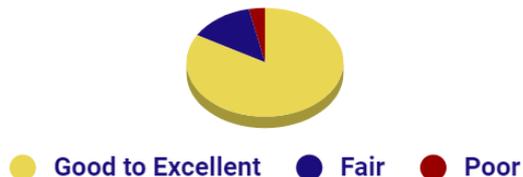
Labour, Resources & Community

Access to Health Care



39% of respondents rated the access to health care in the community as Good to Excellent

Community Growth



83% of respondents rated the growth in the community as Good to Excellent



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Satisfaction Ratings

Labour, Resources & Community

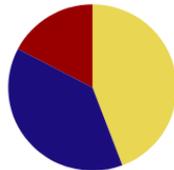
Quality of Life



● Good to Excellent ● Fair

88% of respondents rated the quality of life in Blackfalds to be Good to Excellent

Business Professional Services



● Good to Excellent ● Fair ● Poor

44% of respondents rated the ability to access professional services in the community as Good to Excellent

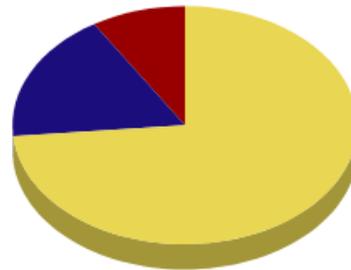


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Satisfaction Ratings

Overall Satisfaction

Overall Rating as Place to Operate a Business



● Good to Excellent ● Fair ● Poor

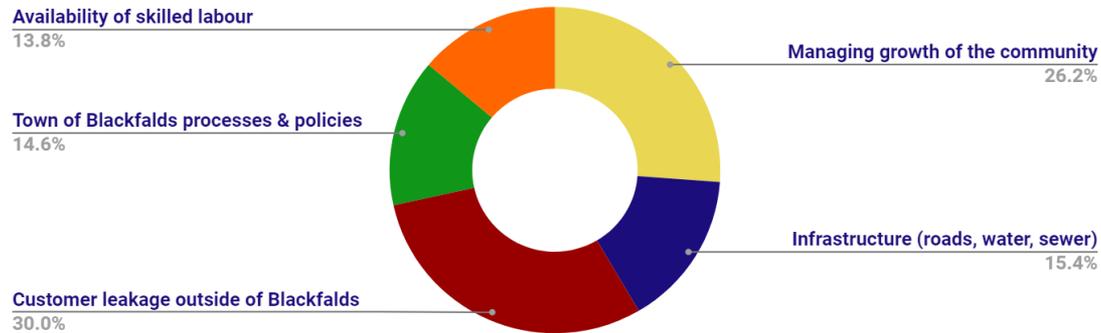
74% of respondents rated Blackfalds as a Good to Excellent location to operate a business



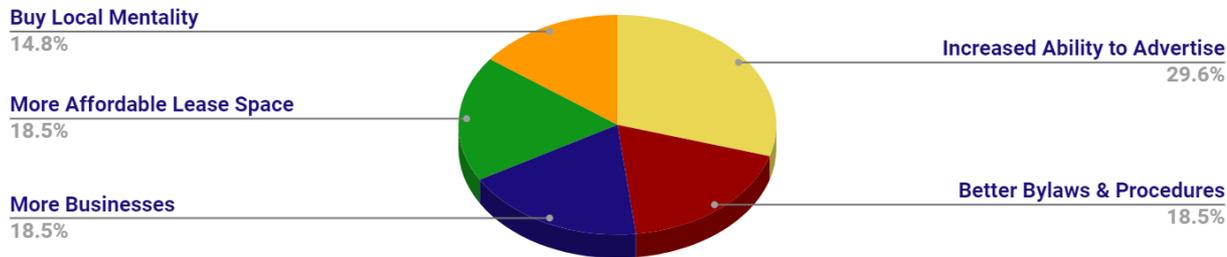
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Top Issues & Improvements

Top Issues for Blackfalds' Economy



Top Improvements to Create a Better Business Environment

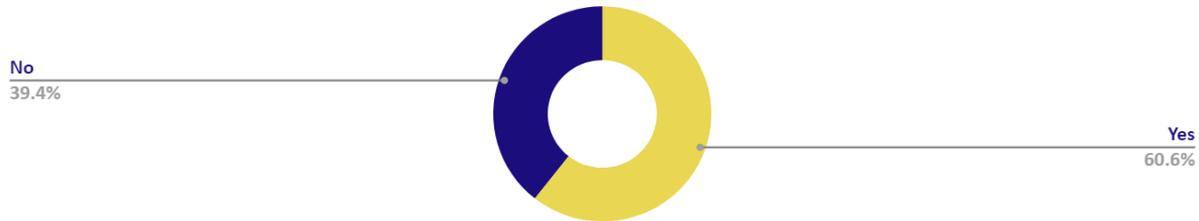


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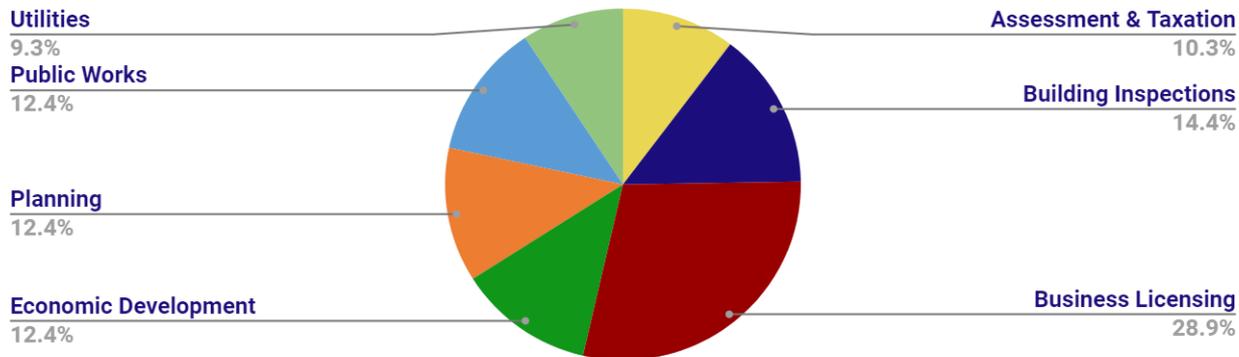
Satisfaction Ratings

Town Services

Have You Worked With a Town Process or Department in the Last 2 Years?



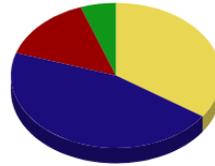
Which Departments Have You Worked With?



Satisfaction Ratings

Town Services

Customer Service Provided by Town



● Very Satisfied ● Satisfied ● Somewhat Satisfied ● Not Satisfied

80% of respondents report being Satisfied or Very Satisfied with Town Customer Service

Clarity of Permit / Application Process



● Very Satisfied ● Satisfied ● Somewhat Satisfied ● Not Satisfied

75% of respondents report being Satisfied or Very Satisfied with Clarity of Processes

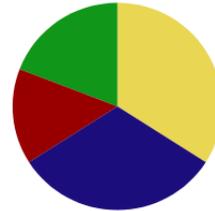


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Satisfaction Ratings

Town Services

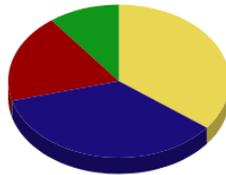
Processing Time for Permits / Applications



● Very Satisfied ● Satisfied ● Somewhat Satisfied ● Not Satisfied

66% of respondents report being Satisfied or Very Satisfied with Processing Times

Confidence in Permitting / Application Process



● Very Confident ● Confident ● Somewhat Confident ● Not Confident

71% of respondents report being Confident or Very Confident with Processes



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Satisfaction Ratings

Town Services

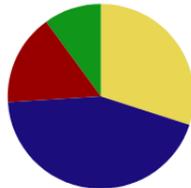
Communication During Permitting / Application Process



● Very Satisfied ● Satisfied ● Somewhat Satisfied ● Not Satisfied

69% of respondents report being Satisfied or Very Satisfied with Communication During Process

Ease of Access to Information



● Very Satisfied ● Satisfied ● Somewhat Satisfied ● Not Satisfied

74% of respondents report being Satisfied or Very Satisfied with Accessing Information

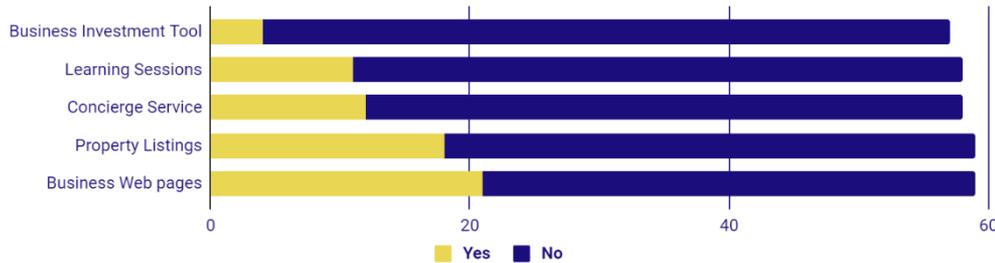


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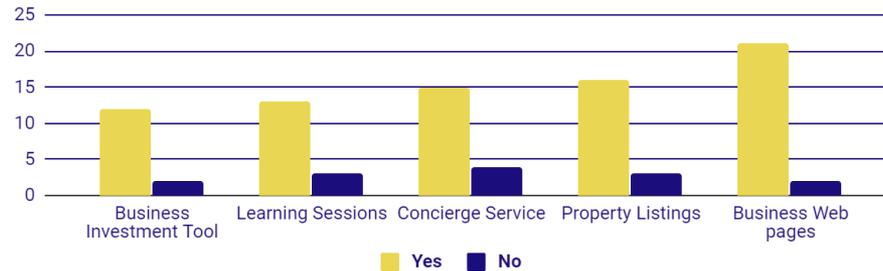
Satisfaction Ratings

Town Services

Have You Used These Business Services?



Are These Business Services Valuable to You?



What Other Business Services Would be Valuable?



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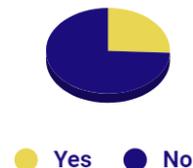
Home-Based Business

Is Your Home-Based Business the Primary Source of Household Income?



30% of respondents report their Home-Based Business as the primary source of income for their household

Would You Like to Move Your Home-Based Business to a Storefront?



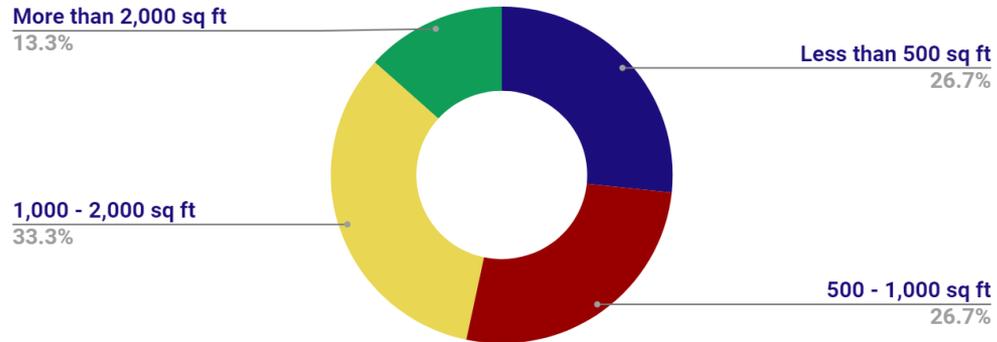
26% of respondents report wanting a Storefront Location



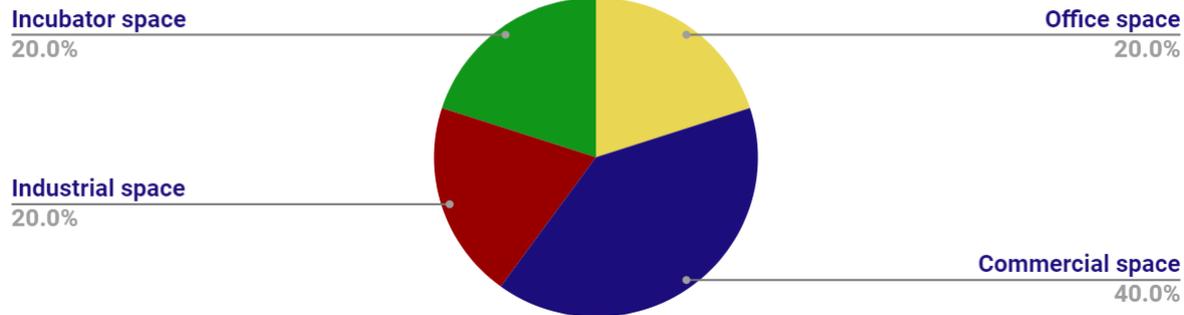
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Home-Based Business

What Size of Storefront Space do You Desire?

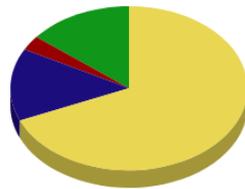


What Type of Storefront Space do You Desire?



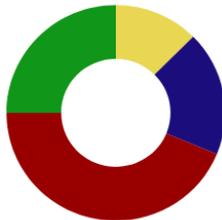
Home-Based Business

What are the Greatest Barriers to Moving to a Storefront Location?



● Cost ● Lack of lease space ● Lack of space to purchase ● Increased risk

In What Timeframe Would You Like to Move to a Storefront Location?



● Less than 1 year ● 1 - 2 years ● 2 - 5 years ● 5+ years



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