

# CRANBROOK BUSINESS WALK 2020



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CRANBROOK CHAMBER OF COMMERCE

## Cranbrook Business Walk 2020 Summary



The annual Business Walk survey went digital this year. During the week of September 15-22<sup>nd</sup> Cranbrook and area business owners were asked to fill out a short online survey to gather data on the local business climate.

The annual survey helps capture the pulse of the business community highlighting the advantages and challenges to doing business in Cranbrook. This year has been an unprecedented year with a global pandemic changing how we go about our everyday lives and how we do business. This year it was as important as ever to gather information to see how business is faring in Cranbrook.

The 2020 Business Walk survey represents data collected from 114 businesses and captures a diverse cross section of industry, employing 945 full time employees, 119 part time employees and 286 temporary/seasonal employees.



## Business Overall

### WHAT IS A BUSINESS WALK?

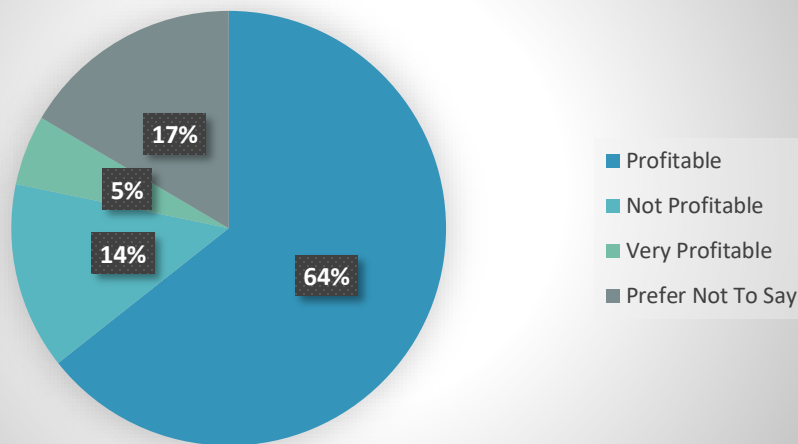
During the week of September 15-22 local business owners were asked to fill out a short online survey to gather information to identify and understand opportunities and challenges for local businesses. In past years, staff and volunteers would canvass the city door to door to administer the data. Due to the risks COVID 19 the decision was made to go digital this year.

### NEXT STEPS ...

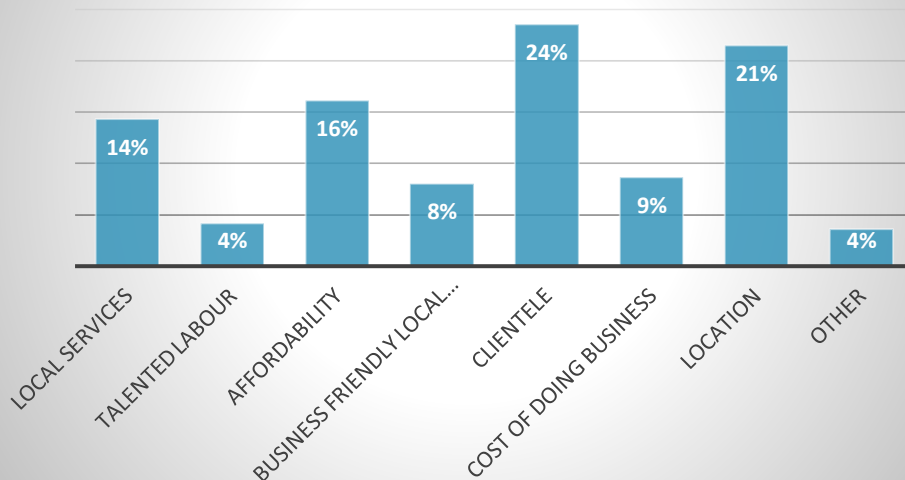
Cranbrook Chamber of Commerce will work with local government and regional economic development partners to address key themes for action identified during the Business Walk

64% of respondents stated that business was *profitable* this year.

### How is Business

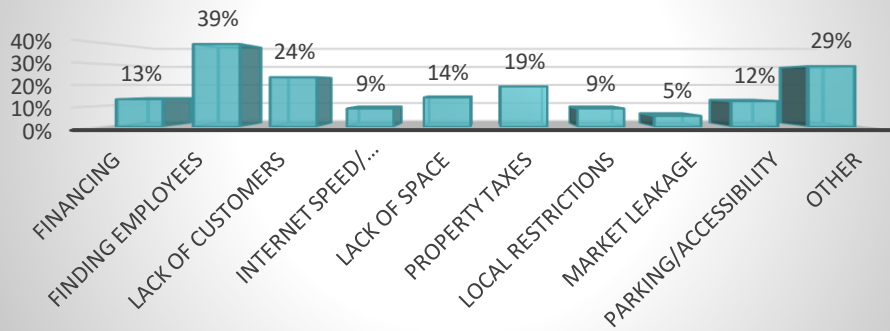


### Top Reasons for Doing Business in Cranbrook



Survey respondents stated that the top reason for doing business in Cranbrook is the clientele. Location and affordability were also in the top three advantages to doing business in Cranbrook.

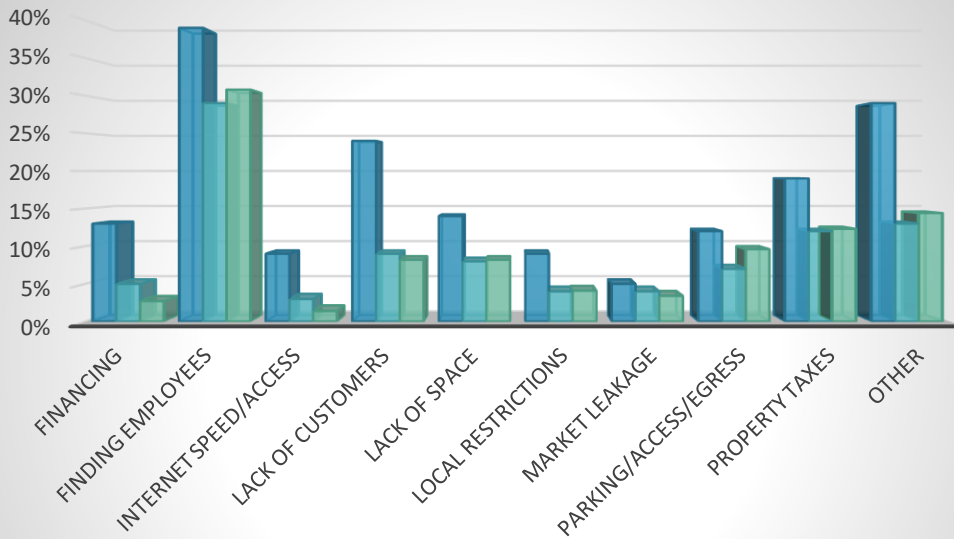
## Biggest Challenges to Business in 2020



Finding employees once again topped the charts for three years consecutively as the number one challenge to doing business in Cranbrook.

In addition, survey participants have noted that lack of customers, accessibility and property taxes have been obstacles to doing business.

## Challenges to business 3 year comparison



	Financing	Finding employees	Internet speed/access	Lack of customers	Lack of space	Local restrictions	Market leakage	Parking/access/egress	Property taxes	Other
2020	13%	39%	9%	24%	14%	9%	5%	12%	19%	29%
2019	5%	29%	3%	9%	8%	4%	4%	7%	12%	13%
2018	2.7%	30.8%	1.4%	8.2%	8.2%	4.1%	3.4%	9.6%	12.3%	14.4%

2020 2019 2018





IMPACTS OF COVID 19 ON BUSINESS

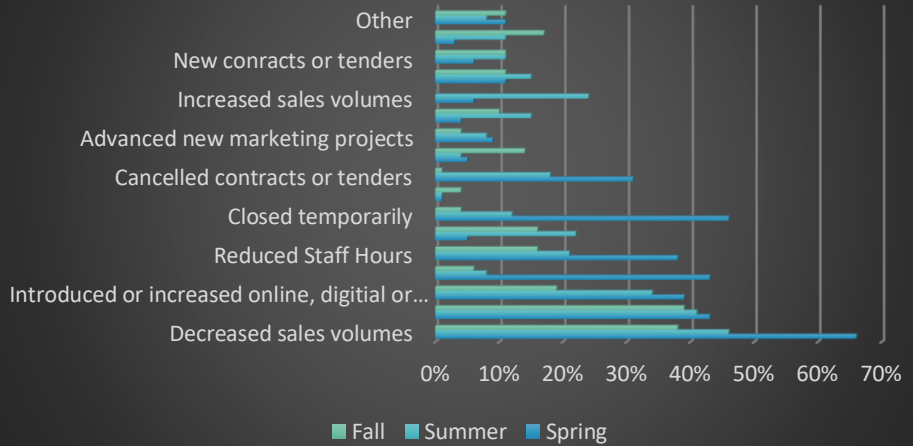
One of the major impacts of COVID 19 on business was decreased sales volume. 66% indicated they saw a decrease in the spring, 44% saw a decrease in the summer, while 38% of respondents continued to see decreases into the fall.

Across the board, respondents indicated that in the spring, summer and fall they experienced an increase in operating costs. 62% of respondents saw an increase of 1-10% to adhering to health and safety requirements to operate their business.

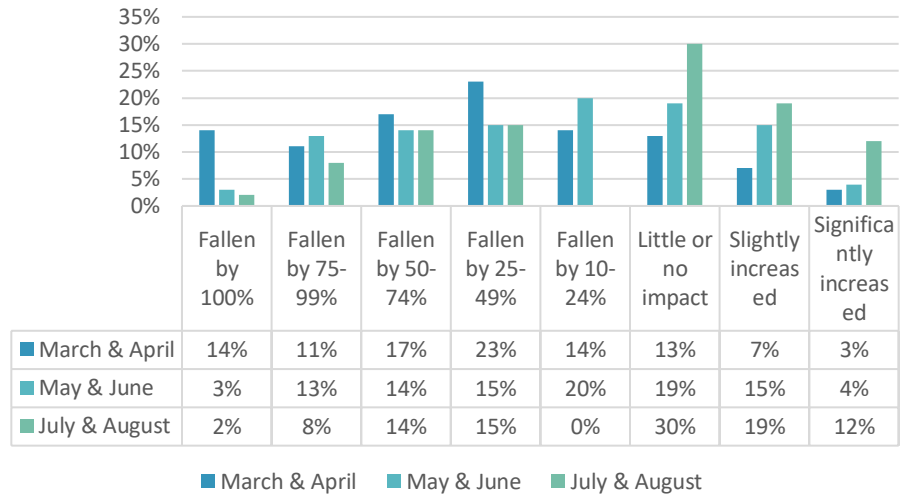
Temporary closures due to COVID saw 46% of respondents closing in the spring, 12% in the summer and 4% in fall. 1% of respondents closed permanently in the spring and summer and 4% of respondents in the fall.



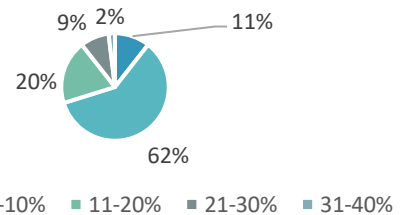
**Impacts of COVID 19 on Business**



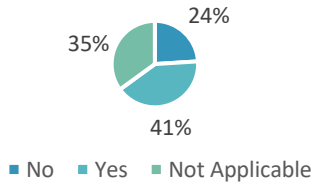
**Sales Volume Since COVID 19**



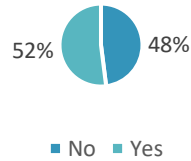
**Cost Increase of Implementing Safety Requirements**



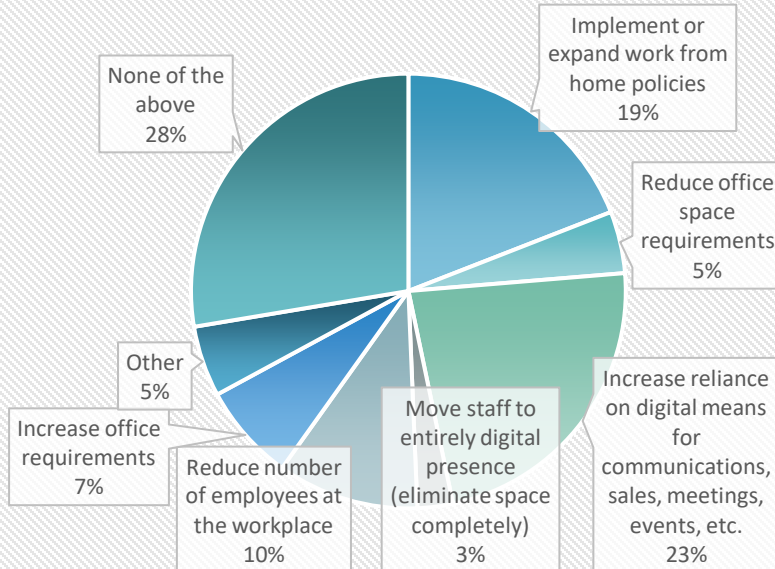
### Working Remotely (outside city limits)



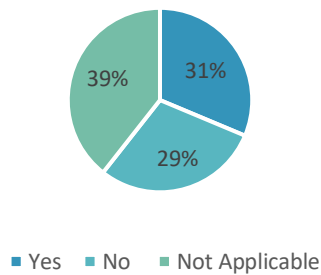
### Survey Participants That Work Remotely



### Work From Home Policies



### Internet Connectivity Problems When Working Remotely



## IMPACTS OF COVID 19 ON BUSINESS

The global pandemic faced this year forced many people to adapt by working from home or remotely. 52% of businesses surveyed stated that they work remotely, and 35% work outside of Cranbrook city limits. 29% of businesses adapted to working remotely by implementing or expanding work from home policies, while 35% of businesses increased reliance on digital means for communications, sales, meetings, and events.



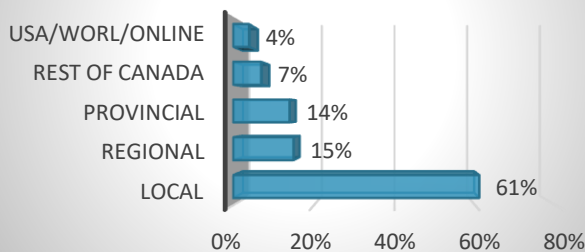
With many businesses utilizing the internet to adapt to working remotely, 31% of respondents stated that internet connectivity was a problem.



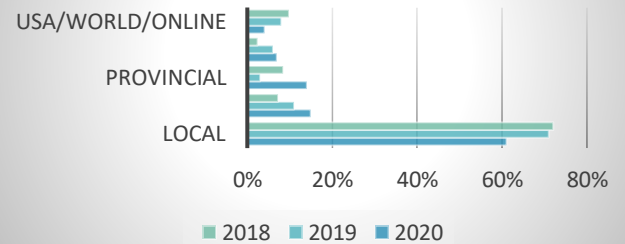


*Looking to the Future*

**Location of Competition  
2020**

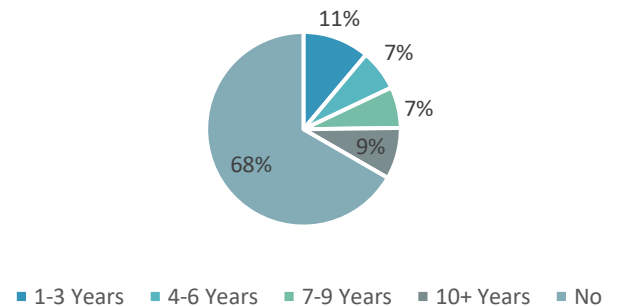


**Location of Competition  
last 3 years**

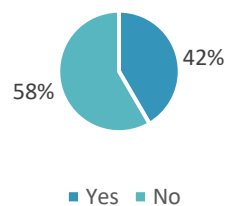


In a three-year comparison, the source of competition across the board comes from other local businesses. In 2020 we have seen an increase of competition from regional, provincial, and other parts of Canada while competition from outside of Canada is down from 8% to 4%.

**Business Planning to Sell**



**Succession Plan in Place  
2020**



68% of respondents said they had no plans of selling their business, while 11% said they are considering selling, retiring or wrapping up their business in 1-3 years. An additional 7% said they would wrap up their business in 4-6 years. 42% of respondents said they had a succession plan in place compared to 35% of respondents in 2019.