



Community and Business Survey

2021

GET INVOLVED – TAKE THE SURVEY!

We want to hear from you about the direction planning should take! Please take this survey before September 22nd, 2021. **You can return the completed copy to the Alix Village Office or email a copy to cgiesbrecht@villageofalix.ca**

This survey has 23 questions (note that Section 5 is for business owners and managers only) and should take about 10 minutes to complete.

WHAT’S GOING ON?

We are wanting feedback, so we can create an Implementation Plan that will guide how jobs and businesses grow and change in Alix.

WHY ARE WE DOING THIS?

In September of 2020 we implemented and in office person for Economic Development and in October of this year we have our Municipal Election. Having new changes coming we are wanting to have some input from our Community and Business Owners so staff can better advise Council of business and community needs.

If you would like to be entered into our draw for participating in this survey, please print your name and phone number below.

There will be 3 draws made for a chance to win local businesses gift certificates.

First prize \$100

Second prize \$50

Third prize \$25

Name: _____

Phone Number: _____

1 About You

What answer best describes you? (check all that apply)

- Business owner or manager
- Employee (full-time)
- Employee (part time)
- Full-Time Parent
- Manager of non-profit
- Retired
- Self Employed
- Semi-Retired
- Student
- Unemployed
- Volunteer
- Other (please specify): _____

2 About the local economy

The economy includes jobs and the flow of money, but it is also linked to many other things that impact our everyday lives.

2.1 Economic development – encouraging jobs, prosperity, and business activity in a community – means different things in different places. When we talk about intentionally supporting our local economics, what does that mean to you? Please indicate your top three answers by placing a check mark.

- Attracting more businesses to town.
- Attracting more people to move to Alix.
- Attracting more visitors.
- Attracting the kinds of businesses and jobs we want.
- Ensuring the benefits of growth are evenly shared.
- Growing the number of jobs in town.
- Protecting against the negative impacts of growth.
- Other (please specify): _____

2.2 Filling in the gaps – what type(s) of stores, services, or industry would you like to see offered in Alix? Please list your answers below.

2.3 What three words best describe your vision for the economic future of Alix? Please indicate your top three answers by placing a check mark.

- Creative/Innovative
- Environmentally sustainable
- Historically/ culturally connected.
- Prosperous
- Resilient
- Socially Engaged
- Unique/authentic
- Socially just/inclusive
- Vibrant
- Other (please specify): _____

Please explain your choice or comment further on your vision of Alix’s economic future:

3 Clarifying values, building on assets

Alix has the opportunity to create an economic development strategy that is based on values – the things that matter most. When we know what matters to Alix’s residents, we can be intentional about the kinds of opportunities pursued and the type of growth that occurs. Then, focusing on assets (Alix’s strength and potential), we can build on the things that make Alix a great place to live, visit or do business.

3.1 What are the three biggest challenges, issues, or concerns for the economic development of Alix? Please indicate your top three answers by placing a check mark.

- Ability to hire qualified employees.
- Availability and cost of housing
- Availability of employment opportunities
- Finding enough land or space for new or growing businesses.
- Lack of local places to shop, find entertainment.
- Quality of employment opportunities (e.g., consistent, sufficient work; wages)
- Other (please specify): _____

3.2 What are your GOALS for how the local economy in Alix develops? Please indicate your top three answers by placing a check mark.

- Better jobs
- Improving local quality of life (entertainment/culture)
- Increased Village revenue (lower tax burden)
- More local jobs
- More diversity in types of local businesses
- More social impact and equity
- More robust and resilient economy
- Other (please specify): _____

Please explain your choice or comment further on the issues/goals you identified.

3.3 Alix has a lot of assets (Alix’s strengths and potential). Some are already strong, and we can build on them further, while some might need more attention. At the same time, we do not have resources to do everything all at once, so we need to know where to start.

What are the top three assets that Alix should work on to achieve your goals? Please indicate your top three answers by placing a check mark.

- Arts/Culture
- Creative/entrepreneurial population
- Industrial lands and assets (industrial/commercial)
- Land for development
- Municipal infrastructure (roads, water, sewer)
- Organizations and associations
- Trails and natural assets
- Unique community “vibe”
- Volunteers and informal leaders
- Other (please specify): _____

Please tell us why you selected the assets you did:

4 The Economy and You

4.1 What best describes your ideal job situation?

- Full-time year round
- Part-time year round
- Full-time seasonal
- Part-time seasonal
- Not applicable (retired, student, etc.)
- Other (please specify): _____

4.2 Do you currently have the ‘ideal situation’ that you indicated above?

Yes

No

If you answered “No”, please explain why not:

4.3 What drives you to make purchases from sources other than local businesses (including online)? Pick your top one.

Convenience

Price

Selection

Service

Other (please specify): _____

4.4 If you have ever thought about starting a business but haven’t, what is the number one thing holding you back?

Access to training and support.

Confidence

I have never thought about starting a business.

Mentorship

No time

Not applicable since I have already started a business.

Not enough start up capital.

Regulatory obstacles of business start up (e.g., permitting, licensing etc.)

Small market/audience

Other (please specify): _____

5 Doing Business in Alix

Section 5 is for people who own or manage a business. If this doesn't apply to you, please skip ahead to section 6.

5.1 How business-friendly is the Corporation of the Village of Alix (municipality)

- Very business friendly
- Somewhat business friendly
- Neutral
- Somewhat unfriendly to business
- Very unfriendly to business

Do you have any suggestions on how we can improve?

5.2 Please indicate your top three challenges in operating and growing your business by placing a check mark next to them.

- Access to financing
- Finding and keeping the right people.
- Finding business partners and relationships.
- Finding the right space / serviced available land.
- High tax rates
- I have got great ideas, but don't know how to act on them.
- Infrastructure / communications
- Lack of business support services
- Lack of networking / support among local business
- Lack of Village promotion
- Other (please specify): _____

Please tell us why these are challenges:

5.3 Alix has a lot of things that make it great for doing business. Some of these things are already strong and we can build on them further, and some are opportunities that need more attention.

What are the top three things that Alix’s Economic Development should work on? Please indicate your top three by placing a check mark.

- Availability of developable land
- Business friendly local government
- Cost of doing business.
- Community promotion.
- Business resources and information support.
- Other (please specify): _____

Please tell us why you selected the answers you did:

5.4 What sector is your business in?

- Accommodation and food service
- Agriculture, hunting
- Construction/Trades
- Health care and social assistance
- Manufacturing
- Professional service (e.g.: legal services, accounting/bookkeeping, IT services, marketing)
- Retail
- Personal and wellness services
- Tourism
- Other (please specify): _____

5.5 How many employees does your business have?

- 1-4
- 5-9
- 10-19
- 20-49
- 50+

5.6 How many years has your business been in operation?

- Less than 1 year
- 1-3
- 4-6
- 7-9
- 10-19
- 20+

6 What can we do about it

6.1 What actions should we work on together to make Alix a better place to live, visit or do business? Please tell us your top three ideas for improving the local economy:

1. _____
2. _____
3. _____

7 Finishing Up!

7.1 What best describes you?

- I live in Alix.
- I live and work in Alix.
- I work or own property in Alix but do not live in Alix.
- I own a property in Alix but do not live in Alix.
- I live in Alix part-time.
- Other (please specify): _____

7.2 If you are a resident of Alix, how long have you lived here?

- Less than a year
- 1-5 years
- 6-10
- 11-15
- 15-20
- 20+

7.3 How old are you? (We are asking because we want to make sure that we have representation from all age groups)

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80+

7.4 What is the number one thing you feel YOU can do to improve the local economy?

7.5 Is there anything else we should know?

Thank you for taking the time to fill out our survey! Please return your completed copy to the Village Office or email it to cgiesbrecht@villageofalix.ca. The Village Office is open Monday-Friday 8am-12pm & 1pm-4pm if you are returning outside these hours, you can find a drop box to the left of the door.