



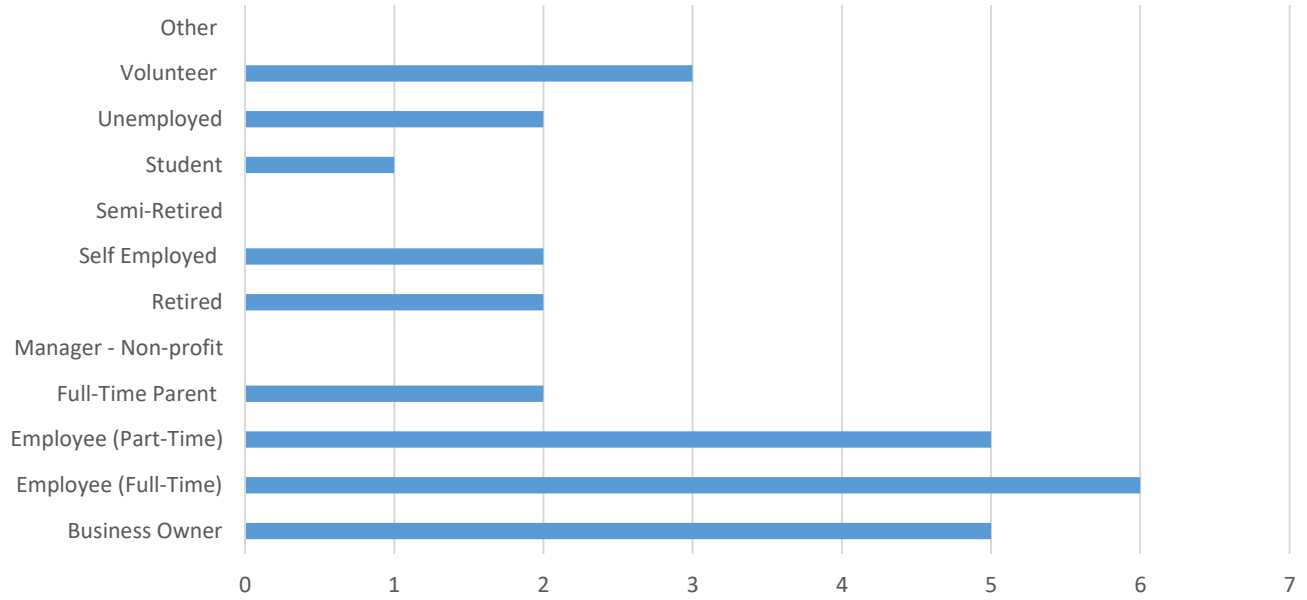
# Village of Alix

*Economic Development Strategy*

## Community and Business Survey

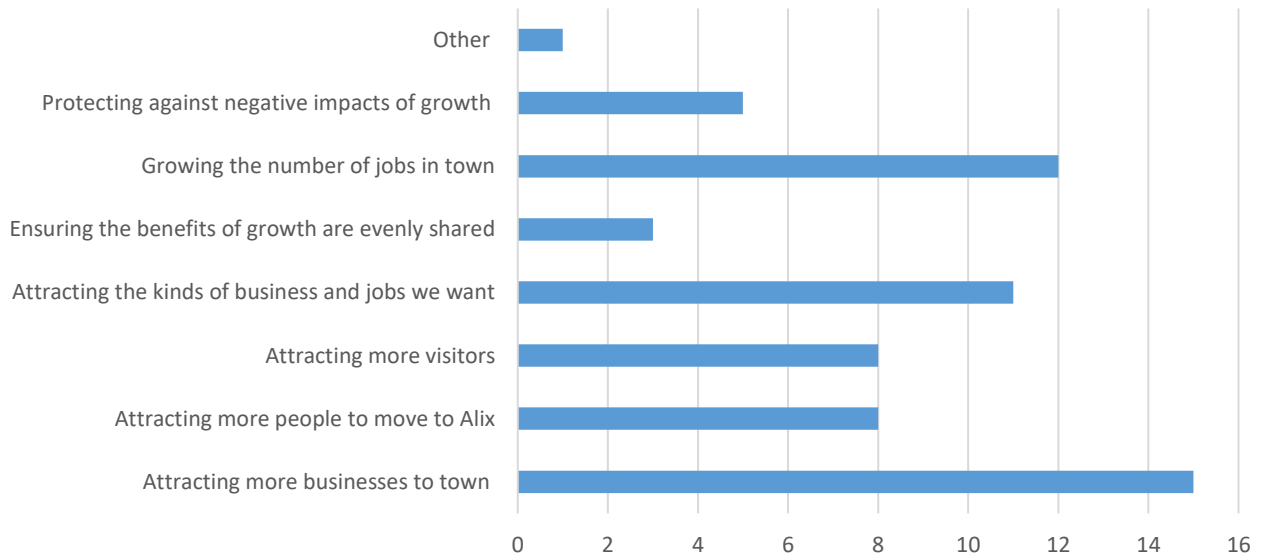
2021 Results

## 1. About You



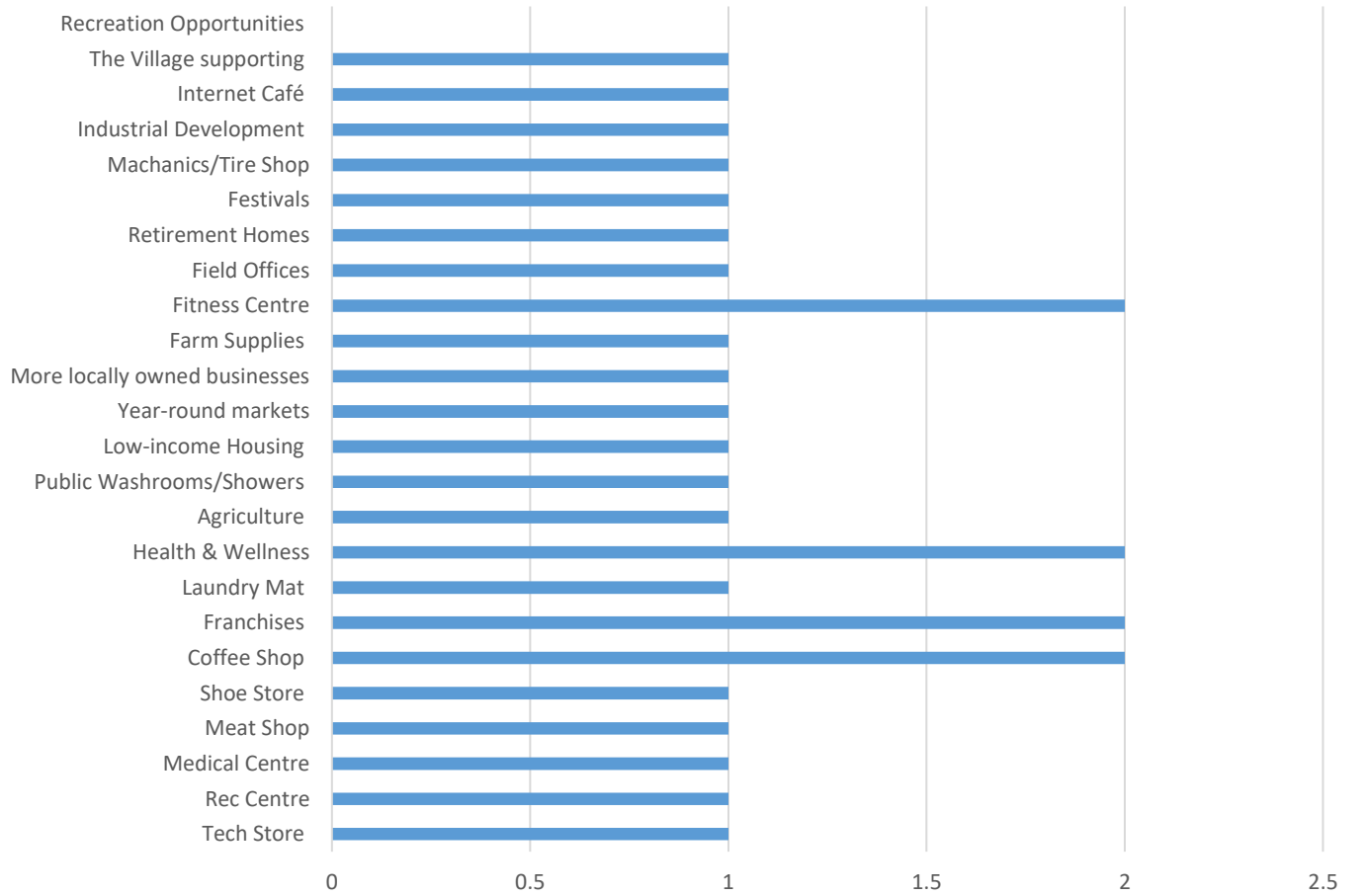
	Business Owner	Employee (Full-Time)	Employee (Part-Time)	Full-Time Parent	Manager - Non-profit	Retired	Self Employed	Semi-Retired	Student	Unemployed	Volunteer	Other
■	5	6	5	2	0	2	2	0	1	2	3	0

## 2.1 Intentionally supporting our local economics, what does that mean to you?

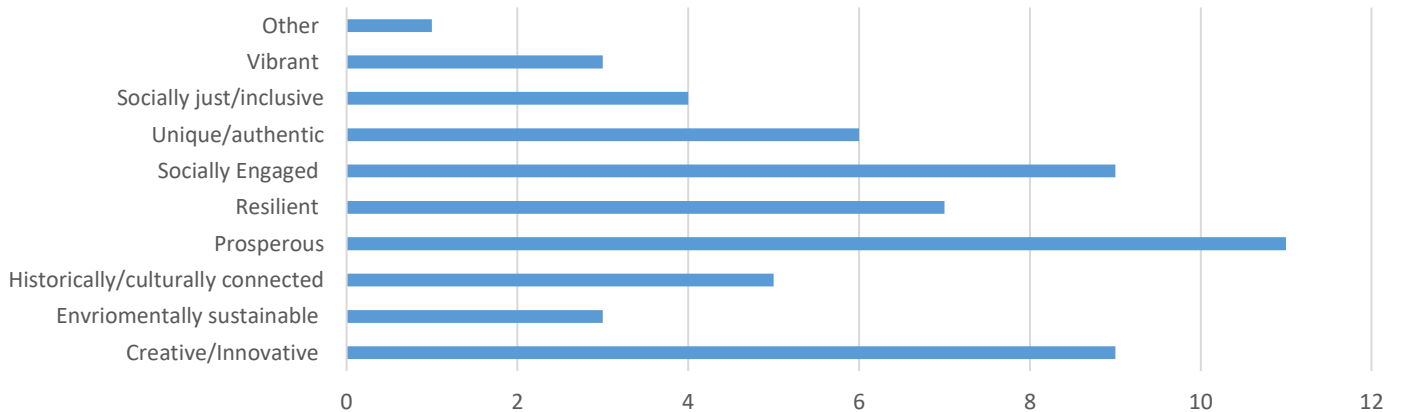


	Attracting more businesses to town	Attracting more people to move to Alix	Attracting more visitors	Attracting the kinds of business and jobs we want	Ensuring the benefits of growth are evenly shared	Growing the number of jobs in town	Protecting against negative impacts of growth	Other
■	15	8	8	11	3	12	5	1

## 2.2 Filling in the gaps - what types of stores, services, industry would you like to see Alix offer?

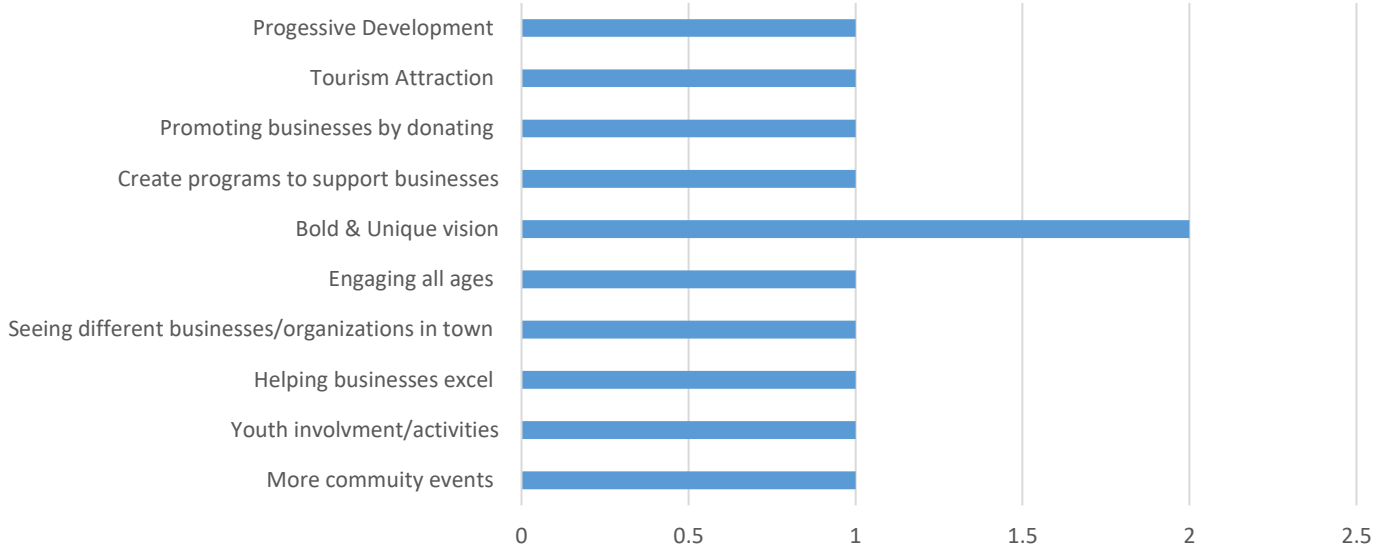


## 2.3 What 3 words best describe your vision for the economic future of Alix?



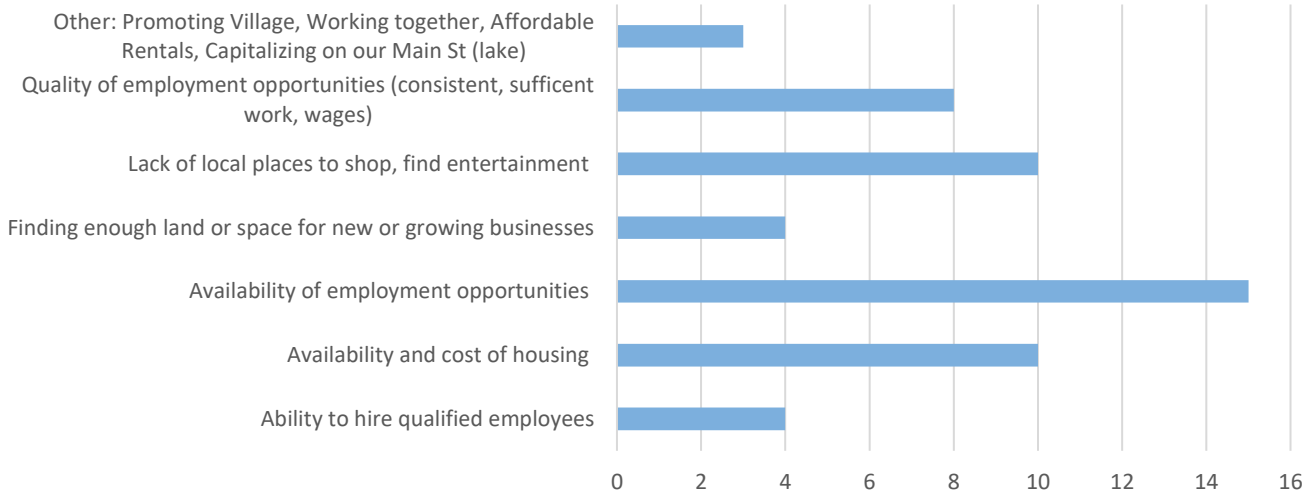
	Creative/Innovative	Enviromentally sustainable	Historically/culturally connected	Prosperous	Resilient	Socially Engaged	Unique/authentic	Socially just/inclusive	Vibrant	Other
■	9	3	5	11	7	9	6	4	3	1

## Commenting further on your vision for Alix's economic future



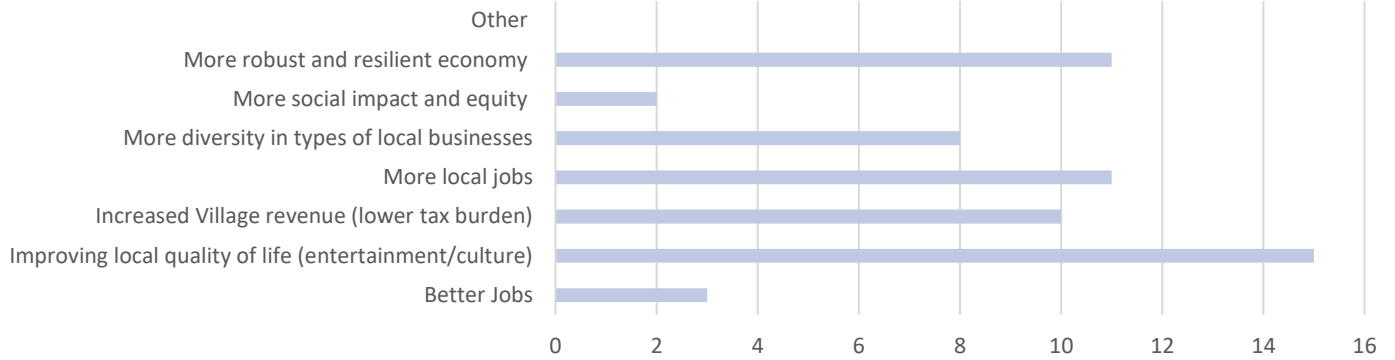
	More community events	Youth involvement/activities	Helping businesses excel	Seeing different businesses/organizations in town	Engaging all ages	Bold & Unique vision	Create programs to support businesses	Promoting businesses by donating	Tourism Attraction	Progressive Development
■	1	1	1	1	1	2	1	1	1	1

## 3.1 Three biggest challenges, issues or concerns for economic development of Alix?



	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 (consistent, sufficient work, wages)	Other: Promoting Village, Working together, Affordable Rentals, Capitalizing on our Main St (lake)
■	4	10	15	4	10	8	3

### 3.2 What are your goals for how the local economy in Alix Develops?

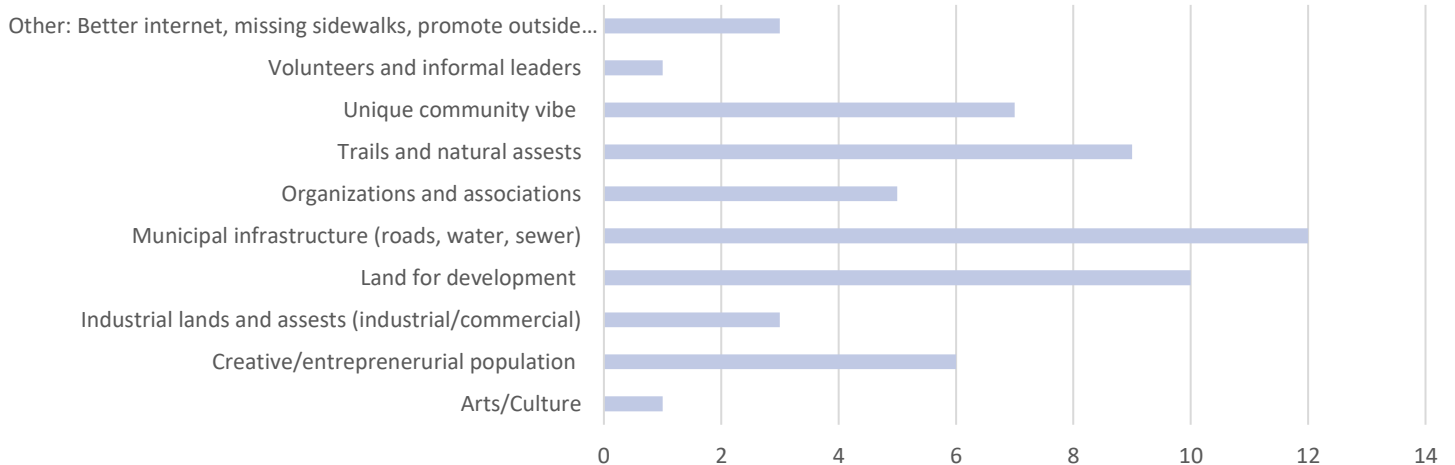


	Better Jobs	Improving local quality of life (entertainment/culture)	Increased Village revenue (lower tax burden)	More local jobs	More diversity in types of local businesses	More social impact and equity	More robust and resilient economy	Other
■	3	15	10	11	8	2	11	0

### Commenting further on the issues/goals identified

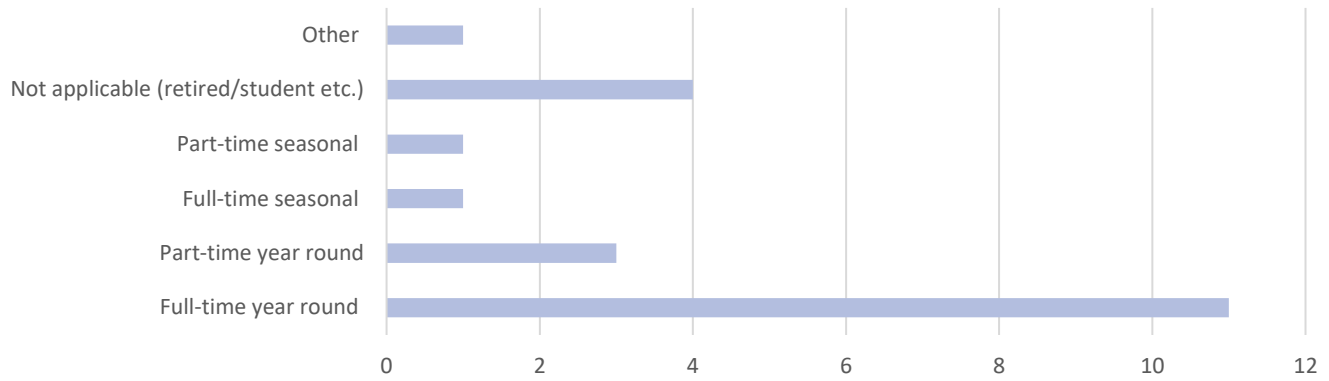
- More variation of businesses
- X 3 – More local jobs
- Cost of housing
- Barriers to buying, even though taxes haven't gone up, bigger centers have lower taxes and more services and jobs.
- More viable companies will provide more jobs and more people to move to town.

### 3.3 Top three assets that Alix should work on to achieve your goals



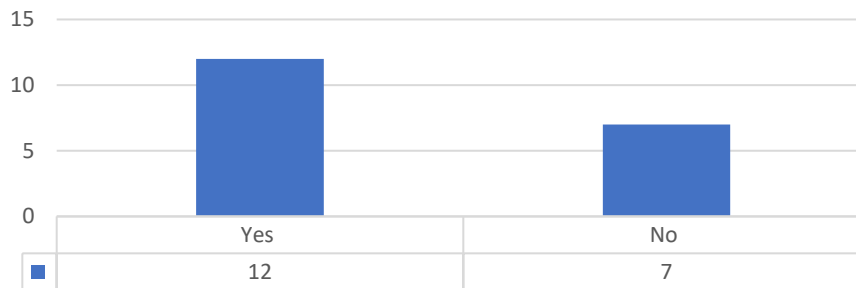
	Arts/Culture	Creative/entrepreneurial population	Industrial lands and assests (industrial/commercial)	Land for development	Municipal infrastructure (roads, water, sewer)	Organizations and associations	Trails and natural assests	Unique community vibe	Volunteers and informal leaders	Other: Better internet, missing sidewalks, promote outside investment
■	1	6	3	10	12	5	9	7	1	3

### 4.1 What best describes your ideal job situation?



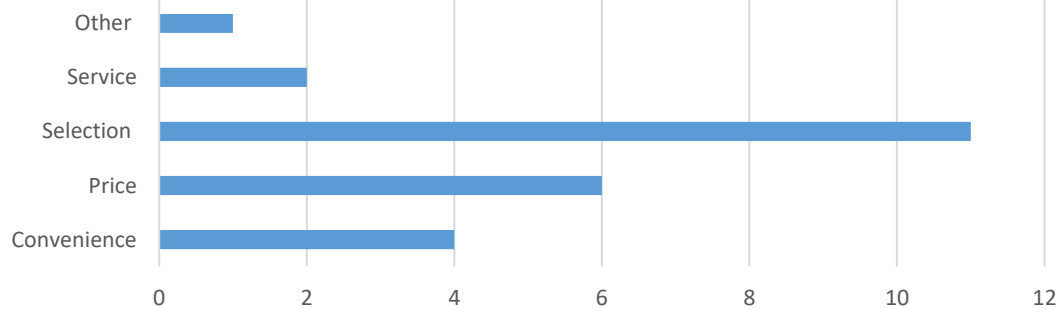
	Full-time year round	Part-time year round	Full-time seasonal	Part-time seasonal	Not applicable (retired/student etc.)	Other
■	11	3	1	1	4	1

### 4.2 Do you currently have the ideal job situation indicated above?



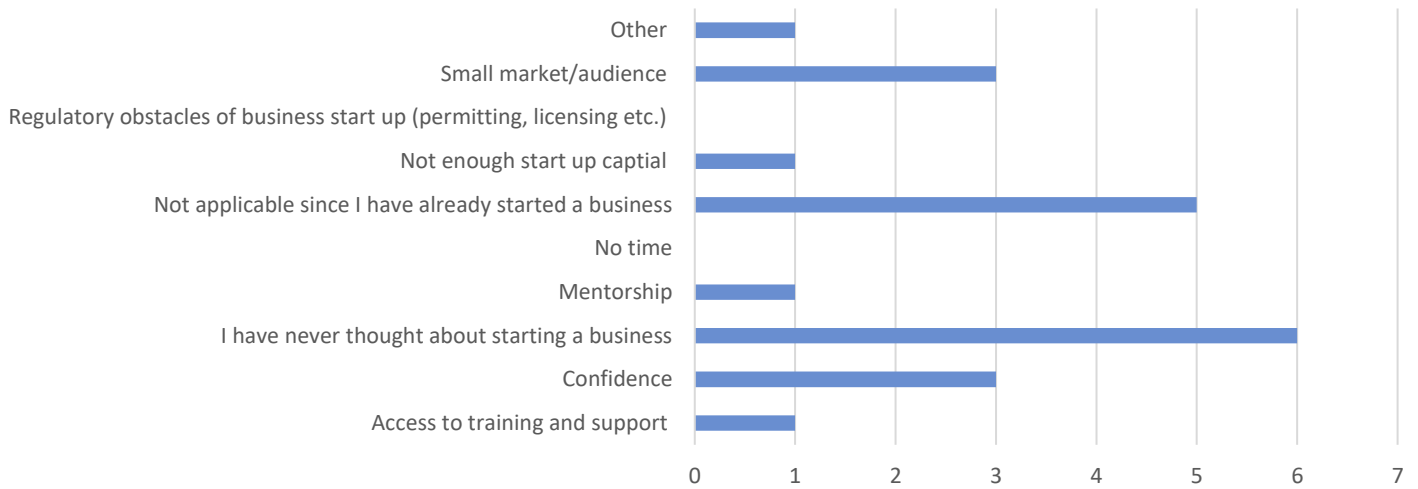
■	12	7
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### 4.3 What drives you to make purchases from sources other than local businesses (online included)



	Convenience	Price	Selection	Service	Other
■	4	6	11	2	1

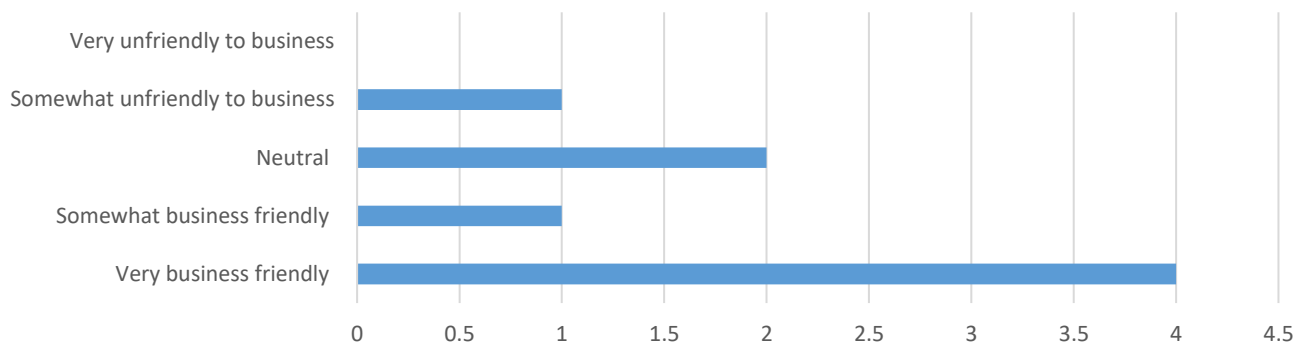
#### 4.4 What is the number one thing holding you back from starting a business?



	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 (permitting, licensing etc.)	Small market/audience	Other
■	1	3	6	1	0	5	1	0	3	1

#### **Section 5 applies to people who own or manage a business.**

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

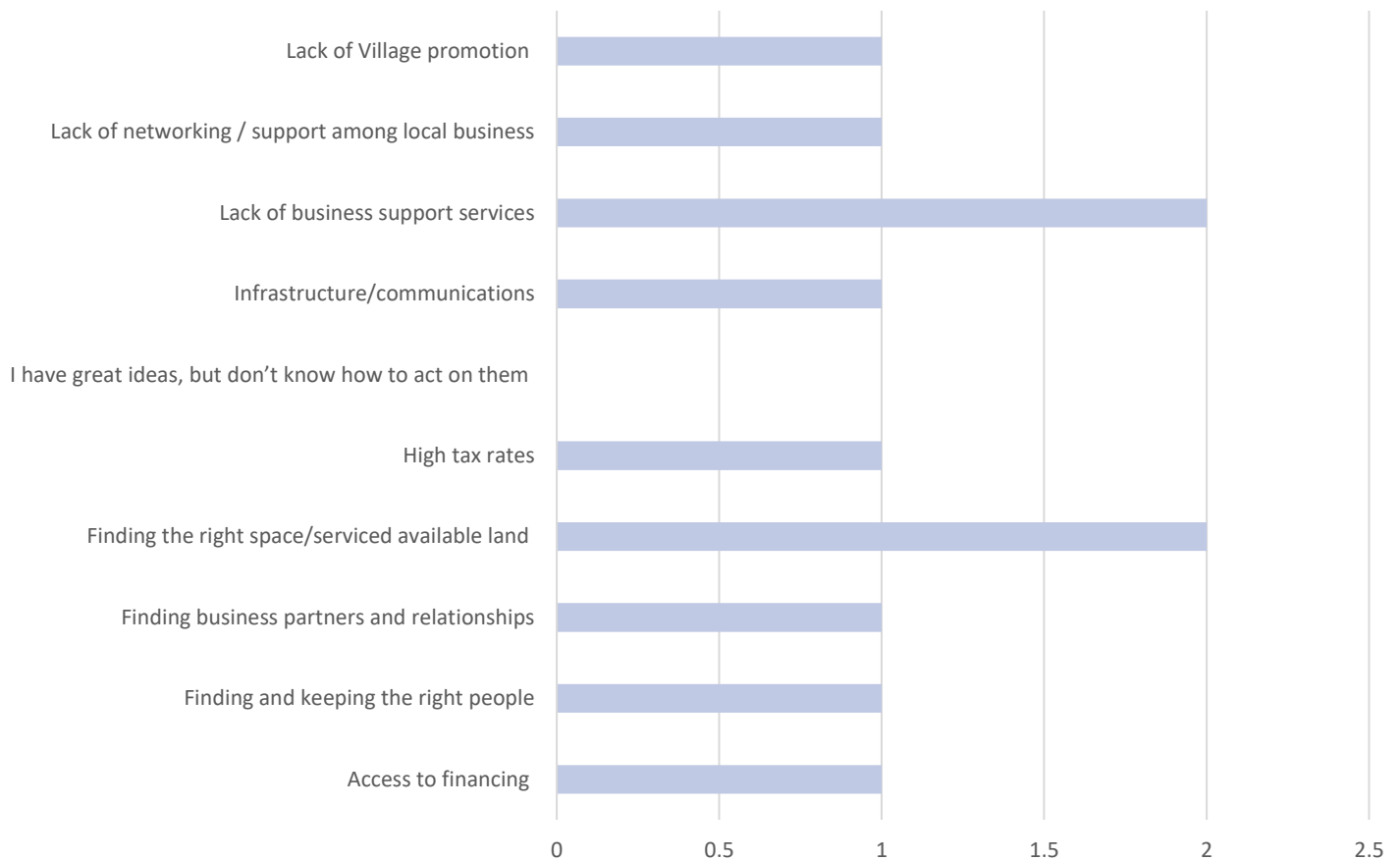


	Very business friendly	Somewhat business friendly	Neutral	Somewhat unfriendly to business	Very unfriendly to business
■	4	1	2	1	0

#### **Suggestions on how we can improve.**

No suggestions were given.

## 5.2 Top three challenges in operating and growing your business



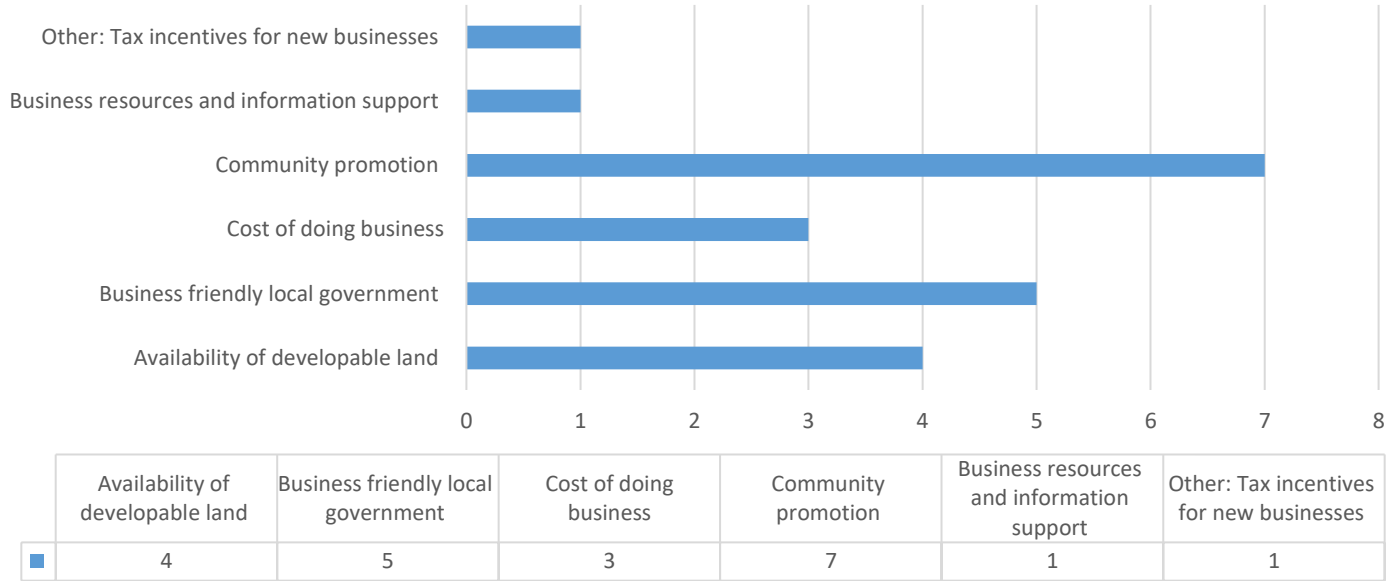
Other Challenges: lack of knowledge about businesses, pre/post covid keeping employees, has improved with Economic Development position, pleased with current situation

### Please tell us why these are challenges

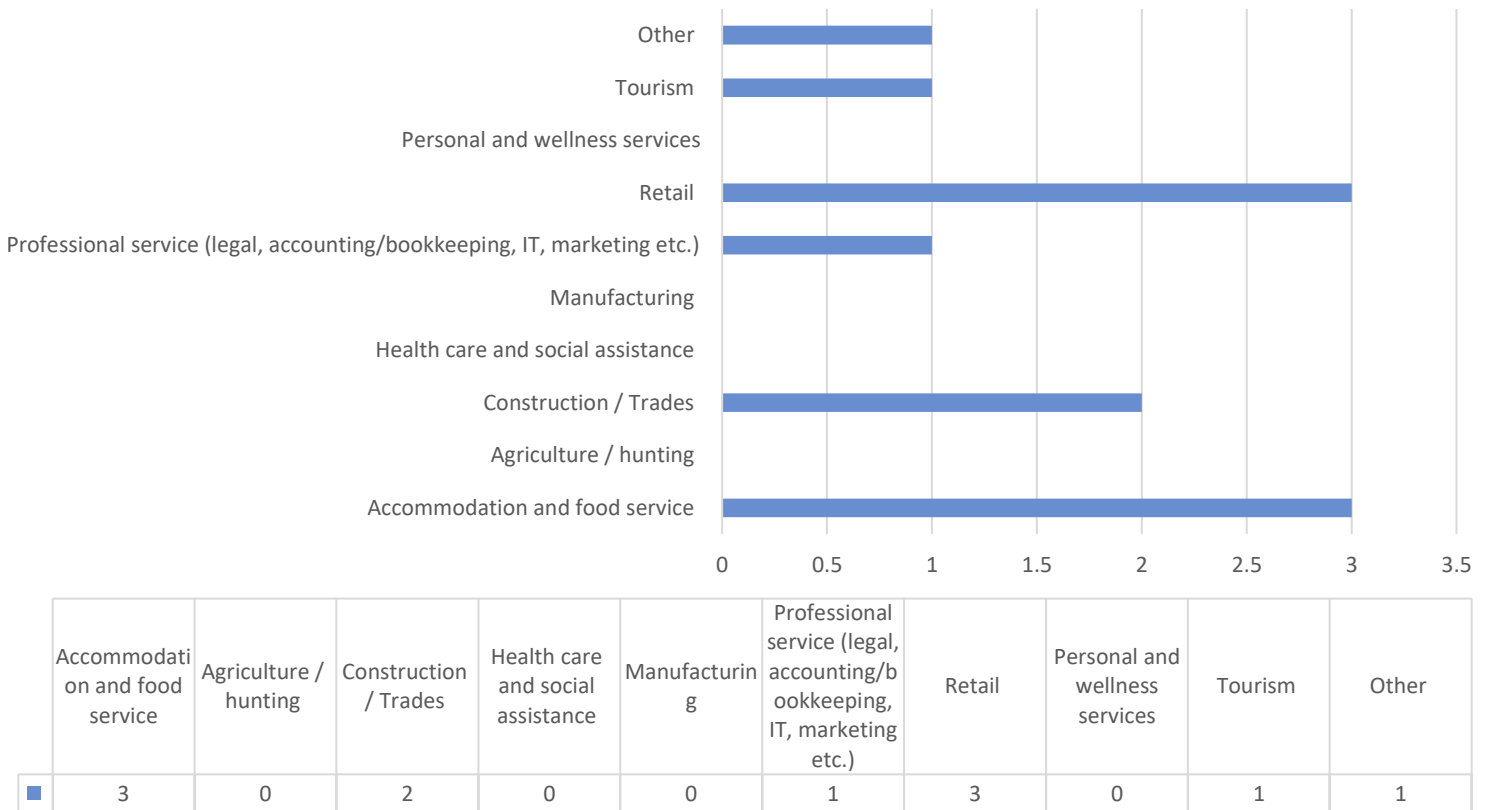
- Find it difficult to reach the families with effective advertising
- No opportunity to supply our local services, Village uses out of town services and pay double for doing so.



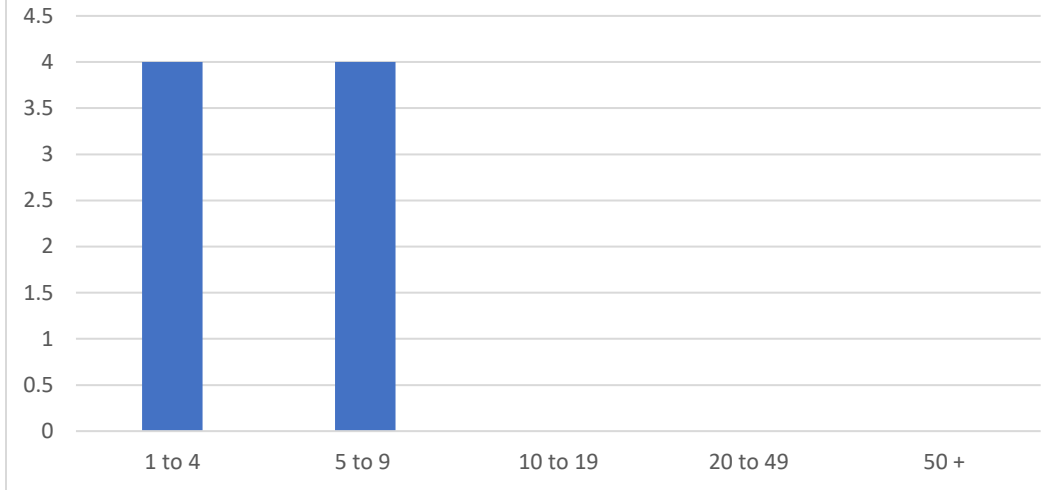
### 5.3 Top three things Alix's economic development should work on?



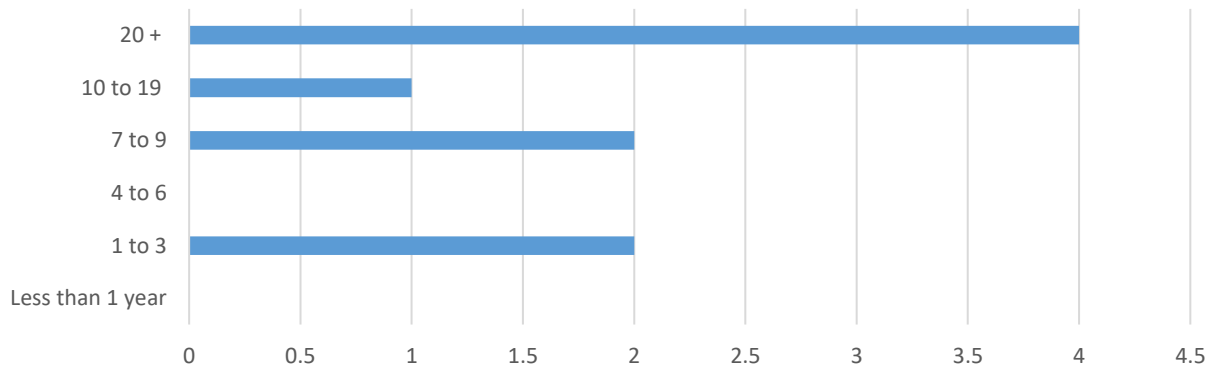
### 5.4 What sector of business are you in?



### 5.5 How many employees does your business have?

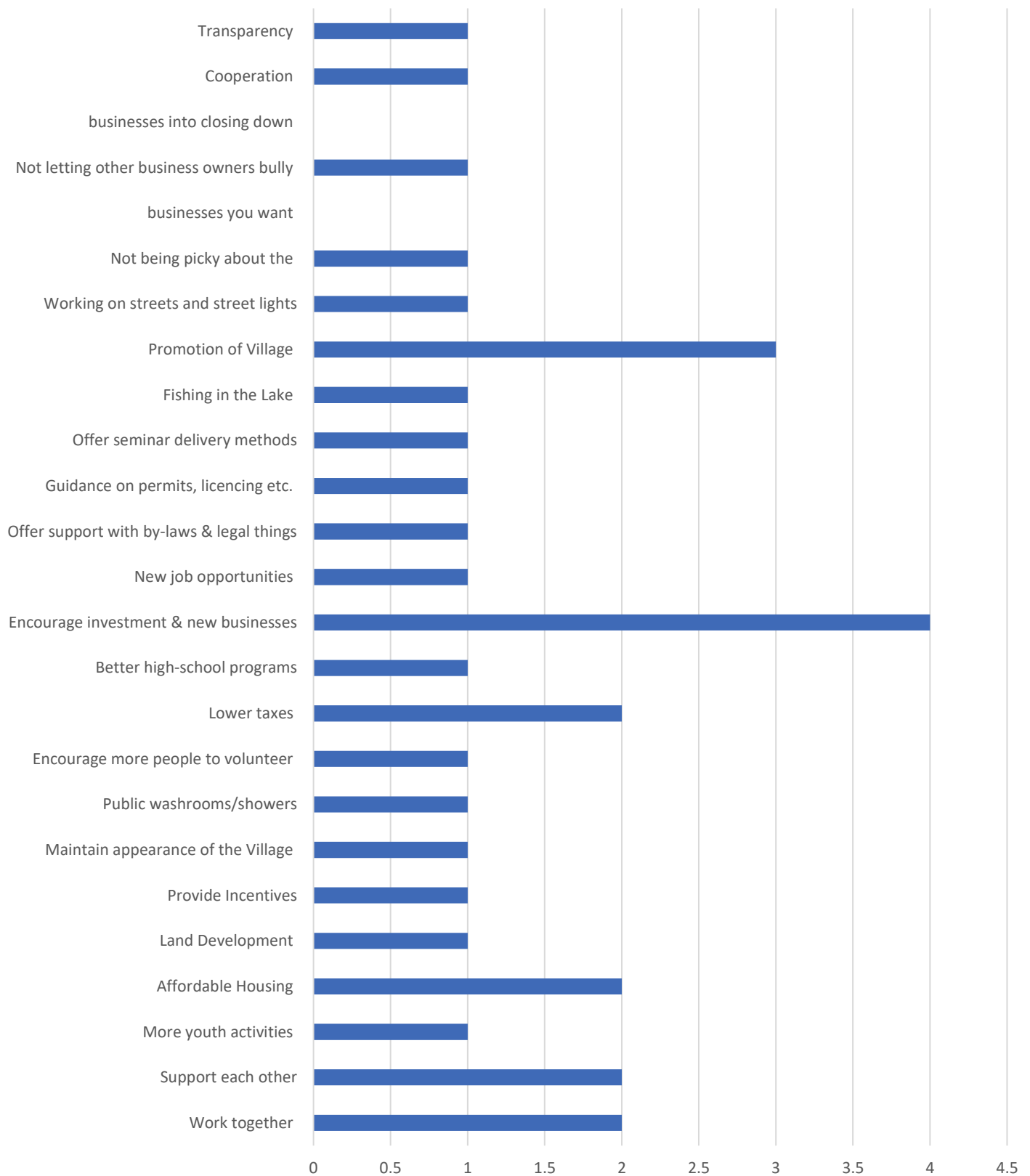


### 5.6 How long has your business been in operation?

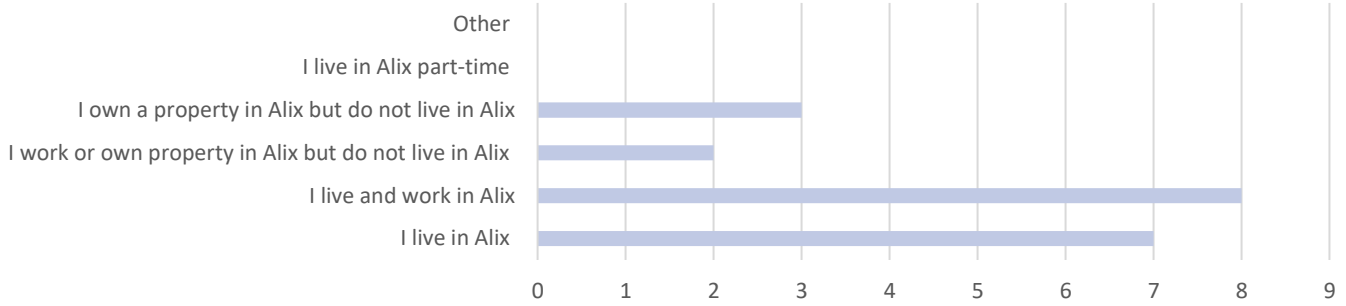


	Less than 1 year	1 to 3	4 to 6	7 to 9	10 to 19	20 +
■	0	2	0	2	1	4

## 6.1 What actions should we work on together to make Alix a better place to live, visit, or do business?

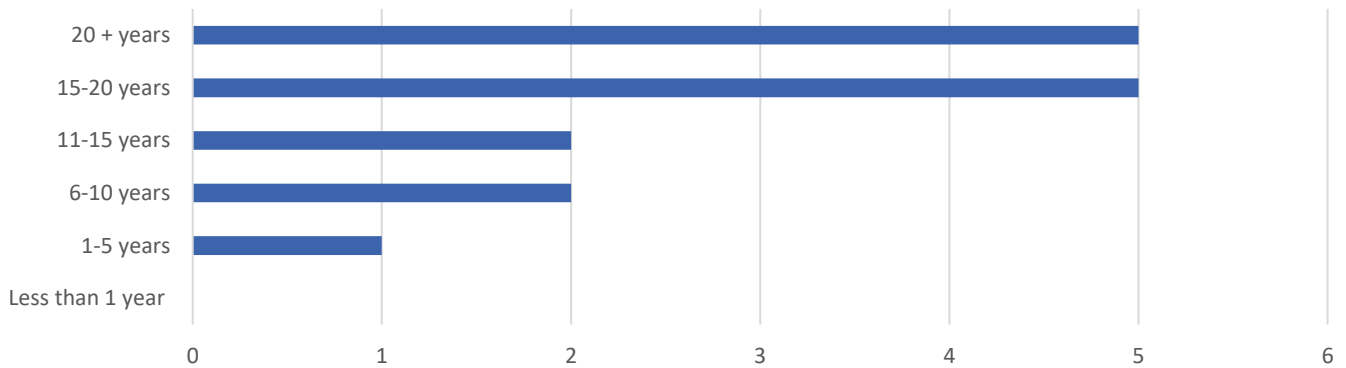


### 7.1 What best describes you?



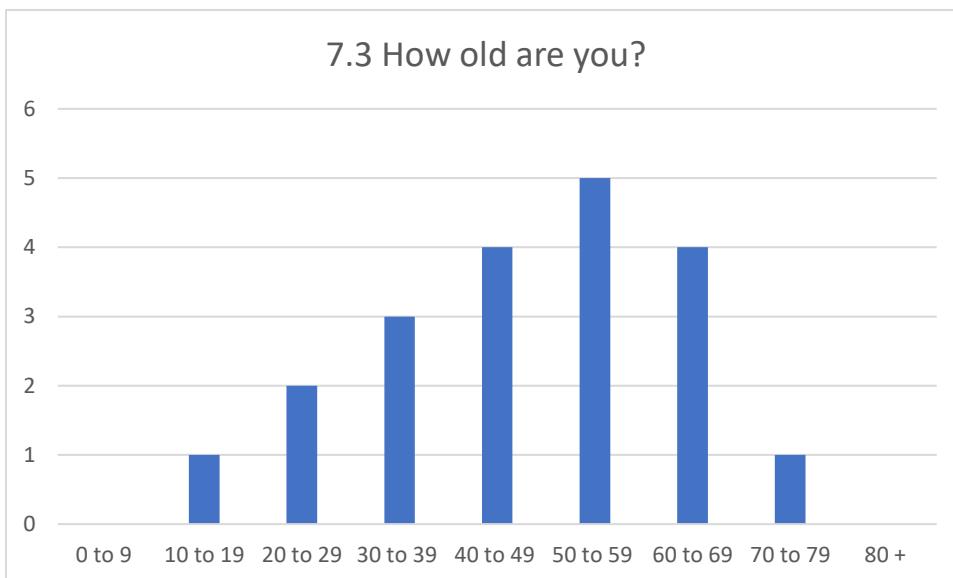
	I live in Alix	I live and work in Alix	I work or own property in Alix but do not live in Alix	I own a property in Alix but do not live in Alix	I live in Alix part-time	Other
■	7	8	2	3	0	0

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

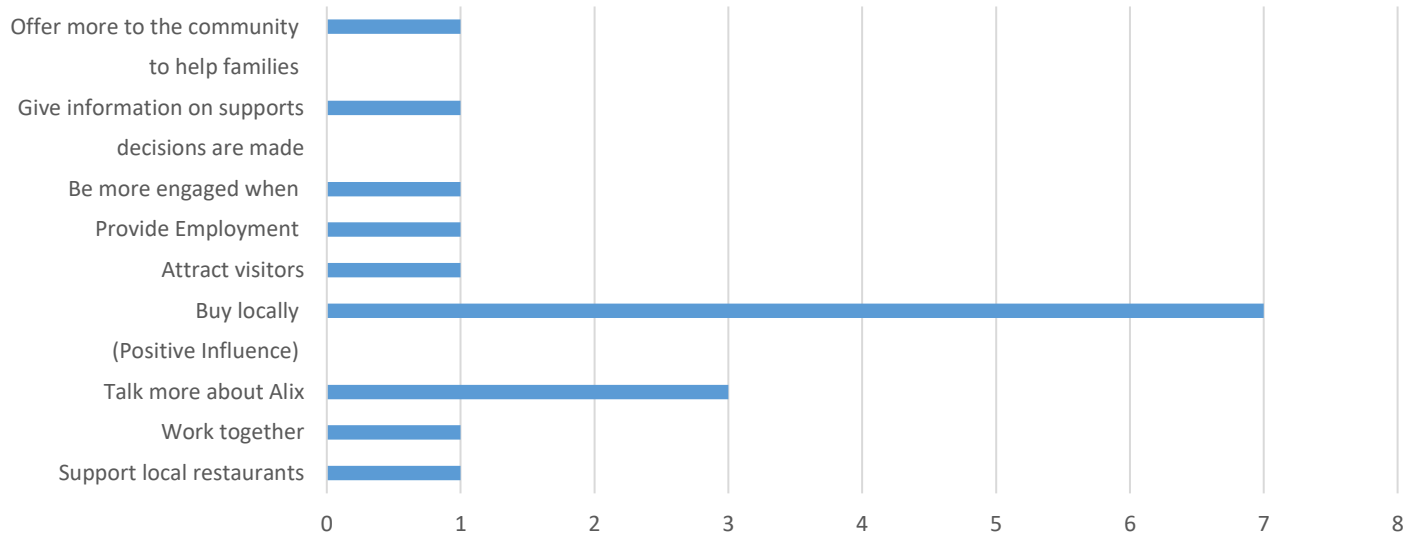


	Less than 1 year	1-5 years	6-10 years	11-15 years	15-20 years	20+ years
■	0	1	2	2	5	5

### 7.3 How old are you?

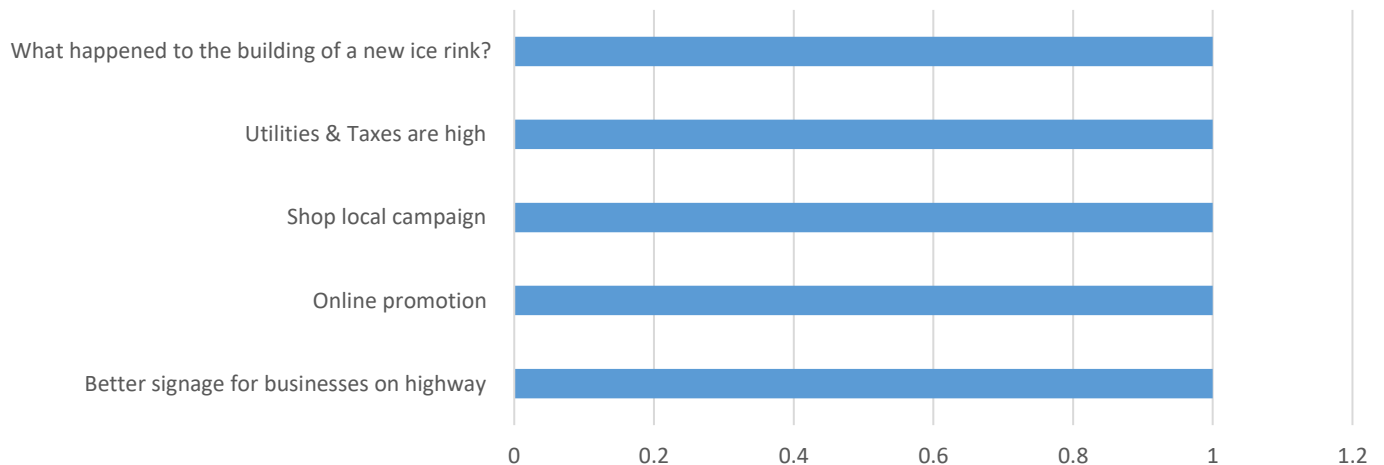


### 7.4 What is the number one thing YOU feel you can do to improve the local economy?



	Support local restaurants	Work together	Talk more about Alix	(Positive Influence)	Buy locally	Attract visitors	Provide Employment	Be more engaged when	decisions are made	Give information on supports	to help families	Offer more to the community
Series3	1	1	3		7	1	1	1		1		1

### 7.5 Is there anything else we should know?



**The survey results are representing a total of 20 participants**