

# 2018

# Castlegar Business Walk

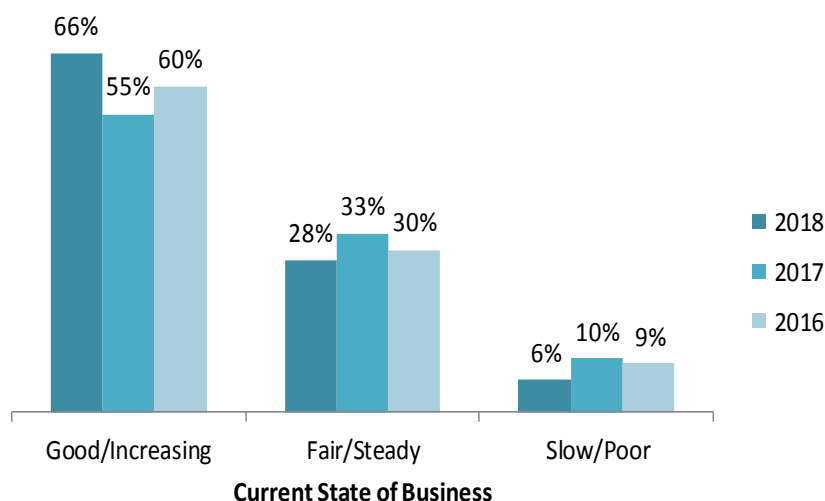
## WHAT IS A BUSINESS WALK?

On June 5 2018, 71 businesses were visited by volunteers made up of Castlegar and District Chamber of Commerce, community leaders, and regional business services providers. Volunteers gathered information from the community to identify and understand opportunities and challenges for local businesses.

## NEXT STEPS...

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

## Best outlook for business ever! 66% of Castlegar businesses “good or increasing”



**Top 3**  
 reasons to do business  
 in Castlegar:



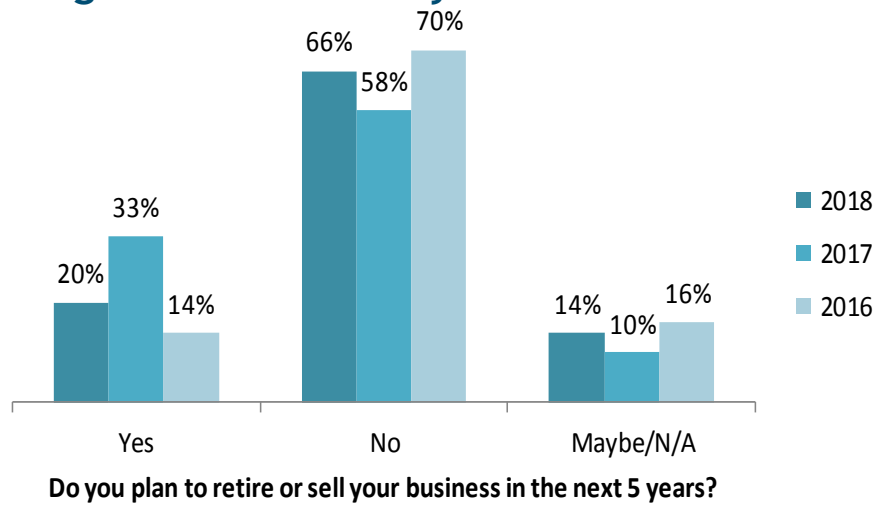
- #1 Clientele**
- #2 Location**
- #3 Affordability**



Labour shortage continues to be the #1 issue facing Castlegar businesses. 42% of businesses state that “**finding employees**” is their biggest challenge.

Other challenges: “**finding space**”; “**marketing**”; “**finding customers**”

**Interest in succession: 20% of business owners are interested in retiring or selling in the next five years. About 1/3 have a succession plan.**



**Top 5 Training/Info Requests:**

- #1 Marketing Training
- #2 Succession Planning
- #3 Human Resources
- #4 Customer Service Training
- #5 Marketing Partnerships



**Ideas for supporting and growing Castlegar’s business community:**

- Revitalization of downtown via beautification, business attraction and marketing
- Joint marketing campaigns promoting Castlegar’s business community and opportunities
- Workforce attraction initiative and human resources support for employers

