



2019

BUSINESS SATISFACTION REPORT

SYLVAN LAKE
CHAMBER OF COMMERCE



Business Satisfaction Survey Summary Report

Prepared by Denise Bryan-Williams, Executive Director

In 2019 the Town of Sylvan Lake in partnership with the Business Recruitment Team (BRT) engaged the Sylvan Lake Chamber of Commerce to conduct a business satisfaction survey of businesses in Sylvan Lake.

Survey questions were approved by the BRT, and one senior representative per business was invited to respond to the on-line survey.

Participating businesses included Chamber members, past survey respondents and licensed businesses with the Town of Sylvan Lake. In total, 100 businesses participated in the survey.

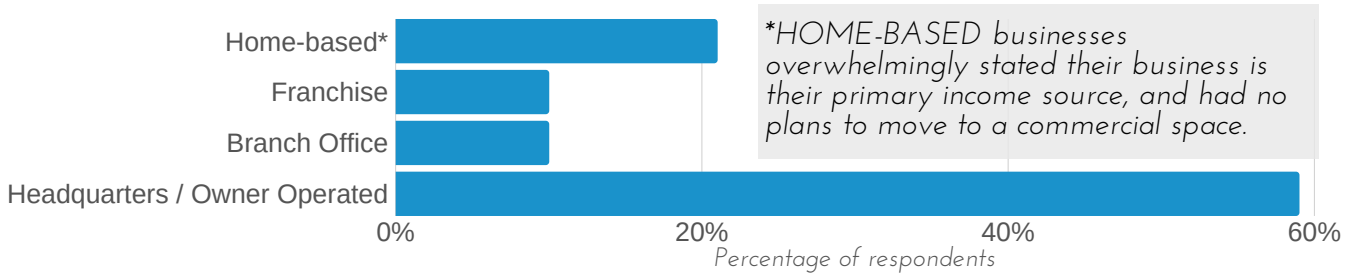
The goal of the Business Satisfaction Survey was to determine the needs of the business community with respect to their current and future operations, workforce challenges, training requirements, municipal and other support services and ultimately to measure the overall level of satisfaction in doing business in Sylvan Lake.



BUSINESS SECTORS

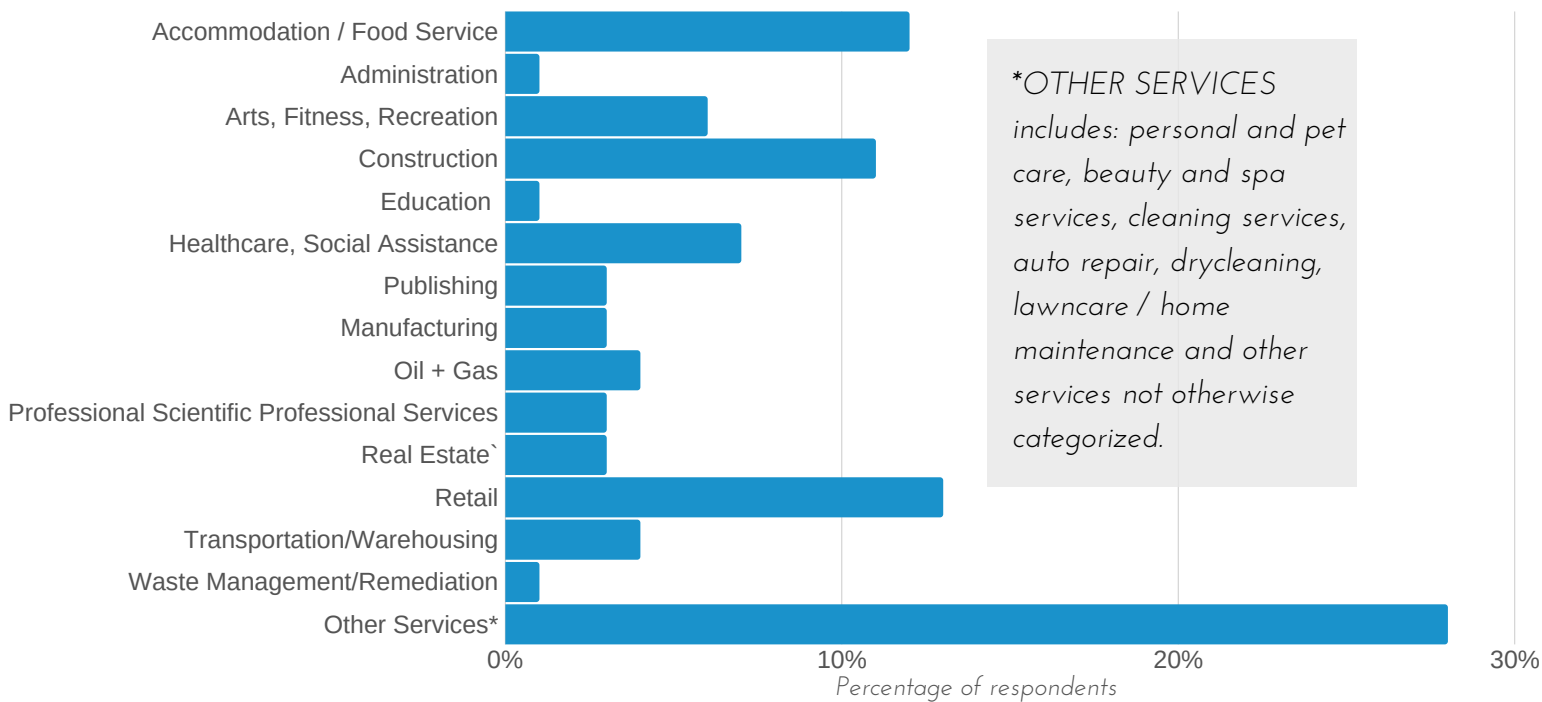
OWNERSHIP TYPE

Q. What is the ownership-type for this business?



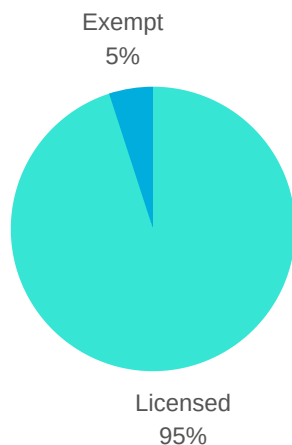
PRIMARY BUSINESS SECTOR

Q. What is the primary business sector this business serves?



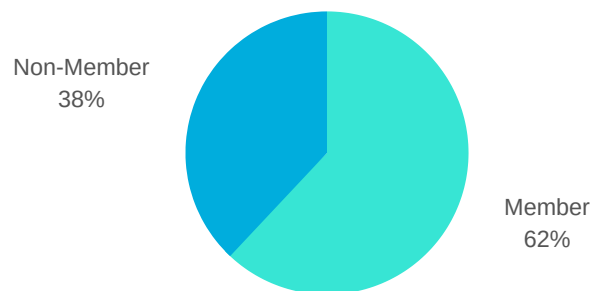
BUSINESS LICENSING

Q. Is business licensed with the Town of Sylvan Lake?



CHAMBER MEMBERSHIP

Q. Is business a member of the Sylvan Lake Chamber?

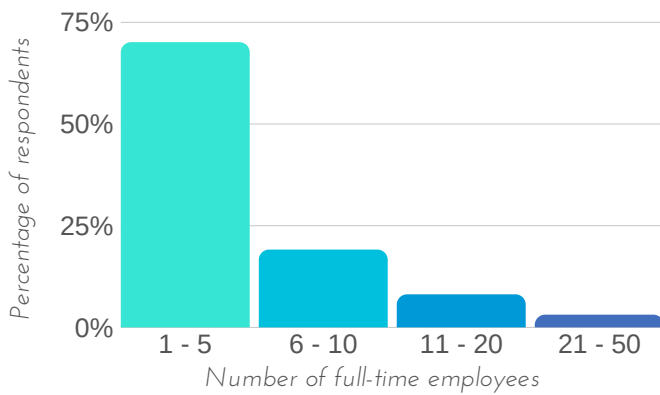


78% OF RESPONDENTS INDICATED THAT SYLVAN LAKE WAS THEIR FIRST CHOICE AS A LOCATION TO OPERATE A BUSINESS

WORKFORCE

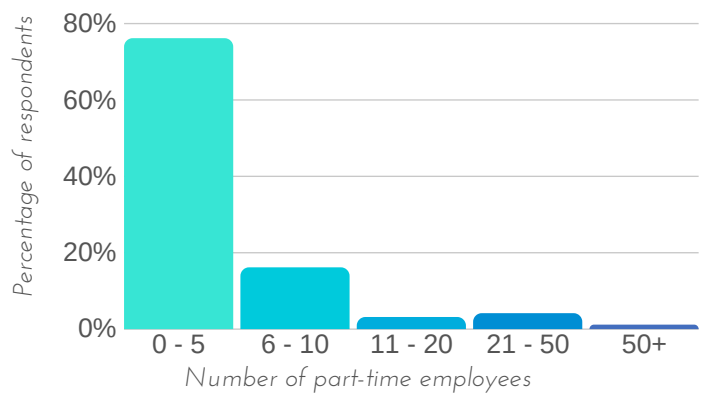
FULL-TIME EMPLOYEES

Q. How many full-time employees do you have?



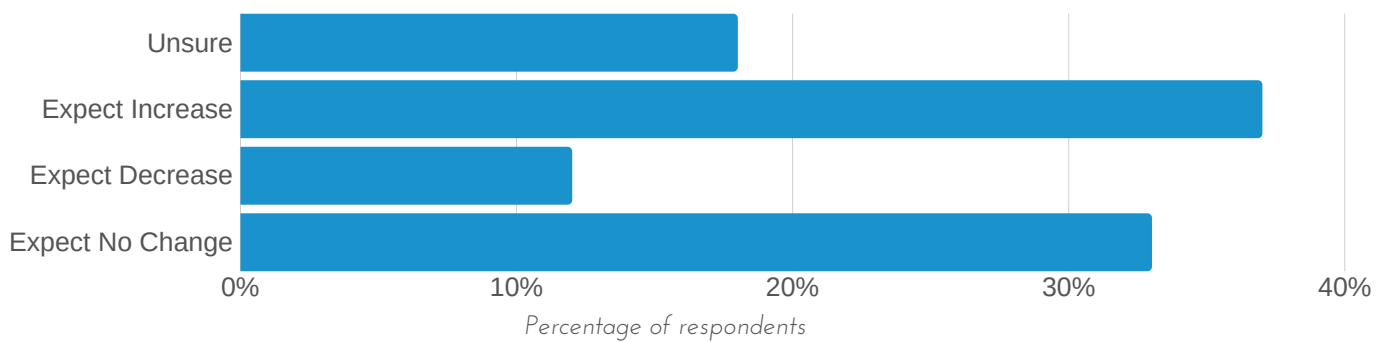
PART-TIME EMPLOYEES

Q. How many part-time employees do you have?



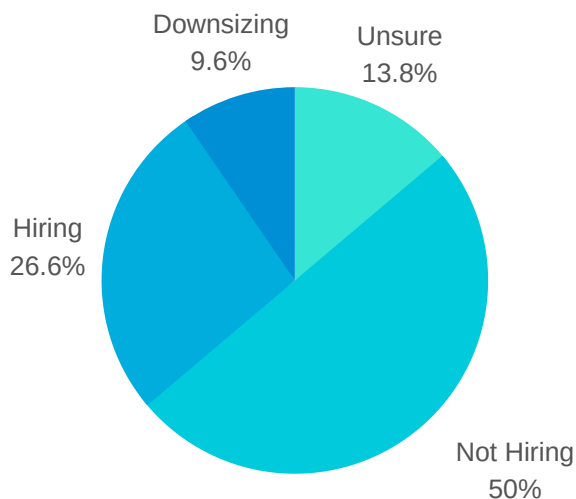
WORK LOAD PROJECTION

Q. What are your work load expectations for the next 12 months?



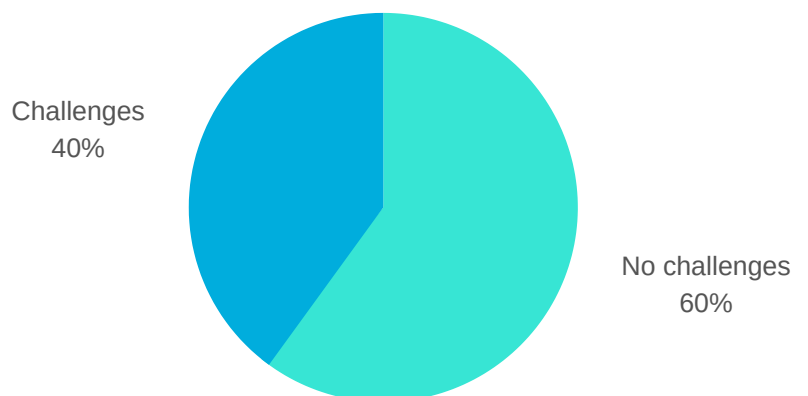
HIRING INTENTIONS

Q. What are your hiring intentions in the next twelve months?



RECRUITMENT + RETAINMENT

Q. Does this business have any employee recruitment or retention challenges?

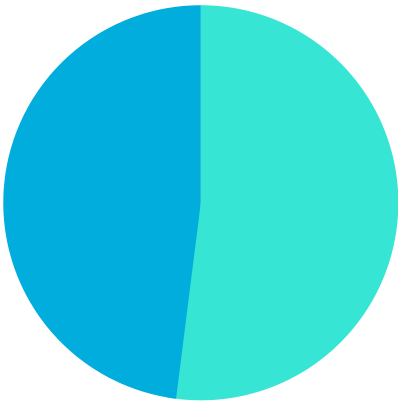


OUT-OF-MARKET SALES

PRODUCT / SERVICE SALES

Q. Does this business sell products or services outside of Sylvan Lake?

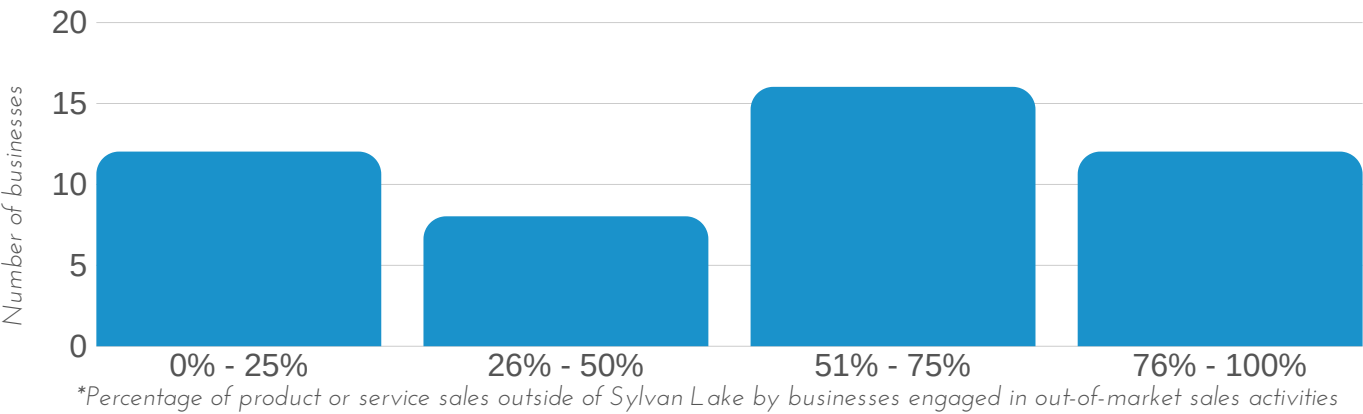
Out of Sylvan Lake
48%



Sylvan Lake Exclusively
52%

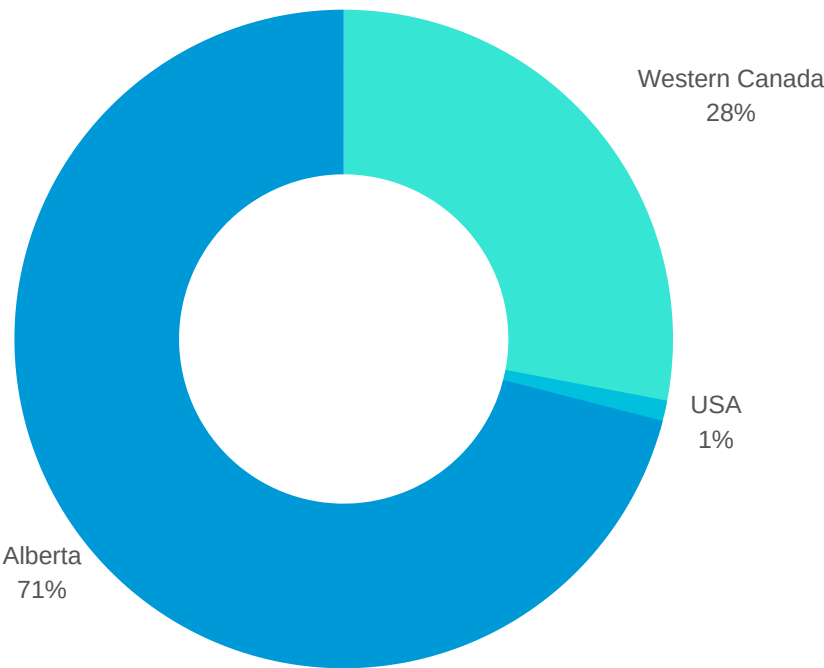
PERCENTAGE OF SALES OUTSIDE OF SYLVAN LAKE

Q. *What percentage of services or sales are made outside of Sylvan Lake?



LOCATION OF OUTSIDE SALES

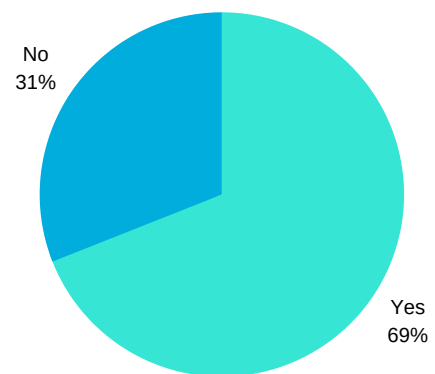
Q. Outside of Sylvan Lake, where does business sell its products and services?



LOCAL PROCUREMENT

GOODS AND SERVICES PROCUREMENT

Q. Do you procure goods and services for the business from vendors within Sylvan Lake?



REASONS FOR NOT PURCHASING INPUTS / RAW MATERIALS LOCALLY

Q. What barriers exist that prevent this business from purchasing goods and services in Sylvan Lake?

22%

STATED THAT A PRE-EXISTING RELATIONSHIP WITH OUTSIDE SUPPLIER HAS BEEN ESTABLISHED

23%

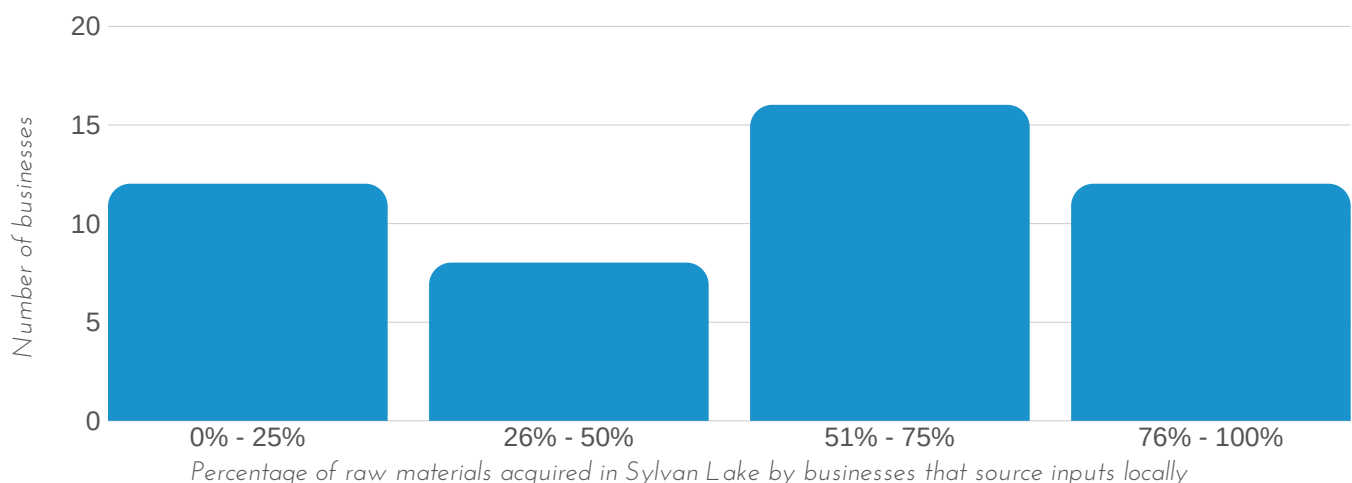
STATED THAT THE GOODS + SERVICES THEY NEED ARE NOT AVAILABLE IN SYLVAN LAKE

55%

STATED THERE ARE NO REASONS OR BARRIERS PREVENTING THEM FROM PURCHASING LOCALLY

PERCENTAGE OF RAW MATERIAL / INPUT ACQUIRED IN SYLVAN LAKE

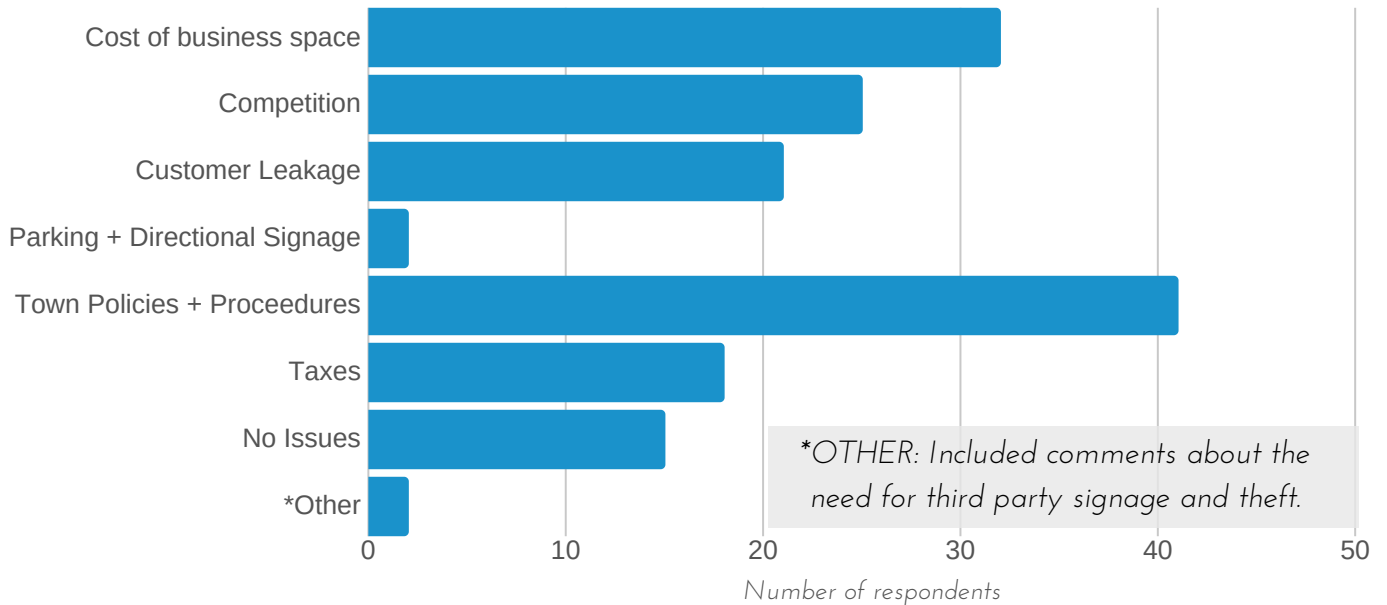
Q. What percentage of raw material / inputs are acquired in Sylvan Lake?



LOCAL + PROVINCIAL CHALLENGES

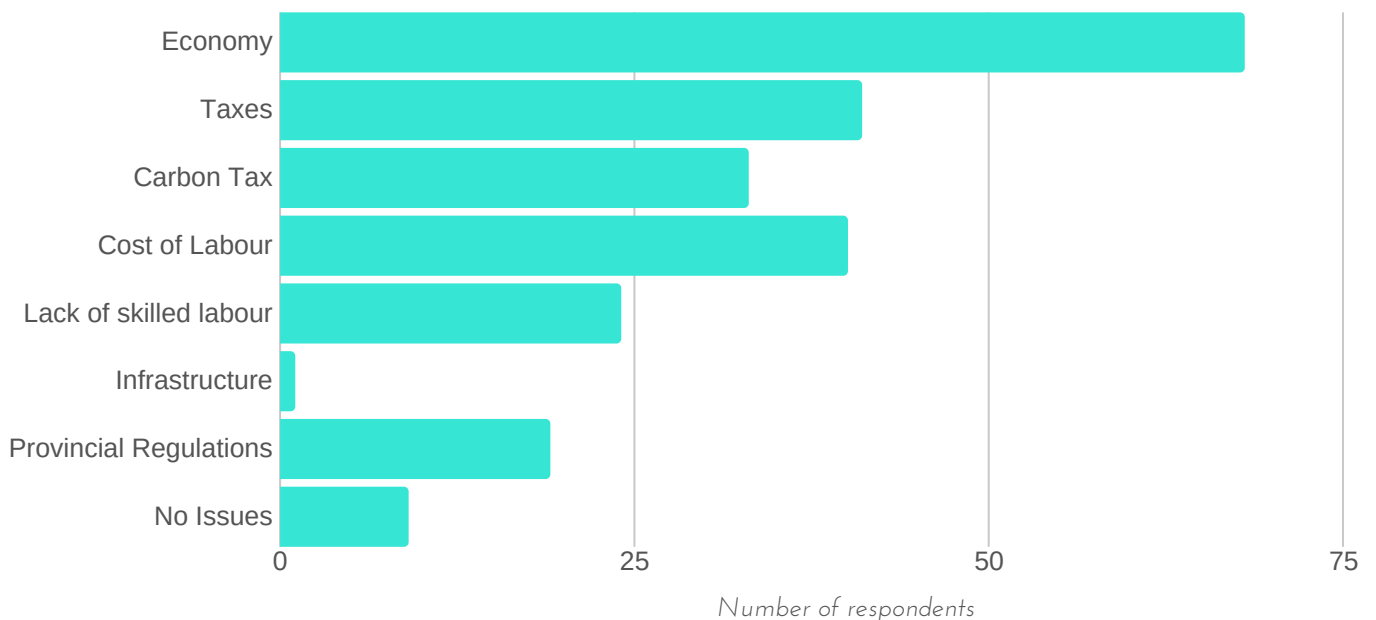
LOCAL ISSUES THAT AFFECT BUSINESS

Q. At a local level what issues or challenges exist that affect this business?



PROVINCIAL ISSUES AFFECTING BUSINESS

Q. At a provincial level what issues or challenges exist that affect this business?



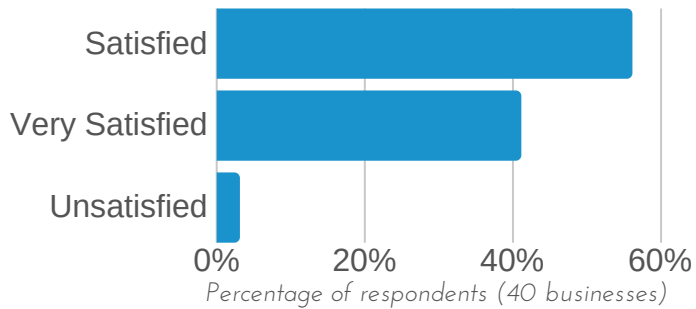
THE ALBERTA ECONOMY IS THE
#1 FACTOR AFFECTING BUSINESS



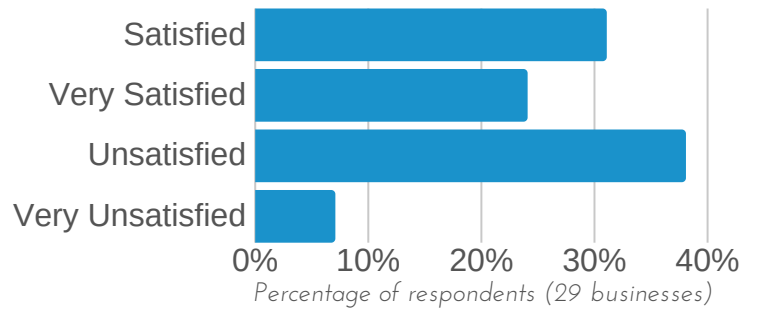
DOING BUSINESS WITH THE TOWN OF SYLVAN LAKE

50% of respondents worked with Town of Sylvan Lake departments within the last 24 months and were asked to measure their level of satisfaction. The graphs below measure indicate their satisfaction and indicate how many businesses worked with the specific department.

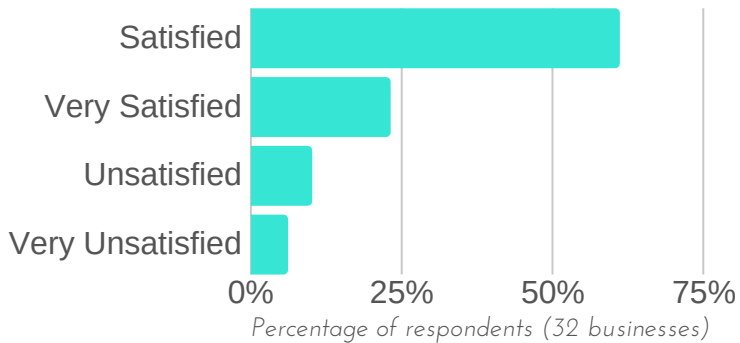
BUSINESS LICENSING DEPARTMENT



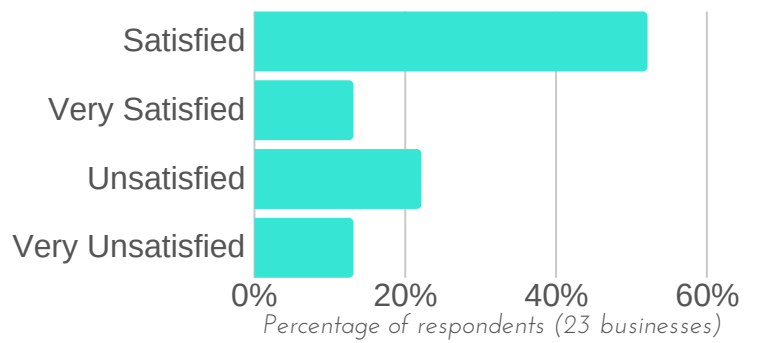
PLANNING + DEVELOPMENT DEPARTMENT



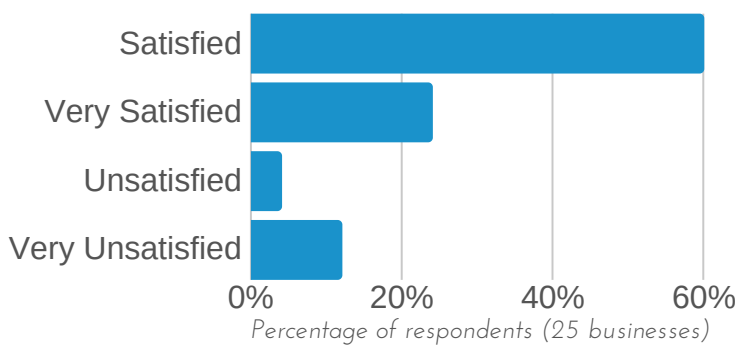
UTILITY DEPARTMENT



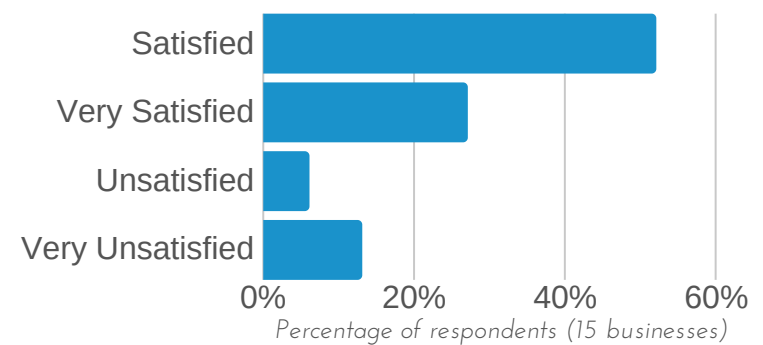
ASSESSMENT + TAXATION DEPARTMENT



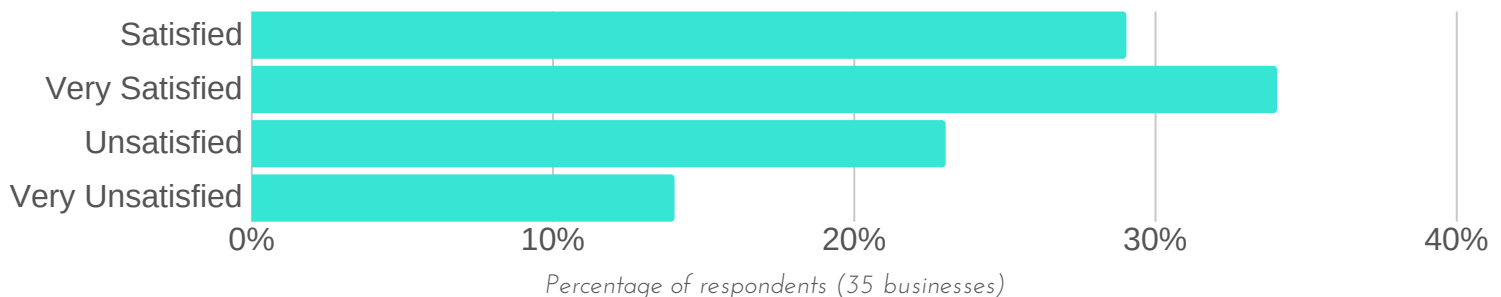
PUBLIC WORKS DEPARTMENT



ENGINEERING DEPARTMENT



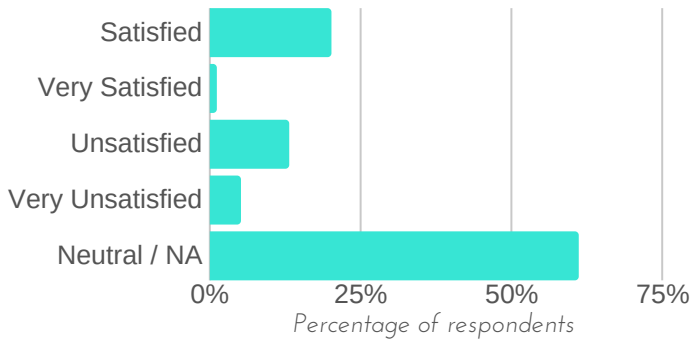
ECONOMIC DEVELOPMENT DEPARTMENT



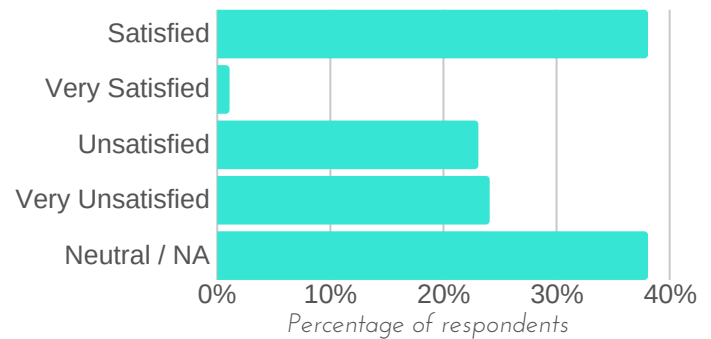
COMMERCIAL BUSINESS FINANCING + OPERATION COSTS

79% of survey respondents were commercial business representatives and were asked to measure their level of satisfaction in the following areas.

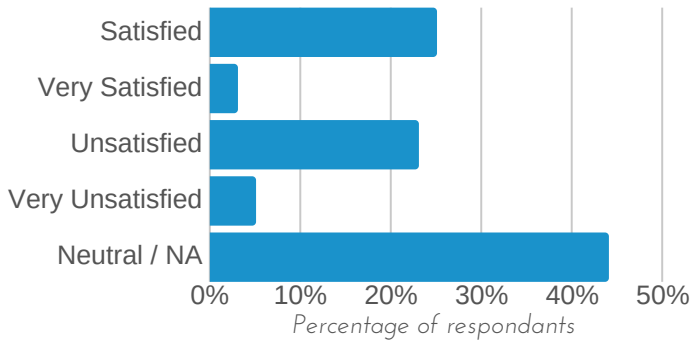
ACCESS TO FINANCING, GRANTS, CAPITAL



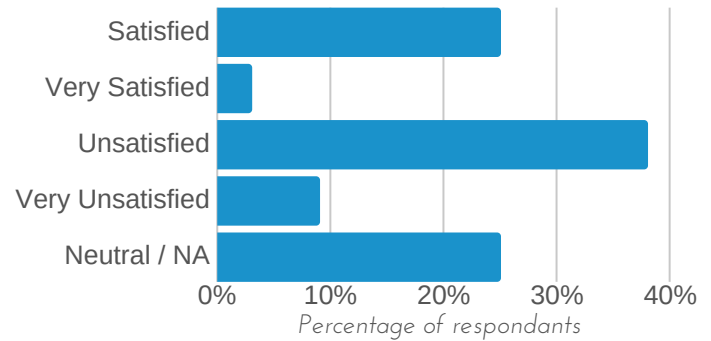
COST OF LABOUR



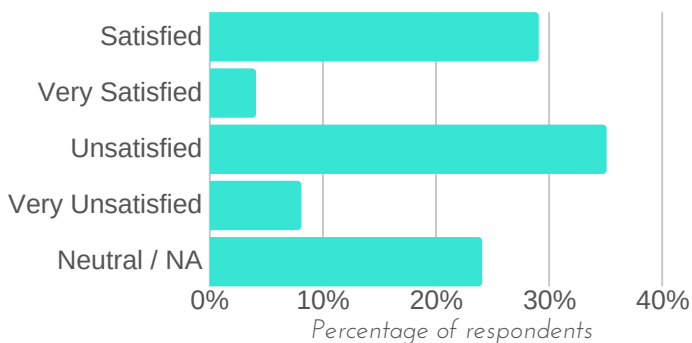
TRANSPORTATION COSTS



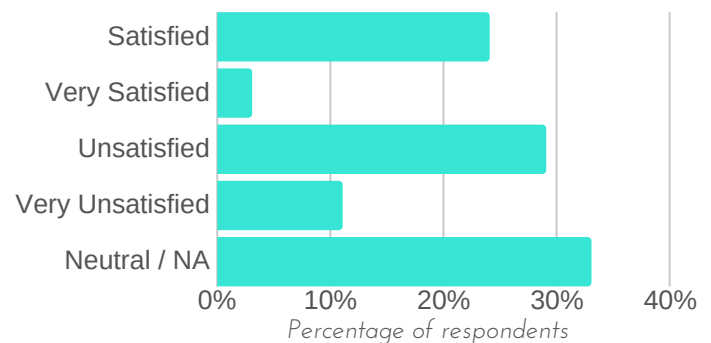
MUNICIPAL TAX RATES



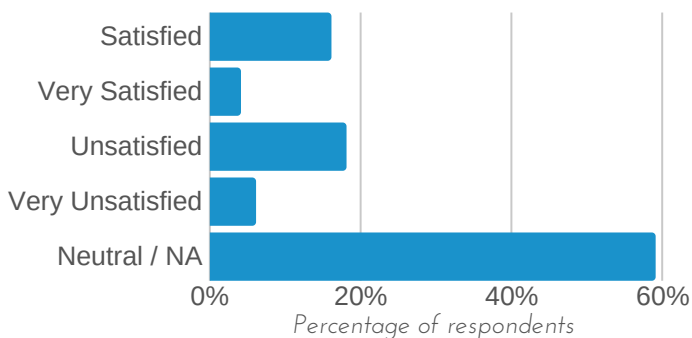
PROVINCIAL TAX RATES



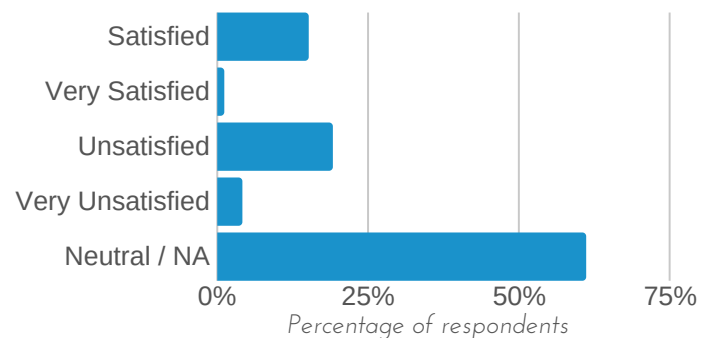
COST OF RETAIL SPACE



COST OF INDUSTRIAL SPACE



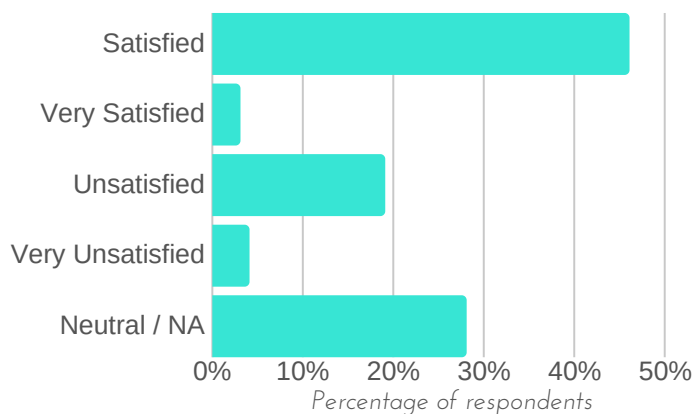
COST OF LAND



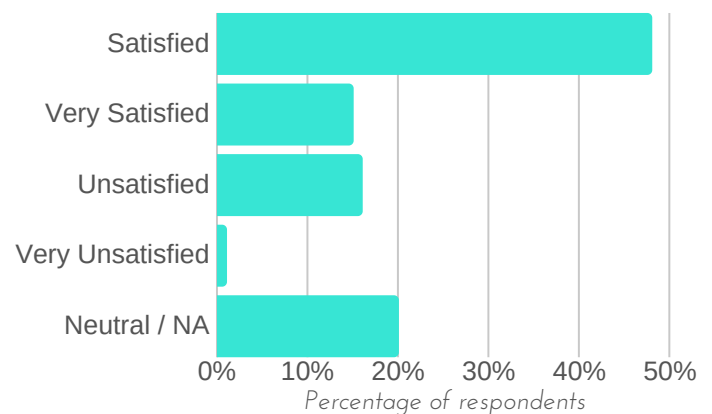
COMMERCIAL BUSINESS LABOUR AND RESOURCES

79% of survey respondents represented commercial businesses and were asked to measure their level of satisfaction as it relates to available business resources for themselves and their employees.

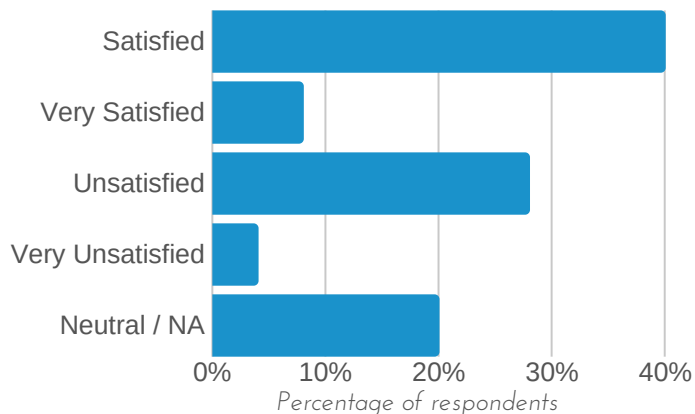
BUSINESS SUPPORT SERVICES



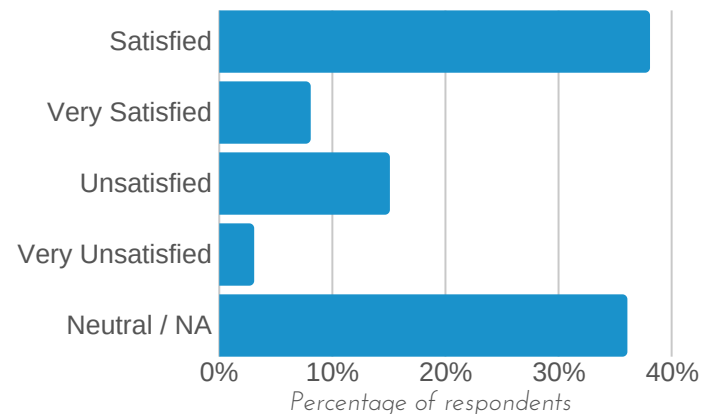
BUSINESS NETWORKING



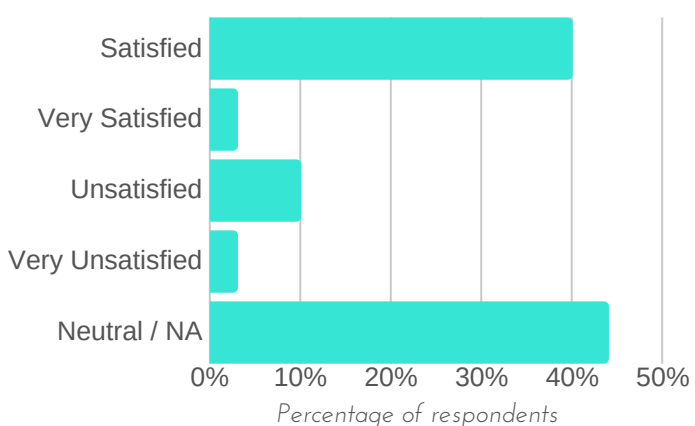
AVAILABILITY OF LABOUR



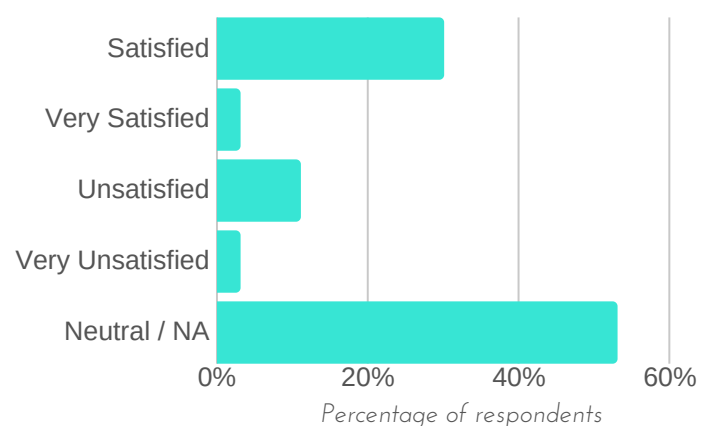
AVAILABILITY OF MANAGEMENT STAFF



ACCESS TO PROFESSIONAL DEVELOPMENT



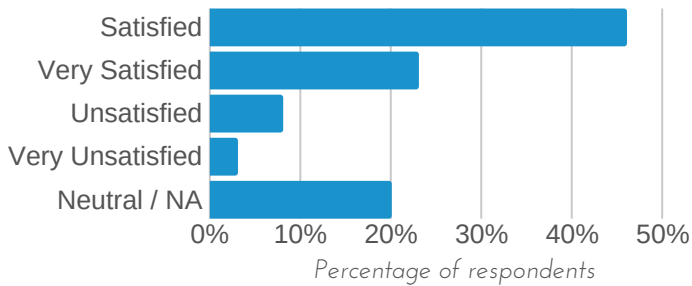
ACCESS TO POST-SECONDARY EDUCATION



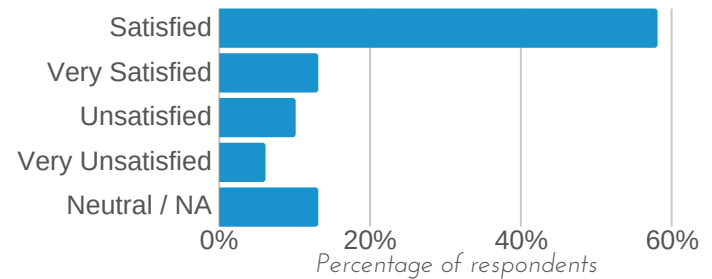
COMMERCIAL BUSINESS OPERATIONS AND INFRASTRUCTURE

79% of survey respondents represented commercial businesses and were asked to measure their level of satisfaction with respect to their business operations and infrastructure requirements.

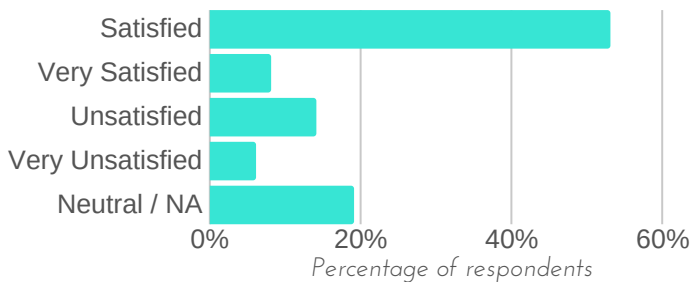
BUSINESS LOCATION



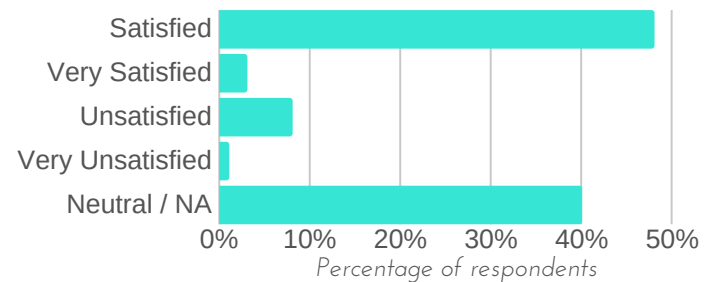
ACCESS TO CUSTOMER BASE



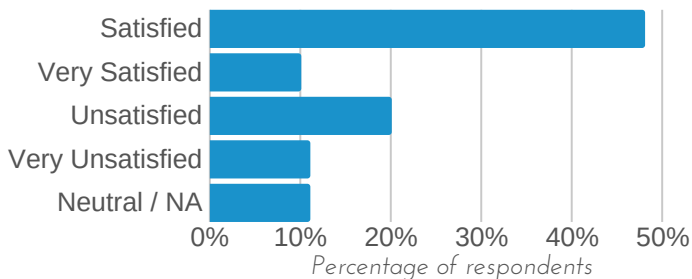
INFRASTRUCTURE



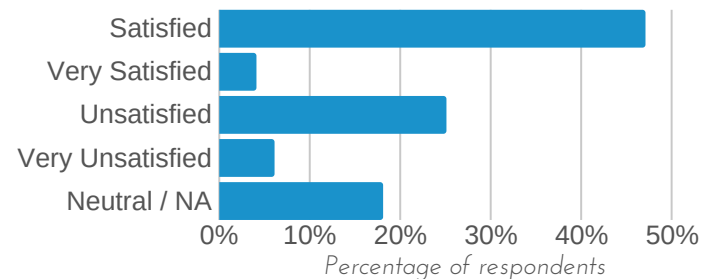
TRANSPORTATION OF GOODS



HIGH SPEED INTERNET



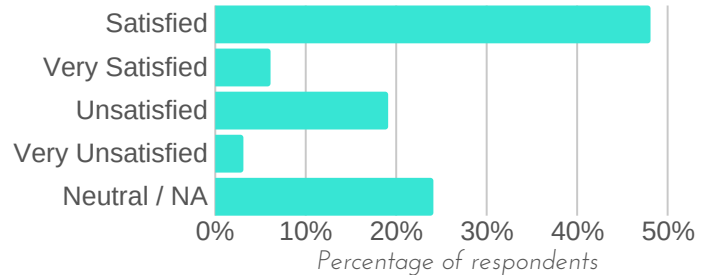
LOCAL REGULATIONS + PROCESSES



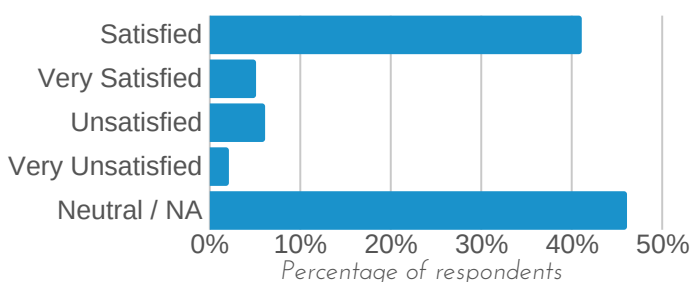
COMPETITION



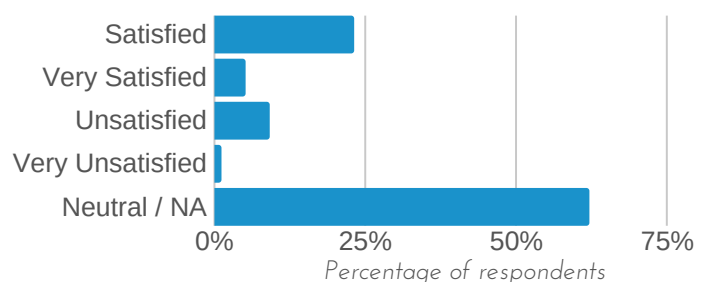
ACCESS TO SUPPLIERS



AVAILABILITY OF COMMERCIAL / INDUSTRIAL SPACE



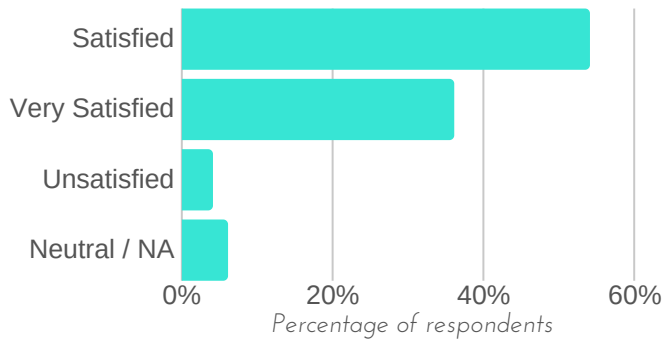
AVAILABILITY OF LAND



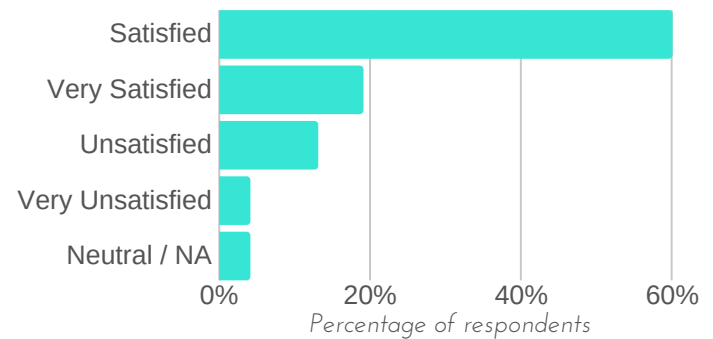
COMMERCIAL BUSINESS: COMMUNITY SATISFACTION

79% of survey respondents represented commercial businesses and were asked to rate their level of satisfaction with the community of Sylvan Lake.

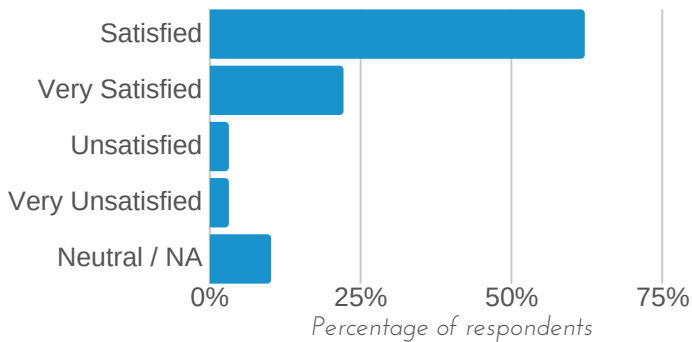
QUALITY OF LIFE



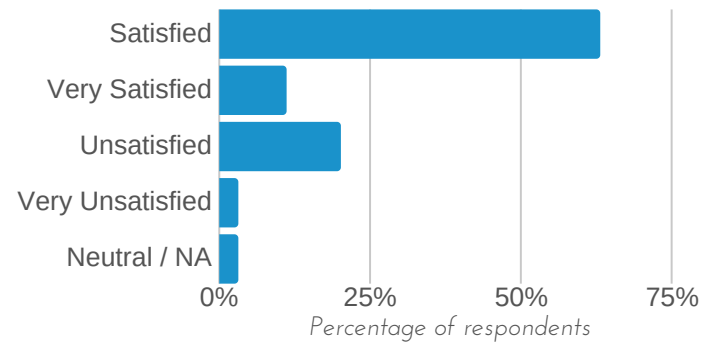
COMMUNITY GROWTH



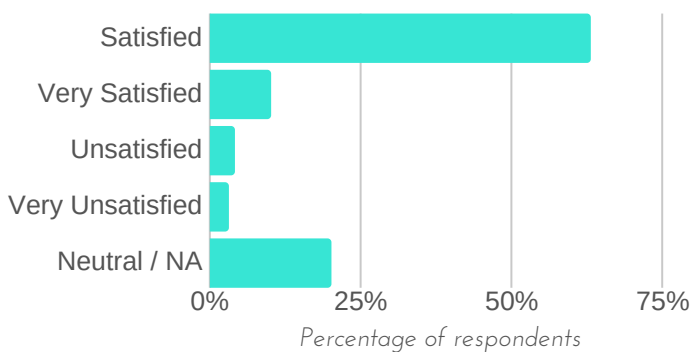
ACCESS TO RECREATIONAL SERVICES



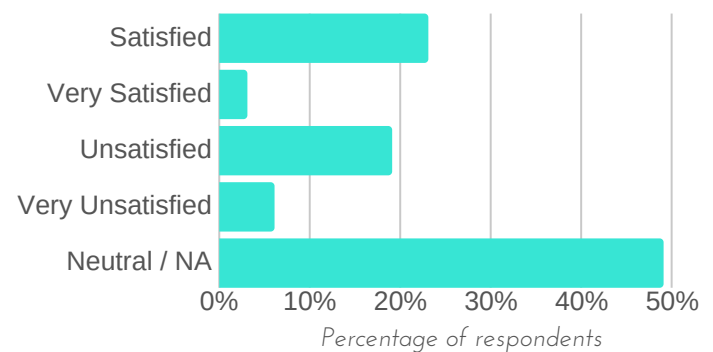
ACCESS TO HEALTH CARE



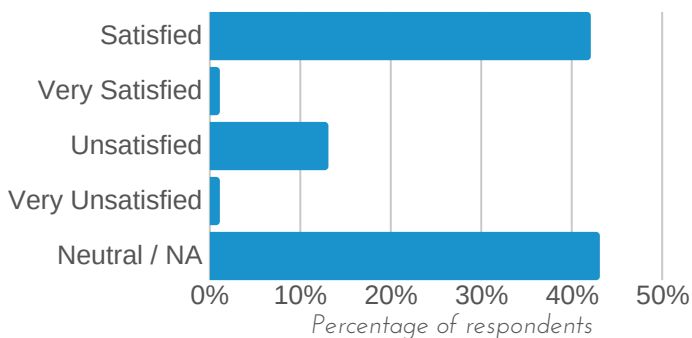
ACCESS TO ARTS AND CULTURE



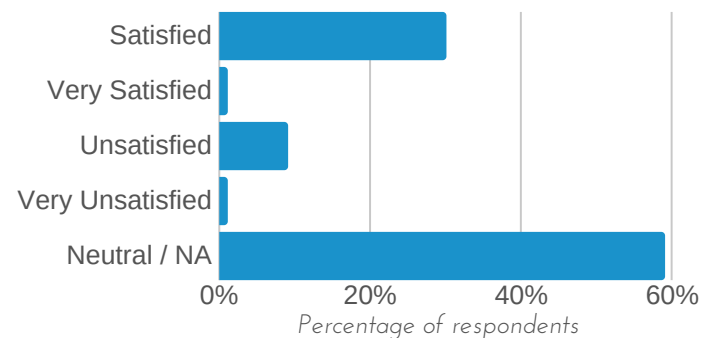
ACCESS TO TRANSIT



ACCESS TO AFFORDABLE HOUSING



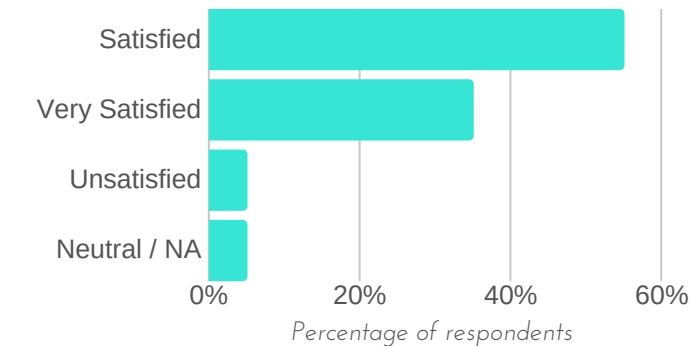
ACCESS TO CHILDCARE



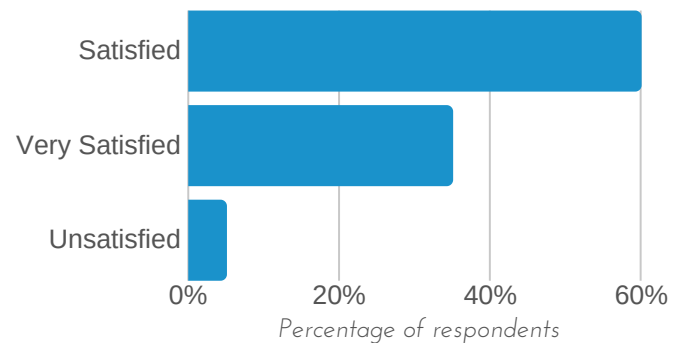
HOME-BASED BUSINESS: COMMUNITY SATISFACTION

21% of respondents represented home-based businesses and were asked to indicate their level of satisfaction of living and operating a business in Sylvan Lake.

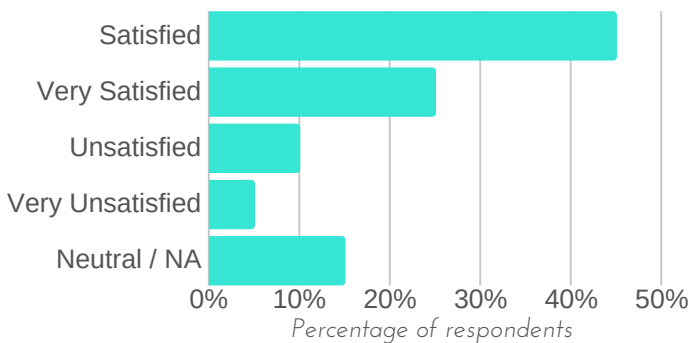
QUALITY OF LIFE



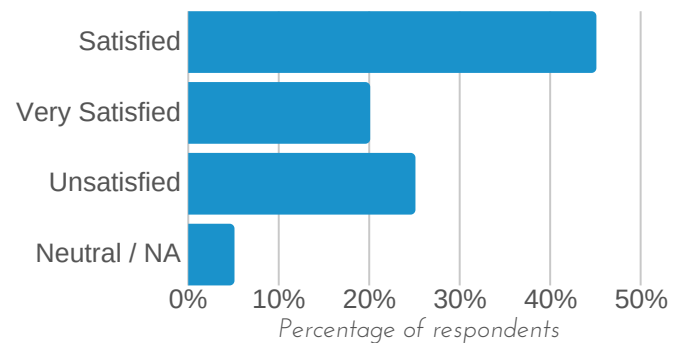
LOCATION



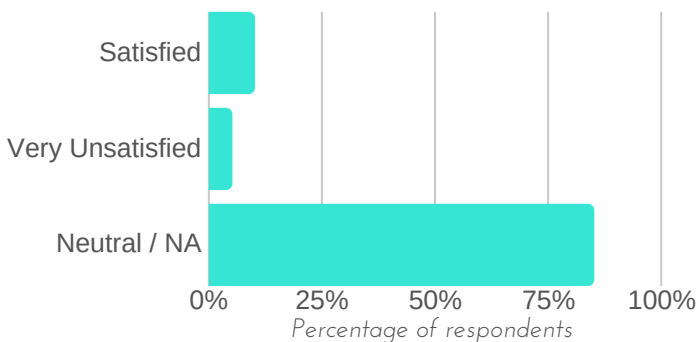
COMMUNITY GROWTH



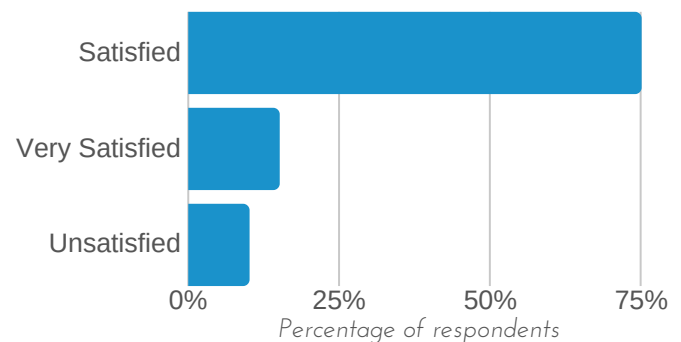
ACCESS TO CUSTOMER BASE



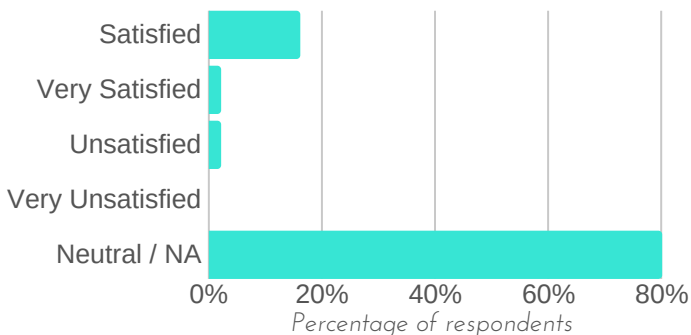
AFFORDABILITY OF CHILDCARE



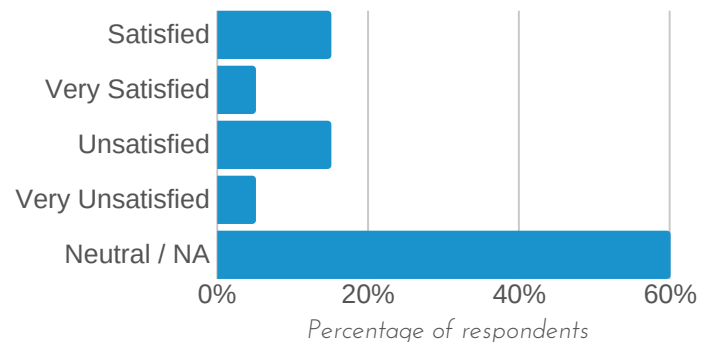
ACCESS TO HIGH SPEED INTERNET



AVAILABILITY OF LAND



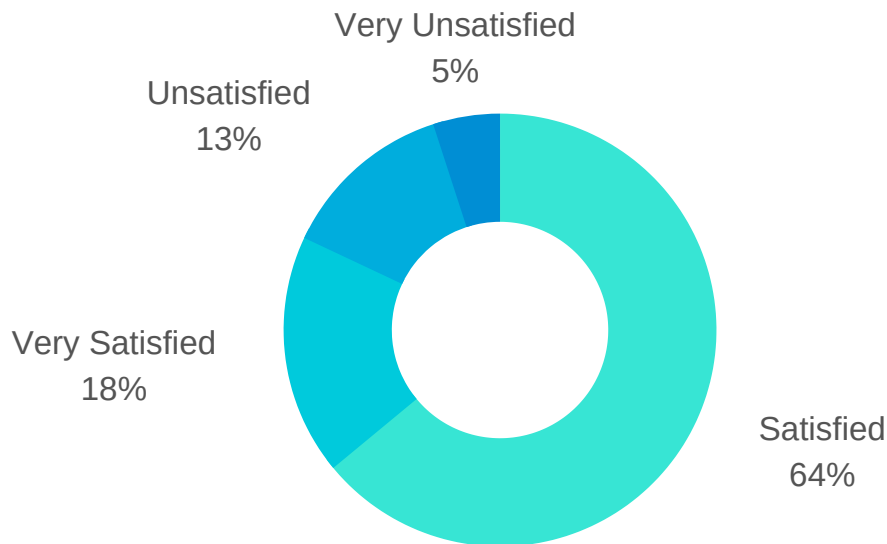
AVAILABILITY OF OFFICE SPACE



OVERALL BUSINESS SATISFACTION

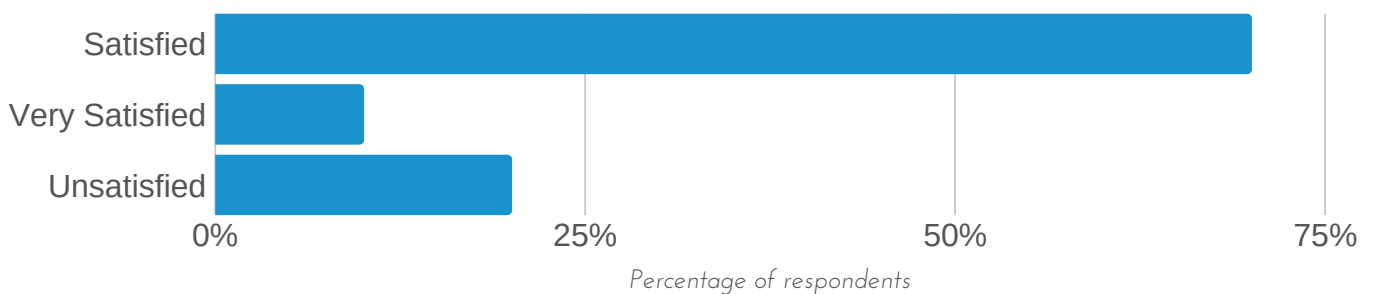
All businesses surveyed were asked to measure their overall level of satisfaction with doing business in Sylvan Lake. 21% of respondents represented home-based businesses while 79% represented commercial businesses in Sylvan Lake.

BUSINESS SATISFACTION OF ALL RESPONDENTS

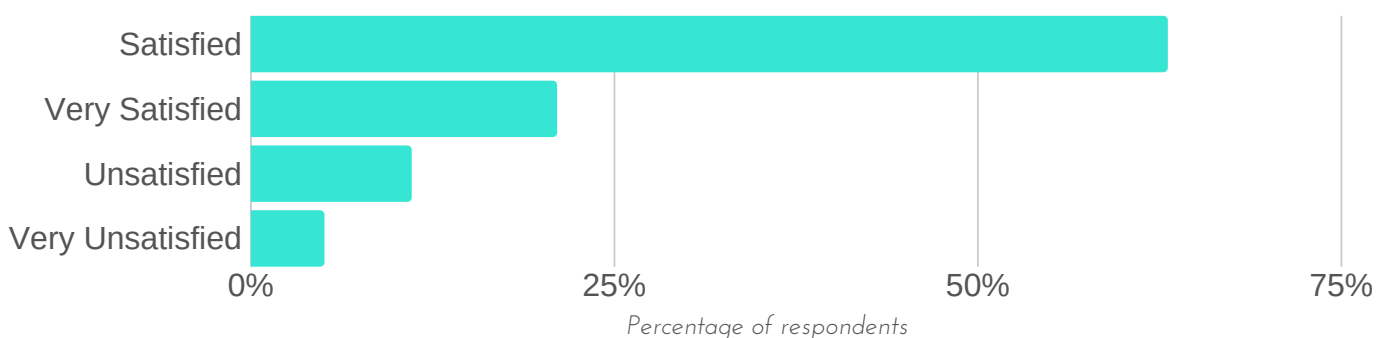


BUSINESS SATISFACTION BREAKDOWN

HOME-BASED BUSINESSES



COMMERCIAL BUSINESSES



APPENDIX A: SURVEY QUESTIONS

- When selecting a location for your business was Sylvan Lake your first choice?
 - Yes, no, unsure
- Please indicate the primary business sector this business serves?
 - Accommodation/Food Service, Administrative Support, Arts/Fitness/Recreation, Education, Publishing, Oil + Gas, Real Estate, Construction, Transportation/Warehousing, Healthcare and Social Assistance, Professional Scientific Professional Services, Retail Sales, Waste Management, Other Services
- How many full-time employees (including yourself) do you employ?
- How many part-time employees do you employ?
- Please indicate the ownership type for this business
 - Home-Based, Franchise, Branch Office, Headquarters / Owner Operated
- What are your hours of operation?
- Does business have a website? (Y/N)
- Is business licensed with the Town of Sylvan Lake? (Y/N or Not Required)
- Is business a member of the Chamber of Commerce? (Y/N)
- Would you like to be added to the Chamber email newsletter list? (Y/N)
- At a local level, what (if any) issues are affecting your business?
 - Cost of business space, competition, customer leakage, parking and directional signage, Town policies and procedures, taxes, no issues, other
- At a provincial level, what (if any) issues are affecting your business?
 - Economy, taxes, carbon tax, cost of labour, lack of skilled labour, infrastructure, provincial regulations, no issues
- What are your intentions with respect to your workforce in the next 12 months
 - Hiring, not hiring, downsizing, unsure
- Does business have any challenges with employee recruitment and retention?
 - Have challenges, don't have challenges
- What are your expectations for your workload in the next 12 months?
 - Expect increase, expect decrease, expect no change, unsure
- Does business sell products or services outside of Sylvan Lake? (Y/N)
- What percentage of your services / sales are outside of Sylvan Lake?
 - 0-25%, 26-50%, 51-75%, 76-100%
- Where do you sell your products/services?
 - Alberta, Western Canada, Eastern Canada, Canada-wide, USA, Overseas
- Do you purchase raw materials/supplies/goods and services for your business in Sylvan?
- What percentage of your inputs are acquired in Sylvan Lake?
 - 0-25%, 26-50%, 51-75%, 76-100%
- What barriers exist that prevent you from purchasing goods/services inside Sylvan Lake?
 - Pre-existing relationship with outside supplier, good or services not available in Sylvan Lake,

APPENDIX A: SURVEY QUESTIONS CONTINUED

- Have you worked with Sylvan Lake departments in the last 2 years? (Y/N)
- What departments have you worked with in the last 2 years?
 - Business licensing, planning+development, utility department, assessment+taxation, public work, engineering, economic development

COMMERCIAL BUSINESS SATISFACTION QUESTIONS

- Please rate your level of satisfaction on business financing and operations costs
 - Satisfied, very satisfied, unsatisfied, very unsatisfied, neutral/NA
- Please rate your level of satisfaction on operations and infrastructure
 - Satisfied, very satisfied, unsatisfied, very unsatisfied, neutral/NA
- Please rate your level of satisfaction on labour and resources
 - Satisfied, very satisfied, unsatisfied, very unsatisfied, neutral/NA
- Please rate your level of satisfaction of the Community of Sylvan Lake
 - Satisfied, very satisfied, unsatisfied, very unsatisfied, neutral/NA
- Please rate your overall level of satisfaction on doing business in Sylvan Lake
 - Satisfied, very satisfied, unsatisfied, very unsatisfied, neutral/NA

HOME BASED BUSINESS (ONLY) QUESTIONS

- Is this your primary source of income? (Y/N)
- Are you interested/planning to move your business to a storefront location? (Y/N)
- If so, what type of location are you looking for?
- Please rate your overall level of satisfaction in the following areas: quality of life, location, community growth, access to customers, high-speed internet, affordable childcare, land, availability and affordability of commercial space.
 - Satisfied, very satisfied, unsatisfied, neutral/NA
- Please rate your overall level of satisfaction on doing business in Sylvan Lake
 - Satisfied, very satisfied, unsatisfied