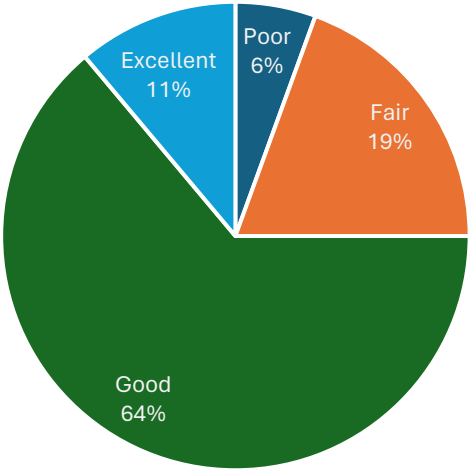


BUSINESS WALKS 2024 (APRIL)

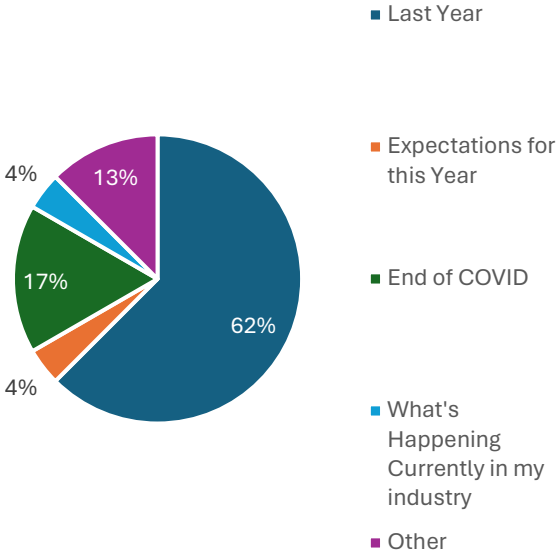
Summary for Lloydminster

A total of 51 in-person surveys completed and 7 online surveys completed

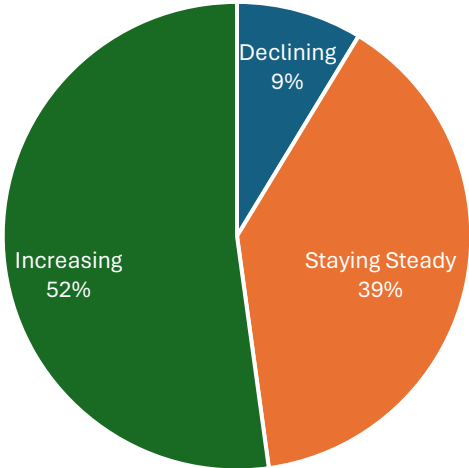
How Is Business?



What Are You Comparing To?



How is Business Growing?



What barriers are impacting your business?



Expenses are high (45%; 13)

Finding Employees (10%; 3)

None (10%; 3)

Revenues are low (7%; 2)

Other

Where have you seen the best improvements for your business?



Revenues are growing (38%; 15)

Strong and stable workforce (33%; 13)

Expenses are managed (15%; 6)

Other

Other comments related to barriers included:

- weather and lack of snow this year
- homeless situation (3)
- downtown improvements
- not much foot traffic
- big box stores
- competing businesses
- online sales are down
- changed location
- high utilities
- construction
- crime/theft
- short-staffed.

Other comments related to improvements included:

- new products
- repeat and referral business
- increase in need
- youth involvement
- more people making repairs versus buying new

Q. What are the Biggest Challenges Facing Your Business?

- Inflation (16)
- Cost of Goods (12)
- Finding qualified employees (10)
- Marketing (9)
- Retaining Employees (6)
- Property rent costs (6)

Other challenges noted 5 times or less:

- Seasonality of business
- Finding enough employees
- Lack of customers
- High Interest Rates
- Property taxes
- Supply Chain
- Lack of Space
- Local restrictions and red tape

Q. What Specific Information, resources, supports or training would you like to have access to locally?

Financial Literacy	1	Financial Management	3	Employee Recruitment	7
Employee Retention	2	Human Resource Management	4	Digital Literacy	5
Adopting Technology	3	Business Planning	2	Succession Planning	2
Growth and Expansion Planning	2	Business to Business networking	5	Marketing – Online	13
Marketing Plans	4	Marketing – Social Media	15	Sales	2
Customer Service	2	Systems	1	Business Mentor	1
Business Coaching	3				

Added comments: Conflict Resolution; Leadership; Communication

Q. When considering training and learning opportunities, are you more focused on:

- Certification Training (5)
- One-off short learning opportunities (12)
- Both have purpose (7)

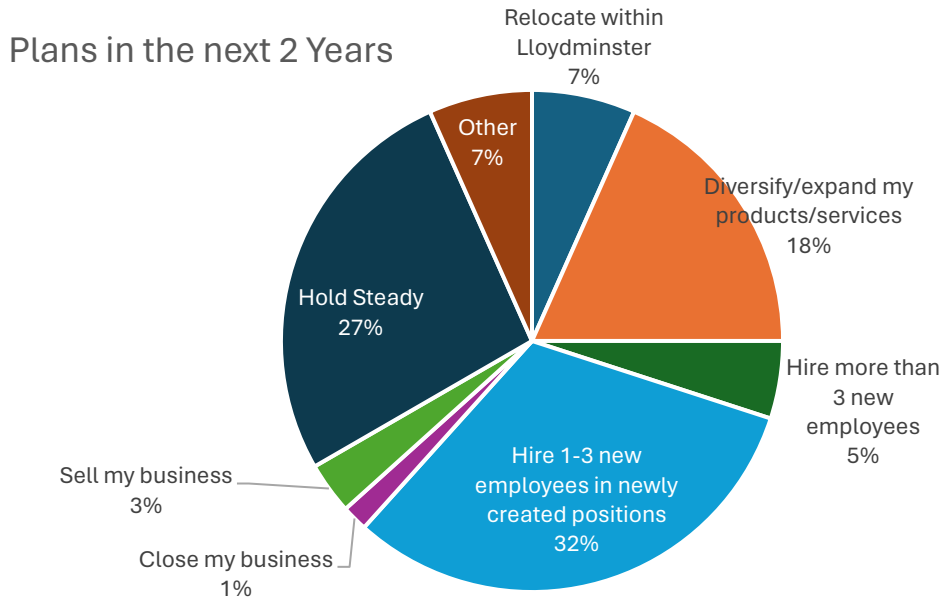
Added comments related to certification training that business required: safety training; tire service tech; personal trainers; apprenticeship; security licenses; journeymen; accounting

Q. What are the biggest factors when deciding to send a staff member or yourself to a short learning opportunity?

- Price (8)
- Time of year (7)
- In person training (6)
- Day of week (5)
- Virtual event/session (4)
- Topic/content (4)
- Time of day (3)
- Length of time of the session (3)
- Other (3)

Added comments related to short term training: no time for training

Q. What are your business plans in the next 2 years?



Additional comments for business plans in next 2 years:

- Bigger and better signage
- Focus on specific skills, growth
- Increase business

Q. What do you know about current local supports for entrepreneurs?

	CHAMBER of COMMERCE	COMMUNITY FUTURES	STARTUP LLOYDMINSTER	EAST CENTRAL ALBERTA REGIONAL INNOVATION NETWORK	CITY of LLOYD ECONOMIC DEVELOPMENT
Have you heard of? Y/N	Yes (30)	Yes (20)	Yes (29)	Yes (9)	Yes (29)
Have you used their services? Y/N	Yes (17)	Yes (3)	Yes (5)	Yes (3)	Yes (10)
Do you follow them on social media? Y/N	Yes (4)	Yes (3)	Yes (10)	Yes (2)	Yes (7)
Would you like them to reach out to you? Y/N	Yes (15)	Yes (18)	Yes (13)	Yes (7)	Yes (11)

GENERAL COMMENTS RECEIVED

Can the Chamber lobby against bare trusts and uht?
Saskatchewan needs more startup funds like Alberta has.
The city should help market and advertise
Too many salons
Could use a women in business group
Other small businesses don't support local
Local awareness and local support for advertising/marketing
Please shop local
I wish we were alerted to crime sprees so we could take extra precautions
Hard to attract customers
The homeless are a concern, nothing has happened yet but have to be aware
Need more downtown businesses, no issues with the homeless
Crime downtown, mess and garbage, where is law enforcement?
Parking issues (downtown business)
Keep production here in Lloydminster
Schools locally don't offer training for travel

Thanks to our Partners:

