



BUSINESS VISITATION - OPEN HOUSE

Local Businesses Biggest Challenges:

- ❖ Residents commute and shop where they work.
 - Work in Nisku, shop at Costco
- ❖ Not enough new residents and businesses coming to Warburg
 - The current economy is a challenge
- ❖ Vacant properties are not ideal for new businesses to want to move into
 - Buildings look old and derelict
- ❖ Village is not growing
 - It is perceived that Breton is thriving at Warburg's expense.
- ❖ Negative voices are the loudest voices.
 - Warburg needs a strong, positive voice
- ❖ Majority of residents are seniors
 - They do not spend a lot of money in the Village
- ❖ Lack of community engagement
 - Community does not always support local businesses



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Local Businesses Biggest Benefits:

❖ Centrally located

- Between:
 - ◆ Drayton Valley
 - ◆ Stony Plain / Spruce Grove
 - ◆ Leduc

❖ Little competition within the Village

- Only 1 or 2 of certain business types
 - ◆ Restaurants
 - ◆ Agri - Businesses
 - ◆ Grocery Store

❖ Community is supportive

- Would like to see a “Shop Local” campaign
- Would like to see a business group form
 - Chamber of Commerce
 - Business Networking Group
 - Economic Development Committee

❖ Real Estate prices are attractive

- Need to do more marketing to attract new businesses
- Attractive pricing for new residents

❖ Increase in families with small children

- Looking for that “Small Town” lifestyle
- Opportunity to grow the Villag



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Issues Facing The Village of Warburg:

- ❖ **Too many residents commute out of the Village**
 - They spend their money outside of the Village
- ❖ **The current economy**
 - Businesses are struggling / closing
 - Too many vacant buildings and lots
- ❖ **Aging Population**
 - Limited housing available for the demographic that has moved off the farm but are not old enough to move into a seniors lodge.
 - Need to attract businesses that cater to seniors
- ❖ **Negative Attitudes**
 - Both businesses and residents
 - ◆ Attitudes of complacency
 - ◆ Easier to complain than to try to improve
- ❖ **Internet Connection / Band Width**
 - Not enough speed without having to pay extremely high prices.
 - ◆ The Alberta government is taking too long to solve this issue
 - We are perfect for the Millennials that are looking for that “Small Town” lifestyle
 - ◆ They need to be able to be “connected”



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What Businesses should we Attract:

❖ Replenish our Recently lost industries

- Hardware Store
- Lumber yard
- Gas Station
- Mechanic Shop

❖ Attract new Industries

- Healthcare Centre
 - ◆ Doctor's Office
- Seniors Housing Supports
 - ◆ Retirement Villas
- Truck Stop

❖ Introduce Competition

- Agriculture related businesses.
 - ◆ Agri-supports
 - ◆ Agri-processing
 - ◆ Agri-manufacturing
- Need to attract businesses that cater to seniors

❖ Entertainment

- Restaurants
 - ◆ Have a variety of menus
- Pool Hall / Gathering space
- Youth Activities



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Results of the Business Visitations:

- ❖ **Engagement from the Business Community**
 - 75% of businesses took part in the Business Visitation process.
- ❖ **Business Plans:**
 - 82% of local businesses do not have a business plan
 - ◆ Time constraints are the most common reason
- ❖ **Marketing Plans:**
 - 63% of local businesses do not have a marketing plan
 - ◆ Social Media is the #1 source of marketing
 - ◆ 80% do not track their marketing efforts
- ❖ **Highest costs of a Business in the Village**
 - 67% of the businesses say that utilities and labor costs are their biggest expenses.
 - ◆ Followed by transportation costs and taxes
- ❖ **Top Three Customers of Local Businesses**
 - 81% of local businesses say their top 3 customers are other local businesses and residents
- ❖ **Overall Sentiment from Local Businesses**
 - Businesses are positive and planning to be open for many years to come.
 - Businesses want to see more engagement from residents