

## Henning Drive Business Survey (July 2014) – Report

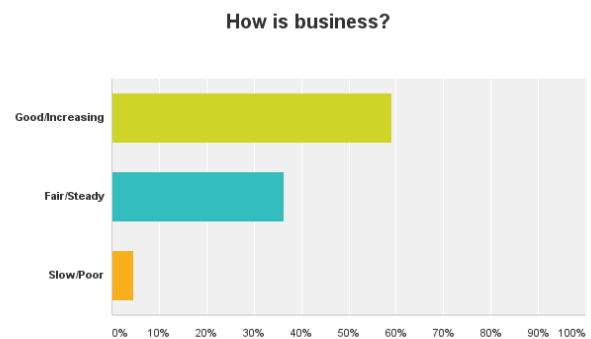
### Context / Overview:

On July 14, the Burnaby Board of Trade (BBOT), in partnership with the City of Burnaby, conducted a door-to-door survey of businesses in the Henning Drive neighbourhood as part of its economic development mandate. Businesses were visited by volunteer business and civic leaders, including BBOT President & CEO Paul Holden, Burnaby Mayor Derek Corrigan, several City Councillors, BBOT Board Directors, City Staff, and representatives from the Board of Trade membership. In total, 67 individuals provided responses to the survey.

### Response Summaries:

#### How is business?

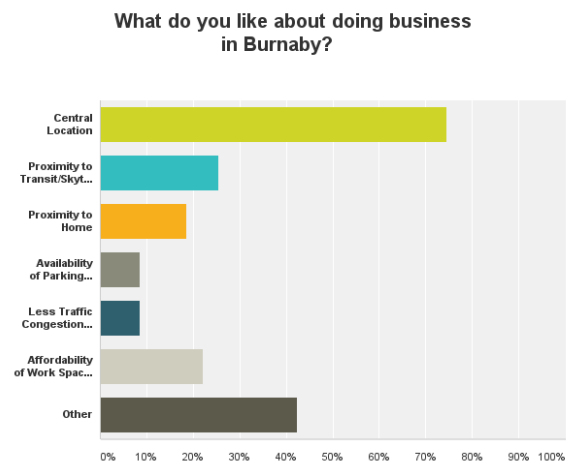
When asked how their business was doing in a general sense, 59% of respondents reported that business was good and/or increasing. 36% commented that business was fair / steady, and fewer than 5% of business suggested that business was slow or poor.



#### What do you like about doing business in Burnaby?

The number one reason respondents like doing business in Burnaby is location, with nearly 75% emphasizing the advantage of being geographically centred in the Lower Mainland. Approximately 25% and 18% of respondents respectively also specified proximity to transit/Skytrain and home as reasons to like doing business in Burnaby.

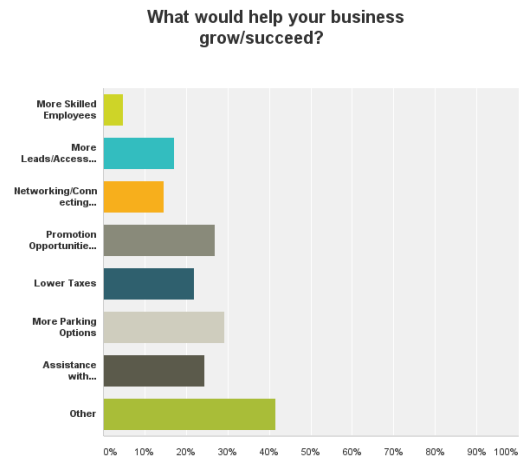
Other common responses included affordability of workspace (to rent or own) at 22%, and less traffic congestion and availability of parking relative to Vancouver (each at just over 8%). 42% of respondents cited other reasons they liked doing business in Burnaby, often personal or unique to their specific business or industry.



## What would help your business grow / succeed?

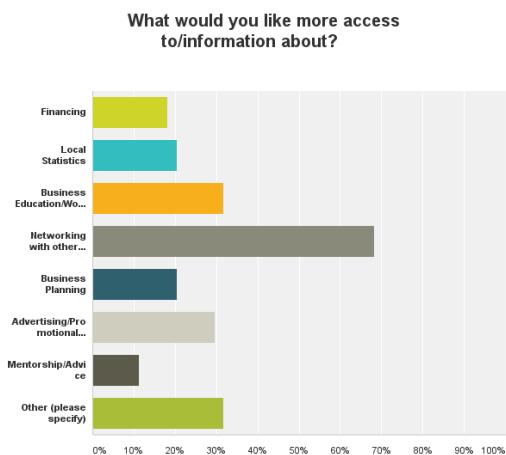
Specific to the Henning Drive area, the most commonly identified need to help businesses succeed would be enhanced/additional parking options for both customers and employees. A number of respondents offered suggestions for provision of additional parking, or further street parking choices. Several respondents also cited zoning, increased development, and increasing street traffic as areas of concern. 22% of businesses surveyed suggested lower taxes would allow for better growth and success.

Nearly 27% of respondents identified a need for more promotional opportunities to increase their presence in the community. Over 14% say they would benefit from more networking and connecting opportunities, and 17% want better access to potential clients.



## What would you like more access to / information about?

Over 68% of respondents identified networking opportunities with other businesses as something they would like more access to. The second most common response was access to business education and workshops (31%), followed by advertising and promotional opportunities (29%). Business planning information and access to business statistics were each identified by 20% of businesses, while financing and mentorship advice had 18% and 11% respectively.



*Report prepared by the Burnaby Board of Trade*

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*The Burnaby Board of Trade (BBOT) brings businesses together to develop strong networks, represent the interests of the business community to local government, and foster economic development. We also provide a range of services and benefits to our members such as specialized or exclusive events and workshops, and discounted rates on common business expenses. In addition, we provide services such as business registration, business name approvals, and certification of Certificates of Origin.*

*Recognized as the economic development agency for the City of Burnaby, the BBOT works closely with the municipality and plays a key part in the City's economic development strategy. The BBOT promotes the triple bottom line of economic, social and environmental sustainability.*