

2015 CANBY BUSINESS SURVEY REPORT

Canby Economic Development:

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Overview

- Introduction & Methodology
- Key Findings & Highlights:
 - Canby Business Overall
 - Downtown Businesses
 - Industrial Businesses
 - Highway 99E Businesses
 - Home-based Businesses
- Recommendations



Introduction

- Objectives—Survey questions sought to understand the:

- Business climate
- Advantages
- Current economic conditions
- Major challenges
- Tools and resources
- Awareness of current business resources
- Specific concerns



Methodology

- ❑ Created 4 distinct versions of survey
- ❑ Methods for responding:
 - ▣ Mail
 - Addresses taken from business license database
 - ▣ Online
- ❑ Time Window: 1 month
- ❑ Incentives!
 - ▣ 50 prizes, ranging in value from \$5 to \$40. Over half of these were donated by local businesses.

Response Rate

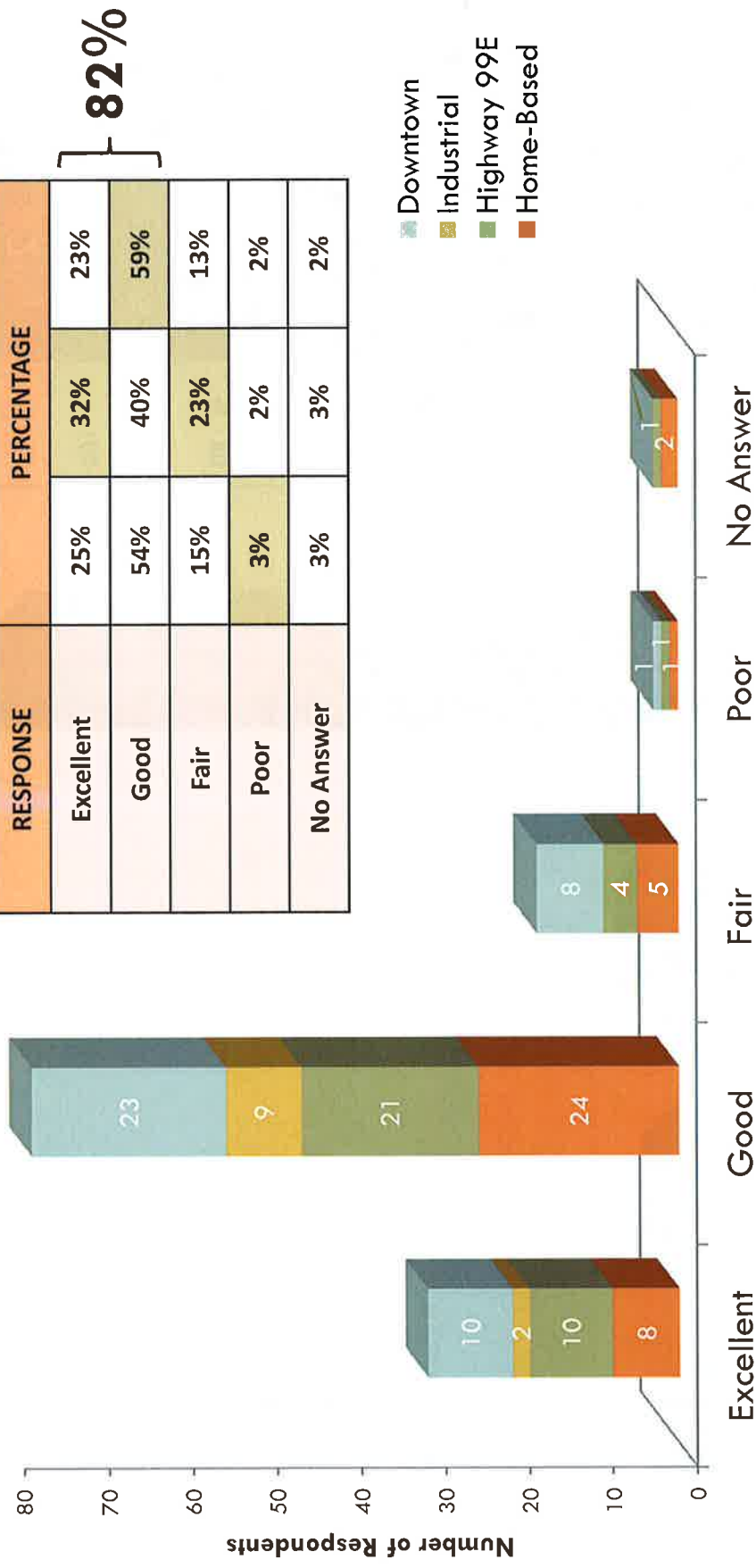
Survey Group	2012	2015	2012	2015	2012	2015
	Surveys Mailed	Surveys Received	Response Rate	Response Rate	Response Rate	Response Rate
Downtown	104	115	36	42	34.6%	36.5%
Industrial	63	54	13	11	20.6%	20.3%
Highway 99E	100	158	19	37	19.0%	23.4%
Home-based	180	192	26	40	16.68%	20.8%
TOTAL	457	519	94	130	Average = 20.6%	Average = 25%

- 10-15% is a typical response rate
- 20% is considered excellent.
- Our high response rate gives credence and weight to the survey results as being representative of a significant percentage of Canby businesses. This allows for more informed decision-making capabilities.

Key Findings: Canby Business Overall



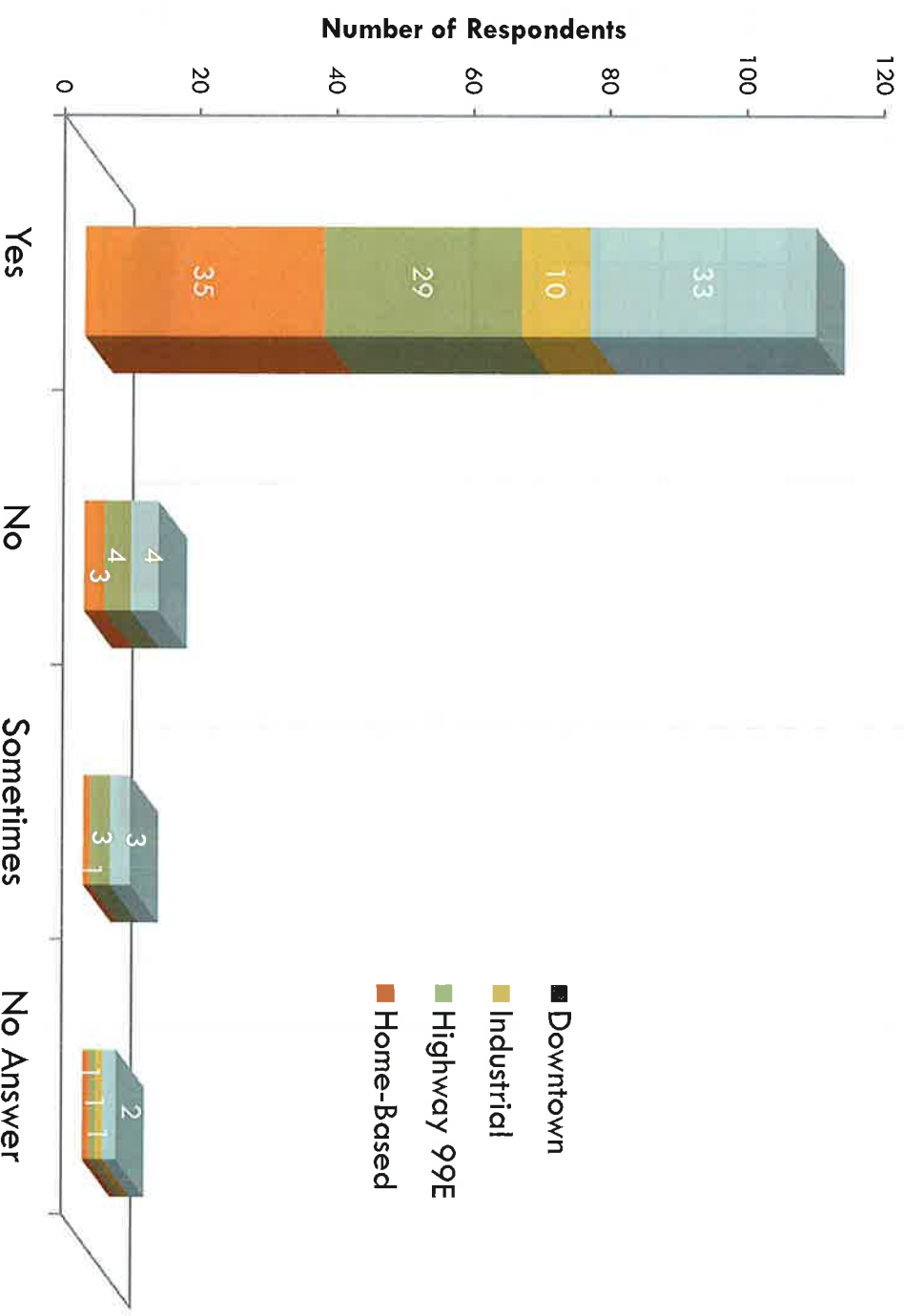
Canby as a Place to Do Business



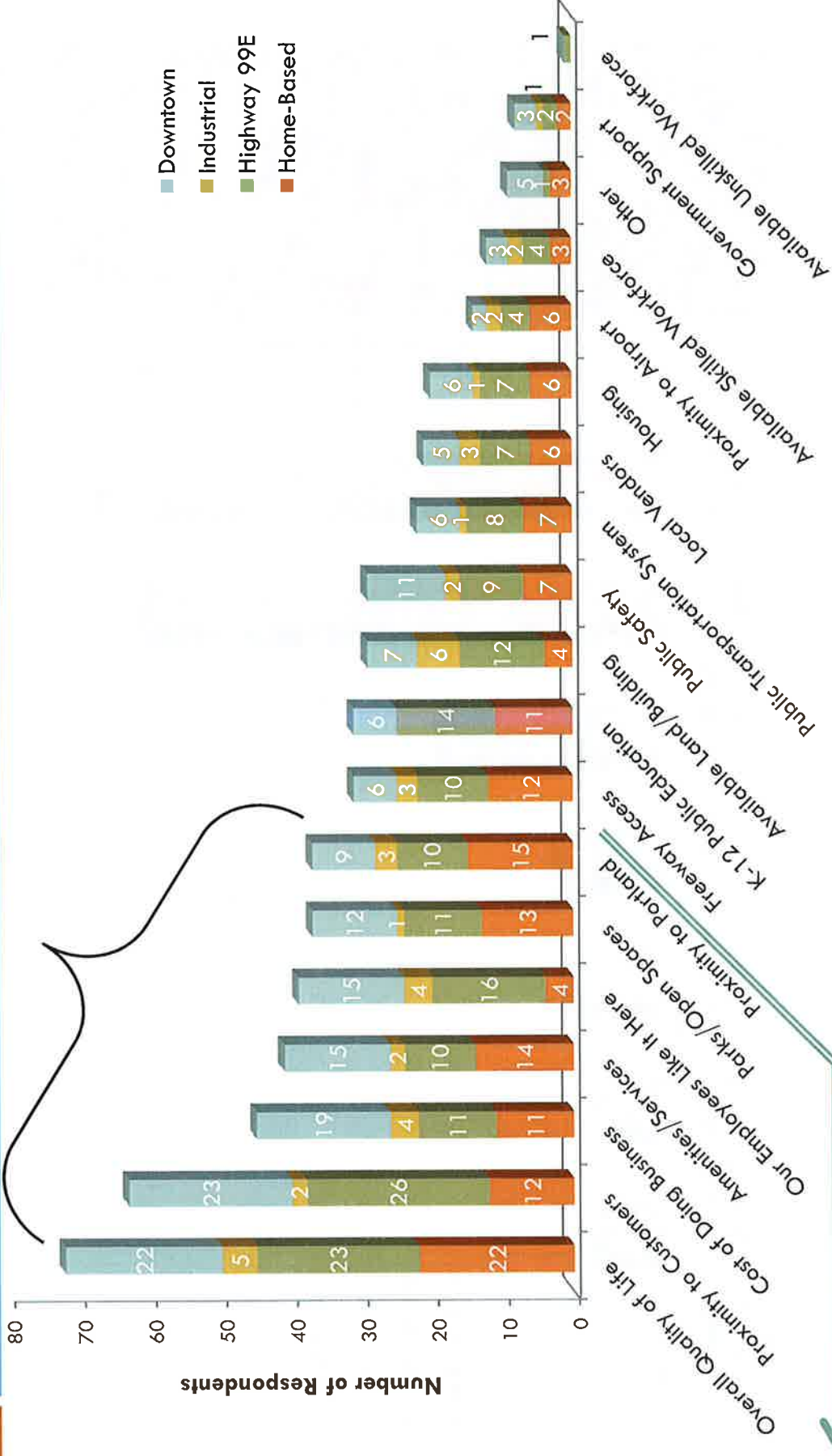
Is Canby Moving in a Positive Direction?

Over 82% of Canby businesses feel that Canby is moving in a positive direction!

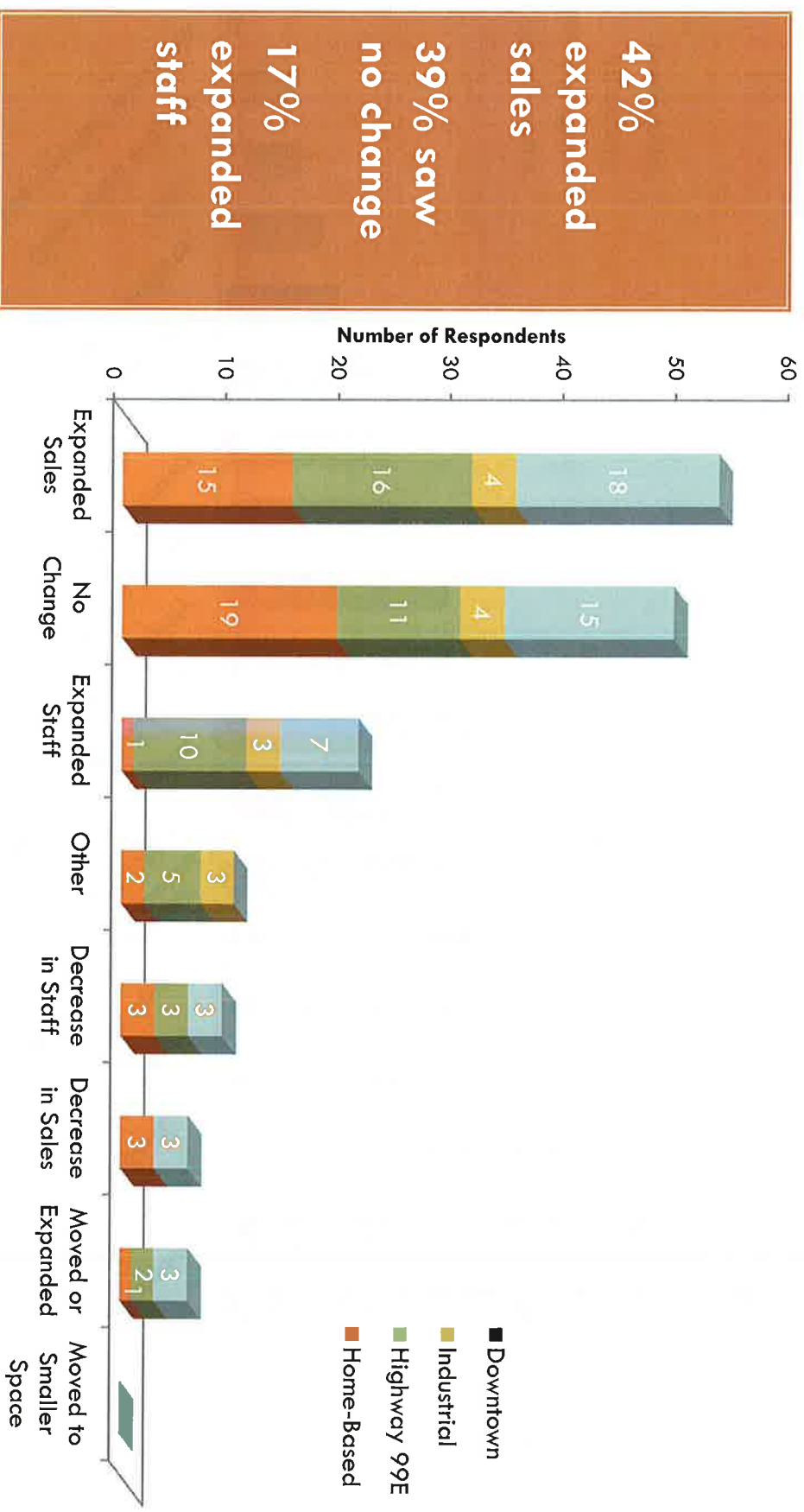
59% felt the same in 2012 = Dramatic increase of 23%



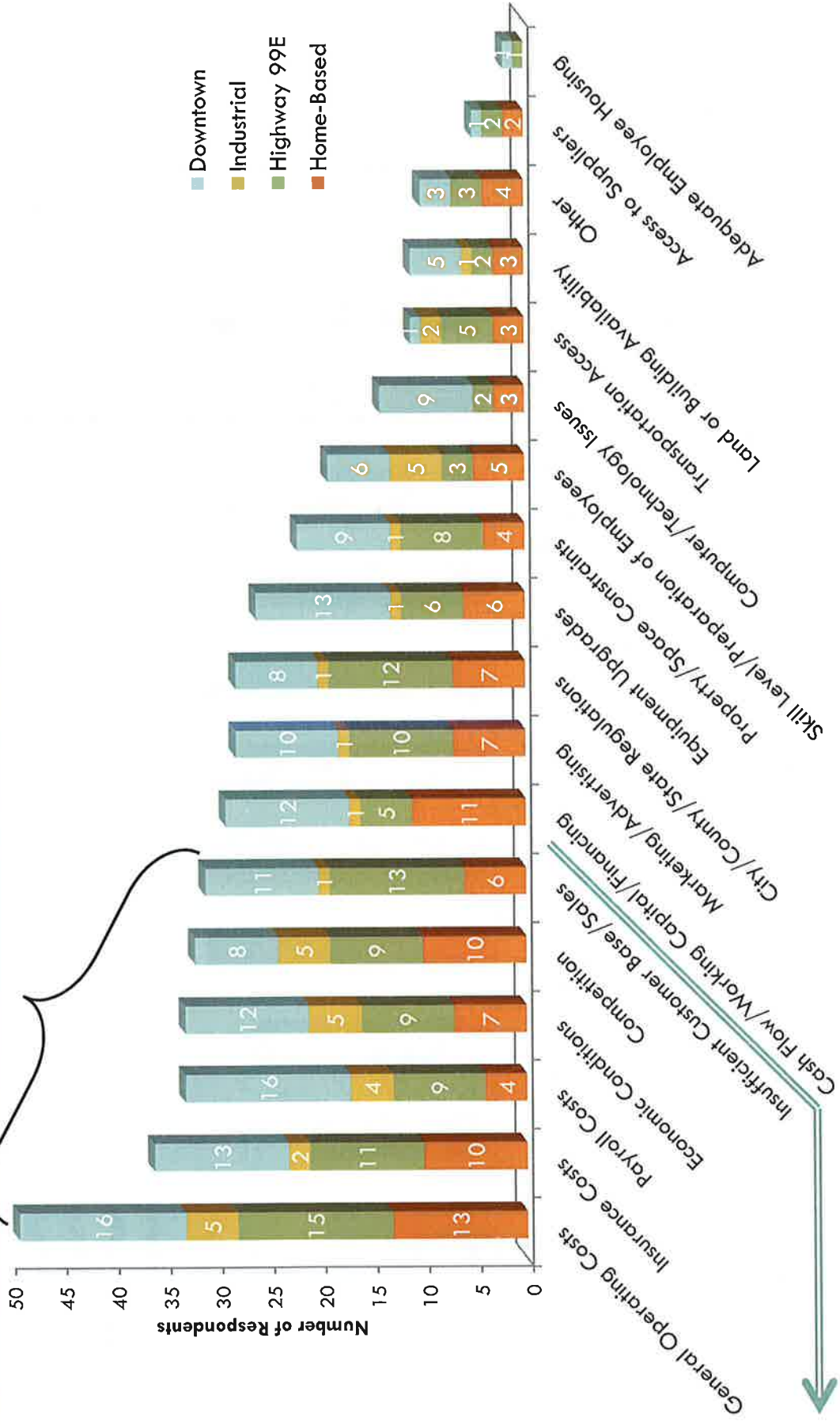
Advantages of Canby Location



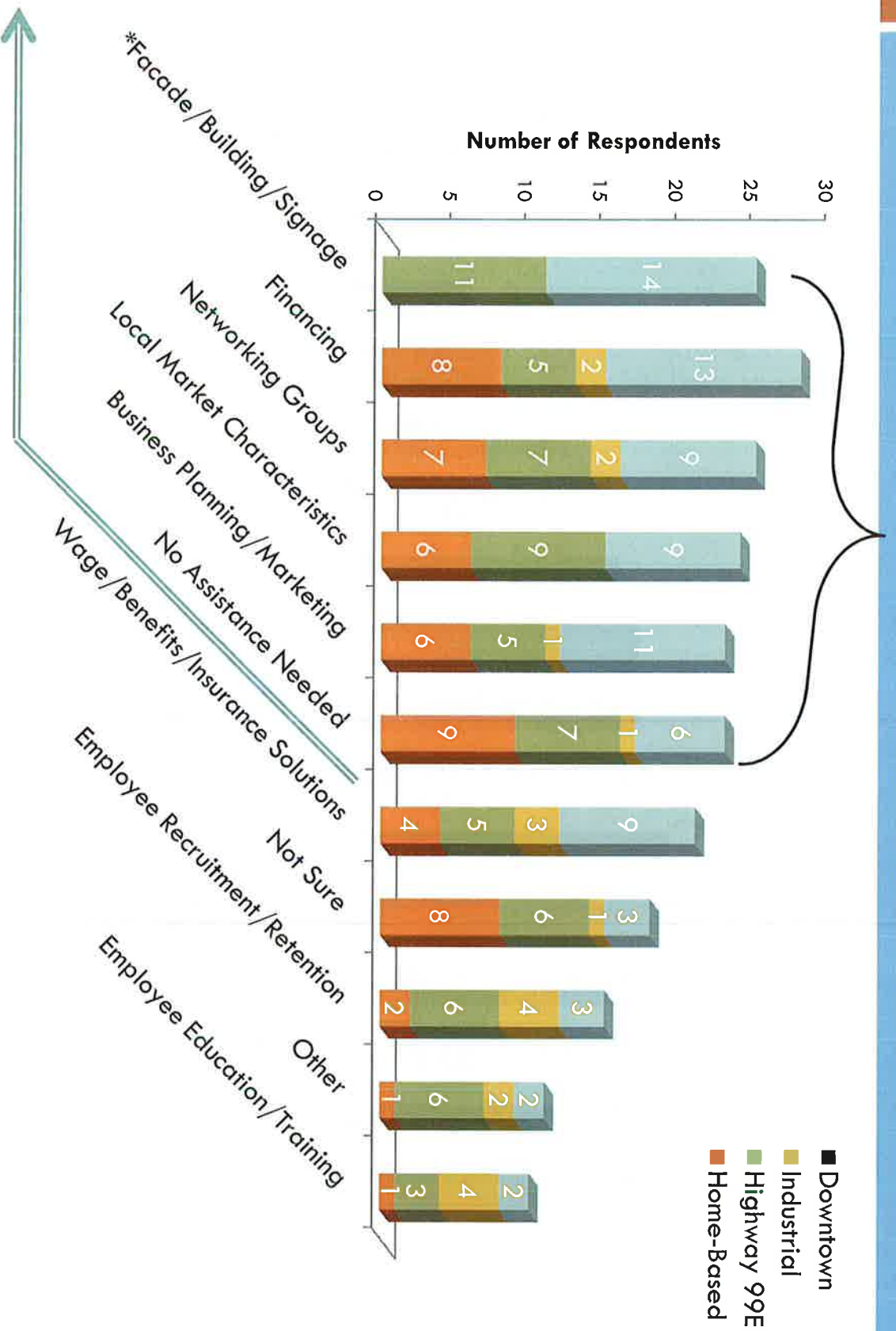
Effects of an Improving Economy



Major Challenges



Resources to Help Businesses Succeed



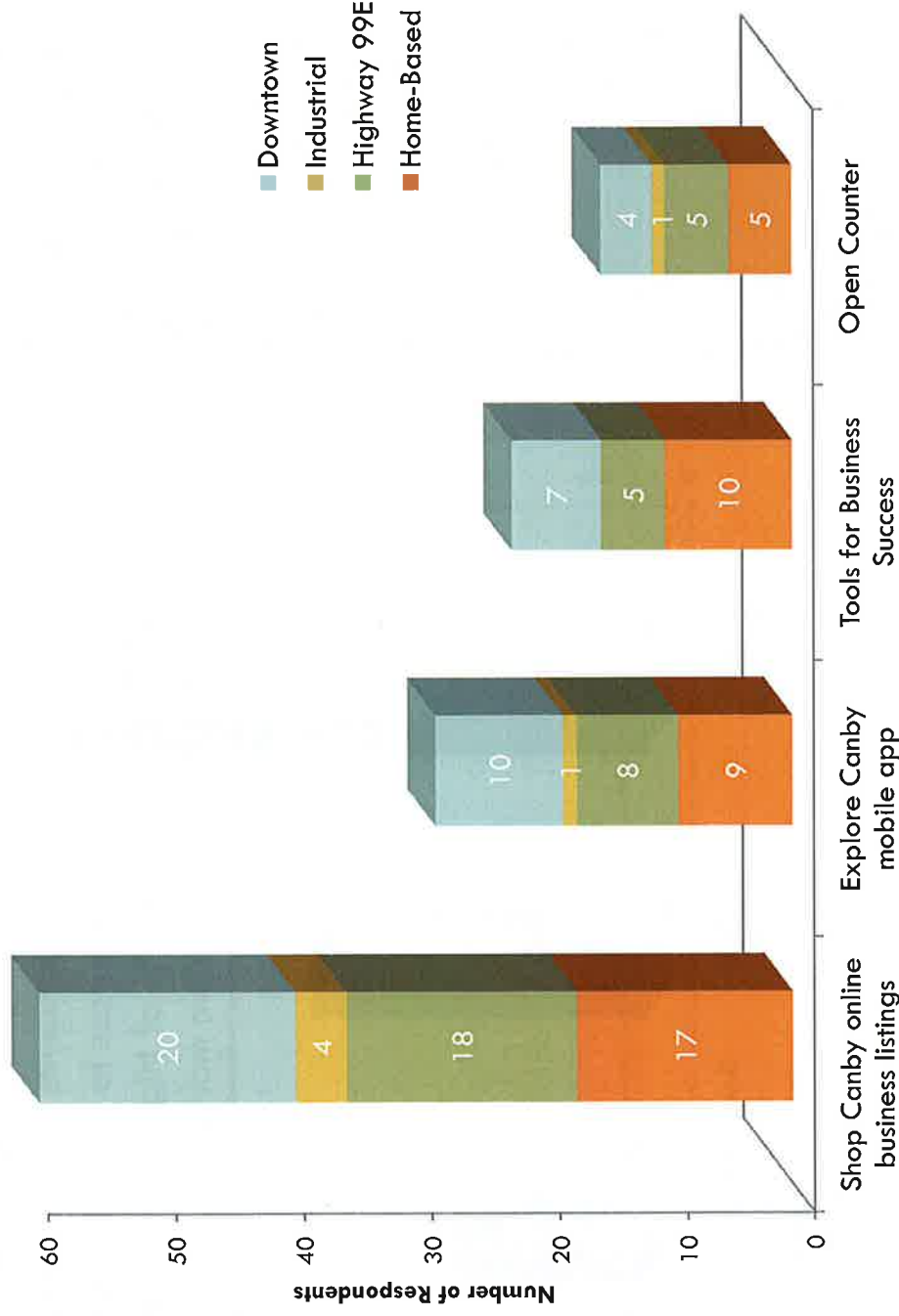
Awareness of Business Resources

Half of Canby businesses answered this question.

92% are aware of Shop Canby

44% for Explore Canby app

34% for Tools for Business Success



Awareness of Beautification Resources

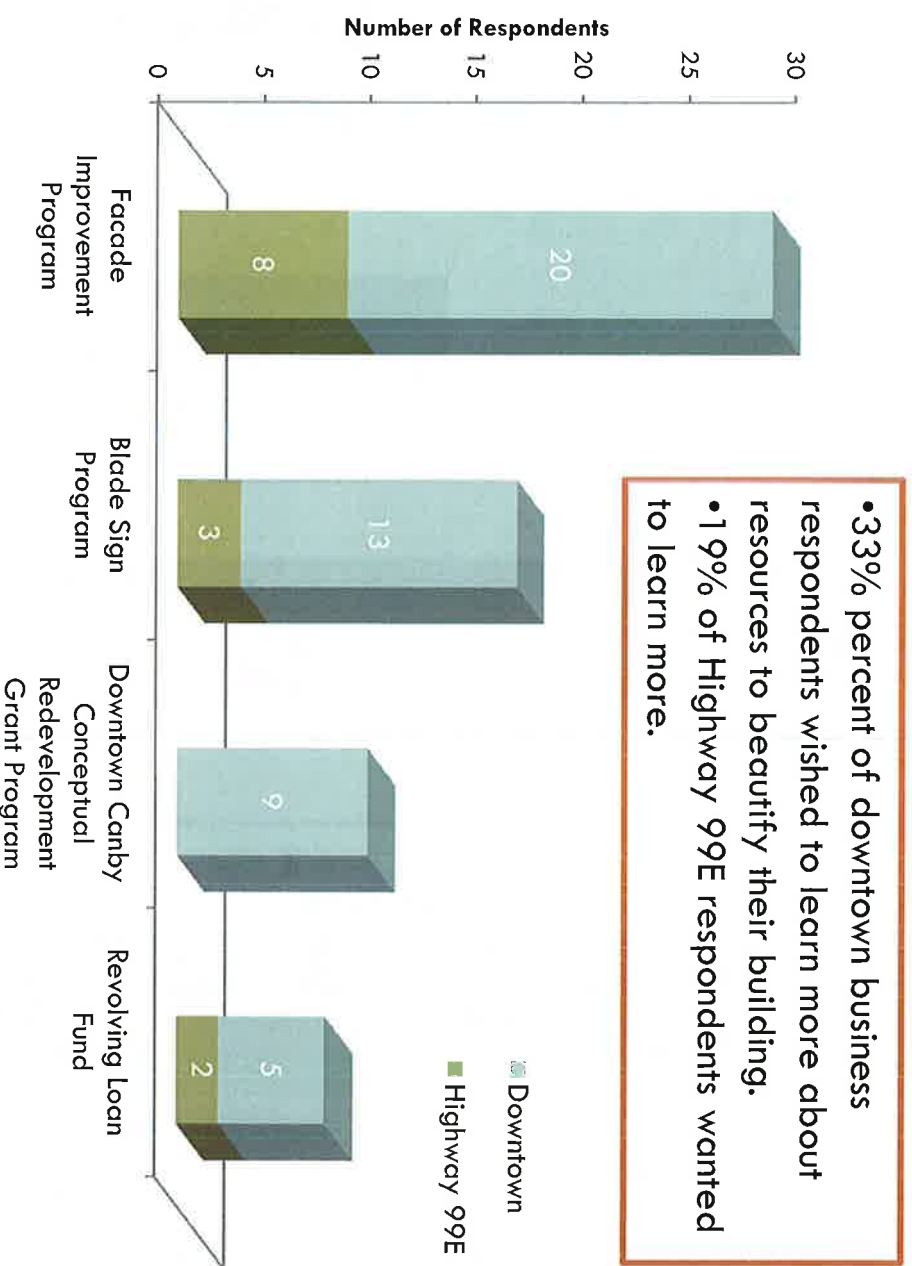
Downtown

Approximately 60% of downtown businesses are aware of some or all of the beautification resources offered.

Highway 99E

Awareness

22% of Highway 99E respondents are aware of some of the beautification resources we offer.





Other Points of Interest

• 53% of Canby businesses are interested in **community involvement**

- Community Events/Sponsorship
- Mailing List
- Serve on a Committee
- Internship with Canby High School

• 60% would like to see more dining options in Canby

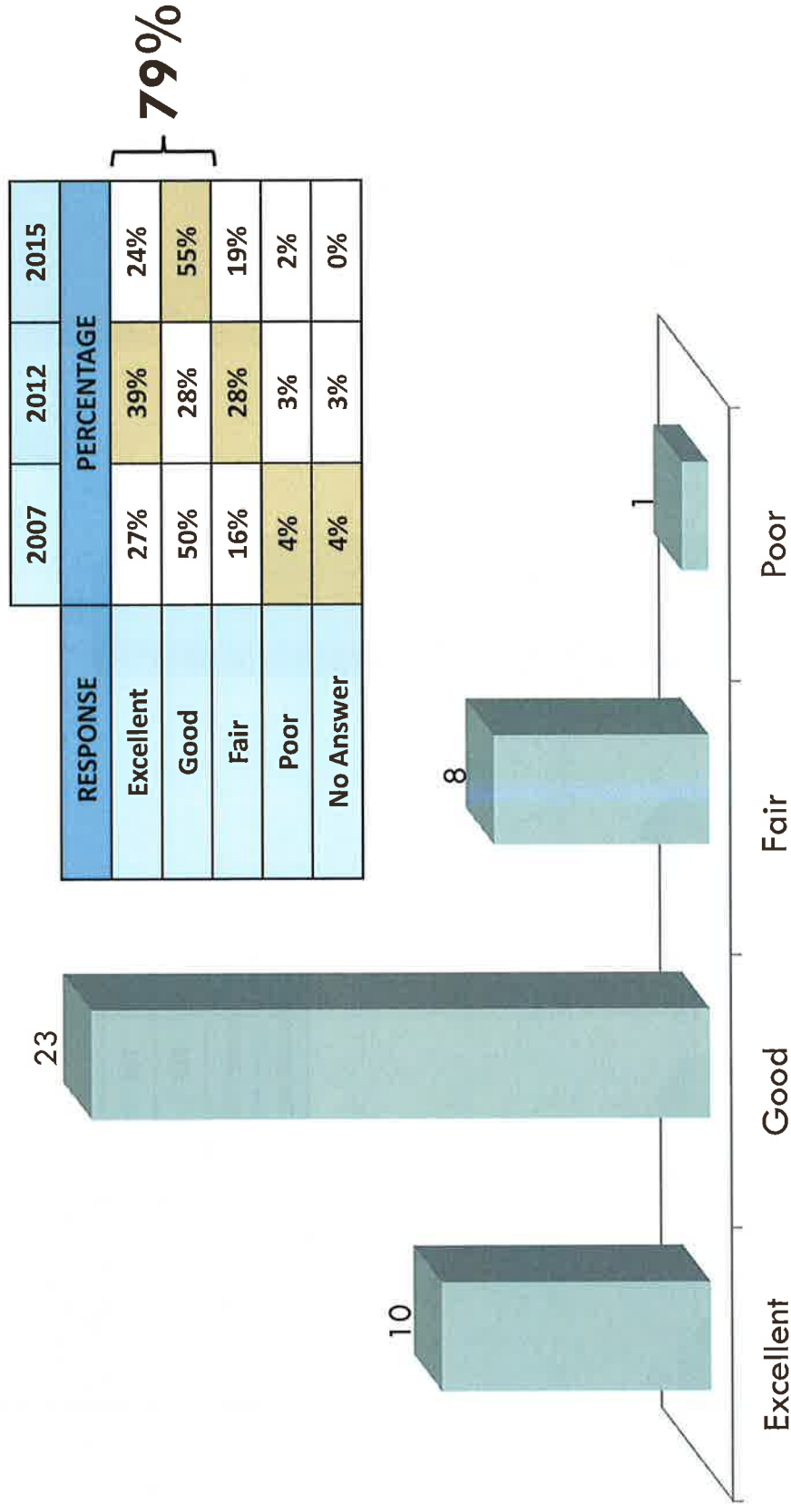
• CAT is headed in a positive direction





Key Findings: Downtown

Downtown: Canby as a Place to Do Business

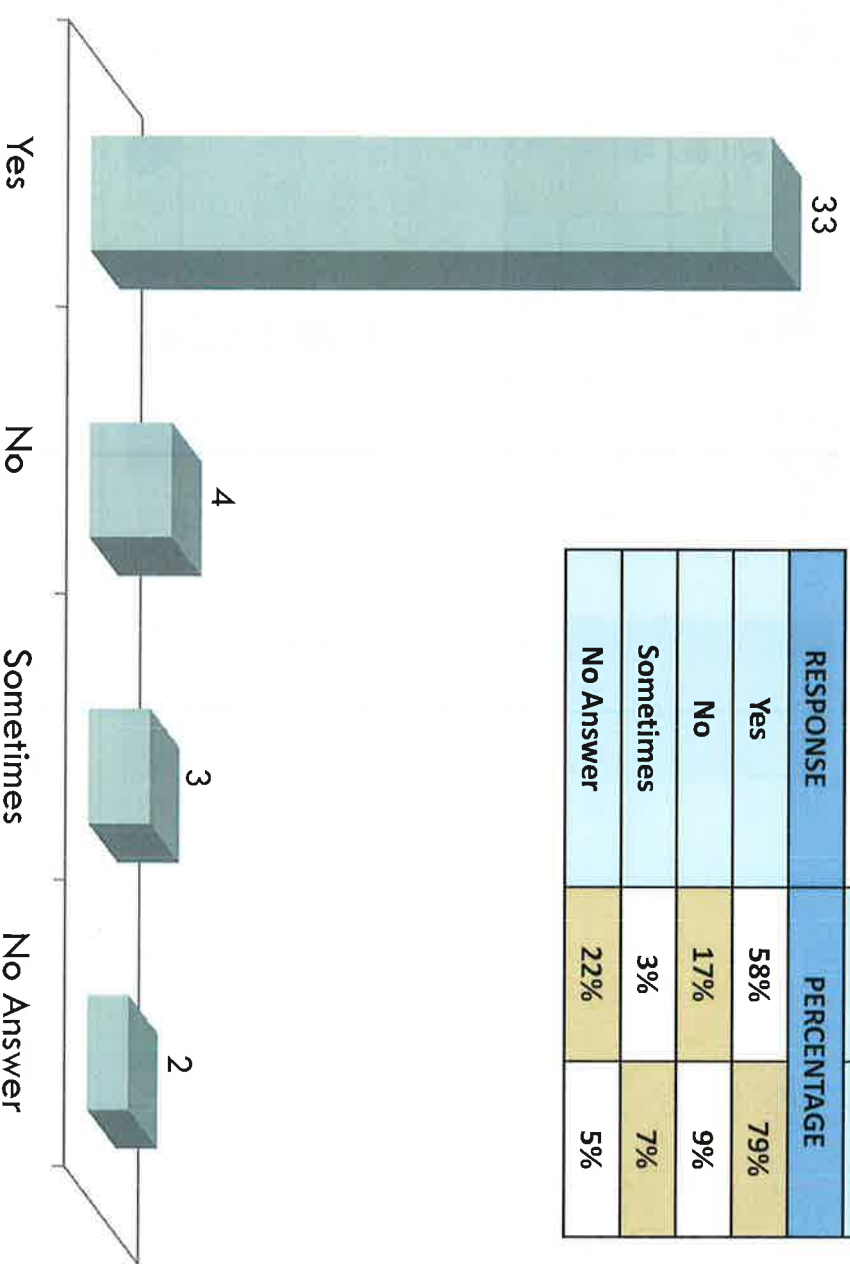


Downtown: Is Canby Moving in a Positive Direction?

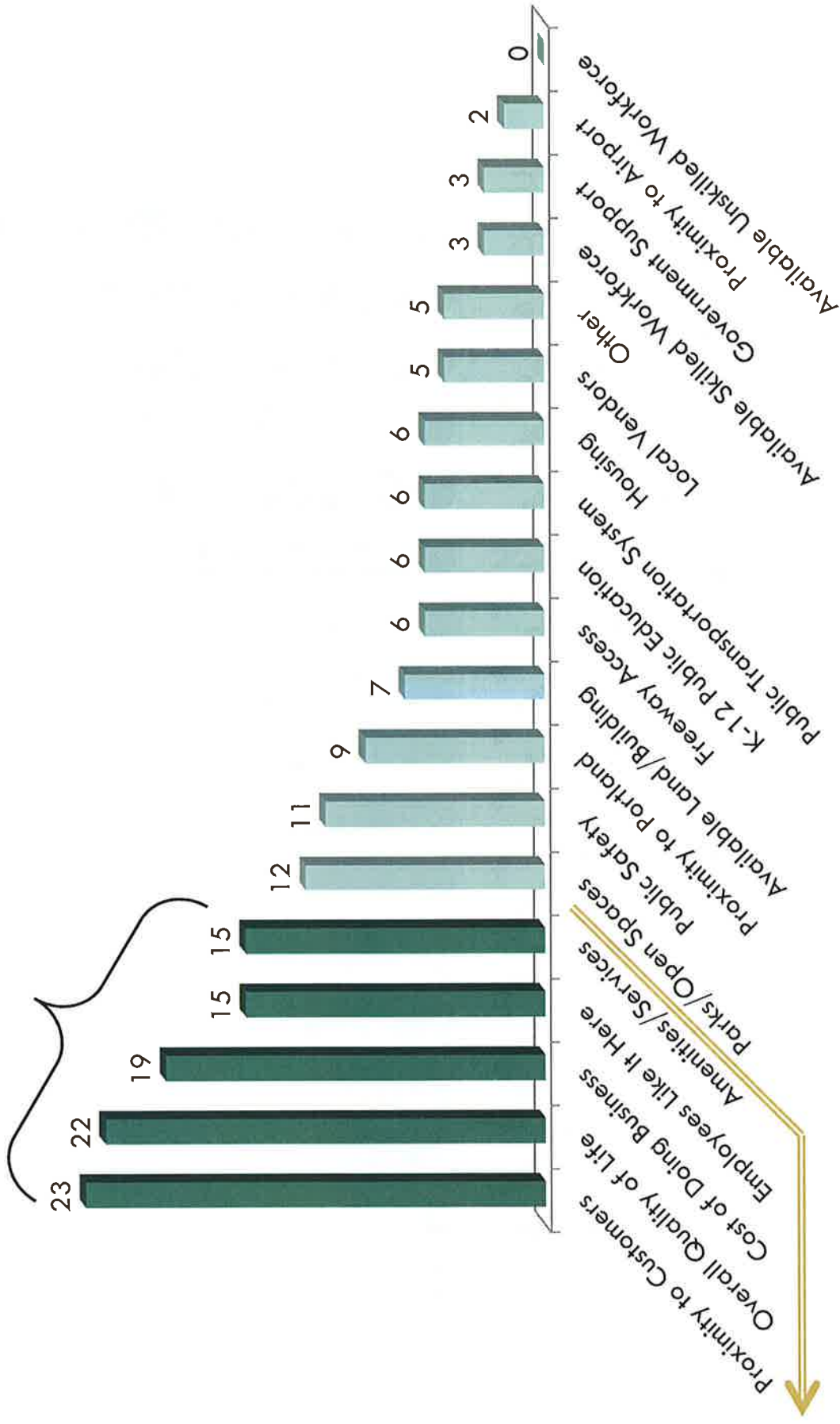
79% of downtown businesses feel Canby is moving in a positive direction!

58% felt the same in 2012
= **Dramatic** increase of 21%

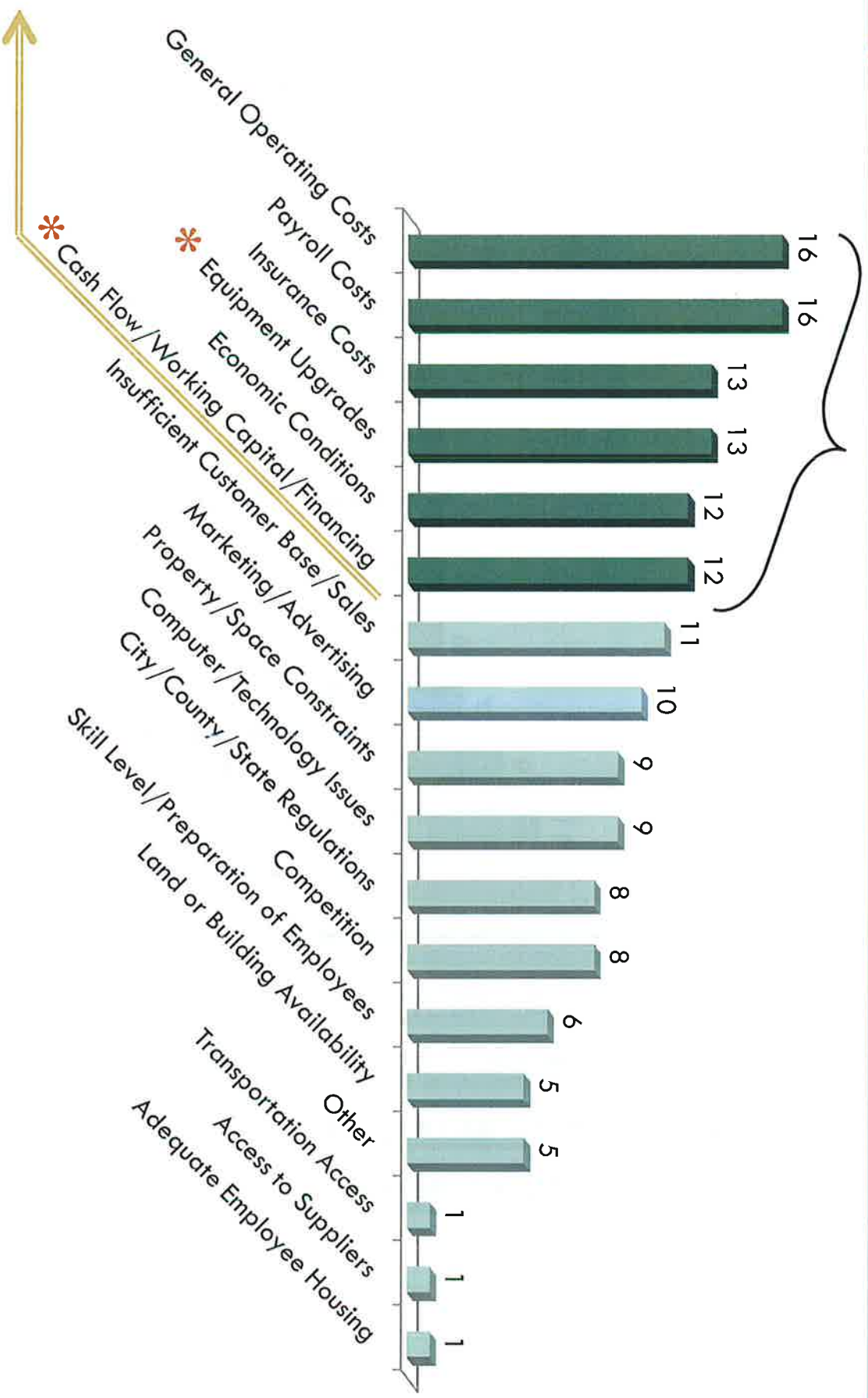
RESPONSE	2012	2015
	PERCENTAGE	PERCENTAGE
Yes	58%	79%
No	17%	9%
Sometimes	3%	7%
No Answer	22%	5%



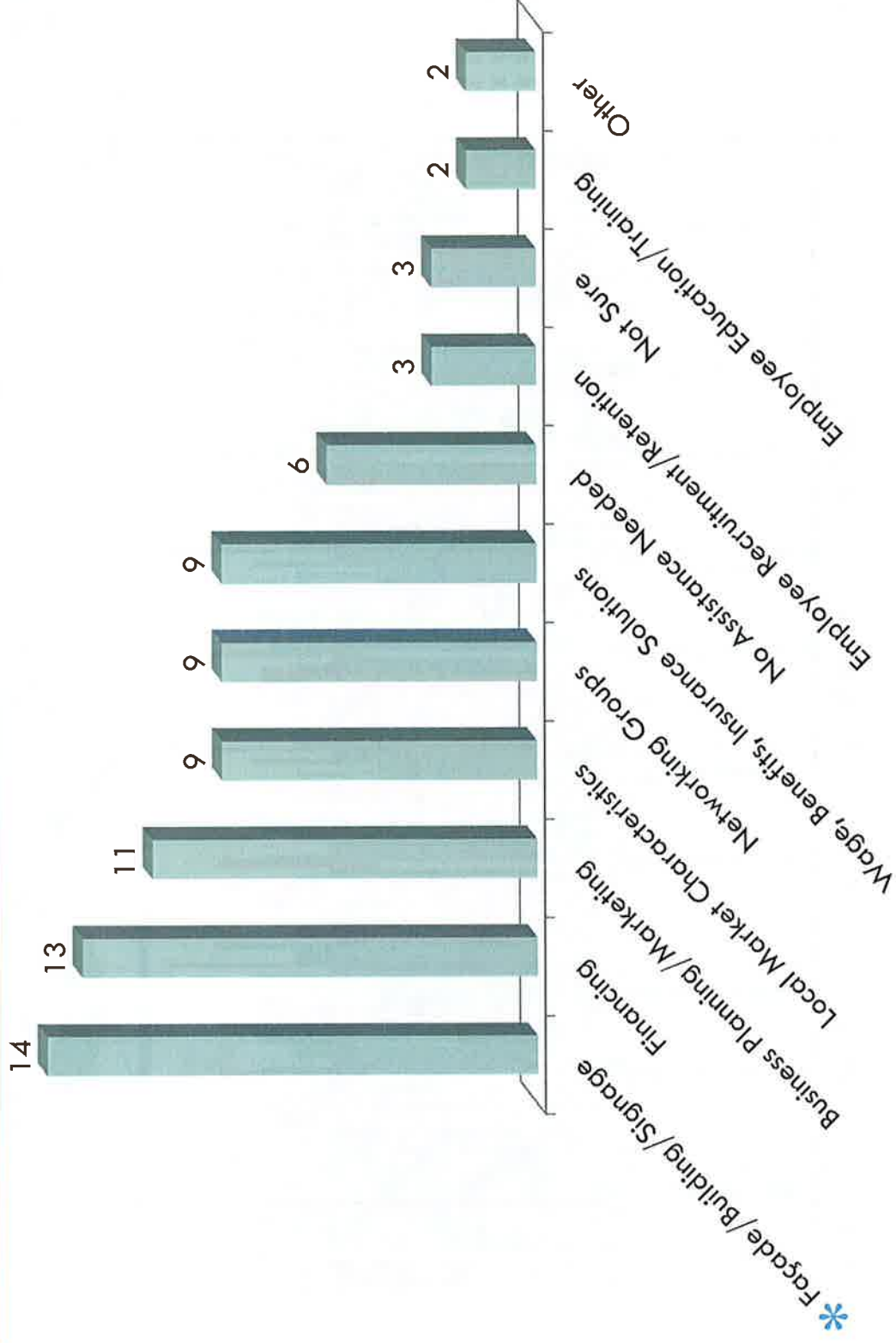
Downtown: Advantages of Canby Location

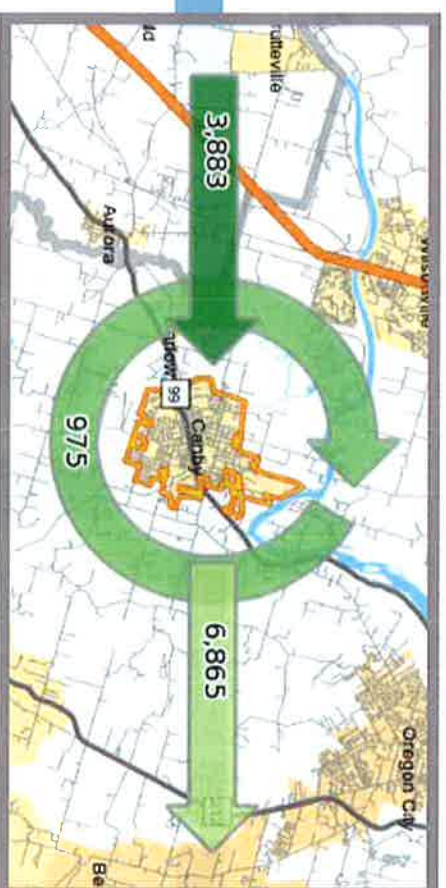


Downtown: Major Challenges



Downtown: Resources to Help Businesses Succeed





Downtown Events Are Well-Supported

Halloween
Parade & Trick-
or-Treating

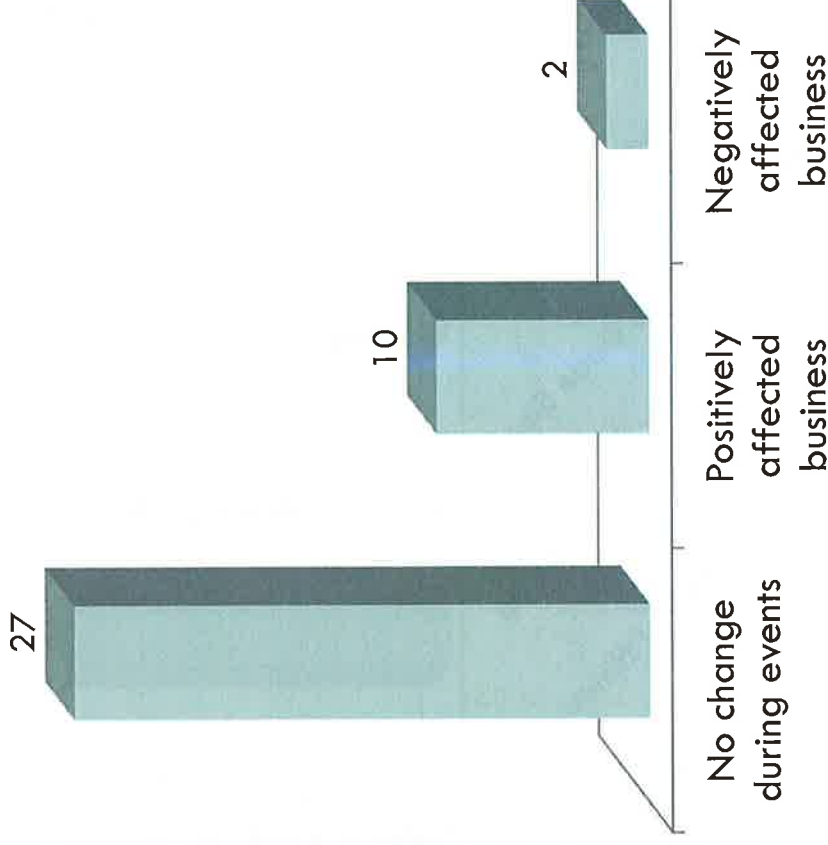
Light Up the
Night

Annual Summer
Street Dance

First Fridays

24% of
downtown
businesses say
that events
positively effect
business.
= 13% increase
over 2012
results.

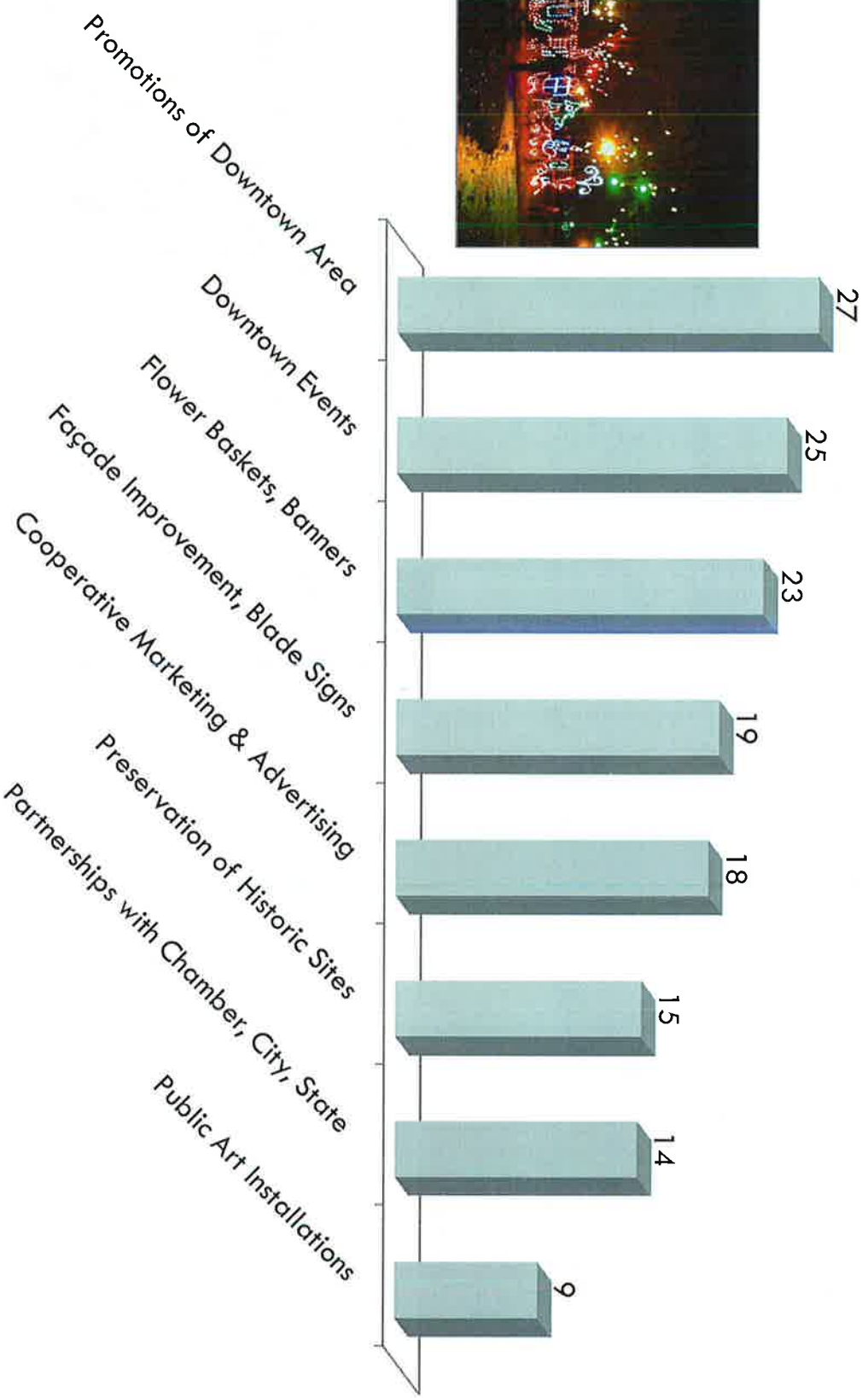
Effects of Events Held Downtown

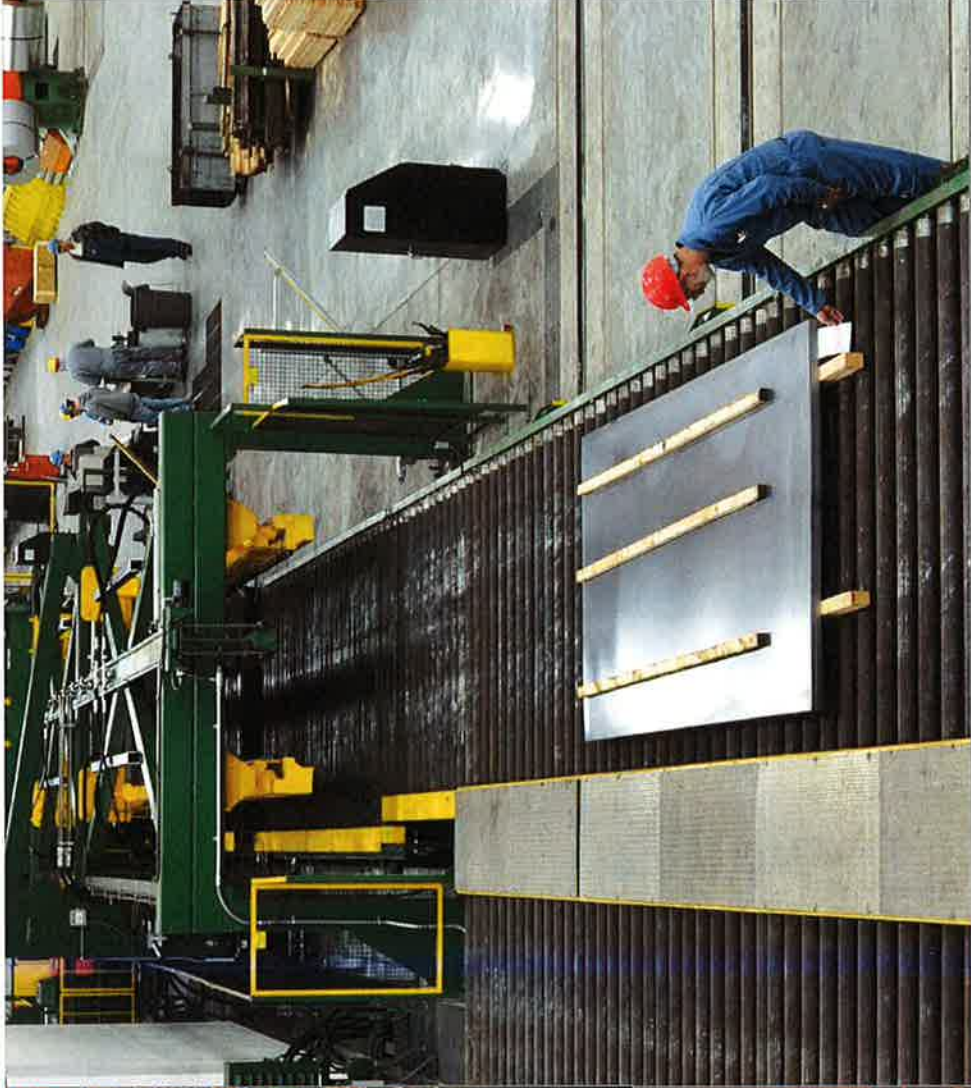


**97% would
like to see
Canby Main
Street continue
to coordinate
downtown
events!**



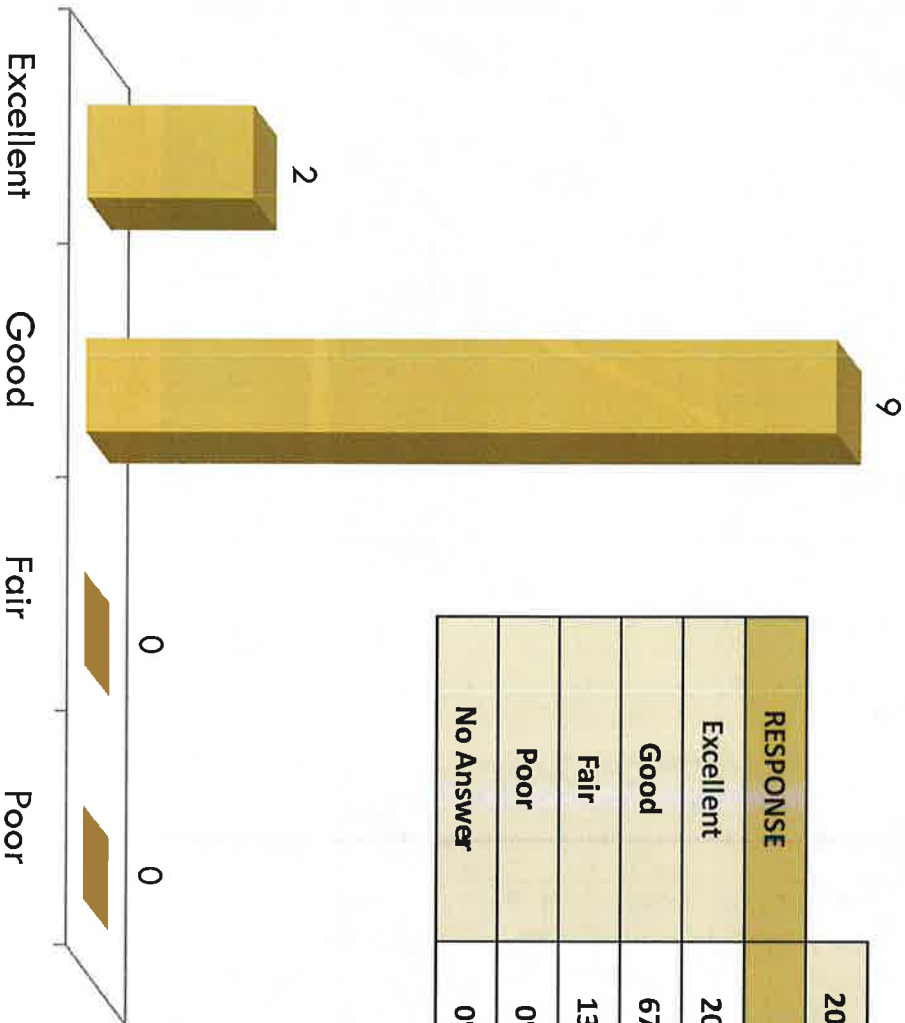
Most Valuable Services of Canby Main Street





Key Findings: Industrial

Industrial: Canby as a Place to Do Business



RESPONSE	PERCENTAGE		
	2007	2012	2015
Excellent	20%	39%	18%
Good	67%	46%	82%
Fair	13%	15%	0%
Poor	0%	0%	0%
No Answer	0%	0%	0%

} 100%

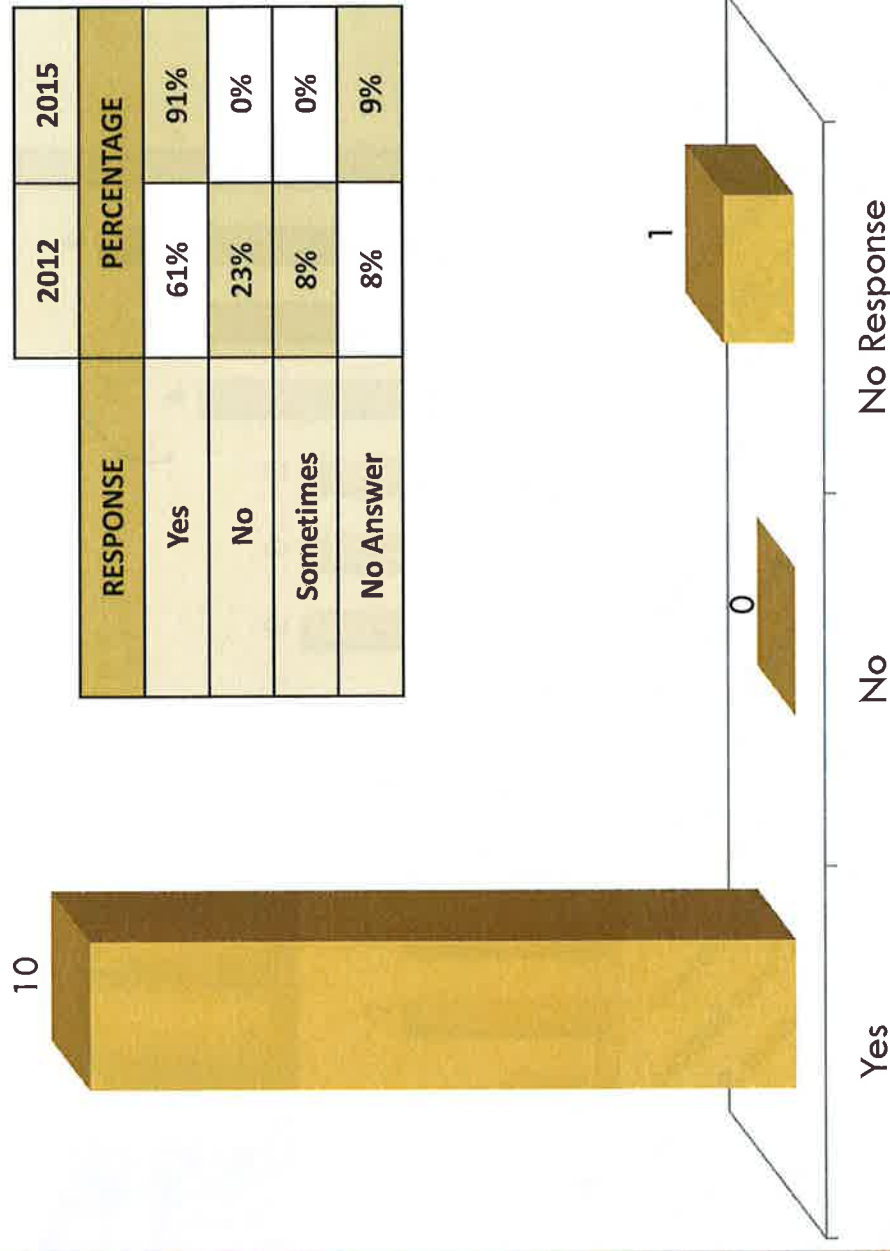


Industrial: Is Canby Moving in a Positive Direction?

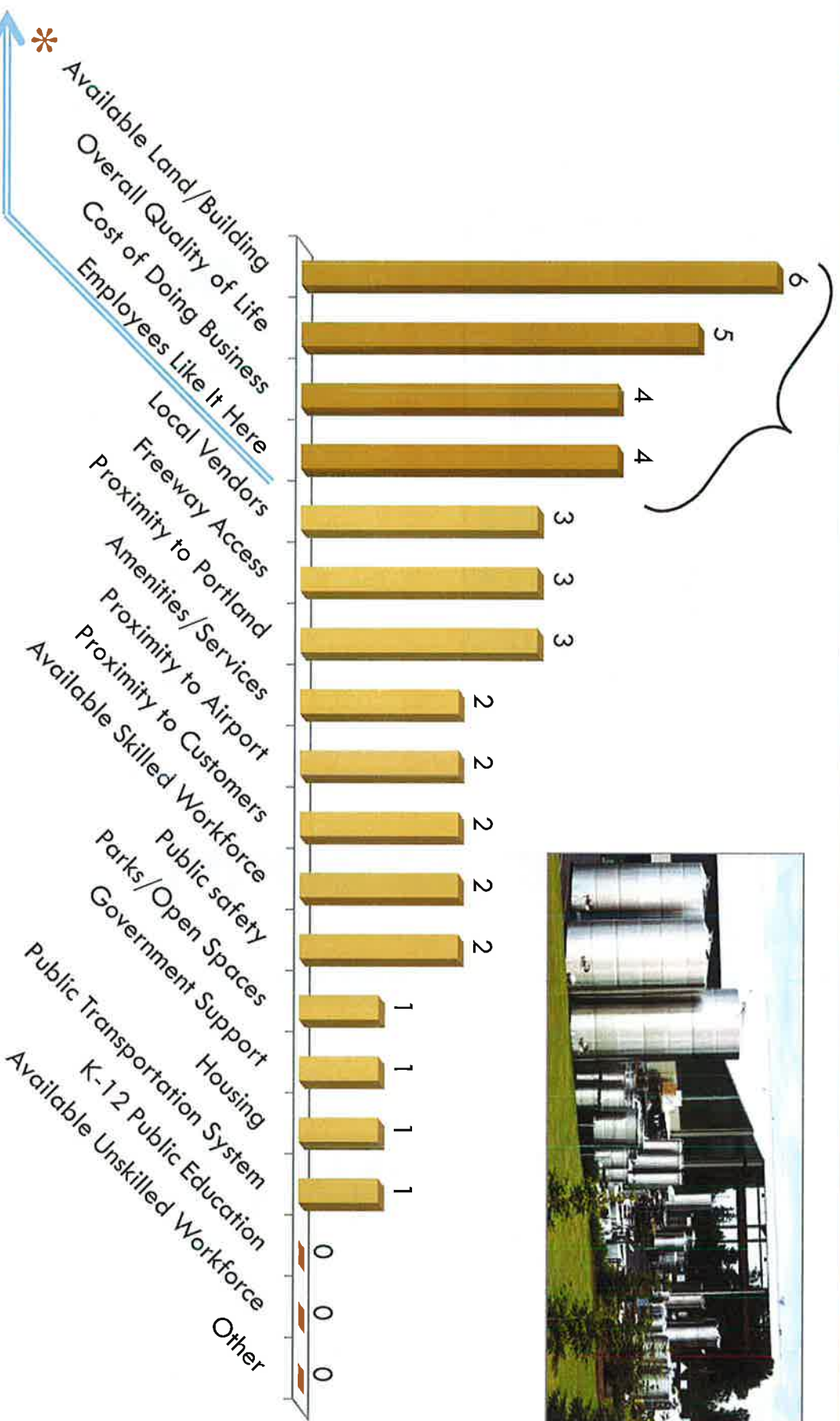
91% of industrial businesses feel Canby is moving in a positive direction!

61% felt the same in 2012
= Dramatic increase of 30%

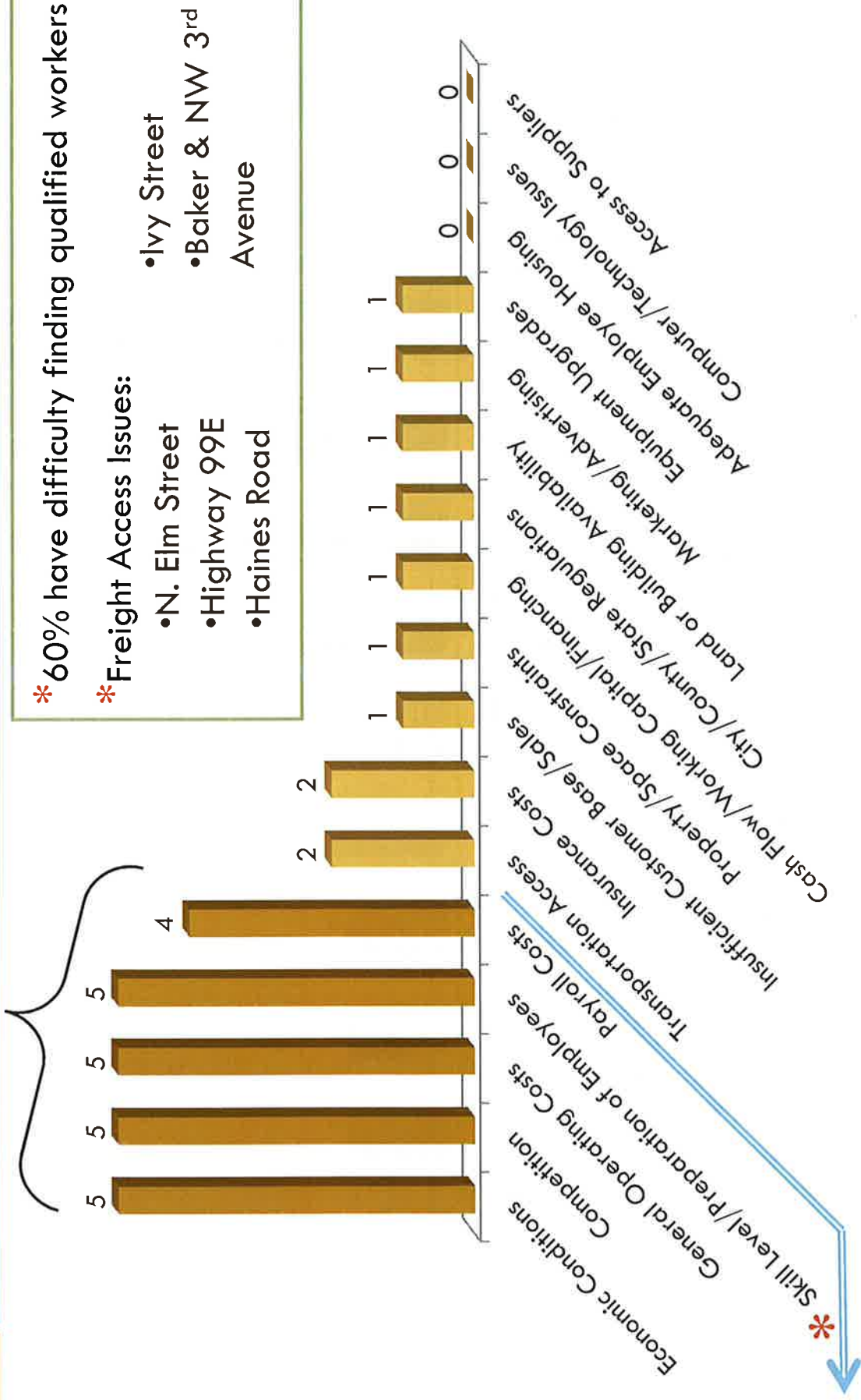
RESPONSE	2012	2015
	PERCENTAGE	
Yes	61%	91%
No	23%	0%
Sometimes	8%	0%
No Answer	8%	9%



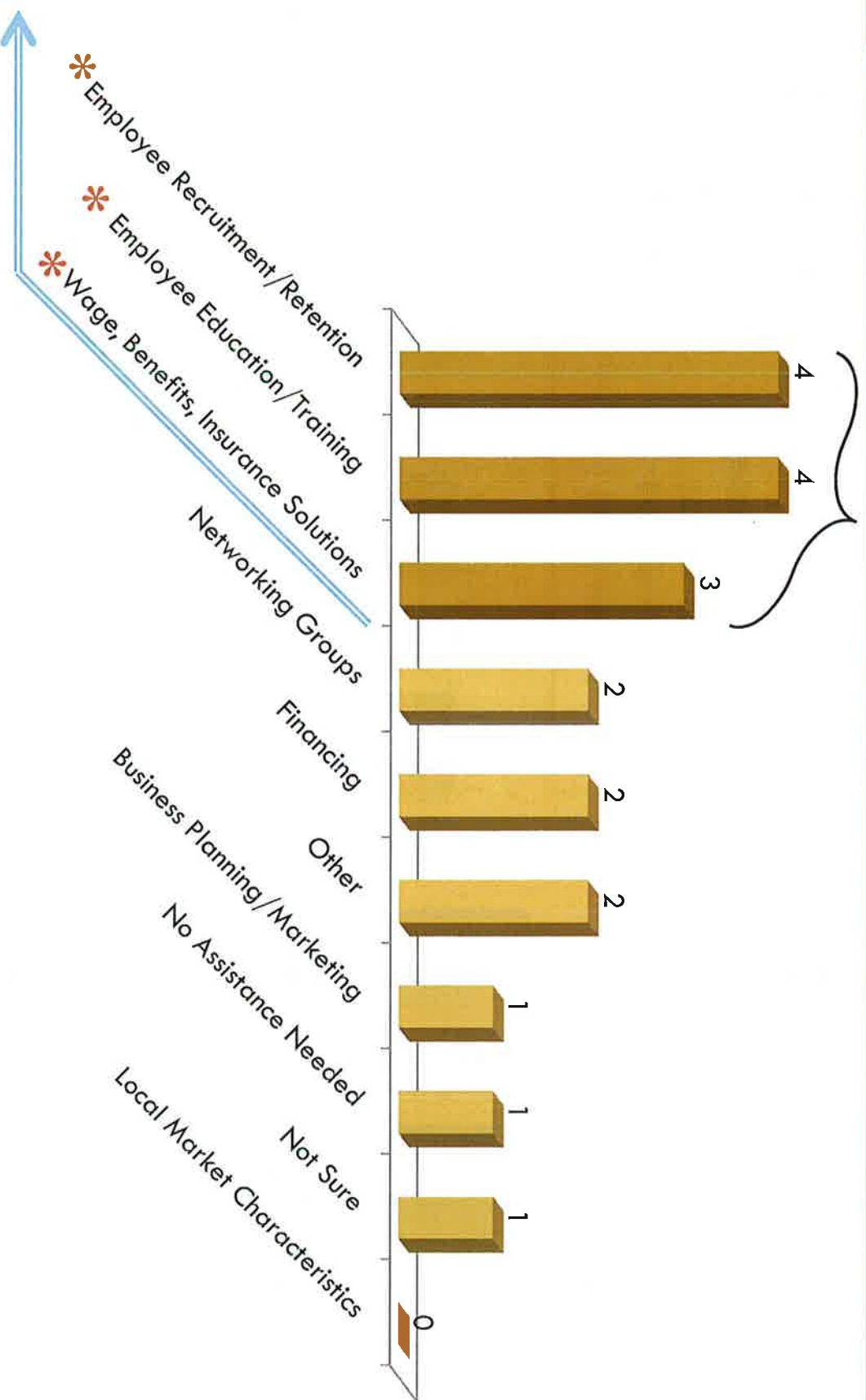
Industrial: Advantages of Canby Location



Industrial: Major Challenges

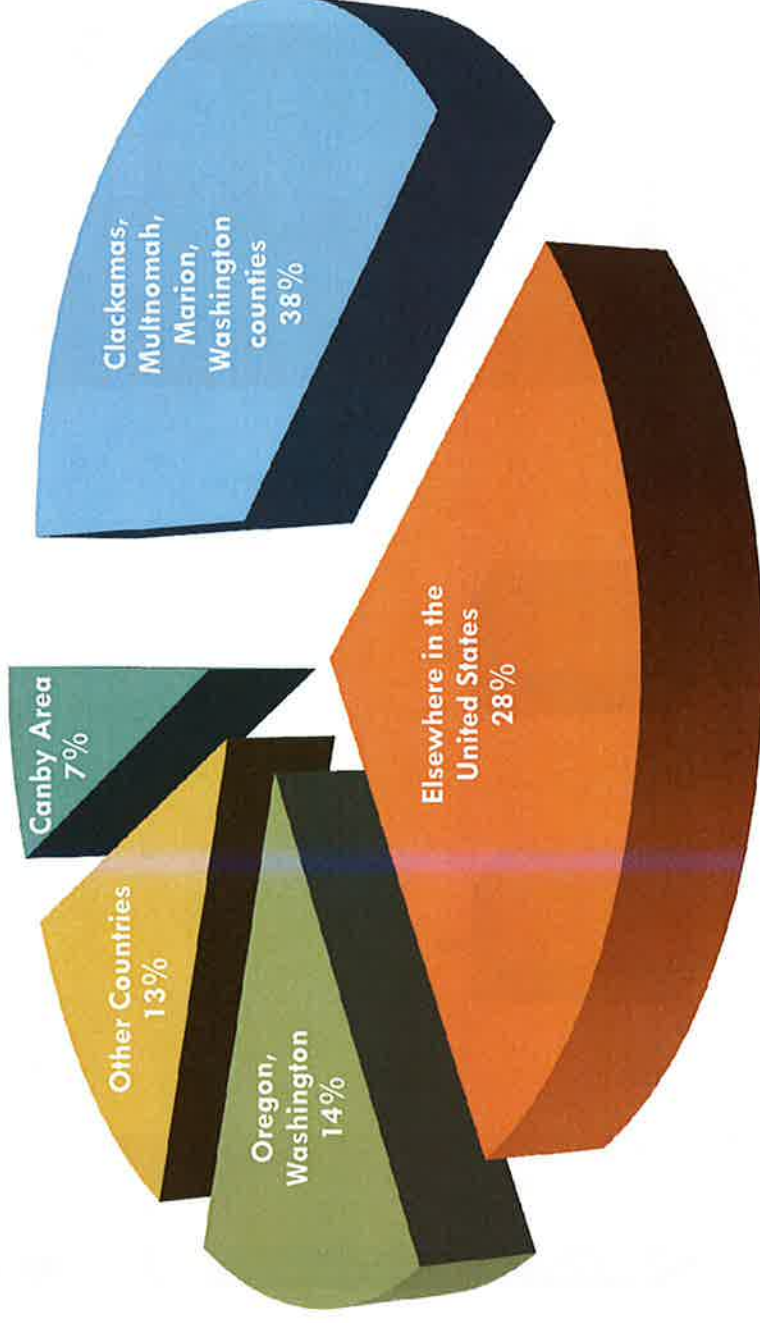


Industrial: Resources to Help Businesses Succeed



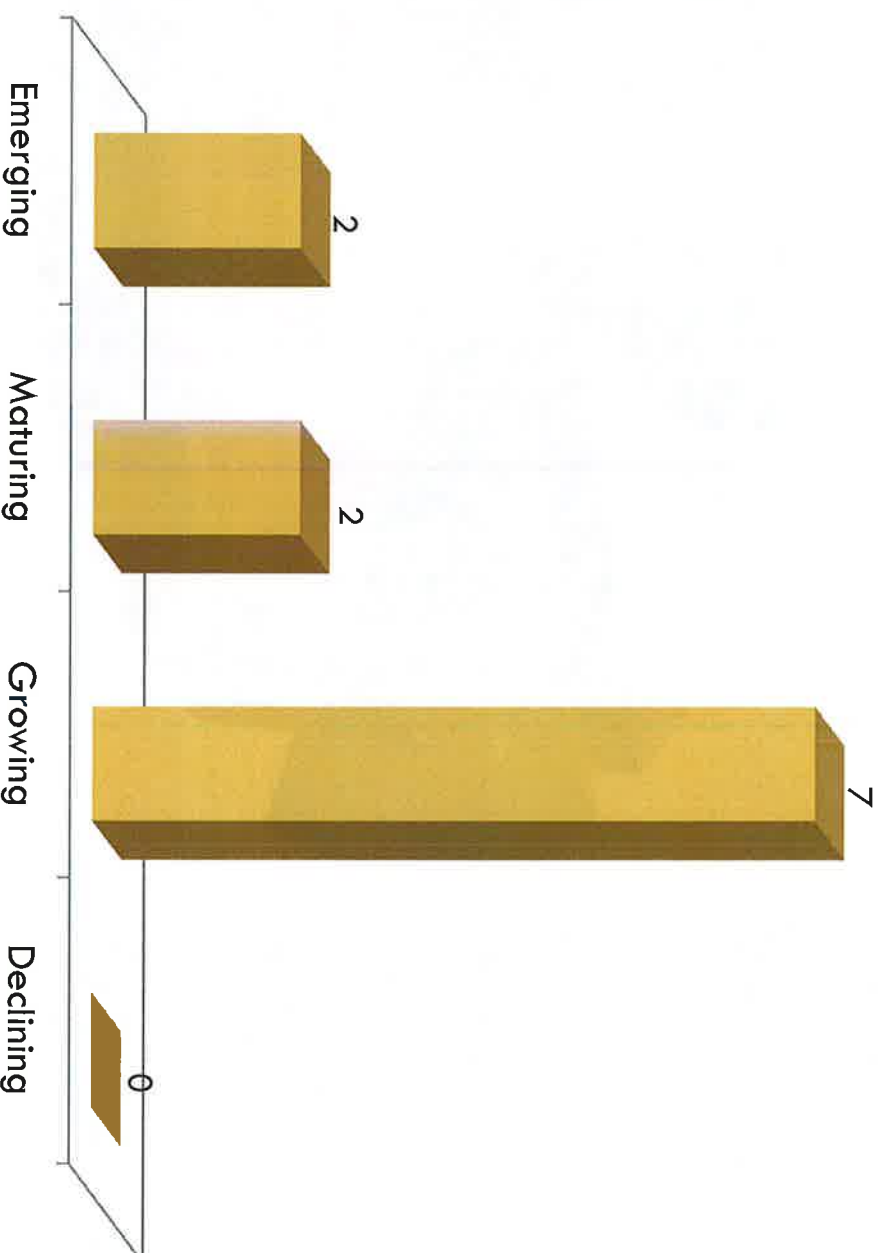
Industrial Supplier Locations

Industrial businesses in Canby source an average of **87%** of their materials from suppliers located within the United States.



Life Cycle of Primary Product or Service

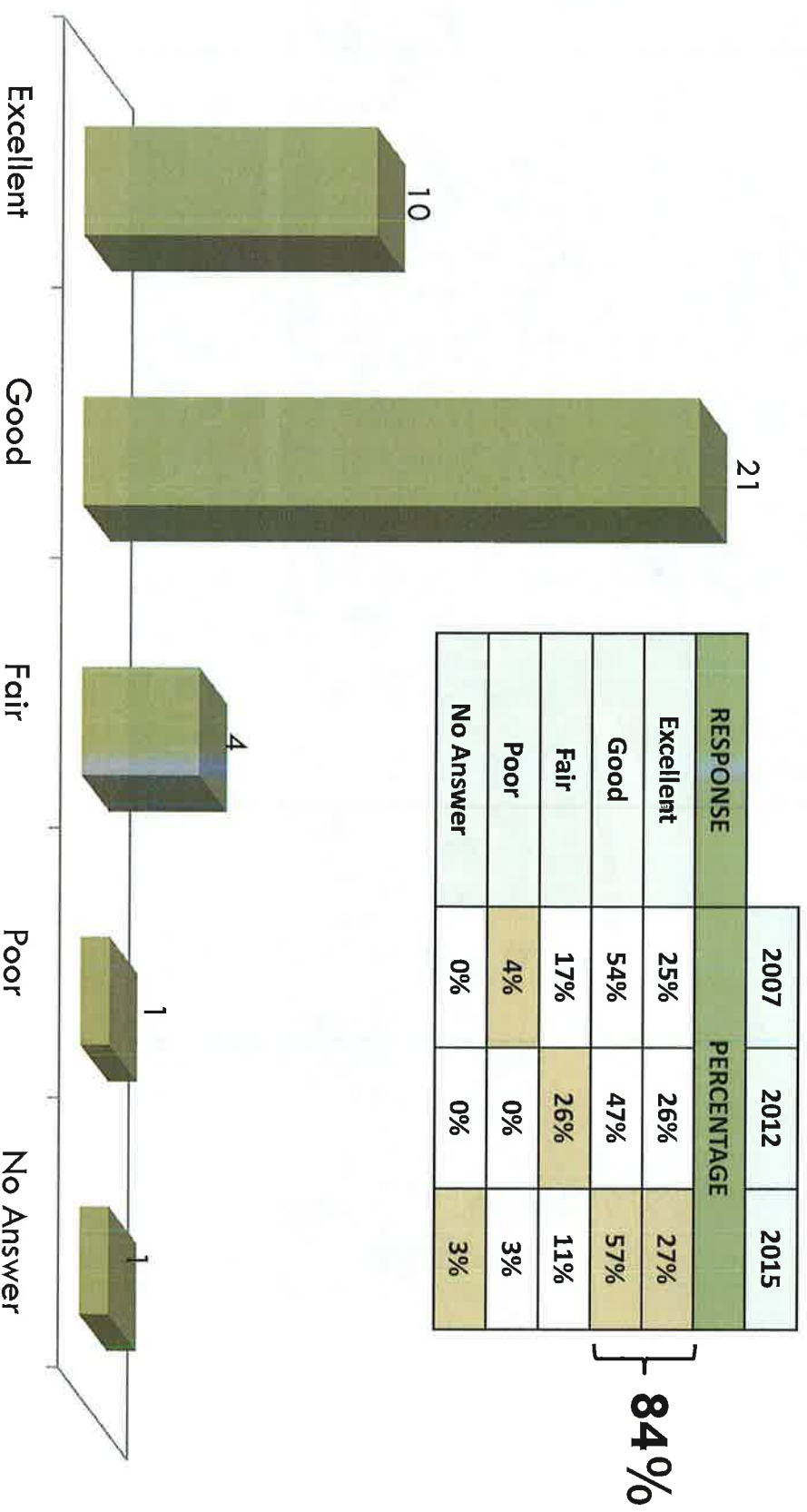
91% of industrial businesses will be developing a new product in the next two years.





Key Findings: Highway 99E

Highway 99E: Canby as a Place to Do Business



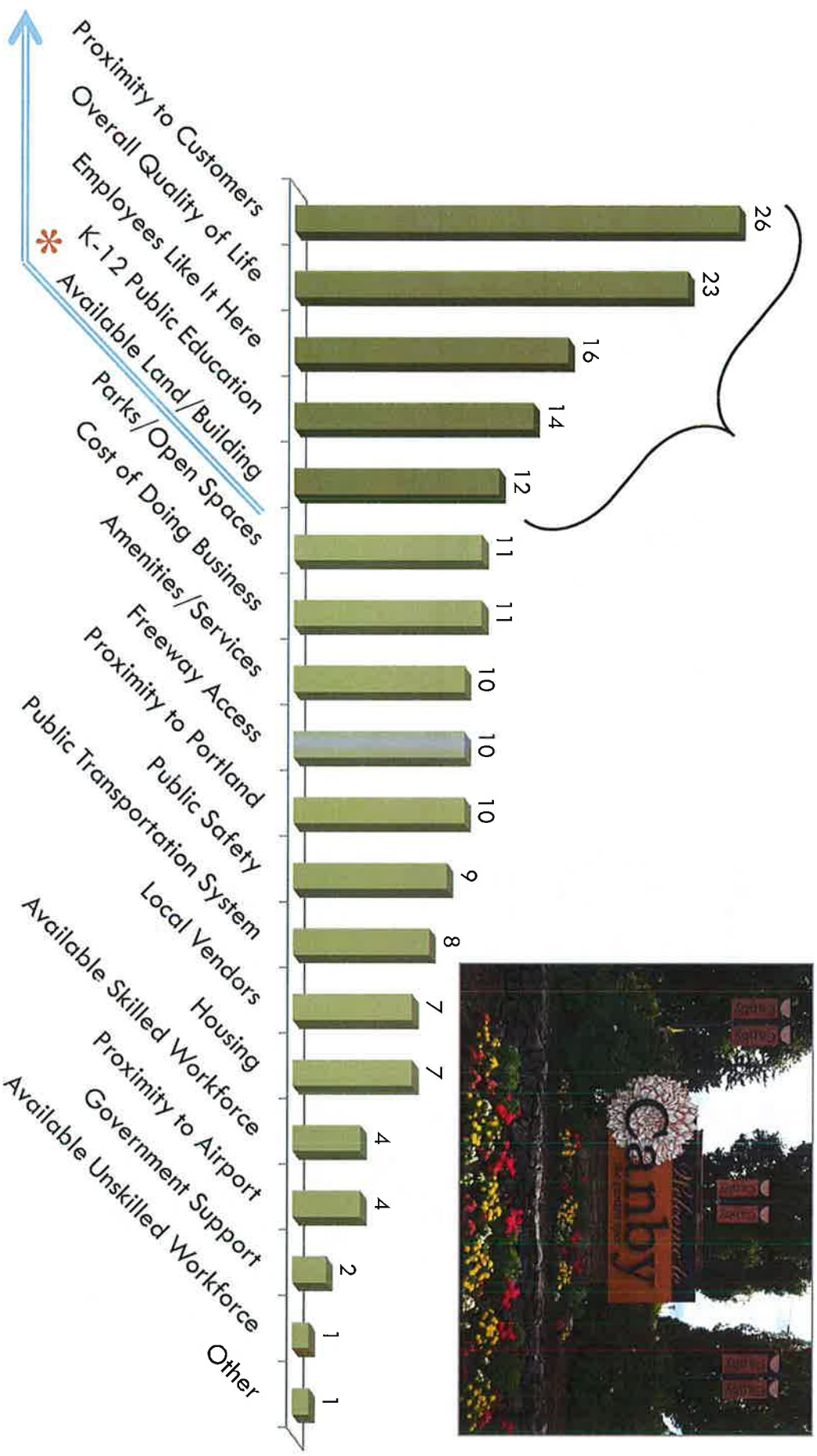
Highway 99E: Is Canby Moving in a Positive Direction?

78% of Highway 99E businesses feel Canby is moving in a positive direction!

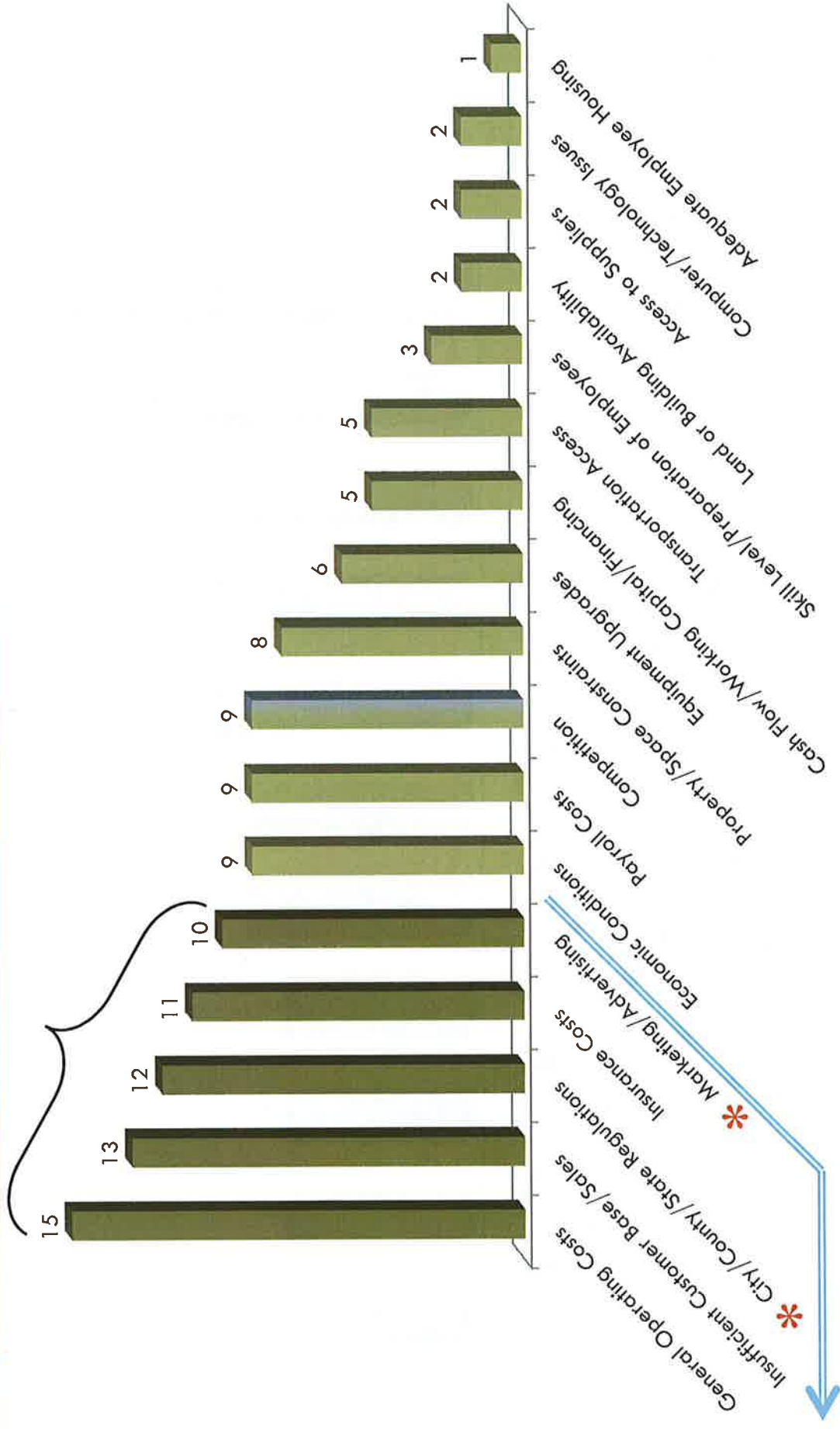
53% felt the same in 2012
= Dramatic increase of 25%



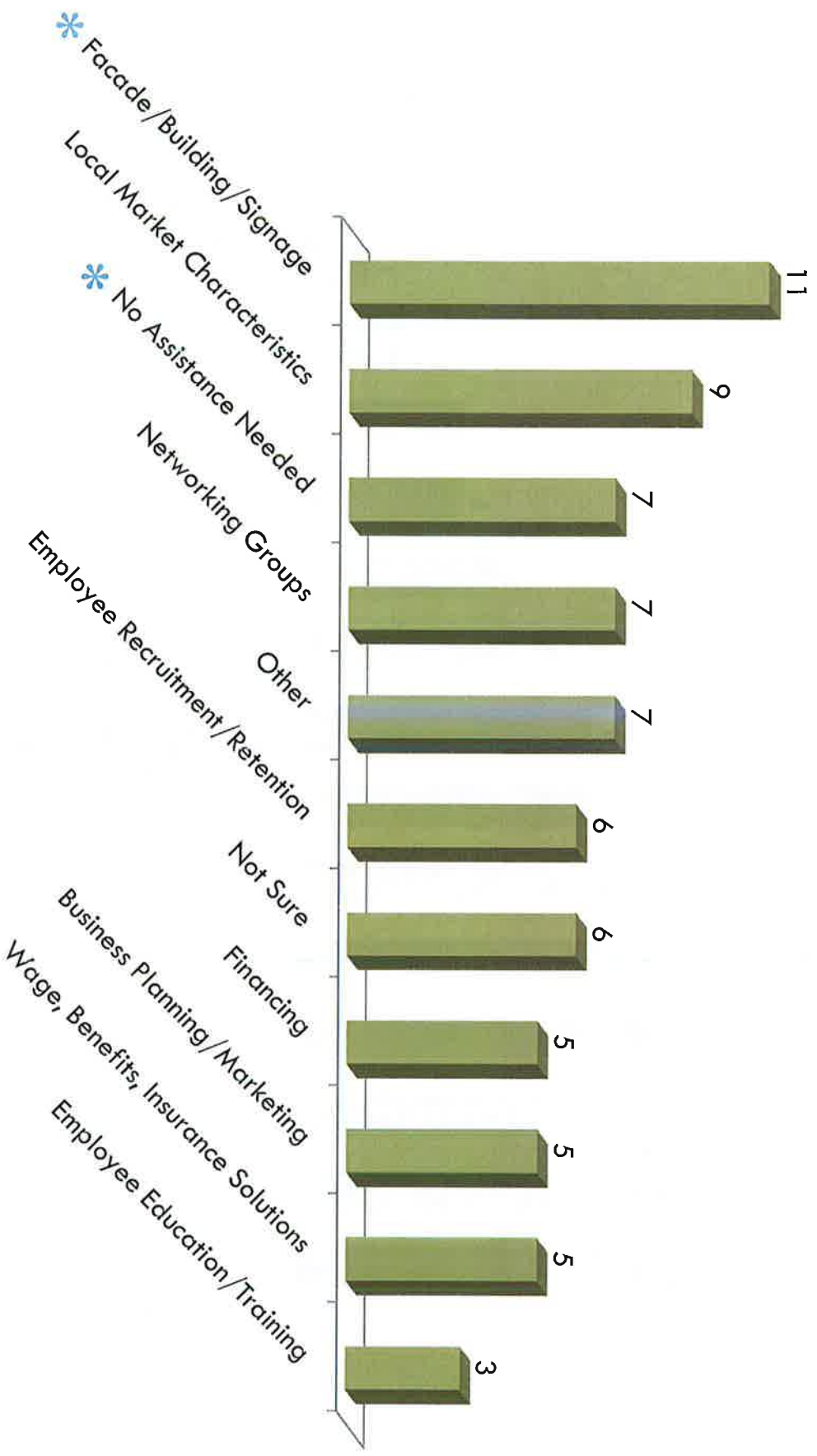
Highway 99E: Advantages of Canby Location



Highway 99E: Major Challenges



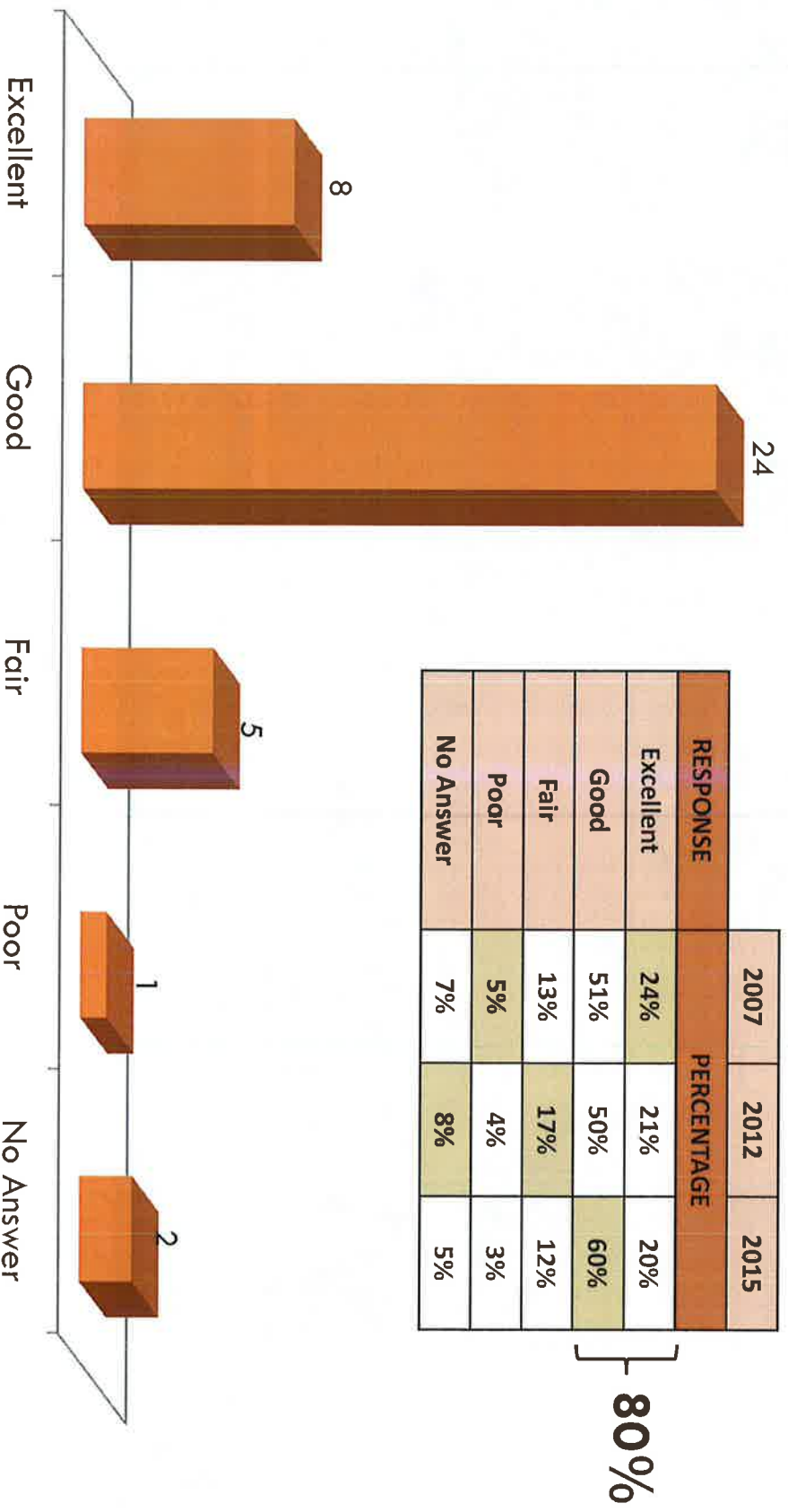
Highway 99E: Resources to Help Businesses Succeed





Key Findings: Home-Based

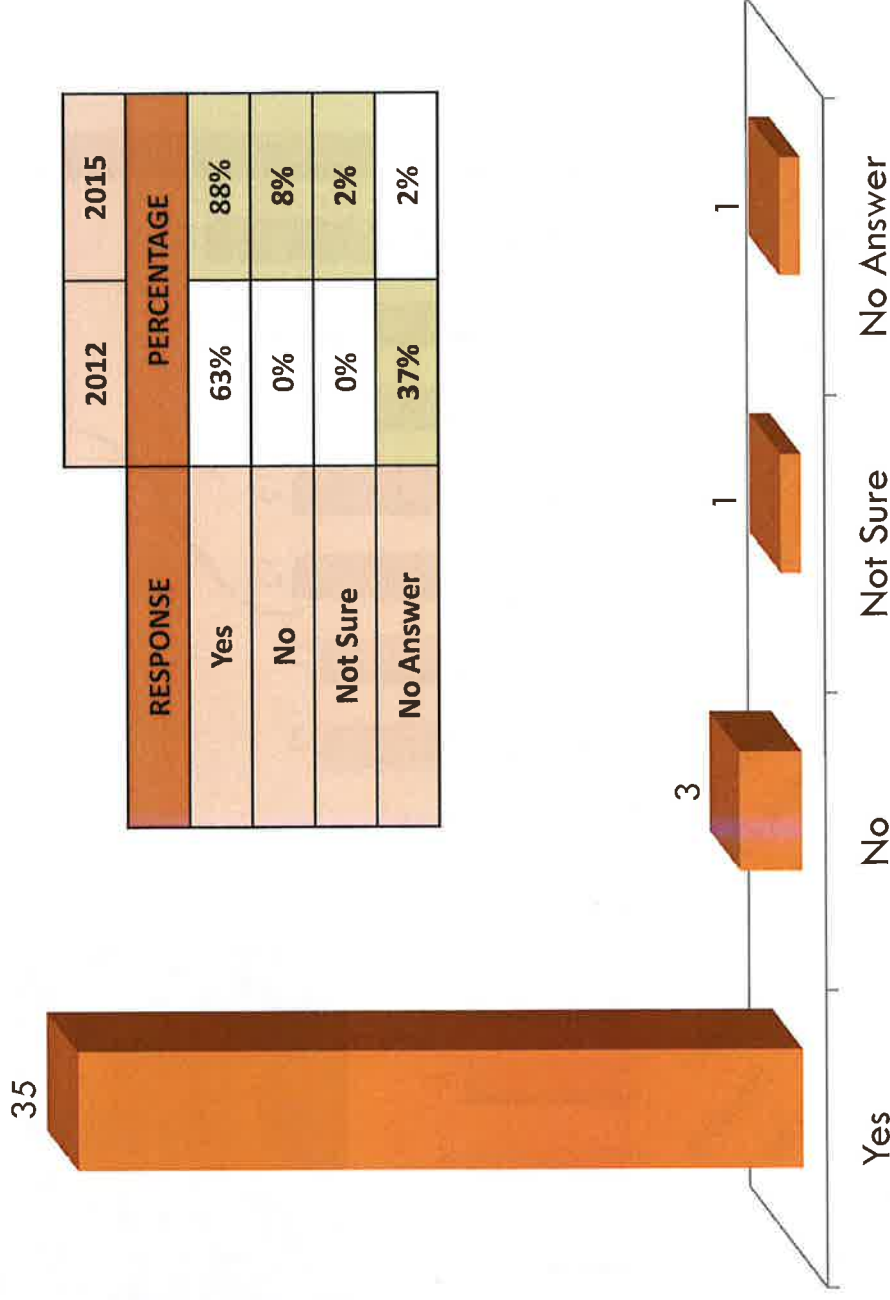
Home-Based: Canby as a Place to Do Business



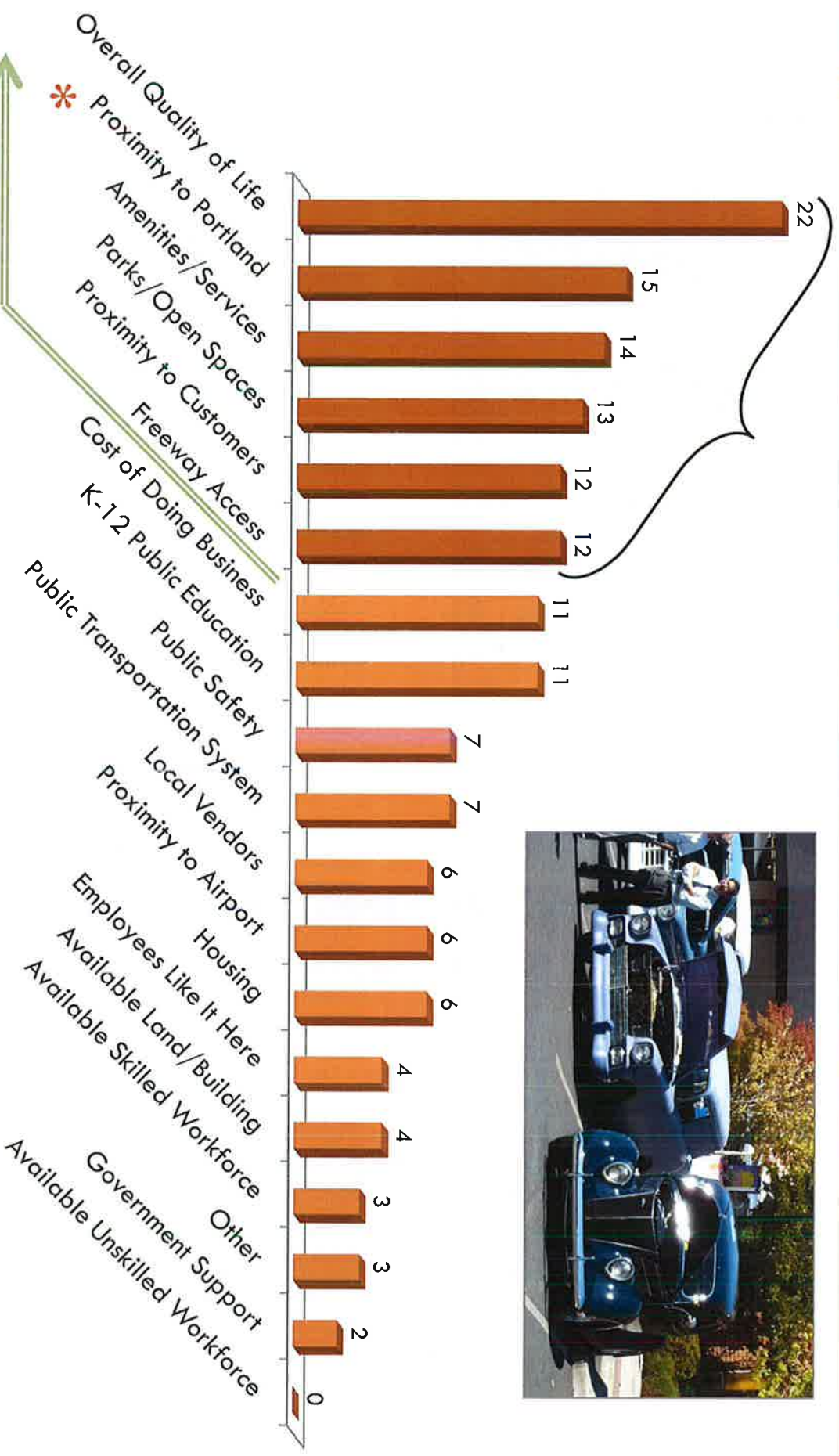
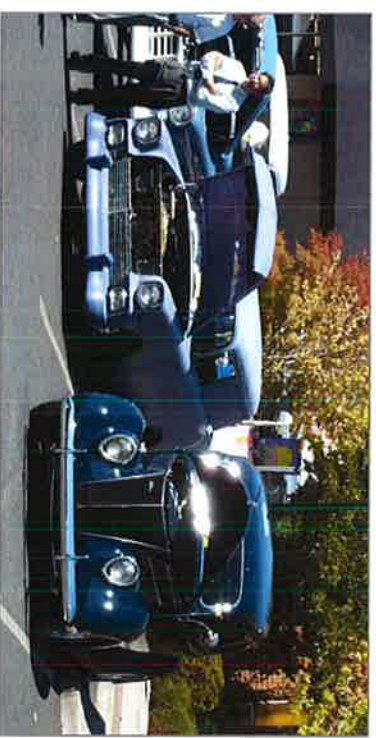
Home-Based: Is Canby Moving in a Positive Direction?

88% of home-based businesses feel Canby is moving in a positive direction!

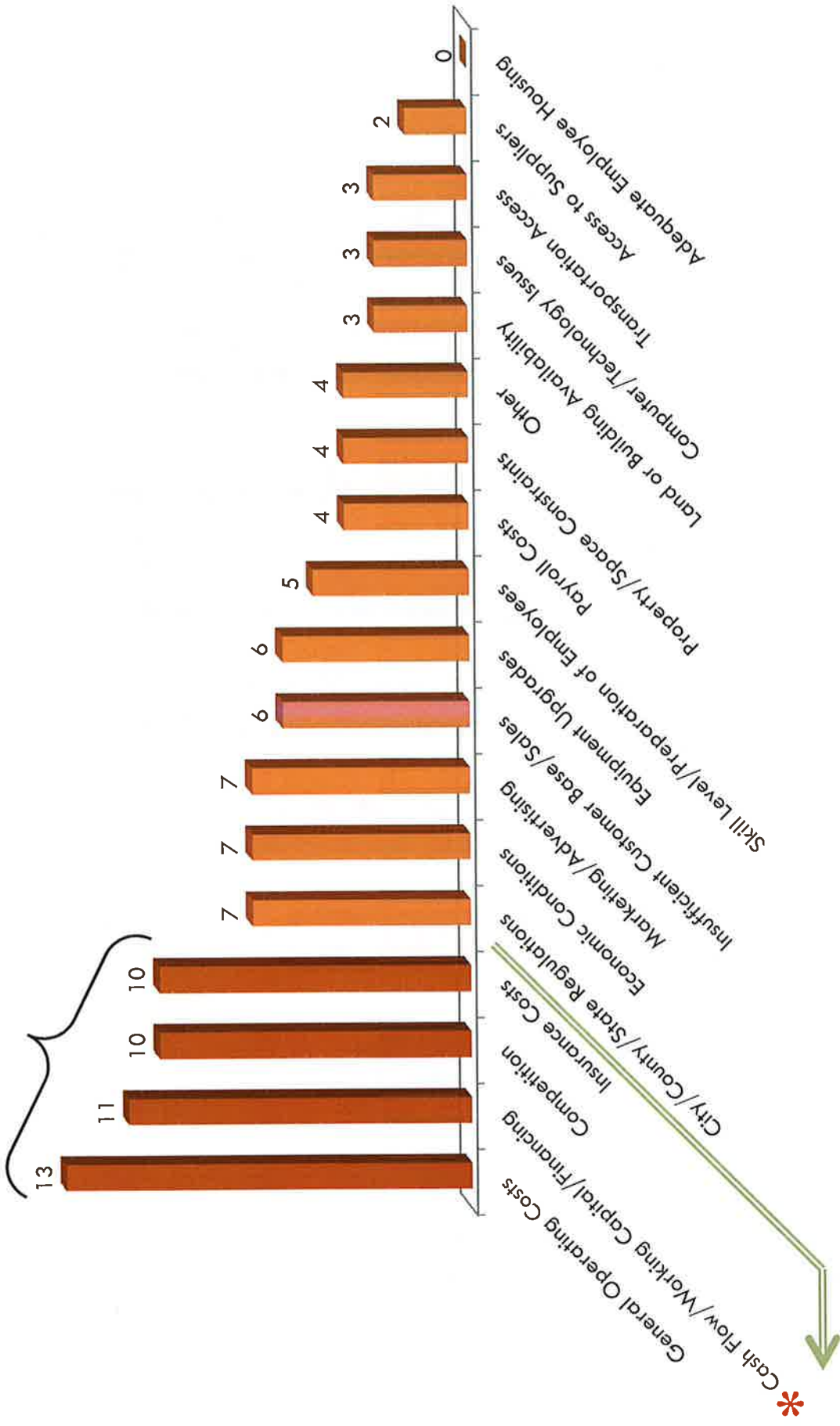
63% felt the same in 2012
= **Dramatic increase of 25%**



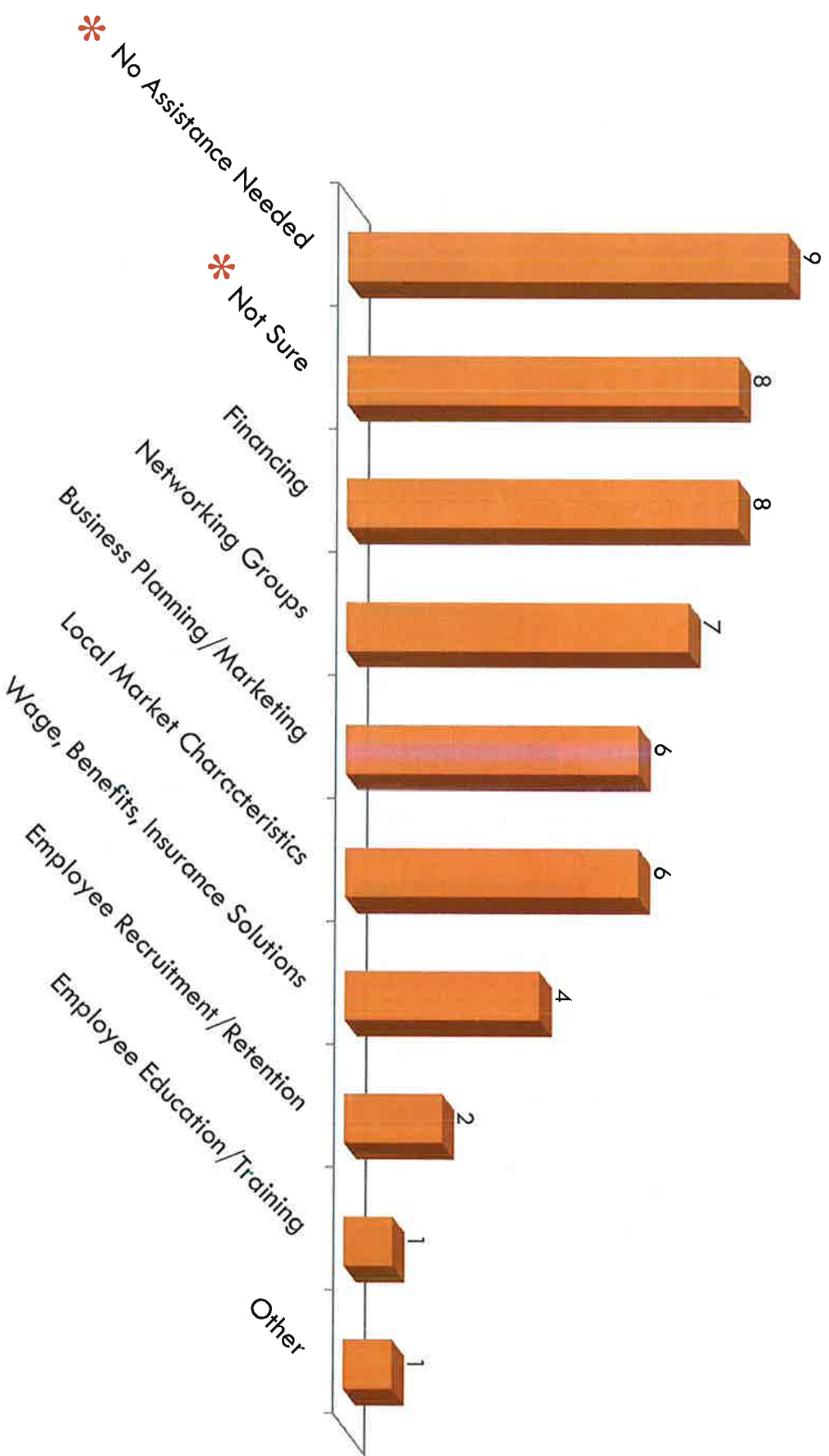
Home-Based: Advantages of Canby Location



Home-Based: Major Challenges



Home-Based: Resources to Help Businesses Succeed



Key Take-Aways

- Excellent response rate
- Very encouraging responses!
- We have heard the business community and are already taking steps to support their success



Recommendations

- Increase awareness of existing programs
- Develop new resources
- Business trainings and workshops
- Networking sessions



For More Information

• Find a copy of the report at
<http://www.canbybusiness.com/survey>

• Contact

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THANK YOU