

Meyers Norris Penny LLP

&

Brandon Chamber of
Commerce

4th Annual Business

Climate Survey



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Agenda

- Introduction
- Research methodology
- Results
- Summary



Introduction



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- Brandon Chamber of Commerce – Why we wanted to conduct a survey
- Meyers Norris Penny LLP – Why we wanted to conduct a survey



Methodology



Methodology



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- The survey sample includes 200 CEOs, presidents, business owners, and designated senior corporate officers from business in Brandon and the surrounding area.
- The survey was conducted by PRA Inc. under the guidance of MNP and the Brandon Chamber of Commerce.
- Telephone interviews were conducted between **November 25, 2008 and December 8, 2008**

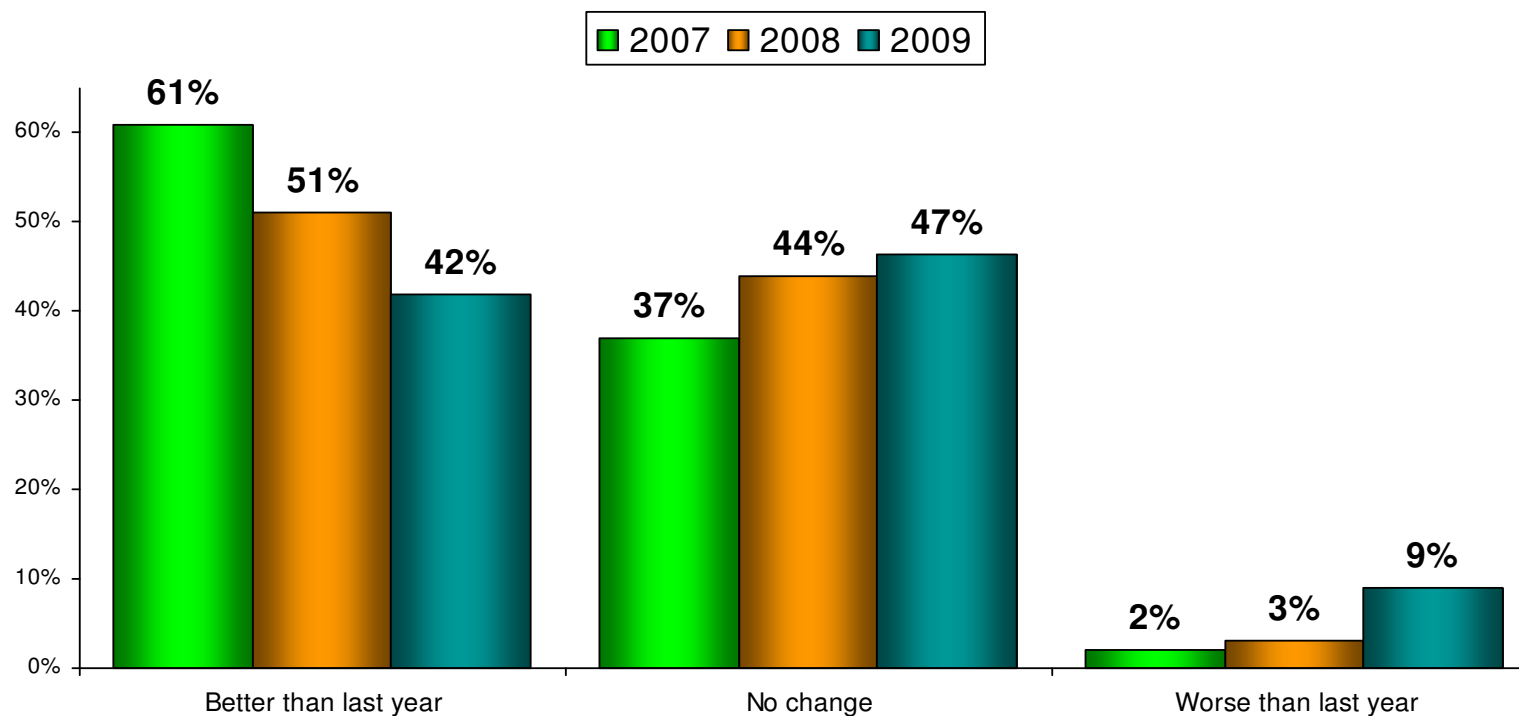


Results



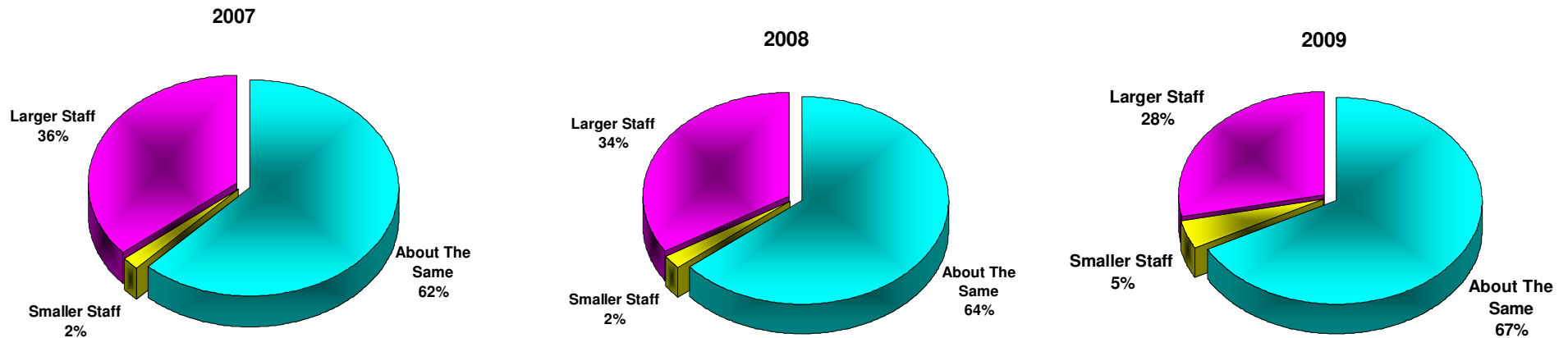
Past year Corporate Financial Performance Retrospective

Q.1. Do you expect your company to be performing better financially, about the same, or worse in the next 12 months?



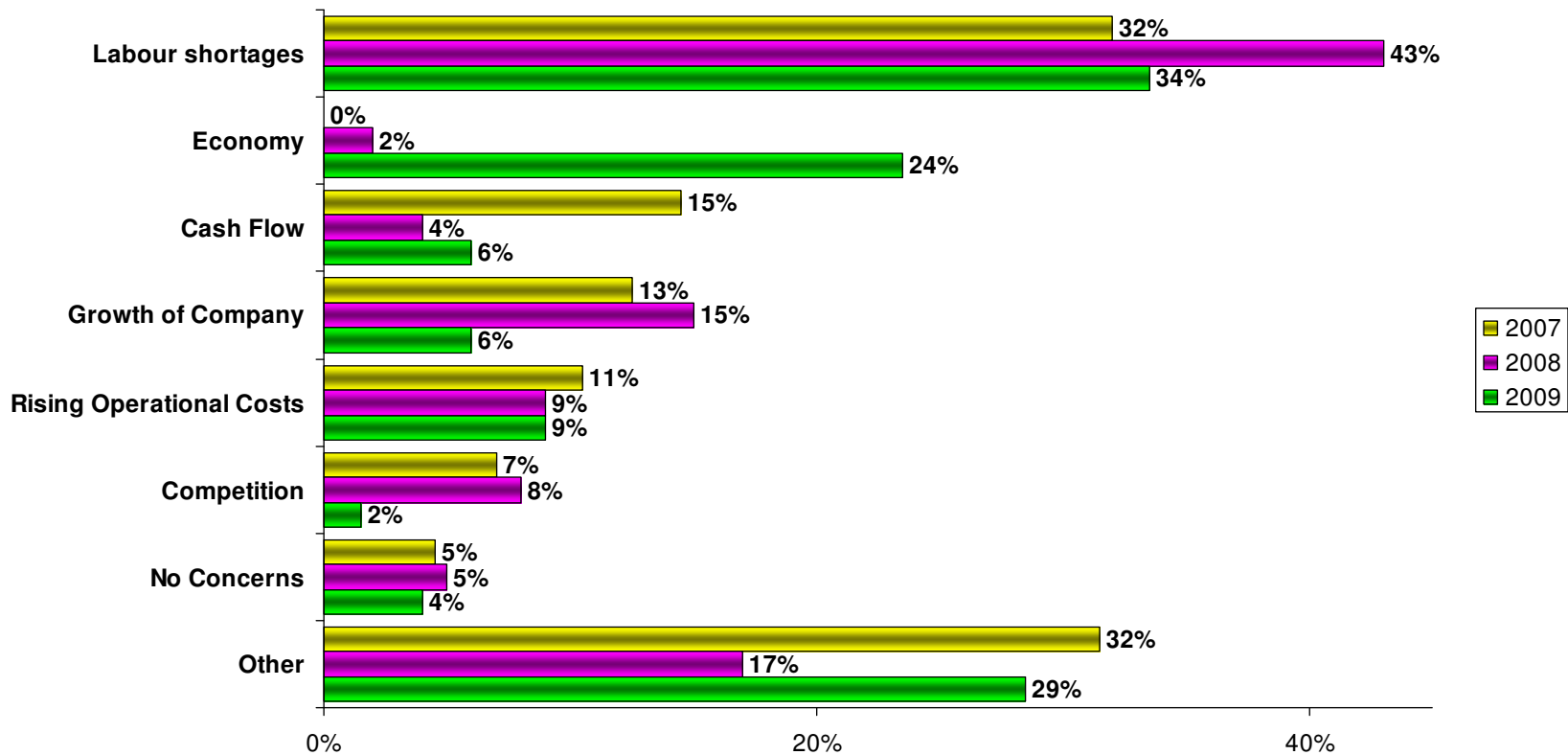
Anticipated Change in Workforce Size

Q.2. Thinking about 12 months from now, do you expect that the number of people employed by your company in Manitoba will increase, decrease, or remain about the same?



Immediate Business Challenges

Q.3. What is the greatest challenge facing your company for the next 12 months?

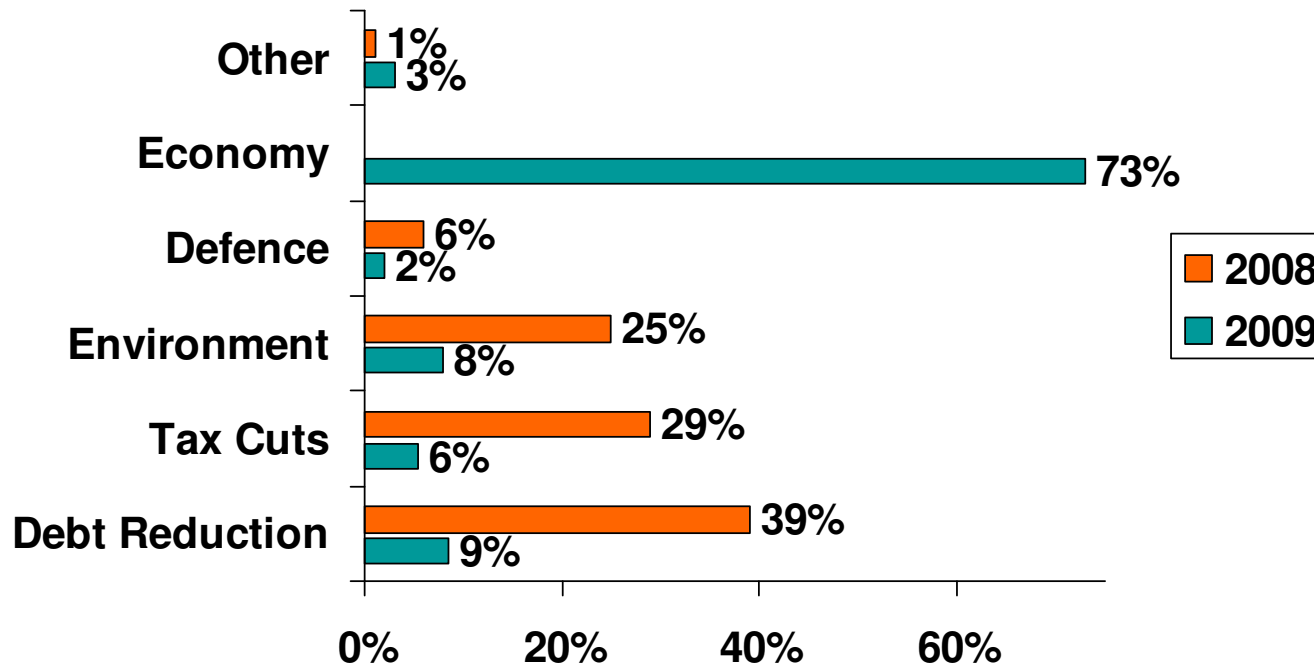


Federal Spending Priorities



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Q.5a. Which of the following four areas would you say should be the Federal Government's highest priority?

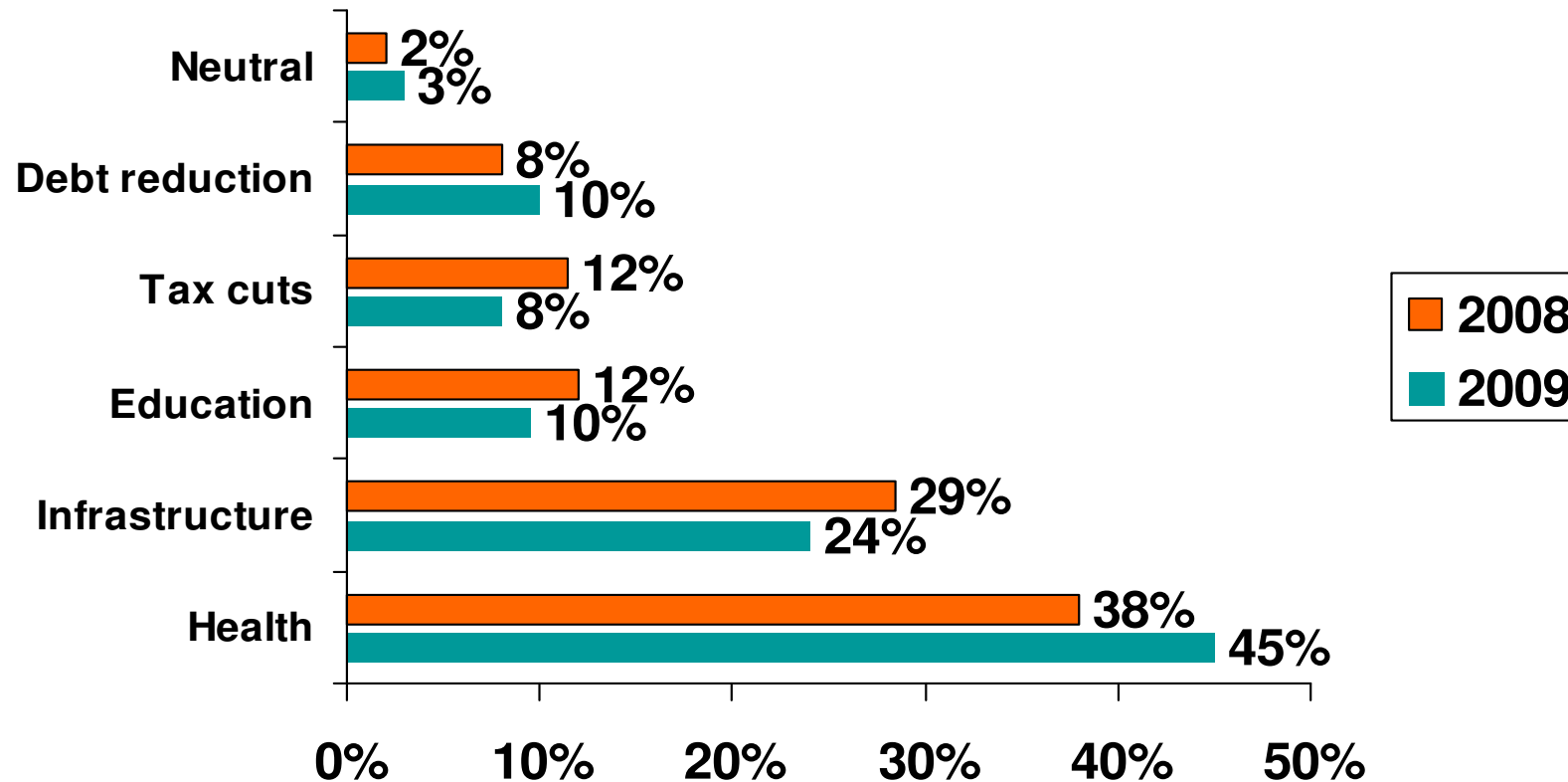


Provincial Government Priorities



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Q.5b. Which of the five areas would you say should be the Provincial Government's highest priority?

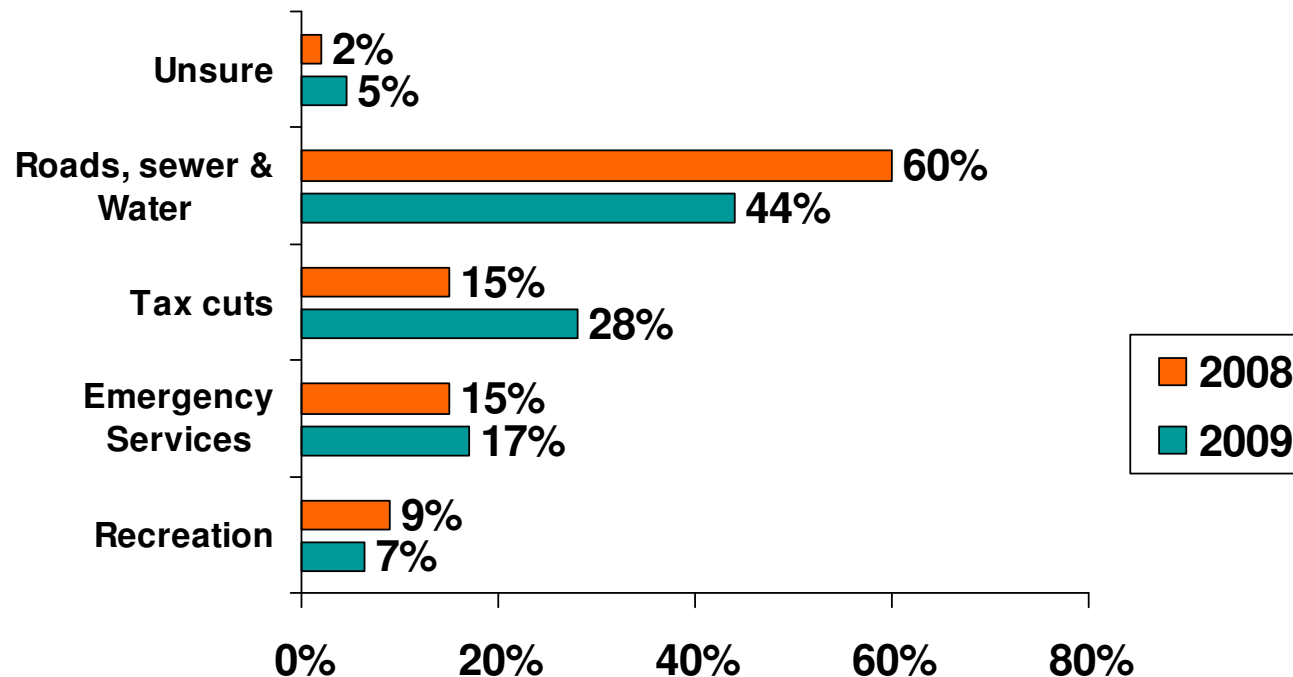


Municipal Government Priorities



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- ***Q5c. Which of the following four areas would you say should be the municipal government's highest priority?***

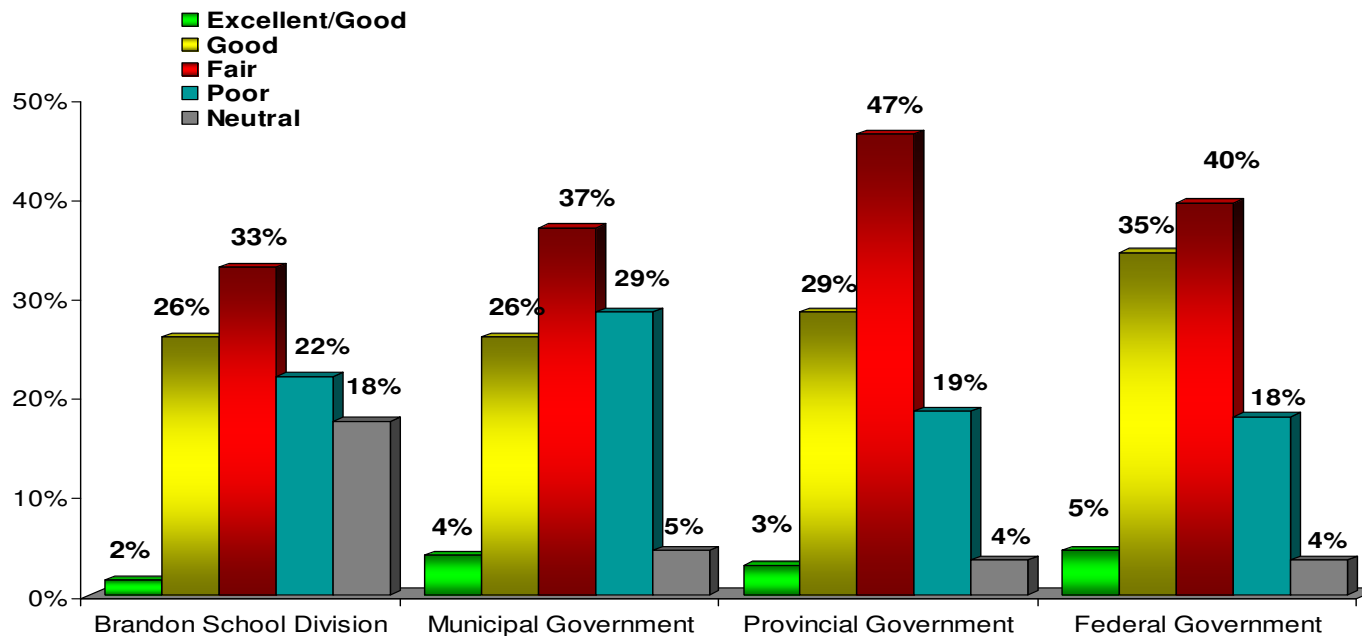


Attitude Toward Government Performance on Managing Tax Payer's Money



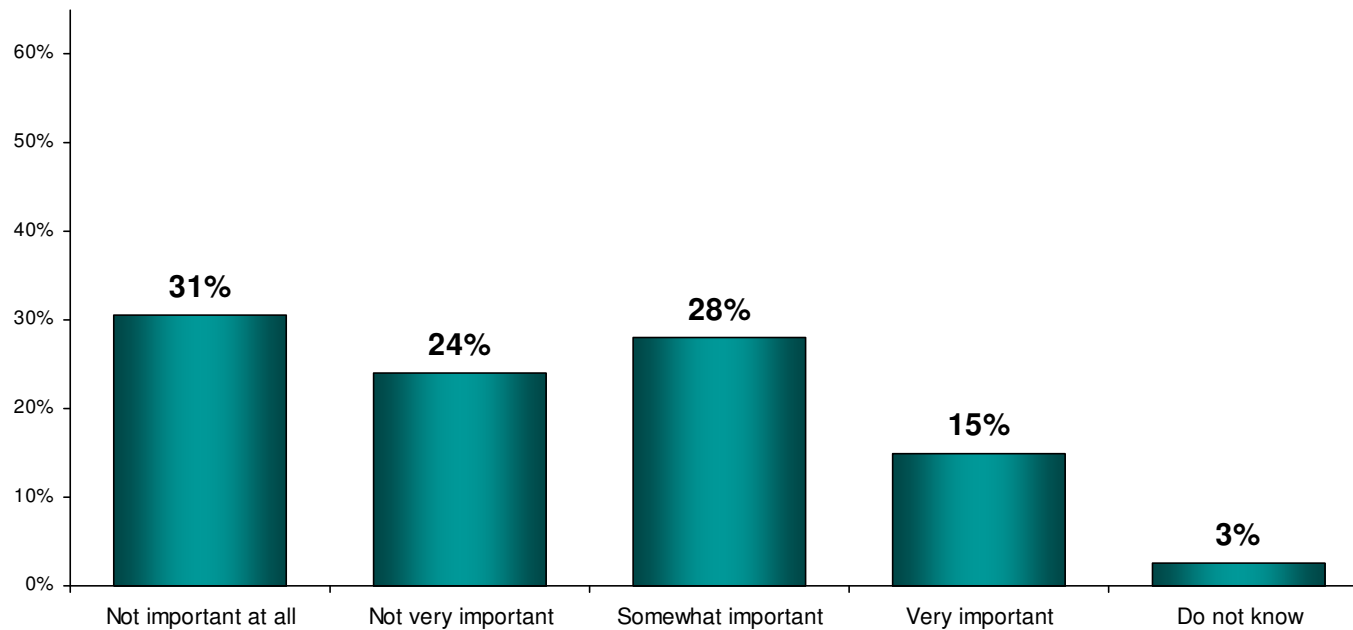
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Q.6. Would you say the (Government) has been doing an excellent job, a good job, only a fair job, or a poor job in terms of managing taxpayers' money?



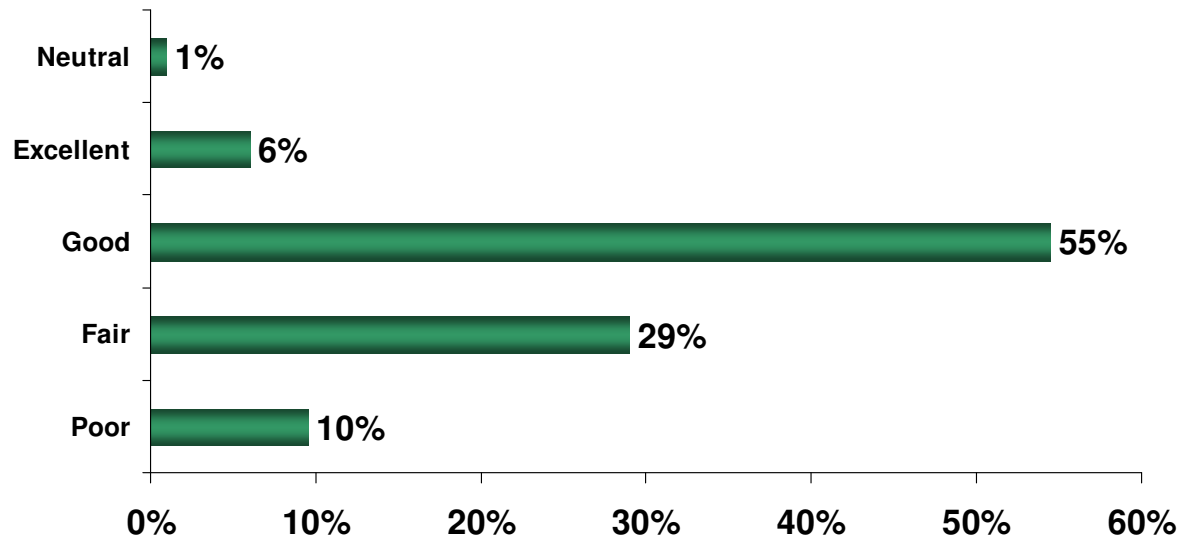
Healthcare in Brandon

- Q.6e. How important is the quality of healthcare in Brandon as a recruiting tool for your business?***



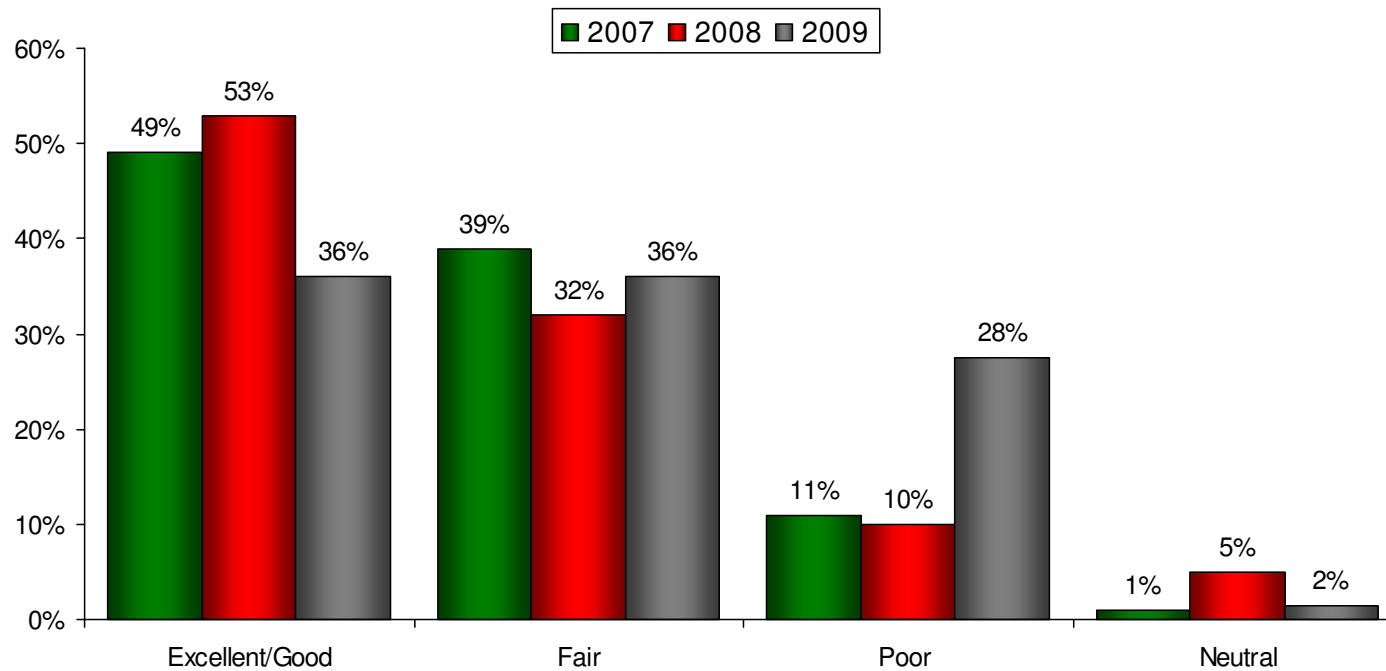
Healthcare in Brandon

- Q.6f. Overall how would you rate the quality of healthcare in Brandon? Would you say that it is.....***



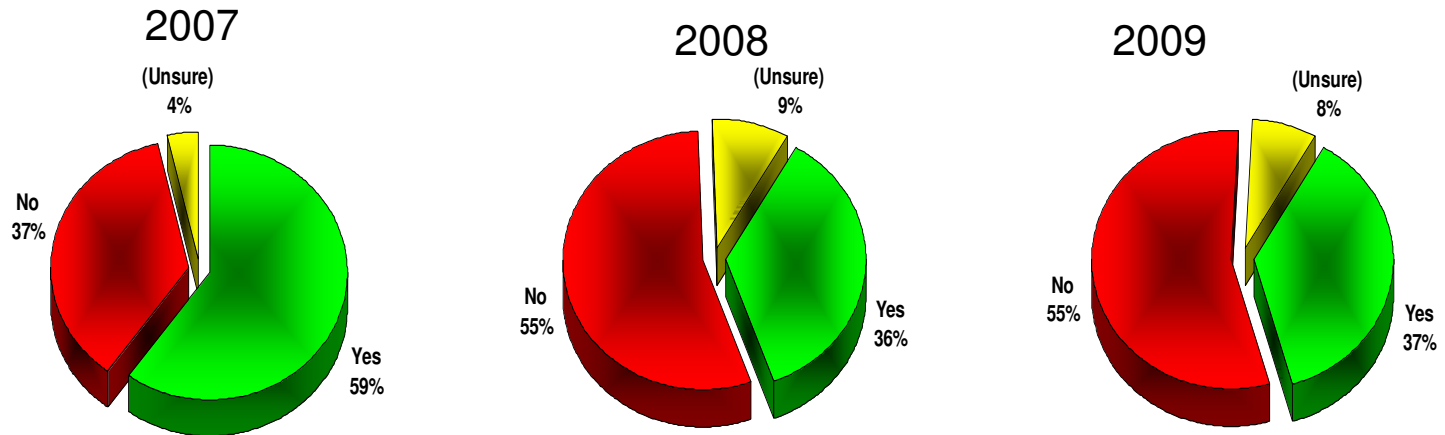
Business Appraisal of City of Brandon's Economic Development Efforts

Q.7 How do you feel the City of Brandon is doing in terms of attracting and retaining businesses in Brandon.



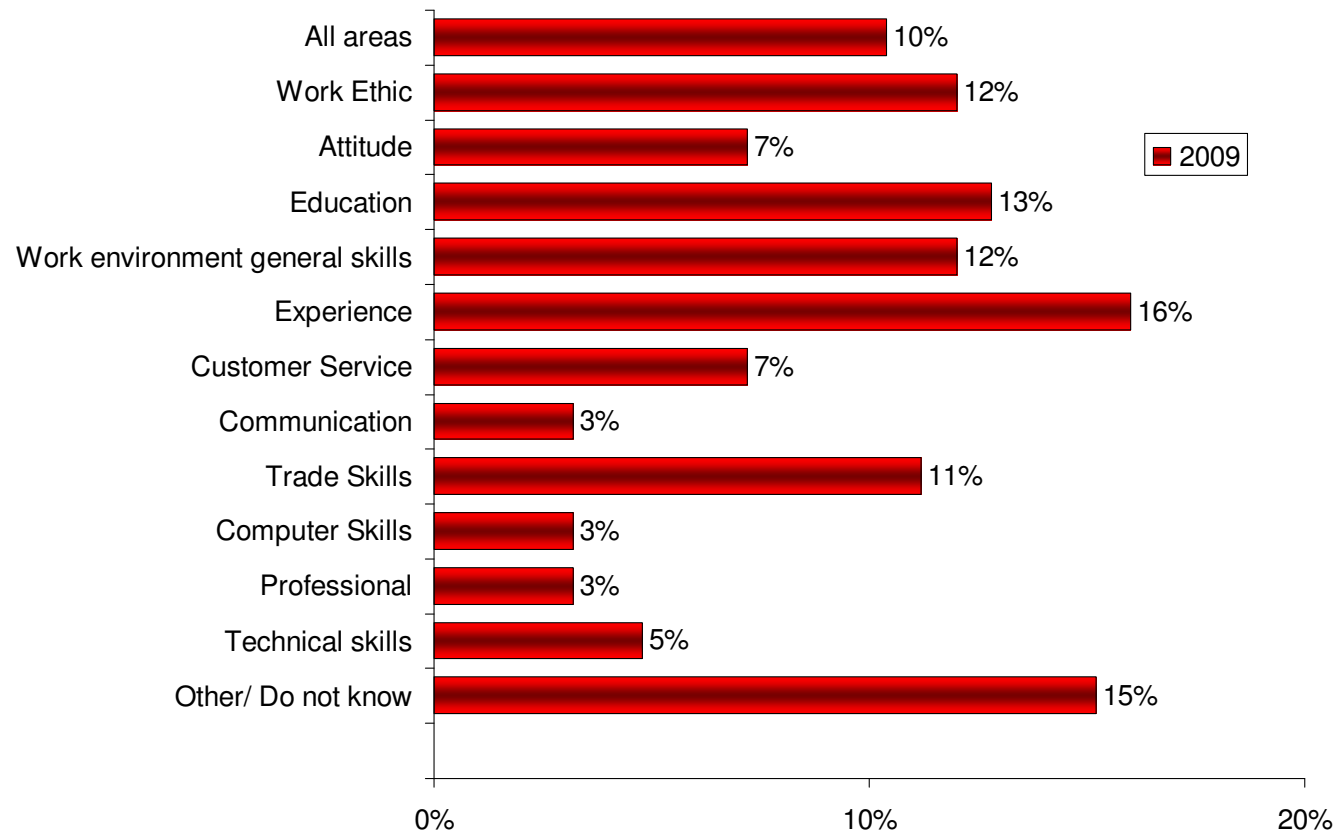
Reported Incidence of Skill Shortages

Q.9. Based on your experience, in general, are individuals who apply for employment adequately trained?

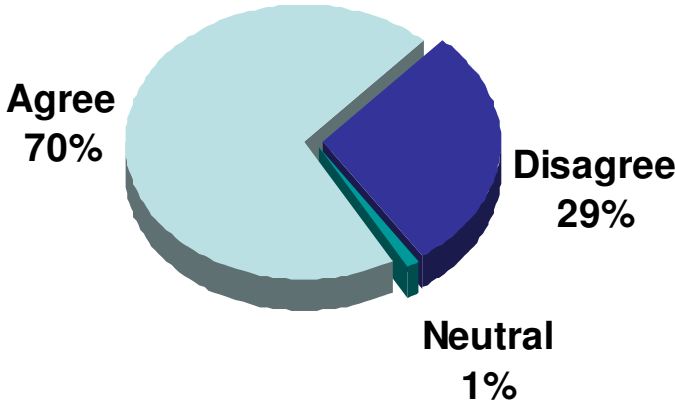


Skill Shortages

- Q.9b. In what area are these skills lacking?**



Q.10b. Agree/Disagree: I support efforts to revitalize downtown Brandon through the use of city funds.

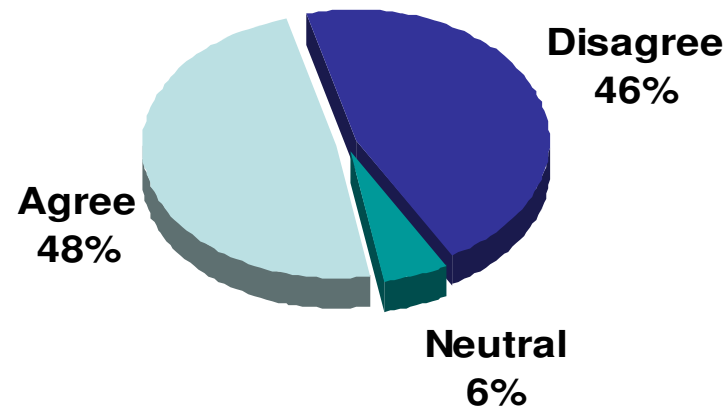


Promoting Downtown



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Q.10f. Agree/disagree: Renaissance Brandon is doing a good job of promoting downtown?

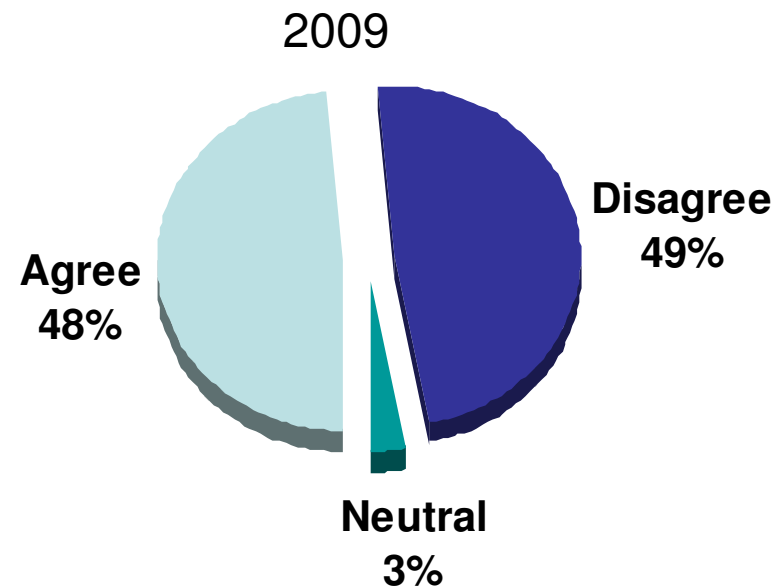
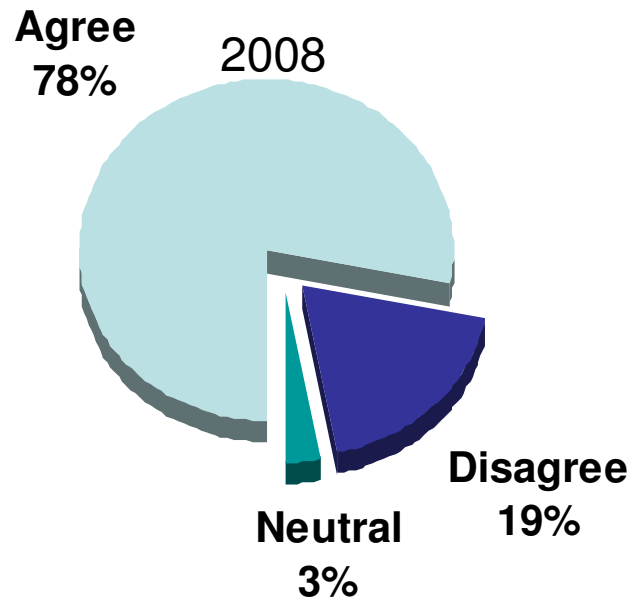


Quality of Life Barometer



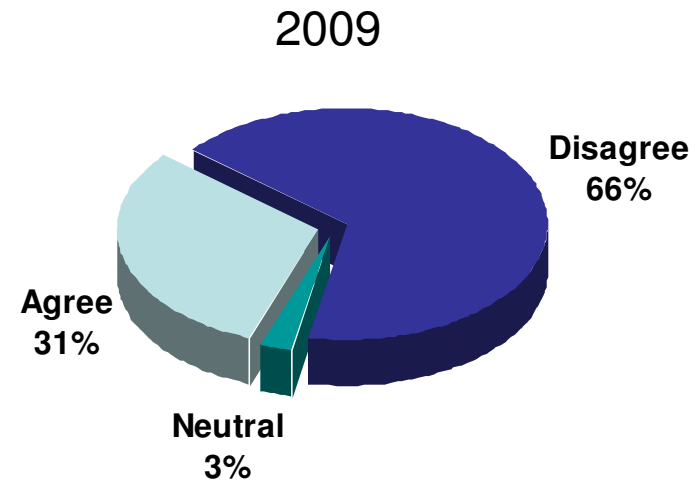
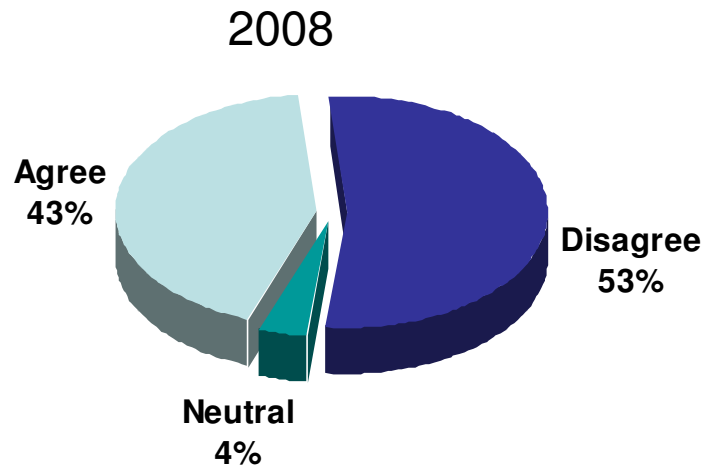
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Q.10c. Agree/Disagree: Compared to a year ago, I feel better about Brandon's overall image.

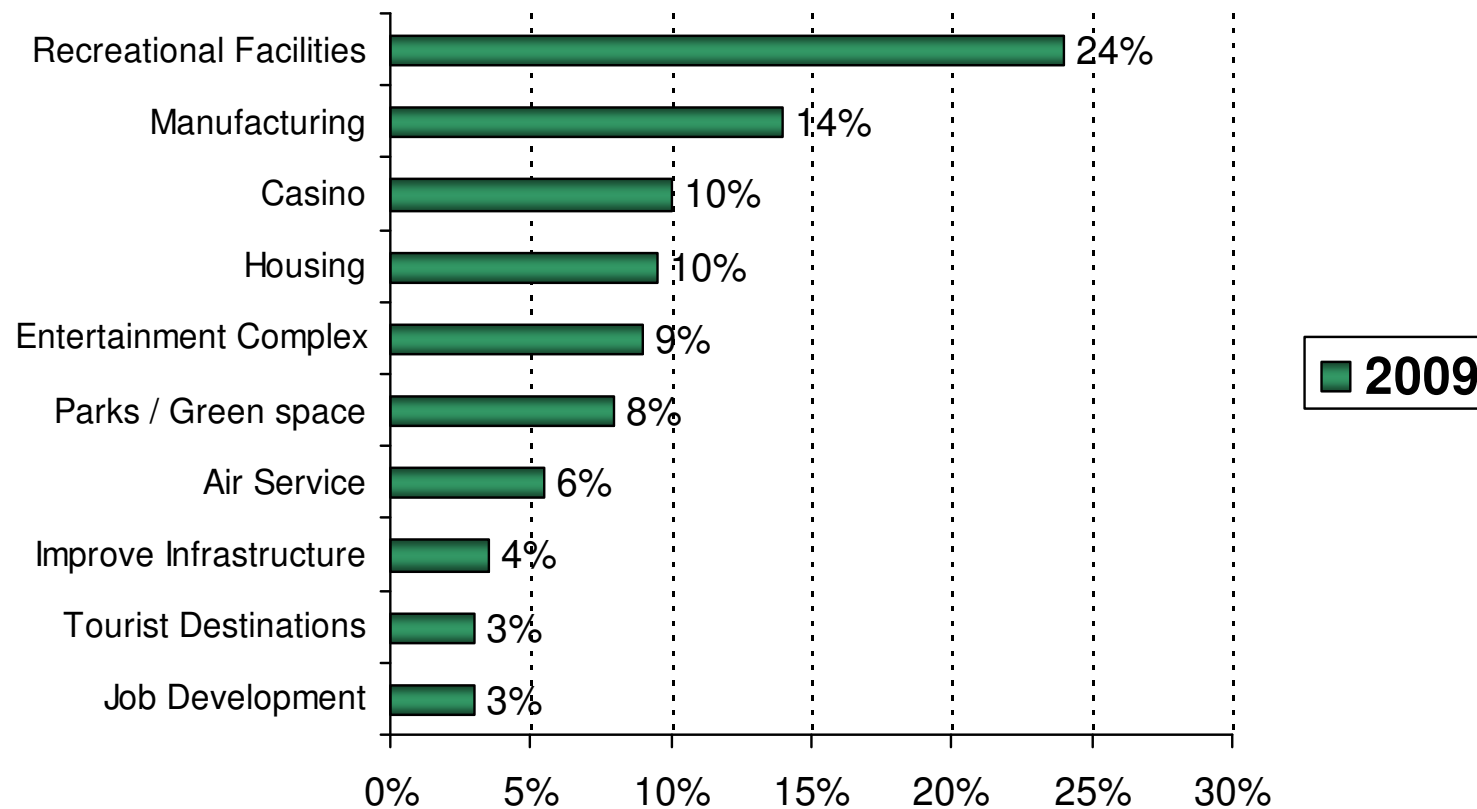


Infrastructure Planning

Q.10d. Agree/Disagree: I feel the City of Brandon adequately plans for infrastructure to allow for growth.



Q.11. *What type of Development do you think would make the City of Brandon a more attractive place to live*

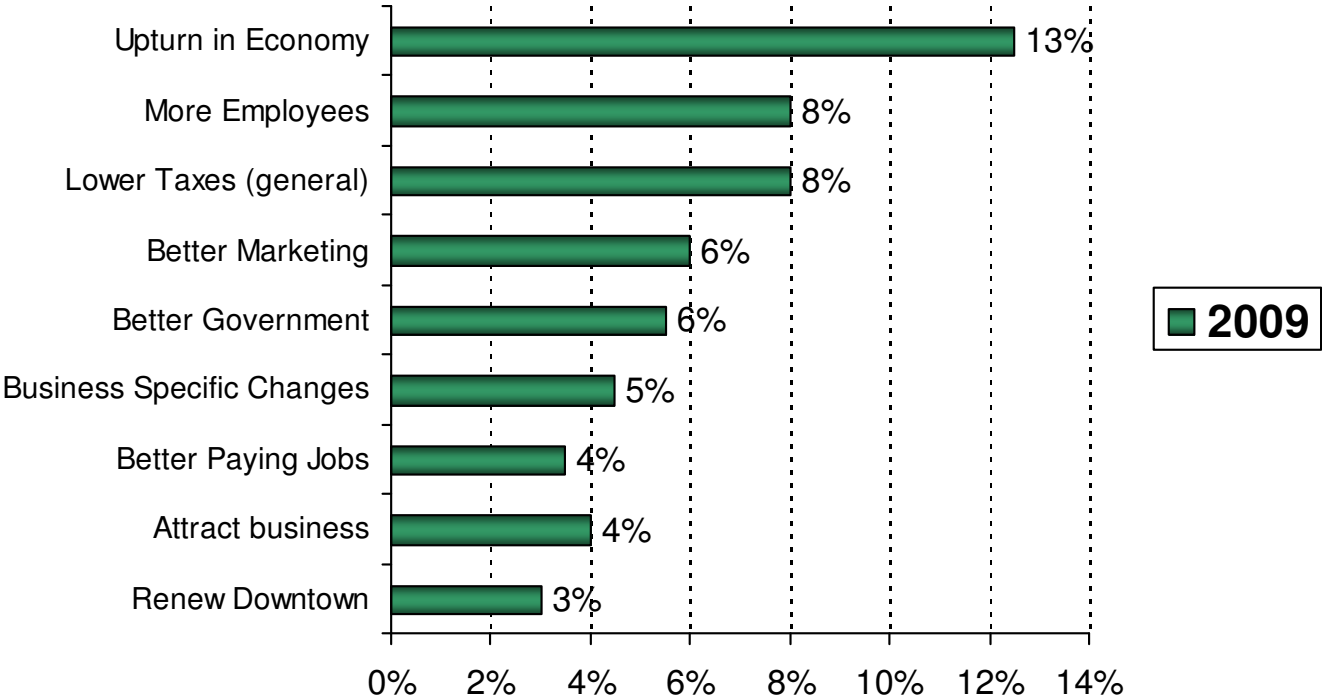


Business environment



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- ***Q16. What one change in the business environment would help your business the most?***

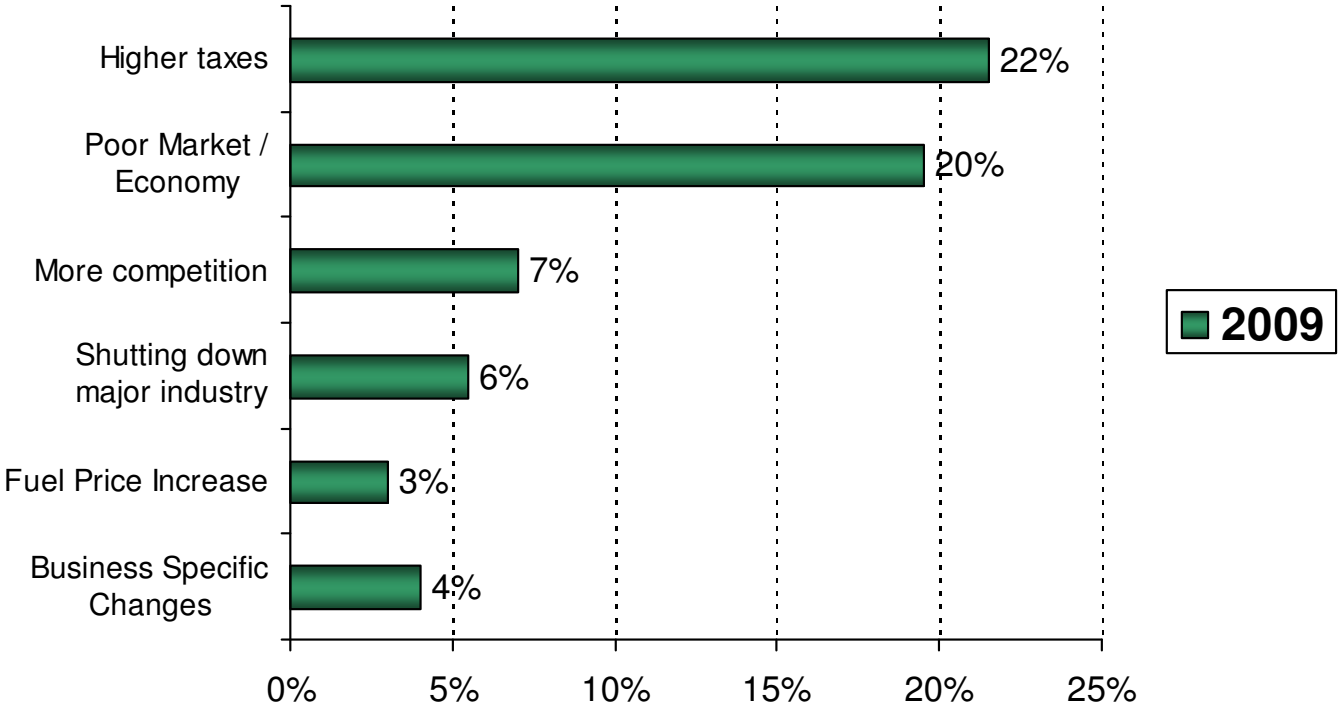


Business environment



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- ***Q17. What one change in the business environment would hurt your business the most?***

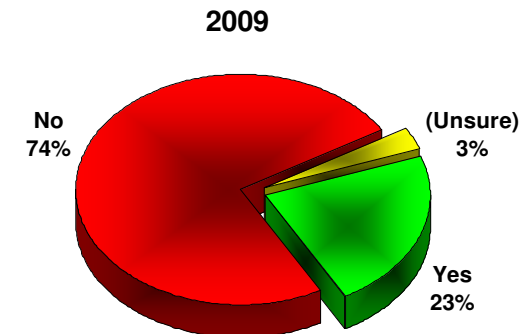
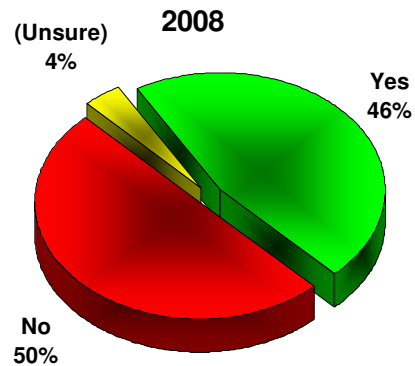
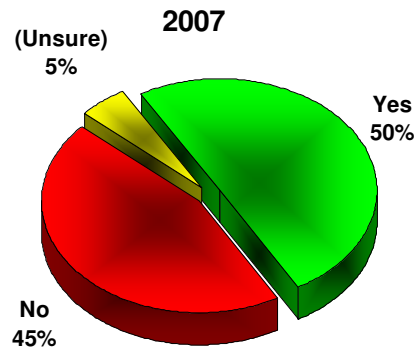


Finding the right answer starts here.

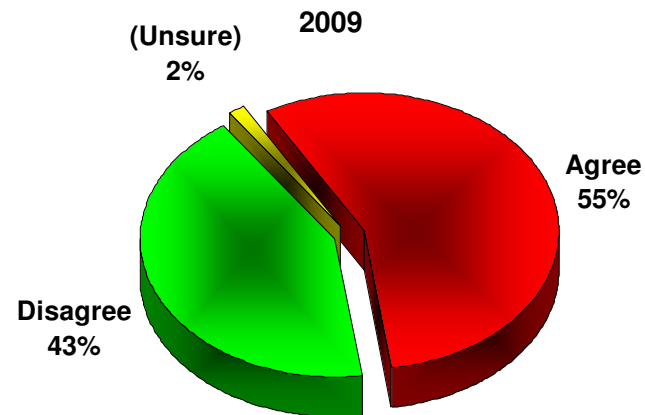


Does the City have a Clear Vision?

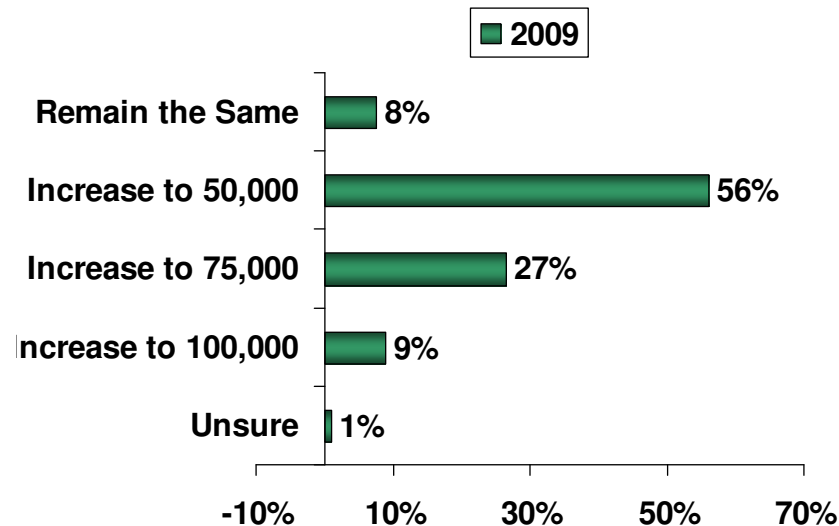
Q.18. Do you agree with this statement? I believe the City of Brandon has a clear vision of where it wants to go?



- ***Q.19.a. Agree/Disagree: I believe that the Keystone Centre should be self sufficient.***



Q.20a. Today the population of Brandon is about 42,000. Looking 10 years into the future, would you like to see the population of the City...





Next Steps

Challenge # 3 – Labour pool

- Continue working to attract people to our community
- Continue investing in training and development. Expect to invest more in this area than you may have needed to in the past
- Become an employer of choice



Challenge # 2 - Economy

- The direct and full impact of the economy has yet to be realized in our city. A lot of our area businesses are seasonal and more will be known in the spring and summer.
- Be mindful of changes in the economy and be proactive in dealing with business issues that arise



Challenge # 1 - City planning

- City needs to provide and effectively communicate vision for future growth
- Be mindful of new economic reality when consider future tax increases

