

Sample Business Walk Report

Why Do I Need A Business Walks Report?

An important step is taking time post walk to collate and analyze the survey information gathered to assist in identifying common themes for action.

By creating a simple report that conveys highlights of the walk, along with graphs that provide information at a glance, you can report out on the results gathered, incorporate solutions and advise on the action plan to be implemented.

In the following areas, delete the example text/graphs and replace with your own.

[Insert Heading and Community Name]

[Insert Lead Partner Name] hosted [Insert Community Name's] first business walks on [Insert date]. Mayor [Insert First Name last Name], [Insert volunteer participants] walked door-to-door visiting [Insert number] businesses. The businesses were located in the [Insert locations/area].

Business walks are a tool to gather and track the pulse of local businesses and help community leaders identify measures and actions that ensure jobs, goods and services stay in a community.

Civic and business leaders gather information that enables them to identify and remove barriers to doing business in their municipality. Chambers of Commerce can use the walks to communicate the supports that are available to businesses and use the information gathered to tailor their services to meet the needs of the businesses they serve.

Businesses were asked:

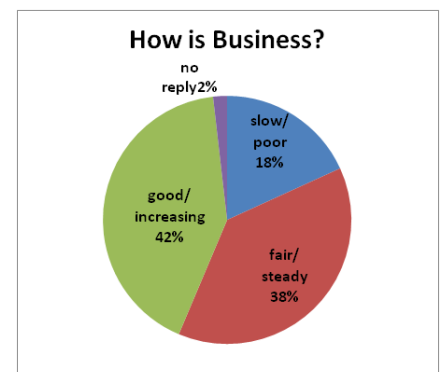
- How is business?
- What do you like most about doing business in [Insert Community Name]?
- What can be done to help your business thrive?
- [Insert Community Specific Question – if applicable]?

Summary/Results

The [Insert number of businesses] were surveyed during a [Insert length of time] hour period on [Insert date]. The businesses were visited by teams of [Insert number of team members] people and generally included a Chamber representative and a civic leader.

Question 1: How is Business?

When asked "How is business?", [Insert %] of businesses provided a positive outlook responding either "Good/Increasing" or "Fair/Steady". [Note: input your own results and chart]

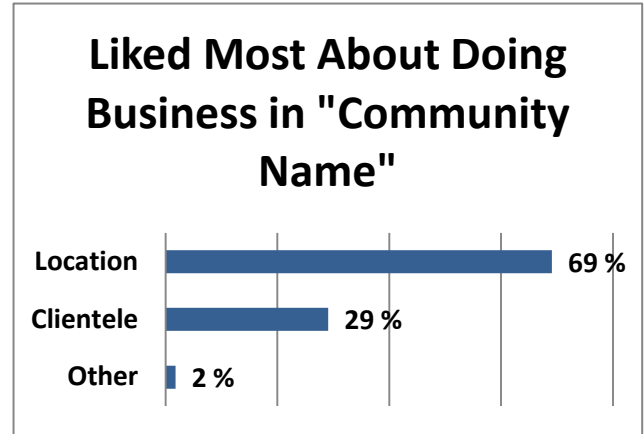


[Insert Community Specific Graph] →

Question 2: What do you like most about doing business in [Insert Community Name]?

When asked what they like most about doing business in [Insert Community Name], [Insert option] was the overwhelmingly number one choice for [Insert %] of the respondents, with the majority stating they were located in [Insert Community Name] because [Insert reasons given]. A number of respondents cited the [Insert feature (eg beauty, pristine environment, proximity to big city)] of the area as being critical to their business.

The next most frequent response was [Insert option] with [Insert %] of the respondents indicating this as their first choice. [Insert %] of the respondents indicated [Insert option] as their first choice. A number of respondents were torn between choosing [Insert option] and [Insert option] as their first choice.



[Insert Community Specific Graph] →

Question 3: What can be done to help your business thrive?

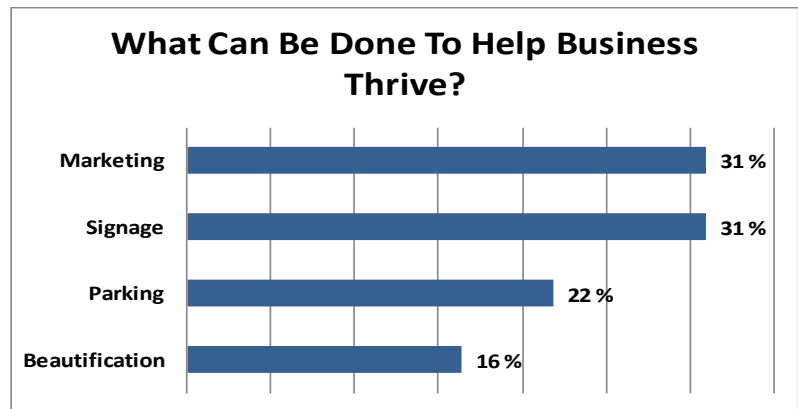
More effort towards [Insert theme/option] was identified by [Insert %] of the respondents as something that would help their business thrive, with a number of respondents identifying in particular [Insert theme/option].

[Insert theme/option] issues were identified by [Insert %] of the respondents. Many felt [Insert a few details from responses that do not identify a particular company - more than one sentence may be required.]

Many respondents [Insert %] felt there was not enough [Insert theme/option]. A few respondents felt [Insert theme/option]. A few respondents wanted [Insert theme/option].

[Insert %] of respondents wanted to see improvements to [Insert theme/option].

High cost of doing business, [Insert theme/option] costs were identified by some respondents as concerns.



[Insert Community Specific Graph] →

Question 4: [Insert Community Specific Question] – if applicable

[Insert theme/option] was identified by [Insert %] of respondents as a key factor that impacted [Insert Community Specific question]. [Insert theme/option] was also identified as a problem. A few respondents noted potential solutions including: [Insert solution 1] and [Insert solution 2].

[Insert Community Specific Graph] →

