

TOWN OF ROCKY MOUNTAIN HOUSE BUSINESS WALK

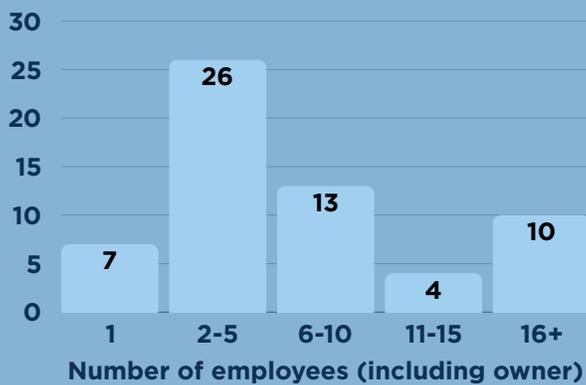
May 27 and June 24, 2025

TOTAL BUSINESSES SURVEYED: 60

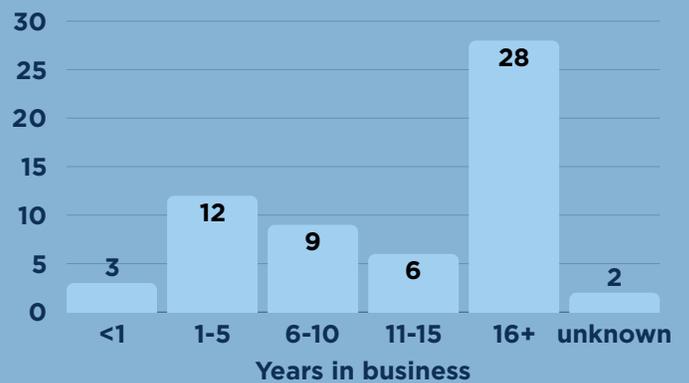
Visits were conducted on foot by Town Councillors, Economic Development Staff & representatives of Community Futures.



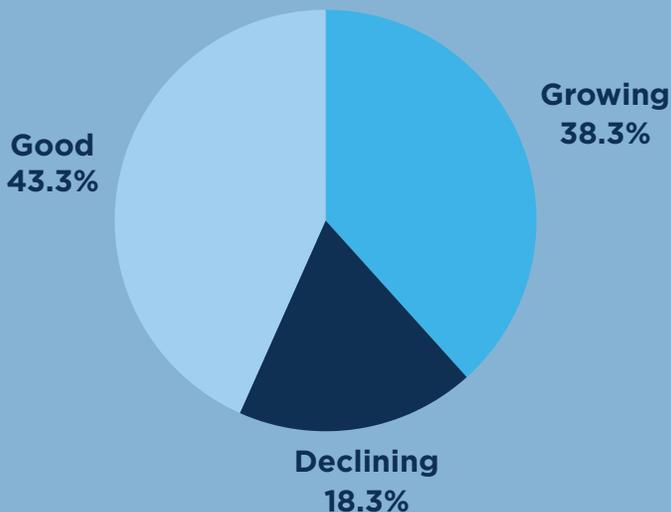
HOW MANY EMPLOYEES?



BUSINESS LONGEVITY



Over 81% responded positively that business was *good* or *growing*



HOW IS BUSINESS?

GIVEN UNLIMITED RESOURCES, WHAT WOULD YOU DO TO ENHANCE YOUR BUSINESS?

Build new or expand 

Increase advertising 

Hire more staff 

Renovate 

Add a service 

Open a complementary business 

E-commerce/Internet 

Add a location 

Social Media 

Parking 

Add a drive-through  Upgrade equipment 

Delivery vehicle  Benefits for staff  Join a franchise 

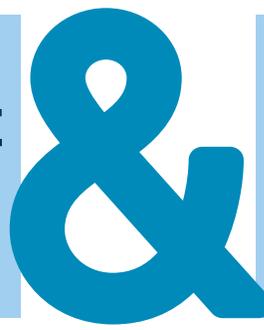
Nothing, thanks. Happy with business as it is 

GIVEN YOUR CURRENT RESOURCES, WHAT ARE YOUR PLANS FOR THE FUTURE?

*96% of businesses we spoke to plan to stay in operation.
Here are their plans for the future as shared with us:*



WHAT STEPS CAN THE TOWN TAKE TO INCREASE THE APPEAL OF THE BUSINESS AREA?



WHAT CAN THE TOWN DO TO HELP YOUR OPERATIONS?

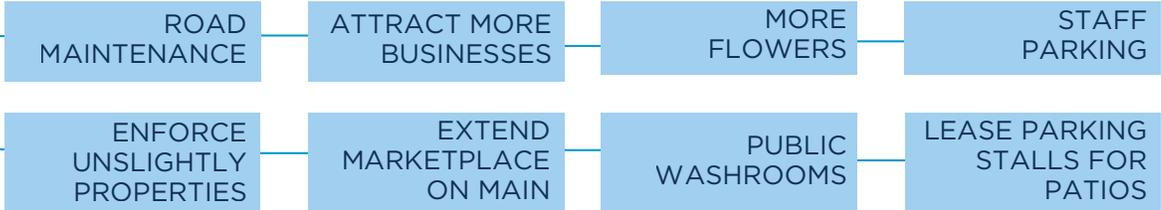
TOP 3 REQUESTS

1 ENFORCE UNSLIGHTLY PROPERTIES (10 mentions)

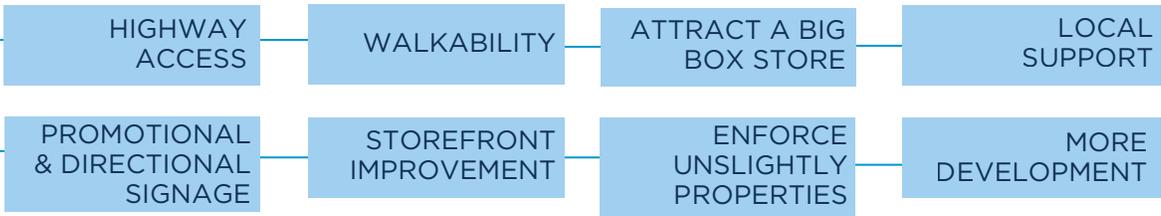
2 BUSINESS ATTRACTION (9 mentions)

3 SIGNAGE: PROMOTIONAL & DIRECTIONAL (7 mentions)

MAIN STREET



HWY 11 CORRIDOR



GENERAL COMMENTS

