2025

BUSINESS WALK

REPORT

MACKENZIE
BRITISH COLUMBIA

EXECUTIVE SUMMARY

The District of Mackenzie completed the 2025 Annual Business Walk on Thursday, October 9, 2025.

37 Businesses across various industries were surveyed by the District of Mackenzie Council, staff, and business support organizations.



The District of Mackenzie has developed a roadmap for creating a diverse, vibrant local economy. The Community Economic Development Strategy outlines actions and strategies towards building an environmentally and financially sustainable local economy centred on diversity and inclusion.

A key part of moving the strategy forward is ongoing community engagement - hearing from local businesses is an important part of this. We'd like to understand what's working well and what could be improved for current and potential businesses in Mackenzie.

The District of Mackenzie Business Walk Program typically occurs annually, aiming to facilitate the exchange of business support resources and enhance communication between the District of Mackenzie and the local business community. Insights collected during the Business Walk play a crucial role in shaping the District of Mackenzie's bylaws, policies, grant applications, and the development of new business support initiatives.



ACKNOWLEDGEMENTS

The annual Business Walk Report depended on the involvement of many community members and organizations, the business community, District of Mackenzie staff, and Mayor and Council. We thank all of those who contributed their time, knowledge, and ideas.

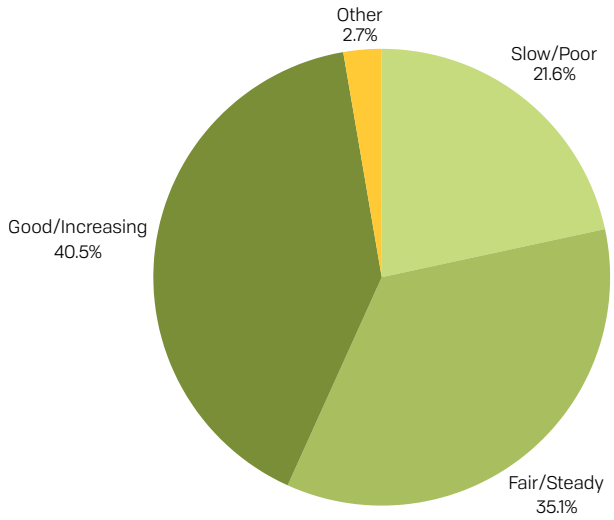
We would like to extend special thanks to the following organizations for their valuable participation and support:

- The College of New Caledonia
- WorkBC - Mackenzie
- Province of BC - Ministry of Jobs, Economic Development, and Innovation (JEDI)
- Northern Development Initiative Trust
- Community Futures - Fraser-Fort George
- Mackenzie Chamber of Commerce

The District of Mackenzie acknowledges that we live, work, and play on the traditional lands of the Tse'khene People of the McLeod Lake Indian Band.

HIGHLIGHTS

40% of respondents reported an increase in levels of business



Total Businesses Surveyed:

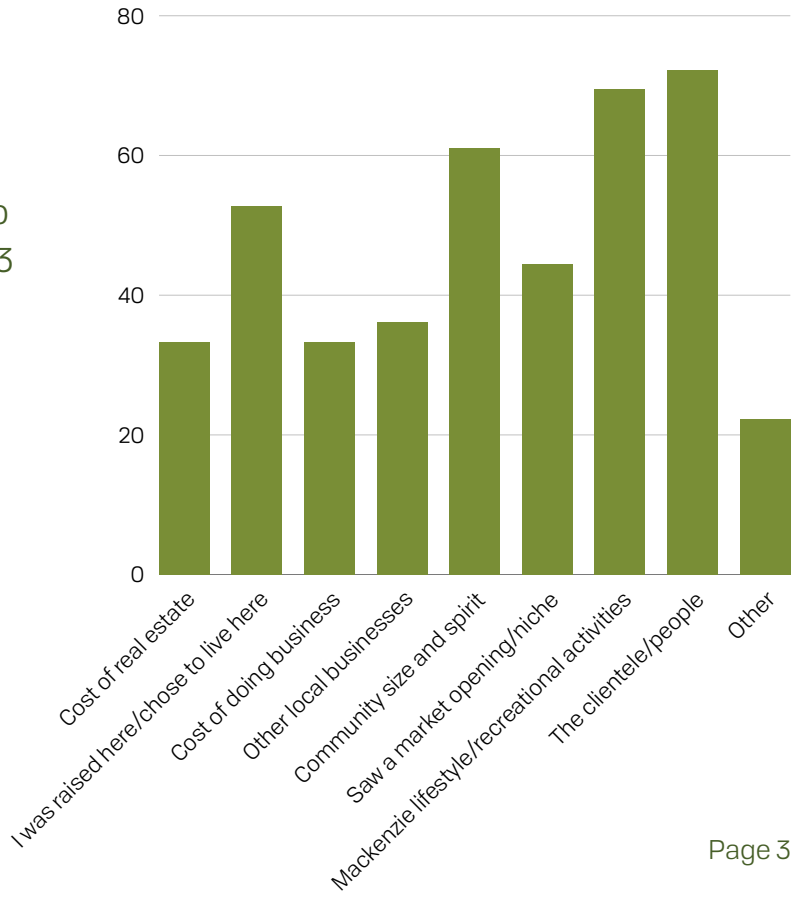
37

Why Mackenzie?

The people/clientele was the main reason stated for establishing a business in Mackenzie.

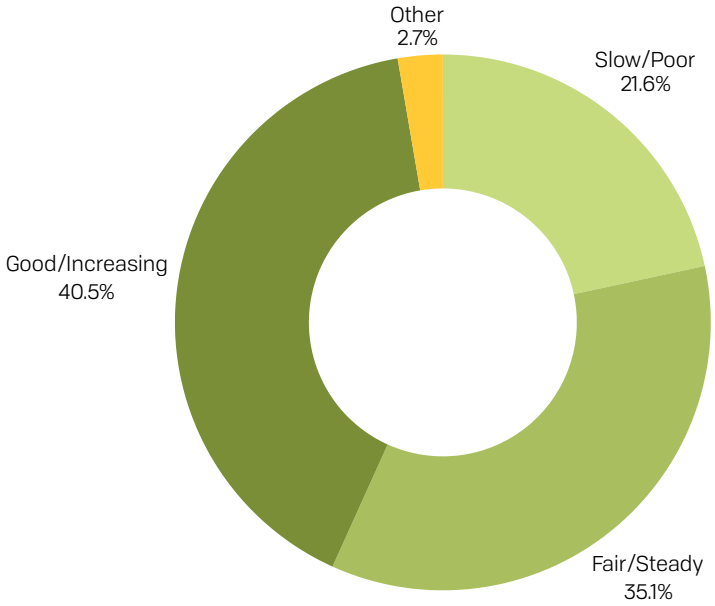
The importance of Mackenzie's lifestyle and recreational activities as a reason to start a business surged from 28% in 2023 to 69% in 2025.

Similarly, the appeal of community size and spirit grew dramatically, rising from 18% to 61% over the same period.



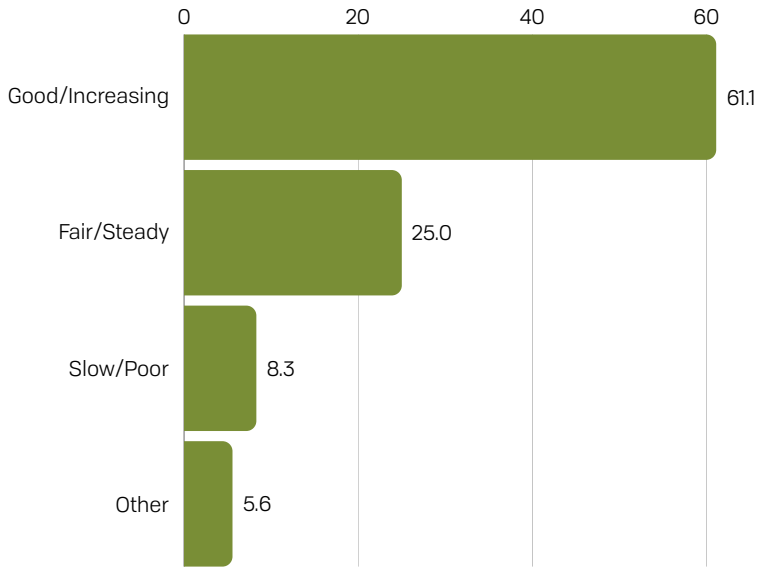
HOW HAS BUSINESS BEEN?

...AND FUTURE EXPECTATIONS



Almost 1/4 of the respondents state business has been slow the last two years.

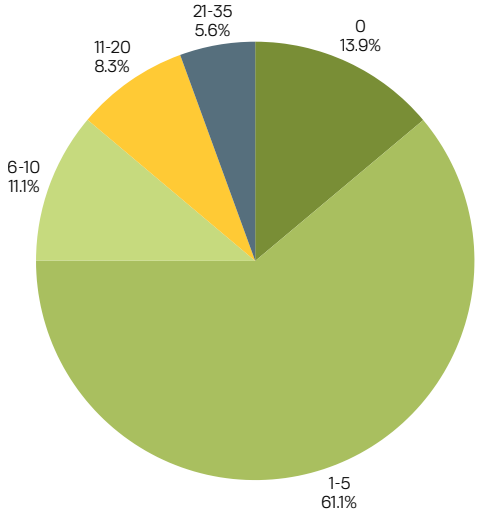
Over 60% of the respondents expect an increase in revenue in the next two years.



EMPLOYMENT

"A big business starts small." — Richard Branson

Full Time Employees



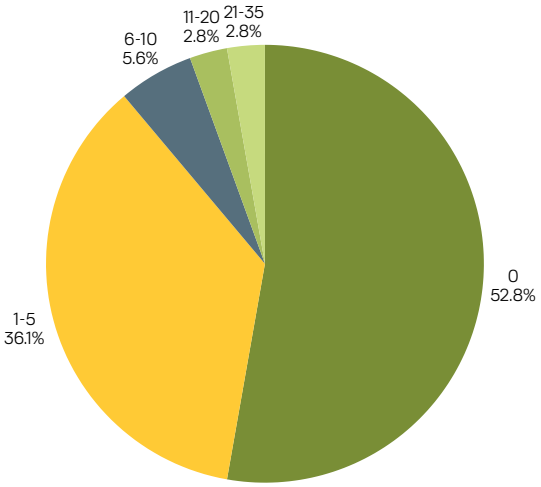
Over half of the businesses that responded to this question employ 5 or fewer full-time employees.



8.1%

8% of the respondents employ contract or temporary employees.

Part Time Employees





22.2%

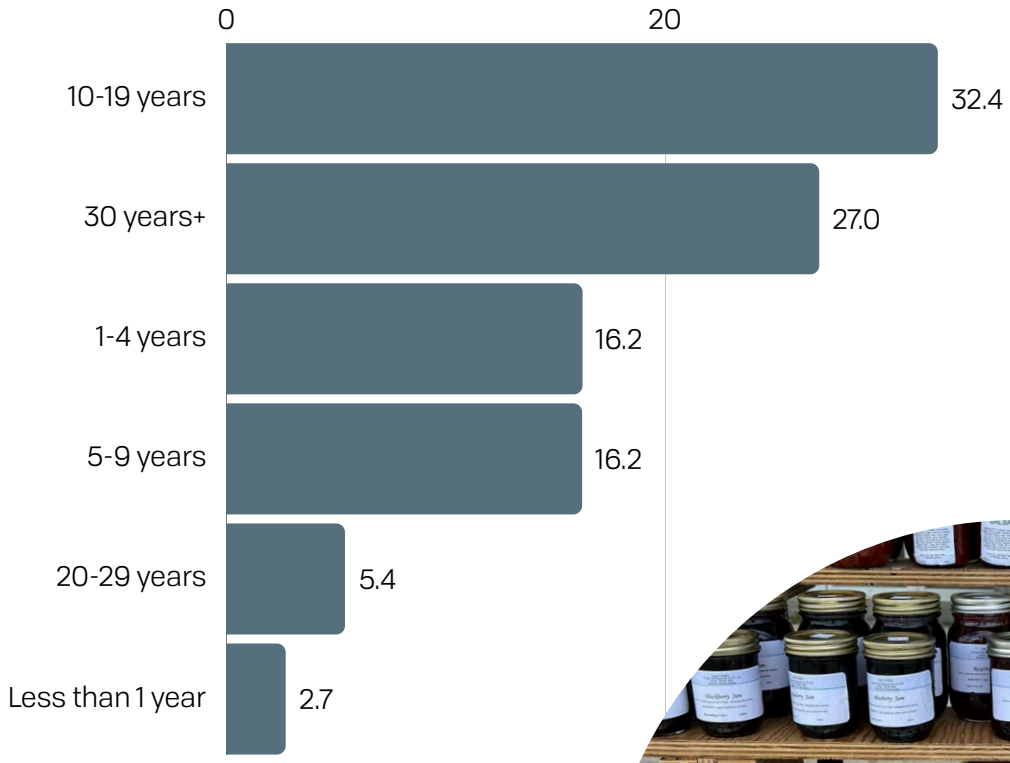
22% of the respondents employ seasonal employees.



BUSINESS LONGEVITY

"Longevity in this business is about being able to reinvent yourself or invent the future"
— Satya Nadella

Almost 60% of the businesses that responded to this question have been in business in Mackenzie for over a decade.





BUSINESS ECOSYSTEM

"Your network is your net worth." —Porter Gale

If we were to recruit a new business to town, what would benefit your operations?

Respondents suggest the biggest opportunities are in growing the workforce and attracting core industries like mills and mining.

Top 10 Common Themes

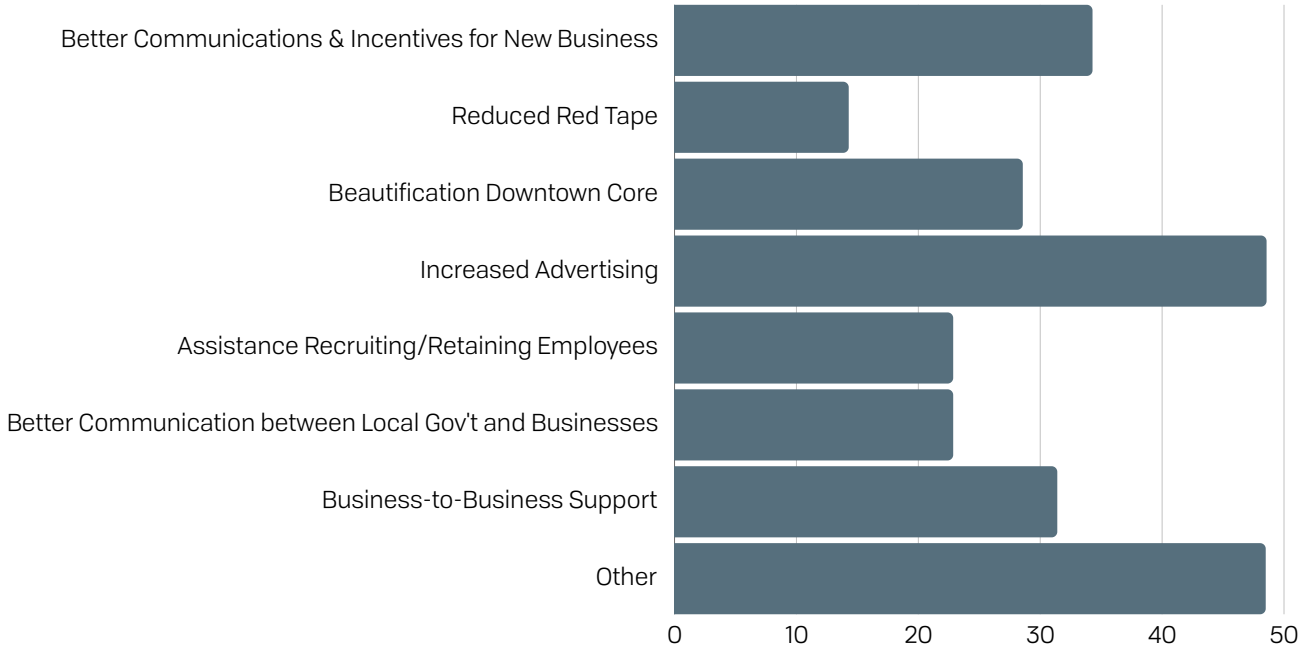
1. Workforce & Jobs – More employees and families (6 mentions)
2. Industry & Mills – Forest, mining, and related industries (5 mentions)
3. Retail – Clothing, sporting goods, office supplies, mall businesses (4 mentions)
4. Tourism & Recreation – Brewery, adventure park, eco-tourism (4 mentions)
5. Health & Professional Services – Dentist, senior care (3 mentions)
6. General Growth – Anything that brings people and clients (3 mentions)
7. Automotive & Transportation – Car dealership, taxi, fleet services (2 mentions)
8. Logistics & Supplies – Core boxes, warehouse supplies (2 mentions)
9. Food & Agriculture – Grocery, greenhouse, food production (2 mentions)
10. Restaurants – More sit-down and variety of dining options (2 mentions)

Note: 4 respondents were unsure or did not provide a clear answer.

BUILDING A THRIVING BUSINESS

"It is impossible to progress without change, and those who do not change their minds cannot change anything." – George Bernard Shaw

What can be done to help your business thrive?



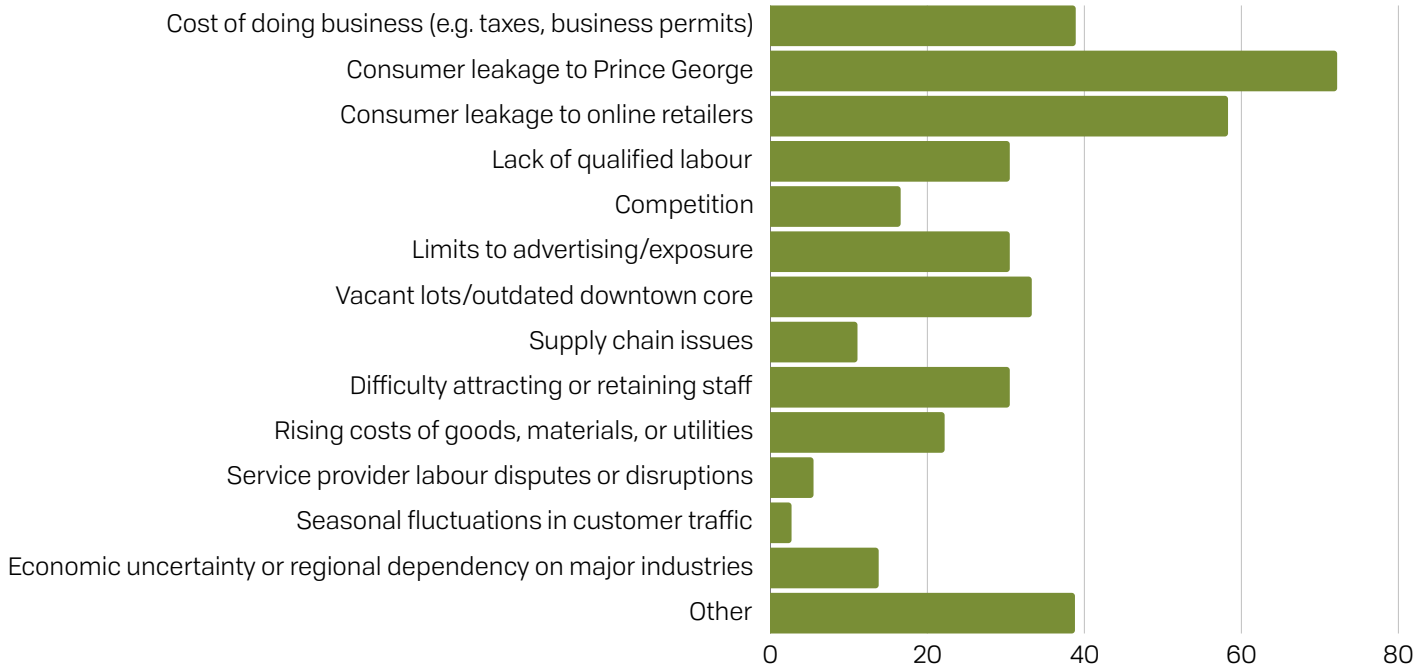
'Other' included the following:

- Marketing & Visibility (3 mentions)
- Population & Workforce Growth / Investment Attraction (2 mentions)
- Government Relations & Policy (2 mentions)
- No Immediate Needs / Positive Feedback (2 mentions)
- Communication & Engagement (1 mention)
- Downtown Core Development (1 mention)
- Infrastructure & Access (1 mention)
- Affordable Commercial Space (1 mention)
- Industry Recovery & Capacity Expansion (1 mention)
- Nonprofit & Recreation Funding Stability (1 mention)
- External Constraints (1 mention)



CHALLENGES

Survey respondents identified consumer leakage to Prince George and online retailers as the top challenges facing businesses today.



'Other' included the following:

- Industry Stability & Resource Volatility (3 mentions)
- Business Collaboration & Local Procurement (1 mention)
- Commercial Rent & Affordability (1 mention)
- Cost of Living & Inflation (1 mention)
- Information Fragmentation & Communication / Grant Funding Pressure (1 mention)
- Logistics & Shipping Costs (1 mention)
- No Challenges Reported (1 mention)
- Population Decline / Out-Migration (1 mention)
- Regulatory & Compliance (employment laws, food regulations) (1 mention)
- Service Gaps (lack of local services) (1 mention)
- Wayfinding & Signage (1)

WHAT CAN BE DONE?

Respondents provided the following ideas to address challenges and/or support local economic development in Mackenzie.

More support for home business.

Need more services in town so people stay and shop local.
Businesses need to be aware of what their competition is doing.

Better Social Media Presence

Look at diversifying the new businesses coming to town.

Chamber of Commerce assistance.

We need to recruit new residents to our community.

Maintain the tourism supports that are in place (ie: Chamber of Commerce, Visitor Centres, Economic Development, big events that draw people to town, etc.).

Strengthening partnerships and building trust. Open connections with Council and Provincial Gov't.

Business to Business Program & Supports

Mandatory business license - fine businesses until they are compliant.

Promote as much as possible. Bring industry to town. Promote to younger people and families.

Re-evaluate Procurement Policy.

Credit Union, as banks don't deal with our industry type.

Love Mackenzie or any sort of small business highlight is helpful both for local shoppers and tourism.

We need industry to come.
Ski lift up Morfee - move tourism forward.

Don't allow home based businesses to operate.

Market the community for investment.

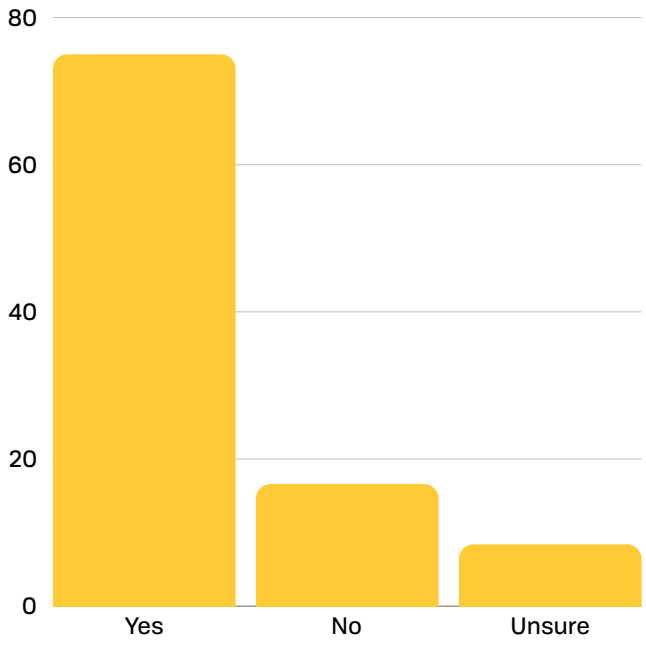
Attract multiple industries. Cardboard mill.

Explore non-forestry based opportunities for growth.

WE ARE HERE TO HELP

"The best solutions come from collaboration between the people with the problems to solve and the people who can solve them." – Jeff Patton

Out of the businesses surveyed, 75% of the respondents stated they were interested in being part of the implementation of solution based initiatives.

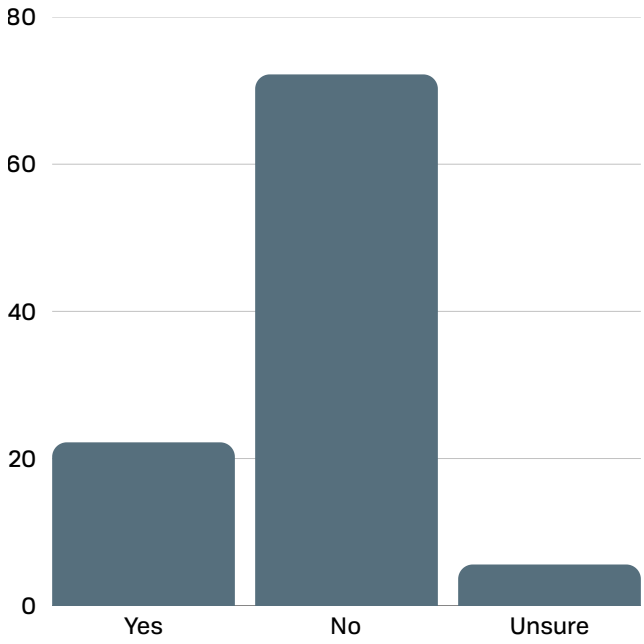




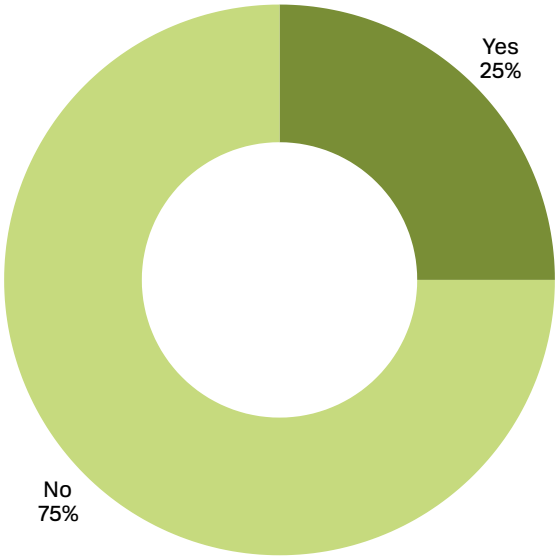
SUCCESSION PLANNING

"A leader's lasting value is measured by succession."
- John C. Maxwell

Out of the businesses surveyed, 22.2% of the respondents stated they were planning to retire or sell their business in the next 5 years.



Of those that answered yes, 75% DO NOT have a succession plan in place.



COMMUNITY FUTURES FRASER FORT GEORGE

Looking for help with succession planning?

Business owners planning for transition can get the info they need to plan and prepare for selling a business. Understand your exit options, ensure your business gets exposed to the right market, and maximize your business value when you sell.
https://cfdc.bc.ca/sell-for-businesses/

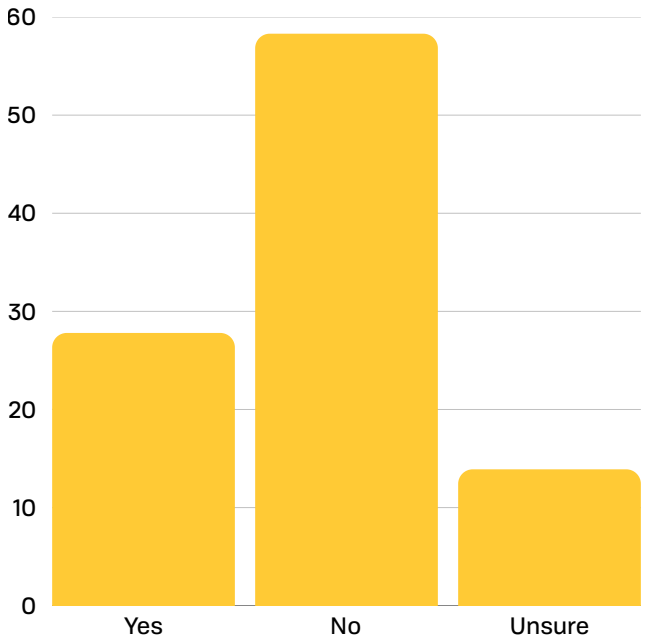
Community Futures Fraser Fort George



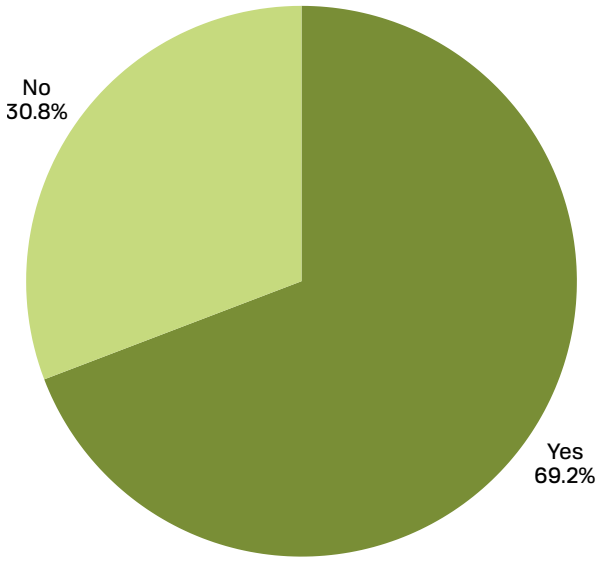
BUSINESS GROWTH

Only 27.8% of businesses plan to grow or expand in the next year - a sharp decline from 54.8% in 2023.
This drop signals growing uncertainty and caution among local businesses, likely influenced by economic pressures, workforce challenges, and industry volatility.

Out of the businesses surveyed, over 50% of the respondents stated they DO NOT plan to grow or expand their business in the next year.



Of those that answered yes, more than half do have a growth plan in place.



Looking to grow your business?
Since 1986, Community Futures has been helping small businesses throughout the Fraser-Fort George Region.
Supports include the following:

- Coaching & planning
- Business lending
- Workshops
- Exporting beyond your local market

https://cfdc.bc.ca/grow-for-businesses/

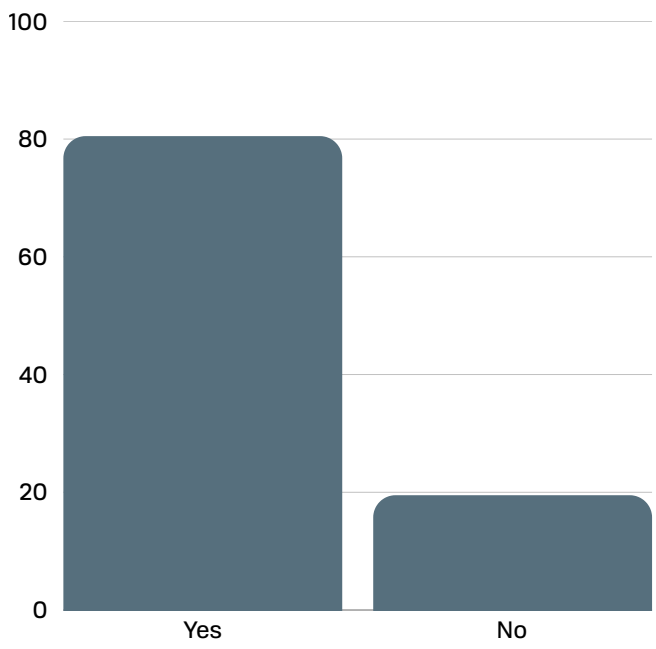
Community Futures Fraser Fort George



WORKBC SERVICES

More employers in British Columbia are recognizing the benefits of inclusive hiring practices. Hiring from a diverse population strengthens your business, increases your impact in the community and brings in new knowledge and fresh viewpoints. - WorkBC

Out of the businesses surveyed, 80% are aware of the services that WorkBC can provide to an employer.



Access Employer Resources at WorkBC

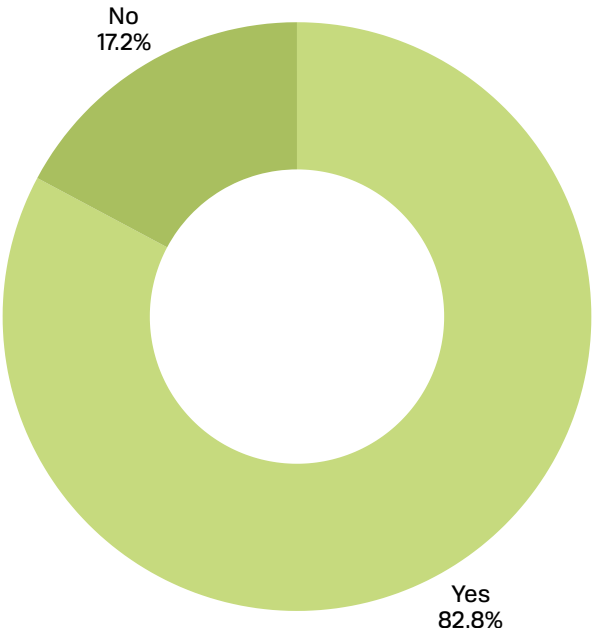
Learn how to grow your business and discover resources to help you hire, train, support and keep employees.

Contact Information:
540 Mackenzie Blvd.
Mackenzie BC V0J 2C0
250-997-7208
Email: workbc@cnc.bc.ca
https://workbccentre-mackenzie.ca/

ACCESS TO EMPLOYMENT

"We will not be defined by our disabilities, but by our capabilities." - Robert M. Hensel

Out of the businesses surveyed, over 80% of the respondents stated they have considered hiring a person with a disability.



"The untapped power of hiring workers with disabilities. One study showed that workers who have disabilities were five times more likely to stay on the job."
-CBC Journalist Rubina Ahmed-Haq

WorkBC

Discover job options and services designed to support people with disabilities and build your career here:

- Pursue post-secondary education.
- Get funding or assistive adaptations for your education.
- Gain the work experience, job skills and technologies you need to do the job.
- Create or expand your own business.

https://www.workbc.ca/plan-career/resources/people-disabilities

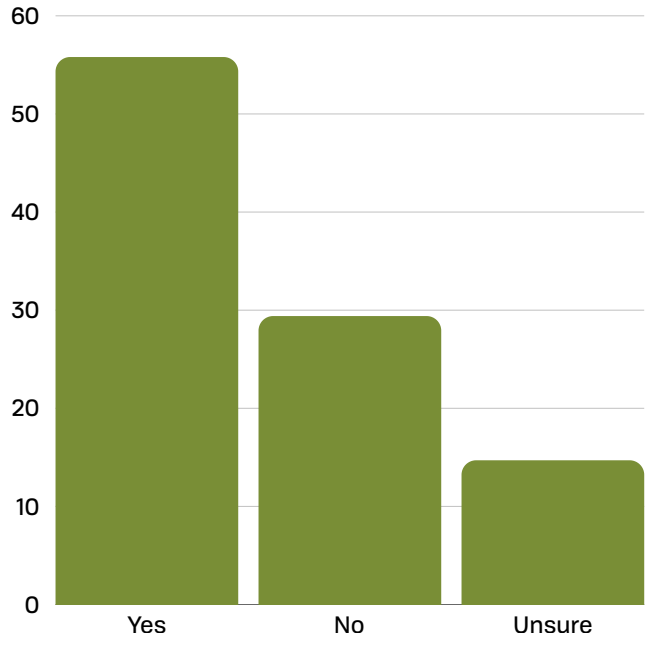


WorkBC

PROFESSIONAL DEVELOPMENT

Most of the respondents chose group classroom discussion as the best format for their organization and staff.

Out of the businesses surveyed, just over half of the respondents stated they would consider having staff attend professional development training.



Respondents provided the following courses/training of interest:

- Customer Service
- Leadership & Supervisory Skills
- Marketing & Social Media / Web Development
- Tourism & Hospitality (including Food Safe)
- First Aid (Basic, Level 3, Wilderness)
- Grant Writing
- Bookkeeping & Business Planning
- Chainsaw Training
- Online Learning & Digital Skills

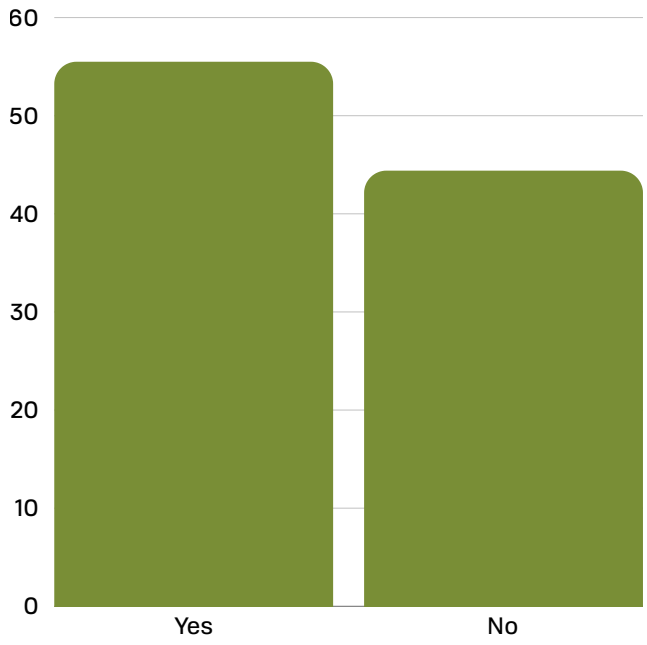
College of New Caledonia
Mackenzie Campus
540 Mackenzie Boulevard
PO Box 2110
Mackenzie, BC, V0J 2C0
Tel: +1 250 997 7200
Get Directions
cncmackenzie@cnc.bc.ca

College of New Caledonia
CNC

CHAMBER OF COMMERCE

"Join the Mackenzie Chamber of Commerce to connect with local businesses, access valuable resources, and help shape the future of our community!"
- Tracy Medley, Executive Director

Out of the businesses surveyed, 55.5% of the respondents are a member of the Mackenzie Chamber of Commerce.

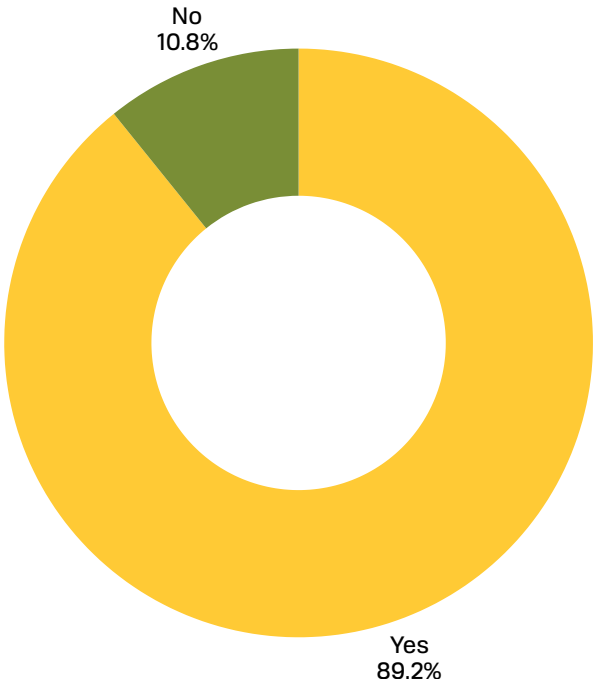


Chamber of Commerce - Mackenzie
Office Manager: Tracy Medley
Address:
PO Box 880
#11 - 600 Mackenzie Blvd
Mackenzie, B.C.
V0J 2C0
Phone: 250-997-5459
Email: office@mackenziechamber.bc.ca

MACKENZIE
CHAMBER OF COMMERCE
MOVING BUSINESS FORWARD

BUSINESS FACADE

"What a difference in the look of the building prior and after the building's facelift. Without your help in this program, the improvements would not have happened this year." -Sylvain Laferriere



Out of the businesses surveyed, 89.2% of the respondents are aware of the Business Façade Improvement program.

Respondents provided the following suggestions for improving the program:

- Acquire more money to distribute into the program
- Increase maximum limit

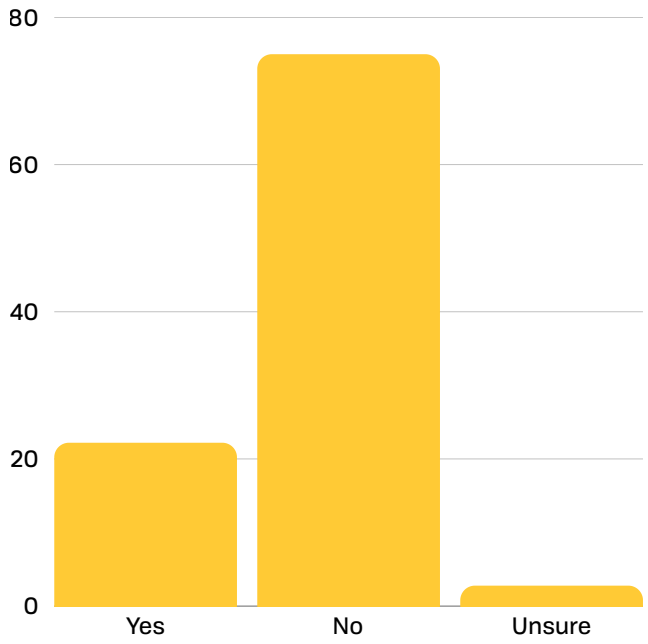
Business Façade Improvement Program
https://districtofmackenzie.ca/business-development/business-support-programs/business-facade-improvement-program/
The Business Façade Improvement Program was developed in partnership with the Northern Development Initiative Trust to support local businesses with renovating, refurbishing and improving their business exteriors. The improvements may include accessibility improvements to the front entrance.



REVITALIZATION TAX EXEMPTION

"A renovation is an investment in your company's future." - Unknown

Out of the businesses surveyed, 75% of the respondents were NOT aware of the Revitalization Tax Exemption program.



Revitalization Tax Exemption
https://districtofmackenzie.ca/business-development/building-development/revitalization-tax-exemption/
The District of Mackenzie's Revitalization Tax Exemption program provides tax incentives to encourage the revitalization and development of properties within the district.



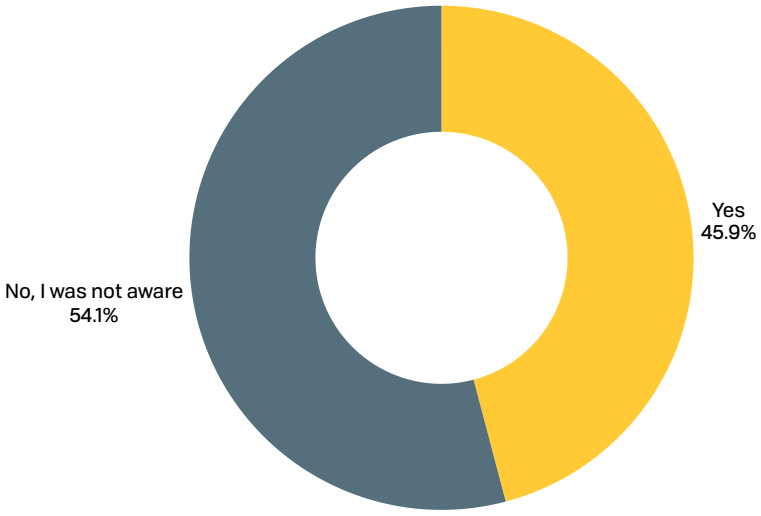
MACKENZIE
BRITISH COLUMBIA

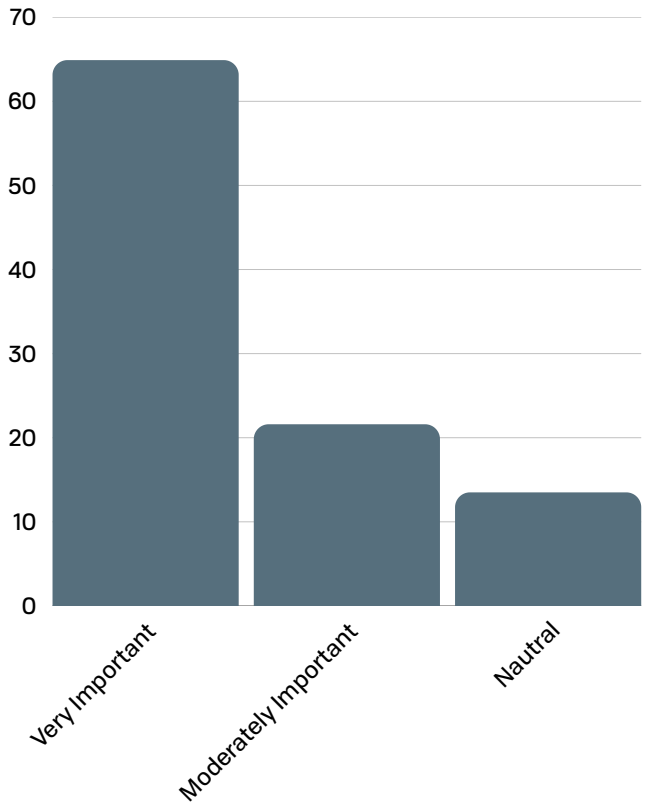
CONNECTIVITY

"Connectivity is productivity." - Iqbal Quadir

Over 85% of surveyed businesses believe CityWest's partnership with the District of Mackenzie plays a vital role in supporting the local economy and community.

Out of the businesses surveyed, over 50% of the respondents were not aware of CityWest's partnership with the District of Mackenzie that includes profit-sharing.





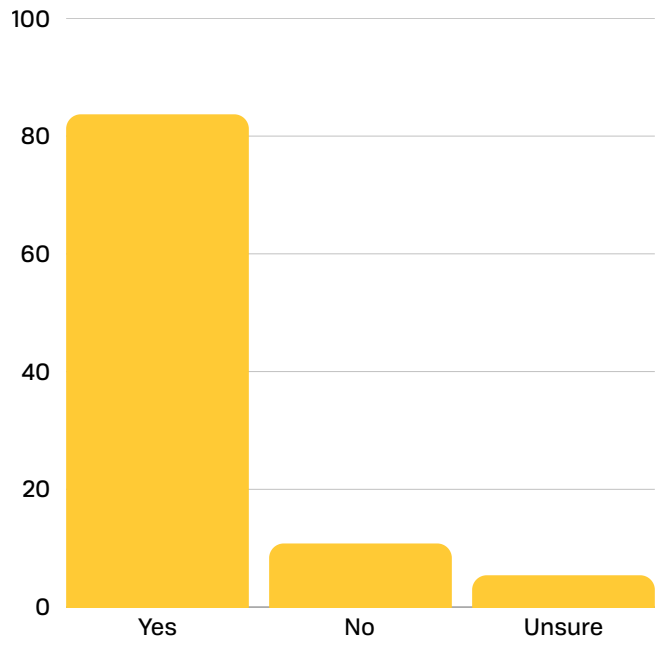
41% of respondents have already signed up for CityWest fibre optic internet, 35% have not, and 23.5% plan to sign up in the future.

CityWest

SHOP LOCAL

"In a world where you can shop anywhere...shop local."
- Robyn Liechti

Out of the businesses surveyed, 83.7% of the respondents were aware of the new shop local program, Explore More, Support Local - Mackenzie, that launched November 2024.



Respondents provided the following suggestions to better improve our shop local program:

- Increase Promotion and Exposure – More visibility for local businesses.
- Encourage Collaboration – Support business-to-business connections and procurement policies.
- Maintain Current Efforts – Many respondents praised the program and want it to continue.
- Enhance Online Presence – Consider a shared website or landing page and active social media, similar to "Love Mackenzie."
- Attract New Businesses – Broaden the program's impact by growing the local business base.



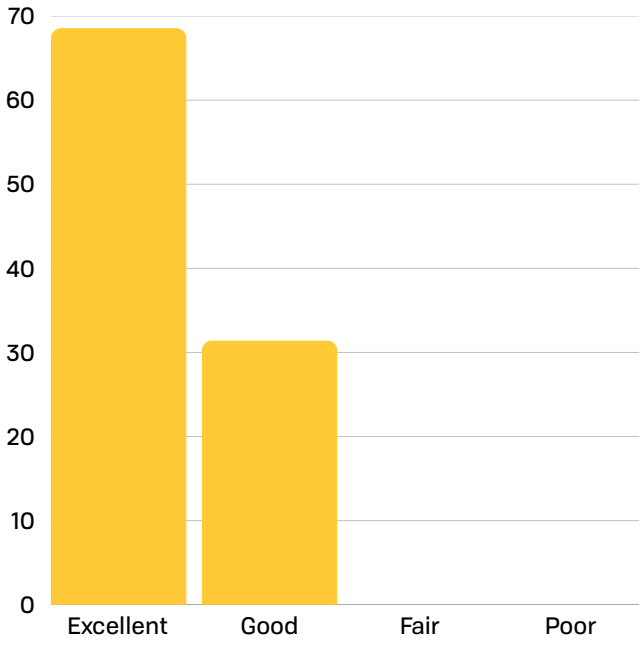
Explore MORE SUPPORT local

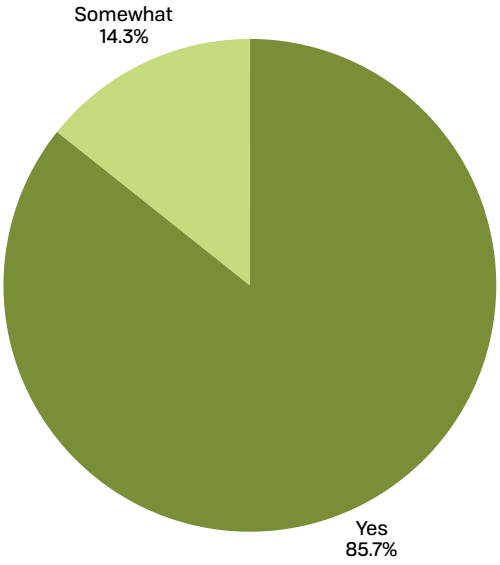
#EXPLOREMACKENZIE

BUSINESS WALK FEEDBACK

"If you don't build your dream, someone will hire you to help build theirs." - Tony Gaskins

100% of the respondents had a positive experience during this year's Business Walk.





Over 85% of the respondents felt that the Business Walk was a valuable use of their time.

Businesses appreciated the opportunity for open, one-on-one conversations and being heard by the District. Many valued learning about available resources, getting answers to their questions, and gaining new information.

RESOURCES AND SUPPORTS

While there may not always be a definitive solution, exploring available resources is always worthwhile for business owners, offering valuable insights and potential solutions to their challenges.

Resources

Northern Development Initiative Trust - Business Development Funding Programs

https://www.northerndevelopment.bc.ca/

Competitiveness Consulting Rebate

The Competitiveness Consulting Rebate program provides a rebate to small and medium-sized businesses in eligible industries for customized consulting services.

Small Business Recovery (SBR) Consulting Rebate

This program is designed to help businesses reduce the barrier to accessing professional expertise and recover the costs of third-party consulting projects.

Northern Industries Innovation Fund (NIIF)

This program provides incremental funding to support innovation projects that increase the competitiveness of local businesses in traditional industries across Northern B.C. The program is also intended to support economic diversification and/or viability of businesses to mitigate the economic impact of the pine beetle epidemic.

Community Futures Fraser-Fort George - Business Services

https://cfdc.bc.ca/

Community Futures provides business support to entrepreneurs in Prince George, Mackenzie, McBride, Valemount and the surrounding rural areas. Supports include business loans, business coaching, business start-up services, business growth services, and succession planning services.

Small Business BC

https://smallbusinessbc.ca/

Small Business BC offers business resources and guides to help support and grow small businesses. Whether you are starting a business or looking for new growth strategies, use their business startup checklists, expert programs, and specialized bookstore to build your business.



RESOURCES AND SUPPORTS

Business Benefits Finder

https://innovation.ised-isde.canada.ca/innovation/s/?language=en_CA

Whether you're an entrepreneur, a business, or a not-for-profit organization, this site will assist in tailoring a list of programs and services, including funding opportunities to help your business grow.

Funding Opportunities

Canada Digital Adoption Program (CDAP)

https://ised-isde.canada.ca/site/canada-digital-adoption-program/en

Grow Your Business Online Grant

Get up to $2,400 to grow your business online and help with the costs related to adopting digital technologies.

Boost Your Business Technology Grant

Get up to $15,000 to boost your business technology, includes software consolidation, and security tools.

South Peace Mackenzie Trust

https://spmtrust.ca/

The purpose of the SPMTrust is to encourage and support economic development, diversification and stabilization in the Specified Area by creating new income-earning positions that are consistent with the recovery of the Southern Mountain Caribou herds.

Regional District of Fraser-Fort George Grants

https://www.rdffg.bc.ca/services/community/grants

The Regional District of Fraser Fort George offers a selection of grants to support various community initiatives and projects within its jurisdiction.

Northern Health - IMAGINE Grants

https://www.northernhealth.ca/services/healthy-living-in-communities/imagine-grants#who-can-apply

IMAGINE Community Grants exist to support projects that address community-led health and wellness initiatives while improving the well-being of all Northern BC residents. Grants are available for a maximum of $10,000.

RESOURCES AND SUPPORTS

Funding Opportunities Continued

McLeod Lake – Mackenzie Community Forest Grants

http://mlmcf.ca/call-for-project-proposals/

Two Funding Streams:

MLMCF Tenure Enhancement Stream

MLMCF provides funding supports for research, physical works, and other applied projects that are relevant to and enhance the Community Forest area, and support sound environmental and cultural stewardship, social values, and economic growth.

MLMCF Community Benefits Stream

MLMCF provides funding supports for local projects and services that benefit the communities of McLeod Lake Indian Band and Mackenzie.

WorkBC - B.C. Employer Training Grant

https://www.workbc.ca/find-loans-and-grants/industry-and-employers/bc-employer-training-grant

The B.C. Employer Training Grant provides funding to small, medium and large enterprises to support skills training for their workforces, including prospective new hires. The intent of this program is to help British Columbians access the skills training required to adapt to the labour market's changing job requirements, while also encouraging employer involvement in skills training. The Employer Training Grant helps employers pay for training, which in turn helps employees experience increased job security or move into better jobs. Employers can apply as often as they need and receive 80 per cent of the cost of training up to $10,000 per employee, with a maximum annual amount per employer of $300,000.

Community Gaming Grants

https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gaming-grants/community-gaming-grants

Community Gaming Grants provide $140 million annually to not-for-profit organizations throughout B.C., to support their delivery of ongoing programs and services that meet the needs of their communities.

Grant Amounts:

- Local Organizations- up to $125,000 per year
- Regional Organizations- up to $225,000 per year
- Provincial Organizations- up to $250,000 per year

RESOURCES AND SUPPORTS

Funding Opportunities Continued

Northern BC Tourism Association - Tourism Resiliency Program

https://www.travelnbc.com/industry-development/tourism-resiliency-program/

Digital Support

Northern BC Tourism Association is connecting tourism stakeholders from our region with a digital expert, at no cost (funded by Northern Healthy Communities Fund). The digital expert that you're matched with will provide one-on-one support with website management, social media services, and business listings (Google My Business, TripAdvisor, etc).

Marketing Support

Connecting local tourism businesses with a marketing expert (free of cost) who can help you with your marketing strategy.

Photography Program

connecting tourism stakeholders from our region with a photographer who will provide high quality images of your tourism operation for use through digital and traditional marketing channels, at no cost.

Visitor Data Analysis

Know Your Customers! Expand current markets & identify new potential customers.

Access and Inclusion

Free consultation. Determine your next steps to becoming more accessible.

IREN - Mackenzie Community Grants Program

https://irisenergy.ca/community-grants-program

The Program will provide funding for local initiatives that benefit the community in the areas of community participation, sustainability, safety, technology and learning. Up to CAD$100,000 of grant funding will be available each year.

CanExport SMEs

https://www.tradecommissioner.gc.ca/funding-financement/canexport/sme-pme/applicant-guide-requerant.aspx?lang=eng

CanExport SMEs provides up to $50,000 to small and medium-sized enterprises (SMEs) registered in Canada for international business development activities. The program helps develop export opportunities for products and services in new international markets.

RESOURCES AND SUPPORTS

District of Mackenzie - Business Support Programs

Business Façade Improvement Program

https://districtofmackenzie.ca/business-development/business-support-programs/business-facade-improvement-program/

The Business Façade Improvement Program was developed in partnership with the Northern Development Initiative Trust to support local businesses with renovating, refurbishing and improving their business exteriors. The improvements may include accessibility improvements to the front entrance.

Revitalization Tax Exemption

https://districtofmackenzie.ca/business-development/building-development/revitalization-tax-exemption/

The District of Mackenzie's Revitalization Tax Exemption program provides tax incentives to encourage the revitalization and development of properties within the district.

Explore More, Support Local - Mackenzie

https://districtofmackenzie.ca/business-development/exploremackenzieshoplocal/

Explore More, Support Local is designed to showcase the natural beauty, unique experiences, and incredible businesses that make our community special. Through engaging social media campaigns, we highlight local products and services, promote adventure opportunities, and share community stories to encourage exploration and support economic growth. The program includes business spotlights, event promotions, and fun initiatives like Plaid Friday. We also share local events and deals to boost visibility, while ensuring fairness for all businesses. To help us keep content timely and relevant, we encourage businesses to share updates, follow and engage with our social media, and stay connected. Together, we can strengthen community pride and support Mackenzie’s vibrant business network.

Grant Writing Support Services

https://districtofmackenzie.ca/government-town-hall/budget-finance/grant-funding/

The grant writing support program is designed to help non-profit groups in Mackenzie apply for grant funding to enhance or support their service offerings in the community.

RESOURCES AND SUPPORTS

District of Mackenzie - Grant-in-Aid Programs

Permissive Tax Exemptions

https://districtofmackenzie.ca/government-town-hall/budget-finance/grant-funding/
The purpose of the District of Mackenzie's tax exemption bylaws are to excuse certain properties from paying all or a portion of municipal property taxes.

Community Grants

https://districtofmackenzie.ca/government-town-hall/budget-finance/grant-funding/
Council has adopted a Community Grants Policy to provide financial and in-kind support to community associations and other community organizations. This support is in recognition of these groups as a valuable resource in assisting the municipality to provide a strong community focus.

ACTIONS

The following action items and progress notes are based on current priorities identified through the 2025 Business Walk and ongoing community feedback. These initiatives are subject to change based on available resources, budget considerations, and emerging opportunities.



Action: Expand Workforce
Category / Goal: Workforce Development
Challenge: Lack of qualified labour and difficulty attracting/retaining staff were major concerns.
Priority: High
Supporting Partners: WorkBC, College of New Caledonia
Status: In Progress
Progress Notes:

- Launching a Comprehensive Marketing Strategy in 2026 to attract new residents and skilled professionals.
- Focus on strengthening Mackenzie's workforce and community through targeted recruitment campaigns.



Develop Investment Attraction Strategy
Category / Goal: Industry Diversification / Investment Attraction
Challenge: Heavy reliance on forestry and resource industries; businesses want diversification and more employment options for residents.
Priority: High
Supporting Partners: Province of BC (JEDI)
Status: In Progress
Progress Notes:

- Two major initiatives will launch in 2026:
  - Comprehensive Marketing Strategy with a focus on investment attraction and positioning Mackenzie as a prime destination for growth.
  - 'Invest in Mackenzie' project, a two-year initiative to attract new businesses and capital to the community.

ACTIONS

...CONTINUED



Market Mackenzie Lifestyle & Recreation
Category / Goal: Industry Diversification / Attraction
Challenge: Lack of targeted marketing for younger families and entrepreneurs seeking affordable living and outdoor recreation.
Priority: Medium
Supporting Partners: Chamber of Commerce
Status: In Progress
Progress Notes:

- Development of new marketing assets in 2026 as part of:
  - Marketing Plan implementation.
  - Launch of the 'Invest in Mackenzie' project to showcase lifestyle and recreational opportunities.



Promote Community Futures Program & Services
Category / Goal: Business Growth & Succession
Challenge: Only 27.8% plan to grow in the next year (down from 54.8% in 2023); 22% plan to retire or sell, and 75% lack succession plans.
Priority: High
Supporting Partners: Community Futures
Status: In Progress
Progress Notes:

- Continue promoting Community Futures program and services to the business community.
- Explore scheduling local in-person workshops on succession planning and growth strategies.
- Investigate incentives for businesses investing in expansion.

ACTIONS

...CONTINUED



Review Explore More, Support Local Program
Category / Goal: Local Shopping
Challenge: Improve local shopping and reduce consumer leakage.
Priority: Medium
Supporting Partners: Chamber of Commerce
Status: Not Started
Progress Notes:

- Reintroduce the Shop Local program to businesses.
- Build community awareness through monthly engagement sessions for residents and visitors.
- Strengthen collaboration by exploring partnership opportunities with the Chamber of Commerce.
- Enhance marketing initiatives to increase visibility and support for local businesses.



Improve Business & Local Government Communication
Category / Goal: Communication
Challenge: Businesses requested better communication with local government.
Priority: Medium
Supporting Partners: Chamber of Commerce
Status: Not Started
Progress Notes:

- Explore opportunities to improve communication channels between businesses and local government.
- Consider regular forums or digital platforms for updates and feedback.

ACTIONS

...CONTINUED



Establish a Business-to-Business (B2B) Program
Category / Goal: Local Shopping & Business Visibility
Challenge: No formal B2B program exists; some businesses perceive others as competitors, creating reluctance to collaborate. Limited awareness of B2B benefits.
Priority: Medium
Supporting Partners: Chamber of Commerce
Status: Not Started
Progress Notes:

- Conduct a review of B2B program in comparable communities to identify best practices.
- Assess which strategies are feasible and impactful for Mackenzie.
- Explore options for networking events, shared procurement platforms, and collaborative marketing.

NEXT STEPS

1. Communicate Report Results

This report will be sent out to participating businesses, stakeholders, community organizations, and will be available on the District of Mackenize website and Facebook page.

2. Follow Up

Businesses who requested further information on programs and supports mentioned in the survey will be contacted.

3. 2026 Budget Considerations

The data collected will be considered in the creation of the District of Mackenzie 2026 Budget.



ACKNOWLEDGEMENTS

The District of Mackenzie would like to thank the businesses in our community for participating in the 2025 Business Walk.

This project was made possible by:

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