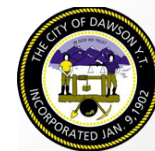


# 2017 Dawson Business Retention & Expansion Survey Results

Regional Economic Development Board



*Funding for this report was provided by Tr'ondek Hwëch'in and City of Dawson*



# Profile of Surveyed Businesses

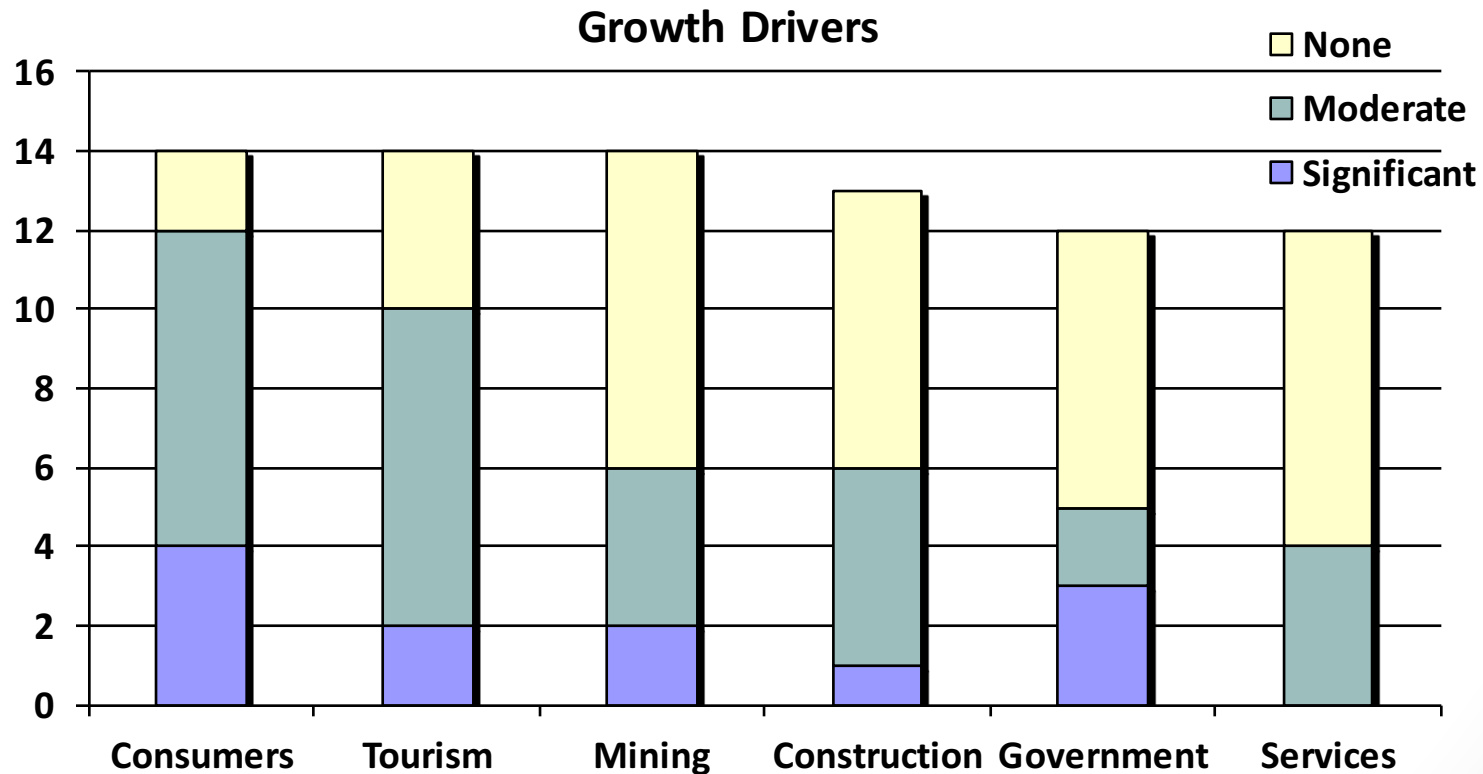
- 34 businesses with average:
  - Operating time: 19 years
  - Under current owner: 13 years
  - 8 employees, 3 full, 3 part-time plus seasonal
- 90% sales in Dawson area, 5% to Yukon, 3% international
  - 60% of businesses sell exclusively to the Klondike

Main products  
and services  
offered:

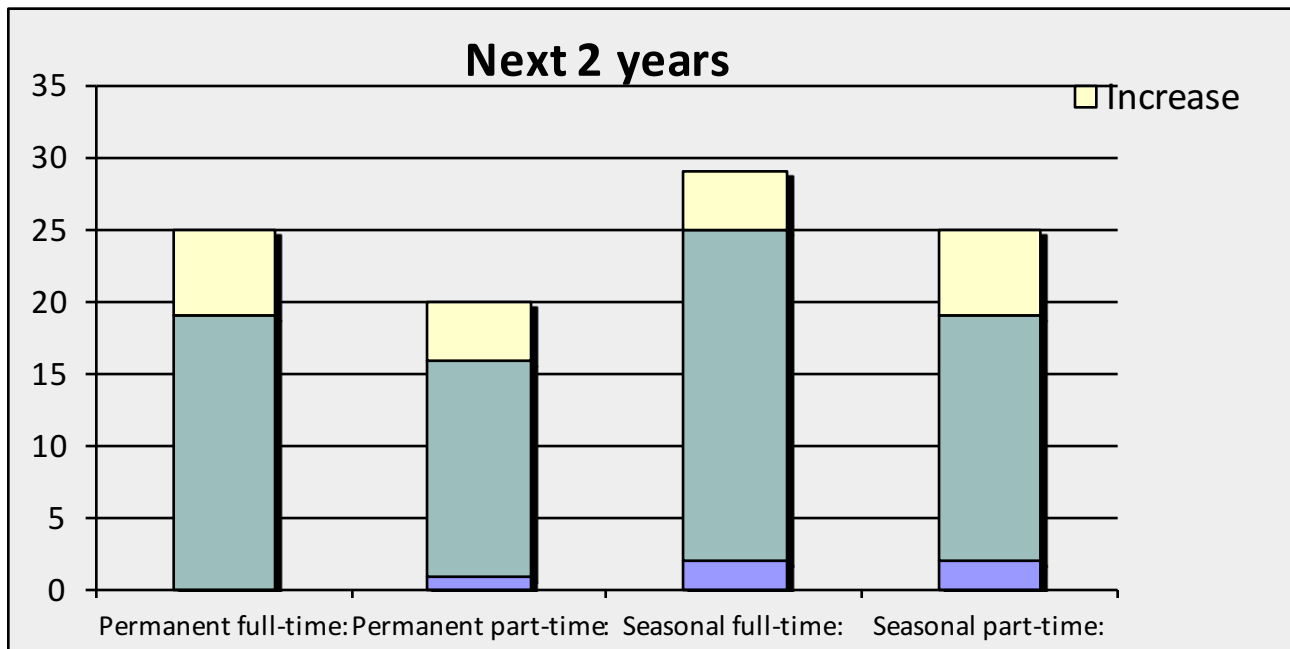
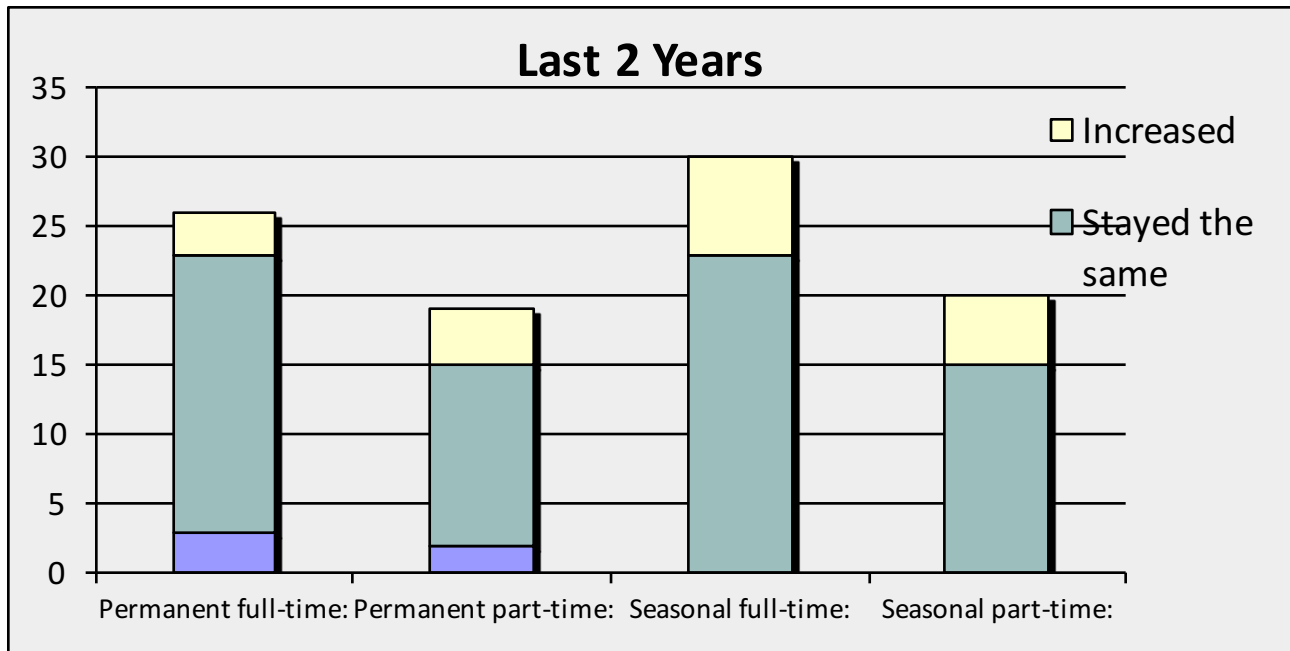
**accommodations** art  
automotive repairs building supplies  
bulk water delivery construction education engineering  
**food and beverage** hardware  
heavy mechanical investments laundry and showers massage therapy mineral exploration  
mini-storage music property **rentals** tours

# Business is Growing

- 45% have expanded in the last 2 years
- Lead by consumer spending and tourism
  - Followed by mining, construction and government

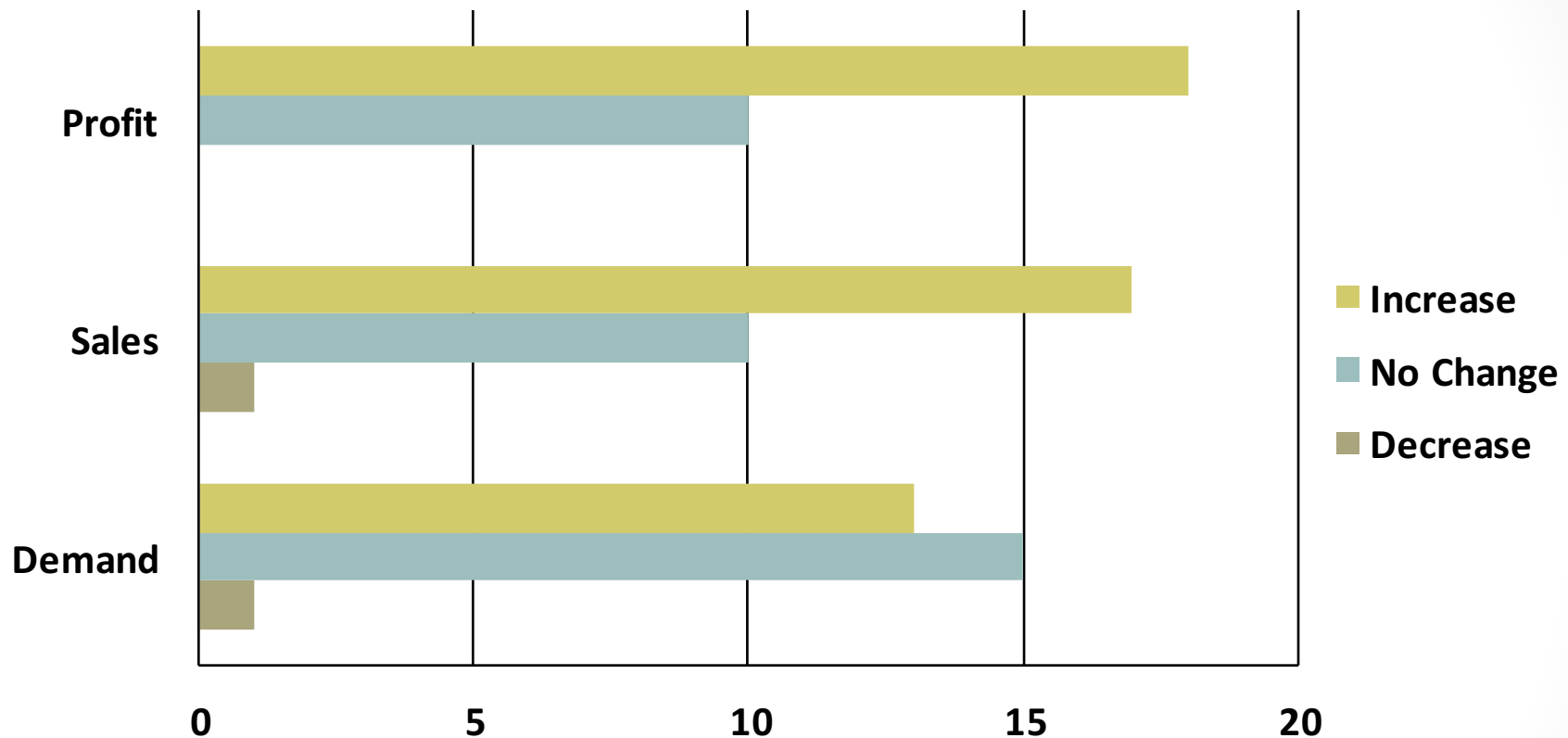


# Employment Trends Are Good



# Business is Optimistic

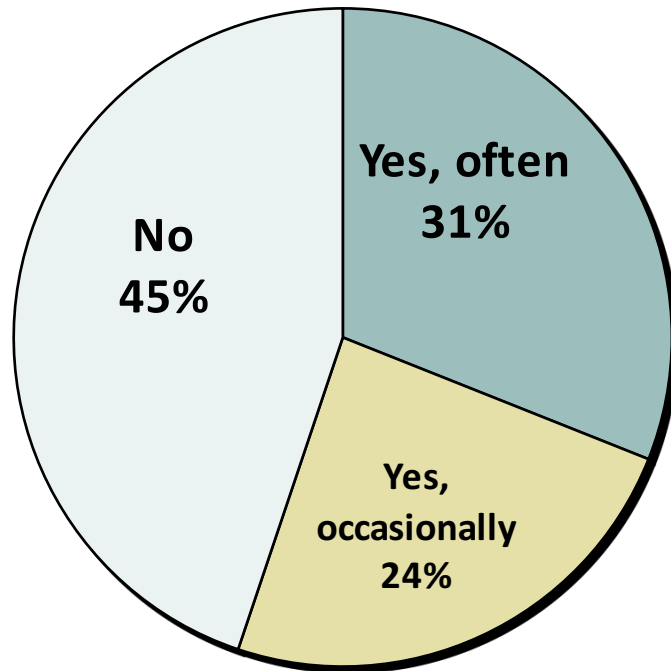
## 2 Year Business Expectations



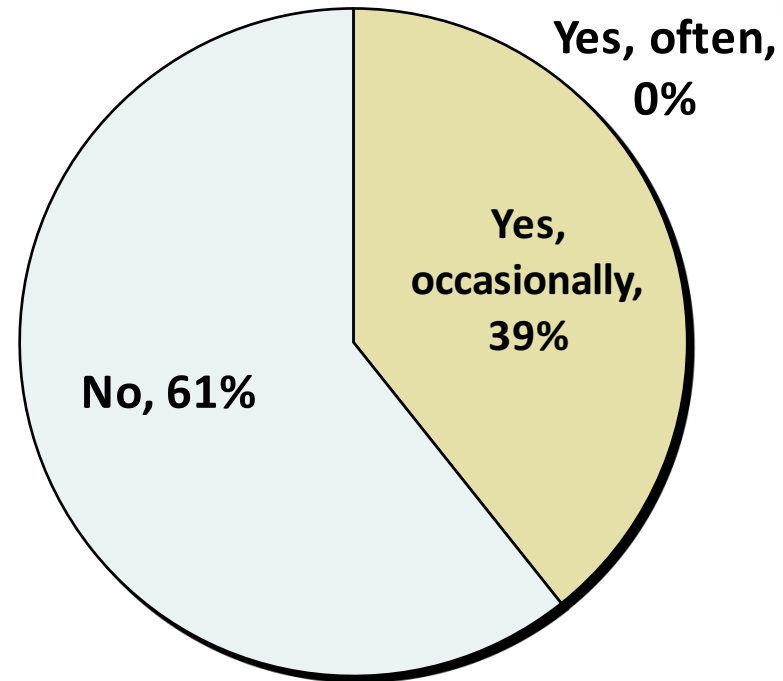
- Over 60% expect sales and profit to increase in next 2 years
- 31% expect to expand and 28% possibly
- Mine development and World Heritage designation are making opportunities

# Recruitment Hard, Retention Better

**Difficulty Recruiting**

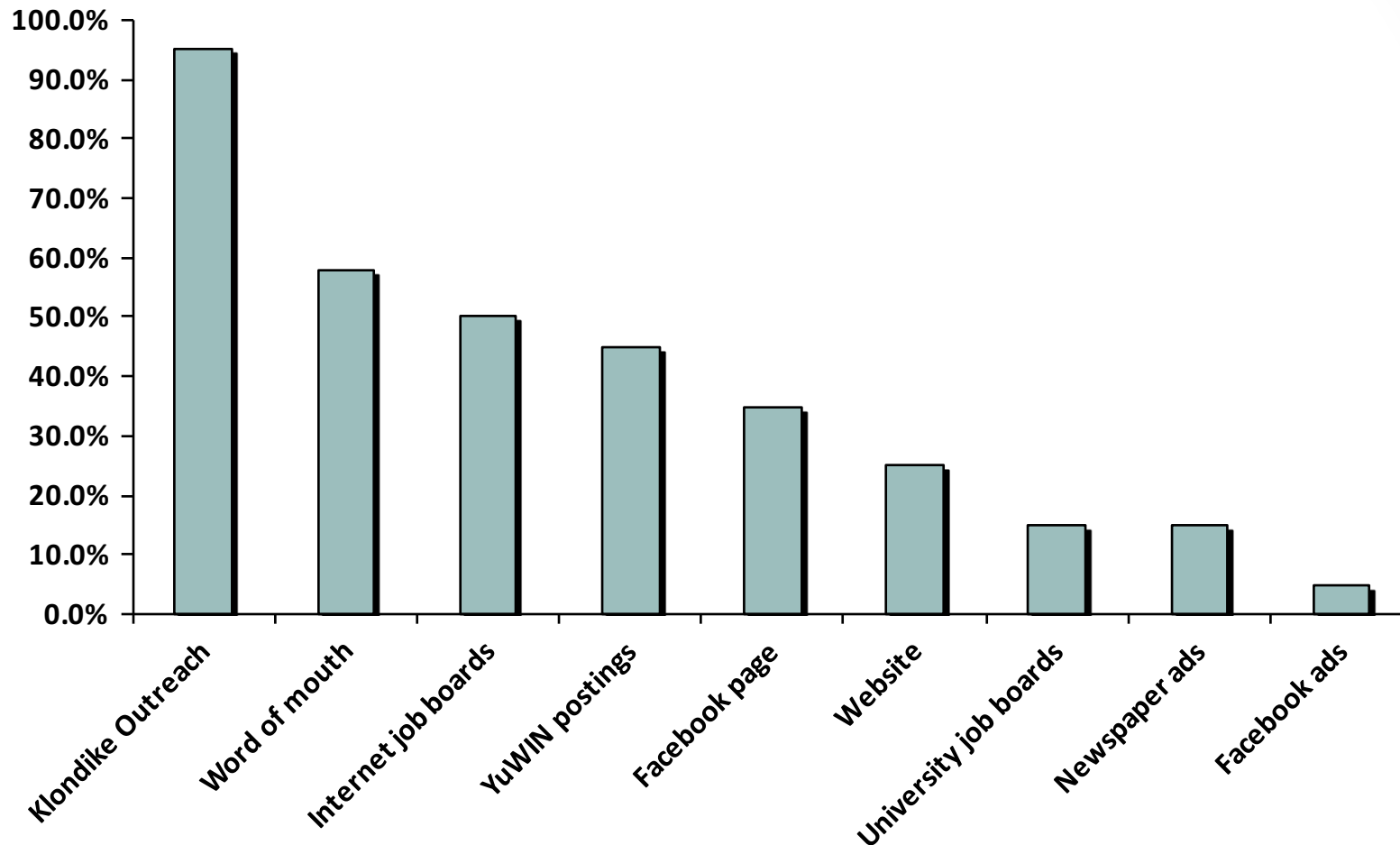


**Difficulty Retaining**



- Increased use of foreign worker programs
- Skilled trades in short supply – welding, electricians, carpenters, equipment operators
- Entry level jobs hard to fill – cashiers, housekeepers, kitchen and door staff
- Seasonal downturn cycle necessitates annual rehiring challenge
- Housing and low job security/potential lead retention issues
- Positive 'experience', housing help, increased wages (benefits!) helped some employers

# Job Advertising



- Recruitment still dominated by Klondike Outreach and 'word of mouth'
- Internet job boards and social media use greatly increased since 2011
- Facebook advertising greatly under-utilized

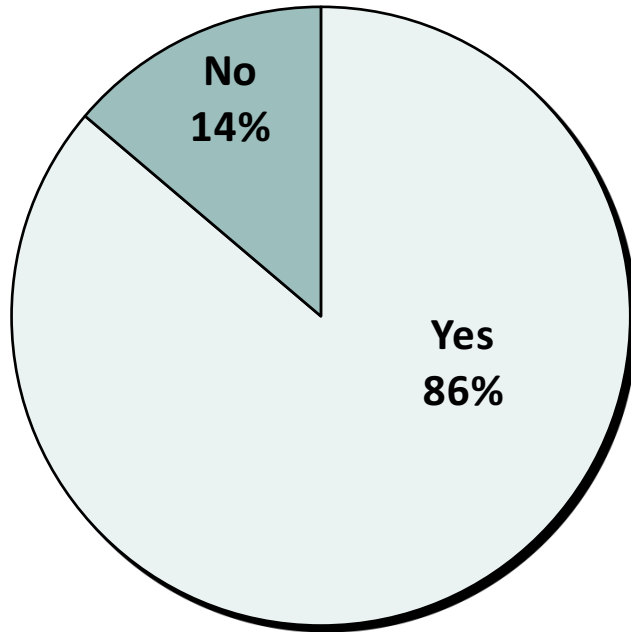
# Business Mobility

- **Vast majority of Dawson business is home-grown – 90%**
- **Business is stable in location**
  - **Only 4 businesses relocated to Dawson, for family and lifestyle goals**
  - **Only 2 considering leaving for family and lifestyle goals**
- **28% will, or may, sell or close the business in next 5 years**
- **Only 33% have a succession plan for the business**



# Local Spending

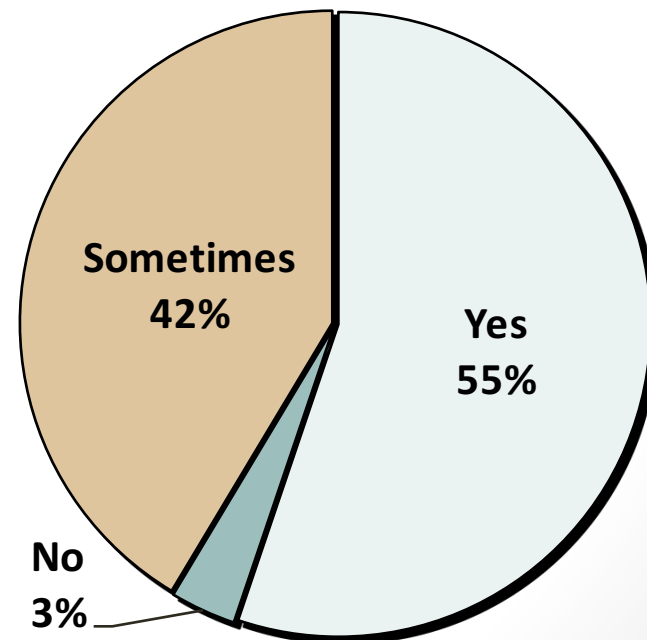
**Do you deliberately use Klondike suppliers?**



- **36% of business spending goes outside the community**
  - Down from 44% in 2011
- **Average \$114,000 outside each**
  - Over \$30 million total annually!
- **Mostly spent on inventory**

- **Price premium tolerance steady at around 10 or 11%**
- **Same as 2011**

**Will you pay more for a local supplier?**

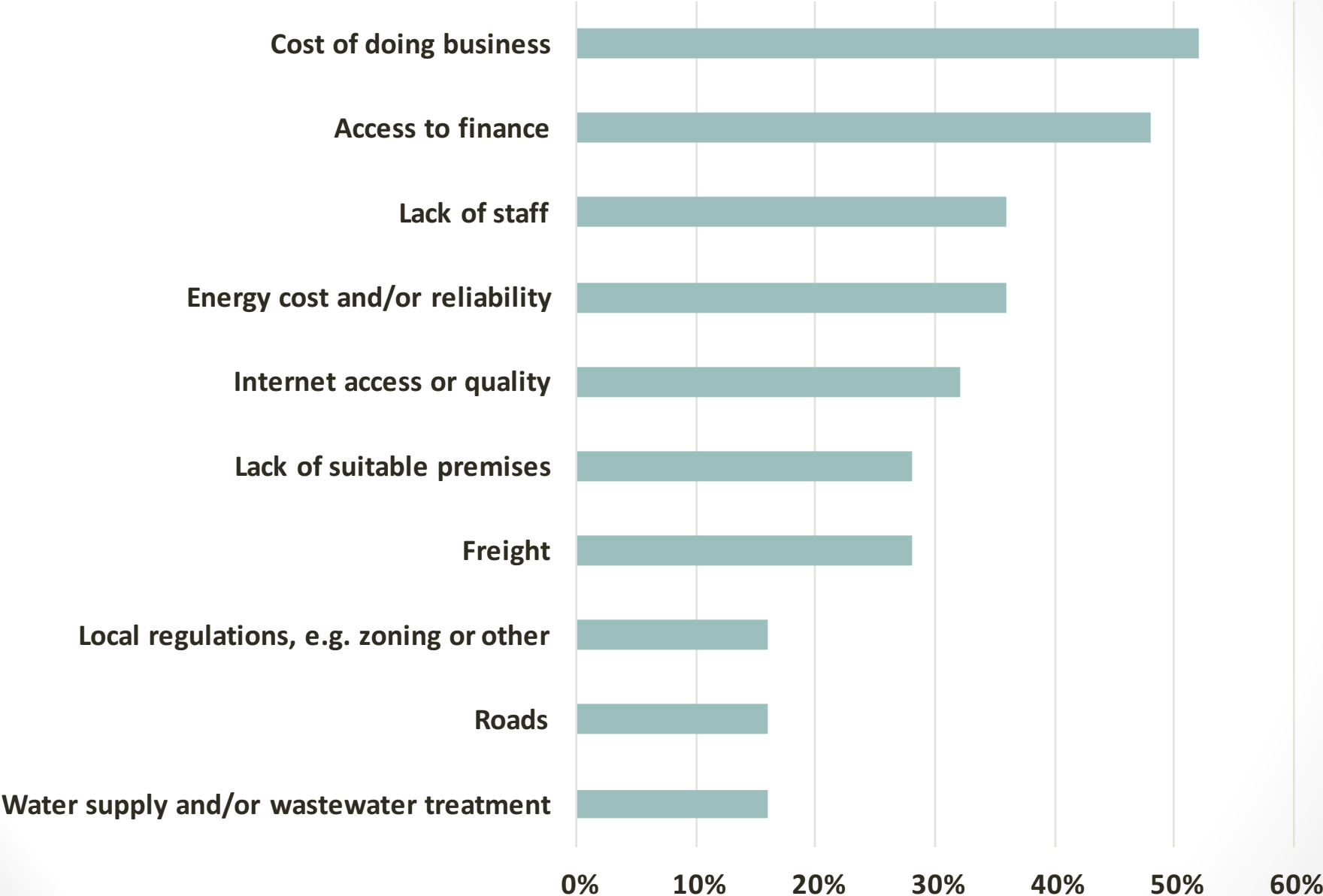


# Local Opportunities

- **50% get requests for products & services they cannot supply locally**
  - **Long list and huge variety – can be published as business opportunity promotion**

Food, Bike rentals, Waste removal, Environmental clean up, Video production, Metal structures, Lumber, Specialty gifts, Small business loans, Cash management, Aerial lift equipment rental, HiAb rental, Topsoil, Fitness equipment, Organic products, Health products, Vehicle rentals, Conference facility, Longer van tours, Mineral exploration, Wellness spa, Accountant, Printing, Recycling, Tool rentals, Taxi, Tourist activities.....
- **Over \$30 million of spending leaks outside annually.**
- **Top business spending leaks are:**
  - Food
  - Parts
  - Equipment
  - Office supplies
  - Linens and other accommodations supplies

# Barriers to Expansion



# Barriers to Expansion

Access to finance

Unpredictable mining cycles

Staff

Higher income taxes

Property taxes

Cost increases

Land shortage

Greater regulation

High construction costs

World economy

Seasonal cycles

Facilities

Poor internet & high cost

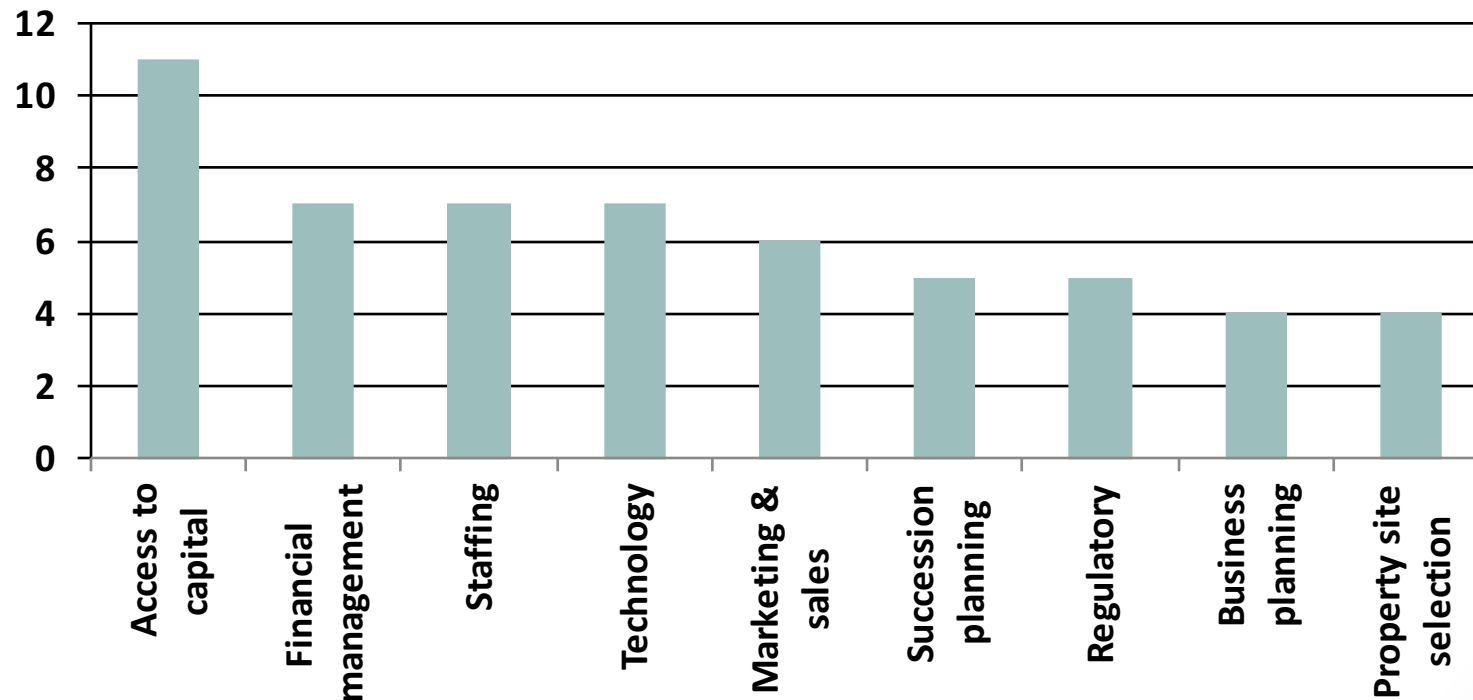
Freight costs

Property taxes, w&s rates

# Business Support Service

- **Access to capital greatest advisory need**
- **Followed by:**
  - Financial management
  - Staffing – recruitment and retention

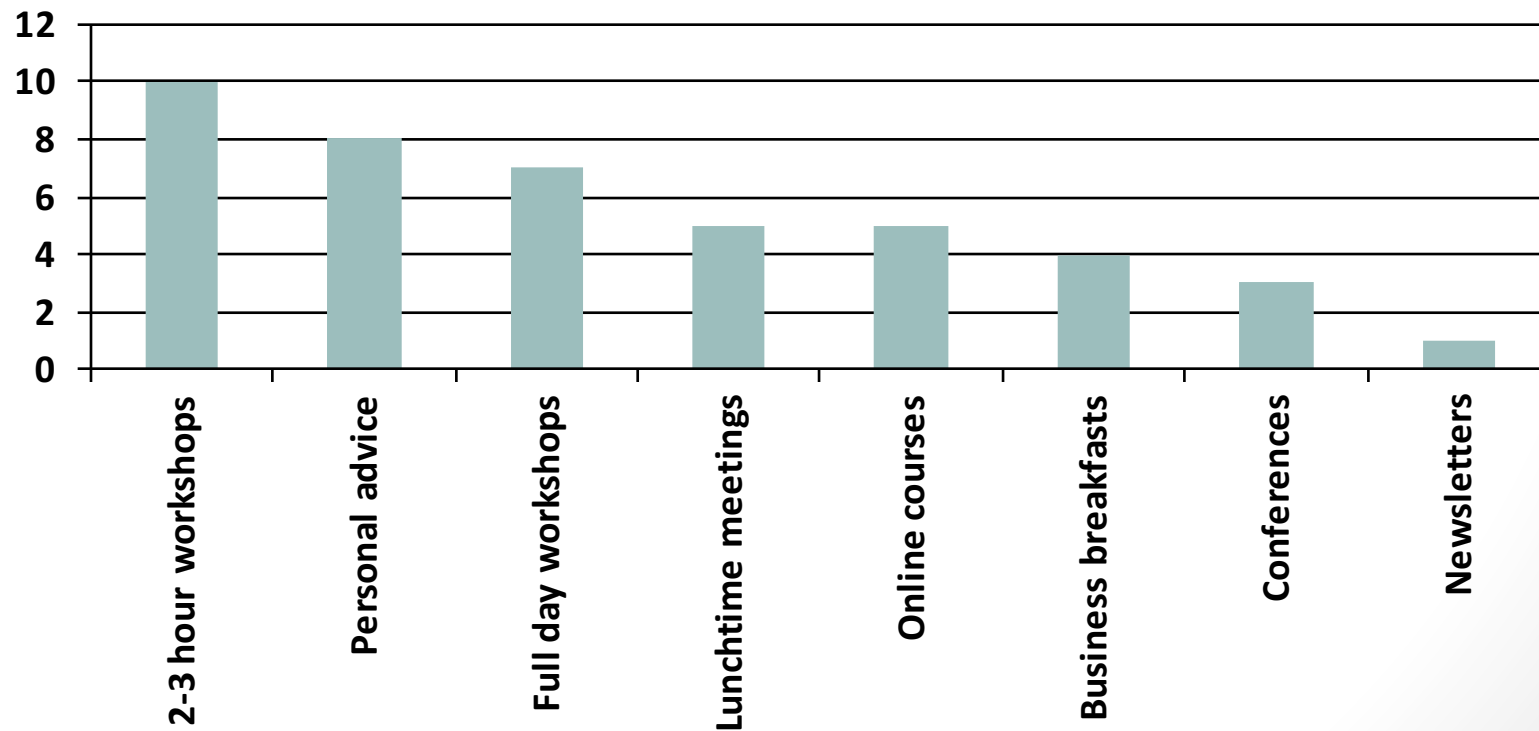
**Business Advisory Needs**



# Business Support Service

- **2-3 hour workshops preferred format**
  - Mornings NOT evenings or weekends
- **Followed by:**
  - Personal advice
  - Full day workshops

**Preferred Support Formats**



# Dawson's Assets to do business:

**community** government support history nature  
people quality of life remoteness safe

# Suggestions for improving Dawson:

bridge city rules and costs  
**housing** land recreation centre runway paving

# Strengthening our Economy:

bridge goldcorp **housing** skills training