

# Economic Development Survey

## Preliminary Findings



## Introduction

The Town of Clarenville believes that it has a primary role of facilitator of economic development. In doing so, the Town aims to: (1) Ensure the conditions required to do business are competitive and fair; (2) Provide an environment that is welcoming to new residents and businesses; (3) Promote opportunities for business growth and expansion; (4) Advocate for the Town's economic best interests; and (5) Develop effective policies and procedures that support future economic potential.

## What We Heard



### A Background

The Town of Clarenville believes that it has a primary role of facilitator of economic development. In doing so, the Town aims to: (1) Ensure the conditions required to do business are competitive and fair; (2) Provide an environment that is welcoming to new residents and businesses; (3) Promote opportunities for business growth and expansion; (4) Advocate for the Town's economic best interests; and (5) Develop effective policies and procedures that support future economic potential.

### How To Access

Access the survey [here](#) for a chance to win 1 of 5 \$50 gift cards! The survey is completely anonymous. Deadline is June 2.

### How It Helps The Town



#### Improves Planning

Your input helps our council put further priority into funding of what our residents want.



#### Helps Predict Growth of Businesses

Your input will give the town a more accurate idea of how businesses are likely to sustain the years to come.



#### Better Insight Into What Attracts Residents

Your input can help the town gain insight on what amenities and services can attract prosperous residents to our charming town.

### GET IN TOUCH

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562 individuals completed the Economic Development Survey which ran publicly from May 15-June 2, 2023.

Based on a preliminary review of the results, 63% of respondents either agreed or strongly agreed that the Town is doing a good job at managing economic growth for its residents.

Survey respondents were also asked to identify the top three assets that currently exist in the community which could be worked on or enhanced to encourage future economic development. Out of a list of nine options, respondents felt that these top three assets should include a creative, entrepreneur population, the existing business community and industrial lands and associated assets.

Interestingly, the third choice was followed closely by land for development.

Building a Vision for the Town of Clarenville is critically important, especially when developing a long-term economic strategy. When asked what three words describes this Vision, respondents indicated that *environmentally sustainable*, *prosperous* and *historically and culturally connected* amongst the top choices. A Vision where residents and businesses were *socially engaged* also received a high ranking.

## Building a Local Economy

Building a local economy can include things like encouraging job growth, encouraging personal prosperity, and promoting business growth. When supporting economic development, residents believe that attracting more tourists and visitors is the highest priority to attaining economic growth.

Participants also identified an in-town, public transportation system, as well as encouraging

people to move to Clarenville and attracting new businesses as key beneficiaries to economic growth.

## Desired Programs & Services

Survey respondents identified numerous priorities they would like to see developed in the next ten years through the town.

The most requested activity was for the town to develop a regional wellness centre.

This idea was followed closely with the need for eco-friendly policies and programs, more industrial development, and an increase in available, affordable housing.

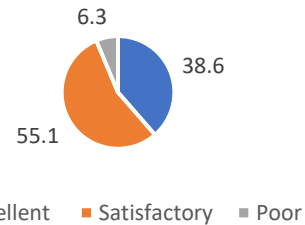
## Attracting Business Opportunities

Survey participants were asked to identify the Council's performance on accessing opportunities and how to bring entrepreneurs to the town.

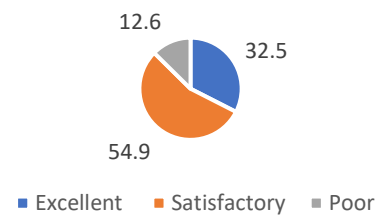
- 93.7% of respondents commended the Council for doing a satisfactory-excellent job when maintaining and enhancing local recreation and cultural amenities.
- 87.4% of respondents feel that Council is doing a satisfactory-excellent job in keep the town safe from crime.
- 88.9% of respondents feel that Council is doing a satisfactory-excellent job at maintaining effective and efficient policies and procedures.
- 87.9% of respondents feel that Council is doing a satisfactory-excellent job maintaining and expanding the Town's infrastructure.

- 89.3% of respondents feel that the Council is doing a satisfactory-excellent job making the Town attractive to new residents.

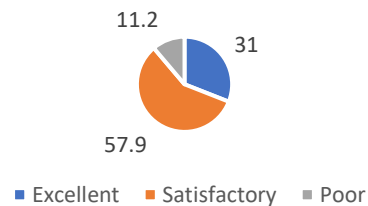
### Maintaining and Enhancing Local Recreation and Cultural Amenities



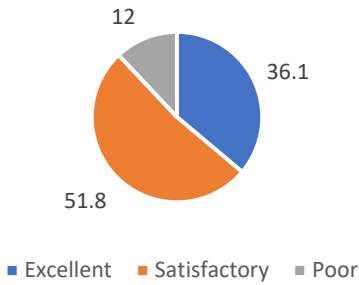
### Maintaining a Town Safe from Crime



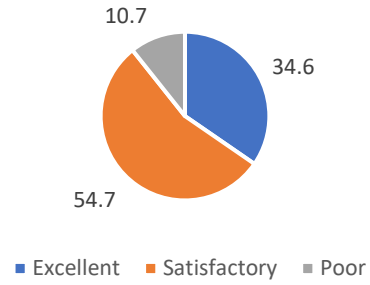
### Maintaining Effective and Efficient Policies and Procedures



### Maintaining and Expanding Infrastructure



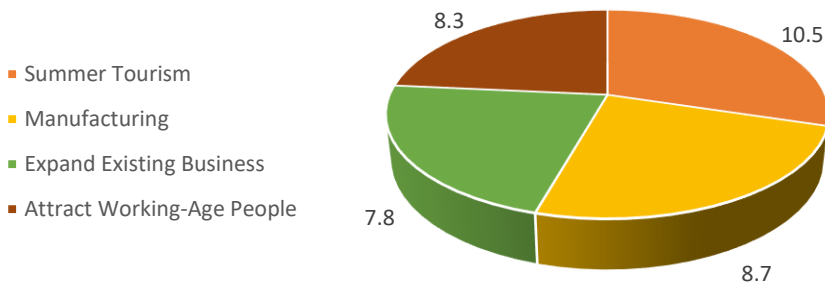
### Making the Town Attractive to New Residents



## Opportunities that Promote Economic Development

Participants were asked to identify what they believe could be the most fruitful opportunities to expand the town’s existing operations.

### Expanding and Promoting Opportunities



### Respondent Demographics

- 80% of business respondents have operated in Clarendville 10 years or less.
- 56% of business respondents agree that the Town has business-friendly policies.
- 47% of all respondents have lived in Clarendville less than 10 years.

There are many attractions that tourists flock to within our surrounding area during the summer. While visitors come here to avail themselves of amenities like Elizabeth Swan Park, the Eastlink Events Centre and local specialty shops, there are many other attractions outside the community.

The Town, in partnership with the Sustainable Tourism Enhancement Plan Working Group, is finalizing the first Sustainable Tourism Plan for the Clarendville Area.

The new Tourism Plan will focus on several strategies aimed at intercepting visitors passing through this area with the overall goal of increasing longer visitor stays.

Other recipients believed that promoting additional manufacturing by catering to local



Picture 1: The Farm and Market at Clarendville Inn

trades personnel to live and stay in Clarendville for employment can promote a healthier economic balance.

## Greatest Strengths

Clarendville has been consistently viewed as a community with many strengths as The Hub of the East Coast.

As a result, recipients were given a plethora of options to choose from when evaluating the town's greatest strengths.

Residents mostly want to see an increased number of amenities that will enable the town's entrepreneurial population to thrive while also giving residents more options to shop and dine.

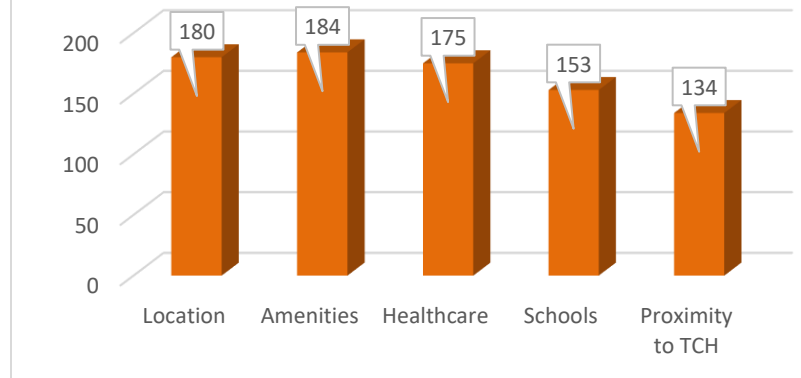
## Economic Growth

The survey included several questions about the future of the community and asked respondents to highlight their beliefs about economic growth.

From the list of options, respondents expressed a strong belief that economic growth in the Town of Clarendville is:

- Essential for the Town to remain competitive and thrive.
- Will allow the Town to make much-needed improvements to existing infrastructure, parks, and open spaces.
- Necessary for the community to have the kinds of services, restaurants, and jobs that are desired; and,
- Should be kept to a minimum to support only the most essential services.

## The Town of Clarendville's Greatest Strengths



## Next Steps

The Town of Clarendville is developing a new Economic Strategy that will plot a course to help guide jobs and business growth in the near and medium future.

The Economic Development Survey results will inform the next stages in the Strategy's development which is a series of Focus Group sessions this fall. Residents and business owners are encouraged to be a part of the dialogue. Your voices are important as we develop and continue to support a thriving economy in this community.

For more information on how to participate in the Focus Group discussions, please contact Colin Holloway, Economic Development Officer at (709) 466-7937, ext. 110 or by email at [cholloway@clareville.ca](mailto:cholloway@clareville.ca).