

SURVEY RESPONSE SUMMARY REPORT



ABOUT THE EAST KAMLOOPS BIA

The East Kamloops BIA (Business Improvement Association) is a non-profit organization representing approximately 220 businesses and property owners in Valleyview, Dallas and Campbell Creek. Our organization conducts work in marketing, economic development, advocacy, community safety, placemaking, and events.

VALLEYVIEW

DALLAS

CAMPBELL CREEK

EXECUTIVE SUMMARY

The recent survey of East Kamloops BIA members provides insight into current challenges, opportunities, and priorities for the Business Improvement Association (BIA). With 50 responses representing approximately 23% of our membership, the findings highlight a clear desire for immediate action on safety, cleanliness, transit and active transportation improvements. Despite these challenges, many businesses remain optimistic: 41% reported doing better than last year. 53% reported staying the same. Only 6% reported doing

worse. This indicates resilience and cautious optimism within the business community.

East Kamloops businesses have legacy – almost half are operating over 20 years, and many for over 50 years. There is also strong interest from businesses in marketing support, networking opportunities, advocacy, and public realm enhancements. This provides a clear roadmap for the BIA to prioritize initiatives that will strengthen both the local business environment and community perception of East Kamloops.

BUSINESS LANDSCAPE

Businesses are well-established: nearly half have operated for 20+ years (with 7 businesses over 50 years old).

Business types are diverse from professional services, retail, personal services, construction/trades, and medical/health.

50 Responses
≈ 23%
of our membership

CHALLENGES FACING BUSINESSES

✘ Safety is the top concern for businesses as they encounter homelessness, theft, open drug use and a reduced sense of safety.

📣 44% of businesses encountered safety incidents last year.

🚗 Traffic, parking, and transportation issues were also common frustrations.

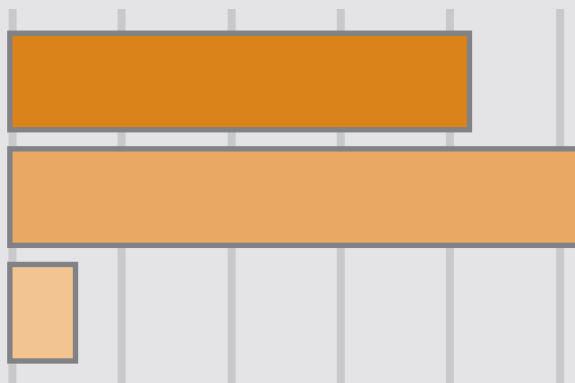
⬆️ Rising costs and economic pressures were mentioned but less frequently than safety and infrastructure.

WHAT BUSINESSES WANT THE BIA TO FOCUS ON

1. Community safety initiatives (33 votes – top priority)
2. Marketing & promotions (27)
3. Cleanliness (25)
4. Networking opportunities (19)
5. Advocacy (16)
6. Beautification (16)



BUSINESS PERFORMANCE



41% reported doing better than last year

53% reported staying the same

Only 6% reported doing worse

This suggests resilience but also opportunity for support.

WHEN ASKED ABOUT PUBLIC REALM IMPROVEMENTS, THE TOP REQUESTS WERE:

- Lighting and safety features
- Sidewalks and transportation improvements
- Beautification and enhanced public spaces

PERCEPTION OF EAST KAMLOOPS

- Described as “an area in transition”: a mix of industrial, retail, and community, with both opportunities and challenges
- Ease of access by car is strong, but walkability, safety, and things to do rate much lower
- Multiple times it was referred to as the “Gateway to Kamloops”
- In 20 years, people envision:
 - Better transit and infrastructure
 - More housing and businesses
 - Green spaces and community amenities

FOR BUSINESS MIX, THERE IS A NEED FOR MORE

Stores (especially grocery, hardware, retail)
Restaurants & cafés

Service-based, non-chain businesses
Healthy food options

RATING SCALE OF EAST KAMLOOPS ATTRIBUTES

- Ease of access by car – 7.52
- Sense of community – 6.12
- General area appeal – 6.08
- Variety of businesses available – 6.00
- Cleanliness – 6.00
- Sense of safety – 5.56
- Ease of access by public transit – 5.80
- Walkability – 5.68
- Ease of access by bike/active transportation – 5.72
- Things to do – 5.00

WHEN ASKED TO DESCRIBE EAST KAMLOOPS

