

## BR + E

Business Community and leaders...on behalf of the Winkler & District Chamber of Commerce Executive Team, we wish to thank you for participating in the Business Retention & Expansion visitation survey. We value your participation and input.

Our luncheon meeting on Thursday, April 24<sup>th</sup> provided you with the survey findings and a copy of the final report for Phase I & II.

Our Executive endeavours to respond to your issues and needs in order that our business and local economy can be improved. Each executive member will be a spearhead as a project coordinator. We are encouraging all businesses and business leaders to become involved as part of the key players, assisting with the needs, concerns and opportunities of our local business community.

Your participation will benefit the whole business community with the discussion, strategies and plans of action. As a community, we have a lot to be proud of, but we also see we have a lot of work to do.

As we begin to have discussion over the next few months, we value your input and welcome your contact with us.

Please feel free to contact any of the Executives at our Chamber office at [chamber@winkleronline.com](mailto:chamber@winkleronline.com) 325-9758 or [Brenda@winkleronline.com](mailto:Brenda@winkleronline.com) 325-9758 ext 102.

### RECOMMENDATION #1

**Providing Skilled Labour & Training Opportunities** – The results of the survey showed overwhelming the need for skilled labour as well as training opportunities for management, marketing skills and the need for a mentorship program.

Project Coordinator – Greg Archibald & Eugen Klassen

Key Players: Winkler & District Chamber of Commerce

Red River College

Manitoba Competitiveness & Training

Department of Immigration

Immigration Consultants

Human Resources Organization (Regional)

## **RECOMMENDATION #2**

### **City of Winkler Strategic Planning**

Project Coordinator – Brenda Storey

Key Players: Winkler & District Chamber of Commerce  
Winkler Community Development Corporation  
City of Winkler

There are numerous concerns expressed by the business community. These are the top 10:

1. Roadside Signs
2. Parking Signage
3. Strategic Planning
4. Economic Development Office
5. Recreational Facilities
6. Transportation
7. Regional Concerns
8. Advertising & Promotions
9. Downtown Area
10. Customer Service Training

## **RECOMMENDATION #3**

**Support for Twinning Hwy 32** - The business community whole heartily supports the twinning of Highway 32 (82%) and recommends that for the interim, the intersection at Highway 14 and East View Drive have additional lighting, turn-off lanes and signage placed that “this” is the official Truck Route for the City of Winkler.

Project Coordinator – Lyndon Thiessen

Key Players: Winkler & District Chamber of Commerce  
City of Winkler  
Peter George Dyck – MLA

## **RECOMMENDATION #4**

**Advertising & Promotions** - The business community would like to see that the City of Winkler play a greater role in advertising and promoting the Community. Areas suggested were proper signage at the entrance of the City identifying the recreational and

cultural activities that Winkler has to offer; promotional video featuring the Winkler lifestyle; quality brochures to promote the community and attract skilled labour as well as professional; and develop Tourism promotion.

Project Coordinator - Deb Penner & Dianne Friesen

Key Players: Winkler & District Chamber of Commerce  
City of Winkler  
Special Events Coordinator

## **RECOMMENDATION #5**

**Regional Events Centre** – The need for a regional Events Centre of a Convention Centre received overwhelming support from the business community (84%), to build a facility that would become a Destination Centre including hotel facilities, water park Convention Centre and Noah's Ark.

We recommend that the Winkler & District Chamber of Commerce and the Morden Chamber of Commerce spearhead an initial meeting with the RM of Stanley, the Town of Morden and the City of Winkler to discuss the feasibility of such a project and if interested, the appointment of a Task Force to further study the proposed project.

Project Coordinator – Kenneth Thomas

Key Players : Winkler & District Chamber of Commerce  
Morden Chamber of Commerce  
City of Winkler  
Town of Morden  
R.M. of Stanley

## **RECOMMENDATION #6**

**Central Resource Centre** – The business community wants direction as to where to go to get the necessary local, regional, provincial and Federal information as it applies to the business community. This would include incentive programs, training, health and safety regulations, zoning, bylaws, and whatever programs are available.

It is recommended that a regional website be built that would have all this information available and or have connecting links to sites that would have parts of this information available. This resource centre could be developed with various Government departments, Chamber of Commerce and Community Futures organizations.

Project Coordinator – Winkler & Morden Chamber offices

Key Players: Winkler & District Chamber of Commerce  
Morden Chamber of Commerce  
Manitoba Competitiveness & Training  
Heartland Community Futures Corporation

### **RECOMMENDATION #7**

**Regional Concerns** - It was strongly indicated that the community should think regionally starting with our youth. Areas that we should be planning regionally were tourism, policing, fire protection, water and sewer supply, recreation facilities and economic development.

It is recommended that the Winkler & District Chamber of Commerce together with the Morden Chamber of Commerce meet with the Town of Morden Council, the City of Winkler Council and the RM of Stanley Council (or representatives) to encourage the formal invitation of regional planning with all jurisdictions.

Project Coordinator – Myrna Hildebrand

Key Players: Winkler & District Chamber of Commerce  
Morden Chamber of Commerce  
City of Winkler  
Town of Morden  
R.M. of Stanley

### **RECOMMENDATION #8**

**Business Community Concerns** – There is a concern that the high dollar is hurting manufacturing and that business is suffering from “sales leakages” to the Internet, Grand Forks and Winnipeg. The sales leakages could be as high as 40% to 60%.

Project Coordinator – David Dunseath & Scott Cockbill

Key Players: Winkler & District Chamber of Commerce  
Morden Chamber of Commerce  
Manitoba Chambers of Commerce

### **RECOMMENDATION #9**

**Community Concerns** - There are numerous concerns expressed by the business community and we have listed the top 14:

1. Internet is too slow.
2. Need a Retail Member Association
3. We are not serious about re-cycling.
4. Networking opportunities for businesses.
5. Women in Business Events.
6. Flexibility of store hours.
7. Expanded Day Care Centre
8. GVT Tech is an excellent program – businesses should get more exposure
9. Warehousing for freight is needed.
10. More schools are required – not huts
11. Red River College should provide more general business training.
12. Need pharmacy to be open on Sundays.
13. Policing
14. Public transportation

Project Coordinator – Betty Hiebert & Matt Froese

Key Players: Winkler & District Chamber of Commerce  
Winkler Community Development Corporation  
City of Winkler