

BR+E Survey Report Summary

October 6, 2026



OVERVIEW

BR+E Program & Survey Launch

March-May

- Build program awareness
- Gather survey responses online and in-person

Collaborative Workshop

June

- Test survey response themes and priorities
- Brainstorm potential actions

Survey Report and Action Plan Development

July-October

- Analyze survey findings and workshop input
- Develop and refine priority actions
- Finalize the BR+E Action Plan





BUILT WITH BUSINESS

Participating businesses are predominantly local, resident-owned, and small employers.

- 89 businesses completed the survey across 19 sectors
- 42 businesses and community partners participated in the collaborative workshop
- 90% are locally owned, single location businesses
- 80% have at least one owner who lives in Stony Plain
- 90%+ employ fewer than 20 people

BUSINESS OUTLOOK

Businesses are optimistic about future opportunities.

- 83% rate Stony Plain as a good or excellent place to do business
- 63% expect sales growth over the next two years, despite ongoing cost pressures
- 49% plan to expand their business, while 39% plan to maintain current operations
- 12% plan to relocate, downsize, or close





WHAT WE HEARD

KEY THEMES

Businesses are optimistic and looking to grow, but needs vary across sectors, sizes, and locations. Four themes emerged where targeted support could strengthen business retention and expansion.

Workforce & Talent

Finding and developing talent is critical to business growth

Space to Grow

Access to the right space helps businesses stay, grow, and invest in Stony Plain

Learning & Connection

Practical skills, resources and connections to help businesses adapt and grow.

Communication

Strong communication and relationships strengthen the local business ecosystem



WORKFORCE & TALENT

Key Insights

- Businesses face challenges attracting both skilled and entry-level workers
- Workforce availability and housing are increasingly influencing business growth and expansion decisions
- Employers identified opportunities to strengthen youth employment and workforce readiness

Opportunities

- Connect businesses with talent and workforce supports
- Strengthen youth and emerging workforce pathways
- Align workforce and housing planning to support economic growth
- Increase awareness of housing initiatives and projects that support workforce attraction and retention



SPACE TO GROW

Key Insights

- Limited availability of commercial and industrial space was identified as a barrier to expansion
- Businesses reported challenges finding space that meets their size, location, and budget requirements
- Businesses are exploring shared and flexible space arrangements to accommodate growth

Opportunities

- Increase awareness of available space
- Connect businesses to growth opportunities
- Inform future employment land planning



LEARNING & CONNECTION

Key Insights

- Businesses are interested in business planning, growth strategy, and marketing support
- Businesses want practical guidance on digital tools and artificial intelligence
- Time and capacity constraints can limit adoption of new tools and approaches
- Businesses value networking, peer learning, and connections to support organizations and resources

Opportunities

- Build planning capacity
- Support digital and AI readiness
- Strengthen business connections
- Expand access to expertise and resources



COMMUNICATION

Key Insights

- Businesses prefer direct, relevant communication, particularly through email
- Businesses want timely access to information, resources, and opportunities
- Businesses value awareness of available programs, supports, and services
- Business needs and experiences vary across sectors and locations throughout the community

Opportunities

- Deliver timely, relevant communications
- Increase awareness of programs and supports
- Tailor communications to business needs
- Improve reach and engagement

NEXT STEPS

- Finalize and share the BR+E Action Plan
- Activate partnerships to support Action Plan implementation
- Implement, monitor, and evaluate progress
- Repeat the BR+E Program Cycle

