

Business Retention & Expansion Survey

What is a Business Retention & Expansion Survey?

A Business Retention & Expansion (BR&E) Survey helps local governments gauge the health of the local economy and identify issues, challenges, and opportunities through a standardized interview with businesses in the community. Data collected through the survey is compiled and analysed to provide baseline information, highlight trends, and identify areas of critical concern.

Who is conducting the BR&E survey?

The City of Maple Ridge Economic Development department is undertaking the BR&E survey with business recruitment support from partner organizations.

Who are we looking to survey?

We're looking to survey Maple Ridge businesses of all sizes and in all industry sectors, including home-based businesses and farming operations. Due to the nature of the survey, we need to speak with the owners, managers, and/or operators of the business.

What does the survey process involve?

The survey can be done in-person or remotely through a virtual meeting.

In-person: An Economic Development team member will travel to survey participants at a mutually agreed date, time, and location

Virtual meeting: An Economic Development team member will connect with survey participants on a video call through Teams or Zoom at a mutually agreed time

The process will involve a discussion that should take no more than 60 minutes to complete. Some of the questions will ask about your **workforce** (e.g., # of employees, full-time vs part-time), **sales/revenues** (recent and forecast), and **facility/location** (e.g., floor/land area, lease expiry), so you may want to have that information readily available.



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What will happen with the survey responses?

Survey responses will be entered into the City's online engagement platform, Engage Maple Ridge, in a private section that only a limited number of City staff can access. Responses from individual surveys will be compiled and analysed in aggregated form and anonymized before any reporting takes place. Data will be used by the City to understand the needs of the local business community and how best to serve, support, and advocate on their behalf.

Is survey participation mandatory?

No. Participation is entirely voluntary. However, the more businesses participating, the more accurate the information will be. Economic Development is not involved in the regulation or licensing of businesses, and information from the survey that could identify a specific business will not be shared with other departments or organizations unless required by law.

Couldn't the City use data already collected by other government agencies?

Surveys by other government agencies, like Statistics Canada or BC Stats, do not capture the sort of information that a BR&E survey does, or the data is not granular enough to provide an accurate local picture. In many cases where the data is collected, reports combine results from Maple Ridge with other communities, not allowing for Maple Ridge-specific analysis.

For more information about the BR&E survey or to book an appointment, please contact:

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