



Town of Carberry

Family • Friends • Home

Grow Carberry Survey Results 2021



Grow Carberry Survey Results

Introduction

In 2020, the Town of Carberry Council completed a strategic plan and set the following vision for 2030: *Sustainable business development and residential growth will increase our population towards 2500 people who are proud to call Carberry home, where community is more than a word but a way of life.*

Developing an economic development plan was identified as a key strategy to assist the Town in reaching this vision. By creating an economic development plan, our community can create deliberate actions to influence the local economy and improve the quality of life of our residents.

In October 2021 the Town of Carberry reached out for feedback from the community in the form of a survey to assist in creating the economic development plan. In addition to the community survey, a youth survey was distributed to students in the local high school. Having resident feedback is important to ensure that the plan matches the needs and wants of our community. The survey is the first step in gathering feedback from the community, with further discussions planned for early 2022.

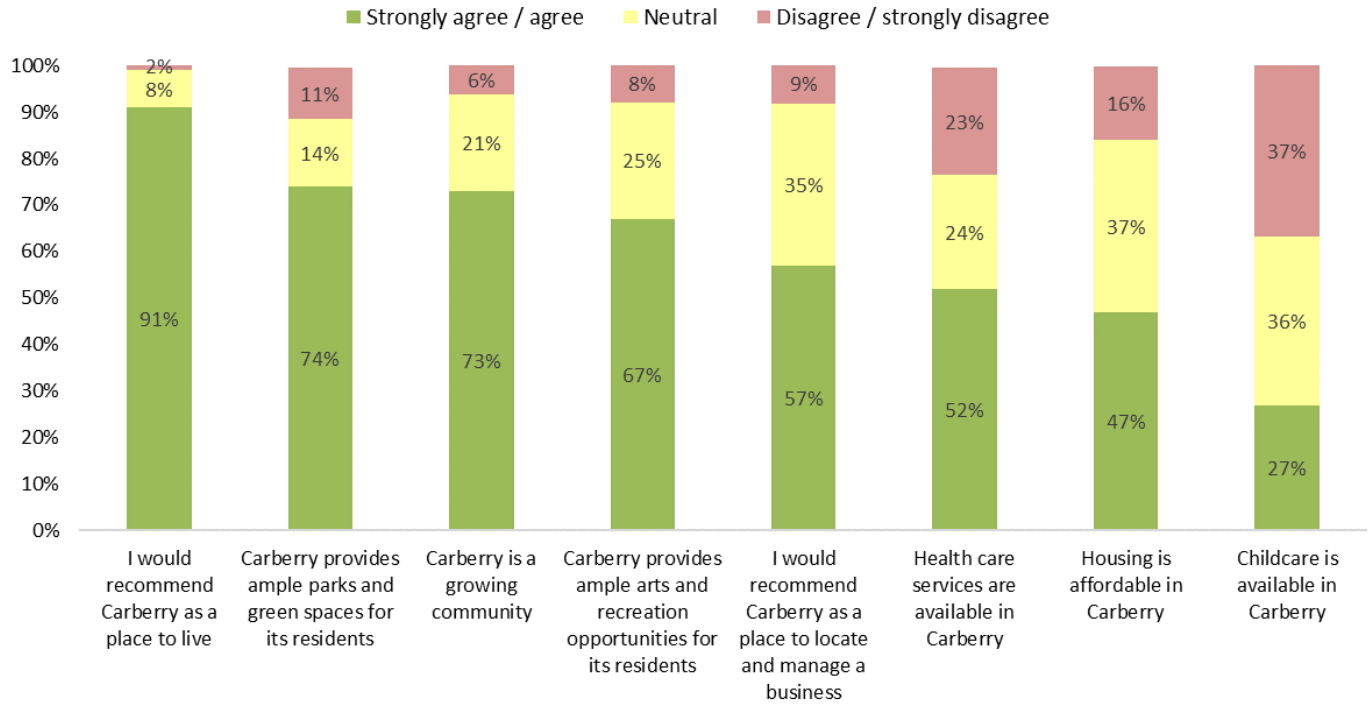
This report provides a summary of the 358 community surveys and 50 youth surveys.

Quality of life

Respondents were asked to rate their agreement with a number of quality of life statements. By knowing what residents feel are strengths and weaknesses of our community, we can focus our economic development efforts on areas which need improvement, as well as identify strengths to use in promoting the Town of Carberry.

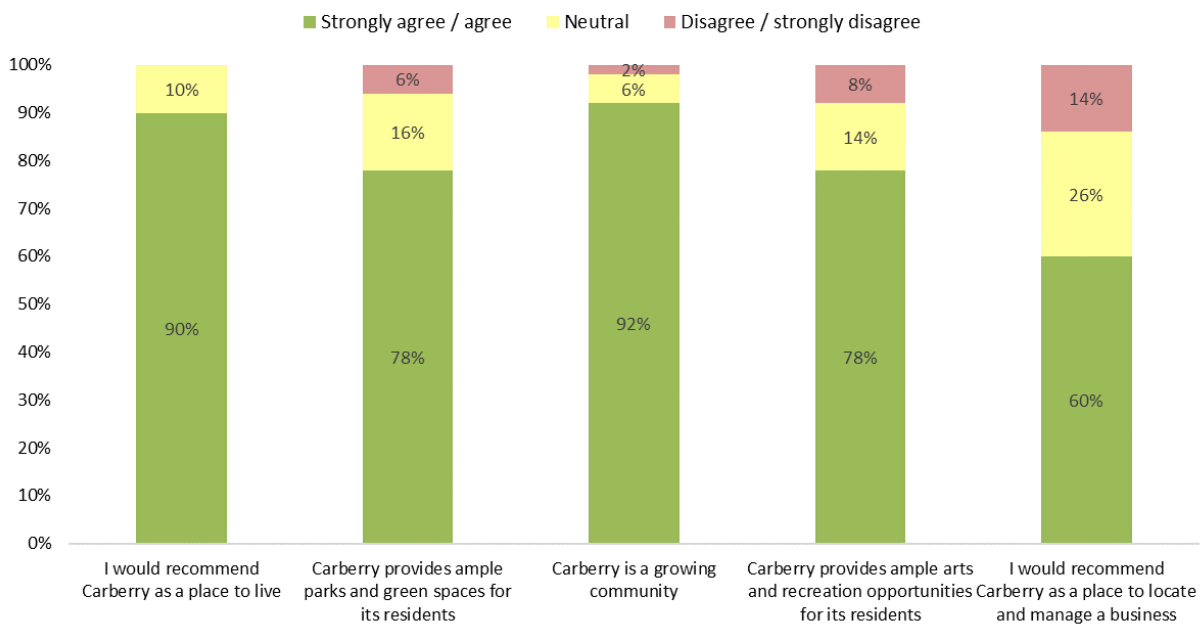
- Most residents would recommend Carberry as a place to live (91%)
- Respondents were generally satisfied with the parks and greenspaces (74%) and arts and recreation opportunities (67%)
- Residents agree that Carberry is a growing community (73%)
- The feeling that Carberry is a good place to locate and manage a business could be improved, with 57% of respondents agreeing with this statement and 35% indicating neutral agreement.
- While 52% of respondents indicated that health care services are available in Carberry, 23% disagreed with this statement. This may indicate different expectations of what health care services are needed in the community. When broken down by age group, only 16% of those over 50 years of age disagreed with this statement, compared to 27% of those 50 and under.
- Almost half of respondents (47%) agreed housing was affordable, while 16% disagreed. In the comments some respondents indicated the need for more affordable rental units, as well as more housing in general.
- Only 27% respondents agreed that childcare was available in Carberry, while 37% disagreed. When looking only at those respondents with children under 18 in the home, 54% disagreed that childcare was available in the community. This identifies child care as a high priority need in Carberry.

Quality of life factors



Youth also indicated positive feelings about Carberry with 92% feeling it was a growing community, 90% recommending Carberry as a place to live, and 78% agreeing that Carberry provides ample parks and green spaces as well as providing ample arts and recreation opportunities. Similarly to the community survey, they were less likely to recommend Carberry as a place to locate a business (60%).

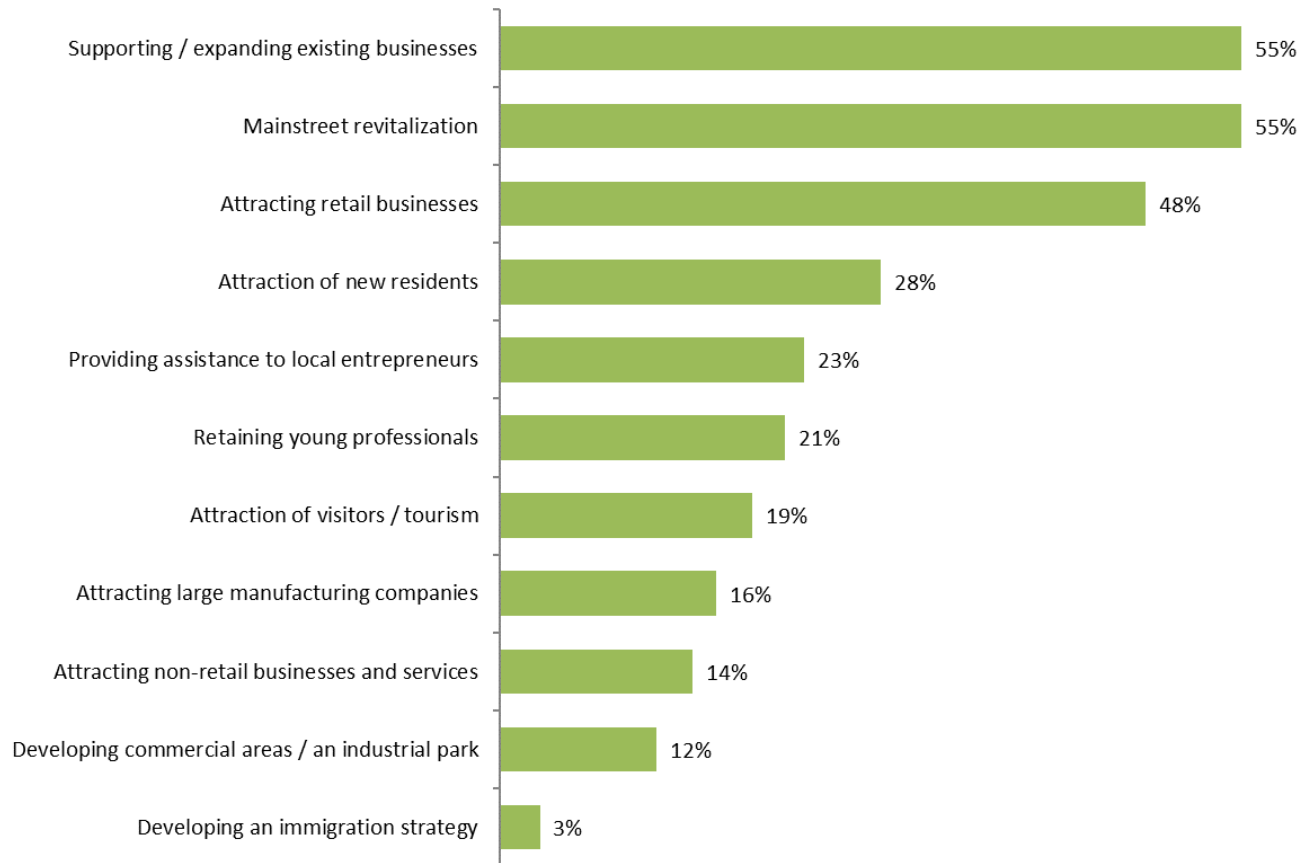
Quality of life factors



Top economic development goals

Supporting and expanding existing businesses (55%) and Main Street revitalization (55%) were the top economic development goals, followed by attracting retail businesses (48%).

What should be the top three economic development goals for Carberry?



Respondents provided a long list of potential businesses they would like to see come to town, with restaurant(s) (138) being by far the most requested type of business, followed by a coffee shop (38). Other top types of retail businesses focused on affordable essentials such as family clothing (30), a dollar store (20) or a variety store such as Red Apple, Giant Tiger or Bargain Store (12). Top non-retail businesses included daycare (26), manufacturing (25), accommodations (14) and agricultural based businesses (13).

We have a potentially entrepreneurial community, as 22% of community survey respondents had thought about starting a business in Carberry, while another 16% already ran a business. Twenty percent of youth had thought of starting a business. Financing (36%) was the biggest obstacle stopping people from starting a business, followed by no suitable available property (18%) and a need for business planning assistance (10%).

What type of business / industry would you like to see in Carberry?

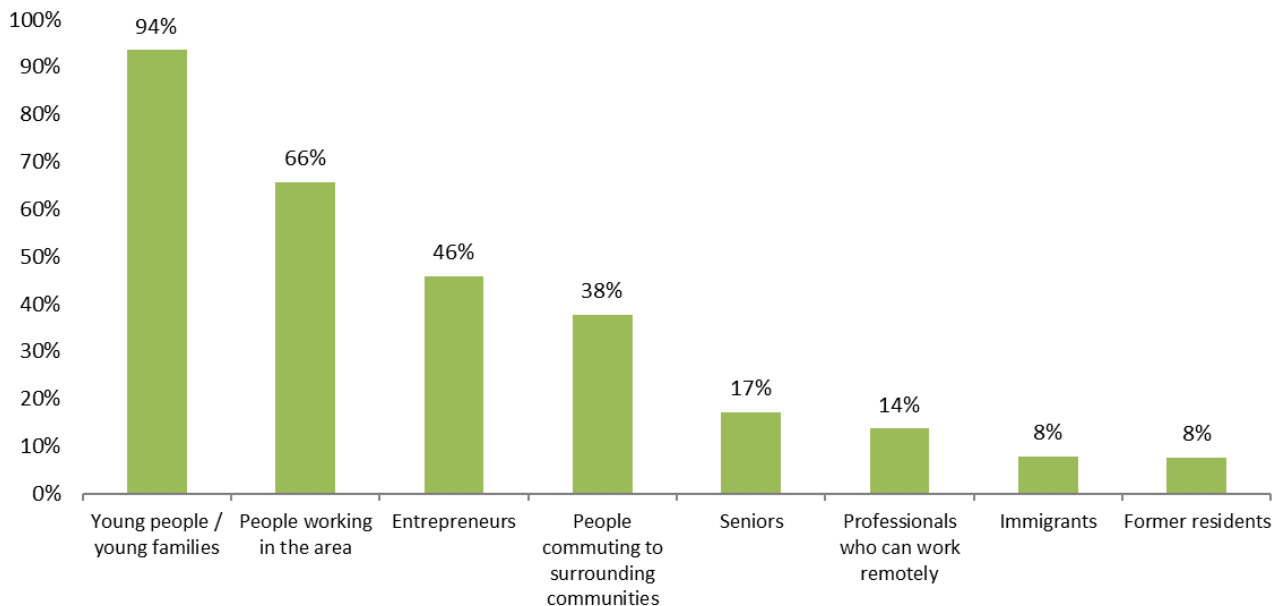
Restaurant	138
Coffee shop	38
Affordable family clothing	30
Daycare	26
Manufacturing	25
Dollar Store	20
Accommodations such as hotel or bed and breakfast	14
Agricultural based business	13

Variety store such as Red Apple, Giant Tiger or Bargain Store	12
Lounge	10
Entertainment such as a theatre	9
Thrift store	8
Maker spaces or co-working spaces	8
Bakery	6
Newspaper	6
Sporting goods store	6

Who should we attract to live in Carberry?

The top demographic for attraction to Carberry was “young people / young families” with 94% of survey respondents indicating this as one of their top three choices. People working in the area (66%) and entrepreneurs (46%) rounded out the top three targets.

Who should be our top three targets for attracting people to live in Carberry?



Why live in Carberry?

Respondents listed many reasons to live in Carberry. The top reason was location; being in close proximity to Brandon, the location along the TransCanada highway, being close to Spruce Woods Provincial Park, and being a central location to other centres including Winnipeg, Portage la Prairie, Neepawa and Shilo.

The atmosphere of the community was listed as an asset, with friendly, supportive people and a small town feeling that is safe and quiet in a clean and attractive setting. Although Carberry has a small-town feeling, respondents indicated that all needed amenities were available including schools, health care, core businesses including two grocery stores, gas stations, banking facilities and recreational facilities. Respondents also indicated that the area was affordable with a reasonable cost of living.

The quality of education in the elementary and high schools was a draw, as well as the available recreation facilities and activities. Other respondents indicated that having family in the area or Carberry being their hometown were top reasons to live here.

“So many amazing people make this an incredible community to raise your kids, work and retire! I wasn’t born here but I feel just as welcomed as though I was.”

What are the top 3 reasons to live in Carberry?

Location	125
Friendly people	117
Small town feel	75
Schools	66
Affordable	59
Recreation	57
Safe	56
Amenities	48
Supportive / Sense of community	47
Family	38

Quiet	33
Work	29
Healthcare	27
Clean, attractive town	20
Good place to raise a family	18
Hometown	15
Growing community	14
Water	10
Farming	8

Why visit Carberry?

Spruce Woods Provincial Park, recreational activities, family and friends in the area and the Sandhills Casino were top reasons to visit Carberry. The Carberry Agricultural Fair, Carberry Museum and Seton Centre along with the general history/heritage of the community were other top reasons.

The reasons people are or may visit Carberry provides a resource to focus promotional efforts. The next is to explore how can we use these reasons people are visiting to attract additional visitors, potential residents and customers for our local businesses.

“I would like to see Carberry’s Main Street revitalized, which would attract more people already drawn to Sprucewoods Provincial Park. On a rainy day if they could come shopping, explore the museums and eat at local restaurants. In turn, this Main Street would also service the residents and businesses already in this community, keeping our hard-earned dollars close to home as much as possible.”

What are the top 3 reasons to visit Carberry?

Spruce Woods Provincial Park	129
Recreation	92
Family and friends	61
Sandhills Casino	59
Carberry Agricultural Fair	47
Carberry Museum and Seton Centre	42
Friendly people	40
Sandhills Golf Course	33

Our heritage	30
Local businesses	29
Town’s appearance	23
Parks	12
Farmers Market	12
Pool	9
Summer Shack	8
Services	8

How can we attract and retain residents, visitors and/or businesses?

Survey respondents were asked how they thought we could attract and retain residents, visitors and businesses. Responses were varied, however some key themes appeared:

Revitalizing Main Street (60): Making the Main Street more attractive by fixing up buildings that are run down, filling vacant businesses, and dealing with the old bank building by either fixing it up or tearing it down were key themes in regards to Main Street. Providing property tax breaks for new businesses, providing rent relief to fill vacant spots, and providing financial support for business start-ups were suggestions for how to support businesses.

Additional recreation facilities and activities (51): Although most survey respondents were satisfied with the recreational opportunities in Carberry, additional facilities and activities were seen as a way to both attract visitors and attract and retain residents. A spray park/water park was the top request (17), followed by a campground (7), additional walking/biking paths (5), playgrounds (4), cross country ski trails (4), indoor pool (4), skating oval (3), toboggan hill (3) and man-made lake (2). Fixing the existing pool was also identified as a priority (9).

Additional businesses (28): Adding more businesses to the community, in particular restaurant(s), was seen as important to attracting and retaining residents and visitors.

Childcare (21): Additional affordable childcare was noted as needed if we want to attract young families. Long waiting lists exist for the Carberry Child Care Co-op as well as in private daycares.

Tourist attraction (20): Respondents noted that Carberry needed an attraction to draw tourists such as unique shops and restaurants, unique recreational activities/facilities or an attraction such as a roadside statue with an attached park.

More community events (17): Community events were noted as a good opportunity for attracting and retaining both residents and visitors. COVID has made it difficult to have events, however several respondents noted how much they had enjoyed the Farmers Markets events with entertainment. It was also noted that community events could be better promoted, with less reliance on Facebook.

Support local (14): Some respondents indicated that residents should be educated and encouraged to shop local. The whole town needs to support our businesses if we want to retain them.

Lower taxes (12): Some respondents noted that property taxes should be lowered.

Health care (11): Maintaining our health care services was a priority for some respondents and others would like to see them expanded and the ER open full-time.

Create more jobs (10): Creating additional well-paying jobs was also seen as a priority to attracting and retaining residents.

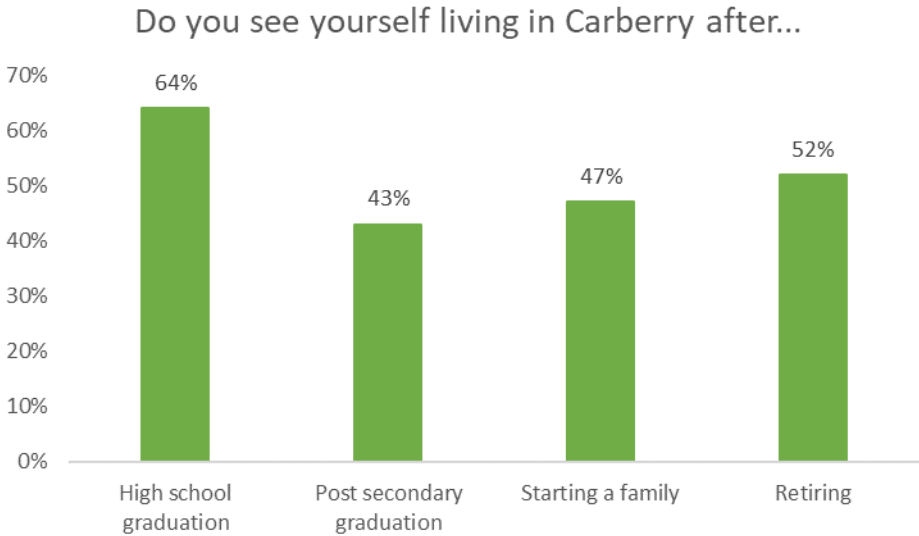
Accommodations (9): It was noted that lack of accommodations is a barrier to attracting visitors and hosting events. A hotel/motel, bed and breakfast and a campground were all suggested ways to address this need.

Promote the community (8): Several respondents indicated that Carberry could be doing a better job marketing itself, to attract residents as well as businesses.

Public washrooms (5): Several respondents indicated that Carberry needed public washrooms.

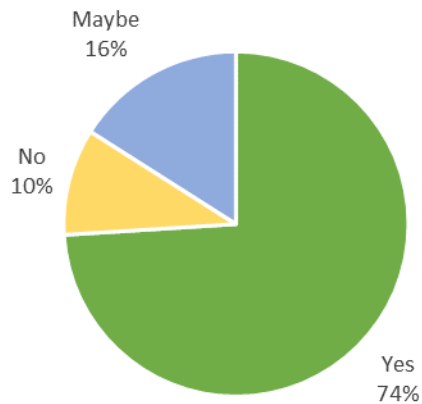
Youth retention

Almost two-thirds of youth survey respondents (64%) saw themselves living in Carberry after high school graduation, while only 43% saw themselves living here after post secondary graduation. Just over half of respondents (52%) saw themselves living in Carberry after retiring and just under half (47%) saw themselves living here after starting a family. In early 2022 we will be holding some group meetings with young people to further explore what factors influence their plans.



Most of the youth who responded (74%) planned on getting post-secondary education or training.

Do you plan on any post-secondary education or training?



Twenty-eight percent of youth respondents would be interested in training programs if offered locally. The types of training they were interested in included:

- Welding (3)
- American sign language (3)
- Mechanics / trades work / apprenticeships (3)

Youth perspectives on Carberry

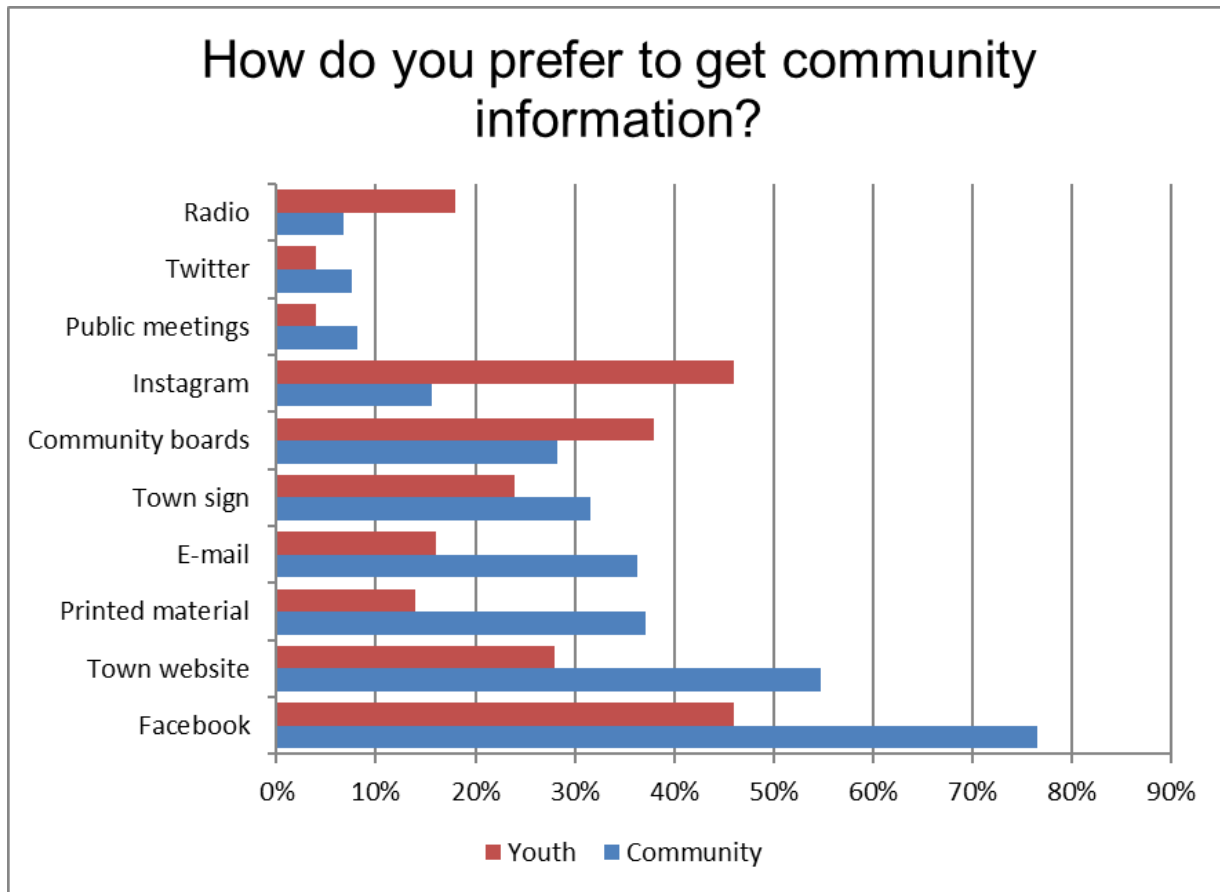
Youth were asked what they would like to see for youth and young adults in Carberry. Responses were varied, but themes that emerged were:

- Places to hang out with examples given of indoor spaces like 43 Main Street or outdoor areas that are sheltered (9)
- More activities, with specific examples such as summer activities, teen skate, teen bowling, activities for youth and older people, game night and community events (7)
- More job and career opportunities (5)
- More course opportunities in school (4)
- Restaurant (3)
- Movie theatre (3)
- Mental health and other supports (3)
- Volunteer opportunities (2)

Communication

Facebook was the preferred method getting community information for community respondents, with 77% of respondents indicating this as a preferred method, followed by the Town website (55%). Several respondents wrote in that they missed having a town newspaper and would like a printed information source.

Youth preferred Facebook (46%) and Instagram (46%) followed by posting on community boards (38%) as their community information sources.



Who did we hear from?

The surveys were well responded to, and we heard from a wide cross-section of the community. The community survey was completed by 358 respondents, of which:

- 68% lived in the Town of Carberry and 27% lived in the Municipality of North Cypress-Langford
- 38% worked in the Town of Carberry, 17% worked in the Municipality of North Cypress-Langford, 9% worked in Brandon, 3% worked in Neepawa, 3% worked in Shilo and 4% worked in other locations
- 24% were did not work or were retired.
- 47% of respondents had children under the age of 18 in their household.
- 81% of respondents owned their home, 11% rented and 7% lived with family.

- Respondents were fairly well representative of the age groups in the Town of Carberry, although the age group of 65+ was underrepresented. Of the respondents, 16% were 18-30 years of age, 45% were 31-50, 22% were 51-64 and 16% were 65+.
- 12% of respondents had lived in Carberry less than 5 years, 12% 5 to 9 years, 16% 10 to 15 years, 9% 15 to 20 years and 46% 20+ years.

The youth survey was completed by 50 students at Carberry Collegiate:

- 70% lived in the Town of Carberry and 30% lived in the Municipality of North Cypress-Langford
- 26% were 17 years of age, 30% were 16, 42% were 15 and 2% were 14 years of age
- 66% of respondents currently had a job
- 20% of respondents had thought about starting a business

Next steps

In early 2022 these results will be presented to the community and discussion will be welcomed to determine key priorities to focus on in the next five years. These priorities will be matched up with actions and form the basis of an economic development plan for the Town of Carberry.

By creating an economic development plan, our community can create deliberate actions to influence the local economy and improve the quality of life of our residents. A plan helps move past the talking to coordinate economic development efforts and help create connections and partnerships. It also allows our community to be responsive to funding opportunities which often have very tight timelines. A plan is essential for marketing our community and attracting investment. Investors are looking for a clear, targeted plan showing a community is future focussed.