

## Business Data Collection

Kootenay Aboriginal Business Development Agency has been waiting for this time to come. We are happy to be able to gather stats from the Indigenous entrepreneur to analyze how much Indigenous businesses actually contribute to the Kootenay region economy. Through ExecutivePulse will be able to gather information from you to provide this information.

ExecutivePulse allows us to easily create at-a-glance reports and presentations, optimize their internal and external communication, and track the progress of their initiatives. The following is what can be expected from data collected:

- Business recruitment/FDI
- Business retention & expansion
- Entrepreneurial development
- Event management
- Government front desk programs
- Investor relations management
- Project management
- Rental property registration and compliance
- Sector or cluster-based initiatives
- Sites and buildings
- Supply chain initiatives
- Workforce development

*Please note that the following information will be kept strictly confidential according to KABDA Client Agreement Policy. It will not single out your business however; it will reveal indicators in general.*

### Contact Information

Business Name: \_\_\_\_\_

Business Contact/Owner: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website/Instagram: \_\_\_\_\_

### Business Information

1. Number of employees

- 1       2-5       6-10       11-20       20+

2. Regular Annual Grosse Income Outside of the Pandemic

- Less the \$10 000.00       \$50 000.00 - \$100 000.00       \$250 000.00 +  
 \$10 000.00 - \$50 000.00       \$100 000.00 - \$250 000.00

3. Annual Grosse Income During of the Pandemic (2020/2021)

- Less the \$10 000.00       \$50 000.00 - \$100 000.00       \$250 000.00+  
 \$10 000.00 - \$50 000.00       \$100 000.00 - \$250 000.00

4. Operation

- Year round       Fall Winter       Spring Summer       Hobbyist

5. Legal Structure

- Sole Proprietor       Partnership       Co-op  
 Limited Company       Corporation       Non-Profit Society

6. Location

- Store Front       Home Based

7. For Artists (Choose one that best describes your talent)

What type of medium

- |                                       |                                          |                                             |
|---------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Glass           | <input type="checkbox"/> Printmaking        |
| <input type="checkbox"/> Carpentry    | <input type="checkbox"/> Installation    | <input type="checkbox"/> Sculpture          |
| <input type="checkbox"/> Ceramics     | <input type="checkbox"/> Literature      | <input type="checkbox"/> Sound              |
| <input type="checkbox"/> Drawing      | <input type="checkbox"/> Natural World   | <input type="checkbox"/> Technical products |
| <input type="checkbox"/> Electric     | <input type="checkbox"/> Painting        | <input type="checkbox"/> Textiles           |
| <input type="checkbox"/> Film         | <input type="checkbox"/> Performing Arts | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Food         | <input type="checkbox"/> Photography     |                                             |

8. Business Classification (Choose one that best describes your product or service)

- |                                                                                                   |                                                                        |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> Agriculture, forestry, fishing and hunting                               | <input type="checkbox"/> Arts, entertainment and recreation            |
| <input type="checkbox"/> Mining, quarrying, and oil and gas extraction                            | <input type="checkbox"/> Accommodation and food services               |
| <input type="checkbox"/> Utilities                                                                | <input type="checkbox"/> Public administration                         |
| <input type="checkbox"/> Construction                                                             | <input type="checkbox"/> Other services (except public administration) |
| <input type="checkbox"/> Manufacturing                                                            | primarily engaged in repairing, or performing                          |
| <input type="checkbox"/> Wholesale trade                                                          | general or routine maintenance, on motor                               |
| <input type="checkbox"/> Retail trade                                                             | vehicles, machinery, equipment and other                               |
| <input type="checkbox"/> Transportation and warehousing                                           | products to ensure that they work efficiently;                         |
| <input type="checkbox"/> Information and cultural industries                                      | providing personal care services, funeral                              |
| <input type="checkbox"/> Finance and insurance                                                    | services, laundry services and other services to                       |
| <input type="checkbox"/> Real estate and rental and leasing                                       | individuals, such as pet care services and                             |
| <input type="checkbox"/> Professional, scientific and technical services                          | photo finishing services; organizing and                               |
| <input type="checkbox"/> Management of companies and enterprises                                  | promoting religious activities; supporting                             |
| <input type="checkbox"/> Administrative and support, waste<br>management and remediation services | various causes through grant-making,                                   |
| <input type="checkbox"/> Educational services                                                     | advocating (promoting) various social and                              |
| <input type="checkbox"/> Health care and social assistance                                        | political causes, and promoting and defending                          |
|                                                                                                   | the interests of their members. Private                                |
|                                                                                                   | households are also included.                                          |

9. Main Market

i. Location

- Local       Provincial       National       International

ii. Gender

- Male                       Female                       LGBTQ2S                       All

iii. Age Range

- 0 to infant                       3 to 11                       18 to 25                       31 to 65  
 infant to 2                       12 to 17                       26 to 30                       66+

10. Self-Identify as:

- First Nation                       non-Indigenous  
 Inuit                       non-Status  
 Metis

If you are First Nation name of Tribe affiliation \_\_\_\_\_

11. Marketing and Promotion Preference

- Word of mouth                       Radio  
 Internet (website/google search/email/eBlasts)                       Local TV  
 Social Media (FB/Instagram/LinkedIn)                       Greater TV  
 Mail outs (newsletters/brochures/rack cards/flyers)                       Other \_\_\_\_\_

12. General Income percentage toward Marketing (includes your time)

- 0 to 10                       21 to 25                       36 to 40                       46 to 50  
 11 to 15                       26 to 30                       41 to 45                       51+  
 16 to 20                       31 to 35

Office Use:

*Geographic location*

- Central Kootenay                       South Country                       Columbia Valley                       West Kootenay

*Main source of income*

- Y     N

*KABDA Client*

- Y     N

- New     Expansion