



Steinbach Public Engagement

Steinbach Business Survey - Chamber of Commerce Members

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Prepared by:

Andrew J. Enns / David Gabor
aenns@nrgresearchgroup.com
NRG Research Group

Winnipeg, Manitoba, Canada
Suite 1910, 360 Main Street
R3C 3Z3



PERFORMING ARTS CENTRE

- Awareness of the Performing Arts Centre (P.A.C.) among Steinbach Chamber of Commerce members is quite high with 90% of respondents saying they have read, heard or seen something about the topic. The most frequently mentioned description of what they read, heard or saw were *Funding details/Where the money is coming from* (36%) and *Still in the approval process/Researching/Controversy* (25%).
- Opinions regarding the P.A.C. were generally more supportive. Nearly seven out of ten (69%) Chamber Members agreed it was important to have access to a new P.A.C. in Steinbach and over half (56%) of respondents agreed they or their family would likely use the new P.A.C. facility.
- The location of the P.A.C. elicited the most divided response. Almost half of Members (48%) agreed with building a P.A.C. downtown, while 41% disagreed it should be downtown.
- The most-often mentioned reasons for supporting the centre being built in the downtown location were that it is *Central location/Accessible* (32%) and *Will keep downtown vibrant/alive/Revitalize downtown* (29%), while the top reasons for opposing were *Parking Concerns* (34%) and that they were *Opposed to building the P.A.C. anywhere/Use money elsewhere* (31%).
- Less than a quarter of members (23%) stated they would be willing to contribute financially to the building the P.A.C.
- Regarding if business-people had any positive or negative views to share regarding building the facility downtown, the top responses were *P.A.C. is needed/I am in favour of;* and *Money should be used elsewhere/P.A.C. is not needed* (23% each).
- Respondents were read two positive statements describing possible benefits of the P.A.C. on the Steinbach community and asked whether they agreed or disagreed with them. Both statements received mixed reactions, though agreement for both was higher.
 - The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family. (Total Agree – 69%)
 - Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents. (Total Agree – 70%).

- Opinion was split regarding the funding approach put forward by the City of Steinbach for the Centre's construction costs, as half supported the approach (55%) while a little less than a third opposed it (32%).
- Participants were informed that an average business in Steinbach paid about \$270 annually in taxes to support the operation of the Aquatic Centre. About 4 in 10 Members said they would prefer to pay *Less than \$270 annually in additional taxes* (42%) and 31% said they would prefer to pay *About the same amount in taxes for the Aquatic Centre*. Just over one in five member (21%) indicated they were *Unsure*. For responses preferring to pay *Less than \$270* (n of 30), 90% would prefer to pay *Significantly less*.
- When asked if the P.A.C. should provide just performance space or performances and day-to-day programming, over 7 in 10 (72%) agreed with the latter approach. However, nearly half (49%) of members withdrew this support for *Performance space and day-to-day programming* support if it meant higher taxes to support the additional operating costs.
- When asked what the next capital undertaking should be, a *New hockey arena* received the most support, select by 41% of members. A *Fieldhouse for court sports* was selected 28% of the time. Noteworthy is Chamber Members seem fairly indifferent to any new recreational developments with 22% saying *Does not matter to me; Neither or Unsure*.

Methodology

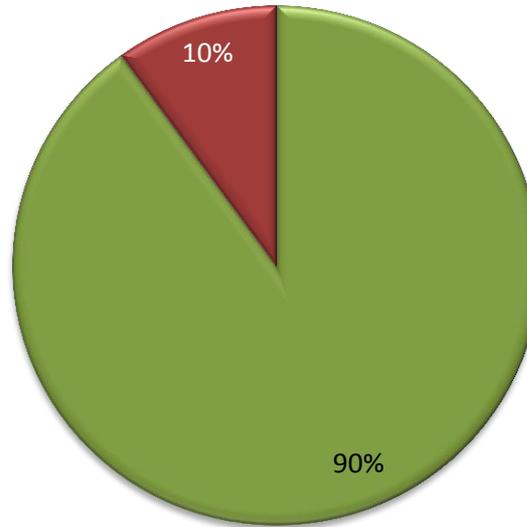
- An initial kick-off meeting was held early January 2016 with a senior NRG researcher and the Mayor's Task Force to discuss the scope of the research study and identify some of the particular areas of study. The meeting was helpful and providing some factual information regarding the P.A.C. for inclusion in the survey questions.
- The questionnaire was developed collaboratively by NRG Research Group and the Steinbach Mayor's Task Force on Public Engagement. The final questionnaire was approved by the Task Force and averaged 14-15 minutes to complete. The survey tool was available online from **February 9th to the morning of February 17th, 2016.**
- The online survey was hosted on NRG's secure web server to ensure confidentiality and anonymity of responses. Throughout the process, NRG maintained respondent confidentiality. NRG identified the sponsor (City of Steinbach) and the research supplier, and informed participants that their involvement in the study was voluntary and completely confidential.
- An open link to the survey was distributed to Steinbach Chamber of Commerce members by a Chamber staff person. Each respondent was required to provide their full name and business address to participate. This helped to ensure Members did not complete the survey more than once.
- Respondents were screened to ensure they operated a business in Steinbach or at a minimum resided in the city.
- A total of 71 interviews were completed which translates to an **18%** participation rate among Chamber Members who received the email containing the survey link.

Variable	N=71 %	Variable	N=71 %	Variable	N=71 %
Gender		Children Under 18 in HH		Years Running Business	
Male	73	Yes	44	5 years or less	24
Female	27	No	55	6 to 15 years	38
Age		Own or rent home		16 years or more	32
18-34	15	Own	59	Number of Employees	
35-54	59	Rent	1	10 or less	44
55 plus	24	Don't live in Steinbach, but run a business in the city	39	11 or more	54

Survey Results

Q1. Have you read, heard or seen anything regarding City Council's approval of the construction of a new Performing Arts Centre (P.A.C.) in Steinbach?

Heard, Read or Seen Anything?



N=71

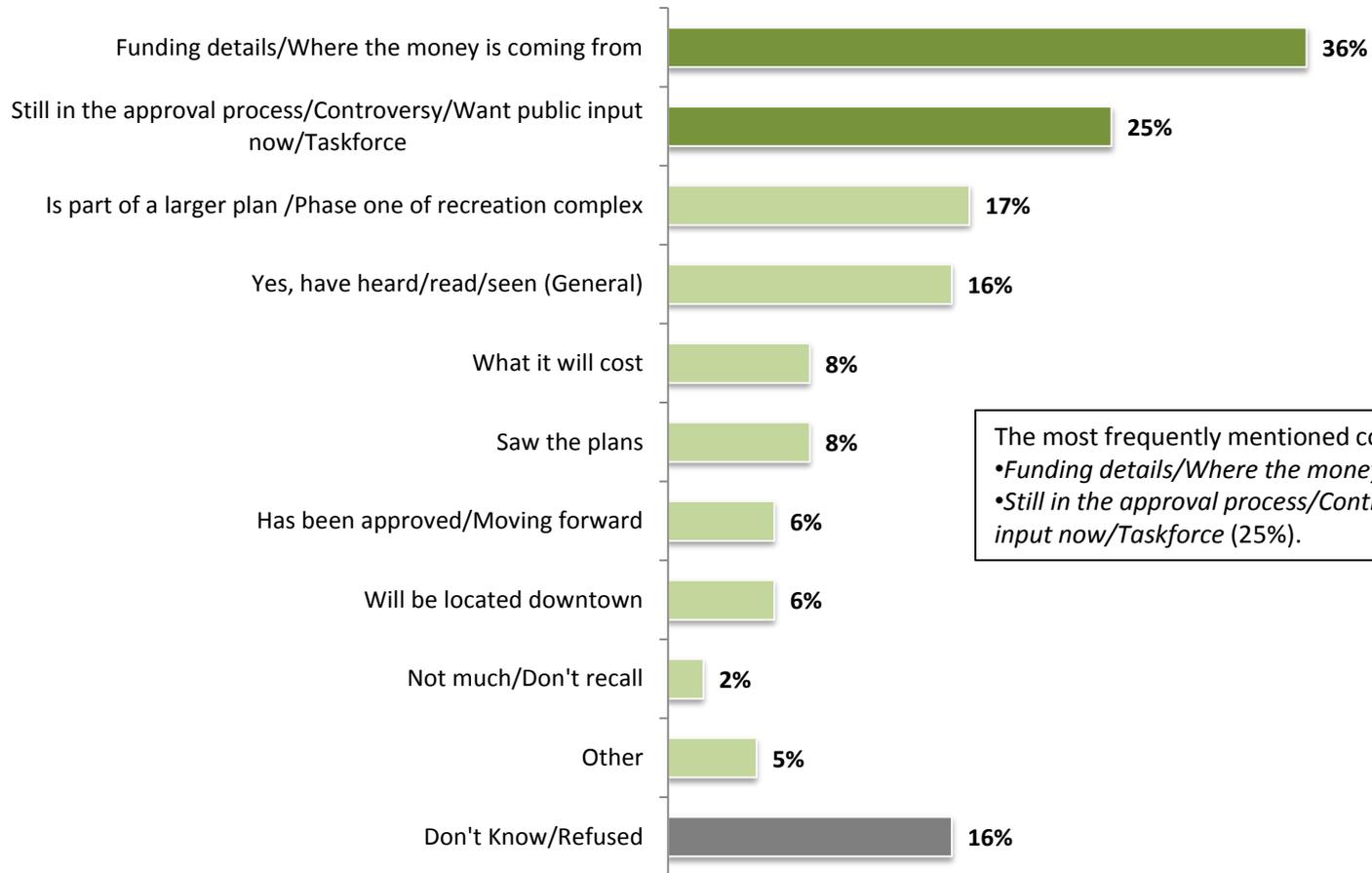
■ Yes

■ No

Nine out of ten (90%) business participants have read, heard or seen something regarding City Council's approval of the construction of a new Performing Arts Centre (PAC) in Steinbach (90%).

Q2. [IF YES TO Q1] What have you heard, read or seen? [RECORD OPEN END]

What have you read, heard or seen? (Total Mentions)



The most frequently mentioned comments were:
 •Funding details/Where the money is coming from (36%).
 •Still in the approval process/Controversy/Want public input now/Taskforce (25%).

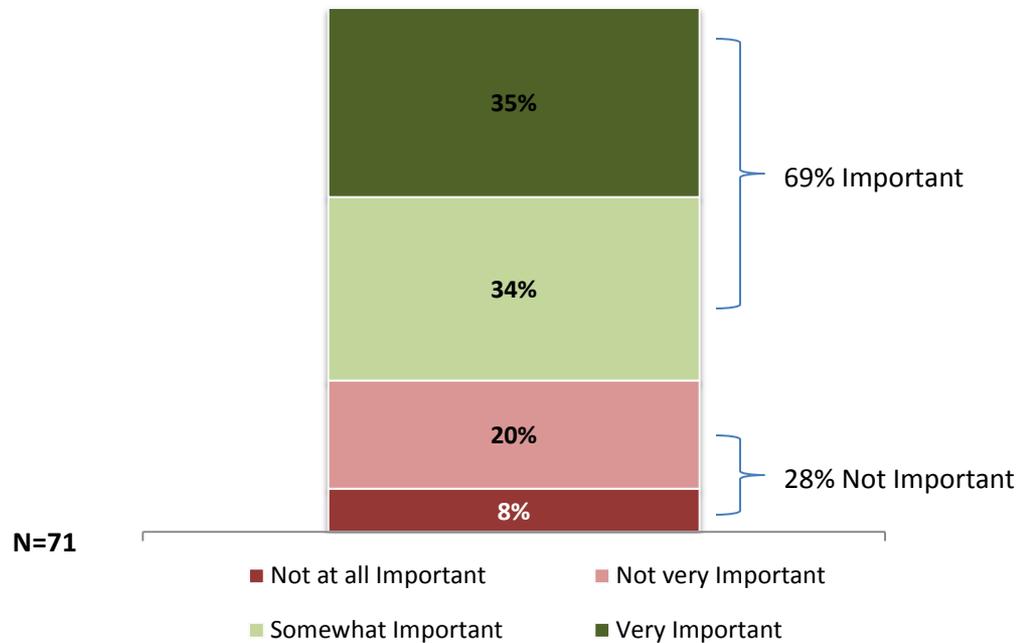
N=64

Importance of Performing Arts Centre

The City of Steinbach has passed a resolution to build a new Performing Arts Centre as the first phase in the development of recreation and cultural facilities. The Centre will be a place where concerts, plays and other cultural events can be held.

Q3. How important is it for you that community members of all ages have access to a new Performing Arts Centre in Steinbach?

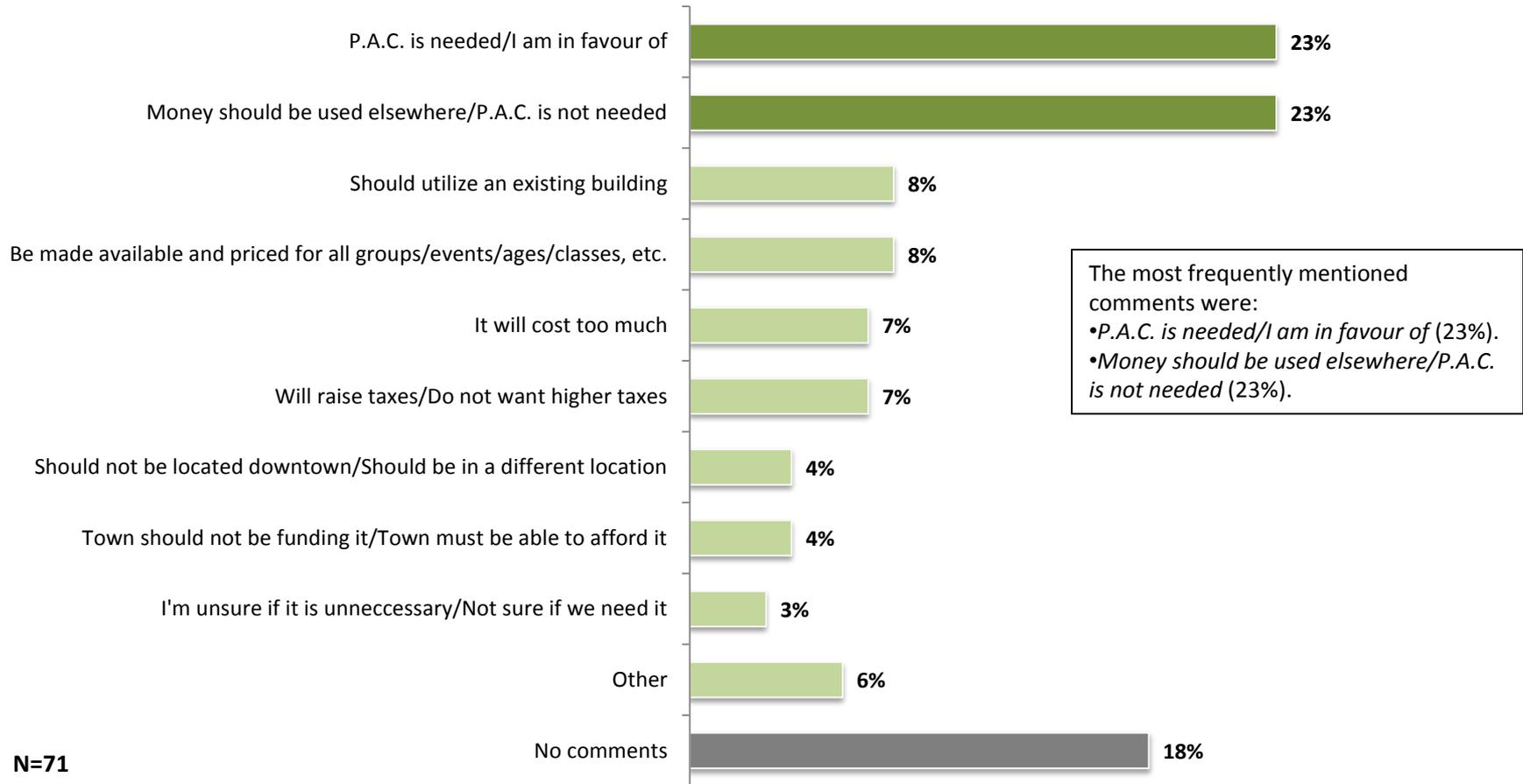
Importance of New Performing Arts Centre in Steinbach



Nearly 7 in 10 (69%) business participants agreed it was very important for community members to have access to a new P.A.C. in Steinbach.

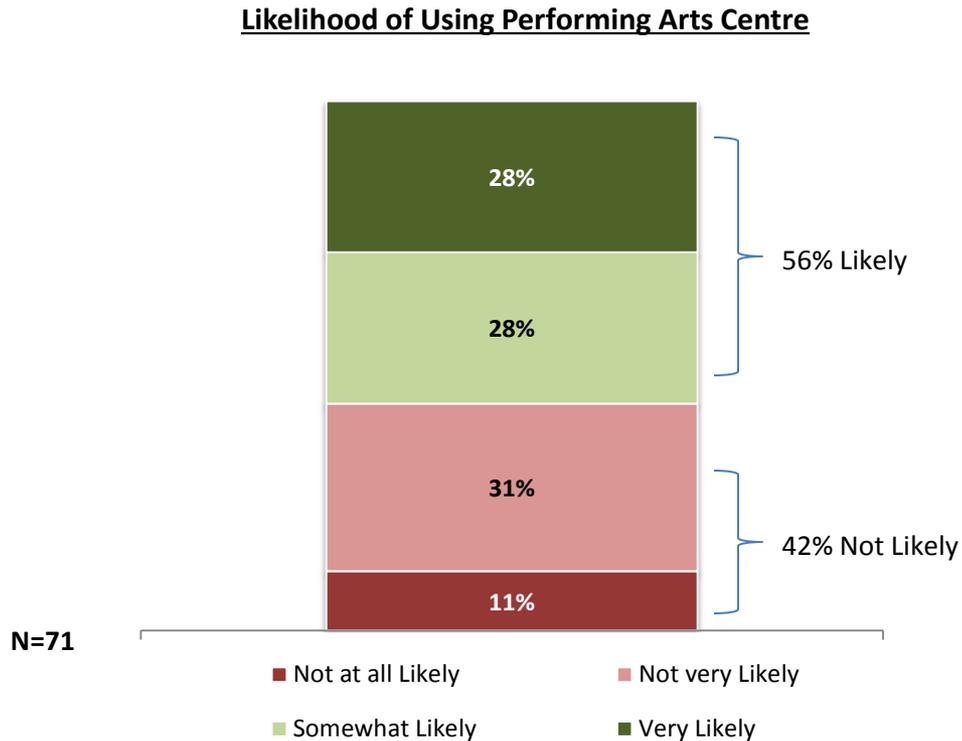
Q4. Do you have any comments, positive or negative, you wish to share about the proposal to build a new Performing Arts Centre in Steinbach?
[RECORD OPEN END]

Comments Regarding Proposal for Performing Arts Centre (Total Mentions)



N=71

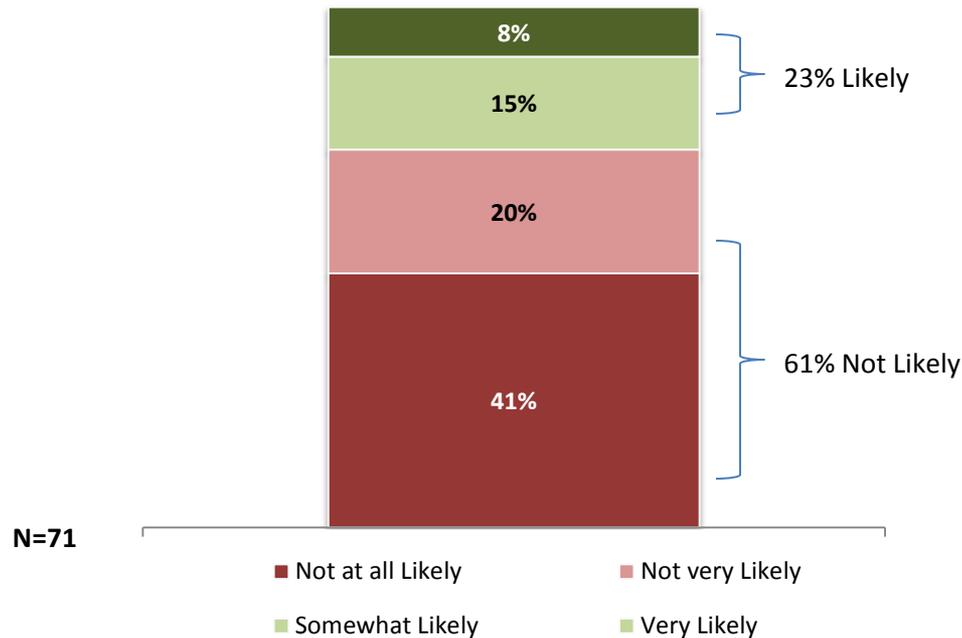
Q5. If a new Performing Arts Centre is built in Steinbach, how likely would you or your family be to use this facility?



Opinion was split regarding the likelihood of using a new P.A.C., as over half were likely to use it (56%), while less than half were unlikely (42%).

NEWQ. Building the Performing Arts Centre in Steinbach would be a significant undertaking for the community. As a business in Steinbach, how likely would you be to contribute financially to this undertaking? Would you be....

Likelihood to Contribute Financially to P.A.C.



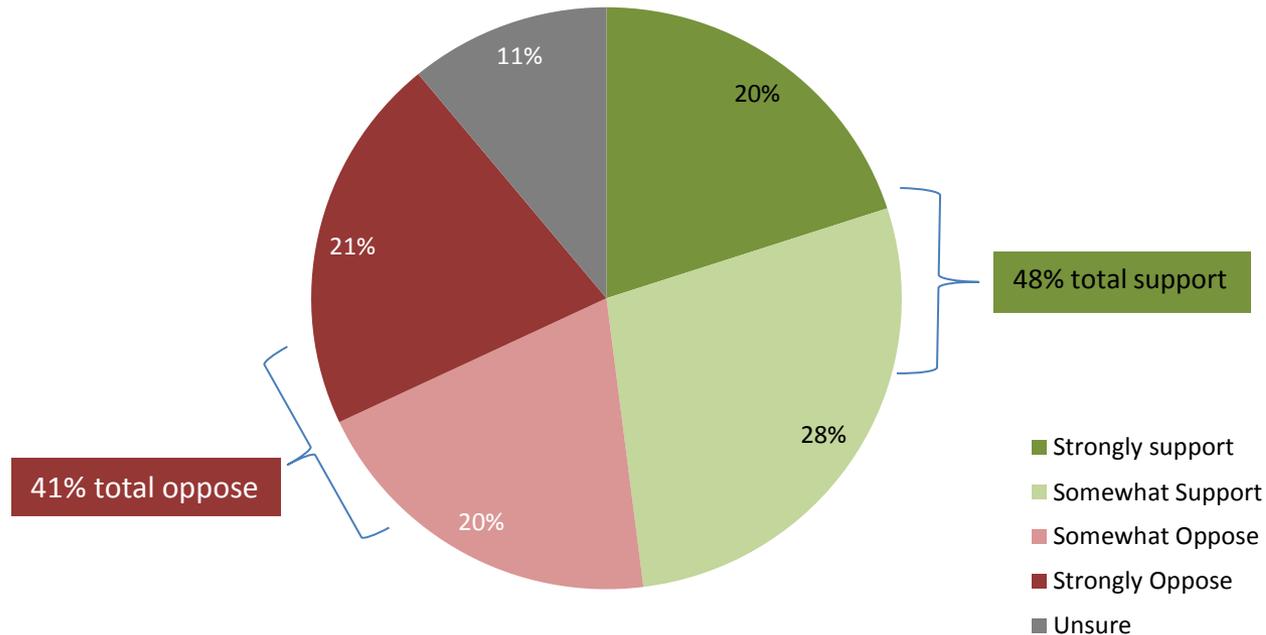
Over 6 in 10 business participants (61%) stated they would not be likely to contribute financially to the P.A.C. in Steinbach. The most common response was *Not at all likely* (41%).

Statements

Q6-7. Please read the following statements people have made about a new Performing Arts Centre and indicate whether you agree or disagree with each.

Statement	N=71	Strongly Agree	Somewhat Agree	TOTAL AGREE	Somewhat Disagree	Strongly Disagree	TOTAL DISAGREE	Unsure
Q6. Steinbach has a vibrant, growing arts and cultural community and a new Performing Arts Centre will provide the perfect place to showcase their efforts and activities to all residents.		27%	42%	69%	15%	7%	23%	8%
Q7. The building of a Performing Arts Centre is part of a broader cultural and recreational plan that will ensure Steinbach remains an attractive place to live and raise a family.		28%	42%	70%	17%	10%	27%	3%

Q8. Do you support or oppose building a Performing Arts Centre downtown?



N=71

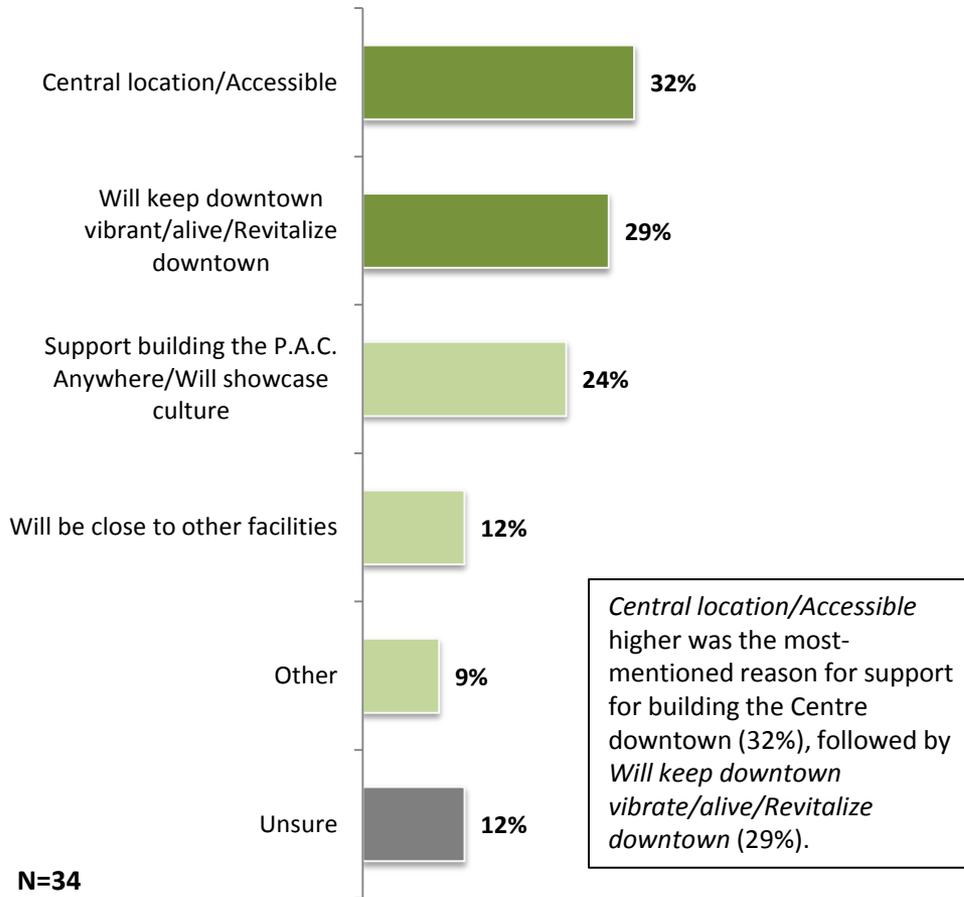
Support was split regarding building a P.A.C. downtown, as both ranged between 40%-50%. There was a noticeable amount of business owners who were *Unsure* (11%).

Why support/oppose Proposal for Performing Arts Centre

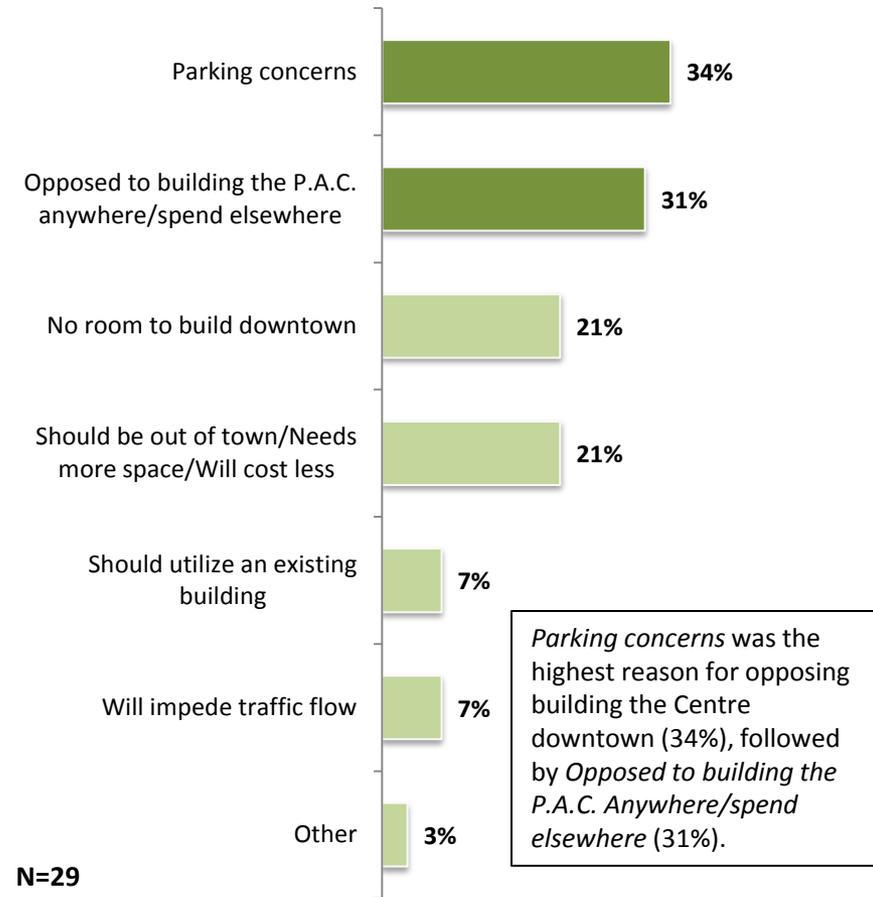
8a. [IF SUPPORTS] Why do you support building the centre in the downtown location? [RECORD OPEN END]

8b. [IF OPPOSES] Why do you oppose building the centre downtown? [RECORD OPEN END]

8a. Why do you support? (Total Mentions)

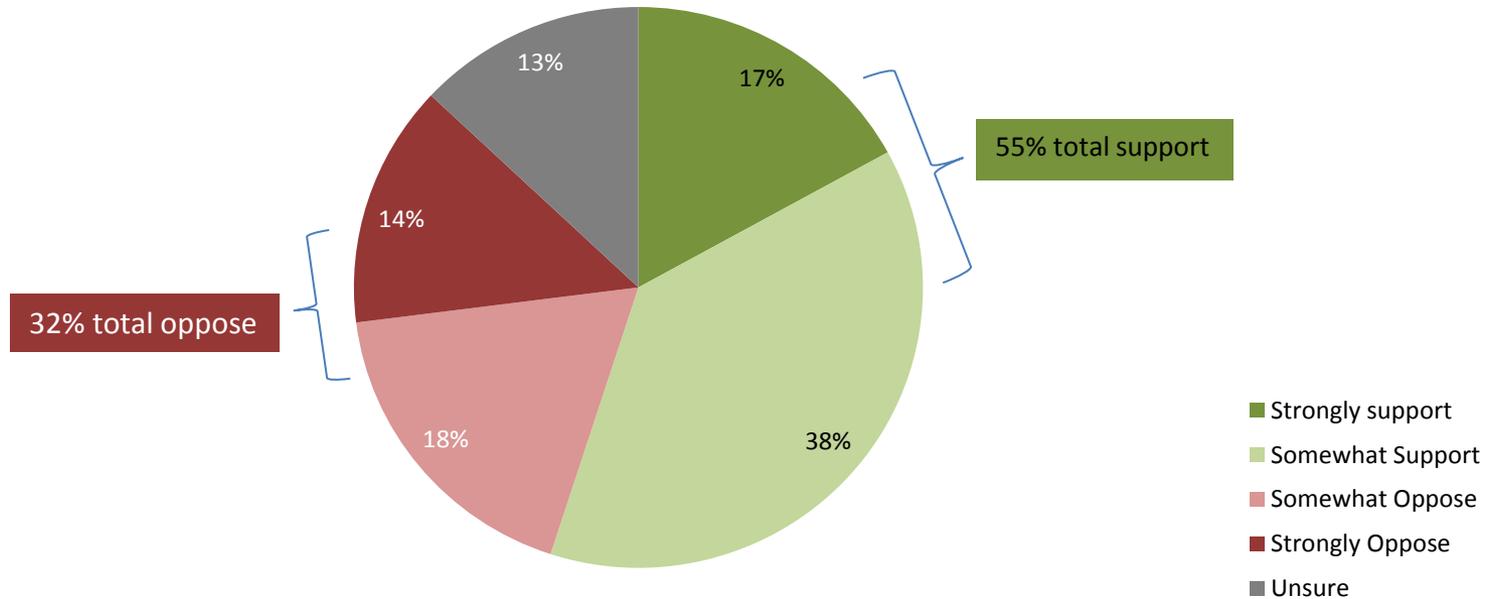


8b. Why do you oppose? (Total Mentions)



Support/Oppose: Council's Capital Commitment

Q10. The City of Steinbach has committed to pay for 50 percent of the Centre's construction costs to a maximum of \$7.5 million. The rest of the money to construct the centre is planned to come from other levels of government and private donations from the community. Do you support or oppose the funding approach put forward by the City of Steinbach?



N=71

Opinion was split regarding the funding approach, but was higher among supporters (55%). There was a noticeable amount of business participants unsure of the City's funding approach (13%).

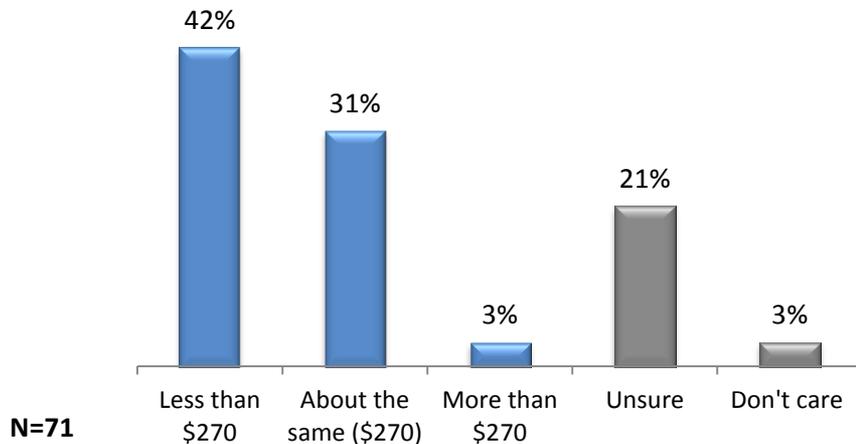
Views Regarding Operating Costs & Tax Implications

Q11. Once a Performing Arts Centre is constructed there will be ongoing operating costs to maintain. This will be very similar to the current situation with Aquatic Centre where the operating costs are borne by Steinbach municipal tax payers. Currently the average business assessed at \$500,000 contributes about \$270 in taxes annually toward the operation of the Aquatic Centre. If a new Performing Arts Centre is built what would you be comfortable in paying in additional property taxes to support its operation?

- **Less** than the \$270 on average in taxes annually that currently goes to support the Aquatic Centre
- **More** than the \$270 on average in taxes annually that currently goes to support the Aquatic Centre
- **About the same** amount on average in taxes annually that currently goes to support the Aquatic Centre
- Unsure
- Does not matter to me

[IF LESS THAN \$270] Would that be significantly less or a little less?

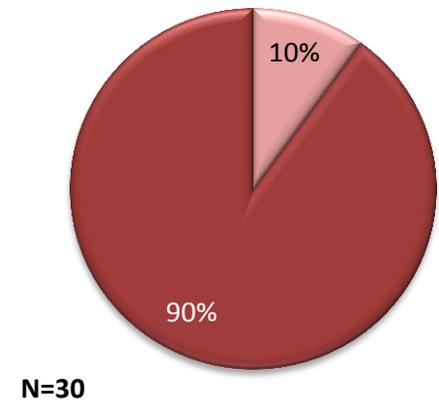
Extra Amount Comfortable Paying to Support Aquatic Centre



IF LESS THAN \$270



[IF Less] Significantly or a little less?



■ A little less

■ Significantly less

The highest response was 42% for *Less than \$270*. However, of those who said *Less than \$270*, 90% of those responses agreeing it would be *Significantly less than \$270*.

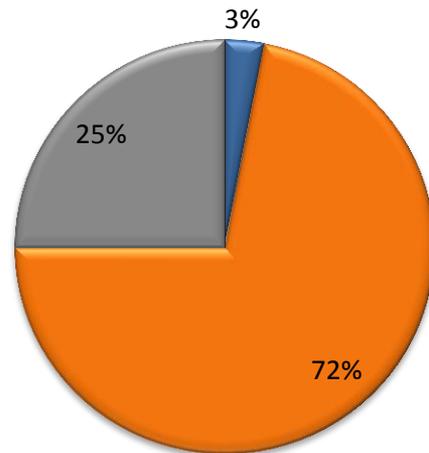
Performances Only vs Performances & Day-to-Day Programming

Q12. Please read the following two points of view regarding the extent of the services which may be offered at a new Performing Arts Centre. [ROTATE]
•Some people say a new Centre should only provide a rentable stage for arts and cultural groups to hold practices and performances.
•Other people say a new Centre should provide a rentable stage for arts and cultural groups to hold practices and performances and also provide space for non-performance related programming such as classes for cooking, pottery and painting.

Which point of view is closest to your own—just performances or performances and day-to-day programming?

[IF PERFORMANCES & DAY-TO-DAY PROGRAMMING] Would you still support building additional space for non-performance programming if it meant paying more in taxes to support the operating costs?

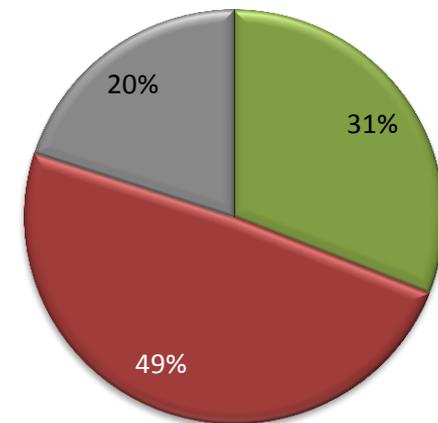
Just Performances OR Performances & Day-To-Day Programming?



N=71

- Just performances
- Performances and Day-to-day Programming
- Unsure

[IF PERFORMANCES & DAY-TO-DAY PROGRAMMING] Still support if pay more in taxes?



N=51

- Yes
- No
- Unsure

IF CHOOSE
PERFORMANCES &
DAY-TO-DAY
PROGRAMMING

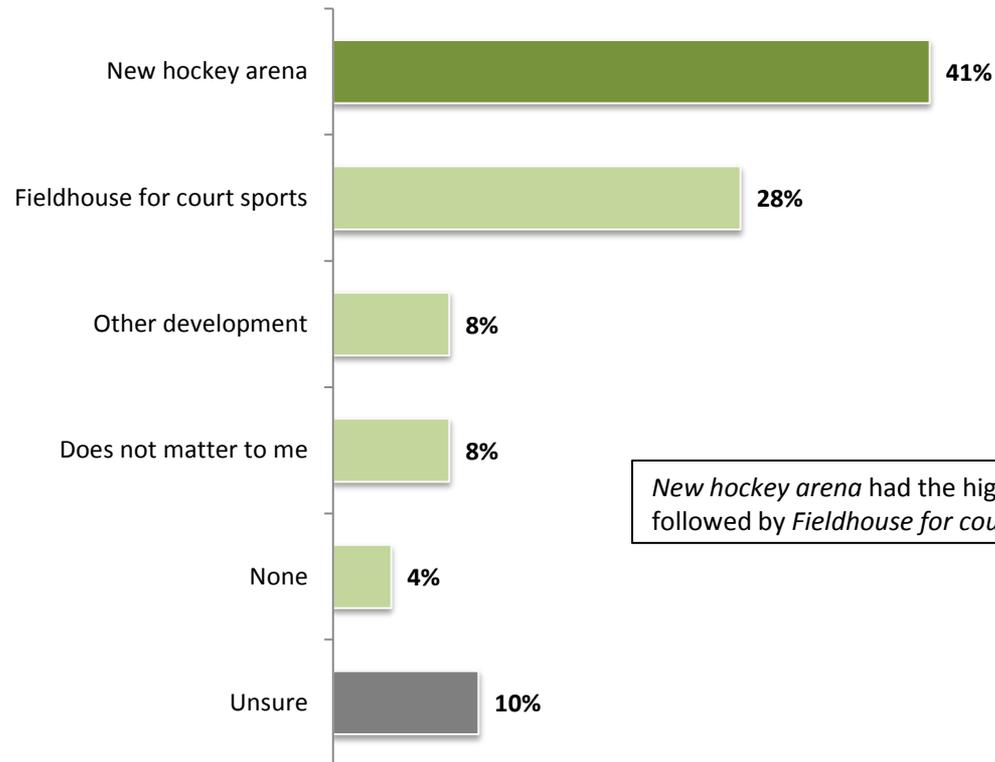


Performances and day-to-day Programming had the highest preference overall (72%). However, support for became split if respondents were required to pay more in taxes to do so, as 49% said No, 31% said Yes and 20% were Unsure.

Q9. The construction of a Performing Arts Centre is the first investment in a larger recreational development plan for Steinbach. Other proposed developments include a new hockey arena and a fieldhouse for various court sports.

In your opinion which of these developments should be the next undertaking for the City of Steinbach?

Next Undertaking for Steinbach (Single Mention)



N=71

End