

2026
BUSINESS
REPORT



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EXECUTIVE SUMMARY

Overview:

The Town of Rosthern's Business Walk and Business Survey are intended to be annual initiatives that help better understand the local business environment, strengthen relationships with business owners, and identify opportunities to support economic growth. In 2026, the Town conducted its first Business Survey and Business Walk as part of this effort.

The Business Survey opened on March 1, providing businesses with an opportunity to share feedback online, followed by the Business Walk on May 4, 2026. Insights from both engagement methods have informed this report.

The Business Walk was supported by Town of Rosthern staff, the Rosthern and District Chamber of Commerce, and Town Council, including the Mayor, with five volunteers visiting businesses across the downtown, commercial, and industrial areas of the community.

The program was promoted in advance through the Town's social media channels, website, and direct email outreach to local businesses.

Overall, responses reflect a strong sense of community, collaboration, and general satisfaction with the local business environment. At the same time, businesses identified key challenges, including infrastructure needs, workforce availability, and rising operating costs.

The findings in this report will help guide future economic development initiatives, enhance communication, and support targeted actions to strengthen and grow the local business community.



HIGHLIGHTS

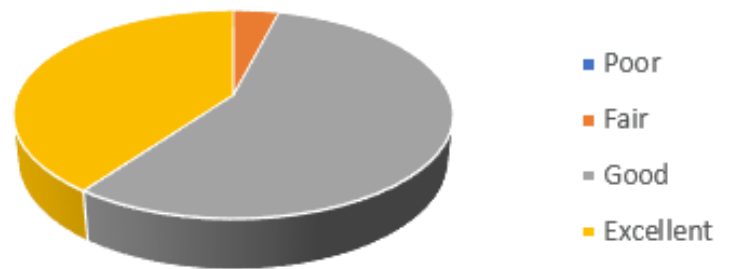
Total Businesses Visited:

17

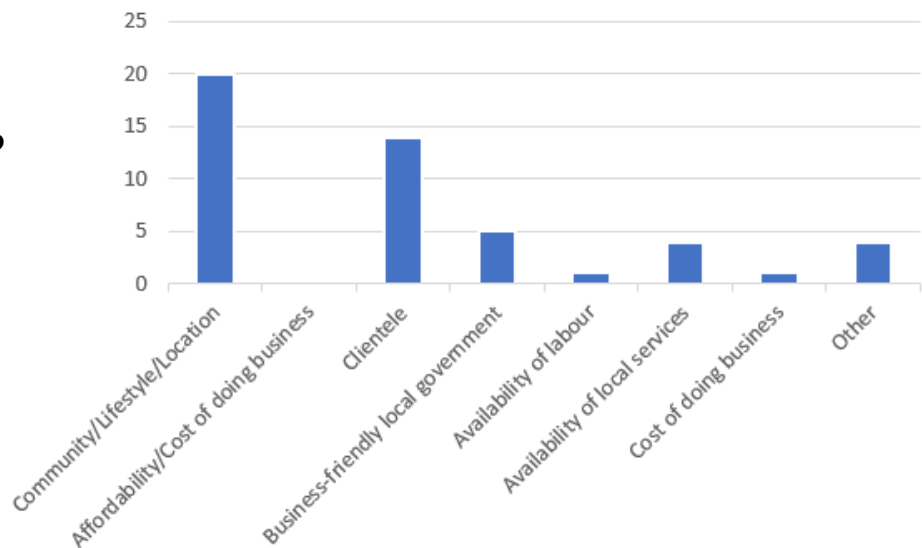
Total Businesses Surveyed:

26

56% of businesses say business is good

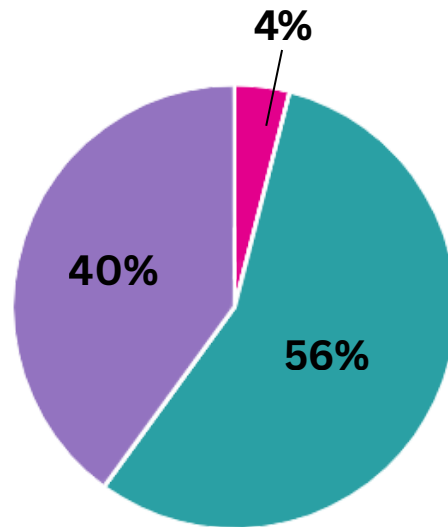


Why Rosthern?



STATE OF LOCAL BUSINESSES

- Excellent: 10 (~40%)
- Good: 14 (56%)
- Fair: 1 (~4%)
- Poor: 0 (0%)



Of the 25 businesses that responded to the question **“How is business?”**, most reported positive conditions. The majority indicated that business is either good or excellent, with many noting signs of stability or growth.



"IN A WORLD WHERE YOU CAN SHOP ANYWHERE, SHOP LOCAL"

STRENGTHS OF DOING BUSINESS IN ROSTHERN

What do you like most about doing business in Rosthern?

- Community, Lifestyle & Location (41%)
- Clientele (29%)
- Business-friendly local government (10%)
- Availability of labour (2%)
- Availability of local services (8%)
- Cost of doing business (2%)
- Other (8%)

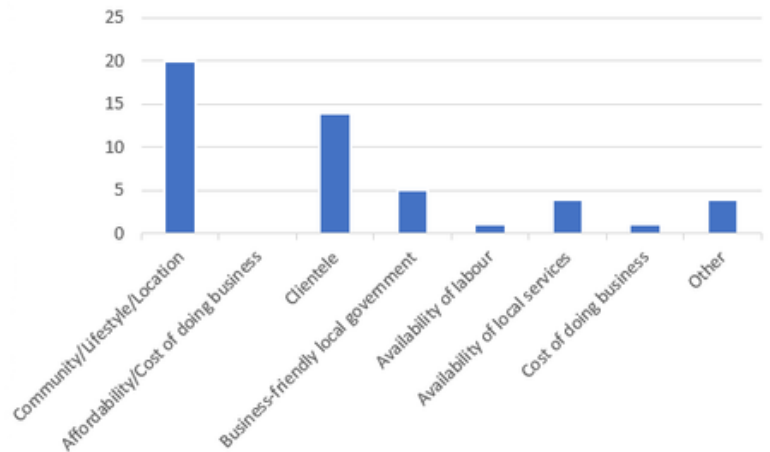
-“Rosthern is a hidden gem, and we are happy to be part of it.”

-“Great partners! Organizations and fellow businesses want to work together.”

-“Community support and partnership.”

-“People want to work together.”

-“Love the small-town feeling.”



Rosthern’s biggest competitive advantage is its strong sense of community and collaboration, which supports both business success and quality of life.

WHAT ARE BUSINESSES SAYING?

“Great people and community!”

“Rosthern is a hidden gem.”

“I live here.”

“Love the small-town feeling.”

“The Town has been very welcoming and easy to work with.”

“Community support and partnership. People want to work together.”

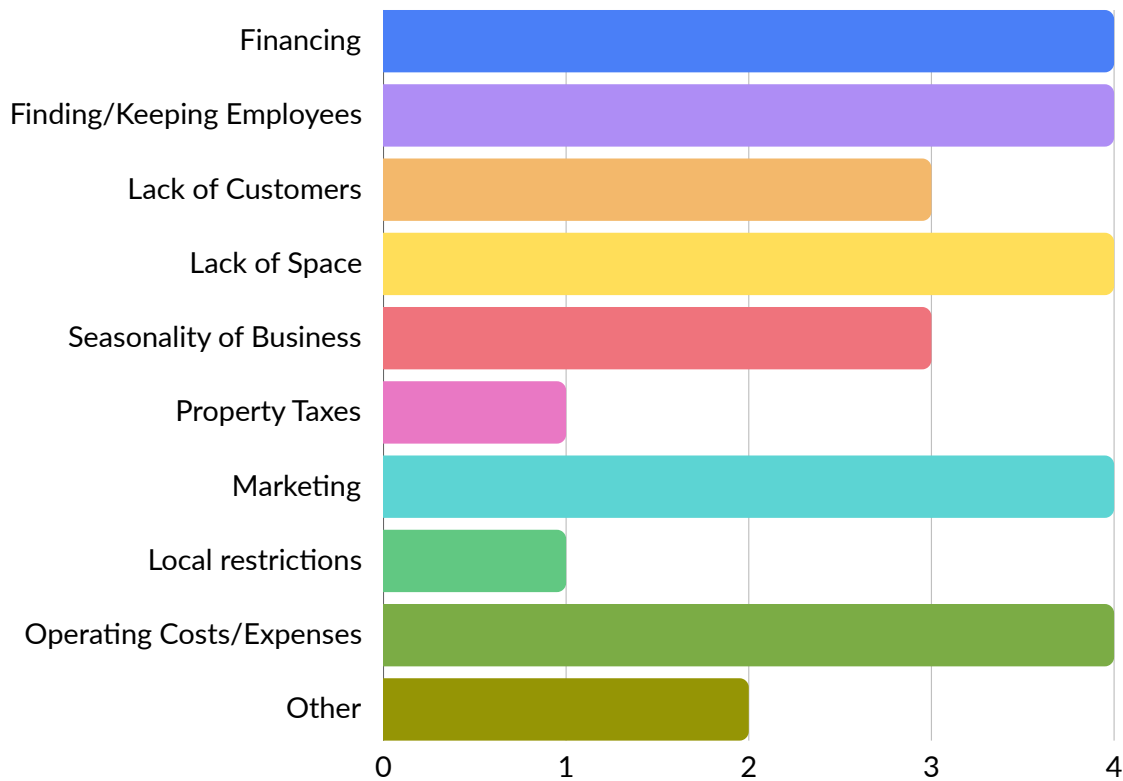
“Supportive Town Council.”

“Great Community to live and work in!”

“Great Community!”

BUSINESS CHALLENGES

Survey responses indicate that while many businesses in Rosthern are stable and value the strong sense of community, they still face several common challenges that impact growth, sustainability, and long-term success.

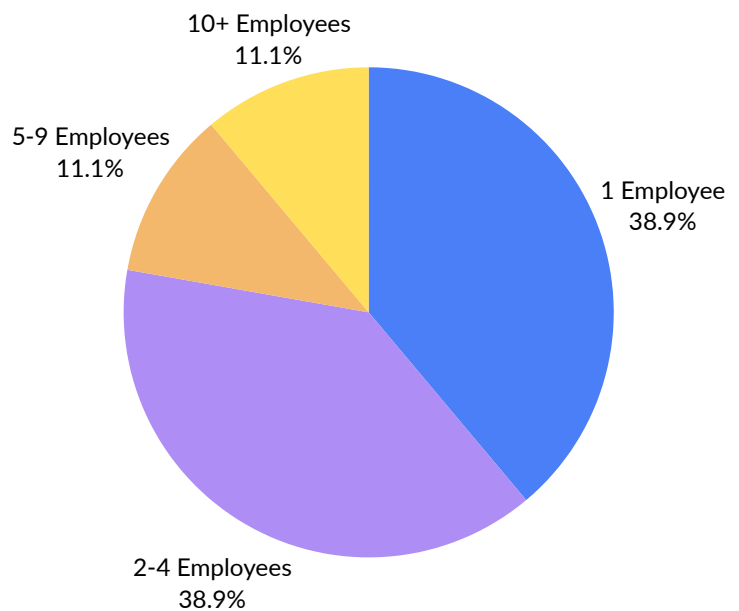


- Top Challenges Identified**
- Rising costs and tight margins
 - Recruiting and retaining employees
 - Infrastructure and space constraints
 - Financing constraints
 - Seasonal fluctuations
 - Road repairs needed
 - Housing availability for staff
 - Marketing and customer attraction

Employment

Rosthern’s economy is largely supported by small, locally owned businesses, with employment patterns that reflect flexibility, entrepreneurship, and a reliance on small teams. At the same time, a smaller number of larger employers contribute significantly to overall employment in the community.

Of the 18 businesses that responded to the question **“How many employees do you currently have?”**, most reported employing fewer than five people, including several owner-operated businesses. This reflects Rosthern’s strong base of small, locally owned businesses, alongside a smaller number of larger employers that support local employment.



Business Longevity in Rosthern

How long has your business been operating in Rosthern?

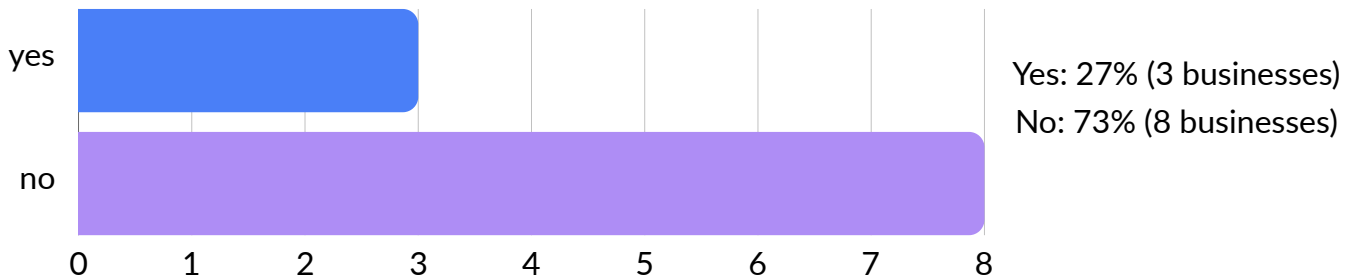
Years in Operation	Number of Businesses
Less than 1 Year	1
1-5 Years	7
5-10 Years	1
11-30 Years	3
30+ Years	6

Of the 18 businesses that responded to the question “**How long have you been in business?**”, half (50%) reported operating for more than 10 years, demonstrating strong long-term stability. At the same time, 44% have been established within the past five years, highlighting continued growth and new investment in Rosthern.



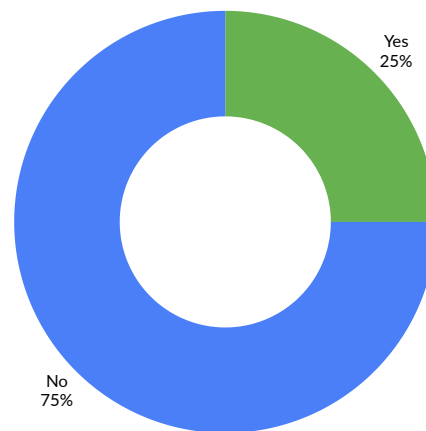
BUSINESS CONTINUITY & SUCCESSION

Do you plan to retire or sell your business in the next 5 years?



Do you have a succession plan in place?

Yes: 25% (1 business)
No: 75% (3 businesses)



What is a Business Succession Plan?

A business succession plan is a strategy that ensures a smooth transition when an owner or key leader steps away, whether due to retirement, sale, or unexpected circumstances. It identifies who will take over and outlines how knowledge, leadership, and ownership will be transferred to support continued operations.

Key Insight:

There is a future risk of business turnover, highlighting the need for succession planning support.

SUPPORTING BUSINESS SUCCESS

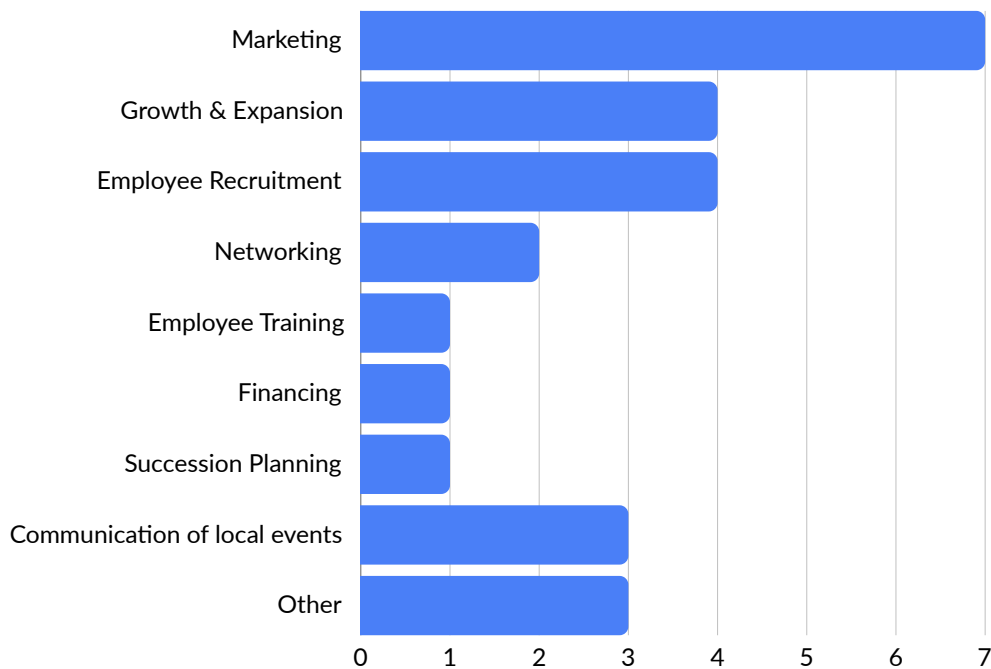
Supporting the success of local businesses is a priority for the Town of Rosthern. Businesses have shared valuable insights into the opportunities and challenges they face when operating and growing within the community. The following summary highlights common themes identified by local businesses, along with key areas where targeted support, collaboration, and investment can strengthen the business environment and contribute to long-term economic vitality.

Key Area	What Businesses Said	How Support Could Improve
Marketing & Promotion	Businesses identified marketing as a major challenge, including attracting customers and maintaining engagement. Several asked for more visibility and promotion.	Increased Town-led promotion, tourism marketing, social media features, and “shop local” campaigns to drive awareness and customer traffic.
Workforce & Labour	Many businesses reported difficulty finding and keeping employees. Some also noted the need for employee housing.	Support recruitment efforts, explore housing options, and connect businesses to workforce programs.
Business Resources & Training	Businesses requested access to training, financial guidance, growth resources, and networking opportunities.	Provide centralized, easy-to-access resource hub, host workshops/webinars, and facilitate business-to-business networking opportunities.
Infrastructure & Space	Businesses identified concerns with road conditions, signage, and access to commercial space or expansion opportunities.	Invest in infrastructure improvements and improve downtown signage/visibility.
Affordability & Costs	Some businesses noted challenges with utilities, property taxes, tight margins, and reliance on funding (for non-profits).	Explore cost-relief measures, incentives, or grants, and provide clear information on financial supports.
Town Collaboration	Businesses expressed appreciation for the Town’s efforts and want continued communication and engagement.	Maintain regular outreach, strengthen relationships, and provide consistent communication on initiatives and supports.

Requested Resources and Local Supports

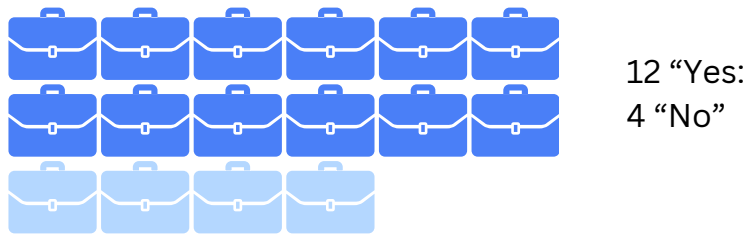
The findings highlight several key trends within Rosthern’s business community. Marketing support emerged as the most requested resource, while opportunities for growth and expansion remain a priority for many businesses. Recruitment and workforce challenges continue to be an ongoing concern, with several businesses noting the impact of limited employee housing. There is also a strong interest in increased networking opportunities and improved communication around local events, allowing businesses to participate more fully.

These responses point to meaningful opportunities for the Town and its partners to expand marketing initiatives, support business growth and development, address workforce challenges, and strengthen collaboration through networking and training. Together, these insights will help guide future programming, partnerships, and economic development initiatives to better support Rosthern’s business community.



CHAMBER OF COMMERCE

Of the 16 businesses who answered **“Are you familiar with the Rosthern & District Chamber of Commerce?”**



The Rosthern & District Chamber of Commerce is a valued partner in the local business ecosystem. Survey responses indicate that businesses appreciate the opportunities for connection and collaboration that the Chamber provides.

By increasing awareness, expanding networking opportunities, and enhancing its role in promotion and communication, the Chamber can further strengthen its impact and help ensure a supportive and thriving environment for businesses in Rosthern.



ACKNOWLEDGEMENTS

The Town of Rosthern would like to thank all participating businesses for their time, feedback, and continued investment in our community.

We would like to extend special thanks to the following for their valuable participation and support:

- Rosthern & District Chamber of Commerce
- Mayor and Council members

