

2018

# Business Opportunities Guide

POTENTIAL BUSINESS OPPORTUNITIES IN UCLUELET  
PREPARED BY UBERE TEAM

UCLUELET CHAMBER OF COMMERCE | 1604 Peninsula Road, Ucluelet BC V0R 3A0

# Business Opportunities Guide

## Contents

- How to use this guide. .... 1
- Economic Development Challenges and Opportunities ..... 1
  - Professional Business Support Services ..... 2
  - Trades..... 2
  - Residential Housing..... 2
  - Commercial Development ..... 2
- Local Demographics ..... 3
  - Population Growth..... 3
  - Population Age..... 3
- Building Permit Values ..... 4
- Ucluelet’s Location..... 4
  - Harbour Related Industries..... 4
  - Tourism ..... 5
  - Education and Research..... 6
  - Home Based Businesses..... 6
- Supports ..... 6
  - Potential Local Partners ..... 6
  - Ucluelet Specific Resources ..... 6

## How to use this guide.

This guide is intended to be a starting point for further dialogue and investigation. It identifies potential business opportunities. It is not a substitute for conducting market research or your own due diligence.

## Economic Development Challenges and Opportunities

The business opportunities discussed in this section are derived from a business retention and expansion [study](#) conducted by the Ucluelet Chamber of Commerce in 2018. The study relies on quantitative and qualitative data collected through interviews with 90 local employers. The qualitative data includes respondent opinions about their business needs and challenges.

## Professional Business Support Services

The [study](#) identified the limited supply of local professional business support services as a challenge for some respondents. Many respondents reported that their professional business support services are located out of town. Business opportunities associated with filling these local market gaps may include:

- Bookkeeping Services
- Accounting Services
- Information Technology Services
- Legal Services
- Graphic Design Services

The District of Ucluelet's [Draft Climate Action plan](#) recognizes that residents travel out of town for specific services and recommends attracting these businesses to town.

## Trades

Over one third of [study](#) respondents noted the limited supply of local trades. Emphasis was placed on the lack of plumbing services. This indicates that there may be business opportunities associated with providing the following services:

- Plumbing
- Carpentry
- Refrigeration
- Electrical
- Heavy Machinery

## Residential Housing

The [study](#) concluded that limited supply of seasonal rental housing, long-term rental housing and affordable housing is an economic development challenge. It goes on to argue that the supply of rental housing is unlikely to keep pace with demand. These findings suggest that there may be business opportunities associated with developing:

- Seasonal Staff Rental Housing
- Long Term Rental Housing
- Other Forms of Affordable Housing

Residential developers planning projects of this kind are likely to find local support as the District of Ucluelet's [Draft Official Community Plan](#), [Economic Development Strategy Update](#), 2018 Short-Term Housing Action Plan and planned affordable housing needs assessment all signal support for residential developments of this kind.

## Commercial Development

The [study](#) concluded that a limited supply of commercial and industrial facilities to rent and buy is a local economic development challenge. It goes on to argue that that demand for commercial spaces that are 1000 square feet or less is likely to grow over the next three years. This suggests that there may be business opportunities associated with developing:

- Small Office Facilities

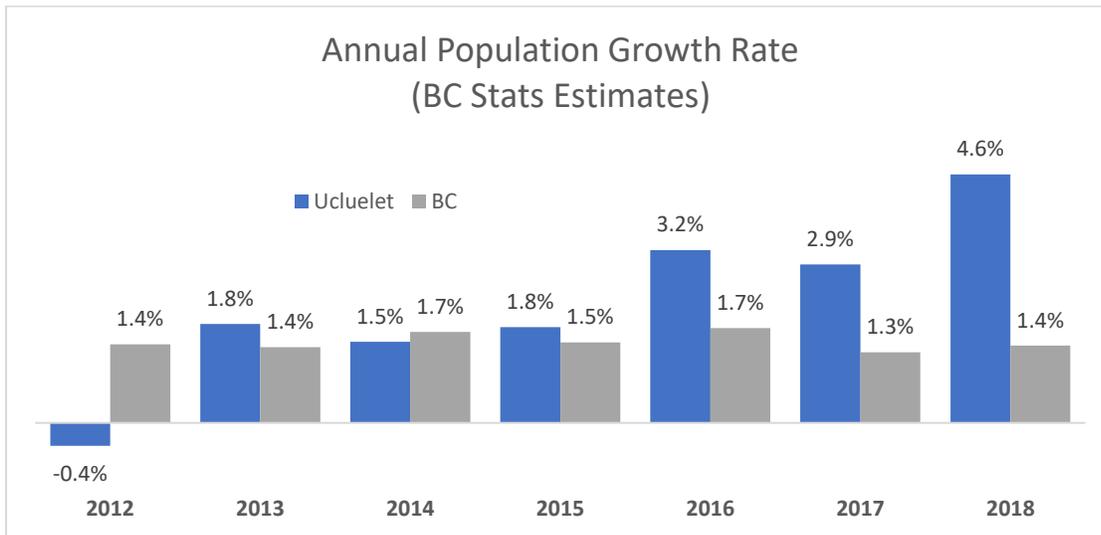
- Small Retail Spaces
- Other Small Commercial Spaces

## Local Demographics

The business opportunities identified in this section are derived from demographics obtained from Statistics Canada and BC Stats.

### Population Growth

Ucluelet's population growth rate is outpacing provincial averages. Growth rates were particularly strong between 2015 and 2018.



There are several proposed residential and commercial developments which could substantially increase Ucluelet's population in the next 10-20 years and create the economies of scale required to support the following business opportunities:

- Supermarkets
- Convenience Stores
- Veterinary Services
- Automotive Mechanics
- Health Care Services

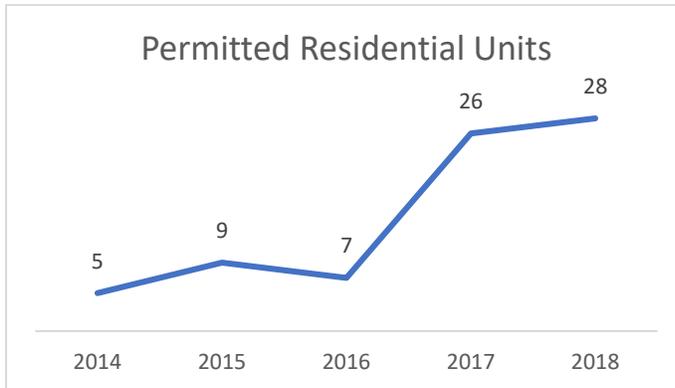
### Population Age

The number of Ucluelet residents under the age of nine is growing rapidly. Between 2011 and 2016, Ucluelet's population under age 10 grew by 31 percent compared to 4 percent at the provincial level. This suggests business opportunities in delivering services that cater to younger families such as:

- Child Care
- Health Care for Children and New Parents
- Supports for Young Families (like cleaning)

## Building Permit Values

This section relies on data about local residential development obtained from BC Stats. The permitted residential units statistics show that Ucluelet's residential construction industry is in a growth stage.



If this trend continues, there will continue to be business opportunities in the construction industry as well as various support services (architecture, interior design, landscaping).

## Ucluelet's Location.

Ucluelet is uniquely situated the end of the Ucluth Peninsula; surrounded by open ocean, Ucluelet Harbour, and [Pacific Rim National Park Reserve](#). It can be accessed by air, land or boat.

Ucluelet's location makes it ideal for fishing related industries, tourism, education and research, and home-based businesses.

## Harbour Related Industries

Ucluelet's proximity to fishing grounds and the increased demand for fresh fish make it an attractive destination for commercial and recreation fishing operations. The District of Ucluelet's [Economic Development Strategy Update](#) acknowledges the importance of harbour related industries and recommends that the District support the continued operation and expansion of marine support services as well supporting the commercial fishing, aquaculture, and processing sectors in the development of new and higher-value seafood products.

According to the 2016 Census data, 18 percent of Ucluelet's jobs are derived from fishing, aquaculture, and seafood processing industries. The relative size of these industries suggests that there may be business opportunities in the marine support services sector. These opportunities may include:

- Boat Repair and Maintenance Facilities
- Ice and Other Marine Goods Suppliers
- Cold Storage
- Catch Monitoring
- Machinery Repair
- Electrical Service
- Refrigeration Repair
- Transportation and Logistics

There may also be business succession opportunities related to the following:

- Commercial Fishing Operations
- Fish Offloading and Processing
- Charter Fishing
- Boat Repair and Maintenance Facilities

For more information about succession opportunities see [Venture Connect](#), other regional commercial listings, or contact the [Ucluelet Chamber of Commerce](#).

Finally, there may be business opportunities related to marine research which are discussed in the [Education and Research section](#) of this guide.

## Tourism

Ucluelet's unique location and spectacular natural setting make it a desirable tourist destination. As a result, tourism has become an economic driver in Ucluelet. The District of Ucluelet's [Economic Development Strategy Update](#) acknowledges the importance of this industry and recommends that Council support the expansion and diversification of tourism amenities and attractions.

Tourist attractions within the District of Ucluelet include destinations like the [Wild Pacific Trail](#) and [Ucluelet Aquarium](#), and events like the [Edge to Edge Marathon](#), [Pacific Rim Summer Festival](#), [Pacific Rim Arts Society Cultural Festival](#), [Pacific Rim Whale Festival](#), and [Ukee Days](#). Ucluelet is also home to a brewery, distillery, numerous marinas, restaurants, bakeries, and cafés.

The District of Ucluelet also serves as a base for quarter day, half day, day and overnight trips to world class destinations. The Long Beach division of the [Pacific Rim National Park Reserve](#) is a short drive from Ucluelet and offers surf beaches, hiking trails, camping, miles of sandy beaches, and First Nations cultural tours. Starting in 2021, a new intermodal multi-purpose path will connect the communities of Ucluelet, Tofino, Ty-his-tanis and Esowista. The Broken Island Group division of the Park Reserve is a 45-minute boat ride from Ucluelet and offers world-class kayaking and camping. The La Perouse Bank is a 30-minute boat ride from Ucluelet and offers world class fishing.

With so many amazing features in and around Ucluelet, the local tourism industry is growing and may support new opportunities:

- Accommodation
- Guided Tours
- Educational Tourism
- Cultural Tourism
- Transportation Services
- Restaurants, Bars and Bakeries
- Cleaning services

For more information about succession opportunities relating to these business opportunities see [Venture Connect](#), other regional commercial listings, or contact the [Ucluelet Chamber of Commerce](#).

## Education and Research

Ucluelet's unique location and easy access to terrestrial and marine environments makes it a terrific location for research and education facilities that relate to the following:

- Forest Sciences
- Marine Biology
- Wave Energy
- Environmental Studies

Local partners such as the [West Coast Nest](#) could be leveraged to increase institution visibility.

## Home Based Businesses

Ucluelet offers its residents unparalleled quality of life as well as access to high speed fiber optic internet connection and an airport with regular flights to Vancouver International Airport. As a result, it is a terrific location for home-based online businesses and other professionals who work remotely.

## Supports

### Potential Local Partners

The following lists of potential local partners and support systems:

- [Ucluelet Chamber of Commerce](#)
- [Tourism Ucluelet](#)
- [Pacific Rim Arts Society](#)
- [Alberni Valley Employment Centre](#)
- [West Coast Nest](#)
- [Barkley Community Forest Corporation](#)
- [Community Futures Alberni-Clayoquot](#)
- [Wild Pacific Trail Society](#)
- [Ucluelet Aquarium](#)
- [Clayoquot Biosphere Trust](#)
- [District of Ucluelet](#)
- [Toquaht First Nation](#)
- [Yuułu?it?ath First Nation](#)

### Ucluelet Specific Resources

The following lists Ucluelet specific online resources:

- Ucluelet Community Profile
- Developing Property in Ucluelet
- Starting a Business in Ucluelet
- UBERE Business Supports
- [Clayoquot Sound Biosphere Region's 2018 Vital Signs](#)
- [UBERE Year one Report](#)

More Ucluelet specific information can be found at [ucluelet.ca](http://ucluelet.ca) under the **Business** menu.