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Findings from the Sooke's Hidden Treasures Survey

Prepared by Britt Santowski, Executive Director

Sooke Region Chamber of Commerce.

March 2022.

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Survey information and inherent bias

The following are the preliminary findings from the Sooke's Hidden Treasures' survey.

- Participants: 200 (exactly!)
- Dates: January 10 to February 18, 2022

There was a draw among entrants who completed the last question, which formally indicated their interest in participating in the draw. Entrants had to be over 18 years old. All questions were mandatory except the last one. Of the 200, 185 people entered the draw. For a population of 15,000 and a confidence interval (the probability that the views reflect the attitudes and beliefs of the current population) of 95%, a sample size of 200 produces a margin of error of 6.9%. The margin of error tells you how much you can expect your survey results to reflect the views from the overall population.

Inherent bias: While Sooke consists of a population that works mostly outside of Sooke (71% of Sooke's population commutes to work¹), most of the respondents to this survey live and work in Sooke. This is consistent with the Chamber of Commerce's stakeholder group: Local business owners and entrepreneurs. It's likely that the result of this survey might be different if it were expanded to stakeholder groups that included commuters.

Considering the inherent bias of this survey and that the District of Sooke has registered about 700 businesses, when considering only the business community in Sooke the margin of error drops to 1.9%.

¹ Sooke.ca. 2019. *District of Sooke Economic Analysis*. [Online.] Available at: <https://sooke.ca/wp-content/uploads/2020/04/Sooke-Economic-Analysis.pdf>. Page 8.

Overall findings

The most valued treasures of respondents were waterfront access and activities (oceanside as well as lakes and rivers), and the local walks, hikes and trails. After that, it was the small independent businesses.

Most of our respondents live and work in Sooke (77%, see Q2). This makes sense for a Chamber of Commerce, as our membership largely consists of entrepreneurs. That said, about 71% of Sooke's population commutes outside of Sooke to work. In doing this survey again next year (if it were to become an annual pulse-check survey), it would be good to partner with other organizations to get a broader look that includes those who live and work out-of-town.

The most popular category for spending money in Sooke was on groceries. This is in keeping with the 2019 Canada Census filtered for British Columbia² which found that Canadians spent on average \$18,192 on food per year with the next highest expense being household operations at just under \$6,000 per year. The only annual Canadian costs higher than food were accommodation and transportation, which were not considered in this Sooke survey. Restaurants, shops and services were also favoured. Lower on the list was clothing (which was high on the demand list!). This was reinforced by the later question that asked about the last thing they purchased in Sooke: Hands down, it was groceries. It's also notable that the last thing brought *outside of Sooke* was also Groceries. Second up: Fashion and accessories.

Over 70% of respondents said they spend between \$51 and \$300 a week in Sooke, with just over 15% saying they spend between \$300 to \$1,000 a week.

Knowledge of Sooke was self-categorized as medium (62%), with 37% claiming strong knowledge. Only one percent stated no knowledge. There's room for improvement in creating awareness of retail and services in Sooke. Of those with medium to strong knowledge of Sooke, about 75% said they would like to spend more in Sooke, and just under 25% said "Maybe." Of those who had No Knowledge of businesses in Sooke, only one said they would like to spend more in Sooke, and two were more tentative.

² Statistics Canada. [Table 11-10-0222-01 Household spending, Canada, regions and provinces;](https://doi.org/10.25318/1110022201-eng) DOI: <https://doi.org/10.25318/1110022201-eng> (filtered for statistics from British Columbia only)

The top three categories of out-of-town purchases were Groceries, Fashion and Accessories, and Household, Hardware and Gardening. Just behind that was Gas.

What would make it easier to shop in Sooke? The answers were pretty definitive: More variety (51%), lower prices (22%), and improved traffic (8%). There was also a call for improved walkability (3%).

Respondents did not hold back when asked what businesses were missing in Sooke. The top 10 included Dining Diversity (17%), Clothing (with a strong call for men and children's clothes, 14%), Shoes (12%), Entertainment and Sports (12%), Retail Chain (10%), Medical services (9%), Alternative Food providers, butchers, bulk, etc. (7%), Independent Retail (6%), Arts Crafts and Hobbies (5%), and Books, (3%).

Future survey recommendations

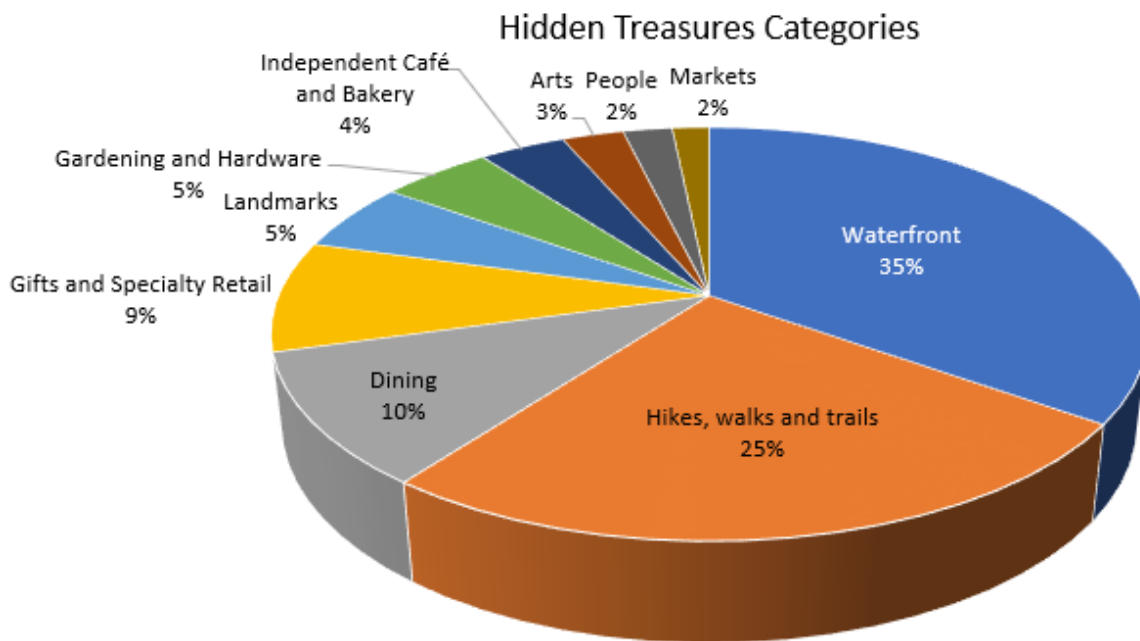
This survey could be repeated on an annual basis. A recommendation would be to find partners with an audience that includes those commuting out of Sooke to work. This would provide a more robust perspective on what people value in Sooke, and what businesses they would like to see emerge. Another recommendation would be to follow the categories used by Census Canada when considering respondents' purchases in Sooke (instead of a free-for-all, and then attempting to categorize). The current format was based on the input from the Economic Development office of the District of Sooke. Consideration might be given to including Accommodation as a category.

Survey questions and answers

1. What is your favourite Hidden Treasure in the greater Sooke region?

The full question reads: *What is your favourite Hidden Treasure in the greater Sooke region or your best local find so far?*

It is clear that the respondents have great affection for Sooke. Personal Hidden Treasures strongly favoured waterfront spots (from Ella Beach to the Potholes) and parks/hiking trails. Others ranged from favourite shops, eateries, and specialty shops. Notably, one respondent most adored their own front yard.



Of the places mentioned, here are some of the favourites listed in alphabetical order:

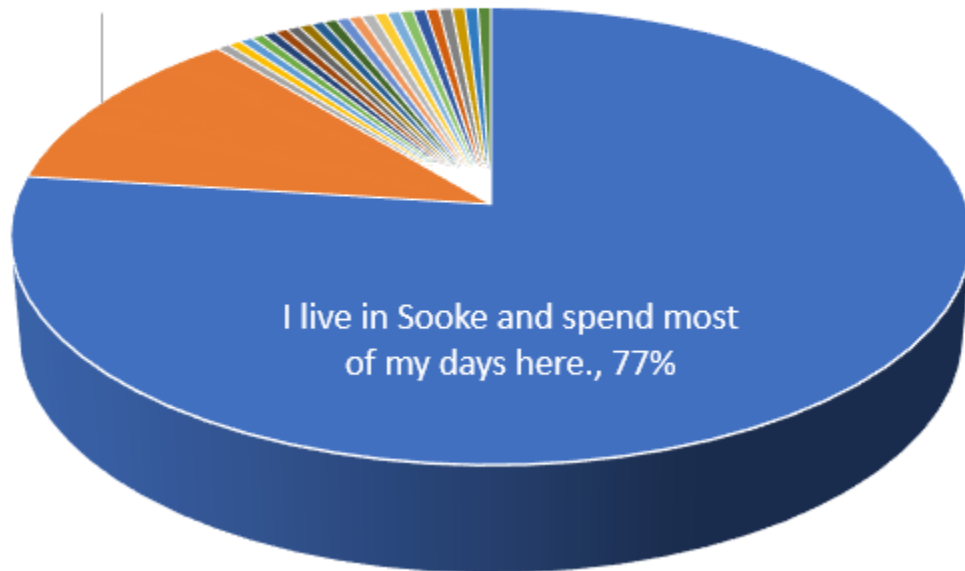
- A Sea of Bloom
- Art Gallery
- Artisan Gardens
- Arts Council Gallery
- Ayum Creek
- B&K Jewelry
- Bad dog
- Barb's Barber Shop
- Barking Dog
- Beaches (all local ones)
- Billings Spit
- Bits of Bliss
- Black Market Meats
- Bohn Sheet Metal
- Bouledog Quilt Store
- Cathy's Café
- Charters Creek Interpretive Centre
- Crystal Store
- Daniel's Market
- Dead Man's Island
- East Sooke Park
- Ed Macgregor Park
- Ella Beach
- Ella Road
- Entrepreneur enterprises
- Erinan Estates lookout spot
- Everything!
- Fishboat Bay
- Foggy Mountain Forge
- Food Trucks
- Forbes Pharmacy
- Fossil Bay Resort
- Galloping Goose trails
- Gordon's Beach
- Grace Garden
- Happy Village Restaurant
- Hara Sushi
- Home Hardware
- Iron Mine Bay
- John Muir Creek
- Kemp Lake
- Laughing Lama Trail
- Lazy Gecko
- Macdonald Park
- Mary Vine Falls
- Milnes Landing Girl Guide Camp
- Mom's Place
- Mount Manuel Quimper
- Muir Creek
- Murray Road
- My Front Yard
- Nature hikes
- Ocean
- Otter Point Park
- Otter Point Road store strip
- Outdoor Markets
- Pizzability
- Poirier Lake
- Prestige Oceanfront Resort, grounds
- Rotary Pier
- Sacred Mountain
- Sandcut beach
- SEAPARC and its local trails
- SFRS Thrift Shop
- Sheringham Distillery
- Sheringham Lighthouse
- Shhhh it's a secret
- Shirley Delicious
- Sooke Boardwalk
- Sooke Brewery
- Sooke Docks
- Sooke Museum
- Sooke Night Market
- Sooke Philharmonic Orchestra
- Sooke Potholes
- Sooke River
- Sooke Rugby
- South Shore Gallery
- Spectrum Digital
- Stick in the Mud
- Teriyaki House
- The Barnes Station Shelter
- The Galloping Goose
- The People
- The swing at the top of Broomhill
- T'Souke Tim Horton's
- Tugwell Creek
- Vancouver Island Rock Hounds Group
- Vienna Bakery
- Western Foods
- Whiffin Spit
- Wild Mountain Restaurant

See Appendix A for the full list

2. Which statement best describes you?

Most of the respondents to this survey live and work in Sooke. This is consistent with the Chamber of Commerce's stakeholder group: Local business owners and entrepreneurs. It's likely that the result of this survey might be different if it were expanded to stakeholder groups that included commuters. The remaining 10% indicated "other" and often located themselves in the communities surrounding Sooke (Otter Point, East Sooke, Shirley, halfway between communities, etc.).

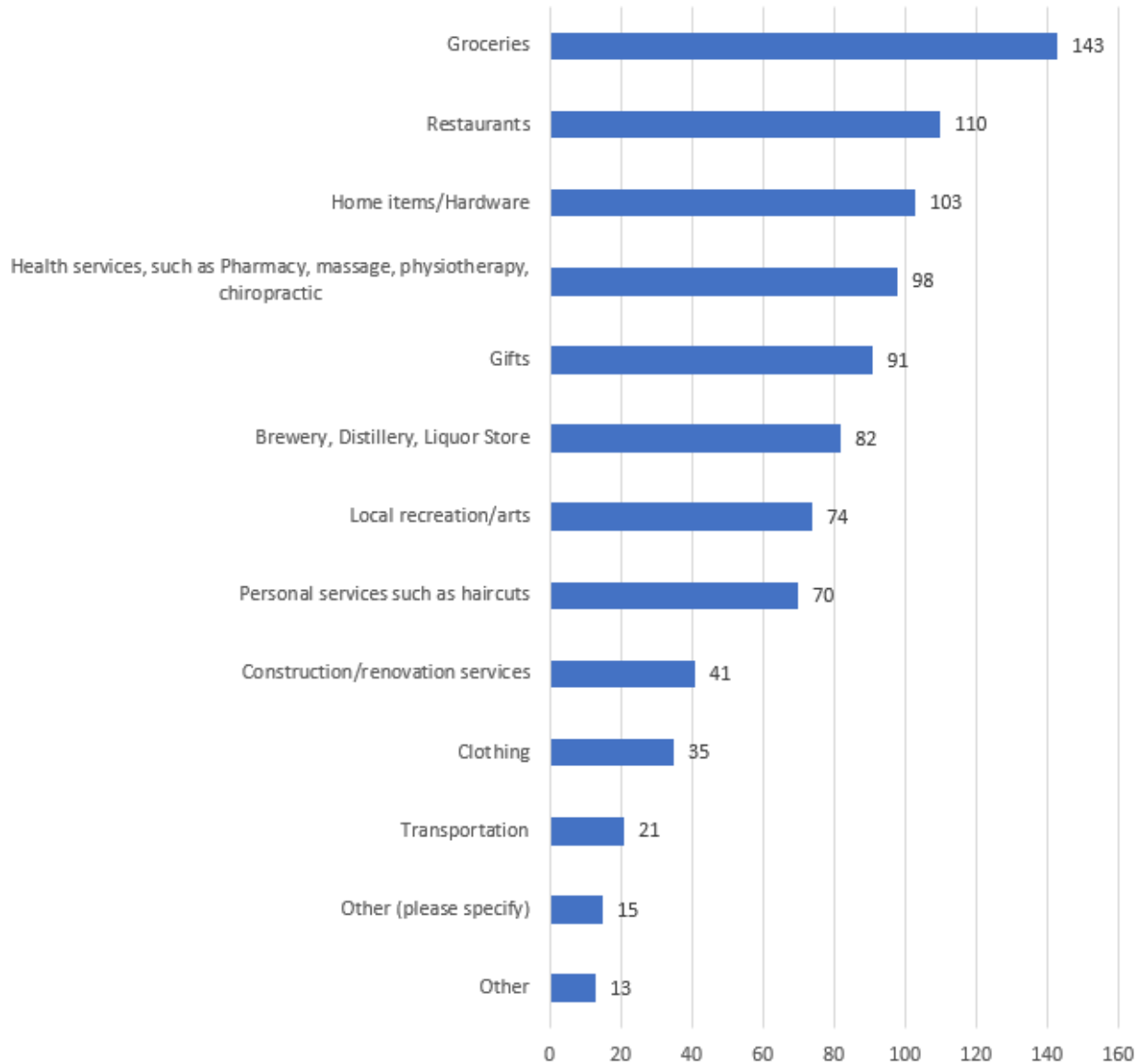
I live in Sooke and commute outside of Sooke most of the week., 12%



3. Which categories do you spend money on in Sooke?

The single most popular category was Groceries. Second up was restaurants. This spending is in keeping with the 2019 Census Canada finding referenced in the Introduction. This was followed by Home items, health services, gifts, and alcohol. Given that Sooke has just a handful of breweries and distilleries, clocking in at 82 out of 200 is impressive.

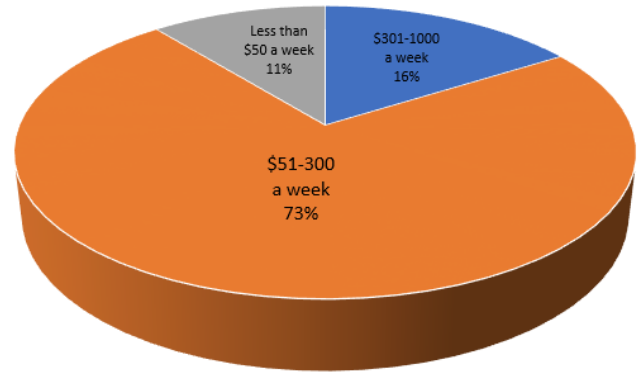
On what do you spend your money in Sooke?



4. How much money do you spend locally?

Most respondents estimated that they spent a moderate amount of money (\$51 to \$300) in Sooke, every week. Just over 30 respondents estimated that they spend over \$300 and up to \$1000 in Sooke, every week.

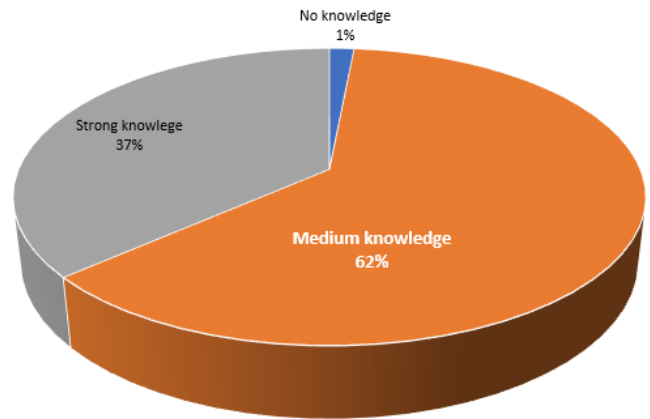
How much money do you spend locally, per week



5. What level of knowledge do you have of the types of businesses operating in Sooke?

Most respondents claimed a moderate level of knowledge, with some claiming strong. Only a handful declared no knowledge.

What level of knowledge do you have of the types of businesses operating in Sooke?



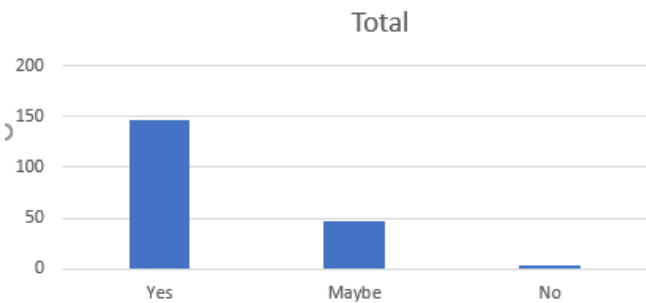
There seems to be some correlation with level of knowledge and interest in spending locally.

Those with Strong or Medium Knowledge strongly indicated a desire to spend more money in Sooke.

Conversely, those with No Knowledge (while admittedly few) were happy spending money outside of Sooke.

What level of knowledge do you have of the types of businesses operating in Sooke?

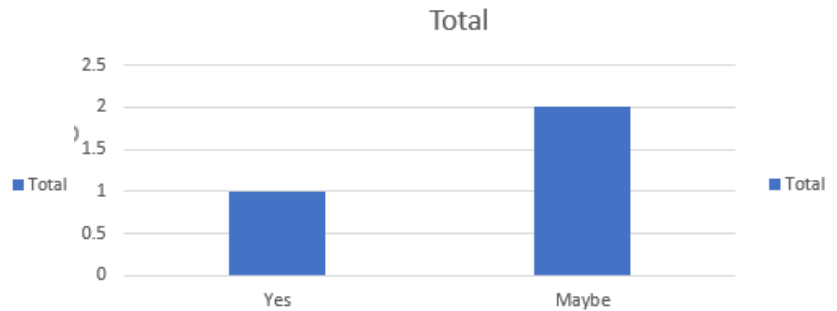
Count of Would you like to spend more of your money locally at Sooke businesses?



Would you like to spend more of your money locally at Sooke businesses?

What level of knowledge do you have of the types of businesses operating in Sooke?

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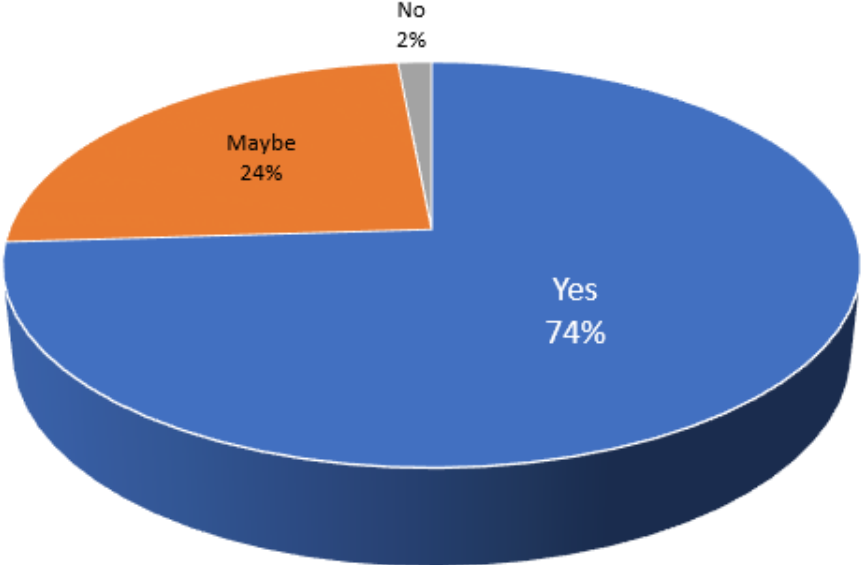


Would you like to spend more of your money locally at Sooke businesses?

6. Would you like to spend more of your money locally at Sooke businesses?

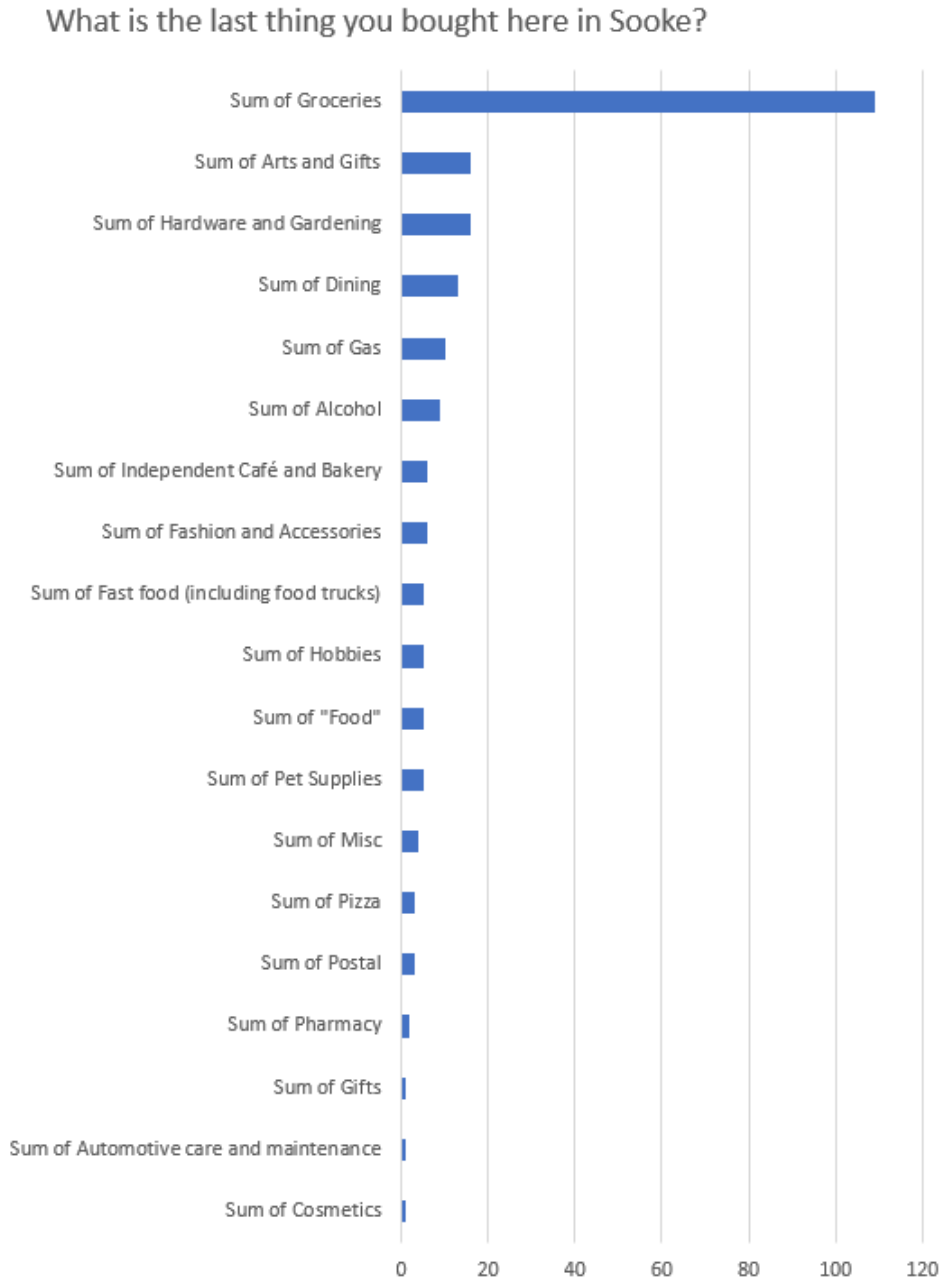
The respondents are largely supportive of their community, and 75% would like to spend more of their money locally in Sooke. Just under a quarter were more tentative. Only a handful of people said “No.”

Would you like to spend more money locally at Sooke Businesses?



7. What is the last thing you bought here in Sooke?

This question was expected to mirror the findings of Question 3, asking which categories that people spend their money in Sooke. When asked about their last purchase, Groceries was again the top item, but this time it was emphatically so, more than four times more often than any other category.

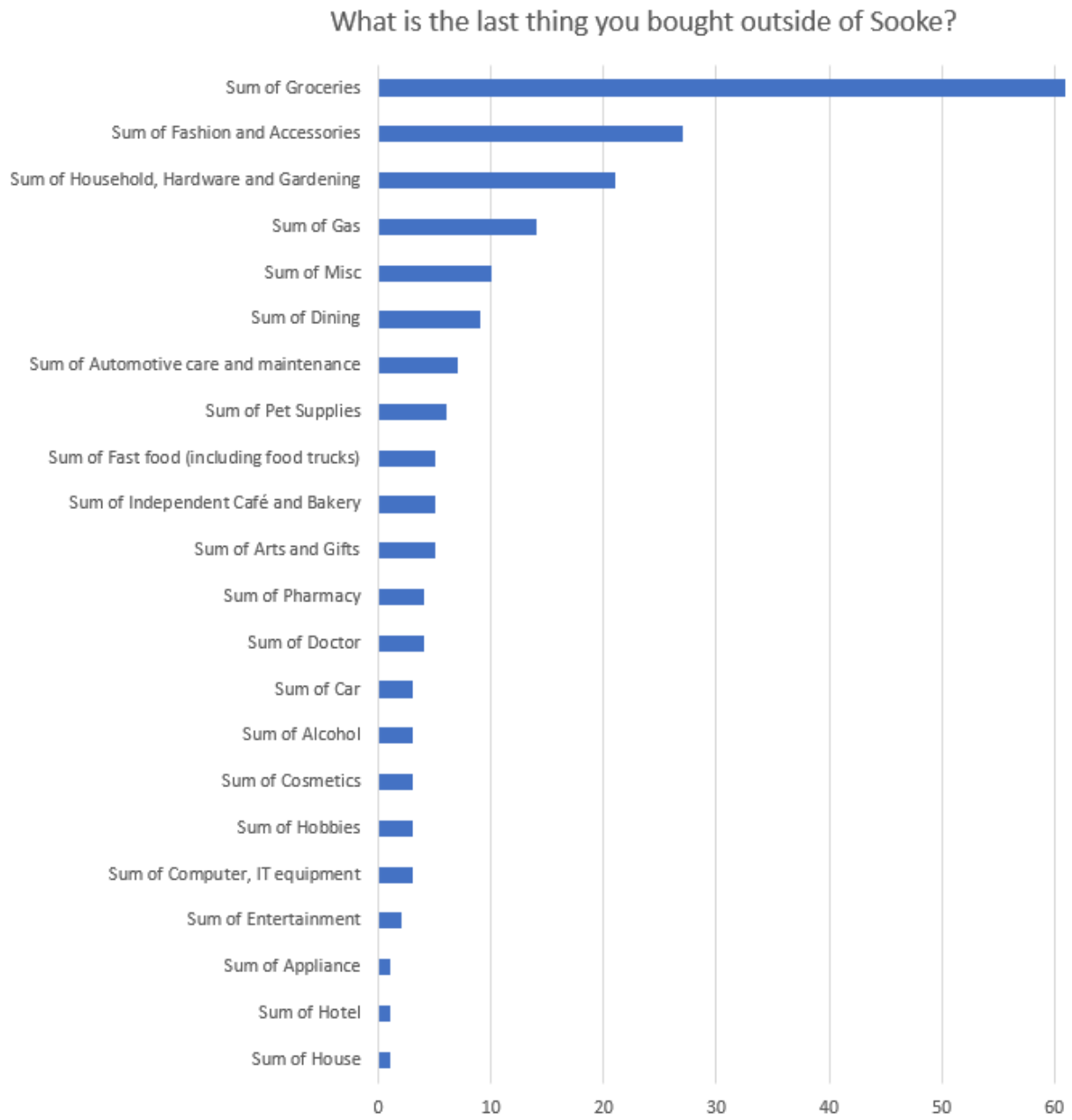


The last thing most purchased was groceries. In alphabetical order, here's what else.

- A beautiful fern and pot from sea of bloom
- A big dinner at wild mountain
- A bottle of wine (lol)
- a car wash!
- A flight of beer at Bad Dog Brewing
- A lamp on Marketplace, Groceries at Western Foods, and Gas
- A visit to a local brewery
- Aforementioned pizza + a grocery run at Village (PS In the category above where it asks where i spend my money in Sooke, i indicated 'other' since many of the categories apply and only one dot can be clicked)
- Air Fryer from Sooke Home Hardware
- Apple fritter from Bliss
- Artwork/clothing
- Baking
- Balcony furniture and a painting by a local artist
- Bananas
- Beer
- Beer
- Beer and wine
- Birthday party supplies for my nine year old daughter
- Bought meat at the Black Market meat store
- Breakfast at Cathy's
- Breakfast, gas
- Cake
- Can of mushroom soup
- Cat food.
- Chicken wire for my garden
- Chinese Food
- Christmas present for relatives
- Cleaning products at Home Hardware
- Clothing from a local boutique
- Coconut husk mulch (!)
- Coffe and a new mug
- Coffee
- Coffee at tim Hortons
- Construction tools at home hardware
- Cookies at KELZ Bakery
- Diet Coke
- dinner
- Dinner at Flying D's Grill
- Dinner at Route 14
- Dinner at wild mountain
- Dinner at wild mountain!
- Driftwood garland
- Electrical connectors at Home Hardware yesterday.
- Electrical hardware
- Every day something new
- Fire starter logs at Home Hardware
- Flowers and a plant for Valentine's
- Flowers and an Art Card from A Sea of Bloom
- Food
- Food at Stick In The Mud
- Food, and before that christmas presents
- Garbage can
- Gas
- Gas
- Gas
- Gas, coffee, groceries, and stamps
- Gas, just this morning
- Gifts
- Grocery and gifts. Dollar store and restaurants
- Hara sushi
- Home decore items and barking dog studio
- home products @ Sooke home hardware
- Hummingbird feeder from Home Hardware.
- I live here
- Jeans
- Local Art pieces
- lunch at Route 14
- Milk and butter
- My mum and I did a little shopping along the otter point rd shops" ; bought some clothing, jewelry, antiques, art and a book
- Nails
- paint & hardware
- Pet food
- Pharmacy
- Pictures at Sooke Fax & Copy
- Plaster of Paris at the hardware store
- Popcorn maker
- Prepaid mail boxes at shoppers
- Prescription at Forbes Pharmacy
- Push pins
- Sterling Silver earrings from Brett Borrie
- Sushi
- Takeout from Andy's 2 for 1 Pizza
- Tea and muffin at Tim Hortons
- Tea feom Tim Hortons
- Times Colonist & a few groceries
- Valentines chocolates
- Valintines card
- Vegetable seeds
- wine
- Wine !
- Wiskers & Wags dog food
- Wool
- Yummy food

8. What is the last thing you bought outside of Sooke?

Groceries, while also the most frequently and most recently bought in Sooke, were also the most recently purchased outside of Sooke. Given that the category of groceries is the most repetitive household need, this finding is not surprising.



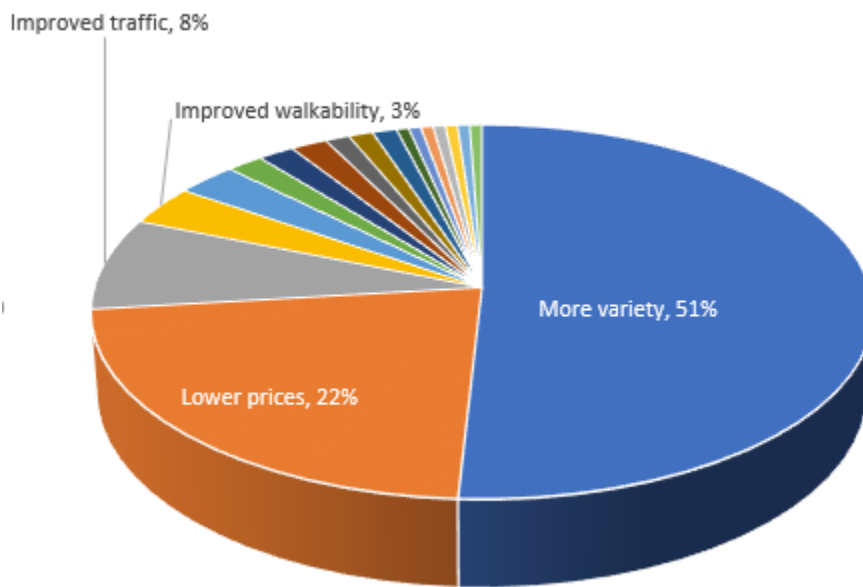
Here is an alphabetical and condensed list (common multiples noted) of items last purchased in Sooke:

- A beer at Sooke Brewing
- A car
- A car
- A coffee from Pilgrim coffee house
- A couple Christmas gifts
- A couple of nights at point no point
- A dressor on Facebook Marketplace
- A dried floral arrangement
- A lap top
- a meal
- A starbucks
- Activity Tracker
- an iPhone case at BestBuy
- An oven
- art supplies
- automatic label dispenser
- Bathroom vanity
- Bathroom vanity
- bed sheets (didn't have right size or colour in Sooke)
- Books (3)
- Booster juice
- Bottle of wine.
- car battery
- Car parts
- Car servicing at dealership
- Carpet no skid underlay
- Cat food
- Chicken in Langford.
- Childrens clothes
- Chinese Dinner
- Christmas gifts
- Cinnamon bun
- Clothes (9)
- Coffee (5)
- Crystals
- Diapers
- Diner out
- Dinner
- Dinner
- Dinner.
- Doctors appointment
- Dog food
- Dog food
- Dog grooming
- Eggs
- Exerciser from Costco
- Farm produce
- Flowers
- Food
- Furniture
- Gas (14)
- Gluten Fres Bread
- groceries (44)
- Haircut
- Haircut at West Shore Mall
- Health food products
- Hockey Stick
- Home construction supplies (Home Depot)
- Home décor (2)
- Home depot supplies
- Hospital
- Hot Wheels for my grandson
- House
- I don't remember, I haven't left Sooke in ages.
- iron pipe fittings
- Kids shoes
- Kids shoes
- Leaf blower
- Light from Costco
- lingerie
- lunch
- Macarons
- Meal out with our family at the Langford Bowling Alley
- Meat
- Meat
- medical/health equipment needed for sleep
- Medication
- Mens shoes
- Microwave
- Milk
- Milk
- Movie tickets
- Musical instrument construction materials
- Nothing
- nothing
- Oil change
- Outdoor carpet
- Paint
- Paper quilling supplies
- physio as sooke doesn't offer vestibular physiother
- Pickles
- Prescriptions
- Printer labels at Staples
- Printer toner from Staples in Langford
- Purdy's chocolates
- Purdy's chocolates for my boyfriend for valentines day
- Raw dog food
- Raw dog food (Growlies has the brands our dogs eat)
- Running shoes.
- Saw a movie in Victoria
- Scooter
- Shoes (9)
- Shoes & clothing for my daughter
- Silicone egg frame from kitchen wares section at Capitol Iron
- Skin care
- Something online
- sorry to be boring - also groceries
- specialty grocery items
- Sports clothes item
- St.Pattys day decorations on Amazon
- Starbucks
- Storage containers for food
- sweater at Mark's
- Take out food
- Tools at micheal's
- tote trays
- Towels&poles with baskets for my showers
- Vietnamese PHO
- Vitamins
- Vitamins
- Warranty work on my vehicle
- Water filters
- Water Jet pump from Princess Auto
- wine

9. What would make it easier to spend more money in Sooke?

Ultimately, it came down to selection and cost. Respondents were calling for more variety, be it within individual stores, or for more types of stores. At the same time, respondents strongly indicated that needing to stretch their dollar was causing them to shop out of town. There were also significant numbers noting that movement within Sooke was challenging at the best of time, be it because of traffic, road conditions, limited walkability, and a lack of parking.

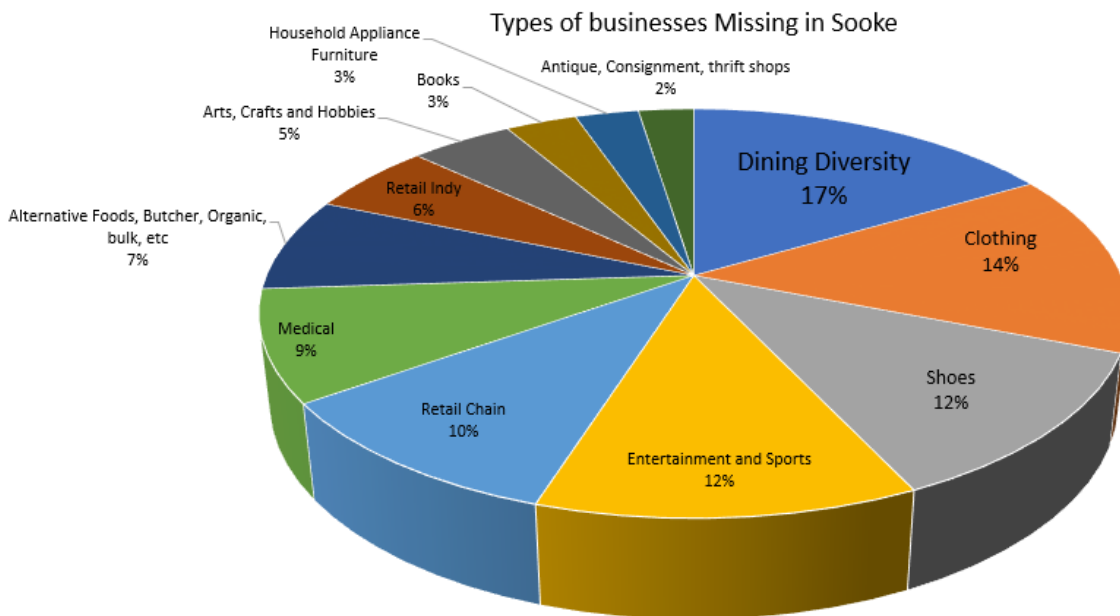
What would make it easier to spend more money in Sooke?



See Appendix B for the full list of responses.

10. What types of businesses/services are missing in Sooke?

The top category was a call for dining diversity. This included ethnic alternatives and more family dining options. The clothing category had a strong call for men's and children's clothing, and shoes were also a highly desired item in Sooke, for adults and children. There's also a call for entertainment alternatives in Sooke, ranging from movie theatres and arcades to rock climbing and dance lessons, serving youth and seniors as well as the general population. Many of the calls for chain stores were for the discount and dollar stores, though there was some call for department stores as well.



See Appendix C for the full list of responses.

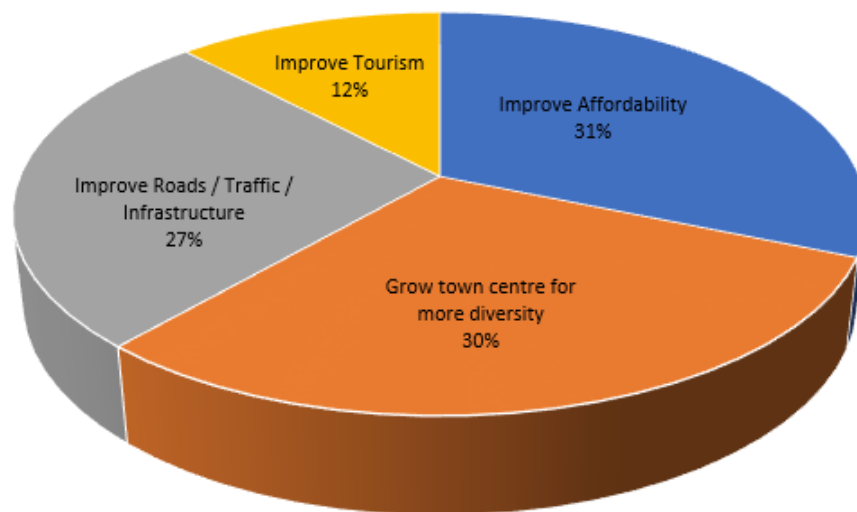
11. Please add any other comments you may have about Sooke’s economy.

The thoughts and opinions from this section are quite diverse. A few would like growth to slow down, but more appear to welcome growth and well-paced expansion. There are some who would love to see Sooke businesses keep their local, independent flavour, and then there are others who would love to see an infusion of big box stores. The chain stores appear to be welcomed because of their familiarity as well as their renowned affordability. It’s unlikely that Sooke will attract many big box stores, though, as they often demand a population much greater than what Sooke has to offer.

On several things, though, there seems to be agreement. Sooke has an affordability issue. There’s a sense that the town has grown, and infrastructure (especially roads but also other services) have not kept pace. Of those who want to see expansion, they would like more commercially zoned areas and/or more spaces for local businesses to expand into.

There was also a sense that more could be done to market Sooke as a gateway to the many adventures to be had on the west coast (under the “Improve Tourism” phrase), including beautification, more access to the waterfront, and better marketing overall.

Other comments and thoughts?



See Appendix D for the full list of responses.

Appendix A: Full list of Your Favourite Hidden Treasure in Sooke

- Wild Mountain Restaurant. Excellent food, excellent people
- I have never had a donut as delicious as the ones at BITS OF BLISS. Never. My mouth waters just thinking about them. "Fritter Fridays " there is a must !!
- Sandcut beach
- Artisan Garden Centre, a wonderful spot to grab a coffee and enjoy the garden, the gift shop is full of wonderful things.
- "Our favourite hidden tourism treasure, The Sooke Boardwalk Loop, it has so much to offer, it took three visits to discover it, and now that we live here, it's one of the first places we take visitors, we stop at Sick in the Mud walk the loop and end up at Little Vienna Bakery for some food. The second hidden treasure is Broom Hill, such a great hike with so many options and a great view to finish it off."
- Ella Beach, where I proposed to my wife.
- Poirier lake is beautiful, nice walking trails around it or further for the more adventurous. Gorgeous water lily's in the spring and summer and it freezes over in the winter sometimes which is pretty cool.
- Ella beach. It is so close to our lovely village, but there is often no one else exploring it.
- I love most stores in Sooke but Home Hardware stands out. When I first moved here they lent me their paint matching machine which was above and beyond! Linda matched up all of the paint in our house.
- Stick in the Mud cafe. I moved to Sooke last year, after my spouse passed away. I kept trying to meet people and build a community for myself and my kids, but everything was shut down due to COVID. Stick in the Mud was such a welcoming, friendly place, it made me feel like I had made the right decision to move here. It was the type of community hub my husband would have loved.
- There is so much natural beauty in and around Sooke, but my favourite local gem is the Gallery by Sooke Arts Council, where so many fantasy local artists display their works!
- Undoubtedly the Sooke Pot Holes is a beauty in Sooke. Have 4aised all my children here, we still charish camp trip to Pot Holes any chance we get.
- Village Food and Western Foods are great for friendly, helpful staff. The beaches are lovely;and the spot at the very top of the end of the road in Erinan Estates has an incredible view!
- "Billings Spit"
- Barb's Barber Shop -- excellent service -- great dialogue -- a relaxing take time out from the crazy world we live in !
- Walking down Ella Road because it's a quiet, quaint country road.
- My favourite local finds are the Artisan's Garden, the Sooke Night Market, and A Sea of Bloom. I love all of the small businesses and creatives in this small town. So many talented artists and crafters!
- John Muir Creek Beach and all of its fossils! Such a cool place.
- Bad dog
- Crystal Store
- Sandcut beach - hiking under the highway
- A quiet little swimming hole on the Sooke River
- Otter point park
- Vienna Bakery outdoor patio. A tranquil oasis to enjoy time with friends whilst feasting on a delicious baked goodie
- My favorite is Billings spit. It's quiet and a lovely walk.
- The park at Poirier Lake, they really did a beautiful job on that.
- Tugwell Creek Meadery
- Arts council Gallery
- Forbes Pharmacy for their fabulous customer service!
- Teriyaki House has the BEST non-soggy takeout of all time
- Grace Garden at the Baptist Church . Truly a little piece of heaven
- Kayaking in the basin at low tide - you seem like you're in the middle of the ocean but in 6in of water. Plus, it's gorgeous views.
- Bits of Bliss donuts - because why wouldn't you want amazing donuts without having to drive all the way to downtown Victoria! Fresh on weekends means it's the perfect brunch treat :)
- My favourite hidden treasure is definitely Dead Man's Island in the Sooke Basin. It has these amazing oyster catcher birds that you can paddle right up to.
- Sandcut Beach
- Eating a wood fired pizza on Wild Mountain Restaurant's patio overlooking Sooke Harbour.
- Muir Creek
- Broomhill- beautiful hike so close to home with options for 30 min ascent or 1hr ascent + ways to even get down to kemp lake
- Sooke Night Market - it's so great to support local vendors (food, crafts, jewellers, etc) all in one spot!
- Sooke potholes: a bit of history, mystery, gold, and nostalgia all combined at the best hiking and swimming spots in Sooke!
- Sooke pot holes. The pools are great for the grandkids There is good parking and bathrooms.
- Wild Mountain is such a treasure for our community with delicious food and beautiful views.

- Sheringham lighthouse - I love the hydrophone installed so you can listen to any whales moving past!
- The Sooke Museum, they have so many amazing gift items
- The amazing walking trails up behind Sooke in the hills
- Home Hardware - you can literally find anything and the staff are so helpful
- Milnes Landing Girl Guide camp. Beautiful place, so full of memories, and we are so so privileged to get to spend our Guiding days there. My other treasures are the boardwalk - coming out of the forest right onto the ocean is such a Sooke way of being - and Sooke Yarn and Fibre, a little haven of creativity and soft love in the hard world.
- The potholes of course!
- The boardwalk and the Whiffing Spit are the best places to spend you4 days. Walking, crabbing, exploring, bird watching, sea lions sightings are many reasons we live here.
- Wild mountain
- Fishboat Bay! It's always sunny, never windy and barely a soul around <3
- "Favourite" is so difficult to identify in a region so full of favourites. There is a new or renewed one every day. Today: A return to Pizzability for two lunchtime slices -- Hawaiian and so tasty/satisfying as always. I was gifted a third slice because it was late in the lunch hour and the staff didn't want to waste any leftovers. Nice thought, nice people, wonderful town! :-)
- Ed McGregor park is my favourite because it's beautiful and well manicured up top and the boardwalk down to the water feels like you could be miles away from civilization and the pier along the water has spectacular, world class views. It's not just my favourite spot in Sooke, it might be my favourite spot on the island.
- Sheringham Distillery - drinking in the west coast
- "I love Vancouver island rock hounds group.
- People like myself, paint whatever they like/want on a rock and clear coat it, with Victoria island rock hounds painted on the back, then they are placed in hidden spots for all whom are roaming to find, you can choose to keep, or rehide the rock you find."
- B and K Jewelry: it's a wonderful place to visit - my go-to shop for gifts. My recent purchases included handmade soaps from Duncan, fridge magnets from Newfoundland, and a personally engraved silver bookmark.
- Grace Garden at the Baptist Church
- Billing's Spit beach walk from Seabroom to the end of Kaltasin. Spectacular and not as busy as Wiffenspit
- Foggy Mountain Forge - the metalwork is incredible!
- The Coast Trail in East Sooke park; you can't beat the spectacular views while getting outdoors for great exercise!
- The Boardwalk- it's scenic, peaceful and very accessible!
- Wild Mountain Food and Drink - they are a cozy little restaurant with the best wood fired pizzas and meatballs. Local ingredients are used and the tastes are amazing. I would recommend to everyone!
- Up the hill on other side of the pot holes there is the nicest waterfall. Great spot to get away from the grounds.
- Barking Dog
- The boardwalk at McGregor Park - a nice walk through west coast forest and Oceanside
- Ayum Creek
- My favourite? How could I have just one in this amazing place? Sand it, Mystic, Clinch Creek, camping at SOOKE potholes and SOOKE flats for Canada day, hiking the water line, walking the goose.. route 14 and I loved Mulligans! It's all amazing ðŸ™—
- The people! I know it sounds corny but honestly people here are so sweet and friendly. You really feel the sense of community. Since I'm new to Sooke I have a lot of hidden treasure to find and I am looking forward to it !
- All of the little swimming holes along the Sooke potholes
- Laughing Lama trail. It's not a high traffic trail that is very natural and great little hike. There is not a lot of public trails in Otter Point Area.
- Whiffed spit and sooke potholes
- "Bouledog Quilt Store
- As a quilter it is fabulous to have such a great resource so handy"
- My favourite is hiking to Mary Vine falls in potholes
- "The upper potholes on the Sooke River."
- Whiffin Spit, not exactly a "Hidden Treasure" but definitely one that is one of the best spots to visit.
- Rotary pier because I love to crab, go for walks on my lunch break or hang out looking for sea treasure
- The hidden treasure of the Sooke region is the local trails and friendliness of the residents.
- Ed Macgregor park. Doesn't look like much when you drive or walk by on the main road but if you walk through and explore further, the path leads you through the trees, down a boardwalk switchback out onto the pier with an amazing view of the Basin / Harbour. You could even spend the afternoon crabbing there right close to town.
- Museum
- The docks just downtown sooke is one of my favorite places to go. I could sit there all day just watching the ocean and taking in the views!
- It is a four-way tie: The Stick (amazing coffee, super fun staff, great muffins and cookies); Little Vienna (their breakie buns are amazing!!!); ARF (Active Reactive Field) -

- brilliant idea for dogs like ours that like some privacy while they play; museum store (best gifts anywhere around!).
- Potholes, the natural beauty of the area, access to amazing hidden trails
 - The people of sooke. They are always friendly and willing to help it seems.
 - Everything - from the Potholes to all the beaches
 - Cathys Cafe
 - Whiffin Spit nice for walking and enjoying scenery
 - One of Spokes most awesome hidden treasures is definitely The Glass Generation (instagram: @theglassgeneration) - a custom stained glass company run by a Sooke father and daughter who create phenomenal bespoke pieces of art work of which we already have two pieces hanging in our house - great craftsmanship and awesome people! Please do check them out [ðŸ‘ŒðŸ“¼](#)
 - The lazy gecko restaurant - has the biggest, tastiest burritos around
 - Whiffin Spit
 - Ed MacGregor Park because it connects to the waterfront and the Rotary pier with a beautiful view of Sooke Basin and Whiffin Spit. It makes for the start of a great walking loop, passing through grassy gardens, forest, boardwalks, and lovely neighbourhoods.
 - Ella beach
 - Whiffin Spit Enjoy the views the people and all the sea life and dogs.
 - Whiffin Spit is a great place to hang out for a walk and to meet new friends!
 - Wiffin spit
 - Sooke Rugby. Being able to learn and play the unique sport of rugby directly in Sooke is a great opportunity for many that have never had the chance to try, or are returning to the sport after many years.
 - Walking Whiffin Spit on a windy day, with sea birds wheeling in the sky, and ocean breakers sending up their spray.
 - Beaches, all of them ! Absolutely beautiful and full of wildlife!
 - Wild Mountain Food & Drink. A small locally owned restaurant, focusing on the slow food movement. All ingredients are sourced locally and they have the best patio in Sooke.
 - Ed Magregor park
 - Seaparc Leisure Complex
 - East Sooke Park white sandy beach
 - The Artisans Garden. One stop to everything beautiful anyone can imagine!
 - The Galloping Goose walkway. It is a beautiful flat, wide trail to walk or bike ride. It goes along the inner harbour as well as Sooke River with stunning views of both.
 - Wild Mountain is a tucked away gem
 - “~A Sea of Bloom’ is my favorite Sooke treasure. The friendly knowledgeable staff help you find the perfect gift for any occasion. Seeing the beautiful flower arrangements and the unique work of local artisans uplifts the spirit everytime I visit the shop.
 - Sandcut beach
 - Happy Village Restaurant....they serve, in my opinion, the best Chinese food in the land.
 - My kids and I love to explore Ella Beach. The kids can play with the rocks, dip their feet in the water, find a few hidden forest spots, and even find a painted rock now and then.
 - East Sooke Regional Park - The beautiful hiking trails and water access are amazing.
 - Hiking, particularly the sea to sea regional park.
 - I love all the hard working hime based businesses like Sweet Escapes, Corrine makes fabulous cakes and sweet treats!
 - Whiffin Spit
 - The fire pits/lounge at the Prestige Oceanfront Resort. It's a great to grab a drink from the Vault and enjoy it surrounded by the cool architecture, palms and ocean view. Makes you feel like you're on vacation!
 - I love Daniels Market. They have a variety of local produce at very reasonable prices. The staff are friendly and helpful. They also do their best to keep us informed via social media. They're one of the best parts of our community.
 - Thursday & Saturday and other local markets for the ability to purchase local produce, art and other items
 - Mom's Place Restaurant - it just has so much character of a small diner and excellent food!
 - Fishboat Bay
 - Artisan's Garden lifts my spirits every time I visit. Friendly staff, beautiful gardens and the best chai tea! What a hidden gem!
 - South Shore Gallery is just brimming with beautiful, local arts and crafts
 - Hara Sushi Restaurant - really delicious food and lovely atmosphere
 - potholes and rock hunts
 - Sooke Board walk-great view of harbour; tranquil, scenic
 - The Pot holes. I just love it there.
 - Kemp Lake - warm enough in the summer to go for a swim and big enough for paddle boarding or kayaking.
 - Grounds of the Prestige Hotel - for their landscaping, the views and for bird and aquatic animal siting

- Macdonald Park. The park is lovely and has a nice walk which brings one out to the amazing seaside boardwalk .
- "All of the local artists and crafters. Not just the night markets and farmers markets. A few big facebook groups full of people starting their own businesses.
- Sooke has some of the best craft beer on the South Island. SOB and Bad dog brewing are a favorite. "
- The swing at the top of Broomhill
- Artisan's Garden - friendly and helpful staff, lots of wonderful locally made gifts to buy, great lattes, beautiful setting and healthy plants to buy.
- Charters Creek Interpretive Centre, I love taking the kids, hands on educational experience, especially when the salmon are spawning, and beautiful anytime of year
- Fossil Bay Resort - beautiful cabins with hot tubs on the decks, an incredible view from the decks and an owner who goes out of her way to make your stay worthwhile.
- Wild Mountain Restaurant
- Otter point park
- "The "lookout" spot at the top of the hill trail in Erinan Estates.
- The Sooke Potholes are my favorite so far, so many beautiful spots for swimming, and great hiking on the trails. I look forward to seeing more treasures on future visits.
- Sooke Brewery is becoming a nice weekly visit! Th3 beer and the staff are wonderful!
- Haro Shushi Great food!!!!
- So many to choose from - but my family loves Fishboat Bay!
- Mount Manuel Quimper and the sea to sea regional park. Endless, always new, stunning views, Sooke forests to explore, fellow Sookies to encounter on the trail.
- The Museum gift shop is my favorite hidden treasure because of the locally made crafts they sell.
- Muir creek, always a place to view the seals, beautiful beach
- Some of the food trucks... such good food at a good price
- Sandcut Beach is a totally hidden treasure in the Sooke Area
- Shirley delicious" | hopefully that's included in greater sooke
- The Sooke potholes. My nephew loves going there when he comes to visit us
- "Artisian Gardens"
- The Sooke Potholes! They are the most interesting and beautiful natural work of nature I've ever seen! And refreshing to swim in during hot summer days!
- The little stores on Otter pt Rd at Hwy 14. SouthShore Gallery, Barking Dog, Sea of Blooms, etc, Unique, artful items, locally produced, fantastic service!
- The Whiffen Spit. Ever since we moved to Sooke 23 years ago, the Spit has been a source of beauty, fun, exercise and meditation. You could not find a more sacred place to be.
- Kemp Lake it's peaceful and great to swim in the summer good fishing and paddle boarding
- Happy Village fresh n tasty
- My favorite "Hidden Treasure" is Wild Mountain, they're incredible. A beautiful, sustainable and locally sourced menu that changes and evolves with the seasons, coupled with an incredible team from owners to staff, Wild Mountain has truly anchored itself in my heart
- My favourite hidden treasure is the Sooke Potholes Campground. There are beautiful spots along the river to walk to from any of the campsites that are breathtaking! Great place to spend a weekend for hiking, swimming and family time.
- Billings Spit - my family calls this place "shell beach" because it is covered with broken shells. It is a short walk, but quiet and absent of people.
- Artisans Garden! They have a wide variety of local artisans. From sipping a local coffee, to there stunning garden centre. What better place to go and support local âŷ¸
- SFRS thrift shop
- I LOVE Sea Of Bloom, for all their botanical and gift offerings. It's such a special store to go into and explore. I also LOVE grabbing coffee and a goody at the Road to Sooke where you can enjoy the scenic offerings of the Prestige while supporting a great little cafe. So many good places to choose from.
- Sandcut Beach, it's not very well known and one of the most beautiful beaches in sooke.
- Bohn Sheet metal Does superb work in Aluminum or stainless steel
- My front yard, it embraces everything Sooke has to offer, the abundance of Wildlife, sealife, flora, ocean and the serenity of the river! Blessed by far
- the beaches
- Cathy's Corner Cafe: for outstanding service in the community
- Artisan Gardens. A wonderful hidden delight.
- Potholes
- I absolutely love sea of bloom. They offer so many hidden gem items. Wheather is a gift for someone of just for yourself these is always something for everyone.
- My wife and kids absolutely love Ella beach. Collecting rocks while the waves make that super cool noise running down the shoreline.
- The best hidden treasure in Sooke I believe is to be the friendly souls that I have met and befriended over the years and now love..

- East Sooke Park - it has great hikes for all ages, beaches, nearby farms.
- Iron Mine Bay beach- a fabulous pristine environment with lots of agates on the beach as an added level of interest!
- Whiffen spit
- The very quiet oceanfront area off Kaltasin near Billing Spit. Never crowded
- Whiffin spit
- Sooke Philharmonic Orchestra and Chorus, we are so privileged to have a first class orchestra in our small community
- The hidden beaches in East Sooke
- SFRS a thrift Shop
- Wild Mountain Resto.
- The Artisans Garden. It is beautiful, unique, and something you don't find in a big city.
- Sacred Mountain
- Well, picking a business is too difficult! So I will say the best hidden treasure is the dirt parking lot at the end of Idlemore that leads to Billings Spit.
- Sea of Bloom "¡.. there's something for all tastes and so many local products.
- Both Barking Dog and Sea of Bloom , so much great stuff in two adjoining shops - amazing variety, no need to get gifts anywhere else .
- Black Market Meats, just ask Edward for a charcuterie selection and enjoy
- Ella Beach" ¡it is so easy to walk to and yet a real hidden treasure
- Cycling the Galloping Goose trails
- Wild Mountain Restaurant , 5 star Dining at 3 Star Pricing.
- Artisan Garden - it is not in the downtown core and what's a better combo than coffee, plants and boutique gifts?
- Petro and tims when everything is closed and the wild.life walk around so freely
- Muir Creek Beach
- A Sea of Bloom Florist
- Otter Point Park. It is off the beaten path, not clearly marked, and parking can be tricky. But, if you can make it there, you are met with glorious rock formations leading to the straight, a fabulous panoramic view, a picnic table for a nice lunch (or a bench if you just want to relax), and nothing but that sounds of nature. It is breath-taking and incredibly peaceful.
- The Barnes station shelter at the sooke potholes. When I am hiking the dogs and it is raining we can go in there for rain relief and lunch!
- Just discovered the trails by Seaparc...lovely local walk. I also love to hike to the beaches along the coast, Potholes, Roche Cove, The Spit
- Spectrum Digital photography
- The Boad Walk and the winding access. A fund walk any day of the week!
- Gordon's Beach, because it's Oh beautiful.
- The beautiful walkway at the end of Murray Road along the ocean boardwalk. When walking the sea life, smell, breeze put you into a calming tranquil mood to enjoy the walk.
- Cathy's Corner for their amazing breakfast sandwiches
- Not going to say because it is hidden :)
- East Sooke park
- Sheringham distillery! because they have won Best Contemporary Gin at the World Gin Awards.

Appendix B: Full list of What would make it easier to spend in Sooke?

- What would make it easier to spend more money in Sooke?
- More and affordable retail space for businesses. Adjusting the bylaw rules to allow for more start up home based business
- More affordable goods
- Nothing, keep it local and buy local!
- Walkability has improved but looking forward to more interconnected trails & paths.
- More space for retail stores
- More restaurant options
- More clothing options, bigger thrift store more recreation.
- More shops
- More reasonably priced spa services including botox.
- Traffic in Sooke due to Rush Hour and McDonald's Drive Through make it hard to get around to local shops.
- More retail shops, a bigger hardware store, better art & craft supplies, a better variety of restaurants and an IKEA ;)
- More local business, clothing stores, shoes, simple things that are not offered here
- Having other businesses located in Sooke.
- cheaper prices - it's very expensive here
- Lower prices
- More choices
- More local craft fairs/markets/spaces to rent
- More commercial businesses
- Later hours on shops
- More variety of stores
- More restaurants
- Some more variety
- More stores
- More commercial space for local retail
- More stores
- More money.
- Getting my dog's food at a local retailer
- nothing more
- More clothing stores
- Lower cost good quality organic produce and soups (the main reasons I go to Thriftys). I also buy at Walmart because they have deals on kids lunch stuff (like 3 for \$6 on kids lunches items) and cheap organic produce that isn't moulding. The extra \$1-\$2 on most items vs Walmart prices at the Sooke grocery stores drives me to shop at Walmart. Maybe the businesses (shops that aren't grocery stores or fast food) could try sending out a flyer in the paper and/or online showing what they have in their store so people don't have to physically go down there to find out how much/what they are selling. With Walmart loyalties and Amazon on our phones, the money is spent before we even get out of bed, especially with the weather lately.
- Being able to get men's clothing and shoes for the family
- I don't mind driving to Langford for box stores - small local shops here are great
- Improved selection at grocery stores is really about it
- If the traffic flow was a bit easier to get onto Sooke Road.
- More options
- Less vehicular traffic on Sooke Rd.
- Hmmmm a bigger thrift shop!!
- More access to fishing/camping gear (and less expensive groceries)
- More savings
- Better pricing
- Quality and value.
- More diverse businesses and good restaurants!
- A walkable core that has more businesses, designed in a way that compliments Spokes rugged outdoor identity
- More selection of retail merchants
- bigger selection
- more options - looking forward to the proposed new Strip Mall
- Businesses open later
- Better roads
- More local stores
- Groupon or island daily deals
- more retail businesses catered to families (clothing, toys, supplies)
- End of the pandemic! (re: for arts, entertainment and dining out purposes at least)
- More shops. And from what I hear more affordable commercial/ retail spaces.
- Not sure
- "Money"
- A mini Marks Workwearhouse (saw one in the Brentwood Mall), Purdy's, don't lose Shoppers Drug Mart, ethnic/mediterranean market, Romeo's?, BMO?, M&M Meat Shop?, Starbucks?, Ali Baba Pizza?, more artisan/gallery/market spaces. Need to make the Tourists Stop. Seriously - check out why folks stop at Coombs, Chemainus, Cowichan Bay.
- Men's , children clothing and shoes
- More local small stores
- Not sure
- Variety of businesses
- Variety
- A little more choice and having competitive pricing
- All good. Its easy to spend
- Better prices
- Upgraded highway access into Sooke
- Should be multiple answers for categories spent in Sooke
- Less construction, more street lights and lit crosswalks!
- More popular stores and restaurants
- More restaurants
- Larger selection of groceries and clothing
- Cheaper groceries
- Cost effective
- Affordable groceries (chain store like save on)

- "If prices were more reasonable and competitive with out of Sooke stores."
- More variety of businesses.
- More options for shopping (I love thrift stores and shoes for my kids)
- Store availability.
- If I did not have to commute for work into Victoria as frequent. The drive home can be a little much with the traffic and don't often feel like heading out once I'm home for the evening.
- Nothing I can think of. I've been bragging to my friends and family that everything I need is 5 min from where I live! Or a 15min walk. Have only lived here for 4 months and I love it. A delightful town and everyone I have encountered is so friendly and helpful.
- More stores and restaurants. Dollarama or dollar tree would be ideal as our dollar store is the worst
- If the pet stores carried the raw food our dogs eat.
- Having a good butcher and a German-style bakery
- Prices more in line with langford shopping
- More small shops
- Grocery delivery
- more shops
- Value for money
- better/lower prices and longer business hours
- More stores for personnel needs
- If groceries were more affordable it would be easier to spend more in Sooke AND not have to drive into Langford. Many goods at the two local grocery stores, which are fine, are not cost competitive with the larger stores so grocery purchases are limited to perishables like milk, bread, eggs, last minute items, etc ... not the big shopping run. I try my best to purchase locally first, but price point is important as well.
- Outdoor clothing and shoes
- More variety of merchants
- More variety - better prices.
- Competitive prices
- If things were not "small town" prices
- The two main grocery stores here have unusually high prices for canned goods, probably because of transportation costs. A no-frills grocery store might make prices more competitive.
- Lower rental rates and higher wages
- More variety of clothing/shoe stores.
- More money
- choices
- Less car crashes on Sooke Road that close it.
- More organic, non gmo foods, esp meat from local farmers and producers. Country Grocer has some "clean" meat, but more variety would be great!
- Department store
- More variety of shops and shops that aren't dated and look like they're falling apart, redoing the entire downtown so it's actually a nice place to walk around and browse stores. Patios on restaurants so you can enjoy a drink on a nice day. Better transit so you can rely on it to get you into town and home so you can have a drink. Walking along the side of a highway is so unbelievable unappealing it's so disappointing Sooke has centred itself around the highway and not the waterfront. #1 mistake in my opinion. The downtown core also has no vibrancy, life or culture. It would be nice to see some more art and murals to bring life to the area. Would be nice to have some sort of theatre as the city grows to have a place for performances etc some sort of night life
- The traffic roundabout made it easier to shop in Sooke, so I guess a continued attention to traffic management. I prefer to shop in Sooke to support local businesses when I can.
- If prices were more with the going prices in Langford
- That's a hard one. It would mean bringing big box stores and I'm not a fan of that.
- The more kid friendly places, the better :)
- If we had more brick-and-mortar stores--shoes stores, book stores, plus-size clothing. Open up a proper business along the water that's window-shopping and tourist friendly.
- A distillery which you eat and buy beer at
- More affordable groceries, resource list of home based businesses
- A Save-On -Foods store here
- A new shopping plaza
- A grocery store with more variety and prices comparable to Langford stores.
- continued diversity of products/services available with competitive pricing
- more retail offerings
- If I had more money I would spend more money in Sooke
- More thrift stores!
- better pedestrian access, less traffic
- more clothing and shoe stores
- cheaper prices better selection
- obviously more variety
- I could spend all day.
- Shoe/clothing
- having a nice mix of unique stores and local versions of larger retail operations
- More Artisanal or pop-up stores
- Prices were more comparable to Langford or Victoria. A few items are fine, but if you need more than that it's worth the drive into Langford for cheaper
- Shoe store
- more businesses
- More money!
- More choices on certain businesses - clothing, more thrift stores
- have more money
- More verity
- "Large department store"
- Transportation/I don't drive
- More choices for clothing
- more money!
- Cheaper grocery prices and more options.
- The highway being finished. I have to left turn into that traffic to get to Sooke. It's often a nightmare. I can't wait

for the new highway to be complete. My intersection will be so much safer.

- A wider choice of clothing stores
- An outlet that sells sports wear, more restaurants
- I don't know
- Slightly closer to Langford prices
- Unsure
- More breweries haha
- "if i brought in more"
- It's pretty easy now, but maybe better public transit
- Ease of getting around, "a hub", and parking.
- More competitive pricing
- A mall
- Price
- More pubs for sure along with shops that sell nice clothing for bigger people
- Competitive pricing. More restaurant variety.
- Longer business hours
- If we had more of designated area where there was a bunch of local artisans.
- Having more money to spend
- more reasonable grocery store prices.
- More variety of stores, better location. More parking
- well qualified trades people; an automotive parts store.
- More family oriented restaurants, more clothing stores
- less traffic
- Better priced groceries and better road conditions(my little sports car doesn't like the pot holes)
- Bigger selection
- A list of businesses by category
- Na
- More selection and competition
- Not sure
- a little more variety of stores
- Move Sooke closer to Langford
- More affordable options
- If I could actually work right now
- Better parking
- More businesses of all kinds
- More services
- Sidewalks!!
- Do not have an answer
- A more pleasant core. Like whistler village, park around the outside, walk in the middle.
- More organic produce and dairy
- If I could get to and navigate between the businesses more easily. More clear and easy paths from node to node" ;Currently people drive to Home Hardware, drive to the grocery store, drive to The Stick, drive to the library, drive to the post office" ;If streets were more welcoming - calmed, with overhead pedestrian lights - or if we could use back streets/trails between these business nodes we probably would. Finding yourself between a mass of parked cars and a mass of moving cars definitely does not make you want to walk.
- I'm doing pretty well now ðŸ˜³
- it is easy , maybe more of a spreadsheet of whats available in the sooke news mirror or online
- Not sure
- More shops with greater variety
- More competitive prices at our grocery stores
- More Eateries
- More clothing stores
- Cheaper prices
- Not much as I have spent locally, hired local artists, contractors and farmers for years so it has become a habit!
- More restaurants that offer gluten free
- More options
- year round ice skating
- Variety
- I try and support local as much as I can.
- Greater variety of commercial businesses
- Cheaper rents for businesses and more businesses
- less congestion and crazy driving ways in the mall
- If there were more stores and the cost wasn't so much higher
- more selection, lower prices
- Retirement and not needing to go to Victoria
- less traffic/more than 1 lane going in - 1 lane coming out of Sooke

Appendix C: Full list of What's missing in Sooke

This list is currently unsorted and unanalyzed

- What types of businesses/services are missing in Sooke?
- Movie theatre,
- Large book store , department store, sports/ outdoor store
- Growth is inevitable, lets bring in some more local small businesses. No box stores yet!
- Footwear, clothing
- Canadian Tire
- BMO
- Hospital
- Mens Clothing
- Sport/ clothing store.
- Real bubble tea, Door Dash/delivery services
- Quality clothing store, outdoor store, camera shop, boot/shoe store, book store, shooting range, outdoor tour operators, RV rentals.
- More small business, and some larger competitively business(Canadian Tire) Hospital or care center 24 hours. Seniors center
- More family sit-in restaurants (eg Whitespot); Canadian Tire; larger hardware store; larger grocery store such as 'Quality Foods' across from Victoria General Hospital; 5-pin bowling alley; etc etc
- bigger store like London Drugs, Walmart-esc
- Bowling Ally
- Co-op gas, Dairy Queen, doctors, small hospital, more taxi service
- Consignment store for clothing maybe. Making space/rentable space for arts, crafts, and music. Co working space for digital creators.
- Shoes, entertainment, restaurants, pubs
- Unsure
- Clothing stores,tanning salon, shoe store
- pub style restaurant, clothing stores
- A whole foods/ organic grocery/ bakery. A proper butcher shop. A larger plant nursery
- Shoe store
- Feed store, permanent market
- Clothing stores
- Honestly, we're pretty well covered I think.
- Indian restaurant
- we have everything here except perhaps a butcher shop
- Clothing/shoes/toys
- Other than swimming at sea park.. When I want to surprise the kids with something fun, it's usually out of Sooke.. even with COVID. We like the arcade at silver city (we don't even see movies -just the arcade and popcorn) and the play zone in Langford and when it's sunny, the epic Esquimalt water park. The point is, we travel all the way just to go to those unique places because it's worth the trip for kids. We would go bowling in Langford if there were the small bowling balls"! lots of families in Sooke and seniors, both love bowling so maybe that?
- Hospital
- Healthy food restaurant (like wild mtn but more casual)
- More restaurants please and/or coffee shops open on Sundays and evenings!
- None
- I don't feel that we're necessarily missing Services as a whole, we're missing options in those services
- Family Doctors!!!!
- Shoe store
- Theater, outdoor recreation store (fishing, camping, hiking), more options for home improvement, more restaurant options
- Shoe store, bookstore, toy store
- Entertainment: movie theater, bowling, Seniors centre, etc.
- Bulk foods.
- A shopping district and sit-down restaurants.
- Retail shops, more restaurants/pubs, indoor cafes, book store,
- Clothing store, shoe store, cell phone store, larger grocery store
- Clothing and shoes, home decorating
- auto part supply (Midway has been closed for a while)
- Entertainment options (movie theatre, bowling or mini golf
- Clothing
- Not known
- Home decor, more clothing, deli store
- A nice gallery of locally made artisan goods like sooke harbour house had
- Clothing/shoe stores for families
- Oceanfront brewpub + shoe store + men's workaday fashion store + telework centre + light manufacturing and cooperative businesses producing unique made-in-Sooke items. We need to champion/encourage/enable existing and new local business start-ups so as not to be overrun and rendered bland & predictable with the usual chains.
- Books, clothing, kitchen/housewares"! we look local first. Only going to town when we have to
- Not sure
- "Walmart, Dollarama
- Wish we had cheaper boxes of diapers and wipes, and a dollar store where everything is actually cheap.."
- See above. Bring in the commercial business.
- Hospital
- DOCTORS, shoe store, sewing store
- Not sure
- Tae Kwon Do Do-Jang; Hot Yoga Studio
- A family restaurant
- "Hospitals, doctors, clothing retail stores, shoe store"

- Shoe store
- Big butcher like Glenwood
- Women's clothing; fishing supplies; major medical facility
- Dry cleaner
- Shoes store, better clothing store, seniors centre,
- Retail stores, restaurants , hardware stores (lowes, Canadian tire ".) electronic stores (Best Buy, game stop"). Better grocery stores. I find the produce and choices are limited in quality as well as choice. Oh and we need a regular Dollorama! The dollar store here is way over priced for the items you get! It would be nice to have a more gyms or personal training gyms. Please can we get a Starbucks!!!!!! We need better playgrounds in certain neighborhoods" ;.. the one near our house is sad ". it would be nice to have more culturally diverse stores and restaurants. I think it would be fun for everyone, especially children if we had more learning centres about nature and creatures in the ocean ". kind of like the Aquarium in Sindney, and incorporated indigenous way of life and history and other things of that sort. It would be nice to also have more options child care service and pet care service. Having more medical service would be amazing ! It would be nice to have more consignment stores of all sorts.
- More bars/restaurants
- Quick oil change place , movie theatre
- Nothing that I can think of
- Family restaurant
- Pub, cidery, Walmart or superstore
- More second hand clothing stores. i.e. Salvaton Army, St. Vincent de Paul
- Healthcare professionals!!!
- More local businesses/ auto motive supplies / shoes / local seafood
- More grocery, department, home improvement stores. Restaurant/pubs.
- Hospital / medical. Another pub could be nice?
- Furniture store. However I have purchased everything I need in Sidney and Langford so don't plan to purchase anything else. Have Dr and Dentist here would like a Podiatrist.
- Good dollar store such as Dollarama or Dollar Tree
- Mark's Work Wearhouse or somewhere similar with practical, quality clothing for everyone in the family.
- Butcher
- DQ, doctors,
- Small, unique shops
- More child care. Kids sports like gymnastics and martial arts.
- clothing store
- "Services: health services (hospital)
- Businesses: A local butcher "
- better hardware store (more selection) and casual family dining
- A hospital, another medical clinic, clothing and foot ware stores,
- Does not seem to be much organized or well advertised recreation or sport; not too many nice, mid-range affordable restaurants. No music store/lessons that I could find. More medical facilities (modern medical imaging in particular). A beachfront picnic park with grass and trees or at the very least a cleanup of property to the east of Goodmere Road? Float plane or water taxi services?
- Shoe store
- More clothing stores
- None that I can think of.
- Starbucks! Walkmart emergency room bigger dollar store
- Comic / Nerd / Game store
- more family physicians
- Music store(instruments , parts, and repairs)
- Movie Theatre, Bowling Alley, Arcade, Dairy Queen, KFC.
- More restaurants
- Box stores
- Department store, thrift stores
- A *year round market* like Duncan has, esp to offer local meat, poultry, fish and game, and veggies.
- Hospital/more advanced health care. Golf driving range. Sporting Goods store
- So many. A zero waste store, a good bookstore, a bigger thrift store, vegetarian/vegan restaurants, a theatre of some sort for arts and entertainment, a movie theatre, a bowling alley etc etc
- Another post office outlet where parcels can be sent and picked up, especially now that more small businesses need to ship items. The outlet at Shoppers is overburdenend and the line up is usually pretty long. One may think that this a result of more online shopping due to the pandemic, but I have never recieved a parcel notice to pick up at the main postal office, only at Shoppers (or the Home Hardware when it used to be there) . Now that the population has grown, another outlet is needed.
- Somewhere to buy more generic clothes and more variety on toys
- Clothing, Shoes
- bookstore; more clothing options
- Small, boutique style shops. Movie theatres. Water taxi!
- Motels and dollarama
- Activities for kids and teens: arcade, paint your own pottery, VR
- Bigger grocery store.
- More grocery and dining options
- Activities like bowling, rollerskating, bingo, movies
- youth entertainment other than sports, medical walk in clinic on weekends
- a brewery restaurant
- Family restaurants, Seniors activities: crafting classes, dance lessons
- Italian restaurant
- more choice of restaurants
- clothing/shoe stores for kids
- walmart
- clothing; specialty stores, more restaurants
- Mens clothing, shoe store

- Art supplies
- medical services, antiquarian book store, shops specializing in luxury food items - wine, handmade chocolate, cheese, bread, and most especially - high quality fresh sea food!
- Decent bakery. Medical. Arts Centre.
- Department store like Canadian tire.
- A shoe store
- a proper building for Food Bank to be housed
- Another second hand store would be nice, I loved st Vincent DePaul.
- clothing, second hand
- shoe store
- Shoe store, better choice in clothing stores.
- Nice large reasonably priced Family Restaurant and a Department Store
- I'm not sure
- Clothing and home decor
- theater
- More indoor recreational activities, 2nd hockey arena, clothing stores, department stores.
- Barring covid - entertainment: theatre etc. Recycling depot
- More recreational business is needed, e.g. movie theater , bowling lanes
- Clothing store, Canadian tire
- I don't know
- Hobby/Toy store (?). A receiving location for those of us out west (particularly for Loomis).
- More restaurants needed
- Arcade
- "none i can think of"
- A carnival
- Gee, DOCTORS, medical labs, to start!
- Shoe store
- Auto parts store, clothing store, health care/ hospital taxi service
- Walmart
- Water taxi to E.Sooke and back, full medical pavilion, another bar/pub option and a location for year round markets to help support local vendors
- Clothing, shoes and accessories from popular, trendy brands.
- Bookstore, toystore, specialized recreation (ie: gymnastics, rock climbing)
- An arts studio/a space where people can create.
- Music store
- a book store
- An art store like michaels but local, I'm a very crafty person but can't find any good local craft stores.
- machinist, engineering, 3D product developer
- Shoe stores, kids clothing stores
- more restaurant options
- reasonably priced family restaurant that is open later
- More specialty boutique type stores and better choices for fresh groceries
- Not much-keep it small
- Book store
- Hospital, doctors, big box, Canadian tire
- Better clothing store
- men's clothing, auto parts
- Antiques,
- Support for our youth affordable activities
- None really
- Cdn Tire, dept store
- more personal shops eg. shoes, lingerie, every day wear, men's wear
- More restaurants that aren't burger joints; clothing stores
- Shoes
- A th@ctre d'Ž- such as Mary Winspear Centre
- Shoe repair, fishing supplies, more restaurants, especially ethnic foods, The Rootseller Market, a Grandville Island at the bottom of Maple with the Rotary Pier stretching all the way there.
- Stationary & office supplies?
- I'd open a wine bar in a second if there was a good space!
- I would love Indian / Vietnamese restaurant
- Clothing, Shoes, Movie theatre,
- Vietnamese restaurant
- Hospital or clinic with longer hours
- We have most of what we need for a small community.
- More Ethnic Restaurants and Coffee Shops
- Clothing ha ha
- Bigger box store
- Local small independent businesses, we do not need more franchises!
- Starbucks
- Family friendly sports bar, more affordable grocery stores, a place to get fresh wraps and smoothies
- costco superstore starbucks
- PC brand store
- Shoe store. Craft store
- Clothing stores
- Shoe store, craft store
- Shoe store
- Outdoor equipment and clothing
- bigger more modern grocery store, shoe/clothing store, camera store, hobby store, outdoor store
- Hot rod tuner shop
- #! - excellent restaurants #2 - indoor extracurricular activities for when it's raining (a lot of the time) eg: bowling/rock climbing/rollerskating etc etc etc

Appendix D: Full List of Other Comments About Sooke's Economy

This list is currently unsorted and unanalyzed

- Nil
- It's growing and locals have to accept it (I know it's a hard pill to swallow for people who have lived here for decades)
- Love sooke!
- No comment
- I find the locals and the tourism industry are separated as people don't always realize what Sooke offers. They are unaware and haven't experienced the local services themselves, and I think local tourism can do a better job selling to Sooke residence. I.e. Fishing, whale watching, zip-lining, guided hikes, biking, kayaking.
- Excited to see how it grows
- Sooke is a bustling town that's rapidly growing and hopefully the roads get dealt with to accommodate the growth
- We need more variety in shops so folks can work in the same town where they live
- I am hoping for the best and hope the best for all.
- I'm excited to keep exploring Sooke!
- Find ways to attract people to the area for its natural beauty and outdoor activities and focus more businesses around those things. Developer a more vibrant arts community/district to promote local art sales as well as draw people to the area. Encourage more businesses in general so residents don't have to travel out of town to work.
- Many people will not shop in Sooke as they commute through Langford with box stores. More business bring more local jobs. To live and work in your community bring more economics to the town
- Businesses, especially restaurants, to stay open longer: 11pm? 12midnight?
- They need to make it more affordable so all spending doesn't travel to Victoria.
- Stores that have self check outs lose my business .
- Sooke is growing very quickly with housing but the road infrastructure has not been updated. This is my worst complaint about Sooke. Rush hour traffic starts around the 17 Mile around 2:00 and it's gridlock for hours. We need an alternate route in the worst way.
- Great potential. Love the support and local small businesses.
- Sooke is an amazing community, I love raising my family here!
- Unsure
- Sooke is a great place to live just rather shop locally
- I love supporting Sooke
- Need more local employment
- None
- Nil
- More restaurants needed
- Under which categories it wouldn't let me choose other, you might add an all of the above option.
- For the categories for spending money question above, should be able to choose all that apply, not just one. I would have chosen them all since I do nearly all of my shopping in Sooke
- I have no ideas here
- It has improved a lot over the 30 years I've lived here
- I'm sorry I don't spend more money here but I don't have much past grocery and rent these days. I bet the liquor stores make a lot of money though but that is a service people seek out. I believe a lot of non-essential shopping happens on our phones now. Maybe have one delivery service or a handful of on-call delivery drivers for all the Sooke businesses to be able to use as a Sooke only business resource, people love free delivery to their door now, we've been spoiled with it. Amp up online presence with more availability online, advertising/marketing, frequent upbeat short artsy Sooke videos that people can easily share and like on social media featuring the businesses.. for example: a soap making company could have an artsy how to make soap video with a link to their own soap making products" } or the stores that showcase metal/wood Sooke art could have an artsy clip of the real people performing their craft. Review videos are huge these days, maybe the Sooke news mirror website/social media could review products/services from local businesses. Could take the angle of a local "shopping channel". Teenagers would be great at helping with something like that, get them involved and form connections for them to the community, get their families involved. Friends/family always support rising youth experiences. Just some thoughts. Best of luck!
- Low income housing is not affordable housing
- Love it here
- Just hoping for more options to shop around on weekends and evenings as we love living in Sooke but commuting means we only really have time to explore the local infrastructure on weekends.
- Hoping it grows at a slowly continuous rate.
- More commercial space is definitely required
- We should aim to make the entirety of Sooke Rd (Langford to Sooke core) more accommodating to the volume of traffic it sees on a regular basis.
- Services need to be in pace with development. Currently, they are not
- Just need more options and better affordability
- I hope businesses continue to grow in Sooke, especially the restaurant industry as our population is rapidly growing.
- Taxes so high without getting enough: eg. garbage not paid for, pay for sewer that I'm not connected to

- I think Sooke has a good variety of most anything you need. This was realized thru pandemic. No need to leave.
- Sooke can be a very transient town for visitors to drive through but increasing local businesses and hot spots would allow them to stop. A focus on business and commercial space so less residents have to commute.
- We have enough people living here, but we are a commuter town. The focus now needs to be on building local businesses and not turn Sooke into a mini-langford.
- I hope Sooke's economy continues to grow!
- We are fairly new to Sooke but love our new community - best move ever!
- I wish I could have selected "all of the above" or multiple options on what categories I spend money on in Sooke. I do all my primary shopping here, groceries, drug store, dining out, gas etc. I do go to Langford once every couple months where I might be inclined to stock up on some pantry items and pet food as it is significantly less expensive.
- None
- Unknown
- Sooke is going in the right direction
- So much potential to create a westcoast playground
- I think we're movin' on up! :)
- The District of Sooke's Community Economic Development Strategy and Action Plan is a fantastic starter. Blue skies ahead with the District working smartly with a well-resourced Chamber at the moment we're on the verge of so much incoming commercial space and town-centre improvements. Critical will be the relationship the Chamber builds with the District's new Manager of Planner, whose role very much includes Community Economic Development. He/she/they will be liaising with incoming commercial developers, and so it's important to collaborate with that person to ensure developers know what #Sooke wants/needs.
- We are new here so not too much to contribute. Do really love the small town vibe though!
- Not sure
- I absolutely love Sooke, I love the kind hearted people who are in Sooke, I love to see our community come together always
- Focus on commercial and culture. We're small-town feeling - keep it that while while expanding. Remember, folks love a charming look to a town.
- District staff needs to learn the difference between "affordable housing" and "low income housing"
- I shop locally first then move out as close to Sooke as I can. I am not in favour of big box stores and would hate to see one in Sooke
- Love the vibe at The Stick in the Mud!
- It's a great little community
- Nil
- I feel the grocery store prices aren't competitive enough. More people would shop in Sooke if prices were a bit more reasonable.
- Need more office spaces
- Lower all prices including real-estate
- Question 2 (spending categories) only allows selection of 1 item. I use multiple categories. The "Other (please specify)" selection doesn't allow me to specify.
- Doing fine
- We need the road in and out of SOOKE completed and better lit..maybe less development as we really can't handle much more growth for awhile
- I've only been here since September 2021. So far I love this little town! I just wish things were more accessible.
- More local parks would be nice too
- Keep some green space for markets and events.
- Sooke is an amazing place to live.
- Would love to shop more locally but find things in general far too expensive on my budget
- We need chain stores as our population is much bigger. Chain stores bring in lower prices
- Many prices for products in Sooke are twice the price in Langford. Even factoring in the cost of gas, you still save more driving to Langford to make your purchases. I would prefer to spend my money in Sooke but it goes further in the Western Community Stores.
- Sooke desperately needs more healthcare practitioners and medical clinics.
- The roads suck and business locations
- "I currently LOVE Sooke, and I am relatively new here with being here just less than 1 year. I always wanted to live here. It is growing with homes and residents, but the infrastructure and support for the residents does not exist. Roads, amenities, need to grow alongside in a tasteful, dignified, planned way. It will not support the current growth which means more people going elsewhere to shop, and eventually live once the saturation point is reached. As the infrastructure here in Sooke must be improved, perhaps even with more businesses that will support local employment. I know I would much rather work here than where I currently commute out to!
- That said, hopefully the character and charm of our Sooke is maintained somehow."
- The night market at the museum is nice.
- It appears to be good however I have only been here during this pandemic so difficult to rate but businesses I frequent seem to be coping as well as they can. I am amazed at the talent I have observed. The Chamber Music at the church on Murray was world class, really enjoyed the Youth Group who put on Romeo and Juliet and the Ghost Tour in Oct was lots of fun. Loved the Santa Claus parade first one I have ever attended but thought it was awesome effort for a town the size of Sooke. Plan to get more involved when COVID crisis passes. Am very excited that I have chosen Sooke as my forever home.
- This community is just simply amazing! People always come together to help one another and it's incredible!
- I hope that a focus on the economy never takes priority over preserving why many/most of us choose to live here (the unspoiled, relatively uncrowded natural beauty).
- Nice little diverse shopping experience. Could use less of big chain stores. 2 tim hortons is ridiculous

- Fix the potholes
- Please no big box stores
- We need better access in and out with more houses being built
- slow down development!
- Sooke salaries need to raise to match Sooke's cost of living otherwise affordable/accessible housing will continue to be a problem here, which will lead to more homelessness etc etc (a BC wide problem too)
- need more local jobs to help cut down on commuters
- With the community growing the way it is we need more amenities for people here in town.
- While Sooke has rural charm, the downtown buildings look tired and lack statement, most notably the strip malls that are front and centre on the corner of Otter Point Road and Sooke Road. The municipal hall is a lovely building, but is set so far back it takes a while for any newcomer to come across it.
- Lower rental spaces
- Need to spend more on infrastructure to support the growth in Sooke
- Personally being a senior - I just find a lot of things too expensive here in Sooke, that's why I head into Langford or online for more affordable prices with varying choices.
- Its not easy to connect with home business
- Later store hours for night owls would be great.
- The economy here seems to be doing fine. I don't see any boarded up businesses along the main street, which I have seen in other small communities.
- Like most others, with the recent growth in sooke, keep hoping for everyone's sake that there will be some sort of a cap on housing, both in the rental and in the purchase end of things before it's to late and the good folk's that live here are forced to leave ! Simply because it's become unaffordable for most to maintain! Higher wages and a lower cost of living is paramount to a healthy, vibrant and prosperous community!
- Sooke has a great variety of local stores, restaurants and activities. It's nice to see so many locals supporting them, especially through the pandemic.
- Another pub would be nice
- slow to get in step with the times
- If you live in town easy to access on foot.
- I hope it continues to emphasize local offerings and keeps chains and big box stores to a minimum.
- "Sooke needs more light industry to help relieve tax pressures off the home owners.
- For every subdivision land should also be set aside for business and or industry."
- N/A
- I think it is great that there are more young entrepreneurs setting up shop in Sooke with artisan focussed products such as farm to table, brewery/distillery, coffee tea, floral and artwork. We had visitors in 2019 who were travelling to Sooke specifically to explore and shop these genres, so word must be getting out there!
- More Competitive pricing
- I think Sooke's economy is strong.
- I love the Night Market and other community initiatives.
- We need to focus more on keeping local businesses in town. No more big chains or grocery stores.
- More advertising for natural wonders beyond Sooke, where Sooke would be a gas and did stop
- Love the diversity here
- I think the local businesses do very well providing us with their products.
- none
- I hope it always has a small town feel.
- love seeing healthy vibrant and robust local economy
- Sooke is a beautiful seaside town that has nearly all the mainstream amenities. It's missing a big box store like a Walmart or Canadian Tire. These are big draws that all Sooke residents must venture into Langford for.
- The prices to shop in Sooke are way too high, roads are too busy,
- Not sure
- will be ruined if traffic is not sorted out
- Sometimes the prices can be a little high and it puts me off but it's probably cheaper than driving in for supplies.
- nothing
- I think the economy of Sooke has done well as we have lived here for 46 years; through hard times businesses have come through; we are resilient here but we need better roads and infrastructure, better planning of the Sooke core to move forward to new buildings for businesses; health care options, senior & youth supports-if this does not happen I know more people are going to move even though they love it here; it is a difficult task with needing money for all of this but we must plan for Sooke's future; we are not a bedroom community any longer; we now are a TOWN & need to plan for the growth adequately
- I'm happy to see Sooke is still growing.
- It's a growing community and would love to see more bike lanes along busy roads
- Development of new retail/commercial should be done with attractive, thoughtful placemaking in mind (integrating public art, pedestrian friendly walkways, attractive lighting and landscaping) as this has been repeatedly proven to give back to the economy and attract visitors to the area
- Moved here from Squamish where there were a wide variety of craft beverage and eateries. Small but unique shops. Sooke needs less "fast food chain" and more food truck approach to business.
- It's growing faster than anyone seems to realize and needs to get the infrastructure in place early and fast.
- More infrastructure needed to support the rapid growth of housing.
- no Comment
- I think we are doing pretty good
- The town of Sooke needs to look at how it deals with businesses around business licenses
- I think Sooke is growing rapidly and needs more retail stores, then there is no need to go into Victoria

- Great place to live
- Sooke needs more sidewalks
- I don't currently have any
- Sooke is a wonderful place to live.
- Struggling ---- especially with the way fisheries shut down the fishing!!
- With Sookes growing population the district of sooke has not kept up with the needs of the people. This not only includes schools, health care, facilities for children and youth but all amenities really.
- None
- None
- I will always look locally first to find what I need
- I don't have any
- In general, I spend money in Sooke where it makes sense- for example, I will get stuff in Langford when there is a 25% difference between the Sooke Price and Langford Price.
- I think we have most things available in sooke except clothing stores
- Love it
- "I think Sooke's economy is doing well"
- Everything is fine
- This will always be a community of autos, get a traffic plan that lets people who need to be On the west side get there without going through the roundabout. Create a hub for boutiques/bistros/galleries/services/greenspace and decent parking. A place to come to.
- More recreation space...I.e. indoor sports
- Allow more "viable" developments to help create more affordable housing less bureaucracy
- Growing at an alarming rate
- I'd love the opportunity to support more local suppliers in our community, having a dedicated space for a year round market would be amazing
- none
- We need more local jobs.
- N/A
- It's great
- I think we are a growing community which is fantastic, but the infrastructure isn't great to support the growing economy. We do need more offerings of programs and services for the younger families living here so that we don't have to commute to Langford to access more options.
- I love sooke, I live here and would never leave. Best city on Vancouver Island.
- We aren't likely to have much of an economy to speak of if we don't allow light, clean industry to develop. We have no industrial zoned property.
- No further comments
- prefer to shop local
- It may not be so much and economy answer but I can not wait for the new library to open and see what things will be offered there :)
- The district should better support small business.
- It would be ideal to see locals support locals consistently
- Na
- Just need more stores
- Need better and fairer pricing
- if the 2 governments would get their s**t together & make the road access to & around Sooke easier & better, we would again find people from outside Sooke coming here for a days or weekend vacation, we need a mayor that will stand up for Sooke benefit against the Provincial government
- Needs a well-developed downtown core!
- Love sooke , beautiful town, traffic is a mess though.
- We love living here and have grown into embracing what Sooke does have to offer.
- Make sooke more tourist friendly, better road signage, directions, etc
- "It seems to be doing OK but will not be adequate if we continue to grow.
- Maybe we will stop growing if the highway isn't taken care of soon !
- New offices and business space will need to be affordable"
- It is small and there aren't many options to choose from. I end up going to Langford and Victoria to have options and choice.
- We need sidewalks and more parking!
- Providing instant allure to the water from inbound vehicles
- Affordable rents for business owners, a development where you have your small business at ground level and live above it. Get schools off the highway, bypass traffic around core and encourage people to park and walk to businesses.
- I tend not to frequent chains - except Costco. I think the big box convenience exists in Langford. People come to Sooke and live in Sooke because it's NOT Langford. If we want to differentiate we need to focus on small and unique businesses and experiences.
- all gucci, bruh.
- I love how Sooke has so much to offer but am worried it might be getting too big for the infrastructure
- Downtown needs to be looked at for curb appeal its so mismatched and some parts are so ugly and old especially on the corner of Church rd (being the first building you see) out door patio areas to sit and have lunch PUBLIC WASHROOMS are needed
- "None"
- The town is growing at such an accelerated rate, it would be nice to have more beach front access for people to access nature
- Looking forward to hearing more about what is planned for the former golf course site on Otter Point Rd.
- I think Sooke has a good variety of shops and Businesses.
- Need more affordable storefront rentals/space
- Get more policing
- Sooke is a bedroom community, it is the biggest obstacle to a better economy for Sooke. The town is hardly a town with no proper downtown centre. It has lost the "quaint" seaside small town it still had 20 years ago.

- Sooke is growing faster than services to support. Need more structure to provide affordable rent for local shop owners.
- I love Sooke and all it has to offer
- we are getting overpopulated our economy will boost
- I love Sooke and spend most of my time and money here :)
- Growing too fast without the infrastructure to handle it!
- A second crossing of Sooke River connecting Sunriver to commercial area and ease the bottleneck along Sooke Road.
- I love ðŸ™ Sooke
- It would be nice to see the "All Sooke Days:" return now that there are oodles of people to help out
- More affordable commercial rental space for small businesses
- It's good to support local, but we should also have the choice of shopping in other places without somehow thinking it is "wrong" to do so. No matter how nice somewhere is, you still need to get away, which is one reason why we now do our grocery shopping outside of Sooke. Just to go on a road trip. Also I will not shop in Sooke just because the business is in Sooke. They need to provide value that is equal or better than other places as well.
- No issues
- there's talk of a zero-emission environment (lol) but traffic gets worse every day - and it's only going to get worse (there's a lot of building going on) Perhaps we should follow Langford's lead and take care of the infrastructure 1st.

That's it!

Britt