

# Wheatland County

## Request for Decision

Regular Council Meeting

June 16, 2020

Report prepared by: Patrick Earl



## Regional Business Vitality Survey and Analysis

### Recommendation from Administration

THAT Council receive the Business Vitality Survey and Analysis as information.

### Chief Administrative Officer's Comments

N/A

### Report

The Regional Business Vitality Survey was developed in collaboration with Community Futures Wild Rose and communities within Rocky View County, Kneehill County and Wheatland County. The Villages of Hussar, Rockyford and Standard we also marketed through the economic development campaign.

The purpose of the survey was to identify business vitality due to the COVID-19 pandemic in the entire region. The intent is to conduct the survey approximately every three months through the different phasing and recovery periods to identify and support businesses with results from the data collected. The range of questions look at financial, labour and operations of all business types. Questions asked identify the business sector of each operation, supply chain challenges if any, and length of time the business can operate in these challenging times. Succession planning is also asked if the business is considering closing or being sold or passed to other ownership.

Areas of focus analyzed will assist economic development and support partners on strategies to look at supporting businesses in areas of immediate or interim stresses through data and not general assumption.

### Relevant Policies, Practices, and Legislation

This survey is important to inquire on overall business health in the region and looking how the municipalities can direct focus for economic development support.

### Alignment with the Strategic Plan

The survey is an important aspect of business retention and expansion efforts within the Economic Development Strategy and Community and Development Services implementation plan.

### Response Options

Option 1: THAT the proposed recommendation is accepted/approved.

Option 2: THAT the proposed recommendation is not accepted/approved.

Option 3: THAT an alternate recommendation is accepted/approved.

### Implications of Recommendation

**General**

The survey results will be analyzed and referred to for future survey results in each three-month period and see if overall business vitality is improving or worsening in identified areas of operations asked within the survey. The next steps after analysis on the last page of the survey overview.

**Organizational**

N/A

**Financial**

Advertising for survey completion campaigns by villages within, and including Wheatland County businesses.

**Environmental, Staff, and Public Safety**

N/A

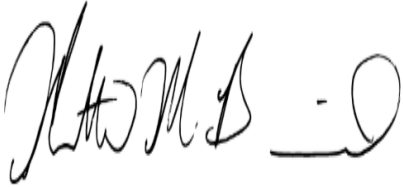
**Follow-up Action / Communications**

Final edits will be made and available for posting online, sent in email attachments and/or printed if determined.

## Report Approval Details

Document Title:	Regional Business Vitality.docx
Attachments:	- Business Survey Wheatland Communities Results.pdf
Final Approval Date:	Jun 8, 2020

This report and all of its attachments were approved and signed as outlined below:

A handwritten signature in black ink, appearing to read 'MB - 0'.

Matthew Boscarol