



BUSINESS VISITATION PROGRAM - SURVEY

The personal information requested on this form is being collected for the purpose of Economic Development under the authority of the **Freedom of Information and Protection and Privacy Act** (the FOIP Act). Personal information may also be used for further contact regarding Economic Development Initiatives as a result of the survey program. If you have any questions about the collection or use of your personal information, contact Jaci Hager, Town of Sundre FOIP Coordinator, at 403 638 3551.

Name of business: _____

Contact Person: _____

Business Website: _____ Bus Email: _____

Bus Phone: _____ Bus Fax: _____

Which industry do you belong to? (Circle one)

Agriculture, Forestry, Fishing and Hunting / Mining, Quarrying and Oil & Gas Extraction / Utilities / Construction / Manufacturing / Wholesale Trade / Retail Trade / Transportation and Warehousing / Information and Cultural Industries/Finance & Insurance/ Real Estate & Rental & Leasing / Professional Scientific & Technical Services / Management of Companies and Enterprises / Administrative Support, Waste Management and Remediation Services / Educational Services / Health Care and Social Assistance / Arts, Entertainment and Recreation / Accommodation and Food Services / Other Services (except public administration) / Public Administration

Please indicate: 1 = least important – 5 = most important

1. How long has your business been operating in Sundre? _____

2. During the past 3 years has your company noticed significant change in the following areas:

	Increased	Decreased	No significant change
Sales/Revenues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Levels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. During the next 1-3 years, do you plan to expand your company in the following areas:

Sales/Revenues	<input type="radio"/>
Employment Levels	<input type="radio"/>
Facility Size	<input type="radio"/>
Equipment	<input type="radio"/>
Product Line	<input type="radio"/>
Location	<input type="radio"/>

4. Does your business have competition in: ... Sundre: Yes / No ... Olds: Yes / No

5. During the past 3 years what actions has your business undertaken to increase revenue and/or repeat customers?

	Yes	No	Are You Interested?
Implemented/revise a marketing plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implemented/revise a business plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff/MGMT attended organized customer service training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secret Shopper Exercises (price comparisons)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used Loyalty Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changed Products/Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changed hours of operation to conform with customer needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changed Locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Which of the following tools would help to improve the communication between your Business and other businesses?

	1	2	3	4	5
High Speed Internet (Fiber optic.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email directory of all businesses in area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special business column in local newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coordination of special events between businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Others - please describe _____

Would you participate/provide information for the above communication tools? yes no

7. Which of the following tools help to improve the communication between your Business and it's customers?

	1	2	3	4	5
High Speed Internet (Fiber optic.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email directory of all businesses in area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special business column in local newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coordination of special events (trade shows)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyalty programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Others - please describe _____

Would you participate/provide information for the above communication tools? yes no

8. Which of the following initiatives would best support your business?

	1	2	3	4	5
TV spots/commercials on radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboard signs on Highways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More local events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper/magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Widely distributed business directory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (Facebook/Twitter/linked in/etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Others _____

9. How much would your business be willing to spend for community marketing initiatives per year?
\$ _____

10. What factors are adversely restricting the retention or expansion of your business?

	1	2	3	4	5
Access and availability of parking spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out of town competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bylaws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support of local Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More commercial lots / land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Others: _____

11. How does your company rate the Town of Sundre in terms of a place to do business:

- Excellent
- Good
- Fair
- Poor

12. What are your greatest challenges to operating your business?

13. How can the Town of Sundre improve it's relations with, and services to, it's businesses:

14. What type of new business would compliment or assist the growth of your business?

15. Do we have your permission to share all collected information with the Chamber of Commerce.
Yes / No

16. In the future how would your business prefer to be contacted for this type of survey:
In person / email / mail-out / other _____

17. Signature: _____

**We are very interested in your additional comments.
Please include your thoughts on the reverse side of this questionnaire.**

Thank you very much for your cooperation. Interview taken by: _____

