



### **QUESTIONS? WANT TO KNOW MORE?**

#### If you have any questions, you can contact either:

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Jenna Kester Economic Development Officer, Kneehill County Jenna.Kester@kneehillcounty.com 403-443-5541

# If you would like to go through this survey over the phone or virtually, please reach out to Tara and we can set a time to do so. If not, please fill this out and return to Jenna to by <u>Oct. 27</u> and she will forward to me.

### PLEASE ANSWER THE FOLLOWING QUESTIONS:

In your own words, what is your vision for Kneehill County 15 years from now?

Why do you want to see growth in local economic development in Kneehill County? (choose as many as relevant to you)

Better jobs

- Deepening sense of place/community identity
- Improving local qualify of life
- Increase municipal revenue (lower tax burden)
- More local jobs
- More resilient economy
- Diversification
- Other:

In your opinion, what are the three biggest challenges, issues, or concerns facing economic development within Kneehill County? <u>Please choose your top 3:</u>

Ability to hire qualified employees
Availability of employment opportunities
Communication and cooperation with municipality
Finding enough land or space for new or growing businesses
Current Infrastructure
Lack of broadband
Other:

# When we talk about supporting local economic development initiatives, what does it mean to you? <u>Please chose your top 3 answers:</u>

- Attracting more businesses to the County
- Attracting more industry to the County
- Developing Tourism and Recreation Infrastructure
- Improving infrastructure needs (roads, water, waste)
- Improving broadband connectivity
- Identifying and targeting land for future development
- Prioritizing hamlets and encouraging targeted growth
- Mixed-Use development (residential / non-residential mix)
- Preservation of existing natural areas
- Attracting more visitors
- A more diversified tax base
- Improving the overall attractiveness of living and working in Kneehill County
- Growing and strengthening local businesses (Business Retention and Expansion)
- Protecting against the negative impacts of growth
  - Other:

#### The following are potential economic development <u>priorities</u> for the County. Please rate the following based on your level of agreement on each:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Actively recruiting appropriate business prospects					
Actively recruiting appropriate industry prospects					
Having strong policies to maintain environmental quality					
Helping retain and expand existing businesses					
Exploring partnerships with surrounding counties for regional ec. dev. purposes					
Enhancing broadband / Internet services					
Attracting healthcare-related businesses					
Attracting hospitality industry (hotels, campgrounds, unique resorts)					
Investing in infrastructure (water/sewer/waste)					
Taking advantage of the proximity to Red Deer and Calgary for business development					
Building on Agritourism and ecotourism branding and promotion					
Continuing to build/develop Horseshoe Canyon					
Growing and attracting advanced manufacturing companies					
Developing commercial / industrial sites					

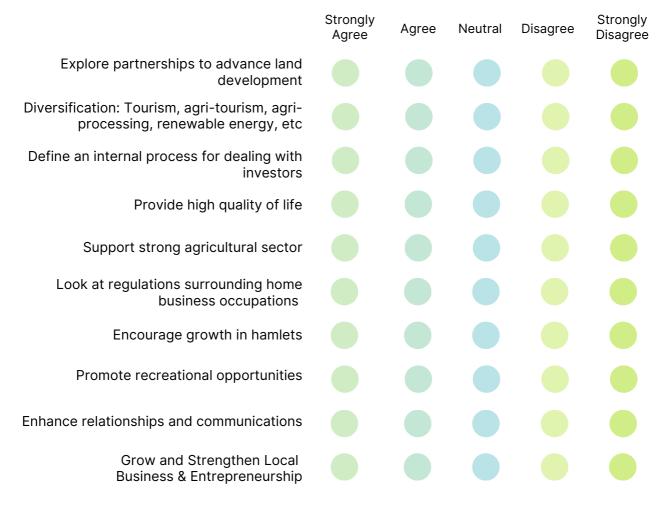
Please list any other priorities that are important to you:

# The following are potential <u>goals</u> to support economic development growth for the County. Please rate the following based on your level of agreement on each:



#### Continued....

# The following are potential <u>goals</u> to support economic development growth for the County. Please rate the following based on your level of agreement on each:



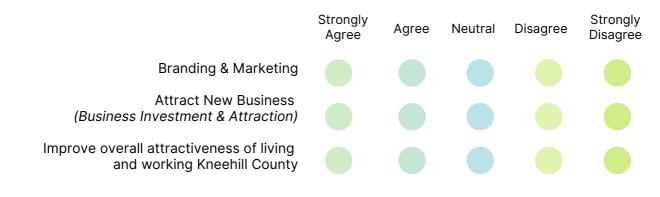
The documents that were reviewed in the Economic Development Overview in early 2023 contained numerous internal goals and external recommendations that will help guide the overall economic development strategic direction for the county.

These goals and recommended actions can further be encompassed within three suggested economic development strategic pillars.



Economic development strategic pillars refer to the key areas or principles that guide a region or organization's efforts to promote economic growth and prosperity. These pillars are essential components of a strategic plan designed to stimulate economic development.

#### What is your level of agreement on each suggested strategic pillar listed below?



Key Performance Indicators are important so that you can track the success of your strategy once goals and an action plan are set in place.

# The following are Key Performance Indicators for consideration. Please rate the following based on your level of agreement on each:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Business clients' customer service					
Development timeliness					
Business-friendly impressions					
Number of jobs					
Number of people					
Number of businesses					
Business diversity by sector					
Employment sector diversity					
Land sales					
Real estate values					
Value of building permits					
Business competitive position					
Number of visitors					
Value of visitor spending					
Retail sales activity					
Level of health services					
Level of education services					
Recreation and leisure amenities					

Kneehill's Mission Statement is "A rural community that embraces its agricultural lifestyle and an economically diverse future."

What is your level of support when it comes to investing municipal dollars in economic development initiatives in order to achieve your mission for an "economically diverse future?"

I strongly support this

I somewhat support this

I am not sure how I feel about this yet

I do not support investing in economic development initiatives

Is there anything else you would like to share with the consultant regarding community and economic development in Kneehill County?