



COUNCIL ECONOMIC DEVELOPMENT SURVEY

QUESTIONS? WANT TO KNOW MORE?

If you have any questions, you can contact either:

Tara Zeller
Community & Economic Development Consultant
tarajzeller@gmail.com
780-827-1778

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 Oct. 27 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 quality 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? Please choose your top 3:

- 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? Please chose your top 3 answers:

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

Please list any other priorities that are important to you:

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

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Promote unique rural lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop tourism marketing strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote local businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build agri-tourism activities from existing farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work with regional partners to promote area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build off of Drumheller traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive the visitor economy and tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market and provide a range of tourism products, attractions, and experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop partnerships to advance regional innovative goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement the Tourism & Rec. Master Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage infrastructure needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve broadband connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify and target land for development / overall land strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Define opportunities and challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target value-added opportunities in the agricultural sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore opportunities in the renewable energy sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract targeted tourism investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract targeted industrial development & investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determine industrial zones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage growth in industrial zones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continued...

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

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Explore partnerships to advance land development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversification: Tourism, agri-tourism, agri-processing, renewable energy, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Define an internal process for dealing with investors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide high quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support strong agricultural sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look at regulations surrounding home business occupations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage growth in hamlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance relationships and communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grow and Strengthen Local Business & Entrepreneurship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Branding & Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract New Business (Business Investment & Attraction)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve overall attractiveness of living and working Kneehill County	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development timeliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business-friendly impressions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business diversity by sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment sector diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real estate values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of building permits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business competitive position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of visitor spending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail sales activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of health services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of education services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation and leisure amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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?

Thank you for filling out this survey. Please return to Jenna to by Oct. 27.