

## NEWS RELEASE

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### Business survey to inform City's economic development strategy

#### Summary

The City of Nanaimo is in the process of updating a number of key planning policy documents, including a comprehensive Economic Development Strategy. This strategy will provide the roadmap for building a sustainable and diversified economy over the next five to ten years.

A business survey has been developed as an important part of the overall engagement program. The input and insights gleaned from this survey and other business engagement processes will help inform the direction, goals and priorities for a new Economic Development Strategy.

This survey asks questions about Nanaimo's business climate, future economic goals, business development priorities, immediate and anticipated impacts of Covid-19 on business operations. Responses are confidential and the survey takes approximately ten minutes to complete. All business owners in the City of Nanaimo are encouraged to fill out this survey between June 25, 2020 and July 17, 2020 on the City's website.

The survey can be accessed from this link: <https://form.simplesurvey.com/f/s.aspx?s=b138793e-81c5-423c-816a-a48c4e1d6744>

*Strategic Link:* Economic Health: Creating a vibrant culture of innovation, stewardship and partnership to encourage a diverse and healthy economy now and into the future. The creation of an economic development strategy is one of the key priorities in Council's Strategic Plan.

#### Key Points

- The City of Nanaimo is in the process of updating the Nanaimo Economic Development Strategy.
- A business survey has been developed as an important part of the overall engagement program.
- The input and insights gleaned from this survey and other concurrent business engagement processes will help inform strategic direction, goals and priorities for the new Economic Development Strategy.
- All business owners in the City of Nanaimo are encouraged to fill out this survey

#### Quotes

"The City's economic development strategy will be a fundamental document guiding the growth of the City in the coming years. It's important that our business community provides their input early in the process so we have a better understanding of the issues and challenges which we can respond to. "

Jim Turley  
Councillor  
City of Nanaimo

"The survey will provide us with an opportunity to hear from our businesses community. Its important that we understand how the City can support our existing businesses and further grow the economy under an collaborative vision."

Zeni Maartman  
Councillor  
City of Nanaimo

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