

East Ferris Economic Development Strategy

Special Council Meeting – Key Questions

Karen Jones Consulting Inc. (KJCO) is excited to be working with the Municipality of East Ferris in updating its Five-Year Economic Development Strategy. This document will act as a roadmap to help guide economic development initiatives that foster business and economic growth within the community.

KJCO in collaboration with the Municipality will be administering a survey to the business community to garner their feedback and ideas into the development of the Strategy. Additionally, KJCO will be hosting a focus group session with Council and Senior Staff on Tuesday, March 8th at 4:00 p.m. to gather feedback about new opportunities and areas of focus to support future economic development initiatives.

Below provides an overview of some of the questions that will be asked during the focus group session. Please note additional questions may be asked, however, this provides some context around the discussion taking place during the focus group session.

1. What are the greatest advantages/strengths related to doing business in East Ferris?
2. What are the greatest challenges related to doing business in East Ferris?
3. What opportunities exist for businesses operating in East Ferris?
4. Is the overall objective outlined in the 2013 East Ferris Economic Development Strategy still relevant? (Please see below for the objective).

To create an entrepreneurial community committed to:

- Strengthening existing local businesses and non-profit organizations;
 - Increasing opportunities for business retention and attraction;
 - Establishing regional partnerships;
 - Increasing community collaboration and involvement;
 - Fostering arts, culture and heritage;
 - Building a stronger more sustainable community; and
 - Identifying investment needs.
5. Within the 2013 East Ferris Economic Development Strategy the key priority areas included telecommunications, infrastructure and services, business support services, communications and transportation. Do you feel these priority areas are still relevant? Do you feel that other areas of focus should be a priority for economic development in East Ferris?
 6. What could be done to foster positive growth and development in the community?
 7. What role do you feel the Municipality could play in creating new opportunities for business?
 8. What economic activities would you like the Municipality to focus on over the next five years?