



For Immediate Release

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## **Drumheller Business Visitation Study Launched**

Over the next four months, Community Futures Big Country will be interviewing owners and managers to develop a snapshot of the business climate in the valley.

Business owners will be encouraged to identify the challenges and opportunities they see in Drumheller, how their own business is faring in the marketplace, and what could be done to encourage economic growth in the valley.

Though modelled after similar strategies done in the Yellowhead region of northwestern Alberta, Drumheller's Business Visitation study will address concerns specific to the Drumheller valley, according to Community Futures Big Country General Manager Brock Harrington.

"Rather than a group of smaller communities competing for economic growth, we're a regional service centre, with a diverse economy – agriculture, oil and gas, health and education, tourism and manufacturing. We're looking to identify our strengths, so we can better unlock them."

The process started with consultation with the Town of Drumheller, the Drumheller and District Chamber of Commerce, Alberta Works and MH Enterprises, the end result will be a report published by the end of August, which stakeholders can use to spur and direct further action. Participation in the study is voluntary, and strict confidentiality will apply, so respondents are encouraged to speak frankly about the challenges they face doing business in Drumheller.

As a part of this stakeholder-driven process, Harrington sees Community Futures Big Country working to address the local concerns identified by connecting businesses to the resources they need, whether through its traditional role as a developmental lender, or by developing and delivering training and mentorship programs with a local focus.

Community Futures Big Country is part of a non-profit network of rural economic development agencies, funded by Western Economic Diversification Canada, governed by a local volunteer board of directors.

For more information on the Drumheller Business Visitation Study, please contact Michael Love, Business Advisor at Community Futures Big Country, at 403.823.7703, or by email at [m.love@cfbigcountry.ca](mailto:m.love@cfbigcountry.ca).