



Administration Department
13211 Henry Ave. Box 159
Summerland, BC V0H 1Z0
Phone 250 494-6451 Fax 250 494-1415
www.summerland.ca

Media Release

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Summerland Business Perspectives Survey

The District of Summerland and the Summerland Chamber of Commerce are partnering to build relationships, identify priorities, and connect with the business community as part of the 2020 Summerland Business Perspectives Survey.

The Summerland Business Perspectives Survey is a process intended to reach out and connect with the local business community. The goal of this process is to improve relationships with the local business community, get a sense of the local business climate and identify initiatives to focus on for 2020 and beyond for both the District and Chamber.

The first phase of the project will begin with asking individual businesses a series of questions to better understand how the District and Chamber can better support their needs. The District's CAO, Anthony Haddad said, "We have a unique and diverse local business community in Summerland, and I am excited to get to know them so that we can better understand how the District can assist them in continuing to be successful."

The Chamber currently provides the District with services related to event management, visitor services (tourism), destination marketing, business support and development of the local economy. David Hull, Chamber Executive Director said, "It is imperative that we have a good understanding of the wants and needs of the business community".

Once the results of the interviews are compiled, District staff will present back to the business community to summarize the results and highlight actions moving forward to deliver high quality service for our business community. Summerland Mayor Boot, said, "The results of the Summerland Business Survey process are twofold: They will assist with providing direction for Council and staff on the longer term contract discussions with the Chamber of Commerce and we will get a better understanding of the needs of our local business community."

Interviews with local businesses will be held from January to May 2020. District and Chamber staff will be reaching out to the local business community who will be able to complete the survey process through an in-person interview or an online survey.

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For more information: www.summerland.ca
Anthony Haddad
CAO – District of Summerland
Phone: 250-404-4043
Email: ahaddad@summerland.ca