



**For Immediate Release**  
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## **Local Businesses Are Key to Future Economic Sustainability**

### **Hanna, AB**

The Climate Change Strategy Taskforce is exploring all aspects of business development for the region. From retention and expansion of existing businesses, to inbound investment, to local citizens starting businesses. "It is recognized that citizens and business owners who are willing to explore new business start-ups or expansion of an existing business are only part of the equation," states Wayne Robert of Urban Systems. "There has been a lot of ideas provided to the Climate Change Taskforce for business investment. We need to make sure the services are in place to support these ideas."

With this in mind, the Taskforce is undergoing two initiatives: 1) Business Idea Development and Needs Assessment; and, 2) Identification and Development of the Business Service Network available to support start-up investment and expansion.

In an effort to make sure the business services meet the unique needs of the region, Cactus Corridor Economic Development, Hanna Learning Centre, and Urban Systems will be engaging our local business owners three ways: 1) Business discussions on Tuesday July 17, 2018; 2) Online Business Needs Survey (located on Hanna Learning Centre website); and 3) Focus Groups on July 26<sup>th</sup>.

The July 17<sup>th</sup> conversations will focus on idea generation and services/programs that need to be in place to develop the sectors of 1) Value-Added Agriculture, 2) Tourism Development and 3) Health and Wellness .

"Small businesses continue to be significant contributors to our economy and in these times it's important we do all we can to support their needs. These local businesses are valuable contributors to both our local economy and social make-up," states Doray Veno, Executive Director of Hanna Learning Centre. She also adds, "It is very important that local business and citizens interested in starting businesses participate and let us know their vision for growth, so we can tailor the design of services to meet their needs."

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