



## **Survey launched to gauge Comox Valley business climate**

**November 9, 2016 – Comox Valley, BC** – Three local organizations are asking local business owners and senior managers to share their views on what it's like to do business in the Comox Valley.

The Comox Valley Chamber of Commerce, the Comox Valley Economic Development Society (CVEDS) and MNP LLP, a local accounting and business consulting firm, have partnered to launch the second edition of a survey to assess the local business climate and economic outlook in the Comox Valley.

Modelled after similar surveys conducted by MNP in other communities across Canada, the MNP Business Leaders Survey is a short pulse survey conducted by telephone with a sample of 200 local business leaders. The goal is to provide an economic snapshot on a range of topics including business climate, hiring intentions, growth expectations, key challenges and other local issues.

"This will be the second time we've conducted the survey in the Comox Valley," explained Wendy Lewis, a partner and business advisor with MNP in Courtenay. "We released the results of our first survey in January 2015, so now we've got the benefit of having that initial benchmark data for comparison. It's going to be very interesting to see what's changed in the past two years."

"One of our goals is to create a meaningful conversation about what can be done to continue to grow our local and regional economy – and that starts with listening to the needs of the business leaders in our community," added Dianne Hawkins, Chamber CEO. "This type of localized economic data is extremely valuable to both business and government leaders, and provides firm direction to organizations like the Chamber, CVEDS and MNP about how we can better support local businesses."

CVEDS has undertaken annual business surveys before and the results were critical in further defining and understanding business and economic issues, obstacles and opportunities in the regional economy. Additionally, the information provides key insights to guide CVEDS program development, including the Business Counts Workshops series, and the creation of resources and tools to support existing & new businesses and industry sectors.

The anonymous telephone survey will be conducted by a third-party market research firm, PRA Inc., and is expected to take about four weeks to complete. Results of the survey will be released at an economic outlook breakfast hosted by the Chamber on January 19, 2017. Tickets for the event can be purchased on the Chamber website at [www.comoxvalleychamber.com](http://www.comoxvalleychamber.com).

### **About the Comox Valley Chamber of Commerce**

The Comox Valley Chamber of Commerce (CVCC) represents over 500 members for the City of Courtenay, the Town of Comox, the Village of Cumberland and the unincorporated settlements of Royston, Union Bay, Fanny Bay, Black Creek and Merville, as well as community on Hornby Island. CVCC operates as a connection between business and government and works to engage the community through local organizations and events, networking opportunities and hosting continuing education programs. [www.comoxvalleychamber.com](http://www.comoxvalleychamber.com)



#### **About MNP LLP**

MNP is one of the largest national accounting and business consulting firms in Canada, and the only national firm with a local office in the Comox Valley. Through a full suite of accounting, tax and consulting services, MNP's professionals provide clear, straightforward business advice to help private and public sector clients get the most from every aspect of their organization. [www.MNP.ca](http://www.MNP.ca).

#### **About the Comox Valley Economic Development Society**

The Comox Valley Economic Development Society (CVEDS) mandate is to 'Encourage responsible expansion of the economic base of the Comox Valley, with the intent of enhancing wealth and employment opportunities.' By working with local governments, businesses and industry sector groups and partners, CVEDS promotes, markets and generally facilitates economic development in the region. Investment and visitor attraction, and business retention and enhancement programs are undertaken with the objective of supporting the range and quality of employment opportunities, new business start-up, investment or business expansion in the area. [www.businesscomoxvalley.com](http://www.businesscomoxvalley.com)

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