

BUSINESS VISITATION PROGRAM

Strengthen Relationships

AND **CONNECTIONS** BETWEEN **BUSINESS OWNERS** AND THE CITY

Discuss

PROBLEMS, CONCERNS, AND BARRIERS TO **BUSINESS OPERATION** IN WETASKIWIN

Discover Ways

WE CAN **HELP OWNERS** TO RETAIN AND EXPAND THEIR BUSINESS

One-To-One Support

AND CONNECTION TO **RESOURCES**

Provide

BUSINESS OWNERS WITH A PLATFORM TO MAKE **RECOMMENDATIONS** TO THE CITY

Gain

UNIQUE AND VALUABLE **INSIGHT** THAT WILL ALLOW US TO ADAPT OUR BUSINESS RETENTION AND EXPANSION PROGRAM TO THE CONSTANTLY **EVOLVING NEEDS** OF OUR COMMUNITY

INVESTWESTASKIWIN.CA



Wetaskiwin
THE CITY WE SHARE.

OUR MESSAGE TO THE BUSINESS COMMUNITY



At the City of Wetaskiwin, we are committed to caring and connecting with our community. As part of our business retention strategy, the Economic Development team is introducing the **Business Visitation Program** to better understand the goals of your business. This program will allow us to refer customers to suppliers, provide businesses with opportunities for growth, and act as an avenue to develop business relations with local key contacts. We recognize your business as a valued contributor to the community and your success is important to us.

Through the **Business Visitation Program** we will learn more about your organization, explore your areas of concern and target areas where we may be able to help. Our team will be better equipped to represent the interests of Wetaskiwin businesses and better serve the community. The program provides business owners with a single point of contact within the City, thus, streamlining your future inquiries and requests.

HOW TO PARTICIPATE

We want to hear from you! If you are interested in being part of the City of Wetaskiwin's **Business Visitation Program** or want to learn more, please contact our Economic Development team.

Email: ecdev@wetaskiwin.ca
Phone: 780.361.4450



YOUR BUSINESS MATTERS:

Through the Business Visitation Program, we want to hear and capture the unique stories of the businesses we visit, and share their stories with a wider audience.

PROGRAM LOGISTICS

- The formalized **Business Visitation Program** will launch in Spring 2023.
- We will begin by reaching out to all licensed businesses in Wetaskiwin through existing relationships.
- If businesses are interested in taking part of the program, they will complete the **Business Visitation Registration Form** and submit to the Economic Development Department.
- Registrations will be reviewed and a member of the Economic Development team will contact the business to schedule an on-site visit.
- A confirmation email will be sent to the corresponding business to confirm the visit.
- At the time of the visit, an Economic Development member will conduct the **Business Visitation Program Check-In**.
- The Economic Development department will record and respond to all inquiries and concerns in a timely manner.



FOLLOW UP

- After each visit is complete, we will routinely follow up to check-in and see how the business is doing since our initial visit.
- We will inquire if to see if businesses would like subsequent visits, or if further assistance is required.



BUSINESS VISITATION PROGRAM REGISTRATION FORM

Are you a business owner in Wetaskiwin? In order for us to serve the local business community better, foster new business growth, and provide useful resources, we would love the opportunity to visit your business. If you are interested in taking part of the Business Visitation Program, please complete and submit the following information:

Business Name:

Business Address:

Type of Business:

Contact Name:

Phone:

Email:

What do you hope to achieve during the visit? What is your greatest challenge?

What specific information would you like to have access to locally?

☐ Financing ☐ Business Planning ☐ Marketing

☐ Exporting ☐ Hiring / Human Resources ☐ Planning

☐ Other

Additional comments / request:

Thank you for completing the registration form.
Please email the completed form to ecdev@wetaskiwin.ca
and a member of the Economic Development team
will reach out to schedule your visitation.

