



MEDIA RELEASE
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Town of Ponoka Embarks on Creation of New Economic Development Strategy

Area Businesses Will Be Contacted to Gather Research on Local Business Needs and Opportunities

(August 22, 2019 – Ponoka, Alberta) – The Town of Ponoka has begun work on the creation of an Economic Development Strategy that will identify priorities and set out a clear action plan to promote increased economic growth and diversification in Ponoka.

The Town has contracted MDB Insight, a management consulting firm that specializes in economic development, to assist with the project. The first phase of the project will involve a consultation and research component focused on supporting business retention and expansion.

Local Businesses Will Be Contacted Between Now and Mid-September

Representatives working with MDB Insight on behalf of the Town will be phoning local businesses between now and mid-September. They will be conducting research that will help to assess the challenges and opportunities that exist for the local business community. The research will also help to foster a better understanding of the future plans and needs of businesses in Ponoka, and how business owners and managers view the community as a place to do business.

The research results will help to shape Ponoka's Economic Development Strategy and will be used to plan future economic development initiatives aimed at addressing the top priorities of local businesses. Businesses who are contacted by MDB representatives are encouraged to participate in the research gathering process, which should take no longer than 15 minutes per business to complete. Local businesses will be selected on a random basis to participate.

New Economic Development Strategy is a Key Priority for the Town

“Creating a new Economic Development Strategy for Ponoka is a key priority for Town Council and Administration because it will help us continue to set up our community for positive growth,” says Town of Ponoka Chief Administrative Officer Albert Frootman. “Increased economic development and growth is essential to helping ensure the long-term viability and



sustainability of our community, and will help to further enhance the quality of life that our citizens enjoy in Ponoka,” he explains.

Flootman adds, “Gathering input from local businesses is a critical part of creating an Economic Development Strategy because it will give the Town a deeper understanding of the opportunities and needs of our local business community. That insight and understanding will help us to build a more effective strategy intended to help attract new business investment in Ponoka, both from new and existing businesses.”

MDB Insight will work with municipal staff and the Town of Ponoka Economic Development Board, which will serve as the project steering committee, as it creates a new Economic Development Strategy for Ponoka over the coming months. MDB Insight works with communities, businesses, and organizations across North America and around the world. More information about MDB Insight is available at www.mdbinsight.com.

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