



# Business Vitality Alberta (BVA) Draft

## An Assessment of Business-Friendliness for Rural Communities

Community \_\_\_\_\_

Date of Assessment: \_\_\_\_\_ Name (optional): \_\_\_\_\_

1. Name 3 words, phrases or adjectives that **best describe your community**.

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2. What are the 3 greatest **strengths / assets** of your community?

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3. What are 3 **underdeveloped** business or economic development opportunities in the community or region?

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In the following three sections, Please check the box corresponding to your agreement with the statement using the scoring system below:

Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Completely Disagree	Don't Know/ Not applicable


Please check the box corresponding to your agreement with the statement.

A. OPPORTUNITIES							?
	<i>The ability of the community to recognize, take action on, and follow through on available opportunities. Areas addressed: employees, investment, infrastructure, and services.</i>						
1	There is an up-to-date community plan or vision that serves as a guide for planning for the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Business services (printers, web designers, etc.) are available, accessible and affordable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	There are plenty of opportunities for involvement for all ages (arts and culture, politics, athletics, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Quality of life in the community is high (e.g. good schools, hospital, many amenities, high quality cultural events, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	There is a credit union or other financial body in the community whose main focus is to invest in the local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	A pool of skilled employees is available to meet business needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The area has a distinctive or unique brand or marketing image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	A variety of buildings and commercial land is available to accommodate business expansion, attraction, or creation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The community identifies and follows through on opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Infrastructure (real estate, roads, telecommunications, etc.) is adequate for present business needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE							

Greatest Strength(s):	Greatest Need(s) for Improvement:
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<b>B. ATTITUDES</b>							?
<i>The mindset that fosters the development of businesses and innovative community solutions. Areas addressed: motivation, attitudes toward learning, innovation, and foresight.</i>							
1	Citizens are motivated to learn new skills and to develop existing ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	People prefer to purchase local products and services before those from out of area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Businesses recognize the business value of online media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Local officials make it easy/reasonable for businesses to start or expand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Business ventures are encouraged and supported by citizens and local government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Innovative and entrepreneurial thinking is understood & encouraged in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Successful businesses want to remain in the area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	The community offers a supportive financial environment for businesses - e.g. tax burden, cost of & access to capital, cost of labour, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Young adults (25-34) consider the area to be a desirable place to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Government, organizations, and businesses are planning for the predicted doubling of the population of people over 65 in the next 20 years.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SCORE</b>							

<b>Greatest Strength(s):</b>	<b>Greatest Need(s) for Improvement:</b>
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<b>C. NETWORKS</b>							?
<i>The ability of citizens to connect with each other and with outside markets. Areas addressed: connection, collaboration, and networks.</i>							
1	We collaborate and cooperate with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	There is a vibrant community core where people can interact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	There is a pool of talented leaders with skills available for connecting and leading community projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	There is a recognized individual or organization that helps people to identify, assess, expand, create and connect business opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Businesses in the region jointly market their products and services as a group, locally and in other regions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Cooperatives or joint community initiatives are encouraged and respected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	There is good communication and opportunities to market throughout the community via local media - newspaper/radio/web, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Business mentors and/or role models are available in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	There are adequate opportunities (informal and formal) where business people and entrepreneurs can network with each other.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Business and area groups/sectors have a voice in key local government decisions (e.g. infrastructure improvements, transportation).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SCORE</b>							

<b>Greatest Strength(s):</b>	<b>Greatest Need(s) for Improvement:</b>