



## CYPRESS COUNTY

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# CYPRESS COUNTY LAUNCHES SURVEY TO ESTABLISH BUSINESS PRIORITIES

DUNMORE, ALTA. – Cypress County has officially launched a new business survey aimed at better understanding the plans, priorities, and needs of local businesses. The feedback gathered will help guide the County's future economic development and investment attraction efforts, ensuring they are aligned with the real needs of the business community.

"We want to hear directly from businesses about what's working, what isn't, and where they see opportunity," says Beth Cash, Economic Development Officer for Cypress County. "This survey is a key step in helping us understand the needs of our business community so we can better support them and attract the right kind of investment to Cypress County."

To support this initiative, Cypress County has retained Deloitte LLP, an economic development consulting firm, to assist with the project. Deloitte will work closely with County staff to analyze survey results, identify trends, and highlight key challenges and opportunities facing local businesses.

"To keep our economy strong into the future, we need to be investment ready," says Reeve Dan Hamilton. "This survey is about making sure we understand what our businesses need to grow and thrive. Their input will help shape a strategy that attracts the right investment and supports a resilient, sustainable economy for Cypress County."

Businesses are encouraged to participate. Since the survey selection is random, local business owners and managers may be contacted by phone or email between May 26 and June 13, 2025. The survey should take no longer than 15 minutes to complete.

The project launched in May and is scheduled to wrap up by the end of June 2025, once all survey data has been collected and analyzed.

Deloitte is a global leader in market research recognized for its innovation, quality, and trust. The firm has over 25 years of experience helping Canadian municipalities engage with businesses and residents through meaningful surveys that drive informed decisions. Learn more at [www.deloitte.com](http://www.deloitte.com).

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