

Media Release

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Imagine that!

Stratford Launches 1st Annual Business Survey

Today the Town of Stratford launches its first annual business survey providing the Stratford business community an opportunity to have their say while providing feedback to Council and staff. The results of the Annual Business Survey will lead to better informed decisions to assist the Town of Stratford in attracting new businesses to the community, determining means of helping existing businesses prosper and identifying potential improved or new services which could be implemented.

“With the success of our Annual Resident Survey,” said Stratford Mayor Steve Ogden, “it is a great opportunity to now hear from the business community in much the same way. Though many of our business owners and managers are Stratford residents, the needs of the business community differ from those of residents and this is a chance to hear what they are.”

With a variety of topic areas included in the Stratford Business Survey, questions include overall Town perception, local business economy growth and challenges, business supports, potential Town initiatives, and Town satisfaction.

“Some of the question areas are similar to the Annual Resident Survey,” added Mayor Ogden. “With a business owner or manager responding however, it will be interesting to see how or if the responses differ. There are other questions that are very targeted to the business community, and space is provided for additional comments and suggestions.”

All businesses operating in the Town of Stratford can complete the survey online quickly and easily by visiting www.stratfordsurvey.ca. The final day to complete the survey is Monday, October 25th, 2021.

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For more information please contact:

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