

Township of
Langley



Est. 1873

NEWS RELEASE

FOR RELEASE: October 19, 2020

DIGITAL BUSINESS WALK 2020

October is Small Business Month in BC. In recognition of the countless contributions that the business community makes in the Township of Langley, and challenges business have endured in 2020 through a global pandemic, the Township will be conducting a Digital Business Walk. Mayor Jack Froese, members of Council, and staff will be reaching out to store-front businesses in Fort Langley and Murrayville between Monday, October 26 and Friday, October 30.

“We want to learn from business owners first-hand how they have managed through COVID-19 and more generally about what’s working, what could be working better, and what opportunities may be on the business’s horizon,” said Val Gafka, the Township’s Senior Manager of Economic Investment and Development. “Staff continue to build localized, online resources and information for Township businesses which we will raise for awareness during our Business Walk conversations.”

Launched by the BC Economic Development Association in 2012, Business Walks are designed to build relationships in the community, gain insight into local business climate issues, and share information with businesses to support the resiliency of a strong and vibrant community. It is an important yet informal opportunity for local leaders and stakeholders to connect with the local businesses. COVID-19 has heightened the awareness of how each business’s resiliency is instrumental to the economy.

This Business Walk will be the fourth conducted by the Township of Langley. In previous years, each Business Walk was conducted in-person with walk teams in the community. Taking an abundance of caution during COVID-19, this initiative has been redesigned to be digital in 2020.

During the week of October 26 to 30, each day between 1:00 and 4:00pm, Township Business Walk teams will be reaching out to business owners and managers in Fort Langley and Murrayville by phone for a concise conversation, through a short set of questions.

In addition, to increase the reach of this year's activity, from Wednesday, October 14 to Friday, November 6, the Township is hosting an online business survey at **invest.tol.ca/businesswalk** which is open to all business in the Township of Langley. The online format contains the same questions as the Digital Business Walk.

All data collected during the Business Walk and through the online business survey remains confidential and is aggregated into summary findings. Staff will also report back to Mayor and Council, as well as to the Township's Agricultural Advisory and Economic Enhancement Committee, with the aggregated findings. Separately, a results summary will be made available to each business that participated in the Business Walk.

To learn more about the 2020 Township of Langley Digital Business Walk, or to take the online business survey, visit **invest.tol.ca/businesswalk**.

The Township's Economic Investment and Development team is available to help support the local business community. Email invest@tol.ca or call 604.533.6084.

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Media Inquiries:

For media inquiries on this or other Township of Langley topics, please submit your inquiry online at: **tol.ca/mediainquiries**.