**MP Gord Johns Business Walks: A Framework for Action**

***Why do Business Walks?***

The Business Walks program offers an excellent opportunity to listen to the local business community to identify common themes for action while bringing together educational resources, municipal services and representatives of the business community for specific action plans. The Business Walks program allows visitation to numerous businesses in a short amount of time in order to gather industry intelligence to foster business growth.

***How do Business Walks Work?***

The Business Walks involve a partnership facilitated by Gord Johns MPwith local municipalities and/or service providers. Volunteer “walkers” (teams of business people, civic leaders and business support service providers) walk from business to business for approximately one and a half hours. The walkers ask basic conversationally structured questions that the local business and civic leaders view as something that would help their community succeed. The questions are meant to keep the visit conversational.

***Is this a membership drive?***

No, this is not a membership drive or a sales call. This is a program designed specifically to establish a connection with your Member of Parliament and identify issues as a means to help businesses stay in the community and grow.

**Objective:**

To identify successes and obstacles that the small business owner faces within their local community and develop appropriate follow up.

**Outputs:**

* Enables MP Gord Johns and service providers to take the business pulse of their community and communicate successes and obstacles in doing business in the region with the federal government in Ottawa
* Allows for Chambers of Commerce and service providers to identify value proposition for existing or new membership and increase stakeholder support
* Allows Gord Johns MP the ability to track the business pulse over time to gauge the business climate, therefore impacting program development and business climate messaging

**Lead Partner Roles:**

* Team creation and communications (elected officials, business community)
	+ Overall municipal team and groups of walkers
* Identification of targeted number of businesses
* Identification and communication of geographical constraints
* Communications pre and post event
* Post event report will include a summary of the findings.

**Volunteer Partner/ Walker Roles:**

* Conduit for communications developed by Gord Johns MP
* Day of event 1/2 hour meeting
* Day of event 1.5 hour walk and conversation with businesses
* *If designated as a scribe*, record responses on template survey document created by Gord Johns MP