

Investment Evaluation Questionnaire Business Attraction Toolkit for B.C. Communities

How do you know if an investment will be a good fit for your community?

Understanding the answer to this comes from asking the right questions and considering the implications. Using the knowledge and information you have of the business investment, complete the Investment Evaluation Questionnaire.

Investment Evaluation Questionnaire	✓ Yes	X No	Unsure
1. Is the prospective business investment a good fit with the community's economic development objectives?			
2. Does the investment and business concept make strong intuitive sense for location within your community? (e.g. are there inherent locational advantages?)			
3. Is the location appropriate from the point of view of having easy access to inputs and skilled labour, as well as to the end markets for any products/services produced?			
4. Is there a comprehensive business plan that demonstrates a strategic and credible approach and strong prospects for the viability of the investment?			
5. Does the business have strong short and long term growth potential?			
6. Has the investor been pre-screened by provincial and/or federal trade and investment officials and/or via your other community and economic development contacts (e.g. lawyers, accountants, business associations)?			
7. Does the company have a positive reputation and a strong credit rating, along with that of its principals?			
8. Are there any complaints filed against the company and its principals according to the Better Business Bureau, relevant government regulatory bodies, and relevant professional or business sector associations?			

Investment Evaluation Questionnaire – Business Attraction Toolkit for B.C. Communities

Investment Evaluation Questionnaire	✓ Yes	X No	Unsure
9. Do internet searches of the company and its principals yield only positive information?			
10. Do social media channels produce positive information and public comments (e.g. Facebook, Twitter, etc)?			
11. Are there significant benefits to the community with regard to potential jobs and/or infrastructure?			
12. Will most of the jobs be filled by local and regional residents, rather than new employees from outside the region?			
13. In order to ensure a strong sustained local commitment, will there be a local business partner(s) with a stake in the business investment?			
14. Will planning and regulatory approvals be fairly straightforward?			
15. If there are regulatory hurdles and/or complexities to overcome, can these be addressed within a reasonable period of time? (i.e. weeks or months rather than years)			
16. Will there be spin-off benefits for other existing businesses in the community? (e.g. purchase of local supplies, use of local contractors, etc.)			
17. Will the new business attract other companies to the community?			
18. Will the community support the new business operation?			
19. Will there be political support for the prospective business, if required? (e.g. municipal, First Nation, provincial and federal)			
Total Number of “Yes”, “No” and “Unsure”			

By completing this initial assessment, you will have begun to understand if the business investment is right for your community. If you were able to answer “yes” to the majority of the questions, this demonstrates a potentially beneficial and positive investment opportunity. More than a few “no” responses may suggest that the investment is not a good fit for your community and any questions that you were unable to answer will require further investigation and follow-up. Review the completed assessment in detail and consider if the business investment warrants further exploration and advancement to the next stage.

Documentation Required

Once you have completed your initial assessment of the investment opportunity, it is helpful to begin to collect relevant reference material and documentation to further your understanding of the business operation. These key pieces of information will help you to comprehend the business needs and understand how your community can best support the operation. While it is not essential to have all of the materials listed below, you should work with the business investor to ensure you have a reasonably complete and accurate package of information. Ideally, you will have the pertinent documents in advance of the hosting visit so that you can demonstrate how your community will address the business need for land, buildings, services, etc.

As you begin to work more closely with the business investor, it is important to develop a strong working relationship. Through demonstrating your credibility and professionalism, the investor will begin to feel comfortable discussing the business operation with you and trust in your high level of confidentiality. Whenever possible, an initial face to face meeting is recommended to engage with the prospective investor and evaluate the business opportunity.

Recommended Background and Reference Material	✓ Received
<ul style="list-style-type: none"> ▪ Corporate profile(s) and/or brochures, including contact information and fundamental business data/information (number of employees, lines of business, key markets, etc.) 	
<ul style="list-style-type: none"> ▪ The company business number and province/state/country of incorporation, so you may research the business on a government database such as Industry Canada 	
<ul style="list-style-type: none"> ▪ Business Plan with details regarding the proposed investment and how it will be implemented 	
<ul style="list-style-type: none"> ▪ Corporate references (e.g. key customers, suppliers and/or bankers) 	
<ul style="list-style-type: none"> ▪ Information on existing business operations , including a description of all related and affiliated companies 	