The Ohio Business Retention & Expansion Initiative

Program Overview
Welcome and Introductions

• A little about Joe and me
• Your name, your position, professional background
• Role in Economic Development
• What do you hope to accomplish this week
• What can we do to help you?
  • Parking lot issues
• Basic ground rules for the sessions
• Teaching vs. conversations vs. doing
• Evaluation of our teaching
• The agenda
THE SITUATION - Ohio

December 1, 2008
$640M budget gap forecast for Ohio

COLUMBUS, Ohio (AP) – Gov. Ted Strickland on Monday announced a new $640 million state budget gap, the third deficit this budget cycle already reduced by $1.3 billion, and said the next two-year budget could be as much as $7.3 billion in the red compared to current funding levels.

November 25, 2008
Economy’s tumble even worse than expected in 3Q

WASHINGTON (AP) – The economy took a tumble in the summer that was worse than first thought as American consumers throttled back their spending by the most in 28 years.

November 7, 2008
GM Posts $4.2 Billion In Losses; Massive Cuts Coming
Revenue fell to $37.9 billion from $43.7 billion a year earlier.

First Published November 25, 2008
Home prices in record decline
Case-Shiller survey shows a 16.6% decline.

November 7, 2008
240,000 Jobs Slashed in October
What is the Economic Situation in Florida

- Yesterday
- Today’s Trends
- Future Trends
- What do you see as your role in Florida as it pertains to Economic Development?
What is BR&E?

A formal BR&E program is a structured effort involving a broad cross-section of community interests, engaged in ongoing dialogue with the business community to help existing businesses remain profitable, competitive, and efficient.

— George Morse, 1990

BR&E IN OHIO

Since 1986, more than 140 communities have improved their business climate through the Ohio Business Retention & Expansion Initiative

*Counties in red indicate current or past participation in BR&E.*
PROGRAM HISTORY

• AED Economics
  – George Morse, Leroy Hushak, Dave Kraybill, John Holden, Kathy Black, Dawn Malone

• Then … (1986–2001)
  – Economic developer is an ombudsman and problem solver

• … and Now … (2001–present)
  – Economic developer is a data-gatherer, analyst, communicator, narrator, planner, and manager of the local economy
PROGRAM PHILOSOPHY

• Learn by doing

• Technology transfer

• Action/applied research
OBJECTIVES

• Improve of quality of life
• Establish integrated approach to economic development
• Develop community economic decision-making capacity
• Develop of a pro-business orientation
• Improve community leaders’ response to residents’ concerns
• Create factual basis for attraction and community marketing
• Engage community residents in a discussion of their local economy
SHORT-TERM OBJECTIVES

GOAL: Change knowledge, attitudes, skills, & aspirations.

1. Improve their understanding of the concept of economic development and appreciate the need to better understand existing businesses.

2. Be more familiar with the concept of an ongoing BR&E.

3. Be more willing and able to play an active role in the development of their community and be more aware of the roles they can play in the development of their community’s economy.

4. Devote time necessary to develop a working relationship with existing businesses in their region.

5. Be more familiar with different ways of analyzing data and more capable of interpreting data needed to make important community decisions.

6. Track key indicators specific to their community.
MEDIUM-TERM OBJECTIVES

GOAL: Change behavior, practice, policy, etc.

1. Use BR&E data and other secondary data available to make better-informed community decisions.

2. Adopt one or more recommended practices for retaining and/or expanding existing businesses as a result of formal BR&E efforts.

3. “Donate” volunteer hours in undertaking the BR&E program in their community.
LONG-TERM OBJECTIVES

GOAL: Change economic, social, and civic conditions.

1. Jobs will be retained and created by existing businesses.

2. New businesses will be created.

3. Community leaders, residents, and businesses will engage in ongoing, meaningful dialogue.
HOW IT WORKS

• Proposal between community and OSUE
• BR&E training workshops
• Program support
• Data entry & analysis software (http://surveygold.com)
• Pre-tested questions for multiple economic sectors
  • Agriculture
    – Industrial
    – Retail and Professional Services
    – Health Care
    – Travel & Tourism
    – Cross sector
• “Build-your-own” Question Bank
PROGRAM COMPONENTS

• Comprehensive BR&E handbook
• Forms, worksheets, & report templates
• OSUE provides access to web-based materials
  – Questionnaires, question bank, forms, reports, handbook, workshop registration, useful links, etc.
HANDBOOK

• 8th Edition
• Revised Winter 2009
• Step-by-step guide
SECTION 1: Introduction

SECTION 2: Program Overview
• Program Goals
• Program Benefits & Outcomes
• Key Players
• Local Program Objectives

SECTION 3: Coordinator & Task Force Responsibilities

SECTION 4: The BR&E Process & Timeline
• Nine Steps to the BR&E Process

SECTION 5: Capacity Building Workshops

SECTION 6: Conducting Surveys
• Business Confidentiality
• Development of the Questionnaire
• Types of Surveys

SECTION 7: Selecting Participants

SECTION 8: Survey Review, Data Entry, & Follow-up

SECTION 9: Action Planning & Program Assessment

SECTION 10: Community Communications

SECTION 11: BR&E New Year Task Force Kick-Off Meeting

SECTION 12: Concluding Remarks: Narrating the Local Economy
Who we are

https://comdev.osu.edu/programs/economic-development/business-retention-expansion

Who We Are

– What is BR&E
– What We Provide
– Success Stories
– Contact us
– Useful Links
– FAQs

– Our Promotional video: http://www.youtube.com/watch?feature=player_embedded&v=sgPeot4szk4#t=10s
SURVEY GOLD SOFTWARE
DATA COLLECTION AND MANAGEMENT

• **SurveyGold — Windows software**
  – Easy to install and use
  – Inexpensive to acquire and use

• **Conduct unlimited surveys**
  – Web, paper, or phone

• **View and analyze results**
  – Data analysis tools
  – Publish results via Word or Web

• **Responsive software provider**
  – New features and enhancements
  – Minimal support requirements
CREATING QUESTIONNAIRES

• **Familiar folder view**
  – Reduces learning curve
  – Same process for Web, paper, and phone surveys

• **Easy survey setup**
  – One or more sections
  – Questions in sections
  – Promotes reuse

• **Variety of question types**
  – Fill-in-the-blank, single/multiple choice, ranking, conditional branching
CONDUCTING SURVEYS

• Easy-to-use dialogue
  – Manages all of the surveys you are currently conducting
  – Conduct web, paper, and phone surveys concurrently

• Easy data collection
  – Automatically collect online survey responses with a single mouse click
  – Quickly enter paper and phone responses via a wizard
VIEWING AND ANALYZING RESULTS

• Full-color 3-D charts or tabular listings

• Data manipulation
  – Filter respondents
  – Drill down to view a list of respondents

• Publish reports
  – Via Word or Web

• Export results to other tools
  – Via Excel, SPSS, HTML, and text data formats
PLAYERS AND THEIR ROLES

- Sponsoring Organization(s)
- Task Force Coordinator/co-Coordinators
- Task Force/Committee
- Participating Businesses

Generate awareness and “champion” the process
9-STEP PROCESS

• Form Task Force
• Schedule & Conduct Task Force Meeting
• Announce Program
• Distribute Questionnaires
• Conduct Business Visits
• Enter & Tabulate Response Data
• Identify & Address Red Flag Issues
• Analyze & Report Response Data
• Communicate Results

Evaluate!
GETTING STARTED

• Proposals: Handout of Highland County Proposal

• Price Structure
PRICE STRUCTURE

**Getting Started**
- $3,000
- Web-based materials
- Unlimited program support/consultation
- Training workshops
- SurveyGold software not included ($99–159)

**Annual Costs**
- $1,250
- Web-based materials
- 10 hours of program support/consultation
- ½ price training workshops ($300/person)
- SurveyGold software not included ($99–159)
# Measuring Change

Please indicate your level of agreement with the following statements (using a scale of 1-6, with 1 being strongly disagree and 6 being strongly agree).

For example, if you had little knowledge of how to retain and expand existing businesses prior to the workshop, circle 1. If you have gained a great deal of knowledge today about how you might go about retaining and expanding your existing businesses, you might circle a 4, 5, or 6.

<table>
<thead>
<tr>
<th>Before the workshop</th>
<th>Example</th>
<th>After the workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6</td>
<td>I know how to retain and expand existing businesses.</td>
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<th>Statements</th>
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<tr>
<td>I have a good sense for my role in the development of my community’s economy.</td>
<td>1 2 3 4 5 6</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>I appreciate the need to better understand existing businesses.</td>
<td>1 2 3 4 5 6</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>I have a good understanding of the concept of economic development.</td>
<td>1 2 3 4 5 6</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>I am familiar with the concept of an ongoing Business Retention &amp; Expansion program.</td>
<td>1 2 3 4 5 6</td>
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<td>I am willing and able to play an active role in the development of my community.</td>
<td>1 2 3 4 5 6</td>
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What did you learn today?

How will you do your job differently?

What other topics would you like to see addressed in future workshops?
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<td>1 2 3 4 5 6</td>
<td>I am familiar with different ways of engaging in dialogue with existing businesses in my community.</td>
<td>1 2 3 4 5 6</td>
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<tr>
<td>1 2 3 4 5 6</td>
<td>I am willing to meet with existing businesses in my community to learn more about their concerns.</td>
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<tr>
<td>1 2 3 4 5 6</td>
<td>I am willing to devote time necessary to develop a working relationship with existing businesses in my region.</td>
<td>1 2 3 4 5 6</td>
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<tr>
<td>1 2 3 4 5 6</td>
<td>I am capable playing a part in the development of my community’s economy.</td>
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http://localecon.osu.edu/BRnE/members/Annual_Impact_Survey.html
RESULTS EXAMPLE

• Wayne County conducted a BR&E program in 2003–2004 that led to the creation of a full-time ag-development position in the county’s Economic Development Office. In 2008, the program helped retain 145 positions and created 110 new jobs at 5 ag-sector industries.

• Wyandot County’s BR&E program identified the need for a full-time county-wide Economic Development official. As a result, in 2008 local businesses came together and committed initial funding for such a position for a three-year period.
A few more things

- Keep an open mind
- Ask questions and engage with colleagues and guests
- Stay focused
- Make fieldwork “real world”
- Draw linkages to your community
Retain, expand, and attract businesses; improve infrastructure; develop partnerships; and strategically lead for your community’s future. Call the Ohio Business Retention & Expansion Program today.

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