

Data Analysis and Reporting

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AND ENVIRONMENTAL SCIENCES

Learning Objectives

- Identify a five-step process to evaluate, analyze and report BR&E results.
- Use BR&E survey results and data to respond to community economic needs.
- Make use of reporting and communication strategies to “tell the local economy story”.



Five Step Process

1. Perform a “risk assessment”—Red Flag issues
2. Analyze survey results to identify trends and competitive advantages
3. Blend findings and draw conclusions
4. Write report and develop presentation geared to “general audiences”
5. Present and report findings



Step 1: Risk Assessment

- Evaluate each survey upon receipt, or at conclusion of interview
- Identify any Red Flag issues
- Situations requiring immediate action
 - Is the company at risk for downsizing, closure or relocation?
 - Is there evidence the company is considering expansion locally or elsewhere?
 - Has the company's commitment to the community changed significantly?



Devise Immediate Steps

- Team to decide on immediate action.
- Review prior years' red flag issues and how handled.
- Inform resources (rapid response, etc.) to coordinate next steps.
- Schedule followup meeting with company and resource options.



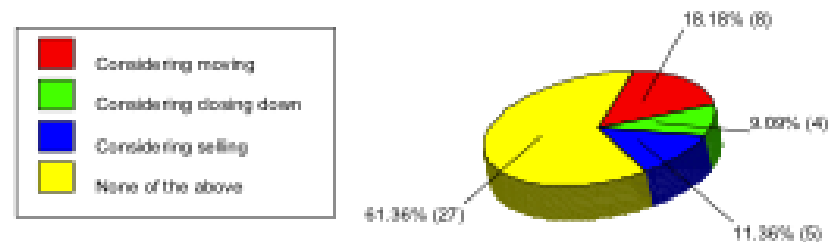
Step #2: Analyze Results

- Enter and convert results in *Survey Gold*.
- Sort responses by sector/characteristics
 - Size
 - Industry
 - Location (city, home-based, downtown)
 - Market
- Sums, averages and percentages are the most informative ways to present data; i.e.
 - Companies spent a total of \$650,000 on training last year
 - Average retail company responding has 4 employees
 - 63% of respondents said they had difficulty getting city permits



Sample Survey Result

Question: Are you currently considering moving, closing down, or selling this business?



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Example Survey Result Statement

About a third of the firms surveyed are considering renovation or expansion. Of those companies, only one does not have sufficient property. Financing is the most frequent constraint (cited by 40%). Three companies from the retail and services sector indicated they would be selling, moving or closing; one due to retirement and another moving due to expiration of a lease. None of the manufacturing firms planned to close, move or sell, but did anticipate increased global competition that would impact hiring.



Location Quotient Analysis

- Location quotient analysis can help identify industry clusters in a community. A cluster is identified if it has a relatively large share of employment in comparison with the nation on average.
- BR&E analysis can focus on one or more clusters to draw conclusions about collective strength and trends.



Calculating Location Quotients

- Calculate the percentage of local employment in a particular sector (manufacturing can be a major sector)
- Calculate the percentage of national employment in that same sector.
- Divide the percentage of local employment by the percentage of national employment in the same sector.
- Location Quotient =
$$\frac{\% \text{ of local employment in sector } X}{\% \text{ of national employment in sector}}$$



Manufacturing Cluster Example

- Cluster includes manufacturing of fabricated metal products, stone, glass, clay and concrete, apparel and other finished products.
- This cluster has a strong LQ of 2.4, showing a strong concentration in manufacturing, basic jobs.
- The cluster currently employs about 4,500 people. There are 50 manufacturing establishments in the county.
- Diversification is necessary to weather downturns in the automotive industry. The manufacturing mix is heavily tied to auto.



Agriculture Cluster Example

- Industry Cluster includes nurseries, crop production, landscape and horticultural services, and animal specialties.
- With a LQ of about 3 this industry represents a very significant “standard” concentration.
- Approximately 830 farms manage 251,000 acres of land.
- This “basic” industry has spawned hundreds of spinoff jobs in other connected businesses.
- Market value of agricultural products in the county increased 22%.



Using IMPLAN to Analyze Data

- Input-output analysis model available to OSU Educators who conduct BR&E programs
- Model measures economic impact of “events” in community
- Events can include jobs retained or created, investment or disinvestment by existing or new companies or industry change (upswing or downturn)
- Measures direct, indirect and induced impacts including tax revenues and jobs (including which sectors are impacted)



Step 3: Blend Findings and Draw Conclusions

- Business investment—a must include!
 - How many and percentage of respondents will modernize or expand
 - How many net new jobs are being created in the next three years?
 - Does the company plan a move or any other major change?
- Look at results in the context of overall community development
 - Expansions, number of employees
 - Education/type of training needed
 - Potential industry (tied in with on targets)
 - Locally tied purchases



Draw Conclusions

- List comments, particularly recurring, that identify opportunities or potential problems.
- Pick out hot button local issues
 - Training needs
 - Logistical or traffic issues
 - Community or services issues (roads, snow removal, etc.)
 - Quality of Life (school, hospital, downtown)
 - Search for competitive advantages brought out by companies (use as testimonials).



Issues Emerge

- Need for Master Development Plan for Van Wert County to coordinate and lead planning/development activities.
- Inadequate for future commercial and industrial development including sewer, water and streets.
- Better collaboration between governmental entities and public/private organizations.
- Need for low/moderate income housing
- Need to fill four-year occupations, specifically IT and medical.
- Better communication with public on economic development activities.



Step 4: Write Survey Report and Develop Presentation

- Summarize conclusions in *Survey Gold*
 - Summary report format is great
 - Use graphs and charts
 - Highlight major findings
 - Emphasize the positive
- Review draft report with BR&E committee
 - Brainstorm action items based on conclusions
 - Select what to include in power point presentation
 - Discuss communications strategy



Customize Presentation

- Purpose of BR&E
- Brief overview of methodology and number of respondents
- Who participated on the BR&E Task Force
- Specific local business examples—with permission
- Follow-up of action items from previous year



Action Plan/Next Steps

- Build on cluster development plan to attract value-added business in advanced manufacturing, plastics, agriculture and energy technology.
- Establish Technology Team to develop network for technology related business.
- Accelerate retail retention and attraction efforts in Downtown to build on current strengths and increase pedestrian traffic.
- Grow funding resources for small business through direct CBDG loans.
- Strengthen one-stop system to remove barriers for small business development.



Step 5: Present and Report Findings

- Post findings on web site
- Press Release to all media
 - Provide highlights
 - Include action items
 - Contact information, available to present
- Present Highlights to Public
 - Attend and speak at as many civic meeting/groups as possible



Highlight Impacts

- **Retention.**
 - BR&E efforts resulted in the retention of at least 750 jobs and 16 businesses in the county.
- **Expansion.**
 - Approximately 90 percent of the businesses own or lease sufficient property to renovate or expand their businesses. About a third of the firms surveyed are considering renovation or expansion.
- **Establishment of a new service.**
 - A need was identified for an LPN to RN training program which graduated its' first class of 25 students in 2005.
- **Response to an emergency.**
 - Disabled employers represent lost jobs, and payroll. The BR&E Initiative provides the impetus to respond because relationships have already been established



Sample Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE

For More Information, Contact:

Business Retention and Expansion Survey Results Released

Van Wert County, Ohio. - December 5, 2007 – Over eighty percent of local businesses would highly recommend Van Wert to other businesses as a great place to locate a business. according to survey results released today by the Van Wert County Business Retention and Expansion (BRE) Task Force, sponsored by the Van Wert County Economic Development Group.).

The survey of existing businesses in Van Wert is a component of the local BRE program, which is part of an on-going economic development effort to stabilize and grow the local economy and improve the quality of life.

“Existing businesses provide the majority of new jobs in our community,” said Nancy Bowen, BRE Coordinator and Economic Development Director. “The BRE program has been put in place to help support these businesses in their expansion efforts by addressing concerns of individual firms and implementing programs for business development and job growth.”

Based on the analysis of the survey responses, the Task Force has assisted several local businesses with financing and expansion plans that could result in the creation of up to 140 new jobs in the next 15 months. Four manufacturers have also utilized and benefited from training programs through Vantage Career Center, Wright State University or Rhodes College as a result of communications made through the BRE program.

The BRE Task Force plans to utilize the BRE program to improve communications among businesses, local government, and the school system and work to create opportunities for professional development of the local work force. **More..**



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Continuous Communication

- Annual Member/Investor Meeting and Reception
- Annual Economic Development Dinner/Report
- Newsletter
- Presentations to civic groups
- Highlight new and expanding companies in media
- Task Force meetings as needed to follow-up on action items



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