

Building an Entrepreneur Friendly Community In Vinton County

Strategic Priorities 2022-2024

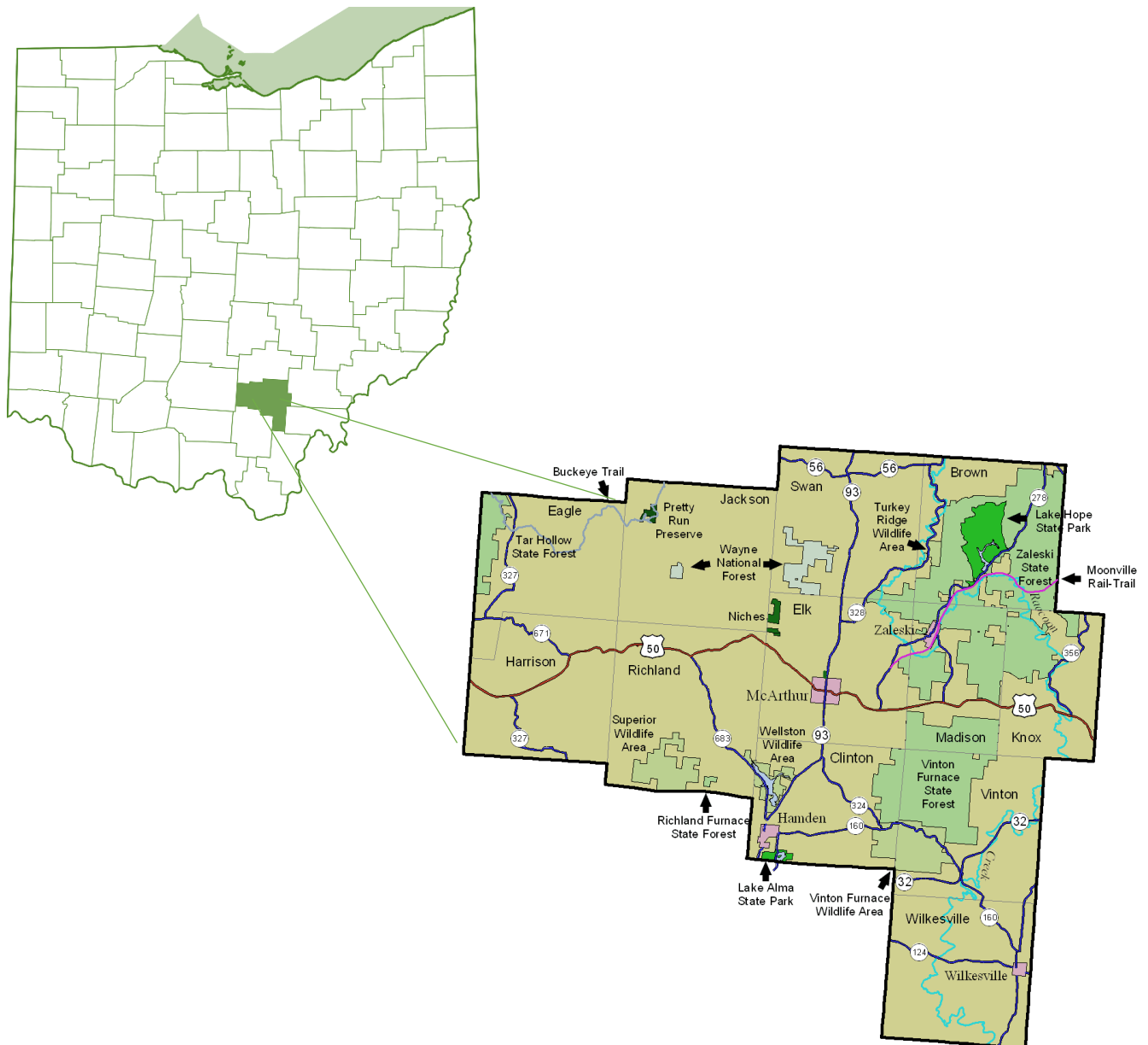


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Building an Entrepreneur Friendly Community in Vinton County

Purpose

The Building an Entrepreneur Friendly Community (BEFC) program is designed by Ohio State University (OSU) Extension to help local leaders understand the important contribution of entrepreneurs and business enterprises to their local economy and employment, identify and plan strategies that can help to grow local entrepreneurs and businesses, and position their community as an environment supportive of and conducive to entrepreneurial and business success.

Taught and facilitated by OSU Extension Community Development professionals, the BEFC program engaged business and community leaders in Vinton County in a series of three modules that focused on 1) an introduction to entrepreneurship and understanding entrepreneurs, 2) understanding the elements of a successful entrepreneurship program, and 3) developing a strategic plan focused on growing and sustaining local entrepreneurs. In November and December 2021, the workshops empowered the participants to utilize locally specific business and economic data - along with knowledge informed by business development best practices and input from Vinton County entrepreneurs - to craft a plan of action designed to build a foundation of support for local entrepreneur development and growth. This report includes the strategic priorities and goals developed by the Vinton County BEFC Team for 2022-2024.

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For more information about OSU Extension's Building an Entrepreneur Friendly Community program, visit <https://comdev.osu.edu/programs/community-planning/sustainable-entrepreneurship>.

Oho State University, College of Food, Agricultural, and Environmental Sciences provides research and related educational programs to clientele on a nondiscriminatory basis.

For more information, visit cfaesdiversity.osu.edu.

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Strategic Priorities 2022-2024

Community Support

Strengthening human infrastructure to support existing and emerging entrepreneurs.

Goals:

- Create a group of business owners and business leaders to assist, mentor, and support emerging entrepreneurs, including youth and adults.

Education & Marketing

Creating strategies to increase local business activity (sales, customer awareness, networking, customer traffic).

Goals:

- Implement an annual education and awareness campaign/plan aimed at Vinton County residents to demonstrate “why” it’s important to shop locally.
- Research and identify successful marketing practices utilized by other rural or similar communities.
- Create a comprehensive marketing plan that employs strategies beyond traditional marketing methods (such as Facebook and other non-traditional strategies).

Community Support

Goal: Create a group of business owners and business leaders to assist, mentor, and support emerging entrepreneurs, including youth and adults.

Actions to achieve the goal	Who is responsible?	Measure of success	Anticipated date	Completion date
Identify the organizers	Will consist of the BEFC sub-committee (Misty, Teresa, Terri, Dan, Jean Anne)	Organizers identified	Q1 - 2022	
Create the education committee – can include others interested.	Organizers (group listed above)	Committee created	Q2 - 2022	
Create and distribute a survey to determine who is willing to help with this effort and serve as mentors/leaders.	Organizers	Survey created, shared with business leaders. List of those interested in helping compiled and shared.	Q2 - 2022	
Develop a list of service-oriented businesses in VC to determine where gaps might be (HVAC, plumbers, etc.)	Jean Anne Myers, Dan Vorisek		Q2 - 2022	
BEFC will vet and confirm that the mentors are credible business owners	Organizers	Look at survey results and skills inventory	Q2 - 2022	
Connect this entrepreneur support effort to the local school system	Teresa Snider, Dan Vorisek	Identify 2 educators who are interested in helping with this initiative	Q2 - 2022	
Connect this entrepreneur support effort to higher education (University of Rio Grande/Rio Grande Community College by identifying two facilitators to assist and work with the group.	Misty Napier	Identify 2 facilitators that can help with initiative	Q2 - 2022	

Education & Marketing

Goal: Implement an annual education and awareness campaign/plan aimed at Vinton County residents to demonstrate “why” it’s important to shop locally.

Actions to achieve the goal	Who is responsible?	Measure of success	Anticipated date	Completion date
Identify existing county and state activities that the Vinton County can tap into to encourage residents to shop locally. Then develop marketing materials to draw residents into businesses (ie: Small Business Saturday, Christmas in McArthur, County Fair, Turkey Festival, Deer Seasons, July 4, Sports events, Yard Sale).		List of what’s happening, when. Marketing materials developed to reflect established	Q2 - 2022	
Conduct a focus group of entrepreneurs to learn best practices about “how” to best market; how do people get their information? (Business Enrichment Network Newsletter, Channel 15 / Wellston; Radio; Vinton Co. Community News; Jackson/Vinton Courier & Telegram -digital & print)		List compiled from discussion/focus group of entrepreneurs	Q2 - 2022	
Access and determine how to provide existing small business tool kits so businesses can improve their marketing efforts focused on residents		Placement of items in selected media	Ongoing	
Provide information to educate residents about the benefits (to themselves and the community) for shopping locally. This information will be distributed by the University of Rio Grande, OSU Extension and through digital/social media outlets.	OSU Extension will work with the Digital Media Class at Vinton Co HS to create digital content	Media placements	Q4 - 2022	
Develop a list of Vinton County businesses. Include business type, services/products, location/contact info, etc.	See CVB website			

Education & Marketing

Goal: Research and identify successful marketing practices utilized by other rural or similar communities.

Actions to achieve the goal	Who is responsible?	Measure of success	Anticipated date	Completion date
Identify potential communities to contact regarding their successful marketing plans.	Tom Oyer	List of potential communities compiled and shared with BEFC group	Q2 - 2022	
Create a list of questions or talking points to share when contacting potential communities.	Tom Oyer, Mark Chevalier	Questions/talking points developed and shared with BEFC group	Q2 - 2022	
Contact community representatives and document successful marketing activities and practices shared by similar communities.	Tom Oyer	List of activities and practices collected, recorded, and shared with BEFC group	Q3 - 2022	
Discuss and determine practices and methods to begin to employ in community marketing efforts.		Discussion Prioritized methods identified and shared with BEFC group	Q4 - 2022	

Education & Marketing

Goal: Create a comprehensive marketing plan that employs strategies beyond traditional marketing methods (such as Facebook and other non-traditional strategies).

Actions to achieve the goal	Who is responsible?	Measure of success	Anticipated date	Completion date
Identify a list of business owners to survey/talk with regarding their marketing practices	Jean Anne Myers, Dan Vorisek	List of business owners compiled	Q4 - 2022	
Meet/talk with identified business owners about marketing practices; compile information gathered into a report.		List of best practices compiled and shared with BEFC group	Q4 - 2022	
Meet with county Development office, CVB, and other organizations (SBDC) to determine marketing methods to utilize. Create a marketing plan		Prioritized methods identified. Plan created and shared.	Q1 - 2023	
Consider using additional options, such as Facebook; learn from what others are using		Facebook group	Q1 - 2023	
Implement marketing plan.			Q2 - 2023	