

# Veneta Business Connect

*Presented by:*

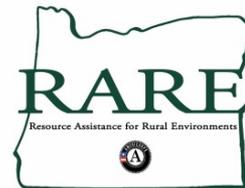
*Michael Held, Economic Vitality Program Manager, RDI*

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# About Veneta Business Connect

## Objectives:

- Retain or keep businesses in Veneta
- Provide assistance for businesses success
- Create a stronger pro-business climate

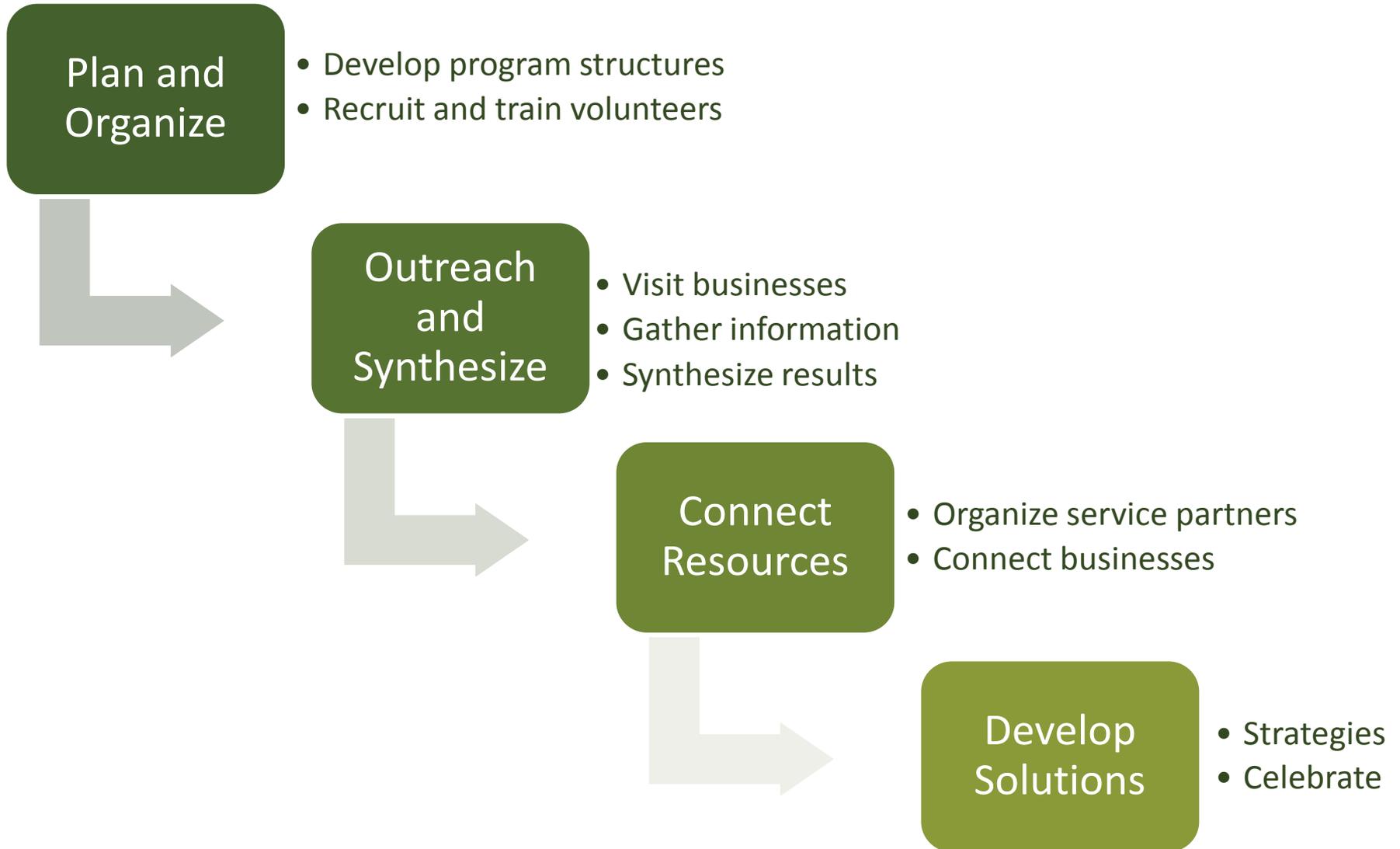


# Additional Objectives

- Help existing businesses grow and create new jobs; create economic stability
- Create an outreach strategy that involves locally trained and skilled leaders to help assess business needs
- Build capacity within Veneta to help its businesses respond to change and foster productive relationships
- Reduce retail and employment leakage



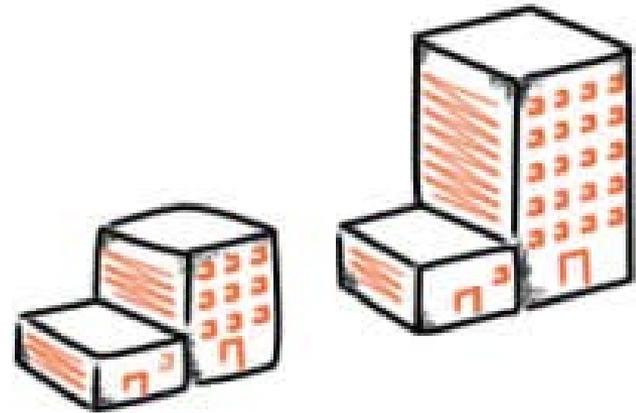
# Veneta Business Connect Process



# Methodology

## Framework for Outreach:

1. Veneta businesses are diverse in size, scale, and industry type
2. Success of all types of businesses important for healthy business community



# A Sector Focus and More...



Food Processing



Tourism and Wine



Professional Services



Specialty Agriculture



Secondary Wood Products



New and Emerging Businesses

# Project Scope

7-Week Outreach Period

23 Businesses Interviewed (Goal = 20-25)

64% Inside City Limits (Goal = 70%)

19 Trained Volunteers and Practitioners

92% Participation Rate (average 65-70%)

# Business Characteristics



9% operate seasonally



96% have physical location



39% formed within last three years



39% own their own facility

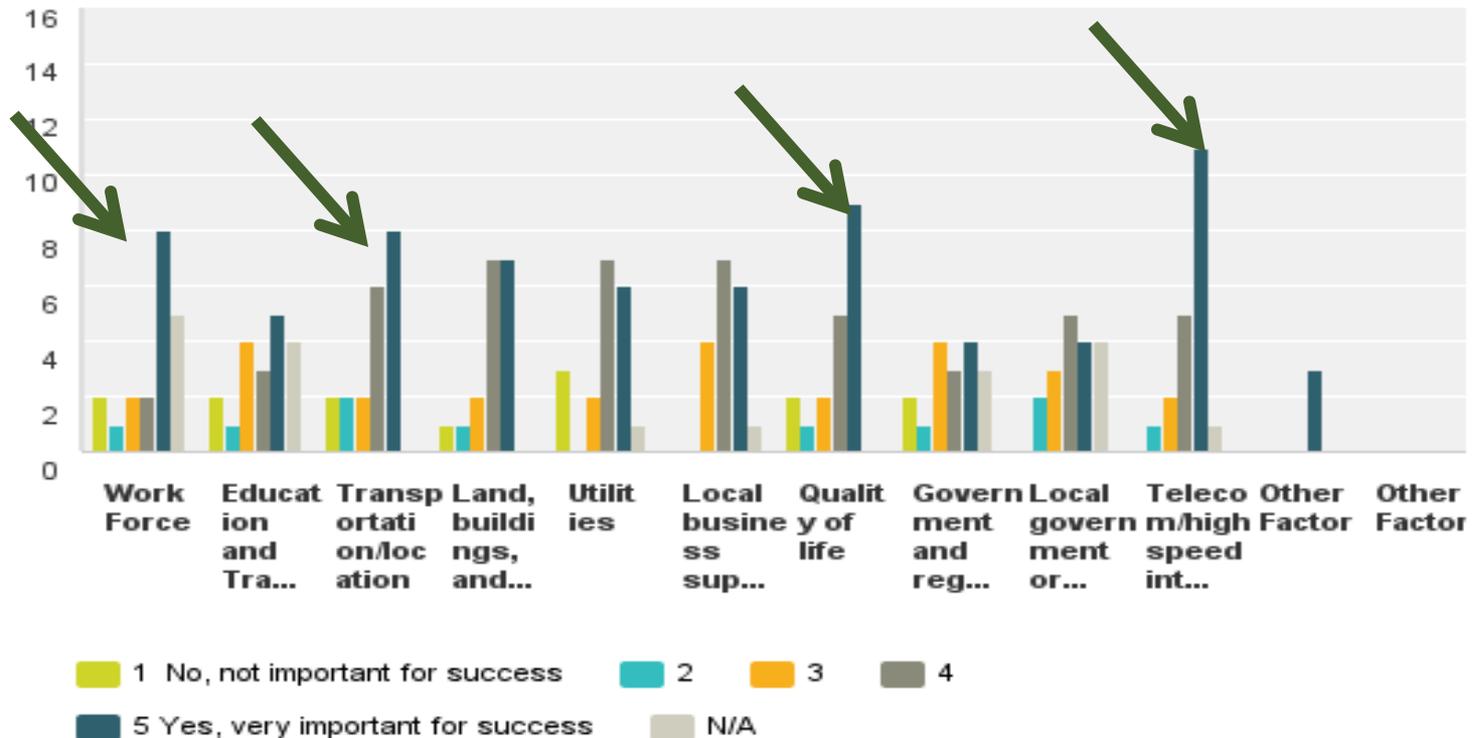


96% have an online presence

# Business Location Factors

## Q23 What are the most important location factors for your business success?

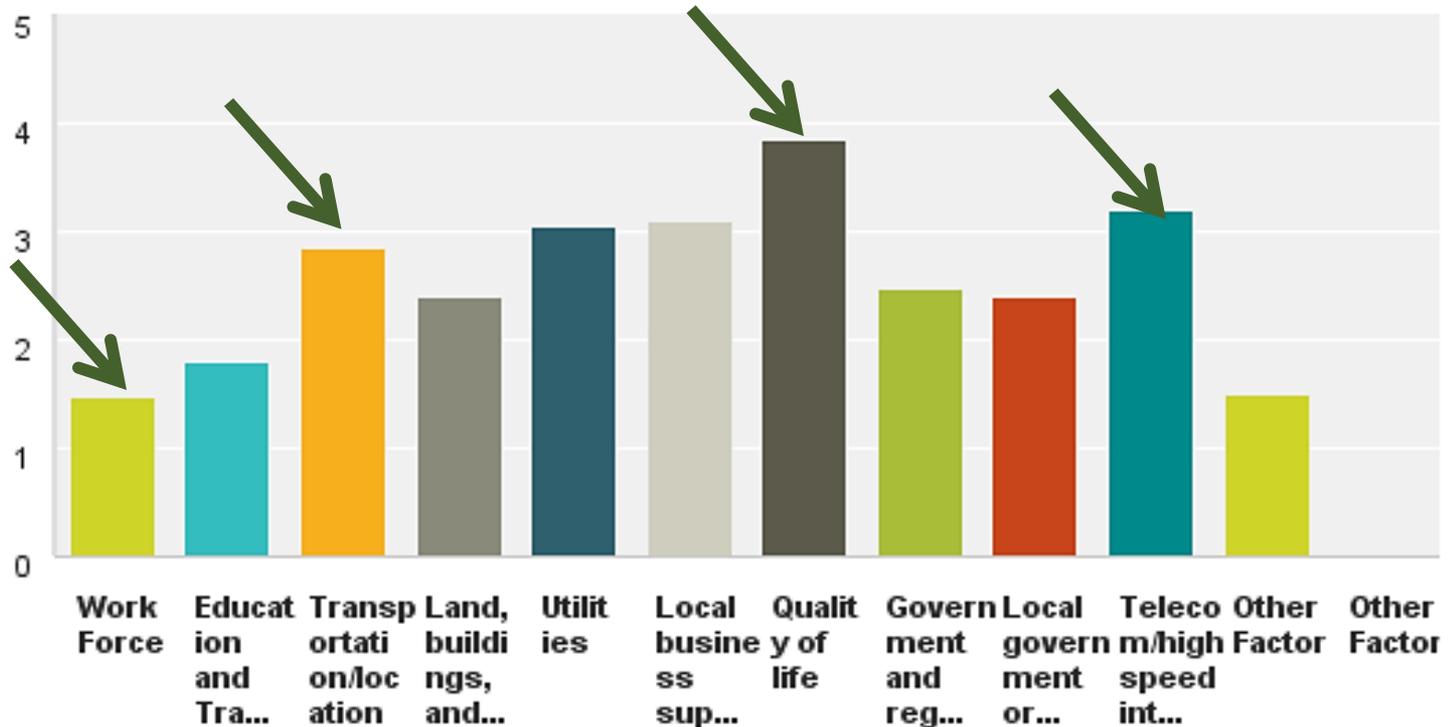
Answered: 20 Skipped: 0



# How Does Veneta Stack Up?

## Q24 How does Veneta stack up?

Answered: 20 Skipped: 0



# How to Make Sense of Information?

Diverse Perspectives



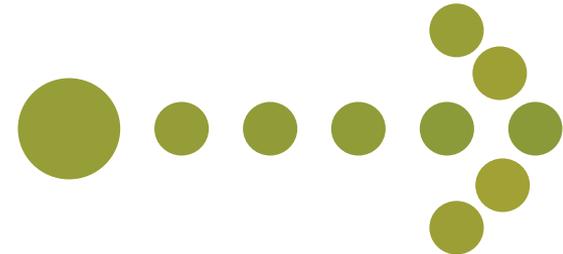
Diverse Businesses



Qualitative Info

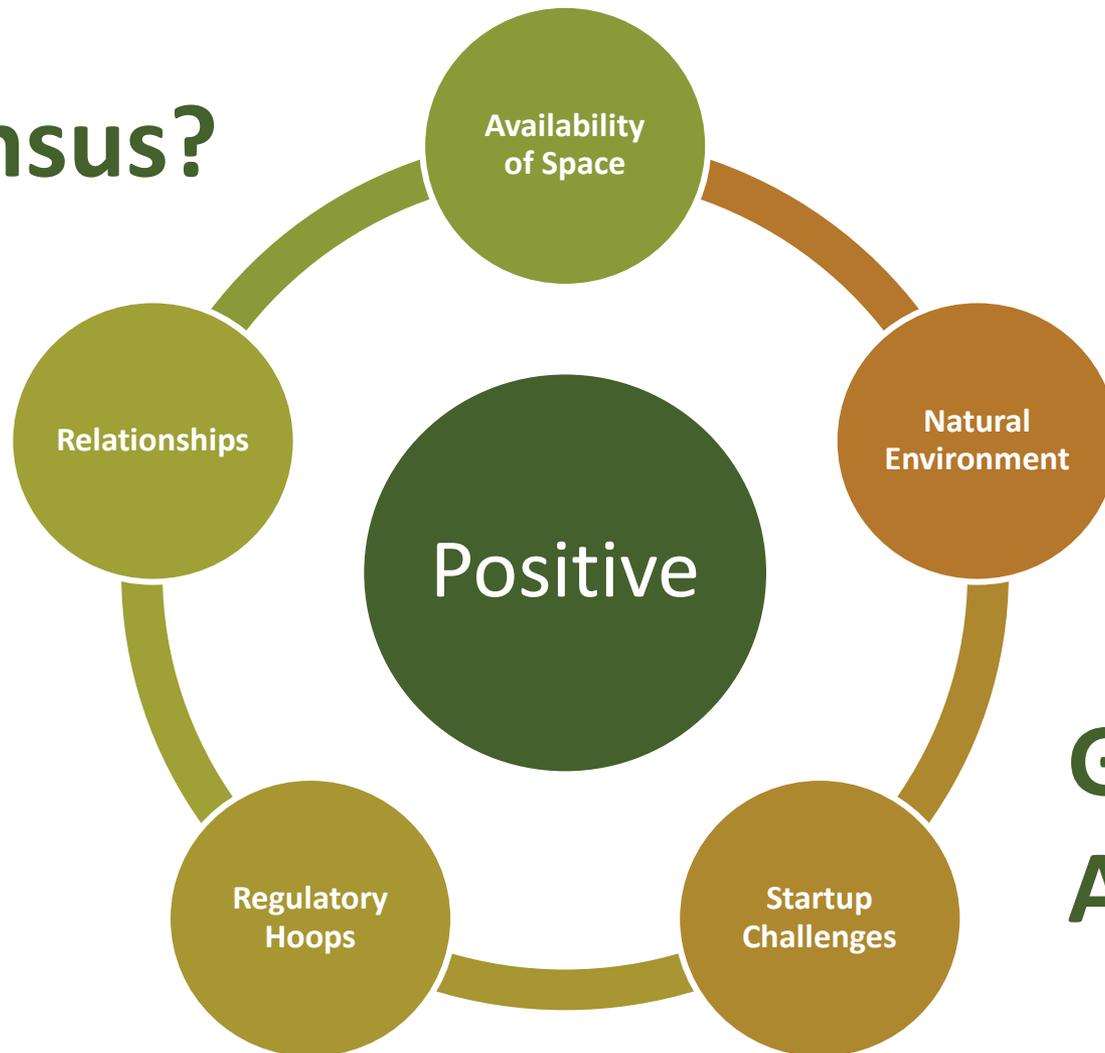


Common Themes



# Business Climate Themes

**Consensus?**



**Generally  
Average!**

# Business Health and Competitive Advantages

- Niche Markets
- Specialty Services
- Local Consumers

- Personal Relationships
- Loyal Consumers
- Increasingly Difficult to Maintain

Increased  
Sales/  
Revenue

Quality  
Customer  
Care



Quality &  
Consistency

Competition

- In Product & Service
- Personal Relationships

- Lack of & Limited

# What's Working?

Responsive and engaged local leaders

Optimism and positivity about community and Veneta Business Connect

Infrastructure improvements and utilities

Quality of life

# Business Expansion Opportunities

65% of Businesses have plans or are considering developing plans for future expansions in the next 1-3 years.



## Growth Opportunities

- Renovated/new space
- Production system upgrades
- New/unique products and markets

## Investment Opportunities

- Acquisition of additional facilities
- Capital improvements
- Marketing

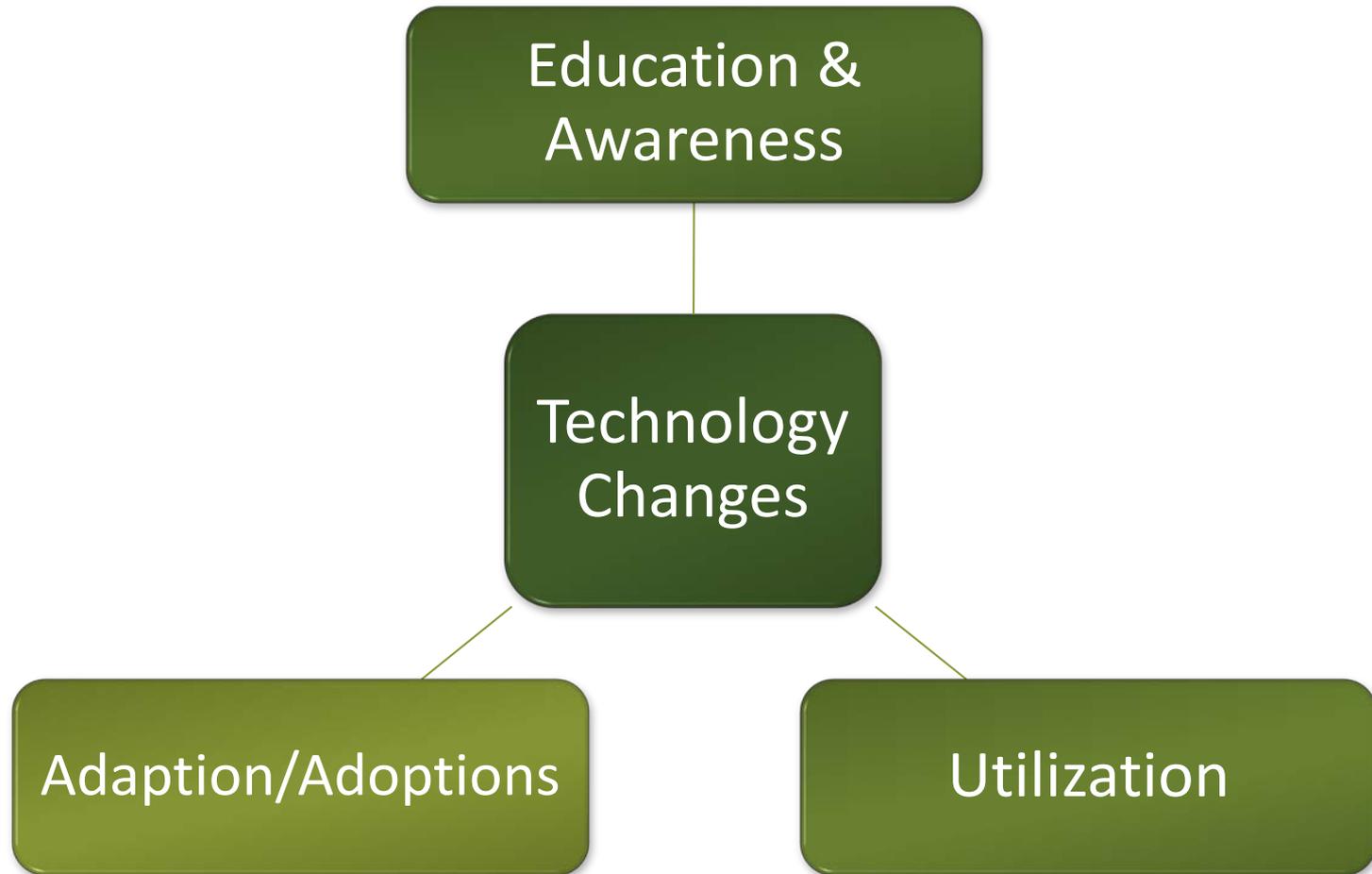
## Market Opportunities

- Access / knowledge of new markets
- Diversifying point of sale sales
- Technology upgrades

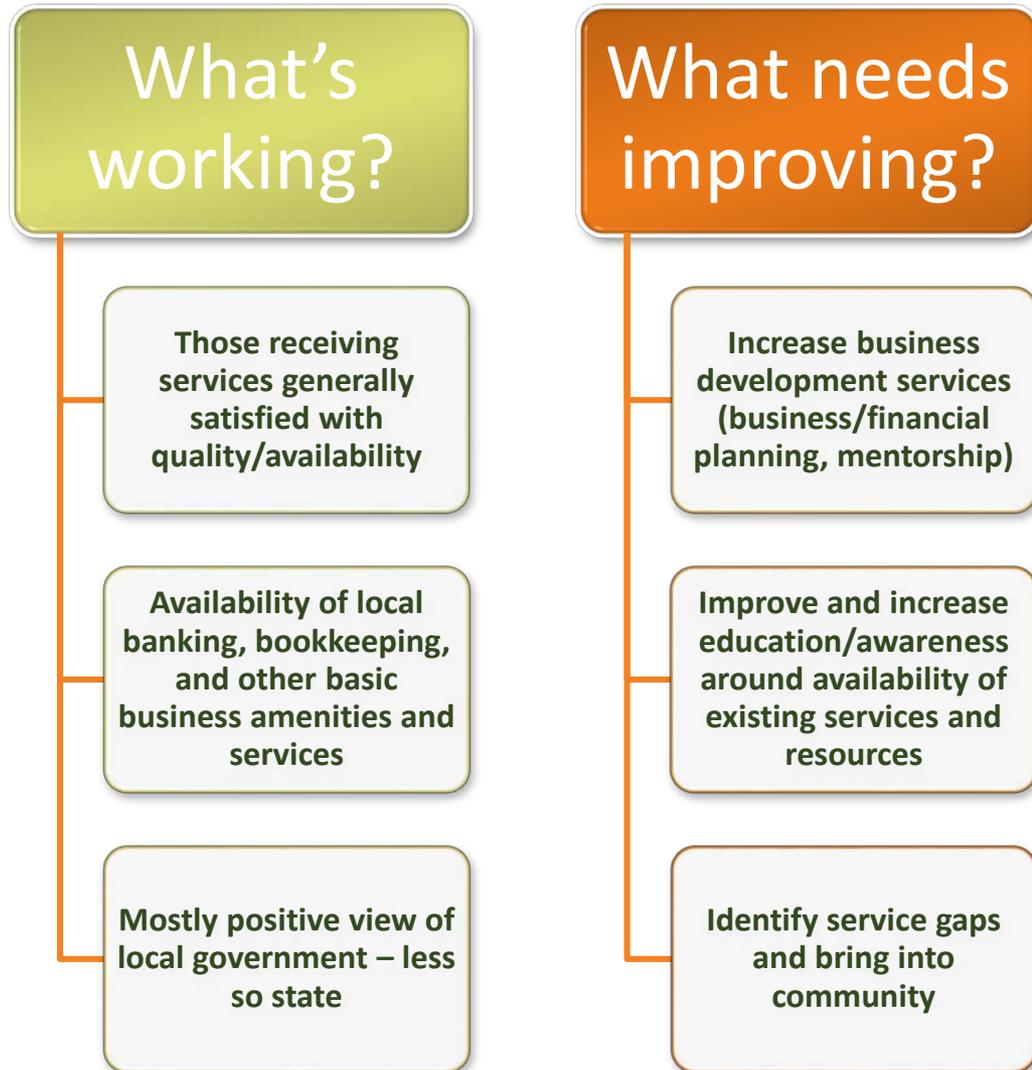
# Business Challenges

-  Availability of skilled labor
-  Availability/access to working capital
-  Availability of business development services
-  Access to broadband with adequate bandwidth
-  Automation and new efficiencies
-  Ability to connect with community and other businesses

# Technological Changes



# Quality of Available Resources



# Identified Priorities

Business Priorities	Percentage/Rank
High-speed internet improvements	44%
Special events or promotions (Friday night movies, music events, sidewalk sales, etc.)	44%
Business support services (planning, counseling, advising, bookkeeping)	44%
Increased security (lighting, cameras, police presence, etc.)	39%
Exterior atmosphere of the area (landscaping, street trees, store fronts, sidewalks, signage, cleanliness, etc.)	39%
Finance packaging/capital access	39%
Sales and marketing	39%
Shared business advertising	33%
Property development	28%

# The Business Wish List



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Better able to connect with other businesses

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Less government regulation

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Business classes

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More square footage for expansion

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Support to access loans

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Improved advertising and marketing

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Grow the community bigger

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Business mentor and counseling

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Fast traffic on Hwy 126

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An educated workforce

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Capital

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# What's Next?

**70% of business identified  
having a challenge or  
opportunity that will  
require assistance in the  
next 1-3 years**

**There are hundreds of  
businesses actively  
operating in the Veneta  
area**

**Opportunity  
abounds!**

# Key Issues and Themes

- Public Infrastructure
- Business Infrastructure
- Business to Business Relationship Building
- Business to Community Relationship Building
- Business Tools and Resources
- Workforce
- Access to Capital





# Public Infrastructure

- Improvements to Hwy 126 to improve safety and access—particularly for downtown and other high-incident areas
- Improvement of and increased access to fiber/Internet availability
- Improvements to the built infrastructure, particularly in the downtown area, to accommodate existing business growth potential

# Business Infrastructure

- Lack of available, quality, and affordable commercial rental spaces, particularly downtown, to allow businesses to grow and upgrade – Specific needs expressed included commercial kitchen space for production and storage, retail space for point-of-purchase sales and consignment space
- Business specific utility challenges such as adequate on-site power location, fiber access, and access issues – Specific needs vary in scale and scope

# Business to Business Relationship Building

- Lack of information and awareness of existing services and opportunities to connect with other businesses
- Lack of coordination and availability of opportunities to connect with other businesses



# Business to Community Relationship Building

- Businesses want better ways to bring their services and/or products to the local market place
- Businesses desire the community to be part of, and share with, their success



# Business Tools and Resources

- Businesses are seeking business development tools and resources and need help in learning and accessing them
- Primary services needed include: business planning, financial planning, mentorship and counseling, and adapting to changing technologies



RECOMMENDED  
TOOLS &  
RESOURCES



# Workforce

- Availability of qualified and skilled labor – both entry level and specialized education, training, and experience – is lacking, creating the inability to fill positions timely
- Challenges in maintaining employee training systems to meet technological changes



# Access to Capital

- Businesses express limited knowledge or awareness of existing loan/capital resources
- Businesses lack necessary understanding and/or plans of how to access, qualify, and manage incoming capital



# Points For Consideration Before Setting Strategies

- Existing organizational capacities and bandwidth
- Availability of existing business services and resources
- Long-term investment and commitment of key partners to supporting existing businesses
- Desired outcomes and metrics
- Funding and sustainability of projects
- Utilization of local resources and capacities beyond the “ordinary suspects”

# Community Input Activity

**Step One:** What did you learn that surprised or intrigued you?

**Step Two:** Dot exercise – choose the top two themes that you believe address the highest need and that we can have the greatest impact.

**Step Three:** Break into 3 groups around top 3 issues and themes:

1. Public Infrastructure
2. Business Infrastructure
3. Business to Business Relationship Building
4. Business to Community Relationship Building
5. Business Tools and Resources
6. Workforce
7. Access to Capital

**Step Four:** In your group, answer the following questions:

1. What resources or assets do we currently have in the community and/or region that can help address the key issue?
2. How can you and/or the community help address the key issue?
3. How would you like to get involved moving forward?

# Thank You!

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