Veneta Business Connect

Presented by:
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Thanks to our Sponsors!!!
About Veneta Business Connect

Objectives:

- Retain or keep businesses in Veneta
- Provide assistance for businesses success
- Create a stronger pro-business climate
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
**Plan and Organize**
- Develop program structures
- Recruit and train volunteers

**Outreach and Synthesize**
- Visit businesses
- Gather information
- Synthesize results

**Connect Resources**
- Organize service partners
- Connect businesses

**Develop Solutions**
- Strategies
- Celebrate
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 a physical location
- 39% formed within the last three years
- 39% own their own facility
- 96% have an online presence
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

[Bar chart showing comparisons across various factors]
How to Make Sense of Information?

Diverse Perspectives

Diverse Businesses

Qualitative Info

Common Themes
Business Climate Themes

Consensus?

Positive

Availability of Space

Relationships

Regulatory Hoops

Natural Environment

Startup Challenges

Generally Average!
Business Health and Competitive Advantages

Increased Sales/Revenue

Quality Customer Care

Quality & Consistency

Competition

- Niche Markets
- Specialty Services
- Local Consumers

- Personal Relationships
- Loyal Consumers
- Increasingly Difficult to Maintain

- 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
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

- Education & Awareness
- Adaption/Adoptions
- Utilization
Quality of Available Resources

**What’s working?**
- Those receiving services generally satisfied with quality/availability
- Availability of local banking, bookkeeping, and other basic business amenities and services
- Mostly positive view of local government – less so state

**What needs improving?**
- Increase business development services (business/financial planning, mentorship)
- Improve and increase education/awareness around availability of existing services and resources
- Identify service gaps and bring into community
## Identified Priorities

<table>
<thead>
<tr>
<th>Business Priorities</th>
<th>Percentage/Rank</th>
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<tbody>
<tr>
<td>High-speed internet improvements</td>
<td>44%</td>
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<tr>
<td>Special events or promotions (Friday night movies, music events, sidewalk sales, etc.)</td>
<td>44%</td>
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<tr>
<td>Business support services (planning, counseling, advising, bookkeeping)</td>
<td>44%</td>
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<tr>
<td>Increased security (lighting, cameras, police presence, etc.)</td>
<td>39%</td>
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<tr>
<td>Exterior atmosphere of the area (landscaping, street trees, store fronts, sidewalks, signage, cleanliness, etc.)</td>
<td>39%</td>
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<tr>
<td>Finance packaging/capital access</td>
<td>39%</td>
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<tr>
<td>Sales and marketing</td>
<td>39%</td>
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<tr>
<td>Shared business advertising</td>
<td>33%</td>
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<tr>
<td>Property development</td>
<td>28%</td>
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<tr>
<td>Wish List</td>
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<td>--------------------------------</td>
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<tr>
<td>Better able to connect with other businesses</td>
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<tr>
<td>Less government regulation</td>
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<tr>
<td>Business classes</td>
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<tr>
<td>More square footage for expansion</td>
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<td>Support to access loans</td>
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<tr>
<td>Improved advertising and marketing</td>
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<tr>
<td>Grow the community bigger</td>
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<tr>
<td>Business mentor and counseling</td>
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<tr>
<td>Fast traffic on Hwy 126</td>
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<tr>
<td>An educated workforce</td>
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<tr>
<td>Capital</td>
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</table>
70% of businesses 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
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.
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”
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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