

Business Retention & Expansion

What it is and How to do it Right!

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Session Overview



FINDING OUT WHO
IS IN THE ROOM



WHAT IS BRE?



IDENTIFY TARGET
INDUSTRIES



PREP FOR THE VISIT



GROUP ACTIVITY



MEASURES OF
SUCCESS AND
RECORDING DATA



PREP FOR THE TOUR



Who is in the Room?

- Based on the pre-survey questions you answered, we know:



- Scan the QR code and answer the question:



What is Business Retention and Expansion (BR&E)



BR&E is supporting local business for economic growth



The primary goal of a BR&E program is to foster economic stability and growth by addressing the needs and concerns of local businesses



Building a BR&E Program involves several key components designed to support and grow existing businesses in a community or region.

Importance of BR&E



- Economic Stability
- Business Growth & Development
- Stronger Community Ties
- Proactive Problem Solving
- Improved Business Environment
- Investment Attraction
- Long-Term Economic Development
- Social Impact

Key Components of a BR&E Program



Identify Key Industries For Economic Growth

- What Industries Are Critical For the Growth and Stability of Your Community

Examples:

- ✓ Manufacturing
- ✓ Aerospace
- ✓ Professional Services
- ✓ Healthcare
- ✓ Energy
- ✓ Tourism
- ✓ Retail
- ✓ Other



Measuring Success



Determine what is a successful BRE program for your community/organization.



Develop metrics for your BRE program that is consistent with your strategic plan.



Have metrics that are attainable but also challenging.



Make sure metrics are consistent with the expectations & vision of your Board of Directors & key stakeholders.

Measuring Success--Examples



TOP TAKEAWAYS

- **Workforce challenges continue.** While down from previous record highs, two-thirds of companies (65%) cited workforce recruitment challenges.
- Workforce is cited as both the **#1 barrier to growth for companies** and **#1 weakness of doing business in this market.**
- While improving from the same quarter last year, **scores are still low for Labor Availability, Quality, and Stability on the Workforce Index**, scoring 3.31, 4.16, and 4.76 respectively (1 poor / 7 excellent).
- As companies face recruitment challenges and the inability to fill or replace existing jobs, **a solid 42 percent still hope to add net new jobs** in the coming year.
- **Thirty-seven percent of businesses noted that the number of unfilled positions is increasing.** 60 percent are stable and only 3 percent reported a decreasing level of unfilled jobs.
- **Child care was the most cited "personal barrier"** by businesses for current employees or those seeking employment. This was followed by **transportation, housing, criminal history, and substance abuse.**
- **Almost two-thirds of businesses (64 percent)** recently introduced **new programs or incentives to retain existing workforce and attract new employees.**
- **A majority of businesses (70%) noted increasing sales levels** compared to 57% during same quarter last year.
- Additionally, companies noted **stronger market share positions** (89% increasing versus 52% during the same quarter last year).
- Sixty-one percent of businesses have **some plans to expand and invest** in new space, machinery, equipment, technology, or modernization. This number is up from the same quarter last year with 49 percent noting growth plans.
- Thirty percent of companies cited **recent or upcoming management or ownership changes.**
- A majority of businesses (58%) noted plans to offer **new products, services, or enhanced capabilities** in the next two years.
- Twenty-nine percent of companies **are considering or have implemented automation** to address current labor shortages and become more competitive in the free market.
- Thirty-one percent of companies note that they currently have a **remote or hybrid workforce** (with varying degrees and specifics).
- To the previous points on remote or hybrid models and automation efforts, a **solid number of businesses (87%) note that the community's IT infrastructure is adequate** for their needs.
- On the Community Services Index, **first responders and K-12/higher education continue to receive strong marks**, all scoring a 6.0 or above (Fire, Ambulance, and Police scored the highest at 6.45, 6.34, and 6.21 respectively).
- **Businesses continue to note community strengths** related to our location, make-up of our business eco-system, quality of life and amenities, and employee loyalty and work ethic.
- On the flip side, aside from the dominant challenges and barriers of workforce and population growth, **air service and housing availability recorded the two lowest scores** on the Community Services Index, 2.45 and 2.90 respectively (1 poor and 7 excellent).
- **Air Service is listed in the Top 3 Weaknesses** of doing business in this market, only behind workforce challenges and population/market size. Companies continue to note that some **customer, vendor, and employee meetings have been moved to other locations** due to air service options and ease in other markets.
- **Housing has also moved into the Top 3 Barriers to Growth** cited by businesses. Additionally, housing has gained the top spot on the listing of community priorities for long-term viability (scoring just ahead of entertainment and arts venues).



Recordkeeping

- Have a database that collects information such as a CRM
- Collect data related to your metrics
- Collect anecdotal information
- Develop a survey that provides the data that can be communicated to key stakeholders and the community



Recordkeeping—Annual Report



The Business Retention and Expansion program included 83 visits from January 2022 to November 2022. Interviews were completed with over 150 individuals representing local employers with a median employment of 25 and a total full time employment base of almost 6,500 employees.

Supply Chain

Is the company experiencing challenges or issues with logistics?



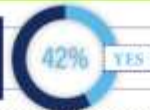
While container costs have returned to pre-pandemic rates, lead times and fuel costs continue to put a strain on supply chain. A shortage of electrical components and other critical parts are challenging both manufacturers and developers in completing projects. Combined with inflationary pressures, profit margins are being compressed.



Recordkeeping—Annual Report

Products

Has the company introduced new products/services/capabilities in the last three (3) years?



Are new products/services anticipated in the next two (2) years?



Industry 4.0

Are you considering automation to address the current labor shortage?



Are you currently implementing new technology into your operations and production?



In 2022, MEDCO partnered with four Marion manufacturers to secure \$1.125 million dollars from IEDA's Manufacturing 4.0 Grant program. This program provided financial resources for companies to invest in technology that increases efficiencies.

We are already seeing the benefits of technology investments. Companies who introduced a new product or service increased 19% from the previous year. Companies preparing to introduce a product or service also increased by 35% from the prior year.

MEDCO will continue to advocate for similar grant programs.



Recordkeeping—Annual Report

Workforce

Do you have remote or hybrid workforce of full-time employees? **47% YES**

Is your remote/hybrid workforce increasing? **43% YES**

Is your current staffing level the same as January 2020? **98% YES**

Is the Marion community attractive for hiring workers from outside the region? **96% YES**

Does your company offer any work-based learning opportunities such as: internships, apprenticeships, and/or co-op positions? **63% YES**

Have you introduced programs or incentives to retain your workforce? **87% YES**

Are there recruitment problems for any employee position or skills? **89% YES**

Beyond unfilled positions, do you anticipate adding other new employees in the next 12 months? **20% YES**

Does your company offer any outside skill enhancement training or tuition reimbursement or other programs/funds to increase the capabilities of employees? **77% YES**



Recordkeeping—Annual Report



3,121

Business Retention and Expansion visits

210

Businesses touched during Business Walks in Preble County, Brookville, Tipp City, Centerville, Germantown, Miamisburg, and Washington Township

15

The number of tornadoes to touch down in the Miami Valley on May 28, 2019, generating several Disaster Walks

Successfully planned and hosted Business Round Table Events

17

Business Retention and Expansion business visits in Japan in 2018

30

20

Weekly BusinessFirst! virtual meetings and information sessions throughout the Stay-at-Home Order during the Coronavirus pandemic of 2020

1

Global Dayton report spotlighting the Dayton Region's internal business connections is released in March 2020

100+

Community Partners are an indispensable part of what adds value BusinessFirst!

The number of BusinessFirst! Weekly newsletters emailed to partners

260

Jurisdictions are members of BusinessFirst!

32



Group Activity-Develop a Survey

- Work at your tables.
- Sample surveys are available at each table for reference.
- Each person fills out the worksheet for his/her community to develop 3-4 questions for their community. Plus, an additional question per each table.
- Share at your tables.



Debrief Group Activity



WHAT NEW IDEAS DO YOU HAVE? WHAT DID YOU LEARN ABOUT DEVELOPING A SURVEY?



ARE YOU ASKING THE RIGHT QUESTIONS?



Prep for the BRE Visit

- Learn about the industry and the company before the visit
- Develop a strategy of what you are trying to learn about the company
- Know your survey so you don't read them during the interview
- Identify potential issues that may be affecting the company



Tell Your Story

- Use metrics/numbers to support your story but not to be the story.
- Use narratives collected from your BRE visits to show your impact.
- Communicate to your key stakeholders and your service area.



BRE Interview & Tour



Jared McCauslin-CEO, Mad Scientist
Kelly Flowers-COO, Air Traffic Control/DJ



What do Jared & Kelly want
us to pay particular attention
to while we are onsite?



Tips for walking a facility

Bring your handout

Write your name on front



Proceed Immediately to Buses

Bus "A" Tables 1-11

Bus "B" Tables 12-23

Location: 925 NW State Hwy 7, Blue Springs, MO

Dinner: The Mill Room at East Forty Brewing

Back to Adams Point by 7:00pm

