



City of Homer

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Administration

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Memorandum

TO: Economic Development Advisory Commission
FROM: Jenny Carroll, Special Projects & Communications Coordinator
DATE: September 13, 2016
SUBJECT: Staff Report to EDC

Ideas on BRE Agenda Items for you to expand upon or respond to:

Developing Talking Points and Messaging

- 1. Postcard:** Like it? Add thank you to it...suggestion by Shelly Erickson to show appreciation and Heath Smith.
- 2. Survey:** City Council suggested edits. Comments provided in a lay-down at Business Meeting that was cancelled. I'll have them at the worksession
- 3. Written Intro to BR&E -Draft-**

The goal of the EDC's Business Retention and Expansion Program (BR&E) is to listen to local Homer business needs and concerns, and then, based on responses, to look for opportunities to help Homer businesses stay open and thrive. It makes economic development sense. Studies show that up to 76% of job growth comes from existing businesses.

To do this the is EDC reaching out to all businesses in our community asking you to take a few minutes to complete our BR&E survey, and, if your company is willing, to host a visit from an EDC Commissioner to either talk through the survey or discuss concerns raised by the survey.

Taking the Survey

The survey is online at <https://goo.gl/ZCyxGv>. It takes only about 10-15 minutes. There are many different types of businesses. No survey can be inclusive enough (and still be short enough!) so if there's something missing you'd like to include, please use the write-in areas in the survey. The survey is available through October 6, 2017.

If you prefer a hard copy, we can provide a paper survey. Just let us know! You can email Jenny Carroll at jcarroll@ci.homer.ak.us or call her at 907-435-3101.

Rest assured the information collected will remain confidential and will help the EDC better serve the needs of our local business community. Thank you! We value that you've taken the time!

Survey Follow-Up

The survey is just one aspect of our effort. If you indicate you are willing, a member of the EDC will schedule an in-person meeting to discuss ideas and concerns captured in the survey.

4. Interview/Meeting Follow-Up Suggestions

A form to fill out after the interview....something like this:

Commissioners: Please complete this short form in your car immediately after the interview. If you interviewed a business owner with another Commissioner, you should both discuss your answers.

- a. According to the business owner or rep, what are the key concerns or information requests that require follow up?
- b. Write the number of the survey questions related to the concerns
- c. How urgent is request (high, med, low)
- d. Suggest type of follow-up

Business Name:

Contact Info:

	<u>Key Concern or Information</u>	<u>See Questions</u>	<u>Urgency Rank</u>	<u>Suggested Follow-Up</u>
1.	_____	_____	_____	_____
	_____	_____	_____	_____
2.	_____	_____	_____	_____
	_____	_____	_____	_____

Press Release Timing and Presentations

- 1. Who will schedule and coordinate presentations and help develop talking points?

Commissioner Training for interview/interaction with local businesses. Suggestion from Jenny Carroll

I spoke with KPEDD and Heath Smith who are willing to help conduct. Could be May 30 or 31

The quality of the relationship/rapport we develop is more important than just reading the survey and recording answers. The quality of the information about business concerns is better in-person often, than gained through survey questions.

So, the relationship we develop is an important aspect---it offers the value of the BR&E to the busy business owner – more than just taking the survey.

Arrange a training to set a framework for the visitation process

Help you feel confident about

Explanation and goals of BR&E program

(1) Develop a clearer picture of the number and types of businesses operating in community

(2) Gauge needs of our local businesses

(3) Anticipate and recognize any challenges threatening our local businesses and work on solutions or connecting businesses with available resources

(4) Create an open dialogue with our businesses

Explanation of EDC and resources they represent

Reality-based deliverables; value of the program