

# UEDC Business Needs Assessment Subcommittee

April 11, 2016 · 6:00 PM

## DRAFT AGENDA

1. **Introductions and Agenda Review** (Mary Ann)
2. **Volunteer Recorder for Meeting**
3. **Confirm Our Assignment**
  - Scope of Needs Assessment (who surveyed for what purposes; open to public or not?)
  - Confirm our Unified Message
  - Method(s) of Needs Assessment (written, interviews, web survey, other)
  - Outreach Plan for Needs Assessment
  - Schedule for Completion
  - Report Back April 18
4. **Scope of Needs Assessment – What are we trying to find out from whom?**
  - a. Track survey respondents or anonymous unless volunteered? Confidentiality?
  - b. Are we also trying to build the business info data base (e.g. # employees, specific needs) at this point or not?
  - c. Established business needs
    - i. Finance (esp. RLF)
    - ii. Technical Assistance (business plan development, accounting, selling to US government, other?)
    - iii. Market Analysis (what will sell at what price to whom?)
    - iv. Advertising (increasing reach of what is available)
      1. Specific to that business
      2. Unity group marketing (e.g. UBX brochure)
    - v. Workforce Recruitment/Training
    - vi. Supply Chain (e.g. lumber in town, slaughterhouse)
    - vii. Building/infrastructure investments (e.g. façade improvement grants)
    - viii. Community infrastructure (e.g. sidewalks, parking, beautification)
    - ix. Other?
  - d. Potential entrepreneurs -- How would we reach them? **(Gail)**
    - i. Financing, RLF
    - ii. Business incubator space
    - iii. Business plan development
    - iv. Other training?
  - e. Anyone else?
5. **Our Message** (see page 2 for draft)
6. **Methods of Needs Assessment (written, interviews, web survey, other)**
  - a. Plan for Town Web Site Update **(Emily)**
  - b. Survey instruments(s)
  - c. Content development
  - d. How compiled by whom
7. **Outreach Plan**
  - a. Business Data Base **(Jane)**
    - i. What should be on the list besides contact information?
    - ii. How to we complete the list?
    - iii. Where does it reside?
    - iv. Using it to track survey outreach
  - b. Coordination with UBX **(Clem)**
  - c. Other
8. **Schedule – what is done by when**
9. **Recap and Next Steps**

## Unity Business Survey – DRAFT 4-11-16

The Town has established a new Economic Development Committee to help grow the local economy. We are a group of 17 appointed volunteers. The priority is to support our existing local businesses and assist compatible new ones to get going. We have some resources made available through TIF District funding that we can put towards eligible activities.

We very much need the input of you as a local business to help us understand what you would find helpful for yourself or believe would help others. We will then do the best we can to make these services available.

You may reply by filling this out and returning to the Town Office (drop boxes at Mac's or Depot or restaurants?) or a committee member, by doing an interview with a committee member or filling it out on line at your convenience at : SurveyMonkey URL.

While we need continuing input as ideas come to you, responses to this initial survey will be most useful if received by **May 31, 2016.**

### **Financial Resources**

1. Unity could establish a Revolving Loan Fund that would target emerging businesses with low-interest loans of \$10,000 or less. We do not want to compete with our bank or credit union. Funds repaid would be available to loan to others.

YES NO MAYBE

Might your business wish to utilize this service?

Do you believe it might help other?

Comments \_\_\_\_\_

2. Please share any other needs you believe Unity has for access to business capital:
- 

### **Marketing: Technical Assistance, Financial Support or Group Efforts**

3. Determining consumer interest in a product you might offer and what price to charge (market analysis)
4. Advertising for Your Business
5. Advertising for Unity as a whole

### **Other Business Technical Assistance**

Business Plan Development  
Signage  
Façade/Building Improvement  
Parking

### **Beautification**