

## STAKEHOLDERS SURVEY

Your region is considering an economic development game plan focused on supporting area businesses and entrepreneurs. Now we need your thoughts and feedback to determine if there is potential support for such an initiative.

Based on what I already know and what I heard today I recommend the following to my region:

- 1.) Actively explore this development strategy. **71% yes**
- 2.) There some merit in exploring this strategy. **24% yes**
- 3.) Not sure - I really need more information. **5% yes**
- 4.) I have reservations and am not sure this is the right fit. **0%**
- 5.) I do not think this is a good fit at this time. **0%**

Give your "pro" and "con" reasons supporting your response:

### Pro Considerations

- Best Way to grow
- Iowa needs to increase the rate of start-ups
- Local group has been exploring & educating members on changing strategy from searching for that "next big business" to working with "home grown businesses."
- Needed for survival
- Keep those who help you support each other and the "things" your tax money and personal money pays for.
- Bib Box Manufacturers are a myth for rural area.
- Retain youth
- Broaden Tax Base and Raise Revenue
- Fits demographics and issues
- Population retention
- Build on what we have done critical to survival
- We are actually there. It is just being redefined. We just cannot wait any longer
- Strength in numbers
- Relatively low cost of property any business activity is possible
- These partnerships just make sense – rural paradigm shift is essential
- Home run: Economic Development Impact
- Health impact
- Environmental Impact
- Economically good
- Best use of resources
- Statistics clearly show the economic return on investment of this approach is much greater than emphasizing recruitment, etc.
- I can think of no reasons why this would not be a great idea
- Entrepreneurs are the future – need to educate entrepreneurs
- Need grassroots surge – timing is appropriate to explore
- Many are seeking a change

### Con Considerations

- Local Politics may hinder development
- Is the commitment there?
- Financial Resources
- Protecting who is already there
- Who leads?
- Is 17 or 22 counties too big?
- It is difficult to bring discouraged community members along.

- Competition vs. cooperation between entities.
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- Initial cost
- Agreements between entities may get bogged down
- No vision locally

**If you are positively inclined towards this strategy complete the next two sections. If you are negatively inclined, go directly to the Last Section.**

If your region moves forward with entrepreneur focused economic development, by the end of this year I hope we have achieved the following outcomes:

1

- Discussion groups to evaluate this.
- Strategies to retain youth – provide learning environment for entrepreneurs
- Youth development for leadership/entrepreneurial development
- Feasibility study for food processing
- Have fully initiated a youth entrepreneur program.
- An uptick in home-based businesses
- Build community support
- Engaging educational systems k-16
- Regional focus groups/feasibility study
- A regional & local plan for implementation of the policy
- Classes for entrepreneurs

2

- Do this locally first and then expand.
- Have secured funding to send literature to alumni from 80's & 90's to bring them back.
- More small businesses based on electronic access.
- Concrete steps to implement at local level
- Strategic Actioning
- Presentation package for dog-and-pony shows
- Preliminary results/strategies
- People wanting entrepreneurial education

3

Have secured funding to promote philanthropy with alumni 40's – 80's. Economic impact study initiated  
Building stronger bonds with other counties with more leaders pitching in.

If our region moves forward with this strategy, by the end of three years I hope we have achieved the following impact outcomes:

1

- Impact from above initiative
- Local school curriculum
- Increased businesses and growing existing ones
- Population growth beginning
- Increased tourism based on regional assets
- Develop complete plan for food processing
- Have established an endowment for our area with a minimum of \$5M investment
- Increase in population.
- Functional and Operational
- Increased entrepreneurship in SW Iowa
- Functioning, growing regional & local organizations to evaluate progress/update goals/plans
- More entrepreneur development

2

- Increase in housing stock
- Increase in services and variety
- Community buy-in accomplished
- Greater Retention of existing businesses

3

- Success stories/testimonials

Last Section - If you have reservations or are not sure about this strategy for our region, share what directions you believe the community should be headed with respect to community economic development:

1

- No reservations – just logistic challenge

2

3

DWM:SW Iowa-Exercise