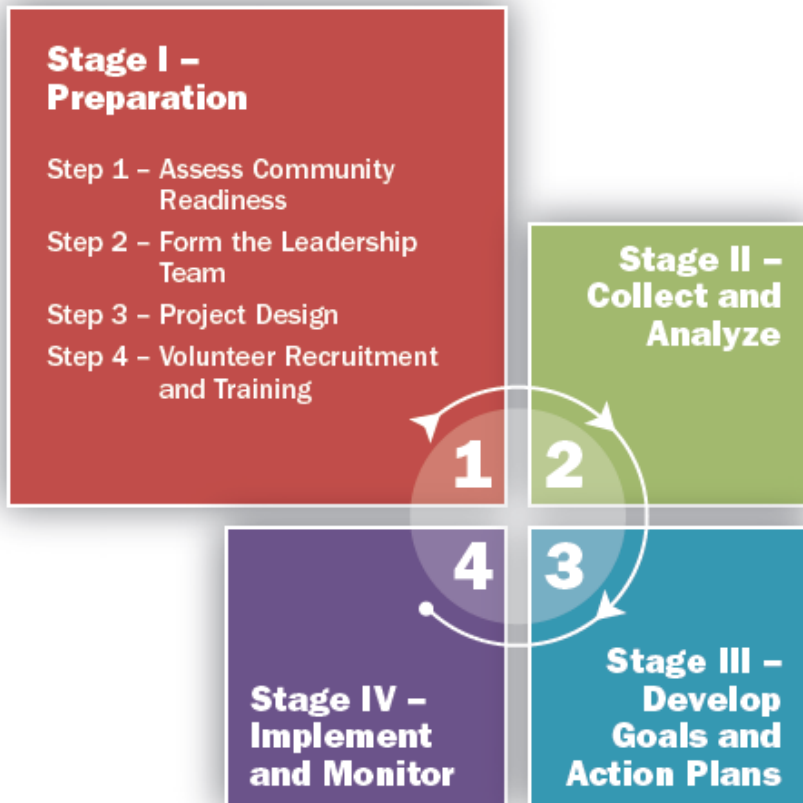


Huron County Business Retention & Expansion (BR&E) Project

South Huron Council
January 17, 2022

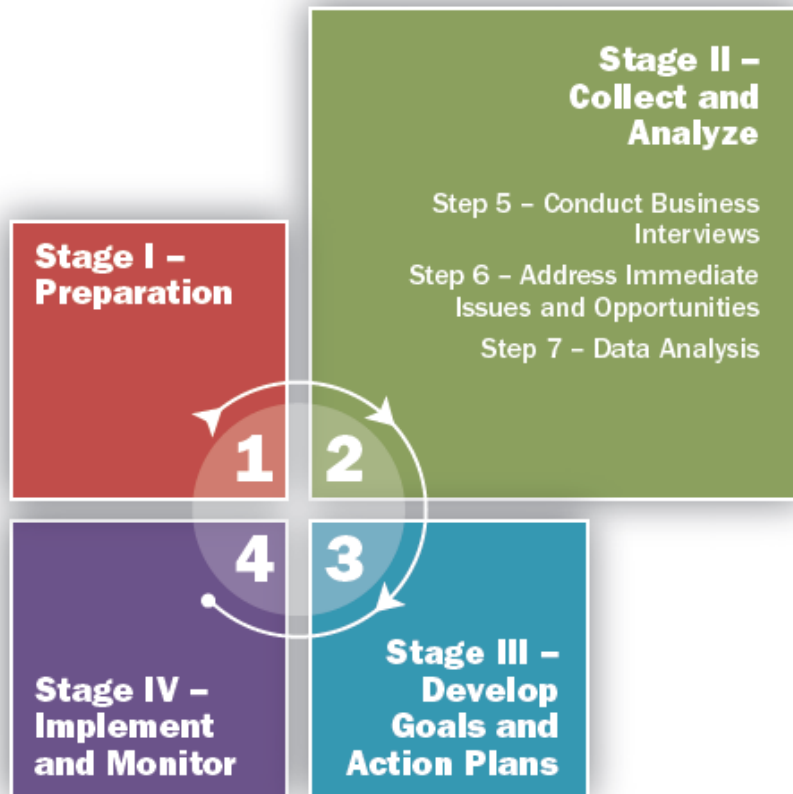


The BR&E Process: Stage I - Preparation



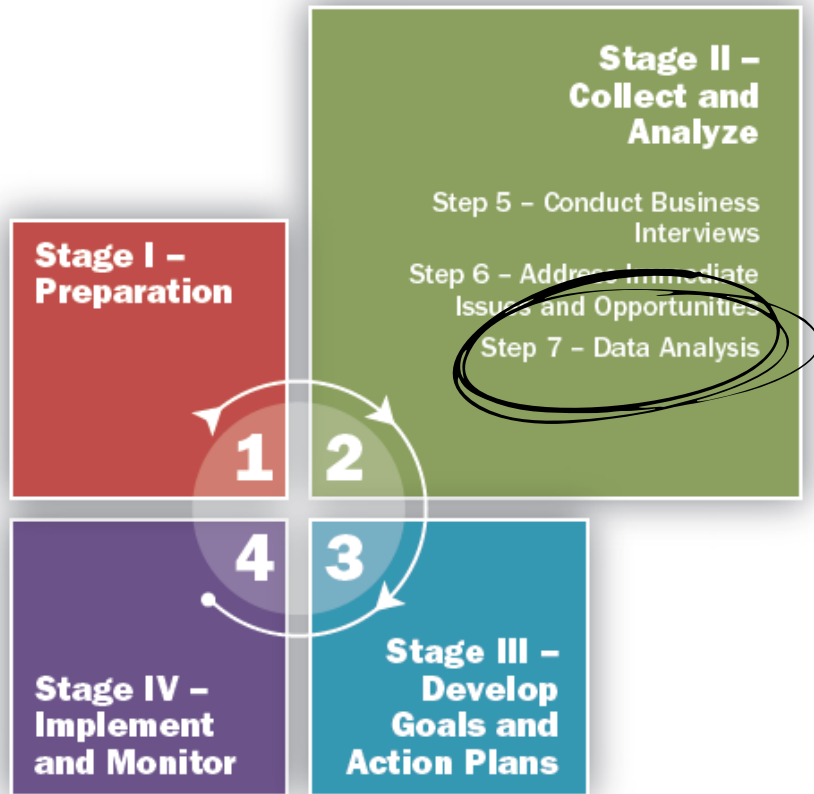
- Form a Project Taskforce
- Design the survey
- Recruit volunteers
- Train volunteers

Stage II - Summary of Survey Phase



- 3,360 surveys mailed out
- 723 Surveys completed
 - 21% response rate
- Over 200 businesses supported
- 30+ volunteers, staff, summer students involved

Stage II - Data Analysis



1. Analyze survey results
2. Identify themes
3. Create data summary report

Highlights of Data Summary Report

- Huron county is dominated by locally owned and operated businesses
- A majority of businesses have operated for >11 years
- A majority of the businesses surveyed have <20 employees
- A majority of businesses report serving local or regional markets
- The report shows Huron County has a very stable business community
- Respondents have a neutral or positive outlook for their industry

Sector by NAICS Code	Main Survey Count	%
Agriculture	276	38%
Retail	79	11%
Manufacturing	41	6%
Construction	41	6%
Accommodations & Food Services	34	5%
Health Care & Social Assistance	30	4%
Finance & Insurance	21	3%
Arts, Entertainment and Recreation	15	2%
Other Services	48	6%
Other	73	10%
Unknown	65	9%
Total	723	100%

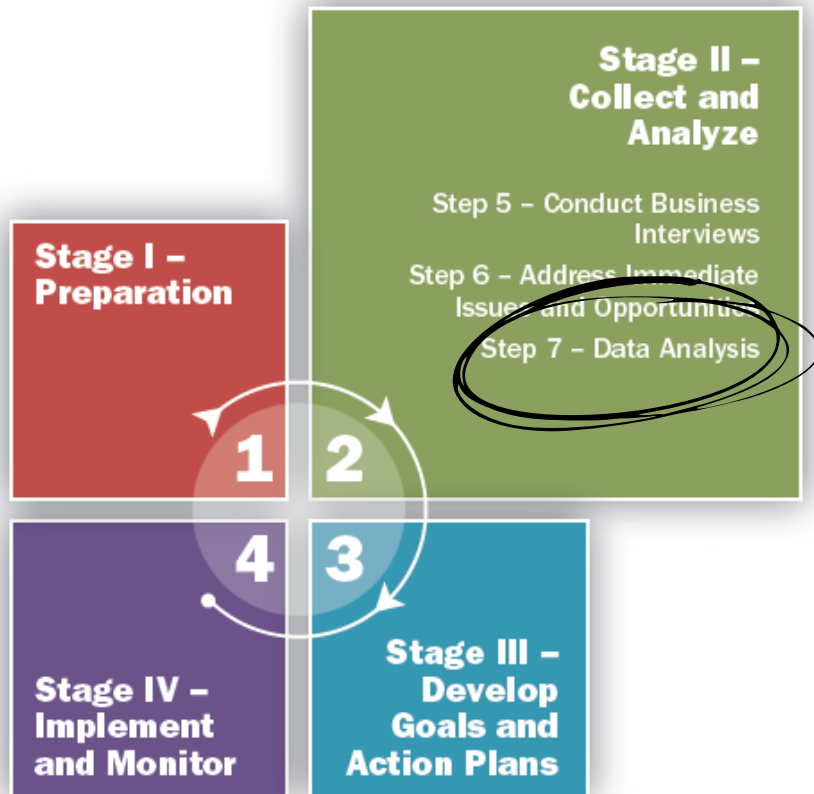
Highlights of Data Summary Report

- No change in attitude towards doing business in Huron County
- High level of satisfaction with community and local government services
- Advantages of doing business in Huron County are the sense of community, the supportive people, its desirable location, and supportive residents and businesses
- Areas of improvements include:
 - **Access to attainable housing**
 - **Addressing workforce shortages**
 - Increase population
 - Access to internet
 - Lowering taxes

Sector by NAICS Code	Main Survey Count	%
Agriculture	37	37%
Retail	11	11%
Manufacturing	9	9%
Accommodations & Food Services	7	7%
Construction	5	5%
Health Care & Social Assistance	3	3%
Finance & Insurance	2	2%
Other Services	6	6%
Other	12	12%
Unknown	7	7%
Total	99	100%

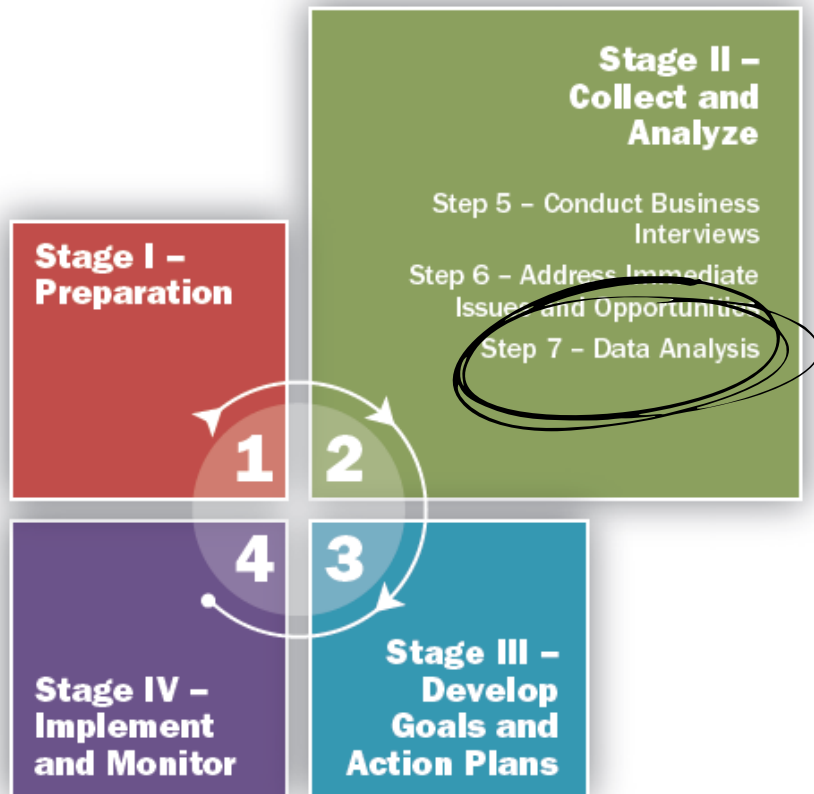
South Huron businesses

Data Analysis - Early Indicators



- Planning along business lifecycle (start up, growth, succession)
- Workforce Issues
- Infrastructure Improvements &
- Beneficial Business Supports

Data Analysis - Themes from support requests



- Funding program opportunities
- Business planning and growth support
- Succession planning
- Digital marketing & web content
- Difficulties hiring & retaining staff

Stage III - Develop Goals & Action Plans

Next Step - Data Retreat



8. Host Sector & Community Roundtables

9. Prepare Final Report & Action Plans

10. Communicate results

Roundtables - Purpose and Objectives



- Review data summary
- Identify key findings and priorities
- Develop goals that address key findings
- Develop performance measures and action plans

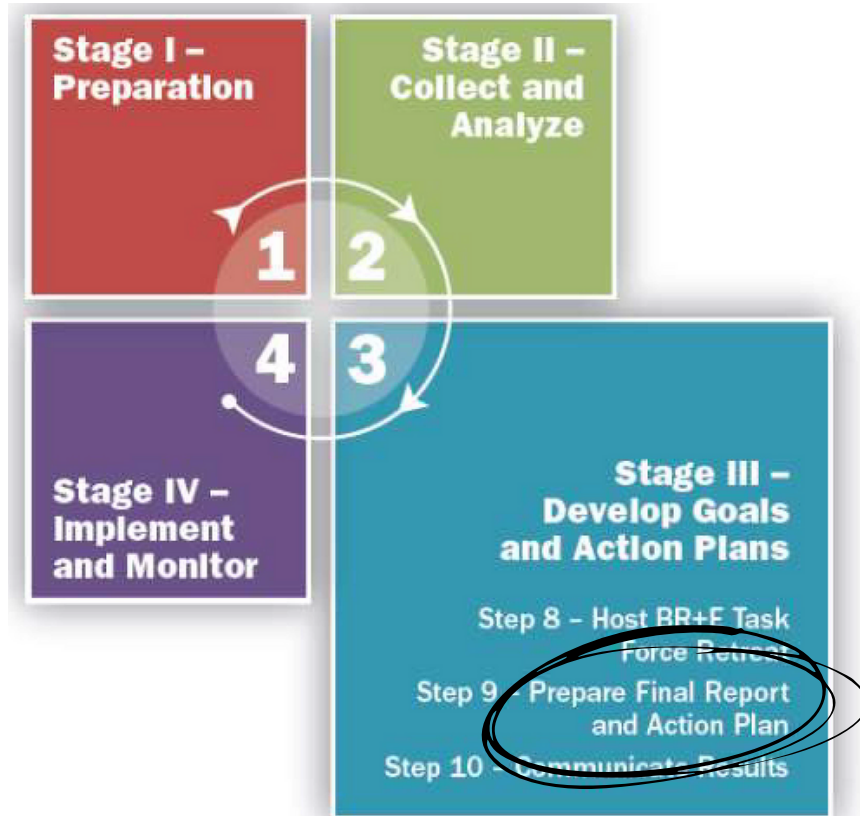
Engagement with Key Stakeholders



- Mini Data Retreat
 - *December 10*
- Economic Development Department
 - *December 16*
- Economic Development Board
 - *January meeting*
- Sector and Community Roundtables
 - *January - March 2022*
- Sustainable Huron Steering Committee
 - *February*

Stage III - Develop Goals & Action Plans

Strategic Plan & Staff Workplans



- Summarize goals and actions
- Create 3-5 year strategic workplan
- Align strategies with county vision and mission
- Create 1 year action plan
- Stage IV - Implement strategic workplan

THANK YOU
QUESTIONS?

