



UNIVERSITY OF MINNESOTA | EXTENSION

MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT + FOOD & AGRICULTURE + COMMUNITIES + FAMILIES + YOUTH

Business Retention and Expansion

BENCHMARKING FOR CLARITY AND CONTEXT

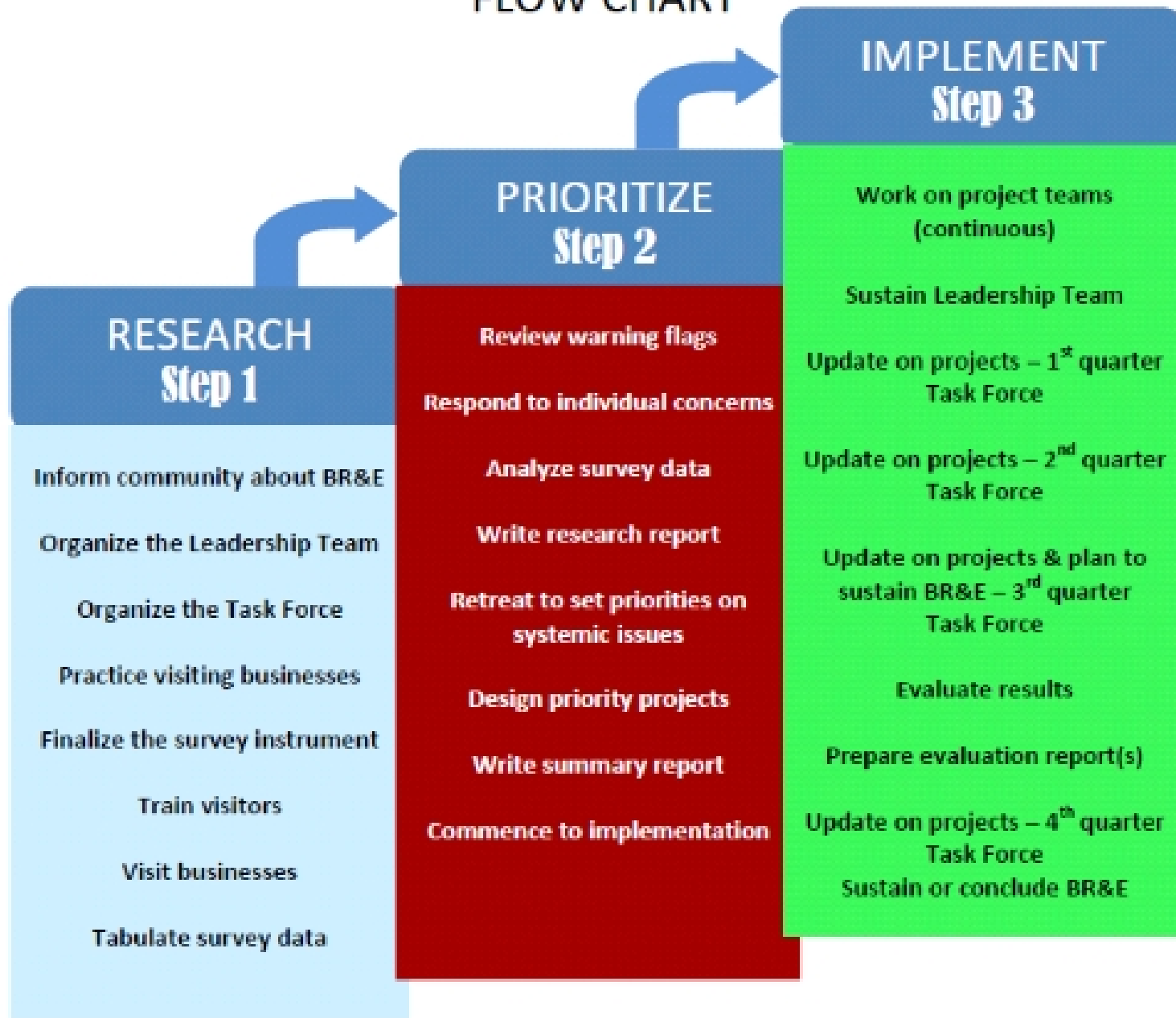
Presented by: Brigid Tuck and Michael Darger
May 2012

U OF MINNESOTA BR&E

- Launched in 1990
- More than 60 communities
- Community approach



FLOW CHART



BREVILLE

- Standard survey
- Sections
 - Background/history
 - Labor force
 - Customers
 - Changes (business plan, location, etc.)
 - Community factors
 - Overall opinion
 - Technical assistance



YEARS OF DATA...SO WHAT?

45
communities

$\frac{1}{4}$ metro
 $\frac{3}{4}$ rural

18 years
(1993-2011)

2,400
businesses



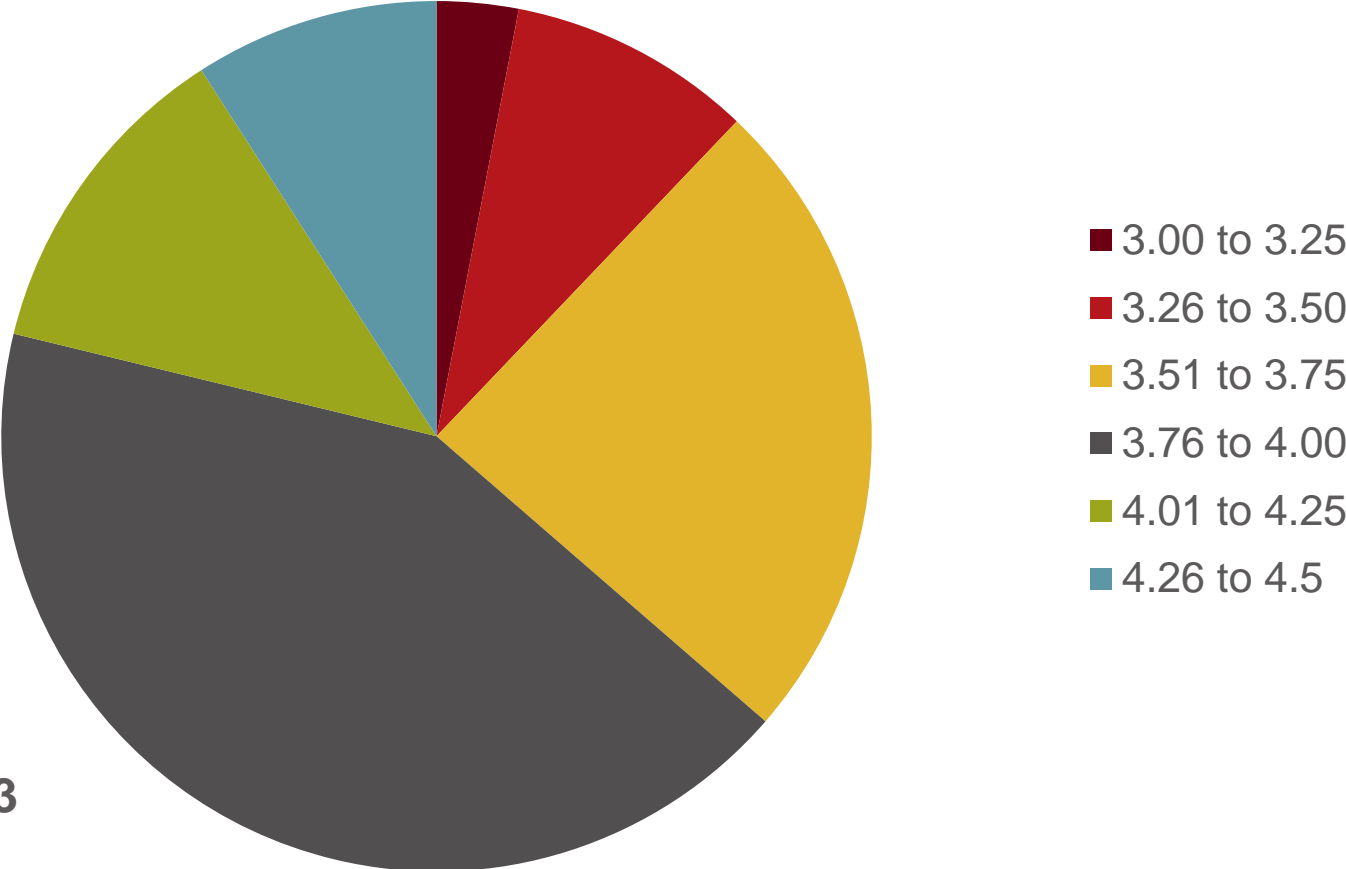
PLACE TO DO BUSINESS

“What is your overall opinion of your community (where your business is located) as a place to conduct business?”

1 = Poor, 3 = Average, 5 = Excellent



OPINION OF PLACE TO DO BUSINESS: MINNESOTA BR&E COMMUNITIES



**AVERAGE
SCORE = 3.83**



PLACE TO LIVE

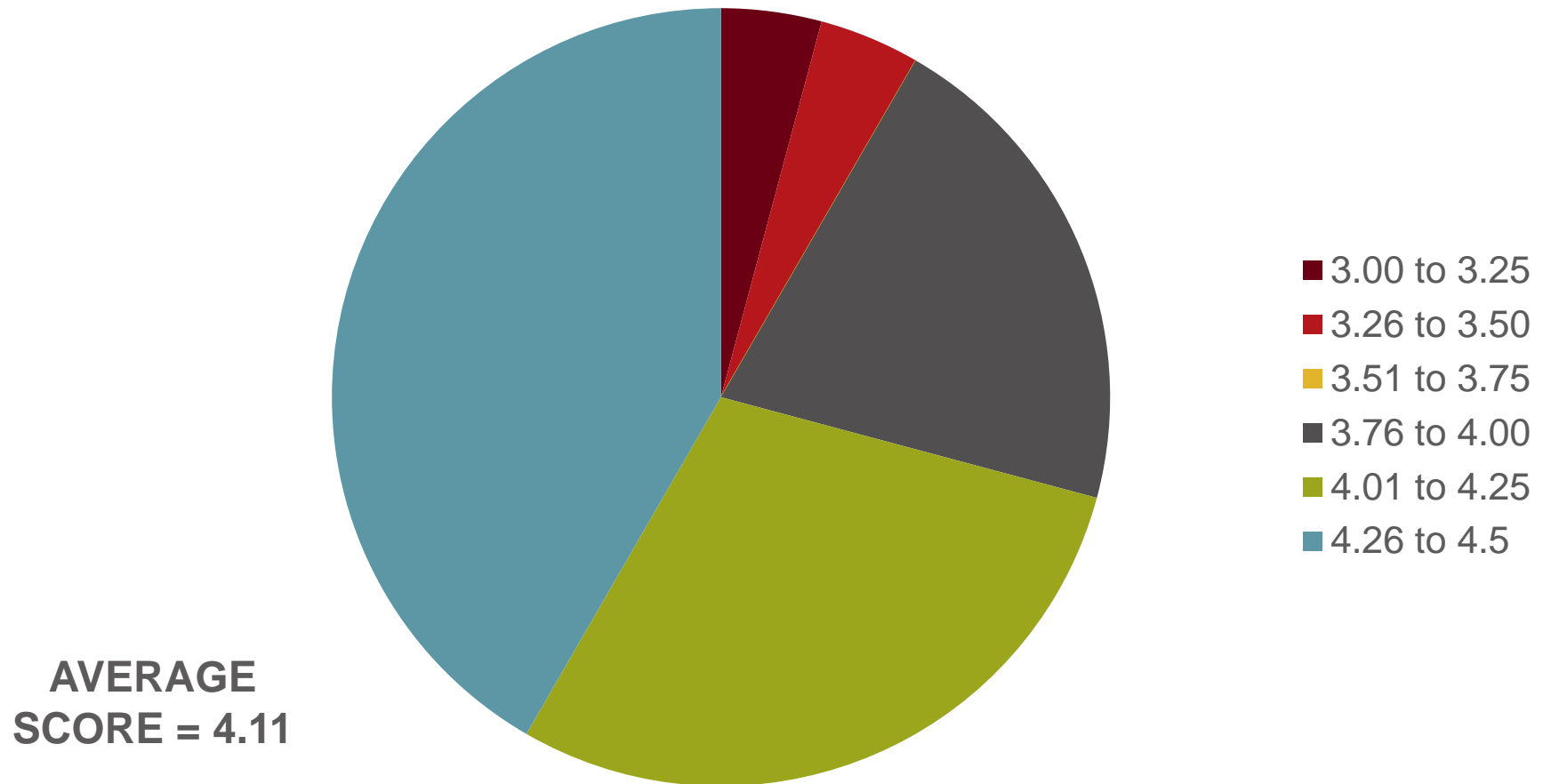
“What is your overall opinion of your community (where your business is located) as a place to live?”

1 = Poor, 3 = Average, 5 = Excellent



OPINION OF PLACE TO LIVE

MINNESOTA BR&E COMMUNITIES



SIMILAR TREND IN “FACTORS”

“Are the following business factors more favorable or less favorable or about the same as your direct competitors from other communities?”

“Please rate the desirability of this location as a place for your company to do business.”



BUSINESS FACTORS

High scores: worker stability, worker productivity, and cost of land/buildings

Low scores: railroad service, state taxes, and worker compensation



COMMUNITY FEATURES

High scores: fire protection, emergency medical services, and religious choices



Low scores: housing costs, zoning, and cultural events



INTERSTATE ACCESS



MODERNIZE/EXPAND

“Do you have any plans to modernize or expand your present buildings or equipment?”



MODERNIZE/EXPAND

Clear break in 2007

Prior to 2007, exceed average

Since 2007, below average



FUTURE USE?

- Communities can use for context
- University use to inform project suggestions
- Inform broader discussion of business community



FUTURE RESEARCH

- Correlations
- Data beyond U of Minnesota?





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