

Business Retention and Expansion

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Business Retention and Expansion

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation		50%		
608	Community Resource Planning and Development		50%		
Total			100%		

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	5.2	0.0	0.0
Actual	0.0	3.5	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	162253	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	98200	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	306841	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension staff conducted a variety of workshops and meetings related to business retention and expansion. Topics delivered included five cohorts of a 300 hour intensive business development program developed by WVSU Extension entitled Opening Soon, Inc. This program provided step-by-step guidance on the development of a small business enterprise. It provided extensive assistance with the business plan development; marketing plan development; financial resource development and market / customer development. This program was delivered in three counties over the year, and attended by over 35 participants. Of these participants, over 25 new businesses were launched in West Virginia.

The Extension program also sponsored a two-day training conference that focused on the development of a regional branding initiative for a service region targeted by our programming. This training program was designed to teach area tourism businesses the importance of collaborative packaging for building their tourism base.

Other small session (3 hours or less) trainings were delivered on management strategies, marketing, new market development and integration of technology.

Partnering with various agencies, including the USDA Rural Business Services, the West Virginia Dept. of Agriculture, the West Virginia State Fair, and a non-profit commercial kitchen, WVSU extension conducted its second annual Recipe Challenge event to launch new speciality foods small businesses. The winner of the event was provided a \$10,000 prize package that included intensive mentoring by WVSU extension small business program coordinator, funds from an extension grant for product development, and marketing / labeling assistance from the university. This business is now successfully launched and has five retail distributors to-date. Also worked with the Department of Agriculture and the WV Speciality Foods Association on the expansion of existing Specialty Foods producers and sponsored 9 small businesses to attend the International Fancy Foods Show for training and access to markets. The economic impact from these 9 businesses participating in this event was over \$1.5 million.

2. Brief description of the target audience

Target audience for business retention and expansion efforts are the entrepreneurs who own small and micro-businesses in the targeted counties. A particular recruitment effort was made for low-to-moderate income clients. This was done through a strengthening partnership with the West Virginia Department of Health and Human Services and Workforce, West Virginia. Both state agencies provided additional funding for the delivery of the Opening Soon program and referred clients into the cohorts.

Other targeted businesses included the existing businesses that provide tourism related services in the service area. These businesses were invited to participate in the corridor L. conference where the collaboration / packaging training was sponsored by the university programs.

The other specific focus was on new and existing value-added food producers. Working with the WV Department of Agriculture to identify producers and viable clients.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	300	2000	0	0
2007	325	3300	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Extension professionals will facilitate a schedule of classes annually for entrepreneurs. These classes will focus on management strategies, market identification, and technology utilization.

Year	Target	Actual
2007	50	325

Output #2

Output Measure

A minimum of 5 businesses per year will receive assistance through a business loan facilitated through extension personnel.

Year	Target	Actual
2007	5	8

Output #3

Output Measure

A minimum of 5 businesses per year will expand services due to involvement in extension programming.

Year	Target	Actual
2007	5	25

Output #4

Output Measure

WVSU Extension will offer virtual and location-based incubation for small and micro-businesses.

Year	Target	Actual
2007	3	3

V(G). State Defined Outcomes

O No.	Outcome Name
1	The targeted communities will grow the number of locally owned and operated businesses.
2	The communities targeted will see a growth in the number of employees employed by local owned businesses as a result of attending WVSU Extension facilitated learning experiences.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Still impacting the effectiveness of this program is the lack of capital for the target audience. Because they are low-income or unemployed, their ability to access start-up capital has made full implementation of their businesses more difficult. WVSU is still seeking the means to develop or partner on the development of a capital pool fund to help alleviate this problem.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Retrospective (post program)
- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Case Study
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.
- Comparison between locales where the program operates and sites without program intervention

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Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}