

Dear WEDA Member,

What more can we do to foster an entrepreneurial climate in Wisconsin?

Thanks much to those members of WEDA who participated in recent focus groups to help address this critical issue. As promised, we reported those results at the recent Wisconsin Economic Summit II in Milwaukee.

We know, however, that we need to hear from many more of you to get a better picture of how those of us who share common goals can address company needs and better integrate our services.

Although the fundamental need to encourage “high economic impact” businesses appears to be well-established, it is less clear how to address the specific needs of the various stakeholders as part of any initiative.

WEDA and the UW-Extension Small Business Development Center are working together to address and integrate the needs and goals of economic development professionals into our overall effort to create and expand entrepreneurial growth companies (EGCs) across Wisconsin. The Small Business Development Center is developing a strategy to tailor new business development and management services to the needs of emerging and established entrepreneurial growth companies. This will require a collaborative effort involving communities as well as companies.

We estimate that the following survey will take approximately 15 – 20 minutes of your time. Please return it by **January 4, 2002. Return survey to Roger Nacker by e-mail (rnacker@msn.com) or fax (608-283-2589).**

Please remember, your input is critical to this effort! Not only will results be shared with you and other service providers across the state, but, more importantly, they will be used to target finance opportunities and shape future strategies for economic development and business outreach initiatives.

Sincerely,

Erica Kauten
State Director
Small Business Development Center

Roger M. Nacker
President
Economic Development Institute

P.S. Please direct any questions about this project to Roger Nacker at 608-661-4626

Entrepreneurial Growth Company Support Survey: The Economic Developer's Perspective

A. About Your Geographic Area

1. Our area has sufficient resources to help businesses get started (check one, use x):

Strongly Agree	Agree	Neutral	Strongly Disagree	Don't Know

2. Our area has sufficient resources to help existing businesses grow (check one, use x):

Strongly Agree	Agree	Neutral	Strongly Disagree	Don't Know

Focus groups conducted with WEDA members revealed the following areas as important. The following section of the survey begins by asking for your opinion on the broad areas identified, followed by specifics. *Please feel free to add any information you feel has been omitted.*

We are very interested in finding out which services you think are most important, how available they are and at what level they should be delivered.

B. GROWTH COMPANY NEEDS: BROAD AREAS

Growth Company Needs	Importance to Company (5=highest, 1=lowest, ?=don't know) (check one)						Level of Availability/ Accessibility (5=readily, 1=not at all, ?=don't know) (check one)						Service Should be Primarily at the [L]ocal, [R]egional, or [S]tate Level (check one)		
	5	4	3	2	1	?	5	4	3	2	1	?	L	R	S
1. Financing															
2. Education & Training															
3. Other Services:															

List other services: _____

C. FINANCING SPECIFICS

Growth Company Needs	Importance to Company (5=highest, 1=lowest, ?=don't know) (check one)						Level of Availability/ Accessibility (5=readily, 1=not at all, ?=don't know) (check one)						Service Should be Primarily at the [L]ocal, [R]egional, or [S]tate Level (check one)		
	5	4	3	2	1	?	5	4	3	2	1	?	L	R	S
1. Seed Capital (Early Stage)															
2. R & D funding															
3. Venture Capital															
4. Bank Loans															
5. Revolving Loans															
6. Other Loans															
7. Angel Networks															

Comments: _____

D. EDUCATION AND TRAINING SPECIFICS

Growth Company Needs	Importance to Company (5=highest, 1=lowest, ?=don't know) (check one)						Level of Availability/ Accessibility (5=readily, 1=not at all, ?=don't know) (check one)						Service Should be Primarily at the [L]ocal, [R]egional, or [S]tate Level (check one)		
	5	4	3	2	1	?	5	4	3	2	1	?	L	R	S
1. Business planning															
2. Workforce training															
3. Basics of finance															
4. Training private sector providers to work with growth companies															
5. Training ED professionals to work with growth companies															
6. Training ED professionals in equity financing															

Comments:

E. OTHER SPECIFIC SERVICES

Growth Company Needs	Importance to Company (5=highest, 1=lowest, ?=don't know) (check one)						Level of Availability/ Accessibility (5=readily, 1=not at all, ?=don't know) (check one)						Service Should be Primarily at the [L]ocal, [R]egional, or [S]tate Level (check one)		
	5	4	3	2	1	?	5	4	3	2	1	?	L	R	S
1. Business plan development															
2. One to one management counseling															
3. Finance application assistance															
4. Education of bankers on growth company needs															
5. Education of politicians on growth company needs															
6. Incubator availability															
7. Technical advisors															
8. Improved communication of referral network															
9. Entrepreneurial network for companies															
10. Web-based information															
11. User friendly technology transfer															

Comments:

F. Needs and Practices of Economic Development Professionals:

1. When I work with **start-up companies**, the most important assistance I offer is: _____

2. The most valuable service to have available for **start-ups** is/would be: _____

3. When I work with **existing** companies, the most important assistance I offer is: _____

4. The most valuable service to have available for **existing** companies is/would be: _____

5. The greatest **challenge** to entrepreneurial development in our region/area is: _____

Comments: _____

6. The most important service providers for growth companies in our area are currently
Please rank the top three (1= most important):

Local ED initiatives

Small Business Development Center

Technical college initiatives

Regional ED initiatives

WI Dept. of Commerce

Private college initiatives

CAP agencies

Private sector providers

Chambers of Commerce

UW-Extension Agents

Other: _____

7. Please indicate your level of familiarity with the **Small Business Innovation Research (SBIR) Program**
(check one):

Very Familiar

(e.g., Have helped develop grant applications)

Somewhat Familiar

(e.g., understand the goals of the program; know appropriate referrals)

Have Heard of It

Never Heard of It

G. About you and your organization....

1. Type of organization you represent (check one):

- | | |
|--|---|
| <input type="checkbox"/> Local Development Corporation | <input type="checkbox"/> State Government |
| <input type="checkbox"/> Chamber of Commerce | <input type="checkbox"/> Post-secondary Education |
| <input type="checkbox"/> Private Business | <input type="checkbox"/> Utility/RR |
| <input type="checkbox"/> Local Government | <input type="checkbox"/> Other: _____ |

2. Region of Wisconsin that you serve (check one):

- | | | | |
|------------------------------------|------------------------------------|--|---|
| <input type="checkbox"/> Northeast | <input type="checkbox"/> Southeast | <input type="checkbox"/> North Central | <input type="checkbox"/> Central |
| <input type="checkbox"/> Northwest | <input type="checkbox"/> Southwest | <input type="checkbox"/> South Central | <input type="checkbox"/> Multi-regional |
| <input type="checkbox"/> Statewide | | | |

3. Please rank the top 3 economic development missions of your organization (1=top priority):

- | | |
|---|--|
| <input type="checkbox"/> Business Attraction | |
| <input type="checkbox"/> Business Expansion | <input type="checkbox"/> Business Financing |
| <input type="checkbox"/> Business Retention | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Entrepreneurial Growth & Development | <input type="checkbox"/> Community Development |
| <input type="checkbox"/> Labor Training | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Diversification of the Economic Base | <input type="checkbox"/> Quality of Life |
| | <input type="checkbox"/> Other: _____ |

4. Size of economic development organization: _____ Total number of staff (approx.; full time equivalent)

5. Your years of experience in economic development: _____

6. Number of years in present position: _____

7. Your title: _____

Thank you!!

Please return via email or fax to:

Roger Nacker
Email: rnacker@msn.com
Fax: 608/283-2589