

VOLUSIA SMALL BUSINESS INITIATIVE



Business & Partner Survey



The Survey's "Why"

2

- To confirm resource alignment
- To inform discussion and plans
- To answer questions such as:
 - Differences in Perceptions
 - Common Ground
 - Areas of Need



The Improvement Journey

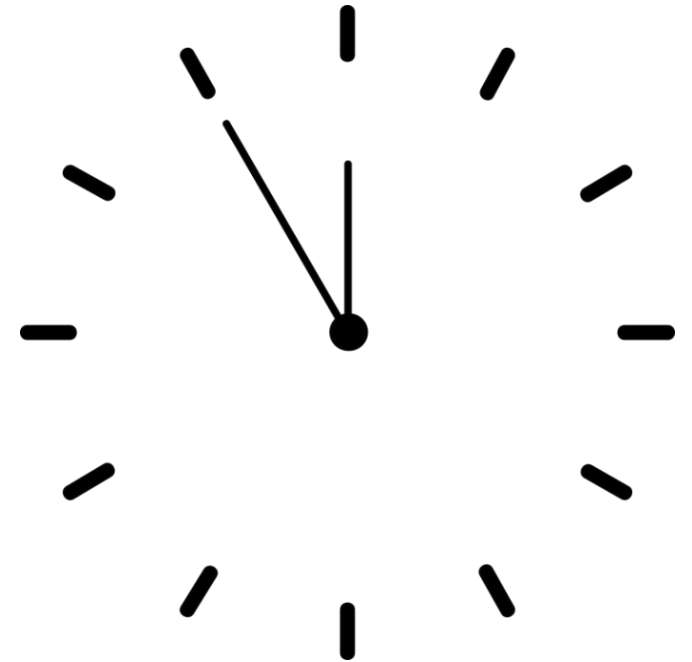
3

- Provide opportunity for businesses and business services to speak.
- Capture and organize community-wide feedback.
- Share business input, highlight needs and current sentiment.
- Prioritize concerns and map next steps.
- Develop programs and/or initiate further investigation to improve business support.
- Inform and engage community and implement improvement plans.

In 5 Months...

4

- Project Kick-Off June 2
- Conducted 70+ interviews
- Configured & distributed email survey
- Synthesized results & provided summary
- Completed survey results workshop

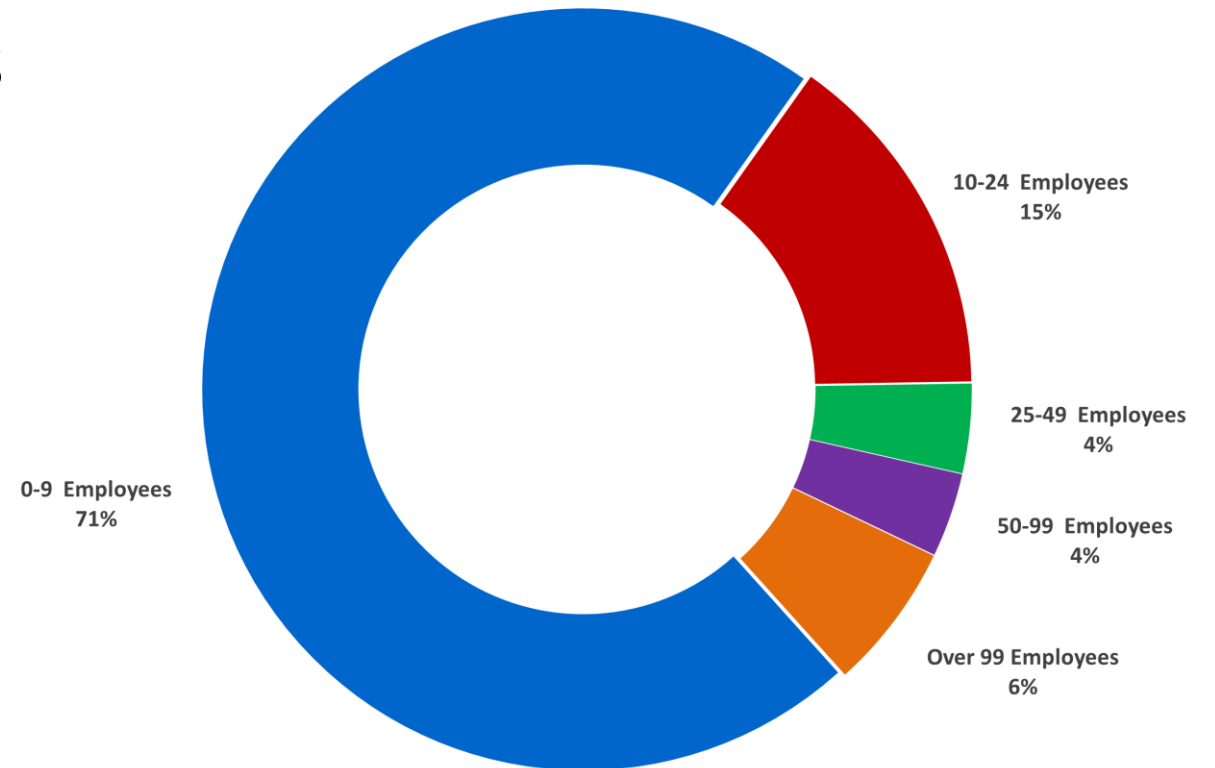


Survey Size

5

- 486 Total Participants
- 449 Businesses
- 37 Partners

Employment Level at Surveyed Businesses

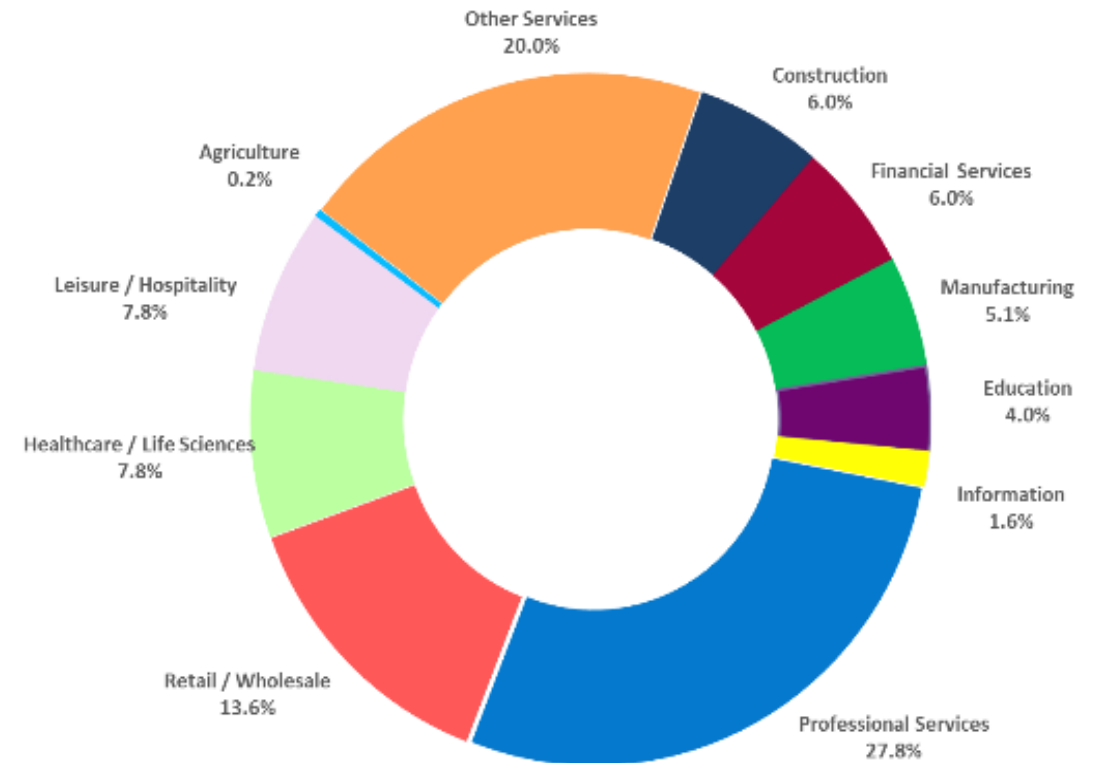


Survey Methodology

6

- In-Person Interviews
- Email Survey
- Partner Networks
- All Municipal Jurisdictions for County-wide Participation

Industry Representation In Business Survey



The Survey Says...

7

- Business assistance resources are being utilized by resident businesses
- However, input also revealed that the needs of some remain unmet due to:
 - Limited Awareness
 - A Lack of Confidence
 - A Gap in Resources



Alignment – 3 C's

8

Businesses and Partners voiced:

“Improve Connections with Each Other”

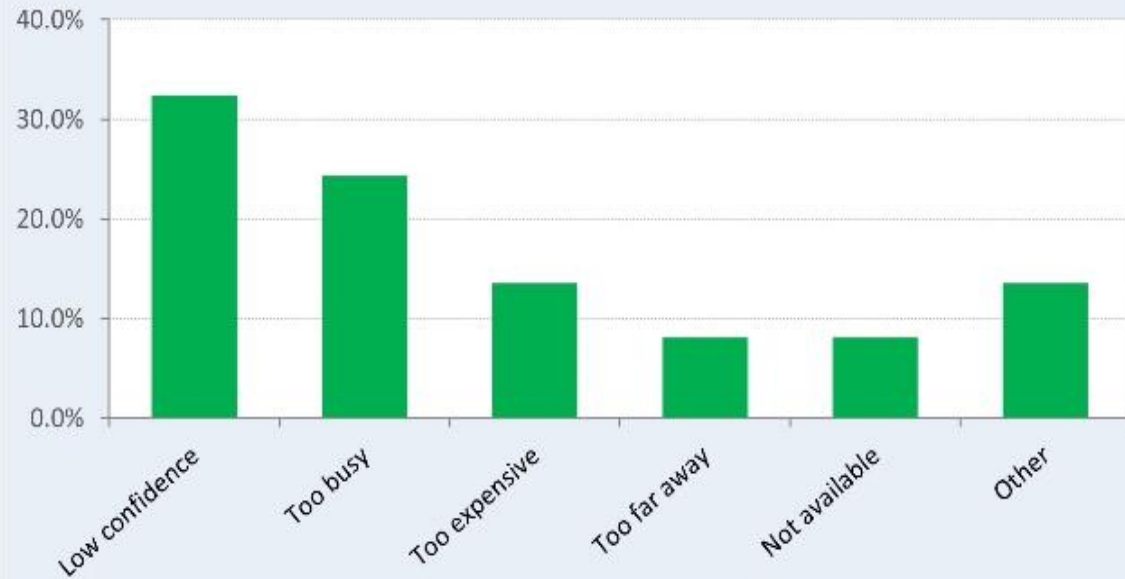
in their top 3 recommendations for ways to improve small business support in Volusia County.



Alignment – Resource Utilization

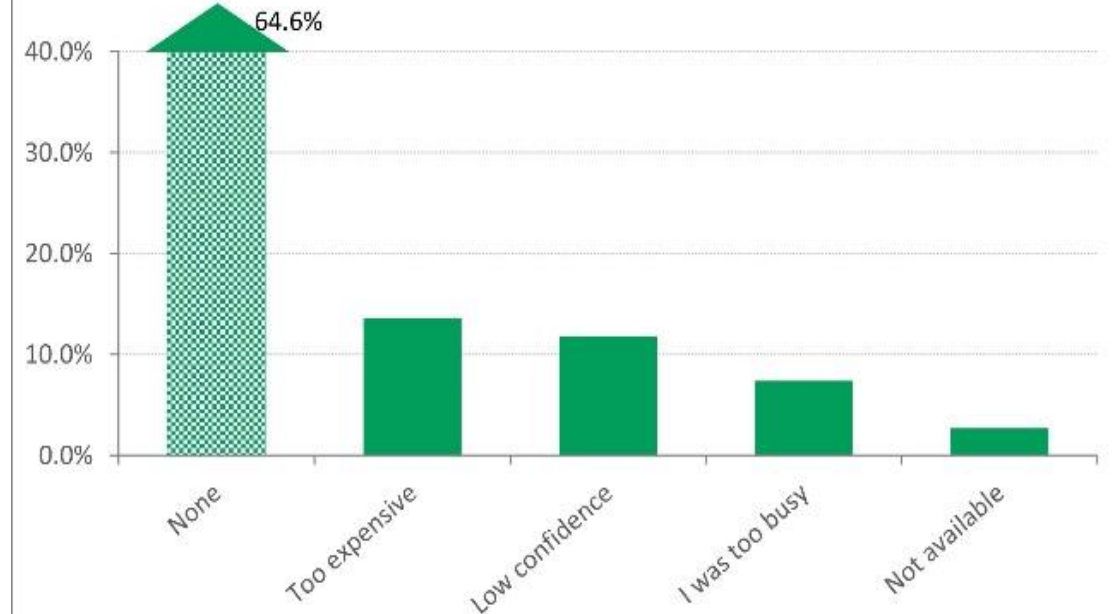
Partners

What has been the most common reason for a small business not use local resources to meet a critical need?



Businesses

Reason why you chose not to use resources.



Alignment – Future Needs

10

Businesses cited their future needs as:

“Labor Force, Financial and Strategic”

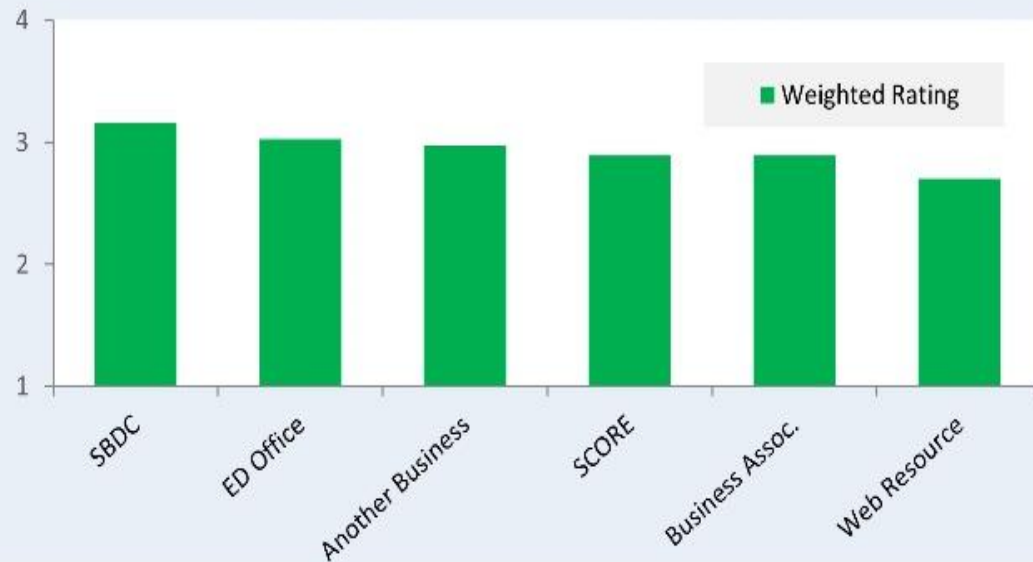
and these are a match for the business resources that partners plan to offer in the future.



Insight – Finding Help

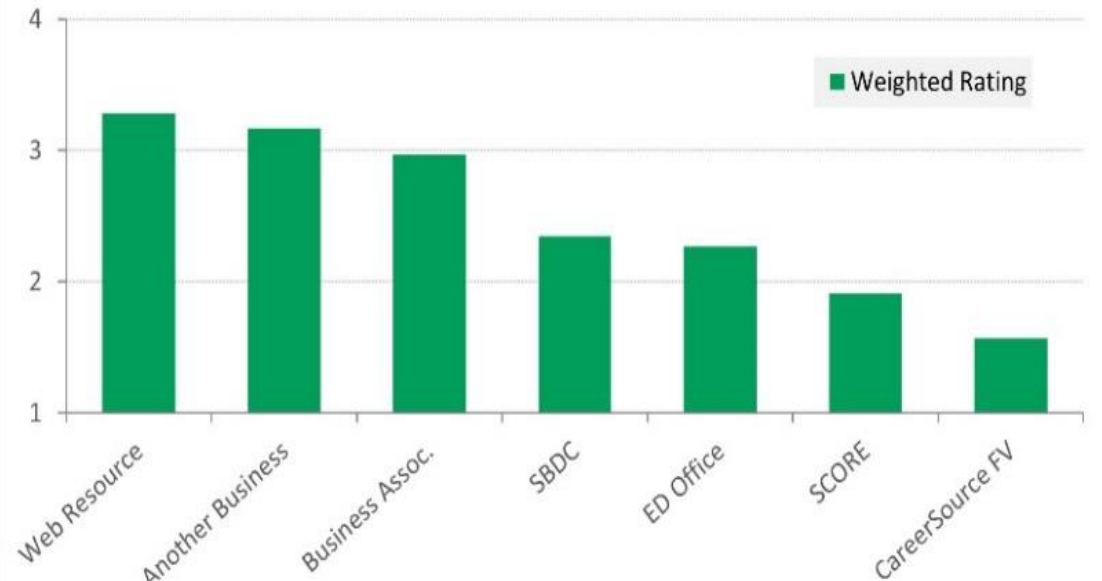
Partners

How likely are you to recommend the following to help a business with a new strategy or problem?



Businesses

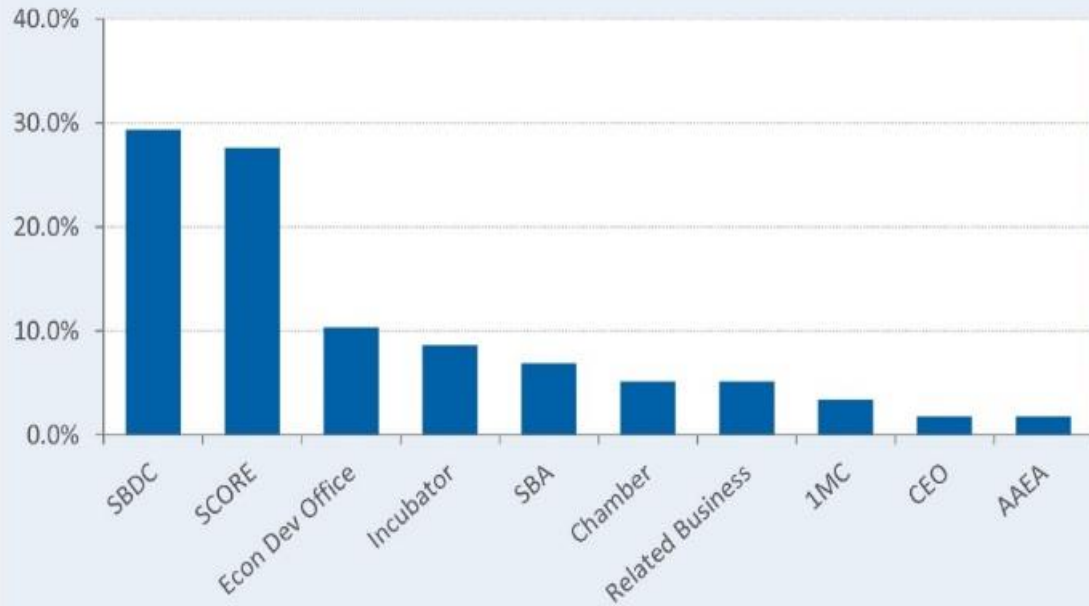
How likely would you be to go to the following for help with a new strategy or business problem?



Insight – Startup Help

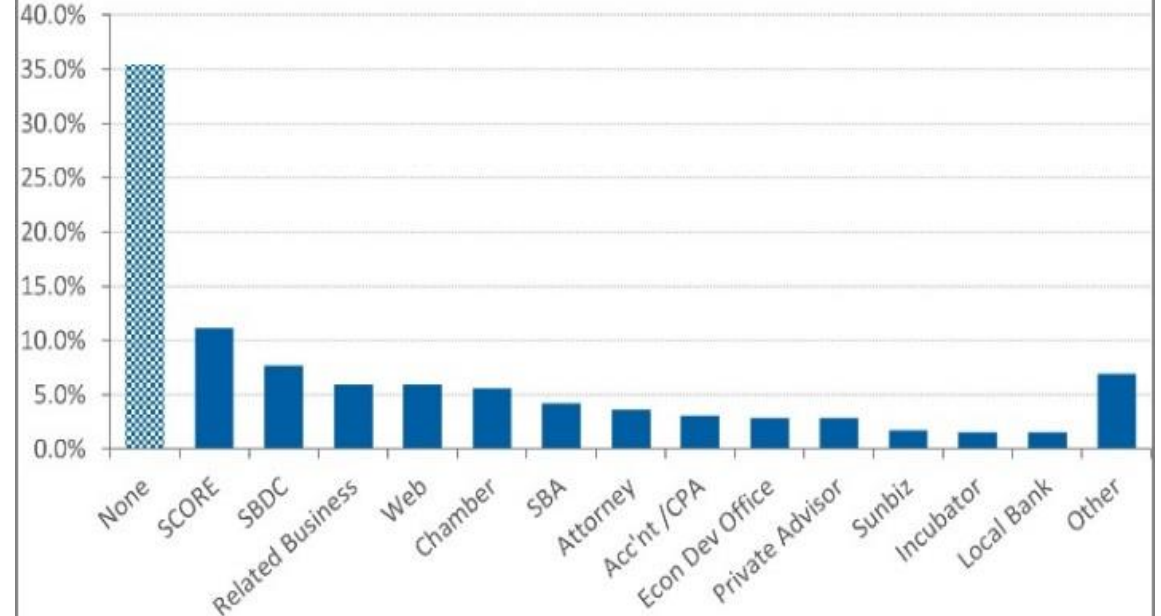
Partners

Source for Business Startup Help



Businesses

Where would you go for *Business Startup* help



Insight – Training Assistance

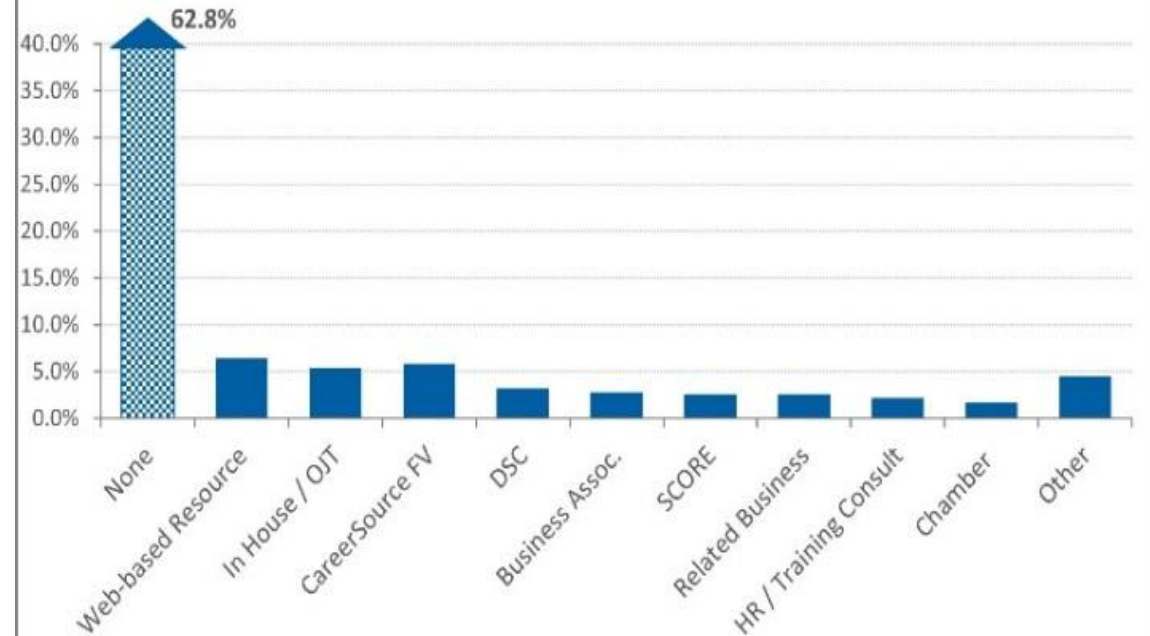
Partners

Source for Training Assistance



Businesses

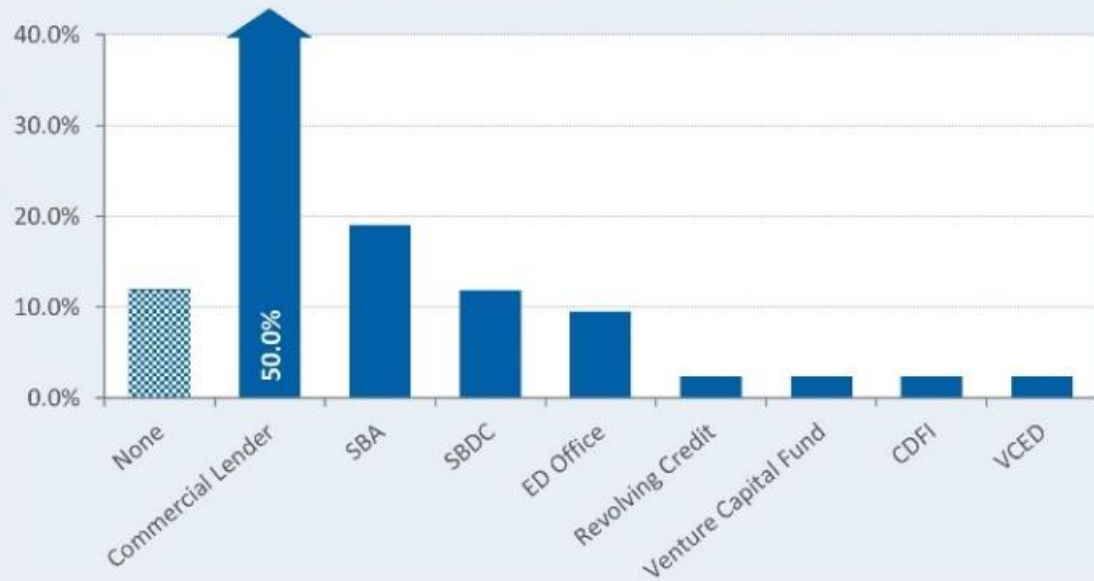
Where would you go for *Training Assistance*



Insight – Financial Assistance

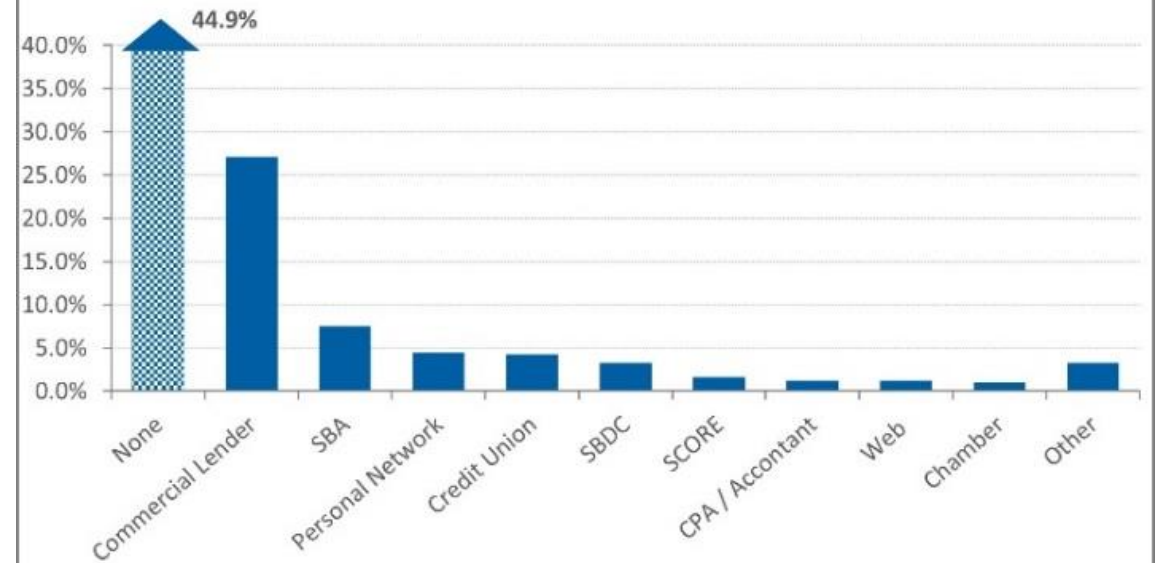
Partners

Source for Financial Assistance



Businesses

Where would you go for *Financial Assistance*



Awareness and Access - Partners

15

35% Located a helpful resource every time they were asked – Pre-COVID

65% Received one or more requests for assistance that were unmet.

68% Believe resources are ***“comprehensive but difficult to find”***

24% Believe business assistance ***“resources are lacking”***

Key Insight



Awareness and Access - Businesses

16

Key Insight

- 68% businesses said they were able to find the resources they needed.
- 10% found the resources because the provider was a “*familiar institution.*”
- 18% were unable to find an outside resource to assist them.



Next Steps

17

- Provide opportunity for businesses and business services to speak.
- Capture and organize community-wide feedback.
- Share business input, highlighting needs and current sentiment.
- Prioritize concerns and map next steps.
- **Develop programs and/or initiate further investigation to improve business support.**
- **Inform and engage community and implement improvement plans.**

VOLUSIA SMALL BUSINESS INITIATIVE

THANK YOU

