



OUTREACH SURVEY

Capacity Building - Economic Development

Dear Community Member:

To develop Giddings business' community and improve residents' economic well-being, we are launching two initiatives to better connect with and support members of underserved populations, including women-owned and minority business owners and residents. These initiatives are:

1. Identify candidates to serve as volunteer advisors/planners.
 2. Develop and offer an economic development symposium that specifically addresses issues identified by members of underserved communities as being important to their social & economic well-being
-

The attached survey includes two (2) sections focusing on these initiatives.

Part I

Identify topics of interest for inclusion in an economic development symposium

Part II

Identify prospective advisors to provide feedback, guidance, planning and support in areas identified as being important to the region's economic well-being

T Britton

edcdirector@giddings.net
DISTRIBUTION: HONOR MLK
DATE: JANUARY 15, 2018

Part I – Economic Development Symposium Areas of Interest

Our advisors will take the lead in planning and hosting an **economic development symposium** based on the feedback provided here.

Please check the top five (5) areas of interest to you as a participant:

1. Services & Service Providers

Examples

- *Historically Underutilized Business (HUB) Procurement Certification*
- *Small Business Development Center (SBDC)*
- *Giddings Economic Development Corporation*
- *Blinn College & Vocational Schools; Universities, General*
- *Historically Black Colleges & Universities (HBCU)*
- *Minority Chambers of Commerce; Texas Workforce Commission*

2. About Giddings & Lee County

Examples

- *Demographics; Infrastructure; Workforce; Housing*
- *Healthcare & Social Services*
- *Competitive Position within the Region, State*

3. State of the Economy

Examples

- *Local, Regional & Statewide*
- *National & International*
- *The “Green” Economy*
- *Minority Consumers & Spending Power*

4. State of Industry

Examples

- *Small Business – Main Street*
- *Giddings’ Area Industries*
- *Texas’ Key Industries*

5. Issues in Technology

Examples

- *Cyber-security*
- *Social Media*
- *Automation & Robotics in the Workplace*

6. Government Affairs: Breaking it down...

Examples

- *Local: City & County*
- *State*
- *National*
- *International Affairs – Foreign Direct Investment; Import/Export*

7. Getting Involved

Examples

- *Voting Rights & Responsibilities*
- *Campaign Volunteer*
- *Legislative Advocacy*
- *Running for Office*
- *Non-Profit Participation*

8. Healthcare & Social Services

Examples

- *Private Insurance*
- *Affordable Care Act – Obamacare*
- *Medicare/Medicaid & Social Services*

9. Special Issues

Examples

- *Military Veterans*
- *Formerly Incarcerated/ Adjudicated*
- *Senior Citizens*
- *ESL/ Immigration*

10. Financing a Business

Examples

- *Sources of Funding*
- *Financial Readiness*
- *Financial Management*

- 11. Business Start-Up**
 - *Transition Planning*
 - Examples**
 - *Entrepreneurship*
 - *Franchise*
 - *Business Plan - Review & Development*
 - *Marketing Plan - Review & Development*

- 12. Business Retention & Expansion**
 - Examples**
 - *Employee Recruitment & Management*
 - *Inventory Management*
 - *Financial Management (Business Ratios)*
 - *Marketing*
 - *Crisis Management & Response*

- 13. Employee Resources**
 - Examples**
 - *Job Fair & Resume Preparation*
 - *Transferable Skills Identification*
 - *Career Exploration*
 - *Professional Dress*

Preferred time and length for symposium (Check one in each column)

<input type="checkbox"/> Full day	<input type="checkbox"/> Weekday	<input type="checkbox"/> Morning	<input type="checkbox"/> Spring
<input type="checkbox"/> ½ day	<input type="checkbox"/> Weekend	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Summer
<input type="checkbox"/> Once a week breakfast (1 hour)	<input type="checkbox"/>	<input type="checkbox"/> Evening	<input type="checkbox"/> Fall
<input type="checkbox"/> Once a week bag lunch (1 hour)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Winter
<input type="checkbox"/> Two half-days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

Thank you!

PART II

Volunteer Form

Thank you for your desire to serve with our organization and support our efforts in expanding our outreach. Please complete the form to communicate your committee of interest.

- YES! I wish to participate in a volunteer advisory role or planning committee.
- No! I do not wish to participate in a volunteer advisory role or planning committee, but wish to provide feedback *Name and contact information optional*

check one or more areas of interest

- Special Events**
- Government Affairs**
- Technology**
- Education**
- Housing, Infrastructure, Downtown Development**
- Entrepreneurship and Business Development**

First Name

Last Name *

Email Address *

Preferred Phone *

Company

Title/Position

Best time and method of contacting (phone, text, email) _____

Comments _____

A GEDC representative will be in contact with you within the coming weeks.

Are you interested in furthering the community's economic well-being through involvement with the GEDC? Looking for a leadership position that aligns your professional and personal goals? The GEDC is seeking volunteers to serve as advisors & planners in the following strategic areas and welcome you to consider:

□ **Special Events**

The special events advisors and planners assist the GEDC in the promotion, development, and sponsorship identification of signature events to include coordinating and participating in familiarization tours with prospects, organizing economic development summits, hosting business development training, and hosting career exploration and job fairs.

*Advisors/ planners will be provided an opportunity to plan and assist in hosting an Economic Development Symposium for underserved members of the community.

□ **Government Affairs**

The Government Affairs advisors identify, interpret and provide guidance on the impact of legislation on the local economy and Giddings' resident. The advisors promote pro-business legislation, oppose legislation that threatens vital aspects of the Giddings' economy, and advocate on behalf of the city and its residents for legislation that promotes a healthy business climate and positive quality-of-life. These individuals may be called upon to provide remarks, testimony, guidance and feedback on important legislative issues.

Advisors are encouraged to join the Chamber of Commerce' sponsored "Lee County Day at the State Capital," a field trip that is scheduled to take place every other year when the state legislature is in session.

□ **Technology**

Our strategic goals are to enhance business efficiency and profitability through use of technology; accelerate entrepreneurship; encourage engagement with the region's technology industry; and facilitate an understanding of how the use of technology throughout the Giddings' business community and beyond impacts and supports the region's economic well-being.

*Advisors will be offered the opportunity for training and tours of area facilities, invitations to networking events and IT-related events within the region, such as SXSW open house; and will be asked to assist in educating community members on IT-related issues impacting Giddings' area residents.

□ **Education**

These volunteers will focus on helping develop partnerships, resources and programming to facilitate an academically diverse and sustainable workforce. Participants will identify students, businesses and adults in need; identify and assist clients with accessing academic resources; encourage the pursuit of higher education and job training, and provide networking opportunities for partners and clients. **Strategic Areas of Emphasis include** K-12 outreach (i.e., career fairs, career exploration, and internships – Higher education and vocational outreach – Workforce development

□ **Housing, Infrastructure, Downtown Development**

Just as with many small, rural communities, Giddings' economic well-being is dependent upon its capacity to provide infrastructure, housing and viable buildings to support new businesses and a skilled workforce. These strategic advisors will assess needs and advocate for improvements in the core areas of housing; infrastructure and downtown.

□ **Entrepreneurship and Business Development**

The Entrepreneurship and Business Development advisors will share strategies to aid small business members in operating more efficiently and profitably, with learning how to secure local, state and federal procurement contracts, with business planning for growth; and with succession planning. Advisors will provide feedback to residents to aid them in recognizing and leveraging opportunities for expansion and entrepreneurship. **Strategic Programs:** – Procurement Series – Business Lunch and Learns – Business Plan Development – Transition Planning

=end=