VenetaWorks
Energizing Entrepreneurs

2018 COMMUNITY WORKSHOP INTEREST REPORT

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Respondents to the 2018 Post-Showcase Survey were asked to rate a list of business classes on a scale of usefulness. Purple classes were rated the most useful, where blue classes were rated somewhat useful.

Looking at the data, respondents are most interested in topics that are relevant to starting or growing a business - indicative of the optimism and desire to grow of our entrepreneurs and small business owners.

**SUMMARY**

Respondents were also asked to provide ideas for workshops and classes that were not listed:

- Capturing consumers traveling on HWY 126
- Bringing visitors to the Fern Ridge market
- Taxes
- Public Speaking/Business Etiquette
Respondents to the 2018 Post-Showcase Survey were also asked to provide feedback on programs and events that we could offer as part of VenetaWorks.

Data suggests there is a strong interest in more events that connect people together—whether that is networking or with the public. People and culture are everything.

COMMUNITY INTEREST: EVENTS AND SERVICES

Other Services

Public Events
Business Expos
Networking Events
Access to Fiber Internet
Low-Cost Retail Space
Rental Meeting Space

SOMewhat INTERESTED

VERY INTERESTED
Over the course of 3 years, the City of Veneta, with the help of community volunteers and regional partners, interviewed 42 local businesses to gain better clarity and understanding of their needs. This was known as the Veneta Business Connect Business Expansion and Retention program (BRE). The City and its partners use the results of this program to determine what they need to provide in the way of tools and programs.

NEEDS AND THEMES IDENTIFIED IN BRE

- Trained Workforce
- Networking
- Access to Capital
- Property Development and Improvements
- Increased Security
- Navigating Regulation
- Sales and Marketing
- Customer Identification
- Support Services
- Special Events or Promotions
- Broadband Internet Access
"Tell me more" cards were distributed in September, 2018 at the Harvest Festival, Quarterly Chamber Luncheon and the Energizing Entrepreneurs Kickoff Event. 11 out of 36 cards included comments.

Respondents indicated an interest in:
- Marketing and Social Media
- Accounting
- Networking
- Technology
- Supporting "aging in place" through local businesses

"I would like to see more service and retail businesses succeed in Veneta so we can keep our dollars here"

- Interest Card Respondent