



CREATE BRIDGES

Module 2: Resource and Business Listing
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MODULE 2: RESOURCE AND BUSINESS LISTING

OVERVIEW

Background & Overview

The Resource and Business Listing is one of the first group activities for the CREATE BRIDGES team and the Regional Steering Committee. This chapter will walk you through the steps of collecting information on the available resources and businesses in your community. The listing will provide vital information that can be used throughout the CREATE BRIDGES process.

Timeline: 4 weeks

Purpose:

During the creation of the resource and business lists, participants will:

- Understand the scope of the CREATE BRIDGES project
- Provide a picture of the region's assets and opportunities to support the project
- Identify potential business retention and expansion interviewees and workforce engagement participants
- Engage community members in the project

Goal setting: Complete one resource list and one business list.

Preparation and Notes: This activity overlaps the Orientation and the Forum. It is completed by the RSC and expanded upon by the Forum participants.

Process and Format Description:

- This step is an activity, with two short presentation components included in the Orientation and the Forum meetings.
- Optional Adaptations: The listings can be completed virtually using a Google doc, sheet, or similar co-working tool. The lists can also be housed online for easy access.

Presentation:

- The presentation for this module is divided between the Orientation and CREATE Forum presentations. The full PowerPoint can be viewed in the resources section of this module.

Resources:

- Resource & Business Listing Wall Activity
- Business Listing Form
- Resource Listing Form
- Image of Business Listing in Action
- Resource Listing Slides

Next steps:

Continue updating this list as needed. Use during the Business Retention and Expansion and Employee Perspectives surveys.

Appendix:

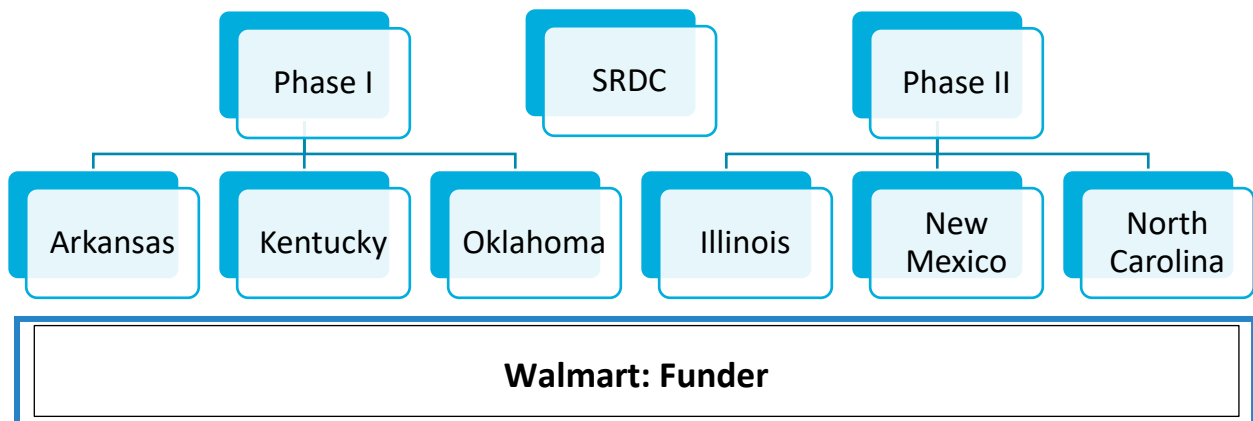


BACKGROUND & OVERVIEW

The Resource Listing is one of the first group activities for the CREATE BRIDGES team and the Regional Steering Committee. This chapter will walk you through the steps of collecting information on the available resources and businesses in your community. The listing will provide vital information that can be used during the CREATE BRIDGES implementation and strategic planning process.

The two components of this section are a Resource Listing and a Business Listing. The Resource Listing should include organizations, workforce and business training opportunities, agencies, and people who are assets to the CREATE sectors. This may include educational institutions, national or state parks, elected officials, media sources that feature the community (radio, tv, podcasts), or informal leaders that influence others. The Business Listing should include CREATE businesses in the area. It can include brick & mortar businesses, mobile businesses, or online businesses that are based in the area. The more information gathered about these businesses, the more helpful the listing can be for the next CREATE steps. Technically, the Business Listing is part of the Resource Listing, but since the business list is so extensive, pilot teams found it easier to compile that list separately. However, the businesses of a region are certainly considered resources and assets to the community.

Project Structure:



Pilot Project Partner Institutions:

Project Coordinator



Phase I



**OKLAHOMA COOPERATIVE
EXTENSION SERVICE**

UK College of Agriculture,
Food and Environment
Community and Economic Development Initiative of Kentucky

Phase II



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



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TIMELINE

Preparation: 1 hour

Promotion: Announce and start filling out these listings at the Orientation. Set up communication as needed within the RSC to complete the listings before the Forum. Share the listings at the Forum and allow participants to add to the lists as needed.

Process: 4 weeks

Presentation: 1 hour (divided between the Orientation and the Forum)

Next Steps: Will vary

Total: 4 weeks.

The initial collection is assigned during the Orientation session, continued between the Orientation and the Forum, and completed during the Forums. However, the resource listing should be continually added to as more information is collected.

PURPOSE

The Resource Listing serves three basic purposes:

- It provides a picture of the region's **strengths** as they relate to the CREATE sectors.
- It provides a potential **invitation** list for the CREATE BRIDGES forum.
- It provides a **foundation** for the BR&E and workforce training phases.

During the creation of the resource list, participants will:

- Understand the scope of the CREATE BRIDGES project
- Provide a picture of the region's assets and opportunities to support the project
- Identify potential business retention and expansion interviewees and workforce engagement participants
- Engage community members in the project

GOAL SETTING

Aim to complete two lists: one that includes all the CREATE sector businesses in the region, and one that includes all resources relevant to CREATE sector businesses and workforce as well as to the project process.

Aim to host these lists where the RSC members can easily access them.

PREPARATION & NOTES

This activity overlaps both the Orientation and the Forum. The initial list is cultivated by the Regional Steering Committee and is expanded by the forum participants. The result should be an intensive list of available resources in the community and the CREATE businesses in the area.

In preparation, review the number of area businesses that have been identified with the North American Industry Classification System (NAICS) codes for CREATE sectors to give participants a sense of the available scope. It will likely not be a completely accurate number as NAICS codes are largely self-reported and may not be fully accurate especially in the tourism categories; however, it will give participants a sense of approximately how many of a certain type of business exists in their area. In addition, this listing will also fluctuate as businesses close regularly or change hands and formats.

That said, the listing will be an excellent starting point to understand the region's business landscape and provide participants with a greater sense of how much more activity is going on in their community than they originally believed.

You may find that the Community Capitals Framework is helpful for gathering and organizing the resources; however, some pilot teams found this framework distracting for their communities. Some teams used the framework to categorize resources after they had already been collected. Use this framework if it is helpful to you, but it is not necessary to use it.

PROCESS & FORMAT DESCRIPTION

Resource Listing

- Step 1: During the Regional Steering Committee Orientation, each Regional Steering Committee member (and other attendees) should be asked to provide a list of resources businesses and workforce members in each of the four sectors, as well as the sectors as a whole, and any resources that could be useful to the steering committee throughout the CREATE BRIDGES process. It is best if they provide full contact information, but, if they are unable to initially, providing some time to fill in the information after the orientation will be useful. The collected information should be used to inform the Listing Activity during the Forums. This information can be collected using the Resource Listing Form. This activity is also best conducted using large, post-it-style flip charts, and additional details can be found in the Orientation module. The orientation attendees will also be asked to catalogue a list of businesses for each of the four CREATE sectors. The steps for this are described below.
 - The Steering Committee can take time between their Orientation and the Forum to complete this activity. These lists should be presented during the CREATE Forum.
- Step 2: During the Forum, provide large wall post-its that can capture the Forum participant's contributions to the lists. Details on this activity can be found in the Forum Chapter. For examples, see the Business & Resource Listing Wall Activity.
- Step 3: After collecting information from the Regional Steering Committee and the Forum participants, create an all-encompassing document that can be shared widely and utilized for the rest of the CREATE program. Examples of these listings can be found in the Appendix, titled "Resource Listing Form." For a full list of Resources, see the Resources section. Some pilot regions chose to host this list on a website so that RSC members and community leaders could reference the list as needed. The list could also be hosted in a shared Google Drive folder for easy access by RSC members.
- Alternative Activity:
 - An alternative activity could be hosting a resource fair, with community organizations present to share their programs and content. This could be held after the Forum to highlight some of the resource listing additions. Note that a full list of resources in the community would still need to be compiled and shared with the RSC.

Business Listing:

The business listing follows the same steps as the resource listing and is part of the resource listing. However, it is easiest to catalogue this list separately from the resources.

- Step 1: Also, at the conclusion of the Regional Steering Committee Orientation have committee members list as many businesses as possible for each of the four sectors, providing as much

contact information as possible. The Business Listing Form can be used to collect this information.

- Again, this step can be continued in the 4 weeks between the Orientation and the Forum, and these lists should also be presented during the CREATE Forum.
- Step 2: During the Forum, provide large wall post-its that can capture the Forum participant's contributions to the lists. Details on this activity can be found in the Forum Chapter. For examples, see the Resource & Business Listing Wall Activity. To see a photo of this step in action, see the "Image of Business Listing in Action" in the Appendix.
- Step 3: After collecting information from the Regional Steering Committee and the Forum participants, create an all-encompassing document that can be shared widely and utilized for the rest of the CREATE program. This document should be updated as businesses open and close. Some pilot regions chose to host this list on an outward-facing website that RSC members and community leaders could easily use; a couple of regions compiled these lists into an interactive Storymap of the region; and other regions have simply used a file-sharing platform to make sure RSC members had access to the information.

RESOURCES

- Business Listing Form
- Resource Listing Form
- Image of Business Listing in Action
- Resource & Business Listing Wall Activity
- Resource Listing Slides

NEXT STEPS

After compiling the information for both lists and including the information added by Forum participants, these lists should be shared widely.

These lists can be used as references throughout the duration of the program. The business listing can serve as a roster for CREATE sector businesses in the region. This will be useful for conducting Business Retention and Expansion surveys. The business listing should be updated throughout the program as businesses open and close. The resource listing can serve as a starting point for potential community partners during strategy development and implementation as well as a roster of programs, trainings, and resources that already exist in the region which may serve the needs of businesses and workforce members. This list is useful for identify gaps in the regions CREATE sector resources. The resource listing should also be updated throughout the life of the program as new resources become available and others become unavailable or shift audiences.

Key points to refer back to these listings:

- Business Retention & Expansion surveys: Business Listing
- Employee Perspectives surveys: Resource and Business Listings
- Strategy Development, including identifying early wins: Resource Listing
- Strategy Implementation, including trainings, workshops, and conferences: Resource and Business Listings

APPENDIX

