



2020 Game Plan Change

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CHALLENGES BRING OPPORTUNITY

- Existing businesses are the economy's bread and butter
- Think BIG and Think DIFFERENTLY
 - Enhance or build relationships with your businesses
 - Identify needs and opportunities at local level
 - Help drive state policy
 - Businesses visited since September 2019; have a conversation again
- Business needs are different today

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Challenges Bring Opportunity

- Supports the sustainability of our communities
 - Primary sector
 - Main Street
 - Tourism
 - Education
 - Global supply chain
- Provides inputs for strategic plans and programming
- Collaboration of multiple resources across sectors and partners

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Adapted Program

- Connecting and meeting with local business and industry leaders is more important than ever
- Collaboration between BEST of Iowa, Blane Canada, and University of Northern Iowa (UNI) to retool the survey
- Beta tested by local partners
 - Feedback was valuable - changes have been made

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Interview Process

- Encourage meetings via zoom, conference call, or in person
- Online version and fillable document
- Complete calls July – September 30
- Data pull October 1
- Annual report

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Interview Process

- Updated target list with company record ID number
 - When entering, unique ID will help merge with Synchronist system
- Schedule calls or visits
- Online data entry
- UNI or utilities will have to pull data upon completion of your visits
 - Biweekly data pulls if needed for economic development partner
 - Send request to matthew.kodis@iowaeda.com

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Modified Survey

- Ownership
 - Ownership, management changes
 - *Does your company have a succession plan in place?*
- Operations
 - Life cycle, new products or services, primary market, exports, NAICS
 - *What is the current status of your company's operations as a result of COVID?*
 - *Timeline before customer demand returns to last year's level*
 - Plans to expand, mergers or acquisitions
 - *Is your company experiencing any financial stress?*

New questions are italicized

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Modified Survey

- Supply Chain*
- *Have you experienced (within the last year) or do you anticipate (within the next year) any negative disruptions among critical suppliers or service providers?*
 - *Will any of these supply chain disruptions halt or slow delivery of product or service to your customers?*
 - *Do you have customers who are slowing the delivery/acceptance of products/services that is impacting your business cash flow?*
 - *Does your company anticipate bringing any outsourced product/services back-in house?*

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Modified Survey

- Infrastructure
- Technology
 - *Has the community's technology infrastructure been adequate for your company's needs during this COVID-19 crisis?*
 - Utility services consumption and satisfaction

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Modified Survey

Workforce

- Full time, part time, contract employment
- *Is your company at normal (pre-COVID) staffing/employee levels?*
- *How soon do you anticipate your staffing/employee level will return to your pre-COVID operating level?*
- *Does your company currently have a remote work policy?*
- *Will your company make any changes to your remote work policy moving forward?*
- *Has your company lost any high value employees?*
- *Is your company experiencing any recruitment problems with any employee positions or skills?*

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Modified Survey

Recovery

- *What are your company's greatest barriers for recovery?*
 - *Topics list*
- *Which of the following types of assistance would be most helpful to your company?*
 - *Topics list*

Community asset rankings

- *What lessons or insight have you learned about your company, your industry sector and/or your community during the COVID-19 crisis?*

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Modified Survey

Diversity, Equity and Inclusion (Optional Questions)

- *What has your company or workplace done to foster diversity, equity and inclusion in the past few years?*
 - *Topics listed*
- *What would be the most effective actions the broader business community in Iowa could take to promote diversity, equity and inclusion?*
 - *Topics listed*

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Modified Survey

Sustainability (Optional Questions)

- Which of the following statements describe what sustainability (social, environmental, governance) means to your company?
 - Topics listed
- Through which of the following ways is sustainability integrated into your company?
 - Topics listed
- What would be the most effective actions the broader business community in Iowa could take to promote sustainability?
 - Topics listed

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Local Partner Data Entry Link

- Used by local partners to input completed interviews
- Your link: www.sms.uni.edu/BEST2020DataEntry
 - **Must have company record ID to access**
- Contact Christy Ryken, Strategic Marketing Service, University of Northern Iowa if you have issues
 - Christy.Ryken@uni.edu; phone: 319-273-7314

If having issues use this alternative link: https://uni.co1.qualtrics.com/fe/form/SV_6s1LcDZEUnN15UE

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Business Online Survey Link As Last Resort

Send to business to complete the survey online independently

- Here is your link
 - www.sms.uni.edu/BEST2020
- They must have company record ID to access

Contact Christy Ryken, Strategic Marketing Service, University of Northern Iowa if you have issues

- Christy.Ryken@uni.edu; phone 319-273-7314

Alternative Link if having issues https://uni.co1.qualtrics.com/fe/form/SV_dbz7E9DI5zv26h

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Slide 14

CDL2 need new links from Christy

Calvert, Debra L, 7/6/2020

Slide 15

CDL3 Need new links from Christy

Calvert, Debra L, 7/6/2020

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Business Online Survey Link

Send to business to complete the Hy-Brid survey online independently

- Questions 27, 28, 29, 31, 32, 33, 34, 35
 - <http://www.sms.uni.edu/BEST2020FollowUp>
- They must have company record ID to access

Contact Christy Ryken, Strategic Marketing Service, University of Northern Iowa if you have issues

- Christy.Ryken@uni.edu; phone 319-273-7314

Alternative Link if having issues https://uni.co1.qualtrics.com/fe/form/SV_d7sNdcwNqpcTU4R

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Next Steps

- BEST Management members communication
- Target list with company record ID
- Survey links to word document and pdf form
- Timeline
 - July – September 30 meetings; data pull – October 1
- Year End Report

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Key Takeaways

- Calls completed and entered by September 30
- Interviews – don't default to sending on-line link for companies to complete
- Utilities will help if needed – checking status of data entry
- Data pull biweekly to share with local partners if requested

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CDL3 Need new links from Christy

Calvert, Debra L, 7/6/2020



BEST Management Team Support

- Alliant Energy-Scott Drzycimski: 319-786-7550
- Black Hills Energy-Casey Woodside: 515-343-2020
- Iowa Area Development Group-Bruce Hansen: 515-223-4817
- Iowa Economic Development Authority-Matt Kodis: 515-348-6249
- MidAmerican Energy-Deb Calvert: 515-281-2595
