



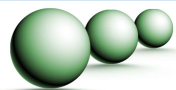
Workforce Development Board  
*Bringing People & Opportunities Together*



## **RPI Grant: Business Services & Workforce Study**

January 16, 2019

Summary & Detail Results



theAgency  
advertising

# Methodology

An online survey was conducted with 125 Ventura County business executives who were responsible for their businesses growth and development.

The sample was a representative mix of businesses by location, industry, and number of employees. All businesses included in the survey were privately held.

The sample was obtained from Esearch an online market research panel company based in Southern California. Esearch.com, Inc. has provided on-line market research since 1995. The company was one of the first to develop an online research panel. Esearch.com is a member of the American Marketing Association (AMA) and the Market Research Association (MRA) and fully complies with CASRO guidelines for online data collection and panelist privacy.



## What We Want to Learn

- Are the **services and resources available** to businesses perceived to be of value to Ventura County businesses?
- Which **business growth and retention programs** or services are reported to have been used?
- Of the **existing business organizations** representing economic development service providers in Ventura County:
  - Which **organizations are businesses aware** provide support services?
  - Which **organizations have been used** to access information, guidance or support?
- What **new programs or services** might be worth further consideration?
- How do companies **rate workforce development challenges** facing their businesses?
- Do participating **businesses anticipate growth** in the next five years?

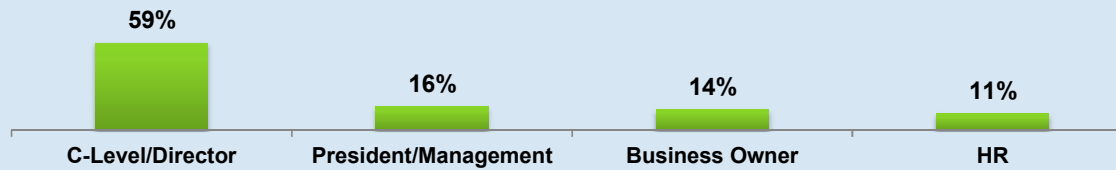


# Sample Characteristics

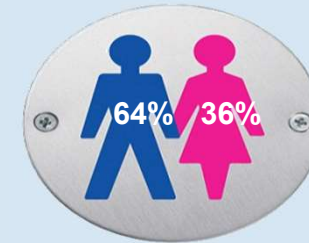


# Firmographics

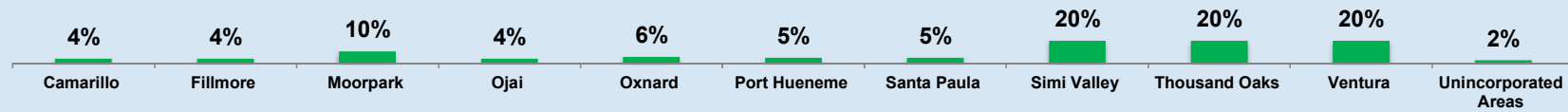
Job Title



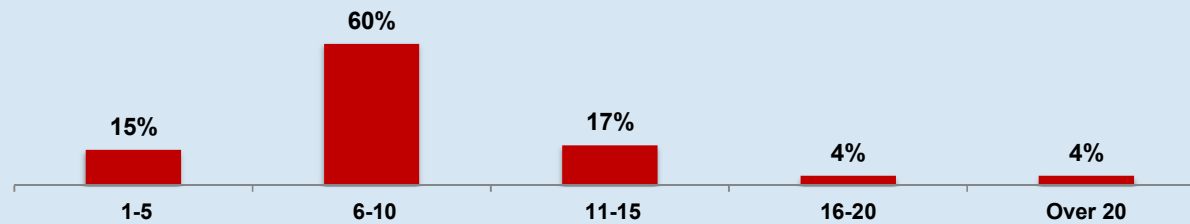
Gender



City

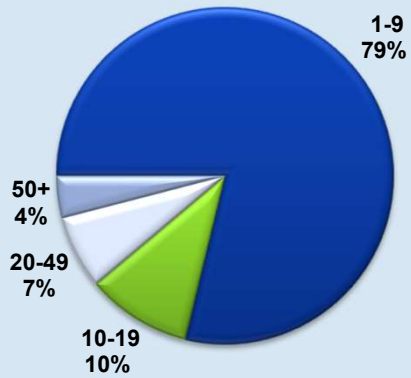


Years in Business  
(Median=8)

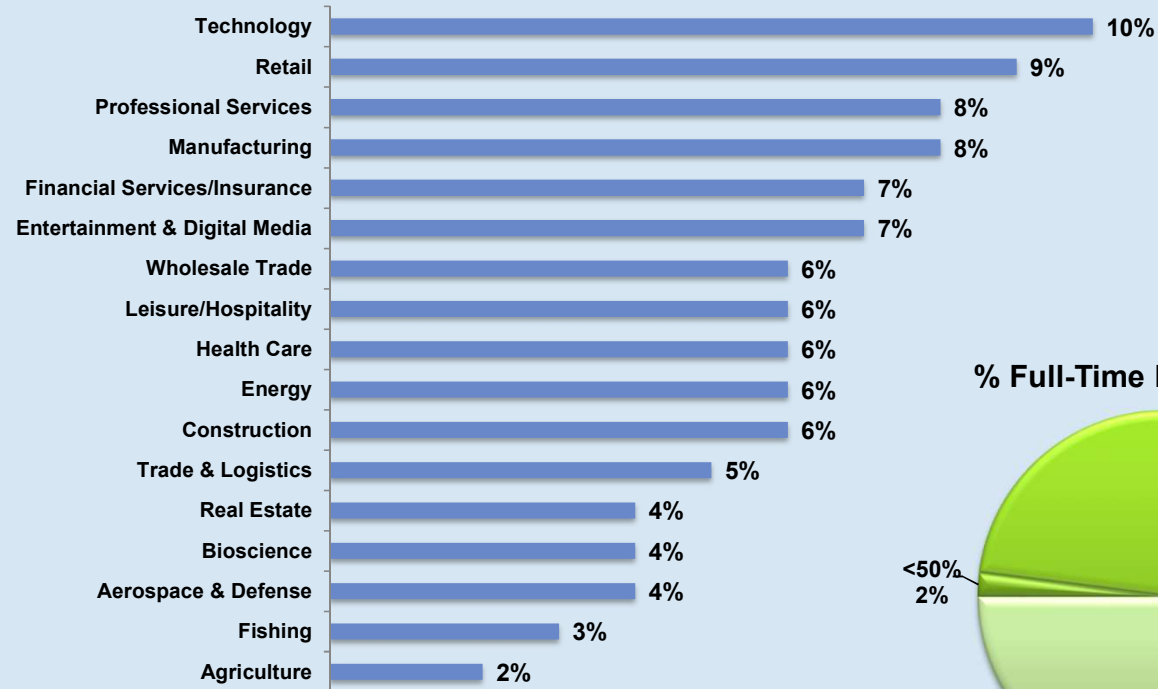


# Firmographics

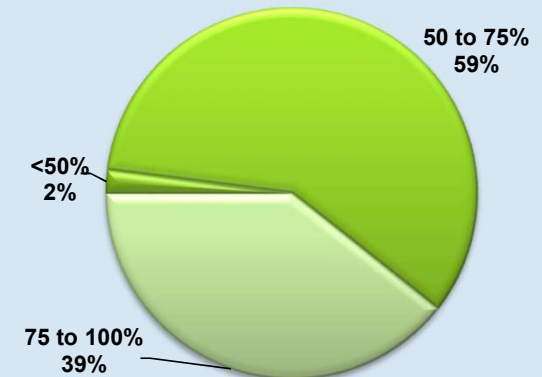
Number of Employees



Industry Type



% Full-Time Employees



## What Did We Learn

- Are the **services and resources available** to businesses perceived to be of value to Ventura County businesses?
- Which **business growth and retention programs** or services are reported to have been used?
  - ❑ Although all existing Ventura County programs and services are deemed important, ***Business Transitioning and Start-up/Expansion are perceived to be slightly more valuable than others.***
  - ❑ Overall, two programs were actually utilized by over half the businesses---***Business Consulting and Business Transitioning,***
  - ❑ while two others were utilized by just under half---***International Trade and Recruitment.***



## What Did We Learn

- Of the **existing business organizations** representing economic development service providers in Ventura County:
  - Which **organizations are businesses aware** provide support services?
    - ☐ **Almost half of all businesses (44%)** were familiar with any specific Economic Service Provider.
    - ☐ The two most recognized programs with the greatest use were **VCEDA and Ventura County Grows Business**.
  - Which **organizations have been used** to access information, guidance or support?
    - ☐ Although **less than half of all businesses were familiar with any specific Economic Service Provider**, when a business was familiar almost all services were utilized. The four most recognized organizations with the greatest use were **VCEDA, SBDC, EDC and Ventura County Grows Business**.  
(69% to 63%)





## What Did We Learn

- What **new programs or services** might be worth further consideration?
  - ☐ Almost all programs that Economic Service providers might offer were deemed valuable, new offerings “**Expand regional contracting opportunities for local businesses**” would be best received
  - ☐ followed by “**Assist with local regulations**” and “**Expand access to capital.**”



## What Did We Learn

- How do companies **rate workforce development challenges** facing their businesses?
  - ❑ The majority of employers Completely Agree is that *“The time it takes to successfully recruit and place a new employee has not changed in recent years;”*
  - ❑ followed by employers are **getting their employees from within Ventura County and,**
  - ❑ closely followed by **43% being aware of available subsidized training programs** in Ventura County.
  - ❑ From a Top Two box analysis, **78% indicate that employee turnover is an increasingly difficult challenge.**



## What Did We Learn

- Do participating **businesses anticipate growth** in the next five years?
  - ☐ **Almost two-thirds of all Ventura county businesses see their companies growing** over the next five years.
    - ☐ **One-third anticipate stating the same.**
  - ☐ **Almost all (89%) see their businesses staying** in Ventura county.



# Detailed Findings



# Value Assigned to Services/Resources Available to Businesses

|                                 | No Value | 2  | 3   | 4   | Extremely Valuable | Top 2 Box |
|---------------------------------|----------|----|-----|-----|--------------------|-----------|
| <b>Business Consulting</b>      | 1%       | 2% | 19% | 44% | 34%                | 78%       |
| <b>Makerspace/Shared space</b>  | 2%       | 3% | 17% | 41% | 37%                | 78%       |
| <b>Manufacturing Consulting</b> | 3%       | 0% | 20% | 39% | 38%                | 77%       |
| <b>Loans/Funding/Capital</b>    | 3%       | 1% | 19% | 42% | 34%                | 76%       |
| <b>Start-up/Expansion</b>       | 3%       | 2% | 18% | 28% | 48%                | 76%       |
| <b>Recruitment</b>              | 2%       | 1% | 22% | 38% | 38%                | 76%       |
| <b>Thomas Fire Recovery</b>     | 2%       | 4% | 20% | 47% | 26%                | 73%       |
| <b>Business Transition</b>      | 3%       | 4% | 21% | 21% | 51%                | 72%       |
| <b>Training</b>                 | 2%       | 4% | 22% | 32% | 39%                | 71%       |
| <b>International Trade</b>      | 3%       | 2% | 28% | 29% | 38%                | 67%       |



# Usage of Supplementary Business Programs

|     |   |
|-----|---|
| 51% | <ul style="list-style-type: none"> <li>• <b>Business Consulting</b> – Including business plans, human resources, marketing and legal issues</li> </ul>            |
| 50% | <ul style="list-style-type: none"> <li>• <b>Business Transition</b> – Including workforce reduction, restructuring and layoff aversion support</li> </ul>         |
| 46% | <ul style="list-style-type: none"> <li>• <b>International Trade</b> – Counseling and training on import/export and free trade zone opportunities</li> </ul>       |
| 42% | <ul style="list-style-type: none"> <li>• <b>Recruitment</b> – Job posting/matching, pre-screened qualified candidates, recruitment events</li> </ul>              |
| 35% | <ul style="list-style-type: none"> <li>• <b>Training</b> – Customized, on-site training and reimbursement of up to 50% of employee wages</li> </ul>               |
| 34% | <ul style="list-style-type: none"> <li>• <b>Start-up/Expansion</b> – Consulting, permit guidance, and preparation to start or expand a business</li> </ul>        |
| 33% | <ul style="list-style-type: none"> <li>• <b>Loans/Funding/Capital</b> – Assistance in accessing sources of capital and advice on available tax credits</li> </ul> |
| 30% | <ul style="list-style-type: none"> <li>• <b>Makerspace/Shared space</b> – Offers networking, tools and training, mentors and workspace</li> </ul>                 |
| 30% | <ul style="list-style-type: none"> <li>• <b>Manufacturing Consulting</b> – Operating efficiencies, lean manufacturing, 5S and Kaizen</li> </ul>                   |
| 7%  | <ul style="list-style-type: none"> <li>• <b>Thomas Fire Recovery Resources</b> – Emergency resources for damage and interruption of business</li> </ul>           |



# Other Business Assistance Programs Desired (Verbatims)

- 3D modeling
- Access to capital needed for growth & expansion
- Advanced management concepts
- Advanced manufacturing innovation initiatives
- Advertising & Promotions
- Aerospace Equipment Transportation Services
- Application Performance management
- Automation
- Automation Platform
- Autonomous Systems
- Autoscaling
- B2B office supplies
- Better small business association
- Biotech innovation
- Biotechnology Investment Tax Credit program
- Bond Issuance
- Book Keeping
- BPO services for the media & entertainment companies
- Business Administration
- Business advisory services
- Business Communications and Critical Thinking
- Business consulting
- Business Development Program
- Business economics
- Business information systems
- CAD/CAM
- Certified payroll training program
- Chemical & Related manufacturing
- Cloud Infrastructure Platform
- Commercialization assistance
- Commercialize innovations
- Competitive Intelligence
- Content Delivery Network
- Contract Manufactures
- Contract preparation
- Corporate Social Responsibility
- Customer Service
- Defensive Computing
- Design Services like web graphics
- Digital Marketing
- Digital Transformation
- Disaster Assistance

- Diversity of Services
- Economic Development Loan
- Edge Computing
- Education
- Employee recruitment
- Employee Retention Training
- Employee Training and Retention
- Employer obligations
- Employment recruitment/retention
- Energy efficient & renewable energy technologies
- Engineering Services
- Enhance productivity, competitiveness and skills development
- Entrepreneurship
- Ethical leadership program
- Expanding
- Export compliance services
- Farm business assistance programs
- Fiber optics
- Financial markets
- Fisheries loan guarantee program
- Fundamentals of business
- Funding
- Funding for pre-commercialization activities
- General Services Administration
- Health Care Management
- Health Programs
- Home Healthcare Services
- Import/Export services
- Improving health and safety
- Industry and Technology Revolving Loan Fund
- Information technology
- Innovation & collaborative services
- Innovative research
- Interactive digital media & special effects funds
- International Finance
- Investment Capital
- Job searches
- Labor relations
- Lifestyle & Consumer
- Logistics and Shipping
- Low-cost training services

- Marketing and sales
- Media Services like production
- Micro-enterprise Assistance Programs
- Microenterprise Assistance Programs
- Microenterprises Assistance Programs
- Monetary savings - finding cost effective measures within a company
- Network Management system
- Networking
- New product or service development
- NOAA competitive grants programs for aquaculture
- NOAA small business innovation research (SBIR) program
- Nursing and Residential Care Facilities
- One-stop service for planning & development
- Operations Management
- Organizational behavior and design
- Organizational leadership
- Policy and regulations
- Process development & improvement
- Product development & improvement
- Production & Distribution
- Programs that save energy & reduce utility costs
- Project planning and implementation
- Prototyping & Supplying
- R&D Funding grants
- Recovering from a disaster
- Research Methodologies
- Resource management
- Retail space
- SADI program
- Sales & revenue growth
- Sales Management
- Sales performance improvement consulting
- Sem/Edax
- Service management
- Small business attention from city staff
- Social Assistance (except Child Day Care Services)
- Strategic planning
- Subsidized Training and Employment Program
- Supplier diversity workforce services program
- Supply chain management

- Supplying capital for facilities funding
- Talent management
- Tax
- Taxation and accounting
- Technical assistance to conduct energy audits
- Technology Entrepreneurship
- Technology Revolving Loan Fund
- Utility services
- Venture Debt Funding
- Warehouse or transportation services
- Workforce & skills development programs

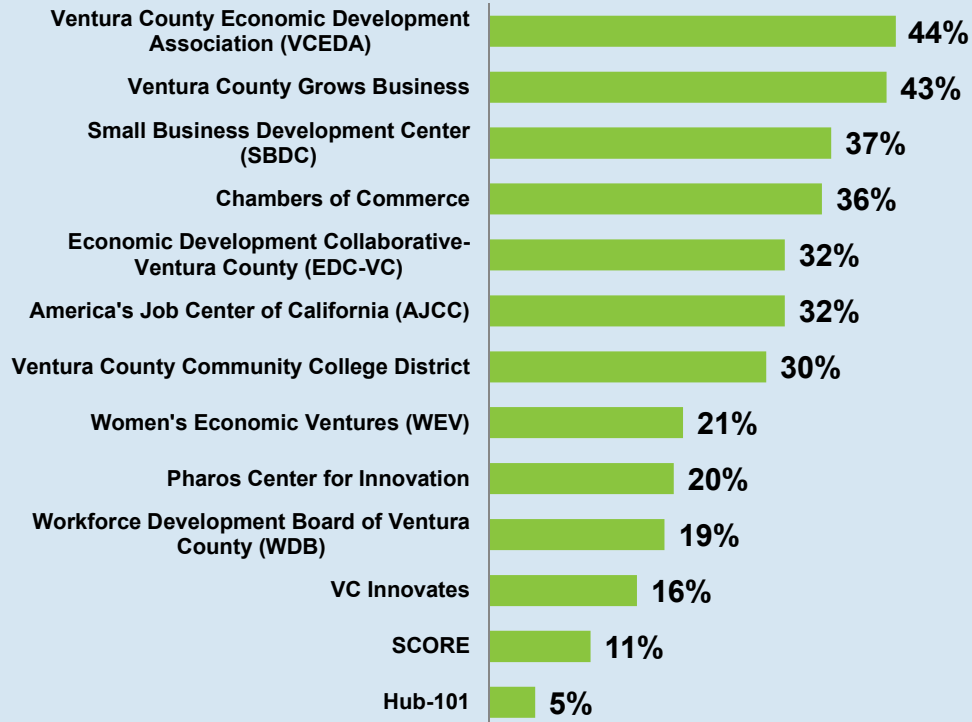
## General Priority Areas Include:

- Human Resources/ Health Management
- Productivity/Economic Development
- Accounting/ Finance Management
- Management
- Marketing/Communications

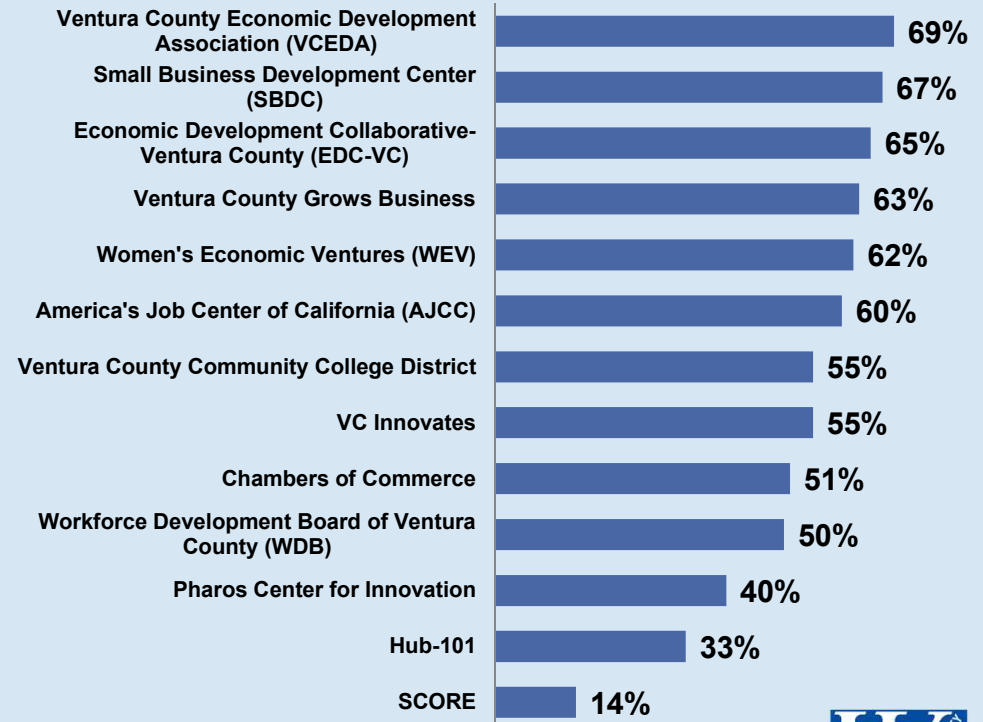


# Familiarity with Programs/Usage

## Familiarity



## Usage





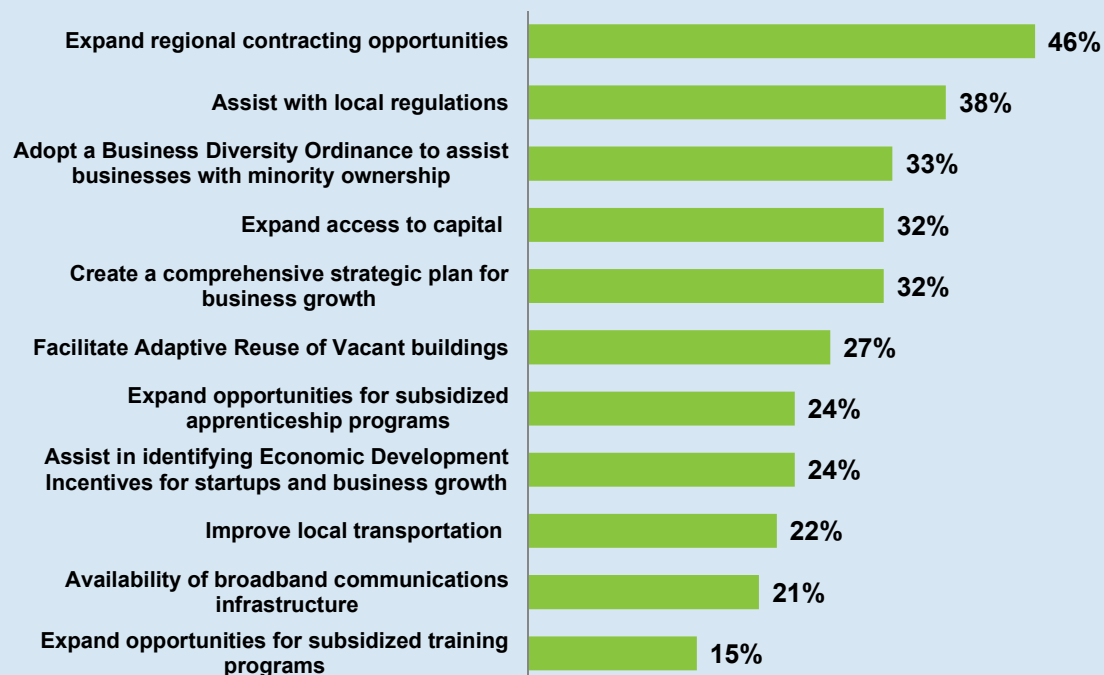
## Value of Programs or Ideas that Economic Development Service Providers Might Offer

|   | No value | 2  | 3   | 4   | Extremely valuable | Top 2 Box |
|---|----------|----|-----|-----|--------------------|-----------|
| Assist with local regulations, permitting procedures and zoning rights                  | 2%       | 0% | 18% | 49% | 31%                | 80%       |
| Expand access to capital  | 2%       | 1% | 19% | 32% | 46%                | 78%       |
| Expand regional contracting opportunities for local businesses                          | 2%       | 2% | 21% | 24% | 51%                | 75%       |
| Expand opportunities for subsidized apprenticeship programs                             | 3%       | 2% | 20% | 36% | 39%                | 75%       |
| Improve local transportation infrastructure   | 4%       | 2% | 19% | 42% | 33%                | 75%       |
| Availability of broadband communications infrastructure                                 | 3%       | 2% | 20% | 43% | 32%                | 75%       |
| Expand opportunities for subsidized training programs for employees                     | 3%       | 3% | 22% | 42% | 30%                | 72%       |
| Facilitate Adaptive Reuse of Vacant Buildings (e.g., a vacant K-Mart, etc.)             | 3%       | 3% | 22% | 35% | 36%                | 71%       |
| Assist in identifying Economic Development incentives for start-ups and business growth | 2%       | 2% | 26% | 44% | 26%                | 70%       |
| Adopt a Business Diversity Ordinance to assist businesses with minority ownership       | 5%       | 3% | 23% | 32% | 37%                | 69%       |
| Create a comprehensive strategic plan for business growth                               | 2%       | 3% | 26% | 42% | 26%                | 68%       |



# Programs Considered Most Important (Ranked as the Top 3 Priorities)

## Top 3



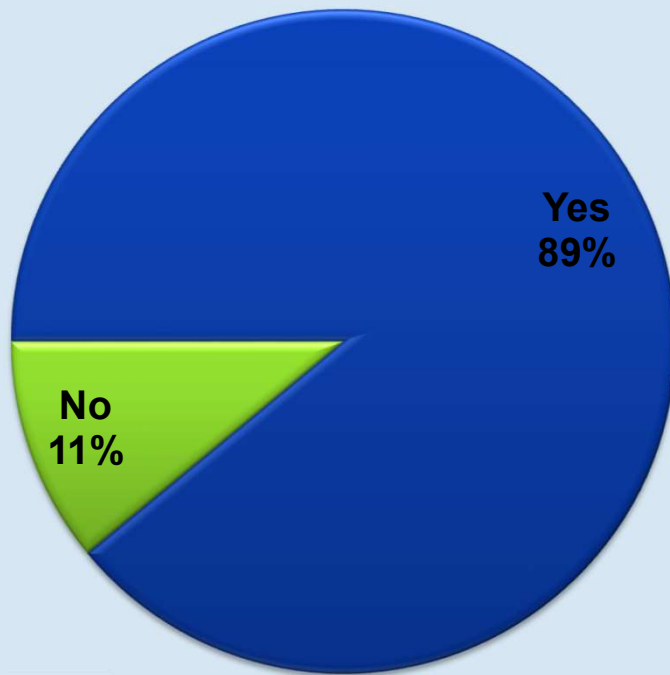
# Workplace Development

|   | Strongly disagree | 2  | 3   | 4   | Completely agree | Top 2 Box |
|---|-------------------|----|-----|-----|------------------|-----------|
| <b>My company recruits most of our skilled labor from within Ventura County.</b>  | 2%                | 1% | 15% | 38% | 44%              | 82%       |
| <b>My company would be interested in opportunities to incorporate internships or apprenticeships into our employee development strategy</b> | 1%                | 4% | 16% | 39% | 40%              | 79%       |
| <b>The time it takes to successfully recruit and place a new employee has not changed in recent years</b>                                   | 1%                | 3% | 17% | 22% | 57%              | 79%       |
| <b>Employee turnover is becoming an increasingly difficult challenge.</b>   | 1%                | 5% | 17% | 40% | 38%              | 78%       |
| <b>I am aware that subsidized workplace training programs exist in Ventura County.</b>  | 2%                | 0% | 19% | 35% | 43%              | 78%       |
| <b>There are a reasonable number of qualified candidates for my company's job openings.</b>   | 0%                | 4% | 21% | 40% | 35%              | 75%       |

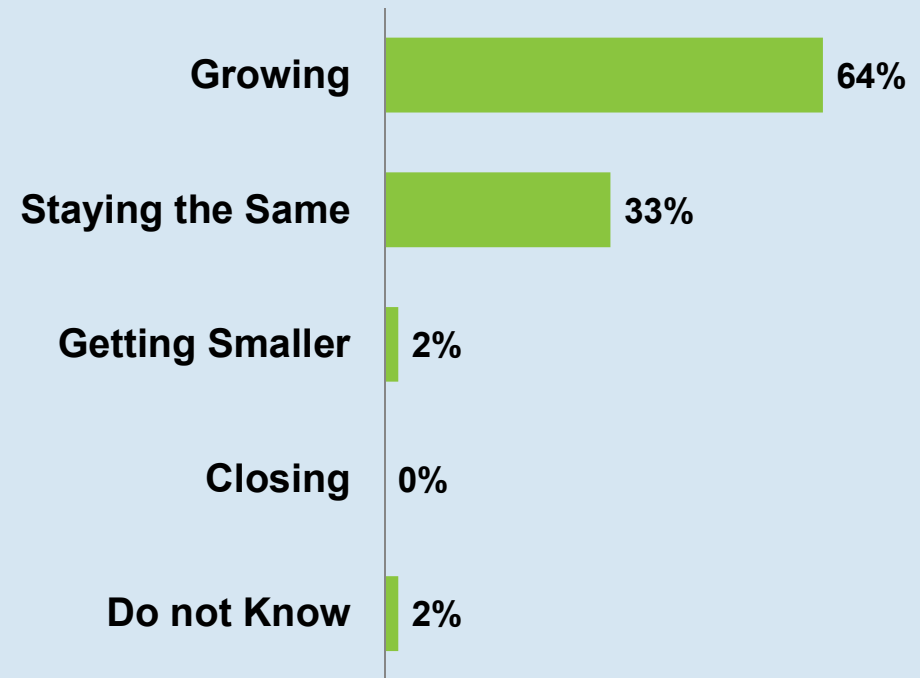


# Retention and Outlook

**Retention**



**Outlook**



|                               | Outlook |                  |                 | Retention |     |
|-------------------------------|---------|------------------|-----------------|-----------|-----|
|                               | Growing | Staying the Same | Getting Smaller | Yes       | No  |
| <b>Title</b>                  |         |                  |                 |           |     |
| Sample Size                   | 80      | 41               | 2               | 111       | 14  |
| C-Level/Director              | 61%     | 56%              | 100%            | 56%       | 86% |
| HR                            | 10%     | 15%              | 0%              | 13%       | 0%  |
| President/Management          | 15%     | 17%              | 0%              | 16%       | 14% |
| Business Owner                | 14%     | 12%              | 0%              | 15%       | 0%  |
| Other                         | 0%      | 0%               | 0%              | 0%        | 0%  |
| <b>Industry</b>               |         |                  |                 |           |     |
| Aerospace & Defense           | 4%      | 5%               | 0%              | 5%        | 0%  |
| Agriculture                   | 4%      | 0%               | 0%              | 3%        | 0%  |
| Bioscience                    | 2%      | 7%               | 0%              | 5%        | 0%  |
| Construction                  | 2%      | 12%              | 0%              | 6%        | 0%  |
| Energy                        | 8%      | 5%               | 0%              | 6%        | 7%  |
| Entertainment & Digital Media | 8%      | 7%               | 0%              | 5%        | 21% |
| Financial Services/Insurance  | 11%     | 0%               | 0%              | 7%        | 7%  |
| Fishing                       | 4%      | 2%               | 0%              | 3%        | 7%  |
| Health Care                   | 4%      | 10%              | 0%              | 5%        | 14% |
| Leisure/Hospitality           | 5%      | 2%               | 0%              | 6%        | 0%  |
| Manufacturing                 | 11%     | 2%               | 0%              | 8%        | 7%  |
| Professional Services         | 9%      | 7%               | 0%              | 8%        | 7%  |
| Real Estate                   | 4%      | 5%               | 0%              | 5%        | 0%  |
| Retail                        | 9%      | 7%               | 50%             | 8%        | 14% |
| Technology                    | 9%      | 10%              | 50%             | 10%       | 7%  |
| Wholesale Trade               | 2%      | 12%              | 0%              | 5%        | 7%  |
| Trade & Logistics             | 5%      | 5%               | 0%              | 5%        | 0%  |
| Other (Fill-In)               | 0%      | 0%               | 0%              | 0%        | 0%  |



|                     | Outlook |                  |                 | Retention |     |
|---------------------|---------|------------------|-----------------|-----------|-----|
|                     | Growing | Staying the Same | Getting Smaller | Yes       | No  |
| Sample Size         | 80      | 41               | 2               | 111       | 14  |
| Number of Employees |         |                  |                 |           |     |
| 1-5                 | 76%     | 83%              | 50%             | 77%       | 86% |
| 10-15               | 10%     | 10%              | 50%             | 11%       | 7%  |
| 20-49               | 9%      | 5%               | 0%              | 8%        | 0%  |
| 50+                 | 5%      | 2%               | 0%              | 4%        | 7%  |
| Employee Status     |         |                  |                 |           |     |
| <50%                | 0%      | 2%               | 0%              | 3%        | 0%  |
| 50 to 75%           | 58%     | 63%              | 50%             | 59%       | 57% |
| 75 to 100%          | 42%     | 34%              | 50%             | 39%       | 43% |



|                      | Outlook |                  |                 | Retention |     |
|----------------------|---------|------------------|-----------------|-----------|-----|
|                      | Growing | Staying the Same | Getting Smaller | Yes       | No  |
| Years in Business    |         |                  |                 |           |     |
| Sample Size          | 80      | 41               | 2               | 111       | 14  |
| Mean                 | 9       | 10               | 7               | 10        | 9   |
| Median               | 8       | 9                | 7               | 8         | 8   |
| City                 |         |                  |                 |           |     |
| Camarillo            | 5%      | 2%               | 0%              | 5%        | 0%  |
| Fillmore             | 5%      | 2%               | 0%              | 3%        | 14% |
| Moorpark             | 12%     | 7%               | 0%              | 11%       | 7%  |
| Ojai                 | 5%      | 2%               | 0%              | 5%        | 0%  |
| Oxnard               | 5%      | 5%               | 50%             | 4%        | 21% |
| Port Hueneme         | 5%      | 2%               | 50%             | 5%        | 7%  |
| Santa Paula          | 5%      | 5%               | 0%              | 5%        | 7%  |
| Simi Valley          | 14%     | 34%              | 0%              | 20%       | 21% |
| Thousand Oaks        | 16%     | 27%              | 0%              | 22%       | 7%  |
| Ventura              | 24%     | 12%              | 0%              | 22%       | 7%  |
| Unincorporated Areas | 4%      | 0%               | 0%              | 2%        | 7%  |
| Gender               |         |                  |                 |           |     |
| Male                 | 65%     | 61%              | 50%             | 65%       | 57% |
| Female               | 35%     | 39%              | 50%             | 35%       | 43% |





## How is this Information Helpful Going Forward?

- ☐ **Clarify how businesses perceive “Business Transition”** as a highly valuable and most utilized service.
- ☐ **Consider focusing future outreach on programs identified as most important** and utilized including: Business Transition, Start-up/Expansion, Business Consulting, International Trade and Recruitment.
- ☐ **Build on the recognition of Ventura County Grows Business** as a platform/resource for business support information outreach.
- ☐ **Investigate potential partnerships with VCEDA** membership to communicate business support resources.
- ☐ **Explore avenues** to Expand Regional Contracting, Assist with Local Regulations and Expand Access to Capital
- ☐ **Gain a better understanding** of how workforce development support can assist in reducing employee turnover.





# Appendix: Questionnaire



► Please indicate whether you work in the private or public sector:

☐ Private

☐ Public

► Please check the box that most closely matches your position at your company.

☐ C-Level/Director

☐ HR

☐ President/Management

☐ Business Owner

☐ Other

► Please indicate your gender:

☐ Male

☐ Female



► **What industry best describes your business?**

- ☐ Aerospace & Defense
- ☐ Agriculture
- ☐ Bioscience
- ☐ Construction
- ☐ Energy
- ☐ Entertainment & Digital Media
- ☐ Financial Services/Insurance
- ☐ Fishing
- ☐ Health Care
- ☐ Leisure/Hospitality
- ☐ Manufacturing
- ☐ Professional Services
- ☐ Real Estate
- ☐ Retail
- ☐ Technology
- ☐ Wholesale Trade
- ☐ Trade & Logistics
- ☐ Other (Fill-In)



► **How many employees do you have in Ventura County?**

- ☐ 1-9
- ☐ 10-19
- ☐ 20-49
- ☐ 50+

► **What % of your employees are full-time?**

- ☐ <50%
- ☐ 50 to 75%
- ☐ 75 to 100%



► **How many years has this business/location resided in Ventura County?**

Years

► **Where is your business currently located in Ventura County?**  
(Check all that apply.)

- ☐ Camarillo
- ☐ Fillmore
- ☐ Moorpark
- ☐ Ojai
- ☐ Oxnard
- ☐ Port Hueneme
- ☐ Santa Paula
- ☐ Simi Valley
- ☐ Thousand Oaks
- ☐ Ventura
- ☐ Unincorporated Areas



► Services/Resources Available to Businesses

► There are several existing programs and services available to assist businesses in Ventura County. On a scale of 1 to 5, with 5 being extremely valuable to your business and 1 being of no value, please rate the following resources:

|   | No<br>Value<br>1      | 2                     | 3                     | 4                     | Extremely<br>Valuable<br>5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| <b>Business Consulting</b> – Including business plans, human resources, marketing and legal issues            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Business Transition</b> – Including workforce reduction, restructuring and layoff aversion support         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>International Trade</b> – Counseling and training on import/export and free trade zone opportunities       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Loans/Funding/Capital</b> – Assistance in accessing sources of capital and advice on available tax credits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Manufacturing Consulting</b> – Operating efficiencies, lean manufacturing, 5S and Kaizen                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Start-up/Expansion</b> – Consulting, permit guidance, and preparation to start or expand a business        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Recruitment</b> – Job posting/matching, pre-screened qualified candidates, recruitment events              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Training</b> – Customized, on-site training and reimbursement of up to 50% of employee wages               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Makerspace/Shared space</b> – Offers networking, tools and training, mentors and workspace                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| <b>Thomas Fire Recovery Resources</b> – Emergency resources for damage and interruption of business           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |



► **What supplementary business programs or services have you used?**  
(Check all that apply.)

- ☐ **Business Consulting** – Including business plans, human resources, marketing and legal issues
- ☐ **Business Transition** – Including workforce reduction, restructuring and layoff aversion support
- ☐ **International Trade** – Counseling and training on import/export and free trade zone opportunities
- ☐ **Loans/Funding/Capital** – Assistance in accessing sources of capital and advice on available tax credits
- ☐ **Manufacturing Consulting** – Operating efficiencies, lean manufacturing, 5S and Kaizen
- ☐ **Start-up/Expansion** – Consulting, permit guidance, and preparation to start or expand a business
- ☐ **Recruitment** – Job posting/matching, pre-screened qualified candidates, recruitment events
- ☐ **Training** – Customized, on-site training and reimbursement of up to 50% of employee wages
- ☐ **Makerspace/Shared space** – Offers networking, tools and training, mentors and workspace
- ☐ **Thomas Fire Recovery Resources** – Emergency resources for damage and interruption of business



► **What business assistance programs or services would you like to be offered that are not currently available on the previous list? (List up to three programs or services)**

|  |
|--|
|  |
|  |
|  |



► **Familiarity with Existing Business Organizations**

► **Many Economic Development service providers operate in Ventura County. To gauge your knowledge of them, please indicate which of the following organizations you believe provide business support services in Ventura County.  
(Check all that apply.)**

- ☐ America's Job Center of California (AJCC)
- ☐ Chambers of Commerce (Specific to each city)
- ☐ Economic Development Collaborative – Ventura County (EDC-VC)
- ☐ Hub-101
- ☐ Pharos Center for Innovation
- ☐ Small Business Development Center (SBDC)
- ☐ SCORE
- ☐ VC Innovates
- ☐ Ventura County Community College District
- ☐ Ventura County Economic Development Association (VCEDA)
- ☐ Ventura County Grows Business
- ☐ Women's Economic Ventures (WEV)
- ☐ Workforce Development Board of Ventura County (WDB)



► **Which of these organizations have you used to access information, guidance or support:**

- ☐ America's Job Center of California (AJCC)
- ☐ Chambers of Commerce (Specific to each city)
- ☐ Economic Development Collaborative – Ventura County (EDC-VC)
- ☐ Hub-101
- ☐ Pharos Center for Innovation
- ☐ Small Business Development Center (SBDC)
- ☐ SCORE
- ☐ VC Innovates
- ☐ Ventura County Community College District
- ☐ Ventura County Economic Development Association (VCEDA)
- ☐ Ventura County Grows Business
- ☐ Women's Economic Ventures (WEV)
- ☐ Workforce Development Board of Ventura County (WDB)



► **Assistance**

► The following are several different programs or ideas that Economic Development service providers might offer or employ to help businesses like yours. Using a scale of 1 to 5, with 5 being extremely valuable to your business and 1 being of no value, please rate the following ideas and programs:

|   | No Value<br>1         | 2                     | 3                     | 4                     | Extremely<br>Valuable<br>5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| Create a comprehensive strategic plan for business growth                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Expand regional contracting opportunities for local businesses                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Assist with local regulations, permitting procedures and zoning rights                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Adopt a Business Diversity Ordinance to assist businesses with minority ownership       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Facilitate Adaptive Reuse of Vacant Buildings (ex> a vacant K-Mart, etc.)               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Assist in identifying Economic Development incentives for start-ups and business growth | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Expand access to capital  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Expand opportunities for subsidized training programs for employees                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Expand opportunities for subsidized apprenticeship programs                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Improve local transportation infrastructure   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| Availability of broadband communications infrastructure                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |



► **Considering the same list of programs and ideas as above, please rank the top 3 in order of importance to your company in facilitating growth. Rank the most important program a 1, the 2nd most a 2 and the third most a 3.**

- ☐ Create a comprehensive strategic plan for business growth
- ☐ Expand regional contracting opportunities for local businesses
- ☐ Assist with local regulations, permitting procedures and zoning rights
- ☐ Adopt a Business Diversity Ordinance to assist businesses with minority ownership
- ☐ Facilitate Adaptive Reuse of Vacant Buildings (ex> a vacant K-Mart, etc.)
- ☐ Assist in identifying Economic Development incentives for start-ups and business growth
- ☐ Expand access to capital
- ☐ Expand opportunities for subsidized training programs for employees
- ☐ Expand opportunities for subsidized apprenticeship programs
- ☐ Improve local transportation infrastructure
- ☐ Availability of broadband communications infrastructure



► **Workforce Development**

► On a scale of 1 to 5, with 5 being completely agree to 1 being strongly disagree, please rate the following statements regarding workforce development:

|   | Strongly<br>Disagree<br>1 | 2                     | 3                     | 4                     | Completely<br>Agree<br>5 |
|---|---------------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| There are a reasonable number of qualified candidates for my company's job openings.  | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| The time it takes to successfully recruit and place a new employee has not changed in recent years.                                   | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Employee turnover is becoming an increasingly difficult challenge.  | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| My company recruits most of our skilled labor from within Ventura County.   | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| My company would be interested in opportunities to incorporate internships or apprenticeships into our employee development strategy. | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| I am aware that subsidized workplace training programs exist in Ventura County.   | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |

► **Business Growth/Contraction**

► **Which of the following statements best describes how your business will be doing in the next five years:**

- ☐ Growing
- ☐ Staying the Same
- ☐ Getting Smaller
- ☐ Closing
- ☐ Do not Know

► **Do you envision your business staying in Ventura County over the next five years?**

- ☐ Yes
- ☐ No





Data collection and tabulation was executed by Applied Research West. A company of seasoned market research experts offering 90 plus years of combined experience in qualitative and quantitative research as well as the latest data analysis techniques, and staying on the cutting edge of research technology and methods.

