



## EMPLOYER RR&E: PLAYER MATRIX SUMMARY

### Data Collection Process

The data used to generate the Employer RR&E Player Matrix was collected via a questionnaire filled out by each individual economic development organization's leadership. All information is direct from their response with no alteration. Those marked with as did not respond or "DNR" are groups that were issued the questionnaire but were unable or unwilling to disclose their information in time to be included in this report.

### Budget

The combined budget figure is the sum of each organization's disclosed annual budget. The average percent public is an unweighted average of how much of their budget each organization said was publicly funded at a state, regional, county, or municipal level. We also asked for what percent of their budget was divided into marketing, Sales, business retention and expansion, and product development or general improvement of business and community conditions. The purpose for this is to reveal how much activity/resources goes toward active procurement of jobs (marketing, sales, BR&E) versus indirect activity. Results show just over half (55%) of resources being dedicated to job procuring activity.

### Job Creation

The first figure is the unweighted average percent of activity going toward economic base job creation. Next, we asked for how many jobs each organization announced and then totaled them. Then, we multiplied the jobs each organization announced by their respective indicated level of economic base activity and totaled that to reveal how many of the jobs announced were presumed to be economic base. For business retention and expansion activity, we measured how many e-base employers were interviewed out of those that exist within each organization's service area.

### Sales

We had each organization indicate current activity levels for leads and cases currently being worked and transactions they had closed in the past year as well as an ambition for those levels 3 years out. Those numbers are reflected on a state level as current, goal and percentage complete. The organizations indicate being near full capacity (92%) with current staff and funding but indicate ambition to grow significantly in the next three years given their needs are met.

### Factor of Production Gaps/Solutions

Last on the questionnaire was which obstacles in marketing, sales, real estate, infrastructure, capital, workforce, housing, community quality, leadership, organization and business climate would prevent each organization from reaching their ambitions and what they would propose as solutions. There was a

Employer RR&E Player Matrix Summary		
Budget		
Combined Budget	\$	4,983,111
Average Percent Public		70%
Average percent for Sales		21%
Average percent for Marketing		18%
Average percent for BR&E		16%
Average percent for Product Dev.		21%
Average percent for other		24%
Job Creation		
Average % of work going to E-Base		65%
Total Jobs Announced		3,419
Total E-Base jobs		3,076
Number of E-Base Employers		933
Number Interviewed for R&E		636
Sales		
Economic Developers on staff		20
Total Sales Capacity		265
Percent of Capacity		92%
Leads	Current	1,313
	Goal	2,473
	% reached	53%
Cases	Current	243
	Goal	317
	% reached	77%
Transactions	Current	34
	Goal	123
	% reached	28%



recurring need indicated (10 organizations of 13) for additional staff and funding throughout the state. Significant gaps were also found in real estate, infrastructure, workforce, and housing but the specific needs varied between regions.