

# The 310 M Business Survey Project

## Background & Instructions

Thank you for your help in assessing current business needs and opportunities!

As you are well aware, our rural region is facing significant challenges in the national economy. Economic indicators of growth have declined steeply in recent years and we know you agree that the community needs to respond swiftly and decisively. With our strong tradition of collaboration and common sense, we know this community has what it takes to respond successfully and get on back on a good economic track for the future.

310 M is a business-centric initiative of the Hannah Grimes Center to align business and community partners behind a bold, shared vision to create the right conditions to drive high quality job growth in the region. Hannah Grimes is in the process of purchasing an industrial building at 310 Marlboro Street to house the initiative and create a Business Center for Innovation, Technology & Advanced Manufacturing. In 2016 we plan to:

- ASSESS current business community needs and opportunities
- EDUCATE businesses about available resources
- CONNECT businesses leaders with resources, each other and the community
- INSPIRE businesses to collaborate on creating an innovative, thriving and growing local economy that will benefit their business
- CREATE A PLAN for business and community partners to address needs and develop opportunities.

### **Cheshire County**

- ⇒ *is 10 out of 10 counties in job growth*
- ⇒ *has lost 20% of its manufacturing jobs in the past 10 years*
- ⇒ *has seen its average wage drop from 7% to 17% behind the state average*
- ⇒ *and has seen an average decline of 12% per year for the last 5 years in business startup rates.*

This survey will help us connect with businesses and systematically assess business needs to make sure the project focuses on the most significant challenges and opportunities of our business community. Thank you for being part of the team, we hope you find the process easy, the connections rewarding, and the information interesting.

### Instructions

1. Set up the interview (sample language is included on the back side of this letter)
2. Use the [Questionnaire](#) as a guide to your conversation – you can fill it out at the meeting or after. Please keep all information in your interviews CONFIDENTIAL! Collect business cards at the interview so you can enter also enter contact information into the online survey.
3. Leave behind the [Sampling of Business Resources](#) sheet and invite them to the [April 20 Leadership Council](#) meeting (we will follow this up with an email invite)
4. Follow [this link](#) to our online survey and enter information from the Questionnaire as well as contact information from the business cards.
5. Repeat ☺ Call Mary Ann at 209-0720 with any questions.

## Sample Language for Setting up Appointment for Interview

I am a member of the 310 M Business Survey Team at the Hannah Grimes Center for Entrepreneurship that is assessing current business needs and opportunities in our region and I would appreciate up to one hour of your time for an interview. The information in the interviews will remain confidential and will be shared only in the aggregate.

Were you aware that Cheshire County is 9 out of 10 counties in job growth, has lost 20% of its manufacturing jobs in the past 10 years, has seen its average wage drop from 7% to 17% behind the state average, and has seen an average decline of 12% per year for the last 5 years in business startup rates?

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This survey will help us connect with businesses and systematically assess regional business needs to make sure the project focuses on the challenges and opportunities considered most significant by our business community. The data will be useful to many organizations in the region that are working to bolster the region's economy.

On April 20 from 8-9:30 a.m. we also invite you to join us at the Hannah Grimes Center to learn the results of these interviews, connect with other business leaders, learn about business resources, guide and participate in the 310 M Project to grow high quality jobs in our region.

When is a good time for you to meet?

Sincerely,

310 M Advisors: Don Brehm, founder Precitech | Jack Dugan, MEDC | Jay Pettapiece, Vision Financial | Joe Byk, Attorney | Tom Uhlig, retired manufacturing CEO | Mike Petrovick, Catlin + Petrovick Architects | Zach Luse, Paragon Digital | Ken Abbott, ABTech Manufacturing | Rich Grogan, State Director NH SBDC | Rhett Lamb, Keene City Planner | George Hansel, Filtrene | Bill Gurney, Regional Center for Advanced Manufacturing | Gregg Soloveii, River Valley Community College | Mollie Kaylor, Regional Business Specialist, DED | Jason Chagnon, Social Media Specialist, JM Chagnon | Bob Rooney, retired HR manager | Terry Williams, President, Keene Sentinel | Medard Kopczynski, Interim City Manager, Keene | Parker Hansel, retired founder & president, Turmoil, Inc.