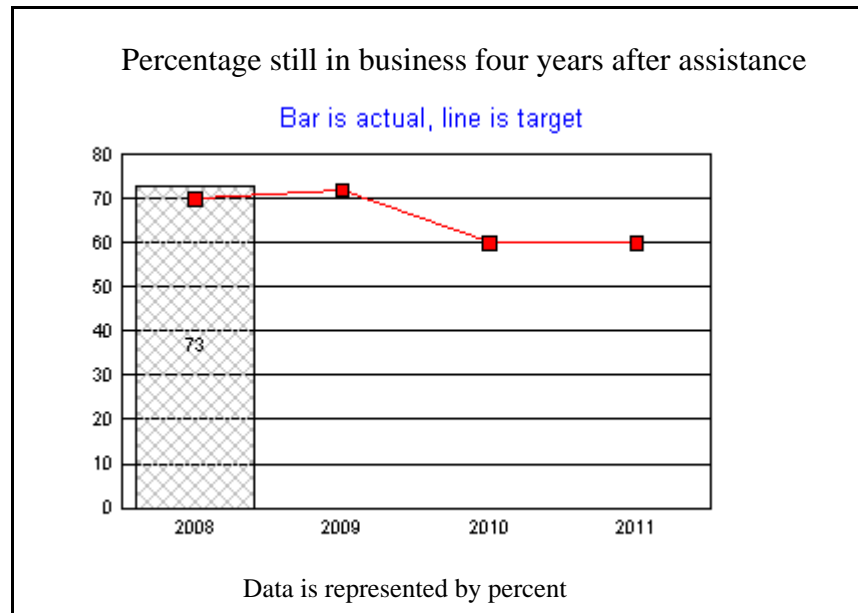


KPM #5	Percentage of small businesses that remain in business funds at least four years after receiving assistance from the Department.	2008
Goal	Promote a favorable investment climate to strengthen businesses, create jobs, and raise real wages.	
Oregon Context	Oregon Benchmarks: 1 - Employment in Rural Oregon; 15 - Unemployment Rate.	
Data Source	Independent survey of assisted businesses.	
Owner	Business, Innovation and Trade, Karen Goddin (503) 229-6054	



1. OUR STRATEGY

Assist individuals with potential for starting a small business by introducing them to Targeted Service Providers and Small Business Development Centers experienced in business development and survival. Assist small businesses to survive the start-up phase and subsequent stages; create and retain small business jobs across the state.

2. ABOUT THE TARGETS

A higher number indicates a greater survival rate. Targets were set based on the first year of actual data in 2006.

3. HOW WE ARE DOING

Results are slightly above the target this year.

4. HOW WE COMPARE

Assisted business survival rate exceeds a study of national averages published as "Survival and Longevity in the Business Employment Dynamics Database" by Amy E. Knaup, Monthly Labor Review, Volume 128, Number 5 (May 2005), pp. 50-6. The study found that two-thirds of new employer establishments survive at least two years, and 44 percent survive at least four years. Those results were reasonably consistent across sectors. The median age of assisted businesses in our survey was seven years, so they were somewhat more established than this comparison study, but similar in size.

5. FACTORS AFFECTING RESULTS

The amount of technical assistance provided and the time frame of the assistance are important factors. An owner's reason for being in business, the owner's education level, and whether or not the firm is large enough to have employees also play a role. More broadly, availability of loan products that are flexible in addressing the needs of small business, and state tax structures are additional factors for small businesses.

6. WHAT NEEDS TO BE DONE

Pursuing its mission, OECD will continue to focus on supporting small business strength by fostering an environment for vitality, growth, and creativity. Service Providers, Small Business Development Centers, and business consultants are important partners that will help accomplish those goals. State and federal funds allocated to fund service providers and business development will invigorate small business in Oregon. Careful evaluation of current and proposed legislation will streamline and improve business start-up and ongoing business development, and analysis of program and service delivery will reflect the growth of business, job growth, and business impacts.

7. ABOUT THE DATA

Data is independently collected by phone survey. 398 assisted businesses were called – results are based on incidence data and completed interviews.