

**Hancock County Business Conference and Trade Show
November 1 & 2, 2012**

**Submitted by
Jim McConnon and Louis V. Bassano, University of Maine
As pilot effort on Impact Indicators**

2015 Pilot CRED Impact Indicators + More	Definition	Impact¹
Outputs: Participation		
Number of educational contacts	Number of people who registered and attended the Hancock County Business Conference in 2012. (Source: HCBC registration list)	194
Number of people serving on the planning team	The core planning team was chaired by UMaine Cooperative Extension. The core planning team also included people representing local businesses, non-profits, business-assist, and governmental organizations.	12
Participant demographics	Contacts (as above) who self-report on conference feedback forms information including race, gender, home-based, not-home-based, stage of business, etc.	Demographic data were collected but not reported here
Outcomes: Medium Terms = Actions		
Number of businesses making business planning changes	Includes formal business plans, conducting market research, developing new business goals, etc. Use attribution principle and “but for” concept. (Source: HCBC Survey)	32
Number of businesses making marketing changes	Includes developing marketing plans and strategies, networking, using social media, etc. Use attribution principle and “but for” concept. (Source: HCBC Survey)	28
Number of businesses making business management changes	Includes establishing a new pricing policy, customer service policy, developing a new recordkeeping system, etc. Use attribution principle and “but for” concept. (Source: HCBC Survey)	22
Number of community and organizational policies, plans adopted or implemented	Includes plans (as above) wholly or partially adopted or implemented. Use attribution principle and “but for” concept. New planning committee was formed and planned another conference in 2014)	1
Number of hours of Volunteer Hours	Count the number of hours indirectly generated by the program. Estimate includes all non-Extension planning team members, speakers, community volunteers, etc.	1,500
Dollar Value of Volunteer Hours leveraged to deliver programs.	Multiply estimated total hours by the value per hour of volunteer time (i.e., \$22.14 in 2012).	\$33,210

Impacts: Long-term Changes in Economic, Social or Environmental Conditions		
Number of participants reporting new leadership roles and opportunities undertaken	The Ellsworth Chamber of Commerce took over the leadership of the conference, convened a core planning team and successfully organized the HCBC conference in 2014. A conference is currently being planned for November 2016.	10
Number of businesses created	New business startups or businesses that moved into the area. Or expansion in jobs in construction, even though temporary.	No responses
Number of business expansions	Number of existing businesses who reported expanding their operations. Use attribution principle and "but for" concept. (Source: HCBC Survey)	6
Number of jobs created in existing businesses	New jobs (part-and-full-time) reported by existing businesses. Use attribution principle and "but for" concept. (Source: HCBC Survey)	18
Number of businesses retained	Number of businesses reporting not going out-of-business. Use attribution principle and "but for" concept. (Source: HCBC Survey)	4
Number of jobs retained	Existing jobs that were at risk, protected by programs. Use attribution principle and "but for" concept. (Source: HCBC Survey)	8
Value of program to participants	The average value placed on attending the HCBC by participants responding to the survey. Use attribution principle and "but for" concept. (Source: HCBC Survey)	\$1,070/person
Number of businesses increasing sales revenue	Number of businesses reporting increased sales revenue as a result of attending the HCBC. Use attribution principle and "but for" concept. (Source: HCBC Survey)	8
Dollar value of grants and resources leveraged by the community.	Grants, conference sponsorships, conference and trade show revenue received as a result of the Extension program.	\$37,400
Dollar value of grants and resources leveraged by businesses.	Funds raised above the cost of the conference that Extension forwarded to the Ellsworth Chamber of Conference to fund future conferences.	\$14,500

¹The impacts listed in this table reflect the actual reported changes which occurred as a result of the Hancock County Business Conference and Trade Show. These changes were obtained through a 2014 online survey of people (primarily small business owners) who attended the 2012 Hancock County Business Conference and Trade Show. These are actual changes reported by program participants and would not have occurred "but for" UMaine Extension's leadership in organizing and participating in the 2012 Hancock County Business Conference and Trade Show. However, this effort was a collaborative effort and UMaine Extension was only one of many organizations participating on the conference planning team during 2012. The survey was conducted by University of Maine faculty members Louis Bassano and Jim McConnon.