Click the following link to view the accompanying webinar
http://energizingentrepreneurs.adobeconnect.com/p8mka0ahvv4/
My Presentation

A2 – Community Readiness

e2 University

About e2 University
Community Roadmap
Readiness is the Starting Point
Six Readiness Factors
Readiness Resources
How We Can Help
The Center is a leader in North America helping communities and regions grow more prosperous economies through entrepreneur-focused economic development.

Our e2 University is an online resource that can help your community vision, plan and implement a new or enhance entrepreneurship game plan.
Community Roadmap

Development Opportunities
Entrepreneurial Talent
Resources
Outcome Preferences
Strategy Stakeholders

Entrepreneurial Development System

Deal Flow

Economic Development Impacts

Implementation Coaching

Stakeholder Engagement
Capital Campaigns
Metrics
Communications
Organization

Execution Support
Professional Training
Strategy Fine Tuning

Pre-Deal
Post-Deal

Marketing

Readiness

Organizing For Action

Opportunity Assessment

Strategy

Working With Entrepreneurs

Outreach
Intake
Screening
Referrals

Metrics
Portfolio
Tracking
Readiness is the Starting Point

Optimal Strategy → Fine Tuning → Grow Out → Impact

Implementation → Assessment → Organizing → Readiness

Leveraged Funding

Trend Line Change → SUCCESS
Six Readiness Factors

- Openness to Entrepreneurship
- Balancing Business Attraction
- Entrepreneurship Programs
- Willingness to Invest
- Leadership Team
- Beyond Town Borders

Quick Test on Page 5
Readiness Resources

- Community Readiness Guide
- Community Readiness Assessments
- Asset Mapping Tool
- Simple Community Test
- Moderate Community Test
- Complex Community Test

Free Resources
Brookfield, Missouri
Brookfield’s Situation

- Rural Location
- Depopulation
- Aging Population
- Loss of Young People
- Manufacturing Losses
- Industrial Park Failure
- Conflicted
- Lack of Hope
Negative Trend Lines!

Signs of Hope?

1970 to 2011:
Depopulation – 17% Decline
Employment – 17% Decline

But something is happening...

...1970-2000 Local Proprietors declined by 496 or 18%

...2000-2011 Linn County added 124 proprietors... quite a turn-around.

Becky Cleveland
More Negative Hits!

*Signs of Hope?*

**Good Years:**

*Major Employers in 1995 = 9*

*Major Employers in 2006 = 15*

**Hard Years:**

*Recession = 3 Lost by 2009*

*Job Losses = 902 workers*

**Recovery:**

*Major Employers in 2012 = 15*

*Net Job Gains = 410*

Marcia Cunningham
The number of new entrepreneurs in Linn County increased from 370 in 2004 to 622 in 2010 representing a 68% increase. Since then the numbers have dropped off due to some entrepreneurs hiring workers, others getting a job and some simply failing. New businesses are rooting in Linn County.
Success Affirmed

Retail Demand - $102 Mil.
Retail Supply - $129 Mil.
Retail Surplus - $27 Mil.

Brookfield has invested in its health care system, education, main street and economic development. It is a community bending its trend lines in a positive direction.
5 Stories of Hope

#1 - A Problem Becomes a Solution

#2 - Sam’s Daughter Comes Home

#3 - Mail Box Motivation

#4 - He Started a Company

#5 – She Willed Progress
How We Can Help

YOUTH ENGAGEMENT SYSTEM

measurement research policy

Shale Impacted Communities

Center for Rural Entrepreneurship
New Book

Now Available!

Contents...
Case for Entrepreneurs
Entrepreneurial Community Action Framework
Working with Entrepreneurs
Guiding & Tracking Progress

Paper & E Book
E2 University Online

Rollout in 2014...

Resources:

• Guides
• Tools
• Protocols
• Training Webinars
• Exercises & Illustrations
• Videos, Stories & More
We have produced a new and improved web site with more free resources and better guidance to compensated resources. Give it a spin. Also... we have four electronic newsletters that are free. Sign up today and benefit from all the resources covered in our newsletters.
Working with Es

Beginning next summer and fall we will be offering community and professional webinars on working with entrepreneurs and community-based entrepreneur-focused development.
Free Newsletters
Questions & Discussion

Don Macke
don@e2mail.org
www.energizingentrepreneurs.org