

**2016 Rural Policy Forum
Arizona Rural Development Council
Thursday – August 11, 2016
Pinetop-Lakeside, AZ**

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Energizing Entrepreneurs Pathways to Prosperity

AZ Rural Policy Forum

August 11, 2016



My Talk Today...

Prosperity End Game

3 Essentials for Community Success

The Prosperity & Entrepreneurship Connection

Growing an Entrepreneurial Community

Lessons from NetWork Kansas

A Closing Thought – Red Cloud, Nebraska

Questions and Discussion

Community Prosperity?



The Prosperity End Game!



The 3 Essentials for Success

- 1. Every community must demographically renew itself.**
- 2. For demographic renewal to be possible every community must create economic opportunities.**
- 3. In today's environment where human talent is key, quality of life place making is essential.**



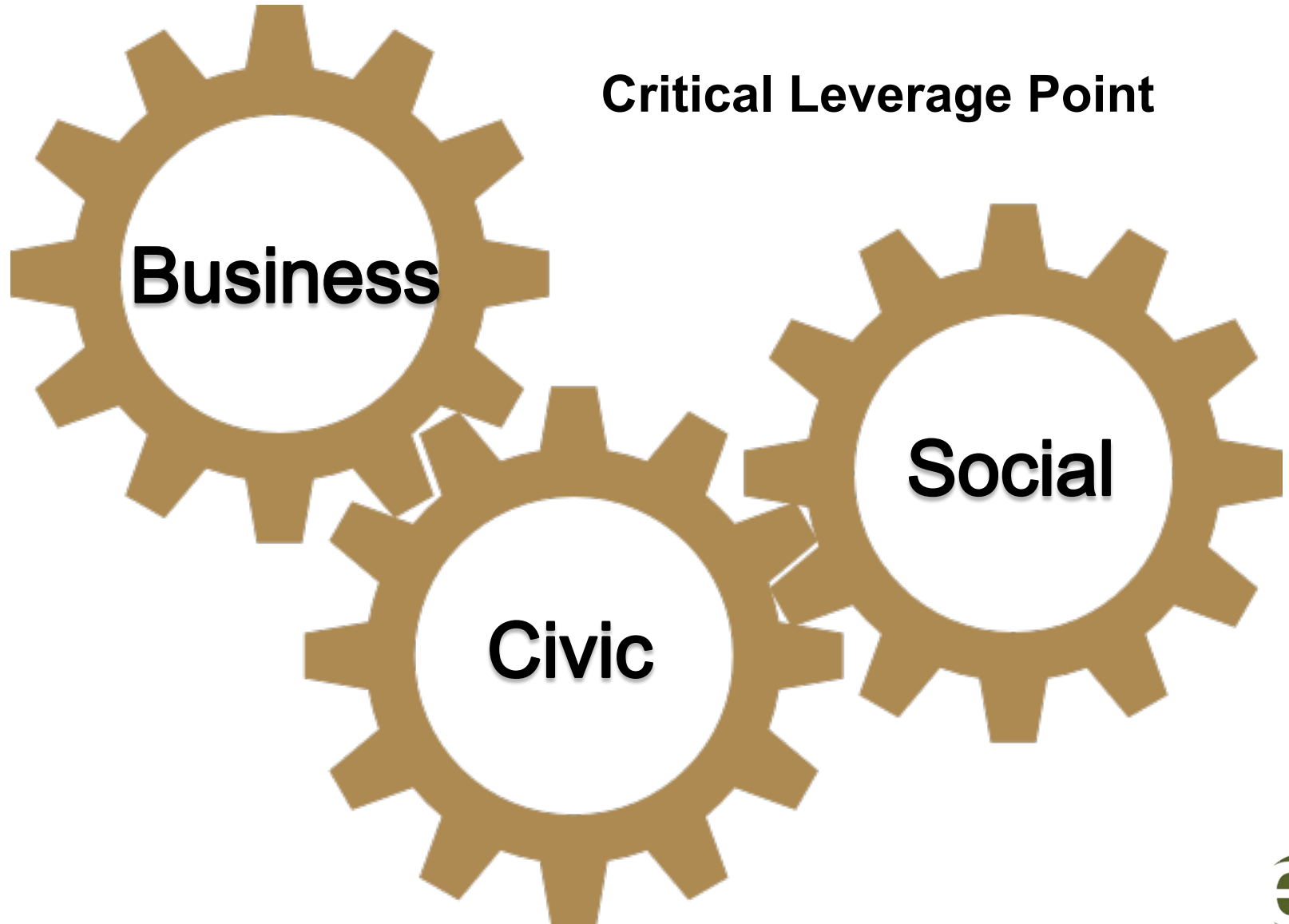
Entrepreneurs are Key

Learning Innovative
Pursue Opportunities
Open to Change
Make Things Happen Optimistic
Follow Trends
Build Vision
Build Teams



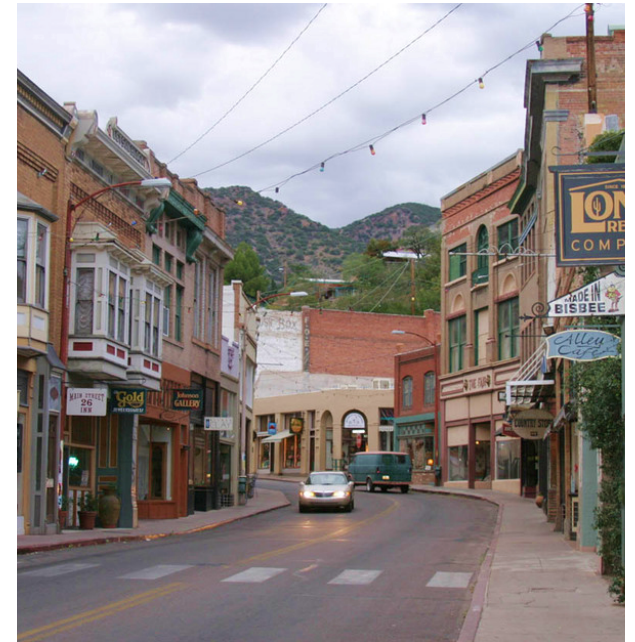
Three Kinds of Entrepreneurs

Critical Leverage Point

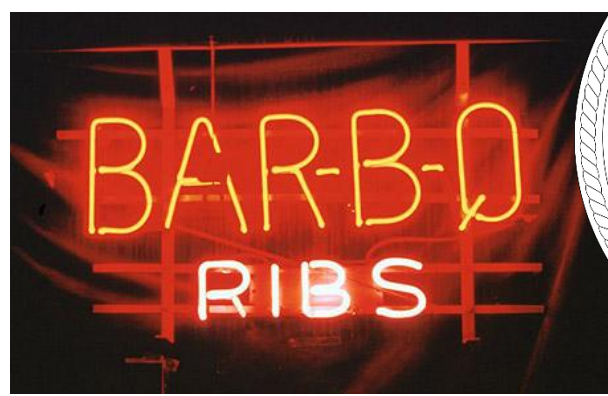


Growing an Entrepreneurial Community

- Real Commitment
- Cultural Change
- Behave Entrepreneurially
- Work with Entrepreneurs
- Dedication
- Robust Investment
- Evolve a E Ecosystem

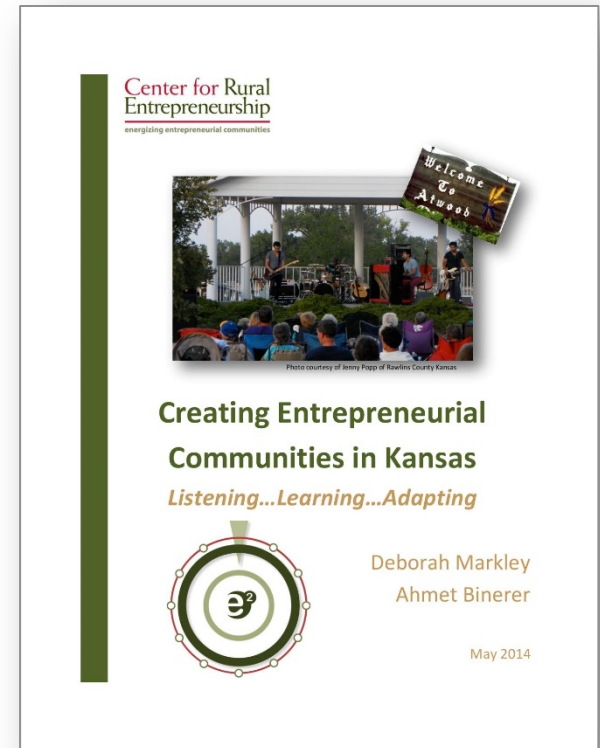


Entrepreneurial Kansas?



YES!

- More than a **decade of evolution** of entrepreneurial development in the state
- **Collaborative effort** – both in terms of policy and practice
- Powerful **public – private partnerships**
- Orchestrated and implemented by **social and civic entrepreneurs**



Kansas Entrepreneurship Milestones

Center's Kansas Engagement

2001

Kansas Sirolli Initiative Begins
2001-2003

2004

KS Economic Growth Act Passed

2005

NetWork Kansas Formed

2006

Steve Radley & Erik Pedersen Hired
StartUp Kansas Begins

2007

E-Community Partnership Rolls Out
2007-Present

2011

Economic
Gardening

E-Community
Partnership
Refocused

2013

E-Community Partnership
Moves to Metro

2001

Early Kansas Meetings with Wally
Kearns, Patty Clark, Leon Atwell
& John Cyr

2003

Center Sirolli Evaluation Conducted
2003-2005

2003

HTC Institutes Held
2003-2005

2008

KS Farm Bureau Hometown
Prosperity Initiative

2009

2008-2009
Rawlins County
Chatauqua County
Onaga

2010

KS Entrepreneurial Communities
2010-2011 Initiative

2011

E-Accelerator Launched
2011-Present

Entrepreneurial Milestones in Kansas

2004 Economic Growth Act – public focus on and support for entrepreneurship

2005 NetWork Kansas – hub of a resource collaborative; powered by SourceLink

2007-2010 “Ground Game” – E-Community Partnership and HomeTown Prosperity/E Communities Initiative

2011 Accelerating Impact – E-Accelerator, Economic Gardening...

Lessons from Kansas

Importance of **collaboration and connections**

Positive role for government action

Community **engagement and ownership**

Documenting success

Long-term strategy – **long-term commitment**

Power of **social and civic entrepreneurs**

“Build strong, meaningful partnerships with those that share your mission and empower them to help you deliver your products and services.”

*Corey Mohn, Director of Statewide Programs,
NetWork Kansas*

“We didn’t want to be a state program; we wanted to get in the dirt.”

*Steve Radley
President and CEO, NetWork Kansas*

“This takes time and you need to keep working at it. You need to be persistent and have faith in the future.”

*Jeff Hofaker, Phillips County Kansas
E-Community Partner*

ACHIEVING IMPACT

2007 to 2013 → 6 Years

SERVING THE UNDER-SERVED

ACCESS

Resource Navigator – 74 →
179/month
Calls – 23 → 192/month
Active Contacts – 5 → 436/month
Partners – 9 → 500+

REACH

44 E-Communities
39 Counties – 37% of Geography
Now Metro:
Kansas City & Wichita

DEVELOPMENT IMPACTS*

Nearly 400 Deals
\$61 Million in Capital
1,060 Full-Time Jobs
865 Part-Time Jobs

CONTINUOUS INNOVATION

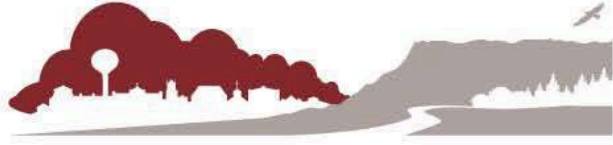
Economic Gardening
Ice House
Start Up Weekends
Growing Your Business
E-Accelerator

COMMUNITY TURNAROUNDS

Rawlins County
Phillips County
Hillsboro
Sterling
Among Others

* Through 1st Quarter 2014





RED CLOUD COMMUNITY FOUNDATION FUND

Investing in Our Hometown



Questions & Discussion...





Questions & Discussion



Don Macke

don@e2mail.org

www.energizingentrepreneurs.org

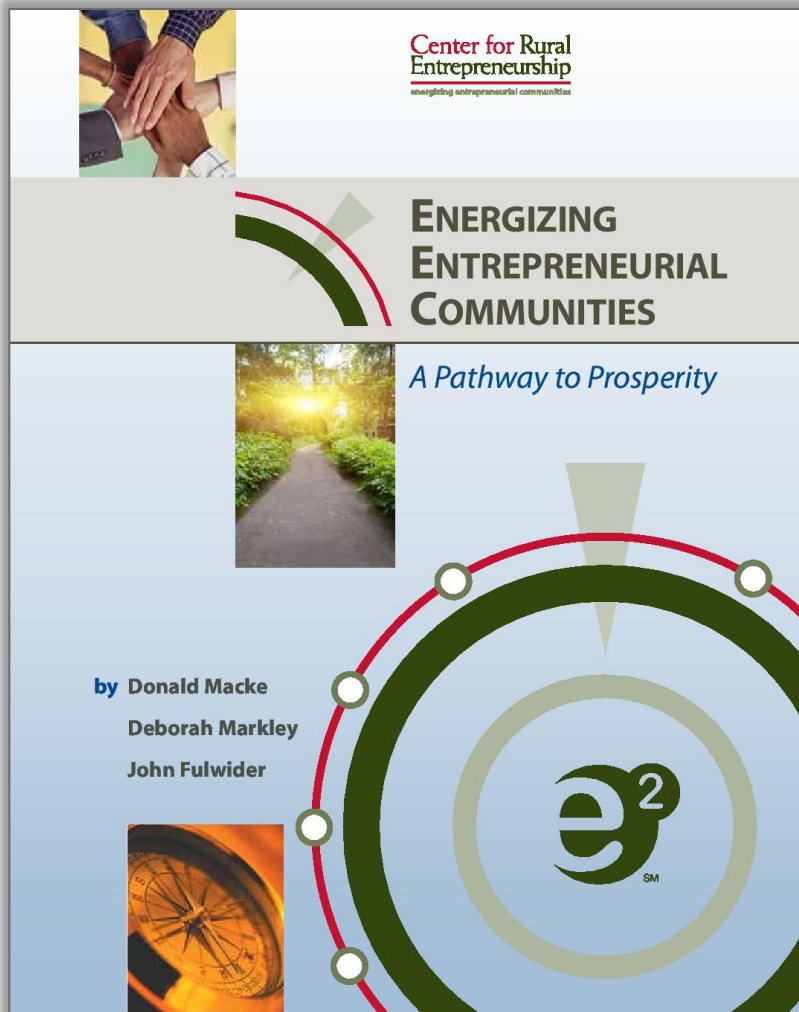




Center Resources



e2 Book



Contents...

Case for Entrepreneurs

Entrepreneurial Community

Action Framework

Working with Entrepreneurs

Guiding & Tracking Progress

Paper & E Book



E2 University Online

Resources:

- Guides
- Tools
- Protocols
- Training Webinars
- Exercises & Illustrations
- Videos, Stories & More



Website & Newsletters

www.energizingentrepreneurs.org

We have a new and improved website 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.



Other Center Resources



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