

NetWork Kansas

Growing Entrepreneurial Communities
Summit
2016 Conference

Kansas City, MO
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NetWork Kansas

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Kansas Landscape

- Prosperity Summits – Principle Outcomes - Kansas Economic Growth Act (2004)
- Kansas Center for Entrepreneurship Established (May 2005)
- Key Collaborators
 - Kansas Department of Commerce
 - Kansas Small Business Development Center
 - Fort Hays State University
 - Board of Directors



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Shift Toward Community Engagement and Empowerment

"We think that one thing that makes NetWork Kansas unique and more impactful is that in 2007 they committed to a ground game, or the E-Communities strategy. We feel that this was critical."

- Don Macke, Co-Founder of the Center for Rural Entrepreneurship,
Lincoln, NE

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Entrepreneurship (E-) Communities

- Launched Fall 2007
- Competitive process (multiple mtgs, written app, in-person interview)
- Community definition (town, cluster of towns, county)
 - Typically begins with city/county ED Director
- Creation of locally controlled loan fund (60/40 match with funding partner)
- Loan funds are the “Trojan Horse”



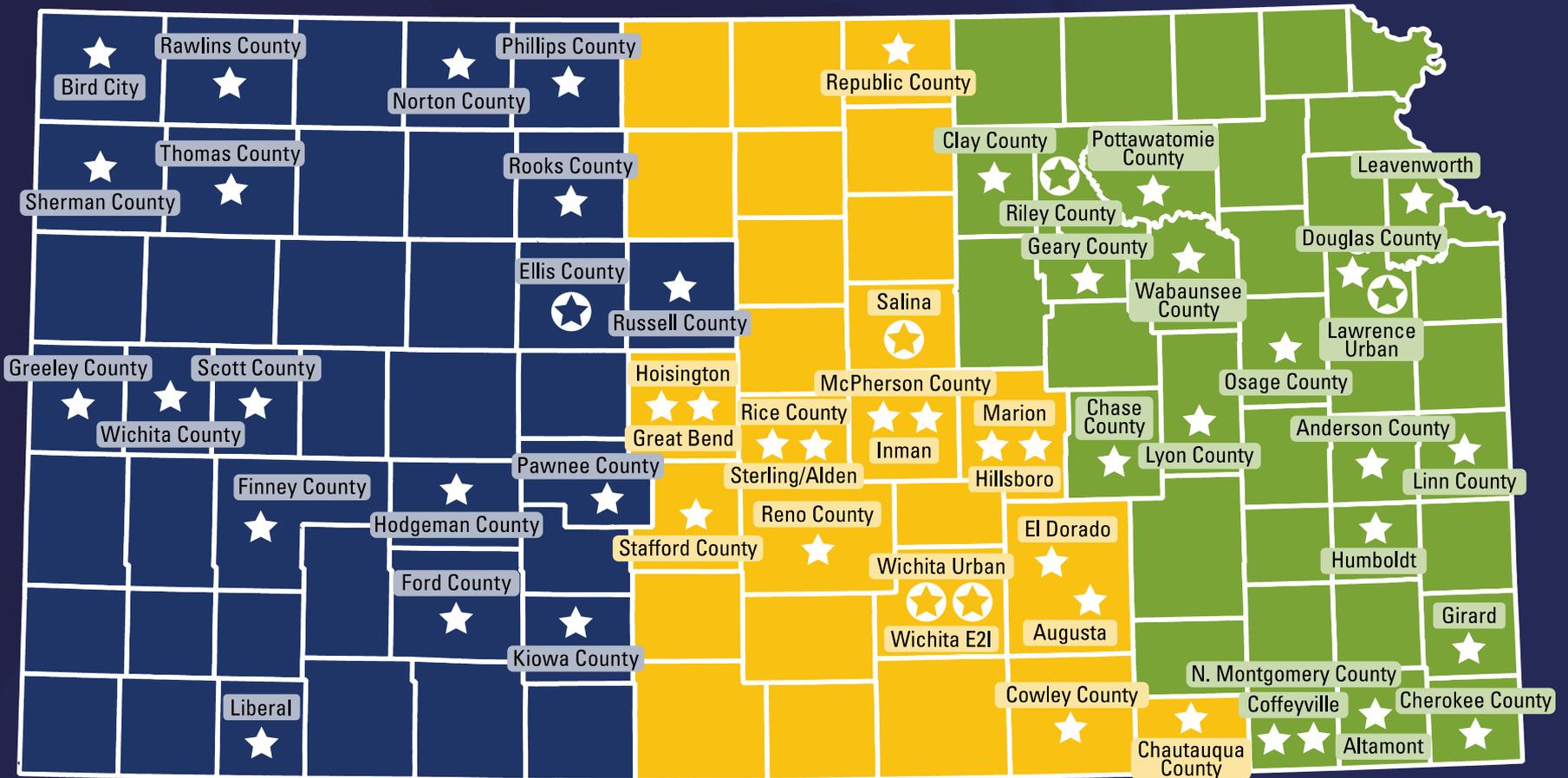
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Entrepreneurship (E-) Communities

- Ask #1: Create a local leadership team
- Ask #2: Create a financial review board
- Ask # 3: Partner with an administrative support organization
- Ask #4: Via Entrepreneurship Tax Credits, establish locally-controlled loan fund (NetWork Kansas-owned)

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Entrepreneurship (E-) Communities: 55 in 2016



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Entrepreneurship (E-) Communities

- 55 locally-controlled loan funds
- \$60K - \$225K in each
- \$7.7M loaned to 289 businesses (as of 3/31/16)
 - 18% of total loan package
 - Leveraged \$35.5M other capital
 - 53% in towns with population <5K
 - 50% startups, 35% expansions
 - 32% retail, 19% restaurant, 6% mfg, 44% service

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Entrepreneurship (E-) Communities

- Loan funds are the “Trojan Horse”
 - Seat at table for leadership team meetings
 - Deep dive about how to create an entrepreneurial environment and strategic focus
 - Board Certified Programs
 - Ice House
 - Growing Rural Businesses
 - Destination BootCamp
 - Economic Gardening
 - Youth Entrepreneurship Challenge
 - Continuing to grow...

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Is your community ready to be an E-Community?
 - Make progress in a partnership with us
 - Multiple viewpoints
 - Assess vs. Build

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Geographical Readiness
 - City-wide, county-wide, cluster of communities
 - Evaluate the collaboration and cooperation, relevant to the population.
 - Is this a suitable situation compatible with impacting the entrepreneurial environment positively?
 - We assess, don't build

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Leadership Team Readiness
 - Representation from public/private, existing team vs. newly created
 - Public (SBDC, Chamber, CDC, Rural Energy, Electric and Telco, Economic Development)
 - Private (Banks, entrepreneurs, accountant)
 - Commit to monthly/regular meetings to discuss entrepreneurial environment and vision
 - We assess as well as build

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Point Person Readiness?
 - Demonstrates a willingness to act as leader
 - Engaged with local, regional and state resources
 - Utilization of other NetWork Kansas programs
 - Paid position in economic development or chamber
 - We assess as well as build

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Community Readiness
 - Leadership capacity
 - Public Square, Kansas Leadership Center, etc.
 - City/County leadership programs
 - Youth engagement
 - K-12 entrepreneurial programs
 - E-Fairs
 - Mentoring, job shadowing

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Entrepreneurship (E-) Communities

- Is Your Community Ready to Build an Entrepreneurial Ecosystem?
 - Community Readiness
 - Entrepreneurial Environment
 - Business incubator or makerspace
 - Assessment of strengths and weaknesses with regard to supporting entrepreneurs
 - Connectivity to Resources
 - Process to assist entrepreneurs with assistance or coaching
 - We assess as well as build

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