

## Unlock the Potential of Your Community: Build an Entrepreneur-Friendly Environment (for the Outdoor Recreation Sector)



### Program Delivery:

Direct delivery to local leaders by the Ohio State University Extension and University of Minnesota Tourism Center & Entrepreneurship staff from the Center for Community Vitality on *Building an Entrepreneur-Friendly Community* team via Scarlet Canvas online modules.



The *Building an Entrepreneur-Friendly Community* program provides the resources, training, and tools to develop community capacity to better understand and support the local entrepreneurial economy in the Outdoor Recreation sector.

**Module 0:** Determine if investing time and resources in the Outdoor Rec sector is suitable for **YOUR** community!

### IF YES, move to Modules 1-3

**Module 1:** Introduction to Entrepreneurship and Understanding Entrepreneurs

**Module 2:** Elements of a Successful Entrepreneurship Program

**Module 3:** Developing a Focused Entrepreneurship Strategic Plan

### Customized Community Curriculum:

#### To Help Local Leaders:



- Understand the contribution of entrepreneurs to their local economy and jobs
- Identify and plan strategies that can help grow local entrepreneurs
- Position their community as an environment supportive of/conducive to entrepreneurial success

#### To Build Local Capacity to Promote Entrepreneurship through:



- Understanding of entrepreneurs' needs
- Creation of a community economic profile
- Awareness of federal, state, and local programs that support entrepreneurs
- Creation of a strategic plan to create an entrepreneur friendly community



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COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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## Anticipated Program Outcomes:

- Communities will become an environment conducive to the creation, growth, and success of entrepreneurs and small businesses
- Communities will receive sectoral and demographic profiles through an Entrepreneurship Wellness Profile identifying gaps and opportunities
- Local leaders will understand their critical role in building an entrepreneurial culture
- Local leaders will build capacity to promote entrepreneurial growth by developing key program competencies
- Communities will have a roadmap (strategic plan) to follow in their entrepreneur development initiatives
- Communities will have a plan for a Community Support Team (Leader and members)
- Drafted tasks will inform progress toward the entrepreneur friendly community strategic plan's goals.



## Building an Entrepreneur-Friendly Community

### Ohio State University Extension Curriculum Team Members:

- **Nancy Bowen-Ellzey, CEcD**  
Associate Professor and Field Specialist, Community Economics
- **Myra Moss, MS, MBA**  
Professor and Educator, Community Development
- **Gwynn Stewart, MS**  
Assistant Professor & Educator, Community Development, Noble County
- **Kyle White, MS**  
Educator, Community Development, Lorain County

### University of Minnesota Extension Curriculum Team Members:

- **Ami Choi, Ph.D.** (University of Minnesota Tourism Center) – Statewide Tourism Specialist
- **Neil Linscheid**, Rural Entrepreneurship Specialist, University of Minnesota Extension Center for Community Vitality

*In Memory of: **Godwin Apaliyah**, PhD Educator, Community Development, Fayette County  
& Special thanks to **Becky Nesbitt**, MS, Assistant Professor and Educator, Community Development and  
**Sandy Odrumsky**, Office Administrative Associate, Community Development*