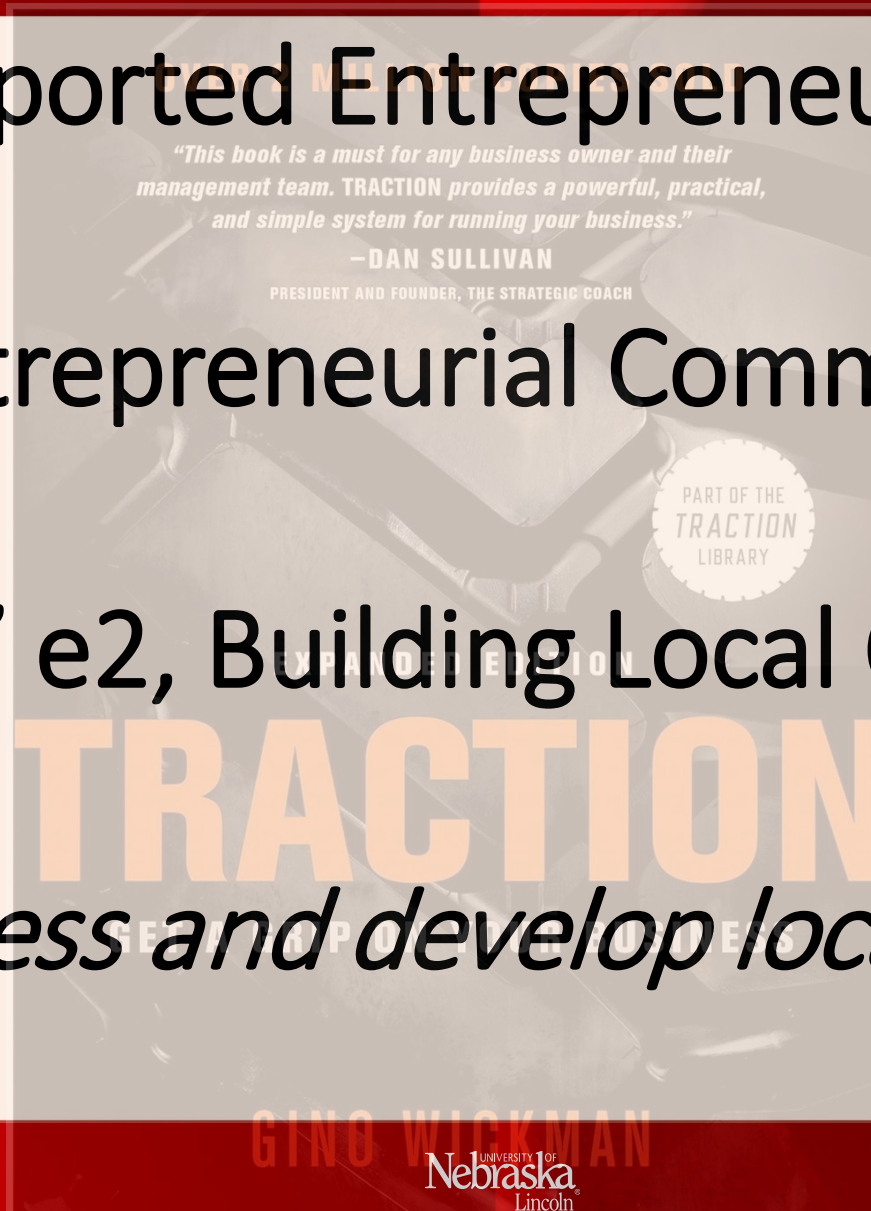


-Community Supported Entrepreneurship

-Empowering Entrepreneurial Communities

-“eCommunities” e2, Building Local Capacity...

* *Methods to assess and develop local capacity*



U.S.D.A. \$99k RBDG & EDA \$422k CARES Act

pilot program support

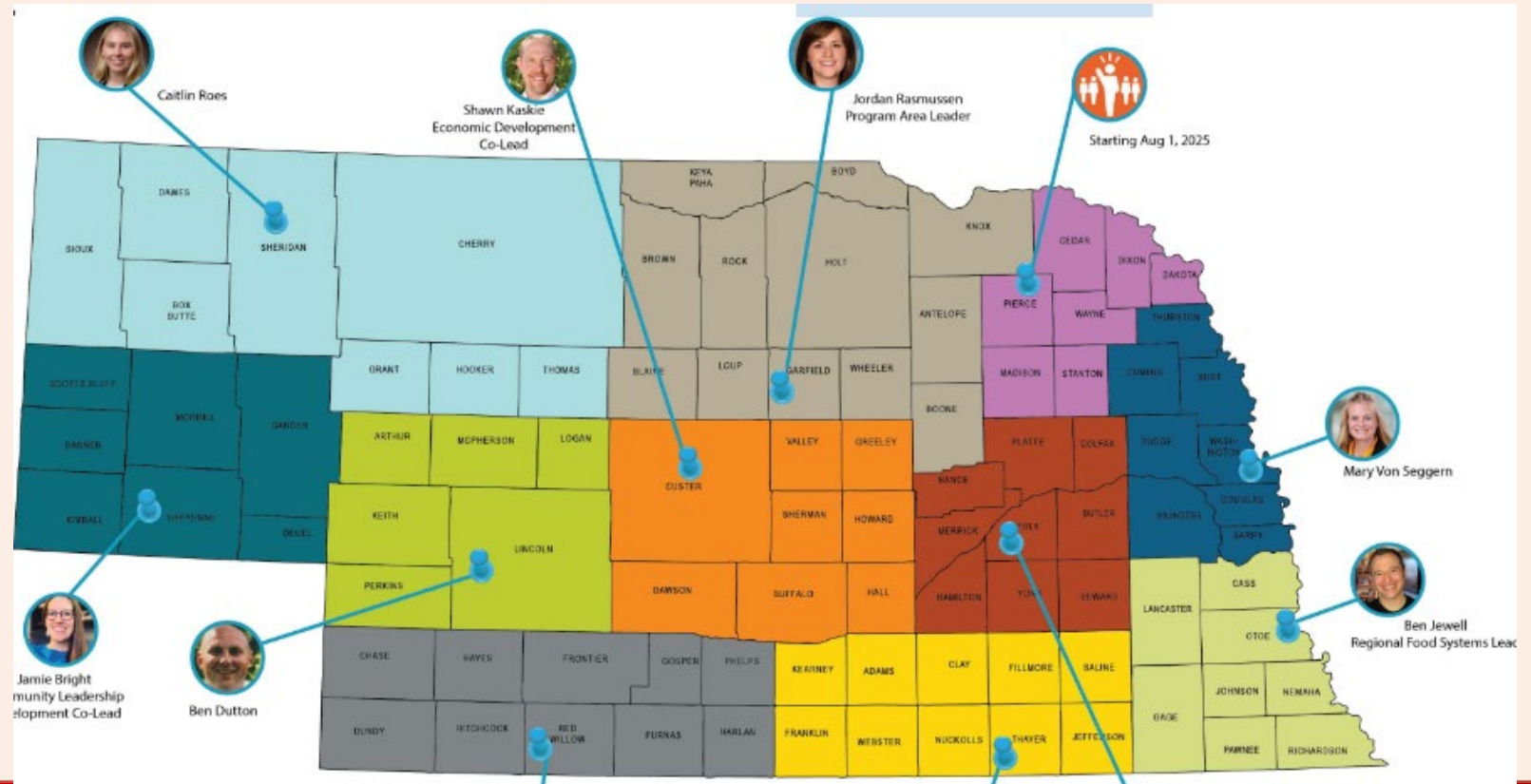
Nebraska
Extension
eCommunity
Project grant
team 2021 – 2025

3 Educators

5 eCoaches

12 Counties

25 Communities



Program lead, grant PI,
Community Coach

Educator

Shawn Kaskie

Program co-lead,
Community Coach,
eCoach trainer,

Educator

Jason Tuller

Latino eCoach
Small Business Educator
Sandra Barrera



eCoaches

-serial entrepreneurs

Doris Lux



Travis Barker

Former eCoaches

Caleb Pollard

Teliza Rodriguez

Rosio Esparza

Ryan Broker

Sara Holmquist

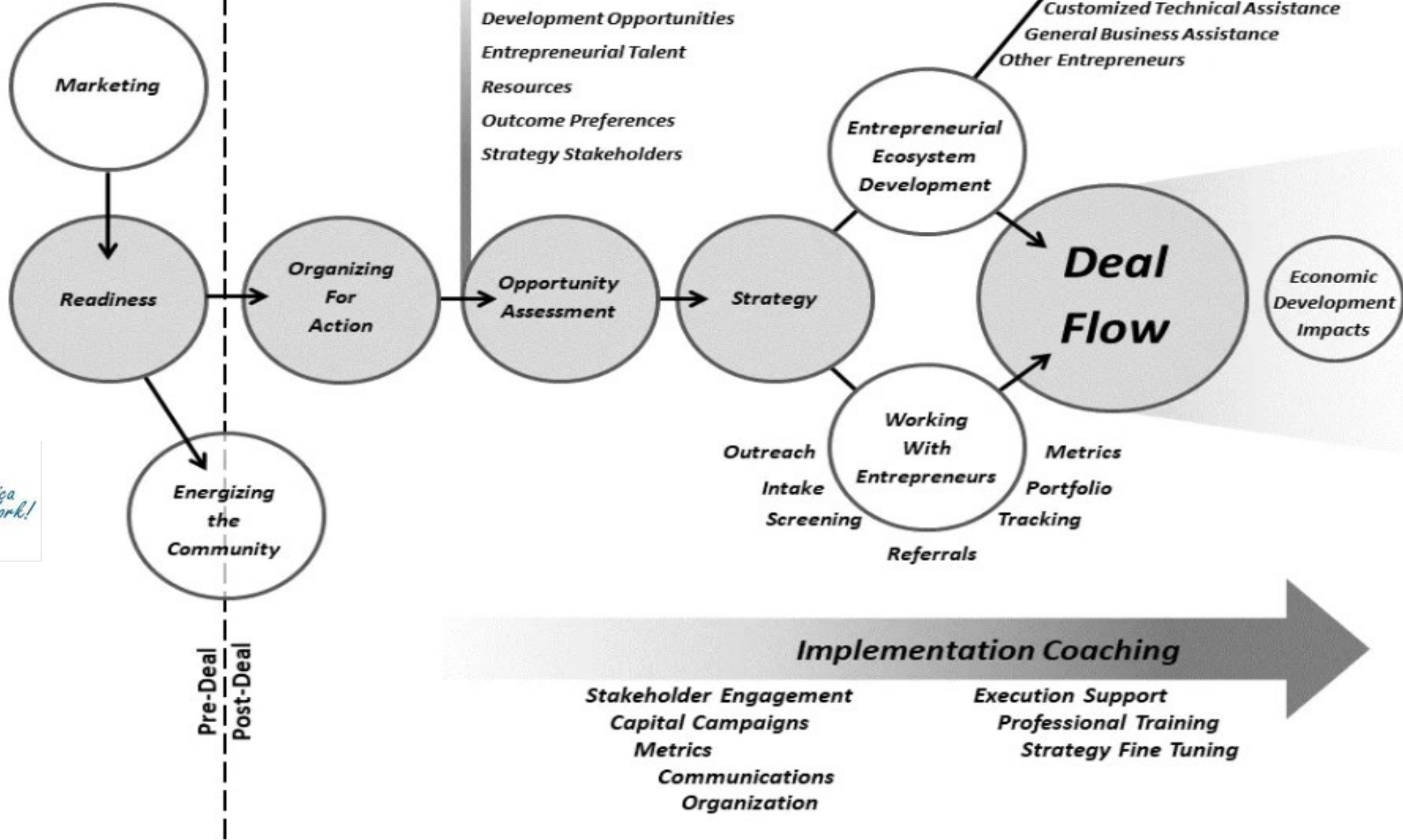
Agenda

- Why are we doing this – EDA Impact Story & metrics
- Overview of eCommunities process
 - highlighting pieces from
 - “Four Decades of Learning”
 - National eCommunity Models (e2 & e3-Kaufman peer learning)
 - Mid-program assessment results & plans
 - Sustainability
- eCoach and Client Success story from ... County-process in action
- Reflecting and sharing on your community/org Eship goals
 - What could we do better [to support community leaders develop their entrepreneurship deal flow systems]?

"e2" Entrepreneurial Communities Framework

"eCommunities"

how this
process
"works"



Develop Leaders, Entrepreneurs & Employers

Entrepreneurial Communities Framework

Readiness The first step is getting your community ready for entrepreneur-focused economic development. In most communities, ensuring readiness is foundational to ensuring success. Failure has a severe price and should be avoided at all costs. (The E2 Univ <i>Readiness Assessments</i> can help assess your community's readiness.)	Organizing The second step is for the community to organize itself to create, launch and sustain your entrepreneurial community initiative. Organizing can be challenging but creates the foundation for moving forward.
Assessment The third step is assessment to clarify opportunities, assets and preferences. This process provides the information necessary for strategy building.	Strategy Building The fourth step is strategy building. Making smart choices about where to focus finite energy and resources is critical to building a successful program.
Implementation The fifth step is going to implementation. At some point, your community needs to go live and begin growing your economy by growing your entrepreneurs.	Sustainability For your entrepreneurial community initiative to achieve meaningful impact, it must be sustained. Real progress comes with time and continued effort. The final step is building a multi-year sustainability plan.

Services provided by our Entrepreneurship Coaches

Focus Areas:

- **Business start-up**
- **Strategic business planning**
- **Workforce creation + management**
- **Systems + process optimization**
- **Equipment or real estate expansion**
- **Accounting training and support**
- **e-Commerce implementation**



Focus Areas:

- Workforce - creation**
- Workforce - management**
- Financial - capital**
- Financial –grant opportunities**
- Financial -accounting training and support**
- Financial - increase cash-flow**
- Startup**
- Advertising**
- Transitioning - succession planning**
- Expansion - e-commerce**
- Expansion - equipment or real estate**
- General support**



Program Timeline

Year 1 – Starting up Your eCommunity

The following few slides provides a more detailed road map for the critical start-up period. We are organizing our year into three four-month push periods. Adjustments will have to be made in this standard e2 road map to account for holidays and other down periods.

Proposed Desired Progress Outcomes by Push Periods (N=3)

**Push 1 –
4 months**

- 1. Road Map Goal Setting**
- 2. Basic E-Community Organization Established**
- 3. Stakeholder Preferences Mapping and Role Commitments**
- 4. Development Opportunity Exploration**
- 5. E-Talent Mapping and Targeting**
- 6. E-Resource Mapping and Go To Resource Targeting**
- 7. Starter Strategy Development – Energy Areas Defined**
- 8. Preparation for E Visitation and Surveying**
- 9. First Push Period 360 Evaluation**
- 10. Second Push Goal Setting and Action Planning**

Push 2
5-8mo

- 1. E Visitation and Surveying**
- 2. Organizing the Community's Go to E-Resource Network**
- 3. Early Networking of Es to Assistance Resources**
- 4. E Portfolio Development and Progress Tracking Metrics System**
- 5. Impact Testimonials and Metrics Captured**
- 6. year1 Celebration and Commitment to year2 Work**
- 7. Second Push Period 360 Evaluation**
- 8. E-Strategy Refinement**
- 9. E-Organization Refinement – High Performing Team Training**
- 10. Third Push Period Goal Setting and Action Planning**

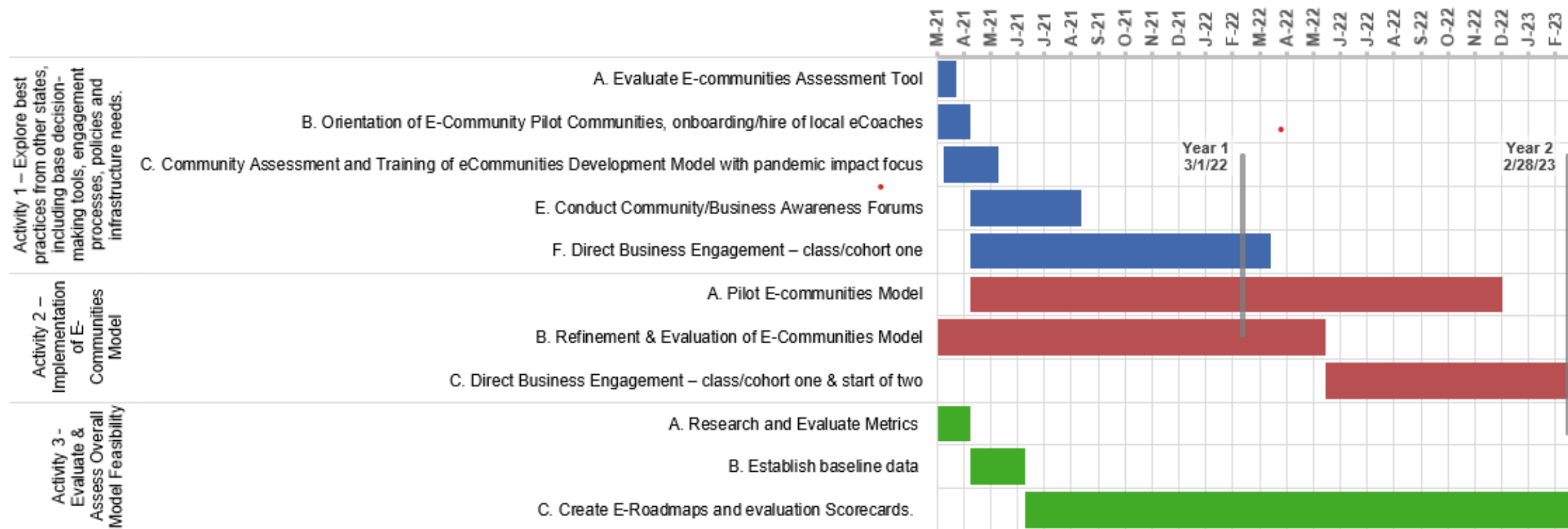
Push 3
9-12mo

- 1. On-Going and Sustained E Visitation and Surveying**
- 2. On-Going Networking of Es to Resources**
- 3. Development and Implementation of an E Outreach Strategy**
- 4. Third Push Period 360 Evaluation**
- 5. Fourth Push Period Goal Setting and Action Planning**

Year 2 – Continued Commitment Year

During the first year, there is excitement about this new work, there are passionate founding champions and hope springs eternal. It is hugely important to the success of this work that we sustain community commitments beyond the exciting start-up year. Two key measures of success as we approach year two include (1) a commitment by the community to continue with their entrepreneurial community initiative and (2) more energy and constructive action at the end of year one as compared to the start.

PROJECT TIMELINE



Project Start 3/1/21

columns used to create the chart

CATEGORY	TASK	START	END	COLOR	Start	Blue	Red	Green	Brown	Orange	Purple
Activity 1 – Explore best practices from other states, including base	A. Evaluate E-communities Assessment Tool	3/1/21	4/15/21	Blue	3/1/21	46	0	0	0	0	0
	B. Orientation of E-Community Pilot Communities, onboarding/hire of local eCoaches	3/1/21	5/1/21	Blue	3/1/21	62	0	0	0	0	0
	C. Community Assessment and Training of eCommunities Development Model with pandemic impact focus	4/1/21	6/1/21	Blue	4/1/21	62	0	0	0	0	0
	E. Conduct Community/Business Awareness Forums	5/1/21	9/1/21	Blue	5/1/21	124	0	0	0	0	0
	F. Direct Business Engagement – class/cohort one	5/1/21	4/1/22	Blue	5/1/21	336	0	0	0	0	0
Activity 2 – Implementation of E-	A. Pilot E-communities Model	5/1/21	12/15/22	Red	5/1/21	0	594	0	0	0	0
	B. Refinement & Evaluation of E-Communities Model	3/1/21	6/1/22	Red	3/1/21	0	458	0	0	0	0
	C. Direct Business Engagement – class/cohort one & start of two	6/1/22	2/28/23	Red	6/1/22	0	273	0	0	0	0
Activity 3 - Evaluate & Assess Overall	A. Research and Evaluate Metrics	3/1/21	4/30/21	Green	3/1/21	0	0	61	0	0	0
	B. Establish baseline data	5/1/21	7/1/21	Green	5/1/21	0	0	62	0	0	0
	C. Create E-Roadmaps and evaluation Scorecards.	7/2/21	2/28/23	Green	7/2/21	0	0	607	0	0	0

3 to 7 Years – Documentation of Economic Development Impacts

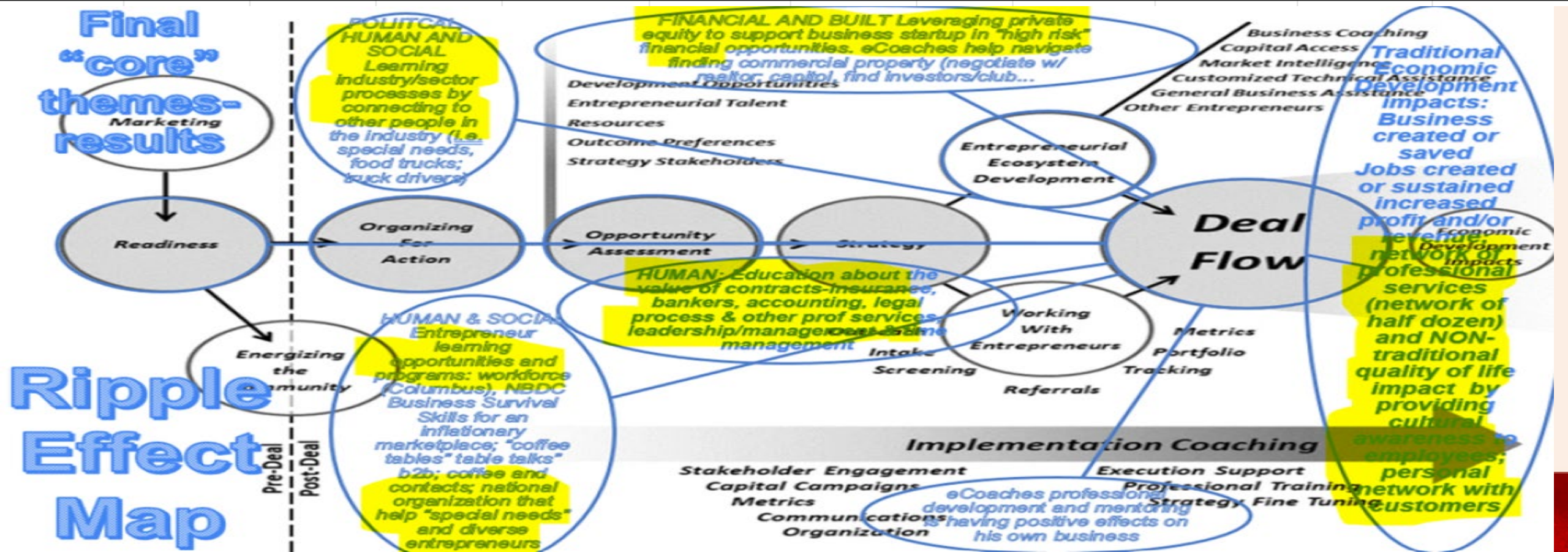
These are the hard years where we have promise but our world has not changed enough to be visible in the secondary data. Founding champions get tired and stakeholder groups can become sidetracked with other priorities or the perceived lack of progress can undermine confidence and support. At this point, good metrics, illustrated through testimonials and stories, can buttress commitment and maintain support through these hard years. The good news is that during this period, with a serious commitment to a smart and well-executed strategy, there will be clear and compelling economic development impacts (e.g., new businesses, jobs created) that you can lift up to demonstrate the value of this strategy and our work.

7 to 10 Years – Indicators of Transformative Change

It takes real-time to bring about the meaningful desired change. Unfortunately, most communities do not have the patience to stay with a development strategy long enough to achieve meaningful success. What we know is it is possible to achieve transformative change (as evidenced through secondary data) in seven to 10 years – a decade. Progress can be faster in communities that are more vital and dynamic. Existing sources of economic growth, such as a promising sector, can fuel entrepreneurial success.

County eCoach Entrepreneurs *aggregated impact metrics

Entrepreneur Contacts		Key Business Statistics			Business Goals						
Total business outreach	Businesses completing program or actively ENGAGED	Increase in FT Employees	Increase in PT Employees	Increase in Revenue since eCoach support	Public investment leveraged	Private & Personal \$ leveraged	Added a New Product or Service	Researched New Markets	Sell to a New Market	Expanded Distribution Channels	Expanded Advertising & Promotion
229	174	69	63	\$13,670,510	\$1,658,150	\$6,748,677	185	173	162	152	150



Extension/Programming Commitments

- . Provide community coaching services for at least 18 months based on the proposed eCommunities Roadmap.**
- . Provide the eCommunity Framework and Process including electronic copies of the Book and all the Resource Materials-e2 University**
- . Analytic support to help the community better understand itself and its entrepreneurial opportunities.**
- . Assistance in networking to and creating an Area Resource Network that can meet local entrepreneur needs.**
- . Assistance in helping the community sustain their entrepreneurship initiative**

Community Commitments

- After reviewing the eCommunities development framework and process a written commitment by the community to employ the eCommunities framework and process.**
- Funding for a part-time (at least 25% FTE) eCommunities coordinator to work with the Extension eCommunities coach.**
- A commitment to aggressive pacing with monthly eTeam meetings to ensure timely organizing, opportunity assessment, initial strategy development and ultimately working with entrepreneurs.**
- Up to \$2,500 funding to help defray programming, analytic, materials costs, and travel costs.**
- At the end of the first year with eCommunities, funding for a part to full-time eCoach that can work directly with entrepreneurs to identify their needs and network them to resources.**

Hall County eCommunity Resource Directory “Map” *Entrepreneurial Business Plan of Action*

Mentoring & Services

- [CCC Entrepreneurship Center](#)
- [GI Area Economic Development Corp.](#)
- [UNL Extension – Rural Prosperity](#)
- [Center for Rural Affairs](#)
- [CoFound](#)
- [South Central Economic Dev. District](#)

Great Places to Start

- [SourceLinkNE](#)
- GI Chamber Startup Guide
- Small Business Map (English)
- Small Business Map (Spanish)
- [Small Business Administration](#)
- [NE Business Development Center](#)

Local Financial Opportunities

- [LB840 \(GI Area Economic Dev. Corp.\)](#)
- [CCC Loan Fund](#)
- [City's CDBG Revolving Loan Fund](#)
- [Center for Rural Affairs Loan Fund](#)
- [Railside Rental Assistance Program](#)
- [City's CRA Facade Grant](#)
- [City's Tax Increment Financing](#)
- [Native360 Loan Fund](#)



Roadmap Developed by:



In Association with
Rural Prosperity Nebraska

Regulations, Compliance, Permits

- [Forms, Permits & Applications](#)
- [Zoning & Building Codes](#)
- [Regional Planning Commission](#)
- [Liquor License](#)
- [Fee Schedule](#)
- [Sales Tax \(City Info\)](#)
- [Sales Tax \(State Forms\)](#)
- [Food & Beverage Tax](#)
- [Central NE Health Department](#)

A rural example from Broken Bow NE, 3600

Custer County Business Start-Up Resources

Financial Opportunities

- [Custer County Economic Development Corp.](#)
- [Arnold LB840/Economic Development](#)
- [Callaway LB840](#)
- [Sargent LB840/ Economic Development](#)
- [Center for Rural Affairs Loan Fund](#)
- [Nebraska Enterprise Fund](#)
- [Native 360 Loan Fund](#)

Services & Mentoring

- [Custer County Economic Development Corp.](#)
- [UNL-Extension ~ Rural Prosperity](#)
- [Center for Rural Affairs](#)
- [Nebraska Enterprise Fund](#)
- [Latino Small Business Program](#)

Business Resources

- [SourceLinkNE](#)
- [Small Business Administration](#)
- [NE Business Development Center](#)
- [GrowNebraska](#)
- [Central Nebraska Economic Development District](#)

Regulations, Compliance, Forms, & Permits

- [Nebraska Liquor License](#)
- [Nebraska Dept of Revenue \(Sales tax, Lodging, Food & Beverage\)](#)
- [Consult Local Communities for Zoning](#)
- [County/Rural Zoning Codes](#)
- [Structure/Fire Marshall Inspection](#)



Disclaimer:

It is recommended that you verify the information provided with local Services and Mentors to ensure it is current and up-to-date.

eCommunities Program Impact

Transforming Rural Nebraska Through Entrepreneurship Coaching - Supporting businesses across diverse sectors in Custer County and beyond

44

TOTAL BUSINESSES
SERVED

12+

JOBS CREATED

\$1.1M

INVESTMENT LEVERAGED

\$1M

REVENUE INCREASE

22

NEW MARKET
INITIATIVES

32

FINANCIAL CAPITAL
INITIATIVES

29

ADVERTISING &
PROMOTION

28

NEW PRODUCT/SERVICE

26

DISTRIBUTION
EXPANSION

25

MARKET RESEARCH

Central City eCommunities Impact

Transforming Rural Nebraska Through Entrepreneurship
Coaching - Supporting 14 businesses in Central City and
Merrick County

TOTAL BUSINESSES SERVED

14

FULL-TIME JOBS CREATED

25

PART-TIME JOBS CREATED

15

REVENUE INCREASE

\$5.76M

PUBLIC INVESTMENT

\$1.27M

PRIVATE INVESTMENT

\$2.15M

INCREASED COMMUNITY VALUE PER CLIENT

\$244K

Economic Impact

TOTAL JOBS CREATED (FT + PT)

40

TOTAL INVESTMENT LEVERAGED

\$751K

BUSINESS DEVELOPMENT ACTIVITIES

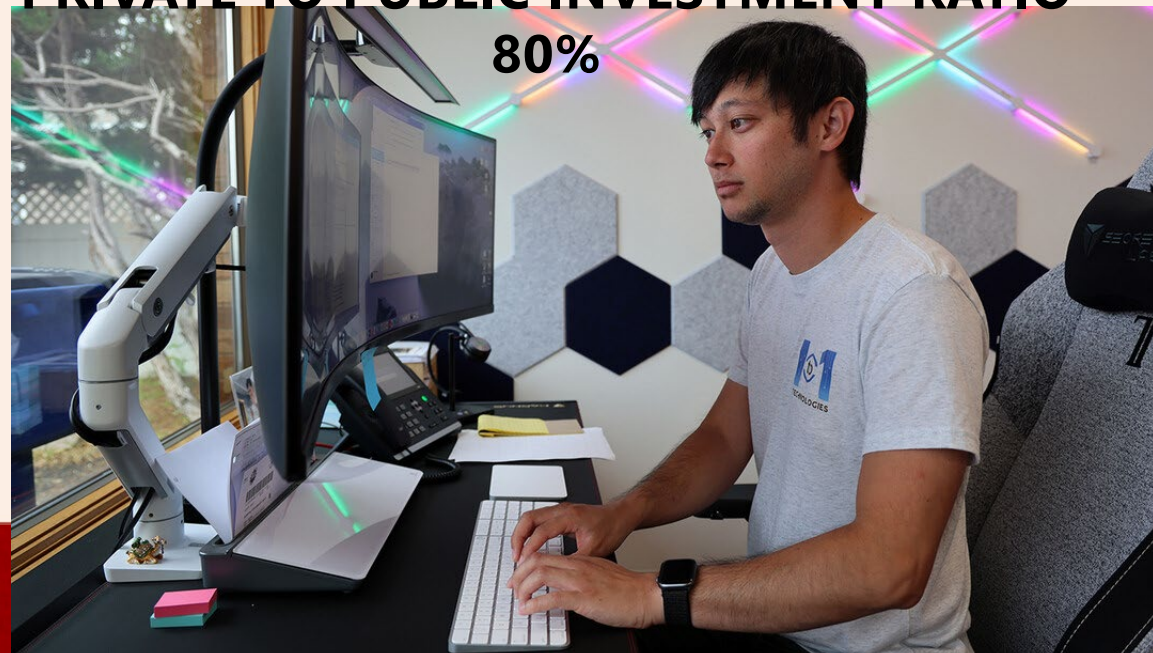
421

YEARS OF 1TO1 TECHNOLOGIES GROWTH

15

PRIVATE TO PUBLIC INVESTMENT RATIO

80%



Generalized Estimate of Program Costs

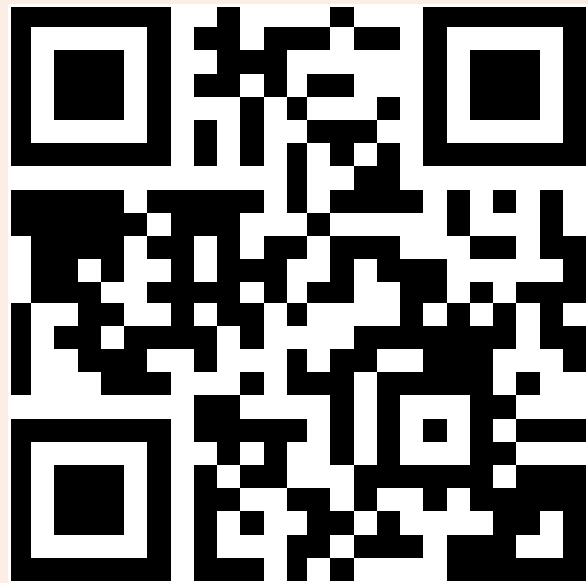
Communities genuinely committed to growing a stronger economy and community through entrepreneur-focused economic development should consider securing between \$15,000 and \$20,000 for the first year of eCommunities. Extension provides a comparable staffing and program commitment. In year two should the community commit to a part-time to full-time eCoach the funding commitment would rise from \$25,000 to \$50,000 depending upon how the community staffs and programs it year two and beyond work. Likely budget detail for year one is estimated as follows:

- a. eCommunities Coordinator - \$5,000 to \$10,000 for a part-time position (this can be in-kind if there is designated staffing from a partnering organization).
- b. Community Meetings - \$1,000 to \$1,500
- c. Extension Funding - \$1,000 to \$2,500 (Community Coach travel is waived)
- d. eCoach for the 4th Quarter of the first year - \$5,000 to \$10,000 (included training support)

How do you support entrepreneurship in your community?

- What could we do better [to support startups and expanding small businesses]?
- What is the hardest part of the process?
- How can we improve this “system” together





Contacts:

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