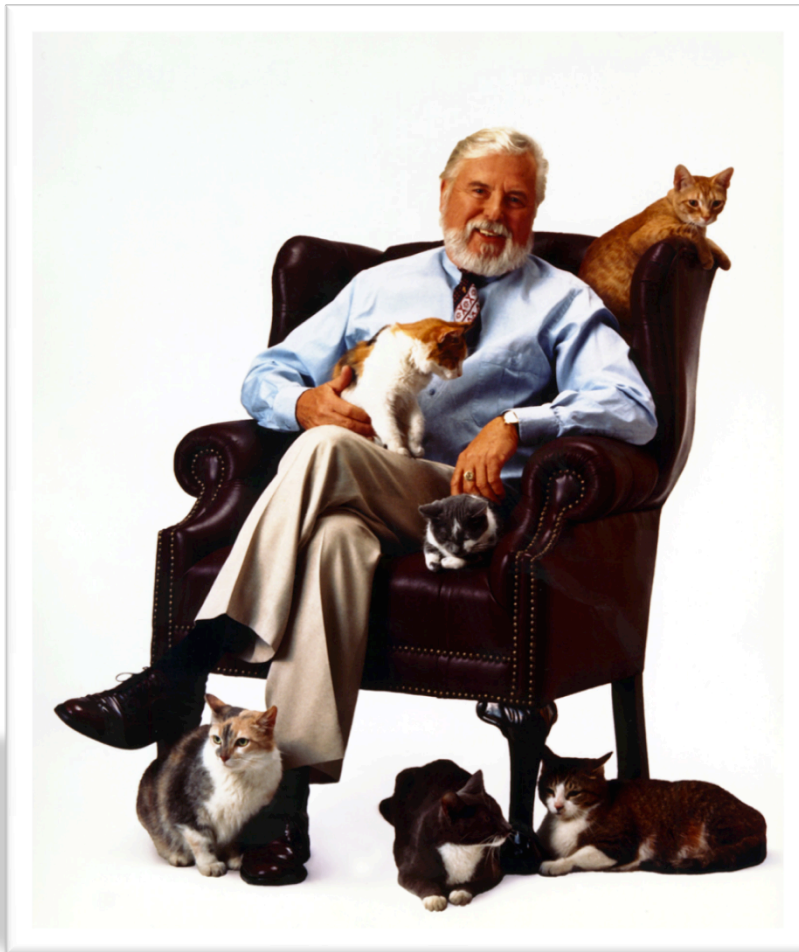


Supporting Rural Development

Thinking differently about Entrepreneurship & Economic Development



Mark Lange
Edward Lowe Foundation
LAC Summit 2011 Phoenix, AZ



- **National Operating Foundation**
 - Not a grant making foundation
 - Currently active in 42 states
 - Build and deliver programs
- **Approach to entrepreneurship**
 - Entrepreneur Support Orgs
 - Second-stage Entrepreneurs
 - Economic Gardening
- **Tools and programs**
 - Peer learning
 - Companies to Watch
 - YourEconomy.org
 - Leadership Retreats

Serving our Economy.....





**What's
Your
Point?**

Think differently about Entrepreneurship & Economic Development

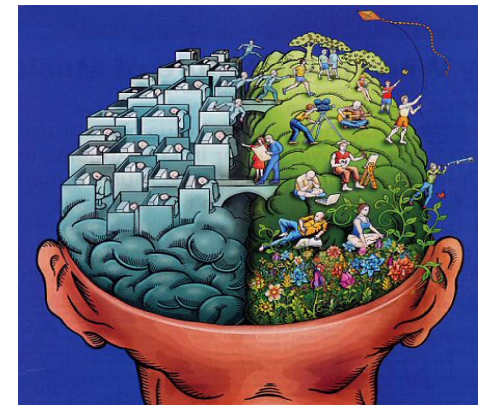
**Re-balance
economic
development
strategy**

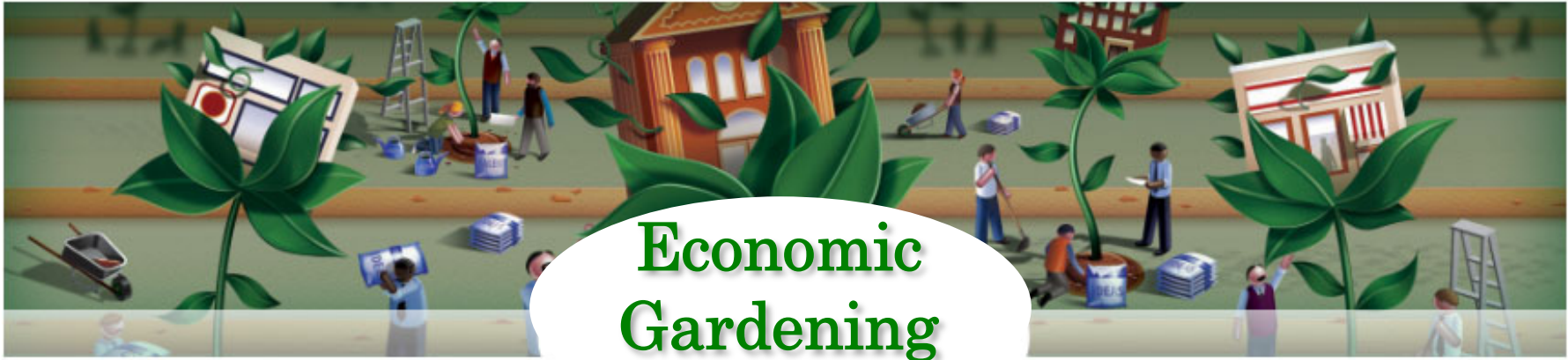


**Increase
attention
on growth
companies**



**Update
services
to reflect
the new
economy**





Re-balancing Your Economic Development Strategy

Needed Emphasis

Existing Growth Companies

Grow From Within

Current Emphasis

Startups

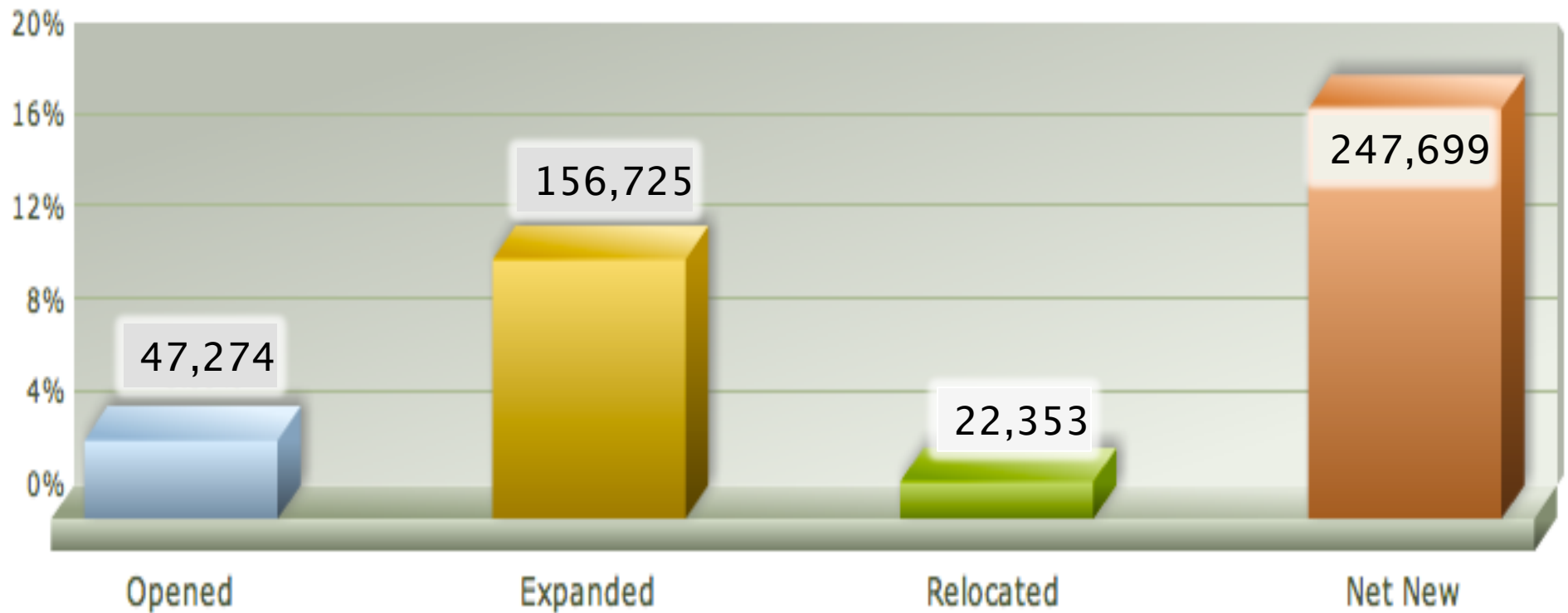
Small Businesses

Recruitment

Job Creation – Kansas 1993–2008

Growth Factors - Net New Jobs

Kansas 1993-2008



Factors: Opened (Births - Deaths), Expanded (Expansions- Contractions), Relocated (Move In - Move Out)

Source Youreconomy.org (Edward Lowe Foundation) – NETS database 2009

Increase Attention On Growth Companies



Overall

- 10-99 Employees
- 1-50 \$ Million in Revenue
- Includes High Growth, High Potential and Steady Growth
- Past startup - not mature
- Intent and capacity for Growth



Rural Emphasis

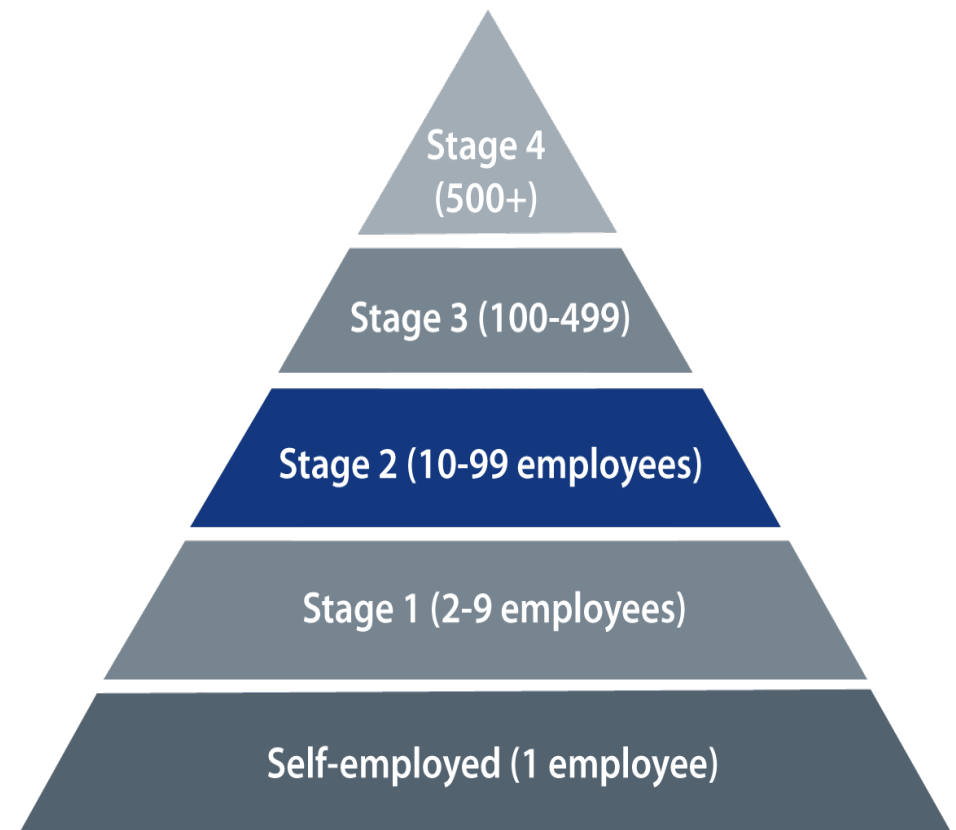
- Inventory businesses by stage and markets served
- Concentrate on Exporting Innovation
- Find and serve External Market Companies of all sizes
- Acquire expertise regionally

Not all businesses are created equal



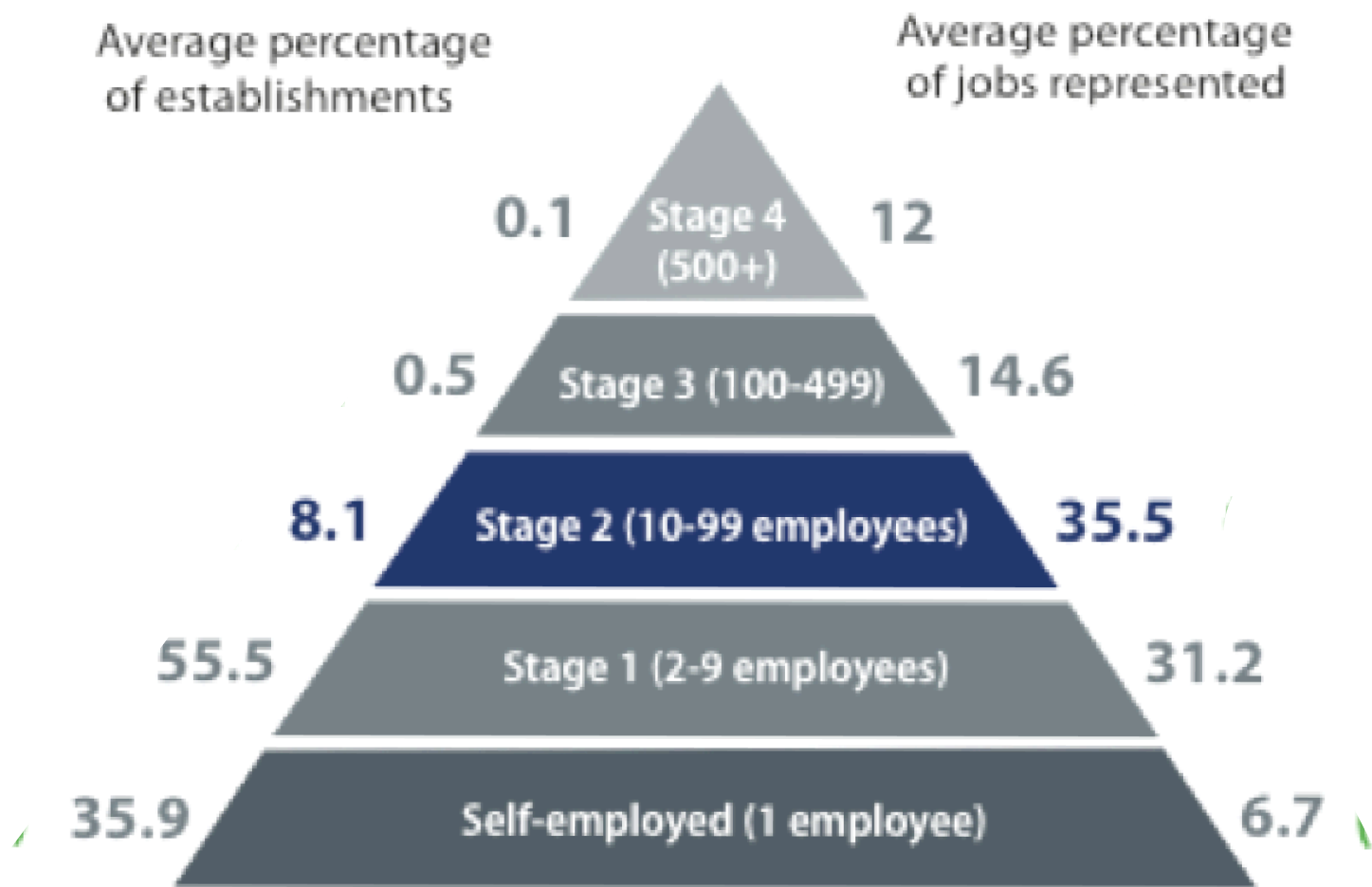
Do you know where your jobs are?

- Resident vs Non-Resident
 - Headquartered in your State?
- Non- commercial
 - Non-profit, education, Gov't?
- Stages of Growth →



Getting to know your “RESIDENT” companies.

United States 2007-2008





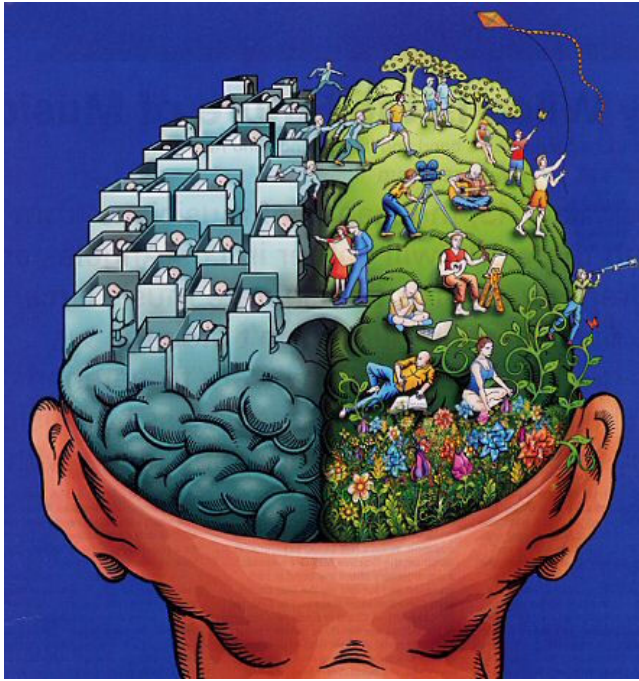
Your Economy.org

A closer look at business activity through time

NETS – National Establishment Time Series

Practical information for community leaders and business support organizations.

Includes more small businesses and entrepreneurs.



Update Services To Reflect New Economy

- Traditional Economic Development
 - Transaction based services focused on **movement**
- New Economy Economic Development
 - Information based services focused on **strategy** and **growth**



The Evolution of Economic Gardening

1990 – Littleton, Colorado
Establishes First
Economic Gardening Program

- Gradually built highly successful information system for local businesses
- Gained national and international attention
- Breakthrough Technique
 - Target
 - Tools
 - Timing

Littleton Technical Assistance Model





- 2009 - Florida passes economic gardening bill focusing on second-stage
- \$1.5 million Technical Assistance Pilot Program
- ELF creates a “virtual” Littleton model to service companies and train local team
- Ten months – 157+ companies create 327+ Jobs

Virtual Technical Assistance Model



NATIONAL CENTER FOR ECONOMIC GARDENING

- Edward Lowe Foundation agrees to host the National Center for Economic Gardening – Infrastructure & Technology
- Economic Gardening Networks established to offer virtual services for other state and regional pilot programs



2009–2010
Florida



2010–2011
Kansas



2010–2011
Regional Pilots
Coastal Georgia
Indiana – Purdue
Sudbury Canada



2011 projected
Missouri
Arizona
Michigan
Oregon
Others

Think differently about Entrepreneurship & Economic Development

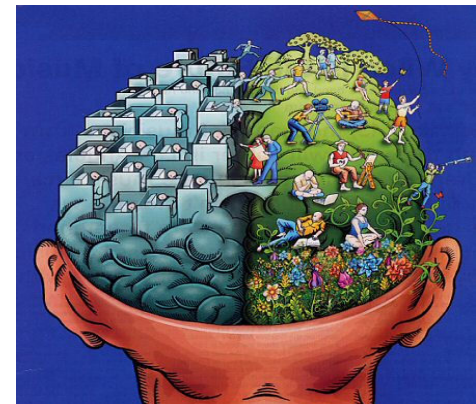
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www.networkkansas.com

Today's presentation

<http://dl.dropbox.com/u/9382703/LACSummit2011.pdf>