

Southeast Nebraska Partners for Progress (P4P) Stronger Economies Together



P4P Entrepreneurship Goal

Develop an entrepreneurial culture for business creation and retention that sustains and grows our existing industries and businesses.

Goal Selection:

Fundamental to growing the Manufacturing/Industry and Arts & Entertainment clusters is the development of small businesses that contribute to the local manufacturing supply chain and support and provide the retail and experiences that build a regional tourism culture. The P4P Region has nearly 93 percent of all businesses with less than 10 employees and 45 percent of these businesses are non-employee sole proprietors. Thirty-two percent of the region's occupations are categorized as the Creative Class. This is a growing sector that can provide innovation and knowledge to help the region "grow their own" businesses, leading to a stronger and diverse economic base for the region.

Regional Economic Benefit:

Fostering a creative and business-friendly environment that supports entrepreneurial endeavors will result in new ideas and business starts. These will support the manufacturing and Arts & Entertainment clusters, as well as enhance the region's quality of life. This support will help sustain Main Street Districts and build a multifaceted area that offers a wide range of products and services.

Strategy 1.0 Outcomes

Short Term (6 months – 2 years):

- Conduct market research to determine entrepreneurship offerings and grade levels. Determine if area partners focused on small business opportunities can be incorporated into the curriculum in 2016.
- Administrative buy-in for entrepreneurship education and work with partners to deliver formal entrepreneurship programming by 2017.
- Host regional entrepreneurship days/competitions at both the high school and college level and obtaining funding for winning ideas to utilize as seed funding for their business idea annually beginning in 2017.

Intermediate (2-4 years):

- Youth are actively seeking business resources to pursue opportunities and creating a strong business network within the region by 2018.
- A sustainable funding stream available to youth entrepreneurs by 2018.
- Peru State College students are connected with regional resources/assets that encourage business startups by 2018.
- Youth are starting their first micro and small business startups by 2020.

Long Term (5+ years):

- Regional leaders identify and track entrepreneurs in order to motivate them and keep them connected to the region by 2018.
- Youth are applying for small business funding by 2020.
- Youth businesses are successful and growing by 2021.
- Sufficient funds are available to eligible startups and expanding businesses by 2021.

Entrepreneurship Coordinating Team

Tim Borchers, Peru State College
(tborchers@peru.edu)

Lisa Beethe, City of Tecumseh
(lbeethe@tecumsehne.com)

Nicole Mason, Esq., Ligouri Law
Office
(nicole.liqourilaw@gmail.com)

Dan Mauk, Nebraska City Area
Economic Development
(director@nebraskacityareaedc.org)

Marilyn Schlake, Nebraska
Extension (mschlake1@unl.edu)

Rex Nelson, Nebraska Extension
(rex.nelson@unl.edu)

Doug Friedli, Missouri River Basin
Lewis & Clark Center,
(dougfriedli@gmail.com)



Stronger Economies Together



Action Plan (2017-2021)

V: 12/15/2016

Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1.0 By 2021, youth entrepreneurship education will be available in 75 percent of the region's communities or schools, resulting in new young adult businesses.					
1.1 Assessment of Youth Entrepreneurship Education offered	Schools, Extension, Chambers	February 2017	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	75% assessment response rate
1.1.1. Obtain list of Career/Entrepreneurship teachers, Extension, Chambers and Economic Dev	Gregg Christiansen, P4P SET Team	December 2016	Planning Phase	Marilyn Schlake	Create contact list
1.1.2. Create and distribute survey, analyze	Schools, Extension, Chambers, ED's	January 2017	Planning Phase	Marilyn Schlake	Survey conducted
1.2 Host a Regional Youth Entrepreneurship Education Workshop	Schools, Extension, Chambers,	June 2017	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	Number of schools and teachers attending Number of teachers trained
1.2.1. Promote Workshop at ESU in-service training, obtain feedback on interests, needs	School Admin, Teachers, ESU districts	January 2017	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	Number of school administrators attending
1.2.2. Coordinate planning with Eship Groups	Teachers, Extension, PSC,	November 2016 – on-going	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	
1.2.3. Secure funding for workshop	Chambers, Banks, Foundations	January 2017	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	
1.2.4. Market workshop and conduct	Teachers, Extension, PSC students, Econ. Dev., Chambers	March 2017	Planning Phase	Tim Borchers, Lead; Eship Coord. Team	
1.3 Support new and on-going entrepreneurial education	Teachers, Extension, PSC students, Econ. Dev., Chambers	Fall 2017 - on-going	Pending	Tim Borchers, Lead; Eship Coord. Team	Increase number of education events/courses offered; Increase involvement of Business community in education; Number of students participating in eship courses/events
1.3.1. Established database of Business advisors for classroom assistance	Teachers, Extension, PSC students, Econ. Dev., Chambers	Fall 2017	Pending	Tim Borchers, Lead; Eship Coord. Team	List of approved classroom speakers, educators
1.4 Establish a regional entrepreneurship day and competition	Local High Schools, PSC	Spring 2018	Pending	Eship Coord. Team	# of students participating and competing
1.5 Mentorship program established for youth entrepreneurs	Schools, business owners, Chambers, Extension	2019	Pending	Eship Coord. Team	#of successful mentorships Number of youth business starts
1.6 Tree House acceleration program for youth	Tree House managers, students, banks	2020 -	Pending	Eship Coord. Team, Tree House Staff	#of youth/young adults participating; Number of youth business starts; Increased profitability of youth businesses
1.6.1. Establish a loan fund to support youth business starts	Banks, grant funds	2021	Pending	Eship Coord. Team, Tree House Staff	Dollars available for loans

Strategy 2.0 Outcomes

Short Term (6 months – 2 years):

- Identify baseline data percentages for small business startup versus failure rates and identify struggles that can be addressed to decrease the barriers by 2016.
- Obtain data about the small business resources in the area/state by 2016.
- Create a checklist for first responders who deal with entrepreneurs which includes a link to gap financing partners by 2016.
- Provide access to capital for startups and existing small businesses ready for growth by 2017.
- Create a regional understanding of how to write a successful business plan utilizing a variety of regional partners and resources by 2017.
- Provide training opportunities and workshops to support and educate small business and their resource providers by 2017.
- Site location assistance for small business owners by 2016.

Intermediate (2-4 years):

- The Tree House in Nebraska City is fully occupied and entrepreneurs are taking advantage of all the resources by 2018.
- Implementation of a mentorship program that focuses on individuals involved in business startups by 2018.
- Pool of funds available which include business competition rewards and progressive loan funds by 2019.

Long Term (5+ years):

- Small business connectivity throughout the region by 2021.
- The Tree House has a pipeline of entrepreneurs by 2021.
- Sufficient funds available for startups and expanding businesses by 2021.
- A one-stop website or physical location provides connection with mentors, a list of incubator opportunities, storefront listings and small business education and training by 2020.

Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
2.0 By 2021, the region will have a 20 percent increase in all businesses reporting employees and wages*					
2.1 Assessment of entrepreneurial interests and small business needs	Researchers, SCC, DED, NE Extension, REAP, Business Owners	Spring 2017	Planning Phase	Marilyn Schlake, Lead, Entr Coord. Team	Assessment Completed
2.1.1. Contact partners for earlier research completed	Researchers, SCC, DED, NE Extension, REAP,	February 2017	Planning Phase	Marilyn Schlake, Lead, Entr Coord. Team	Research compiled
2.1.2. Conduct Survey of Public, Students, Small Business owners via online networks	SCC, DED, NE Extension, REAP, Business Owners, Public, College Students	March 2017	Planning Phase	Marilyn Schlake, Lead, Entr Coord. Team	Survey completed, 30% response rate
2.2. Increase exposure of the various entrepreneurship financing programs available to lenders	Bank lenders, DED, SENDD, USDA RD, REAP	Summer 2017	Planning Phase	Brook Aken, Lead, Entr Coord. Team	Number of lenders attending
2.2.1 Contact lending agencies, incentive programs for inclusion in program	DED, SENDD, USDA RD, REAP	April 2017	Pending	Brook Aken, Lead, Entr Coord. Team	

2.2.2. Create materials, compile information and coordinate a team to meet with financial institutions on-site to present information		July 2017	Pending	Brook Aken, Lead, Entr Coord. Team	
2.3 Develop/enhance Entrepreneurship Training/s and events	Entrepreneurship Center, ED, Chambers, Nebraska Extension, NBDC, Business owners	Fall 2016 – on-going	Pending	Eship Coord. Team, SCC, NE Extension	Number of individuals participating in events Number of events hosted
2.3.1. Continue to support SCC networking session in Nebraska City, expand to additional communities	Entrepreneurship Center, ED, Chambers, Nebraska Extension, NBDC, Business owners	October, 2016 – on-going	Underway – planning	SCC, Eship Coord. Team	Number of individuals participating in coffees Number of locations/events held in region
2.3.2. Conduct specialized, technical trainings, identified in assessment	Entrepreneurship Center, ED, Chambers, Nebraska Extension, NBDC, Business owners	Fall 2017 – on-going	Pending	Eship Coord. Team, SCC, NE Extension, NBDC, REAP	Number of trainings conducted Number of individuals, businesses participating
2.3.3. Secure resources to address specialized services, ie. business transition	Entrepreneurship Center, ED, Chambers, Nebraska Extension, NBDC, Business owners, DED	Winter 2018	Pending	Eship Coord. Team, SCC, NE Extension, NBDC, REAP	Number of businesses assisted Increase in business sales, efficiencies, profitabilities Job creation
2.3.4. Organize a small business mentoring program for start up	Entrepreneurship Center, ED, Chambers, Nebraska Extension, NBDC, Business owners,	Fall 2018	Pending	Eship Coord. Team	Number of mentorships
2.4 Expand local financing resources for entrepreneurs, link with state, federal, private resources	USDA/RD; Bankers, Investment Clubs Entrepreneurship, Business owners, DED	2019	Pending	Eship Coord. Team	Number of successful deals Business expansions Business starts Greater commercial building occupancies
2.4.1. Collaborate on One-Stop resources for region or create website for P4P Region	DED	2020	Pending	Eship Coord. Team	One-Stop resource provided
2.5 Nebraska City Tree House Incubator expands and has a pipeline of entrepreneurs from across the region	Tree House, Entrepreneurs	2019-2021	Underway	Tree House, Eship Coord. Team	Number of Incubator businesses. Transition to self-sustaining business Increase in business sales, efficiencies, profitabilities Job creation