

ENTREPRENEURSHIP SUB-COMMITTEE RECOMMENDATIONS

COMMITTEE RECOMMENDATION:

Market small business development services and news to raise awareness about Entrepreneur resources and opportunities in Athens.

- **Identify any research, or other kinds of information that was used to craft this recommendation.** (add additional sheets as necessary)
 - Small Business Development Center: www.sbdc.uga.edu
Provides classes and technical support/consulting to small businesses. Classes are approximately \$50 each, consulting is free.
 - East Athens Development Corporation/Micro-Loan: www.eadcinc.com
Provides classes and technical support/consulting to small/micro businesses. Classes range in price, consulting is free.
 - Athens-Clarke Growth Fund – www.athensclarkecounty.com/~hed/growthfund.html
The Human and Economic Development Department offers gap financing in the amount of \$10,000-\$200,000 to small businesses to start and expand business and create jobs.
 - Entrepreneur Friendly Designation Task Force
Group of local small business technical assistance providers and small businesses working to obtain the State Department of Economic Development's "Entrepreneur Friendly Designation" which strengthens the relationship between the county and the state.
 - Economic Development Foundation – www.athensbusiness.org
The Foundation's sole purpose is to attract and establish new businesses that will create additional jobs and import capital investment to Clarke County, Georgia. As this is a complex and competitive task, the organization is devoted to new business development along with sharing and promoting the numerous economic assets of the area.
 - Association for Enterprise Opportunity (AEO): www.microenterpriseworks.org/
AEO is the national association of community-based organizations that provide entrepreneurial education, access to capital, and support to aspiring and active low-income entrepreneurs. AEO provides its members with a forum, information, and a voice to promote enterprise opportunity for people and communities with limited resources.
 - Georgia Micro-Enterprise Network (GMEN): www.georgiamicroenterprise.org
Create opportunities and support for microenterprise development as an avenue for economic self-sufficiency in Georgia.
 - Georgia REAL: www.gareal.org
National and 13 state-level non-profit organizations with mission of fostering student entrepreneurship at high school, post-secondary and now elementary and middle levels.
 - Appalachian Community Enterprises, Inc.:
 - Chamber of Commerce website: <http://www.athenschamber.net/>

- **Identify additional research or information that could help clarify this committee recommendation. List potential sources if possible.**
 - Surveying businesses in Athens that are both successful and unsuccessful.
 - Who used services?
 - When?
 - Why?
 - What would have helped people use them more readily?
 - Was marketing really the problem or do people get too overwhelmed with selling their product/service that they forget to manage their business?
 - Survey community for all available resources to small businesses.
 - UGA business class could work together with the Chamber of Commerce to assemble a portfolio of available services for small businesses in Athens based on survey results and other information (Ex. Relay for Life – UGA business class put together a portfolio on marketing / business plan – see Betsy Goodwin.)
 - Market to low-to-moderate income individuals and find out what services need to be provided in order to assist in their achieving advancement in entrepreneurship

- **Indicate people or groups that we need to talk to help clarify this committee recommendation. List any recommended locations.**
 - Athens Banner Herald- Don Nelson
 - Groups in Athens that can assist with bi-lingual consulting
 - UGA
 - Catholic Social Services
 - El Banco de Oportunidad
 - Terry College of Business
 - Flagpole
 - Downtown Development Authority
 - Minority Business Telephone Directory – Charlie Monroe
 - Local Social Service Providers – Homeless Shelters, Our Daily Bread
 - Business Owners with employees who may be underemployed (UGA, plants, etc)
 - Chamber of Commerce

- **What kind of action or resources would be necessary to implement the recommendation?**
 - House, at the Chamber of Commerce and on the Chamber’s website, a One-stop-shop and Database of business opportunities, local products, etc. for local businesses to use to network and grow – Could be administered through the Chamber (J House Media – made Chamber website)
 - Daily Business Section in ABH with a Q&A column
 - “211” Information phone line for businesses – under Community Connections, EADC or SBDC
 - Monthly newsletter – part of the ABH business section OR distributed in Athens (i.e. Flagpole) OR electronic (see Appalachian Community Enterprises, Inc.); Featured Business of the Month, new business listings, business tips
 - Bi-lingual translator/consultant in association with UGA, Catholic Social Services

- Market services of SBDC, EADC, Goodwill Industries, and HED's Athens Growth Fund
 - Buy Local Campaign: Flagpole currently published annual "Guide to Athens" with local restaurants and other retailers listed. A local retailers guide with such info as part of a Buy Local Campaign could support local businesses
 - Marketing to low-to-moderate income individuals
 - Increase social services to improve skills among low-to-moderate income individuals (computer literacy, job skills, business skills)
 - Job Fairs – incorporate small business marketing at job fairs
 - Peer Network for Business Competency (sales/marketing, finance, human resources/training, management, technology)
- **Indicate what forces and influences are likely to occur that will support or oppose implementation.**
 - Forces that support (please list):**
 - Incentive for businesses and other groups to assist to increase awareness of resources.
 - Local government and community support of small businesses
 - Job fairs currently exist and can be expanded to incorporate small business marketing
 - Peer networking can alleviate many of the calls relating to business competencies and enhance accountability of one's business
 - Availability of resources through UGA's student population
 - Forces that oppose (please list):**
 - Busy schedule, feeling of being overwhelmed and not being able to participate.
 - Strained social service agencies may find it difficult to provide additional services to low-to-moderate income individuals who need additional training to advance in business skills