

ENTREPRENEURSHIP SUB-COMMITTEE RECOMMENDATIONS

I. List the Learning(s) that this recommendation is addressing

1. Athens' economy is not diverse enough, and this limits jobs and drives down wage rates.
 - The economy is too dependent on UGA and the two regional medical centers.
 - There are inadequate strategies in place to encourage retention and expansion of existing businesses.
 - There are inadequate strategies to attract industries that will enhance the social, environmental and economic quality of life in Athens.
2. Many jobs pay wages that do not meet the local cost of living.
3. There is a lack of coordination and funding for strategies that prepare students and adults for the workforce.
 - Students and adults do not have enough access to training in business skills, financial literacy and entrepreneurialism.
 - Lack of hope prevents students and adults from acting on career dreams.

- **WRITE THE COMMITTEE RECOMMENDATION** (limit focus to one subject or action item, more than one recommendation may be needed to address a particular learning):**

Create a program to teach entrepreneurialism and build hope at each level of the youth educational system.

- **Identify any research, or other kinds of information that was used to craft this recommendation.** (add additional sheets as necessary)
- **Identify additional research or information that could help clarify this committee recommendation. List potential sources if possible.**

Research National Foundation for Teaching Entrepreneurship curriculum and Certified Entrepreneurship Teachers program: Through entrepreneurship education, NFTE, which is also referred to as Network for Teaching Entrepreneurship, helps young people from low-income communities build skills and unlock their entrepreneurial creativity. Since 1987, NFTE has reached over 150,000 young people, trained more than 3,700 Certified Entrepreneurship Teachers, and continually improved its innovative entrepreneurship curriculum.

Mission:

NFTE teaches entrepreneurship to young people from low-income communities to enhance their economic productivity by improving their business, academic and life skills.

To achieve its mission, NFTE:

Creates innovative, experiential curricula for educators and youth
 Provides entrepreneurship educational training and ongoing support to educators
 Partners with universities, schools and community-based organizations
 Offers supportive alumni services

Guiding Principles:

Entrepreneurship can be taught to young people. The NFTE experience helps young people from low-income communities develop their individual skills and talents.

Entrepreneurship connects young people from low-income communities to the school, the community, and the workplace. The NFTE experience involves experiential learning that is relevant to the real world.

Entrepreneurship empowers young people to build a vision for the future. The NFTE experience helps young people explore new opportunities and explore career and educational aspirations.

- **Indicate people or groups that we need to talk to help clarify this committee recommendation. List any recommended locations.**

Chamber of Commerce, School District, Georgia REAL (Paul Delargi- at Timothy Road and PLC's Jittery Joe's), Department of Labor's Workforce Investment Board, SBDC, UGA Terry College of Business (students worked on Jittery Joe's)

- **What kind of action or resources would be necessary to implement the recommendation?**

K-5- Integrate a financial literacy program, Replicate Georgia REAL Program, Use the Lemonade Stand competition (like Inc. Magazine)?

Middle School- Hold a Business Proposal Fair like a Science Fair, offer apprenticeships with local businesses?

High School- Have students go through the SBDC course for class credit, continue the Business Proposal Fair?

Summer Programs- Super Summer Program- where youth shadow a local business person for the summer, Expand capacity of EADC's Allen Executive Youth Entrepreneurship camp (first summer 2007)

- **Indicate what forces and influences are likely to occur that will support or oppose implementation.**
Forces that support (please list):
Forces that oppose (please list):

- **WRITE THE COMMITTEE RECOMMENDATION** (limit focus to one subject or action item, more than one recommendation may be needed to address a particular learning):**

Market Small Business Development services and news to raise awareness about Entrepreneurialism in Athens.

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Athens Banner Herald- Don Nelson, Chamber of Commerce

- **What kind of action or resources would be necessary to implement the recommendation?**

Daily Business Section in ABH with a Q&A column

Market services of SBDC, EADC, Goodwill Industries, and HED's Athens Growth Fund

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Forces that oppose (please list):

- **WRITE THE COMMITTEE RECOMMENDATION** (limit focus to one subject or action item, more than one recommendation may be needed to address a particular learning):**

To foster a culture of entrepreneurialism, Athens must support training programs for adults and remove barriers to growth for start-ups and existing small businesses in Athens-Clarke County.

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Entrepreneurs need on-going business support/training and access to capital. The committee recognizes that many potential entrepreneurs are not able- due to a lack of time, capital, belief-in-self, English language skills, computer training, or literacy- to access current resources. The committee recognizes that many entrepreneurs who have already begun their businesses will fail due to a similar set of problems that commonly affect small businesses. The committee also recognizes that there are multiple ways for Athens policy to support small businesses through zoning, taxes, and permitting.

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- **Indicate people or groups that we need to talk to help clarify this committee recommendation. List any recommended locations.**
- **What kind of action or resources would be necessary to implement the recommendation?**

Funding for Existing Services: Due to a reduction in funding service providers (SBDC, EADC, etc.) there are fewer business development consultants and less financial support for local training programs and pools of capital. Funding needs to be increased.

Identify and Fund Needed Services:

- Incubators: paying rent and having no one to ask questions of are barriers to starting a business. Create Incubators in several locations around town so that several small businesses can work together; share information, equipment, liability insurance; have visits from accountants, IT, “case manager;” could money come from TADs?
- Bilingual Consultant: Goodwill Industries’ staff is Atlanta based, SBDC’s consultant works for the whole state and is very busy, need help with translating business plans into English to get a loan, need help navigating the permitting process
- Fast-track Engagement of Potential Entrepreneurs: Some program needs to be created to aggressively engage potential entrepreneurs, create a user friendly process that recruits people who are not accessing SBDC or other local resources- create fast-track process to overcome their barriers to starting businesses
- SWAT Team/Mentoring Program:

- Have a “case manager” who can work with each businesses start-up and pull in resources as needed
- Create SWAT Team of professionals- accountant, attorney, business professional- to have routine check in with small businesses
- Stream line education package with common problems/pitfalls (cash flow, accounting, etc.)
- Offer an apprenticeship/mentor program
- Start a Small Business support group- acct, tax, real estate for one meeting a month, education on with-holding taxes

Access to Capital/Community Investing:

- Education and Engagement program to get local Banks focused on supporting small businesses- look at SBA Express Loans-New Markets
- Look into creating a Local Stock Market where investors can put money into local businesses
- Venture Capital Fund

Zoning, Tax, Permitting Issues:

- Need an advocate- someone to help navigate zoning restrictions.
- Need support with local ordinances like signage.
- Need help with the permitting process.
- Could something be done about the high cost of property taxes on inventory?
- Business Occupation tax- business license is expensive if you have more than one employee- may be able to reduce fees?
- On the issue of federal taxes on a businesses profits- Corporation Sub-section S- education on what can be done to help profits be reinvested in small businesses
- Could businesses have a homestead exemption tax if they own the building?
- Want solutions that don't just re-distribute the tax burden

Business Friendly Designation: Support Athens Clarke County's bid for Business Friendly Designation from the Georgia Department of Economic Development

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- **WRITE THE COMMITTEE RECOMMENDATION** (limit focus to one subject or action item, more than one recommendation may be needed to address a particular learning):**

Create a program that fosters entrepreneurship and small business around organic farming in Athens.

- **Identify any research, or other kinds of information that was used to craft this recommendation.** (add additional sheets as necessary)

Organic farming is a growth market and an area to engage potential entrepreneurs. ACC School District just adopted a new Food Policy.

- **Identify additional research or information that could help clarify this committee recommendation. List potential sources if possible.**

Heifer International provides technical assistance and grants to communities creating community supported agricultural projects.

Federal Government is funding projects that support local agriculture.

Atlantis Hydroponics in Atlanta supports organic basil programs in schools that sell to restaurants.

Project for Public Spaces, Inc. (PPS) is pleased to release our second Request for Proposals (RFP) to support individual farmers markets as part of our "Diversifying Public Markets and Farmers Markets" program. This round, we will be awarding approximately \$400,000 in funding from the W.K. Kellogg Foundation. Grants resulting from this RFP will be awarded in early 2007 and will be for one year. The deadline is coming up quickly on Nov.13th

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Goodwill Industries- many graduates of their Hispanic Entrepreneurship classes are interested in farming.

UGA, SBDC, Local Food Banks, Tim Johnson with Communities in Schools/Family Connection, Farm 255, Full Moon Farm Cooperative- Dr. Jordan

- **What kind of action or resources would be necessary to implement the recommendation?**

Local Market

Supplying Restaurants

Home-based Businesses

Community Gardens

Regional approach- engage Madison, Oglethorpe, Oconee (Athens MSA)

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Forces that support (please list):

Forces that oppose (please list):