



Entrepreneurship Support is Workforce Development

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Innovating Georgia's Workforce Pipeline
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Small businesses make a BIG impact

- > The Why – how investing in small businesses and entrepreneurs grows your region
- > The How – defining entrepreneurship ecosystems and their components
- > The Who – learning from successful hubs and stakeholder engagement
- > Resources – building upon your existing ecosystem



The Why

Investing in small businesses and
entrepreneurships grows your
region (and talent).



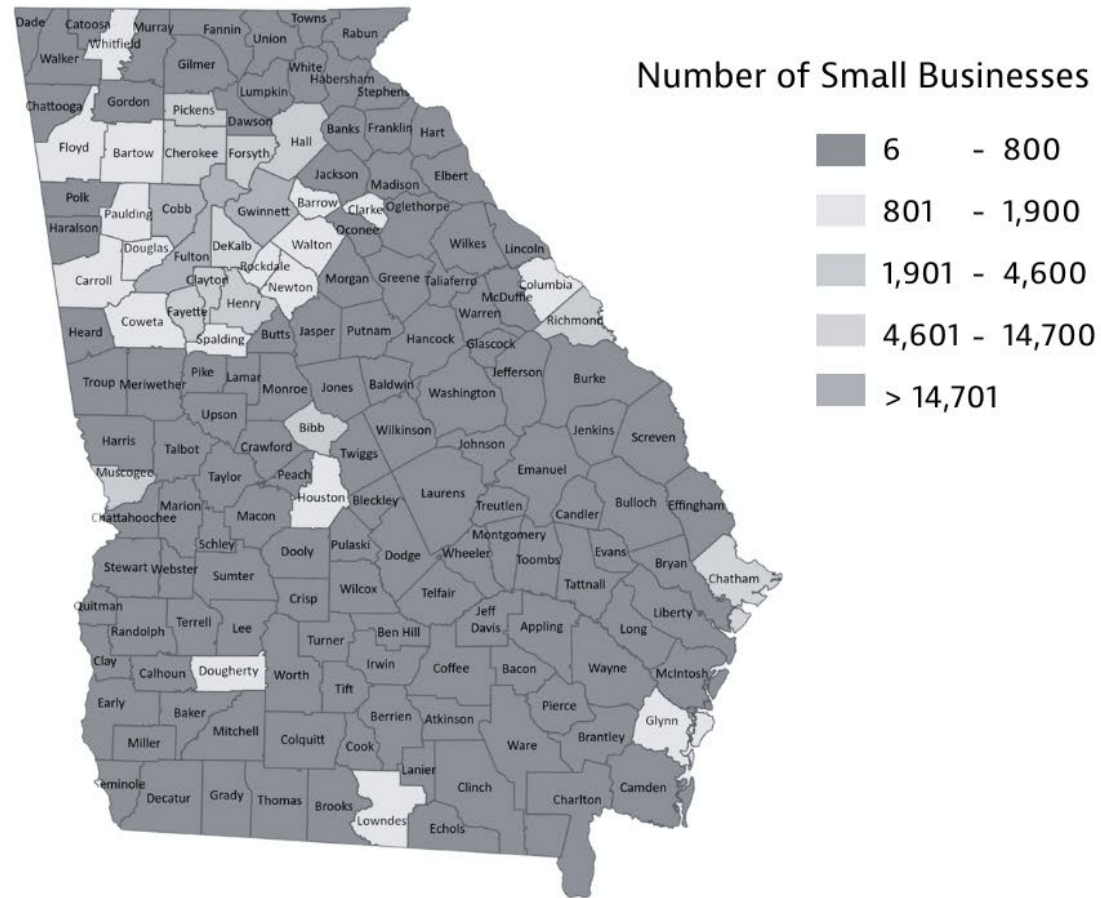
Small businesses make a BIG impact

Small businesses and entrepreneurs are...

- Job creators
- Wealth Builders
- “Sticky”
- Place-makers



Georgia's small businesses are everywhere



Source: BusinessWise (2022)

Entrepreneurship in Georgia



0.47%

Rate of new entrepreneurs compared to 0.36% nationally



5.7

Average number of jobs created by startups in their first year compared to 4.7 nationally



81.6%

New entrepreneurs created a business by **choice** instead of necessity compared to 80.9% nationally

-0.05%

Percentage point drop in employment

BLS 2018-2000

Each additional microbusiness per 100 people will cause a 0.05 percentage point drop in a county's unemployment

+\$485

Increase in median household income

U.S Census Bureau 2016-19

Adding one highly active microbusiness per 100 people in a community is associated with consistent year-over-year growth in median household income

+40%

Increase in economic resilience

EIG 2019

Communities with great microbusiness density had stronger economic recoveries from the 2011 recession based on an index of economic indicators built by EIG

+2

New jobs created by each additional entrepreneur

BLS 2018-2000

On average, each everyday entrepreneurs in a community adds 2 jobs on top of their own.



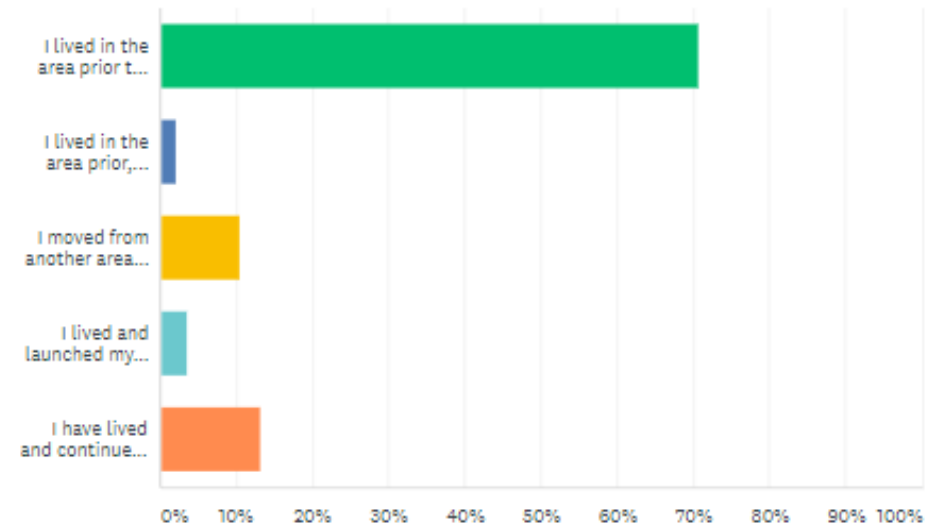
Sticky: Small business stay & grow where they start

- 70% of local businesses were started by individuals residing in their community
- Businesses employing 11-20 employees, 81% started locally
- Businesses employing 20 + employees, 57% started locally

Q14

Which of the following best describes your relationship with your business's locale?

Answered: 1,407 Skipped: 0



ANSWER CHOICES	RESPONSES
I lived in the area prior to launching and operating a business here.	70.72% 996
I lived in the area prior, launched my business elsewhere, and have since moved the business here or opened an additional location here.	2.13% 30
I moved from another area in order to launch my business here.	10.38% 146
I lived and launched my business elsewhere before moving my residence and my business to its current locale.	3.62% 51
I have lived and continue to live in a different area than my business's locale.	13.15% 185
TOTAL	1,407

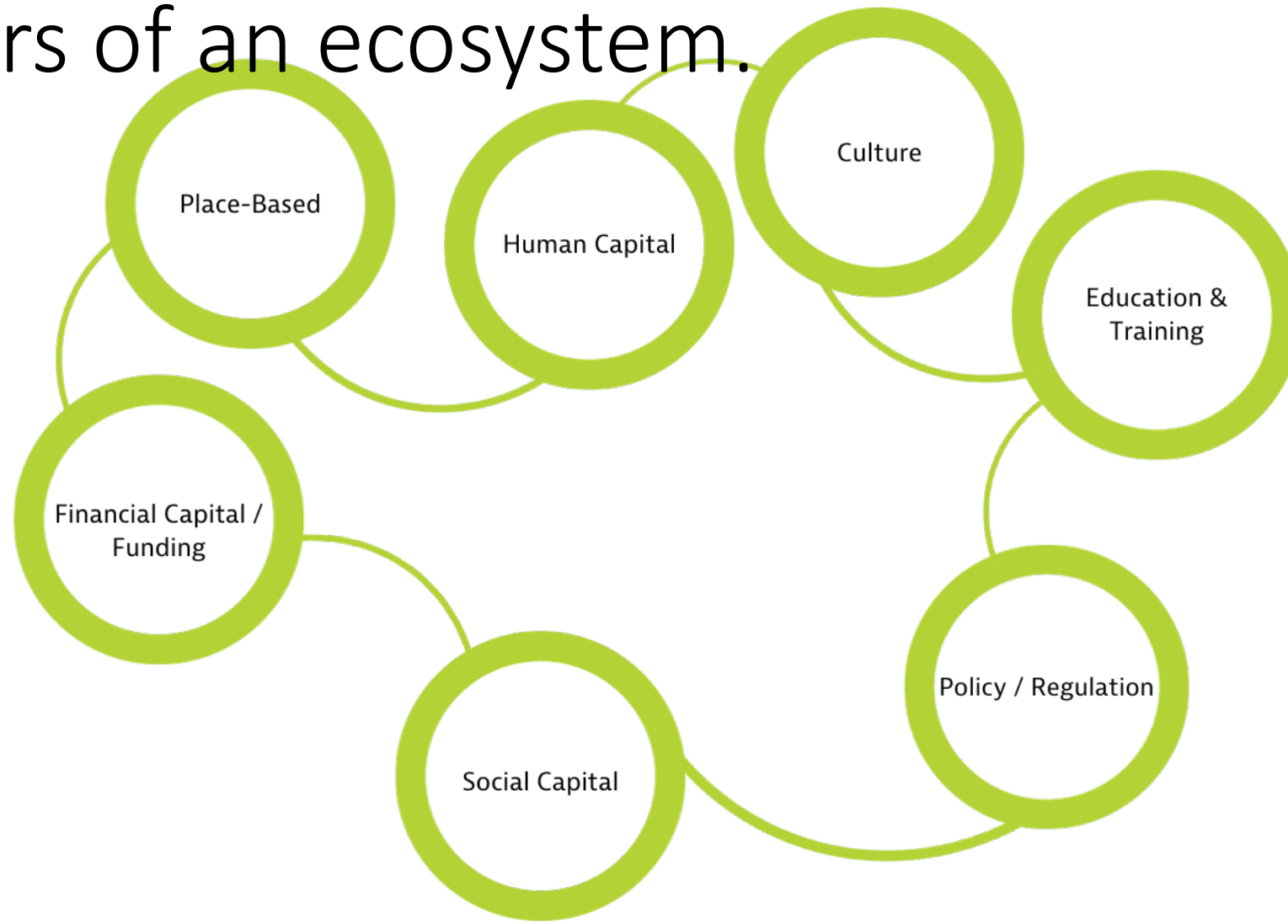


The How

Entrepreneurship Ecosystems
reduce barriers to success.



7 factors of an ecosystem.



Factors, def.

- **Place-Based** (Places for Entrepreneurs; Public Amenities; Pop Up Programs)
- **Government Policy/Regulations** (Permits; Codes; Zoning)
- **Financial Capital** (Full Spectrum – Banks to Crowdfunding to Contests)
- **Social Capital** (Networks/Mentors; Referrals)
- **Education and Training** (College Entrepreneurship Programs, Small Business Development Centers)
- **Culture** (Risk Environment; Positive Exposure for Entrepreneurs)
- **Human Capital/Workforce** (Talent, Availability of Workers)



Programs – People - Places

(and, of course, money)



You already have programs, people, and places.

Exercise

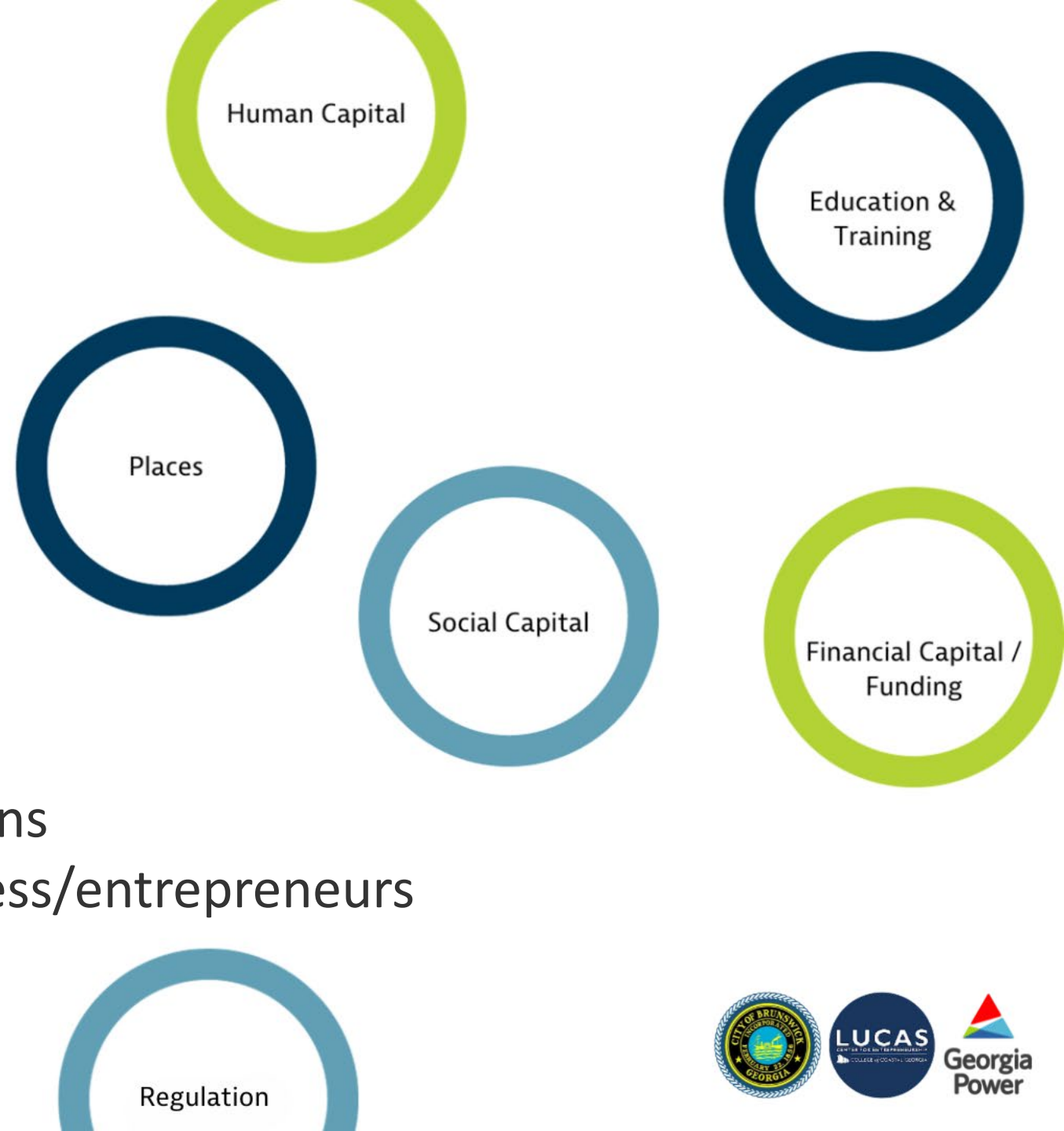
- > Write down a program you know about that helps entrepreneurs or small businesses.
- > Name a person you know that helps small businesses.
- > Where do people/businesses gather in your community? Jot that down too!



Connecting the dots

Most “ecosystems” struggle because they are...

- > Inefficient
- > Incomplete
- > Organization silos
- > Not aligned with stakeholders
- > Not driven by market strengths
- > Missing input from small business/entrepreneurs
- > Lack a hub (a person or place)



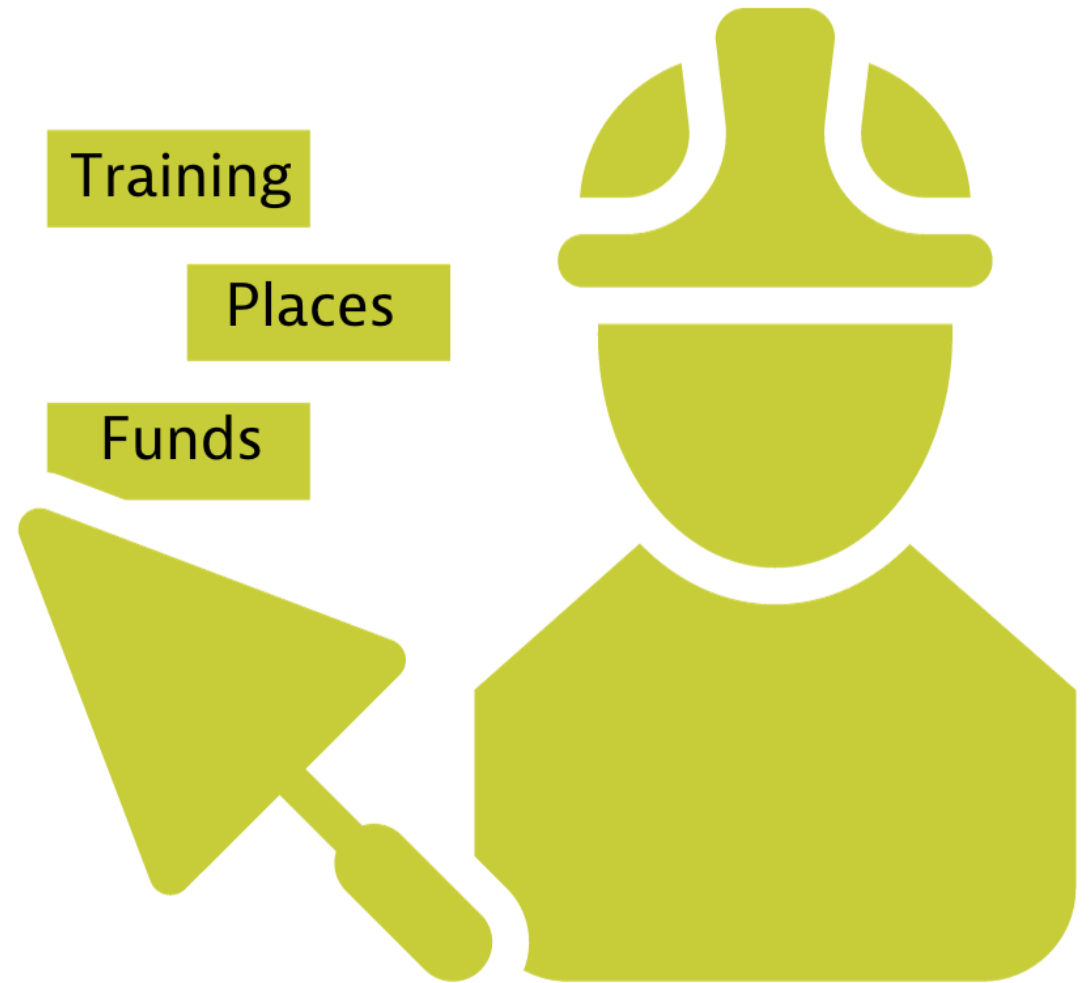
The Who

Working together is better,
for everyone.



Ecosystem Builder

"An ecosystem builder is a person that takes a comprehensive view of the entrepreneurial assets in a community, connects them, and fills in the gaps where necessary in order to help entrepreneurs and small businesses launch, grow, thrive, and even exit."



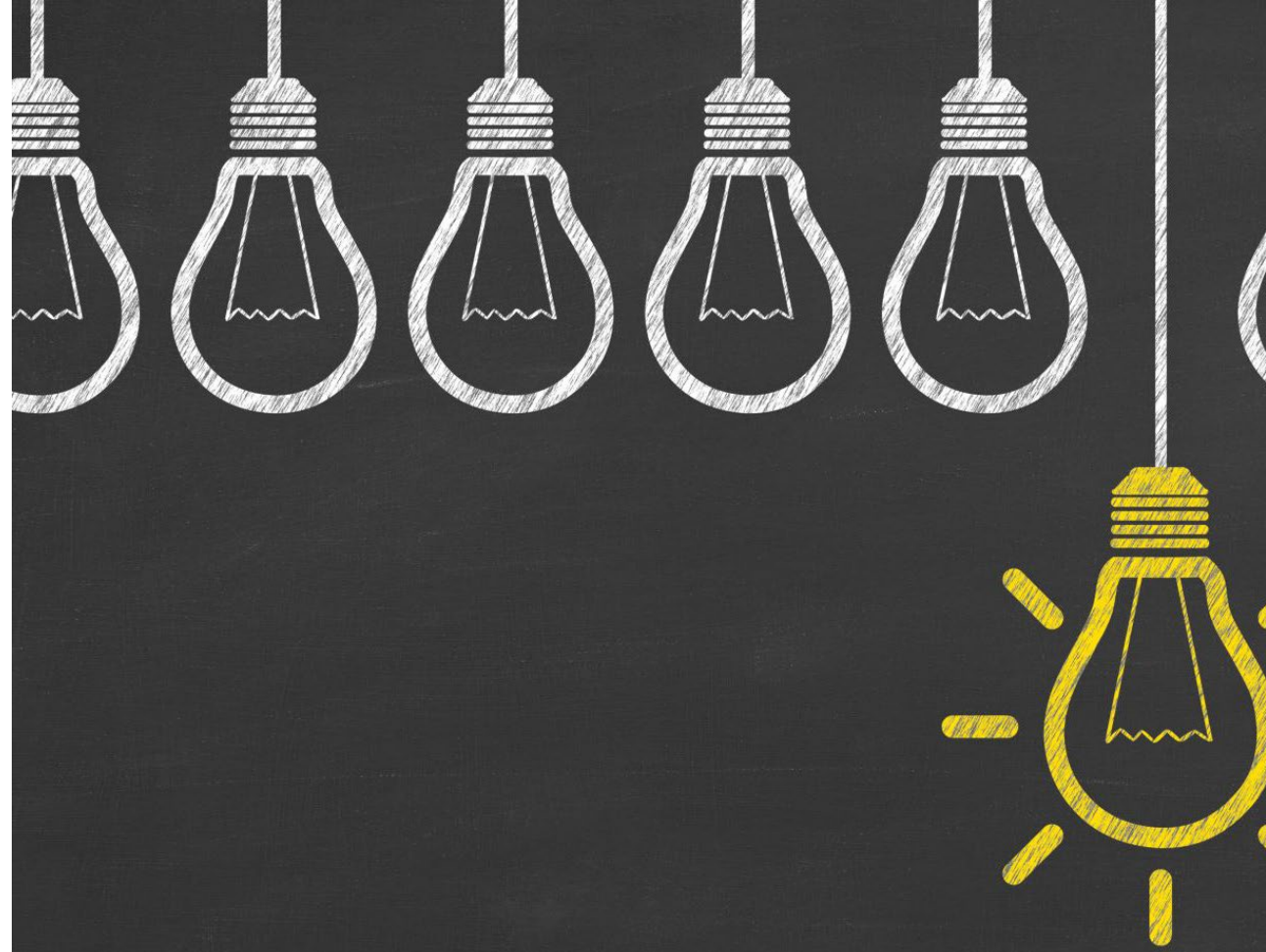
Developing an Entrepreneurial Ecosystem

The Meaning of Entrepreneurship
and Finding Entrepreneurs



The Lucas Center for Entrepreneurship

- Simple update about the area – Brunswick, employment, barrier island and the retirement community, CCGA
- The beginnings of ecosystem – 1 Million Cups, there are few if any entrepreneurs here, Art Lucas, Breakfast, the gift
- Search for Executive Director, programs but no program creation, hired an executive director who is an entrepreneur, Ande, created programs
- Results – 400+ entrepreneurs served in 18 months, 140 mentors in network
 - 78% women
 - 68% people of color
 - 12% enrolled students



The Lucas Center for Entrepreneurship

- Lucas Way entrepreneurship starts with an idea and the search for economic empowerment – entrepreneurship is the vehicle for this search
- Our avatar – people seeking empowerment – should attract groups that cannot search in the current environment – in the quest for grants and KPI's, current ecosystems miss the beginnings thereby overlooking many entrepreneurs – there is a confusion that entrepreneurship and small business management are the same

The Lucas Center for Entrepreneurship



Lucas Center Programming: No cost to participate, open to all

Idea Bootcamp (45% launch business afterwards and earn revenue within one year)

Acceler8 for Existing Businesses (with \$15K in grants to help reach business goals)

Individual consulting and coaching

On-campus events for students



Interested in bringing to your community?

Connect with Executive Director: anoktes@ccga.edu or [linkedin.com/in/andenoktes/](https://www.linkedin.com/in/andenoktes/)

Facilitator training workshops launching this spring.

Entrepreneurship is the heart of Downtown Brunswick.



WE ARE BACK TO BUSINESS BRUNSWICK!



BRUNSWICK BUSINESS RELIEF GRANT FUNDS TO HELP YOUR BUSINESS BOUNCE BACK!

The Brunswick Business Relief Grant (BBRG) provides up to \$10k to eligible Brunswick Businesses who incurred financial losses due to the impacts of COVID-19

To be eligible businesses:

- Must have been open prior to 2020
- Must have a physical location in City boundaries (no online or home businesses)

APPLY TODAY!

CONTACT KIAKALA "AKU" NTEMO AT KNTEMO@CITYOFBRUNSWICK-GA.GOV OR VISIT BRUNSWICKGA.ORG FOR MORE DETAILS

OPPORTUNITY
BRUNSWICK



COMMERCIAL PROPERTY ENHANCEMENT GRANT

GRANT FUNDS UP TO \$25K FOR:

- FACADE IMPROVEMENT
- BUILDING STRUCTURE IMPROVEMENT
- SIGNAGE
- LANDSCAPING/HARDSCAPING
- GREASE TRAP INSTALLATION
- ADA COMPLIANCY
- ROOF IMPROVEMENT

GENERAL REQUIREMENTS:

- ESTABLISHED AND LICENSED BUSINESS
- MUST BE LOCATED WITHIN CITY LIMITS
- IMPROVEMENTS TO BUILDING SHOULD POSITIVELY IMPACT BUSINESS AND SURROUNDINGS

CONTACT KNTEMO@CITYOFBRUNSWICK-GA.GOV
FOR MORE INFORMATION

APPLY TODAY AT OPPORTUNITYBRUNSWICK.COM
OR BRUNSWICKGA.ORG

OPPORTUNITY
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Local Grant Programs & Incentives

OPPORTUNITY
BRUNSWICK



Partnering for a promising future!



Resources

Build it, better.



Ecosystem Self-Audit

- > The Audit provides an evaluation tool of 37 specific indicators that will help community leadership determine where they fall on a spectrum of support for local entrepreneurs and more importantly, where efforts can be made to strengthen that support.
- > The Audit is divided into seven factors (placed-based, government policy/regulations, financial capital, social capital, education and training, culture, and human capital/workforce).
- > For each of the 37 indicators, participants should rate on a color scale of Red (Low Performance), Yellow (Neutral Performance) or Green (High Performance)
- > **What Is Local vs. Regional?**

Self Audit at <https://www.mainstreet.org/howwecanhelp/resourcecenter/entrepreneurialecosystems>

FACTORS OF AN ENTREPRENEURIAL ECOSYSTEM



How is the Entrepreneurial Ecosystem Community Assessment Audit structured?

1. The Audit provides an evaluation tool of 37 specific indicators that will help community leadership determine where they fall on a spectrum of support for local entrepreneurs and more importantly, where efforts can be made to strengthen that support.
2. The Audit is divided into seven factors (financial capital, social capital, culture, human capital and workforce, education and training, government policy and regulatory, and placed-based factors).
3. For each of the 37 indicators, participants should rate on a color scale of Orange (Low Performance), Yellow (Neutral Performance) or Green (High Performance).
4. After you have completed the template, for those indicators that are in "orange" decide whether the solution is one that is best served locally, or on a regional level. For example, under Financial Capital you may be low performing in having a local crowdfunding program. Given your priorities, capacity, potential volume of activity, resources, and availability on a regional level, tag with an L or R, to suggest where this programming is best positioned.

ORGANIZATION NAME:

FINANCIAL CAPITAL FACTORS

Does your district offer incentives to drive targeted new entrepreneurial investments (e.g., Grants, Micro Loans, Contests, etc.)?

Performance Level
Low Neutral High L or R

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Does your district operate a local crowdfunding program for real estate and/or small business investments?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does your district have a group of local angel investors formed or other non-family equity sources available for entrepreneurial investments?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Does your local banking community offer SBA and any other federal small business development funding tools?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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SOCIAL CAPITAL FACTORS

Performance Level
Low Neutral High L or R

Are there district related clubs or networking activities for young professionals and entrepreneurs (i.e., the Kauffman Foundation's 1 Million Cups)?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Is there an active SCORE Chapter and/or other mentor program operating in your district?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Are current business owners supportive of entrepreneurs through relationshipbuilding, mentorship, referrals, etc.?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Notes

Find Resources

GrowGeorgia.com

- Fortune 500 Supplier Diversity Programs
- Networking and Community Centers
- Loans, Grants, and Private Equity
- Certifications and Business Education

Innov8GA.com

- Coalition of 15+ Georgia college & university entrepreneurship departments.





Thank you. Let's stay in touch.

Aku - kntemo@cityofbrunswick-ga.gov

Skip - wmounts@ccga.com

Vanessa - vmwagner@southernco.com

Ande Noktes - anoktes@ccga.edu (you didn't meet her today, but she's amazing, trust us!)

