

CREATING AN ENTREPRENEURIAL ECOSYSTEM IN YOUR TOWN

Presented by:
PA Downtown Center
padowntown.org

Julie Fitzpatrick
juliefitzpatrick@padowntown.org

Pennsylvania Downtown Center



- Statewide nonprofit organization
- 19 member board of directors
- State partner with the PA Department of Community and Economic Development (DCED) for Keystone Main Street & Elm Street designated program communities
- State Coordinating agency with the National Main Street Center/National Trust for Historic Preservation



ENTREPRENEUR

NOUN

A PERSON WHO'S UP LATE
WORKING 100 HOURS FOR THEMSELVES

TO AVOID WORKING 40 HOURS
FOR SOMEONE ELSE

Why are we talking about this?



10,000 baby boomers retire each day *(Pew Foundation)*

11% of baby boomer business owners plan to simply dissolve their businesses, and many more have no succession plan in place *(Bank of America)*

Women own 36% of all businesses, a jump of 30% over the previous five years. And, women are starting businesses at a rate of 1.5 times the national average. *(U.S. Census' Survey of Small Business Owners)*

Now, more than ever, there is a critical need to develop a proactive entrepreneurship development agenda to set the stage for the future of America's Main Street economy. *(NMSC)*

We need to consider opportunities



THE RATE OF AFRICAN-AMERICAN WOMEN STARTING BUSINESSES WAS NEARLY SEVEN TIMES AS HIGH AS THEIR WHITE COUNTERPARTS, AND THE RATE AMONG LATINA WOMEN WAS NEARLY NINE TIMES AS HIGH.



MILLENNIALS, THE LARGEST GENERATION ARE SHOWING STRONG SIGNS OF ENTREPRENEURIAL INTERESTS - (67%) SAID THEIR GOAL INVOLVES STARTING THEIR OWN BUSINESS *(BENTLEY UNIVERSITY)*

Why now?



Localism and self reliance



Opportunity to reinvent



3.5 million businesses are in danger of permanent closure over the next two months



7.5 million are in danger of closing over the next five months




35.7 million Americans employed by small businesses may face unemployment



If not now, when?





What is an entrepreneurial ecosystem?

- Back in October 2015, the Kauffman Foundation first coined the term, “entrepreneurial ecosystems”.
 - The Kauffman Foundation used the philosophy as a way to approach entrepreneurialism from a comprehensive, multiple perspective systems approach beyond simply financing and training entrepreneurs.
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○ Six major objectives in developing an entrepreneurial ecosystem:

- **Favor incumbents less** – work to lower barriers for new corporations
- **Listen to entrepreneurs** – policymakers could engage entrepreneurs to develop more supportive and practical policies
- **Map the ecosystem** – inventory the participants and show their roles and how they're connected
- **Think big, start small, but move fast** – with entrepreneurial ventures and in developing progressive & responsive strategies
- **Avoid artificially segmenting your community or your strategies** – most entrepreneurs wear many hats, are versatile & are involved/connected in many ways
- **Prepare to capitalize on crises** – economic disruption creates entrepreneurial opportunities

The National Main Street Center (NMSC) has taken the Kauffman Foundation's basic principles for local government leaders or a regional community and has adapted them to the Main Street Approach in a community.



Struggles of a Revitalization Strategy

- Too often the two most basic issues of a failed or thwarted revitalization strategy are:
 - communication issues (**intra-organizational or inter-community**)
 - a non-comprehensive/siloed strategy or approach
 - When developing an entrepreneurial ecosystem, these issues are addressed.
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Ideally, this can still occur as a bottom-up, grassroots effort in coordination with local government and the powers that be.



entrepreneurial ecosystems

- Goes beyond accessibility to capital & mentorship, and incorporates:
 - leadership development
 - social networking
 - housing opportunities.
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What's valued in the entrepreneurial ecosystem?



AN INTERCONNECTED
NETWORK



VALUE OF 'PLACE'



ARE OFTEN
UNDERVALUED IN
DEVELOPING THIS
WHOLE SYSTEM.

What are the qualities of the 'place' that entrepreneurs are looking for?

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-
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UNIQUE



HISTORIC

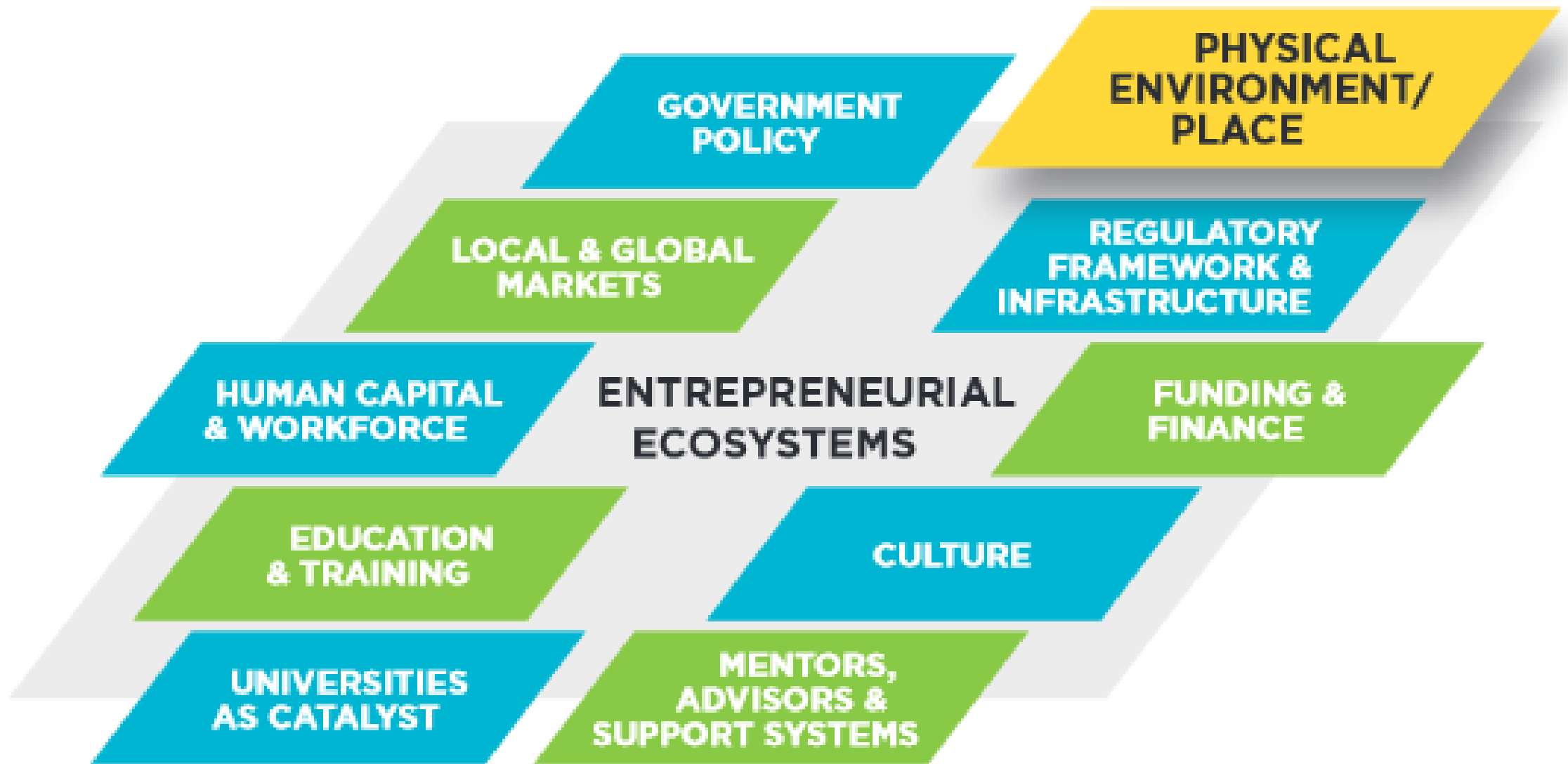


AUTHENTIC
COMMUNITIES

=



**HAVE THE QUALITIES
THAT SO MANY
ENTREPRENEURS ARE
LOOKING FOR WHEN
DETERMINING WHERE
THEY WANT TO LIVE
AND BEGIN THIS NEXT
CHAPTER OF THEIR
LIVES.**



What are the characteristics that we already have?



Historic business districts



Authentic neighborhoods



Walkable communities



... are vital first steps in developing qualities related to place in an entrepreneurial ecosystem.



If you haven't fully developed these characteristics...



This is Step 1.



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Developing an entrepreneurial ecosystem needs to be focused on:

- Creating places where people want to be.

**IF PEOPLE WANT TO BE
THERE, THEIR BUSINESS
WILL TOO, AND THEN
MORE PEOPLE AND
MORE BUSINESS.**



Developing
these places
takes a deeper
understanding
of other
factors...



Including the kinds of housing
options



and service businesses that people
both want and need

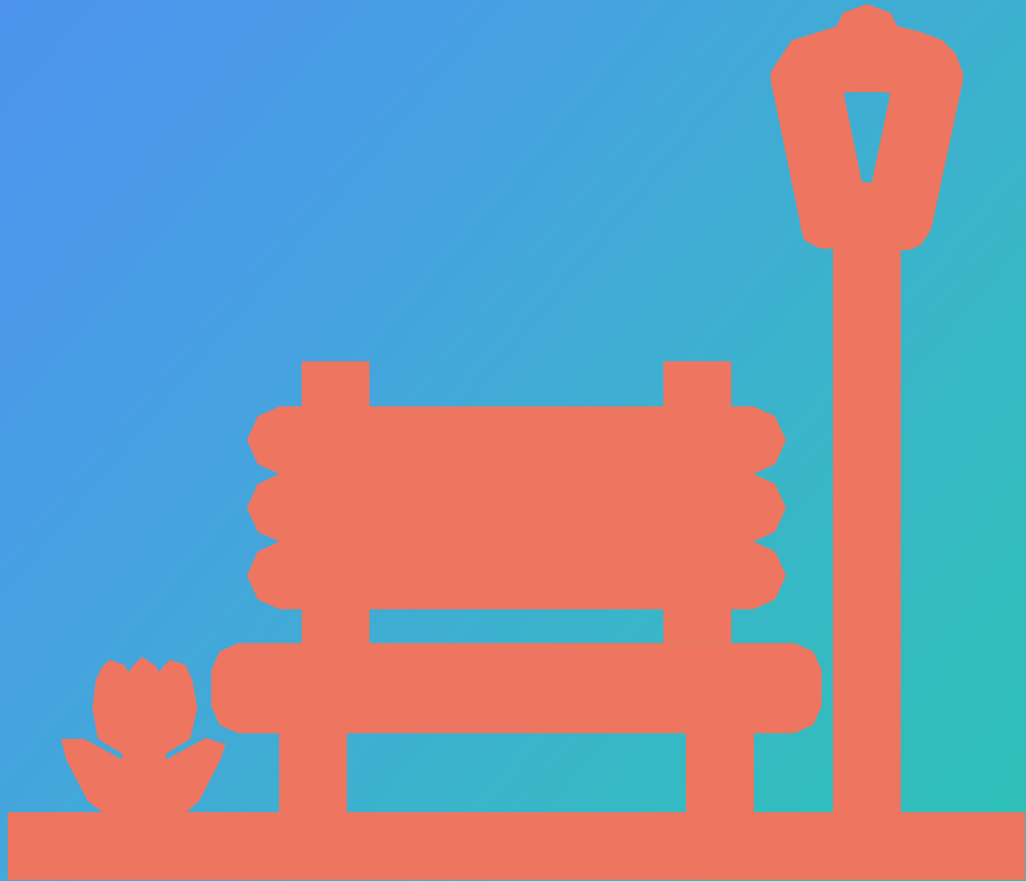


offering high quality educational
systems



and creating an environment for
social equality and inclusivity.





Create & Support Opportunities

- so people are able to:
- create a higher quality of life in all areas of...
 - family
 - social
 - business
 - civic.

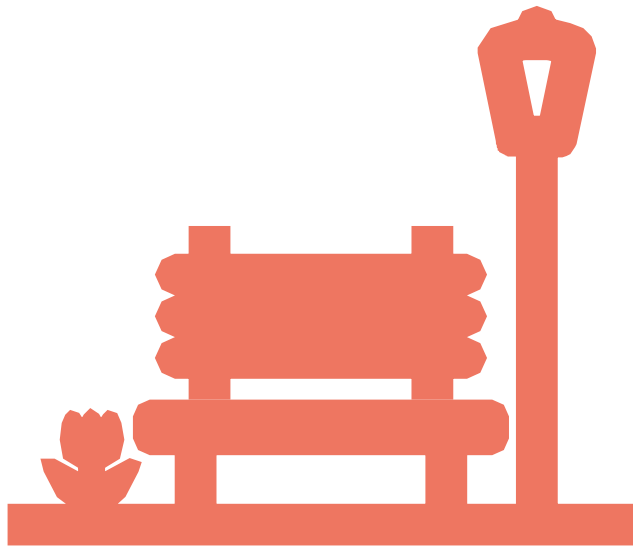
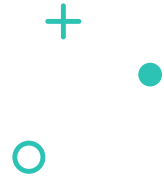


Creating the environment

- Developing the ecosystem
- Creating a place where people want to live and thrive



Erie's Entrepreneurial Ecosystem



- Comprised of well-developed public-private, and nonprofit partnerships
- Working collaboratively, yet in separate roles to develop and enhance the e.e.
- Constantly evolving to meet the current economic and social demands.



radius



What Erie's Coworking Community Offers



Coffee

Our coffee is locally roasted, freshly ground, & brewed by any of 5 methods with your preferred spices. It's kind of a big deal



Internet

Radius features VNET's 100/100 symmetrical fiber connection on tournament level Nighthawk gaming routers. It's fast



Facilities

We provide all the space and tech you need. You'll have conference rooms, call rooms, copier, scanner, print services, and a mailing address



People

Get connected to professional peers and rad people. At radius we are thriving because we share knowledge, skills, meals, and laughter



Services

We bring in CPAs, attorneys, banks, and others to meet you 1:1, host Lunch & Learns, and to provide you with expert guidance



Promotion

When you're part of radius we're out there advocating for you, promoting your business, and connecting you with other great people



COLLABORATORY

102

Two kinds of equipment: open access and limited access

- Open access equipment can be used during open hours by anyone on a first come first served basis and can also be reserved for up to one hour a day.
- Limited access equipment can only be used by those who have attended a program featuring the equipment, those who have worked one-on-one with staff with the equipment, or those who have completed our safety certification (coming soon).
- **Open access Hardware:** Sewing Machine, Husqvarna Viking Emerald 118; Cricut Maker, Easy Press, and Easy Press Mini; Button Maker; Serger; Basic Drawing supplies: paper, pencils, stencils, compasses; Basic adhesives: tape, glue, super glue, wood glue, mod podge; Vinyl Cutter, US Cutter2 SC Series 32"; Fiber Art Supplies: needles, thread, seam rippers, crochet/knitting needles; Large Format Printer, HP DesignJet T520 32" x 72" maximum print size; Laminator, 8 ½" x 11"; Label Maker
- **Open Access Software:** Adobe Creative Cloud Suite; Tinkercad; Sculptris; Cura; Microsoft Office 2016; Vinyl Master 4
- **Limited Access Hardware:** 3D Printers, Ultimaker 3; 3D Scanner, Matter & Form; Soldering equipment; Vacuum Former, Mayku Formbox; Soldering equipment

Neighborhood organizations and entrepreneurs have seized the opportunity that lies in Erie's blighted or vacant lots, turning them into thriving green space, gardens, urban farms and markets.





SHENANDOAH INNOVATION & EVENT CENTER

ESS INCUBATOR

STAIR/ ATRIUM

ELEVATOR

MAKER SPACE

ATE CLASSROOM

FOURTH FLOOR
45'-

COMPUTER LAB

CATERING KITCHEN

THIRD FLOOR
30'-

EXISTING BUILDING

GALLERY

SECOND LEVEL
PLA
15'-

MEWS

EXISTING BUILDING

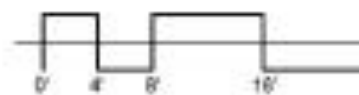
FIRST FLOOR

WAREHOUSE/ STORAGE

PRESENTATION SPACE

MAKERS/ LIGHT MANUFACTURING SPACE

LOWER LEVEL
PLA
-12'-



CONCEPT SECTION LOOKING WEST

Invent Penn State through Penn State University

- Covers the entire PA state and has services for everyone in PA, not just those associated with Penn State or the entrepreneur programming.
 - Wilkes Barre or Hazleton campus would have touchpoints in the Northern Tier.
- <https://wilkesbarre.psu.edu/photo/10276/2020/04/14/north-central-pa-launchbox-collaboration-reigniting-region>
- <https://hazleton.psu.edu/launchbox>

Helping Businesses Grow in Northeastern Pennsylvania

GET STARTED



Other resources

- Local community colleges
- PA Department of Community & Economic Development (DCED)
- USDA- Rural Development





ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

ECONOMIC VITALITY By leveraging existing resources and creating new programs to fill gaps, districts demonstrate to entrepreneurs that they will be supported and have continued opportunities to grow and thrive.

DESIGN Communities that honor their architectural and natural resources, and create easy access to amenities will attract entrepreneurs who value unique spaces, multi-modal transportation, and available technology.

PROMOTION Spreading the word about available local resources can create buzz and generate interest with entrepreneurs looking for a place to start.

ORGANIZATION Developing new partnerships is key to leveraging collective resources, identifying roles, and connecting entrepreneurs.

or innovation work center

- ▮ Leverage proximity to other entrepreneurship hubs
- ▮ Create a strategic downtown development plan with an entrepreneurship component
- ▮ Encourage cultural or distinctive businesses or institutions
- ▮ Launch pop-up showcases
- ▮ Recruit "Third Space" businesses

(recreation trails, bike/hike paths, car shares)

- ▮ Create live/work spaces
- ▮ Place a greater focus on downtown housing on second floors and as part of infill developments



- ▮ Develop downtown clubs or networking activities for young professionals and entrepreneurs
- ▮ Create new partnerships with entrepreneurship stakeholders such as:
 - ▮ Small Business Development Centers
 - ▮ Local universities and community colleges
 - ▮ Tech groups

- ▮ Conduct events designed to promote, encourage and showcase entrepreneurship. Examples include pop-up retail and "Shark Tank" events
- ▮ Run feature articles on new entrepreneurs locating to your district
- ▮ Use of targeted entrepreneurship marketing materials that outline local ecosystem resources

ECONOMIC VITALITY

- // Offer technical assistance workshops in support of small business development
- // Create incentives to drive targeted new entrepreneurial investments
- // Develop a downtown incubator, accelerator, or innovation work center
- // Leverage proximity to other entrepreneurship hubs
- // Create a strategic downtown development plan with an entrepreneurship component
- // Encourage cultural or distinctive businesses or institutions
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ECONOMIC
VITALITY

DESIGN

- Enhance the local digital infrastructure, including cell, fiber and Wi-Fi networks
- Be willing to drive innovative uses of space beyond retail, such as manufacturing
- Provide access to transportation alternatives (recreation trails, bike/hike paths, car shares)
- Create live/work spaces
 - Place a greater focus on downtown housing on second floors and as part of infill developments

DESIGN

PROMOTION

- // Conduct events designed to promote, encourage and showcase entrepreneurship. Examples include pop-up retail and “Shark Tank” events
- // Run feature articles on new entrepreneurs locating to your district
- // Use of targeted entrepreneurship marketing materials that outline local ecosystem resources
- // Create a downtown blog
- // Run a social media contest for favorite, innovative or quirkiest district entrepreneur

PROMOTION

ORGANIZATION

- // Develop downtown clubs or networking activities for young professionals and entrepreneurs
- // Create new partnerships with entrepreneurship stakeholders such as:
 - // Small Business Development Centers
 - // Local universities and community colleges
 - // Tech groups
 - // Young professional groups
 - // Media to market new ventures
 - // Developers

ORGANIZATION

or innovation work center

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QUESTIONS/COMMENTS