



## **CREATE Program: Entrepreneurial Ecosystem Assessment Technical Visit Overview**

### **LEARNING OBJECTIVES –**

1. Understand the process for developing an entrepreneurial ecosystem focused on commercial district revitalization.
2. Identify key entrepreneurship assets, targets, and partners.
3. Develop key strategies to align your ecosystem with transformation strategies.
4. Understand your role on a holistic basis to lead community transformation.

### **Pre-Visit**

- Brief Survey of Local Entrepreneurs to be Distributed by Main Street Director (Survey Monkey Tool – NMSC to provide, marketing outreach by local team, analysis by NMSC)
- Entrepreneurship Ecosystem Audit Tool (Distributed by NMSC. NMSC to agglomerate findings for presentation during visit)
- Stakeholder Organizational Matrix (Distributed by NMSC. NMSC to agglomerate findings for presentation during visit)
- Local Community to assemble participants for focus groups and planning work during the on-site visit.

### **On-Site Visit**

**8:30 to 9:30 am** – Introduction to Entrepreneurship Ecosystems. To include staff, board members and invited stakeholders. Review the service, overview of entrepreneurship ecosystems, and outcomes from the service. Discussion around impact on Transformation Strategies.

**9:30 to 11 am** – Tour of Local Community and Entrepreneurial Assets (any programming venues, educational institutions, industrial parks, available downtown real estate, farmer's market venues, underutilized assets like kitchen facilities, etc.)

**11 am to Noon** - Entrepreneur Focus Group Convening

(Invitees: Would be good to have mix new, old, emerging, entrepreneurs from cross section of fields – tech, retail, office, and mfg. Could also include social entrepreneurs if you would like)

**Noon to 1:00 pm** – Lunch with local team. Review Focus Group Findings

**1:00 to 4:00 pm** – Meetings with Key Partner Stakeholders

- **Part 1 with Partner Stakeholder Providers:** (i.e. planning/zoning; economic development; library; college/university officials, SBDC, Tourism, incubator/accelerators, Chambers). Objective is for them to describe their organizations and what they do. We will also review findings from the pre-virtual visit entrepreneurs survey and entrepreneurs Focus Group, as well as document the EE Program Inventory.
- **Part 2 with Partner Stakeholder Providers:** Using the Entrepreneurship Ecosystem Audit Tool Findings (previously completed) – Assess current strengths and gaps within the support system for local entrepreneurs. Compare with Findings from Entrepreneurship Survey and Focus Group
- **Part 3 with Partner Stakeholder Providers:** Discussion of Roles under the Entrepreneurship Ecosystem. We will use a matrix tool to walk them through identifying essentially who owns what and how they view their respective roles.

**4:00 pm to 5:00 pm** – Wrap Up with Lead Group/Task Force Members: Discussion around key gaps and Opportunities as aligned with how the community/district perceives its market strengths and targets. Next steps reviewed.

### **Follow Up**

**(NMSC) Entrepreneurship Ecosystem Summary Issued** (4-6 weeks)

**Web Meeting** – Meeting with Lead Group/Task Force Members: Address any questions from Summary Report. Discussion on how to incorporate into annual Main Street workplan and maintain momentum with stakeholder group. (1 hour)