

# The C.R.E.A.T.E. Program

## Kick-Off Session



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### DAY #1 | TUESDAY, MAY 10

**8:30am:** Breakfast, Arrivals & Registration

- **The University of Georgia | Delta Innovation Hub | 210 Spring St**
- *Refer to pg.3 for directions and parking details*

**9:00am:** Welcome & Why We're Here

**9:30am:** Community Introductions

**11:00am:** Break

**11:15am:** Module #1 | Entrepreneurship & Small Business Building Blocks

- **Matt Wagner, Ph.D.**, Chief Program Officer, Main Street America

**12:15pm:** Lunch

**1:15pm:** Cohort Team Building

**3:15pm:** Reconvene

**3:30pm:** Adjourn & Check-In/Return to Hotel

**4:15pm:** Athens Entrepreneurship & Small Business Overview

- **Athens City Hall | 301 College Ave (Meet on the corner of E Washington St & College Ave)**
- **Ilka McConnell**, Director, Economic Development, Athens-Clarke County Unified Government

**4:30pm:** Entrepreneur Crawl

- *Condor Chocolates, Tweed Recording, Creature Comforts*

**6:15pm:** Transition to Dinner

- **Wall & Broad | 345 E Broad St**

**6:30pm:** Cocktails & Appetizers

**7:30pm:** Dinner

**9:30pm:** Dinner Concludes



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### DAY #2 | WEDNESDAY, MAY 11

**8:30am:** Breakfast

- **The University of Georgia | Delta Innovation Hub | 210 Spring St, Athens, GA**
- *Refer to p.4 for directions and parking details*

**9:00am:** Day 1 Recap & Discussion

**9:15am:** Module #2 | Ecosystem Building Blocks & Foundations of Support

- **Matt Wagner, Ph.D.**, Chief Program Officer, Main Street America

**9:45am:** Break-Out Groups with Subject Matter Experts | Module #2 (Continued)

**11:15am:** Reflection Activity on the Seven Factors

- **Matt Wagner, Ph.D.**, Chief Program Officer, Main Street America

**11:45am:** Group Discussion

**11:55pm:** Transition to Lunch

- **Wall & Broad | 345 E Broad St**

**12:10pm:** Lunch

**12:40pm:** Keynote Speaker

**1:25pm:** Lunch Concludes & Break

**1:45pm:** Case Study Example | Commitment & Program Sustainability

**2:45pm:** Homework & Next Steps

**3:00pm:** Facilitated Team Discussions

**3:30pm:** Recap | What We Learned

**3:50pm:** Closing Comments

**4:00pm:** Adjourn



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### ATTIRE: BUSINESS CASUAL

We recommend comfortable shoes for the afternoon and evening activities on Day 1. We will walk approximately 1-mile (relatively flat) as we tour various small businesses and transition to our dinner location. Please contact Sarah Carnes ([sccarnes@southernco.com](mailto:sccarnes@southernco.com)) should anyone in your group require alternative transportation services.

### LOCATION: THE UNIVERSITY OF GEORGIA | DELTA INNOVATION HUB

The Delta Innovation Hub is located at **210 Spring Street in Downtown Athens**. The primary entrance is located on Fulton Street, two blocks off Broad Street.

### PARKING: NORTH CAMPUS PARKING DECK

The best parking option is the North Campus Parking Deck, which is less than a 5-minute walk to the Delta Innovation Hub. See map below.

You must pay for parking by license plate using the [Park Mobile Application](#) on your mobile device. The application can be downloaded on Apple and Android devices. The maximum daily fee is \$10. Once you download the application, add your debit or credit card information as well as the license plate of your vehicle. You will then be required to select the parking zone (20118).

Should your hotel be located within a reasonable distance, please consider walking.

