



Minnesota
Wisconsin

Rural Entrepreneurial Ventures (REV)

Boost the innovative capacity of individuals and organizations to build thriving, collaborative, entrepreneurial-driven communities.



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Today's agenda

- Welcome & Introductions
- e2 & REV
- REV Framework
- Activating an Entrepreneurial Focused Community
- Captured Community Learnings and Stories
- Creating Transformative and Sustainable Change
- Coming soon: Wisconsin REV!



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Starting Questions

- REV community assessment questions?
- What is your role today in supporting entrepreneurs?
- What are the activities you're currently doing in your community to support entrepreneurs?
- What would you like your community strategy for supporting entrepreneurs to be?



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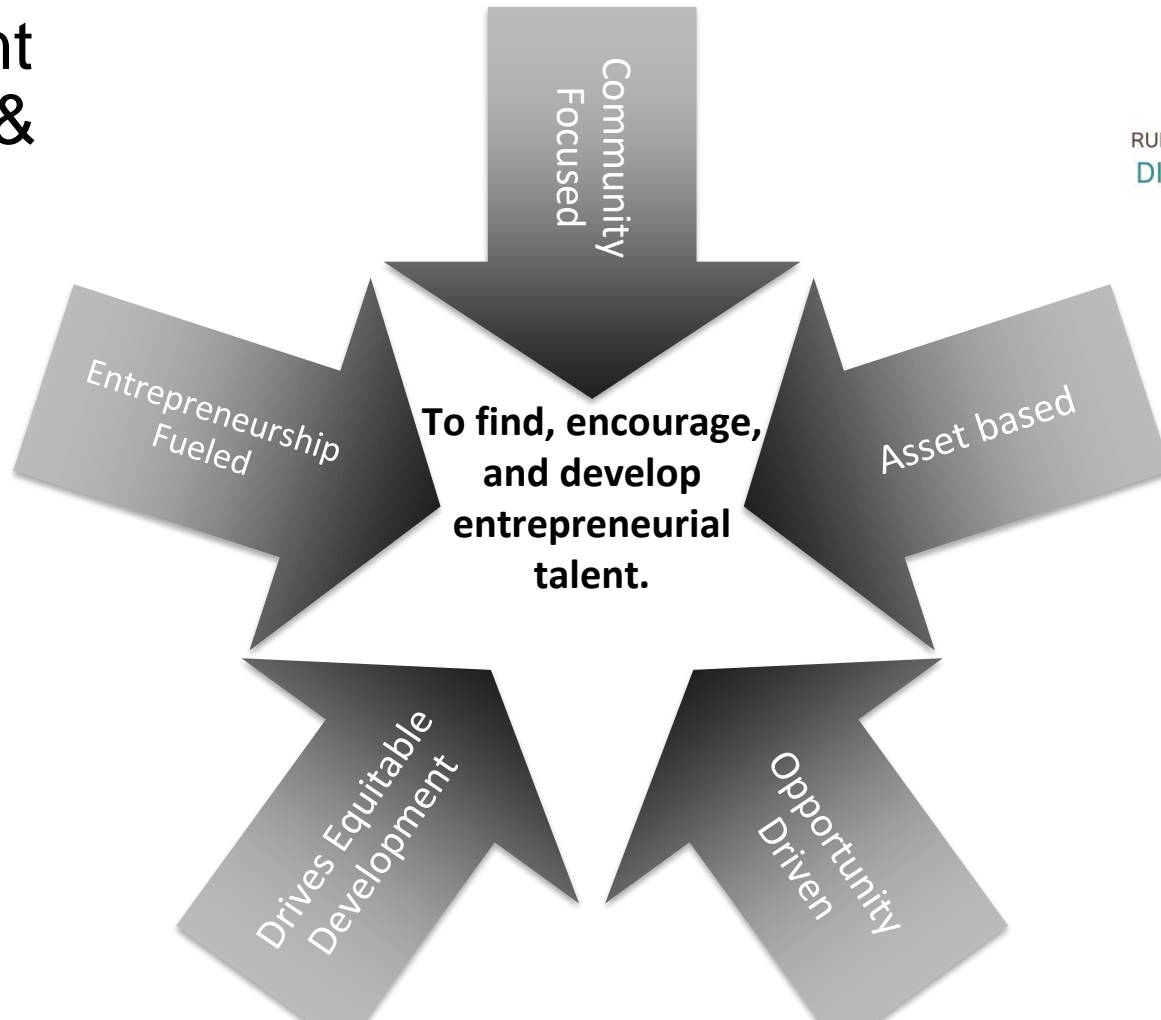
Founder of e2



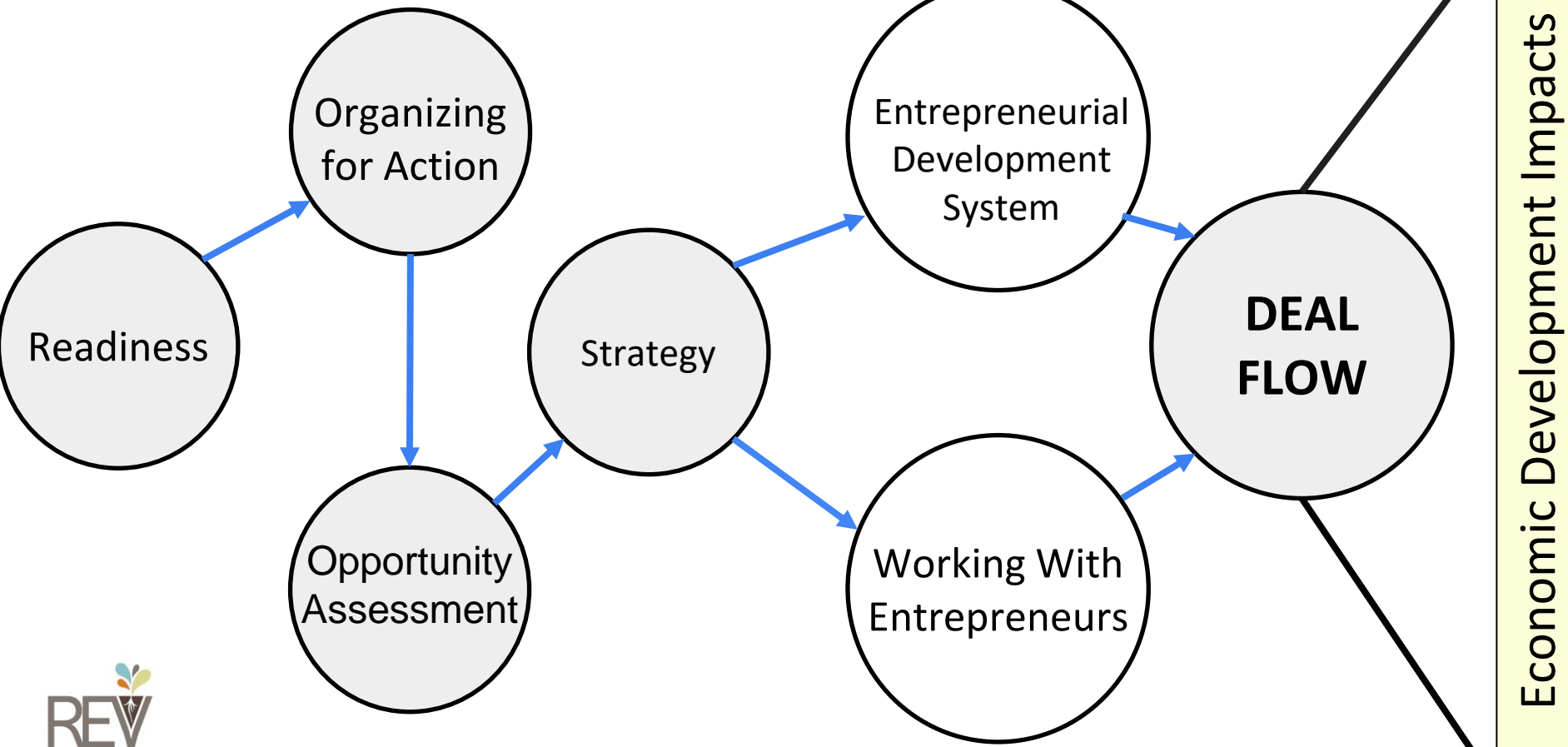
Don Macke

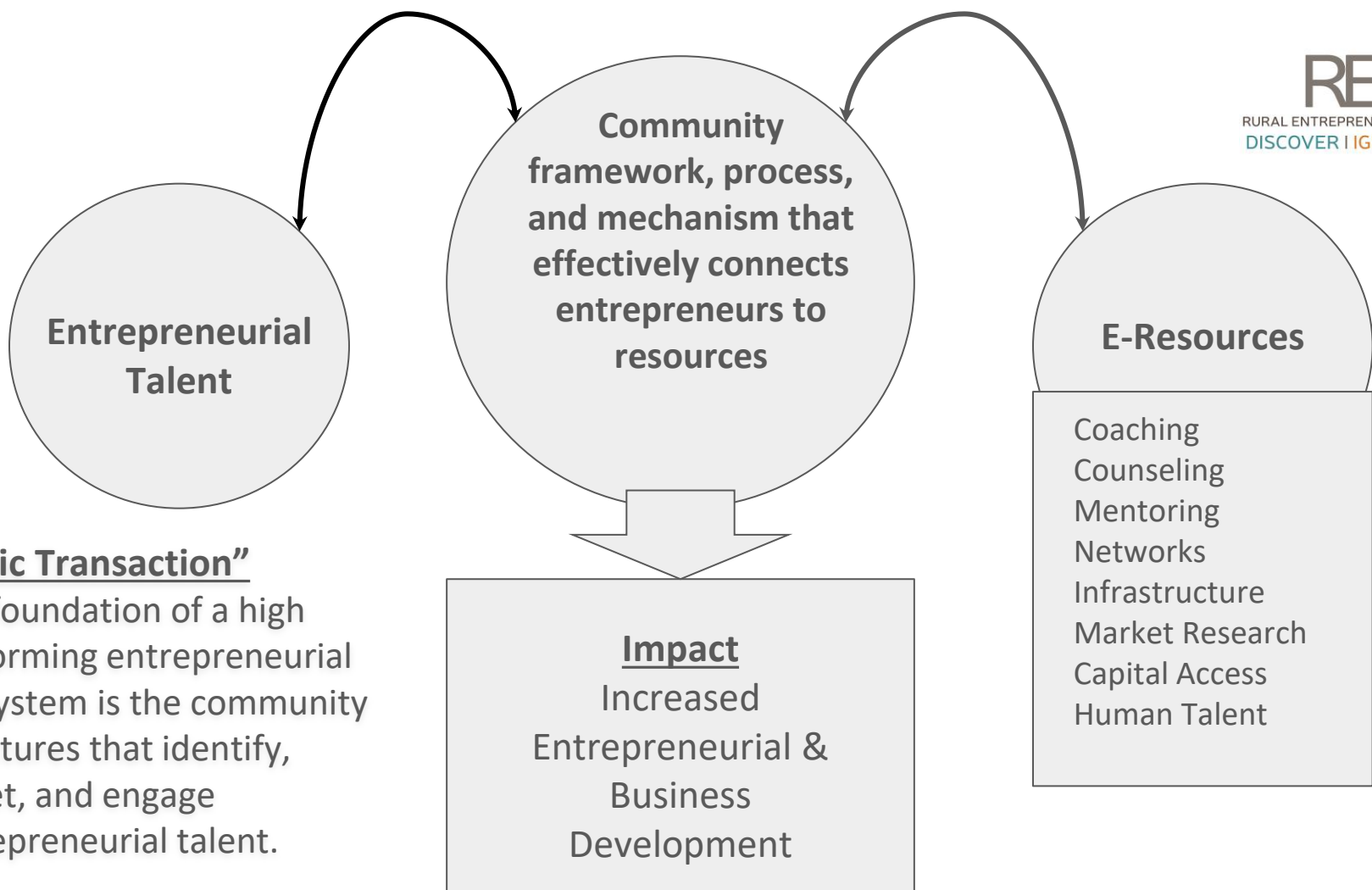
- **e2 Entrepreneurial Ecosystems** helps communities increase prosperity through entrepreneur-focused economic development and ecosystem building. Led by **Don Macke**, e2 has a national team of practitioners who bring research, coaching, incubation, market intelligence and other expertise to this work.
- This approach is underway in Minnesota, Oregon and Nebraska.
- e2 is the original framework for REV.

Development Framework & North Star



Economic Development Flow





“Basic Transaction”

The foundation of a high performing entrepreneurial ecosystem is the community structures that identify, target, and engage entrepreneurial talent.

Impact
Increased
Entrepreneurial &
Business
Development

Basic Transaction

- **Find E Talent**
- **Make them Clients**
- **Network Es to Resources**
- **Grow Resource Network**
- **Driven by E Demand**
- **Network Entrepreneurs**
- **Grow Micro-Clusters based on Opportunities**
- **Evolve an E Culture**

Grow E Talent

Generate Impacts:

- **New Businesses**
- **Expanded Businesses**
- **Jobs & Careers**
- **Increased Spending**
- **Expanded Tax Bases**
- **Competitiveness**
- **Diversification**
- **Resilience**
- **Increased Prosperity**

Four Waves To Economic Development

Industrial Recruitment

- Focus is in creating more jobs in a community
- Goal is to recruit a new business

Grow Your Own

- Focus is on creating more jobs in a community
- Goal is to increase number jobs at current and emerging small businesses

Cooperation and Partnership

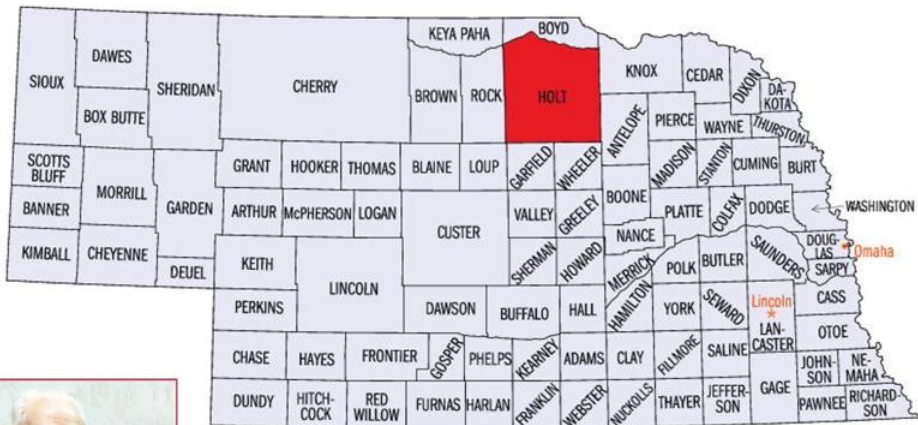
- Focus is on business development and growth
- Goal is to increase jobs by targeted investments

Resident Recruitment

- Focus is on creating communities where people want to live
- Goal is to increase jobs by attracting new people - jobs follow people



Holt County, Nebraska



The late Rudy Elis accepts his recognition as a member of the NCF Legacy Society.



Insights: What Unexpected Things Have Happened As A Result Of Your Involvement/Or The Community's Participation In Entrepreneurship-Related Activities?

- Rived Businesses Along the Trail using new capital– Junipers & the Red Hotel (this took both relationships & access to capital, Lanesboro can provide gap financing that leads to succession, start-ups and expansion)
- Held the first ever Welcome Week event (this will become an annual event)
- Livability Tab on the City Website – we are communicating what we have to offer LIVE, WORK, PLAY
- Increasing housing opportunities – Lanesboro was accepted into the Minnesota Housing Institute, a 9-unit long term housing project is underway
- Established feedback loops - Chamber, School, and Planning/Zoning Reps report at EDA meetings, and the EDA reports at the Chamber and Business Promotion Meetings
- Sustained effort - Lanesboro graduated from REV and meet Quarterly as L.E.A.N.



Insights Continued - What Have You Uncovered, Discovered, Learned About Your Area, Yourself, Your E's?

- We have access to Capital, access to technical assistance & education
- Partnering and local communications leads to success
- Uncovered resource we were not aware of
- We are more approachable
- We used and still use the systematic approach to talking with entrepreneurs (local contact, 2 interviews, ect...)
- Learned more about other community members skill sets
- We invite and ask past clients at our L.E.A.N. meetings what we can do better – which led to our Livability Tab – LIVE WORK & PLAY in Lanesboro/Continuous Improvement



REV DEVELOPMENT AREAS

Within the REV development framework and process we are focusing on development and impact from three key development areas as follows:

Working with Entrepreneurs	Entrepreneurial Ecosystem	Community Ecosystem
<p>How the community can increase its strategic outreach to area entrepreneurs and networking them to relevant resources.</p> <ol style="list-style-type: none"> 1. Continue to Follow the REV, ED System 2. Meet quarterly to set priorities and report back to L.E.A.N. 3. Support the Chill-Inn in Lanesboro Winter Tourism Initiative/Setting Winter Tourism Expectations 	<p>Based on learning from entrepreneurs' development of the community's entrepreneurial ecosystem resources.</p> <ol style="list-style-type: none"> 1. Continue to Network 2. Present Entrepreneurs with technical assistance & educational tools 3. Build and update the Business and Housing Recourse Sheets which has developed into resources to LIVE/WORK/PLAY city website tab 	<p>Development of the community's ecosystem including housing, childcare, broadband, cultural amenities and the like.</p> <ol style="list-style-type: none"> 1. Building the supply of workforce housing 2. Developing and maintaining access to resources and ED tools 3. Holding a welcome week each September (We hope to bring back the welcome basket)

REV VISION

REV program created two new groups in SG

Spring Grove 2030

- 501c3 community group dedicated to community planning, specifically around the development of a cultural community center
- Vision: Support the community of Spring Grove through collaborative initiatives that build on our history, enhance quality of life, and serve as a catalyst for the development of social, financial, and physical capital
- Recently completed a community engagement process with RSP (planning and design firm)

Spring Grove Area Chamber of Commerce

- 501c6 organization dedicated to business development
- Vision: More than a membership organization, the Spring Grove Area Chamber is the core of our community where businesses, individuals, and resources come together to strengthen the vibrancy of our local economy.
- Recently hired part-time staff and actively working on securing a downtown space for an office, visitor's center, and retail incubator

Entrepreneurial Ecosystem

Based on learning from entrepreneurs & the development of the community's entrepreneurial ecosystem resources.

1. **Continue** capital raise for the Spring Grove Community Real Estate Fund, which helps provide space and investment for aspiring entrepreneurs
2. **Create** new partnerships with the school district, connecting local businesses, entrepreneurs, and students together for shared learning
3. **Develop** more visibility around community resources and marketing the community as an entrepreneur-friendly place





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Your theory of community change...

How do the ideas we've discussed....

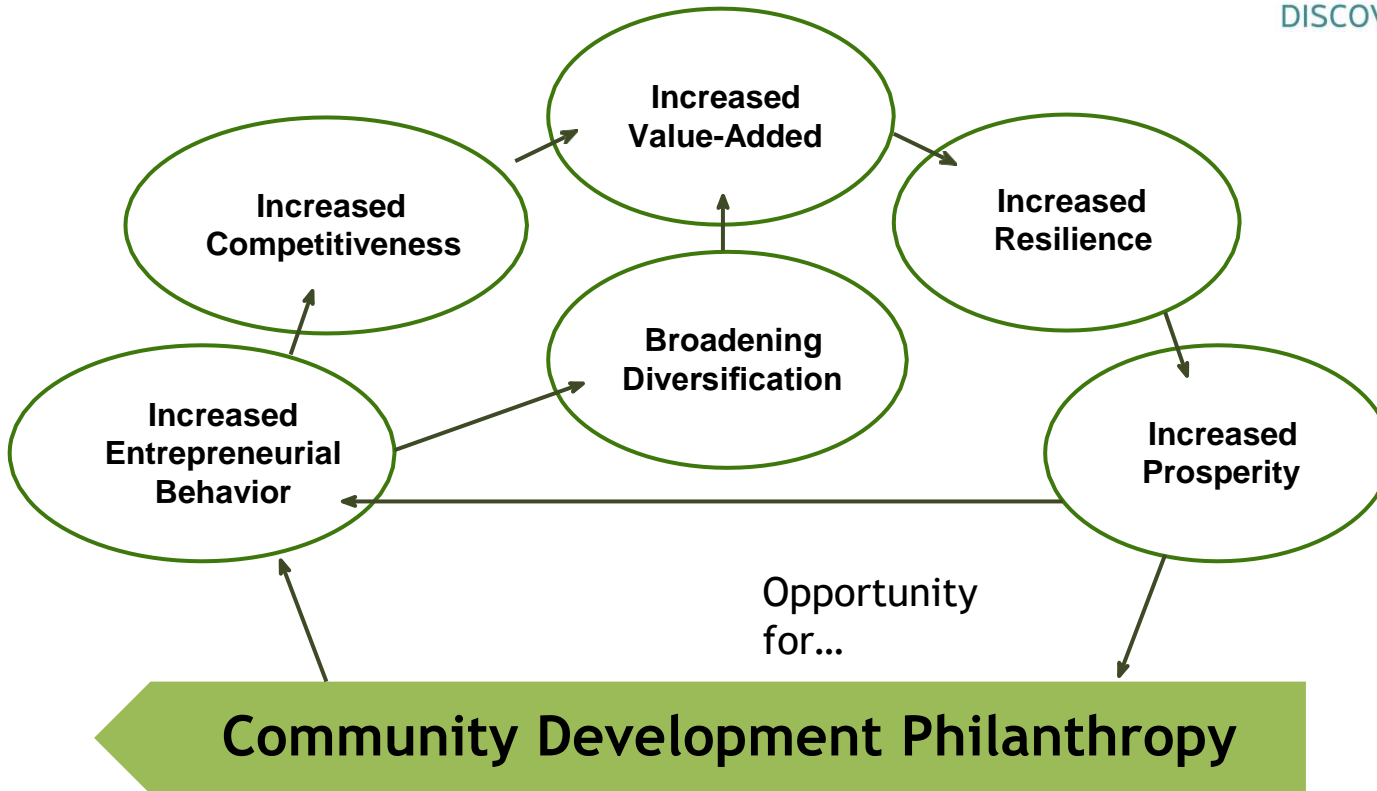
Fit or Not Fit

with the way you think your community can improve economically?

Community Prosperity Model



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Scaling Sustainable Growth

List the organizations and individuals in your community who are or should be investing in economic development:

What do they need to keep writing checks? How does your entrepreneurial communities work map against these outcome indicators? How will your plan generate outcomes which increase stakeholder engagement and funding?

Funding Stakeholder	Outcome Indicator
Municipalities	Increased sales tax receipts
County Government	Increased commercial tax base
School District	More students
Health Care System	More insured patients
Mainstreet/Chamber of Commerce	More sales
Economic Development Org.	Increased basic economic activity
Utilities	More customers and increased energy sold

Wisconsin REV

- Background (Why REV?)
- Modeled from Minnesota REV
- Working with partners: SMIF, UM-Extension, CEDA, e2
- Funded by Compeer Financial
- Structure of UW-Madison Extension lends itself to REV
- UW-Madison Extension CED programs add support
- Community 'eReady' pilot underway
- Inaugural cohort communities



In Closing...



- REV framework basics
- Outcomes and stories from MN and NE communities
- Intro to WI REV

What questions do you have? Or, please share any ideas that you might take back to your community.