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**Compilation of Consensus Items: RDC FACILITATION II – SERVICES | FINANCIALS  
Business Plan Development – Villisca – December 19, 2010**

**Work Interval Objective & Procedure:** The working group as a whole engaged in discussions to outline specific details within each service area that will be available to sub-hubs on request and to develop language to clearly articulate the difference between the regional services and those which may already be available at the local level. The consensus of agreement for each service is documented below and will be used for a draft business plan.

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**SERVICES:**

**1.) Developing Youth Entrepreneurs with an emphasis on “non-college bound youth”**

**Specific Regional Goal/Design:**

- Mechanisms for communities to identify youth entrepreneurs/proactive
- Online Entrepreneur Academy with networking/training events
- Learn – Build own business – participate in joint ventures within communities
- joint ventures could be identified by community – succession, failing business

**Outcomes:**

- actually coordinating the tools and resources available
- estimate outcome numbers – number reached, business starts, etc.
- larger regional group/cross county lines for student collaboration and sharing of ideas – customized to sw Iowa business culture
- community/school involvement
- bench marks – creating atmosphere of entrepreneurship

**2.) Provide a marketing template and stock materials for a local marketing plan to engage local leadership in sub-hub communities.**

**Specific Regional Goal/Design:**

- Center will provide train the trainer workshops for local sub-hubs

**Outcomes:**

- Sub-hub teams will be positioned with the skills sets and materials needed to broaden engagement and participation from leadership to coordinate sub-hub activities, for working with entrepreneurs at the local level and how to access and communicate with the regional hub.

**3.) Business to Business Regional Networking Events that would: 1.) allow entrepreneurs to share learned knowledge, and identify supply chains to keep money inside the region.**

**Specific Regional Goal/Design:**

- Hosted by RDC at a broader regional level to increase linkages and networks
- By quadrant on a regular schedule

**Outcomes:**

- Broader region to draw and pool ideas and identify potential supply chain by entrepreneurs
- Business owners maintain anonymity at the regional level and are more likely to participate
- The opportunity travels to them and does not make them come to the service
- Identification of supply chains will keep more money circulating within the region

**4.) Business Plan Development Services**

### **Specific Regional Goal/Design:**

- Partner with SBDC and SCORE to utilize services and tools for better regional coordination
- Will match the most appropriate center directors with businesses within their individual strengths
- Fill gaps, when necessary, for business plan development utilizing sub-hub volunteers and Center specialists

### **Outcomes:**

- Continued and ongoing relationship after a business plan is developed to bolster start-up success
- Quicker response rate
- Will be able to provide additional support services through other RDC services being provided (i.e., supply chain information)

## **5.) Outreach to “Non-Traditional” Iowans**

### **Specific Regional Goal/Design:**

- Check with Perry and Ottumwa
- Buy Iowa Online offered as a tool easily used for businesses without a formed legal identity
- Train business leaders on how to support non-traditional Iowans
- Partner with established Immigrant Entrepreneurship groups
- Outreach mechanisms to Amish
- Exito El Norte delivered in coordination with Extension to Communities
- Youth
- Check with Himar about what has been successful outreach mechanisms/programs

### **Outcomes:**

- Insert after research and service defined

## **6.) Provide training for targeting, screening & coaching entrepreneurs. (Playbook)**

### **Specific Regional Goal/Design:**

- A publication with directions and information in association with training workshops available to local sub-hubs with which they will have the skills sets and tools at their disposal to recruit, engage and provide first level services to their entrepreneurs.

### **Outcomes:**

- The RDC has an entrepreneurial development system that provides entrepreneurship coaching to individual and businesses from start-up to succession.

## **7.) Mentoring and Wellness Check-Ups**

### **Specific Regional Goal/Design:**

- Customized and flexible Business Retention and Expansion program
- Design a program that fits the rural business culture and is workable with rural Economic Development organizational staffing.
- Support plan for Revolving Loan Funds for quicker identification of problems at typical at risk stages

### **Outcomes:**

- Less business failures through follow-up wellness checks
- Better ability to implement prevention of loss of businesses through local implementation of BRE program
- Fewer loan losses

## **8.) Financing/Capitalization Counseling and Support**

### **Specific Regional Goal/Design:**

- Developed regional network of local revolving loan fund pools
- Center specialist who can assist negotiating SBA paper work with banks
- Center specialist who can assist negotiating federal and state financing programs

**Outcomes:**

- More deal flow

**9.) Local Food Product Development Services**

**Specific Regional Goal/Design:**

- coordinating current technical assistance for food product development that can be commercialized
- targeting financial resources for aggregation and processing infrastructure

**Outcomes:**

- Better accessibility to services
- Better growth potential for agricultural entrepreneurs

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**Work Interval Objective & Procedure:** The working group as a whole engaged in discussions about which counties had potential sub-hubs in existence and should be approached about participating with the regional hub.

**1.) Cass | Sub – PRIDE**

**2.) Adams | Sub – Adams Community Economic Development Corp./Adams County Commission on Sustainability**

**3.) Montgomery | Sub – Villisca New Horizons**

**4.) Taylor | Sub – Bedford Area Economic Development Corp.**

**5.) Mills | Sub – Glenwood /Mills Chamber and Economic Development Corporation**

**6.) Pottawattamie | Sub – Western Iowa Development Association**

**7.) Fremont | Sub – Fremont County Economic Development Corporation**

**8.) Page | Sub – Clarinda Chamber of Commerce**

**9.) Ringgold | Sub – Ask Ringgold County Economic Development Corp.**

**10.) Union | Sub – ask SWICO board member Bob Jansen**

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**Work Interval Objective & Procedure:** The working group as a whole engaged in discussions about the current operational budget and what will be needed to expand staff to implement the targeted services. There is about \$12,000 of residual funds in the Southwest Iowa Coalition Entrepreneurial account for the working group to use and can keep the office presence with ISU Extension staff in place while additional funds are sought.

The USDA-RD Rural Community Development Initiative grant notice of funding availability should be released in January. Generally there is about a 30 day window to submit the grant application. The grant requires a \$1 for \$1 cash match which must be documented at the time the grant is submitted. Other private options are the Iowa West Foundation, Federal Home Loan Bank members.

The group decided the best approach for the initial first year to engage sub-hubs was to secure private/grant funds. First year sub-hubs would be offered scholarships for that first year and not be required to pay a “membership fee.” This approach gives an incentive to participate rather than a challenge to find funds locally. During this sub-hub start-up phase for the regional center, outcomes and successes can be documented for local sub-hubs to be better equipped to secure ongoing local funding to participate.

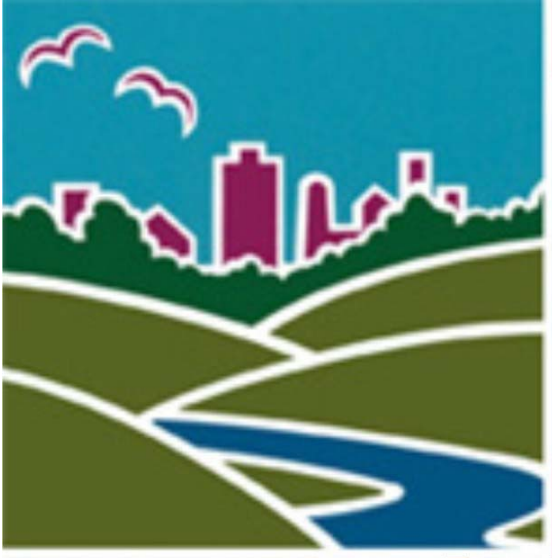
Each sub-hub that applies for a scholarship will have to demonstrate some basic capacity to organize at the local level – attend training, use the playbook, etc.

Sub-hubs will not necessarily be tied to a “county-wide” organization. Any community, township, village, group or organization within the southwest Iowa region can be an established sub-hub. Requests for services from the regional center come directly from the sub-hub with no intermediary.

**\$50 to \$75K as a match to the RCDI for a one year funding proposal will give the working group \$100 to \$150 for 2012-2013 if awarded. If an RCDI award is not made, the group would work from the match base.**

**Consultants/professionals will be contracted out for the first year to fully develop services, trainings, provide TA, coordinate activities, etc.**

**Work Interval Objective & Procedure:** The working group as a whole engaged in discussions about the current design elements in use by the RDC. In order to protect name identification which has already been established and to maintain the local sub-hubs established hierarchical standing within its local community it was proposed that the current regional logo be displayed by sub-hubs beneath their logo with the “sub-hub” name underneath.



**Conclusion and Next Actions:**

Next work session is scheduled at 1 PM at The Bank on January 19<sup>th</sup> prior to the SWICO board meeting at the same location. Reservations for anyone wanting to meet at noon for lunch at TJ’s Café on the square have been made.

Session Objective:

- 1.) A draft of the new business plan for the Rural Development Center will be reviewed and edited by the group.
- 2.) Case and Benefits Statements Finalized
- 3.) Gift Chart Developed
- 4.) Schedule for Field Testing Inner Circles Set