Local Entrepreneurial Ecosystems:

A Bold Economic Development Strategy for Rural Economies

EDFC Board Meeting
December 12, 2019
Rural Economic Development is Challenging
Local Entrepreneurial Ecosystem
The What (in brief)
Goal: focus on the business ecosystem to support the County’s plans to grow this sector

Local Entrepreneurial Ecosystem
The Mendocino Project

- Local Entrepreneurial Ecosystem Toolkit
- A survey of business owners, elected officials and community
- Community meeting and stakeholder meetings
- Digest the survey results and explore next steps
Local Entrepreneurial Ecosystem
The Team

- Heidi Pickman, CAMEO
- Susan Brown, CAMEO
- Heather Gurewitz, EDFC
Local Entrepreneurial Ecosystem
The Team

- Sheilah Rogers, West Company founder, Redwood Valley MAC
- Joel Soinila, Veikko Properties
- Amanda Reiman, Flow Kana
- Mary Anne Petrillo, West Company
- Kevin Williams, West Company
- Kate Maxwell, Mendocino Voice
- Catherine Marshall, CAP Builders, Nonprofit Consultant
Local Entrepreneurial Ecosystem
The Toolkit
Local Entrepreneurial Ecosystem
The Survey

EDFC, along with CAMEO (California Association for Micro Enterprise Opportunity) are working together to develop a strong Local Entrepreneurship Ecosystem (LEE).

This survey will help identify strengths and gaps in Mendocino County’s businesses ecosystem provide information to be incorporated into Mendocino County’s strategic 5-year plan. The survey was developed by a group of stakeholders and is a follow up to a January 31 meeting from economic development stakeholders and business owners.
Local Entrepreneurial Ecosystem Survey Results: Coaching
Local Entrepreneurial Ecosystem Survey Results: Capital
Local Entrepreneurial Ecosystem Survey Results: Connections
Local Entrepreneurial Ecosystem Survey Results: Culture
Local Entrepreneurial Ecosystem Survey Results: Climate
Local Entrepreneurial Ecosystem Survey Results: Key Takeaways

- Have coaching resources, but not well known
- Access to capital is an issue
- Need digital skills training: social media and website
- Mindset change to expand markets to outside county
- Good local culture, engage youth
- Most room for improvement: regulatory and policy
Local Entrepreneurial Ecosystem
Dream Big

• Digital competency for branding, selling, networking (Coaching)
• Provide industry-specific expertise (Coaching)
• Expand business coaching services (Coaching)
• Bring in a Kiva Hub to provide zero-interest loans (Capital)
• Locally-owned broadband access (Connections)
• Create hacker, maker, and incubator spaces for entrepreneurs (Connections)
Local Entrepreneurial Ecosystem
Dream Big

- Create a robust internally-facing “Produce/Buy Local” campaign (Culture)
- County Economic Development staff focused on small business (Climate)
- Create Task Force to ensure codes and ordinances are business friendly (Climate)
THANK YOU!!!

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