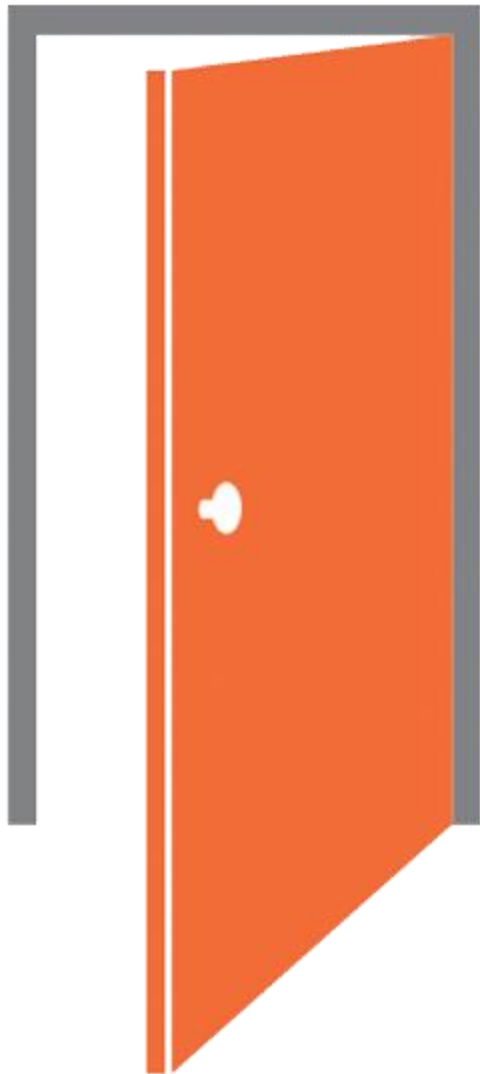


Certified Entrepreneurial[®] Community Program

NOVEMBER 2015



A PLACE WHERE
ENTREPRENEURS
SUCCEED

Program History

AdvantageWest launched in 2007

10 certified communities

- Black Mountain
- Burke County
- Eastern Band of Cherokee Indians
- Haywood County
- Macon County
- Mitchell County
- Polk County
- Transylvania County
- Watauga County
- Yancey County

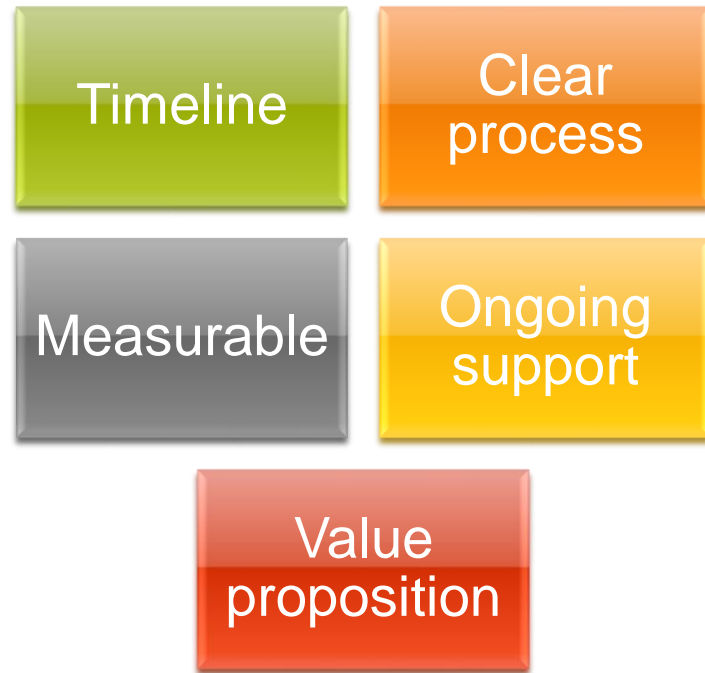


“We all figured out that **if we operate in a silo it just doesn’t work**,” said Jason Triplett, CEC® team member. “But when we partner we spur all of us on, and we use all our strengths. The result is **more awareness of how we value entrepreneurs** and more passion for this in the community.”

That entrepreneurial spirit helped the CEC® leadership team complete the certification process. “We were already doing it, so **this was just a natural next step**,” said Joe. “We knew we could learn and share ideas, and doing this further emphasized our desire to **sustain that entrepreneurial culture**.” Joe Furman, Watauga County, CEC® team leader.

2013 Program Evaluation

In order to be transformed to a fee-for-service program, an overhaul was needed.



CEC® Finds a New Home

Creative EDC purchased in June 2015

AdvantageWest closed

CEC® Team

Creative Economic Development Consulting
Entrepreneurial Places
Innovative Economies



Crystal Morphis



Leslie Scott



Emily Breedlove

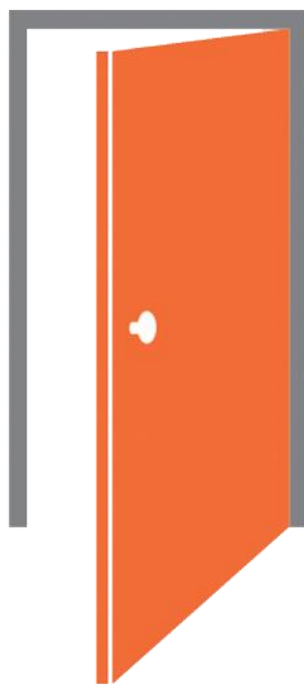
Why CEC®?

Entrepreneurship is a proven economic development strategy to create jobs, encourage economic diversification, and revitalize communities.

Enhances community capacity to

- Streamline the startup process
- Connect existing assets
- Grow vibrant existing businesses
- Attract new innovative ventures into the region
- Open the doors for additional market opportunity.

What does it mean to be entrepreneur-ready?



Redesigning the Program



The Creative CEC® Model



Ecosystem Assessment

We start the process having already completed an ecosystem assessment. We come to the first meeting with data ready to share.

- Baseline Research
- Develop a Leadership Team
- Resource Directory
- Entrepreneur focus group

Action Plan and Score Card

The first meeting is a work session to identify two entrepreneur activities for focus (examples: local food, youth entrepreneurship, etc.).

Example Entrepreneur Initiatives

Business Plan Competitions

Youth Business Plan Competitions

Revolving Loan Funds

Angel Investor Network

Cluster specific (Creative Placemaking/Arts/Culture/Heritage, Local Foods Systems/Agribusiness, Technology/Innovation, Green/Sustainability/Wellness, Manufacturing, Tourism(eco/agro)/Hospitality/Outdoor Recreation)

Expos/Conferences

Local Food

Buy-Local Campaigns

Youth Entrepreneurship & Leadership Development

Coaching of Task Teams

The second meeting reviews the action plan, score card, establishes task teams, and defines the work process for the next 6 months.

Evaluation, Certification, and Action Plan for Year 2

The third meeting will present results of task team work, formally certify the community, and action plan for Year 2.

Annual Meeting

Best practices

Networking

Show casing communities

Recertification

A recertification fee covers ongoing coaching and action planning for the next year.

To be recertified each year, the community must show progress toward meeting objectives on the Score Card.

Program Deliverables



Application Schedule

January and July Cohorts

- Application deadlines are January 15 and July 15

How to Apply

- www.creativecec.com

Price

\$20,000 (plus travel) for North Carolina counties

Discount for multiple counties working as a region

- Workforce region, economic development region, COG region, etc.

\$6,000 (plus travel) for recertification

Crystal Morphis, CEcD, LEED Green Associate

www.creativeedc.com

www.creativesiteassessment.com

www.creativecec.com

www.blog.creativeedc.com



economic development consulting