



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

7 CATEGORIES OF ECOSYSTEMS

Equitable Entrepreneurial Ecosystems in Rural Communities

Please do not duplicate or publicly share this information without
advance permission.

QUESTION

What challenges have you identified in your community when it comes to opening a small business or being an entrepreneur?

THE E3 APPROACH

**Entrepreneur
Talent Pool**

**Networking
and
Relationships**



ENTREPRENEURIAL ECOSYSTEM

**Money for
Entrepreneurs**

**Positive
Entrepreneurial
Culture**

**Entrepreneur
Friendly
Regulation**

A PLACE FOR ENTREPRENEURS



ENTREPRENEURIAL ECOSYSTEM

- Real Estate Availability
- Launch Support Spaces
- Programming
- Third Spaces (coffee shops, breweries, local burger place)

What is unique in your downtown?

In your community?

How does your downtown tell the story of your entire community? Even the "not so great" parts?

How are you using your downtown to celebrate and uplift the diversity in your community?

A PLACE FOR ENTREPRENEURS

Avenues of Entry + Ways to Transition

- + Pop ups: Farmers Markets, Artisan Events, Makers, Craft Industries
- + Accelerator: Small individual spaces, Food Truck
- + Incubator Space
- + Shared Space: Multiple vendors
- + Brick & Mortar



Shakopee, MN
Farmers Market



Lovington, NM
Accelerator

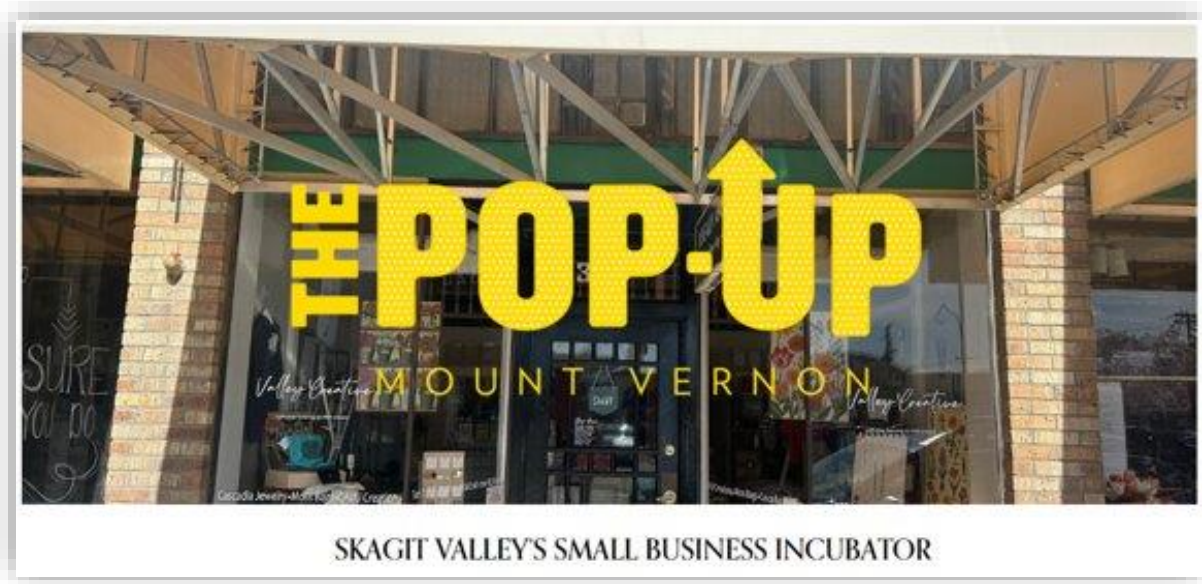
Batavia, IL
Boardwalk Shops



Red Wing, MN
Redwing Ignite



A PLACE FOR ENTREPRENEURS



Pop-Up Mount Vernon, WA

- For aspiring business owners and entrepreneurs
- 30-120 days
- 500 Sq. Ft. brick & mortar
- Without startup costs and signing long-term leases Plus resources and information
- Grow, learn, and figure out if downtown Mount Vernon would be good fit.

A PLACE FOR ENTREPRENEURS

LIBRARIES BUILD BUSINESS IN SPOKANE COUNTY

LIBRARIES ADVANCE ENTREPRENEURSHIP across the United States. With the relevant technology, resources, and staff expertise, libraries are well-equipped to support entrepreneurs and local small businesses in conducting market research, developing business plans, gaining access to emerging technologies, and sustaining small business amidst economic uncertainty. America's libraries have a critical role in addressing inequities in economic opportunity.



Libraries Build Business is a national initiative of the American Library Association, supported by Google.org, to partner with a cohort of 13 public libraries. The cohort will build local capacity and expand services for small businesses and entrepreneurs with a focus on businesses owned by people from low-income and underrepresented groups, such as Black,

Latinx, and women-owned businesses. With the goal of identifying promising practices and models for library-led entrepreneurship initiatives, the cohort, in collaboration with the ALA project team, will develop and evaluate practical resources for the field to ultimately scale successful entrepreneurship programs in the nearly 17,000 public libraries.

Representing 12 states and including rural and tribal, urban, and suburban communities, the cohort will create a playbook of promising models and lessons learned available to all public libraries across the country.



[Click here to learn more](#)

[Click here to learn even more](#)

WEBSITES ARE PLACES, TOO

DOWNTOWN DEVELOPMENT PROGRAMS

WHERE THRIVING BUSINESSES CALL HOME

The City of Paducah has created an effective and exciting toolbox of programs administered through the Main Street organization to encourage development, beautification, rehabilitation, and stabilization of the Historic Downtown Commercial District. Our goal is to encourage vibrant streets, increase residential density, and to help businesses thrive.

Assistance also is provided in completing state and federal applications for historic tax credits. Any person interested in obtaining assistance should contact **Planning Director Nic Hutchison** at 270-444-8690



EMPORIA, KANSAS



620-340-6430 | Facebook | Twitter | Instagram

[Programs](#)

[Events](#)

[Explore](#)

[Shop Local](#)

[About Us](#)

[Join](#)



A thriving atmosphere for business, residents & visitors

We are an organization of over 200 local businesses and hundreds of volunteers, working together to build a vibrant and prosperous region, community, and downtown core.

[Become a Member >](#)

[Grow Your Business >](#)

[Explore Downtown >](#)



PLACE EMPOWERS ALL COMMUNITIES

[About](#)[Camp
Crier](#)[Funding and
Resources](#)[Trainings and
Webinars](#)[Native
Business
Spotlight](#)[Native
Business
Directory](#)[Small Business
Resiliency Network](#)[Request
Assistance](#)

NATIVE BUSINESS CENTER

Hi! A Pecya (Hello Everyone) and welcome! Sister Sky Inc. is thrilled to announce the launch of the Native Business Center website, Indian Country's premier hub for all native business news! The Native Business Center is passionate about linking native-owned small business with training, technical assistance, up-to-date small business information and resources specifically for Native American business owners.

[Learn more](#)[Request Assistance](#)

NETWORKING AND RELATIONSHIPS

- Networking Events
- Economic Development Partners and other BSOs
- Entrepreneur and/or Small Business Networking Groups
- Creative meetups and hangs
- Business Celebrations and Block Parties



Freeport, IL

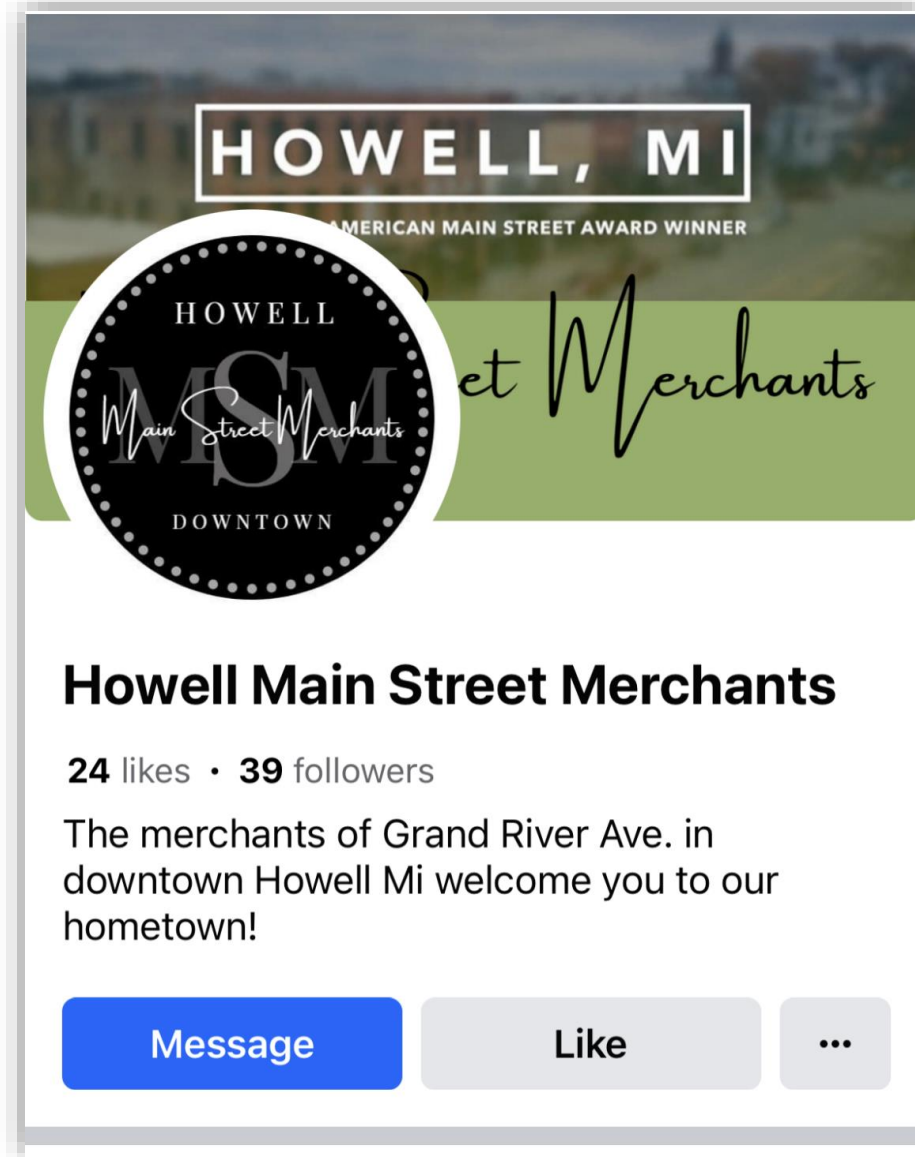
- Welcome businesses and people
- Greet and orient at networking events: afterhours and Rise n' Shines
- Celebrate start and growth of businesses
- Volunteers!

BUILDING TRUST THROUGH STORY



- What voices, people, questions, or ideas are missing from this gathering and these types of conversations?
- What story about Appalachia and your community are you now willing to rethink or let go of based on the stories you've heard today?
- What story would you like to cultivate about the place you call home, now and for generations to come?
- How can we envision a shared future narrative for Appalachia, that draws from ancestral knowledge systems and can help mend fractures between communities?

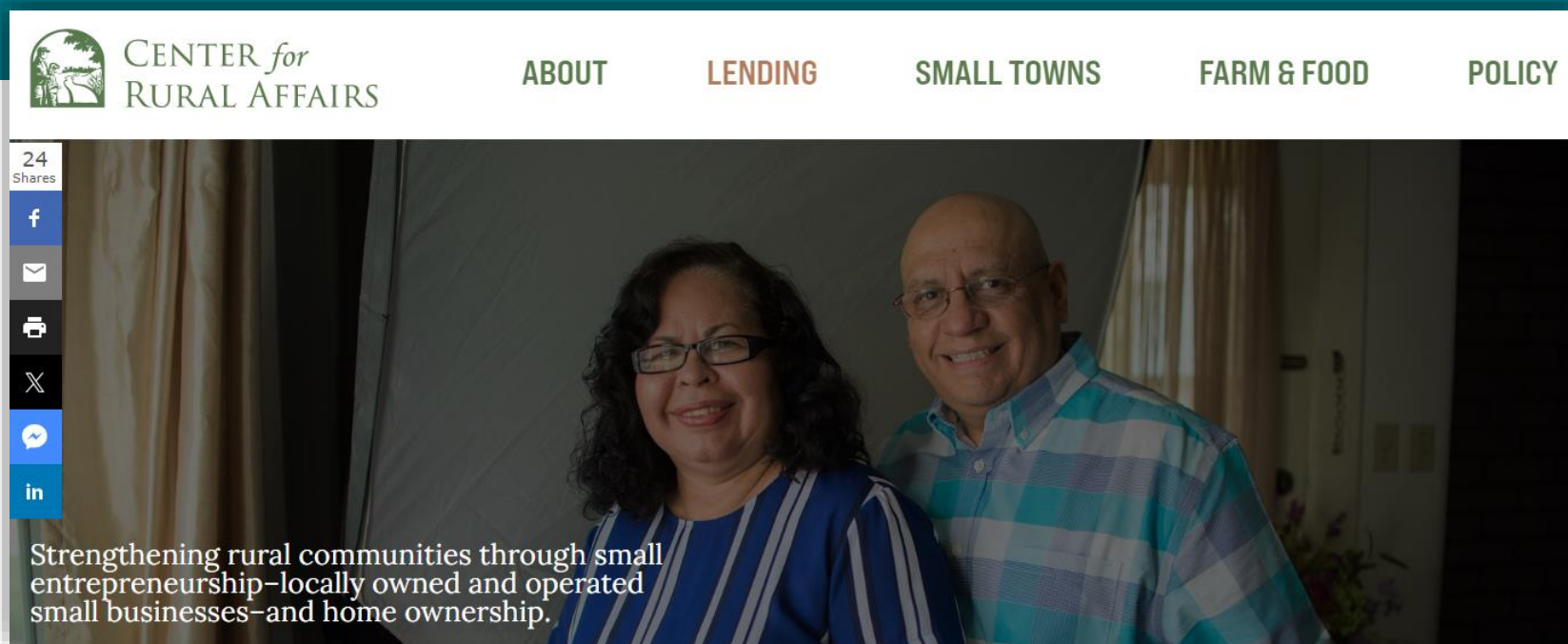
NETWORKING AND RELATIONSHIPS





FINANCIAL OPPORTUNITIES FOR ENTREPRENEURS

- Personal Equity
- Nonprofit Entities
- Government Loans
- Grants
- Private Equity
- Financial Incentive Programming (Pitch Competitions)



Lyons, NE

The most effective development strategy for rural communities is small entrepreneurship – locally owned and operated small businesses – and home ownership

- Lending with a **rural focus**
- **financing (microloans)**, business training, one-on-one business counseling, and networking



Does your community offer free financial literacy and credit counseling programs?

Credit Builder Loans

Beginning at \$500, this product is designed to help business owners and individuals strengthen their personal credit profiles by demonstrating their ability to repay.





FINANCIAL OPPORTUNITIES FOR ENTREPRENEURS

47 FOUNDATION

Home Services About Free Tools Contact Us

47 FOUNDATION

**Understand your finances.
Always have enough.**

Financial Literacy Workshops for Evergrowing Minds.

EXPECTATION AND PREPARATION
THE JOB SEARCH

Beverly Hills



About Us

Grant Professionals

Opportunities

Resources

Support Us

Sign up for newsletter

Grant Resources and Opportunities for Kentucky

Helping Kentucky's nonprofits get more grant funding.

New to Grant Applications? Check out our Resources.

Resources

Talk to the Experts. Book time with Grant Professionals.

Book time

Stay in the Know. Join our Newsletter.

Sign up



FINANCIAL OPPORTUNITIES FOR ENTREPRENEURS

Six Corners City of Chicago:

Small business improvement fund
SBIF Grants for specific districts

- Commercial / Industrial businesses & properties
- Permanent improvements: exterior and interior
- Adjacent land acquisition
- 3-page application
- Guidance from Six Corners

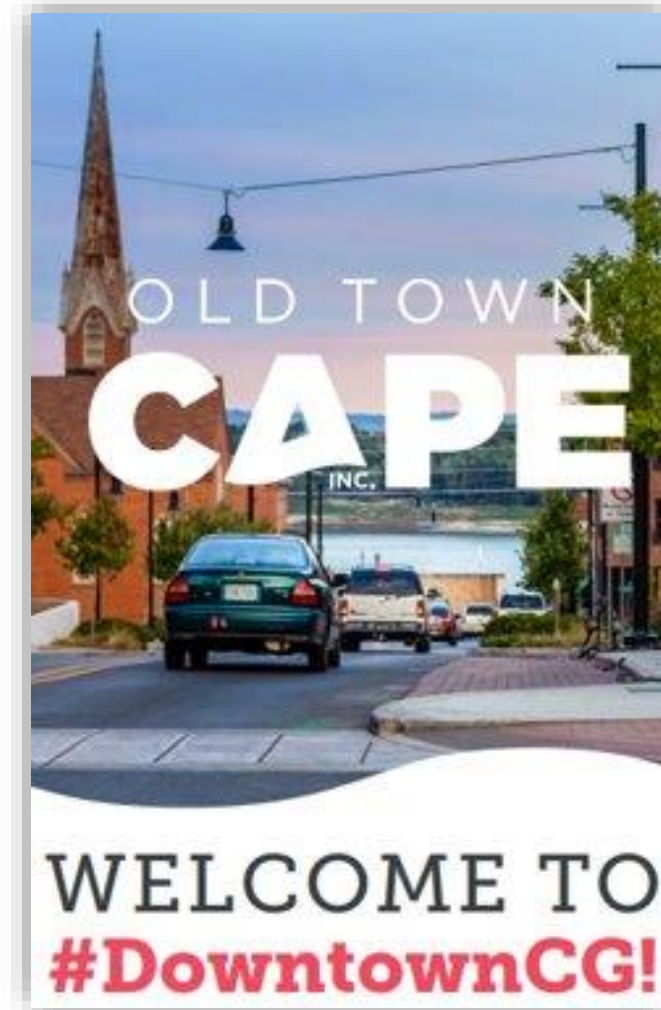
Can the Small Business Improvement Fund Help Your Business?

WHO	WHAT	WHERE
<p>SBIF grants are available for commercial and industrial business and property owners. Applicants must have a valid city business license, be current with property taxes, and be clear of City indebtedness. Residential projects are not eligible.</p> 	<p>SBIF provides grants to commercial businesses for 30%, 60% or 90% of the costs of permanent building improvements such as storefront renovation, building systems, interior remodeling, and roof replacement. Industrial businesses with 200 or fewer employees are eligible for grants covering 50% of the project cost.</p>	<p>SBIF funds are available to eligible business and property owners in TIF districts with SBIF authorization and available funds.</p> 
WHEN	WHY	HOW
<p>SBIF funds are available for 30 day periods each month.</p> <p>Sign up to receive the SBIF Gram e-newsletter to get the latest info about on deck and open districts.</p> 	<p>Since 1999, SBIF has invested more than \$100 million in small businesses all over Chicago because small businesses are job creators and economic engines in our neighborhoods.</p> 	<ol style="list-style-type: none">1) Confirm your business is in a SBIF district2) Check to see if the application period is open for your district3) Review SBIF grant Eligibility Requirements and Program Rules4) Fill out an application and submit to SBIF@somercor.com



POSITIVE ENTREPRENEURIAL CULTURE

- (New) Residents Opening Businesses
- Media and Promotion
- Entrepreneur Engagement
- Shop Small Campaigns
- Support through failures and downturns (and closings)



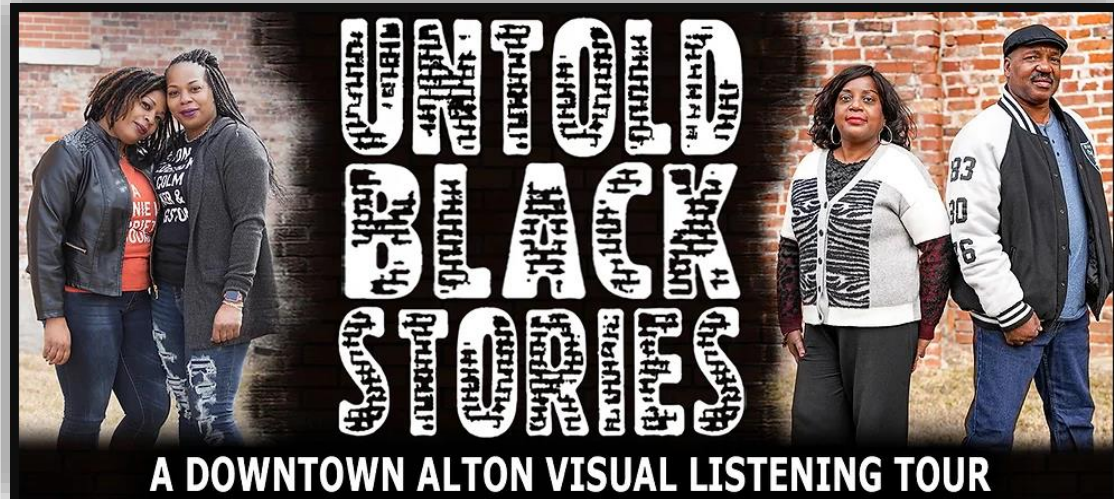
Old Town Cape, MO New Business Packet

- About Cape Town
- Getting involved
- Connecting with other businesses
- Main Street America
- Downtown Events
- Maintaining your businesses
- Best practices: being a good neighbor, hours, tips to promote
- Safety downtown
- Public Infrastructure
- Contact Information



PRO ENTREPRENEURIAL CULTURE

Alton, IL



Untold Black Stories of Alton by StoryCorps

- Large-format portraits of over 30 Alton residents for windows
- Listening tour and photography exhibit
- Collaboration between organizations to catalyze diversity, inclusivity and equity within the downtown Alton historic district and engage the community with these Untold Black Stories of Alton.

Red Wing, MN



Inclusive Economic Stories: Recognizing History

Hidden Gems of Cloquet: Small Business Podcast



ENTREPRENEUR FRIENDLY REGULATION

PROGRAM OBJECTIVES:

- To encourage private investment that results in the re-utilization and tenancy in the upper floors of taxable downtown buildings.
- Help strengthen retail, restaurant and other downtown businesses by creating a customer base that is within close proximity. This critical mass is vitally important to downtown revitalization efforts.
- To remove spot blight, rehabilitation of privately owned commercial buildings, expand housing options, create jobs, and increase downtown tenancy and vitality.

The program allows for a grant of up to \$15,000 per one-bedroom unit and up to \$20,000 per two-plus-bedroom unit.

[Life Safety Grant Program Information and Application.](#)



The Federation of Labor building was converted to 11 apartments, utilizing the Life Safety Grant program.

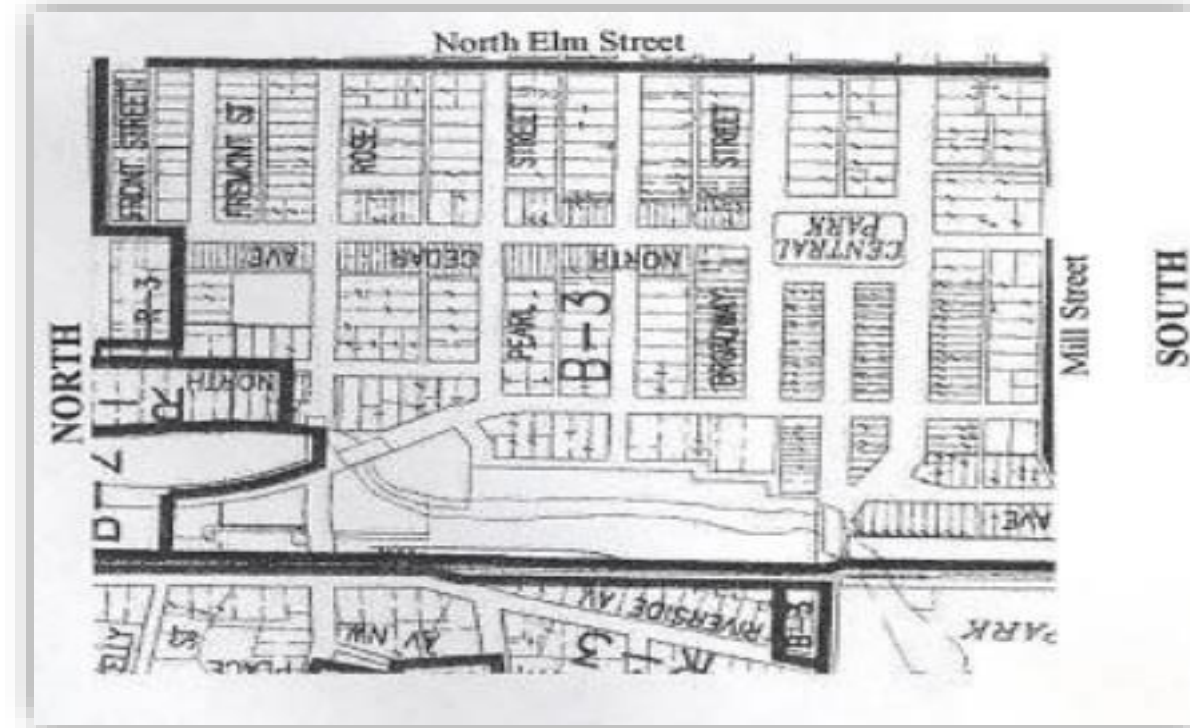
[Link to Application](#)

ENTREPRENEUR FRIENDLY REGULATION

- + Zoning / Code Practices
- + Economic Development Resources
- + Policies
- + Ordinances
- + Lower barriers of entry
- + Easy applications
- + Decrease development steps
- + Broad resources

City of Owatonna : Forgivable Loan

- Simple "Low-Documentation Application"
- \$10K Each: **Exterior and Interior** Projects
- Facilitate the renovation and improvement of commercial buildings



- + Zoning / Code Practices
- + Economic Development Resources
- + Policies
- + Ordinances
- + Lower barriers of entry
- + Easy applications
- + Decrease development steps
- + Broad resources





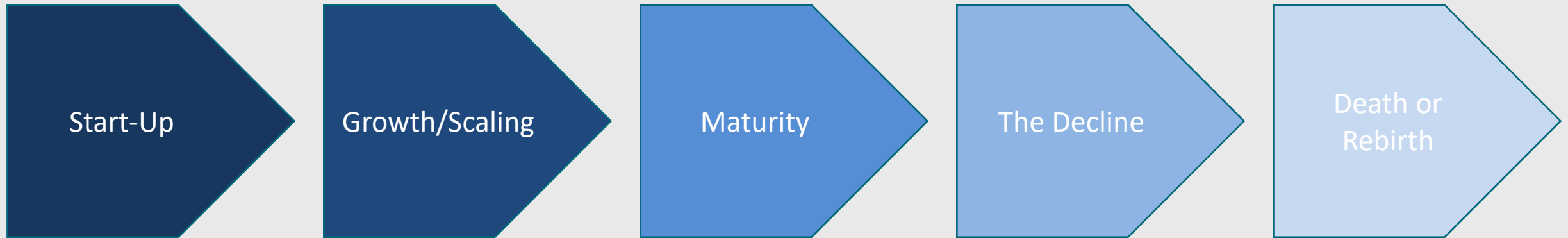
ENTREPRENEUR EDUCATION AND TRAINING

- MBDA
- WBC
- High School
- SBDC
- College or University
- Access to Education
- Extra-Curricular Programming and Experiences

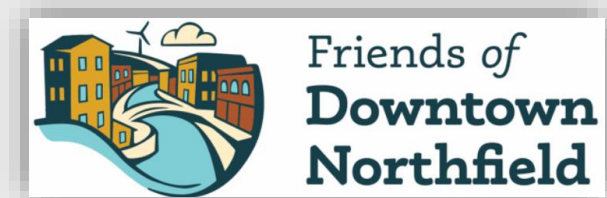


- 5-week program to inspire, educate and enhance the opportunities for past, current and upcoming entrepreneurs.
- Eligible to participate in competition for a \$5,000 grant towards opening or purchasing an existing business in downtown Monticello.

SUPPORT BY STAGE OF BUSINESS LIFECYCLE



Northfield, MN
[Business Succession Series](#)



- Workforce Solutions
- Developing a Pipeline
- Entrepreneurship part of career guidance
- Local schools working with student programming
- Working with college / university
- Training: Small business lifecycle
- Attraction and retention

Selah, WA
Kids Market



**Join us at the 2nd
Semi Annual
Selah Kids
Market!**

Bring along non-perishable items to donate to the Selah Naches Food Bank, and you'll be entered into our exciting raffle drawings!

Want to be a vendor?

- Sign ups are open September 26th through October 10th or until the event is full
- Vendor items must be home made or services provided by the kids.
- \$10 per table
- Free class November 2nd for kids on how to make their booth a success provided by the Selah Downtown Association

Sign up Here





ENTREPRENEURIAL TALENT POOL

- Workforce Solutions
- Developing a Pipeline
- Entrepreneurship part of career guidance
- Local schools working with student programming
- Working with college / university
- Training: Small business lifecycle
- Attraction and retention



Quincy &
Adams County, IL

EXPERIENCEQUINCY.COM

Q-Town Kicks Steps onto Maine Street, Boosting Local Entrepreneurship | Experience Quincy



THE E3 APPROACH

**Entrepreneur
Talent Pool**

**Networking
and
Relationships**



ENTREPRENEURIAL ECOSYSTEM

**Money for
Entrepreneurs**

**Positive
Entrepreneurial
Culture**

**Entrepreneur
Friendly
Regulation**

E3 AND THE 4 POINTS

Entrepreneurship and the Four Points

The Main Street Approach provides a strong framework for districts to grow their entrepreneurial ecosystems. Each of the Four Points easily lends itself to this work. Some example strategies in each point include:



2024 MAIN STREET NOW CONFERENCE

- + Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the U.S., drawing local economic development and revitalization leaders from small towns, mid-sized cities, and urban neighborhood business districts.
- + Save the date for immersive learning and community-building experiences at Main Street Now 2024!

Learn more > mainstreet.org/now2024



THANK YOU!

ILLINOIS MAIN STREET

