



**MAIN STREET  
AMERICA™**

Nationally recognized.  
Locally powered.™

# SUPPORTING ENTREPRENEURS

## Equitable Entrepreneurial Ecosystems

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

# WHO ARE WE?



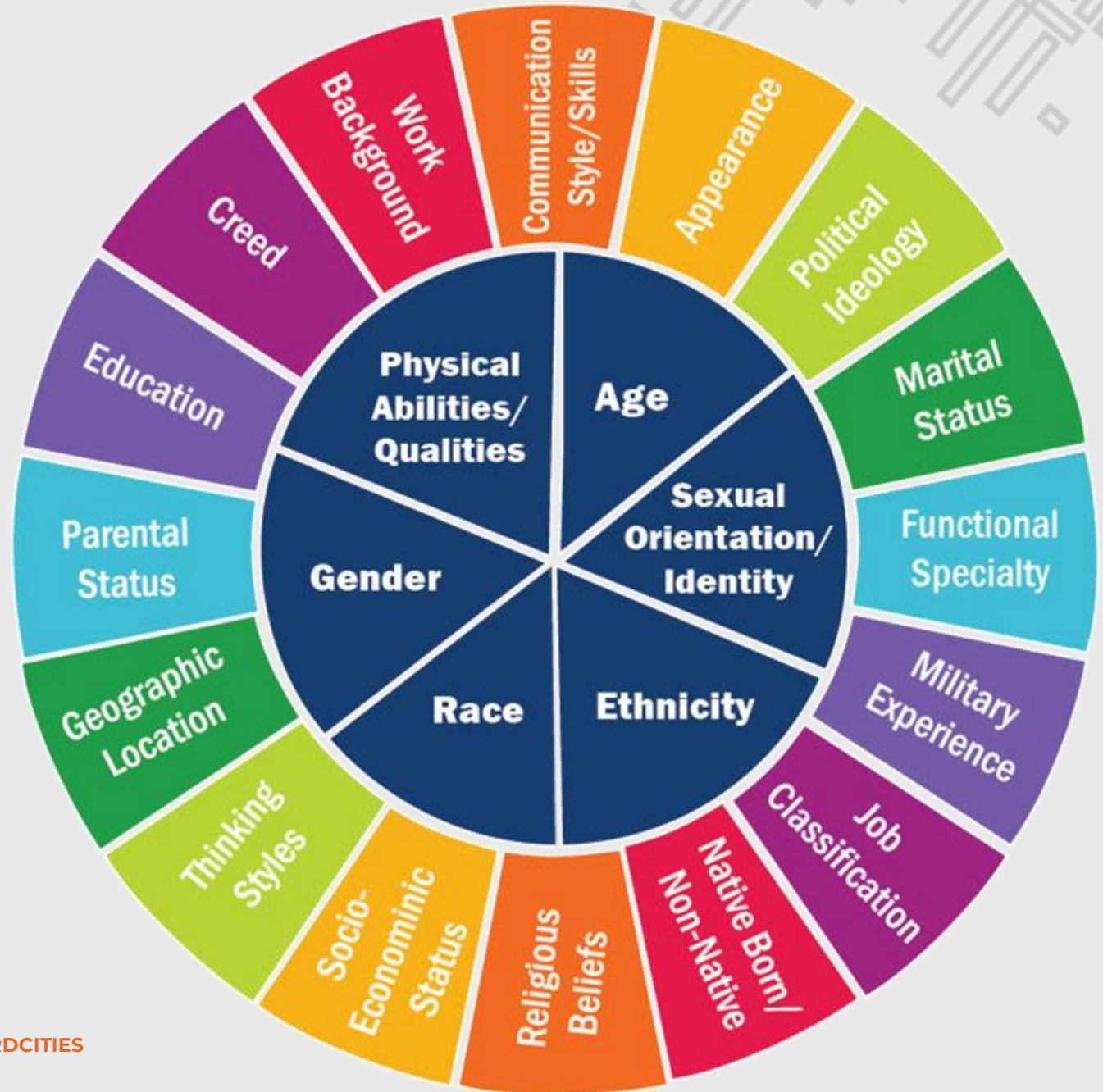
# Inclusion moves at the speed of trust

We trust who we:

- can relate to/empathize with
- share values with
- have positive shared experiences with

Opportunities:

- Differences
- Common ground



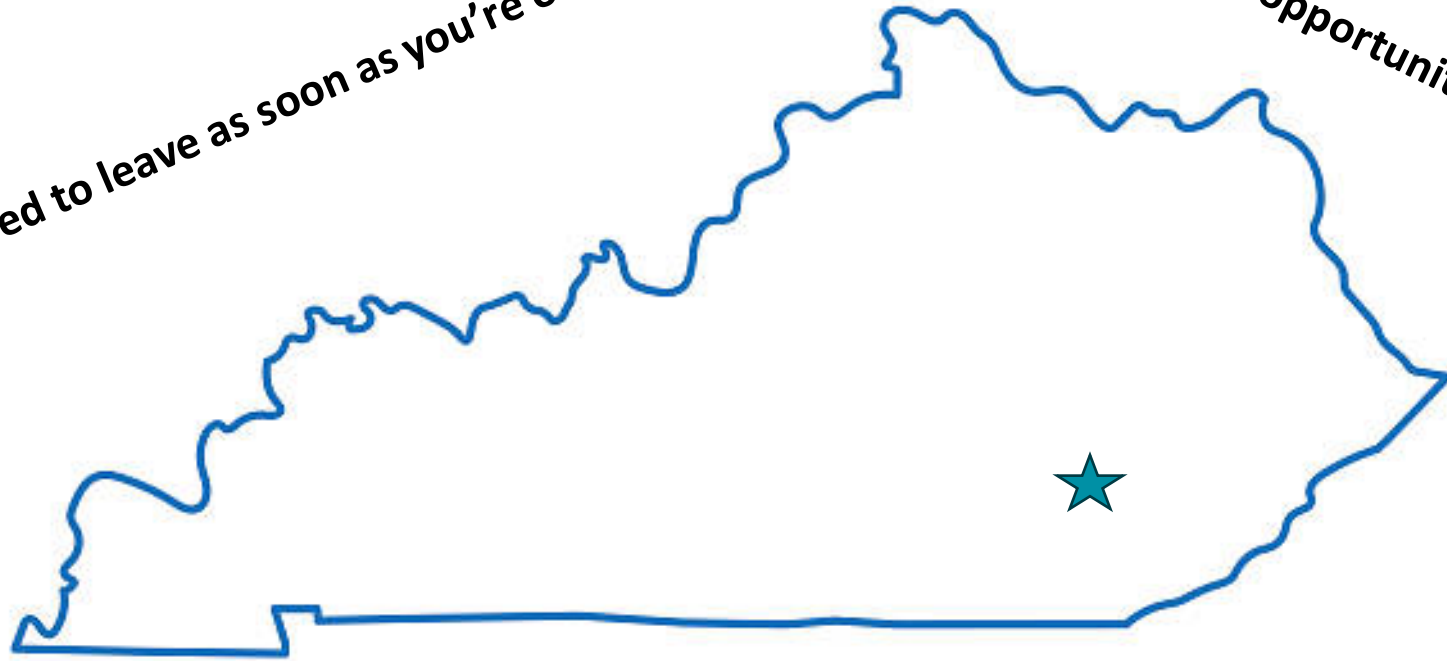
# THE TRUTH



# WHERE I'M FROM

*“You need to leave as soon as you’re old enough.”*

*“There aren’t opportunities here.”*



**“You’re better than this place.”**

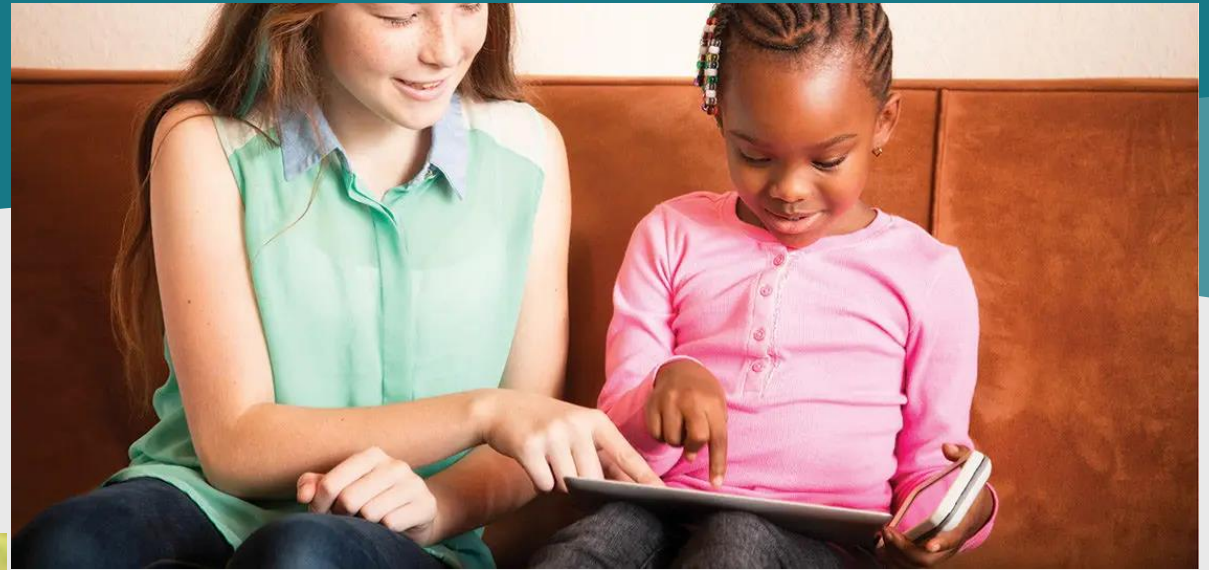
# REMEMBER...

People do not live in places where they can't see themselves thriving or where they don't feel a strong sense of welcoming and belonging.

# TWO QUESTIONS

What's one thing you love about your community?

What is one thing you wish you could help heal in your community?







Lisa Frank

# TAKE A GUESS...MATCH THE PERCENTAGE OF BUSINESS OWNERSHIP TO GENERATION IN 2022

**Millennials (Gen Y)**

**47.2%**

**Baby Boomers**

**Gen X**

**12.9%**

**39.6%**

# SMALL BUSINESS EXIT CHALLENGE

- + Nearly 10,000 Older Adults retire each day. (Pew Foundation)
- + 78% of small business owners have told their advisors they plan to sell their businesses to fund their retirement, but only 30% have written a specific plan. (NFIB)
- + 11% of those that have a plan indicate they will simply dissolve the business. (BoA)



# ENTREPRENEURSHIP IS FOR EVERYONE

70% of small businesses were started by someone from that very same community.

# CULTIVATION NETWORK FOR ENTREPRENEURS

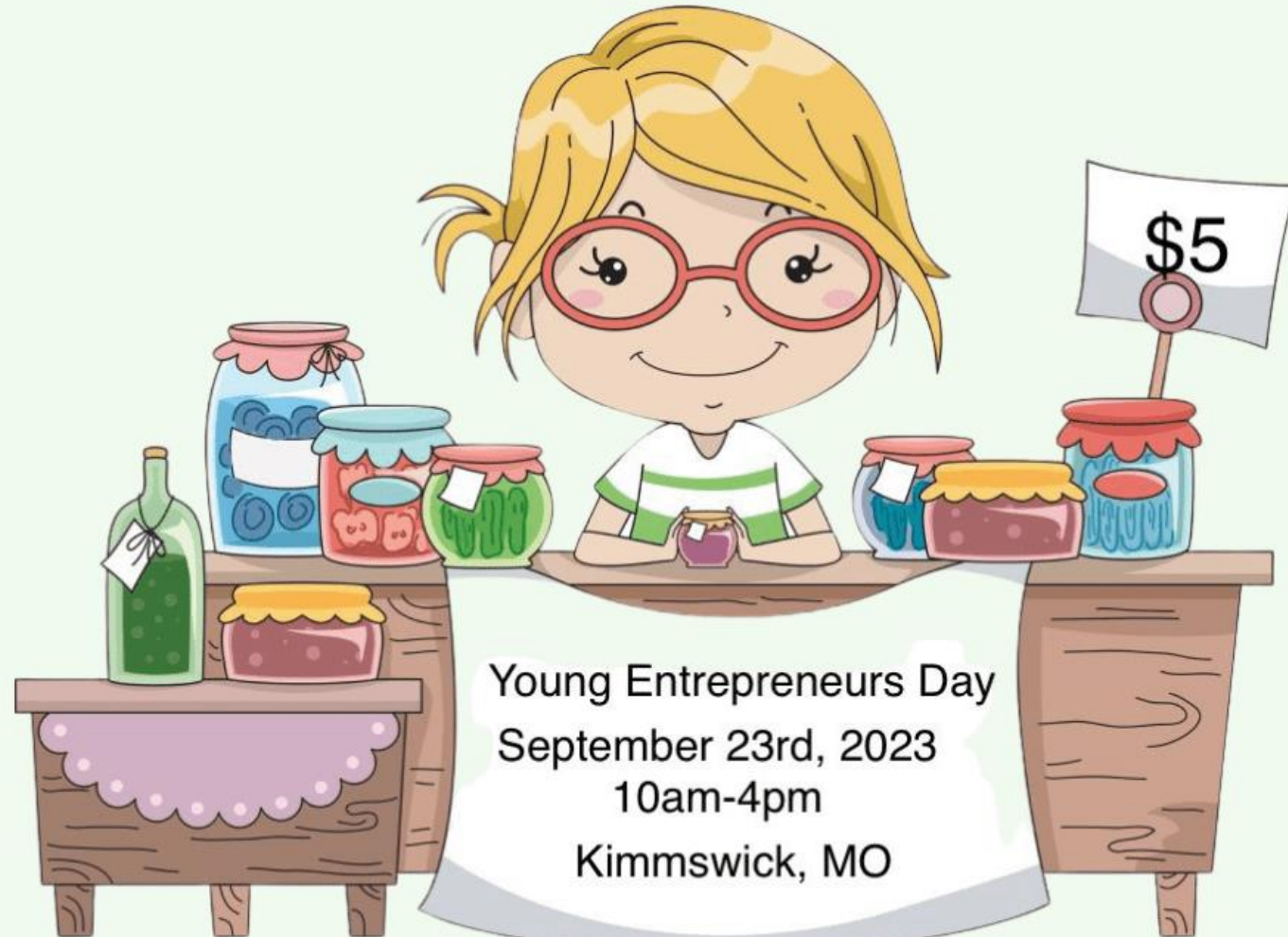


# TEENS





GO  
KIMMSWICK  
MISSOURI



<https://gokimmswick.com/events/young-entrepreneurs-day/>

# 3RD ANNUAL YOUNG ENTREPRENEUR'S ARTS & CRAFT FAIR

- + The merchants of Kimmswick are hosting their 3rd Annual Young Entrepreneur Arts & Crafts Fair. They are looking to fill their historic streets with individuals 17 and younger that have started a business or brand that would like the opportunity to have their own sales booth and sell their items to the general public.
- + All items are applicable: art, photography, jewelry, baked goods must be sealed and labeled with ingredients. Hand crafted items, special talents, and services.



# LAFAYETTE MAIN STREET - ALABAMA



Addie, a fourth grader at Chambers Academy, began selling snow cones this summer at camp. She liked it so much she decided to ask LaFayette Main Street Director DeAnna Hand to open her stand at the Movie Night Under the Stars event on Sept. 24.

After that, Hand recommended that Addie look into the Auburn Ideas Jam.

"She has such a dedication and just a wonderful entrepreneurial spirit about her ...," Hand said. "Someone from LaFayette being able to explore opportunities and really encourage that entrepreneur spirit is something that LaFayette Main Street is very excited to see."



# RESIDENTIAL SUMMER INTENSIVE

[About](#) [Partner With Us](#) [Contact Us](#)

[SUMMER STARTUP](#)

[COLLEGIATE PITCH](#)

[THE ECOSYSTEM](#)

[APPLY](#)

[DONATE](#)

**GSE**  
Governor's School  
for **Entrepreneurs**



**Empowering Kentucky's  
Future Entrepreneurs**

<https://kentuckygse.com>

# COLLEGE STUDENTS



# EXAMPLE



Home > Business > Renaissance Covington's Pike St. Pop Up shop provides ambitious entrepreneurs with low-risk,...

Business Culture Lifestyle News Top 3

## Renaissance Covington's Pike St. Pop Up shop provides ambitious entrepreneurs with low-risk, low-cost space to showcase their business

April 15, 2022

1388 0



## Meet the Pike St. Pop-up's current vendor: Peachy & Vintage!

COURTNEY BARLOW-SCHULTE · JUNE 1, 2022



ENGAGE LOCAL COLLEGES THROUGH SMALL  
BUSINESS PROJECTS FOR NEEDS OF MERCHANTS

# **Students assist local businesses with complex projects**

Gaining real-life consulting experience through  
partnership with the Missouri Small Business  
Development Centers at MSU.

# ADULT ENTREPRENEURS



# NETWORKING AND RELATIONSHIPS

<https://rheddorick.com/>



**Network and Chill**

# CO.STARTERS

Simple programs for starting businesses.

CO.STARTERS®



**CO.STARTERS Core**

Our flagship 10-week program equips any entrepreneur to turn their idea into action—all within the context of your local community.

[Learn more](#)



**CO.STARTERS Bootcamp**

Launch your big idea in two days.



**Get Started Workshop**

Take the first step.



**Best Practice Guides**

Guides for building ecosystems.



**CO.STARTERS Generator**

Inspire youth to be entrepreneurs.

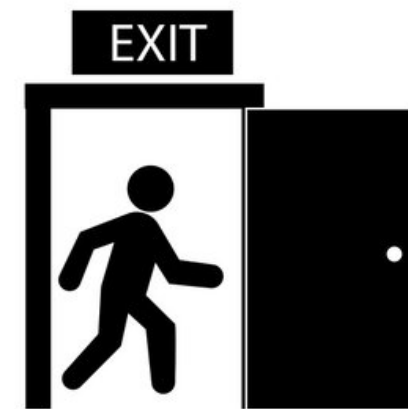


# LOCAL EXAMPLE

INVEST  
606



# OLDER ADULT ENTREPRENEURS



DEVELOP DIGITAL  
SKILLS



# EXAMPLE

**SENIOR PLANET**  
FROM **AARP**

[Online Classes](#) ▼

[In-Person Classes](#) ▼

[Articles](#) ▼

[Resources](#) ▼

[Get Involved](#) ▼

[Donate](#)

[Search](#)



**Digital Skills Ready@50+™**

**Upcoming Online Classes**

# GROW WITH GOOGLE VIRTUAL WORKSHOPS

Grow with **Google**  
DIGITAL COACHES



**INCREASE YOUR HOLIDAY SALES  
USING GOOGLE TOOLS**



Free virtual workshop for  
small business owners.

Thursday, September 14  
5 p.m. ET & 5 p.m. PT

*Register Now!*

[mainstreet.org/growwithgoogle](https://mainstreet.org/growwithgoogle)

Grow with **Google**  
DIGITAL COACHES



**VIRTUAL WORKSHOPS FOR  
SMALL BUSINESS OWNERS**

**LIVE AND ON-DEMAND**

**LEARN MORE AND REGISTER AT [MAINSTREET.ORG/GROWWITHGOOGLE](https://mainstreet.org/growwithgoogle)**

This fall, Grow with Google coaches are offering a series of FREE live and on-demand virtual workshops for small business owners and the Main Street leaders that support them.

Learn more & Register > [mainstreet.org/growwithgoogle](https://mainstreet.org/growwithgoogle)

# INTERGENERATIONAL INTERSECTIONS



**NKU** | HAILE  
College of Business

**THE NEXT PHASE  
BEGINS TODAY**

Entrepreneurship Through Acquisition Program provides all of the essential elements needed to prepare for and acquire a small business—training for potential buyers, a network of investors and connections to credible business brokers.

# CULTIVATION NETWORK FOR ENTREPRENEURS

