

**Connie Loden**  
Executive Director

**Helping Small Businesses and Entrepreneurs**

**EDA Chicago Regional Office Conference  
September 28-30, 2014**

# ACCELERATE BUSINESS SUCCESS

**ACCESS TO  
CAPITAL**

**ENTREPRENEUR  
CULTURE  
PROGRAMMING**

## 5 YR GOALS & OUTCOMES

- Increase Population to 82,000 (currently 80,671)
- Increase Per Capita Income to \$42,000 (2012-\$40,394)
- Decrease Unemployment rate to at or below State Avg. (Currently at WI 6.0%/ MC 6.10% - June 2014)

## SHORT TERM GOALS - Through Dec 2015

- Assist in start-up or expansions resulting in \$20 Million in investments.
- Cluster Transactions over \$500,000
- 20 New Cluster relationships made

**DEVELOP A  
STRONG CULTURE  
OF INNOVATION -  
BUSINESS  
EXPEDITOR**

**LAKESHORE  
INDUSTRY  
CLUSTER  
INITIATIVE**

## ENTREPRENEUR CULTURE PROGRAMMING

### Business Expansion- Retention Assistance

- Business Assistance Navigator - Access to Resources
- Mentorship Program
- Let's Talk Business Seminars
- Grant application assistance
- Exporting Assistance-LINke
- Connect to Regional Programs



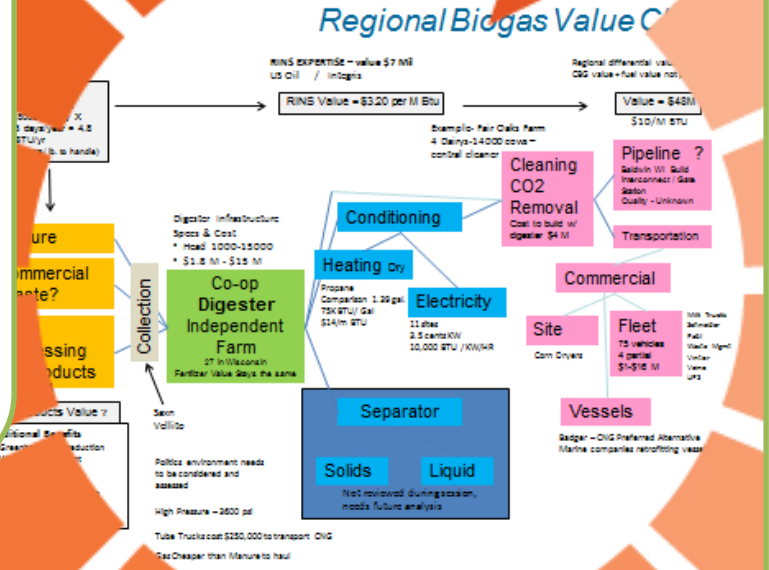
### Start – Up Support System

- Intro to Entrepreneurship
  - Extreme Entrepreneurship Tour - K-12/Tech School
  - Business Building Blocks
- Entrepreneurship Start-up Support
  - Entrepreneurship Boot Camp
  - Business Planning
  - SCORE
  - SBDC
  - One on One Counseling
- Entrepreneur & Inventors Network (I & E Club)
- Business Assistance Navigator - Access to Resources
- Location assistance
- Regional Business Plan Contest

# ACCELERATE BUSINESS SUCCESS

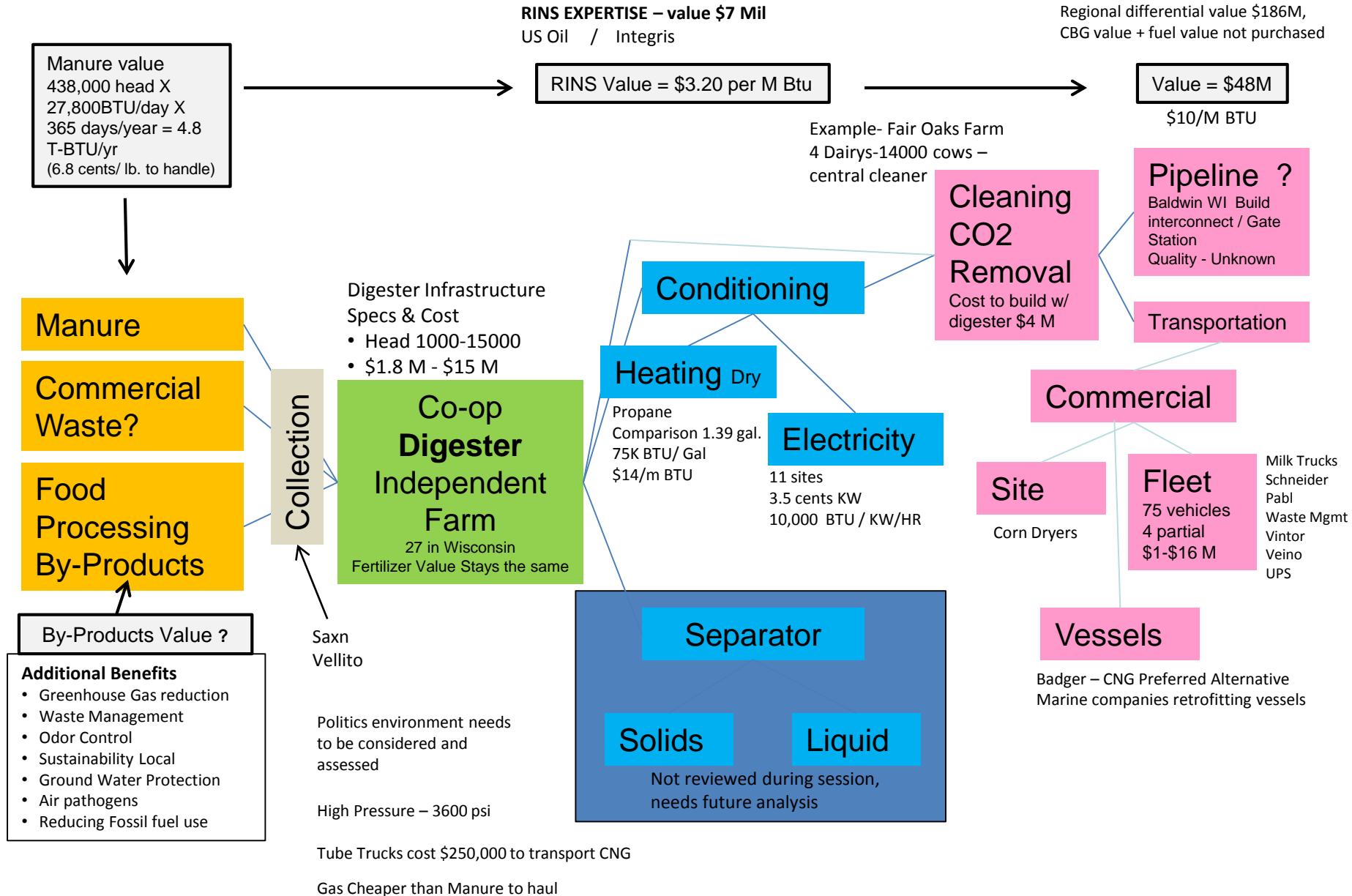
## LAKESHORE INDUSTRY CLUSTER INITIATIVE

- Manufacturing
- Energy
- Dairy
- Local Foods
- Tourism



- Mapping Value Chain
- In-depth Supply Chain Analysis
- Industry Led Business to Business Industry Networking
- Two Way Sourcing Directory
- Strategic Alliances / Policy Education
- Assessing and Leveraging Infrastructure Assets
  - Water-Port Asset
  - Public Utilities – alternative energy generation
- Connecting to Regional Networks/Partners

# Regional Biogas Value Chain



# ACCELERATE BUSINESS SUCCESS



**DEVELOP A  
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BUSINESS  
EXPEDITOR**

- Leverage Cluster Supply Chain Analysis
- Business Expeditor System - Identify Business Development Opportunities
  - Collaborative /Influential Leadership
  - Analyze & Advance Investment Opportunities
  - Succession planning
  - Mergers
  - Acquisitions
- Broker Matchmaking
- Access to Capital

# ACCELERATE BUSINESS SUCCESS

## ACCESS TO CAPITAL



- Financial Packaging Assistance
- Public Revolving Loan Funds
  - Cities
  - County
  - State
- Tax Increment Financing
- Enterprise Growth Fund
- Business Expeditor Revolving Loan Fund
- Private Investment Committee
- Angel Networks
  - Lakeshore Angels
  - Angels on the Water

**THANK YOU!!**

**Connie Loden**

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