

# Kansas Economic Gardening NetWork



# Partnerships

- Partner with National Center for Economic Gardening & Edward Lowe Foundation
- Resource Partners
  - Existing network
  - Use communities to identify potential candidates
  - Increases rural reach



# Economic Gardening Pilot Program

Launched in 2011 with 28 RURAL Businesses

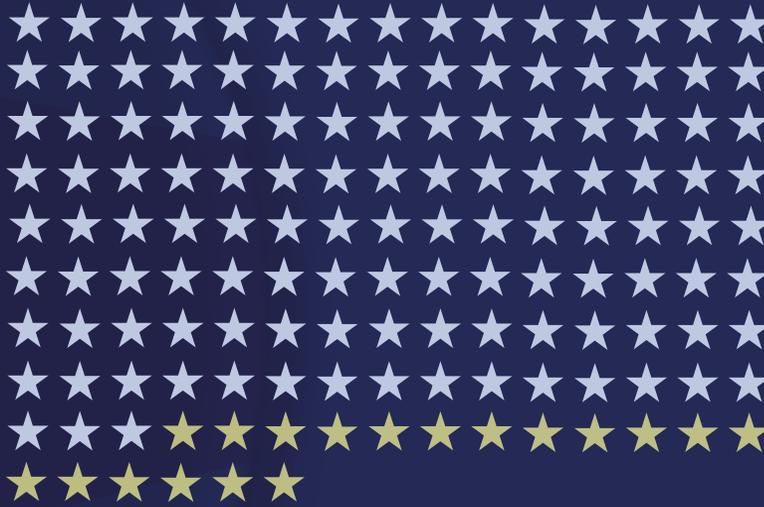
So, how did it go...?



# Even Better Than Expected



+ \$22.5 million

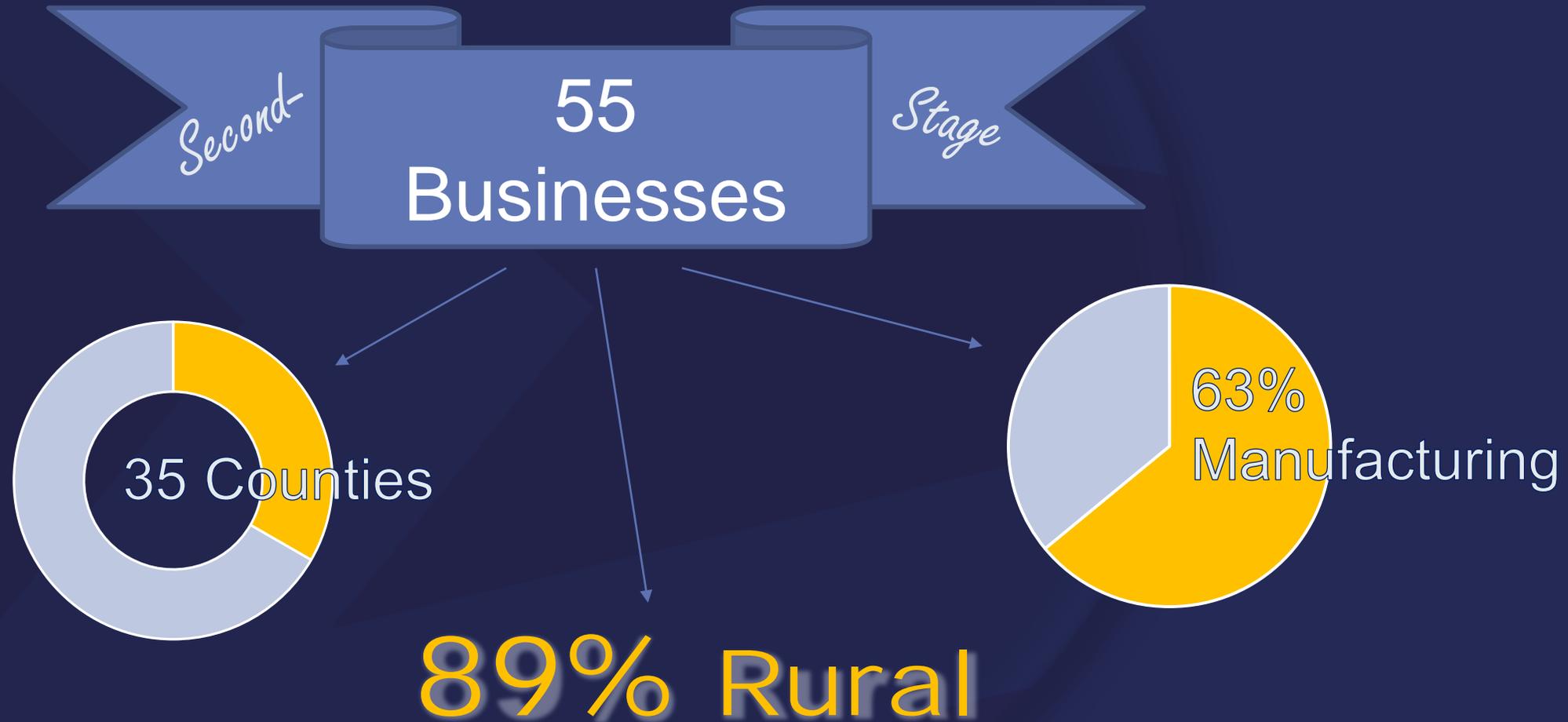


+165 Jobs

28 Businesses



# Kansas Economic Gardening Program



# Lessons Learned

- Some of the pilot projects did not fit the profile
  - Ex: Struggling, too many employees, commodity based, etc
- Know second-stage businesses are job growers
- Key piece for rural and metro strategy to grow businesses
  - Board Certified Program



# Why we love Economic Gardening?

- The data doesn't lie
- Deepens business's connection with community
- Positive customer feedback

*"The research team made me realize the potential of my business... This wouldn't have happened if not for them."* – Mary Kueny, The Porch Swing

*"Being able to have access to market research to really fine tune who you are, where your niche is, and really accelerate your growth is so beneficial. I'd absolutely recommend it."* – Mike Bosch, CEO Reflective Group

*"We grew by 30% in revenue in 2014 over 2013... up by 42% YTD compared to last Jan-April"* – Laura Schmidt, Notes to Self



# Getting Started

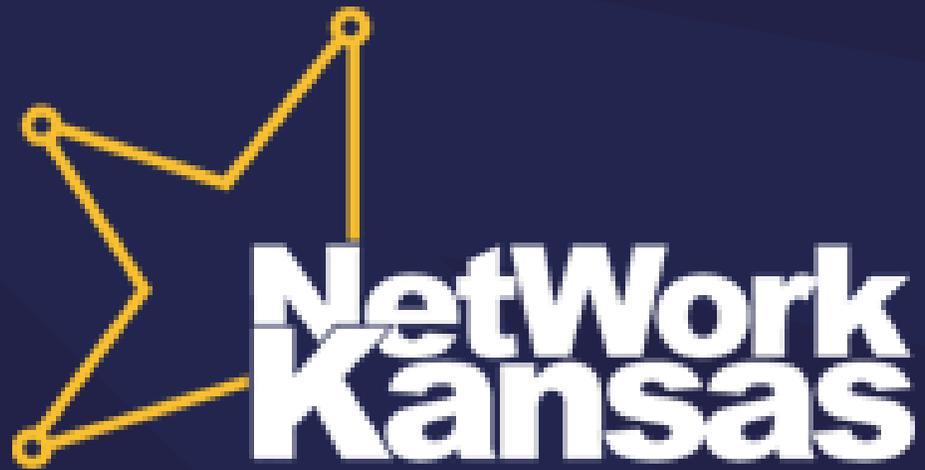
- Identify growth businesses in your community, discuss with NetWork Kansas staff
- Litmus: 10-20% revenue growth, high percentage of revenue generated outside of Kansas
- Meet with business, have them apply online
- Once approved, John Gendron will contact them.
- CEO discovery call, call with National Research Team, identify deliverables.



# Next Steps

- Entrepreneurship Communities: talk to your community coach or Erik
- All Other Communities: talk with Imagene Harris
- The Kansas Team:  
John Gendron: Program Manager and Call Leader  
WSU CEDBR: Jeremy Hill and Lindy Mendy, Market Research & GIS Mapping





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