

Local Roles in Cultivating a Small Business and Entrepreneurial Culture

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Center for Research and Innovation

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Overview

- Background
- Framework
- Methodology
- International Trade: Wichita
- Immigrants: New York
- Regulatory Processes: Seattle
- Emerging Industries/Clusters Approach: Boston
- Conclusions/Next Steps

Background

- 2010 survey findings: Regulatory/permitting assistance and partner with business for policy development
- Gaps: more innovative approaches, practices supportive of those most likely to drive growth
- Research question: What are they underlying characteristics of promising local practices that cultivate a small business and entrepreneurial culture?

Framework

- Leadership
- Partnerships
- Communications with Businesses
- Responsive to Economic Conditions/
Opportunities

Methodology

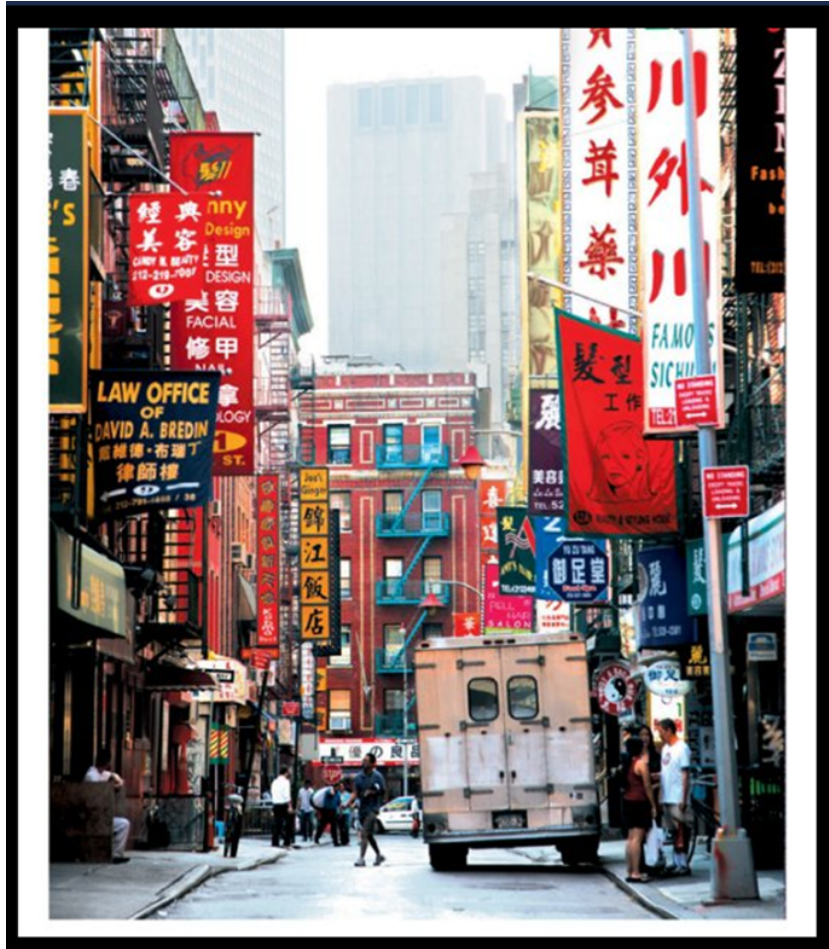
- Practitioner and expert roundtables
- Field scans
- Interviews with elected officials and program staff
- Initial effort to fill the knowledge gap about what works at the local level

International Trade: Wichita, Kan.

- Provide services to help businesses achieve greater profits through trade
- Consultation, training, credit reports
- City contract with Kansas World Trade Center
- Budget, city staff, leadership, impact report



Immigrants: New York



- Align small business services with immigrant outreach
- Business Plan Competition, Services in Multiple Languages, Food Expo
- Internal and external collaboration
- Connecting with the business community

Regulatory Processes: Seattle

- Retooling OED
- Provide connections, business assistance, policy advocacy
- Partners for biz access
- Citywide Business Advocacy Team
- Customer relationships management tool
- Mayoral/Council leadership

You are cordially invited to attend:



5:00 - 7:00 P.M.

**POLAR BAR, IN THE ARCTIC CLUB HOTEL
700 3RD AVENUE**

Introductions and mingling with leadership representing the Mayor, City Council, and City departments

**No RSVP / Informal setting
Appetizers will be served
Special guests each month**

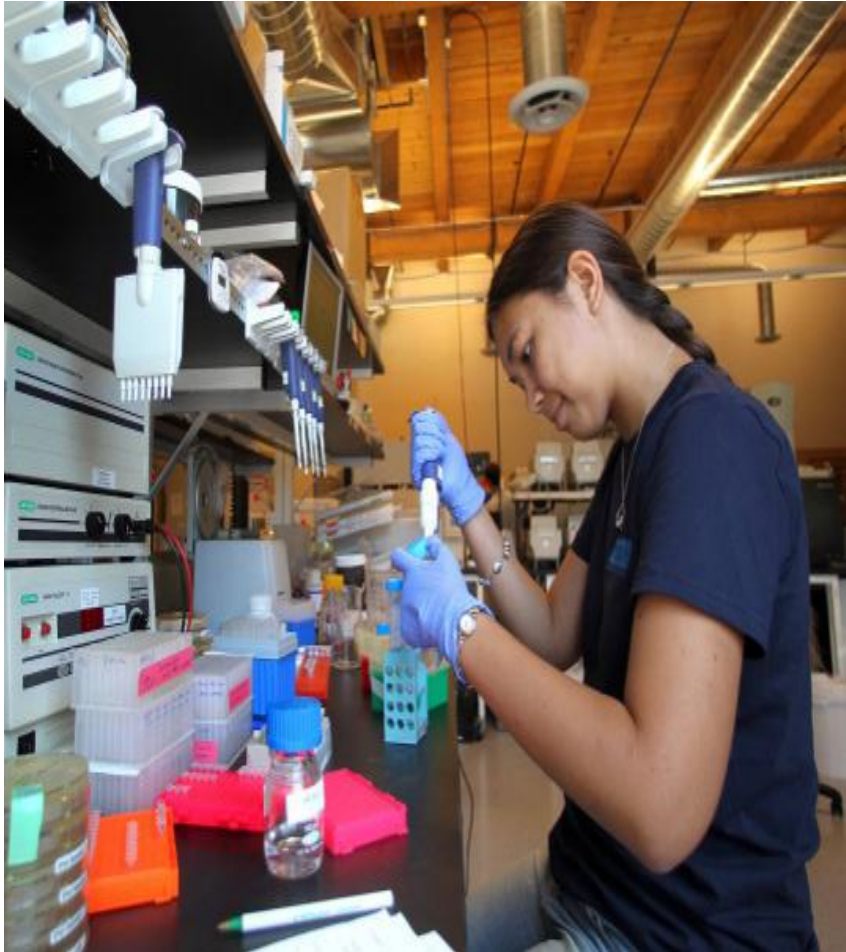
These monthly, informal gatherings provide the Seattle business community with regular, direct access to business-focused city officials, including influential city leaders and key department heads and representatives.

The Office of Economic Development (OED) staff will actively make introductions and connections. Business owners and advocates will also have a chance to ask questions, suggest ideas, and troubleshoot specific issues in an informal and relaxed setting.

2011 Dates: January 13 / February 10 / March 10 / April 14 / May 12 / June 9 / July 14 / August 11 / September 8 / October 13 / November 10 / December 6

questions? Contact oad@seattle.gov or 206-684-8090

Emerging Industries/Clusters Approach: Boston



- Create hub (Innovation District) with all components for knowledge economy, focus on life science, entrepreneurship
- MassChallenge, Greentown Labs, Fraunhofer Center for Sustainable Energy Systems
- Mayor public support, meet with new companies, zoning and planning

Conclusions/Next Steps

- Performance and tracking- Wichita and Seattle
- Alignment of city departments/policy- Seattle, New York, Boston
- Partnerships to access/trust business community; expertise- New York, Seattle, Wichita

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