

**Community Focus Statement D:** Provide a thriving and vibrant local small business environment.

**Action Statement D.8:** Identify and develop entrepreneurial talent in coordination with existing programs at CSUSB through a coaching program and entrepreneur training program, known as “Economic Gardening”.

**D8**

**Benchmark:** An entrepreneur training program is created and promoted.

**Champion:** Volunteer group or person or can be identified by the community

**Estimated Cost:** Dependent upon program and partnership.



*Entrepreneurial talent training program. Photo source: Lars Plougmann*

Economic gardening is the concept of “growing from within” by helping existing businesses grow larger in terms of jobs, wages, and wealth. This strategy includes more focus on strategic growth challenges such as developing new markets, refining business models, and gaining access to competitive intelligence. This focus shifts the role of the identified economic development official into helping CEOs and entrepreneurs identify which issues are hindering growth and then leveraging local resources to reduce barriers and improve the business climate. Efforts may include workforce development programs and partnerships, financial incentives, business coaching, and providing collective business or market intelligence.

An entrepreneurship training program focuses directly on equipping potential entrepreneurs and new small-business owners in a community with the knowledge and tools necessary to develop and sustain a successful business venture. The programs focus on a curriculum that includes the mechanics of running a business, strategic planning and marketing, understanding markets and customers, and financing. The programs typically also provide post-course counseling and coaching as the entrepreneur applies those skills to a new venture or startup.



Action	Action Leader	Timeline	Resources
1. Coordinate with the local universities that offer extended learning and economics courses to create a catalog of possible courses.	Champion with Local business owners	Month 1	Lake Arrowhead Communities Chamber of Commerce <a href="http://lakearrowheadchamber.com/">http://lakearrowheadchamber.com/</a>
2. Advertise the catalog to residents and business owners.	Champion with Local business owners	Months 2 – 6	San Bernardino County Office Economic Development Agency, Incentives, Services, and Programs <a href="http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx">http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx</a>
3. Advertise local business opportunities within the communities at local universities.	Champion with Local business owners	Months 2 – 6	CSU San Bernardino, Extended Learning <a href="https://cel.csusb.edu/">https://cel.csusb.edu/</a>
4. Monitor the success of the program and adjust as necessary.	Champion with Local business owners	On-going	StartUp Washington- Case Study <a href="http://startup.choosewashingtonstate.com/programs/economic-gardening/">http://startup.choosewashingtonstate.com/programs/economic-gardening/</a>