

***MainStreet Gardening®***  
***to***  
***Economic Gardening®***

***Economic Development Through Small Business Development***

***Jerry Ross***

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*Today*

Economic Gardening®

MainStreet Gardening®

A New Model of Economic Development

# Edward Lowe Foundation

## Economic Gardening

### (Stage 2)

Economic Gardening's greatest returns come from second-stage companies — those that have advanced beyond the startup phase but haven't reached maturity. They typically have **10 to 99 employees and generate about \$1 million to \$50 million** in annual revenue, depending on their industry.



# U.S.A.

## Jobs

### DETAILS FOR ALL JOBS IN YOUR SELECTED REGION:

United States 2011 - 2012

#### STAGES

JOBS	2011	2012	COMPOSITION		GROWTH					
			PERIOD AVG	% TOTAL	GAIN	% TOTAL	LOSS	% TOTAL	CHANGE	YE INDICATOR
TOTAL	178,888,692	183,462,296	181,175,494	100%	16,688,612	100%	12,115,008	100%	4,573,604	2.6%
Self-Employed (1)	8,353,405	7,114,479	7,733,942	4.3%	2,001,524	12.0%	1,617,746	13.4%	-1,238,926	-14.8%
Stage 1 (2-9)	44,309,315	45,406,440	44,857,878	24.8%	5,755,121	34.5%	4,576,690	37.8%	1,097,125	2.5%
Stage 2 (10-99)	59,822,344	60,392,072	60,107,208	33.2%	3,297,254	19.8%	3,135,042	25.9%	569,728	1.0%
Stage 3 (100-499)	37,882,664	40,544,763	39,213,714	21.6%	3,707,761	22.2%	1,524,650	12.6%	2,662,099	7.0%
Stage 4 (500+)	28,520,964	30,004,542	29,262,753	16.2%	1,926,952	11.5%	1,260,880	10.4%	1,483,578	5.2%

Stage 0 & 1  
29.1%

Stage 2 – 33.2%



# Florida

## Jobs

### DETAILS FOR ALL JOBS IN YOUR SELECTED REGION:

Florida 2011 - 2012

#### STAGES

JOBS	2011	2012	COMPOSITION		GROWTH					
			PERIOD AVG	% TOTAL	GAIN	% TOTAL	LOSS	% TOTAL	CHANGE	YE INDICATOR
TOTAL	12,649,916	12,864,220	12,757,068	100%	1,311,386	100%	1,097,082	100%	214,304	1.7%
Self-Employed (1)	655,630	623,390	639,510	5.0%	223,607	17.1%	122,984	11.2%	-32,240	-4.9%
Stage 1 (2-9)	4,556,139	4,611,047	4,583,593	35.9%	637,315	48.6%	584,782	53.3%	54,908	1.2%
Stage 2 (10-99)	3,678,066	3,684,669	3,681,368	28.9%	211,588	16.1%	255,320	23.3%	6,603	0.2%
Stage 3 (100-499)	2,289,692	2,422,502	2,356,097	18.5%	177,549	13.5%	84,659	7.7%	132,810	5.8%
Stage 4 (500+)	1,470,389	1,522,612	1,496,500	11.7%	61,327	4.7%	49,337	4.5%	52,223	3.6%

Stage 0 & 1  
40.9%

Stage 2 -28.9%

So, what's the problem?



# There is a missing piece...



# MainStreet Gardening®

(Stage 0 & 1)

*The process of planting the seeds of ideas into the local economy and nurturing their growth into healthy small businesses.*





# USA- Business Establishments

## DETAILS FOR ALL ESTABLISHMENTS IN YOUR SELECTED REGION:

United States 2011 - 2012

### STAGES

ESTABLISHMENTS	2011	2012	COMPOSITION		GROWTH					
			PERIOD AVG	% TOTAL	GAIN	% TOTAL	LOSS	% TOTAL	CHANGE	YE INDICATOR
TOTAL	25,970,398	25,120,010	25,545,204	100%	2,433,887	100%	3,284,275	100%	-850,388	-3.3%
Self-Employed (1)	8,353,405	7,114,479	7,733,942	30.3%	880,577	36.2%	1,617,746	49.3%	-1,238,926	-14.8%
Stage 1 (2-9)	15,073,205	15,408,497	15,240,851	59.7%	1,404,269	57.7%	1,542,658	47.0%	335,292	2.2%
Stage 2 (10-99)	2,304,402	2,342,469	2,323,436	9.1%	128,499	5.3%	115,734	3.5%	38,067	1.7%
Stage 3 (100-499)	215,833	230,837	223,335	0.9%	19,855	0.8%	7,350	0.2%	15,004	7.0%
Stage 4 (500+)	23,553	23,728	23,640	0.1%	687	0.0%	787	0.0%	175	0.7%

Stage 0 & 1  
90%

Stage 2 -9.1%

# Florida Headquartered Establishments

## DETAILS FOR ALL ESTABLISHMENTS IN YOUR SELECTED REGION:

Florida 2011 - 2012

### STAGES

ESTABLISHMENTS	COMPOSITION				GROWTH					
	2011	2012	PERIOD AVG	% TOTAL	GAIN	% TOTAL	LOSS	% TOTAL	CHANGE	YE INDICATOR
TOTAL	2,435,249	2,423,282	2,429,266	100%	310,914	100%	322,881	100%	-11,967	-0.5%
Self-Employed (1)	655,630	623,390	639,510	26.3%	132,145	42.5%	122,984	38.1%	-32,240	-4.9%
Stage 1 (2-9)	1,615,043	1,634,048	1,624,546	66.9%	169,466	54.5%	190,311	58.9%	19,005	1.2%
Stage 2 (10-99)	150,019	150,546	150,282	6.2%	8,292	2.7%	9,159	2.8%	527	0.4%
Stage 3 (100-499)	13,410	14,132	13,771	0.6%	966	0.3%	393	0.1%	722	5.4%
Stage 4 (500+)	1,147	1,166	1,156	0.0%	45	0.0%	34	0.0%	19	1.7%

Stage 0 & 1  
93.2%

Stage 2 – 6.2%

# There's Trouble in *The MainStreet Garden*<sup>®</sup>

- 150,000 fewer small businesses started in each of the last 5 years
- They used to hire 7.4 employees, now 4.9
- No access to credit or capital
- Disjointed/competitive technical assistance

# ***U.S. Economy***

- Market Uncertainty
  - Fiscal    -Immigration    -Healthcare    -Regulation
- Government
  - Growing    -Cutting    Printing
- Credit/Capital
- Unemployment
  - Part-Time    -Contract





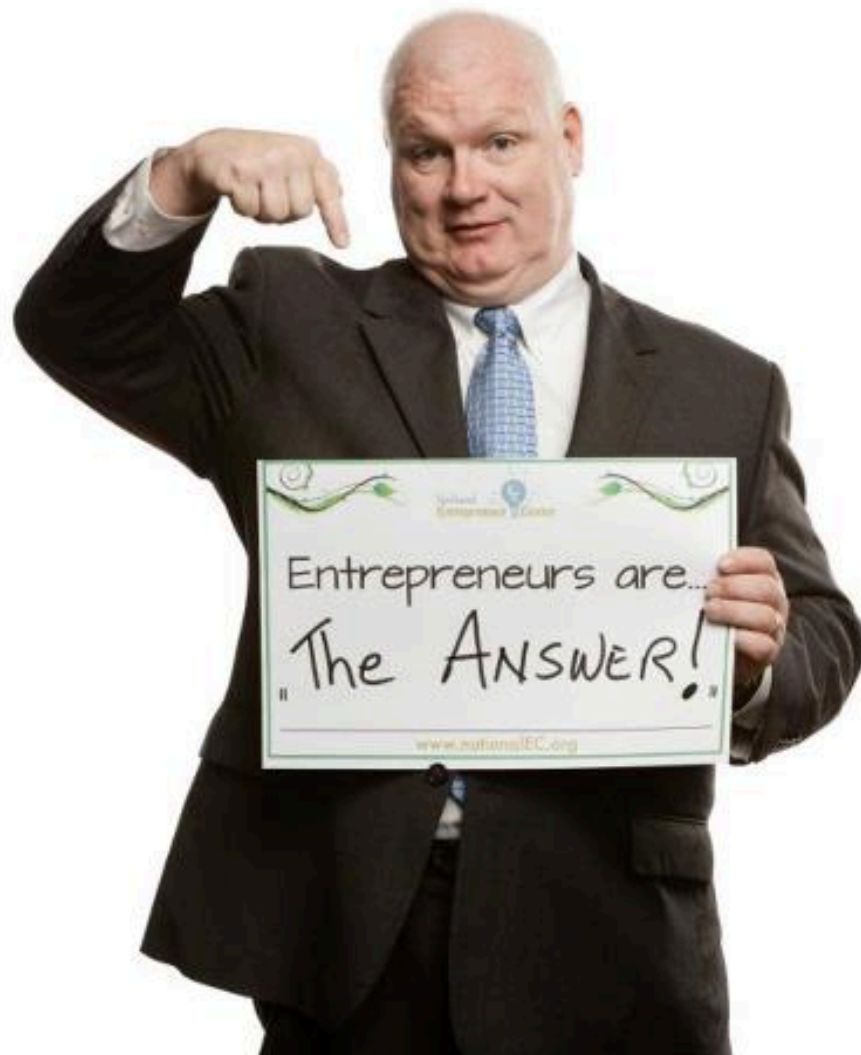
# Without planting seeds..



# You won't have a harvest!

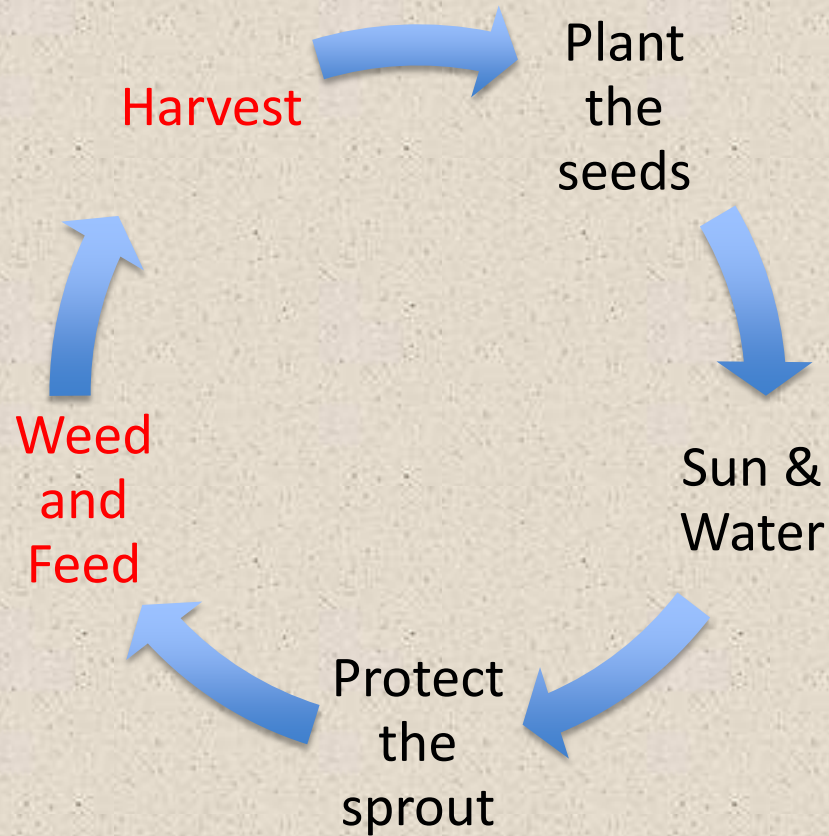
# How do we fix it?





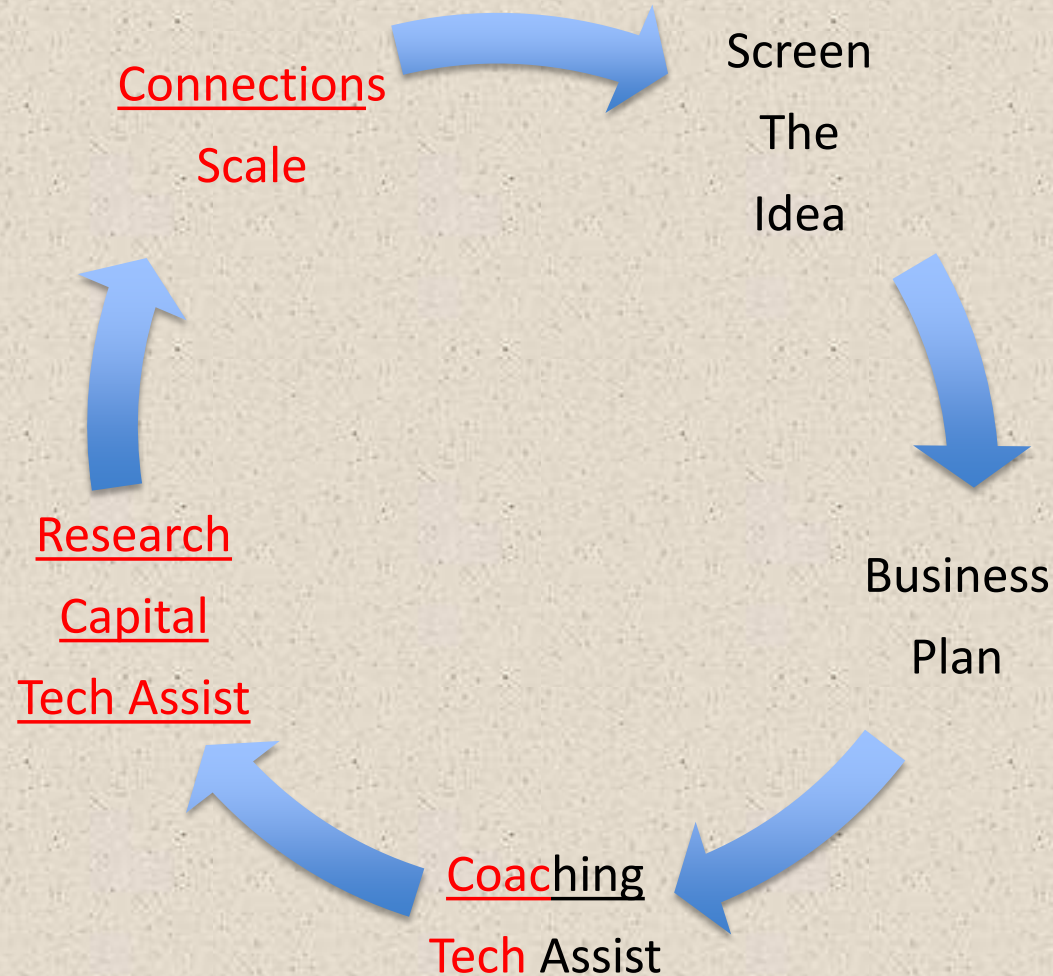


# Mainstreet Gardening® & Economic Gardening®





# *From Inclination Through Incubation*



# Stage 0 & 1

## Efficiency & Leverage

- Increase Access
- Reduce Cost
- Reduce Duplication
- Leverage Resources



Franchising? Go green + Top banks still lending

# Entrepreneur

AUGUST 2009 | ENTREPRENEUR.COM

PLUS:  
FOUR YEARS  
AFTER KATRINA,  
entrepreneurs  
are busy  
rebuilding  
New Orleans  
economy

## THE 10 BEST CITIES to start a business

(Youngstown, Ohio, anyone?)

### (INSIDE THIS ISSUE)

BUSINESS  
UNUSUAL  
PET AIRWAYS

INTERNATIONAL  
TRAVEL  
V AUSTRALIA

SHINY OBJECT  
OF THE MONTH  
JAWBONE PRIME

BREAK IT DOWN  
BIKERS, TATTOOS AND  
LEATHER: STURGIS



## THE COORDINATOR: Orlando, Florida

Orlando may be the house the mouse built, but a long stretch of intergovernmental and private cooperation is what turned the city into one of the most highly coordinated entrepreneurial engines in the country. The area sidestepped the development turf war that often hobbles other metro areas, instead relying on a strategy of enthusiastic cooperation to power growth. A lot of the heavy lifting is done by the Disney Entrepreneur Center, a one-stop shop where government and private agencies monitor budding small-business owners and direct them to the right resources. Over the next five years, Orlando is scheduled to pump \$1 billion into its downtown, an endeavor that's going to need many hands to feed it. But the city is ready for the challenge. "Our first act is that we have civic leadership that is entrepreneurially supportive," says Jerry Ross, executive director of the Entrepreneur Center. "We have a digital media cluster starting downtown, a medical city that is taking shape—we're part of a high-tech corridor. We're not recruiting companies from out of state. We're engaged in economic gardening. We want to carefully grow what we already have."



Fleet of foot:  
Redi Pedal Cab's  
Catherine Ojeda

### Catherine Ojeda, Redi Pedal Cab Co.

Accounting department of a time-share company and operating a pedicab

on the side when she realized that riding the three-wheeled bike was a lot more fun than sitting inside crunching numbers all day. So in 2006, she invested in three pedicabs, contracted two drivers, and

began offering rides on the grounds of Orlando's Orange County Convention Center (the country's second largest) and to surrounding hotels. "We give pedicab rides, but really we're a marketing company," says Ojeda, who now owns six pedicabs and contracts up to 30 drivers per event, even traveling to Jacksonville for special promotions. "People hire us to get their product out there; we put signage on our bikes and hand out promotional items," she says. "But most of our drivers give visitors word-of-mouth recommendations, which is very important." In the next year, Ojeda plans to buy more pedicabs and eventually wants a fleet for the popular International Drive district as well as a group of traveling cabs for special events. Orlando was the perfect spot for a novice entrepreneur to get her feet wet. "In the beginning, I didn't even have a computer. I had to use Excel at the business center," Ojeda says. "There are great small business resources here and a real community of small-business owners. If I run into hiccups, I can depend on other business owners to support me."

COST-CUTTERS: Busiest local builders find ways to sell in down housing market. 16

## ORLANDO Business Journal

JULY 13-19, 2007

orlandobizjournal.com



## Orlando best city for small biz

Four of nation's top five markets are in the Sunshine State.

BY DAN PING [STAFF WRITER]

Citrus, once the driving force behind Central Florida's economy, has been replaced by a new "crop"—small businesses.

A study released this week by Bizjournals indicates Orlando is growing far more small businesses than oranges. In fact, the report ranks Orlando as the No. 1 city in the nation in which to start a small business, defined as having 99 or fewer employees.

The ranking comes as no surprise to Jerry Ross, director of the Disney/Small Business Administration National Entrepreneur Center, one of two such facilities in the nation.

"There are resources in this town you don't find in other communities," Ross says. Among those are institutions dedicated to helping small businesses, such as the University of Central Florida and Orange County government.

Ross also cites Orlando's large pool of creative talent in diverse fields such as art, science and technology. And, he says, it helps to have a roster of companies such as Walt Disney World that are willing to give start-up companies opportunities. "If you want to start a business [in Orlando], somebody will give you a shot."

### 'Full speed ahead'

Orlando was the only U.S. market to share a spot in the top 10 metro areas for three key factors: population growth, small business creation and small business concentration.

'If you want to start a business [in Orlando], somebody will give you a shot.'



Jerry Ross,  
Director, Disney/Small Business Administration  
National Entrepreneur Center

The latter category compares each market's number of small businesses with its population. Orlando's ratio of 2,821 small businesses per 100,000 residents is 16 percent better than the study group's average of 2,439 per 100,000.

"Orlando is going full speed ahead," says Mark Vitner, senior economist for Wachovia Corp. "Most people think of it as Disney World and Mickey Mouse, but it's much more than tourism. It has a tremendously diverse base of industries—high-tech, software development, defense, benefits administration, video-game manufacturing."



PHOTO BY JIM CROCHER

Orlando has a diverse base of small businesses, ranging from video-game manufacturers to candy makers.

### Diverse industries

That diversity is important in growing the local pool of small businesses, says Rod Vargas, CEO and president of Apex Environmental Engineering & Compliance Inc.

"It's inspiring to see all these different types of companies and the innovative things they do," says Vargas, who was named the Small Business Administration's 2007 Florida Small Business Person of the Year. "It's contagious. It drives you to do something that hasn't been done before."

DAN PING can be reached at (407) 241-2055 or via e-mail at dping@bizjournal.com.



No single path to Stage 2...

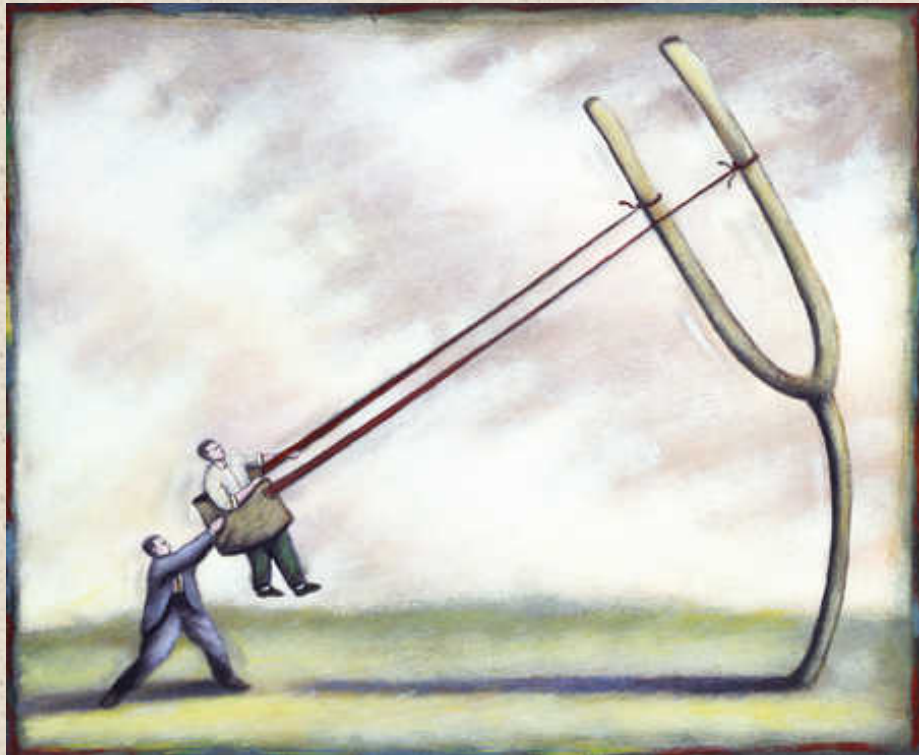




# A New Economy

- Research and Commercialization
- Tech Start-ups
- Internet
  - Retail
  - Support Services
  - Information Services
  - Publishing
- Apps / Security

# ***Business Incubation***



SCALE

# ***Collaboration***

US  
Export  
Assistance  
Centers

Florida  
Business  
Incubators

Hispanic  
Business  
Initiative  
Fund

Small Business  
Development  
Centers

Enterprise  
Florida

High  
Tech  
Corridor





**Acceleration + Incubation = Transformation**

Career Source Florida

SCORE

Chambers of Commerce

Backward  Collaboration  Forward



***No better place ...***  
***No better time ....***



- TOURISM
- Medical
- Sports
- Real Estate
- Simulation
- Rail Systems
- Technology
- International Trade

*Business Development is a process...not an event!*



Mainstreet Gardening + Economic Gardening = Economic Harvest

*Thank you!*



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