

Unlocking Entrepreneurship Growth in Beaufort County

STAR Consulting Team, Kenan Flagler Business School, UNC Chapel Hill



UNC

FRANK HAWKINS KENAN
INSTITUTE OF
PRIVATE ENTERPRISE

A partner for innovative entrepreneurship

www.kenaninstitute.unc.edu

The UNC Kenan-Flagler STAR Team



Nick Didow, Faculty Advisor

- UNC Professor of Marketing
- Long record of public service and economic development projects in rural NC



Julie Stern, Project Leader

- UNC MBA & MCRP 2015
- Experience coordinating local and regional policy exchange programs



Laura Houston, Team Member

- UNC MBA 2015
- Experience as entrepreneur and marketing for small businesses in rural NY



Najee Johnson, Team Member

- UNC MBA 2015
- Experience teaching in rural Mississippi and with education policy



Maegan Becker, Team Member

- UNC BSBA 2015
- Second major in Public Policy



Rebecca Behar, Team Member

- UNC BSBA 2015
- Currently lives in Washington



Austin Powell, Team Member

- UNC BSBA 2015
- Concentrations in Consulting and Corporate Finance with second major in Public Policy



Our research included more than 20 interviews

Subject matter experts

- Will Lambe – UNC School of Government
- Barry Ryan – NC Rural Economic Development Center
- Amanda Sorrells – NC Rural Economic Development Center
- Davis Greene – NC Rural Economic Development Center
- Leslie Scott – Entrepreneurial Places

Beaufort County stakeholders

- Lentz Stowe – Small Business Center
- Catherine Glover – Chamber of Commerce
- Beth Byrd – Washington Harbor District Alliance
- Bob Schultz – SCORE
- Daniel Mallison – Vidant Health
- John Rodman – City of Washington
- Randell Woodruff – Beaufort County

Business Community

- Teresa Goerss – Spoon River Artworks and Market
- Adam Feldhousen – Deep Fried Creative, Inc.
- James Mckelvey – Wine & Words
- Richard Andrews – TarPam
- James Gaynor – OT Plus Inc.
- Skip Smith – Rough Brothers Greenhouses
- Jane Boahn – Raised in a Barn Farm
- Jim Chesnutt – National Spinning Corporation

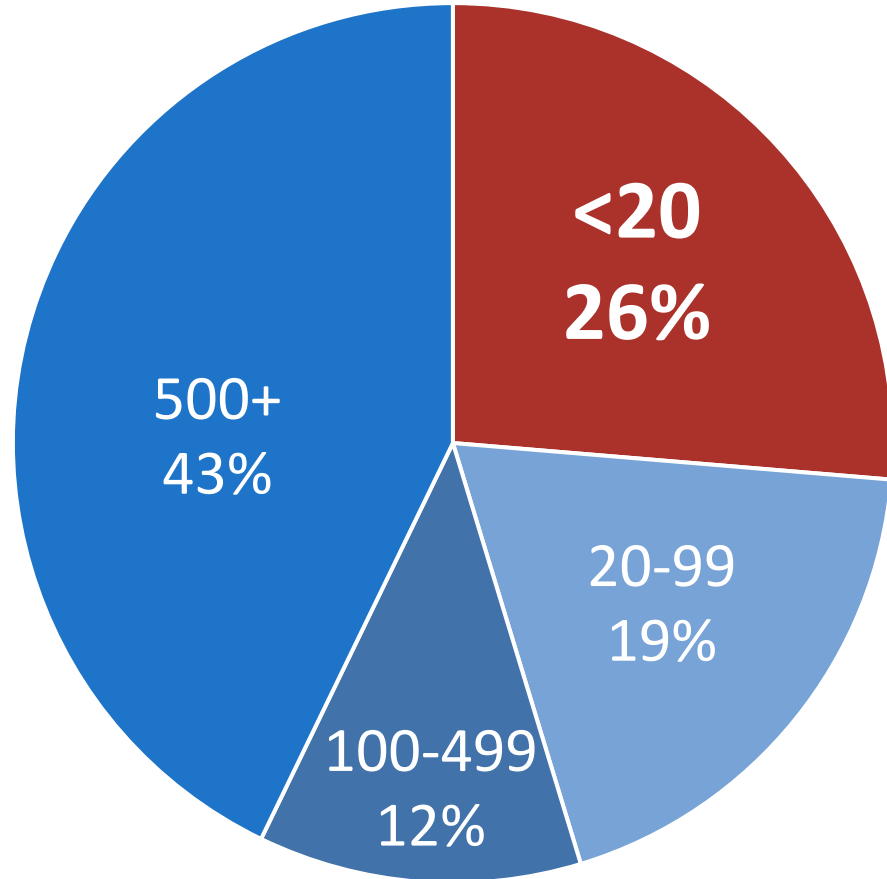
Other rural communities

- Jeff Tobias – Rocky Mount Springboard
- Jeff Wells – Rockingham County Business and Technology Center
- Dianne Reid – Chatham County Economic Development Corporation
- The Minnesota Rural Partners Academy
- University of Kentucky-CES Entrepreneurship Initiative program
- Allison Fowler, David Shellhorse – Pickens Revitalization Association



Background: Small Business in Beaufort County

Over 25 percent of workers in Beaufort County depend on small business for employment



2010 Total Employees by firm size

Small Firms employed
3,444 people in 2010

1278 New Businesses Started in Beaufort in the Last Decade (2002-2012)



1 storefront represents
50 business starts

In addition to these new businesses starting, **some businesses also closed** in the last decade – **subtracting from that 1278 number.**









































How much do you think the **total number of small businesses grew** in the last decade?

1278 New Businesses Started
in Beaufort in the Last Decade
(2002-2012)

...but the total number of
businesses only grew by
48 businesses



Putting this number in context – Beaufort has a lot more energy, but are we seeing the results?

	Beaufort County	Perquimans County	Martin County
New Starts: Past Decade	1278 new starts                         	247 new starts     	508 new starts        
Total Business Growth	48 total new businesses 	25 total new businesses 	-58 total new businesses

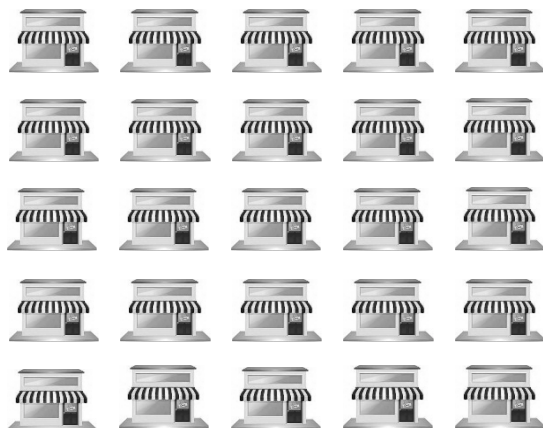


What could be...

**New Starts:
Past Decade**

Beaufort County

1278 new starts



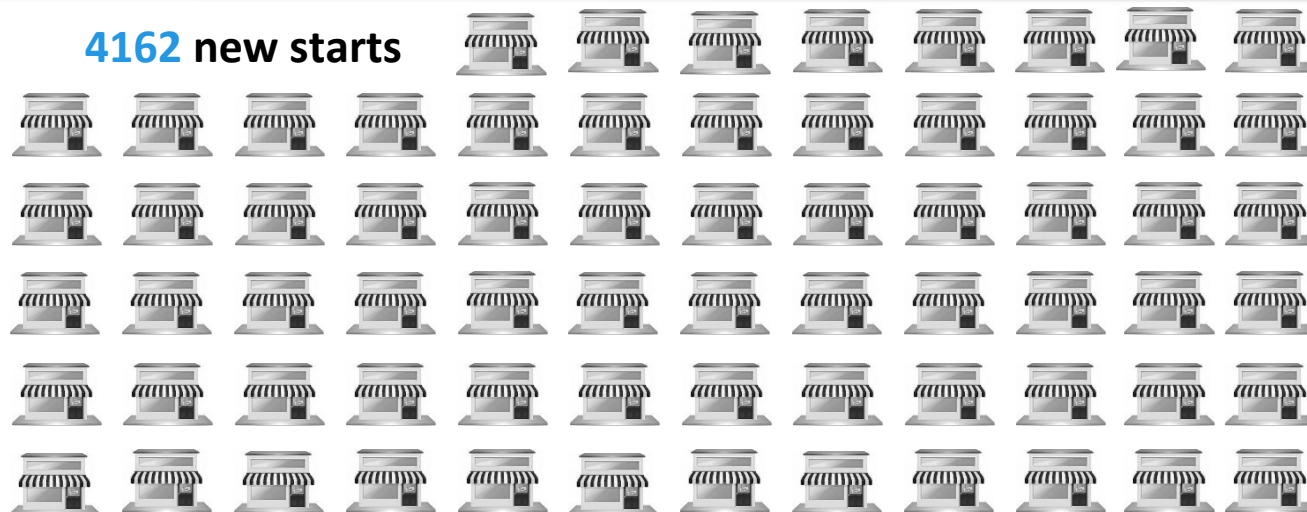
**Total Business
Growth**

48 total new businesses



Pitt County

4162 new starts



546 total new businesses

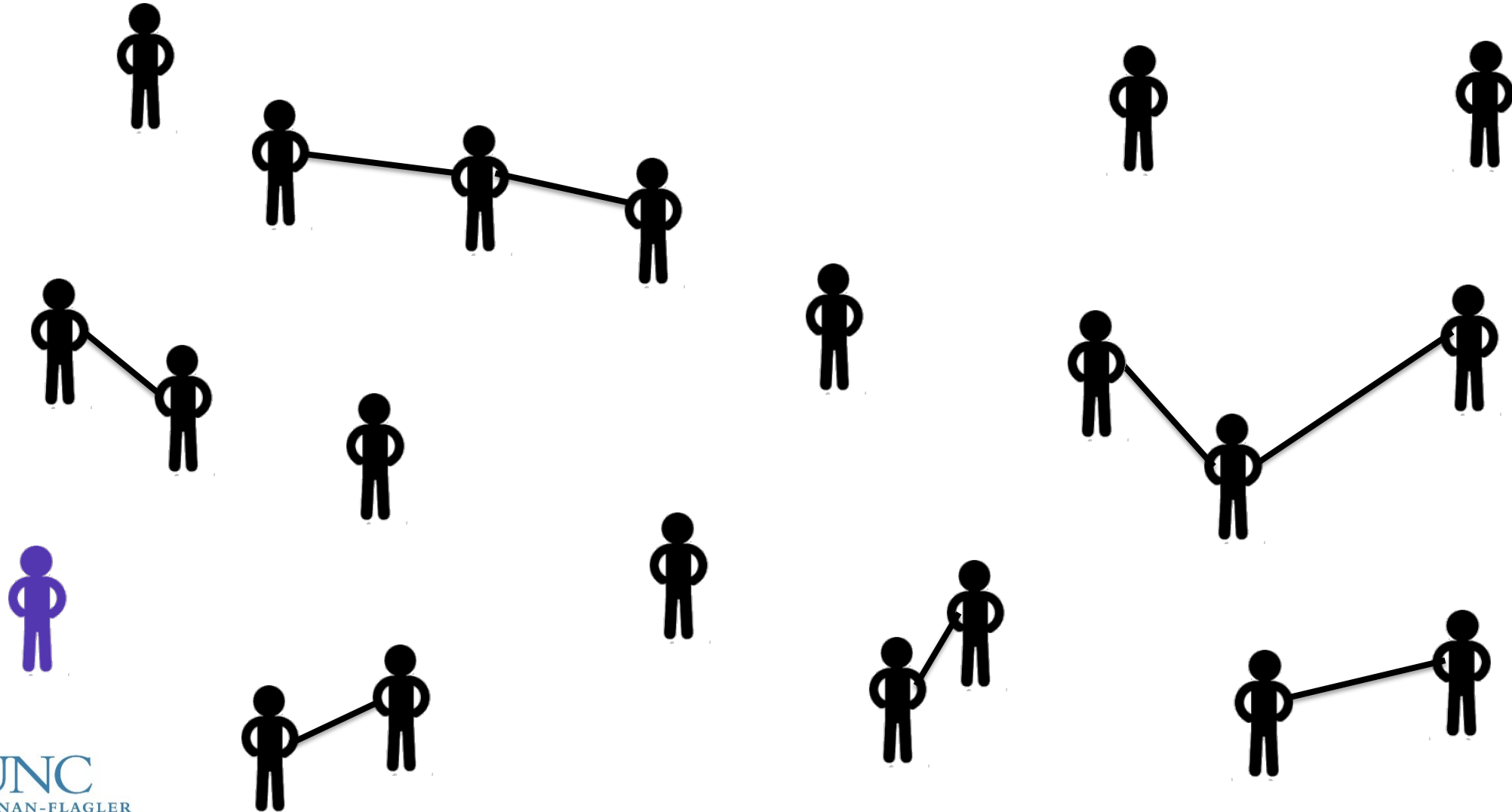


The Entrepreneurial Council:

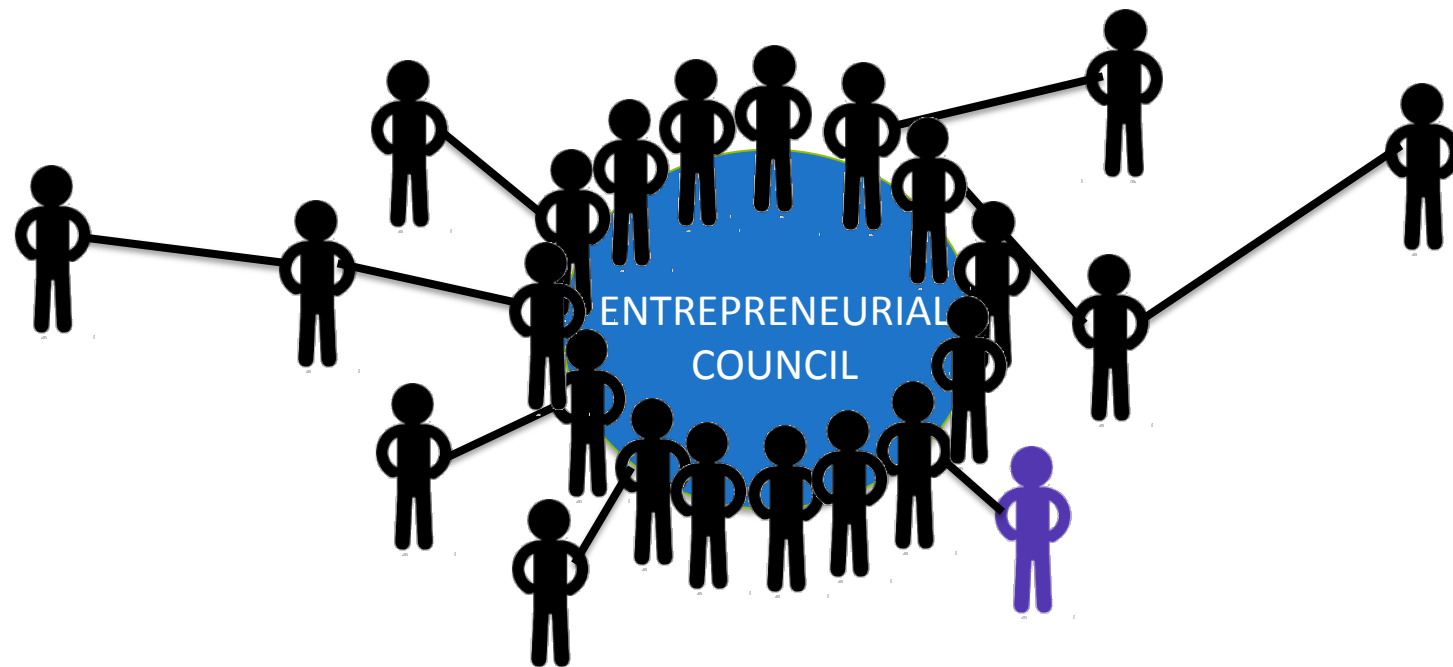
How can we work together to remove barriers to entrepreneurship in Beaufort County?

How can we work together to strengthen the businesses that are started?

An Entrepreneurial Council will be the touch point that takes fragmented pieces within the community...



...And connects them, creating a stronger, more welcoming entrepreneurial environment



Council would include community leaders, small business owners, and resource providers (**you!**)

Small Business Owners

- Understand pitfalls and triumphs of small business owners
- Direct mentorship of new entrepreneurs

Community Leaders

- Visible touch points for different communities in Beaufort
- Trust & credibility
- Know community needs

Resource Providers

- Includes services like lawyers and accountants that small business owners need
- Can help plan and execute council projects

Getting the Council started:

Three suggestions based on
Beaufort small business needs

1. Host a Resource Forum

Who's there?

NC Rural Center	Chamber of Commerce
NCIMED	Main Street Alliance
Women's Business Center	SCORE
Self Help	Local Insurance Companies
NC Leap	CPA's
Blink	Business Lawyers
Self Help Credit Union	Local Banks
Small Business Center	Newspaper

What does it look like?

Sample Agenda

<i>9 to 10 am</i>	Coffee and bagel breakfast
<i>10 to 11 am</i>	Workshop: Financing your business
<i>11 to 12 pm</i>	Workshop: Finding your market
<i>12 to 2 pm</i>	Lunch with keynote speaker
<i>2 to 4 pm</i>	Open resource fair
<i>5 to 6 pm</i>	Happy hour networking



Inspiration: Pickens, SC
Contact: Alison Fowler & David
Shellhouse, Pickens
Revitalization Association



2. Follow up Resource Forum with Shark Tank

Who's there?

Judges:

- Four judges are community leaders – small business owners or community leaders
- Fifth judge is the audience

Sponsors:

- Community business owners that have an interest in the entrepreneurial community
- Springboard sponsored mainly by community banks

Entrepreneurs:

What does it look like?

- Entrepreneurs submit business plans
- Judges select 6 finalists to pitch to a public audience and judges
- Winners get cash and/or consulting services
 - In Rocky Mount, the prize was \$10,000 + 1 year consulting services



Inspiration: Rocky Mount
Contact: Jeff Tobias,
Springboard

3. Organize Pre-Application Regulatory Meetings

Who's there?

- All the regulatory staff an entrepreneur needs are available to meet together in one room, one afternoon per week
- Entrepreneurs must submit a business plan in advance of the meeting
- Organized by the Council

What does it look like?

Chatham County inspiration:

- Meetings available 2-5pm Wednesdays - typically 5-8 meetings scheduled per month
- Staff bring a projector for working documents, like zoning maps



Inspiration: Chatham County
Contact: Dianne Reid,
Chatham County Economic
Development Corporation

Next steps:
What can we do together?

Appendix 1:

Key quotes from small business owner interviews

Business owners are willing to mentor, but have little time for meetings

Business owners see the value in helping more people join the community

“**I would love to be a mentor to anyone**, because it would have helped me when I started.”

“Although I am very busy running my business, **I would be happy to be on a call list** for someone to come shadow me.”

“It is important to me to have more small businesses open”

But they don't have time to participate in structured programs

“I think it is more helpful to the community for me **to invest time in the success of my business** than to attend a lot of meetings.”

“I had to quit the Council of 100 because **I could not attend all of the meetings**”



There is a disconnect between business owners and regulatory agencies

Unless you have an in, it is hard to get the information you need in a timely manner

“I **could not identify a point person** to contact for regulatory issues.”

“The town inspector became my friend, so I never had any trouble getting my questions answered”

“I repeatedly called and left messages but I **could not get in touch**, so I will most likely end up **doing the work myself**.”

“I had **to redo expensive work**, because I **could not get feedback** from the county fast enough”

The county has an ombudsman, but not a single entrepreneur we spoke with knew this



Resources are not fully understood or utilized by small business owners

Some are not aware of resources

“The resources at the SBC are great but most people do not know about them.”

“The problem is not lack of resources, but **lack of knowledge** about those resources.”

Some are aware but do not believe they need them

“Business plans are **just pieces of paper**, and I don’t believe in them.”

“There are great programs at the SBC, but I didn’t use any of them, it was **easier to do by myself.**”



Appendix 2:

First steps to organize a resource forum

Outline of major tasks to organize resource forum

- Council assigns roles and pick fair theme
- Pick tentative date for forum
- Make introductions with resource attendees
- Secure key note speaker
- Reach out to potential speakers
- Find sponsorship for breakfast and happy hour
- Advertise fair, beginning building momentum
- Reach out to newspapers
- Make final calls to get people to show up