



Visioneering Wichita Entrepreneurs & Small Business Strategic Alliance Summary of Accomplishments to Date December 2006

Over the past year, a group of nearly 90 regional business owners and leaders, neighborhood and community leaders, educators, service providers, regional county and city officials, have worked in the development of the Entrepreneurs & Small Business Strategic Alliance and toward achievement of the above Strategic Alliance benchmarks for Visioneering Wichita. While a daunting task, the group has quickly progressed on several fronts, including:

- Revisited the draft benchmark and refined it by gaining a shared understanding of the definition of “direct, value-added jobs” and relevant data.
- Developed and prioritized action steps areas for the strategy based upon current service gaps to entrepreneurs and small business owners.
- Developed specific action steps and checked-in on their progress in order to address the action step area to “support an information clearinghouse accessible by entrepreneurs. NetWork Kansas, an information clearinghouse, was launched by Alliance partner the Kansas Center for Entrepreneurship in early 2006.
- Review education information related to the prioritized action step area of facilitating education and training opportunities for entrepreneurs.
- Identified and prioritized possible ways to facilitate technical assistance and mentoring for entrepreneurs. Two primary ideas emerged, which include:
 - A business incubator for Wichita MSA that benefits and levels the playing field for the entire community, especially the minority business community.
 - A minority business initiative that would provide support for start-up as well as growth minority businesses, including education, business plan development and team mentoring. For the minority business initiative, Strategic Alliance members discussed and began to develop:
 - Key actions for these priority ideas, including who needs to be involved, what needs to be accomplished and by when within the context of the racial attitudinal survey findings.
 - The development of a logic model, which identifies the anticipated impacts of the initiative, the primary activities and the needed resources (including emerging opportunities and partnerships, as well as information on model programs, etc.)
 - The development of an overview and illustration of the initiative, as well as implementation planning steps.
- Developed a draft Alliance Memorandum of Understanding for 2006-2007, which establishes a set of shared priorities and a timeline of related activities for the Alliance.

Next steps of the Strategic Alliance at the December 13th meeting include:

- Informational presentations related to Alliance activities from: 1) Janet Harrah—from a recent Economic Development Summit presentation; and 2) Bernie Koch—Issues affecting small business as the legislative session begins (and implications for possible future unified legislative agenda items initiated from the Entrepreneurs & Small Business Alliance for 2007).
- Review actions taken since the last Alliance meeting and develop next steps for the minority business initiative in order to facilitate technical assistance and mentoring for entrepreneurs, including: 1) an update on meetings held with business leaders regarding the initiative; 2) development of a prospective judging panel to evaluate and select program participants; and 3) a next steps planning discussion for the minority business initiative.
- Review, finalize and adopt the revised Alliance Memorandum of Understanding for 2006-2007.