



*...creating the future for our  
regional community.*

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**2006-2007 Memorandum of Understanding  
Discussion Process & Joint Agreement**

Among

Leadership Team & Members of the Entrepreneurs & Small Business Strategic Alliance,  
Vichiteering Wichita & Self-Help Network

October 2006

**Background**

The Entrepreneurs & Small Business Strategic Alliance members set action step area priorities during Alliance meetings that occurred early in the formation of the Alliance. The action step areas include:

***Action Step Areas***

1. Support an information clearinghouse accessible by entrepreneurs
2. Facilitate education and training opportunities for entrepreneurs
3. Facilitate technical assistance and mentoring for entrepreneurs
4. Increase the availability of venture capital and other financing to entrepreneurs
5. Support entrepreneurs through government with a positive business creation environment
6. Improve the entrepreneurial and business environment in the Wichita MSA

These action step areas were based upon the Alliance strategy and benchmarks as follows:

***Strategic Alliance Strategy***

Create an entrepreneurial and innovative mecca for direct value-added businesses by:

- a) Building on the Wichita MSA's entrepreneurial tradition.
- b) Supporting entrepreneurs with a positive business creation environment –low taxes, regulatory friendly, customer friendly government support and legal and regulatory structures friendly to the creation of new business.
- c) Developing sources of capital from angel investors to venture capital firms including small business loans and Small Business Innovation Research Grants (SBIR).
- d) Developing an entrepreneurial network.
- e) Providing leadership/mentoring from successful entrepreneurs.

- f) Recruiting entrepreneurs to the Wichita MSA. Recognize and celebrate risk taking and successful entrepreneurs (i.e. Entrepreneur of the Year).
- g) Providing entrepreneurial education and training.
- h) Building strong small business associations to help with research.
- i) Enhancing and supporting agencies that assist with marketing and accounting issues.
- j) Providing technical assistance and incubators for entrepreneurs – a one-stop place to find available information on entrepreneurial assistance.
- k) Developing a website to share ideas and concepts that have potential for development and commercialization.

### ***Strategic Alliance Benchmarks***

- There will be 500 new direct, value-added manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.
- There will be 250 to 500 (stretch goal) new direct, value-added non-manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.

Furthermore, the efforts of this Alliance help to support the greater economic development foundation vision and two of the key benchmarks in the Visioneering Wichita strategic plan document:

### ***Economic Development Foundation Vision Supported***

Before 2024, the Wichita MSA will be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

### ***Key Benchmarks Targeted***

- **Job Growth:** By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.
- **Income Gap:** Be above the U.S. per capita income for each minority group by 2010 and by 2020 eliminate one-half of each minority per capita income gap.

To date, the Alliance has made significant progress on several of the prioritized action step areas as follows:

- **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.
- **Facilitate education and training opportunities for entrepreneurs:** Alliance partner the WSU Center for Entrepreneurship has begun efforts to compile education and training opportunities around the state of Kansas for entrepreneurs, including K-12, post-secondary and community-based education and training opportunities.
- **Facilitate technical assistance and mentoring for entrepreneurs:** Alliance members have developed initial plans and action steps for 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.

**Alliance Priority Action Steps Areas for 2006-2007 & Timeline**

Given the background and progress made thus far, recent priority efforts and action steps yet to address, the following priorities and timeline between the Alliance Leadership Team, Alliance Members, Visioneering Wichita and Self-Help Network were identified for 2006-2007:

Date	Priority Action Steps	Action Step Area(s) Supported
Fall 2006	Support the development of a unified legislative agenda proposal for increased funding support for Kansas Small Business Development Centers	3, 5 & 6
March 2007	Announce Minority Business Initiative Program at the Visioneering Wichita Annual Meeting	3
Fall 2007	Launch Minority Business Initiative Program	3
TBD	Begin discussion of a Non-Profit Business Incubator, considering different types and what constitutes success, within context of emerging community development opportunities	3
TBD	Begin discussion of venture capital action step area	4
TBD	Consider possible unified legislative agenda issues that help to support the creation of a positive business environment	5 & 6

Note: All dates are based on availability of partners. This timeline may change if partners are not available during any given time

**How We Will Work Together**

Given the identified priorities for the next year listed above, the following roles and responsibilities of Alliance partners were developed:

*The Alliance Leadership Team will:*

- Welcome participants and facilitate key aspects during alliance meetings with increasing responsibilities during and in between alliance meetings

- Set regular meeting time and date for leadership and alliance meetings
- Take a lead in planning future alliance meetings based upon the direction and priorities set by alliance members

*Alliance Members will:*

- Encourage expanded participation in alliance meetings
- Set direction and priorities for the alliance

*Visioneering Wichita staff will:*

- Provide handouts for meetings regardless of locations
- Distribute notes from meetings (by email and on website) and distribute notices/reminders of meetings

*The Self-Help Network will:*

- Offer our space when available for leadership team and alliance meetings
- Facilitate discussions and processes of alliances
- Assist the leadership team in planning future alliance meetings based up the direction and priorities set by alliance members

**Signatures (if needed)**

I have read and agree with the above Memorandum of Understanding.

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Signature – Alliance Leadership Team Representative

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Signature – Visioneering Wichita Staff

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Signature – Self-Help Network