

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

**D8**

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

**Benchmark:** Creation of and/or promotion of an entrepreneur training program.

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

**Estimated Cost:** \$25,000 - \$250,000 dependent upon staffing needs.



Photo source: [Vanguard Visions](#)

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 a focus on strategic growth challenges such as developing new markets, refining business models, and gaining access to competitive intelligence. This emphasis shifts the role of the identified economic development official to helping chief executive officers and entrepreneurs identify the issues that are hindering business 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 the provision of 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. Such programs concentrate 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 offer post-course counseling and coaching as the entrepreneur applies those skills to a new venture or start up. The Crestline/Lake Gregory Chamber of Commerce and the Mountain Counseling and Training, Inc. have both expressed interest in developing an Entrepreneurial Enhancement program.

**Case Study: Washington Economic Gardening**

<http://startup.choosewashingtonstate.com/programs/economic-gardening/>



Action	Action Leader	Timeline	Resources
1. Hold a meeting of interested people to create a committee	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce <a href="http://www.crestlinechamber.net/">http://www.crestlinechamber.net/</a>
2. Coordinate with the local universities that offer extended learning and economics courses to create a catalog of possible courses.	Committee	Month 1	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 the catalog to residents and business owners.	Committee with Chamber of Commerce	Months 2-6	CSU San Bernardino, Extended Learning <a href="https://cel.csusb.edu/">https://cel.csusb.edu/</a>
4. Advertise local business opportunities within the communities at local universities.	Committee with Chamber of Commerce	Months 2-6	
5. Monitor the success of the program and adjust as necessary.	Committee with Chamber of Commerce	On-going	