

From: Harmon, Erik
Sent: Tuesday, October 14, 2014 5:04 PM
To: Berlin, Steve
Subject: RE: Trip to KC

Steve,

The conference was 10/7-10/9 in Kansas City, MO. National League of Cities sponsored the event and covered the room rate for a hotel room for me for 2 nights. There was no cost to register. Food/meals were included during the event. Lunch day 1, breakfast, lunch and reception day 2 and breakfast and lunch day 3.

I've included the agendas so you have that as well.

Travel (flight) was covered with funds from Bloomberg Philanthropies the funder for my position.

Thanks
Erik

Providing Small Businesses with Access to Capital Training



October 9, Kansas City, MO

Thursday, October 9

8:00-9:00 am **Breakfast and Registration**

Location: **Salon III**

9:00-9:30 am **Welcome and Opening**

Location: **Salon III**

Speakers: Christy K. McFarland, Research Director, National League of Cities
Rick Usher, Assistant City Manager for Small Business & Entrepreneurship, KCMO
Councilman Scott Taylor, City of KCMO
Luis Hernandez-Chora, La Panaderia de las Americas

9:30am-12:00 pm **Foundations of Small Business Financing**

Location: **Salon III**

Participants will learn the diversity of the small business landscape, financing needs and key roles of local government in closing the access gap, including the toolbox of financing strategies with a focus on increasing the capacity of new or disconnected businesses to access traditional loans, including credit enhancement, business skills training, collateral support, and revolving loan funds.

Speakers: Jason Rittenberg, Council of Development Finance Agencies (CDFA)

12:00-1:30pm **Luncheon**

Location: **Salon II**

Panel discussion on the small business access to capital ecosystem in the KC region, with brief remarks by event sponsor, Wells Fargo - Laraine Davis, Vice President of Community Development.

Speakers: Maria Meyers, U.S. SourceLink and KCSOURCELINK
Rick Vaughn, MidAmerica Angels
Lisa Zimmerman, Justine PETERSEN
Michael Nguyen, Wells Fargo, Kansas City & Wichita Markets

Facilitator: Jason Rittenberg, CDFA

1:30-2:30 pm **Emerging Capital Access Strategies: Ignite Session**
Location: **Salon II**

Participants will learn key components of a wide variety of emerging capital access strategies.

Speakers: Tracey Nichols, City of Cleveland, OH
Maria Meyers, U.S. SourceLink and KCSOURCELINK
Bill Anderson, Missouri Technology Council
Yvonne Boye, City of Philadelphia, PA

Facilitator: Jason Rittenberg, CDFA

2:30-4:00 pm **Ideas into Action: World Café**
Location: **Salon III**

Structured and facilitated roundtable discussions focused on both foundational and emerging strategies to allow participants to dive deep on those they may consider for their community.

Facilitators: Cathi Ulrich, KCSOURCELINK
Tracey Nichols, City of Cleveland
Jason Rittenberg, CDFA
Bill Anderson, Missouri Technology Council
Lisa Zimmerman, Justine PETERSEN
Michael Nguyen, Wells Fargo
Yvonne Boye, City of Philadelphia

Moderator: Christy McFarland, Research Director, National League of Cities

4:00-5:00pm **Application in a Local Context: Structured Open-Mic**
Location: **Salon III**

Opportunity for full group to reflect on what they learned, ask questions geared toward local application, and provide tangible ideas for next steps including: how to assess existing resources, goals, capacity, needs; and what strategies are best to meet their small business economic development goals.

Facilitator: Jason Rittenberg, CDFA

In partnership with:



NATIONAL
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BIG IDEAS *for* SMALL BUSINESS SUMMIT



Kansas City, Missouri
October 2014

**Kauffman Foundation
Conference Center**

4801 Rockhill Road
Kansas City, MO 64110

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FOR SMALL BUSINESS

BIG IDEAS *for* SMALL BUSINESS SUMMIT

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SAN ANTONIO

Michael Sindon

SEATTLE

Karl Stickel

UNIVERSITY CITY, MO

Jodie Llyod
Pan Zhao

The **Big Ideas for Small Business** project at the National League of Cities supports peer-to-peer learning among city staff on small business development issues. During the Summit, peer network members will engage directly with their peer city colleagues, researchers, and business owners. Through a series of workshops, panels, and site visits, the peer network will learn about strategies for supporting small businesses, start-ups, and entrepreneurs in their communities.

The **Big Ideas for Small Business** Summit will focus on the following learning objectives:

- 1. Supporting** small business owners with business-friendly programs and policies.
- 2. Evaluating** the impact of small business initiatives through data collection and analysis.
- 3. Fostering** an entrepreneurial ecosystem for entrepreneurs and start-ups.
- 4. Understanding** new start-up trends – innovation districts and the maker movement.

Tuesday, October 7



SHUTTLE TO KAUFFMAN FOUNDATION CONFERENCE CENTER PROVIDED
(DEPARTS INTERCONTINENTAL AT 11:15AM)

11:30am-12pm **Registration**
Location: **Kansas City Room**

12-1:30pm **Lunch Keynote & Welcome Address**
Location: **Kansas City Room**

The Summit will kick-off with a keynote address from Kansas City Mayor Sly James on the role cities play in supporting small business owners and entrepreneurs.

Speakers: Rick Usher, Assistant City Manager, Kansas City
 Antoinette Samuel, Deputy Director, National League of
 Cities
 Mayor Sly James, Kansas City

1:45-3:15pm **Business-Friendly Programs and Policies –
 Breakout Sessions**

*This series of breakout sessions will discuss programs that peer network cities are using to meet the needs of small businesses, and explore how cities are adapting their policies to eliminate unnecessary hurdles for business owners. **Participants will choose one of two topics below.***

TOPIC 1 – BUSINESS FRIENDLY PROGRAMS

Location: **Troost Room**

Implementing business-friendly programs in your city helps create a supportive ecosystem for small business and start-ups. Peer network colleagues will discuss new programs in their cities designed to support the needs of business owners.

Speakers: Frank Aguirre, Los Angeles – Virtual Business Resource Center
 Michael Sindon, San Antonio – Small Business Economic Development
 Advocacy Program (SBEDA)
 Ashley Hand, Kansas City – KCBizCare Online Tool

Facilitator: John Pajor, Kansas City

TOPIC 2 – BUSINESS FRIENDLY POLICIES

Location: **Brush Creek Room**

City regulations can promote or prohibit small business growth. Learn about a new framework for regulatory reform being developed by Harvard's Ash Center, and how Seattle transformed regulations to better support its local restaurant industry.

Speakers: Jessica Casey, Harvard's Ash Center – Data-Smart City Solutions
Regulatory Reform for the 21st Century City
Karl Stickel, Seattle – Grow Seattle Restaurant Regulatory Reform Project

Facilitator: Emily Robbins, National League of Cities

3:15-3:45pm **Break**

Location: **Outside Kansas City Room**

3:45-5:15pm **Role of Data in Supporting & Evaluating Small Business Development – Panel Discussion**

Location: **Kansas City Room**

Knowing how to accurately track small business growth and measure the impact of city programs are foundational elements of small business development efforts. This session will address how to access better data about small businesses in your city, and how to effectively quantify the success of local government programs that encourage small business and start-up growth.

Moderator: John Pajor

Speakers: Kate Bender, KCStat
Maria Meyers, U.S. SourceLink and KCSOURCELINK
E.J. Reedy, Director, Research and Policy, Kauffman Foundation

5:30-6:30pm **Peer Network Ignite Presentations & Panel Discussion**

Location: **Kansas City Room**

A series of ignite-style presentations on innovative small business programs from peer network cities that support traditional business owners.

Moderator: Emily Robbins, National League of Cities

Speakers: Gregg Bishop, New York City – NYC Business Solutions
Rafael Carbonell, Boston – On-Site Business Assistance
Curtis Gregory, Philadelphia – AmeriCorps VISTA Partnership

 SHUTTLE PROVIDED TO HOTEL (DEPARTS AT 6:45PM)

Wednesday, October 8



SHUTTLE TO KAUFFMAN FOUNDATION CONFERENCE CENTER PROVIDED
(DEPARTS INTERCONTINENTAL AT 7:15AM)

7:30-8:45am Breakfast and Panel Discussion with Local Entrepreneurs

Location: Kansas City Room

A panel discussion with entrepreneurs from the Kansas City region who will share their personal experiences and provide insight into how local governments can support start-ups at all stages of growth.

Moderator: Melissa Roberts, Community Organizer at 1 Million Cups

9-10:30am 1 Million Cups – Site Visit

Location: Town Square Room

The peer network will visit Kansas City's 1 Million Cups program at the Kauffman Foundation Conference Center. Each week, in locations across the country, entrepreneurs present their start-ups to a diverse audience of mentors, advisors, and entrepreneurs. Participating entrepreneurs receive real-time feedback on possible ways to improve their business plans.

10:45am-12:15pm New Trends in Entrepreneurship – Innovation Districts, Maker Movement

Learn about two emerging trends on the entrepreneurial scene - innovation districts and the maker movement – and local government's role in fostering their growth.

Participants will choose one of two topics below.

TOPIC 1 – INNOVATION DISTRICTS

Location: Troost Room

Innovation districts are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators. Initial research on innovation districts will be presented followed by an in-depth discussion on what the future of innovation districts might mean for your city.

Speaker: Jennifer Vey, Brookings Institution

Facilitator: Emily Robbins, National League of Cities

TOPIC 2 – MAKER MOVEMENT

Location: **Brush Creek Room**

The maker movement is a growing grassroots collective of inventors who are hand-making and selling everything from robots to knit scarves to photography. Learn where and how this movement is growing, and how city leaders can provide support to local makers.

Speakers: Luis Rodriguez, Maker Studio
 Jason Wiens, Lead Policy Engagement Manager, Kauffman Foundation

Facilitator: John Pajor, Kansas City

12:30-1:30pm Lunch & Keynote

Location: **Kansas City Room**

President and CEO of the Downtown Council of Kansas City, Bill Dietrich, will share Kansas City's entrepreneurship story and provide the history of the Kansas City Crossroads Arts District.

Speakers: Rick Usher, Assistant City Manager, Kansas City
 Bill Dietrich, President and CEO of the Downtown Council of Kansas City

1:45-2:15pm Wrap Up Exercise

Location: **Kansas City Room**

2:45pm Depart for KC Crossroads Arts District



SHUTTLE WILL LEAVE THE KAUFFMAN FOUNDATION CONFERENCE CENTER AT 2:45PM

3:30-4:30pm Fostering an Entrepreneurial Ecosystem – Site Visit to Kansas City Crossroads Arts District

Location: **Sprint Accelerator, Co-Working Space**

The Kansas City Crossroads Arts District is a unique area of the city burgeoning with entrepreneurship, innovation, arts and culture. On this mobile tour, the peer network will engage with representatives from three entrepreneurship support organizations: Sprint Accelerator, Think Big Partners, and Office Port.

Moderator: Greg Kratofil, Jr., Polsinelli

Speakers: Kevin McGinnis , Sprint Accelerator
 Herb Sih, Think Big Partners
 Shaul Jolles, OfficePort

4:45-5:45pm **Tours of Sprint Accelerator, Think Big Partners, and Office Port**

Sprint Accelerator, Think Big Partners, and Office Port will host concurrent open houses and tours for peer network members.

6:00-7:00pm **Big Ideas for Small Business Reception at Sprint Accelerator**
Location: **Sprint Accelerator, Game Room**

Peer network members are invited to return from their tours to the Sprint Accelerator for a catered reception.

RETURN TRANSPORTATION ON YOUR OWN

Note: Program for Providing Small Businesses with Access to Capital provided separately.

