

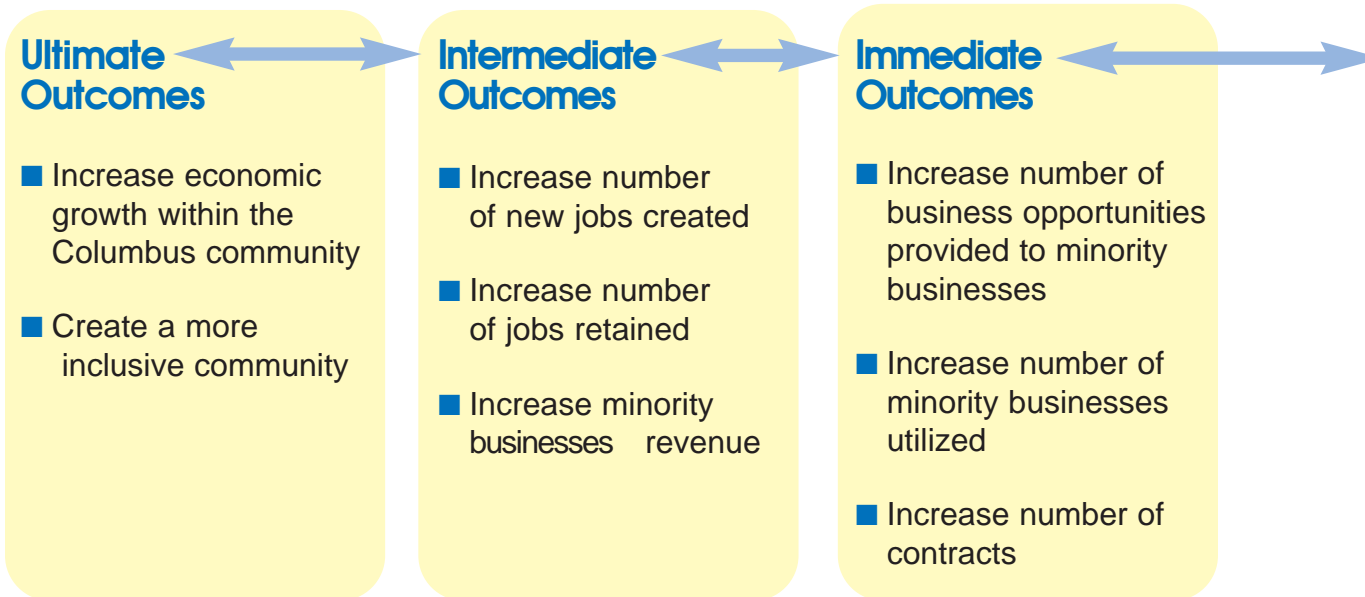
Building a Comprehensive Minority Business Plan that Stimulates Growth & Economic Impact

AN UPDATE ColumbusChamber go>ahead



OUTCOMES are defined across a continuum ranging from ultimate to immediate and are **driving the evolution of Solution Teams' Action Plans.**

The following are presented as examples and are not all inclusive of those identified to date.



8 KEY SOLUTIONS

Web Portal is a central, interactive repository that facilitates access to up to date resources and current information.

Use of the web portal stimulates the growth and development of minority businesses and enhances the economic well-being of the overall community.

Access to Capital is linking various forms of capital to potential business owners and business owners at various stages from start-up to sustainment to growth and expansion at appropriate times and in sufficient amounts.

Capital refers to various forms but is not limited to debt, equity, customer financing, patient.

Access to Decision Makers is the communication with individuals in both the public and private sectors who have the willingness, ability and/or influence to effect economic outcomes.

Growth Strategies are the development of systems and activities that facilitate and accelerate the creation of growth businesses.

One Stop Certification is an automated process for submitting and accessing information that will identify eligibility, manage certifications (e.g., updates, changes, business opportunities, etc.), reduce burden to applicants and certifying agencies, and result in reciprocity of certification across participating certifying agencies.

The process is managed by a single agency.

Relationship Building is a process that builds an atmosphere of trust and respect in order to establish partnerships that will achieve the expansion and creation of minority business participation in the public and private sectors.

Partnerships include but are not limited to associations, banks, customers, educational institutions, government agencies, major corporations, professionals, service providers, other minority businesses, and other business owners.

Education -
Definition is under development.

Youth Entrepreneurship-
Definition is under development.

All solutions are targeting minority business growth.

THE PLANNING PROCESS...

A four-phase, outcomes driven, inclusive process that is interactive, and builds consensus.

PHASE # 1 COMPLETED

(January 2005 - December 2005)

Information Gathering

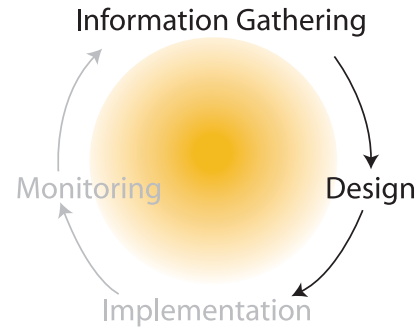
This phase engaged a diverse cadre of stakeholders for the purposes of gaining clarity about the present and generating ideas about the future.

PARTICIPATION

- 100 personal interviews of diverse stakeholders
- 46 diverse stakeholder participants in *focused working groups*
- 10 diverse stakeholder participants in *Planning Advisory Team*

OUTCOMES

- Identified and clarified 16 key needs
- Reached consensus on eight solutions
- Established Solutions Teams



PHASE # 2 IN-PROCESS

(January 2006 - June 2006)

Design

This phase utilizes diverse stakeholder teams comprised of individuals with expertise and experience with a given solution for the purpose of creating an innovative and integrated strategic direction.

2006 PLANNING SCHEDULE

May-June	July-September	October
Complete Design Phase <ul style="list-style-type: none"> ■ Finalize & integrate Action Plans ■ Develop Budget ■ Identify measurement and implementation considerations ■ Document & Produce Plan 	Plan for Implementation <ul style="list-style-type: none"> ■ Communicate with key stakeholders ■ Identify Champions ■ Obtain Funding ■ Prepare for Implementation 	Initiate Implementation <ul style="list-style-type: none"> ■ Launch Plan

PLANNING TEAM MEMBERS

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Sunbelt Business Advisors

Fred Baker
Columbus State Community College

Ronda Barber
912 Group

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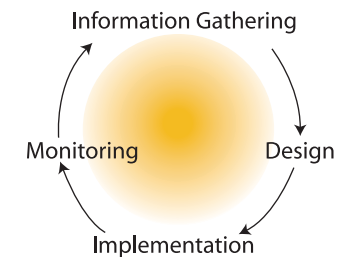
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Planning Process



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April, 2006