

Themes that Emerged from the *Creative Economy* Session

- Better publicize existing resources: such as Lane Microbusiness, LCC and UO resources
- Improve Financing:
 - Need to find mechanisms to raise capital locally, so businesses are not pulled out of area by capital
 - Mechanism to coordinate public/private/non-profit partnerships
- Mentoring needed for entrepreneurs:
 - Mentoring Board of Advisors
 - Service Corps of Retired Executives (SCORE)
 - Peer networking would help connect like businesses
 - Create a hub that community is invited to share information with businesses
 - Several mentions of a “Birth to Three” education program for businesses
 - Regional Innovation Forum.
- Access to physical space at affordable price
 - Co-op model that Portland is using to help address space/facility issues for young businesses
 - Incubation Facilities needed (common problem cited is rents are too high for beginning businesses). Space where you can earn and learn.
 - Several mentions of the use of enterprise zones to help with access to space and financing.
- Online resource center to identify available services. Entrepreneurs can post what they need and what they can offer other entrepreneurs. Bartering for services network.
 - Database where entrepreneurs can find capital, space, industry specific information, other entrepreneurs
- Support and education needed to help businesses be profitable as well as sustainable
- Mention of the area’s environmental attributes and quality of life should be used to help attract entrepreneurs and keep their businesses here.
- Define our region as creative and market it as such. Make connections to our assets and successes and communicate that externally.
- Several mentions of focusing on agriculture industry and helping expand the infrastructure needed for this industry to help entice innovative ideas in this area.
- A lot of mention of strengthening the connection with the U of O.
- A lot of questions on how to lower the risk of start-ups for both the investor and the entrepreneur