



# ECONOMIC GARDENING

## TESTIMONIALS

"The research team made me realize the potential of my business. This wouldn't have happened if not for them."

MARY KUENY, THE PORCH SWING

"Being able to have access to market research to really fine tune who you are, where your niche is, and really accelerate your growth is so beneficial. I'd absolutely recommend it."

MIKE BOSCH, REFLECTIVE GROUP

"Economic gardening and the research team were amazing! Since the engagement we have hired many new people including a sales director!"

JEREMY RUSCO, DYNAMIC DISCS

"We grew by 30% in revenue in 2014 over 2013...up by 42% YTD!"

LAURA SCHMIDT, NOTES TO SELF

STRATEGIC GROWTH FOR  
SECOND-STAGE BUSINESSES  
TAKING EXISTING BUSINESSES TO THE NEXT LEVEL.



## CONTACT INFORMATION

To learn more or to discuss if Economic Gardening is right for businesses in your community, please contact your NetWork Kansas E-Community regional representative or e-mail [boardcertified@networkkansas.com](mailto:boardcertified@networkkansas.com)

Cover image courtesy of Susan McSpadden, JCCC



[www.NetWorkKansas.com](http://www.NetWorkKansas.com)



Entrepreneurship  
Community  
Partnership



# ECONOMIC GARDENING

Economic gardening is an economic development method to help communities grow from within by helping existing second-stage businesses grow intentionally. Economic gardening works by connecting businesses with a team of trained research analysts to address strategic issues usually related to growing within new or existing markets.

An economic gardening engagement pairs a CEO with a research team that uses sophisticated tools, databases, and knowledge to gather information that will help the CEO address a strategic area for growth. The research team delivers customized research including: market research (identification of market trends, competitors, resources); GIS (map geographic areas for targeted marketing, supply potential client lists, etc.); digital marketing (improve search engine results, increase web traffic, track competitors online, etc.), or core strategy. The CEO then uses this research at their own pace to make informed decisions about their future growth. More than 50 Kansas businesses have participated in economic gardening, with results pointing to increased revenue and jobs growth compared to similar businesses.

## PROGRAM DETAILS

- ✳ CEO time commitment only 8-12 hours; no travel required
- ✳ All meetings are by phone, with data provided online and confidentially
- ✳ Research team spends 28-36 hours researching and providing results
- ✳ Economic gardening provides best results when a community's goal is to support and grow existing businesses

## PROGRAM BENEFITS

- ✳ Increase revenue and jobs
- ✳ Identify or improve growth strategy
- ✳ Receive information faster and cheaper than doing it on their own
- ✳ Develop connections in the community to grow their support network

### What kind of business is eligible?

- Possess the desire and capacity to grow
- Privately held, headquartered and operating in Kansas for 2+ years
- Annual revenue \$600K - \$50M
- 5-100 current employees
- Growth in employment and/or revenue 2 out of 5 previous years
- Provide product or services to regional/national markets

## ECONOMIC GARDENING ENGAGEMENT SCHEDULE

Application – CEO submits online application and if approved, discovery call is scheduled to begin the engagement.

Discovery Call	Introduction to the team, discuss company and its history, and how economic gardening will address specific concerns
Clarification Call	Team will clarify and confirm the project focus and recommend a strategic approach. Each team member will define tasks, determine next steps, and ensure the CEO agrees these are consistent with the overall goal of the engagement
Check-in Call	Review the deliverables made available on the online portal with the CEO and make sure the CEO understands the information being provided
Close-out Call	Ensure that all work is complete from the client's perspective, review all of the deliverables, and receive feedback from the CEO