



Creating Entrepreneurial Communities

Promoting Entrepreneurship and Business Resilience

Hannibal, Missouri, September 29-30, 2021

Wednesday September 29, 2021	
10:30 AM	Registration & check-in; Location: Rialto Banquet Hall, 601 Broadway **Lunch provided**
11:15 to 11:45 AM	Creating an Entrepreneurial Community in Hannibal Panel discussion of local business owners and how they built their business, networks and relationships to strengthen the entrepreneurial community in Hannibal.
11:45 AM	Opening Welcome - MU & Hannibal
12:00 PM	Keynote Presentation <i>Speaker: Andrew McCrea</i> Andrew McCrea will take you on a journey to places that are very much alive! They are small towns, cities and rural areas that have performed a “makeover.” These are places that are succeeding by creating robust economies, vibrant communities and focusing on how to build a strong next generation of residents. What are the factors they have in common? What steps can you and your community take right now to create a makeover?
12:30 PM to 1:00 PM	<i>Move to breakout sessions</i>
1:00 PM to 2:00 PM - Breakout Session 1	
	Building local giving toward entrepreneurial activities <i>Speaker: Andrew McCrea</i> Creating positive change in a community usually requires a combination of time, talents and money. The latter of these can often be a challenge. Andrew will share ways communities can “find” money and build philanthropy to help their plans become realities.
	Rural Strong (SBDC & PTAC) <i>Speaker: Maria Kuhns and Kris Bockting</i> Missouri's SBDC provides businesses the resources to succeed with the hopes of creating a better Missouri for all by helping businesses grow. Small Business Development Centers provide no-cost counseling to all start-ups and small businesses. During this presentation, Maria will be sharing some of the services offered by SBDC as well as the tools and resources businesses can access by working with SBDC. She will cover how businesses can get in touch with their local SBDC. Kris will present an overview of the government contracting process and opportunities for small business owners. He will also present the socio-economic certifications available to qualifying business owners.
	Building Restoration & Historic Preservation <i>Speaker: Martin Meyer</i> Martin has completed 85% of the restoration of the building at 205 North Main Street in Historic Hannibal. The main premise of Martin's talk is just how attainable a project like this is, using established programs. From purchase, finance, design and initial application, to the work with contractors and the certification process, Martin will outline the process and discuss the joy encountered along the way.
	Downtown Revitalization <i>Speaker: Corey Mehaffy</i> CID/Chapter 353/NID: A combination of incentive tools for a broad front program. Historic neighborhoods and downtown districts have unique challenges requiring special solutions. This model is being used successfully in communities around Missouri. These programs seek to achieve coordinated promotion of downtown districts, physical property improvements and infrastructure/streetscape improvements. <i>Program Goal:</i> Historic Downtown District experiences new investment, enhanced public infrastructure and improvements in physical appearance.
2:00 PM to 2:30 PM	<i>Networking and moving to the next breakout session</i>

2:30 PM to 3:30 PM - Breakout Session 2

Building local giving toward entrepreneurial activities

Speaker: Andrew McCrea

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Regionalism Topics - Housing

Speakers: Scott Koontz and Carla Potts

Housing is challenges in many rural areas in Missouri. Learn how Hannibal and the northeast region is addressing the challenge of housing through market rate housing and creative affordable housing solutions.

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Tourism and Historical Sights Walking Tour

Speaker: Megan Rapp

Guided walking tour of historical sights and tourist destinations in downtown Hannibal.

Downtown Revitalization

Speaker: Corey Mehaffy

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3:30 PM to 4:00 PM *Networking and moving to the next breakout session*

4:00 PM to 5:00 PM - Breakout Session 3

Building Restoration & Historic Preservation

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Environmental Considerations and Opportunities in Economic Development

Speaker: Jon Kallen

In his presentation, Jon will provide an overview of environmental considerations and opportunities in economic development projects. Jon will detail key considerations when purchasing and developing property including real estate due diligence, stormwater planning, renewable energy integration, water and wastewater options, and NEPA review/wetlands mitigation. Jon will also review funding opportunities to assist developers in offsetting the costs of environmental obligations to include brownfields and derelict buildings programs, lead based paint programs, wastewater funding programs, energy efficiency programs.

Not Just Mark Twain - Festivals and Events in Hannibal

Speakers: Linda Studer and Katy Welch

Hannibal is known as the birthplace of Mark Twain, but it is also home to a number of festivals and events. Learn how these additional events are organized and increase tourism to the city.

Tourism and Historical Sights Walking Tour <i>Speaker: Megan Rapp</i> Guided walking tour of historical sights and tourist destinations in downtown Hannibal.	
Regionalism Topics (Workforce) <i>Speaker: Rob Russel, Diane Simbro & Stephanie Cooper</i> Join this panel discussion to learn strategies for thinking holistically about workforce development. Workforce issues are vexing communities and businesses alike, particularly as population shifts and changes in how people work often mean fierce competition for workers that are available. This presentation will a conversation on ways communities can tackle their workforce challenges. Local Hannibal panelists will also share efforts about in Hannibal aimed at addressing regional workforce challenges.	
5:00 PM to 6:00 PM	Free time. Check into lodging.
6:00 PM to 8:00 PM	Evening Social and Networking Event; Location: Rialto Banquet hall, 601 Broadway

Thursday September 30th, 2021	
7:30 AM - 8:30 AM	Breakfast & Opening Session; Location: Rialto Banquet Hall, 601 Broadway
8:30 AM - 9:00 AM	Networking and moving to the next breakout session
9:00 AM- 9:45 AM - Breakout Session 4	
Broadband & E-commerce <i>Speaker: Louis Riggs</i> Learn about important issues related to broadband in Missouri.	
Find the YOU in Your Community's YOUTH Entrepreneurial Ecosystem! <i>Speakers: Steve Henness and Mark Cowser</i> Where are the young entrepreneurs in your community? At what age did your entrepreneurial journey begin? In this session, we explore the K-12/youth component of the entrepreneurial ecosystem, actions individuals and groups can take to empower youth entrepreneurs, and strategies communities can use to connect with and integrate young people into ecosystems. Lessons learned from Missouri afterschool providers building K-12/youth entrepreneurial mindsets are highlighted, along with tips and takeaways for youth ecosystem builders.	
Main Street and Downtown Revitalization: What Works and What to Avoid <i>Speaker: Andrew Van Leuven</i> This presentation will be about the influence of the Main Street Program on economic outcomes such as job/establishment growth and residential property values.	
Community Development through the Arts <i>Speaker: Michael Gaines</i> The arts, arts organizations and partnerships play an important role in this thing we call "community" but can also add to community development, tourism, business recruitment and community pride. Come learn about how Hannibal has used the arts to great advantage.	
Creating Entrepreneurial Opportunities (CEO) & Ignite Programs <i>Speaker: Chris Egleston & Corey Mehaffy</i> <p>Learn how the "Creating Entrepreneurial Opportunities" program immerses high school students in their local business communities where they learn about those businesses and other opportunities in the community. Discover how it instills the problem-solving entrepreneurial mindset in those students. And understand how it inspires the next generation to live, work, and raise families in their home towns, helping to stop the "brain drain" while building the entrepreneurial ecosystem of both entrepreneurs and intrapreneurs.</p> <p><u>Ignite</u> is a partnership between Hannibal Regional Economic Development Council, the Small Business Development Center, and the Chamber of Commerce dedicated to creating an ecosystem that attracts, creates, supports, and accelerates new and existing businesses in Northeast Missouri. Ignite creates this ecosystem by establishing entrepreneurship support networks within the community, providing expert technical assistance, and connecting entrepreneurs with resources. Our mission is to develop an entrepreneurial ecosystem that supports new and existing businesses in the Hannibal region.</p>	

Building Local Prosperity <i>Speaker: Richard Proffer</i> Building Local Prosperity (BLP) is an economic development planning and engagement process in which members of communities, counties or regions participate. Areas interested in creating economically resilient communities, establishing visionary leadership, encouraging vibrant small businesses and growing a skilled workforce follow the BLP process to support their economic development planning.	
9:45 AM - 10:15 AM <i>Networking and moving to the next breakout session</i>	
10:15 AM-11:00 AM - Breakout Session 5	
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America Rescue Plan & Business, Entrepreneurship, Workforce Development Implications <i>Speaker: Darla Campbell & Joe Koenen</i> The Northeast Missouri Extension CARES team will share about the American Rescue Plan and its implications for the region's businesses, workforce, and entrepreneurs.	
Beautification, Parks and Recreation <i>Speaker: Kristy Trevathan & Mary Lynn Richards</i> Learn how Hannibal has had successful beautification projects in their downtown while touring parks!	
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Ecosystem Building – MoSourceLink Resource Navigator <i>Speaker: MoSourceLink</i> MOSourceLink connects entrepreneurs, startups and small businesses to the resources they need to start and grow businesses in Missouri, better and faster.	
11:00 AM - 11:15 AM <i>Networking and moving to closing</i>	
Luncheon & Panel Discussion on Business Resilience - Planning for Hardships; Location: Rialto Banquet Hall, 601 Broadway <i>Speaker: Rob O'Brian & Conne Burnham</i> Planning for hardships can help communities and businesses bounce back after challenges. How do business owners adapt, can communities grow after disaster, and how can they prepare for the future? 11:15 AM - 12:15 PM Learn from our panelists!	
Closing Keynote 12:15 PM - 12:45 PM <i>Speaker: Marshall Stewart, Vice Chancellor for Extension & Engagement</i>	