



DRIVING GROWTH

THE RACE FOR
TALENT, INNOVATION & PLACE

IEDC 2019

ANNUAL CONFERENCE



INDIANAPOLIS, IN • OCTOBER 13-16



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ACCELERATING SUCCESS



GROWFL

Edward Lowe
EDWARD LOWE FOUNDATION

Florida's old Economic Development Strategy

“Come to Florida, we need YOU to pay our taxes”

Quote by **Sean Snaith**, Director of the
UCF Institute for Economic Competitiveness
at the College of Business Administration



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Where do the jobs come from?

United States

2018

Employment stage	% Establishments	% of Jobs
1-Job (Self Employed)	12%	1%
2-9 Jobs	70%	26%
10-99 Jobs	17%	37%
100-499 Jobs	1%	20%
500+ Jobs	.02%	16%



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Big deal?

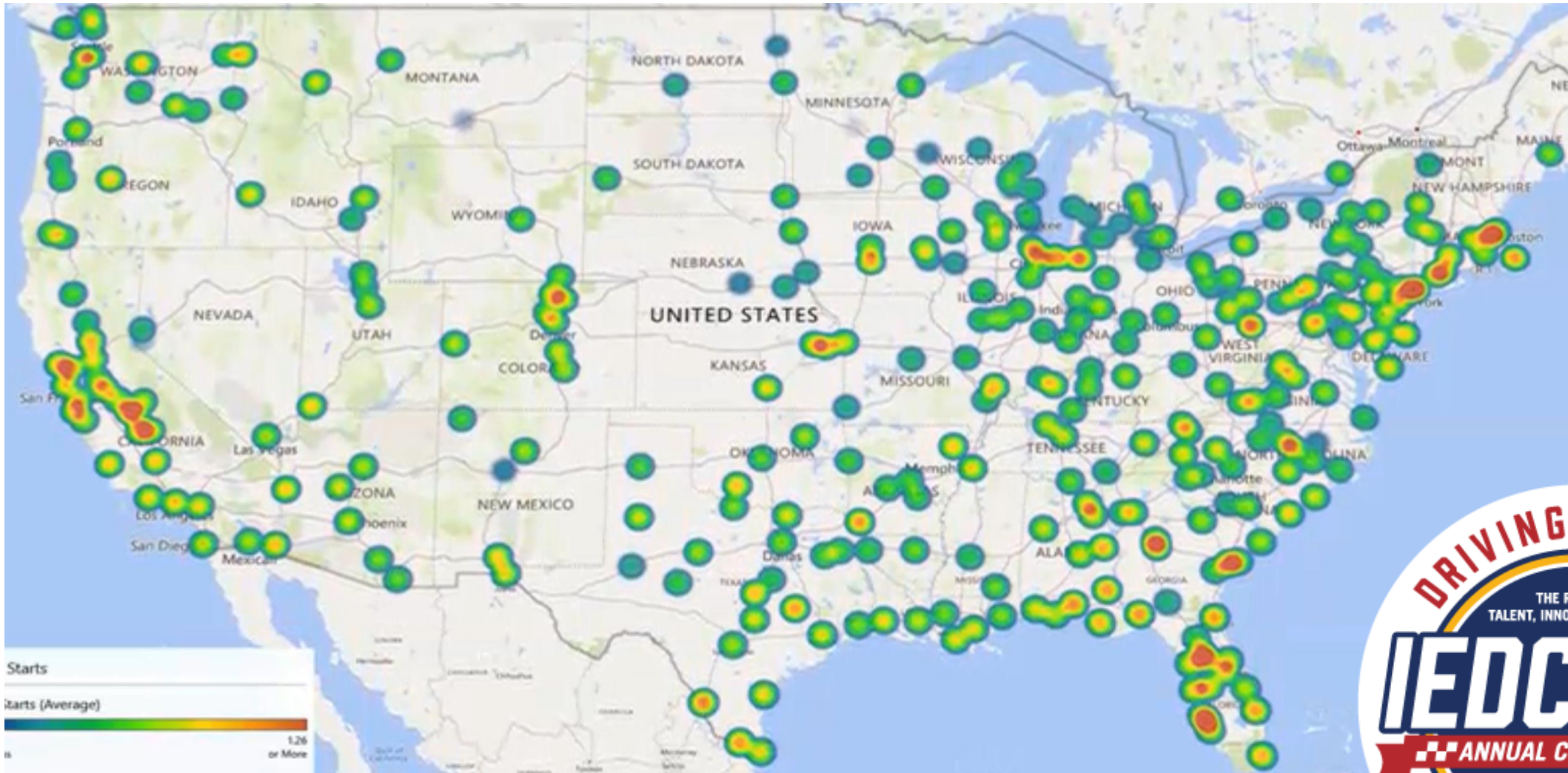
- In 2017, Companies of 100 employees or less created more jobs in Florida than were created in Florida



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Heat map of jobs created by new and growing small business



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Balancing support

Second-stage growth companies need more support as the current emphasis of business assistance is on startups, micro businesses and recruitment.

SECOND STAGE

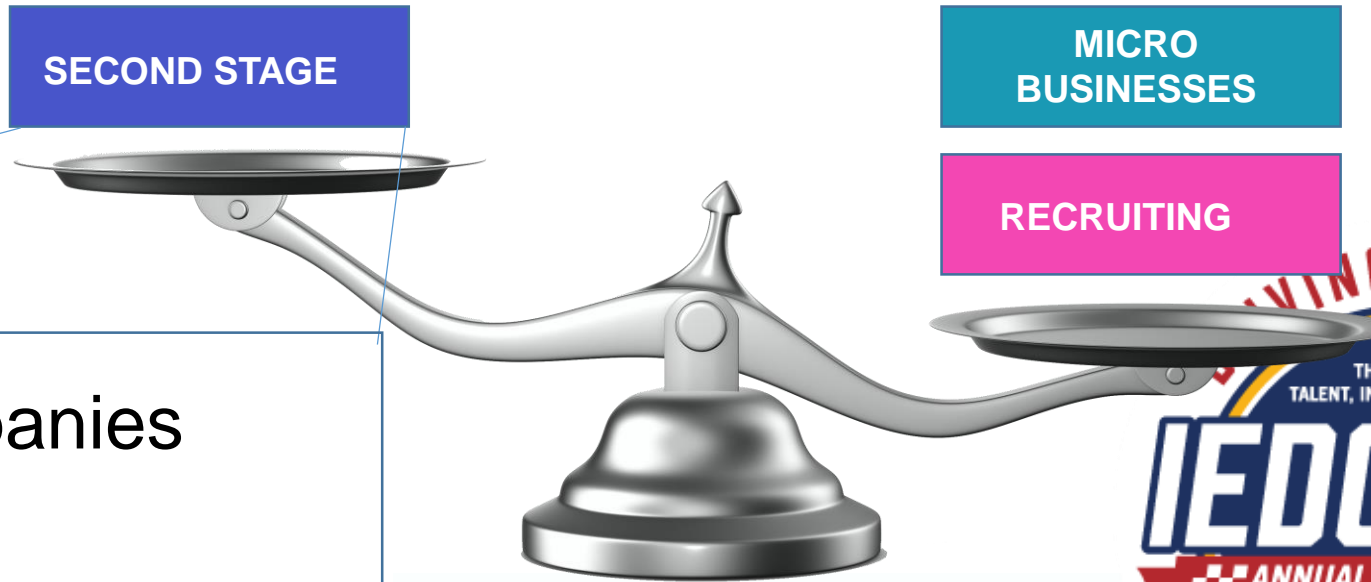
STARTUPS

MICRO
BUSINESSES

RECRUITING

17% of all U.S. companies

37% of all jobs.



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WHO ARE THEY?

Second-stage companies are privately held firms with about 10-99 employees and \$1 million to \$50 million in annual revenue.



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ECONOMIC IMPACT IN FLORIDA

Below are a few results from GrowFL's efforts to support second-stage companies between the years 2009 and 2015:

4,067
direct jobs
created

6,875
indirect
jobs
created

\$2
billion
increase in
regional
sales

\$9 ROI
for every
\$1 invested

State and
local taxes
increased
\$81
million



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Partnerships are key!

Local & State EDC's

National Entrepreneurship Organizations

Edward Lowe Foundation

A national expert on second stage, the foundation's key programs are:

Companies to Watch®

PeerSpectives® roundtables

Leader retreats at Big Rock Valley

System for Integrated Growth®



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RECOGNITION

COMPANIES TO WATCH®

- Awards program that showcases diverse group of entrepreneurs (age, gender, industry and locations).
- Honorees selected not only for revenue growth but also special strengths (innovation, attracting new dollars to their state, serving communities).
- Program features a rigorous vetting process for both applications and judging.



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PEER LEARNING

PEERSPECTIVES® CEO ROUNDTABLES

- Available in both virtual and in-person formats, our PeerSpectives system ensures balanced, productive group discussions.
- Professional facilitators are trained by the foundation.
- Participants come from diverse, noncompeting industries.
- Emphasis is on sharing experiences rather than giving advice.



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EDUCATION

LEADERS RETREATS AT BRV

- Educational workshops at Big Rock Valley give CEOs a unique opportunity to step away from daily distractions and really focus on growing their businesses.
- Key hallmarks of retreats: thought-provoking curriculum, powerful peer connections and BRV's inspirational setting (2,000 acres of prairies, woodlands and wetlands).



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JUST-IN-TIME EXPERTISE

SYSTEM FOR INTEGRATED GROWTH®

A SWAT team of vetted experts work virtually to help CEOs with both external and internal challenges.



SIG specialists provide information and best practices to strengthen operations, enter new markets and find new customers.

Areas of expertise includes: human resources, global trade, accounting and finance, succession planning, operations and supply chain management, sales and marketing, market research, online marketing and customer prospecting.



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ROADMAP TO ECONOMIC DEVELOPMENT SUCCESS

This three-day, two-night workshop brings together leaders from top entrepreneur support organizations across the country to share lessons learned on building high-performing programs. These highly interactive discussions will cover everything from laying initial groundwork to achieving amazing outcomes.

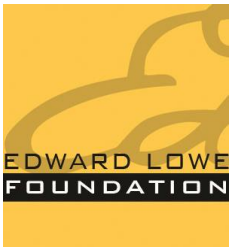
When: April 7-9, 2020

Where: Big Rock Valley in Cassopolis, Michigan

Cost: \$800 per participant (includes facilitation, lodging and meals)



For more information on working with the Edward Lowe Foundation or to register for the Roadmap to Economic Development Success, contact:



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