

# *Economic Gardening*



## Oklahoma Pilot Program

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## Littleton, Co Chris Gibbons Model

- 1990 - Littleton, Colorado Economic Gardening Program
- Gradually built highly successful information system for local businesses
- Doubled jobs and tripled tax revenue over 20 years
- Gained national and international attention
- Focus on 2<sup>nd</sup> Stage growth companies



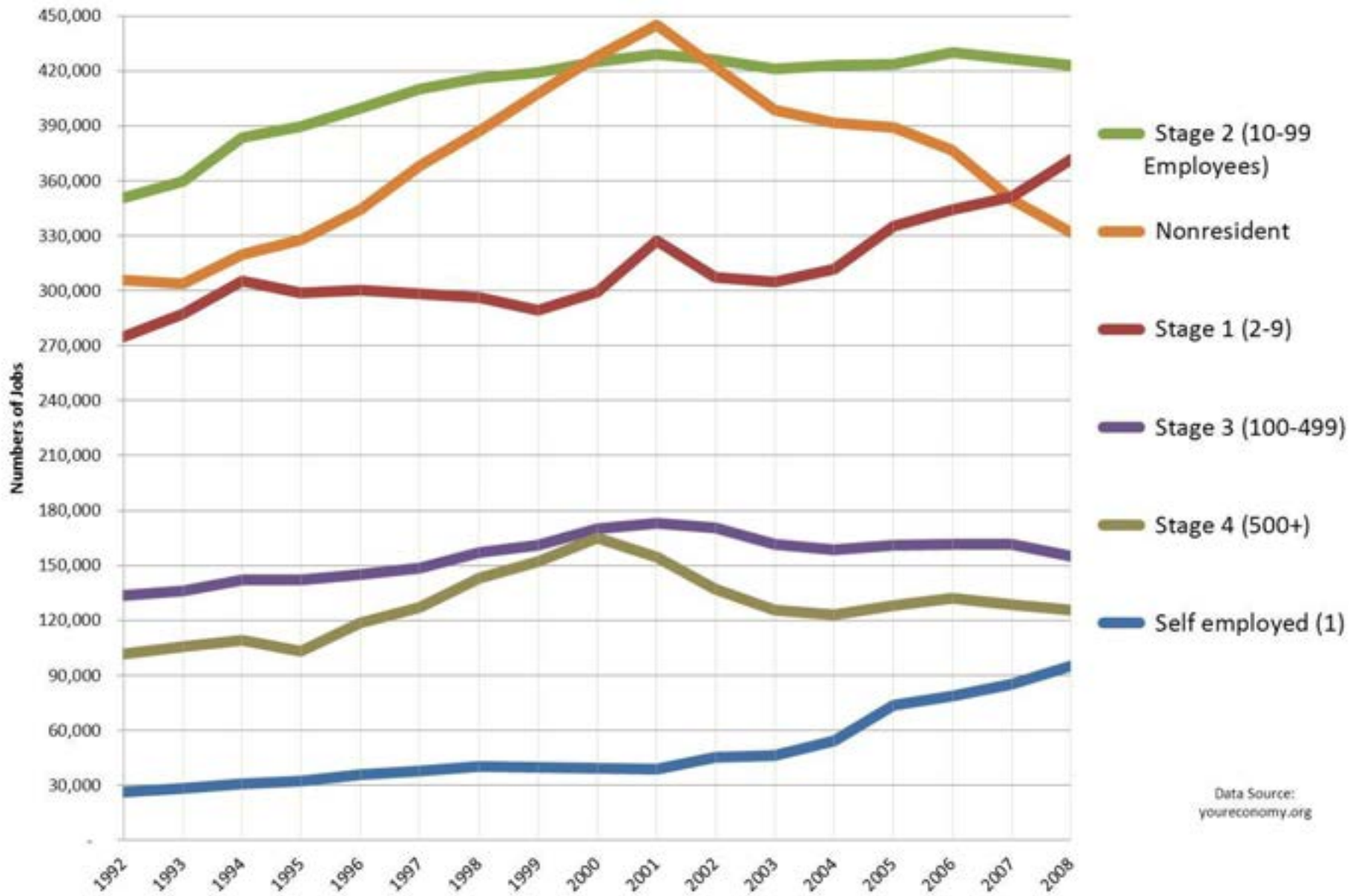
## Economic Gardening

### Why Stage Two Companies?

- Past Startup - Proven Model
- Better Paying Jobs
- Stable Jobs



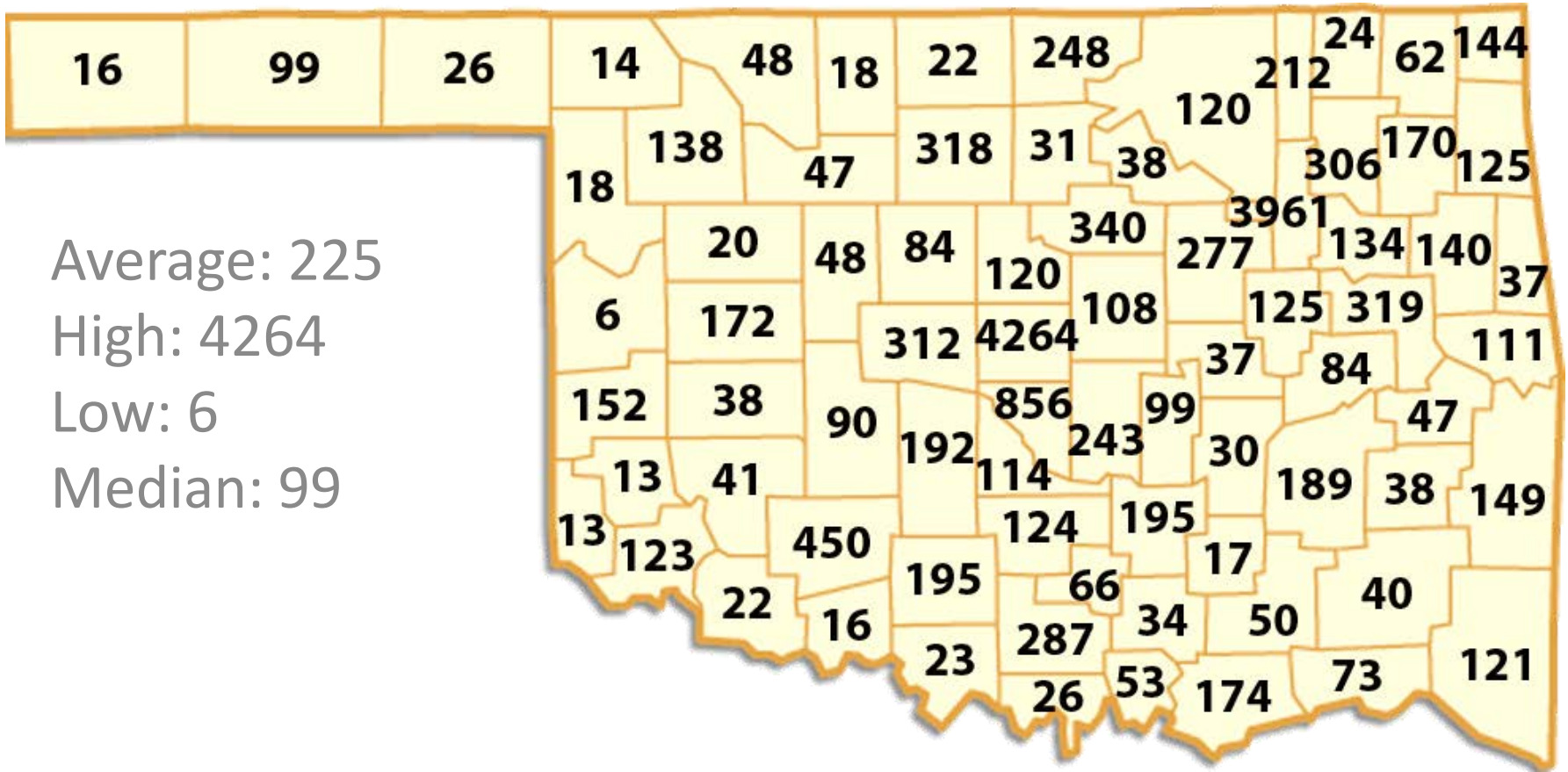
## Number of Jobs in Oklahoma by Type and Size of Firm 1992-2008



Data Source:  
youreconomy.org

# Oklahoma Stage 2 Companies by County

Information provided by [youreconomy.org](http://youreconomy.org)





# Economic Gardening

## So What Is It?

An Approach to Serving Stage Two Companies

- Expert Team Based
- Short Term Interactions
- Focused Upon Growth Strategies

## Key Deliverables

- Empowered Management Team
- Complex, Actionable Business Intelligence
- Sustainable Network Around Stage Two Businesses

# What Makes it Different?



- New Tools and Services
  - Information based services focused on **company strategy** and growth intention
- Repeated Engagements
  - Over the Life of Business
  - Ongoing Networks

# Strategic Business Issues

**Core Strategy**

**Business Model**

**Market Dynamics**

**Market Leads & Lists**

**Management Team**

Capital - referral

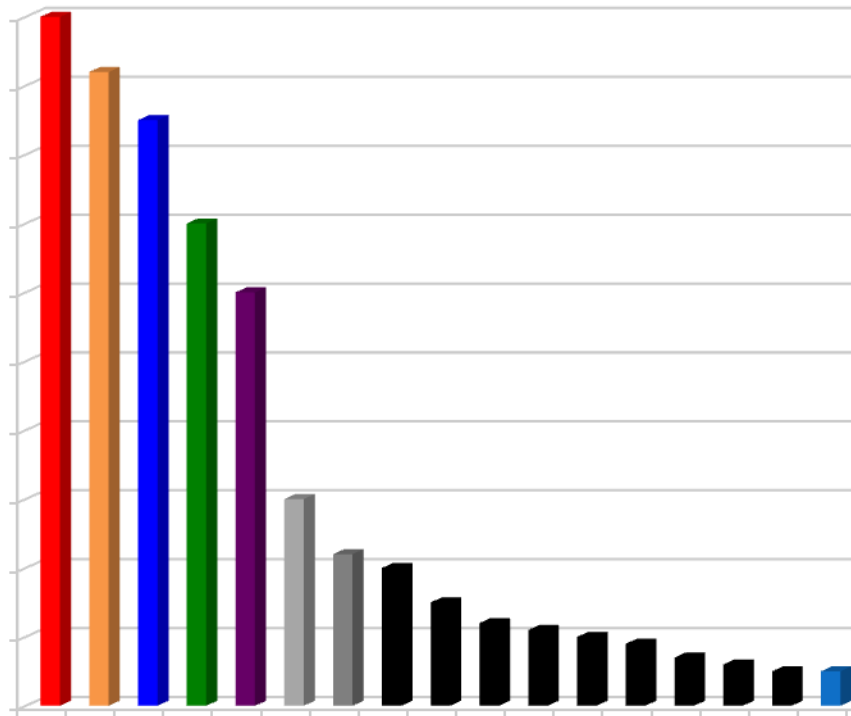
Labor – referral

Export assistance

Outsourcing

Cash Flow

Operations





# Strategic Research Team **Concept**



- Virtual delivery
- Team of specialists
- Strategic analysis
- Typical engagement
  - 35 hours per company



## Economic Gardening

# Economic Gardening is Not For Every Business

**Business owners must:**

Meet Eligibility

Want to Participate

*Dialogue*

*Software*

Want to Act

Understand the scope of services

*What will be provided*

*What will not be provided*



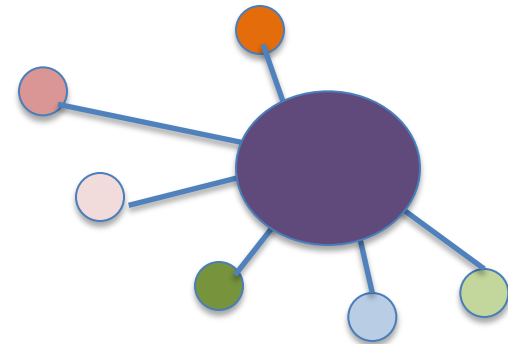


# Economic Gardening

## Models and Best Practices

### Hub and Spoke Model

- Hub Shares Costs to Serve
- Develops Marketing
- Coordinates
  - Roundtables
  - Forums



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