Small Business Start-up/ Entrepreneurial Aid Plan

Spring 2016 • Sustainable Working Landscapes Initiative
Dr. Michael Edmondson • Professor • Department of Internship Services

Augustana College
639 38th Street
Rock Island, IL 61201
Acknowledgements

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The Sustainable Working Landscapes Initiative (SWLI)

The concept of the Upper Mississippi Center for Sustainable Communities (UMC) came from exploratory meetings with more than 125 on and off-campus community stakeholders between January and August of 2013. The need was clear: our area’s urban and rural communities have identified many environmental and economic sustainability issues and do not have the staff, expertise, time or funding to address them. The vision of the UMC was to mobilize Augustana’s faculty and students to help communities solve the social, economic, and environmental challenges facing the rural and urban landscapes of the Upper Mississippi region by integrating the study of these current, local issues into coursework taught on campus. After two pilot years, the UMC implemented a unique collaborative learning model named the Sustainable Working Landscapes Initiative.

The Sustainable Working Landscapes Initiative is modeled after the Sustainable Cities Year Program at the University of Oregon. Augustana College is the only exclusively undergraduate institution in the country to adapt this highly successful program to a residential liberal arts setting. The model creates a full one-year partnership between Augustana and a city/county partner, matching existing courses from multiple departments and other learning experiences (independent study, senior inquiry, internships) with community-identified and driven sustainability problems. The SWLI also helps cities and counties achieve their economic, social, and environmental sustainability goals while working with limited resources.

The Sustainable Working Landscapes Initiative represents a paradigm shift for service learning experiences in higher education. Instead of asking groups and communities to participate in initiatives that originate in academia, the UMC asks communities to identify their most pressing social, economic, and sustainability challenges. It then provides these groups and communities with the human and academic resources of Augustana College faculty and students to help them address the challenges. This is not a one-time group of volunteers. SWLI student and faculty participants commit to supplying three, 10 week terms of sustained research, study and work in the classroom and in the field. The UMC is establishing enduring relationships between Augustana and these constituents so they can continue to work together to find creative solutions, test and evaluate their effectiveness, and try again as challenges and problems change.

The Mississippi River city of Clinton, Iowa (pop. 26,473) was chosen as Augustana’s 2015-16 SWLI partner. Students and faculty are collaborating with Clinton officials and
community stakeholders to complete 15 community-identified projects. Throughout the year, these projects are being worked on by 150 students in 15 courses in the humanities, social, and natural sciences. Because these projects are community-driven priorities, the fresh ideas, designs and products students generate address critical but unmet needs and have real-world impact.

**Project Description**

This project plans to address how the City of Clinton can assist small or start-up businesses. Clinton has wonderful potential for small businesses and start-ups and the entrepreneurial minded to pursue opportunities and business ventures. However, the city has struggled to not only encourage such ventures, but provided a platform to have low-risk opportunities to start a business. This plan would provide methodology, guidelines and offer direction on how the City and Chamber of Commerce can better utilize this information.
### Lawyers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>Ms. Sue Herbert</td>
<td>118 E. 2nd St., Clinton IA (319) 342-4766, <a href="http://www.sueherbertlaw.com">http://www.sueherbertlaw.com</a></td>
</tr>
<tr>
<td>Frey, Hauck &amp; Curran P.C.</td>
<td>428 N. 2nd St., Clinton IA (319) 342-1891, <a href="http://www.fhclinton.com">http://www.fhclinton.com</a></td>
</tr>
<tr>
<td>David M. Miles</td>
<td>120 5th Ave. S., Clinton IA (319) 342-1130, <a href="http://www.dtmiles.com">http://www.dtmiles.com</a></td>
</tr>
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### Resources

The following list of resources highlights local insurance agents, lawyers, accountants, and other service providers that can help businesses in Clinton, Iowa. Use any resource that provides the type of service you need.

#### Insurance

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Farmers Insurance</td>
<td>241 4th Ave. S., Clinton IA (319) 342-7777, <a href="http://www.farmers.com">http://www.farmers.com</a></td>
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### State for Business Owners and Entrepreneurs in Clinton, Iowa

- **Brochure:** [Get brochure](http://www.claytoncounty.org)
- **Website:** [Clinton Area Chamber of Commerce](http://www.claytoncounty.org)
- **Service Directory:** [Service Directory](http://www.claytoncounty.org)
- **Business Grants:** [Business Grants](http://www.claytoncounty.org)
- **Networking:** [Networking](http://www.claytoncounty.org)
- **Event Calendar:** [Event Calendar](http://www.claytoncounty.org)

For more resources, visit [Clayton County Chamber of Commerce](http://www.claytoncounty.org).
The Entrepreneur's Checklist

1. What production methods will you use?
2. Who will be your customers?
3. How many customers do you have?
4. What fields or equipment will you need?
5. What will you use to transport your products?
6. How are your competitors?
7. How will your business work?
8. Where will your business be located, do you need to buy or rent space, or can you work from home?
9. Will you be employees?
10. Will you need to hire staff?

The Marketing Plan

The economy of Doral is a service-providing industrial manufacturing town with issues that represent the challenges faced by many small businesses in the United States. Doral is the economic hub of the Miami metropolitan area, with a population of over 100,000 people. Doral maintains a strong economy based on the growth of service industries such as finance, insurance, and real estate. Doral is a thriving community with a lot to offer businesses. A part of the Doral Business Association is the Doral Business Association (DBA), which promotes the interests of local businesses and provides support and resources to entrepreneurs.

In addition to a comprehensive resource list, we have compiled a variety of different resources, guides, and web tools that can help you choose the location that best suits your business needs. Whether you're a start-up or an established business, we can help you find the right Fit for your needs.
Online businesses are great for expanding companies and starting new. The online business models can take many forms, where you need to remember to take whatever business up to, will be long and hard way to success the world of business.

Demographics for Clinton, Texas, Regulations and Insurance

1. Population
   - 2016: 24,295 (px: 1,216)
   - 2015: 24,301
   - 2014: 24,307
2. Businesses
   - Total: 4,103 (px: 1,041)
   - Women-Owned: 821 (px: 1,041)
3. Economy
   - In 2014, the median household income, percent of population aged 16 years
   - Total accommodation and food services (px: 1,216)
   - Total manufacturing (px: 1,216)
   - Total wholesale trade (px: 1,216)
4. Taxes
   - Median household income
   - Person in poverty (percent)