Upstate Entrepreneur Ecosystem

2020 WORKSHOP IIA

THURSDAY, JUNE 25, 2020

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Ogletree Deakins
trehel corporation

the better building experience
Why?

To increase the Ecosystem’s
- ability &
- capacity

To Help

Entrepreneurs be more
- successful
- faster
Who?

Anyone or any entity that supports entrepreneurship & the many different types of entrepreneurs
Today’s Activities: Awareness

- Learn
- Connect
- Empower

people + culture = everything
TRUST

The Entrepreneurial Ecosystem Playbook, Draft 2.0, 2018, The Kauffman Foundation.
## 2020 Workshops

<table>
<thead>
<tr>
<th>Quarter 2</th>
<th>Quarter 3</th>
<th>Quarter 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Audits and Support During Covid-19</td>
<td>TBD + Global Entrepreneurship Week</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**July 22, 11am-12noon**

Financial Statement Preparedness
Announcements

- Events on TATT Website – send your events to jallen@tenatthetop.org
- “Where to go for help” resource videos
- Survey for all ecosystem partners
- Vision for Entrepreneurship in Upstate
September 15-16, 2020  Virtual

Delegation from Your Community

Email or see Erin if you want to go
eouzts@tenatthetop.org
Global Entrepreneurship Week
November 16-22, 2020
Connect – Post in Chat

Your name

Your organization

What could your business owners do, right now, to build a more resilient business?
COVID-19 – Return to Work Issues (Part I)

Presented by

S. Michael Nail
New Federal Laws

- Families First Coronavirus Response Act (FFCRA)
  - EPSL
  - E-FMLA

- CARES Act
  - PPP
  - Unemployment
What’s Next in SC

- Workers’ compensation presumption law
- Possible liability protections
Best Practices – How to Keep Employees Safe and Applicable Guidelines

- List not comprehensive
  - Follow all applicable safety guidelines of state and local health department, OSHA, and the CDC. This includes providing PPE, regularly cleaning and disinfecting workplaces, and appropriately distancing employees to limit exposure;
  - Encourage employees to report health and safety concerns;
  - When conducting health screenings, temperature checks, and/or other testing such as viral testing, antibody testing, or oxygen testing, ensuring compliance with social distancing requirements, confidentiality with regard to any records created, and the mandates of applicable privacy laws (note that restrictions on permissible testing exist in some jurisdictions);
  - Documenting steps taken after an employee reports a positive and/or presumptive COVID-19 diagnosis and complying with all state guidelines and CDC recommendations on quarantine timeframes and return-to-work parameters;
  - Staying abreast of new state and federal laws and all applicable guidelines.
Best Practices – How to Keep Employees Safe and Applicable Guidelines

- Next Time (in July meeting)…
  - What happens if an employee gets sick?
Relevant Ogletree Resources

- Flat fee menu of template documents and surveys
- FFCRA compliance documents
- Ogletree Coronavirus resource center for clients/public
  - FAQs
  - Articles
  - Podcasts
Other Resources

- DOL Website
- IRS Guidance
- OSHA Guidance
- U.S. Department of Treasury Guidance
  - Sample of CDC Guidelines
Thank you!

Presented by

S. Michael Nail
Main Street is a program of the National Main Street Center, working to revitalize older and historic commercial districts to build vibrant neighborhoods and thriving economies.

Main Street America: Celebrating 40 years

Main Street SC: Began in 80’s

Main Street Laurens: Began 1991
Digital Audit

The project is supported by a grant from the Grills Fund for Main Street Revitalization administered by the National Main Street Center.
Digital Audit

• What tools are our small businesses using to reach their customers?

• Are they utilizing/analyzing Google analytics?

• What is their biggest need?

• How can Main Street Laurens help?
Digital Audit

Business Collateral - The Dessert

We all like dessert, but let's face it, we don't all need it. The same can be said for business collateral. Learn what works best.

Your Brand - The Seasoning

Just like salt and pepper or a little dash of garlic, your brand adds flavor. It goes on everything and is unique to the business.
Measured Results

• When the project is completed, we will have metrics to show how beneficial this was to our businesses and what growth they experience.

• We’ll be able to bring in additional partners

• Make sure our entrepreneurs get started, or pivot to, using these tools to grow their businesses and be prepared for the next slow down with in-person shopping.
Plan to “Rally Around Small Business”

- **Support** – Mobilize for financial assistance
- **Strengthen** – Implement a Partner Program
- **Engage** – Encourage local businesses & residents to “Think Local”
Support – Mobilize for financial assistance

“We Need Customers”
Communication is Key
Support – Mobilize for financial assistance

Let’s Ramp it Up!
Share! Share! Share!

Laurens County Chamber of Commerce
“Partner Program”
Evaluate - Educate - Motivate
Current Platforms
Future Platforms
Local Business Buzz

Get outside of your comfort zone!
Getting the Message Out

Engage the Cheerleaders!
Utilize Your Resources

Welcome the Help!
Questions??

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Amanda Munyan  
President & CEO  
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Staying Connected

- Send your events to Justine: jallen@tenatthetop.org

- Upstate Entrepreneur Ecosystem Slack Channel

  *Upstate Entrepreneur Ecosystem:*
Thank You!

ADDITIONAL QUESTIONS & DISCUSSION