



Shade Winery - Elderberries and grapes

Appalachian Center for Economic Networks
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The Economic Case for Incubation

ACEnet's Role

The Appalachian Center for Economic Networks is a regional entrepreneurship and economic development organization located in Athens, Ohio.

ACEnet builds the capacity of communities to network, work together and innovate to create a dynamic, sustainable regional economy with opportunities for all.

Incubator Questions

What is an incubator?

A set of support systems and resources that support business from start up to expansion.

- *Business counseling*
- *Facilities*
- *Equipment*
- *Mentors*
- *Networks*
- *Access to markets*
- *Financing*

Incubator Questions

What is the need and demand for businesses?
Is there support from leadership and the consumer market?

Between the lines...

What value would your incubator offer and have businesses expressed an interest in PAYING to utilize one?

What type of products or services are in demand?
Political, public, and business support?

Favorable Trends

- Buy Local, Buy Fresh ---- Branding
- Local is the new organic
- Exponential growth of farmers markets
- Celebrating Rural –Regional Flavor
- Country is re-examining our values
- Foodies and ‘locavores’ spread the word
- \$\$\$ for infrastructure on the way -- USDA





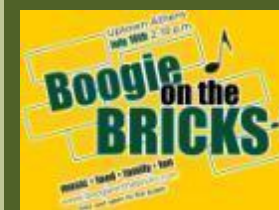
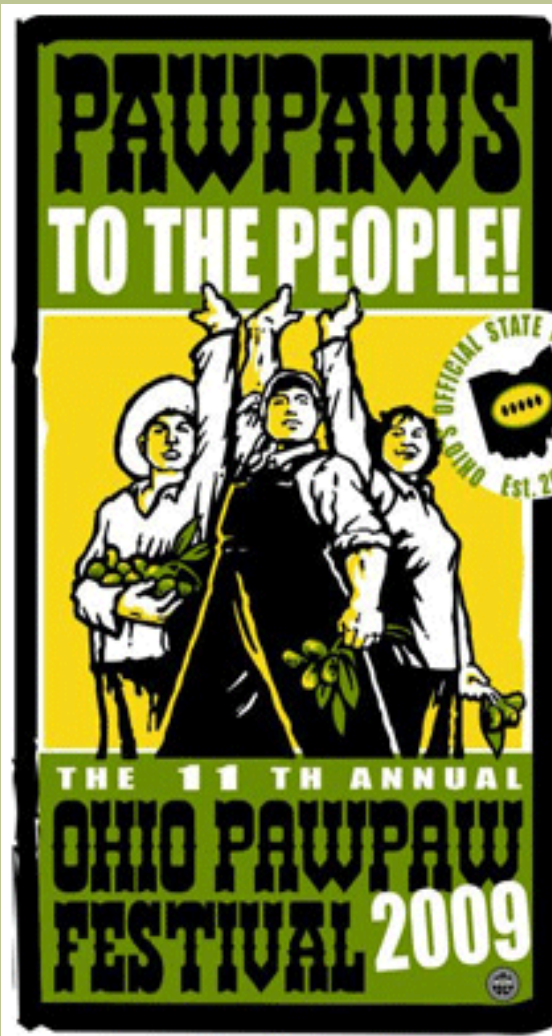
AFM Committed Customers

Over 37 years of growth, easily impacts \$1m in annual local food sales



Locavore's of all ages

are happy buying local at the markets, restaurants, retailers, festivals



Ohio Brew Week Festival
 JULY 12-18, 2009
 ATHENS, OHIO



Civic Investment & Engagement

Culinary tourism, regional flavor enterprises promotes sales & new customers



Representative Debbie Phillips (left)



Athens Mayor Paul Wiehl



OU Executive Chef & Senator
Jimmy Stewart

Champions & Leaders

Our elected officials & agencies support local food systems

Dairy Evangelist Warren Taylor of Snowville Creamery



Bill Dix and Stacy Hall

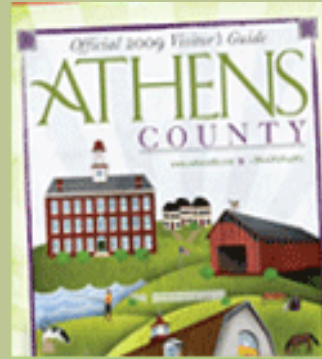
Dairy farm owners

How they are pushing boundaries:

Dix and Hall use sustainable management methods for their pasture-based herd. They provide Snowville Creamery with fresh milk that is pasteurized at the lowest legal temperature and not homogenized.

Leadership on the Move

Entrepreneurs state our case for policy changes



Leadership on the Move

Consumers shift their purchasing power & influence policy

Incubator Questions

Are you going to target a specific business sector or group of sectors or is the target market more general?

Between the lines...

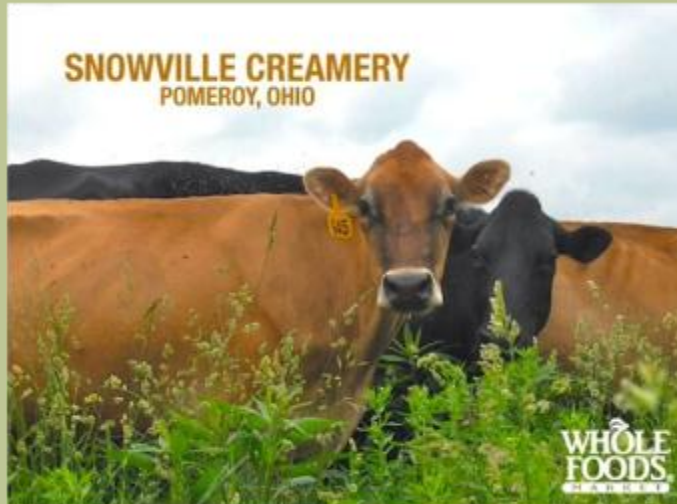
What unique expertise, equipment, facilities, etc can you offer that they don't already have access to?



Farm Innovators organics, direct marketing, csa's, staple food crops, paw paws, goat cheese, "same day" dairy procss, value-adding



Food Ventures Entrepreneurs:
specialty food products, restaurant signature product lines, bakeries, cafes



Snowville Creamery

Significant private investment and job creation – in Ohio expanding to DC



Frog Ranch Foods

Markets to most major chains --- growing since 1994





Integration Acres

Food from the forest innovator , expanding & diversifying on farm processing



Ancient Roots

Herbal beverages and teas from our fields and forests



Milo's Whole World Gourmet

Reaching regional, national & international markets



Shag Bark Seed & Mill:

Staple crops grown by local farmers---grains, legumes & seed—processed at ACEnet



Worker-owned Restaurant Corp

Casa Nueva, Cantina & Manufacturing --- purchases \$800K local to regional



Village Bakery, Undercover Market

In 2008 purchases \$265,000 in local and sustainable food & gifts



PIZZA GOON



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Avalanche Pizza

Local always “a recipe for success”



awebeditor.com

Website Services

Does your business need a web presence?

\$250.00

The price above will give awebeditor.com the resources to work with you to create a basic home page-only site for your business that includes:

- Your Domain
- Customized Design
- Basic Search Engine Optimization (SEO)

If you want your customers to find you easily, an online source of information about your business is vital in today's competitive markets.

Contact Ms. Steinberg today to get your business online!

Current Project

Sand Ridge Bed and Breakfast



Every Small Business Deserves an Affordable Custom Website

awebeditor.com Provides:

For Your Website:

- Design
- Development
- Site Rebuilds

For Web Marketing:

- eNewsletter Campaigns
- Content Management
- Search Engine Optimization

The websites created by awebeditor.com are pleasing to the eye and for your visitors to find and use. Lisa Steinberg brings to you 20 years of communication experience as a business owner and website developer.

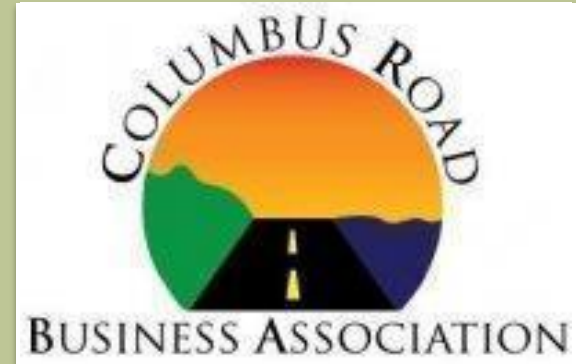


Resume: 

Ms. Steinberg, of



Focus on creative industries, art retail, food and farm sectors, wellness and services



Incubator facilities house coops, service providers, tech and retail entrepreneurs



Construction
Management
Carpentry

Roesweld

Home of Roepex Composite Pipe & Fittings

The banner features the Roesweld logo in a stylized red font with a swoosh underneath. Below the logo is the tagline "Home of Roepex Composite Pipe & Fittings". On the left and right sides of the banner are images of white composite pipes and brass fittings.

Incubator Questions

Where would you locate the incubator?

New location, existing site, or group of sites?

Between the lines...

The critical elements are largely not a structure but the networking and business development services.

Building A & B houses
over 33 tenants



Since 1991 ACEnet has operated 2 buildings of a mixed-use business incubator serving over 100 tenants in past 18 years

ACEnet Columbus Road Campus

First 2 business incubator buildings opened in 1991



- ✓ Local food hub opened in 1996, expanded in 1999
- ✓ Served over 250 tenants in past 14 years
- ✓ Over \$1.4 million investment

ACEnet Food Ventures Center

Food & farm tenants expanding into other ACEnet buildings in 2010



ACEnet completed renovation and took possession of property in 2006 (6 current tenants=135 jobs)

Nelsonville Business Incubator

Currently \$2.4m investment – new funding pending for renovation

Nelsonville: Arts Destination



Incubator Questions

Who will operate the incubator and provide the services?

Between the lines...

Rent collection? Touring? Business
counseling? Custodial?
Complaints? Media?

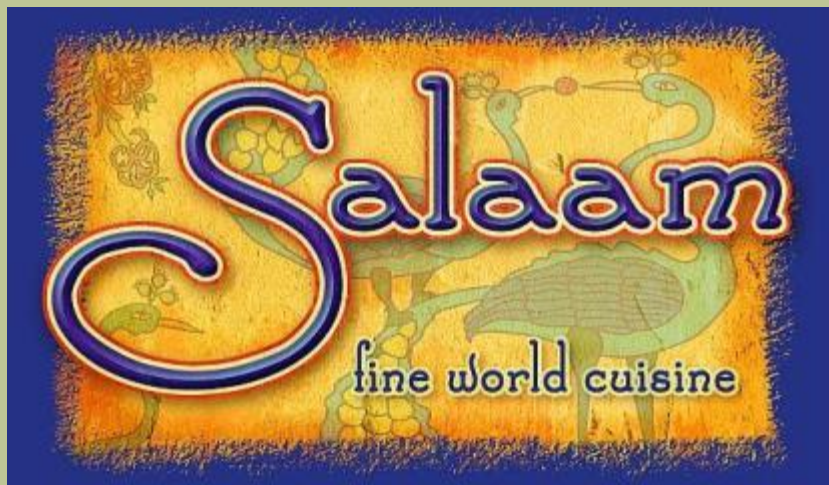
Incubator Questions

What services will you provide and who will provide them?

Between the lines...

Get very clear on expectations for you and the clients on this point.





Market Partners Buy Local

Strengthened with Branding

My Account | Wish List | Gift Registry SEARCH

art of ohio HOME DECOR ▾ ART ▾ GIFT SETS ▾ FASHION ▾ ABOUT US ARTISTS

quality regional goods for your home or office

home decor


art


gift sets


fashion


featured items


Stained Glass Heart Box
JM002 John Matz. Stained Glass Heart Box. \$62


Red, Pink and Clear Glass Bracelet
AB015 Amanda Buchanan. Red, Pink and Clear Glass Bracelet. \$100



Athens Kroger Entry Display

Carries over 90 local food lines, gift baskets at holidays



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Networking & Planning

To expand economic impact great & small: policy councils, non-profit collaborations





EBT -- Farmers Markets

Healthy food access and extra dollars in the farmers' pockets

Incubator Questions

Is this incubator model sustainable
or can be in the very near future?

Between the lines...

Who loves to write grants???????

Get an anchor tenant or tenants if possible.

Take the advice you give to your businesses.

Incubator Questions

Who are your competitors and partners?

Between the lines...

Understand your competitors both for profit, public, and nonprofit.

Why recreate the wheel if you can partner.



Athens Farmers Market

Creates community cohesion & pride---all incomes shop at the market



2009 Garden Crusader
Ronda Clark



CFI Donation Station
Keith Petersen

Social Entrepreneurs

Amplify the economic impact – Community Food Initiatives



Chesterhill Produce Auction

Outlet for over 40 farmers, generated more market partners for local food



Ohio University Chefs Buying Local

Chesterhill Market Partner

Ohio University chef buying local for Baker University Center & dining halls

Featured Industries

“ Our specialty food incubator has created or expanded 200 small businesses with annual sales totaling \$25 million. ”

Angie Cantrell, President and CEO
Appalachian Center for
Economic Networks (ACENet)



Specialty Foods

We Love Local

Those of us who already live here believe Athens County is a Garden of Eden, capable of supplying any tasty treat we desire. We even market regionally based on this principle via the [Food We Love](#) campaign.

But we know not everyone can make it to our year-round, rated top ten in the nation [Athens Farmers Market](#), so we're working to bring our specialty foods and agriculture to the outside world.

Related Business Remixed Blog Posts



My children really can't comprehend that in the late 80s and early 90s Ohio University students—journalism majors like myself included—did not... [Read More](#)

Athens Economic Development Council
Features Local Food Entrepreneurs --- targeted sector in Athens County

ACEnet Strategies

- 1. Training & technical assistance**
- 2. Business facilities & infrastructure development**
- 3. Access to capital services, partnerships & referrals**
- 4. Capacity building through product innovation, branding & adoption of technology**

Appalachia Ohio

Key Ingredients

1. Food & Farm Entrepreneurs
2. **Infrastructure:** farmland, processing facilities, public & farmers markets, produce auctions, produce terminals, distribution hubs, co-packers
3. **Local & Independent Retail:** market partners, value chains
4. **Engaged Consumers:** locavore movement
5. **Civic Investment/Community Pride**
6. **Leaders & Champions:** elected officials, policy councils
7. **Policy Commitment & Change:** regulatory and development strategies at appropriate scale
8. **Network Weaving & Collaboration**



Want to hear more? Or come visit?
Call ACEnet 740-592-3854