From Pork To Pollinators

How Michigan’s Municipalities Can & Should Overhaul Economic Development
Why Economic Development Matters

• Jobs

• Income & Wealth

• Public Sector
Today’s Economic Development

“Incentive competition is on the rise. It is costly, generally inefficient, and often ineffective for winning regions.”

- Ann Markusen & Katherine Ness
Circus Time in Sarasota, FL
An Alternative Approach
Four Alternative Rules for Local Prosperity

(1) Maximize local ownership.

(2) Maximize local self-reliance.

(3) Spread models of TBL success.

(4) Create entrepreneurial ecosystem.
Rule #1
Maximize Local Ownership

Breakdown of Retail & Restaurant Spending
In British Columbia (2013)

Independents: 2.6 Times Greater Local Spending

Chains: Local Spending Only
## The Jobs Verdict

<table>
<thead>
<tr>
<th>Study</th>
<th>$ Circulated Locally: Local vs. Nonlocal Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin (2002)</td>
<td>3.5</td>
</tr>
<tr>
<td>Maine (2003)</td>
<td>5.0</td>
</tr>
<tr>
<td>Chicago (2004)</td>
<td>1.6</td>
</tr>
<tr>
<td>Toledo (2004)</td>
<td>4.0</td>
</tr>
<tr>
<td>Iowa (2006)</td>
<td>1.6 (Jobs)</td>
</tr>
<tr>
<td>San Francisco (2007)</td>
<td>1.4-1.7</td>
</tr>
<tr>
<td>Phoenix (2007)</td>
<td>2.9</td>
</tr>
<tr>
<td>Grand Rapids (2008)</td>
<td>1.6</td>
</tr>
<tr>
<td>New Orleans (2009)</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td><strong>2.6</strong></td>
</tr>
</tbody>
</table>
More Small Firms Means More Jobs

Cities relying on only a few large firms for employment experienced slower subsequent job growth than cities with an abundance of small firms.
“My results...provide evidence that local entrepreneurship matters for local economic performance... I find that the percent of employment provided by resident, or locally-owned, business establishments has a significant positive effect on county income and employment growth and a significant and negative effect on poverty in the all counties and non-metro counties sampled.”
Other Reasons Ownership Matters

- Tourism
- Entrepreneurship
- Public Health
- Political Participation
Rule #2: Maximize Local Self-Reliance
The Zingerman’s Story
Zingerman's Coffee Company
you really can
taste the difference.
Zingerman's Roadhouse
really good American food
ZingTrain

SHARING ZINGERMANN'S UNIQUE APPROACH TO BUSINESS

SEMINARS | BOOKS & DVDs | CUSTOM TRAINING

FEATURED SEMINAR!

zingerman's marketing “secrets”

Zingerman's is known for a colorful, bold, engaging Look & Feel that is carried through print media, in-store signage and displays, online merchandising, social media and more. Our marketing specialists share what Zingerman's has done on a relatively small budget, and how you can adapt our approach and tools to work for your business.

REGISTER

UPCOMING SEMINARS & SERVSAFE TRAINING

May 7-8
The Zingerman's Experience

May 14-15
Fun, Flavorful Finance

May 21-22
The Art of Giving Great Service

June 4-5
Leading with Zing!

July 10
Customer Service Express Workshop

VIEW MORE...
Rule #3:
Spread Triple-Bottom-Line Business
How B Corps Boost Prosperity

• Consumer Spending

• Greater Business Spending

• Reduced Resource Use
Rule #4:
Create an Entrepreneurial Ecosystem
# The 6 P’s of an Entrepreneurial Ecosystem

<table>
<thead>
<tr>
<th>Planning</th>
<th>Plug the leaks &amp; boost the business.</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Support entrepreneurs.</td>
</tr>
<tr>
<td>Partners</td>
<td>Compete through collaboration.</td>
</tr>
<tr>
<td>Purse</td>
<td>Harness savings locally.</td>
</tr>
<tr>
<td>Purchasing</td>
<td>Spearhead “Local First” campaigns.</td>
</tr>
<tr>
<td>Policymaking</td>
<td>Remove anti-local biases.</td>
</tr>
</tbody>
</table>
Instinctive Response of Local Economic Developers
The Better Alternative: Pollinator Businesses
## Examples of Pollinators

<table>
<thead>
<tr>
<th>Category</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Plug the leaks &amp; boost the business.</td>
</tr>
<tr>
<td>People</td>
<td>Support entrepreneurs.</td>
</tr>
<tr>
<td>Partners</td>
<td>Compete through collaboration.</td>
</tr>
<tr>
<td>Purse</td>
<td>Harness savings locally.</td>
</tr>
<tr>
<td>Purchasing</td>
<td>Spearhead “Local First” campaigns.</td>
</tr>
<tr>
<td>Policymaking</td>
<td>Remove anti-local biases.</td>
</tr>
</tbody>
</table>
Planning Pollinators

Business Retooling

MAIN STREET GENOME
Purchasing Pollinators

Debit Cards
Purchasing Pollinators

Loyalty Cards
People Pollinators

Makers Spaces
People Pollinators

Acceleration
Partnership Pollinators

Business Alliance
Partnership Pollinators

Joint Purchasing
Partnership Pollinators

Joint Delivery
Purse Pollinators

Local Banking

Localty.ca

Maureen Cureton
Green Business Manager, Vancity
Purse Pollinators

Local Stock
Purse Pollinators

Local Investment Funds
Purse Pollinators

Loyalty as Collateral
Low-Cost Policies That Support Pollinators

• No Giveaways

• Bank Local

• Procure Local

• Securities Listing
Low-Cost Policies That Support Pollinators

- No Giveaways
- Bank Local
- Procure Local
- Securities Listing
Low-Cost Policies That Support Pollinators

• No Giveaways

• Bank Local

• **Procure Local**

• Securities Listing
Low-Cost Policies That Support Pollinators

• No Giveaways
• Bank Local
• Procure Local
• Securities Listing
focus
Lessons in Leverage
For More Information

Michael H. Shuman
2203 Quinton Rd
Silver Spring, MD 20910
United States

---------------
01-202-669-1220
shuman@igc.org
www.michaelhshuman.com
@smallmart