

# LAUNCH BOX 2015 WORK PROGRAM

## 4<sup>th</sup> Quarter/Year End Report

Activity	2015 Goals	4 <sup>th</sup> Quarter 2015	2015 Total YTD
<b>Entrepreneurial Assistance</b>			
- Increase Membership at Launch Box CoWorking (Year End 2014 Membership 130)	3%	-4.7% (a)	28%
- Average 4.5 unique member visits per day	4.5	5.5 (b)	5.5
- 200 unduplicated entrepreneurs/small businesses will to access technical assistance through Gateway.	200	20	139
- Establish and manage the Launch Box Growth Accelerator program.	2 cohorts	(c)	1
- Measure the impact of Launch Box Coworking through a survey of all members.	Annual	(d)	Completed
<b>Entrepreneurial Culture</b>			
- Fast Pitch Business Competition – promote submissions by City entrepreneurs.	15	August 19 <sup>th</sup> (e)	Completed
- Award Mayor’s Entrepreneurial Award to the top City of Racine business participating in Fast Pitch.	1	1 (e)	Completed
- Host an annual member meeting for Launch Box Coworking.	1	Completed	Completed
- Professional Development Events – a key component to enhancing the entrepreneurial environment is networking and collaboration events.	12	3 (f)	22
- Promotion of Entrepreneurial Initiatives/activities in the media.	4	(g)	12
- Gateway will work to gain insight into best practices for fostering entrepreneurial growth within our community, by adding partners.	Annual	Completed (h)	Completed

(a) There was a 4.7% decrease between the 3<sup>rd</sup> and 4<sup>th</sup> quarters and a 28% increase in members since year end 2014. In total there are 181 Business Members. 18 Members returned their key fobs during the 4<sup>th</sup> quarter.

(b) This is based on usage over 7 days per week including holidays.

(c) The first Launch Box Growth Accelerator cohort began on March 5<sup>th</sup> and ended with the Super Send Off event on June 4<sup>th</sup>. A total of 6 teams were selected, 3 from the City of Racine.

Unfortunately, the U.S. Small Business Administration (SBA) did not approve funding for a second cohort in Spring 2016. Staff is currently investigating other funding options.

- (d) A survey of all members was completed in September. 187 members received the survey with 96 total responses returned. The results of the survey are attached as Exhibit A.
- (e) The 4<sup>th</sup> Annual FastPitch was held on August 19<sup>th</sup>. 48 entrepreneurs registered with 37 entrepreneurs participating, 12 from the City of Racine. The winner was Gary Krause from EKG Concepts, LLC. The City of Racine Mayor's Entrepreneurial Award was presented to Matt Chamberlain of STIK 2 Freight Systems.
- (f) 3 events were hosted and/or presented at by Gateway (The SBA InnovateHER competition and Fridays with TED (2)).
- (g) Postings will occur at least weekly on Launch Box social media (LinkedIn, Twitter & Facebook). Larger media stories will occur quarterly. The 2<sup>nd</sup> Annual GrowthWheel seminar was held on June 23<sup>rd</sup> at the SC Johnson iMET Center.
- (h) The 2<sup>nd</sup> Annual GrowthWheel<sup>®</sup> Seminar was held on June 23<sup>rd</sup> at the SC Johnson iMET Center.