8/18/15
City Council Meeting

Handouts received after agenda posted

Ref SS-1

YOUNG ENTREPRENEURS *Academy*

FOR COMMUNITY VOLUNTEERS WHO MEAN BUSINESS

The Young Entrepreneurs Academy (YEA!) is a groundbreaking and exciting afterschool program that transforms local middle and high school students into real, confident entrepreneurs. Through the year-long program, students in grades 6-12 generate business ideas, conduct market research, write business plans, pitch to a panel of investors, and launch their very own real companies.

The Academy also provides local community members with a variety of opportunities to volunteer and get involved. From exciting business guest lecturers and dynamic field trips to innovative companies, to passionate business mentors and investor panelists, there are countless ways to help these local students launch their own enterprises and become impassioned local leaders.

YEA! was developed in 2004 at the University of Rochester with support from the Kauffman Foundation. Today, the Academy is a proud national partner of the United States Chamber of Commerce and can be found in communities nationwide.

TOGETHER, WE CAN MAKE A DIFFERENCE.

The Art of the Start
ENGAGEMENT OPPORTUNITIES

FOR COMMUNITY VOLUNTEERS WHO MEAN BUSINESS

YOUNG ENTREPRENEURS Academy

INVESTOR PANELISTS
A prestigious seat to hold, local Investor Panelists evaluate, judge, and provide start-up capital to the real student businesses at the exciting Investor Panel Event! The panel will allocate funding to various business concepts based on the quality of their pitch and presentation.

BUSINESS MENTORS
Mentors work one-on-one with student businesses to assist in the creation of their business plans. In a 90-minute session for seven weeks, mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations.

THE CEO ROUNDTABLE
The CEO Roundtable is an exciting event that features 3-5 local CEOs discussing their roles, companies, backgrounds, and offer helpful business and networking advice to the students.

ELEVATOR PITCHES
Acting as a local Pitch Expert, this community member literally rides in an elevator with the students, providing them with an opportunity to practice and perfect their all-important Elevator Pitches before their Trade Show and Investor Panel events.

GRAPHIC DESIGNERS
Graphic Designers work one-on-one with individual student businesses to produce logos and print material for the new enterprises, including business cards, brochures, letterhead, and more. Working remotely, Graphic Designers invest approximately 5-10 hours in helping a new student business secure a professional and winning look and feel.

WEB DEVELOPERS
Web Developers have the opportunity to create a new, exciting online presence for a student business start-up that promotes the company well. Each developer invests about 10-20 hours including an in-class visit with the student business.

THE MEDIA MEET & GREET
This exciting event includes local reporters, anchors, producers, editors, and communications professionals who come in and speak with students about the power of the press, how to get stories covered, interviewing tips, and so much more!

Passionate about fitness and fighting childhood obesity, Elishia Ortiz launched Young & Fit Forever through the Academy. The educational excercise company produced, marketed, and sold professional DVDs featuring exercise videos and healthy eating recipes for kids. As a high school student, Elishia turned a profit while also fighting for a cause.

Guest Speaker
ENGAGEMENT OPPORTUNITIES

FOR COMMUNITY VOLUNTEERS
WHO MEAN BUSINESS

YOUNG ENTREPRENEURS Academy

Guest Speaking opportunities provide a great way for local, passionate professionals to share their specialized knowledge with local middle and high school students in the Young Entrepreneurs Academy class. A one-time 60-90 minute commitment, donating your time to help aspiring entrepreneurs launch their dreams will have a lasting impact on your community.

ACCOUNTANT SPEAKER
Accountant Guest Speakers come into the class to speak with students about budgeting, financing, and taxes while also touching on the role of an accountant and what small businesses owner should know about accounting services.

ATTORNEY SPEAKER
Attorney Guest Speakers introduce students to legal business structures, intellectual property, patent & trademarks, and how the law and court systems interact with small businesses.

E-COMMERCE SPEAKER
E-Commerce Guest Speakers teach students about the great opportunities of conducting online business and explain the pros and cons of e-commerce and why it so important to small businesses in today's economy.

INSURANCE SPEAKER
Insurance Guest Speakers speak with students in the class about the specific business insurance needs of the various student enterprises and discuss the risks different businesses face, how insurance works, and how small businesses benefit from the insurance industry.

NICHE MARKETING SPEAKER
Marketing Guest Speakers help students to understand what a niche market is and explain the pros and cons of operating within a niche market through their own personal experiences and work.

DESIGNATION & AWARDS SPEAKER
Awards Guest Speakers tell students how applying for, being nominated for, and receiving special awards can have a positive impact on a company's culture, customer base, and marketing campaigns.

Additional Speaking Opportunities Continued...

Eric Meyer launched Spotlight Video Productions through the Academy and transformed his passion for filmmaking into a business that generated tens of thousands of dollars in revenue. As a sophomore in high school, Eric's company was producing wedding videos, corporate productions, and even traveling around the world to produce resort promotional videos.

Guest Speaker
ENGAGEMENT OPPORTUNITIES

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TAXES & BUSINESS SPEAKER
Tax Guest Speakers use their expertise and personal experiences to tell students what small businesses need to know about taxes, sales taxes, filing options, and the role of state and federal taxes on local enterprises.

SOCIAL ENTREPRENEUR SPEAKER
Social Entrepreneurship Guest Speakers tell students about the importance of social entrepreneurship, the business behind non-profits, and the vital role that non-profit organizations play in a local community.

BANKING PARTNER & SPEAKER
The Academy's local Banking Partner gets involved directly with new student enterprises, provides free checking accounts to each business, and comes into the class to speak about the role of banking and business loans in small business.

GOVERNMENT RESOURCE SPEAKER
Government Resource Guest Speakers typically include a Mayor, County Executive, or Economic Development leader to speak with students about the role that local municipalities can play in creating a friendly business environment and incentives for local companies.

SALES SPEAKER
Sales Guest Speakers speak to students about how to effectively sell their products or services to customers and draw on their own experiences to explain the basics of successful sales pitches, how to interact best with customers, and what students should prepare for their Trade Show Event.

American Free Enterprise. Dream Big.

U.S. CHAMBER OF COMMERCE FOUNDATION

DID YOU KNOW?

The U.S. Chamber of Commerce and Campaign for Free Enterprise is a National Sponsor & Partner of the Young Entrepreneurs Academy and is helping to spread the spirit of enterprise through America's next generation of business leaders. Today, the Academy is growing nationwide.

Business Field Trip
ENGAGEMENT OPPORTUNITIES

FOR COMMUNITY VOLUNTEERS
WHO MEAN BUSINESS

YOUNG ENTREPRENEURS Academy

COOL BUSINESS FIELD TRIP
The "Cool" Business Field Trip is designed to get students excited about the promise of enterprise and features a hip and fun local company that is visually appealing with a dynamic speaker. If your company is all about fun, this is a wonderful community engagement opportunity for you.

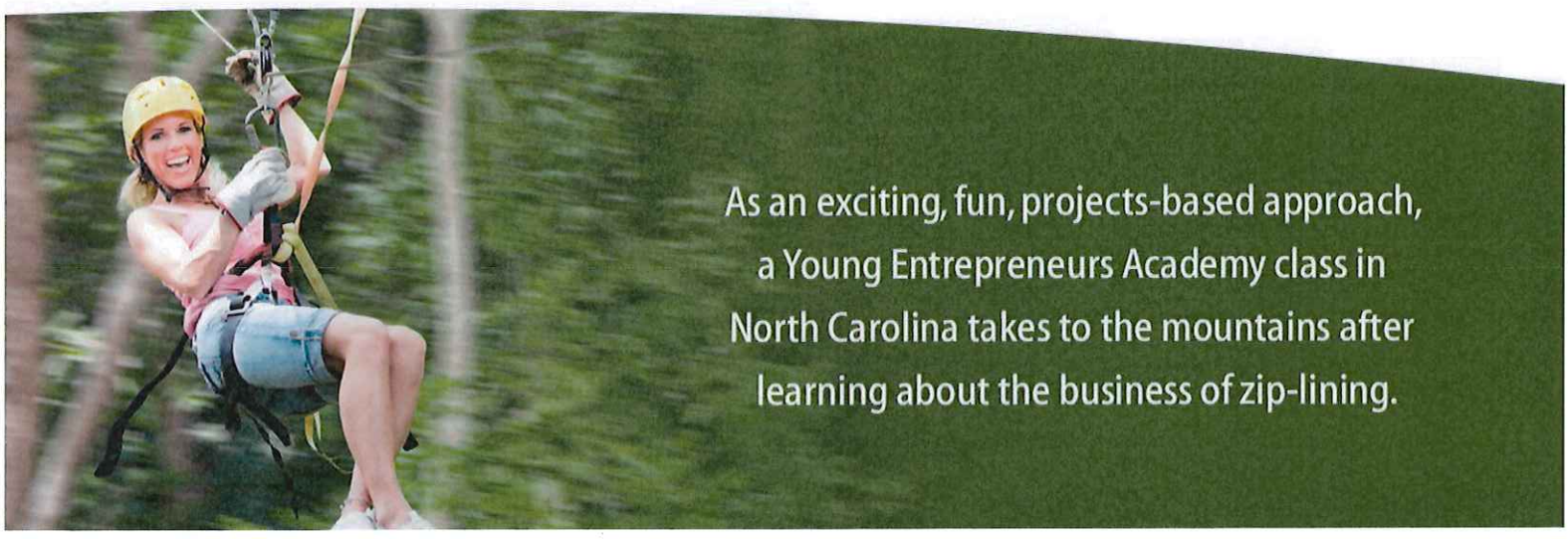
PROFESSIONAL STYLE FIELD TRIP
An exciting and fun trip leading up to the Investor Panel Event where students will pitch their plans for funding, this *Extreme Makeover* trip exposes students to the business aspect of a salon as well as the importance of dressing for success and presenting oneself in a professional manner.

ADVERTISING/MARKETING FIELD TRIP
An important part of any enterprise, this visit teaches students about various advertising, marketing, and public relations strategies that are vital to small business success. The students will learn how to enhance their company's brand while attracting more customers and generating more sales.

FRANCHISING FIELD TRIP
The Franchising Field Trip helps students understand the real possibility of creating a quality branded enterprise that is replicable to serve more customers in more locations across the country and/or world. This is a great opportunity for students to learn the importance of this unique type of business operations and structure.

BUSINESS OF SPORTS FIELD TRIP
A field trip to a dynamic local sports stadium or place of recreation provides a fun way for students to learn the business and operations behind these popular local companies. Through the trip, students will discover the behind-the-scenes approach to fun and games!

COUNTY CLERK'S OFFICE FIELD TRIP
A momentous day when the students file their businesses legally as local DBAs, the County Clerk Field Trip helps students understand how government and legal structures impact local commerce.



As an exciting, fun, projects-based approach, a Young Entrepreneurs Academy class in North Carolina takes to the mountains after learning about the business of zip-lining.

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Thank you for taking the time to learn about the Young Entrepreneurs Academy and how local community members like you are making a life changing impact on the lives of local students while developing the local economy!

We would love to speak with you further about current opportunities for you to get involved. For additional information, please contact our corporate offices:

(585) 272-3535
info@yeausa.org
www.yeausa.org

TOGETHER, WE CAN MAKE A DIFFERENCE.

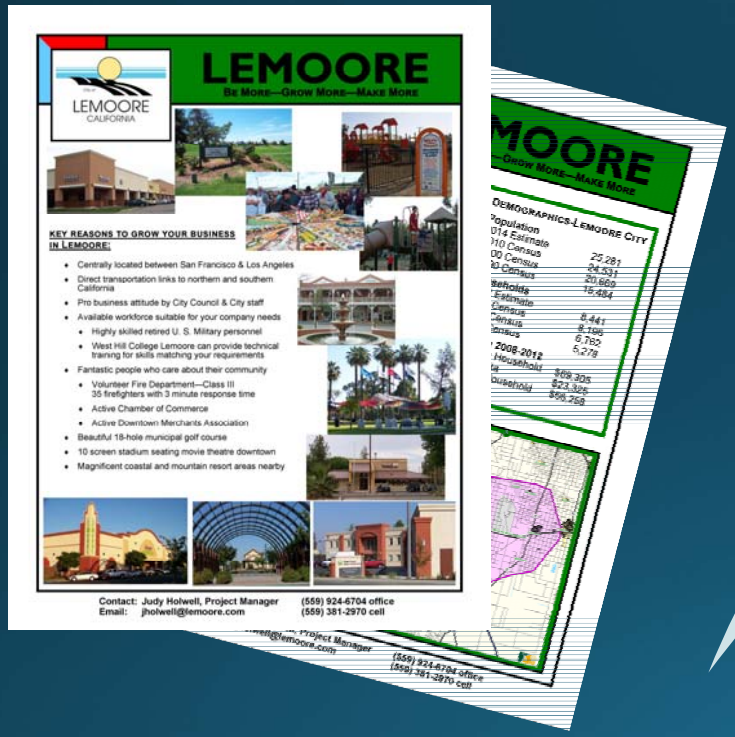
City of Lemoore

Economic Development Update

August 18, 2015

City of Lemoore

Economic Development Update



Brand & market to developers and retailers

Pursuing business/business friendly environment

Capitalizing on community growth

Continue to brand the City of Lemoore as a great place to do business

City of Lemoore

Economic Development Update

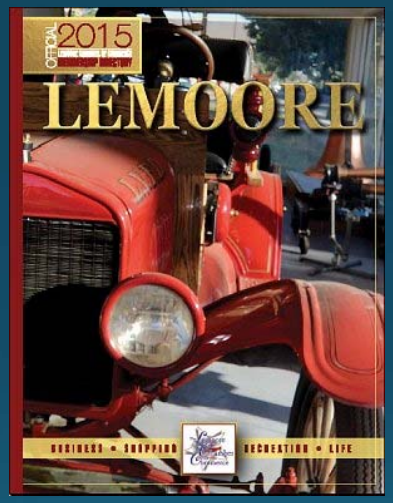
- ✓ Retail
- ✓ Commercial
- ✓ Residential
- ✓ Industrial

City of Lemoore

Economic Development Update

City of Lemoore

Economic Development Update



City of Lemoore

Economic Development Update

Market Lemoore as the place to do business in the Central Valley.

Continue to identify retail, commercial, industrial and housing developers.

2016 & beyond

Continue to conduct site tours with developers and retailers.

Build upon the relationships established over the past year.

WWW.THECRISCOMCOMPANY.COM