



WEDN 2021 Conference

Cori Lindsay

Caswell County, NC

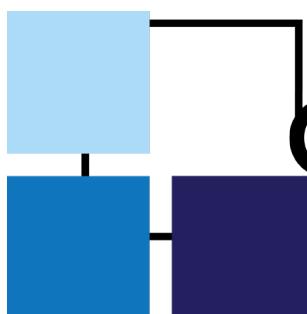
Economic Development Director

Economic Development Finance Professional (EDFP) Certification Program™

NDC's Economic Development Finance Professional (EDFP) Certification Program™ is a rigorous, four-course training series that explores the skills essential for the successful practice of economic development – business credit and real estate finance analysis techniques, loan packaging procedures, negotiating and problem solving skills, and deal structuring techniques. Individuals who successfully complete the four courses and pass the examinations in each class are awarded certification as an EDFP.



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CoSquare

Connect Collaborate COWORK





Caswell County, NC

Increase Support for Entrepreneurs and Small Businesses



Strategy 1: Entrepreneurship Training



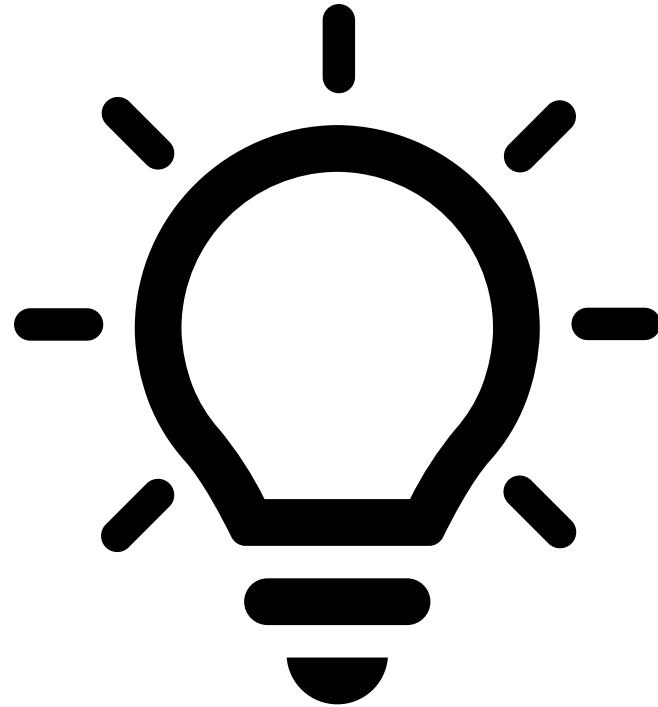
Strategy 2: Explore a mixed use incubator facility



Strategy 3: Explore an agriculture related enterprise center

Idea

- ▶ Site Visit with mesur.io
- ▶ mesur.io had just finished Techstars accelerator program
- ▶ Develop a partnership to create an entrepreneurship enterprise center

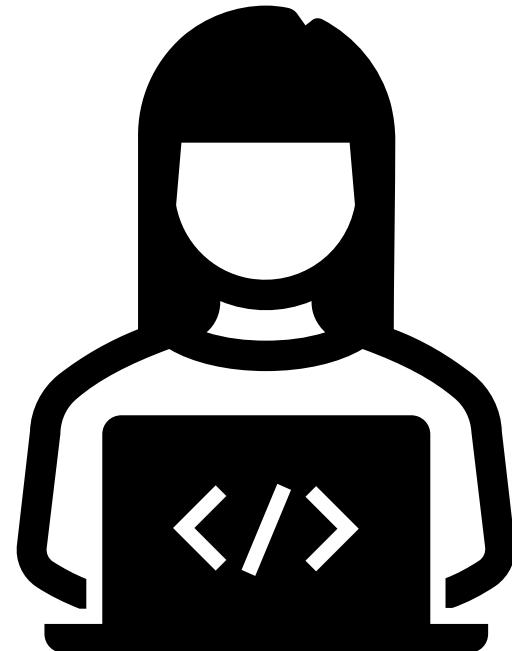


Research

- ▶ Tours
- ▶ Searches and Reports

Conclusions:

- ▶ Coworking
- ▶ 1 GIG of Internet Access
- ▶ Equitable Access
- ▶ Professional Environment



Funding

Purchase and Renovations \$1.3 m

Caswell County - Owner of the Project

Town of Yanceyville

NC Commerce Building Reuse Grant

Golden Leaf Foundation

Danville Regional Foundation

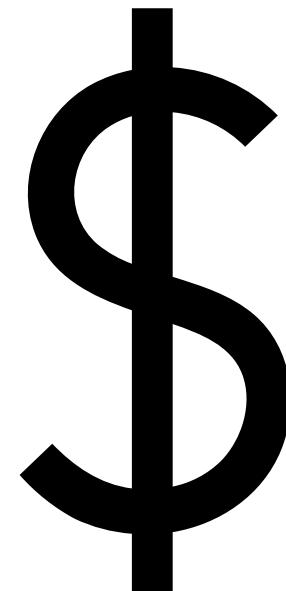
Fidelity Bank

Operations

Caswell County

Town of Yanceyville

Danville Regional Foundation



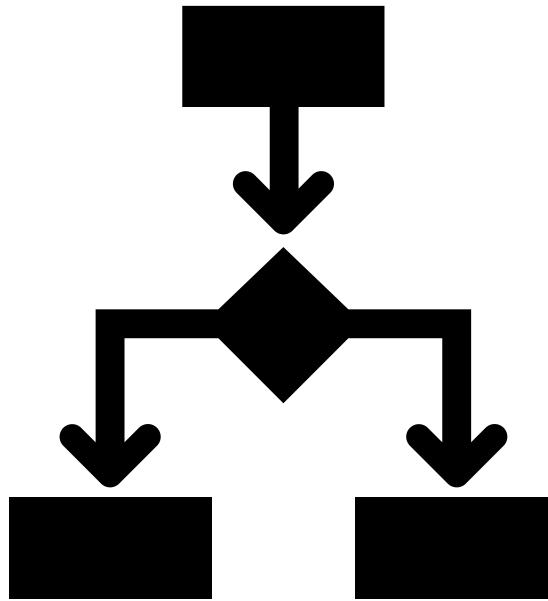
Construction

- ▶ 10 Month Build Out
- ▶ Delays Due to COVID 19



Operations

- ▶ Affiliate of Raleigh Founded
- ▶ Econ Dev Office manages
- ▶ Developed Membership Rates
- ▶ Subscribed to Coworks, mgmt. app
- ▶ Policies and Procedures for Membership and Space Use
- ▶ Positive Revenue at 60% capacity of our Suites and 12 Coworking Members



Operations

- ▶ 9000 sf
- ▶ 12 Office Suites
- ▶ Shared Coworking Area
- ▶ 3 Conference Rooms
- ▶ Kitchen, Business Center and Restrooms
- ▶ 24/7 Access
- ▶ 1 GIG of Internet Service
- ▶ Affiliate program



Operations

Three Membership Levels

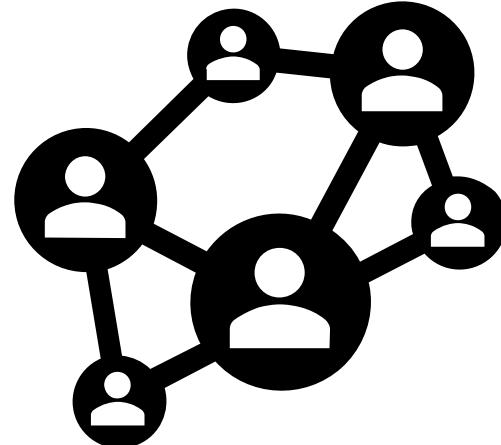
- ▶ Coworking \$50/month
- ▶ Dedicated Desk \$150/month
- ▶ Suite Varies

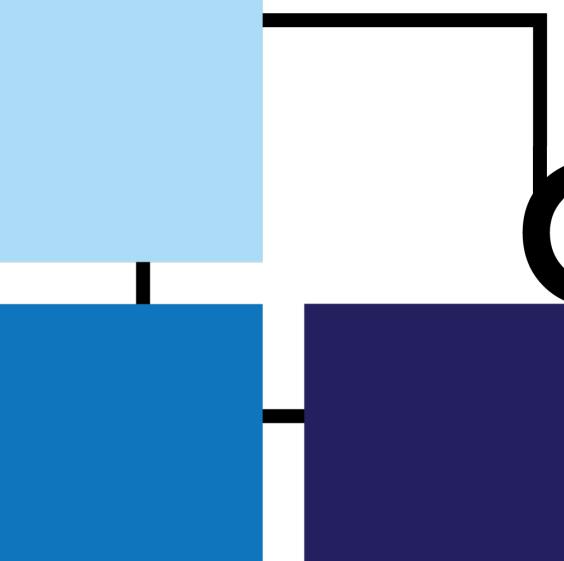
Community Philosophy:

- ▶ Equitably ENGAGE all types of entrepreneurs.
- ▶ Help entrepreneurs ACCESS all resources available for their business.
- ▶ SUPPORT entrepreneurs in their business ventures.
- ▶ ENERGIZE entrepreneurs to reach their definition of business success.

We will do this through:

- ▶ Presence, Programs, and Partnerships





CoSquare

Connect Collaborate COWORK

December 2020

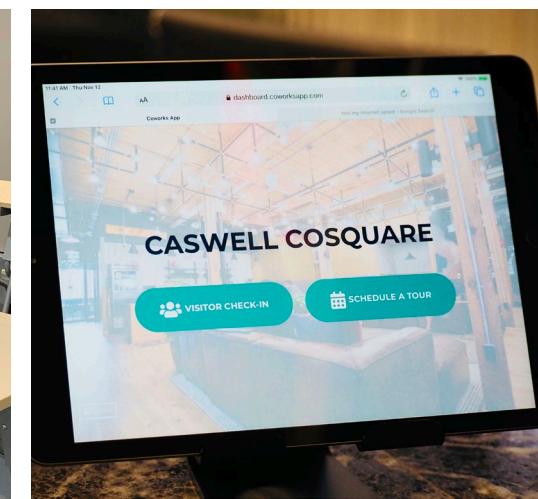
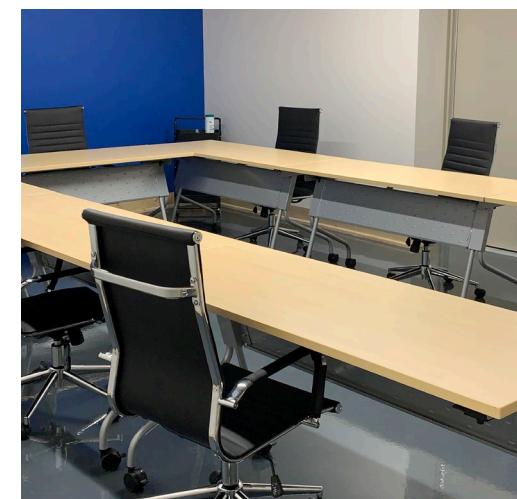
- ▶ Gaining 2-3 members a week
- ▶ Two Suites leased
- ▶ Trending toward Dedicated Desk Usage
- ▶ Begin Full Programming (hopefully) in the Fall

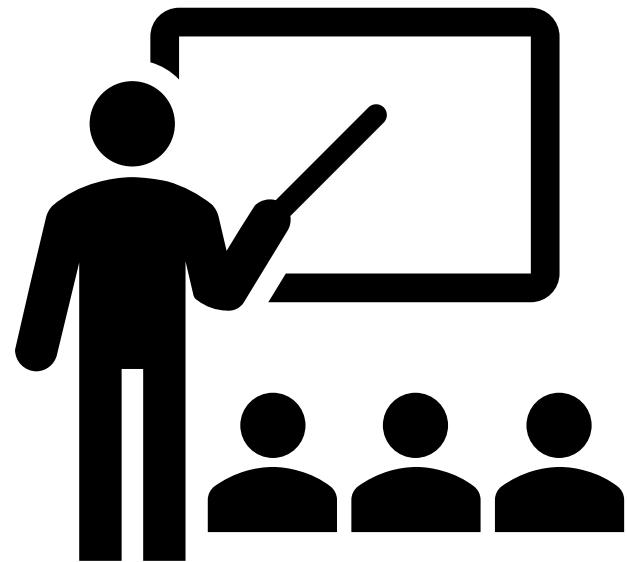


=Yes=

We're

Open!





Create Buy-in and Excitement



PARTNERSHIPS



Develop Multi-Solution Project

Entrepreneurship Ecosystem
Infrastructure
Internet Access
Downtown Catalyst Project



Leadership Support and Philosophy Shift

[Video](#)



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