

The background of the slide features a large, faint watermark of the Rutgers University seal, which is a circular emblem with a sunburst design and the text "RUTGERS UNIVERSITY" around the perimeter.

RUTGERS

Rutgers Business School
Newark and New Brunswick

Tampa Bay Regional Planning Council “Urban Focused Six Pillar Work”

**Economic Development, Entrepreneurship,
Quality of Life and Quality of Place**

**Lyneir Richardson, Executive Director
Center for Urban Entrepreneurship &
Economic Development**

THE MEANS, THE WILL AND THE PROMISE

- Cultivate entrepreneurial thinking, foster economic development and illuminate profitable business investment and social venture opportunities in distressed areas of urban communities
- Make the connection between entrepreneurship and urban community revitalization
- Work with students, entrepreneurs, community developers and government officials to create tools and apply research to build thriving urban economies

Mission

- World-class research-driven, teaching, and practitioner-oriented
- Entrepreneurship and economic development program that transforms economies
- Create wealth and jobs in distressed areas of urban communities

C4I Model

- **Comprehensive** – research, education and community initiatives
- **Collaborative** – across sectors and organizations
- **Capital** – leverages all forms of capital
- **Champion** – at least one
- **Impactful** – measureable community economic impact

CUEED Activities

Education

- Courses:
 - Urban Entrepreneurship & Economic Development
 - Social Entrepreneurship
- Student Consulting Projects
- Education Programs:
 - MBA Concentration
 - Undergraduate (Minor/Concentration)

Research

- Local Projects
- Regional Research
- Academic Papers & Conferences
- Fellows Programs

Economic Development Initiatives

- Entrepreneurship Pioneers Initiative
- Media and Arts Business Hub
- Craft Entrepreneurs Online
- Minority Tech Start-up
- 30 Events Annually
- Entrepreneurs In Residence

Research

- Growing intellectual network of distinguished faculty, researchers, practitioners and subject matter experts
- Focus on issues impacting urban entrepreneurship and economic development
- Research Areas Include: Entrepreneurship in Resource Constrained Environments, Role of Anchor Institutions, Social, Technology, International, Church, etc.

Capital, Policy and Innovation

- Provide research and expertise to elected officials, policymakers and economic development leaders
- Partner with federal, state and local officials to advance the urban business agenda, promote available resources and announce new programs
- Host over 30 symposiums, conferences and events annually for state and local officials to discuss strategies for urban innovation and inclusive economic growth
- White House Urban Entrepreneurship Summit

Award-Winning Empowerment

- Groundbreaking capacity building programs
- Entrepreneurs Pioneers Institute, a competitive nine-month program that has helped 180+ first generation business owners to create strategic growth plans and generate revenue and profit
- Newark Business Hub, elevates media, art and entertainment industry entrepreneurs by providing business education and support services and fostering professional networking with collaborators, sponsors and investors.

Urban Focused Six Pillar Work

- Foster Economic Development and Entrepreneurship (economic opportunity, prosperity, wealth and job creation)
- Achieve Quality of Life and Quality Place (safety and security, neighborhood liveability)
- Measure Impact in Distressed Urban Areas (score card looking at poverty rate reduction, unemployment rate decline, sales and property tax increases, etc.)

Tampa Bay Regional Planning Council Partnership

- CUEED at Rutgers Business School is seeking to partner with the Tampa Bay Regional Planning Council on Urban Focused Six Pillar Work
- Build upon our achievements, further our reach and deepen our mission to realize urban transformation goals
- Together we will work to obtain funding necessary to structure programs, initiatives, scholarly research projects and opportunities for students
- Immediately leverage the eight year track record to create wealth, jobs and economic impact (in distressed areas of the region)

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