



WEDN 2021 Conference

Cori Lindsay

Caswell County, NC

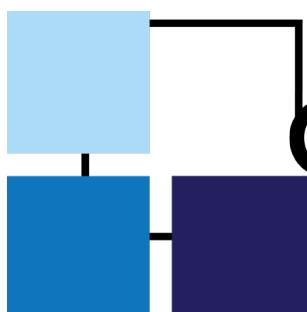
Economic Development Director

## 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.



# Cori Lindsay



CoSquare

Connect Collaborate COWORK





# Caswell County, NC

# Increase Support for Entrepreneurs and Small Businesses



Strategy 1: Entrepreneurship Training



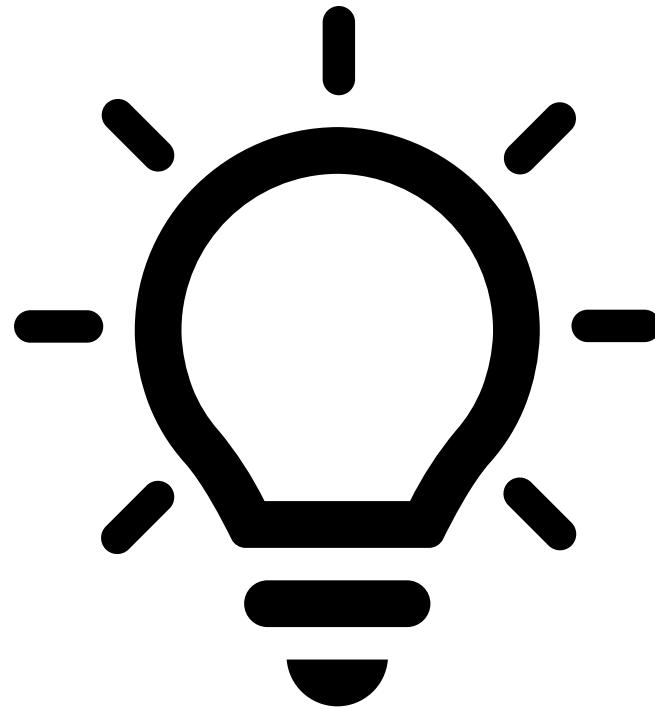
Strategy 2: Explore a mixed use incubator facility



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

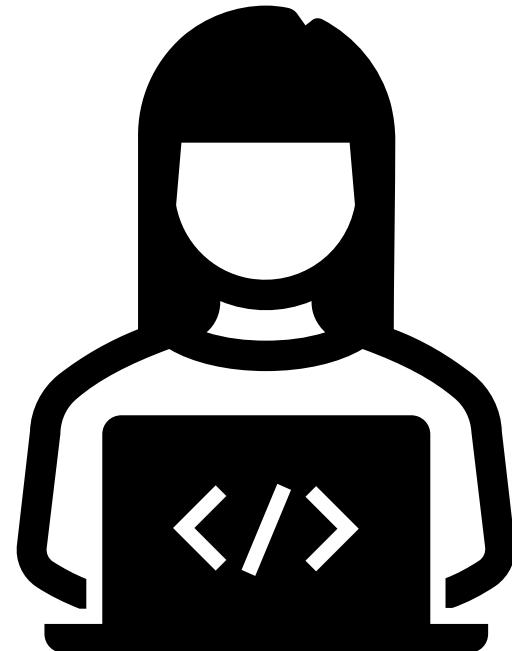


# Research

- ▶ 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

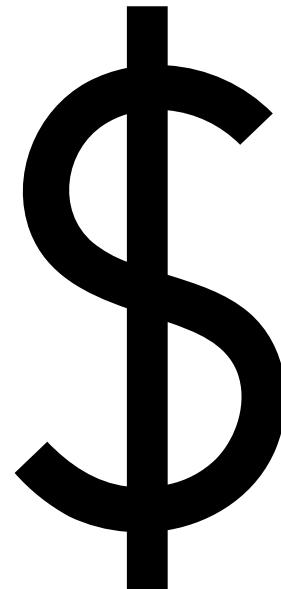
Fidelity Bank

## Operations

Caswell County

Town of Yanceyville

Danville Regional Foundation



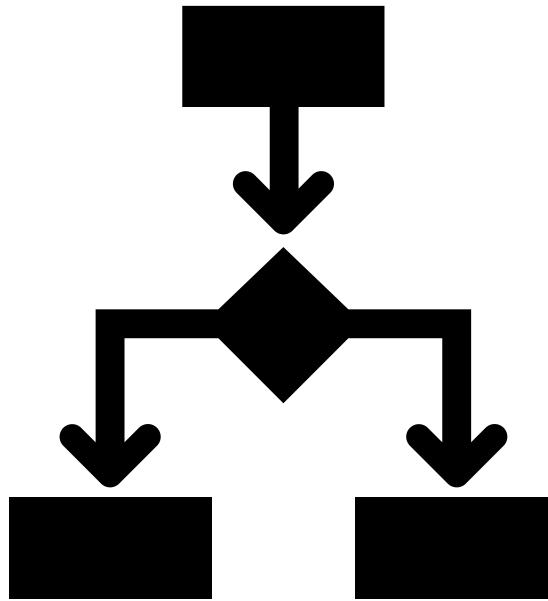
# Construction

- ▶ 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

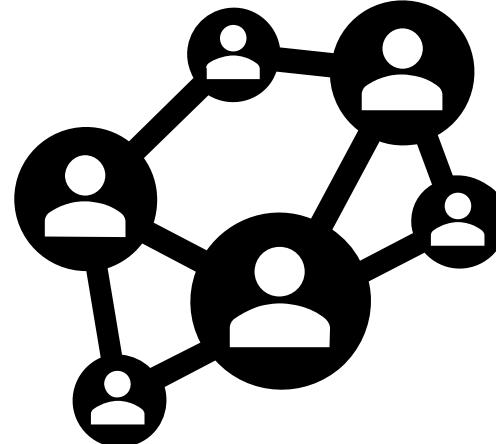
- ▶ Coworking \$50/month
- ▶ Dedicated Desk \$150/month
- ▶ Suite Varies

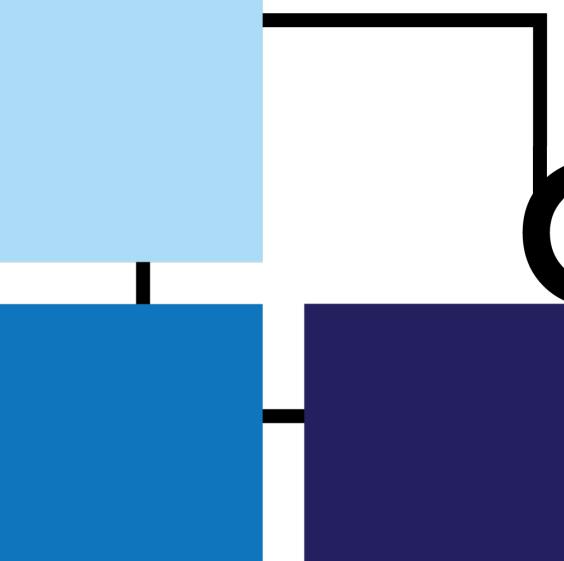
## Community Philosophy:

- ▶ 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





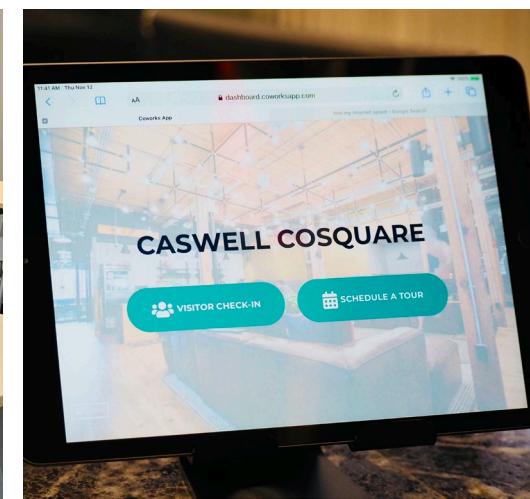
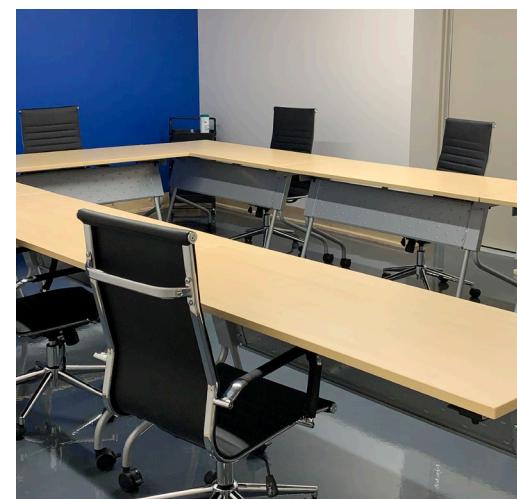
# CoSquare

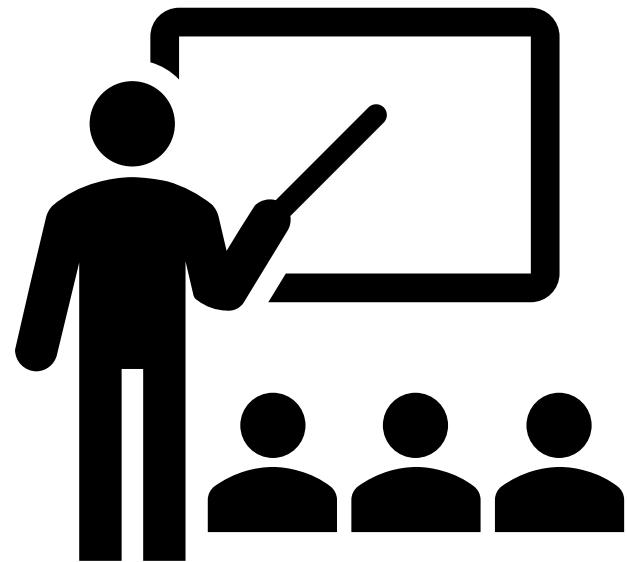
Connect Collaborate COWORK

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](#)



Cori Lindsay  
Caswell County  
Economic Development Director  
[clindsay@caswellcountync.gov](mailto:clindsay@caswellcountync.gov)