Economic growth depends on the continued success of local businesses

Once past the startup phase, transitioning a small business into a sustainable growth enterprise can be challenging. Whether confronting a growth plateau or deciding where to go next, risk and uncertainty are major variables CEOs of second-stage companies have to calculate.

Introducing the right high-impact information into those equations can help companies find the optimal strategic growth solution. By connecting executives of established businesses with individualized research teams and confidential peer learning opportunities, Economic Gardening helps growing businesses become long-term market movers.
Community impact
Since 2012, Economic Gardening has worked with nearly 100 businesses, creating or retaining more than 2,000 jobs in Hennepin County.

Case study: HED Cycling
A pioneer of solid disc bicycle wheels, Hed Cycling designs and manufactures high-end cycling equipment. Owner and co-founder Anne Hed had grown the company to 45 employees, generating more than $8 million in annual revenue. But, prior to entering the Economic Gardening program, Hed Cycling had hit a growth plateau.

Working with a personal research team through the Economic Gardening program, Hed refined her business model and marketing strategy and launched into a new growth phase.

“The research we got through Economic Gardening was invaluable. By learning more about our competitors, we were able to focus on what set us apart and what our most profitable services were. We refined our business model and are experiencing renewed growth and sustainable success.”
–Andrew Schmidt, Co-founder and CEO, Amek Home Remodeling (Pictured on front)

Who is eligible?
Private businesses in Hennepin County with 10-99 employees, $1 million to $50 million in annual revenue, and clear potential for continued growth

How does it work?
Hennepin County and our partners provide scholarships to fully cover the cost of participation in the Economic Gardening Program. Hennepin County leads coordination, along with Ramsey and Scott counties, of a regional Economic Gardening network.

Advanced business tools and techniques
Businesses participate in a nine month-long program with peer CEOs, including a customized business research project. The program provides practical tools and techniques to help businesses grow.

Learn more and apply
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