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ANNUAL
REPORT

*Martin County
Economic
Development
Authority*

www.MartinCountyEDA.org



MARTIN COUNTY EDA

The Martin County Economic Development Authority (MCEDA) partners with the Regional Center for Entrepreneurial Facilitation (RCEF) to provide one-on-one free and confidential business consulting, training, and mentorship to individuals, start-ups, and established businesses across many industries in Martin County through a business facilitation program called **IGNITE**. Our mission is to **Inspire Growth and Nurture Innovative Talent through Empowerment**. We have access to a large network of resources to connect entrepreneurs and business owners with the right people at the right time to move their project forward. MCEDA supports and assists the communities and townships in Martin County with their economic development efforts. We also engage in many entrepreneurial focused projects and events to bring value to the county.

Needs, Goals, & Business Assessments

Business Plan Writing/Development

Feasibility Studies

Sales & Marketing Plans

Market Research

Start-up & Expansion Assistance

Financial Analysis

Strategic Planning

Professional Management Advice

Community Development Support



2012 YEAR-END SUMMARY

Our key objectives are to start, stabilize, and grow businesses; retain and create jobs; increase tax revenues; and create a welcoming environment for innovation and economic development. In 2012, MCEDA successfully provided technical business assistance to 29 entrepreneurs and spent more than 380 hours in performing services. Adding to our notable highlights, we stabilized approximately two, expanded six, and facilitated the creation of three businesses. Most importantly, we served as a catalyst in retaining and creating approximately 68 jobs in Martin County, a moderate increase in the number of jobs created compared to 2011, demonstrating a stronger rural economy over the following year.

Utilizing the RCEF business model creates exceptional cost savings for Martin County. Year after year we are able to produce tremendous results off very little expenses. In fact, our operating expenses for 2012 were approximately \$38,700.

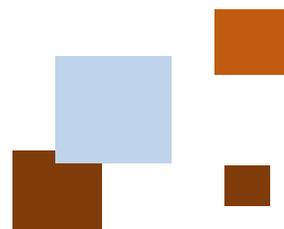
In an effort to help promote our services and involvement, we participated in several community development activities and events such as the Martin County Fair, Southern Minnesota Partnership for Regional Competitiveness, Area Career Exploration (ACE), Martin County Leadership Program (MCEDA provided scholarships for people to attend program); Fairmont Strategic Planning, and Bureau 14. Community visits that were started in 2011 were continued in 2012. MCEDA also succeeded in working with local legislators for continued funding for business and entrepreneurial services.

Also in efforts to create awareness and better serve our communities, we continue to host a talk radio program on the KSUM 1370AM radio station. The program is called “EDA Business Talk” and is aired twice a month on Monday’s from 4:45pm-5:00pm. The purpose of the program is to provide listeners with relevant business information and to discuss economic development topics. Some subjects covered include, interviews with EDA Board members, a banks perspective of our current economic landscape, spot light on current clients from around the county. In addition to launching the radio program, we have established a presence on LinkedIn and Facebook and have made several updates to our website—which is now mobile friendly—to better serve our clients.

We are tremendously pleased with our success. We continue to strengthen and grow our strategic partnerships to facilitate the success of our clients. Our Business Facilitators are continuously trained on the latest trends in business to ensure our clients are being served by the very best.

ACTIVITY & CLIENT RESULTS	2012
Entrepreneurs Consulted	29
Consulting Hours	380
New Businesses Created	3
Businesses Stabilized	2
Businesses Expanded	6
Jobs Created and/or Retained	41
Cost per Job	\$943.90
New Business Revenues	\$960,000

**The figures in this report are approximate.*



2012 YEAR-END SUMMARY

Projects started in 2012 and still in progress:

- County Branding Project , including mobile friendly website and Red information packets in every city office.
- Business Retention/Expansion Study.
- Vocational training needs for area businesses.

HIGHLIGHTS:

- Business Plan in a Day Workshop (April).
- Development of a mobile friendly website.
- Area Career Exploration Event (ACE).
- Martin County leadership Program (2011-2012) Sponsorship.
- Business Talk Radio program: On the first Monday of every month.
- Client Business Consultation Services.
- Member of Minnesota Association of County Economic Developers (MAPCED).

2012 HIGHLIGHTED SUCCESS STORIES

MY GUY INC.

Jon Walters and Tom Jansen, owners of My Guy Inc. in Sherburn, MN, came to IGNITE looking for assistance with streamlining their office procedures and processes. My Guy Inc., established in 2004, offers wholesale carwash supplies and equipment to a multi-state region. The company was growing, but the office needed organization to keep up with the growth. After the initial IGNITE consultation, goals were set to stabilize the business through organizing their office procedures; then work on building profit and increasing cash flow. Within a few months, My Guy owners and employees were able to organize their office and increase sales by 13%. Within a year cash flow problems were resolved, and they added two full-time employees. My Guy Inc. continues to increase sales and Jon Walters and Tom Jansen look forward to a bright future.

MID AMERICA DISTRIBUTING

Mid-America Distributing in Fairmont, MN is an agrichemical dealer covering Minnesota and Iowa, along with North & South Dakota. Their focus is on providing maximum service and savings to their customers – upper Midwest farmers. Mid-America provides both generic and name brand chemicals coupled with quality customer service and fast, direct-to-the-farm delivery.

Bruce Davison, one of three partners in the company, has been working with IGNITE on several projects. Bruce first contacted IGNITE to gain assistance with accounting and to get financials, inventory management, and accounts receivable in order. Bryan Stading and Jon Herzog helped Bruce achieve those goals, which in turn enabled Mid-America Distributing to access funding to help expand the business. The company's revenue doubled last year and they expect the same growth for next year.

In addition to being a dealer for other manufacturer's chemicals, Mid-America has been developing their own products. The IGNITE office has been assisting and guiding Mid-America through the process of filing for a patent on a new fertilizer.

Most recently IGNITE has been helping Mid-America assess the potential for international trade, as the company considers exporting their products to Russia.

“Bryan and Jon have continued to support us and our business. Their assistance has definitely contributed to where we are today compared to three years ago” states Bruce Davison. Mid-America continues to grow and expand, while knowing that the IGNITE office will be there to help them along the way.

2012 BOARD OF DIRECTORS & BUSINESS FACILITATORS

Board of Directors

The Martin County EDA Board of Directors all have unique backgrounds and contribute to the strategic direction of the organization in different ways. They oversee all the activities of the Martin County EDA and take an active role in economic development activities. The Martin County Board of Directors is appointed by the Martin County Board of Commissioners; they serve a three-year term and meet on a monthly basis to conduct business.

NAME	POSITION	OCCUPATION	AFFILIATION
Christopher Pierce	President	Commercial Lender	USBank
Randy Grupe	Vice President	School Superintendent (Retired)	Martin County West
Jerry Clark	Secretary/Treasurer	Business Intermediary, Commercial Real Estate Sales	SealedBid Owner/Manager
Dan Schmidtke	Board Director	Commissioner & NuWay Operations	Martin County & NuWay
Elliot Belgard	Board Director	Commissioner & Boekkett Lumber Yard	Martin County
Larry Baarts	Board Director	CEO/President	Baarts Trucking
Dale Schumann	Board Director	President/Broker	CENTURY 21 Northland Realty

Martin County Business Facilitators

A large part of the Martin County EDA’s success is contributed to Bryan Stading and Wes Pruett who diligently work with entrepreneurs, business owners, and community leaders in Martin County on a regular basis to create a strong business environment.

Martin County EDA Staff: Scott Higgins, County Coordinator, Martin County



Bryan Stading
Senior Business Facilitator

2013 OUTLOOK

The Martin County EDA has a very focused strategic plan set for 2013. We have full intentions of maximizing the efficiency and effectiveness of the **IGNITE** business facilitation program. We will spend most of our energies toward assisting entrepreneurs and small businesses prosper in Martin County. In efforts to help entrepreneurs conveniently grow their business skills and knowledge, we will be hosting several new training seminars in Fairmont, MN.

We are increasingly poised to create greater awareness of our program. We will continue to provide relevant information to the communities in Martin County through our “*EDA Business Talk*” radio program on KSUM. We will also continue to make exciting new updates to our website to provide clients with relevant information at their fingertips. We plan to continue leveraging social media to create awareness of our services. We will also remain very active in attending community related events to leverage networking. In addition to these objectives, the IGNITE staff will continue to focus on the main street businesses of area towns, as well as offering relevant business planning classes for the communities we serve.

Lastly, we will focus on building new relationships and grow on existing relationships with local and non-local entities to provide a stronger network of resources for our clients. The Martin County Board of Directors and Business Facilitators look forward to an exciting year and growing on our previous success in serving as an catalyst for economic development in Martin County.

Mission

The mission of the Martin County Economic Development Authority is to **Inspire Growth and Nurture Innovative Talent through Empowerment (IGNITE)**.

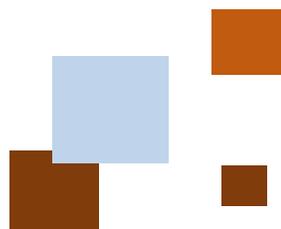
Vision

IGNITE strives to facilitate, support, and encourage entrepreneurs, start-ups, and existing business owners with their ideas working from the bottom up to grow and sustain our vibrant community for the future.

Thanks to the Martin County Board of Commissioners

The Martin County EDA is funded by Martin County and the Department of Employment and Economic Development (DEED).

Thanks to our 2012 Partners: Regional Center for Entrepreneurial Facilitation (RCEF), Small Business Development Center (SBDC), Fairmont Economic Development Authority (EDA), City of Fairmont, Fairmont Area Chamber of Commerce, Southern Minnesota Initiative Foundation (SMIF)



The Martin County Economic Development Authority (MCEDA) performance data provided above is a snapshot for the reporting period of January 1, 2011 to December 31, 2011. The reader should understand that the grassroots economic development strategy is continuously evolving and clients are constantly moving from various structures, forms, locations, and stages of development. This report is also inclusive of the client activity performed for the Martin County EDA.