



annual report



2017

MARTIN COUNTY EDA...

1

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 business across many industries in Martin County through a business facilitation program called IGNITE. Our mission is to Inspire, Grow, 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 engages in many entrepreneurial focused projects and events to bring value to the county.

Services Provided:

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

Business Succession Planning

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ABOUT US...

2

What is IGNITE?

In 2007, the Martin County Economic Development Authority (MCEDA) partnered with the Regional Center for Entrepreneurial Facilitation (RCEF), a non-profit entrepreneur and business development organization to develop, brand, and implement an economic development program called IGNITE. The mission is to Inspire Growth and Nurture Innovative Talent through Empowerment, which mirrors the unique and established RCEF business model. The IGNITE program was put in place to provide individuals, entrepreneurs, and existing businesses in Martin County with the resources, support, and inspiration they need to prosper in the competitive marketplace. All the IGNITE services are confidential and of no cost to the client. Some of the business consulting services provided are business plan writing and development, feasibility assessments, start-up and expansion assistance, sales and marketing, market research, financial analysis, and strategic planning.

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.

Values:

The core values listed below shape and guide the actions we undertake every day.

- Integrity – we demonstrate the highest level of ethics and honesty in all we do.
- Innovative – we stay on the cutting edge of industry trends and information to pass to our clients.
- Caring – we treat every individual distinctly and with the respect they deserve.
- Excellence – we ensure quality in every aspect of our work. We continuously strive to further our education to provide expert advice to our clients.

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2017 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 2017, MCEDA successfully provided technical business assistance to 46 entrepreneurs and spent more than 384 hours in performing services. Adding to our notable highlights, there were 13 businesses that we helped open, stabilize, or expand. 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 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), MAPCED (Minnesota Association of Professional County Economic Developers), Martin County Leadership Program (MCEDA provided scholarships for people to attend program), EDA Strategic Planning, Fairmont Convention & Visitor's Bureau, Fairmont Schools (partner in the Blandin Broadband Community project), 15/90 Group, Ground Up project, and Bureau 14. MCEDA also provided financial support to the 1590 Group's "Bacon Capital USA" campaign. Community visits that were started in 2011 were continued in 2017, and MCEDA succeeded in working with local legislators for continued funding for business and entrepreneurial services.

In efforts to create awareness and better serve our communities, we continue to host a talk radio programs on the KSUM 1370AM radio station. The programs are called "Monday Morning Interview with Bryan Stading", "EDA Business Talk", and "Shop Local". The purpose of the programs is to provide listeners with relevant business information and to discuss economic development topics. Some subjects covered include interviews with EDA Board members, a bank's perspective of our current economic landscape, and spotlight on current clients from around the county.

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.

2017 YEAR-END SUMMARY...(CONT'D)

ACTIVITY & CLIENT RESULTS	2017
Entrepreneurs Consulted	46
Consulting Hours	262.5
Economic Development Hours	121.5
New Businesses Created/Stabilized/ Expanded	13
New Jobs Created	34
Jobs Retained	9
Capital Raised	\$624,000
Cost of Job Saved or Retained	\$1028

Source: MN Department of Employment and Economic Development; based on calendar year 2017; all figures are approximate

PROGRAM HIGHLIGHTS...

Border to Border Broadband Grant: MCEDA was awarded \$1,677,823 from the DEED Border to Border Broadband Grant. This resulted in a county-wide broadband feasibility study. \$3,355,646 will be the total project budget with partnering with Frontier Communications Inc. This effort will improve broadband access and speed in various parts of the county.

2017 saw the continuation of several programs established with the help of various grants. These include:

- Community Calendar
- Technology Training Sessions (Coffee Connections) for the public
- App Camp: MCEDA was instrumental in offering a week long app development summer camp for students. 15 teenagers participated and were taught by a technology teacher from the twin cities.
- PCs for People: This programs connects donated computers with those in the community in need of a computer.
- County-wide Broadband Feasibility Study (to begin in 2016)
- Purchase of WiFi hotspots for library patrons to check out to obtain internet
- Digital Responsibility - cyberSMART classes to better educate students, residents, and businesses on digital resources.

PROGRAM HIGHLIGHTS...(CONT'D)

Brain Gain: Martin County EDA has joined this initiative aimed at luring young families back to rural Minnesota. MCEDA has worked with the City of Fairmont and the Fairmont Chamber of Commerce to create a campaign “Back Home Again” that targets 30-49 year olds, and is meant to enhance the image of small town living. Demographic data was collected and used to show a trend of this age group moving back to small rural towns for high quality of life. More work needs to be done to keep high school graduates in these towns, as they represent a trainable workforce which local businesses are in need of. There are plans for a website, and to engage in social media.

Area Career Exploration Event (ACE): A day long opportunity for the area youth to experience a wide variety of careers. MCEDA has been a huge supporter of this event since its inception, and participates each year.

Martin County Leadership Program: MCEDA uses a year-long curriculum designed to engage and build leaders in the community. Area residents apply for a spot in the year long program.

Sponsorship of: Top 20 Community Fairmont Public Educational Seminars.

Shop Local Ad Campaign: This was an initiative of the MCEDA to promote local businesses.

Fairmont Convention & Visitors Bureau: Providing funding allocation to Fairmont CVB for promoting tourism in the county.

Border To Border Grant Award: An outcome of the Martin County / Blandin Broadband Citizen’s Committee, was the awarding through the MN DEED Office of Broadband of a \$1,677,823 Border to Border Broadband grant. \$3,355,646 will be the total project budget with partnering with Frontier Communications Inc. This effort will improve broadband access and speed in various parts of the county.

“Bacon Capital USA” Campaign: MCEDA provided financial support to the 1590 committee, including the “Ground Up” event.

CLIENT SUCCESS STORIES...

7

Fairmont Butcher Block

Jeff Schmidt worked in area butcher shops for years, always thinking that someday he'd like to open his own. When the timing seemed right, he approached MCEDA Ignite for assistance. With plans to move into a building that previously housed a butcher shop, Schmidt worked with MCEDA Ignite to assess start-up costs, operating expenses, a marketing plan and business plan. With that information, Schmidt then sought funding from Southern Minnesota Initiative Foundation (SMIF), and with MCEDA Ignite's help, a grant from the MN Department of Agriculture.

Schmidt opened Fairmont Butcher Block in early 2017, and by the end of the year had surpassed his projected revenue.

B&D Repair

B&D Repair, a family run machine shop in Trimont, was looking to separate a family partnership and then sell the business to a younger relative. Basically, the older Fuller family members were ready to pass the successful business on to the next generation. Seems like an easy task, but it can become complicated when valuing assets, determining a selling price, and making sure that all parties' expectations are met. With the assistance of MCEDA Ignite, the Fuller family was able to successfully complete the transfer without any disagreements. In the end, Trimont will keep a successful machine shop operating, and the Fuller family is assured their business will continue.

Jessie's Smokehouse

Carl Wilcox developed a love of Texas BBQ while living in northern Texas. Learning how to prepare the delicious smoked meats he loved, spurred a desire to open his own restaurant. Over the years there were many plans made, particularly with his cousin Jessie. But when tragedy struck his family and Jessie passed away, he knew he wanted to keep his cousin's memory, and their plans of opening a restaurant, alive. Working with the MCEDA Ignite office, Wilcox located a potential location, negotiated an agreement, calculated start-up costs and operating expenses, and discussed marketing options. After completing some minor remodeling, Wilcox opened Jessie's Smokehouse. Customers continue to rave about the BBQ and smoked meats, and Jessie will forever be remembered.

2017 YEAR-END SUMMARY...

Number of Clients: 46
Total Number of Hours: 384

New Businesses:

- Brockman Family Memorials
- Fairmont Butcher Block
- Trimont Greenhouse
- Best Bet Construction
- EMS Training
- S & L Mobile Mechanics
- B&D Repair
- Umana Eolgaro Construction

Expanded/Stabilized Businesses:

- T Meyer
- Second Chance Group Home
- Touch of Country
- Suzy's Corn Niblets
- Jade Rossow Turkey Boxes

Economic Development Activities:

- Brain Gain
- Border to Border Broadband project
County-wide project with Frontier
Communications
- MC County Fair
- Fairmont EDA
- Fairmont Manufacturing
- Tech Ed
- Martin Co. Leadership
- City of Truman
- Presentation College
- 15/90 Group
- Bureau 14
- EDA Outreach meetings
- Fairmont CVB
- From the Ground Up

2017 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. Board Directors service 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 School District
Steve Fosness	Board Director	Business Agent	International Brotherhood of Electrical Workers
Elliot Belgard	Board Director	Commissioner & Boekett Lumber Yard	Martin County
Larry Baarts	Board Director	CEO/President	Baarts Trucking
Brent Schultze	Secretary/Treasurer	Chief Credit Officer	Bank Midwest
Dan Schmidtke	Board Director	Commissioner & Nuway Coop	Martin County
Scott Higgins	Board Staff	County Coordinator	Martin County

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Martin County Business Facilitators...

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

Bryan Stading
Senior Business Facilitator/
Consultant



The Martin County EDA has a very focused strategic plan set for 2018. 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 helping small businesses prosper in Martin County.

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 “Monday Morning Interview with Bryan Stading”, “EDA Business Talk”, and “Shop Local” radio programs and campaign 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 objective, 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.

Partnering with Frontier Communications Inc. on improving broadband access and speed throughout Martin County, for a total project of \$3,355,646 with grant funding from DEED in the amount of \$1,677,823 dollars.

In addition, we will continue in 2018 to support the Brain Gain program aimed at bringing 30-49 year olds back to Martin County.

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 a catalyst for economic development in Martin County.

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 2017 Partners: Regional Center for Entrepreneurial Facilitation, Small Business Development Center (SBDC), Fairmont Economic Development Authority (FEDA), City of Fairmont, Fairmont Chamber of Commerce, Southern Minnesota Initiative Foundation (SMIF).

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The Martin County Economic Development Authority (MCEDA) performance data provided above is a snapshot for the reporting period of January 1, 2017 to December 31, 2017. 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.