

COUNTY ECONOMIC DEVELOPMENT

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MAPCED

Minnesota Association of Professional County Economic Developers

Topics

- **What is Economic Development**
 - Multi-Discipline
 - Relationships / Partnerships / Collaboration

- **What does COUNTY Economic Development Look Like in Out-State Minnesota**
 - Rice County's Economic Development Model
 - Other Economic Development Models – MAPCED Members

- **The Regional Focus of Economic Development**
 - Collaboration within the County
 - Opportunities for Scaling Economic Development Efforts in a Region



What is Economic Development

What is Economic Development

Business Retention

Business
Attraction

Quality Jobs

Tax Base

Quality of Life

Sustained
Prosperity

Relationships

Collaboration

- ❑ **Economic development** is a process of *working together* to improve the local economy.
- ❑ **Economic development** includes many functions and disciplines – business development, marketing, infrastructure (roads, water, sewer, fiber), real estate/land use, and finance.
- ❑ **Economic development** cannot be done in a vacuum – is based on relationship building, partnerships, and collaboration.

County Economic Development

What does it look like...

Rice County

Rice County Economic Development

Working in partnership with our communities to foster an environment that welcomes economic development as a means to expand the tax base and create quality jobs – benefitting the county as a whole.

- **Created in 2006** – with the goal of working collectively with the Rice County communities
- **Emphasis on building collaborations** – resulting in a robust network of public & private partners
- **Specific initiatives** are identified & implemented to achieve the economic development vision of the County & enhance the business climate
 - Strategic Partnerships
 - Technology
 - Value-Added Projects
 - Resource Development



2014/2015 Work Plan

Strategic Initiatives ~ Value-Added Projects

Rice County Economic Development

A Climate for Growth... While government doesn't create jobs, it can create an environment that encourages economic and job growth.

- *How can Rice County encourage economic growth – by supporting the efforts of our Rice County communities, building programs and providing tools to compete for quality jobs, leveraging programs offered by our economic development partners, and building strong relationships and coalitions with organizations that can support our economic momentum and overall County vision.*



MAPCED – Economic Development Models

“The mission of MAPCED is to champion economic growth through the advancement of County Economic Development Professionals in Minnesota.”

- Aitkin County
- Alexandria Area Economic Development Comm
- Brainerd Lakes Area Development Corp
- Brainerd Lakes Area Development Corp
- Carlton County Economic Development
- Carver County CDA
- Cass County Ec. Dev. Corp
- Chisago County HRA-EDA
- Community Development of Morrison County
- Dakota County CDA
- Goodhue County
- Hennepin County
- Hennepin County
- Hubbard County REDC
- Kandiyohi County and City of Willmar EDC
- Lac Qui Parle County EDA
- Lake County
- Lincoln County Enterprise Dev. Corp
- Martin County EDA
- Meeker County
- Mille Lacs County
- Murray County Economic Development
- Pine County
- Pope County
- Redwood Area Development Corporation
- Renville County HRA/EDA
- Renville County HRA/EDA
- Rice County Economic Development
- Rice County Economic Development
- Roseau County
- Scott County CDA - First Stop Shop
- Sherburne County
- Stearns County HRA
- Stevens County Economic Improvement Commission
- Swift County
- Todd County Development Corporation
- Worthington Regional EDC
- Wright County Economic Development Partnership



Strategic Goals

- ▣ Build Capacity
 - Internally Strengthen Committee Structure
 - Expand Membership
 - Expand Outreach

- ▣ Develop Strategic Partnerships
 - Enhanced Relationship with AMC, EDAM, DEED

- ▣ Build Stronger Programs
 - Solar/ Renewable Energy
 - Joint Training with AMC Affiliates

- ▣ Develop a Sophisticated Advocacy Program
 - MAPCED Measurement Tool

MAPCED Members – ED Models

Redwood Area Development Corp.

- Established in 1986 to serve communities in the county who wanted to move ahead with economic development / community development with *shared staff*.
- In 2003/04 added the Redwood County EDA and serve as contract staff
- Core services include:
 - Business Recruitment
 - Business Expansion
 - Administrative Services
 - Technical Assistance
 - Grant Services



Chisago County HRA/EDA

- The Chisago County Board established the HRA in 1988 and adopted full EDA powers in 2000.
- Core services include:
 - Providing Housing Assistance
 - Multi-Family, Senior, Rehab, SCDP
 - Assisting Cities
 - Development, Redevelopment, Marketing, Funding, Coordinate Projects
 - Assisting Businesses
 - Site selection, business finance assistance, business counseling



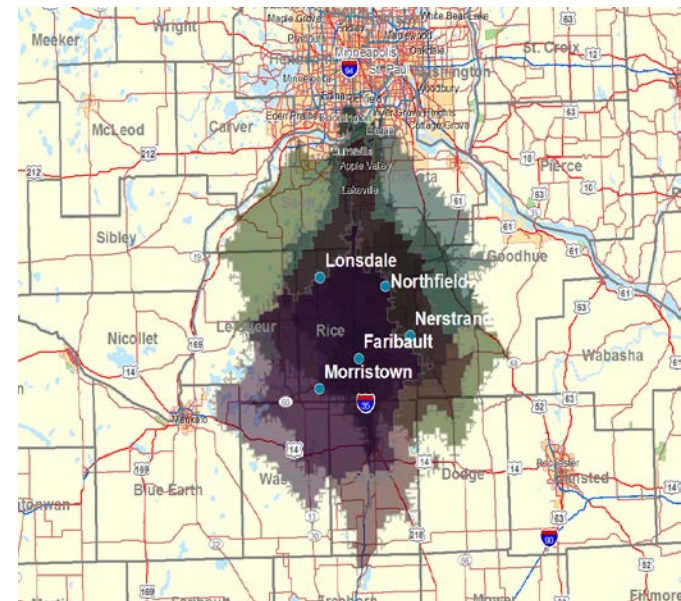


The Regional Focus of Economic Development

Regional Focus

WHY COLLABORATION WITHIN THE COUNTY IS IMPORTANT

- Shared Work Force
- Share Education / Training Opportunities
- Housing Options
- Synergies – Business & Industries
- Corridors of Commerce



Regional Focus

OPPORTUNITIES TO SCALE ECONOMIC DEVELOPMENT EFFORTS

- Understand fiscal ramifications
- Identify Common Ground Between Government Units
- Prioritize Desired Outcomes

FOR MORE
INFORMATION...

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