



# The Economic Alliance



**Economic Alliance**

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# Welcome

## HOPE WILLIAMS

Director of the Economic Alliance

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Welcome and thank you for taking the time to learn about the Economic Alliance, the economic development organization that serves all of Wadena County. Our goal is to make Wadena County the best place to do business and to grow the counties tax base. We are extremely excited to teach more people about the Economic Alliance, how it benefits them, and what services we offer.

We want to be a resource for you to be able to accomplish your goals, whether that be building your dream home, opening your own business, or expanding your current business. The Economic Alliance is committed to providing resources and expertise to assist the businesses and individuals in Wadena County. We work hard to assist businesses in Wadena County through financing identification and business consulting services. As we continue to grow and move forward it is more important than ever to work together to grow and build our communities.

With your support and continued positivity we can continue offering these essential services and help more people make their dreams come true. Your support and participation are greatly appreciated and are critical for the growth and prosperity of our area.

Thank you,

*Hope Williams*

Hope Williams

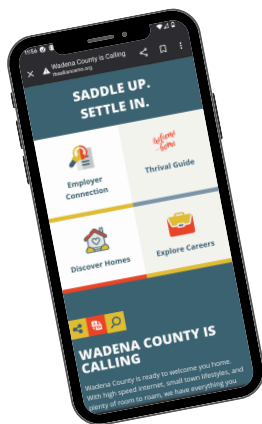
Economic Alliance Executive Director





## Wadena County Is Calling

Wadena County is in rural Minnesota and has so many great benefits. With broadband spread almost county wide you can work remotely from anywhere while living here. Wadena County offers a quieter, simpler lifestyle with room to roam. It is a great place to raise a family, retire, or even go back to school with two colleges to choose from. Are you ready to call Wadena County your next home? Check out our website to search homes, jobs, and things to do in our area by using the QR code below!



Wadena County is Calling is a resident recruitment campaign created to highlight all the great things about the county; recreation options, job openings, housing opportunities, and so much more! The goal is to draw more attraction to the area to boost tourism, increase the customer base for our local businesses, and bring more families into our communities.



# About Us

The Economic Alliance was formed as a private, not-for-profit in 2011 from the need for a voice for economic development in our area of West Central Minnesota. With the goal of collaboration and flexibility in mind, the Alliance was organized to represent both public and private interests, and not to be confined to a defined governmental boundary.

Today, the Alliance consists of an Executive Board of volunteers representing banking, government, non-profit, and private industry interests and a full-time Executive Director who carries out the day-to-day operations and strategic mission of the Alliance.

Our mission: "To give a voice to the economic and business interests of Wadena County and surrounding communities by providing educational, networking, and advocacy resources and opportunities."

We are here to work with our communities, but also to help new and current businesses with any questions they may have and help them open or grow their businesses.



## Education

Provide training and resources on topics that are crucial for business and regional success



## Networking

Connect businesses and community members to share ideas and solve problems



## Advocacy

Serve as a voice at the regional, state, and federal level for the economic interests of Wadena County



# Strategic Direction



## Priority 1: Business Start- Up, Retention, and Expansion

Strategies for implementation:

- Provide the tools and resources necessary to help businesses grow and develop
- Encourage micro-entrepreneurialism
- Support workforce recruitment and retention



## Priority 2: Community Capacity Building

Strategies for implementation:

- Update and promote housing options
- Promote downtown and commercial revitalization
- Work on childcare shortages, access to capital, housing developments, and resident recruitment



## Priority 3: Organization Sustainability & Growth

Strategies for implementation:

- Regularly review board composition and add new members when necessary
- Continuously work to diversify sponsorships by evaluating sponsorship structure and including board members in fundraising efforts
- Maintain a healthy organizational budget by having a minimum of 160 days operating costs in reserves
- Maintain positive relationships with local media outlets and continue to send our press releases and updates on projects when applicable
- Annually review the Strategic Plan and Executive Director's performance
- Preserve positive relationship with local governments by providing updates to boards and councils when appropriate

# What do we do?

The Economic Alliance has the tools and expertise to help your expansion, relocation, or start-up succeed. We serve as a go-to resource that brings together local, state, and federal resources and departments to provide the following assistance.

	<b>One-On-One Business Consulting</b>
	<b>Technical Assistance/Start-Up Assistance</b>
	<b>Transition Planning</b>
	<b>Business Plan Development</b>
	<b>Educational Opportunities and Trainings</b>
	<b>Business Development Attraction</b>
	<b>Financial Assistance Identification and Acquisition</b>
	<b>Help Obtain Permits, Zoning Approvals, Etc.</b>
	<b>Resident and Tourism Promotion</b>
	<b>Advocate for our Local Businesses and Communities</b>
	<b>Site Selection</b>





## The Economic Alliance is a Satellite Office for the North Central Small Business Development Center



The Economic Alliance

The Economic Alliance has partnered with the North Central Small Business Development Center and is now a North Central SBDC Satellite Office! The North Central SBDC is a resource partner of the United States SBA and offers confidential, high quality one-on-one business consulting at NO COST! The SBDC helps clients identify, understand, and overcome the challenges of running a successful business and provides relevant, realistic, and sound advice that can be trusted.

### North Central SBDC Mission

The mission of the North Central Region Small Business Development Center is to improve economic growth in Minnesota by providing assistance to small businesses in order to increase the number of new business start-ups, expand existing small businesses, and reduce the number of small business failures. This will, in turn, preserve and create new jobs and economic opportunities for many Minnesotans.

### The SBDC provides services for every stage!

#### Pre-Venture

You have a great concept, but don't know where to start. Our business readiness assessment process helps you take the leap from concept to reality; we'll help you develop your plan and walk with you down the path to success.

#### Start-Up

You have launched your business, the "Open" sign is up, but you've found that things aren't going as you expected. Maybe customers aren't coming or they're coming too quickly. We provide the guidance you need during the formative years when businesses run the greatest risk of failure.

#### Well Established Businesses

Maybe you're ready to expand and take things to the next level. Or, you're growing and you don't know how to manage all the demands. We can provide the professional guidance you need to make the critical strategic decisions necessary for long-term growth, profitability and success!

### The SBDC offers assistance in the following areas:

- Access to capital and loan packaging
- Financial review, assessment and management
- General marketing and research
- Marketing plan assessment and development
- Business start-up/purchase feasibility
- Start-up considerations
- Business plan development
- Succession and strategic planning



Use the QR code above to sign up to be SBDC client and start working towards your small business dreams in Wadena County!

# What is Economic Development and how does it benefit you?

In a short answer you can define economic development as attracting and growing businesses, creating and retaining jobs, and making communities a better place to live. Economic Development can also be defined as a process that a state, city, region, or locality go about improving the political, social, and economic lives of its citizen. But, economic development is so much more than that, and it's importance is deeper than its definition. Economic development is so important, and it's important because attracting and growing businesses strengthens our economy by providing locally-produced goods and services AND strong businesses pay taxes that go towards vital services such as schools, roads, fire, and police. Businesses also provide good jobs that put money in the people's pockets, which in turn will circulate within the community and local economy.



Economic development has a major impact on the places where we live, work, and play. Putting vacant or abandoned buildings and land back into productive use is a major function of economic development. This helps keep businesses located in areas where sewer, water, and other services are already present. Economic development retains and attracts talented people. Communities that provide quality jobs and great places to live and work are a magnet for folks of all ages. As a result, these places have a strong future. Economic development also fosters the entrepreneurial spirit that resides in our creative and ambitious citizens. By providing access to ideas, investment and expert advice new companies can be created to help assure the economy stays innovative and diverse.

Economic development professionals also work hard on trying to find solutions for other national problems, such as housing, childcare, and workforce shortages. Ultimately you need someone to be working on all of these issues to be a successful community with successful businesses. Business retention and expansion, housing, childcare, workforce, resident recruitment, tourism, access to capital, and so many more factors go hand in hand and are the foundation of a community.

We want to see community growth, lower property taxes, businesses opening and growing, and more people visiting and moving to our communities. Economic development works on accomplishing these goals and ultimately has a lasting impact on the community you live in.

# Incentives and Programs



Over **\$1,400,000** in local gap financing available



Local Revolving Loan Funds



Tax Abatement Financing



Tax Increment Financing



Free and Low Cost Property



Resources for obtaining other local, state, and federal funding

**Over \$1.4 MILLION  
Available in Local Funds!!!**



# Why Sponsor us?

- Your contribution supports economic and community development throughout Wadena County.
- **MARKETING OPPORTUNITY!** You will be recognized as a sponsor of the Economic Alliance on our social medias, website, and on our marketing material.
- Be apart of something bigger, sponsorships provides the Economic Alliance the ability to offer business assistance, training opportunities and resources, financial assistance identification, promote resident recruitment and so much more to highlight and grow Wadena County.
- Stay in the know of what is happening and developing in Wadena County.
- Be the first to know about training opportunities and resources hosted by the Economic Alliance.
- Learn about potential financing opportunities.
- Tickets to our annual event.
- Help new businesses work towards their dreams!
- It is important to note that economic development works to improve the political, social, and economic lives of its current citizens, but also to leave a fun, growing community for future generations.

Make sure to follow us on our social medias to stay in the know on all things Wadena County!

Facebook: <https://www.facebook.com/EconAlliance/>

Facebook: <https://www.facebook.com/wadenacountyiscalling/>

Instagram: <https://www.instagram.com/wadenacountyiscalling/>

Linkedin: <https://www.linkedin.com/company/west-central-economic-development-alliance/>

YouTube: [https://www.youtube.com/channel/UC3eH0Tja\\_aOLMKf8zeMxK3g](https://www.youtube.com/channel/UC3eH0Tja_aOLMKf8zeMxK3g)

# Sponsorship Levels



## Basic Sponsor: \$100 +

- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website



## Bronze Sponsor: \$1,000 +

- \*\* Minimum municipal sponsorship level \*\*
- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website with link to business website/Facebook page
- Recognition on Economic Alliance marketing material



## Silver Sponsor: \$2,500 +

- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website with link to business website/Facebook page
- Recognition on Economic Alliance marketing material
- Eligible for partner fee for service rates



## Gold Sponsor: \$5,000 +

- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website with link to business website/Facebook page
- Recognition on Economic Alliance marketing material
- Eligible for partner fee for service rates





# Sponsorship Levels



## **Platinum Sponsor: \$10,000 +**

- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website with link to business website/Facebook page
- Recognition on Economic Alliance marketing material
- Eligible for partner fee for service rates



## **Diamond Sponsor: \$30,000 +**

- Contribution supports economic and community development throughout Wadena County
- Recognition on the Economic Alliance website with link to business website/Facebook page
- Recognition on Economic Alliance marketing material
- Eligible for partner fee for service rates
- 1 guaranteed seat on the Economic Alliance Board of Directors

## Fee for Service

### Strategic Plan Facilitation

- Non-partner: \$5,000
- Partner: \$2,500

### Grant Writing

- Non-Partner: \$2,000 per grant + \$2,000 administration fee per grant (if applicable)
- Partner: \$1,000 per grant + \$1,000 administration fee per grant (if applicable)

### Meeting Facilitation/Coordination

- Non-Partner: \$100 base fee + \$100 per meeting hour
- Partner: \$50 base fee + \$50 per meeting hour OR \$1,000 base fee for year





# Thank you to our current sponsors

We would not be able to do what we do without you!

