

FOCUSED ON BUSINESS

Q1 2019

From the President...

Community Outreach – First Steps

In my first 100 days in the IEDC President's chair, one message has been abundantly clear - we need to dedicate time and resources to reaching out to our entire County. From meetings in Bigfork to Nashwauk and communities and organizations in between, we are just starting to build a schedule of outreach.

We would love to meet with your community or group so please don't hesitate to reach out to our team! If you are interested in a presentation on our organization, or perhaps on a specific Economic or Community Development topic, we are only a phone call away.



Tamara Lowney
President, IEDC

Strategic Planning

Over the past several months, IEDC has been working with the Praxis Strategy Group to develop an updated Strategic Plan. The efforts include research, focus groups and Board Sessions. We asked you to bring your perspective to the table, and you responded. More than 60 individuals from around Itasca County and beyond participated in one of the 10 Focus Groups. Thank you very much for your candid feedback.

Next, your feedback will be compiled into a detailed report for our IEDC Board Members to utilize in their final Strategic Planning Session. This approach builds upon our desire to ensure we are meeting the needs of all of our communities, both large and small. Economic Development has a broad definition, and our Board will be using your feedback to help define IEDC's goals and outcomes as well as shape our leadership in the future.

Look for a high-level overview of our Strategic Plan in the 2nd Quarter Newsletter.

CEDA

The Community Economic Development Association (CEDA) is a new partner for IEDC and Itasca County. Thanks to our partnership with Itasca County, we are able to target several key areas of research and outreach in 2019:

- *Site & Asset Mapping* – A catalog of commercial sites and buildings throughout our County that will be listed on the new IEDC website as well as being utilized to build development strategies moving forward
- *Commercial Rent Study* – Targeted research to support the Small Business Development Center in their work with new and existing businesses
- *Target Outreach to Rural Itasca County (Project Support)* – CEDA Staff will be working directly with our communities to define areas we can provide assistance. They will help identify, facilitate and monitor projects with a strong community team leading the way.

CEDA is one of the many ways IEDC will engage with communities and partners throughout the County. New CEDA Team Member Sarah Carling will be starting the end of April. Expect to hear more about CEDA and our Projects throughout the year.

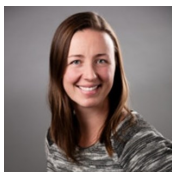
COMING SOON ...

IEDC's New Website will be revealed in the 2nd Quarter! *We are looking for great quality photos of Business, Economic and Community Development from throughout the County. Please contact Teri Heikkila for details.*

WELCOME!! - IEDC would like to welcome the following new members to its Board of Directors:



Mike Auger
Leech Lake Band of
Ojibwe Gaming
Director



Katie Glorvigen Tierney
Managing Partner, Glorvigen,
Tierney, Lind & Co.



Megan Kellin
Owner,
be.Media House



Karine Woodman
CEO.
24hr Bookkeeper, Inc.

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Business Spotlight - Rick Beckrich, Owner of NOS Automation, LLC



In 2018, when preparing to launch NOS Automation LLC, I was advised to reach out to Shannon Benolken over at the IEDC office in Grand Rapids. Over the next couple of months, Shannon and I met several times to review my business model, and to formulate a plan in order to get the company up and running quickly. Once the business was established, Shannon offered her professional guidance and expertise in many areas in which I was less familiar; which could have been pitfalls to a newly formed company. This excellent business service has provided me with insights, reference materials, training, and contacts, all of which have assisted me greatly in making my startup successful. Even after one year of being in business, Shannon and the IEDC team continue to provide their resources and support to help ensure my company stays on track and in business. I can say as a new business owner that having a service like the IEDC and Shannon Benolken in the community has been invaluable.

ENTREPRENEUR FUND

Are you ready to take your business to the next level? If so, The Entrepreneur Fund has a proven solution for businesses to achieve growth and realize their vision. The Entrepreneurial Operating System® (EOS®) is a set of simple and practical tools, along with proven methods, that enables entrepreneurs to get what they want from their business. Implementing EOS® will allow business owners – from solopreneurs to leadership teams – to get better at three things:

- **Vision** – Establish clarity around where the company is headed and how to get there.
- **Traction®** – Instill focus, discipline and accountability throughout the entire company so everyone executes on the vision every day – from owner to front line – even when there's just a team of one.
- **Healthy** – Help leaders become more cohesive, functional and healthy.



If you're interested in finding out more information about the EOS system, please reach out to Mike Korte at mikek@entrepreneurfund.org.

APEX

The Area Partnership for Economic Expansion (APEX) is pleased to welcome Matthew Shermoen to the APEX team as a Business Developer. Matt will draw from his 15 years of experience in business and economic development to grow the APEX region.

Matt will work directly with Itasca Economic Development Corporation (IEDC) to strengthen business attraction, expansion and retention strategies specific to Itasca County. Having a dedicated focus on Itasca county, Matt hit the ground running in his efforts to connect with communities within the county. Over the first week with APEX, Matt along with Tamara Lowney (IEDC President) and Brian Hanson (APEX President & CEO) were able to connect with the City of Nashwauk, Grand Rapids Area Chamber of Commerce, City of Grand Rapids, City of Cohasset and members of the Bigfork community.



The #BigforkRoundTable, as Matt later nicknamed the visit, was very informative for both he and Brian Hanson. "Having the opportunity to meet and listen to the wins, challenges and future thinking for the area, right from the community leaders, was very informative" said Matt Shermoen. "Bigfork is an area I haven't spent a lot of time in in the past, but I look forward to spending more time supporting the area."

Small Business Development Center (SBDC) Updates

2019 YTD SBDC Update:

- Consulted with 59 unique clients
- Spent 319 consulting hours with those clients for an average of 5.4 hours per client
- Assisted 1 client in starting a new business
- Recorded capital investment of over \$3.1million
- Helped clients create or maintain 34 jobs in the Itasca Area!



IEDC...focused on business

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at info@itascadv.org or call 218.326.9411