



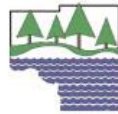
SUMMIT
INSPIRING INNOVATION



2021 ITASCA SUMMIT REFLECTION SESSION



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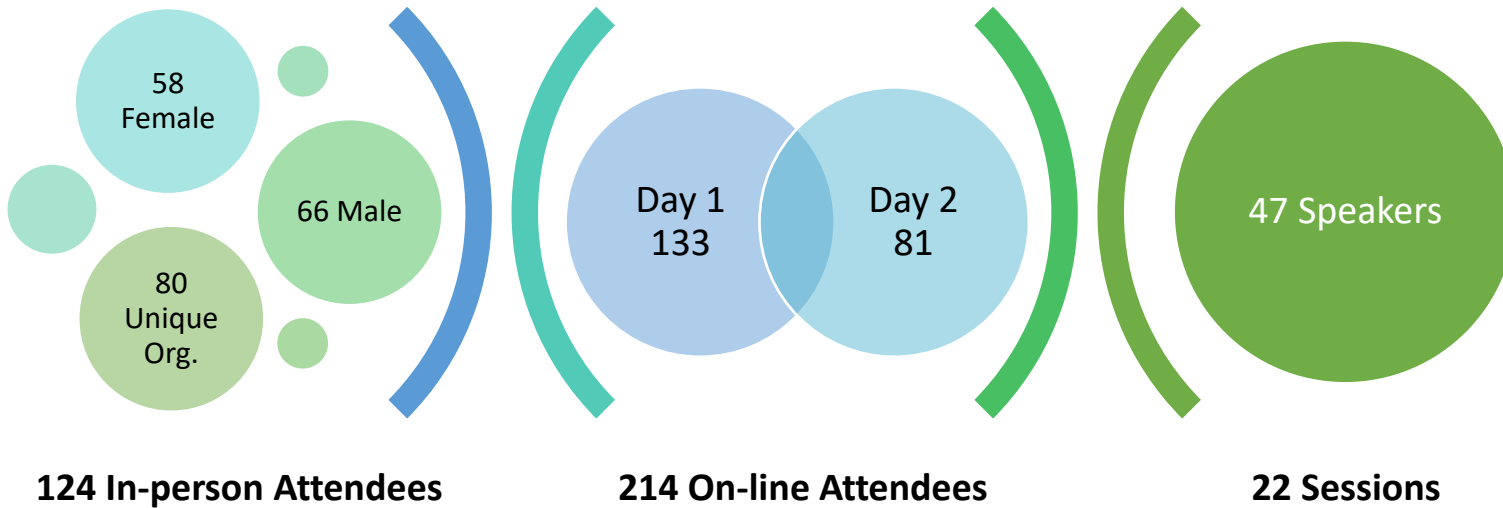


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OVERVIEW

- Participation
- Summit Work Sessions
- Survey Result
- 2022 Summit Strategy

PARTICIPATION



SUMMIT WORK SESSIONS



Economic
Development



Community
Development

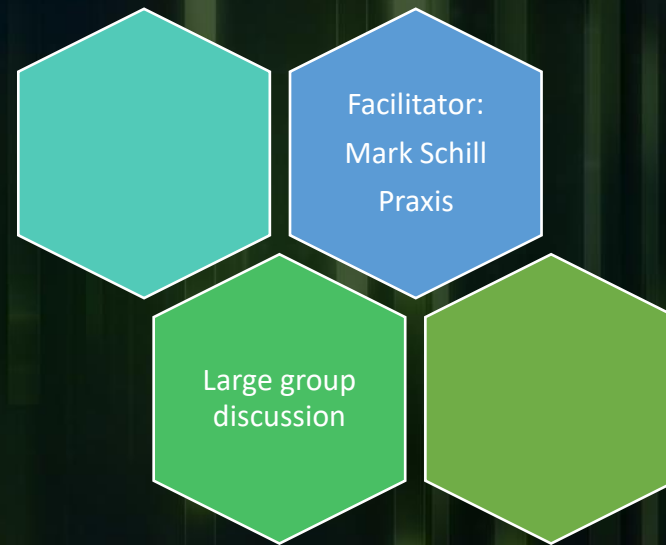


Innovation,
Entrepreneurship &
Workforce

Economic Development Feedback

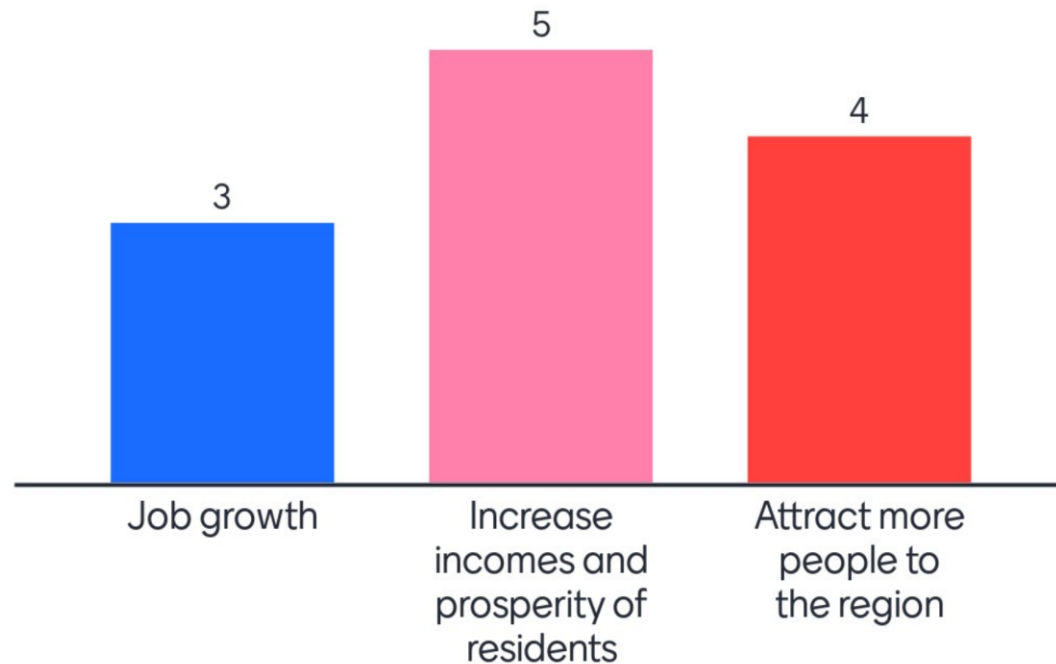
The group identified a series of economic development challenges in the region:

- Engaging people into the workforce, open jobs, skills training
- Permitting, regulation / environmental balance
- Loss of young people with others returning to the region
- Emergence of tele-work, lack of broadband data access
- Small communities lack the personnel capacity to capture emerging opportunities
- Housing availability and childcare access



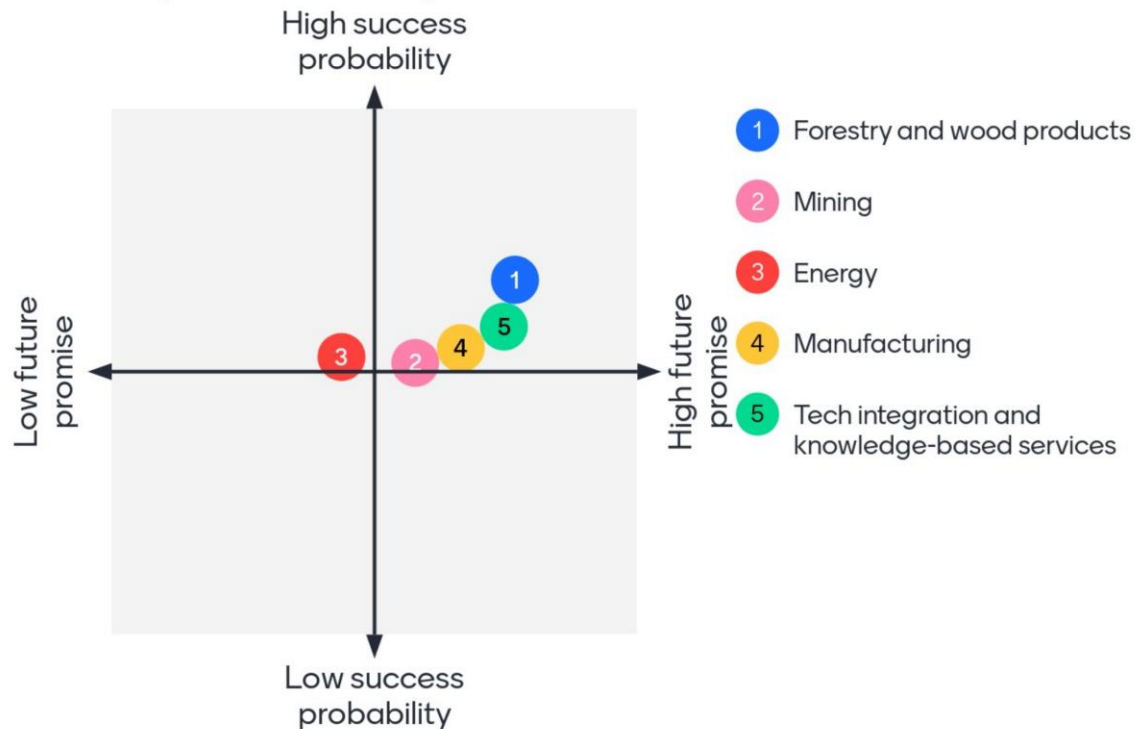
ECONOMIC DEVELOPMENT FEEDBACK

What is our region's most important economic goal?



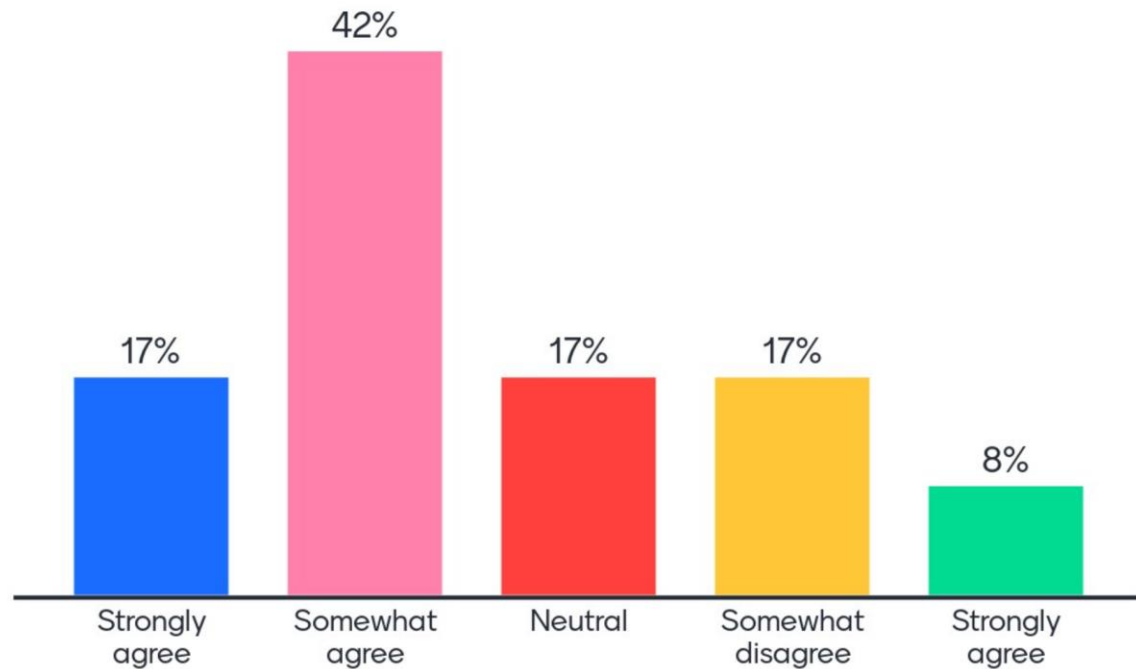
ECONOMIC DEVELOPMENT FEEDBACK

Rate these target sectors by its potential to impact our future and our probability of success.



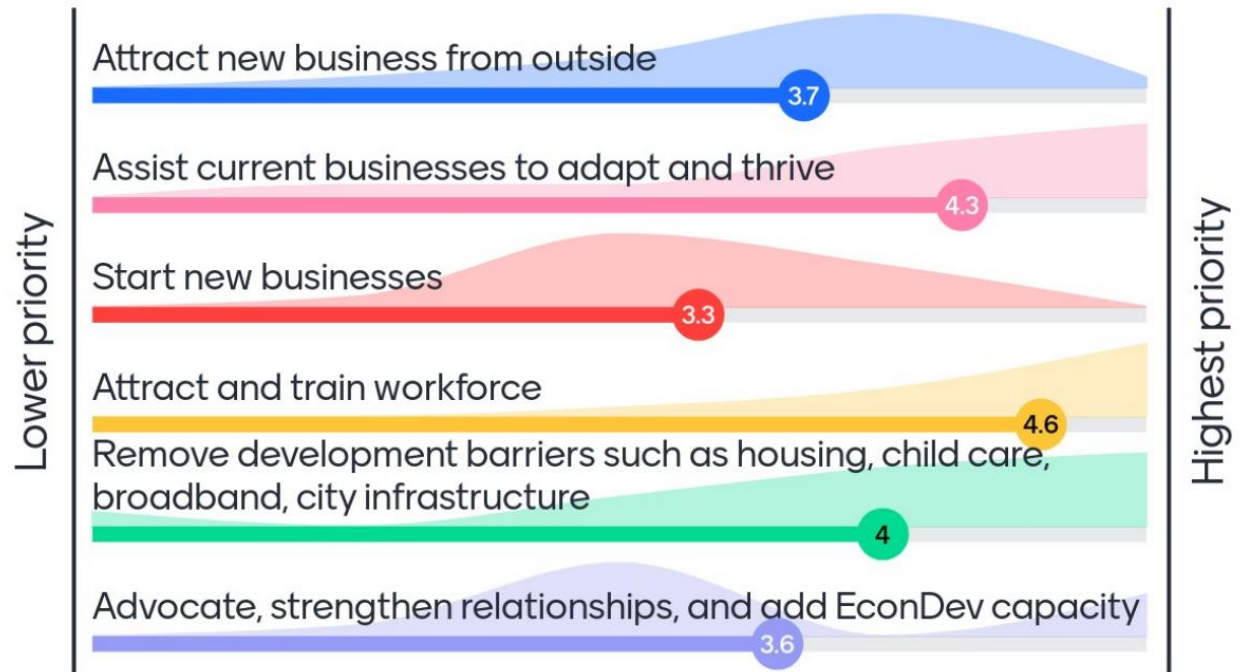
ECONOMIC DEVELOPMENT FEEDBACK

In Itasca County, we have the overall economic vision we need to be successful.



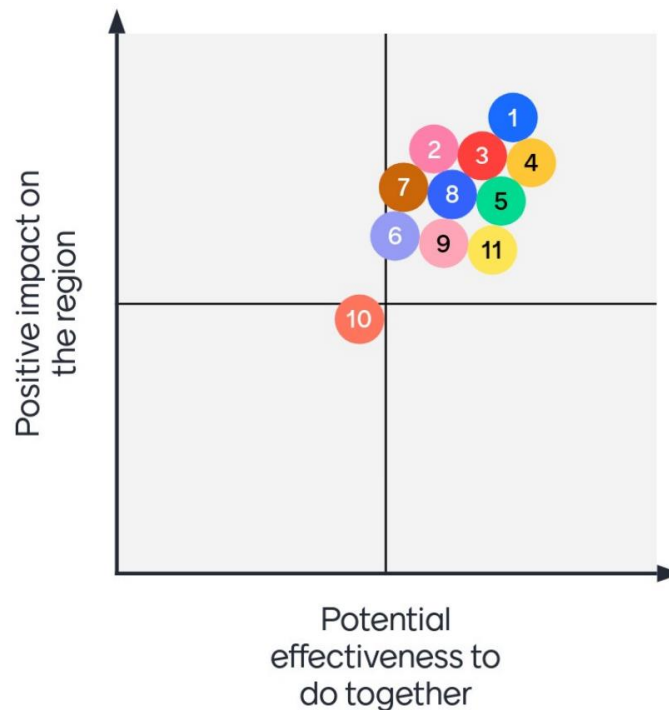
ECONOMIC DEVELOPMENT FEEDBACK

Rate the priority level for each type of economic development work.



ECONOMIC DEVELOPMENT FEEDBACK

Impact vs Effectiveness



- 1 Improve sites and buildings
- 2 Clarify roles and process for business development attraction
- 3 Integrate technology and knowledge services
- 4 Worker training
- 5 Attracting people and quality of life
- 6 Managing energy industry transition
- 7 Manufacturing reshoring / supply chain opportunities
- 8 Broadband access
- 9 Amplifying regional voice in St Paul and Washington
- 10 Agriculture Focus
- 11 Cluster support initiatives - Research - strengths identification

ECONOMIC DEVELOPMENT KEY TAKEAWAYS

Key Work Topics Rough Priority Order:

1. Develop new sites and buildings for commercial and industrial projects
2. Worker training
3. Integrate technology into existing industry strengths and target knowledge-based services
4. Clarify roles and processes for business development
5. Attract people to the region and improve quality of life
6. Improve broadband access
7. Capitalize on manufacturing industry reshoring and supply chain integration opportunities
8. Create cluster support initiatives and research to identify strengths and opportunities
9. Amplify the collective regional voice in St Paul and Washington
10. Manage the energy industry transition



COMMUNITY DEVELOPMENT FEEDBACK

- Leader: Katie Boone, University of MN
- Day 1: What is it we can do together that we cannot do alone?
- Day 2: Marketplace Break Out Groups
- Harvest of Shared Learning

The following slides are a collection of all the submitted calling sheets from each of the conversations that had a harvest to share, this report is how we share back the learnings from our time together and follow our passions with responsibility.

COMMUNITY DEVELOPMENT FEEDBACK

Marketplace - Round 1

Space	Question
Table A	Can we include our animal and plant relatives and our earth, fire, and water spirits in our circle of community? (p.12)
Table B	When do we put our money where our mouth is? (p.13)
Table C	What's the most urgent community development thing we need to do? (p.14)
Table D	What is the one thing we can do to improve our downtown? (p.15)
Table E	What do you feel YOU need to do community work? (p.16)

COMMUNITY DEVELOPMENT FEEDBACK

Marketplace - Round 2

Space	Question
Table A	How do we maintain the integrity of Diversity in conversation? (p.18)
Table B	How do we maintain/thrive in a “good ole boys” club - where all is “ok” the way we always have done things? (p.19)
Table C	How do we serve diverse housing needs while creating sustainability? (p.20)
Table D	How do we connect better with the communities around us? (p.21)
Table E	How do we build the ecosystem/environment to connect the silos of workforce, community, and business development? (p.22)

COMMUNITY DEVELOPMENT FEEDBACK

Key Insights:

- Disconnect between elected officials and actual needs
- HRA lacks funding to support needs
- Low wages + cost to maintain certifications for child care workers

Most Important Insight:

- Lack of child care
- Lack of funding for low-income housing
- Lack of designated student housing (ICC)
- Lack of transportation for ICC students to connect with + belong in community

Recommended Actions:

- Pilot something and take action, stop the planning.

What is the most urgent community development thing we need to do?

COMMUNITY DEVELOPMENT FEEDBACK

Key Insights:

- Off season landscaping / beautification
 - Art / functional art
 - Resurrect the fountain
 - Improvement of Blandin parking lot
 - Old VFW pop-up park space
 - Tiny houses
 - pop-up shops
- Old central school
- More bike racks
- Electric charging stations
- Hundreds of people working downtown

Most Important Insight:

- Off-season beautification
- Updates / revitalize old central school
- Functional art
- Blandin Parking lot
- Tiny houses

Recommended Actions:

- Prioritize: Blandin parking lot, off-season beautification, functional art, tiny houses

What is the one thing we can do to improve our downtown?

COMMUNITY DEVELOPMENT FEEDBACK

Key Insights:

- What is your true capacity?
- Who is on the team?
- Accountability

Most Important Insight:

- Find the right way to tell your story
- Know your capacity
- True cost of program
- Issue awareness? More organic sharing

Recommended Actions:

- Learn your limits
- Manage expectations of critics
- Find your people

What do you feel YOU need to do community work?

COMMUNITY DEVELOPMENT KEY TAKEAWAYS

- Collaborative Approach
 - Find ways to co-create solutions moving forward
- Act
 - Find Champions
 - Pick Projects
 - Move
- Distinguish between welcoming and belonging

INNOVATION, ENTREPRENEURSHIP AND WORKFORCE FEEDBACK



Leader: Elissa Hansen, Northspan



Small group and large group sessions



The group brainstormed what innovative, substantial actions, programs, or efforts the community can do, create, or take on that will move Itasca County forward.

1 Child Care	2 Community Identity Opportunity	3 Small Business Development	4 Skill Building	5 Data-Driven	6 Career Readiness
<ul style="list-style-type: none"> • Child care coop • Underwrite child care labor costs • Grandparents for child care • Remove unnecessary legislative red tape for child care, in homes and facilities 	<ul style="list-style-type: none"> • Marketing and Thrive Up North • Single-level living solutions for seniors • Comprehensive planning • Relocation incentive • Common fiber community values • Brand and package the lifestyle • Market rate, workforce, and mixed use walkable housing • Homecoming marketing campaign, bring youth back...later • Pit Mine Zipline, destination travel experiences • Regional & County music strategy (e.g. Riverfest) • Thrive Up North, strengthen this, expand scope & reach • Live-Work artisan & creative neighborhood 	<ul style="list-style-type: none"> • Build hospitality business • Community Investment Fund for start-ups • New business challenge • Local champion that wakes up every day thinking about innovation • Community networking opportunities to share and develop community ideas • Innovation networking for start-ups, telecommuting, technology industry • Innovation Expo • Idea exchange fr entrepreneurs • Regular meetups to gather entrepreneurs & innovators 	<ul style="list-style-type: none"> • Mentor speed dating • Teach children code, computer coding, not zip codes • School and business buy-in for career pathways • Mentorship program for trades • Apprenticeships and bridge training • Student experience in real innovative projects (e.g. autonomous shuttle project) • Higher academic & STEM interest for teens and young adults 	<ul style="list-style-type: none"> • Innovation / Industry environmental scan, ecosystem thinking • CORI model for growth • Jobseeker data collection 	<ul style="list-style-type: none"> • Career readiness prerequisite for graduation • 4-year college to keep people and incentive entrepreneurship • Sweat-equity boot camp for college gap year

INNOVATION, ENTREPRENEURSHIP AND WORKFORCE FEEDBACK

- Day One Focus

INNOVATION, ENTREPRENEURSHIP AND WORKFORCE FEEDBACK

Considering the Rational & Experiential Aims:

“What innovative, substantial actions, programs, or efforts can our community do, create, or take on that will move Itasca County forward?” **the group moved forward four arena’s of potential work and further defined them.**

IN THE ARENA OF: #1 Child Care	IN THE ARENA OF: #2 Community Identity Opportunity	IN THE ARENA OF: #3 Small Business Development	IN THE ARENA OF: #4 Skill Building
<p>WE HAVE LEARNED: Accessibility and affordability are key.</p>	<p>WE HAVE LEARNED: Effective change is needed for a sustainable future.</p>	<p>WE HAVE LEARNED: There are many barriers to entry. Entrepreneurs are isolated. They need an ecosystem.</p>	<p>WE HAVE LEARNED: The schools are failing our children. We need to set them up better for life.</p>
<p>AS ILLUSTRATED BY:</p> <ul style="list-style-type: none"> Organized regional advocacy Day Care Co-op sharing costs, training, vacation, etc. (Home providers) Increased respect of teachers and providers and access to education and training 	<p>AS ILLUSTRATED BY:</p> <ul style="list-style-type: none"> Work with local government for less restrictive zoning for housing Waive property taxes for relocation incentive Identify and expand community branding 	<p>AS ILLUSTRATED BY:</p> <ul style="list-style-type: none"> Host entrepreneur meet-ups and networking events Create idea exchanges for entrepreneurs (start-ups and existing) Create a Community Investment Fund for start-ups 	<p>AS ILLUSTRATED BY:</p> <ul style="list-style-type: none"> Schools need to buy into Career Pathways as a graduation requirement Implement coding classes in middle school Critical thinking skill building

INNOVATION, ENTREPRENEURSHIP AND WORKFORCE KEY TAKEAWAYS

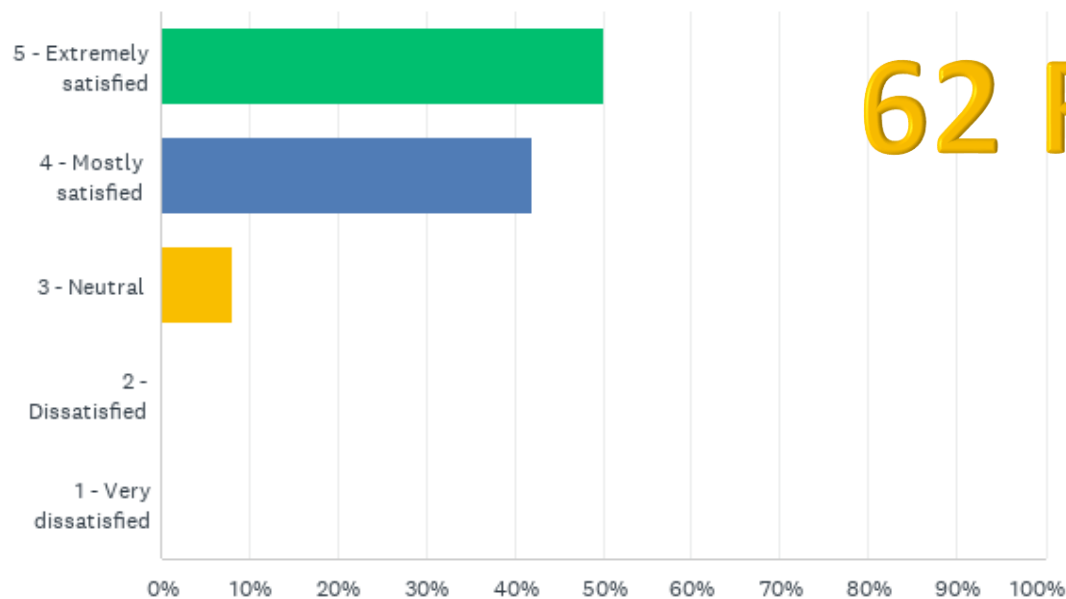
Arena	Activity Name	Action Partners	First Step
Child Care	Organized Regional Advocacy	Blandin, IRRR, IEDC, Major Employers, home providers, centers, government officials	Convene Stakeholders
	Child Care Coop	Current and past home providers	Reach out to providers and gauge interest
Community Identity Opportunity	Waive property taxes for relocation incentive	County Commissioners, marketing organization, county attorney	Determine the duration of the incentive
	Less restrictive zoning for housing	Work with the City, city administration, zoning commission, building trades, and the public	Gather information with City Administration
	Market existing community branding	IEDC, Thrive Up North, Innovate 218, North by Choice, NORTHFORCE, Community Members	
Small Business Development	Create an entrepreneur network	Aspiring, existing, and retired business owners, IEDC, SBDC, Entrepreneur Fund, Chambers, EDAs, Bankers, Lawyers, Accountants	Identify existing resources, systems, and groups in similar realm
Skill Building	Career pathways as a graduation requirement	Matthew Chaussee	Conversation with the schools
	Computer coding classes in middle school		Conversation with the schools
	Critical thinking	Students, guest speakers	Conversation with the schools

OVERLAPPING CONCEPTS

- Welcoming Community & Community Identity
 - What does this really mean?
- Workforce
 - Skilled and unskilled labor
 - Attract, retain and develop
- Housing
 - All types
- Childcare
- Business Development
 - Downtown Projects
- Entrepreneurship & Innovation

SURVEY RESULTS

Q1 How satisfied were you with the Itasca Summit?



62 Responses

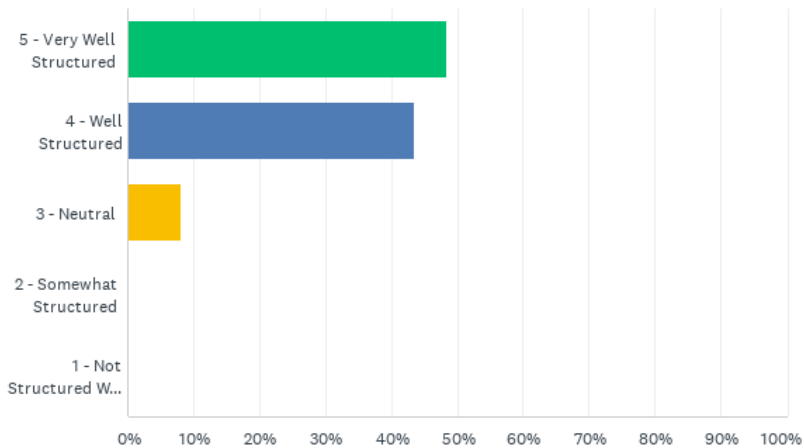
SURVEY RESULTS

Q2 What did you like most about the Itasca Summit?

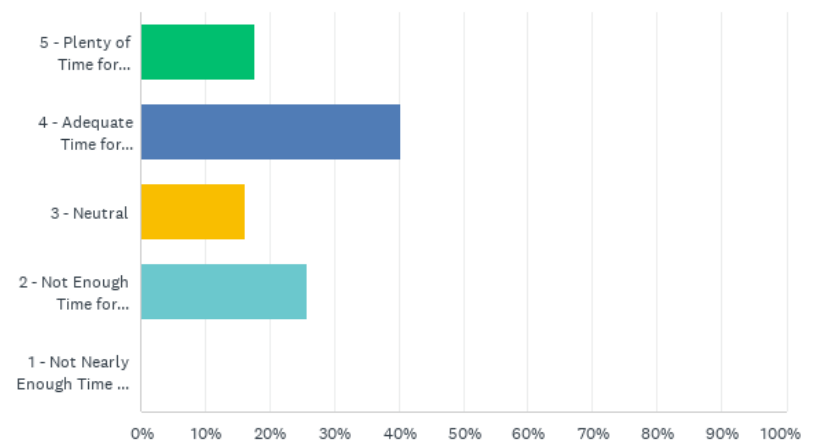
seen breakout sessions **great** Connecting **topics** happening **good** learn
sessions think **people** opportunity
Networking ability **speakers** leaders **variety**
keynote speakers **community** presentations **different** folks outside hear
areas

SURVEY RESULTS

Q5 How well was the summit structured?



Q6 Was there enough time for discussion?



SURVEY RESULTS

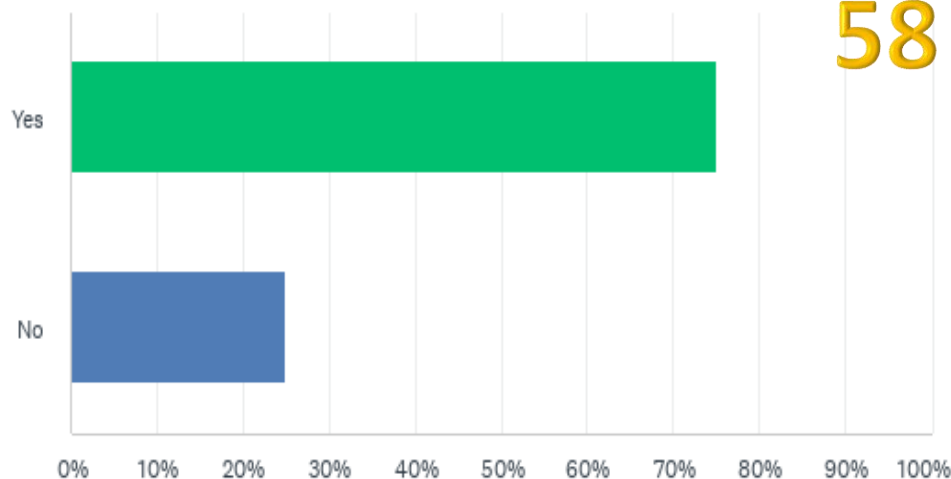
Q7 Which topics would you like to see covered at future Summits?

sessions workforce development **development** communities **discussion**
covered **business** made **workforce** related **area** better
Housing county **topics** economic development **see** Itasca County tracks



SURVEY RESULTS

Q8 Would you like to be a part of projects developed from the Summit?



58 Responses

49 Yes

9 No

2022 SUMMIT STRATEGY

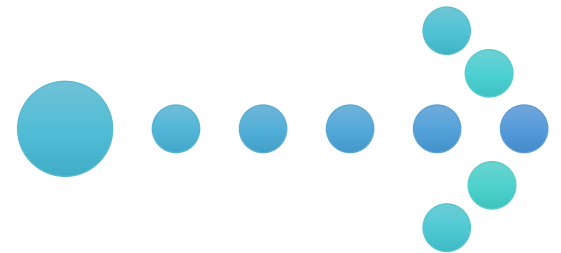
Identify



Collaborate



Champion



IEDC ADVISORY GROUP



Advisory Group



THANK YOU - MIIGWECH



SUMMIT
INSPIRING INNOVATION