



# Annual Report

*2022*

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# Mission

*The mission of the Martin County Economic Development Authority is to inspire Growth and Nurture Innovative Talent through Empowerment.*

# Vision

*The Martin County Economic Development Authority 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.*

# Goals

*Our fundamental goals are to start, grow, and strengthen businesses, maintain and create jobs, increase tax revenue, and create a welcoming environment for innovation and economic development.*

# 2022 STAFF & BOARD

## Joshua Schuetz

Joshua joined the CEDA team in June 2022 as a Community and Business Development Specialist for Martin and Nobles Counties. Joshua's hometown is Jackson, Minnesota and he graduated from Minnesota State University, Mankato, in 2019 with a Bachelor's Degree in Political Science. Prior to joining CEDA, Joshua worked as a journalist in southwest Minnesota, covering local government, business and community events.

## Amber Patten

Amber joined CEDA in November of 2022 as an Economic & Business Development Specialist for Martin County, Faribault County, and Lake Crystal Wellcome Memorial school district. Amber has worked as an Office Administrator for a Minnesota based power agency. She is involved as a community member, volunteering her time with various organizations. Amber enjoys working with people and communities in rural areas to help develop and sustain the current and future generations.

## Bryan Stading

Bryan joined the CEDA team in August 2022. Bryan comes to us with years of experience with the Regional Center for Entrepreneurial Facilitation.

## EDA Board

Brent Schultz - Chairman

Steve Fosness - Vice Chairman

Elizabeth Miller - Member

Tim Terfehr - Secretary/Treasurer

Wes Anderson - Member

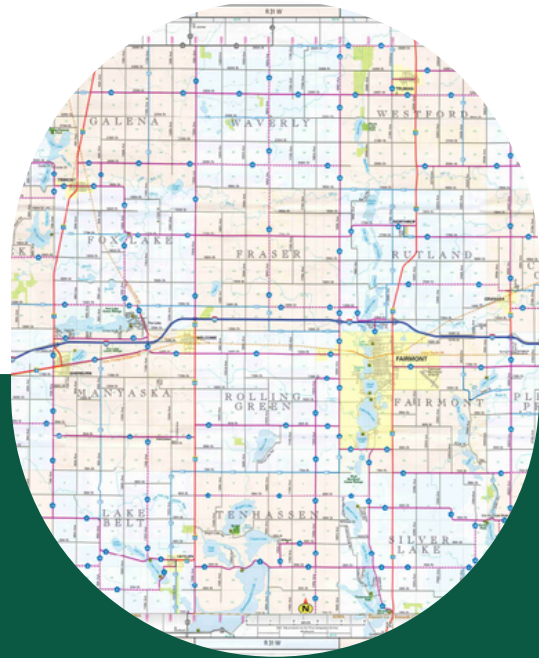
Richard Koons - County Commissioner

Elliott Belgard - County Commissioner

## County Staff

Scott Higgins - County Coordinator

# 2022 IN REVIEW



2022 was a transitional year for the Martin County Economic Development Authority (MCEDA). MCEDA contracted with Community and Economic Development Associates (CEDA) for the provision of Economic Development Services previously provided through the Regional Center for Entrepreneurial Facilitation (RCEF). CEDA consultants Joshua Schuetz and Amber Patten joined in August and November 2022, respectively. Collectively, Stading, Schuetz and Patten spent more than 400 hours serving entrepreneurs and existing business owners in Martin County.

To better inform the Martin County communities about the services provided by the EDA, contracted staff have reached out to local lenders, established relationships with the local stockholding institutions, and met with city clerks and council members throughout the county.

The EDA has continued to provide support for economic and community development activities, including the Martin County Fair, and Fairmont Chamber of Commerce events such as the Area Career Exploration Program and the Martin County Leadership program.

# 2022 HIGHLIGHTS

## **Janzen's Greenhouse**

EDA staff worked with the new owners of Janzen's Greenhouse and their lenders on financials and programs to assist with opening the business.

## **Fairmont Butcher Block**

EDA staff developed a pricing tool to assist the Fairmont Butcher's Block with seeing what their prices would be with percentage increases. This has helped the business

## **Southern Minnesota Skin Solutions**

EDA staff assisted Southern Minnesota Skin Solutions with its opening event, providing funding for marketing materials and helping coordinate the opening event of the clinic.

## **SMIF Grant/Project 1590**

EDA staff successfully applied for \$11,000 in funding from the Southern Minnesota Initiative Foundation. This funding will be used to translate EDA business consulting materials and fund interpretive services for 2023.

## **EDA Website Redesign**

EDA staff has collaborated with Ad Mfg, a local marketing firm, to revamp the EDA website. The redesigned website is expected to be launched in the spring of 2023.

## **Bean Town Bar and Grill**

EDA staff helped the owners of Bean Town launch a digital marketing campaign to facilitate the sale of their restaurant.

# 2022 STATS

**20**

## **BUSINESSES ASSISTED**

Staff visited and connected with a variety of business owners throughout Martin County.

**3**

## **COMMUNITIES ASSISTED**

Staff began building the MCEDA's capacity to offer community development assistance to small cities throughout Martin County.

**438**

## **HOURS SPENT ASSISTING CLIENTS**

EDA staff have continued work on assisting clients with various projects, offering advice and providing technical assistance.



# 2023 OUTLOOK

The Martin County Economic Development Authority (MCEDA) has a busy start to 2023, with a variety of initiatives and partnerships in the works.

One of the main focuses for the MCEDA staff will be to establish partnerships with community organizations in order to raise awareness of the services we provide. This is a great strategy for building relationships with people in the communities they serve and for ensuring that their services are accessible to everyone who needs them.

The MCEDA staff will also continue to provide business consulting services to clients and community development services to nonprofits and municipalities throughout Martin County. This is an important role for the EDA in supporting economic development in the county and helping businesses and communities thrive.

Another key initiative for the MCEDA staff in 2023 is the Martin County Broadband Partnership Program, which began working on in November 2022. This is an important project for the county, as access to reliable broadband internet is essential for businesses and residents alike.

The MCEDA staff will also be present at community events throughout the summer to build relationships with people in those communities. This is another great strategy for building connections and ensuring that the MCEDA's services are accessible to everyone in the county.

In addition to these initiatives, the MCEDA staff will continue to work on redeveloping the EDA's website to promote their services and spotlight the communities in the county. They will also work to develop stronger partnerships with the different cities in Martin County to better serve those communities and the businesses within them.

Overall, the MCEDA has a busy and productive year ahead, with a variety of initiatives and partnerships in the works to support economic development throughout Martin County.