

2023

Annual Report



Prepared by:

Joshua Schuetz and Amber Patten

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Mission Vision Goals

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.


EDA Staff



JOSHUA SCHUETZ

COMMUNITY AND BUSINESS
DEVELOPMENT SPECIALIST

Joshua joined the CEDA team in June 2022 as a Community and Business Development Specialist for Martin and Nobles Counties.

 507-841-2139


 joshua.schuetz@cedausa.com



AMBER PATTEN

COMMUNITY AND BUSINESS
DEVELOPMENT SPECIALIST

Amber joined CEDA in November of 2022 as an Economic and Business Development Specialist for Martin County, Faribault County, and Madelia Public Schools.

 507-525-3285

 amber.patten@cedausa.com

2023 marked significant activity for Joshua and Amber, as they actively engaged with all communities within Martin County, fostering valuable relationships. In addition to their dedicated efforts, Joshua and Amber played pivotal roles in spearheading community engagement initiatives, further strengthening connections with stakeholders across Martin County. Both remain committed to advancing the Economic Development Authority's (EDA) initiatives in Martin County



EDA Board



Wes Anderson
Chairman



Steve Fosness
Vice Chairman



Brent Schultze
Member



Tim Terfehr
Secretary
Treasurer



Elizabeth Miller
Member



Richard Koons
Commissioner



Jaime Bless
Commissioner

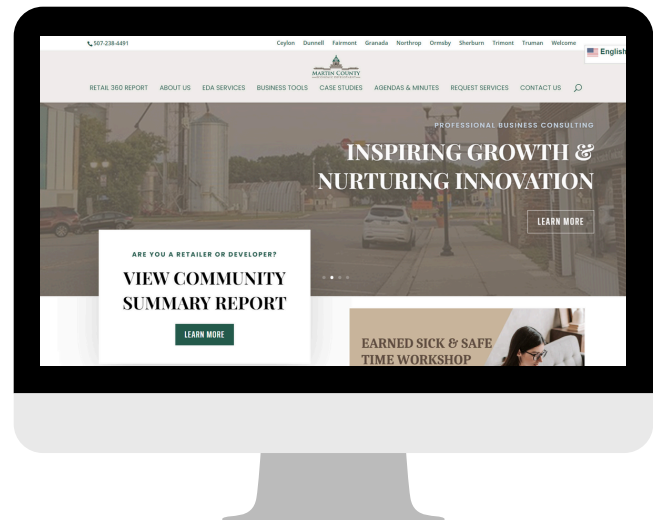
Community Connection

LAUNCH NEW WEBSITE

Martin County EDA launched a new website <https://martincountyeda.org>. Designed with our communities in mind, our revamped online platform aims to provide easy access to valuable resources, information, and opportunities for businesses, residents, and stakeholders alike.

What's New?

Our new website features a modern design, user-friendly navigation, and enhanced functionality, making it easier than ever to explore everything the Martin County EDA has to offer. Whether you're a local entrepreneur seeking support, a business owner looking to relocate, or a resident interested in community development, our website is your go-to destination for all things economic development in Martin County.



UNIVERSITY OF MINNESOTA EXTENSION

Festival/Event Training Course

The Festival and Event Training course served as a catalyst for bringing together various communities within both Faribault County and Martin County. The course fostered collaboration, cooperation, and shared experiences among communities. This course promoted community engagement, enhancing cultural exchange, and strengthening the overall sense of togetherness within the two counties.

Two participants per county took part in the course.



Community Connection

BREAKFAST ON THE FARM



May 20th, 2023

Gerhardt Farm



**500
ATTENDEES**



The Martin County
Economic
Development Authority
(MCEDA) contributed
\$1,000 towards this
event

The event featured: Wagon Rides, Scavenger Hunt, Tractors, Butter Making, Princess Kay, Grain Tables, Farming in a Glove, Farm Animals & More!



Community Connection

CELEBRATING CULTURES EVENT



The Martin County Economic Development Authority helped organize this event and paid both panelists and interpreters for participating

EDA staff successfully applied for funds from SMIF to fund this event.






Community Connection


MARTIN COUNTY FAIR

At the Martin County Fair, the Martin County EDA hosted a booth aimed at fostering entrepreneurship within the community. Our booth provided valuable resources on starting a business, including frequently asked questions and business plan templates. Throughout the event, we engaged with numerous individuals who expressed interest in entrepreneurship or sought assistance in various aspects of business development. This initiative served as a platform to support aspiring entrepreneurs and promote economic growth within Martin County.



THE RETAIL COACH

The Martin County Economic Development Authority (MCEDA) and the Fairmont Economic Development Authority (FEDA) are proud of our collaborative efforts to enhance the economic landscape of Fairmont, Minnesota. In pursuit of our mission to stimulate growth and prosperity, we embarked on a strategic partnership with The Retail Coach to attract retailers and restaurants to our vibrant community.





Financial Statements

	2022	2023	2024
Total Budget	\$95,551	\$125,551	\$127,050
Total Debit (Expenses)	\$102,992	\$100,205	

Martin County Statistics



COUNTY PROFILE

Martin Co.

Martin Co. is a part of Economic Development Region 9, which is located in the Southwest Planning Region.



POPULATION CHARACTERISTICS

2022 population:	19,650 people
Population change, 2010-2022	-1,190 people -5.7% decline

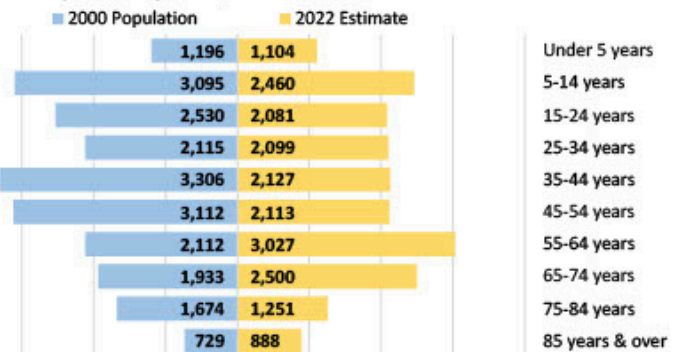
Median Age:	44.8 years
state:	38.5 years

Martin Co. is the 49th largest of the 87 counties in the state. Its population decreased over the past decade, ranking as the 78th fastest growing in the state from 2010 to 2022. Martin Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

	Number	Percent
Under 5 years	1,104	5.6%
5-14 years	2,460	12.5%
15-24 years	2,081	10.6%
25-34 years	2,099	10.7%
35-44 years	2,127	10.8%
45-54 years	2,113	10.8%
55-64 years	3,027	15.4%
65-74 years	2,500	12.7%
75-84 years	1,251	6.4%
85 years & over	888	4.5%
Total Population	19,650	100.0%

Source: Census Population Estimates, 2018-2022 ACS

Figure 1. Population Pyramid, 2000-2022



Martin Co. suffered a negative natural increase - more deaths than births from 2020 to 2022, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Martin Co. suffered net international out-migration - losing Minnesotans to other places (see Table 2).

Table 2. Cumulative Estimates of the Components of Population Change, 2020-2022

	Total Population Change	April 1, 2020 to July 1, 2022					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Martin Co.	-374	-140	471	611	-246	-1	-245
State of Minnesota	10,680	26,917	144,350	117,433	-17,365	20,012	-37,377

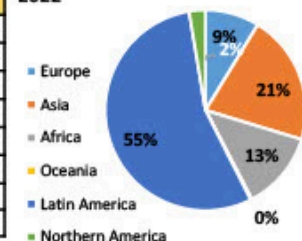
Source: U.S. Census Bureau, Population Estimates Program

Compared to the state, Martin Co. has a smaller percentage of foreign-born residents. From 2010 to 2022, Martin Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.

Population, 2022	Martin Co.		Change 2010-2022		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
Foreign-born Population	458	2.3%	127	38.4%	8.5%	31.3%
Europe	40	8.7%	-3	-7.0%	9.3%	-0.6%
Asia	96	21.0%	52	118.2%	36.7%	30.2%
Africa	58	12.7%	58	#DIV/0!	28.1%	93.1%
Oceania	1	0.2%	-2	-66.7%	0.4%	20.4%
Americas:	263	57.4%	22	9.1%	25.4%	7.5%
Latin America	251	54.8%	63	33.5%	22.9%	9.0%
Northern America	12	2.6%	-41	-77.4%	2.5%	-4.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2022



Martin County Statistics

COUNTY PROFILE Martin Co.

Martin Co.'s population was becoming more racially diverse over time. Since 2011, the county's white population declined, but the number of people of other races increased (see Table 4).

Figure 3. Population by Race, 2022

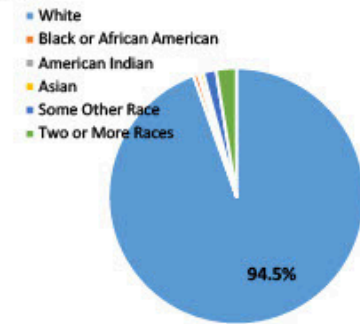


Table 4. Race and Hispanic Origin, 2022	Martin Co.			Minnesota	
	Number	Percent	Change from 2011-2022	Percent	Change from 2011-2022
Total	19,960	100.0%	-4.1%	100.0%	7.9%
White	18,869	94.5%	-6.9%	79.7%	-0.4%
Black or African American	122	0.6%	32.6%	6.7%	44.3%
American Indian or Alaska Native	34	0.2%	36.0%	0.9%	-10.2%
Asian or Other Pac. Islanders	100	0.5%	5.3%	5.1%	37.1%
Some Other Race	322	1.6%	86.1%	2.3%	84.7%
Two or More Races	513	2.6%	191.5%	5.3%	159.6%
Hispanic or Latino origin	1,076	5.4%	51.3%	5.7%	34.6%

Source: U.S. Census Bureau, 2018-2022 American Community Survey

POPULATION PROJECTIONS

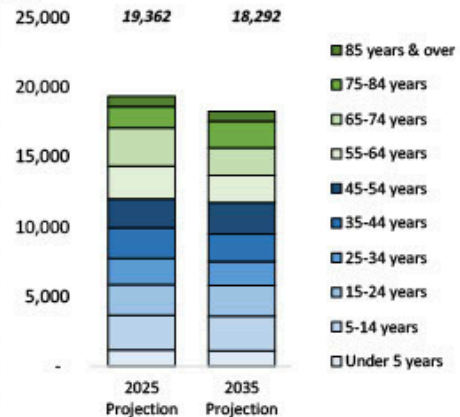
According to the Minnesota State Demographic Center, Martin Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the next decade (see Figure 4 and Table 5).

Table 5. Population Projections by Age Group, 2025-2035

Martin Co.	2025 Projection	2035 Projection	Numeric Change	Percent Change
Total Population	19,362	18,292	-1,070	-5.5%
Under 5 years	1,174	1,107	-67	-5.7%
5-14 years	2,487	2,476	-11	-0.4%
15-24 years	2,191	2,190	-1	0.0%
25-34 years	1,871	1,756	-115	-6.1%
35-44 years	2,198	1,952	-246	-11.2%
45-54 years	2,080	2,257	177	8.5%
55-64 years	2,357	1,938	-419	-17.8%
65-74 years	2,730	1,980	-750	-27.5%
75-84 years	1,556	1,909	353	22.7%
85 years & over	718	727	9	1.3%

Source: Minnesota State Demographic Center

Figure 4. Projections by Age Group, 2025-2035



EDUCATIONAL ATTAINMENT

Martin Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (93.0%), and a lower percentage of people with at least some college experience. Martin Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

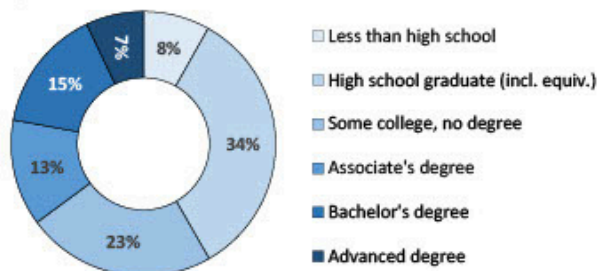
Percentage of the adult population (18 years & over) with at least a high school diploma:

91.9%

College-educated: **58.3%**
state: 68.5%

Associate's Degree: **13.0%**
Bachelor's Degree: **15.1%**
Advanced Degree: **7.0%**

Figure 5. Educational Attainment, 2022



Source: U.S. Census Bureau, 2018-2022 American Community Survey

Martin County Statistics

COUNTY PROFILE

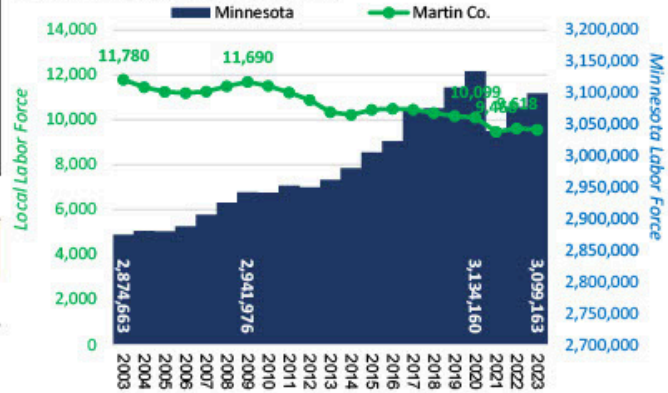
Martin Co.

LABOR FORCE TRENDS

At 2.7%, Martin Co. had an identical unemployment rate than the state in 2023. After the pandemic recession Martin Co.'s unemployment rate declined compared to the 4% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Martin Co. increased over the past year, and is down compared to 2019.

9,618	available workers
Labor Force change, 2008-2023	-1,927 workers -16.8% decline
2.7%	unemployment rate
2.7%	state
260	unemployed workers

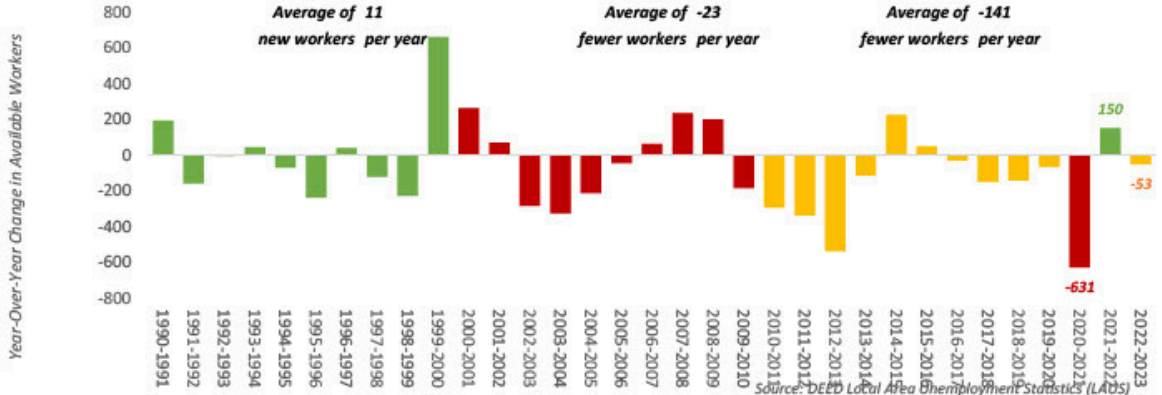
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

Labor force growth has slowed in recent years. After experiencing a net gain of workers each year from 1990 to 2000, Martin Co. averaged an annual loss of fewer workers from 2000 to 2010, and most recently a loss of fewer workers since 2010 (see Figure 7). Moving forward, Martin Co. is expected to see a labor force decline from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2023



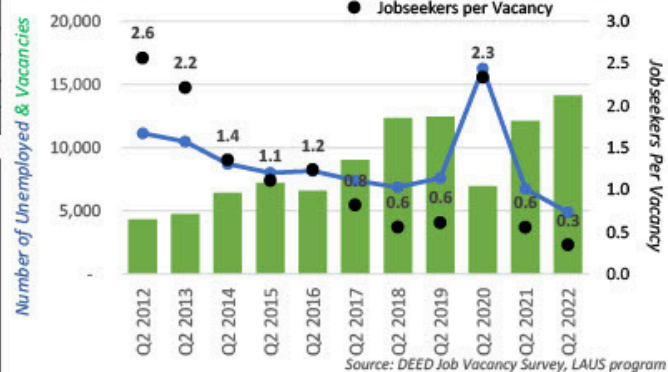
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	1,493	1,499
25 to 54 years	5,519	5,340
55 to 64 years	1,790	1,472
65 years & over	1,000	806
Total Labor Force	9,803	9,117

Source: Minnesota State Demographic Center, 2018-2022 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. Job vacancies in Southwest reached new highs in the 4th quarter of 2021, quickly bringing back challenges in finding new workers and 2022 showed the lowest jobseeker-per-vacancy ratio on record (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2012-2022



Source: DEED Job Vacancy Survey, LAUS program

Martin County Statistics

OCCUPATIONS IN DEMAND

Table 13. Southwest Planning Region Occupations in Demand, 2022

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Home Health & Personal Care Aides \$32,800/yr	Nursing Assistants \$38,146/yr	Registered Nurses \$80,694/yr	Substitute Teachers, Short-Term \$46,668/yr
Retail Salespersons \$30,660/yr	Licensed Practical & Licensed Vocational Nurses \$52,242/yr	Police & Sheriff's Patrol Officers \$66,050/yr	General & Operations Managers \$78,383/yr
Heavy & Tractor-Trailer Truck Drivers \$51,299/yr	Automotive Service Technicians & Mechanics \$49,362/yr	Dental Hygienists \$82,983/yr	Elementary School Teachers \$63,391/yr
Cashiers \$29,092/yr	Dental Assistants \$54,422/yr	Clinical Laboratory Technologists & Technicians \$61,801/yr	Secondary School Teachers \$64,067/yr
Fast Food & Counter Workers \$29,393/yr	Machinists \$49,288/yr	Industrial Engineering Technologists & Technicians \$49,646/yr	Accountants & Auditors \$66,142/yr
Waiters & Waitresses \$24,271/yr	Electricians \$63,396/yr	Radiologic Technologists & Technicians \$66,703/yr	Preschool Teachers \$35,451/yr
Laborers & Freight, Stock, & Material Movers, Hand \$39,654/yr	Computer User Support Specialists \$57,870/yr	Computer Network Support Specialists \$72,682/yr	Medical & Health Services Managers \$95,320/yr
Office Clerks, General \$41,160/yr	Medical Assistants \$46,233/yr	Electrical & Electronic Engineering Technologists & Technicians \$66,192/yr	Industrial Production Managers \$99,559/yr
Maintenance & Repair Workers, General \$49,219/yr	Industrial Machinery Mechanics \$59,803/yr	Civil Engineering Technologists & Technicians \$71,840/yr	Lawyers \$103,321/yr
Teaching Assistants, exc. Postsecondary \$36,756/yr	Farm Equipment Mechanics & Service Technicians \$51,684/yr	Environmental Science & Protection Technicians, Including \$39,218/yr	Personal Financial Advisors \$78,180/yr

Source: DEED Occupations in Demand

Martin Co. is a part of the Southwest planning region, which is projected to see a 5.1% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2020-2030

	Estimated Employment 2020	Projected Employment 2030	Percent Change 2020-2030
Southwest Planning Region			
Total, All Industries	195,812	203,504	3.9%
Natural Resources & Mining	5,931	6,026	1.6%
Utilities	713	735	3.1%
Construction	7,573	8,082	6.7%
Manufacturing	30,107	30,719	2.0%
Wholesale Trade	8,045	8,118	0.9%
Retail Trade	18,569	17,653	-4.9%
Transportation & Warehousing	7,385	7,817	5.8%
Information	2,152	2,001	-7.0%
Finance & Insurance, Real Estate	8,098	8,232	1.7%
Professional Services & Mgmt. of Companies	5,283	5,512	4.3%
Admin. Support & Waste Mgmt.	3,421	3,636	6.3%
Educational Services	15,564	16,274	4.6%
Health Care & Social Assistance	29,352	32,081	9.3%
Leisure & Hospitality	11,744	14,382	22.5%
Other Services	6,756	7,462	10.4%
Public Administration	13,193	13,517	2.5%

Source: DEED 2020-2030 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2020-2030



Looking Ahead



Areas of Focus	Initiatives
Broadband	<ul style="list-style-type: none">• Complete FCC broadband challenge.• Continue work on Martin County Broadband Partnership Program.
Childcare	<ul style="list-style-type: none">• Lakeview Methodist/Building Blocks Child Care Expansion
Housing	<ul style="list-style-type: none">• Develop Housing Trust Fund• Complete Housing Studies (Truman & Granada)
EDA Marketing	<ul style="list-style-type: none">• Maintain EDA website• Promote EDA on County's Facebook page• Host events for cities support staff (ideas: Financial workshops and/or Business startup success stories)• Succession Planning – Host regional summit• Establish Façade Grant/Loan Program
Business Retention and Expansion	<ul style="list-style-type: none">• Conduct business visits• Continue to support business & succession planning• Bringing in additional retail• Grant writing
Community Development	<ul style="list-style-type: none">• Assist with community grants• Work with local nonprofits to promote Martin County Tourism.• Identify gaps in community needs/amenities and pair with vacant properties with opportunity for development