



The EDA CENTER

at the University of Minnesota Crookston

The EDA Chronicle-June 2015

www.edacenter.org

Volume 5, Issue 6

Events of Interest:

July 9

- EDAM Redevelopment Case Study: Surly Brewing Company will be held at the Surly Brewing Company in Minneapolis from 3 to 6 PM. There are sponsorship options available for this event. For more information and to register, please go to <http://z.umn.edu/wq8>.

July 20-24

- The Upper Midwest Basic Economic Development Course will be held at the University of Minnesota Duluth Center for Economic Development. For more information and to register online, please go to <http://z.umn.edu/wqb>. The cost of the course is \$600. The deadline to register is June 26th, 2015.

August 13

- EDAM Webinar: Tips from the Trenches-Employee Retention and Attraction will be held from Noon to 1:15PM. Registration is free for EDAM members and \$25 for non-members. For more information and to register, please go to <http://z.umn.edu/xe7>

September 8-11

- National Business Incubator Association will be hosting its 25th Training Institute in Orlando Florida. **Early bird registration with a reduced rate ends on July 31.** For information and registration fees, please go to <http://z.umn.edu/xe8>.

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A Note from the Director of the EDA Center

Dear Friends,

If you plan to visit the University EDA Center, you're going to need to fill your gas tank a few times. "The Center" actually is a border-to-border network of educators and faculty working in Greater Minnesota. Extension educators use EDA funds to support and inform community and regional economic development efforts. In Northwest Minnesota, faculty at the University of Minnesota Crookston use the funds to fill technical assistance requests – making these funds available to businesses and entrepreneurial communities. As described in this and other newsletters in the past months, these connections are informing communities in times of economic crisis and opportunity.

[A recent report of best practices in EDA's University Center](#) reinforces the importance of such networks. "The best centers spend time in the field and bring their programs directly to their clients..."

New EDA Center Fiscal Year Approaching: Take advantage of UMC Expertise When Considering Technical Assistance Requests

As we approach the new fiscal year for The EDA Center at the University of Minnesota Crookston we are seeking new requests for technical assistance to be conducted in the coming year. As Joyce notes in the email above, Extension educators are bringing questions from communities to Extension's work with EDA funding; however, economic development and business leaders in Greater Minnesota have not had had as much exposure to all of the available expertise of faculty and staff at the University of Minnesota Crookston. We wanted to fill you in.

There is a growing list of people qualified to address business and economic development questions. UMN Crookston has faculty and staff with expertise in areas such as: accounting, corporate training, economics,

Caring for and nurturing networks – and drawing clients into these networks – is essential to success, especially in rural areas."

In this issue of our newsletter, we describe resources available to rural communities from faculty at the U of M Crookston. We also describe a new position that is being funded at Crookston to support stronger connections between U of M Crookston faculty and communities. New faculty and new directions at U of M Crookston, the administrative home of the EDA Center funds, will strengthen our networks for the future.

As always, we welcome you bringing ideas and questions to the table. Contact us by using any of the phone numbers or email addresses listed [here](#).

Sincerely,

Joyce Hoelting, EDA Center Director

finance, entrepreneurship, marketing, demography, SWOT analysis, communication, strategic management, human resources, and public relations. We also have faculty ready to engage in projects about sustainability, environmental science, soil science, agricultural business management, agricultural credit, farmers markets, commercial vegetable and fruit production. As with past technical assistance requests, The EDA Center staff will still have to evaluate requests for feasibility and mission/scope of work fit.

For more information contact Eddie Walker at The EDA Center (218-281-8251) or view the continuously updated UMC experts list at www.crk.umn.edu/relations/expertslist.htm.

EDA Center Report: Economic Emergency Program-Economic Impact of Lost Poultry Processing Jobs in Faribault, Minnesota

On an ongoing basis, the EDA Center funds Extension to analyze the economic impact of economic emergencies in Greater Minnesota. Recently, Extension published another analysis of the economic impact of the avian flu in May. Below is a summary of that report authored by Brigid Tuck and Elizabeth Templin from the U of M Extension Center for Community Vitality.

Losses In late winter 2015, avian influenza was discovered in a flock of commercial turkeys in Minnesota. After the first flock was infected, the virus spread rapidly. As of June 11, 2015, the disease had been confirmed at 108 turkey and chicken farms in 23 Minnesota counties, resulting in the direct loss of over 9.0 million birds in the state.

The loss of turkeys translates into fewer birds for processing. While

still a relatively small portion of all turkey production in Minnesota (and the United States), the lost production has led to decreases in processing. On May 5, the Jennie-O plant in Faribault, Minnesota announced it would lay off 233 of its employees.

As the community of Faribault absorbs this announcement, city and county leaders will need to consider the future of their community. That future will have an effect on the economy of Faribault and Rice County. In response, University of Minnesota Extension, has prepared this economic emergency report. This report is presented in partnership with EDA Center at the University of Minnesota-Crookston.

Summary of Findings

University of Minnesota Extension estimates that 233 lost jobs at a

poultry processing plant in Faribault, Minnesota will result in the total loss for Rice County of 363 jobs, \$83.2 million in economic output, and \$18.2 million of labor income. In addition to the direct loss of jobs in the poultry processing industry, the county's industry sectors of trucking (17 jobs), restaurants (10 jobs), and specialized poultry processing (8 jobs) will be most affected by the reductions.

For the full report, please go to <http://z.umn.edu/xea>.

Second Homeowner Survey Summarized in Video on U of M Website

In our March 2015 newsletter, we highlighted a study conducted by University of Minnesota Extension Community Economics Educators Ryan Pesch and Merritt Bussiere examining the profiles of second homeowners in the eight counties surrounding Minnesota's Central and West lakes region. The purpose of determining the profile of these second homeowners was to determine their economic impact in the region.

This is not limited to the money spent in the region while they are present, but also what is their commitment, involvement, and attachment to the community? Many of the second homeowners surveyed indicated an intent to permanently

relocate to the community housing their second home (56%) with another 27 percent undecided if they plan to relocate permanently to their second home after retirement. Even though a high number of people surveyed felt they would like to permanently return to the community, they do not feel as attached to their second communities.

When asked about attachment to the community and community involvement, 27 percent stated they do not feel strongly attached to the community near their second home and only 17 percent of them belong to a community organization in their second home community (compared to 81% belonging to a community organization near their first homes).

This study has shown a potential resource communities with many seasonal residents with second homes in their communities. U of M Extension has provided a video summary of the research you may watch at <http://z.umn.edu/x3b>. For the complete report, please go to <http://z.umn.edu/v2f>

2014-2015 Local Area Unemployment Statistics and Jobs Report

After seasonal adjustments, unemployment in May went up slightly to 5.5 percent in the U.S. and 3.8 percent in Minnesota. Minnesota unemployment claims in May decreased 90 to 15,286 when compared to April. Over the year unemployment claims decreased 7.4 percent when compared to May 2014.

Minnesota employers lost 200 jobs in May. Five sectors posted job gains: Trade/Transportation/Utilities (6,600), Financial Activities (900), Government (300), Construction (200), and Information (200). Profes-

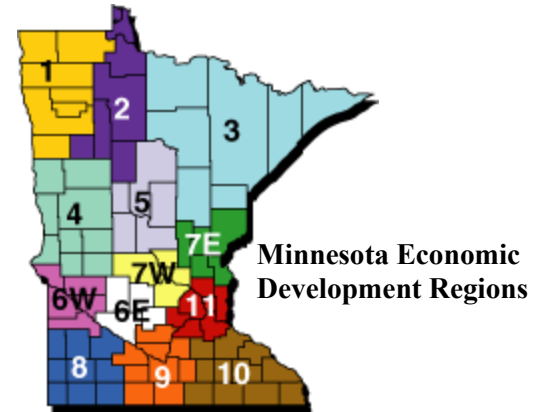
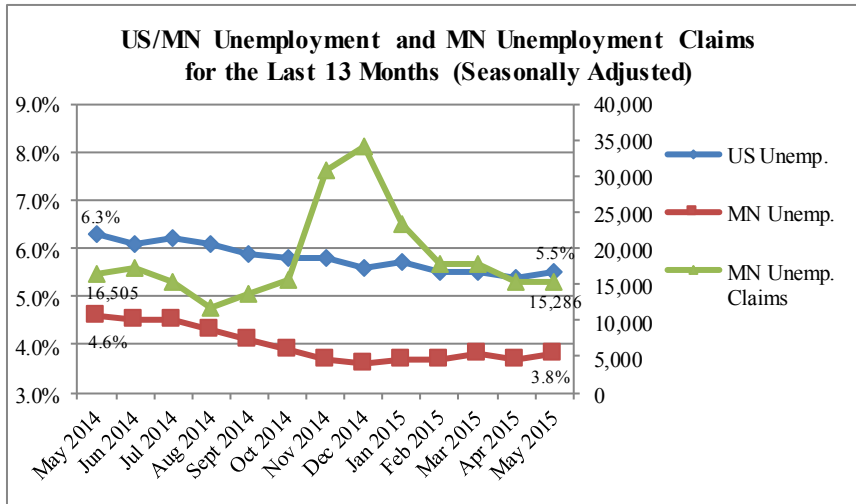
sional/Business Services (-4,400), Leisure/Hospitality(-1,600), Educational/Health Services (-900), Mining/Logging (-300), Other Services (-200), and Manufacturing (-100) posted job losses in May.

Minnesota added 38,383 jobs over the past year, which puts Minnesota's growth at 1.4 percent during that time. This is below the U.S. growth of 2.2 percent over the past year. Minnesota's labor participation rate is up to 70.8 percent (seasonally adjusted). Minnesota's labor participation rate continues to exceed the U.S.

labor participation rate which was 62.9 percent in May.

Unemployment for all but one of the EDRs decreased or remained the same in May (unemployment numbers for EDRs are not seasonally adjusted). The Upper Minnesota Valley region experienced a 0.4 percent increase in unemployment. The North Central region experienced a 1 percent decrease in unemployment.

Go to the DEED website; www.positivelyminnesota.com to view more employment and wage statistics.



2014-2015 Minnesota Unemployment by Economic Development Region (Not Seasonally Adjusted)

Date	EDR1	EDR2	EDR3	EDR4	EDR5	EDR6E	EDR6W	EDR7E	EDR7W	EDR8	EDR9	EDR10	EDR11
May 2014	4%	6.2%	5.9%	3.4%	5.3%	4.3%	3.9%	5.6%	4.1%	3.3%	4%	4%	4%
Jun 2014	4.4%	6.4%	6%	3.6%	5.4%	4.6%	4.3%	5.6%	4.5%	4.1%	4.5%	4.4%	4.5%
Jul 2014	4.3%	6%	5.5%	3.5%	5.0%	4.2%	4.1%	5.2%	4.2%	3.8%	4.2%	4.1%	4.3%
Aug 2014	3.7%	5.2%	4.8%	3%	4.5%	3.7%	3.6%	4.6%	3.7%	3%	3.6%	3.5%	3.8%
Sept 2014	3.2%	4.9%	4.5%	2.9%	4.3%	3.4%	3.1%	4.4%	3.5%	2.9%	3.4%	3.3%	3.7%
Oct 2014	2.7%	4.4%	4%	2.5%	3.9%	2.9%	2.7%	3.8%	3.1%	3.4%	3%	2.9%	3.2%
Nov 2014	3.1%	5.3%	4.5%	2.9%	5.2%	3.3%	3.1%	4.8%	3.5%	2.5%	2.9%	2.9%	3%
Dec 2014	4.7%	5.8%	4.7%	3.8%	6.1%	4.1%	4.2%	5.3%	3.8%	3.5%	3.6%	3.2%	3.1%
Jan 2015	6.2%	7.2%	5.9%	5.1%	7.7%	5.4%	6.5%	6.8%	5%	4.6%	4.7%	4.3%	3.9%
Feb 2015	5.9%	7%	5.9%	4.9%	7.6%	5.3%	5.5%	6.7%	4.9%	4.6%	4.6%	4.2%	3.8%
Mar 2015	6.1%	7.2%	6.1%	4.9%	7.5%	5.4%	5.9%	6.8%	4.9%	4.5%	4.7%	4.3%	3.8%
Apr 2015	5.3%	6.2%	5.6%	3.7%	5.8%	4.1%	4.2%	5.2%	3.8%	3.4%	3.8%	3.4%	3.4%
May 2015	4.4%	5.2%	5%	3.4%	4.8%	3.7%	4.6%	4.5%	3.6%	3.2%	3.6%	3.3%	3.4%

News for You...

University of Minnesota Crookston Economic Development Position Available

Full-time, 12-month, grant funded position starting July 15, 2015, or as soon as possible thereafter. This is an annual renewable position dependent on funding and performance.

JOB SUMMARY

Collaborating closely with administrators, faculty, students, staff, and University partners, the Director provides campus leadership, vision, and regional visibility for UMC's rural economic development initiatives and strategies. The Director plans, executes, and continuously improves the overall delivery of programs and services of the UMC's Rural Economic Development Center, including the Center for Rural Entrepreneurial Studies (CRES), Economic Development Administration (EDA), and the Northwest Region's Small Business Development Center (SBDC). The director also builds and maintains strong relationships with local, regional, and state partners to provide effective coordination of economic development initiatives.

RESPONSIBILITIES

Provide leadership for strategic planning, implementation, management, and continuous improvement of UMC's rural economic development efforts within the northwest region and the state (50%), including:

- market Center programs and educational services to businesses, public, and non-profit sector organizations
- coordinate and cultivate new relationships with local SCORE chapters, chambers of commerce, professional associations, and

economic development organizations

- convene meetings with key strategic partners, create strategic approaches to address the needs of the business community
- maintain an active presence, communicate regularly, and be visible to funding partners (e.g., SBA, EDA), State, local government entities, regional hosts, private sector supporters, and non-profit organizations
- seek and utilize feedback (e.g., satisfaction, economic impact, business needs) from clients and partners as part of a comprehensive approach to evaluate Center services and better meet the needs of the business community; and, serve as liaison with the national, regional, and district offices, acting as the chief spokesperson for Center initiatives.

Manage Center operations in order to maximize the availability of quality services in support of economic development (20%), including:

- hire, train, and evaluate Center staff, including part-time and contractual team members (e.g., SBDC consultants)
- negotiate and administer contractual service agreements with customers and service providers for Center-related services
- collaborate with UMC faculty members to identify and oversee student engagement in research, marketing, and planning in support of Center programs and activities and student learning at UMC
- foster an environment that

encourages and supports teamwork and models and maintains high standards of integrity, excellence and performance expectations; promote diversity in staffing, programs, and services

- ensure that Center services and resources are allocated and strategically aligned to meet University, State, and Federal key performance measures
- evaluate the effectiveness of operational procedures in achieving grantee compliance and direct efforts, reporting systems and other operational procedures
- maintain client control records and management information system.

Secure funding to ensure ongoing operation of the Center (20%), including:

- develop grant proposals, accompanying budget, and expenditure plans for operation of the Center
- direct, research, write, negotiate, and secure funds to ensure growth
- develop internal and external resources to accomplish program objectives, including actively seeking additional funding resource partners
- develop and submit quarterly, annual, and as-needed programmatic and statistical reports as required by granting agencies, cooperative agreements, regional Centers, Center hosts, Minnesota state and federal legislative representatives, and other stakeholders

- oversee program budgets to ensure spending within budget and assure compliance with federal regulatory requirements and Center objectives and goals.

Develop, deliver, and continuously improve training and resources in support of economic development (10%), including:

- develop training policies, priorities and budgets for program administration, financial and consulting personnel
- plan, coordinate, implement, market and evaluate workshops, teleconferences, and seminars
- attend training sessions and

participate in professional training opportunities

- provide direct counseling and training or referral of clients to appropriate sources.

How To Apply

Applications must be submitted online. To be considered for this position, please go to www.myu.umn.edu/employment and search for job ID 301446. You will have the opportunity to complete an online application for the position and attach the required documentation.

For full consideration, completed applications will consist of the following:

- A letter addressing qualifications, including a statement indicating how the candidate meets the stated expectations of the position
- Curriculum vitae
- Academic transcript(s) showing the conferral of the candidate's degree(s)
- The names, addresses (mail and email), and phone numbers of three references

This position will remain open until filled. For more information about the position, contact Vice Chancellor Barbara Keinath at bkeinath@umn.edu

Tell us About News in Your Area

The EDA Center would like to collect information from the different regions in Greater Minnesota in an effort to highlight notable projects and events across

the state. If you have any projects or events you would like highlighted in future newsletters, please submit them to walke810@umn.edu prior to the 15th of July.



110N Sahlstrom Conference Center
2900 University Ave
Crookston, MN 56716
Phone 218.281.8251
Email: editor@edacenter.org
Website: www.edacenter.org

The EDA Center at the University of Minnesota Crookston is one of more than 40 university centers nationwide, supported by the Economic Development Administration, U.S. Department of Commerce.

We conduct applied research, provide direct technical assistance and deliver educational programs development agencies that support the economy of economically-distressed rural communities throughout Minnesota.

EDA Center Staff:

Joyce Hoelting-EDA Center Director

Eddie Walker-Research Analyst/Editor



This document was prepared by the University of Minnesota Crookston under award number 06-66-05709 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

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