

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**MARKETING AND PUBLIC RELATIONS COMMITTEE**  
**MINUTES**  
**May 22, 2023**  
**Lunchbox Café, 507 Third Street, Prinsburg**

Present: Ben Carlson, Jesse Gislason, Tiffany Hintz, Ann Winge Johnson, Emily Lien and Pam Rosenau

Excused: Sam Romain

Staff: Kelsey Olson, Marketing and Communications Specialist

Secretarial: Cathy Skindelien, Legal & Administrative Assistants, Inc.

Chairperson Pam Rosenau called the meeting to order at approximately 12:05 p.m. The resignation of Sam Romain was added to the agenda under New Business.

**MINUTES—**

IT WAS MOVED BY Jesse Gislason, SECONDED BY Emily Lien, to approve the Minutes of the April 24, 2023 meeting as emailed. MOTION CARRIED.

**NEW BUSINESS—**

**Student-centered workforce solutions.** Kelsey Olson attended the TigerPath Student-Centered Workforce Solutions Summit in Hutchinson to brainstorm how the EDC can support similar efforts in the Willmar area. Olson met with Ken Warner, President and Jennifer Gardner, Business Education Network Program Coordinator of the Willmar Lakes Area Chamber of Commerce to learn what programs are available for school districts in Kandiyohi County to educate students on workforce opportunities. Gardner is employed for 25 hours per month working with the Willmar school district and would like to expand to other school districts in Kandiyohi County. Businesses were invited to Willmar Senior High School's Zero Hour, giving students a chance to explore summer and post-graduate job opportunities. Olson will touch base with teachers in Kandiyohi County to ask three questions:

- Do you need help with graduation standards?
- Should a professional speak to your class about careers?
- Are you interested in touring a business during Minnesota Manufacturing Month?

Olson hopes to find businesses willing to work with classes on a weekly basis for one month. Olson will help create the lesson plan to ensure it meets a standard. The preferred time is Wednesdays in May. Business professionals will be approached to explain the benefits of this program. Olson will manage and schedule the program, then slowly step away once the businesses, teachers and lesson plans are established. Grants are available on a yearly basis for program implementation. The Willmar High School Student Job Fair & Career Expo was expanded to include all high schools in Kandiyohi County, and Southwestern Initiative Foundation reimbursed school districts for transportation. Communication regarding the career fair will start earlier for next year's event to encourage the schools that did not participate to attend.

**Renaming and rebranding work.** Olson presented a website questionnaire (see attached) completed by Backman, Sarah Swedburg and Olson. It will be used by Redwood Valley Technical Solutions (RVTS) for

persona and audience work. Olson created a dichotomous key (see attached) to identify repetitious pages on the EDC website. RVTS will prepare a new key. The EDC Joint Powers Board and Joint Operations Board approved \$2000 to move forward with VantagePoint Consulting on renaming and rebranding. A meeting scheduled on June 6, 2023 will include the following people to discuss renaming: Backman, Olson, Jesse Gislason, Tiffany Hintz, Julie Asmus, Sarah Carlson and one other (possibly from the Lake Lillian area) to be determined.

[Ann Winge Johnson joined the meeting.]

Once the renaming phase is completed, Olson will reach out to Kelsey Baker, Kandiyohi County Administrator and Kyle Box, Willmar City Operations Director to discuss colors, styles etc., for the rebranding process. The rebranding meeting will include Olson, Pam Rosenau, Chairperson of the EDC Marketing and Public Relations Committee; and Nancy Birkeland, Legal & Administrative Assistants, Inc.

### **Resignation of Sam Romain.**

IT WAS MOVED BY Emily Lien, SECONDED BY Ann Winge Johnson, to accept with regrets the resignation of Sam Romain from the Kandiyohi County and City of Willmar Economic Development Commission's Marketing and Public Relations Committee.  
MOTION CARRIED.

### **UPDATES—**

**Convention & Visitors Bureau (CVB) budget/agreement update.** Olson reported the April EDC Joint Powers Board meeting included a detailed conversation regarding funds allocated to the Willmar Lakes Area CVB budget, but no action was taken. An additional meeting between Backman, Beth Fischer, Executive Director of the CVB and Roger Imdieke and Steve Gardner, Kandiyohi County Commissioners was held to further discuss the issue.

**Job fair update.** Olson reported the virtual career fair was attended by 44 businesses and 23 job seekers. Eight resumes were submitted and two interviews scheduled. General comments from businesses were positive, stating good connections were made for brainstorming and discussions about Minnesota Manufacturing Month. The EDC will not renew the Premiere Virtual contract; instead it will focus on workforce summits and Lunch-and-Learns. A Workforce Solutions Summit next January will target specific industries. The Lunch-and-Learns will include topics not normally handled by CareerForce, such as the PUMP for Nursing Mothers Act and childcare. It was suggested the Lunch-and-Learns be held in-person with livestreaming as an option.

**CVB Leisure Travel Committee update.** Olson reported the May CVB Leisure Travel Committee meeting was held at Diamond Lake Resort. In reference to a question from last month's meeting, CVB leads were defined as anyone requesting information and supplying an address, phone number and email address. CVB is doing a Kandiyohi County photo contest on SHRPA and has received several good photos. The passport program should roll out soon and will include something from every community in the county. The top 10 scenic spots in the county have been identified. Olson asked to sit on the Special Events Committee, which has an \$8,000 budget. All communities in Kandiyohi County are eligible to apply for the funds; however, one question on the application asks where overnight guests are going to stay, which implies most of the smaller communities would not qualify. Olson will make suggestions on how smaller communities could make use of the funds.

**Childcare update.** Olson reported much of her time is spent in support of the childcare grant, including creating management documents, working on fees and working with providers. The EDC is considering a full-time childcare position shared with United Community Action Partnership, and two days per week would be spent at the EDC. Olson will be a member of the environmental committee at Prairie Woods Environmental Learning Center, where she will encourage in-house childcare options and a “green” elementary school.

**Menu marketing support.** Olson created laminated menus for Pen House Boba in downtown Willmar, making it easier for customers to order. A how-to order sheet was suggested to help first-time customers.

**Social media.** Olson reported social media activity has been slow, but should pick up following the virtual career fair. A list of summer community events with links to each respective website will be posted.

**Summer schedule of events.** Olson gave committee members the opportunity to volunteer for local community celebrations this summer. The EDC provided lemonade for the Syttende Mai celebration held in Sunburg and will do the same for Raymond’s Memorial Day celebration. The EDC will be part of the parade in Lake Lillian and participation in the Amazing Race around Raymond was encouraged.

#### **DISCUSSION ITEMS—**

**Goals and mission.** The committee took time to fill out a survey regarding its goals and missions. Olson will compile the information for discussion at a future meeting.

**2024 budget input.** Planning for the 2024 EDC budget has begun. Olson identified marketing expenses for each committee to allow each to manage its own expenses. The remaining marketing budget totals \$20,960, which includes the following:

- Branding - \$750
- Community events - \$1,200
- Displays and giveaways - \$600
- Meals and meeting refreshments - \$1,200
- Media - \$4,900
- Mileage/Travel - \$1,200
- Professional Services - \$4,500
- Subscriptions - \$4,210
- Marketing (other, unexpected ads, etc.) - \$2,400

Lunch-and-Learns and Workforce Summits scheduled throughout the year will increase the budget for the EDC’s Business Retention and Expansion/Recruitment Committee.

**ADJOURNMENT—**There being no further business, the meeting was adjourned at approximately 1:19 p.m.

**NEXT MEETING—**The next meeting is **12 noon, Monday, June 26, 2023** in-person at the Community Room, Heritage Bank.

# Kandiyohi County and City of Willmar EDC Willmar Lakes Area Convention & Visitors Bureau Tourism Partnership Agreement

The Kandiyohi County and City of Willmar Economic Development Commission (EDC) Joint Powers Board of Commissioners and the Willmar Lakes Area Convention & Visitors Bureau (WLACVB) Board of Directors acknowledge the common missions of the EDC Tourism Committee and the WLACVB, and that the partnership agreement be continued for three years for the implementation of the Tourism Committee work plan under the guidance of the WLACVB.

The terms of the agreement are as follows:

1. WLACVB Director, along with the Leisure Travel Committee, shall prepare an annual budget request to be presented to the Kandiyohi County and City of Willmar EDC during the budget planning session (held in June each year). The budget request shall outline the line-item tourism-related expenses represented in the budget and how it relates to the WLACVB overall budget.
2. The WLACVB shall prepare an annual work plan outlining tourism-related goals to be submitted with the budget request.
3. The WLACVB shall provide annually year-end goals and budget report to the EDC Joint Operations Board of Directors.
4. The Kandiyohi County and City of Willmar EDC Joint Operations Board shall recommend an appointment to serve on the WLACVB Board of Directors.
5. The Kandiyohi County and City of Willmar EDC shall transfer to the City of Willmar the annual expenditure of \$34,000 allocated within the budget in January 2012. Amounts to be allocated in 2013 and 2014 are subject to the EDC's annual budget process.

The terms of the partnership agreement may be amended as necessary with notice and approval by both the Kandiyohi County and City of Willmar EDC Joint Powers Board and the WLACVB Board of Directors.


The agreement will continue year-to-year and may be terminated by either Board with advance written notification identifying intent and reasons for the termination prior to September 30<sup>th</sup> of the year preceding the partnership's termination.

Approved: July 28, 2011

Kandiyohi County and City of Willmar EDC

Willmar Lakes Area Convention & Visitors Bureau

  
Harlan Madsen  
chairperson

  
Beth Fischer  
Executive Director

**Kandiyohi County and City of Willmar EDC  
Willmar Lakes Area Convention & Visitors Bureau  
Tourism Partnership Agreement**

The Kandiyohi County and City of Willmar Economic Development Commission (EDC) Joint Powers Board of Commissioners and the Willmar Lakes Area Convention & Visitors Bureau (WLACVB) Board of Directors entered into a three-year Tourism Partnership Agreement on July 28, 2011, which has been allowed to automatically renew through 2023.

The EDC and WLACVB wish to enter into a new agreement as follows:

1. The WLACVB Director, along with the CVB's Leisure Travel Committee, shall prepare an annual budget request to be presented to the EDC's Joint Operations Board and Joint Powers Board at their April board meetings each year. The budget request shall outline the line-item tourism-related expenses represented in the budget and how they relate to the WLACVB's overall budget.
2. The WLACVB shall prepare an annual work plan outlining tourism-related goals to be submitted with the budget request.
3. The WLACVB shall provide annually year-end goals and budget report to the EDC Joint Operations Board.
4. The EDC Joint Operations Board shall recommend an appointment to serve on the WLACVB Board of Directors and on the Leisure Travel Committee during the term of this agreement.
5. The EDC shall transfer quarterly to the City of Willmar, in care of the WLACVB, in the following annual allocations:

2024	\$22,666
2025	\$11,333
2026	\$5,666
2027	\$0.00
6. This agreement will be terminated at year-end of 2026.

Dated: April 27, 2023

Dated: \_\_\_\_\_, 2023

KANDIYOHI COUNTY AND CITY OF WILLMAR  
ECONOMIC DEVELOPMENT COMMISSION

WILLMAR LAKES AREA CONVENTION & VISITORS BUREAU

By: \_\_\_\_\_  
Julie Asmus, Chairperson  
Joint Powers Board

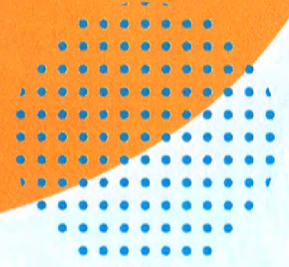
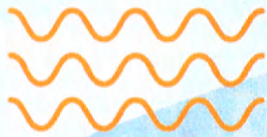
By: \_\_\_\_\_  
Beth Fischer  
Executive Director

# Website Design Questionnaire



# Contact Information

We're excited to start working with you. Please fill out the contact information on the next page so that we can reach out with regular updates. Remember to include your important links, including your current website, social media accounts, and the phone number and name of anyone else who we can talk to about your project.




## Client Contact Information



Full Name	Kelsey Olson
Title	Marketing and Communications Specialist
Organization Name	Kandiyohi County & City of Willmar Economic De 
Tagline	
Website URL	www.kandiyohi.com
Social Media Platforms	Facebook and LinkedIn
Phone Number(s)	320-979-5815, 320-235-7370
Email Address	kelsey@kandiyohi.com
Physical Address	222 20th St. SE, Willmar
Mailing Address	PO Box 1783, Willmar 56201

## Additional Contact Information

For Team Members We Will Also Be Working With

Assistant Name	Nancy Birkland, Cathy Skindeliem
Phone Number(s)	320-235-7370
Email Address	edc@kandiyohi.com
What Will They Be Handling For You	communication or requests when I am not availab 

Would you like this person CC'd on our email communication with you?  
Should they be included in any calls?

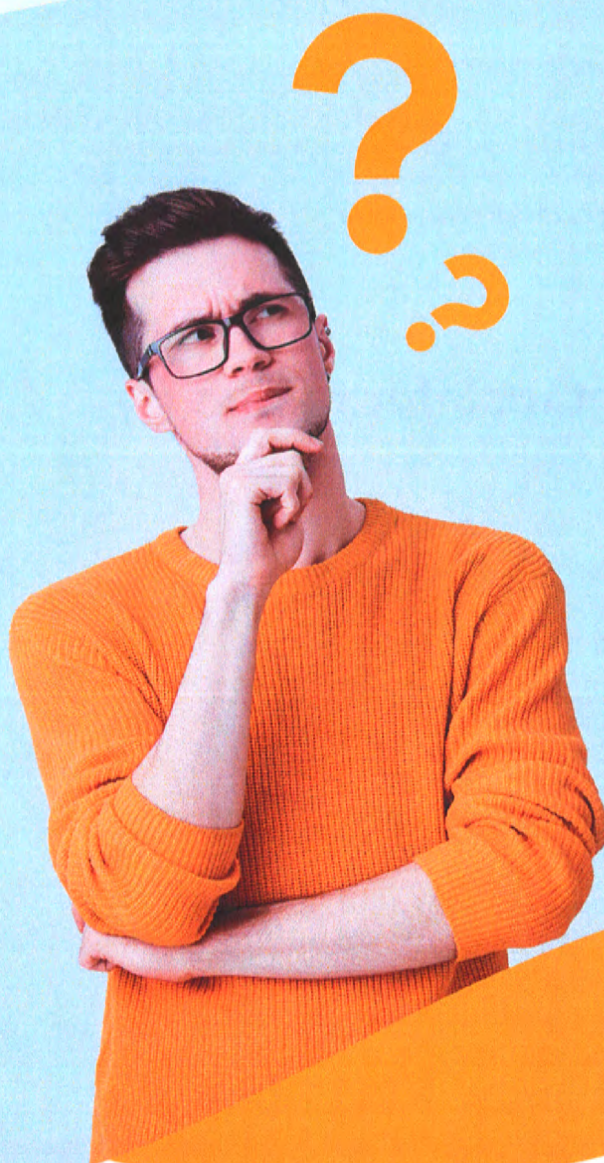
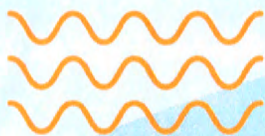
Check One:  YES  NO



# Brand Questionnaire

Understanding your brand is the key to successful marketing. As we help you achieve your organization's goals, it's important to know who your company is and its mission statement.

Knowing who you serve and what sets you apart is crucial to getting your brand noticed by customers. Getting recognized is also about standing out graphically. As you fill out the questionnaire below, think about what goals your company is trying to achieve, who they are trying to do business with, and what images you want to be associated with your brand.





## Brand Questionnaire

If there are any questions you don't know the answer to, are unsure about, or would like to have a conversation about to help clarify things, don't worry about it! Simply make a note of it in the answer section or just leave it blank.

What is the purpose, or mission, of your organization?

The EDC exists to be a catalyst for economic growth of the greater Kandiyohi County area.

Tell us! What are your organization goals? We'll work with you to achieve them with your website!

To provide visionary economic development leadership creating growth, prosperity, innovation, international competitiveness and enhanced quality of life through advocacy, recruitment and retention, collaboration and educational and technical assistance.

Who do you serve? What are they like? What are they passionate about? Write a paragraph that describes him or her:

The EDC serves 6 main audiences. They are listed in order of priority.

1. Businesses

They are large and small. Innovative and creative. They are both small and specialized and community targeted and have global representation.

What need does your organization fulfill? What are your clients or partners looking for when they might find your organization?

The EDC is the go-to resource for economic development including commercial and housing development and networking resources.

We assist through a holistic approach to the navigation of processes.

Our audience wants to find specific information such as available sites, how to

What are specific questions that clients and / or partners often ask you (or your team) about your service? List at least 3 out here, and include your answers:

Clients

1. Small Business/Entrepreneurs: What grants and/or financial assistance like loans do you have available?

2. What buildings do you have available? What lots? What properties?

3. Where can I find staff for my business.

How are you different from anyone else who does what you do? What is unique about you, your organization, your services, products, and programs, your background, or even the way you work?

Not all communities have economic development services. We have a joint powers agreement where we have accountability and representation. We are financially supported by the county levy.

What type of experience do you want people to have when they interact with your organization? What do you want others to say about your organization when telling friends about you?

We want people to say that they were able to quickly and easily find the information and/or support they needed from us. The experience should be seamless and people should leave feeling welcomed.

Who are your main competitors, or people who are doing what you want to do, and in your eyes, doing it right? Please provide names and websites.

Our main competitors are other cities, counties, states or even countries. However, we may also be serving a business that is looking at a number of locations or in the region or county.

Are there any brand materials already in existence that we need to match or coordinate with? Any colors, typefaces we must use? Do you have any requirements for your visual brand design?

Yes, but re-branding may occur. TBD SOON.

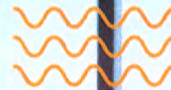
Are there any sensitivities we should be aware of about your organization, who you serve, industry, market, or audience?  
*i.e. Things to avoid or be careful of, colors that are frowned upon, imagery that is taboo or overused, etc.*

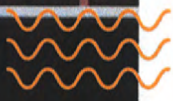
County-wide service, not Willmar-centric  
We have diverse communities with a variety of languages, cultures and religions represented  
Our imagery should represent the diversity of our landscapes and people

Is there anything specific you're looking for in terms of how your organization is presented visually?

Where Kandiyohi County is  
Who are partners are, what is West Central Minnesota

We want to model modern-day business





Are there any special requirements we need to know about?

Calendar – events coming soon can be highlighted  
Registration and payment capability  
Secure form creation and then the ability to submit (applications, letters of support and inquiries)



Is there anything you dislike or definitely don't want in terms of the design?

Not language heavy, not a lot of explanations right up front  
Plain language on the front, detailed and specific on supporting pages  
Color – but not like a rainbow  
Not stagnant imagery



What is most important to you for your business? Website speed and load time (for search engine optimization) or Custom Design, photos, and elements for branding?

Website speed and load time (for search engine optimization) or Custom Design, photos, and elements for branding?  
Ease of information finding



# Website Design Questionnaire

As we work on designing your website, it's critical to know the exact purpose it will serve. How is your site going to help your clients? When you understand how the page aids your target audience, we can use that information to make a site that guides them through the process efficiently. Website design is about assisting people with their needs quickly. So, determine what your clients require and how to get them to their destination seamlessly.



# Website Design Questionnaire

If there are any questions you don't know the answer to, are unsure about, or would like to have a conversation about to help clarify things, don't worry about it! Simply make a note of it in the answer section or just leave it blank.

Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?

These vary depending on each audience. We will work with VantagePoint to create personas of each audience type we work with.

What are the top 5 reasons your ideal customer will visit your website?\*(  
EG: research product information, get contact details, ask questions about services, pricing).

1. They want to know what sites or buildings are available
2. They want to know what loans or grant programs can support them i
3. They want updates on community projects and grants related to broadband, housing and childcare

**GIVE US YOUR MAIN REASONS FOR NEEDING A NEW WEBSITE.**  
It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. IE: Goals that are specific, measurable, achievable, relevant and time-bound.

With this in mind, what are the top 5 business needs of your new website?

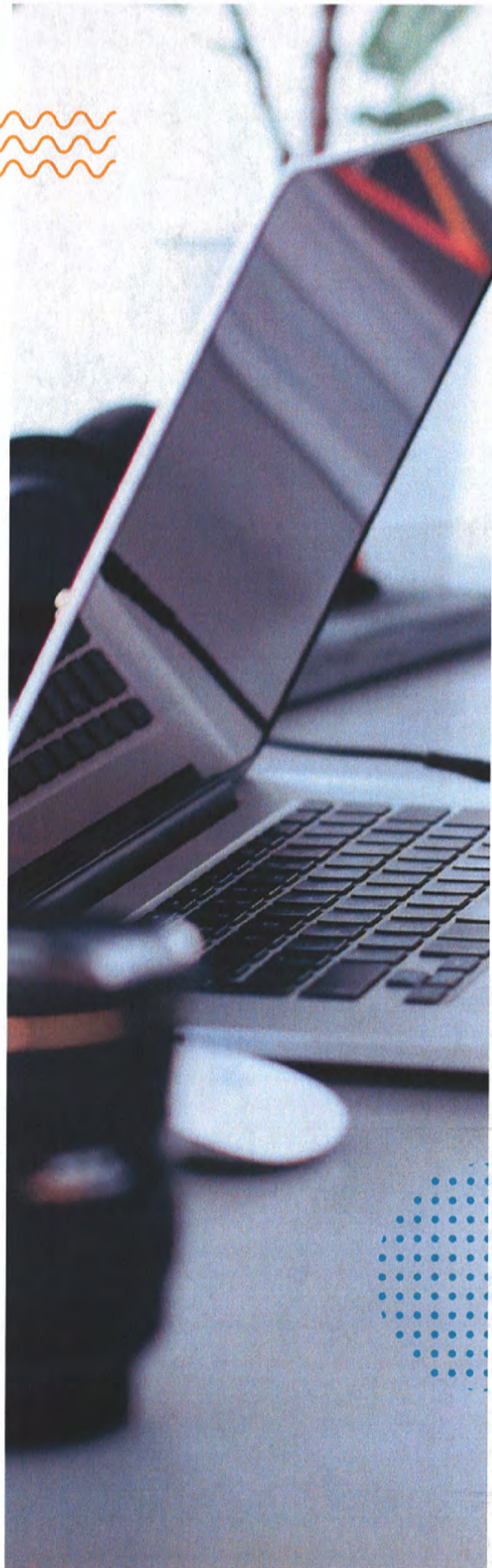
EG: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months

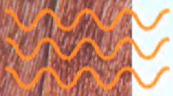
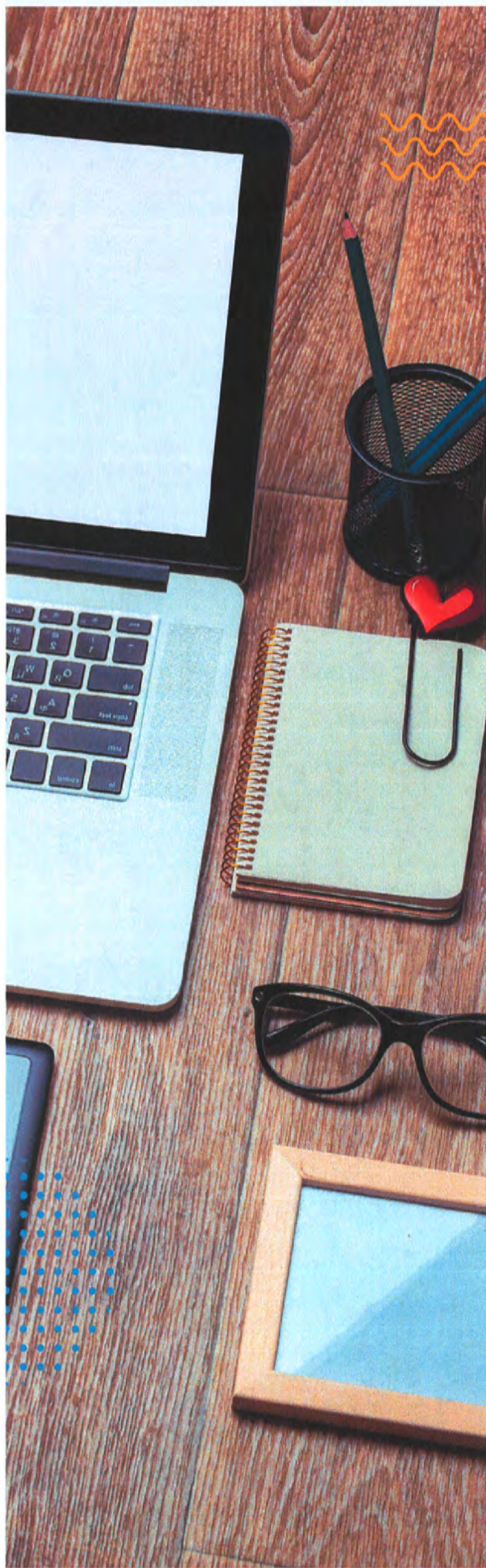
Overall we need a website with a modern look that makes viewers want to learn more about our area and allows them to access relevant information for them quickly.

Detailed specifics for audiences are below:

Developers and Site Selectors=

They can find the property information quickly. great utilization of viewing





What is the overall goal of your website? Why are we doing this project together? What do you want to see happen as a result of creating your new website?

To have easy-to-find relevant information for each specific audience. We want increased traffic that leads to an increase of communication and inquiries with our specific audiences' members

If you have a current website, what do you like about it, what's working? What do you NOT LIKE about it, What's NOT working?

We like the imagery current being used, but believe it could be improved upon. We like a drop down feature. We like title or subject bars. We like the ability to share news.

Are there specific pages that you already know must be included in the site's navigation menu? Please list all pages you know need to be in the navigation.

We know we need to have landing pages for : child care, broadband, housing, development or available lots and buildings (information for developers and site selectors), we want a way to connect and promote the chamber, visitor and

What do you feel are the top keywords or phrases that potential visitors might use to search for your products or services?

Willmar  
Kandiyohi County  
Available lots / sites / buildings in xyz

How will you be using the site for your organization and marketing? Describe your marketing plan.

Continued conversation with VantagePoint

Is there anything specific that you know must be included in your website that we are unaware of?

Answered above

Will you be including any forms on your website (contact form, intake form, booking form, speaking form, application, etc.)? *Contact forms are included. Custom forms with calculations and advanced features may be additional.*

Yes we will be including forms, likely applications

If you have an existing website, will the new site have significant changes to the existing content and text, will the content be staying the same as the current website, or will you have a mixture of new and existing content (text on pages)?

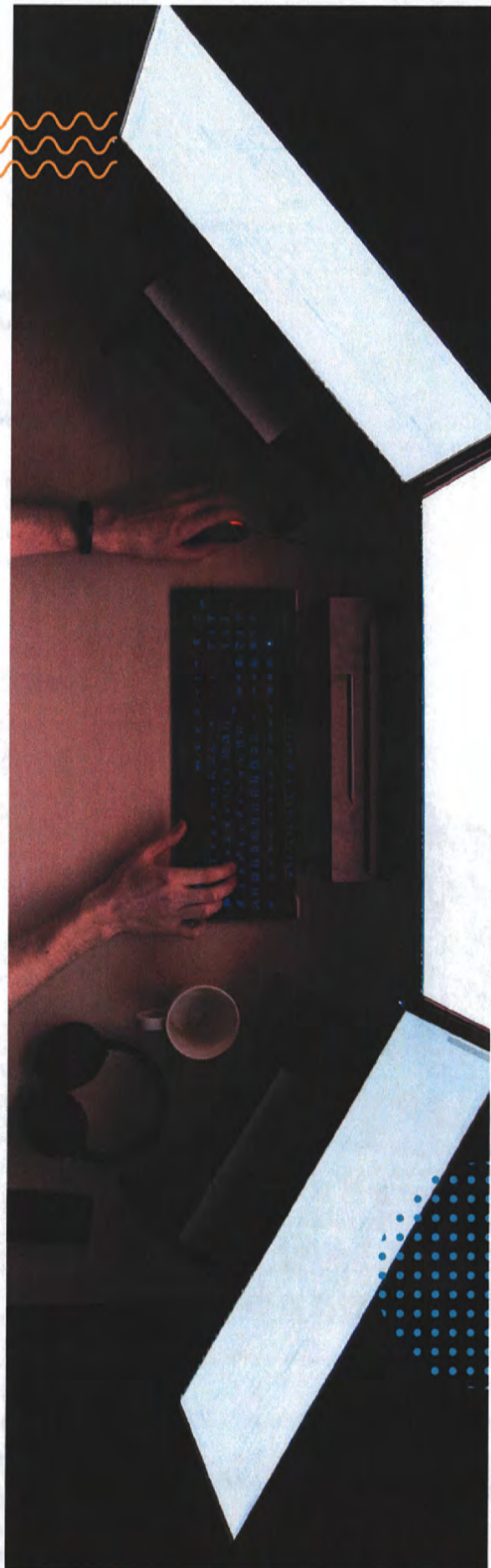
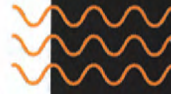
The audit will be a very important part of the website redevelopment process. There is a mix of content that will need to be the same, but perhaps re-written and new content created on existing subjects.

Please provide links to 3 to 5 websites that you love. These don't have to be in the same industry. Give some detail about what you love and why.→

Greater Bemidji: <https://www.greaterbemidji.com/>  
Living Alex Area (Alexandria): <https://livingalexarea.org/>  
Greater MSP <https://www.greatersp.org/>  
Cedar Rapids Metro Economic Alliance: <https://www.cedarrapids.org/>  
Duluth Port Authority: <https://duluthport.com/>

Do you have any questions about designing your new website, WordPress, or anything else technical?

Can we have a dichotomous key type of search to help citizen audiences find relevant information that applies to them and their specific location?

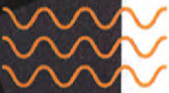




# Website Content Questionnaire

When you fill out the information that follows, please think about the details of your operation. What do you offer clients, and how does that process layout? We'll use the answers you provide to help flesh out content on your website that allows clients to learn exactly what you can do for them and how it can help in their lives. These answers are especially important, so please take your time and make sure they reflect the tone you want to be achieved on your webpage.





## Website Content Questionnaire

We'll use the information and content created below to build your website and brand message. Please complete the information as thorough as possible. If you have any questions, make a note and let us know.

In one to two sentences, describe what you offer to those you serve and/or your partners.
We offer dedicated time to support them in however they need it, whenever they need it.
Give your target audience a vision of their future. Let's think human to human! What do they want to be? What does success look like for them? Think about, then describe something your ideal client wants to become that your organization can deliver.
Developers and Site Selectors want to be present, successful and represented in the community. They want their projects to be successful and celebrated. Businesses want recognition and support technically, financially and through <span style="float: right;">+</span>
Now in more detail, describe in a paragraph or two what your products, services, or organization does for your customer? List if needed, your products, services, and resources.
Site selectors & Developers= assistance in identifying locations and assistance through the process. What we do? Understand their needs <span style="float: right;">+</span>
Remember to let your clients/partners be the hero, while you guide them to the future they envision for their lives. Let's show your ideal clients/partners that you care about them (their problems, their goals, etc.) and that you are competent to deliver a solution. Answer these statements in your own words below:
We're here to help with... and we are qualified by....
We're here to help with business support and community vitality and we are qualified by being leaders of economic development through dedicated and skilled staff.



What is the ONE MAIN THING you want your clients/partners to do when they visit your website that will move the needle in your organization (donate now, call us, register today, schedule an appointment, get started form, etc.)? When we focus on one main call to action, we'll drive the visitor to action.

Be able to access the information that is relevant to them within one (or two) clicks

Your target audience / client's problem. What are the top three pain points, challenges, frustrations, struggles your ideal client has in relation to your organization?

1. Being aware we exist to serve
2. Finding relevant information on our site
3. Helping other to understand our role as it pertains in relation to the county and City of Willmar

#### The Value "Stack"

What do you offer that can provide your ideal client/partner the future they want? What will make them successful? We'll show the value stack of your products / services in quick and easy to understand statements or words.

List 3 to 10 points (we'll use this to increase the perceived value of your product).

E.g. Professional growth. Community vitality.

1. Partnerships
2. Connections
3. Accessibility to resources
4. Completion of projects



What is the cost of NOT working with your organization? How would it negatively affect their life, or the lives of those you serve, if they do not work with or support your organization?

List the problems a client / target audience is dealing with because they are not working with your organization or if your organization didn't exist. This could be in the form of a question or a statement that might bring up the negative feelings you may be feeling because you are not using the organization.

E.g. Are you worried about your loved one? Is your community struggling to survive?

Limits their access and ability to navigate a sometimes complicated and layered process of obtaining financing and government approvals.

#### The Value Proposition

Let's expand on how your organization is a value to the client/partner. How can your brand make your potential clients lives better? What can it help them achieve? What transformation will your organization give to your ideal client? What good things will happen because of your organization?

List 3 to 10 points and a short description with each (we'll use this to increase the perceived value of your organization). You can expand on the value stack listed above, or describe additional values as well.

1. Help businesses and entrepreneurs not get lost in the process
2. Assist in narrowing down a broad of a view
3. Need help focusing in on one area for success and resolutions
4. Assisting those who are unable to access grant money and gap financing

The process of working together... let's give them direction and they will be more likely to donate or get involved.  
How does a client/partner work with you? Imagine there are 3 to 5 steps to work with your organization. Depending on your organization, you might give direction on how to get started working with you. Or you might explain how your organization works and how it solves their problem. What would those steps be?

E.g.

1. Schedule an appointment
2. Join a meeting to create a strategic plan
3. Reach your goals of financial success

1. Audiences review and research on the website- find your answers or.....
2. Call, email, text or swing by the office for continued support
3. Usually come with motivation and patience to work with us to accomplish your goals or resolve your issue

How are you differing from the competition? What is your "Why"? What passion drives your organization? What is your mission?

Let's explain to your clients/partners how you are different, what you offer that is unique, and why you do what you do. Share a few sentences with details on your "why".

Start by explaining why you are either better or different than your competitors. If you have the fastest approach, or if you take care of everything for your client, maybe you include the client in every steps of the process. Whether you are or you are not the most affordable, differentiate yourself by explaining your unique difference.

We provide unique technical, education, appreciation and validation.  
We exist to holistically solve problems, we do not hold decision making process for permitting.

Your product the customer can buy/donate..  
List the products, product variations or services the customer can buy (this can be a physical product, a service, consultation, etc.). Provide a short description on the products if available.  
And/Or  
List the ways a partner can donate to your organization.

Members of the public can volunteer on a committee or a board  
Technical or financial assistance  
Marketing and promotion





Let your happy clients/partners talk about you! Please share short testimonials from clients that describe how you solved a problem for them (if you don't have any, who can you reach out to for a testimonial)?

Will work with VantagePoint

Do you have accomplishments, testimonials, statistics, awards, certifications, etc. that show your experience and the influence of your organization? Are there companies or donors you work with that potential partners may be impressed with being on your organization "resume"?

Yes, employee recognition

FedEx, BNSF, Jennie-O, Relco, TPI Hospitality, West Central Steel, Duinick

Let's gather leads! Visitors will be coming to your website to research and find out who you are and what you can do for them. A great way to gather leads (or email addresses) to stay connected with them, is to offer something of value for free. What is something of value that you can offer your ideal customer to get their email address and make a connection with them (a downloadable document with tips or advice, a checklist, a free consultation, a video explainer with tips, etc.)?

Applications available

Marketing materials

Example: Elevate/Learn More

1

Your Team (A)

News (B)

Building (C)

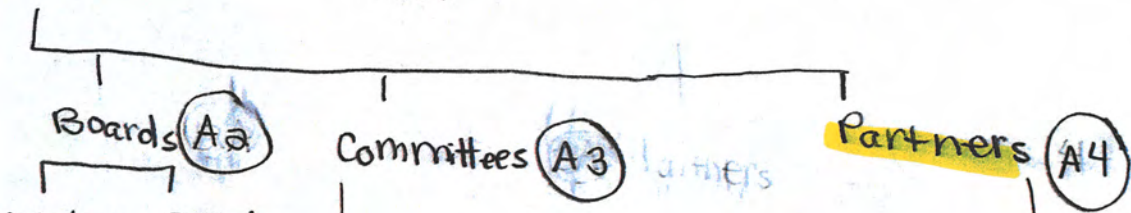
The EDC  
Mission  
Priorities  
staff

all posts  
most recent  
listed

link to  
LOIs on  
our page

Boards Committees Partners

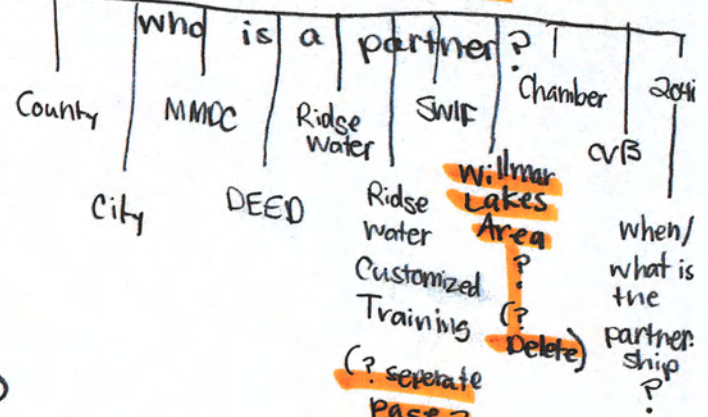
some are funders vs. partners



\* define what links the partnership is \*

how are we defining

members  
agendas  
+  
minutes



Willsmar Lakes Area  
Ridge water  
Customized Training  
(? separate page?)  
go from  
Ridge water

Ag (A31)  
As Producer  
2017 BRE  
report

Road-band (A32)  
2022  
Broad band  
Grant  
Recipients  
Page (DEED)  
link

BRE (A33)  
read  
more  
link to  
2017  
article

Blandin  
Foundation

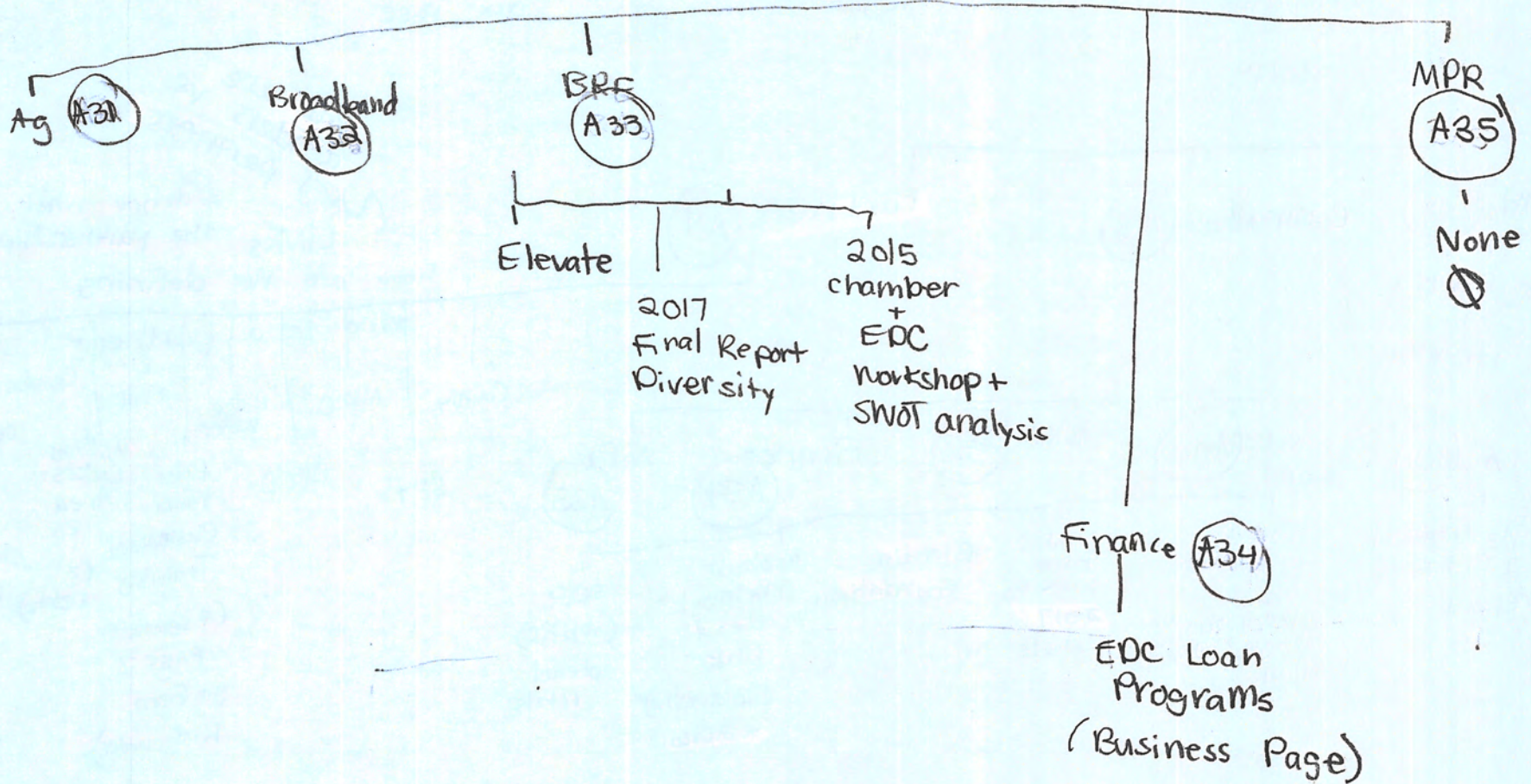
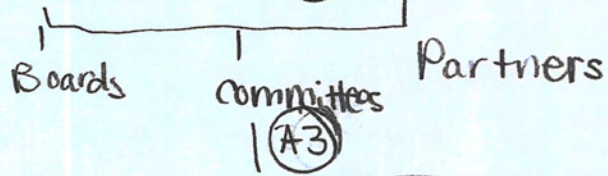
"robust  
network"  
dead  
link  
(Blandin)  
\*2016

MPR (A35)  
2016  
(MIRC)  
dead  
link

when/  
what is  
the  
partner-  
ship?

2

Your Team (A)



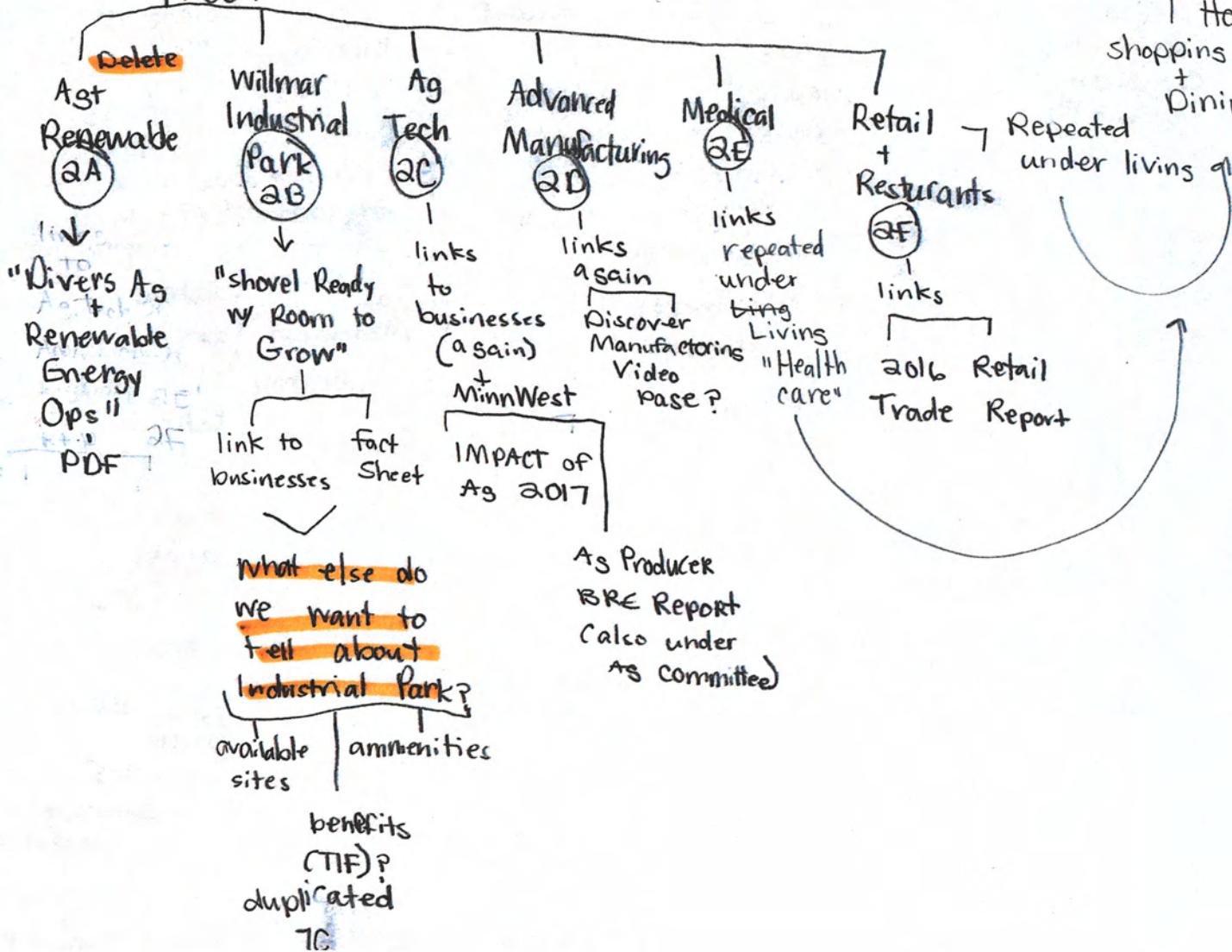


(3) Headers

Communities

(1) All ask each to provide blurb + link/s

- Industry (2) | links to all
- Business (3)
- Development (4)
- Data (5)
- Living (6)
- Features (7) | Health care shoppings + Dinings
- Community Video (8)



As Producer BRE Report (also under Ag committee)

(4)

### Header

start-Up (4A)  
Resources

Resource  
links

Child  
care (4B)

Applications  
(create  
seperate?  
complete  
online?)

Covid  
(4C)

remove

Financial  
Assistance (4D)

Applications

- links
- MMDC
- SWIF
- MN finance Programs
- MN tax credits
- MN Partnership Programs
- SBA loans

### Business (3)

Mainstreet  
(4E)

Update  
as  
closed

Taxes  
(4F)

"Taxes  
+  
Incentives"  
more  
appropriate  
for development?

Tax  
Abatement  
Application

Trans-  
portation  
(4G)

does this  
belong to  
"Business?"  
what is  
applicable  
in what  
situation?  
duplicated  
TB

Industrial  
Park  
Land-Pricing  
Policy?  
should  
be  
under  
Industrial  
Park

Some listed  
under  
"features"

education flyer  
updates

links  
and P

Workforce  
+  
Education  
(4H)

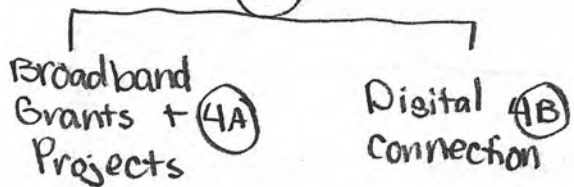
Major  
Employer  
(4I)

add  
definitio  
purpose

important  
page  
but  
separate

5 Header

Development



Data 5

Regional Hub  
 update to census?  
 Include in Living?

Living 6

Features 7 Cultural

Arts 6A

links to  
 Barn  
 Little Theater  
 WEAC  
 West Central Concerts  
 Prairie Wind  
 Willmar Symphony  
 Ridge water  
 Willmar Art Gallery  
 Zivspace  
 Willmar Arts Council  
 CVB

Education 6B

Repeat where F6  
 list of schools + A4

Housings 6C

out dated info  
 realtors  
 build association link  
 new projects  
 rentals  
 own duplicated housings study features

Shoppings + Dining 6D

Repeat 2F  
 WAY  
 too many links!

Cultural Prosperity 6E

share census?  
 -immigration  
 ↓  
 make this workforce?

Healthcare 6F

Repeat 2F

Lakes, Park, Recreation 6G

6) Header

Communities

1

Features

7

- Community Video

8

Community Video

1  
7A

duplicated as headers

Railroad Hub

1 7B  
duplicated  
4G (delete)

Willmar I.P.

1 7C  
duplicated this info good, delete under Industry  
2B

Kandi Housing Study

1 7D  
~~to~~ should be under Housing  
6C

Minn West

1 7E  
not listed under Partners  
A4

Ridgewater

1 7F  
duplicated  
6B  
education +  
A4

Willmar Municipal

1 7G  
duplicated  
4G