



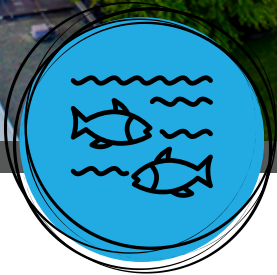
KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT

EXECUTIVE DIRECTOR

SALARY: \$100,000 TO \$130,000

To be a catalyst for economic growth of the greater Kandiyohi County area.

WELCOME TO KANDIYOHI COUNTY!



Kandiyohi County is situated in West Central Minnesota in the heart of what the Dakota called “Mni Sota Makoce” or “Land where the waters are so clear they reflect the clouds.” With a population of 45,232 residents, the area has twelve incorporated cities scattered throughout the lakes, rolling hills, and farmland of Kandiyohi County. The County is within an hour of St. Cloud and two hours from Minneapolis/St. Paul. With the new four-lane highway, travelers will soon be able to travel more quickly, and more safely, from Willmar to St. Cloud along the Highway 23 corridor.

Kandiyohi County is a vital, growing county that offers cutting edge bio-science, a nationally-rated community college, advanced healthcare center, outdoor recreation access including Sibley State Park, one of Minnesota’s top 10 attractions, and much more. The County has seen continued growth supported by a diverse economy with a wide range of sectors including technology, manufacturing, logistics/distribution, ag-related industries, small businesses, and tourism. As a leader in technology, Kandiyohi County offers professional and living wage jobs.

Willmar, the largest city in the County and the county seat, is a regional center in the heart of West Central Minnesota supporting a population of nearly half of the residents of the County. It is a diversified, growing, micropolitan city. Within the City of Willmar lies the Renaissance and Opportunity Zones and the Industrial Park.

The area is home to over 300 lakes, a thriving art scene, historical attractions, exceptional school districts, a growing job market, and friendly communities. With a beautiful blend of many cultures and faiths, Kandiyohi County cultivates a unique environment with plenty of diverse shopping and dining options as well as a variety of events and festivals.

Come see for yourself why Kandiyohi County is a great place to live, work, and play.

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THE ORGANIZATION

KANDIYOHI COUNTY ECONOMIC DEVELOPMENT (KCED)

KCED consists of two boards - the Joint Powers Board and the Joint Operations Board. There are also committees determined annually by KCED's Joint Powers Board.

JOINT POWERS BOARD

Kandiyohi County and the City of Willmar each appoint three elected representatives to serve for three years. This Board sets policy, adopts budgets, hires staff, and serves as the final authority for the organization.

JOINT OPERATIONS BOARD

KCED's Joint Operations Board of Directors consists of seven members appointed by the Joint Powers Board of Commissioners and includes representatives from communities throughout the County, businesses, education providers, and other groups. Board member terms are for three years and are limited to three full three-year terms.

COMMITTEES

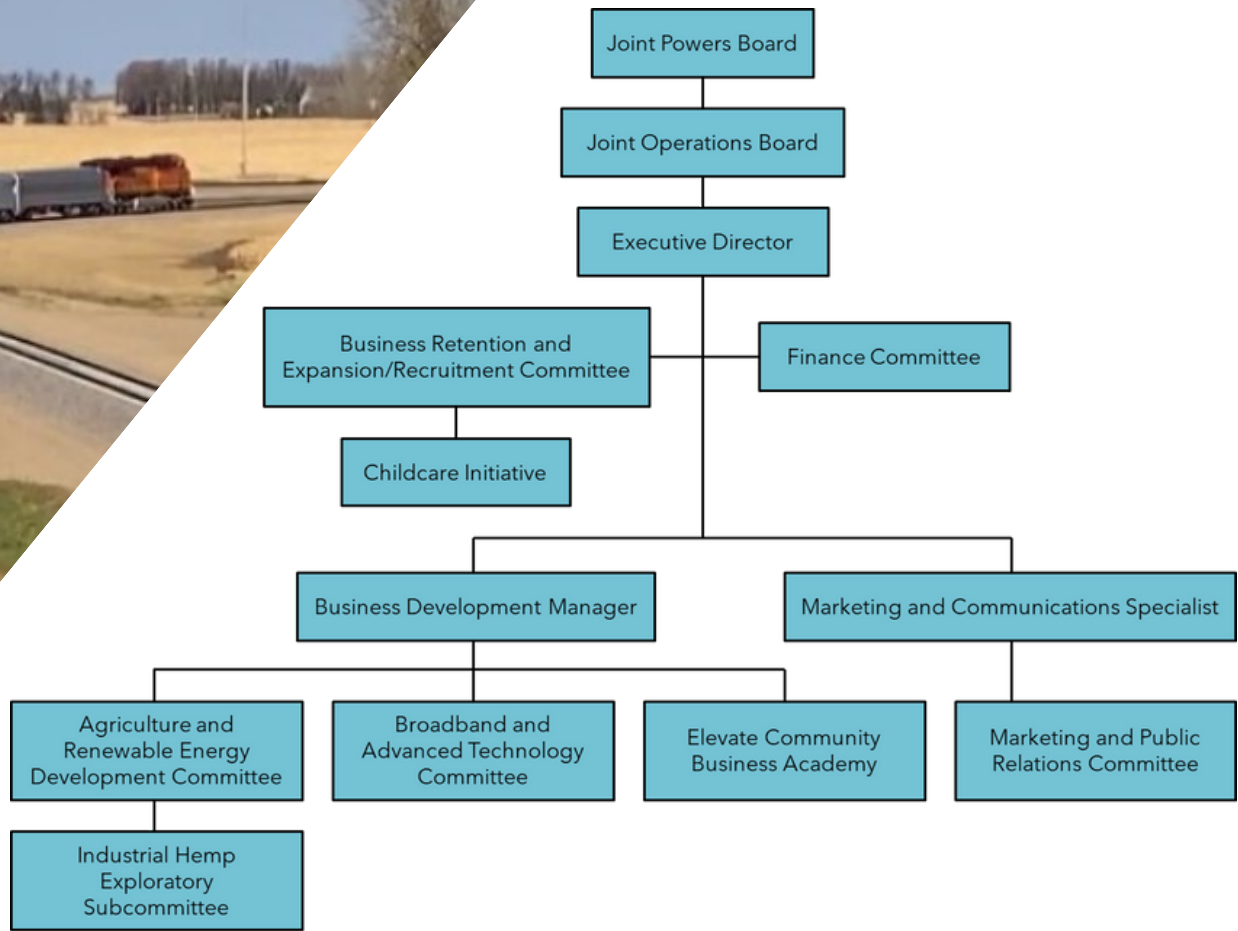
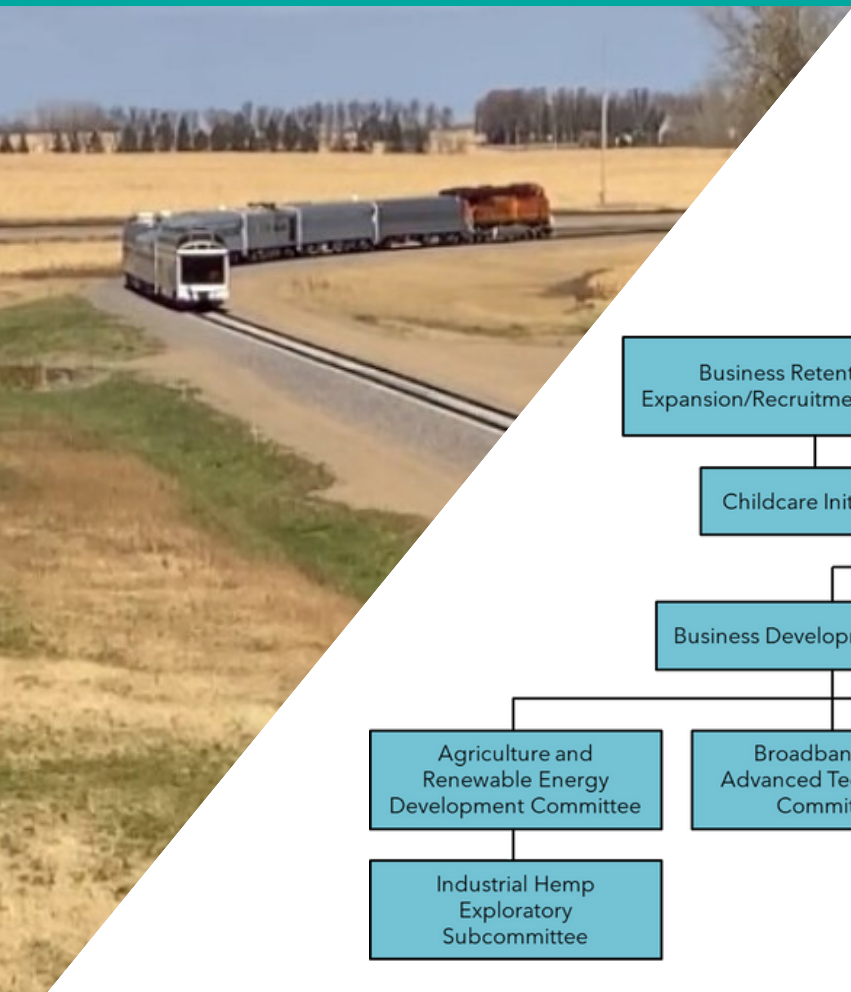
- Agriculture and Renewable Energy Development
- Broadband and Advanced Technology
- Business Retention and Expansion/Recruitment
- Finance
- Marketing and Public Relations

In addition, KCED has a Tourism Partnership Agreement with the Willmar Lakes Area Convention & Visitors Bureau (CVB) and supports funding for tourism-related goals administered by the CVB.



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THE ORGANIZATION



Expenses	2023	2024
Creating Entrepreneurial Opportunities Student Loan	17,300	16,900
Joint Operations Board & Joint Powers Board	5,200	7,400
Countywide Business Development	12,200	17,200
Economic Development Community Contributions	2,500	1,850
Elevate Community Business Academy	45,790	163,570
Agriculture and Renewable Energy Development Committee	12,650	22,775
Broadband and Advanced Technology Committee	10,550	6,000
Business Retention and Expansion/Recruitment Committee	*541,760	39,721
Finance Committee	2,700	3,750
Marketing and Public Relations Committee	33,728	20,020
Tourism/Leisure Travel Committee	34,300	25,300
Employee Compensation	325,303	331,468
Administrative	50,995	53,720
Office	118,348	118,900
Total Program Expenses	\$1,213,324	\$828,574

*2023 included significant one-time grants

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THE ORGANIZATION



The KCED (legally known as Kandiyohi County & City of Willmar Economic Development Commission) plays a critical role in advising and making recommendations on all economic development matters in Willmar and throughout Kandiyohi County.

What Does KCED Do?



Advocates for communities to support sustainable economic growth



Recruits businesses and new industries while supporting established ones through customized assistance



Provides education, financial, and technical assistance to local businesses and entrepreneurs



Builds collaborative relationships with site selectors, developers, and government entities to help programs operate smoothly



Focus Areas

Industrial Development

Agricultural Innovations

Housing Development

Workforce Development

Childcare Creation & Retention

Broadband Expansion

Elevate Community Business Academy

Marketing of Kandiyohi County



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THE ORGANIZATION

ORGANIZATIONAL HIGHLIGHTS

The KCED and its many partnerships are an integral part of the region's success. The energy is ingrained. The outgoing Executive Director has put the organization in a good position. KCED's talented staff not only bring diverse skills and a long list of professional contacts and relationships to the organization, but they also serve as the history keepers for the new Executive Director. KCED has celebrated many successes over the last eight years. KCED is a magnet for attracting global companies, site selectors, developers, and living wage jobs to the area.

- Through the efforts of KCED, FedEx recently established a 217,000 square foot logistics facility in the Willmar Industrial Park. This brought a \$30 million investment to the Willmar/Kandiyohi County area.
- The relocation of the Willmar Municipal Airport and creation of the Willmar Wye have added capacity for future industry and expansion of the Willmar Industrial and Rail Park.
- Nearly \$20 million in broadband investment was approved in 2024, which includes successfully garnering \$8.8 million in state grants.
- The MinnWest Technology Campus houses over 30 innovative companies in agribusiness, bioscience, and technology. With over 750 employees, 65 engineers, and 200 patents, the MinnWest Technology Campus will be a continued hot spot for innovation in the region and the state.
- KCED has met the challenge of bringing apartment projects to the area as a partial solution to housing shortages. These contemporary apartments include underground parking, multi-level units, and modern loft style living such as 15th Street Flats, Block 25 Lofts, Edgeview Apartments, Preserve on 24th, etc.
- KCED is the only organization in Minnesota that offers the Elevate Community Business Academy. The Elevate classes are offered in both English and Spanish. The program provides business education and coaching specifically tailored to underserved minority entrepreneurs and gives them the tools to live their dreams.
- One of 2023's top five projects in the City of Willmar (according to permit value) was the relocation of the downtown Foxhole Brewhouse. The expansion included new equipment and an 1,800 square foot outdoor patio.
- The region has benefitted from over \$240 million in construction over the last four years. Recent projects include West Central Steel, Rice Hospital Linear Accelerator, Ziegler Caterpillar, Lakeland Elementary School, FedEx Distribution Center, and the Child and Adolescent Behavioral Health Hospital (CABHH).
- KCED submitted a TED Grant to DEED which was approved for \$900,000 for a turn lane on Highway 40 into the Willmar Rail Park.
- The recently designated Renaissance and Opportunity Zones are ripe for continued housing and commercial redevelopment.

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CORE DUTIES OF THE POSITION

- Overall responsibility for leading the organization. This includes representing KCED in public settings, presenting at Board meetings, and the development and presentation of annual budget requests to Kandiyohi County and the City of Willmar.
- Act as a “one-stop-shop” and coordinate resources of information for all aspects of economic development including site and building options, financing, taxation policies, entrepreneurship, business counseling, and general information on community facilities and amenities.
- In partnership with other groups, actively recruit the targeted industries of logistics, warehouse, bioscience, technology, healthcare, tourism, and value-added agriculture including the expansion potential associated with each industry, with outreach efforts beyond Kandiyohi County.
- In recognition that the greatest potential for business growth and expansion will come from within, work with other organizations to actively retain and facilitate expansion of current businesses.
- On an annual basis, review industries with targeted designation to include businesses that compliment Kandiyohi County’s economic base and resources.
- Provide leadership for a coordinated organization and volunteer network committed to economic development. Provide oversight for the five standing committees.
- Work closely with business representatives and elected officials in enhancing and maintaining a “business-friendly environment” within Kandiyohi County and its municipalities.
- Enhance community awareness of KCED’s strategic goals and objectives, activities, and accomplishments.



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CORE DUTIES OF THE POSITION - CONT'D



- With the philosophy that both existing and relocating businesses will have access to the same economic development program incentives, develop and implement financial packages to retain, expand, recruit, and/or relocate businesses to Kandiyohi County.
- In cooperation with other groups and agencies, develop and implement promotional plans, websites, and materials to facilitate the retention, expansion, and/or relocation of businesses in Kandiyohi County.
- With input from the boards and cooperating organizations, annually evaluate, prepare, and implement goals, a work plan, and budget for the year.
- Become knowledgeable and, to the extent time permits, network with regional, state, and federal partners that provide technical and/or fiscal support to KCED's economic development efforts.
- Work with other agencies to access/offer educational opportunities that mirror KCED's objectives.
- Prepare recommendations for Board consideration of new and/or changes to existing KCED Policies and Procedures.
- Recognize and communicate with the Boards regarding the impact of current or proposed state and federal legislation which is, or has, the potential to negatively impact the economic health of the City of Willmar and Kandiyohi County.

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DESIRED ATTRIBUTES

Relationship Builder

- Demonstrates confidence, integrity, trustworthiness, and is emotionally intelligent.
- Personable and welcoming – serves as the face of the organization and thrives on community outreach.
- Engages with an inclusive and open communication style; demonstrates appropriate tact and confidentiality.
- A team builder/uniter who invites representatives throughout the region to have a seat at the table.
- Intentional, reflective, and active listening skills – listens to what is needed and asks the right questions.

Driven

- Unafraid of challenges; open to new ideas and new ways of doing things.
- Optimistic, energetic, and purpose driven.
- Broad imagination and confidence. Does not see limits to the organization's mission.
- Collaborative yet competitive.

Economic Development

- Detailed in acquiring and presenting facts and figures.
- Extensive network of regional and national contacts.
- Knowledgeable about various loan programs and other financial tools; creative in seeking grants.
- Extensive knowledge of rural economic development needs: housing, industrial, agriculture, energy, transportation, and amenities.
- Articulate in sharing the mission and vision of the organization.

Executive Director

- Provides professional guidance, sets direction, and supports staff in achieving goals and fostering career growth.
- Takes an active approach with the media and community to share the organization's mission, provide education, and celebrate successes.
- Leans on resources and asks questions. Tactfully delegates initiatives to volunteers to gain buy-in, utilize others' strengths, and further garner momentum.
- Strong budgeting skillset (developing and managing) with extensive knowledge of federal and state grants and resources.
- Bilingualist is a plus; an eager approach to learn the international business culture and foreign direct investment.
- Trusts and cares for staff; adopts a work life balance approach to the workplace.



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PRIORITIES/PROJECTS/GOALS

Take a greater Kandiyohi County approach to developing and expanding upon:

Rail and Transportation

- Continue to support the momentum related to the Willmar Wye, Willmar Rail Park Development, adjacent Industrial Park, and the region.
- Utilize the Highway 23 four-lane expansion to further encourage development.
- Encourage the build-out of the Industrial and Rail Park, including railroad spurs, within the next 3-5 years.

Quality of Life/Amenities

- Continue KCED's focus on broadband, childcare, and life cycle housing initiatives.
- Work with area partners to attract additional restaurants and entertainment to the area.
- Employ creativity on the potential of unoccupied buildings, including the partially occupied malls as destinations: medical, entertainment complex, etc.
- Identify areas for redevelopment for affordable housing in the Renaissance Zone and adding life cycle housing throughout the County.
- Place continual focus on diverse economies: agriculture, tourism/recreation, finance, cultural, manufacturing, healthcare, and logistics.

New & Existing Business/Industry

- Encourage other cities to acquire additional adjacent property to promote industrial growth throughout the County.
- Support the expansion of existing businesses (e.g. Jennie-O, Dooley's Petroleum).
- Find opportunities to bring small and medium size businesses to the area (30-50 employees).
- Work with area partners to expand workforce development initiatives.
- Continuously explore opportunities for the Renaissance and Opportunity Zones.

Public Relations

- Place emphasis on development in Kandiyohi County as a regional center with its unique offerings.
- Be an active and outward facing leader in the community to quickly gain an understanding of the future wants/needs of the region. Be on the lookout for new opportunities.
- Be a partner and engage in regular meetings with Ridgewater College, Mid-Minnesota Development Commission (MMDC), Southwest Initiative Foundation (SWIF), Chamber, CVB, County HRA, and local ED Directors/City Administrators.
- Continue to work with small cities, small businesses, area community foundation, underrepresented groups, and various area leaders to share what KCED has to offer.
- Ability to develop committees that include diverse occupations, geographic locations within the County, financiers, and underserved populations.



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POSITION ANNOUNCEMENT



Organization: Kandiyohi County Economic Development

Position: Executive Director

Salary: \$100,000 to \$130,000

Application Deadline: May 19, 2024

Job Summary: With a passion for rural Minnesota, the Executive Director will take a leadership and coordinating role in cooperation with other public, private, governmental, and educational organizations and agencies, encouraging the retention and expansion of existing businesses and the recruitment of additional businesses to Kandiyohi County. This position is responsible for leading efforts in retention, expansion, and location of businesses in the County.

Minimum Qualifications: Bachelor's degree in Public Administration, Business, Finance, Economic Development, or related field, five years of experience in the effective presentation of technical economic, business, and/or industrial information and knowledge of information regarding proposed business expansion or relocation, or a combination of education and experience may be considered. A master's degree and/or Certified Economic Developer certification are preferred.

Apply: Visit <https://daviddrown.hiringplatform.com/211215-kandiyohi-county-economic-development-executive-director/878892-application-form/en> and complete the application process by May 19, 2024. Finalists will be selected on June 10, 2024, and final interviews will be held on July 8, 2024.

Please direct any questions to Liza Donabauer at liza@daviddrown.com or 612-920-3320 x111.



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