

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT POWERS BOARD OF COMMISSIONERS MEETING
MINUTES
July 27, 2017
EDC Office, Willmar, MN

Present: Fernando Alvarado, Roger Imdieke, Harlan Madsen, Rollie Nissen and Kathy Schwantes

Absent: Andrew Plowman

Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development Specialist

Guest: Donna Boonstra, Joint Operations Board President

Media: Carolyn Lange, West Central Tribune

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Chairperson Harlan Madsen called the meeting to order at approximately 11:30 a.m. and declared a quorum was present.

MINUTES

IT WAS MOVED BY Roger Imdieke, SECONDED BY Kathy Schwantes, to approve the April 27, 2017 planning session meeting notes and April 27, 2017 minutes of the Kandiyohi County and City of Willmar Economic Development Commission Joint Powers Board of Commissioners meeting as e-mailed. All present voted unanimously in favor by roll call.

TREASURER'S REPORT—Aaron Backman presented the financial reports for periods ending April 30, May 31 and June 30, 2017. The board reviewed the June Balance Sheet and Profit & Loss Statement. Backman reported the first half levy was received and total income to date is \$326,613.92. In reviewing each committee's expenses, Backman noted the Agriculture and Renewable Energy Development (Ag) Committee's largest expenditures totaled \$5,529.96 for the Ag Producer BRE Survey; the majority of the Broadband and Advanced Technology Committee's expenses relate to marketing the broadband grant project; and the Diverse BRE Grant expenses have been less than \$1,000 and used mainly for administrative time. Backman noted total expenses as of June 30, 2017 was \$274,156.54, which is under budget.

IT WAS MOVED BY Rollie Nissen, SECONDED BY Kathy Schwantes, to accept the Kandiyohi County and City of Willmar Economic Development Commission

financial reports for periods ending April 30, May 31 and June 30, 2017, subject to audit. All present voted unanimously in favor by roll call.

PROGRESS REPORTS

County Broadband Project. Connie Schmoll reported a meeting was held with Consolidated Telecommunications Company (CTC), which determined that with sign ups at 42% of those in the project area and paid deposits of 21%, it was not in a position to proceed with the grant. The local representatives requested a two-week extension to announce a deadline to the community, which CTC approved. Within that time, the 810 sign ups needed were obtained and 685 deposits were paid. Schmoll noted that not having an online payment system on CTC's website, was detrimental to the process. The core group will meet with CTC on Monday to determine if the project will move forward. County Commissioners Roger Imdieke and Rollie Nissen were thanked for their assistance in getting sign ups and deposits paid. Schmoll acknowledged local media for promoting the deadline and creating awareness of the project and community members, who encouraged their neighbors to sign up. Imdieke stated this is an opportunity for the EDC and Kandiyohi County to educate other state grant recipients and the Minnesota Office of Broadband on the process and challenges the EDC encountered. Schmoll noted it was also a learning process for CTC. Chairperson Madsen stated the ultimate goal is broadband access across the state and the legislature needs to work on making the process less onerous.

Diverse Business Retention and Expansion Program Report. Backman stated the EDC received a grant from Southwest Initiative Foundation to design and implement a Business Retention & Expansion (BRE) program for diverse businesses and to survey at least 16 diverse businesses in the Willmar area. Backman completed 18 surveys and provided information and statistics from his Final Report (see attached). Backman noted one Latino business has customers from Fargo, North Dakota, and eastern South Dakota. Five Latino businesses, three Somali businesses and the Asian business surveyed do most of their marketing via social media. Backman stated other foundations appear interested in funding additional grants. Chairperson Madsen asked that if five to eight businesses voice a concern on an issue of the same topic, that it be addressed and shared with the relative agency. Fernando Alvarado noted this report could be an opportunity to recruit new businesses. Alvarado stated Harvest Bank in Kandiyohi is interested in working with the new Americans. Donna Boonstra requested the report be shared with the Willmar City Council and Kandiyohi County Board of Commissioners.

MinnWest Technology Campus. Backman reported Mr B's Chocolates was acquired by Brian Bollig, who relocated the business to the MinnWest Technology Campus (MWTC). Bollig will continue to have sales at the new location, but plans to do more online marketing and sales. Backman stated he is having a mold made for the EDC to give away chocolates to business prospects and as a gift when the Minnesota Association of Professional County Economic Developers (MAPCED) annual meeting is held in Kandiyohi County on September 22, 2017. Schmoll reported two more buildings formerly owned by the state were acquired by MWTC.

BNSF Railroad Wye Project. Backman reported a waiver of municipal consent for the revised location of Highway 12 was approved by the City of Willmar. The Master Agreement is being

negotiated and is expected to be signed soon. The agreement for the TIGER grant was finalized, an environmental assessment process was completed and the project has moved into the design/build phase. The deadline for the final RFP is August 15 to be implemented in November. An open house will be held today from 4:30-6:30 at the Kandiyohi County Health & Human Services Building on the south end of the project with a roundabout and on and off ramps. Backman distributed a drawing of the roundabout proposed by the Kandiyohi County Highway Department for safety reasons (see attached). It was noted the roundabout is designed for truck traffic. Backman noted EDC staff obtained letters of support for Kandiyohi County's capital budget request to the state for an overpass/bridge on CSAH No. 55.

Highway 23 Coalition. Backman reported the EDC has been active in revitalizing and formalizing the Highway 23 Coalition and encouraging participation by other counties, communities and businesses. Officers elected were Bob Mathiasen as chair, Paynesville Mayor Jeff Thompson as vice chair and Backman as secretary/treasurer. A proposed budget of \$31,100 for the remainder of 2017 and the year 2018 was approved, as well as proposed membership levels (see attached). The Coalition also determined the corridor will run from Marshall to I-94 (see map attached).

Business Visits and Meetings. Schmoll reported a majority of her time has been spent on the broadband project. The Agriculture and Renewable Energy Development (Ag) Committee created a Marketing Subcommittee and hosted a "Speak for Agriculture Workshop" presented by Natasha Mortenson. The Ag Committee is planning another event for 2018. The West Central Ag Sales Association has decided not to hold an Ag Show in 2018. Schmoll helped with the Willmar Lakes Area Chamber of Commerce's Aggie Open and Build-a-Burger and attended an energy conference on June 18 in Morris. Schmoll and Backman attended the Minnesota Association of Professional County Economic Developers meeting in Alexandria that included a tour of the new high school and its workforce training area; the Economic Development Association of Minnesota summer conference in Nisswa and pitch night at WORKUP. Schmoll facilitated a tour of Willmar hosted by R & J Tours; was a guest on KWLM's Open Mic on the broadband project and attended a Blomkest City Council meeting, which included broadband issues. Schmoll participated in a state-sponsored tour for professionals visiting from Pakistan; has been working with Aqua Therm in New London, DryMAX of Dassel, West Central Bait and assisted a new start-up businesses. She also attended the groundbreaking for the new Surgery Center; open house at Compassionate Cottage and toured the new Hampton Inn in Spicer. Kathy Schwantes stated University of Minnesota Extension completed a study on the Minnesota shrimp industry and a highway study that she will attempt to locate and forward to the EDC. Backman participated in the Willmar Airport Master Plan meeting; presented to Stearns County Municipal League on the Highway 23 Coalition; met with a developer and Willmar city staff as to a first street redevelopment project; met with architects for Midtown Plaza; and presented to the Willmar Planning Commission on several projects. Backman also attended the Kandiyohi County Bankers Association meeting and assisted with the sale of the Hawkinson property to Schwieter's Chevrolet for its new dealership on the south side. Schmoll provided information on the West Central Angel Fund I, which is now operating as a limited liability company and has the potential to invest \$1.5 million.

[Alvarado was excused from the meeting.]

UNFINISHED BUSINESS—There was no unfinished business.

NEW BUSINESS

Ratify Action by Joint Operations Board. Chairperson Madsen reported the Certificate of Deposit that was cashed in for reinvestment at North American State Bank was reduced from \$103,548.44 to \$75,000 to cover the EDC's expenses until the first half tax levy was received.

IT WAS MOVED BY Roger Imdieke, SECONDED BY Rollie Nissen, to ratify the Kandiyohi County and City of Willmar Economic Development Commission Joint Operations Board's approval to reduce the amount of the Certificate of Deposit to be invested at North American State Bank to \$75,000.00 and to sign all bank documents required for opening the Certificate of Deposit. All present voted unanimously in favor by roll call.

Boonstra noted the bank honored the same interest rate on the lesser amount invested.

2018 Preliminary Budget. Backman presented the 2018 preliminary budget and highlighted areas changed from 2017, including a levy increase to \$514,600, which is less than a 3.2% increase over 2017 and an overall change of 1.1% (see attached). The proposed budget includes a salary increase for Schmoll in recognition of her work and a 9% increase for staff health insurance with a cap of \$12,000 to be paid by the EDC. Any health insurance premiums above that cap will be paid by the employees. The Joint Operations Board recommends approval of this proposed budget. Chairperson Madsen noted his appreciation for not using reserves to balance the budget.


IT WAS MOVED BY Roger Imdieke, SECONDED BY Kathy Schwantes, to approve the 2018 budget for the Kandiyohi County and City of Willmar Economic Development Commission as proposed. All present voted unanimously in favor by roll call.

Approval of Bill. Backman stated he decided not to place an ad in the *Thriving in the North* magazine published by the Minnesota Department of Employment and Economic Development at a cost of \$6,600. However, Backman would like to place a half page ad in the *Business In Focus* magazine in the amount of \$2,708.75. The magazine will be doing an eight to ten page feature on the Willmar area at no cost to the EDC. The proposed ad will be joint with Willmar Municipal Utilities, which will reimburse the EDC \$1,000 for the ad and the City of Willmar, which will reimburse the EDC \$750. Backman provided the publisher with a list of 26 businesses that might advertise in the magazine

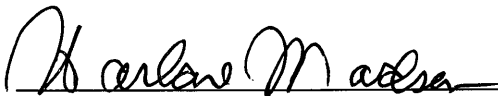
IT WAS MOVED BY Rollie Nissen, SECONDED BY Harlan Madsen, to approve a half page ad in the *Business In Focus* magazine in the total amount of \$2,750 with reimbursements to come from Willmar Municipal Utilities in the amount of \$1,000 and the City of Willmar in the amount of \$750. All present voted unanimously in favor by roll call.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:35 p.m.

NEXT MEETING—The next regular meeting is 11:30 a.m., Thursday, October 26, 2017, at the EDC office.


Secretary

APPROVED: 10/26/2017


Chairperson

Final Report for the Design and Implementation of a Business Retention & Expansion (BRE) Program for Diverse Businesses in the Willmar Area



July 24, 2017



**Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION**

Executive Summary

The City of Willmar, population 19,610, is a regional trade center in Kandiyohi County and the six surrounding counties in West Central Minnesota. Located about two hours west of the Twin Cities, Willmar's population has quickly diversified in recent years. From 2000 to 2010 the Latino population increased by nearly 1200 people or about 41%, and the Somali/East African population increased by 768 people. By 2010 the population of Latinos and Somalis in Willmar exceeded 5,000 people.

New Americans bring with them their families, new ideas, cultural experiences, and entrepreneurial spirit. New Americans in Willmar have been establishing new businesses in the community. It is estimated that there are now 70 diverse businesses in Willmar, or about 12% of total businesses in the City. This business creation activity has occurred particularly in the last decade—approximately 71% of the Somali businesses and 52% of the Latino businesses were established in the last 10 years.

Last Fall the Kandiyohi County & City of Willmar Economic Development Commission (EDC) sought and was approved for a grant from the Southwest Initiative Foundation (SWIF) to design and implement a Business Retention & Expansion (BRE) Program for Diverse Businesses in the Willmar area. EDC staff would meet with and survey at least 16 diverse businesses (Latino, East African, etc.). The EDC would serve as a referral and resource agency for prospective minority entrepreneurs.

Aaron Backman, Executive Director of the EDC, conducted 18 Diverse BRE Site Visits from February to July of 2017. In terms of ethnicity, nine of the business owners were of Somali-descent, eight were Latino, and one was Asian. Several deliverables were developed as a result of the grant, including a Diverse BRE Site Visit Form, a listing of Latino businesses, a listing of East African businesses, and a map showing the geographic dispersion of Latino and East African businesses in Willmar. These documents are included in the Appendices.

Overall, the surveys indicated that, regardless of ethnicity, the new immigrant business owners viewed Willmar favorably. They described it as quiet, safe, and positive in its diverse population. Some of the survey findings indicated that on average the Latino business owner was more likely to own the property and the Somali business owner was more likely to lease (this partly is a function of length of time in the community). Somali businesses are concentrated in downtown Willmar. Fully 55% are located on Litchfield Avenue and 19% on Fourth Street. Latino businesses are more geographically dispersed, with only 19% on Litchfield Avenue and 66% located outside of the downtown. In terms of types of businesses, food-related businesses (groceries and restaurants 26%) were the most common, followed by transportation enterprises (taxis and long-haul transport 16%) for Somali enterprises. The top two for Latino businesses were food-related businesses (37%) and auto-related (repair, service, and sales 30%).

There are a number of outcomes as a result of the Diverse BRE Grant. First, as a result of the site visits (including follow-ups for technical assistance), the EDC's profile has been raised. The EDC is definitely more visible to the new immigrant communities. Second, the EDC now has baseline information that it did not have before. For the first time, Willmar now has compiled business lists with contact information by ethnic group. These lists were not part of the original grant purpose, however, they will be useful going forward. Third, the Diverse BRE Grant has helped facilitate two business startups and one business expansion. One project is renovating a building to establish a business center for diverse businesses, another is a start-up transportation business, and the third is an expansion of an established ethnic grocery.

Methodology

A Diverse BRE Site Visit Form (See Appendix A) was developed in January 2017. It is a hybrid of several BRE forms the EDC already utilizes with communities and businesses in Kandiyohi County. The form was reduced to three pages in length to encourage participation by the various new immigrant/ethnic populations. In addition to contact information, the Site Visit Form asked 23 questions. These included questions on the type of business, product or services, business changes, trade area, gross sales trends, space needs, business expansion plans, number of employees (current and desired), community (likes, weaknesses, changes), customer, public signage, storefront signage, visual elements, rating various utility services, and general comments.

During the survey process, the EDC identified 31 East African businesses, 27 Latino businesses and at least 8 Asian businesses. These were obtained by talking with the Willmar Area Multicultural Business Center (WAM-BC), interacting with Abdirahin Hussen, the Regional Manager for the African Development Center (ADC) in Willmar, and connecting with local businesses. The business lists identified two Latinos who owned more than one business and at least six Somalis who owned more than one business in Willmar.

Businesses were selected for surveys from the business lists (See Appendix B) that the EDC created. Efforts were made to obtain a good cross-section of Somali and Latino businesses (type of business, size, location, and longevity). On average, interviews took 30 to 45 minutes and all were conducted on business premises. Six of the owners required the use of an interpreter. Good sample sizes were obtained for both Somali (29% of these businesses were surveyed) and Latino (30% surveyed). Because only one Asian business was surveyed, this survey was only included in the aggregate totals.

Introduction

The City of Willmar, population 19,610, is a regional trade center in Kandiyohi County and the surrounding six counties in West Central Minnesota. Located about two hours west of the Twin Cities, Willmar's population has quickly diversified in recent years. From 2000 to 2010 the Latino population in the City grew from 2,913 to 4,099, or an increase of 1,186 people or about 41%. About 87% of the Latino population in Kandiyohi County resides in Willmar, and in 2010 represented 21% of the overall population of the City. Willmar's Latino population is the third largest for a city in Greater Minnesota after Rochester and Worthington.

The Somali/East African population increased by 768 people to 933 people in the year 2010. About 95% of the East African population in Kandiyohi County resides in Willmar, and in 2010 represented about 5% of the overall population of the City. The Minnesota Department of Employment & Economic Development estimates the current Somali population in Willmar at 1,238. By 2010, the population of Latinos and Somalis in Willmar exceeded 5,000 people.

Minnesota is currently home to more than 16,200 foreign-born entrepreneurs. Such business owners are creating economic opportunities. In 2014 these firms generated \$289 million in business income. New Americans bring their families, new ideas and cultural experiences, and their entrepreneurial spirit. New Americans in Willmar have been establishing new businesses in the community. It is estimated that there are now around 70 diverse businesses in Willmar. These Latino, East African, and Asian businesses represent about 12% of total businesses in the City. This business creation activity has occurred particularly in the last 10 years—approximately 71% of the Somali businesses and 52% of the Latino businesses were established in the last 10 years.

In November of 2016 the EDC sought and was approved for a grant from SWIF to design and implement a BRE Program for Diverse Businesses in the Willmar area. As part of the grant, EDC staff would meet with and survey at least 16 diverse businesses (Latino, East African, etc.). The EDC would serve as a referral and resource agency for prospective minority entrepreneurs.

Findings from Diverse BRE Survey

Business Longevity

In compiling of the business lists, the EDC learned that minority-owned businesses are relatively new in Willmar. The oldest Latino business has been operating in Willmar for nearly 20 years and three other Latino businesses for over 15 years each. Fully 13 businesses or 48% of the Latino businesses have been operating for over 10 years. And five or 19% of the Latino businesses have been started within the last two years.

Somali migration to Willmar (and thus business creation) is more recent. Most are less than 12 years in operation and 9 businesses or 29% have been operating for over 10 years. And 10 or 32% of the Somali businesses have been started within the last two years. It would appear that the Somalis are creating businesses in Willmar at a faster rate than the Latinos, especially over the past five years.

The EDC surveyed nine Somali businesses in Willmar. The oldest was established in 2007 and the newest in 2016. The average tenure of the Somali businesses surveyed was 5.1 years. The EDC surveyed eight Latino businesses in Willmar. The oldest was established in 2001 and the newest in 2017. The average tenure of the Latino businesses surveyed was 7.9 years. The EDC surveyed one Asian business in Willmar. It was established in 2016.

Business Type

For all 18 surveys, the types of businesses included:

- Auto Repair, Sales & Service (3)
- Bakery
- Cell Phone Sales
- Clothing & Household Goods (2)
- Groceries (5)
- Insurance Broker
- Interpreting Services
- Party Rental
- Restaurants (3)

There were similarities and differences among the ethnic groups regarding the types of businesses started by new immigrant populations. For Somali businesses, the most common were food-related (groceries and restaurants) with eight enterprises or 26%, followed by transportation (taxis and long-haul transport) with five enterprises or 16%, clothing/general merchandise with four or 13%, cell phone businesses with three or 10%. For Latino businesses, the most common were food-related with ten enterprises or 37%, auto repair/service/sales with eight or 30%, and construction contractors with three or 11%. With both ethnic groups there are likely home-based businesses in Willmar that have not been identified with this survey.

Business Location

In terms of the geographical location for all diverse businesses in Willmar, they tend to be located downtown (a little over half), along U.S. Highway 12, and Business Highway 71 or First Street. Significant differences occurred by ethnicity. Somali businesses are concentrated in downtown Willmar. It is notable that 17 Somali businesses or 55% are located on Litchfield

Avenue in the downtown. And 6 businesses or 19% are located on Fourth Street. That means nearly 75% of Somali businesses are operating on one of those two streets in the downtown.

Latino businesses are more dispersed—fully 18 or 66% are outside the downtown, including on U.S. Highway 12 and First Street/Business Highway 71. Five or 18% are located on Litchfield Avenue, and four or 15% are located on Fourth Street in downtown Willmar.

In order to show the geographic dispersion of diverse businesses in the Willmar area, a map has been attached to this report (Appendix C) that plots the location of Latino and Somali businesses (the former with green dots and the latter with blue dots). An inset map highlights the location of diverse businesses downtown. As a side note, this map does not include Asian businesses in Willmar. More efforts would need to be done to identify and locate Asian businesses in Willmar. Initial research indicates that the Asian businesses are primarily located in an eight block area (south of the downtown) along First Street South near Affiliated Community Medical Center to the Kandi Mall.

Trade Area & Sales

As part of the Diverse BRE Site Visit process, interviewees were asked to identify the approximate trade area in miles for their respective businesses. The most common categories for all 18 surveys were 11 to 15 miles, 21 to 50 miles, 51 to 100 miles, and over 100 miles. The most frequent trade area for the Somali businesses (4) was 11 to 15 miles, while the most frequent trade area for the Latino businesses (4) was 51 to 100 miles.

It was determined that total gross sales would not be asked of the diverse businesses at this time due to sensitivity regarding the question (though several businesses did provide that information). Instead, the focus of this question was whether total sales were increasing, decreasing or stable. For Somalis, five had increasing sales, two were decreasing, one was stable, and one did not respond. For Latinos, five had increasing sales, none were decreasing, and three were stable. These responses were not independently verified.

Property, Space & Signage

Diverse businesses were asked whether they owned their business location or leased the premises. There was a strong bifurcation of responses regarding this question. Business owners of Somali descent were much more likely to lease their buildings—eight out of nine businesses surveyed leased. In contrast, Latino business owners were more likely to own their buildings—six out of eight businesses surveyed owned their properties. This difference could be related to the length of time in the community, household income, access to capital, geographic preferences, etc.

Collectively for all 18 diverse businesses surveyed, the businesses occupied roughly 32,500 sq. ft. of space. Individually it ranged from a business owner leasing 200 sq. ft. of space on Litchfield Avenue to an owner of a 4,000 sq. ft. building on U.S. Highway 71 South. The eight Latino businesses surveyed occupied about 16,900 sq. ft. of space with an average space of 2,100 sq. ft. The nine Somali businesses surveyed occupied about 14,200 sq. ft. of space with an average space of 1,580 sq. ft. In the next couple of years, the Latinos surveyed would like to add about 6,000 to 7,000 sq. ft. of commercial space, and the Somalis surveyed would like to add about 3,200 sq. ft. of space. The additional space required in the future would be met by adding space at the current location, constructing a new facility, or moving to a new location. Three of the Latino businesses surveyed have tentative plans to build a new building. One of the Somali businesses has immediate plans to move to a new building that will more than double its square footage, and two other businesses are considering expanding onsite.

Eight out of nine of the Somali businesses surveyed would like to update their merchandise/service signage to promote their businesses better. Five out of eight Latino businesses surveyed were satisfied with their storefront signage. These responses could also be related to the longevity of the business and whether the business owner leases or owns the building.

Technology Adoption & Utilities

Most of the diverse businesses surveyed were not heavy users of technology. Several of the office-related businesses (interpreting business and insurance broker) made significant use of PC technology regarding contracts, accounts, payroll, and other business processes. Fourteen out of the 18 businesses used e-mail for their business activity, however, 15 of the businesses did not have an active website.

Interestingly, half of the businesses surveyed were using social media to market their products and services, specifically Facebook (5 of the Latino businesses, 3 of the Somali businesses, and the Asian business). Several businesses (insurance broker and auto sales business) reported significant sales utilizing Facebook. Several of the grocery stores did sell phone cards in the store as many of their customers were not Internet savvy or had limited access.

All diverse businesses surveyed were asked to rate their satisfaction with various services, including water, sewer, garbage removal, natural gas, electricity, telecommunications, cellular service, Internet access and speed. Overall, water, sewer, and natural gas services were rated highly by the business owners. For Somalis, the lowest ranked services were telecommunications (5 respondents) and garbage removal (4). For Latinos, the lowest ranked services were electricity (6 respondents, primarily cost) and Internet (5; primarily access and speed).

Business Employees

Altogether the 18 diverse businesses surveyed employ about 73 people, including 40 fulltime persons and 33 part-time employees. On average for the diverse businesses surveyed, the Somali businesses hired more part-time employees or people under contract. The Latino businesses hired more fulltime employees and fewer part-time employees. At the present time the Somali businesses surveyed employ 12 people fulltime and 25 people part-time or under contract. In the future they would like to increase that to 21-24 people fulltime and 34 people part-time or under contract. At the present time the Latino businesses surveyed employ 28 people fulltime and 8 people part-time. In the future they would like to increase that to 36 to 40 people fulltime and 11 part-time.

Views of the Community

The Diverse BRE Site Visit Survey asked the 18 businesses what they like about Willmar and what are Willmar's weaknesses as a place to do business. The most common responses by all diverse businesses to the first question was to describe the community as "quiet" (9), "safe" (7), and "diverse population" (5). Overall, the surveys indicated that, regardless of ethnicity, the new immigrant business owners viewed Willmar favorably.

With regard to Willmar's weaknesses, a significant portion of the surveyed businesses (7) identified no weaknesses in the community. This could indicate a high level of satisfaction with the community, but it could also indicate a reticence by new immigrant groups to disclose negative comments about the community to a government representative. Several of the Somali business owners did identify the need for more parking downtown. The most common response for the Latino business owners was the "lack of activities/attractions for youth." Only one business owner referenced any ethnic "Discrimination" in Willmar (and he himself did not experience it). By and large, the diverse business owners who were surveyed described the people in Willmar as "good people" and "nice."

One question posed to the businesses was would you like to see wayfaring/destination signs in downtown Willmar in several languages, e.g. English, Spanish and Somali. All nine of the Somali business owners and five out of the eight Latino business owners indicated affirmatively. They viewed the multi-lingual signs as welcoming all customers to downtown.

Another question that was asked was what are your customers looking for that they are not finding in Willmar? The most common responses for the Somali business owners were having a "barbershop for Somali men" (5), more "fresh Halal foods" (2), and a "furniture store" (2). The most common responses for the Latino business owners was "nothing" (3) and "more activities for youth/people".

Survey Outcomes

Designing and implementing a BRE Program for diverse businesses in the Willmar area has been a very informative process for the EDC. We have become a better resource agency, gained a better knowledge of the new immigrant communities, and we have established relationships with new partners.

The number of new immigrant-owned or diverse businesses in Willmar has grown over the past 10 years. These businesses are for the most part small in size (employing less than five employees each). Initially these diverse businesses have focused on “mom and pop” retail enterprises. Over time, the new immigrants have begun to diversify into service and other types of commercial enterprises. In another 10 years’ time, a number of these diverse businesses may become medium-sized enterprises in the City of Willmar.

There are a number of positive outcomes as a direct result of the Diverse BRE Grant. First, with the various site visits (including follow-ups for technical assistance), the EDC’s profile has been raised. The EDC is definitely more visible to the new immigrant communities. Second, the EDC now has baseline information that it did not have before. For the first time, Willmar now has compiled business lists with contact information by ethnic group. These lists were not part of the original grant purpose, however, they will be useful for programming going forward. Third, the Diverse BRE Grant has helped facilitate two business startups and one business expansion. One project is renovating a building to establish a business center for diverse businesses, another is a start-up transportation business, and the third is an expansion of an established ethnic grocery.

APPENDIX A

DIVERSE BRE SITE VISIT FORM

To be filled out by the interviewer — Information is confidential

7.26.17

Business Interviewed	
Business Name	Date of Visit(mm/dd/yy)
Contact Name/Title	Email Address:
	Website:
Phone () -	Cell Phone () -
Other Company Business Contact	

Product/Service			
1. What type of business do you have? _____ _____ _____			
Business Sector (Check one)			
Accommodations	Finance	Motor Repair/Vehicles	Technology
Bakery	Furniture and Appliance	Restaurants	Transportation
Cell Phone	Grocery and Drugstore	Retail	Other
Clothing	Hair Salon	Retail – Non-Store	
Educational/Cultural	Healthcare	Services - Business	
Entertainment	Home Improvement/Household	Services - Consumer	
2. When did you establish your business? _____			
3. Has your product/services changed significantly in the last two years?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please explain: _____ _____			
4. Do you anticipate a significant change in your business in the next 12 months?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please explain: _____ _____			
5. What is your trade area in miles:		<5 5-10 11-15 16-20 21-50 51-100 100+ mi.	
6. What are your total sales for this business:		Are they <input type="checkbox"/> Increasing <input type="checkbox"/> Stable <input type="checkbox"/> Decreasing	
7. Do you want to expand your business?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If so, what obstacles exist? _____			
8. Do you need more space?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
9. How many square feet do you have now? _____ sq. ft.			
10. Do you own your space or lease?		<input type="checkbox"/> Own <input type="checkbox"/> Lease	
11. How many people do you employ now?		_____ Full-Time _____ Part-Time	
12. How many people do you need? _____			

DIVERSE BRE SITE VISIT FORM

To be filled out by the interviewer — Information is confidential

7.26.17

Community	
13. What do you like about Willmar? _____ _____	
14. What are Willmar's weaknesses as a place to do business? _____ _____	
15. What type of products/services are your customers looking for that they are not finding in this community? _____	
16. Have there been any changes in Willmar or the downtown area impacting your business in the last two (2) years (demographic, physical, competition)? <input type="checkbox"/> Yes <input type="checkbox"/> No Comments: _____ _____ <i>[Interviewer (circle one each): Is the comment about Community, Neighborhood, Both Was the comment: Positive, Negative, Both]</i>	
17. Would you like to see signs in downtown Willmar in several languages? <input type="checkbox"/> Yes <input type="checkbox"/> No Comments: _____ _____	
18. Would you like to make changes to your storefront? _____	
19. Would you like help with design of a business sign or merchandise/service sign? <input type="checkbox"/> Yes <input type="checkbox"/> No	
20. Have you considered redesigning your business name, logo or sign or business cards? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what changes? _____ How will they affect the company? _____ _____	
21. Are there any visual elements which could be added to your building or your block to attract customers? <input type="checkbox"/> Yes <input type="checkbox"/> No	

DIVERSE BRE SITE VISIT FORM

To be filled out by the interviewer — Information is confidential

7.26.17

Utility Services

22. Please rate your satisfaction with your utility services.

<u>Type of Utility</u>	Low			High	
A) Water	1	2	3	4	5
B) Sewer	1	2	3	4	5
C) Solid waste removal	1	2	3	4	5
D) Natural gas	1	2	3	4	5
E) Electric	1	2	3	4	5
F) Telecommunications	1	2	3	4	5
G) Cellular service	1	2	3	4	5
H) Internet access	1	2	3	4	5
I) Internet speed	1	2	3	4	5

23. Do you have any final comments you would like to share?

Thank you for your assistance.

APPENDIX B

7/28/17

Ethnic-Owned Businesses in Willmar – Latino

Business Name	Address	Contact Person	Telephone Number	Type of Business
Alvarez Interpreting Service	294 57 th Ave NE, P.O. Box 3022	Dulce (Candy) Alvarez, Owner	320-262-3099	Spanish Interpreters >10 yrs.
AutoBarn	5454 Highway 71 South	Joe Valdez, Owner	320-979-5975	Custom Car Detailing <2 yrs.
Azteca Restaurant	215 Fourth Street SW	Guillermo Serrano, Owner	320-262-4445	Restaurant <5 yrs.
Beto's Auto Repair	3950 Highway 71 NE	Alberto Ramon, Owner	320-235-0941	Auto Repair, Tires, Oil <10 yrs.
Diamond Builders	215 Fourth Street SW	Carlos Valdovinos, Owner	320-441-9405	Commercial/Ag Const. 15 yrs.
El Tapatio	1111 First Street South	Jose Gomez, Owner	320-214-0444	Restaurant >10 yrs.
Elite Insurance Group	201 Becker Avenue SE	Leobardo (Leo) Martinez, Owner	320-220-0216	Auto, Home, Life Ins. >10 yrs.
Estrella Bakery	421 Litchfield Avenue SW	Antonio Vasquez, Owner	320-231-2455	Bakery >10 yrs.
Express Plus Auto Repair	1005 Highway 12 East	Edwin (Polo) Lo Pineda, Owner	320-444-0966	Auto Repair <1 yr.
Fiesta Time Rentals	5454 Highway 71 S, Box 743	Robert Valdez, Owner	320-905-3966	Tents & Party Rentals >5 yrs.
Francisco's Pico de Gallo Salsa	902 Second Street SW	Francisco Morales, Owner	320-235-4275	Hot Sauce 10 yrs.
Hill's Construction	4233 11 th Avenue SE	Hilario (Hill) Vargas, Owner	320-220-2800	General Contractor 20 yrs.
Huerta Auto Repair	124 Benson Avenue SW	Luis Huerta, Owner	320-235-1178	Auto Repair <5 yrs.
Huerta Restaurant (New)	913 Highway 71 NE	Andrea Gallegos, Owner	320-262-5544	Restaurant <1 yr.
La Fiesta Foods	307 Third Street SW	Alberto & Perla Gasca, Owners	320-231-9713	Grocery >15 yrs.
La Michoacana	121 Fifth Street SW	Juan Mejia, Owner	320-491-3847	Grocery >10 yrs.
Latino Multiservice/Max Tax	333 Litchfield Avenue SW	Branch Office	320-235-7777	Tax Prep & Accounting >2 yrs.
Lohse Auto Repair	1002 Litchfield Avenue SW	Miguel & Roxana Lohse, Owner	320-295-8212	Auto Repair >5 yrs.
Mejia's Handyman	?	Juan Mejia, Owner	218-910-0329	Movers/Short-haul ? yrs.
Novedades Gaudalajara	425 Benson Avenue SW	Alma Enriquez, Manager	320-979-2972	Women's Clothing >5 yrs.
Rosita's Restaurant (Moving)	308 Fourth Street SW	Alberto Gasca, Owner	320-235-1072	Restaurant >15 yrs.
Saenz Custom Cabinets	2213 23 rd Street SW	Urbano Saenz, Owner	320-235-2462	Kitchen Cabinets >10 yrs.
Spurs Restaurant	313 Fourth Street SW	Aydee Lopez, Owner	320-894-4335	Restaurant <1 yr.
Taqueria El Guerrerito	1605 First Street South #B07	Valentin Ciriaco	320-894-0138	Restaurant >10 yrs.
Tevalan Sales	706 Litchfield Avenue SE	Freddy (JR) Mejia, Owner	320-212-3680	Car Sales, Tires, Service <1 yr.
Tony's Auto Sales	625 Litchfield Avenue SW	Tony Vega, Owner	320-222-5477	Used Car Sales, Service <10 yrs.
Zelaya Auto Sales & Repair	1781 41 st Avenue NE	Rafael Zelaya, Owner	320-235-0167	Car Sales & Repair >12 yrs.

27 Businesses

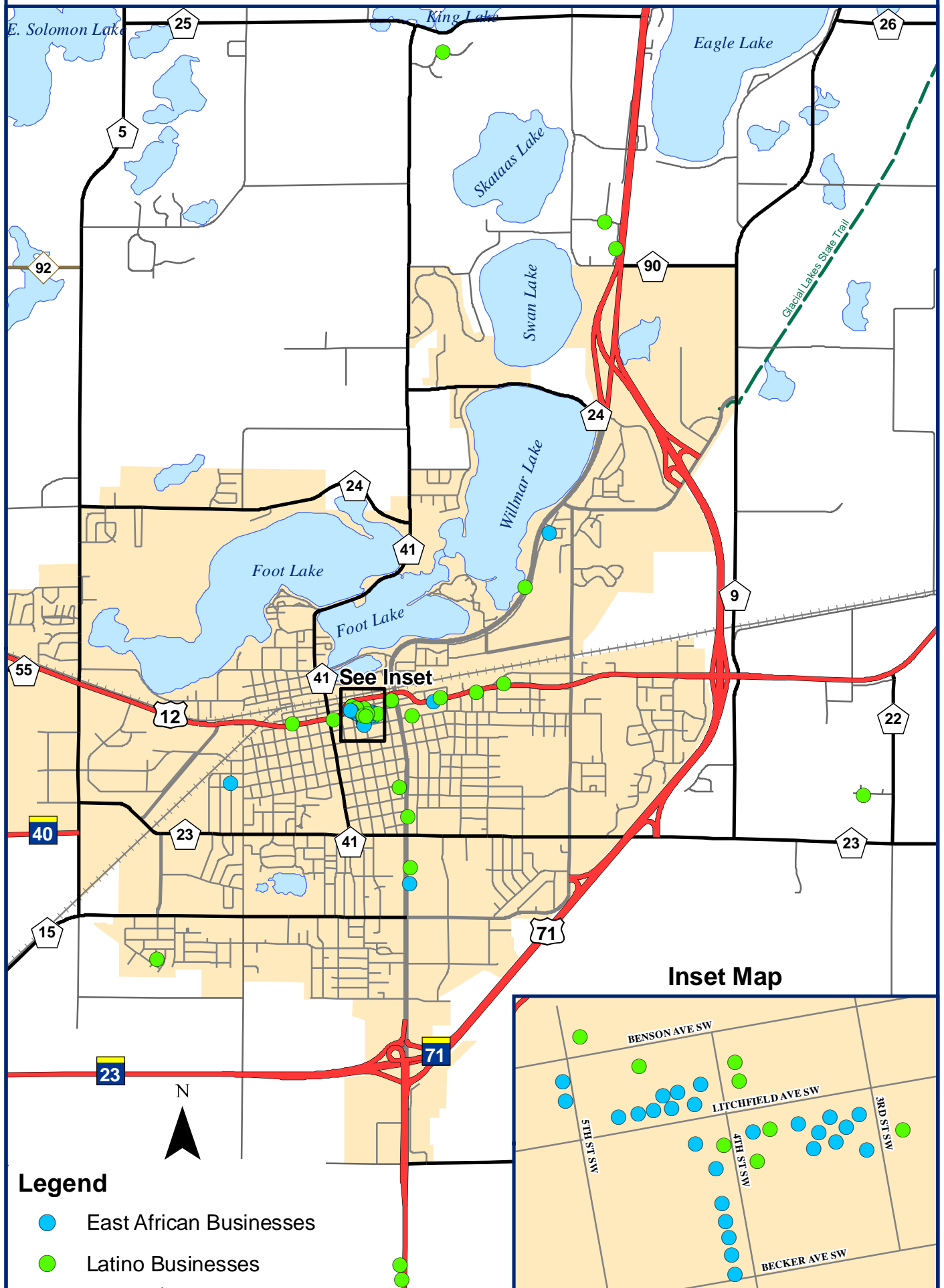
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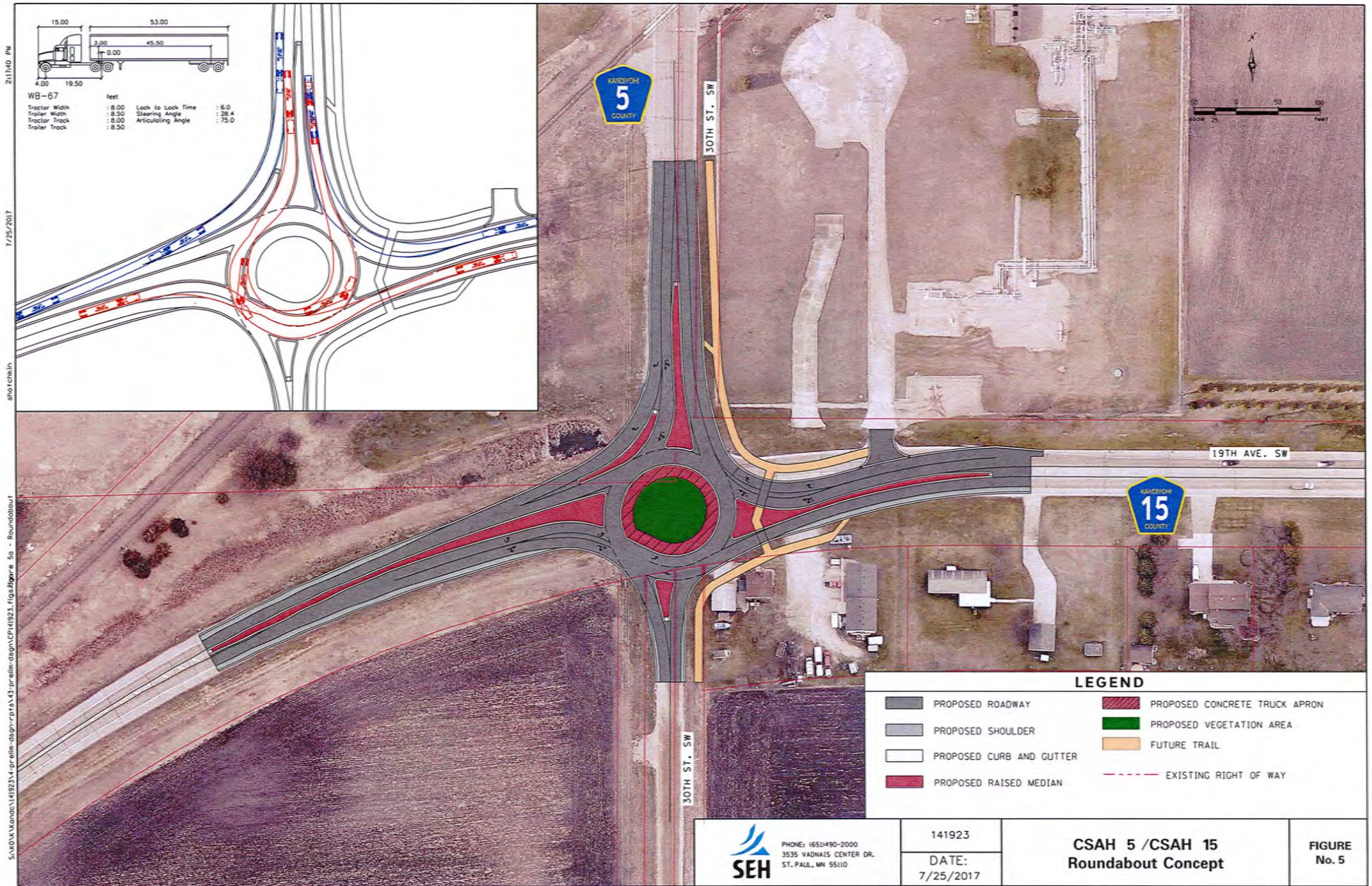
Ethnic-Owned Businesses in Willmar – East African

Business Name	Address	Contact Person	Telephone Number	Type of Business
Ain-U-Shams, Inc.	222 Fourth Street SW	Abdilahi Omar	612-298-6330	Grocery (Midtown) <10 yrs.
Aless Transportation	620 16 th Street SW	Abdirahin Hussen, Co-Owner	612-481-4577	Transportation <1 yr.
Alfurqaan	314 Third Street SW	Abdusalaam Hirsi, Director	612-323-2778	Community Services (M) <2 yrs.
Amaal Trucking, Inc.	333 Litchfield Avenue SW #11	Osman Jibril, Owner		Transport. Brokerage <1 yr.
Amin Grocery Store	302 Fourth Street SW, #3	Abdiqadir Yusuf, Owner	320-262-5003	Grocery <2 yrs.
Ardo Fashion Store	313 Litchfield Avenue SW	Ardo Mohamed, Owner	814-440-6244	Women's Clothing (M) <2 yrs.
Bihi's Shop of African Food	212 Fifth Street SW	Mohamed Bihi, Owner	320-235-0646	Grocery >10 yrs.
Bihi's Restaurant	214 Fifth Street SW	Mohamed Bihi, Owner	320-235-0646	Restaurant >10 yrs.
Guled Merchandise	320 Fourth Street SW	Safia Ahmed, Owner	320-295-0661	Clothing >5 yrs.
Hamza Restaurant	426 Litchfield Avenue SW	Kafi Ali, Owner	320-262-6857	Restaurant >10 yrs.
Iftin Clothing	410 Litchfield Avenue SW	Kafi Ali, Owner	320-262-3579	Clothing >5 yrs.
Immigration & Tax Services	309 Litchfield Avenue SW	Mohamed Mohamed, Owner	952-687-0386	Immigration/Tax Services <2 yrs
Kaah Express, F.S. Inc.	320 Fourth Street SW	Mohamed Hassan, Owner	320-235-2800	Money Order/Transfer >10 yrs.
Kulmiye Store	400 Litchfield Avenue SW #1	Abdulkadir A. Gaal, Owner	320-214-1234	Grocery >10 yrs.
Lakeview Inn	1212 N. Business Hwy 71	Asim Siddiqui	800-718-3424	Motel >10 yrs.
Land O'Lakes Home Care	408 Litchfield Avenue SW	Abdirahim Mohamud	320-231-1111	Home Health Care <10 yrs.
Languages & Resources Center	408 Litchfield Avenue SW	Abdirahim Mohamud	320-231-1111	Language Programs >10 yrs.
Metro PCS	1605 First Street South #12	Abdi Nasir, Owner	469-396-3672	Cell Phones >5 yrs.
Mubarak Food & Grocery	421 Benson Avenue SW	Luqmaam Mohamud, Owner	320-235-5000	Grocery / Coffee Shop >10 yrs.
Nasir Prepaid Wireless	426 Litchfield Avenue SW	Abdi Nasir, Owner	469-396-3672	Phone Service >5 yrs.
New Minnesotan Realty, LLC	309 Litchfield Avenue SW	Sahra Gure, Owner	320-444-8555	Events/Conferences (M) N/A
Reliant Transportation	309 Litchfield Avenue SW	Aden Hassen, Manager	320-444-4222	Trans. (M) >5 yrs.
Salaam Transportation, Inc.	309 Litchfield Avenue SW	Abdusalaam Hirsi, Owner	612-323-2778	Trans. (M) > 5 yrs.
Samah Home Health Care	330 Fourth Street SW, #9-B	Ismahan Osman, President	952-452-0409	Home Health Care >2 yrs.
Somali Bride Consultant, LLC	309 Litchfield Avenue SW	Sahra Hirsi, Owner	320-262-6636	Wedding dresses (M) <2 yrs.
Somali Connection	408 Litchfield Avenue SW	Abdulkadir A. Gaal, Owner	320-231-3333	Tax Prep./Immgra. Srv. >10 yrs.
Somali Star	407 Litchfield Avenue SW	Bashir Yusuf, Owner	320-262-3789	Restaurant >5 yrs.
Southwest Transportation, Inc.	230 Lyon St. W. #104, Marshall	Abdullahi Olow, Owner	507-401-4945	Trans. -Willmar/Marshall <2 yrs.
Tawakel Fashion Store, LLC	330 Fourth Street SW #3	Abdi Nasir, Owner	469-396-3672	Clothing/House/Grocery N/A
West Central Interpreting, LLC	309 Litchfield Avenue SW	Abdirizak (Zack) Mahboub & Sahra Gure, Owners	320-235-0165	Interpreting Services-HQS in Willmar; Office in Mpls >5 yrs
Zack Wireless LLC	402 Litchfield Avenue SW	Mohamed Aden	320-262-3579	Cell Phones <2 yrs.

APPENDIX C

Locations of Ethnic Businesses in Willmar (July 12, 2017)







BUDGET
8/1/2017 TO 12/31/2018

REVENUES

MEMBERSHIPS		\$ 28,600
Counties	\$ 8,000	
Cities and Townships	\$ 13,000	
Businesses/Organizations	\$ 7,600	
 GRANTS		\$ 1,000
EVENTS		\$ 1,000
MISCELLANEOUS		\$ 500

TOTAL		<u>\$ 31,100</u>
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EXPENSES

MARKETING/PRINTING	\$ 12,000
(Newsletters, Flyers, Maps, Etc.)	
TRANSPORTATION STUDIES	\$ 7,500
WEBSITE DEVELOPMENT/HOSTING	\$ 5,500
EVENTS	\$ 2,400
BOOKKEEPING (MMDC)	\$ 1,200
TRANSPORTATION	\$ 1,200
BOARD INSURANCE	\$ 700
SUPPLIES/MISCELLANEOUS	\$ 600

TOTAL	<u>\$ 31,100</u>
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PROJECTED MEMBERSHIP REVENUE:

Government Members:

\$2,000 Larger Counties (2) >35,000 in Population	\$ 4,000
\$1,000 Smaller Counties (4) <35,000 in Population	\$ 4,000
\$2,000 Larger Cities (3) >7,500 in Population	\$ 6,000
\$1,000 Smaller Cities (6) <7,500 in Population	\$ 6,000
\$ 500 Townships (2) Any Size	\$ 1,000

Business/Organization/Individual Sponsors:

\$1,000 Platinum (2)	\$ 2,000
\$ 500 Gold (5)	\$ 2,500
\$ 250 Silver (8)	\$ 2,000
\$ 100 Bronze (11)	\$ 1,100

Total Memberships:	<u>\$ 28,600</u>
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MEMBERSHIP LEVELS:

Government:

	<u>Supporter</u>	<u>Advocate</u>
Counties with Population >35,000	\$ 2,000	\$ 3,000
Counties with Population <35,000	\$ 1,000	\$ 1,500
Cities with Population >7,500	\$ 2,000	\$ 3,000
Cities with Population <7,500	\$ 1,000	\$ 1,500
Townships (Any Size)	\$ 200	\$ 300

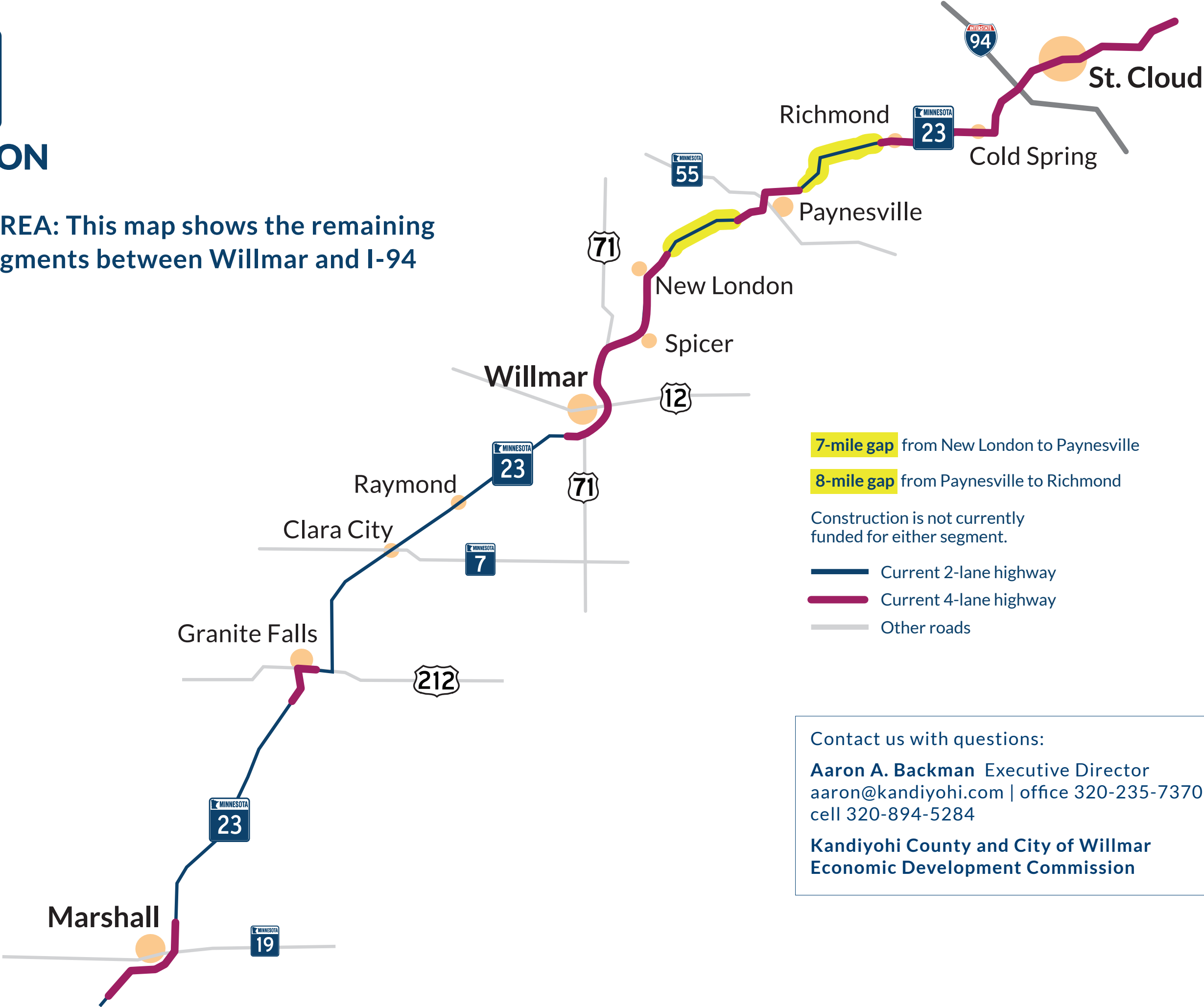
Businesses/Organizations:

Platinum	\$ 1,000
Gold	\$ 500
Silver	\$ 250
Bronze	\$ 100



COALITION

PROJECT AREA: This map shows the remaining two-lane segments between Willmar and I-94



Kandiyohi County City of Willmar Economic Development Commission
2018 Proposed Budget

Date Printed: 7/11/2017

	Proposed 2018	Revised 2017	As of 6/30/2017	2016 actuals
REVENUES				
County Tax Levy	\$ 514,600	\$ 498,750	275,222.48	\$ 480,242.35
Ag Events Sponsorships/Fundraising	\$ 1,000	\$ 4,200	750.00	\$ 2,850.00
Creating Entrepreneurial Opportunites student loan program	\$ 30,000	\$ 30,000	26,181.04	\$ 34,093.49
Grants	\$ 7,500			\$ 40,560.00
Insurance dividends	\$ 1,200	\$ 1,250		\$ 1,265.00
Interest on investments				\$ 3,181.74
Concorde Bank (Revolving Loan Fund savings account)	\$ 200	\$ -	99.80	\$ 165.56
Concorde Bank CD matures at .76% matures 9/28/2018	\$ 1,000	\$ 1,000	787.09	
North American State Bank CD at 1.06% matures 5/12/18	\$ 800			
Heritage Bank savings account	\$ 60	\$ -	32.31	\$ 54.56
US Bank CD (Tourism Development Account) at .690% matures 2/20/2018	\$ -	\$ -		
Loans				
ELGP loan application fees	\$ 300	\$ 300		\$ 300.00
Revolving Loan Fund application fees	\$ 800	\$ 800	300.00	\$ 580.00
Revolving Loan Fund filing fee reimbursements	\$ 80	\$ 80	20.00	
Revolving Loan Fund repayments interest	\$ 8,500	\$ 8,120	4,616.73	\$ 7,821.20
Other Income				\$ 3,566.58
Refunds, reimbursements and in-kind contributions (inc. Hwy 23)	\$ 3,500	\$ 3,500		\$ 2,698.74
SWIF BRE Diverse Business Grant		\$ 15,000	15,000.00	
WAM-BC rent	\$ 3,000	\$ 2,750	2,000.00	
WAM-BC security deposit		\$ 250	250.00	
Total Revenues	\$ 572,540	\$ 566,000	325,259.45	\$ 577,379.22
EXPENSES				
Total Blandin Grants				\$ 20,330.78
Economic Development Community Contributions	\$ 1,000	\$ 1,000		
Grants (Blandin) matching funds				\$ 4,320.00
Sponsor Fees				
Animal Science Conference	\$ 1,500	\$ 2,000		\$ 2,000.00
U of M Technology Showcase	\$ 500	\$ 500		\$ 100.00
Vision 2040	\$ 2,000	\$ 2,000	2,000.00	
Other	\$ 1,500	\$ 1,500		\$ 4,400.00
Total Contributions and Sponsor Fees	\$ 6,500	\$ 7,000	2,000.00	\$ 10,820.00
Other Expenses:				
Bank Fee			6.40	\$ 150.00
Joint Operations Board (includes meals/administrative time)	\$ 2,800	\$ 2,800	1,376.53	\$ 2,621.23
Joint Powers Board (includes meals/administrative time)	\$ 1,900	\$ 1,000	1,229.20	\$ 1,341.20
Revolving Loan Fund Expenses			20.00	\$ 59.00
SCORE (cell phone and email account)	\$ 400	\$ 350	357.86	\$ 806.81
Total Other Expenses	\$ 5,100	\$ 4,150	2,989.99	\$ 4,978.24
Countywide Business Development				
CEO Student Program Admin	\$ 750		375.00	\$ 1,211.50
TIGER II Grant - Willmar Industrial Park	\$ 35,000	\$ 35,000		\$ 2,012.50
Miscellaneous countywide business development	\$ 6,000	\$ 6,000	300.00	\$ 10,629.32
Total Countywide Business Development	\$ 41,750	\$ 41,000	675.00	\$ 13,853.32

Kandiyohi County City of Willmar Economic Development Commission
2018 Proposed Budget

Date Printed: 7/11/2017

	Proposed 2018	Revised 2017	As of 6/30/2017	2016 actuals
COMMITTEE EXPENSES				
Agriculture and Renewable Energy Development				
Ag BRE Survey banquet, marketing and printing	\$ -	\$ 4,200	5,529.96	
Conferences/Seminars/Trainings	\$ 1,100	\$ 1,100	940.04	\$ 763.24
Marketing	\$ 1,500	\$ 500	766.24	
Meals/Meeting Refreshments	\$ 600	\$ 1,000	199.79	\$ 881.05
Mileage/Travel	\$ 1,200	\$ 400	866.60	\$ 400.14
Professional Services				
General Administrative Services	\$ 2,000	\$ 1,550	2,876.50	\$ 3,111.25
Professional Services - Other	\$ 1,000	\$ 3,500	380.00	\$ 362.50
Supplies (office or program)	\$ 250	\$ 250	25.93	\$ 98.00
Other				\$ 74.00
Total Ag Committee Expenses	\$ 7,650	\$ 12,500	11,585.06	\$ 5,690.18
Broadband and Advanced Technology				
Conferences/Seminars/Trainings	\$ 500	\$ 500	135.00	\$ 882.10
Feasibility study administration	\$ -	\$ 500		\$ 3,500.00
Feasibility grant to Kandiyohi County				\$ 21,500.00
Marketing	\$ 200	\$ 750	1,262.75	
Meals/Meeting Refreshments	\$ 900	\$ 1,200	590.97	\$ 1,521.29
Mileage/Travel	\$ 500	\$ 800	388.01	\$ 589.38
Postage	\$ 50		49.00	
Printing, copying & publishing	\$ 350		496.00	
Professional Services				
General Administrative Services	\$ 880	\$ 880	1,082.25	\$ 1,387.50
Professional Services - Other	\$ -	\$ 500		
Total Broadband and Advanced Technology Committee Expenses	\$ 3,380	\$ 5,130	4,003.98	\$ 29,380.27
Business Retention and Expansion/Recruitment				
Conferences/Seminars/Trainings	\$ 750	\$ 1,000		
Highway 23 Coalition	\$ 3,000		1,962.73	
Manufacturing Tours	\$ -			\$ 1,574.11
Marketing	\$ 150	\$ 200	4.32	
Meals/Meeting Refreshments	\$ 200	\$ 200	127.59	\$ 155.45
Mileage/Travel	\$ 700	\$ 700	156.76	\$ 476.82
Printing, copying & publishing	\$ 150		52.00	\$ 475.86
Professional services				
General administrative services	\$ 1,100	\$ 1,100	462.50	\$ 1,359.75
Professional services - Other	\$ 300	\$ 500		
Supplies (office or program)	\$ 200	\$ 200		
SWIF BRE Diverse Business Grant / Other Grants				
General administration	\$ 6,500	\$ 3,000	175.75	
Marketing		\$ 350		
Meals/Meeting Refreshments		\$ 250	27.00	
Mileage/Travel		\$ 400	87.28	
Operations		\$ 9,000		
Printing/Copying		\$ 500		
Professional Services		\$ 1,500		
Total BRE/R Committee Expenses	\$ 13,050	\$ 18,900	3,055.93	\$ 4,041.99
Finance				
Conferences/Seminars/Trainings				
Marketing	\$ 100	\$ 100		\$ 148.00
Meals/Meeting Refreshments	\$ 500	\$ 500	162.67	\$ 501.96
Mileage/Travel	\$ 100	\$ 100		\$ 28.08
Professional services				
General administrative services	\$ 800	\$ 600	444.00	\$ 750.25
Legal services	\$ 350	\$ 350		\$ 500.00
Total Finance Committee Expenses	\$ 1,850	\$ 1,650	606.67	\$ 1,928.29
Marketing and Public Relations				
Meals/Meeting refreshments	\$ 700	\$ 800	301.40	\$ 621.53
Media	\$ 1,100	\$ 1,300	215.00	\$ 440.00
Mileage/Travel	\$ 100	\$ 100	28.36	\$ 85.86
Printing, copying and publishing				
Advertisements	\$ 1,350	\$ 2,625	455.00	\$ 398.00
Chamber ADvantage	\$ -	\$ 1,000		\$ 560.17
Newsletters	\$ 3,500	\$ 5,500		\$ 2,654.12
Other	\$ 400		324.68	\$ 3,217.50

Kandiyohi County City of Willmar Economic Development Commission
2018 Proposed Budget

Date Printed: 7/11/2017

	Proposed 2018	Revised 2017	As of 6/30/2017	2016 actuals
Professional services				
General administrative services	\$ 1,600	\$ 1,600	736.30	\$ 1,350.50
REDstar Creative	\$ 14,500	\$ 12,000	8,041.42	\$ 16,818.35
Special projects	\$ 2,000	\$ 2,000	246.12	\$ 500.00
Total Marketing and Public Relations Committee Expenses	25,250	26,925	10,348.28	\$ 26,646.03
Tourism/Leisure Travel				
CVB Tourism Partnership Agreement	\$ 34,000	\$ 34,000	34,000.00	\$ 34,000.00
Meals/Meeting refreshments	\$ 100		28.03	\$ 48.24
Mileage/Travel	\$ 100	\$ 200	17.66	\$ 73.44
Total Tourism/Leisure Travel Committee	\$ 34,200	\$ 34,200	34,045.69	\$ 34,121.68
Total Committee Expense	\$ 85,380	\$ 99,305	\$ 63,645.61	\$ 101,808.44

Kandiyohi County City of Willmar Economic Development Commission
2018 Proposed Budget

Date Printed: 7/11/2017

	Proposed 2018	Revised 2017	As of 6/30/2017	2016 actuals
EMPLOYEE COMPENSATION				
Executive Director				
Director's salary	\$ 110,000	\$ 100,000	50,000.04	\$ 81,666.60
Director's health insurance (\$920 p/mo.)	\$ 12,000	\$ 11,040	4,680.59	\$ 7,561.90
Director's payroll taxes (FICA = 6.20%; Medicare = 1.45%)	\$ 8,415	\$ 7,650	3,825.00	\$ 1,903.44
Director's pension (PERA) employer rate is 7.5%	\$ 8,250	\$ 7,500	3,749.88	\$ 7,829.07
Total Executive Director's Compensation	\$ 138,665	\$ 126,190	62,255.51	\$ 98,961.01
Assistant Director's PERA				\$ 1,080.54
Business Development Specialist's position				
Business Development Specialist's salary	\$ 70,000	\$ 62,815	31,407.48	\$ 64,905.36
Business Development Specialist's health insurance	\$ 12,000	\$ 11,040	5,846.89	\$ 10,200.00
Business Development Specialist's payroll taxes	\$ 5,353	\$ 4,803	2,310.81	
Business Development Specialist's PERA	\$ 5,250	\$ 4,711	2,355.60	\$ 4,867.91
Total Business Development Specialist's Compensation	\$ 92,603	\$ 83,369	41,920.78	\$ 79,973.27
Accrued vacation and sick expense				
Executive Director	\$ 7,000	\$ 11,000	\$ 3,749.26	\$ 7,918.51
Business Development Specialist	\$ 2,000	\$ 5,000	\$ 725.40	\$ 153.01
Employee workers' compensation insurance	\$ 900	\$ 900	\$ 433.00	\$ 896.00
Employer Payroll Taxes				\$ 11,358.37
Tax Penalty and Interest			\$ 314.52	
Total other employee compensation	\$ 9,900	\$ 16,900	5,222.18	\$ 20,325.89
Total Employee Compensation	\$ 241,168	\$ 226,459	\$ 109,398.47	\$ 200,340.71
ADMINISTRATIVE EXPENSES				
MCIT property/casualty insurance	\$ 3,000	\$ 3,000	2,657.00	\$ 2,997.00
Meals not for a committee	\$ 1,200	\$ 1,500	337.44	\$ 1,146.15
Memberships, dues, subscriptions				
Subscriptions	\$ 500	\$ 400	482.98	\$ 542.98
Community Venture Network (CVN)	\$ 2,200	\$ 2,200		\$ 2,125.00
EDAM membership	\$ 495	\$ 395	495.00	\$ 395.00
Local organizations	\$ 200	\$ 525	195.00	\$ 1,015.00
MAPCED membership	\$ 250	\$ 310	250.00	\$ 310.00
MN DEED Marketing Partnership dues	\$ 625	\$ 650	625.00	\$ 1,250.00
WORKUP membership	\$ 5,400	\$ 5,400	2,250.00	\$ 3,150.00
Moving Expenses for Executive Director				\$ 874.02
Professional services:				
Accountant fees	\$ 1,500	\$ 1,000	1,084.50	\$ 1,500.00
Auditor	\$ 7,000	\$ 7,000	740.00	\$ 6,520.00
Bookkeeping fees	\$ 6,000	\$ 6,000	2,427.00	\$ 6,753.00
Executive Director search firm				\$ 8,726.73
Legal fees	\$ 1,800	\$ 2,000	375.00	\$ 1,812.50
Seminars and promotions	\$ 2,000	\$ 2,000	101.10	2765.17
Travel, conference, school	\$ 12,000	\$ 12,000	3,519.22	\$ 7,861.39
Total Administrative Expenses	\$ 44,170	\$ 44,380	15,539.24	\$ 49,743.94

Kandiyohi County City of Willmar Economic Development Commission
2018 Proposed Budget

Date Printed: 7/11/2017

	Proposed 2018	Revised 2017	As of 6/30/2017	2016 actuals
OFFICE EXPENSES				
Cleaning person	\$ 2,700	\$ 2,700	801.56	\$ 2,778.76
Depreciation - furniture and equipment				
Equipment maintenance and rental				
Software (Synchronist annual fee \$1,200)	\$ 1,500	\$ 1,500	1,796.59	\$ 3,449.34
Toshiba service contract w/Loffler Companies	\$ 2,000	\$ 2,000	789.02	\$ 1,748.79
Equipment maintenance and rental - other	\$ 750	\$ 750	63.13	\$ 1,136.68
Furniture and equipment	\$ 1,300	\$ 1,250	897.76	\$ 1,289.04
Toshiba digital color copier lease	\$ 1,700	\$ 1,800	694.70	\$ 1,898.40
Office equipment and miscellaneous	\$ 2,000	\$ 2,000	1,011.93	\$ 1,534.93
Postage, mailing service	\$ 300	\$ 500	49.00	\$ 212.00
Printing, copying and publishing	\$ 1,000	\$ 2,000	470.73	\$ 450.22
Professional services:				
Engineering and other professional services	\$ 6,000	\$ 6,000	5,035.28	\$ 12,129.50
General administrative	\$ 61,900	\$ 58,956	20,794.37	\$ 52,772.39
Planning session facilitator	\$ 2,400	\$ 2,400	1,300.00	\$ 2,200.00
Website hosting and maintenance	\$ 450	\$ 450		\$ 360.00
Rent and storage unit	\$ 23,400	\$ 22,200	11,600.00	\$ 22,200.00
Rent (water cooler, post office box)	\$ 200	\$ 200	120.32	\$ 164.58
Supplies	\$ 3,500	\$ 3,500	2,865.76	\$ 3,746.52
Telephone/Telecommunications	\$ 5,700	\$ 5,880	2,642.54	\$ 5,038.83
Other expenses			(5.71)	\$ 15.00
Total Office Expenses	\$ 116,800	\$ 114,086	50,926.98	\$ 113,124.98
CREATING ENTREPRENEURIAL OPPORTUNITIES STUDENT LOAN EXPENSES	\$ 30,000	\$ 30,000		
Advertising/Promotions			501.95	\$ 14.99
Dinner Event and Silent Auction				\$ 56.00
Advertising			730.71	\$ 565.59
Decorations			1,395.98	\$ 1,583.39
Entertainment			1,200.00	\$ 750.00
Event Food and Beverages			9,422.07	\$ 7,629.81
Equipment			8,569.90	
Loan write-off			3,792.00	
Meals/Meeting refreshments			1,616.90	\$ 2,395.07
Postage				\$ 147.00
Scholarships				\$ 2,000.00
Supplies				\$ 609.82
Tradeshaw			2,156.63	\$ 2,698.61
Transfer loan repayments			2,258.00	
Other			295.89	\$ 2,319.00
Total CEO Loan Expenses	\$ 30,000	\$ 30,000	31,940.03	\$ 20,769.28
TOTAL PROGRAM EXPENSES	\$ 570,868	\$ 566,380	\$ 277,115.32	\$ 535,769.69