

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB) MEETING
MINUTES
August 10, 2017
EDC Office, Willmar

Present: Art Benson, Donna Boonstra, Les Heitke and Kelly TerWisscha

Excused: Rollie Boll, Robert Carlson, Gary Gilman, Roger Imdieke and Bruce Peterson

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

Guests: Beth Fischer, Executive Director, Willmar Lakes Area Convention & Visitors Bureau; Larry Macht, President, Raymond Civic & Commerce and Janice Piechowski, Raymond City Clerk

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

President Donna Boonstra called the meeting to order at approximately 11:04 a.m. and thanked the City of Raymond for hosting this board meeting. The guests were welcomed followed by self introductions.

COMMENTS BY RAYMOND COMMUNITY—Jan Piechowski, Raymond City Clerk, reported approximately six homes in Raymond have sold in the past two weeks and the community is working on a housing and assisted living facility. Larry Macht, President of the Raymond Civic & Commerce, welcomed the board to Raymond and stated Raymond recently hosted National Night Out and had more than 80 residents who attended. Macht stated an overwhelming majority of Raymond's residents approved \$1.8 million in bonding for an assisted living facility. The facility will have 12 units, 7 of which will be independent living and 5 memory care. The city will lease the facility. The city also has building lots for sale and has gained younger families, some of whom commute to Willmar for work. The average age of its residents is mid to low 30s. Macht stated Highway 23 is a community asset and the community is interested in having four lanes from Willmar. Hawk Creek Country Club is active with many leagues and hosting tournaments. The community is a friendly, age-dependent community with two recreational businesses, Apol's Harley Davidson and Tensen Marine. Macht invited the board to tour the community. Macht stated Frontier Communications is the community's Internet provider and the community has lost some businesses due to slow Internet speeds. Connie Schmoll stated Frontier Communications is planning upgrades in Kandiyohi County, but has not stated where it will begin. Schmoll stated LTD Broadband is installing wireless towers in Kandiyohi County and suggested the community may wish to contact that company. Aaron Backman offered the assistance of the EDC as needed. Backman informed Piechowski and Macht that Schmoll will make a presentation to Raymond's City Council on Monday requesting membership in the Highway 23 Coalition.

WILLMAR LAKES AREA CONVENTION & VISITORS BUREAU ANNUAL REPORT—Beth Fischer, Executive Director of the Willmar Lakes Area Convention & Visitors Bureau (CVB) thanked the board for the EDC's financial support of the CVB's Leisure Travel Committee. Fischer presented the CVB's annual report (see attached) and stated 58% of the CVB's budget is spent on leisure travel and marketing Kandiyohi County. This year, the CVB board added a new position for a representative of the City of New London. Fischer stated the attractions, events and things to do in the county are what bring visitors and bring in revenue from lodging tax. The 2018 Governor's Fishing Opener will be held in Kandiyohi County May 10-14 and is an invite-only event for media. The headquarters will be at the Willmar Conference Center. Activities will include a free community picnic in Willmar, shore lunch in Spicer and other events in New London. The Governor and Lieutenant Governor will fish Green Lake, but the media may fish any lake in the county. The 2017 fishing opener in St. Cloud was attended by 140 media representatives, who gave 732,000 media impressions at a value of \$1.3 million and a cost to the community of approximately \$300,000. The CVB has secured a \$30,000 boat package as the raffle prize. The Governor's office has final say on anything related to the Governor's Fishing Opener.

Fischer stated a water trail brochure was created this past year because of the interest in kayaking and canoeing. Snowmobile maps were updated and the bike maps are currently being updated. The Leisure Travel Committee formed a bike subcommittee because of the number of visitors who come to the county to bike. The subcommittee works with Willmar Bikes to promote biking in the county. The subcommittee is looking at installing additional bike signs at a cost of approximately \$1,250 per sign. Their goal is to have every community in the county designated a bike-friendly community. The Leisure Travel Committee is currently sponsoring a photo contest on social media. Sibley State Park will be featured this fall by the Minnesota Office of Tourism as one of the top 10 hikes in the state. The committee plans to create an app of the Willmar Lakes Area in 2018.

Fischer reported she researched kayak launches and discovered the Minnesota Department of Natural Resources (DNR) has two in the state, one in Fergus Falls and one in Two Harbors. The county has one company currently offering kayak rentals, Lone Tree Board & Paddle and two others are being formed. Fischer suggested two possible locations for a kayak launch would be Robbins Island in Willmar and the Crow River in New London. Funding could possibly come from the DNR grants and state Legacy Funds.

AGENDA—Added to the Consent Agenda under Approve was item 3. Payment of bills from MinnWest Technology Foundation for \$1,500 as budgeted for sponsorship of the 2017 Ag & Animal Science Conference and REDstar Creative for \$1,226.75 and item 4. Addition of Ramsey Schaffnit to the Broadband and Advanced Technology Committee.

IT WAS MOVED BY Kelly TerWisscha, SECONDED BY Art Benson, to approve the Agenda and the revised Consent Agenda. MOTION CARRIED.

CONSENT AGENDA—

- Approve:
1. Minutes of July 13, 2017 meeting
 2. Financial reports as of July 31, 2017
 3. Payment of bills:

- a. \$1,500.00 to MinnWest Technology Foundation as budgeted for sponsorship of the 2017 Ag & Animal Science Conference
- b. \$1,226.75 to REDstar Creative for July 2017 services
- 4. Addition of Ramsey Schaffnit to the Broadband and Advanced Technology Committee

Accept: Committee/Subcommittee Minutes

- 1. Agriculture and Redevelopment Energy Marketing Subcommittee 6/15/2017
- 2. Broadband and Advanced Technology 7/10/2017
- 3. Business Retention and Expansion/Recruitment 7/7/2017
- 4. Leisure Travel 6/5/2017

PROGRESS REPORTS

Willmar/Willmar Industrial Park. Backman reported three companies have been chosen for the Highway relocation portion of the Wye project and the partners are still working on the Master Agreement. Backman reported a potential TED (Transportation Economic Development) Program project may realign Trunk Highway 40. Magnum Trucking started construction of its LTL facility last week. Backman has been working with a property owner to do a project on First Street that may bring in businesses not currently located in Willmar. MinnWest Technology Campus (MWTC) acquired two buildings from the State of Minnesota, one of which they have started to renovate. Mr. B's Chocolates was purchased by Brian Bollig and relocated to the former bakery at MWTC; it is awaiting the health inspector before it can open. Backman reported he had a mold of the EDC's logo made and will have chocolates made for prospects and special meetings.

Final Report of Business Retention and Expansion Program for Diverse Businesses. Backman presented his Final Report for the Design and Implementation of a Business Retention & Expansion (BRE) Program for Diverse Businesses in the Willmar Area (see attached). Backman surveyed 18 diverse businesses and stated the new American business owners view Willmar favorably. Backman highlighted statistics from the report, including location and types of businesses, longevity, trade area and use of technology and social media. Backman stated the Otto Bremer Foundation and The Bush Foundation have shown interest in the report and Southwest Initiative Foundation may be interested in additional work with the diverse businesses.

Highway 23 Coalition. Backman reported the Highway 23 Coalition has formally organized and elected officers. The Coalition also approved a budget through 2018 and established membership levels (see attached). The Coalition is asking units of government and businesses/organizations to join the Coalition. A meeting of the Coalition is being set for September. New London and Spicer have already made a financial commitment as members of the Coalition. The Coalition is also looking at hosting a transportation rally and inviting U.S. Representative Collin Peterson and Minnesota Department of Transportation Commissioner Charles Zelle.

[The agenda was taken out of order.]

County Tourism Development Account. Backman reported the EDC has approximately \$18,000 in a tourism development account that is to be used for tourism-related items. Historically, uses for the funds are made as a recommendation to the Kandiyohi County Commissioners, who make the final approval. Backman recommends the EDC be a silver walleye sponsor for the 2018 Governor's Fishing Opener in an amount between \$5,000 to \$6,000. Backman also recommends the EDC support building two kayak launches in the locations suggested by Fischer for an amount up to \$5,000 for each location.

IT WAS MOVED BY Les Heitke, SECONDED BY Kelly TerWisscha, to recommend to the Kandiyohi County Commissioners that the tourism development Certificate of Deposit be cashed in when it matures and that the funds be used as follows: silver sponsorship by the Kandiyohi County and City of Willmar Economic Development Commission for the 2018 Governor's Fishing Opener in the amount of \$5,000 and 50% of the cost up to a maximum of \$5,000 per location to build two kayak launches, one at Robbins Island in Willmar and one on the Crow River in New London, upon condition they are approved by the Minnesota Department of Natural Resources; and the remainder toward the purchase and installation of bike signs by the Willmar Lakes Area Convention & Visitors Bureau.

[Kelly TerWisscha was excused from the meeting.]

Business Visits and Meetings. Backman reported he was interviewed for the *Business In Focus* feature on Willmar/Kandiyohi County. Construction has started on Midtown Plaza. Backman attended the City of Willmar's hearing on the Willmar Industrial Park land write-down policy; Highway 23 Coalition meetings; Vision 2040 meetings and KWLM Open Mic. Backman and Sam Bowen of Ridgewater College toured the former Titan Machinery building in Redwood Falls for a possible large equipment training facility for Ridgewater College. Backman had a meeting with Lisa Hughes, Economic Development Program Specialist with the Minnesota Department of Employment and Economic Development. He attended the Joint Powers Board meeting; Economic Development Professionals marketing meeting; and open house for the county's roundabout project for County Roads 5 and 15. Backman reported the Minnesota Association of Professional County Economic Developers will hold its annual meeting September 22 at Dooley's new executive office in Willmar. Backman reported the Grand Stay Hotel in New London is moving forward.

Schmoll reported she has been working on the September 19, 2017 Job Fair coordinated by KDJS. Marketing of the Job Fair will mainly be via social media and they will try to target the diverse population. Schmoll attended the New London Community In Action meeting. Schmoll invited New London and Raymond representatives to attend a University of Minnesota Extension training for rural grocery stores on September 22 at the Bird Island Community Center. Schmoll reported the Ag Marketing Subcommittee is working on presentations for 2018. She recently visited Happy Family Asian Grocery Store in Willmar, Urban Escapes in Spicer, Aqua-Therm and Distressed Treasures in New London and is working with a possible coffee shop for Spicer and the Kandi Entertainment Center. Schmoll announced the West Central Angel Fund I just launched a website.

Business in Focus Magazine Article. Backman reported that he was contacted by the *Business In Focus* magazine, which has 468,000 subscribers, to do a feature spread on Kandiyohi County at no cost to the EDC. Willmar Municipal Utilities, the City of Willmar and the EDC will be cost sharing a half page ad in the magazine, which the Joint Powers Board approved.

NEW BUSINESS—There was no new business.

COMMITTEE REPORT

Broadband and Advanced Technology. Schmoll reported Consolidated Telecommunications Company (CTC) declined the state broadband grant for Kandiyohi County as it determined the project had a \$2 million shortfall. Kandiyohi County offered to pay for 100 contracts for two years and as users signed up, the county would reduce its payments, however, CTC stated their costs had increased by \$1.2 million and the project was not feasible. The EDC and Kandiyohi County will provide the state Office of Broadband Development with information on the challenges encountered with the project. Several wireless providers have contacted the EDC since the grant was turned down and are interested in doing projects in the county. President Boonstra commented the state match is not enough to fund a project and the legislature hindered the process by allowing incumbents to contest the project area.

NEXT MEETING—The next board meeting is **11:00 a.m., Thursday, September 14, 2017**, at the EDC Office, Willmar.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:40 p.m.




Art Benson, Secretary

APPROVED: 9/14/2017:




Donna Boonstra, President




Willmar Lakes Area
Convention & Visitors Bureau

EDC Annual Report
August 10, 2017



CVB Mission

To Promote and market the
Willmar Lakes Area as a Travel
Destination!



Target Markets

Leisure
Travel

Meetings &
Conventions

Sports

CVB Board Members

- | | |
|------------------------|-------------------|
| ❖ Sue Steinert - Chair | ❖ Dave Henle |
| ❖ Dave Feist | ❖ Denny Baker |
| ❖ Janet Demuth | ❖ Jim Butterfield |
| ❖ Judy Thompson | ❖ Steve Ahmann |
| ❖ Michelle Olson | ❖ Ken Warner |
| ❖ Rob Baumgarn | ❖ Doug Kuehnast |
| ❖ Audrey Nelsen | ❖ Art Benson |
| ❖ Craig Edwards | ❖ Julie Kann |



CVB Committees

- | | |
|----------------------------------------------|---------------------------|
| • Executive Committee | • Leisure Committee |
| • Special Events Committee | • Visitor Guide Committee |
| • Meetings & Conventions Marketing Committee | • Bike Sub-Committee |

2016/2017 - Highlights



- * Lodging Tax in 2016 was down compared to 2015.
- * Camping Revenue was slightly up in 2016.
- * 2017 Lodging Tax to date is relatively flat.
- * Conventions & Sporting Events drove business during the first half of 2017.
- * We have hosted a variety of different conventions, tournaments and events.
- * We have bid on many new conventions and have been awarded several for future years.



❖ Lions Mid-Winter Convention	❖ JCI MN
❖ USDA	❖ MNIAI
❖ MN Ducks Unlimited	❖ MN Scenic Byways
❖ Women in Agriculture	❖ Conservation Tillage Conf.
❖ Renewal Conference	❖ Ag & Animal Science Conf.
❖ MN Metal Craftsmen	❖ American Legion Baseball Tour.
❖ Midstates Housemovers	❖ VFW State Baseball Tour.
❖ AAUW	❖ Midwest Cup
❖ MN Rehabilitation Association	❖ Willmar Youth Baseball Tour.
❖ MN Assoc. of Ag Educators	❖ MSAA State FITA
❖ DAV MN	❖ MSAA State Target Championship
❖ BPW	❖ Hockey Tournaments, Bonspiels,
❖ District American Legion	Figure Skating Comp, Running
❖ Eagles District Convention	Races, Buckingham Blitz & More!

Conventions/Sporting Events

Conventions Awarded

❖ 2017 Northwoods League	❖ 2018 MAHS / MASC State Leadership
❖ 2017 BPW	❖ 2018 Gold Wing Rally
❖ 2017 MNIAI Conference	❖ 2018 7 - Lag Stevne
❖ 2018 Kiwanis Key Club Convention	❖ 2018 Pheasants Forever State Convention
❖ 2018 Kiwanis Convention	❖ 2019 Solariag Stevne
❖ 2018 BPW	❖ 2019 Ducks Unlimited
❖ 2018 NARFE	❖ 2019 Kiwanis Key Club Convention
❖ 2018 Health Educators Conf.	❖ 2019 MECA Conference
❖ 2018 JCI Spring Convention	❖ 2020 Ducks Unlimited

❖ Event will promote the Willmar Lakes Area to media guests.

❖ A total of 3,724 media placements were generated in 2017; resulting in 732,100,589 media impressions and \$1,324,017 million in publicity value.

❖ We will need over 200 volunteers for the event including 110 Fishing Hosts.

❖ Raffle

❖ Sponsorships Needed

❖ Several Committee are being formed

Governor's Fishing Opener
May 10 - 13, 2018

MINNESOTA 2018
WILLMAR LAKES AREA

❖ Activities for Guests	❖ Shore Lunch
❖ Celebration Dinner	❖ Sponsorship/Commemoratives
❖ Community Picnic	❖ Transportation
❖ Fishing Hosts	❖ Volunteers
❖ Raffle	❖ Lodging
❖ Kid's Fishing Event	❖ Registration / Distribution of Commemoratives
❖ Publicity / Public Relations / Media Relations	

Governor's Fishing Opener
Committees

MINNESOTA 2015
WILLMAR LAKES AREA

Leisure Travel Committee Focus

- ❖ To encourage, promote and enhance the visitor experience in the Willmar Lakes Area
- ❖ Market area amenities and events
- ❖ Maintain billboards
- ❖ Participate in Sport Shows
- ❖ Provide resources and information sharing for area businesses and attractions.
- ❖ Committee focuses on bringing visitors to the Willmar Lakes Area.

Leisure Committee Members

- ❖ Trudie Guptill - Chair, City of New London
- ❖ Leslie Vallant - Vice Chair, City of Spicer
- ❖ Bob Dickerson - Dickerson's Lake Florida Resort
- ❖ Janet Demuth - Lodging
- ❖ Jim Butterfield - Kandiyohi County Commissioner
- ❖ Greg Harp - Willmar Area Arts Council
- ❖ Jack Nelson - Sibley State Park
- ❖ Aaron Backman & Art Benson - Kandiyohi County & City of Willmar EDC
- ❖ Jolene Garberich - Atwater & West Central Snowdrifters
- ❖ Ed Walhof - New London to New Brighton Antique Car Run
- ❖ Jill Wohnoutka - Kandiyohi County Historical Society
- ❖ Dave Pederson - Prairie Woods Environmental Learning Center
- ❖ Steve Ahmann - Kandiyohi County Commissioner / Willmar Downtown Development
- ❖ Stu Giere - Little Crow Ski Team
- ❖ Craig Boesch - Little Crow Ski Team
- ❖ Ben Danielson - Lone Tree Board & Paddle
- ❖ David Feist - Lodging
- ❖ Mike & Barb Roe - Kandiyohi County Campgrounds
- ❖ Nancy Larson - Green Lake Hampton Inn Resort
- ❖ Bob Dice - Island View Resort
- ❖ Tanya Rosenau - Convention & Visitors Bureau (CVB)
- ❖ Beth Fischer - Glacial Ridge Trail Association / CVB

2016 / 2017 Leisure Committee Accomplishments

- ❖ Attended four Sport Shows
 - ❑ Omaha, Nebraska
 - ❑ St. Cloud, Minnesota
 - ❑ Sioux Falls, South Dakota
 - ❑ Minneapolis, Minnesota
- ❖ Updated our Sport Show booth.
- ❖ Created a Water Trails Brochure.
- ❖ Updated Snowmobile Maps.
- ❖ Currently updating Bike Maps.
- ❖ Weekly Fishing & Trail Reports



2016 / 2017 Leisure Travel Committee Accomplishments

- ❖ Improved Social Media Presence
- ❖ Improved awareness of #willmarlakesarea
- ❖ Social Media Photo Contest
- ❖ Continue to promote Biking in the Willmar Lakes Area
 - ❑ Bike Subcommittee of the Leisure Committee
 - ❑ Hosted the 5th Annual Mayors Bike Ride
 - ❑ Willmar Bikes Recreational Rides
 - ❑ Bicycle Benefits Program
 - ❑ Participated in the development of the Kandiyohi County Bike & Ped Plan
 - ❑ Continue to work on trail connectivity, signing and wayfinding to improve our trail system.

2016 / 2017 Leisure Committee Accomplishments

- ❖ Provide a monthly calendar of events to resorts, campgrounds & hotels.
- ❖ Assist groups, events and attractions with their events.
- ❖ Local attraction awareness & collaboration.
- ❖ Created a video highlighting tourism attractions in the area.
- ❖ Prepared over 4,200 welcome bags.
- ❖ Sent visitor information to over 14,000 individuals in 2016.



How do we promote the area?

- ❖ Advertise in over 50 different publications promoting the Willmar Lakes Area as a travel destination.
- ❖ Key geographical areas include Southern MN, Sioux Falls, Iowa, Nebraska and the Twin Cities Metro.

How do we promote the area?

Distribute the Visitor Guide to the following locations:

- ❖ Sport Shows and Expos
- ❖ Travel Centers throughout the State
- ❖ Explore Minnesota Stores in the Mall of America
- ❖ 18 County Tourism Racks located throughout Kandiyohi County
- ❖ Individuals who request information



Economic Impact: Sales & jobs

- ❖ Kandiyohi County generated \$90,227,213 in gross sales from the Hospitality and Leisure Industry.
- ❖ State Sales Tax revenue for Kandiyohi County was \$5,895,741.
- ❖ The Hospitality and Leisure Industry accounts for 1,748 jobs in Kandiyohi County.
- ❖ Every \$1.00 invested in tourism marketing returns \$98 in traveler spending and \$9.00 in state and local taxes.

WILLMAR Lakes Area
Community & Economic Development

\$70,000 - Leisure Tourism Promotion

- \$34,000 - EDC Partnership
- \$36,000 - Lodging Tax Revenues

\$79,700 - 2018 Leisure Tourism Promotion Projected Budget

WILLMAR Lakes Area
Community & Economic Development

Leisure Travel Promotion 2018 Budget



- ❖ Postage - \$19,000.00
- ❖ Advertising - \$40,200.00
- ❖ Bike Ride Promotion - \$2,500.00
- ❖ Sport Shows - \$5,000.00
- ❖ Billboard Maintenance - \$2,000.00
- ❖ Trail Maps - \$2,000.00
- ❖ Willmar Lakes Area App \$8,000.00

Advertising - \$40,200.00

- | | |
|---------------------------------------|---------------------------------|
| ➤ MN Travel Guide | ➤ Explore MN Biking Guide |
| ➤ MN Explorer (Spring, Summer & Fall) | ➤ Explore MN Guide Distribution |
| ➤ MN Trails | ➤ Explore MN Co-Op Advertising |
| ➤ TravelGuidesFree.com | ➤ MN Getaways |
| ➤ TravelInformation.com | ➤ Social Media Advertising |
| ➤ Website Retargeting | ➤ MN Snowmobile Destinations |
| ➤ AAA Living | ➤ Snow Goer |
| ➤ Have Fun Biking | ➤ Iowa Snowmobiler |
| ➤ ExploreMinnesota.com | ➤ Road Runner |
| ➤ MN Heartland Marketing Campaign | ➤ Rider |
| ➤ Mail of American Guide Distribution | ➤ MN Monthly |
| ➤ West Central Tribune | ➤ Impact Ads |
| ➤ Lakes Area Review | ➤ Itineraries Midwest |

Kayak Launch

- ❖ MN DNR currently has two Kayak Launches in the state.
- ❖ One in Fergus Falls & the other at Two Harbors.
- ❖ No plans to add any additional at this time.
- ❖ They have been in contact with MinnCor about prototyping a zero entry dock.



- ❖ Facility was a cooperative between the City of Fergus Falls and the MN DNR and cost approximately \$21,000.
- ❖ Built on the Otter Trail River in Fergus Falls which is a State Water Trail.
- ❖ The site is used but not as much as it could be used.
- ❖ People fish and watch the water off of the dock also.
- ❖ Very easy to use for canoes & kayaks
- ❖ ADA Compliant
- ❖ EZ Dock / EZ Launch
- ❖ Needs to be removed in the winter.
- ❖ If they could do different, they would integrate the launch into the shoreline with no dock and noted the beach area is important for those that don't need a dock.

Fergus Falls



- ❖ Located on Lake Superior in Two Harbors
- ❖ It was installed in 2011.
- ❖ They have almost lost the dock a few times due to waves, storms, etc.
- ❖ It is removed in the winter.
- ❖ It is significantly smaller than Fergus Falls.
- ❖ People who use the launch love it.
- ❖ If they could do it again, they would make their walkway bigger. It is currently about 36".

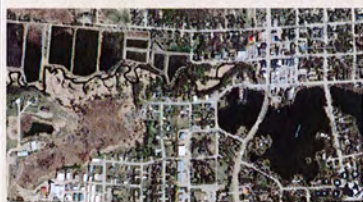
Two Harbors



- ❖ Feedback is mixed.
- ❖ Many love the idea! Others who have kayaked for years think it is just as easy and possibly safer to walk in the water and launch.
- ❖ Two locations for a Kayak Launch rise to the top - Robbins Island in Willmar and on the Crow River in New London.
- ❖ Residents and Visitors are currently kayaking in both locations.
- ❖ At least three business are offering or in the process of offering kayak rentals in our area.


Willmar Lakes Area Kayak Launch






- ❖ Currently being used by a lot of kayakers. This includes both tourists and residents.
- ❖ The area that they are launching from needs improvement to prevent erosion, safety, etc.
- ❖ Beautiful, scenic and a great opportunity to enhance the experience on the Crow River.


Crow River





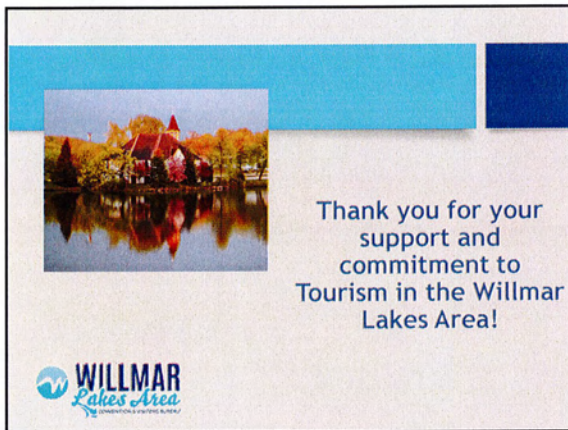
- ❖ Robbins Island has been designated a Regional Park and there may be grant opportunities to assist with this project.
- ❖ Revitalization of Robbins Island and plans to include four season rentals including kayaks, canoes, etc.
- ❖ Large diverse population base to expose more individuals to the sport. This is a key factor in a possible grant with the DNR.
- ❖ Currently being used by individuals kayaking, canoeing and paddleboarding.

Robbins Island



- ❖ It would be great to add two kayak launches in the area.
- ❖ Recommend we have EZ Launch look at both proposed locations and provide a proposal for review at the September meeting.
- ❖ Request DNR review proposal and provide input, modifications, approvals, etc.
- ❖ Review Grant Opportunities and seek additional funding sources.
- ❖ Installation Target Date: May 2018

Next Steps



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?	<hr/> <hr/>
14. What are Willmar's weaknesses as a place to do business?	<hr/> <hr/>
15. What type of products/services are your customers looking for that they are not finding in this community?	<hr/>
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: <hr/> <hr/> <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: <hr/> <hr/>
18. Would you like to make changes to your storefront?	<hr/>
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? <hr/> How will they affect the company? <hr/> <hr/>
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

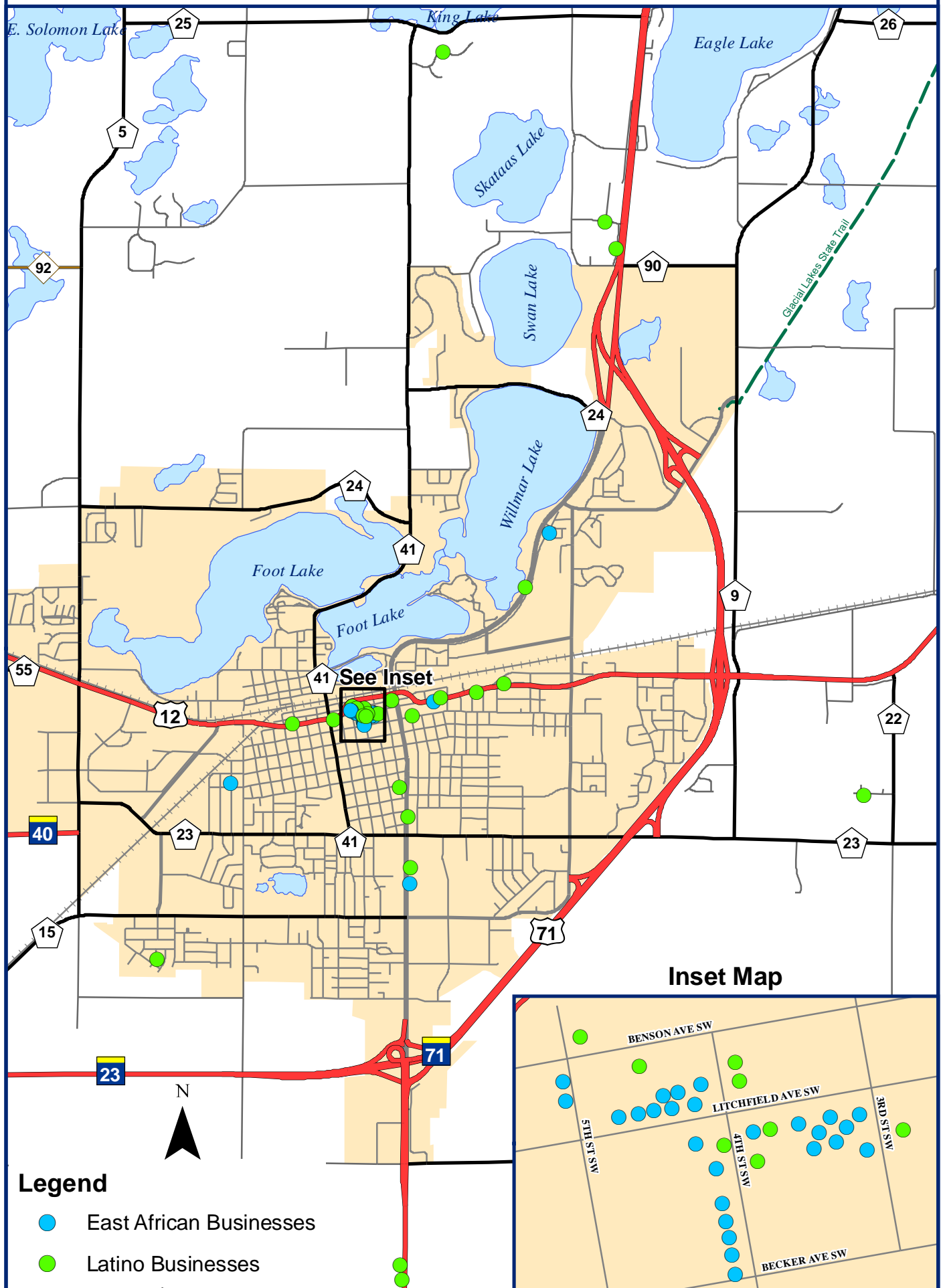
7/18/17

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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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