



Southwest CEDS Workshop

Session Two | April 21, 2021

Southwest Minnesota

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2022-2027



Getting Started

- Intros in the chat box – please write your name, who you represent and what is 1 positive thing that has happened in the last year
- Please have your **video on**, if possible, to increase engagement and to get to know each other
- Please **mute** your audio unless you are the one speaking



Agenda

What is the
CEDS?



Why does it
matter?



What are the
four corner-
stones?



Breakout
Sessions



What is the CEDS?

- A document submitted to the Federal Economic Development Administration in its entirety every 5 years, with revisions annually as needed.
- A regionally-driven economic development planning process and a means to engage community leaders, leverage the involvement of the private sector, and establish a strategic blueprint for regional collaboration to create an environment for economic resiliency and prosperity.

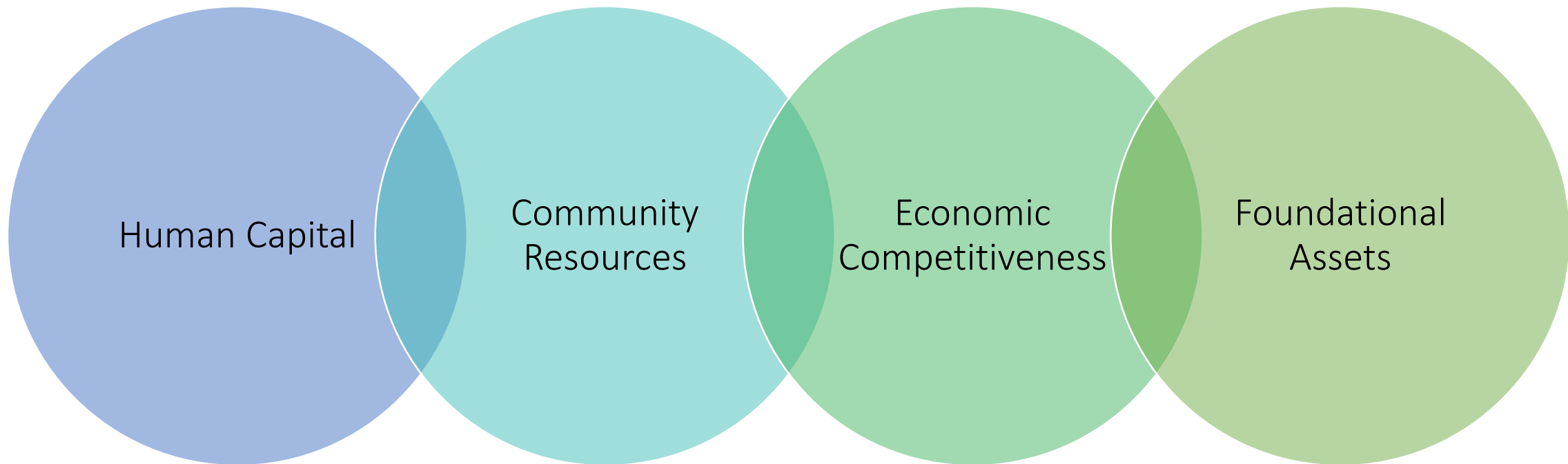


Why the CEDS matters

- Showcases the region
- Helps retain and attract residents
- Assists with business attraction, retention, and expansion
- Influences complex issues with a larger voice
- Provides critical support for grant proposals



Four Cornerstones





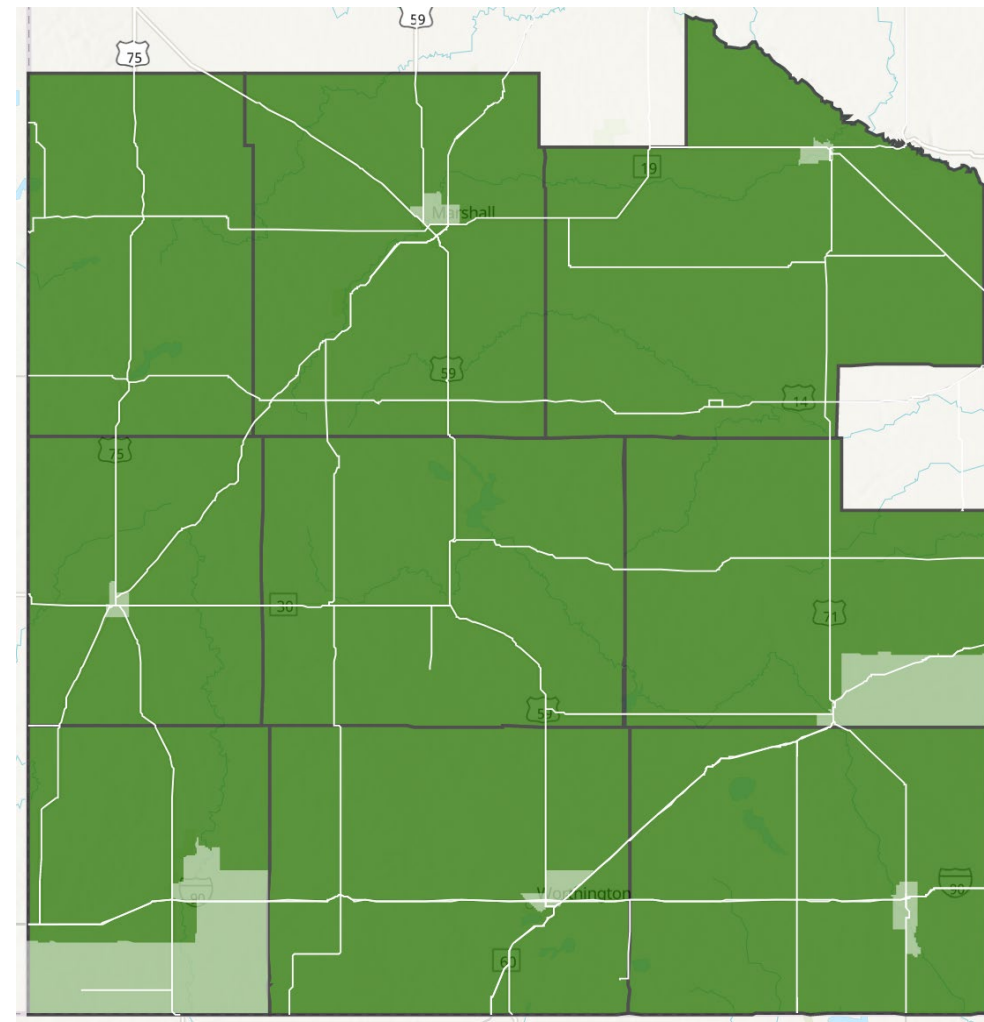
Cornerstone – Economic Competitiveness

Economic competitiveness is defined by Greater Minnesota's environment for growth that is critical to create jobs, raise living standards, and finance necessary public services. Economic prosperity requires that communities link all assets of the community to generate new knowledge, new businesses, and transform existing businesses into thriving 21st-century companies.



Cornerstone – Economic Competitiveness

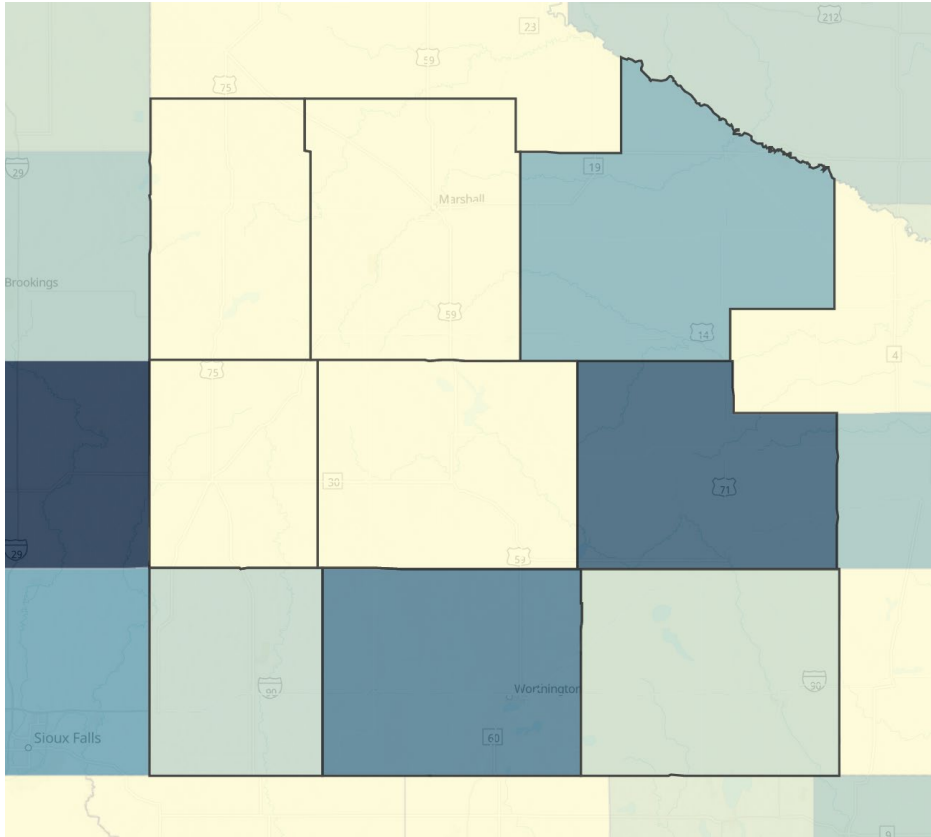
Opportunity zones are economically-distressed communities where private investments, under certain conditions, may be eligible for capital gains tax incentives.



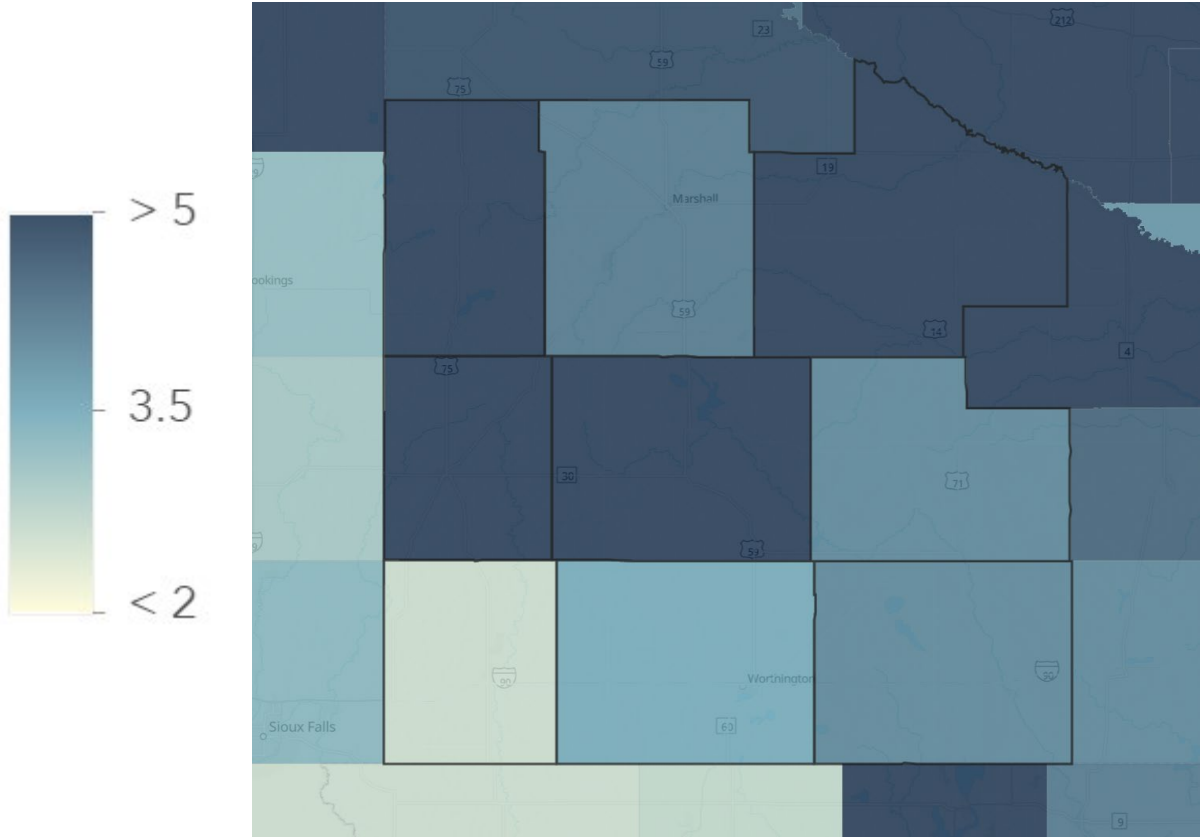


Cornerstone – Economic Competitiveness

Unemployment Rates by County in 2018



Unemployment Rates in the last 14 Months



Labor Force Participation Rate for SRDC Region
in 2018 is 66.8%



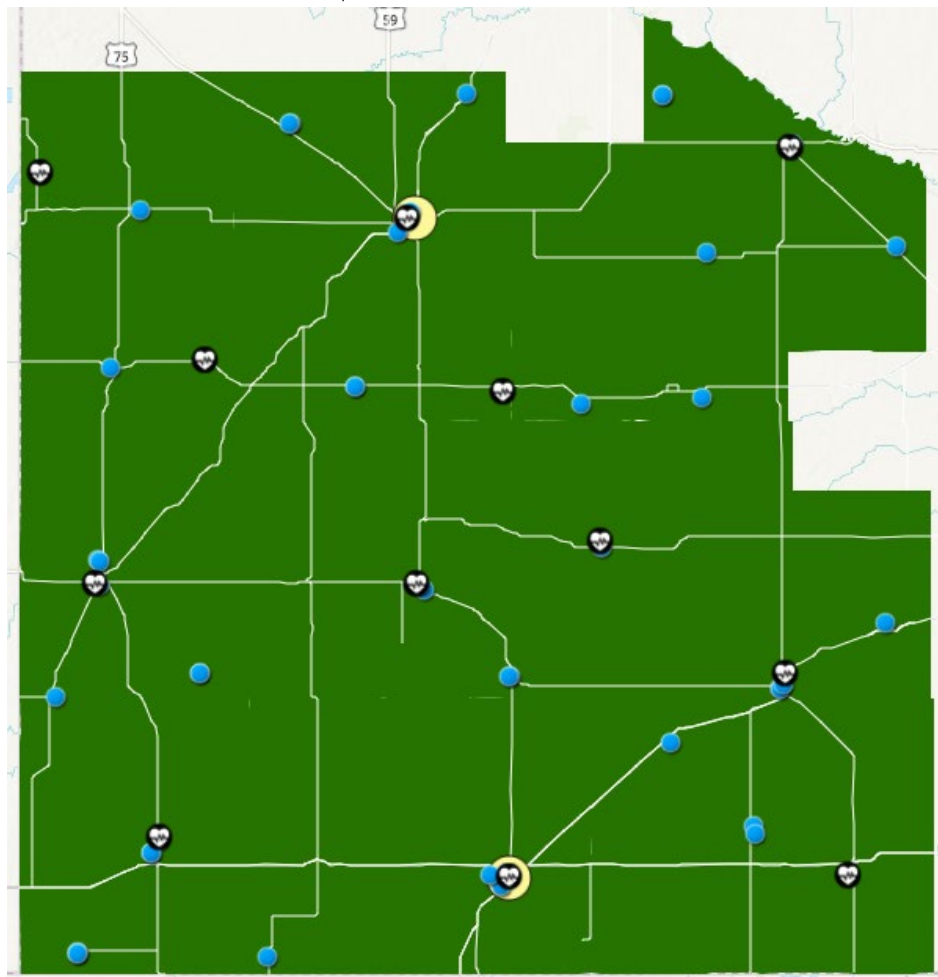
Cornerstone – Economic Competitiveness

Job Vacancy Survey	Number of Total Vacancies	Requiring Post-Secondary Education	Requiring 1 or More Years of Experience	Requiring Certificate or License	Median Hourly Wage Offer
Total, All Occupations	2,918	22%	35%	49%	\$15.13
Food Preparation & Serving Related	556	0%	25%	13%	\$11.78
Transportation & Material Moving	509	1%	22%	96%	\$17.20
Sales & Related	302	1%	10%	58%	\$15.56
Production	225	11%	5%	2%	\$12.72
Construction & Extraction	192	2%	99%	3%	\$15.00
Healthcare Practitioners & Technical	163	92%	31%	93%	\$26.35
Office & Administrative Support	132	12%	68%	22%	\$14.37
Installation, Maintenance & Repair	115	64%	91%	72%	\$16.59
Computer & Mathematical	105	97%	7%	0%	\$16.92
Personal Care & Service	102	7%	10%	86%	\$11.86
Management	94	36%	100%	33%	\$17.21
Business & Financial Operations	86	31%	94%	79%	\$19.13
Healthcare Support	79	25%	4%	88%	\$13.54
Education, Training & Library	71	80%	75%	79%	\$15.72
Protective Service	37	38%	59%	93%	\$12.83
Architecture & Engineering	35	89%	3%	85%	\$17.52
Community & Social Service	34	97%	75%	80%	\$16.81
Building, Grounds Cleaning & Maint.	34	0%	11%	11%	\$13.42
Arts, Design, Entertainment & Media	7	50%	79%	0%	\$14.30
Life, Physical & Social Sciences	5	69%	100%	49%	\$17.82

Occupational Employment Statistics	Estimated Regional Employment	Share of Total Employment
Total, All Occupations	53,190	100%
Farming, Fishing & Forestry	590	1.1%
Production	6,240	11.7%
Installation, Maintenance & Repair	2,860	5.4%
Transportation & Material Moving	5,360	10.1%
Healthcare Support	3,970	7.5%
Construction & Extraction	2,300	4.3%
Education, Training & Library	3,620	6.8%
Life, Physical & Social Science	590	1.1%
Building, Grounds Cleaning & Maint.	1,570	3.0%
Community & Social Service	1,050	2.0%
Food Preparation & Serving Related	4,280	8.0%
Protective Service	770	1.4%
Office & Administrative Support	6,060	11.4%
Sales & Related	4,510	8.5%
Personal Care & Service	1,030	1.9%
Healthcare Practitioners & Technical	2,790	5.2%
Architecture & Engineering	760	1.4%
Management	2,270	4.3%
Arts, Design, Entertainment & Media	420	0.8%
Business & Financial Operations	1,600	3.0%
Legal	150	0.3%
Computer & Mathematical	400	0.8%



Cornerstone – Economic Competitiveness



Legend

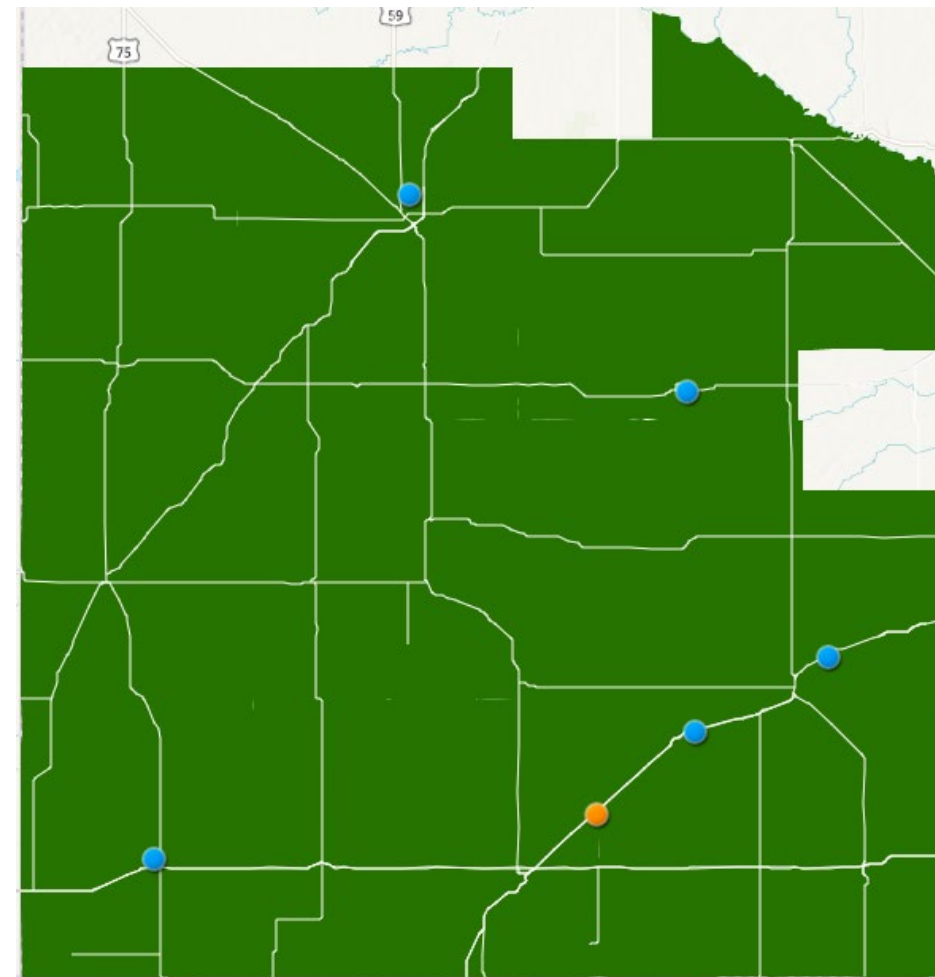
Hospitals



Nursing Homes



Urgent Care Centers





Breakout Sessions (20 mins each)

Goal: Generate strategies and goals for the next five years in your assigned "cornerstone"

- Each group will have a moderator taking notes and facilitating discussion
- The moderator from each small group will report out for 2 minutes in the large group with a summary of the small group's key ideas. (10 minutes total)





Guiding Principles



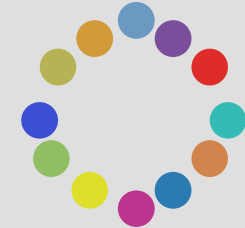
DIVERSITY

All the ways in which people differ.



EQUITY

Fair treatment, access, opportunity, & advancement for all people. One's identity cannot predict the outcome.



INCLUSION

A variety of people have power, a voice, & decision-making authority.



Breakout #1 – Economic Competitiveness

Guiding Question:

In the next five years, what achievable goals should the region pursue to be economically competitive in an inclusive, equitable way?

Reminder: 20 minutes to brainstorm and discuss. We want to gather a wide range of ideas rather than explore any one idea in great depth at this stage of the process.

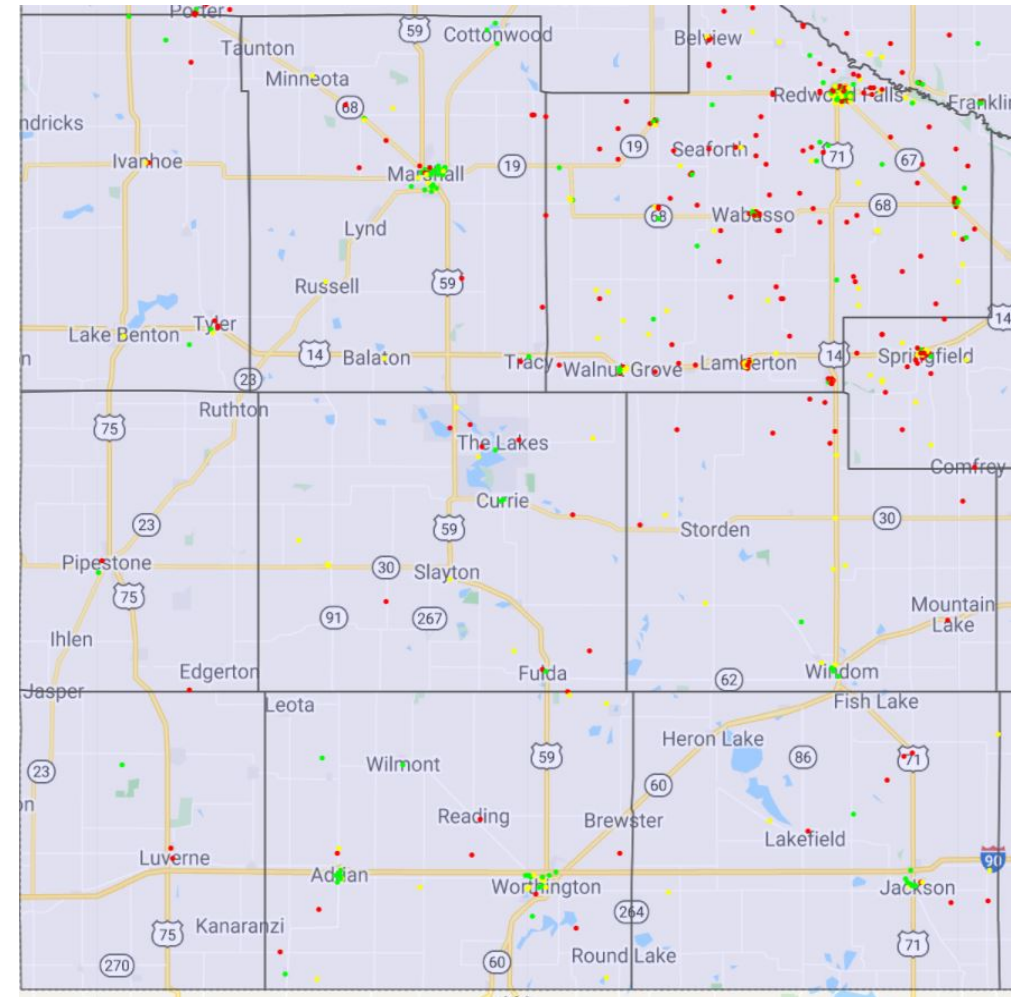


Cornerstone – Foundational Assets

Foundational Assets include above-ground and below-ground infrastructure, including transportation, utilities, and water. Managing the access to, maintenance, replacement, and growth of these assets is key to preserving and maintaining communities, as well as providing for growth opportunities.



Cornerstone – Foundational Assets





Cornerstone – Foundational Assets

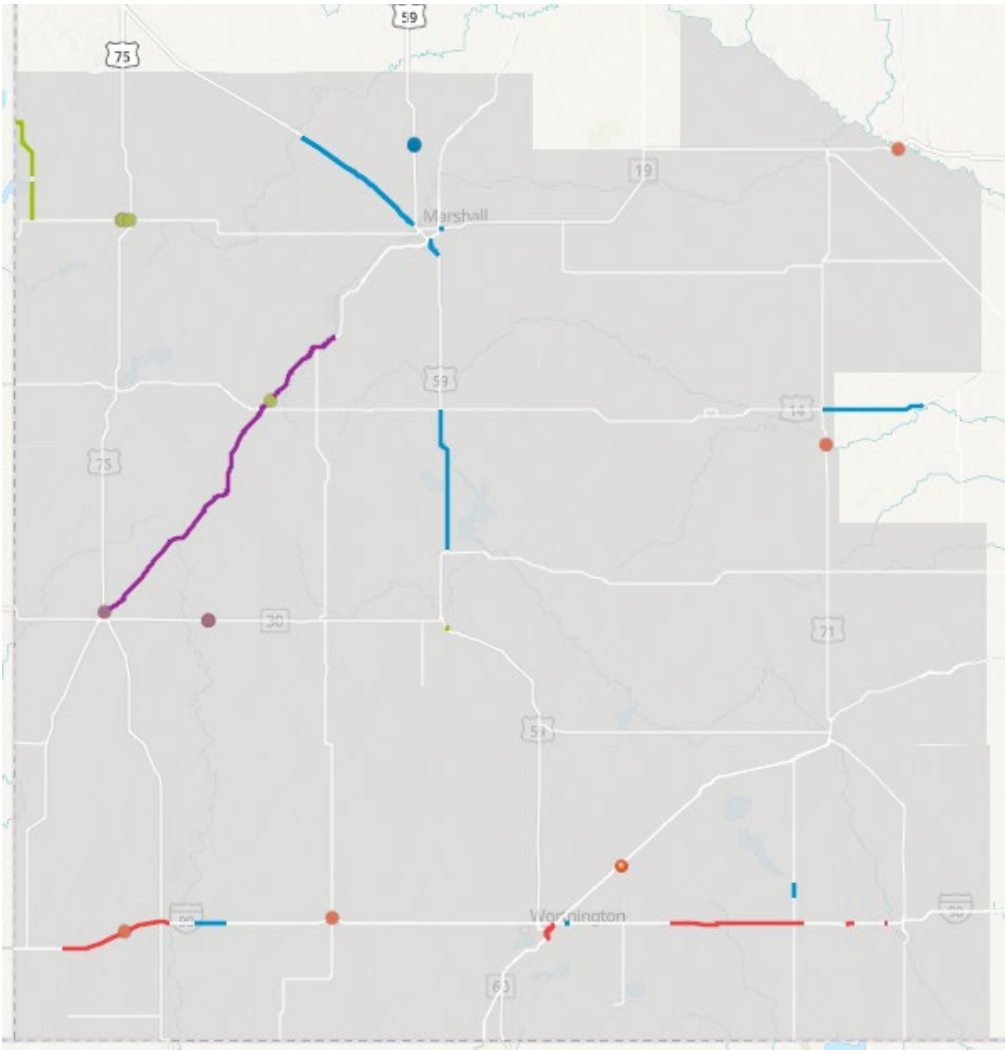
Legend

MnDOT 2021-2030 10-Year Capital Highway Investment Plan - Bridges_STIP

- 2021
- 2022
- 2023
- 2024

MnDOT 2021-2030 10-Year Capital Highway Investment Plan - Pavement_STIP

- 2021
- 2022
- 2023
- 2024



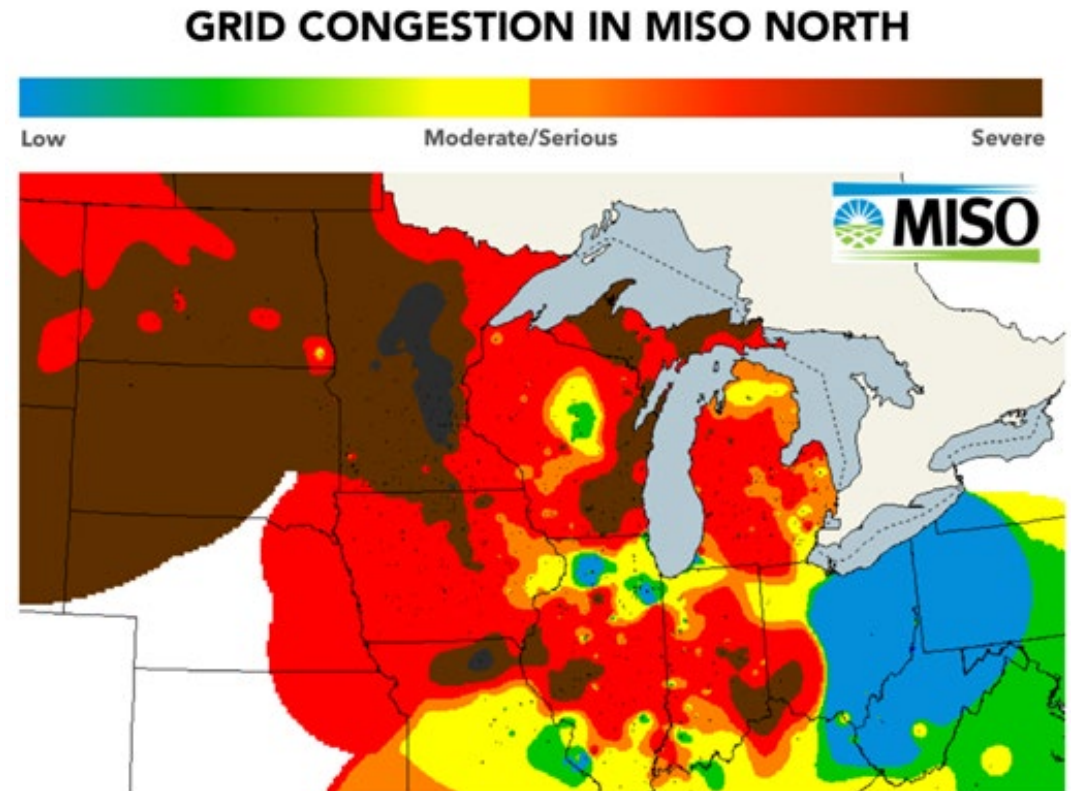


Cornerstone – Foundational Assets

As of December 2020, 1,898 of the state's total 2,698 wind turbines were located in the region. Solar projects are also on the rise.

"While Minnesota's transmission system was previously built with more capacity than was needed for immediate economic and reliability purposes, Minnesota has been outgrowing its system both in terms of the quantity of electricity customers' demand and where the electricity is produced."

- 2020 Annual Adequacy Report submitted by the Minnesota Department of Commerce in Consultation with the Minnesota Public Utilities Commission



Map via MISO, 2018, https://cdn.misoenergy.org/GI-Contour_Map108143.pdf



Cornerstone – Foundational Assets

Analysis of the most recent planning documents within the region identify the following strengths, weaknesses, and goals for the future of the region's housing stock.

Strengths:

- Bankers and local lenders work well with community members.
- Housing is affordable compared to the rest of the state.

Issues:

- Housing availability does not meet the demand for renters and buyers.
- Housing stock is aging without rehab.

Goals for the Future:

- Invest in housing rehab to preserve the current housing stock.
- Build housing that meets the diverse needs for households.



Breakout #2 – Foundational Assets

Guiding Question:

In the next five years, what achievable goals should the region pursue to build its foundational assets (infrastructure) in an inclusive, equitable way?

Reminder: 20 minutes to brainstorm and discuss. We want to gather a wide range of ideas rather than explore any one idea in great depth at this stage of the process.



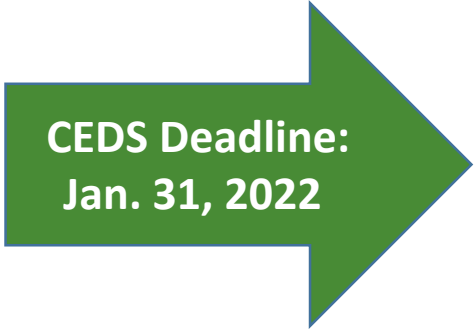
What's Next?

April 14 Session Slides: On our website

April 22: Look for a follow-up participant survey by e-mail

May 3: CEDS Survey closes

May 13, 2-3pm: Regional Data Dive with DEED Speaker Luke Greiner (registration link on our website)



**CEDS Deadline:
Jan. 31, 2022**



Opportunities for Future Involvement

May-August: County Specific Events and Individualized Meetings

June/July: Survey to identify Priority Projects including potential funding options, and partners

Fall: Upcoming Regional CEDS events

November 1-30: Public Hearing Period

Ongoing: CEDS Committee



Closeout Question

What is **one action** you can do to ensure that SW MN prospers in the future?

(please put response in the chat box)

