

2011 ANNUAL REPORT



Alexandria Area
Economic Development
Commission

DRIVING THE ECONOMIC
WEALTH & STABILITY
OF OUR COMMUNITIES

AAEDC BOARD OF DIRECTORS & STAFF



Jason Murray
Executive
Director



Patrick Kalina
Marketing &
Communication
Coordinator

Board of Directors (L to R): Kevin Gorghuber (Carlos Township), Deena Steffl (LaGrand Township), Jeff Patience (Alexandria Township), Corliss Stark (City of Alexandria), Kevin Kopischke (City of Alexandria), Mary New (Hudson Township), and Mark Grandgenett (Lake Mary Township). Not pictured: Marc Illies (City of Alexandria)

LETTER FROM THE DIRECTOR

In 1990, the Commission was created to provide economic growth and stability to the area by supporting existing businesses or by attracting new industry while ensuring the protection of our natural resources and quality of life. Twenty-one years later, our mission slightly changed, the organization continues to forge ahead, doing more with less and meeting the demands of our communities and businesses, all while staying focused on and achieving our mission of driving the economic wealth and stability of our communities.

We continue to lead initiatives that focus on economic, community, and workforce development. This ensures a strong connection with our businesses that leverages private investment, and also creates a bond with our elected officials, which fosters public investment through economic development incentives and community infrastructure. As we look back over the past ten years, the Commission has assisted in leveraging over \$229 million in project investments, an additional \$1.6 million in local revolving loan funds, and \$900,000 in community infrastructure dollars. These achievements are just a few measurements of our organizational success.

We have much to be proud of in our community and region; especially the collaboration among our companies, our strong connection with Alexandria Technical and Community College, and the relentless work of our community organizations that enhance the livability of our community and our region. It is this collaboration that will continue to strengthen our public and private partnerships, address our current and future workforce needs, and grow our community for years to come. It's a partnership the Commission is proud to serve.

On behalf of this organization, I am proud to present the Annual Report for the Alexandria Area Economic Development Commission. Inside this report, I hope you will recognize and value the important bridge that the Commission has built between our public and private institutions.

On behalf of our board and staff, I would like to express our heartfelt appreciation to all the companies and individuals that make our work at the Commission meaningful. We wish you all a prosperous and successful 2012.

Warm Regards,

A handwritten signature in black ink, appearing to read "Jason Murray".

Jason Murray
Executive Director

MISSION STATEMENT & AREAS OF SERVICE

Our Vision: We envision a future for the Alexandria Area and Douglas County as the most vibrant regional center in the upper Midwest.

Our Mission: The mission of the Alexandria Area Economic Development Commission is to drive the economic wealth and stability of our communities.

Our Core Values:

Stewards - Build a strong coalition for action to support economic and community growth for our area.

Trust - Earning and sustaining the trust of our businesses, communities and elected leaders we serve.

Inclusiveness - Work to promote the prosperity of the region.

Nurturing - Empower and educate our communities and our leaders.

Respect - Admiration for our natural resources and embracing the opportunities they provide.



Alexandria Area
Economic Development
Commission

In 2011, the AAEDC focused on the following key areas of service:

Commercial Tax Incentives

The AAEDC works with new and existing businesses on startup and growth projects, some of which can be supported through incentive programs.

Demographics Information

The AAEDC strives to be a demographics, statistics, and information clearing house for our area and produces multiple publications each year focusing on the growth and changes of our communities and all of Douglas County.

Community Stewardship

The AAEDC is continuously working to be a convener of communication on the future of our communities and region.

Revolving Loan Funds

In addition to commercial tax incentives, the AAEDC has a pair of Revolving Loan Funds at its disposal to assist area businesses with growth and expansion projects. Funds are specifically used in coordination with primary financing through a financial institution and cannot be used as the primary means of project funding.

Business Planning & Assistance

The AAEDC works with a large variety of businesses and individuals in the business planning process. Business planning assistance is tailored specifically to the individual's or business's needs.

Site Selection Assistance

In a continuously growing effort to assist area realtors and property owners in marketing commercial properties throughout the area, the state, and the nation, the AAEDC maintains two supplemental property listing databases of "for-sale" and "for-lease" properties located throughout Douglas County.

Financial Packaging

As a part of the business planning process, the AAEDC can help individuals and businesses to create and analyze financial projections to identify needs of the business. Within the financial packaging and planning process, the AAEDC does not recommend any specific commercial lending institution(s) to clients.

Funding provided by the Lakes Area Economic Development Authority (LAEDA) whose membership is comprised of the City of Alexandria, City of Garfield, Alexandria Township, and LaGrand Township; with supporting annual appropriations from the Townships of Brandon, Carlos, Hudson, Lake Mary, and Douglas County.

LAKES AREA ECONOMIC DEVELOPMENT AUTHORITY

The Lakes Area Economic Development Authority (LAEDA) was fully organized in 2004 through special state legislation with approval of the State of Minnesota and the organization's founding members. The LAEDA was established to formalize and stabilize the funding process for economic development efforts in Douglas County, MN. Stable funding is crucial to the success of economic development efforts because of the long-term nature of many initiatives and investments needed to continue to grow the community through economic development.

The mission of the Lakes Area Economic Development Authority is to support the mission of the Economic Development Commission by providing fair and equitable resources.

Benefits of the LAEDA:

- **Alternative Funding**
The LAEDA allows the local units of government to continue to provide funding for economic development on a non-appropriation basis. This alleviates the need for the local unit of government to appropriate funding for economic development, allowing these funds to be redirected to other essential services.
- **Equitable Funding Formula**
The LAEDA levy provides secure funding for economic development and provides for a fair and equitable funding formula for members based upon each entity's tax capacity.
- **Seasonal Property Owners**
The LAEDA levy is current imposed upon seasonal property owners within the LAEDA taxing area. Most economic development leaders feel that this is a fair levy because these property owners use and benefit from the economic vitality and community infrastructure that our residents financially provide.
- **Transcends Levy Limits**
Upon approval of the Lakes Area Economic Development Authority for the current members, the State of Minnesota provided a vehicle to transcend the levy limits that from time to time are imposed on our local units of government. This provides security for economic development funding and for those critical functions of the organization. If levy limits were imposed, local units maintain the flexibility to continue funding economic development, while continuing to provide the necessary funding for essential services.

Activities of the LAEDA:

Recently, in addition to providing funding for the AAEDC, the LAEDA has utilized other Economic Development Authority powers to provide Industrial Development Bond incentives to Bethany Community for a facility remodel/expansion project. The LAEDA can act as a bonding authority for economic development and redevelopment purposes much like Cities or Counties to provide development assistance and incentives for businesses.

State-granted powers of Economic Development Authorities:

- Provide incentives to business
- Creation of Tax Increment Financing (TIF) Districts
- Economic Development Districts, Redevelopment Districts, Soil Contamination Districts, etc.
- Tax Abatement
- Acquisition and sale of real and personal property
- Ability to enter into contracts
- Participation in limited partnerships
- Sale of General Obligation and Revenue Bonds
- Levying of taxes - Maximum levy amount allowed by law is 0.01813% of market value

Board of Directors for the LAEDA include: H. Dan Ness (City of Alexandria), Joel Dahlheimer (Alexandria Township), Gerhard Thoennes (LaGrand Township), and John Nienaber (City of Garfield).

2011 PROJECT HIGHLIGHTS

ALEXANDRIA TECHNICAL & COMMUNITY COLLEGE FOUNDATION NEW CONSTRUCTION - STUDENT HOUSING COMPLEX

The AAEDC provided assistance to the Alexandria Technical & Community College Foundation in the organization's application for Industrial Development Bonds from the City of Alexandria. Equity from the bonds is being used for the construction of a 59,405 sq. ft., 150 bed student housing facility on the ATCC campus (at the intersection of 17th Ave E and Jefferson St.) which will provide access to an on-campus living option for ATCC students.

Industrial Development Bonds are a commercial project financing tool that may be utilized by municipal organizations to assist companies with securing project financing/refinancing. The use of this tool does not create any tax burden for residents or property owners.



BEE ACTIVE BOUTIQUE, LLC NEW BUSINESS STARTUP

The ownership of Bee Active Boutique of Alexandria received a \$10,000 business startup loan from the AAEDC to assist with the startup of a fitness inspired apparel and accessory store which primarily caters to women. Bee Active Boutique is located in a 1,600 sq. ft. suite of the Broadway Suites Building at 324 Broadway in Alexandria. Funding for project assistance came from the Developers Loan Fund of the AAEDC.

Primary financing for this project was provided by Bremer Bank of Alexandria.



ECUMEN (BETHANY COMMUNITY) FACILITY IMPROVEMENT FINANCING & DEBT REFINANCING

The AAEDC provided assistance to Ecumen (Bethany Community) of Alexandria with financing a \$2.7 million facility expansion/remodeling project and the refinancing of \$7.3 million in existing organizational debt through the use of Industrial Devenue Bond powers of the Lakes Area Economic Development Authority. The construction project consisted of remodeling of the current Bethany Community facility, removal of transitional care units, and the addition of memory care and rehabilitation units. Bethany Community is part of Ecumen, Minnesota's largest non-profit provider of senior housing and aging services.

Industrial Devenue Bonds are a commercial project financing tool that may be utilized by municipal organizations to assist companies with securing project financing/refinancing. The use of this tool does not create any tax burden for residents or property owners.



2011 PROJECT HIGHLIGHTS

HOVEN & ANDERSON PROPERTIES (EYE ASSOCIATES OF ALEXANDRIA)

NEW CONSTRUCTION



The AAEDC has assisted Hoven and Anderson Properties LLP of Alexandria with securing Tax Abatement benefits from the City of Alexandria to assist with the construction of a 5,400 sq. ft. commercial facility at 1610 Broadway in Alexandria. When completed, this new facility will consist of medical exam rooms, staff offices, retail optical store, administrative area, and reception/waiting room to be leased by Eye Associates of Alexandria. Tax Abatement was granted for this project because of significant development challenges of the property, including significant construction restrictions and short project start timelines due to the parcel's location in Safety Zone A of the Alexandria Airport's clear zone. Total project cost was estimated at \$1.4 million.

NORTH NOKOMIS REDEVELOPMENT PROJECT

REDEVELOPMENT/NEW CONSTRUCTION



Cowing Robards Inc of Alexandria has received assistance from the AAEDC in securing Tax Increment Financing benefits from the City of Alexandria for the redevelopment of property located at 1110 North Nokomis St in Alexandria. This site is currently home to a number of structurally substandard buildings. The ownership of Cowing Robards plans to construct a new 12,000 sq. ft. showroom, office, service center and warehouse on this site to be leased by Boomerang Marine & Sports. Redevelopment TIF benefits were granted to assist with this project, which will result in improved tax base and removal of deteriorating structures in a high traffic commercial corridor.

ODYSSEY STEEL & TRIM, INC

EQUIPMENT PURCHASE



The AAEDC has approved a \$30,000 Greater Alexandria Industrial Network (GAIN) fund loan to Odyssey Steel & Trim of Brandon to assist with the acquisition of business equipment. Odyssey Steel & Trim is a steel roll forming business which takes large rolls of painted steel and shapes it for use in commercial, residential, and industrial construction projects. The company is located on Douglas County Road 7, just south of the Brandon exchange of I-94.

Additional funding for this project was provided by West Central Initiative of Fergus Falls.

2011 PROJECT HIGHLIGHTS

PRO-AG FARMER'S COOPERATIVE NEW CONSTRUCTION

Pro-Ag Farmers Cooperative of Parkers Prairie has received assistance from the AAEDC in securing Tax Increment Financing benefits from Douglas County to offset the costs of site preparation and infrastructure on an 8.95 acre parcel located on Douglas County Road 7, just south of the Brandon I-94 interchange.

Pro-Ag Farmers Cooperative has expanded their fertilizer facilities onto this site from the company's downtown Brandon location. In addition, an office, warehouse, and shop facility (for the servicing/maintenance of Pro-Ag equipment) have been built on the new site. Total project costs are estimated at over \$2.2 million, with a total of 24,912 sq. ft. of new space being constructed.

Pro-Ag Farmers Cooperative is a private company providing goods and services in retail farm supplies and products. Headquartered in Parkers Prairie, the company has divisions in Parkers Prairie, Garfield, Urbank, Henning, Brandon, and Alexandria. Agricultural products include feed, fertilizer, grain, and other animal health and food products.



TOTAL LOCAL ECONOMIC IMPACT

TOTAL ESTIMATED PROJECT COSTS:	\$24,384,000
TOTAL CONSTRUCTION SQUARE FEET:	125,127 sq. ft.
¹ TOTAL JOBS RETAINED:	186
² TOTAL JOBS CREATED:	28

¹Jobs retained figure totals full-time and full-time equivalent positions.

²Jobs created figure totals full-time and full-time equivalent projections within 1-5 year.

2011 COMPLETED PROJECTS

GRAND ARBOR BY KNUTE NELSON SENIOR HOUSING PROJECT - NEW CONSTRUCTION



Knute Nelson, a non-profit organization based in Alexandria, has completed construction of Grand Arbor, a new senior living facility located on Pioneer Road on the south east side of Alexandria during 2011. This project had an estimated construction cost of nearly \$27 million and resulted in the construction of 137 senior living units including senior apartments, assisted living apartments, enhanced assisted living, and memory care assisted living units. Increased regional employment, in the form of 30 new FTEs and 35 new PTE positions, is currently underway because of this project.

The AAEDC assisted Knute Nelson in applying for and securing Industrial Development Bonds through the City of Alexandria to finance a portion of this project. Industrial Development Bonds are a financing program for commercial, industrial, recreational, and health care projects and do not create any additional burden on the City's taxpayers.

LAKWOOD TERRACE, LLC MULTI-FAMILY HOUSING PROJECT - NEW CONSTRUCTION



Lakewood Terrace, LLC, a multi-family housing development, was completed during 2011. This project had an estimated \$5.2 million construction cost and resulted in the construction of approximately 50,000 sq. ft. of new multi-family housing space in the Alexandria marketplace. Each of the two facilities within this development includes 18 housing units that range from 1 to 3 bedrooms in size.

The AAEDC assisted Lakewood Terrace, LLC with applying for Housing Tax Increment Financing (TIF) benefits from the City of Alexandria to assist with the infrastructure costs of this project. In return for the TIF benefits, the development has committed 20% of the housing units to individuals/families whose income is at 50% or less than the area's median gross income.

This project resulted in the creation of 2 new FTE and 4 new PTE positions. Lakewood Terrace is located on South Broadway Street in Alexandria.

JOBZ MINNESOTA LOCAL IMPACTS



At the close of FY 2003, former Governor Pawlenty unveiled the Job Opportunity Building Zones (JOBZ) program as a new rural Minnesota economic development plan. The goal of JOBZ is to stimulate economic development in rural Minnesota by providing local and state tax exemptions to offer assistance to value-added manufacturing and industrial, or high wage service-type businesses. Retail and housing projects are not eligible to receive JOBZ benefits.

Local entities participating in the JOBZ program include the Cities of Alexandria, Brandon, Garfield, and Osakis; and the Townships of Carlos and LaGrand. Designated industrial sites in these areas offer growing and expanding businesses the opportunity to substantially benefit from tax exemptions through December 31, 2015. Tax exemptions apply only to qualified businesses. Businesses will become qualified for JOBZ through the execution of a Business Subsidy Agreement (BSA). On an annual basis the company must report to the MN Department of Employment & Economic Development and local units of government their progress in creating jobs and wages.

Throughout the life of the JOBZ program, the Alexandria/Douglas County region has benefitted from a significant number of businesses starting up and growing within the area in connection with receiving these benefits. Businesses utilizing JOBZ benefits locally have included:

2004

Quick Attach Attachments (New Construction)
 TWF Industries (Expansion)
 SunOpta Aseptic (Expansion)
 GCI, Inc. (Expansion)
 Pan O'Gold Baking Company (Relocation)

2005

The Aagard Group, LLC (Expansion)
 Donnelly Custom Manufacturing Company
 (Expansion)

2006

Apol's Harley Davidson (New Construction)
 Quick Attach Attachments (Expansion)

2007

Heritage Transport, Inc (Relocation)
 The Aagard Group, LLC (Expansion)

2008

Quick Attach Attachments (Expansion)

2009

3M – Abrasive Systems Division (Expansion)

TOTAL LOCAL JOBZ ECONOMIC IMPACT

TOTAL ESTIMATED PROJECT COSTS:	\$65,780,000
TOTAL CONSTRUCTION SQUARE FEET:	350,400 sq. ft.
¹ TOTAL JOBS RETAINED:	780
² TOTAL JOBS CREATED:	164

¹Jobs retained figure totals full-time and full-time equivalent positions.

²Jobs created figure totals full-time and full-time equivalent projections within 1-5 year.

Total Local JOBZ Economic Impact figures for projects from 2004 to 2010.

WORKFORCE DEVELOPMENT EFFORTS

The industries of the Douglas County region are experiencing the beginning of a workforce shortage that is being felt throughout the United States and around the world. Even though there are people currently unemployed and actively looking for work, manufacturing and healthcare companies throughout the area are unable to fill positions because of skills and education mismatches. This challenge is projected to continue and grow in the coming years, creating a significant hiring (and business growth) challenge.

To proactively build regional workforce capacity and increase understanding of local career opportunities, the AAEDC in partnership with regional employers and community organizations have undertaken a number of efforts with the goal of building local talent and career opportunity appreciation to meet future employment needs of our businesses.

2011 Careers in Demand Event

On Monday, November 21st parents, teachers, students, and regional citizens from throughout the Runestone Area Education District (RAED) were invited to participate in the region's first Careers in Demand event. Including a keynote presentation by former MN Viking Keith Nord, an employer panel/Q&A session, and an opportunity to interact directly with business representatives, this event focused on providing participants with information on current and future manufacturing and healthcare career opportunities from throughout the region. Attendees responded very positively to the entire event, with significant extra time being required for the employer panel/Q&A session and business interaction session.



Keith Nord
Keynote Presenter



Careers in Demand Employer Panel

In addition to the event, students and parents were provided with information on career opportunities in manufacturing and healthcare through informational flyers highlighting career opportunities, position descriptions, and wage ranges. These publications were distributed to the family of each student in 7-12th grade as well as to teachers and schools throughout the RAED District.

The Runestone Area Education District includes the School Districts of Alexandria, Brandon, Evansville, Minnewaska, Osakis, Parkers Prairie, and Sauk Centre.

2011 CAREERS IN DEMAND EVENT SPONSORS:



WORKFORCE DEVELOPMENT EFFORTS

Packaging Machine Manufacturers Consortium (PMMC)



The AAEDC has completed its 3rd year as a member of the Packaging Machine Manufacturers' Consortium (PMMC). PMMC is a group focused on developing strategies in the areas of recruiting, hiring, and retaining employees. To accomplish this, the group provides leadership and resources throughout the region. Specific initiatives include: Providing industry expertise and resources for regional educators, spearheading promotional efforts to increase awareness and appreciation of careers in manufacturing, and financially support manufacturing related activities and competitions in local school districts.

PMMC members include The Aagard Group, Douglas Machine, ITW Heartland, Massman Automation Designs, and the AAEDC. The mission of PMMC is: "The Alexandria area will be known throughout the automated packaging machinery industry as the hub for automation technology and as a community where talented individuals build successful careers with growing companies that are committed to best-in-class performance.

For additional information on the Packaging Machine Manufacturers Consortium and packaging machine manufacturing companies in the Alexandria area, go to www.alexandriapmmc.com.

2011 Career Exploration Day

High School juniors from throughout the Runestone Area Education District (Alexandria, Brandon, Evansville, Minnewaska, Osakis, Parkers Prairie and Sauk Centre) participated in the annual Career Exploration Day event at the Arrowwood Resort & Conference Center on Tuesday, November 22nd. This event is designed to provide students with exposure to local career opportunities and the chance to learn more about their education and experience requirements. Throughout the day-long event, students choose to participate in 4 of 20 possible career breakout sessions and interact with approximately 40 regional employers in an expo area. Career breakout sessions are presented by regional professionals and focus areas are chosen by the participating juniors early in the school year.



In a growing effort to strengthen regional career awareness and appreciation by our local young people in connection with other workforce development efforts, the AAEDC is an active member of the Career Exploration Day organizing committee. Specific contributions to the 2011 event included securing all career breakout session presenters and leading a breakout session on Business Ownership & Management.

The Career Exploration Day event is sponsored by The Runestone Partnership, AAEDC, Alexandria Technical & Community College, and Arrowwood Resort & Conference Center and supported through the donations and participation of many local businesses and organizations.

SPECIAL EVENTS & ACTIVITIES

7th Annual Greater Alexandria Area Job Resource Fair



The 7th annual Greater Alexandria Area Job Resource Fair took place on February 9, 2011 at the Alexandria Technical & Community College with 38 businesses and 11 resource organizations from throughout the region participating. Over 800 job seekers attended the event to connect with regional employers and to participate in the “What Employers Expect from Applicants and New Hires” training session. This event is organized by the Lakes Area Business & Employer Council, a group of regional businesses and non-profit organizations which organizes the Greater Alexandria Area Job Fair and Employment Law Update event each year.

The AAEDC is an active member of the Lakes Area Business & Employer Council and participates in business recruitment, event marketing, and event organization activities for the Job Fair.

For additional information on the Greater Alexandria Area Job Resource Fair, go to www.alexandriajobfair.com.

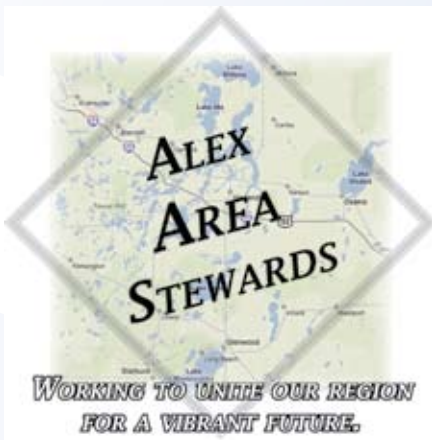


ALEX AREA STEWARDS

OUR SHARED DESTINY:

Through collective action, the Alexandria region will be a progressive regional community, growing in prosperity while remaining true to our community values;

- An innovative community, known for its leading-edge businesses, education, and governance;
- The leading regional center in the upper Midwest for world-class, global manufacturing, especially in the areas of automation and machine control;
- A magnet for talent of all ages;
- A respected leader in the management of our natural resources;
- A welcoming community, embracing diversity of age, race, gender, creed, and economic status; and
- A UNITED regional community, committed to working together toward our common destiny.



Additional information on the progress and activities of the Alex Area Stewards can be found online at www.alexareastewards.com.

Alex Area Stewards Program Sponsors:

Otto Bremer Foundation, West Central Initiative, Bremer Bank, Alexandria HRA, Alexandria Light & Power, Glenwood State Bank, Mid-Minnesota Federal Credit Union, First State Bank of Alexandria, Alexandria Technical & Community College, State Bank & Trust, Runestone Electric Association, West Central Sanitation, and the AAEDC.

SPECIAL EVENTS & ACTIVITIES

2011 Manufacturers & Support Industries Breakfast

The AAEDC, with sponsorship support from regional companies, presented the 6th Annual Manufacturers & Support Industries Breakfast on October 27th. This year's Breakfast featured a keynote presentation on "The Manufacturing Mandate - Accelerating Economic Growth Through Innovation" by Jeffery Traver, Vice President of Business Development with The Association for Manufacturing Technology. The Manufacturers & Support Industries Breakfast takes place each year during the final week of October in coordination with the State of Minnesota's Manufacturers Week celebration, which recognizes the significant contributions made by manufacturing companies to the local, state, and national economies. Manufacturing and support industry businesses from throughout the region are invited to participate in this event.



Jeffery Traver
The Association for
Manufacturing Technology

Sponsors of this event were:

Alexandria Light & Power, Alexandria Technical & Community College, BlackRidgeBANK, Bremer Bank, Glenwood State Bank, Innovative Builders, Runestone Electric Association, State Bank & Trust, Tri-State Manufacturers Association, and Viking Savings Bank.

2011 Business & Industrial Appreciation Day

The 2011 Business & Industrial Appreciation Day (BIAD) award recipient was Elden's Food Fair of Alexandria. This year's BIAD Award Luncheon took place on October 18th at the Arrowwood Resort & Conference Center and was organized by the AAEDC and Alexandria Lakes Area Chamber of Commerce. 277 individuals attended this year's BIAD event to celebrate the growth and accomplishments of Elden's.

Elden's Food Fair opened for business in Alexandria in 1997 and is currently undergoing a significant facility expansion to better serve the grocery needs of their customers throughout the Alexandria regional community.



Elliot & Dennis Christensen
Owners, Elden's Food Fair

AAEDC Website Redesign

In an effort to more easily provide information to our various clients via the internet, the AAEDC underwent a significant website redesign process during the spring and summer of 2011. The new site provides more streamlined data access to entrepreneurs, established business, site selectors and individuals, along with a greater depth of information and resources. In addition, the site provides integrated access to for-sale and for-lease commercial land and building information through the LocationOne Information System property database.

To learn more about the tools and information available through the new website, go online to www.alexmn.org.



www.alexmn.org

ENTREPRENEUR/SMALL BUSINESS TRAININGS



Entrepreneur Boot Camps

In a continuing effort to provide high quality entrepreneurial and small business training opportunities to individuals from throughout the region, the AAEDC and Alexandria Technical & Community College Customized Training Center coordinated two Entrepreneur Boot Camp Programs in 2011. Entrepreneur Boot Camp content focuses on the areas of business structure/organization, business startup financing, business startup challenges, building cash flow statements, business insurance, accounting 101, sales & marketing, and more.

This training opportunity is designed to provide a strong base of business startup/growth knowledge for entrepreneurs and small business owners.

*Partial funding for this program is provided by West Central Initiative.

Business Power Lunches

2011 saw the adaptation of the Small Business Training Series into a new small business training program titled "Business Power Lunches." Five trainings were scheduled for the fall of 2011, with a new (and highly focused) topic being presented every two weeks in a one-hour format along with lunch. Sessions from 2011 included: Pricing Your Product/Service for Profit, Small Business Financing/Refinancing, Strategic Planning/Time Management, Small Business HR Law, and How to Get a Lender to Say "Yes."

Participant feedback on this program was very positive and the training calendar for 2012 will include additional sessions following this format. Presenters for the Business Power Lunch series include professionals from throughout Minnesota.

*Partial funding for this program is provided by West Central Initiative.

Small Business Mentorship Program

The AAEDC and Alexandria Technical & Community College Customized Training Center continued to collaborate in 2011 in the presentation of a small business mentorship program designed to provide in-depth and highly focused training, networking, and mentorship opportunities to small business owners from throughout the region. Participants in this program included a variety of organizations that had been in business or had organizational ownership that had been in a position of leadership for between 3 and 7 years.

Monthly meetings for the Small Business Mentorship Program included a training presentation and discussion lead by an outside expert.

*Partial funding for this program is provided by West Central Initiative.

DEVELOPMENT AS A REGIONAL CENTER

To illustrate the strong and vibrant regional-center economic climate in the greater Alexandria Area, a sampling of the 2011 commercial investments in the public and private sectors with an estimated project cost minimum of \$50,000 included:

Professional/Service	Estimated Project Cost*	Square Footage	Type of Project(s)
Hawthorne Street LLC	\$150,000	-	Alteration
Hoven & Anderson Properties	\$725,000	5,400 sq. ft.	New Construction
BB Gary Associates	\$225,000	4,526 sq. ft.	New Construction
Arrowwood Resort & Conference Center	\$1,235,244	14,880 sq. ft.	New Construction
Shutter's Tire & Auto	\$56,350	704 sq. ft.	Addition
Multi-Family/Senior Housing			
City of Alexandria HRA	\$142,000	-	Alteration
Bethany Community/Ecumen	\$2,620,000	21,810 sq. ft.	Addition/Alteration
Retail			
Viking Plaza Shopping	\$480,000	27,784 sq. ft.	Addition/Alteration
Viking Plaza Shopping	\$90,660	1,506 sq. ft.	Alteration
TAD Group	\$86,013	2,408 sq. ft.	Addition
Target Store (Alexandria)	\$900,000	-	Alteration
Denel Properties (Elden's Food Fair)	\$3,000,000	18,165 sq. ft.	Addition/Alteration
Industrial			
Douglas Machine, Inc	\$1,272,000	15,634 sq. ft.	Addition/Alteration
Alexandria Extrusion Company	\$168,582	4,020 sq. ft.	Addition
Northern Food & Dairy	\$125,000	1,900 sq. ft.	Addition
Charles & Joanne Srock (South Town Storage)	\$323,640	7,200 sq. ft.	New Construction
Northern Food & Dairy	\$65,000	160 sq. ft.	Addition
Northern Food & Dairy	\$65,000	-	Alteration
Robert Beliveau	\$69,339	1,980 sq. ft.	New Construction
Government/Education			
Douglas County Hospital	\$525,000	4,860 sq. ft.	Alteration
Independent School District 206 (Lincoln School)	\$3,000,000	56,158 sq. ft.	Addition/Alteration
Independent School District 206 (Lincoln School)	\$98,410	-	Alteration
Douglas County (Sheriff's Department)	\$1,081,068	-	Addition/Alteration
Douglas County Hospital	\$308,000	-	Alteration
Douglas County (Sheriff's Department)	\$175,000	-	Alteration
Douglas County (Sheriff's Department)	\$210,000	-	New Construction
Alexandria Technical & Community College Foundation - Student Housing	\$5,122,858	59,405 sq. ft.	New Construction

Source: 2011 public record commercial building permit activity - City of Alexandria and surrounding area.

*Estimated Project Cost amount is based upon permitted construction costs only.



Alexandria Area
Economic Development
Commission

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