

BEMIDJI CITY COUNCIL

Work Session Agenda

Monday, September 9, 2013

**City Hall
Conference Room
5:30 p.m.**



1. CALL TO ORDER

2. UPDATE ON ACTIVITY OF GREATER BEMIDJI – Dave Hengel, Exec. Director

3. REVIEW OF WORK PLAN FOR RAIL CORRIDOR REDEVELOPMENT PROJECT

4. ADJOURN

Mid-Point Check-In

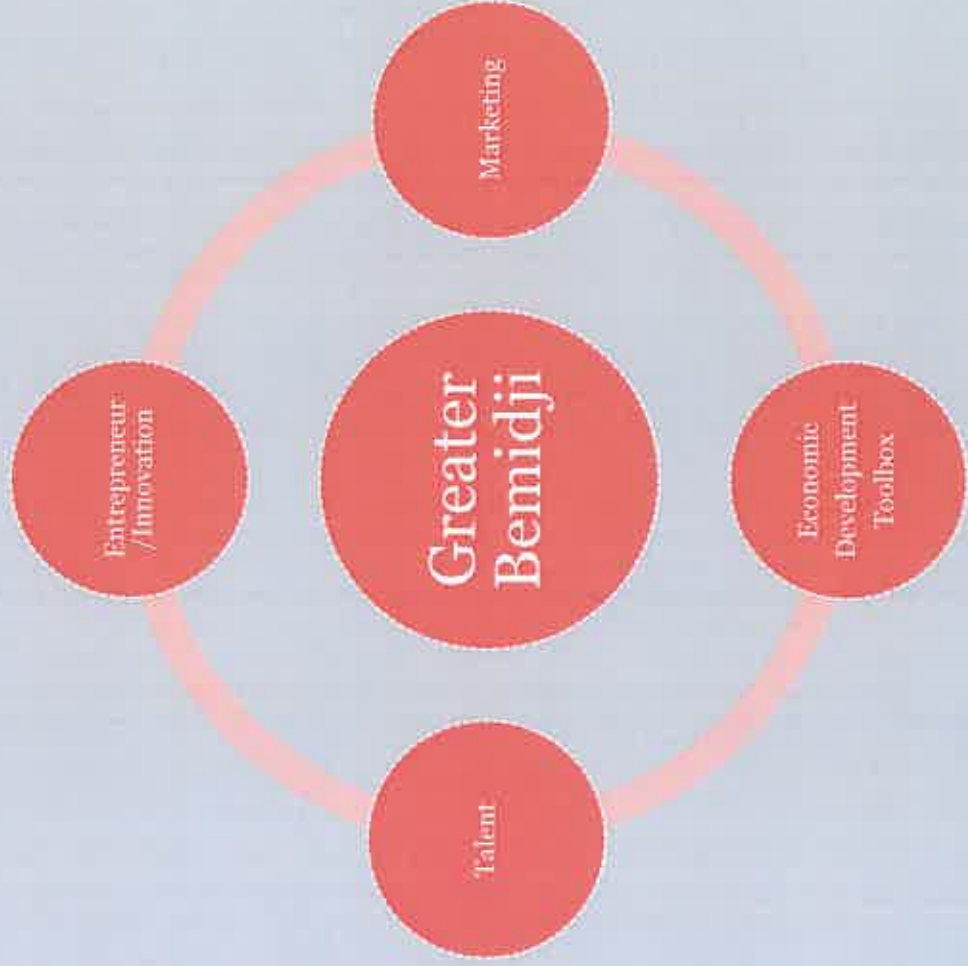


What I'd like to cover...



- **THANK YOU!**
- Update you on our progress
- Seek your advice, suggestions, etc.

Strategic Direction



Entrepreneurship and Innovation



Focus Area	Initiative	Success Measure	Progress to Date
Entrepreneurship and Innovation	Feasibility study for an entrepreneur-innovation center/incubator space	Feasibility study completed by 2013. If feasible, center developed by 2014.	<ul style="list-style-type: none"> - Minnesota Innovation Institute proposed
	Develop one new cluster/year for three years	Three new clusters created and sustained by 2015	<ul style="list-style-type: none"> - Forest Industry - Manufacturing - Aviation-related
	Create an entrepreneur mentor program	Successful mentoring program in place 2014	<ul style="list-style-type: none"> - Nothing formal established - Connected some young entrepreneurs with David Olderrman, Grant Oppegaard, etc.
	Develop the Water Institute of Northern Minnesota	Sustainable Water Institute of Northern Minnesota developed by 2013	<ul style="list-style-type: none"> - BSU ensuring their lab is certified - Progress disappointing

Marketing



<p>Lead regional branding effort</p>	<p>A regionally-embraced brand is created and utilized by key marketing leaders by 2013</p>	<p>Online survey completed. Survey of visitors completed. Interviews with key stakeholders completed. Focus group of BSU students completed. "True North" chosen Creative Treatment Underway</p>
<p>Develop marketing/recruitment materials</p>	<p>Greater Bemidji has effective print and electronic materials for business recruitment by 2014</p>	<p>Agreed to partner on the Chamber Guide/Marketing tool</p>
<p>Utilize social media in marketing region</p>	<p>Greater Bemidji has an effective website and fully utilizes Facebook and twitter by 2013</p>	<p>Partnership with City, County, Paul Bunyan/Beltrami Electric, Bemidji Dev. Corp to jointly market available property Greater Bemidji now on Facebook and Twitter, and completes a monthly e-newsletter.</p>
<p>Complete targeted business recruitment campaign</p>	<p>Greater Bemidji has developed and implemented a targeting business recruitment campaign</p>	<p>No progress</p>


Economic Development Toolbox



Front door of for economic development services and resources	Greater Bemidji is seen as the leading economic development provider in the region (ongoing)	Ongoing
Develop a rapid response team for new business development projects	Reduce the time it takes for Greater Bemidji to respond to new business development projects	Done
Recapitalize Greater Bemidji's capital funds by \$1 million	Additional \$1 million injection of capital at Greater Bemidji available by 2013	Researched options
Ensure the greater Bemidji region has access to quality SBDC service	Region has a strong and effective SBDC program (ongoing)	Ongoing
Connect Accredited Investors for an angel fund and venture capital funds in the region	Angel and/or venture capital funds established by 2015	Discussions with NWMF, HRDC and Pine to Prairie Angel Fund. Researching the Minnesota Angel Network-- interest in Bemidji as a regional intake center

Talent



	<p>Increase internship opportunities in the region</p>	<p>Sustained internship program creating 100 new internships by 2015</p>	<p>BSU and Chamber created internbemidji.com. Neilson recommitted to their internship program. Brought interns together in a welcome event No progress</p>
<p>Develop an on-going "talent" incentive (tuition reimbursement, training grant, etc.) as part of economic development toolbox</p>	<p>Greater Bemidji will have created a unique talent incentive available to private businesses locating in the greater Bemidji region by 2013</p>	<p>No progress</p>	
<p>Complete a feasibility study on a "Applied and Design Engineering & Mechatronics" training center (Minnesota Innovation Institute)</p>	<p>Feasibility study completed by 2013. If feasible, training center developed by 2014.</p>	<p>Training Started Connected with the Minnesota Innovation Institute</p>	
<p>Promote STEM-related fields to "gifted" students</p>	<p>The Bemidji region has an comprehensive strategy to promote STEM fields for its most gifted students by 2014</p>	<p>No progress</p>	

Additional Activities

- South shore development
- Bagley Clinic
- Rail corridor redevelopment
- Airport development/cluster
- Biomass

Questions



- Are we focused on the right areas?
- Are these still the right initiatives?
- Is there anything you would add?
- Are we making the progress you had hoped for?