The Role of County Government in Economic Development

ASSOCIATION OF MINNESOTA COUNTIES – FUTURES
NOVEMBER 7, 2013
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- Does the impact of govt economic development activity sum to greater than 0 for the region, state?
- Do the overall benefits of the government economic development activity exceed its costs?
COUNTIES & ECONOMIC DEVELOPMENT

Research article 2005: Survey of 1,700 officials

- 51% of counties said county govt is 1 of the 2 most important players in economic development
- 72% reported their county govts play a role in economic development planning, implementation
- Non-metro counties much less likely than metro ones to undertake economic development
BEDROCK LOCAL GOVT ACTIVITIES MATTER

2012 research article: Policy or Place Luck?

- Looked at income, unemployment and poverty
- Good weather, natural features matter, but economic development policy can trump them
- Findings called into question the effectiveness of traditional economic development tools
- What matters for growth? Good schools, safe streets, parks and recreation, and public spaces.
Creating a Stronger Minnesota through Education & Research
COMMUNITY ECONOMICS

- Strengthening communities through informed economic decisions & actions
- Serving communities, counties, regions
- Emphasis on Greater MN
- Asks communities, groups to pay partial cost for programs (instead of a flat, county-funded assessment)
COMMUNITY ECONOMICS OFFERINGS

- Business Retention & Expansion
- Economic Impact Analysis
- Retail Analysis & Development
- Tourism Analysis & Development
- Public Value of Public Programs
BUSINESS RETENTION & EXPANSION

- **Strategies Program**
  - A comprehensive look at the needs and opportunities of local businesses

- **BR&E Tools**
  - A collection of online resources to help support business retention and expansion

- **Workshops & consulting**
  - Help for communities navigating BR&E

- **Online/in-person training course**
  - For community-based professionals to conduct a community-led BR&E effort (Jan. 23-April)
ECONOMIC IMPACT ANALYSIS

- Futures Workshops
  - Data analysis of how your industries interact and implications for jobs, activity

- Emergency EIA
  - Impact analysis of how sudden economic changes will affect county’s economy

- In-depth impact research
  - Estimates of the employment and economic activity that result from an industry or business operation
Retail Analysis & Development

- Retail Trade Analysis
  - Shows how well a community attracts retail customers compared to other communities and assesses strengths, opportunities

- Market Area Profile
  - Organizes data into a comprehensive description of who shops in a community and their purchasing power

- eMarketing
  - Identifies how the Internet can help retail businesses expand, get on the digital map

- Downtown Market Analysis
  - Online toolbox helps places understand change and find realistic opportunities
TOURISM & CUSTOMER SERVICE

- Community Tourism Development
  - Includes Tourism Assessment Program, to analyze tourism assets, development potential

- Customer Service Training
  - Training for customer service, including customers from many cultures

- Festival & Events Management
  - Online training for event managers

- Custom Research Services
Community Economics
Center for Community Vitality
http://www1.extension.umn.edu/community/

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