

Economic Development Up North

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The Development Association

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The Development Association

- Mission: To Retain, Expand & Create New Business and Industry in Superior & Douglas County
- History
- Three Legged Stool of Support
 - City of Superior
 - Douglas County
 - 150 Business Members



Why Economic Development?

- Job Creation
- Better Incomes
- Improved Tax Base
- Create Wealth
- Diversify Economy

Focus of Economic Development

- Products
- Services

Role of Economic Development

- Enhance Revenues
- Reduce Costs/Expenses

Approaches to Economic Development

- Business Retention and Expansion
- Entrepreneurial Development
- Business Recruitment

Business Retention & Expansion

- Company Visits
- Industrial Clusters
- Workforce Development
- Financing
- Sites and Buildings
- Permitting
- Technical Assistance



Entrepreneurial Development

- Technical Assistance
- Financing
- Sites & Buildings
- Permitting

Recruitment

- Sites & Buildings
- Incentives
- Employee Recruitment
- Permitting

Tools

- Website
- DVD
- Strategy
 - Affinity Marketing
 - Existing Businesses
- Partner Network

Partners

- City of Superior-TIF
- Douglas County-DCRLF
- Business Improvement District
- Chamber of Commerce
- UWS(CTLR, CED, SBDC, Ext.)
- WITC
- NWCEP



Partners (cont..)

- NEEF
- Minnesota Power/SWLP
- Wisconsin Department of Commerce
- Duluth Seaway Port Authority
- APEX
- Business Community
- Superior Business Center



Key Components

- Cooperation
 - Partners
 - Regionalism
- Play to Strengths
 - Competitive Advantage
 - Comparative Advantage

Key Components (cont...)

- Holistic
 - Education
 - Housing
 - Commercial
 - Cultural- “Cool Factor”
- Long Term
 - Patience
 - Courage

Key Components (cont...)

- Business Focused
 - Increase Revenues
 - Decrease Costs

Challenges

- Distance to Markets
- Venture Capital
- Borders
- Politics
- Envy
- Wait for Failure/Celebrate Success

Questions...

- Thank You!!!