

2022 Work Chart – Ortonville EDA/Community Development

“The mission of the Ortonville Economic Development Authority is to develop and promote the economic vitality of the City of Ortonville.”

1. Quality of Place	2. Recruit Talent Retain Talent	3. Attract & Retain Businesses	In Short
<p>Housing</p> <p>Employment, work to enhance reach for job openings</p> <p>Child Care</p> <p>Youth – Grow Our Own (4-H & Ortonville School)</p> <p>Information Kiosk area visual Relaxurhere.com link to website specific welcome page</p> <p>Trails, parks – assist with info & opportunities – including summer rec</p> <p>Arts & Entertainment</p> <p>... not necessarily the EDA's lead. The EDA will look for ways to assist.</p>	<p><i>How do we help people find Ortonville & inspire them to look into moving to our community? -- Marketing</i></p> <p>Big Stone Area Growth contracts with the Ortonville EDA to create/maintain the www.MNbump.com website and to manage all social media accounts for this initiative for across Big Stone County. \$15,600.00</p> <p>MNbump Facebook Coverage provided by Vicki Oakes, Ortonville Janine Torgerson, CGB area Mary Hillman, Odessa & Correll</p> <p>www.ortonvilleonbigstonelake.com this will be restructured similar to that of MNbump with event videos and lifestyle blog type writings & connections. This will be for Ortonville promotion only.</p>	<p>Our current programs</p> <ul style="list-style-type: none"> • Loan Programs – Gap Financing • Border City Tax Credits • Electric Rebate Application • Business Corridor Improvement • Social Media Assistance • Zoning process assistance if needed • Provide link to SWIF's CORE on-line video series & templates for business plans, cash flow projections, & other needs <p>New or expanding business – initial visit will be used to provide the above information and then be connected with BSAG or the Small Business Admin for free assistance in creating their Business Plan, Cash Flow Projections, etc. – this information will be provided with the assistance request to the EDA Board for action.</p>	<p>Maintain 3 Websites: (w/social media accounts)</p> <p>Official City of Ortonville www.MNortonville.com</p> <p>City Golf Course www.GolfOrtonville.com</p> <p>Big Stone County as a Community www.MNbump.com</p> <p>Economic Development activities Assist in community activities</p> <p>Video and photo work generated for all the websites & social media</p>
Work Specifically for the City	Why MNbump.com & OrtonvilleonBigStoneLake.com? -- Employee Recruitment & Retention		
<p>EDA manages all on-line activity (website, social media) for the City of Ortonville. www.MNOrtonville.com</p> <p>Golf Course Website & FB</p> <ul style="list-style-type: none"> • Men's & Women's Club Updates • Course Updates • Promote with photos of course, from tournaments, youth summer rec, etc. <p>www.GolfOrtonville.com</p>	<p>Population projections for 2010 to 2025 show that Big Stone County is 1 of only 9 counties projected to lose population during that timeframe.</p> <p>--the question: How can we change that?</p> <p>People Recruitment & People Retention! – MNbump.com</p>	<p>Newcomer Research – what they want: Find less congested place to live Better environment for raising children Better quality local schools Safer place to live Lower cost of housing Simpler pace of life More outdoor recreational activities Closer to relatives To live in a desirable natural environment Lower cost of living</p>	<p>Newcomers use a variety of sources of info when making their decision to move:</p> <ul style="list-style-type: none"> • Family • Internet • Friends & acquaintances • Current community residents • Employer or co-workers
<p>MNbump's Facebook page is the tool used to reach the sources of information noted above that Newcomers utilize when making their decision to move (and to reach and engage our residents). A 7-day report (this is April, we reached 10,066 FB users with 5,346 post engagements) – MNbump's website is used to host all of the information on Big Stone County – connections to businesses, services and activities. – Visual is the best way to get a feel for our community so video and photos are created frequently!</p>			