

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.

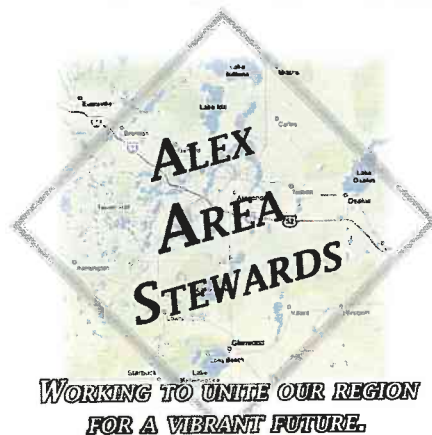


ALEX AREA STEWARDS

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.

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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



Elliot & Dennis Christensen
Owners, Elden's Food Fair

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.

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



Alexandria Area
Economic Development
Commission



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	\$5,122,858	59,405 sq. ft.	New Construction
Foundation - Student Housing			

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.

AAEDC



Alexandria Area
Economic Development
Commission

**610 Fillmore St. Suite 1
Alexandria, MN 56308**

Phone: (320) 763-4545

Toll Free: (866) 296-4545

Fax: (320) 763-4457

E-mail: aaedc@rea-alp.com

Web: www.alexmn.org

