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Development Corporation of Austin

Development Corporation of Austin Mission: Work closely with public and private sector partners to aggressively market the area to attract new businesses and industries, as well as support existing enterprises for economic benefit of Austin and Greater Mower County

Notes from the CEO's Desk

Dear DCA Members and Partners,

As Impact Austin's Nick Novotny outlines in his piece below, Austin and Mower County comprehensive planning is in full swing. Most people think of comprehensive planning in terms of future land use--and this is a key part of it. It is also a chance to join the fray of hearing ideas and sharing visions of our community.

For starters, go right here to take a brief survey for Austin or for Mower County.

You'll be asked 3 basic questions to help leaders inform that planning:

- What do you like the most about living in, working in, or visiting the City of Austin/Mower County?
- What do you not like about living or working in the City of Austin/Mower County? What are some issues we should address or can be improved?
- What do you think can make the City of Austin/Mower County a better place to live in, work in, or visit?

Another option: You can map your idea, opinion or complaint as well!

Beyond the survey, there will be numerous in-person opportunities over the next 6 months and we'll keep you updated on when and where.

So, DCA Members, if you've got an opinion or two (and I know you do), here is a tailor-made time to let it be known!

- John

FAARM Listening Session

FAARM Listening Session

On August 22nd, in coordination with Riverland and the University of Minnesota, DCA & Impact Austin held a listening session for The Future of Advanced Agricultural Research in Minnesota (FAARM). The session, which featured an up-to-date description of the project from the project leaders and informal time for Q & A was a great success, with over 150 community members in attendance.

Click here to learn more.

Impact Austin Corner:

I hope this update finds you well. It has been a busy few months since our last update on Impact Austin's work, and I am excited to catch you up on some of what we have been working on!

Comprehensive Plan

The collaborative Comprehensive Planning process for the City of Austin and Mower County is underway, and has picked up steam in the last couple of months. Working with our government partners, as well as our contractors SEH and The Velocity Group, there are a number of focus areas currently underway:

Development of outreach tools, initial public engagement, alignment with project partners, forming and activating Planning Action and Technical Advisory Committees, data collection and initial mapping, and former plan review.

Our role here at Impact Austin in this process, has been to support the City and County, as well as adding capacity to the work being done by our contractors. With a project as broad as this, and with so many moving parts involved, having an extra set of boots on the ground here in Austin has proved helpful in allowing our partners at the City and County, SEH, and Velocity to get more done in planning for our communities.

If you want to get involved, click below to learn more about the Comp Plan and complete a survey on what you would like to see for Austin and Mower County in the future.

If you have taken a drive or a walk through Downtown Austin recently, you may have noticed it is feeling and looking like fall in the city! Impact Austin, on behalf of the Downtown Decorations Committee, negotiated a new multi-year contract with Our Farm Fresh, for fall and winter decorations for Downtown. The transition from summer to fall happened in the last couple of weeks, and we are thrilled at the results! So grab yourself a coffee or other warm beverage from a local coffee shop, and enjoy the stroll through town, and enjoy the crispy fall days ahead!

As always, if you have any questions or feedback, please reach out anytime!

-Nick Novotny

Director of Community Engagement & Enhancement, Impact Austin

DCA & Mower County Partner on Forgivable Loan Programs

AT Vantage Driving School is the latest business to take advantage of the Forgivable Loan Program, aimed to support new entrepreneurs or support the operating capital of the transition to own a business. As a reminder, Mower County has contributed $200,000 to this program and **there are still funds available**. If you know anyone looking to sell their business or purchase an existing business, contact the DCA for more details.

AT Vantage Driving School

The DCA is also managing a forgivable loan program for LeRoy businesses that have been affected by Highway 56 construction through the community.

Read more here:

Goal Setting for Growth Workshop

Goal Setting for Growth Workshop

This **FREE** workshop is ideal for entrepreneurs, small business owners, managers, and anyone looking to enhance their goal-setting and strategic planning skills.

14 NOV

3:00 PM - 5:00 PM

DCA Conference Room - 329 Main St N, Austin, MN

FOR REGISTRATION & MORE DETAILS:

launchaustinmn.com

DEED - Business Expansion and Attraction Trends in Minnesota

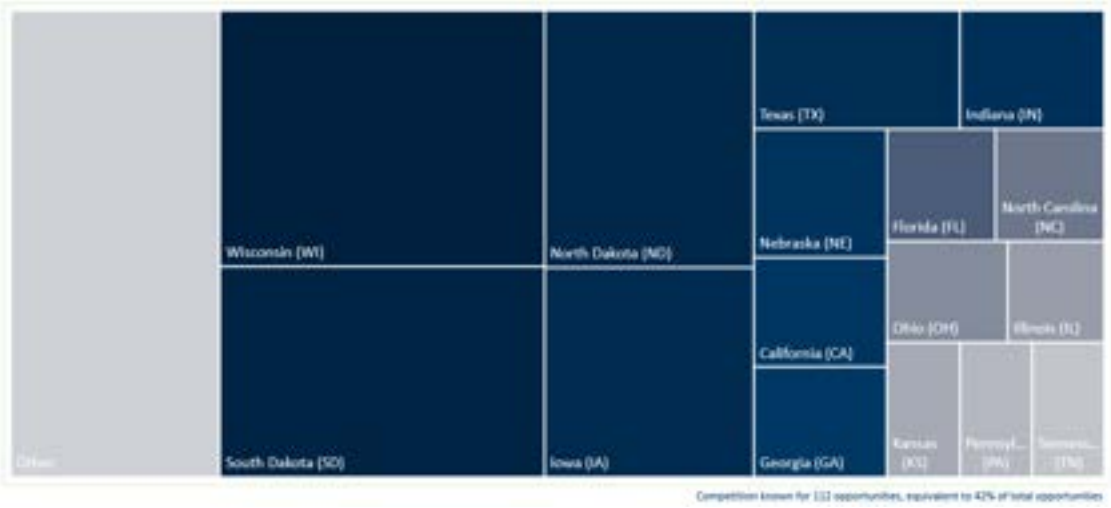
EMPLOYMENT AND ECONOMIC DEVELOPMENT

The September DCA Board meeting included a presentation, “Business Expansion and Attraction Trends in Minnesota” by Catalina Valencia, the Executive Director of Business Development for DEED.

Below are some facts and figures from the presentation. Please contact us if you would like to learn more!

development activity in FY2024, with 82% share of opportunities pursued and 75% share of projects won, demonstrating the significance that this sector has for Minnesota's economic development

- Competition for FY2024 business development prospects was only known for 42% of all opportunities pursued. Out of this 42% of opportunities, 16 states, mainly distributed across the Midwest and the South, concentrated over 80% of our competition, including California and Pennsylvania as outliers.



Economic Development

Breaking It Down

What does it all mean? Each quarter, we will highlight some commonly used phrases in economic development and how they relate to the work happening at the DCA.

CAPACTIY BUILDING

In economic development, capacity building is the development or improvement of community assets that businesses need to succeed.

DCA Strategic Priorities:

DCA's 2022-2025 strategic plan prioritizes opportunities in food, bioscience and agriculture in Austin and Mower County. It places a high priority on supporting entrepreneurs and infrastructure planning to benefit local businesses. Lastly, DCA will support initiatives to attract and retain a talented, skilled workforce.

DCA Strategic Plan 2022-2025

Priority 1:	Position Austin to be a destination for businesses, innovators, and entrepreneurs at the intersection of food, health, agriculture, and biosciences.
Priority 2:	Ensure entrepreneurs and startup businesses have access to the right technical assistance and funding to launch their ideas.
Priority 3:	Existing firms have access to workforce, infrastructure, capital and physical space that allow them to remain and continue to grow in the community.
Priority 4:	Coordination and collaboration with community partners to make Austin a world-class destination for residents.

Click here for the full Development Corporation of Austin & Austin Community Growth Ventures Strategic Plan

We thank all of our Members for your support.

Click here to see our 2024 DCA Members and Contributors

You can send your annual membership dues to:

The Development Corporation of Austin

329 N Main St Suite 106L

DCA's 501c3 organization. Individual contributions may be tax deductible.

Let's Connect!

Click below to share any ideas, topics or feedback you would like to see in future newsletters. We'd love to hear from you!

Share Your Thoughts

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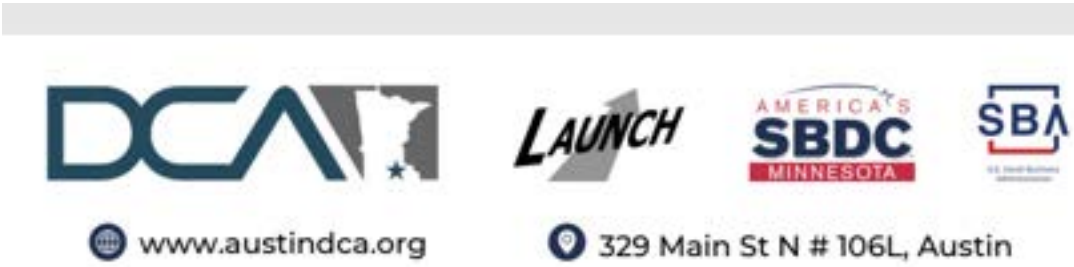

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