


UMVRDC Regional Recruitment Efforts

Work Completed to Date	Status
Strategies to attract newcomers http://www.edacenter.org/downloads/Ben_Winchester_Report_2.pdf	Done-2010
Newcomer focus groups & Newcomer survey http://www.edacenter.org/downloads/BW_Survey_Appendix.pdf	Done 2010-11
Economic Impact analysis http://www.extension.umn.edu/community/brain-gain/docs/2011-NewcomerHH-BEI.pdf	Done- Aug 2011
Market research CAP Intern- SMSU\UMVRDC Promotional Plan final.pdf Reports\market analysis- ryan.pdf	Done- with SWMN Marshall and Extension
Online presence research, google map checks & data input Meetings\1-18-11 mtg.docx	Done- 2010
School websites analyzed for “newcomer friendliness”	Done- 2012
Beta regional portal developed and introductory data survey developed marketing\website\reg recruit web concept_v2.pdf	2013
Tagline development - “Get Rural” brand development 	2013
Implementation	Status
Submitted application to the Bush Foundation Community Innovation Grant Program o Website updates and reviews for local government o Increasing social media presence o Increase collaboration between economic development, chambers, and tourism initiatives in the region to build out the “voice” of the region	2016 applied- not funded
Blandin Application- regional brand development and buy in with EDA and Chambers, Canadian Cool connection, social media and image development, Drone Imaging & Go Pro storytelling	2016- funded
Summer Interns to collect photos, videos, stories of the region	Summer 2016
Local efforts implemented	
“Graduate Mailboxes” Swift County RDA	2015
MN Bump & BS County Community Bloggers	2015
Ideas	Status
Community ambassador concept- Who is the right point of contact in each community when someone wants more detailed info on that community?	discussed
Regional committee to review to identify web portal access and survey	discussed
Housing planning and development/redevelopment options, “flip” options/ideas	idea
Zoning – hobby farm acre requirement, allowing for larger in town lot sizes, mixed use development	idea
Entrepreneur assistance available? What comprehensive resource is available? - https://mncore.com/ -crowdfunding options	discussed
Businesses inventory for sale or needed/wanted	idea
Cost of living comparison	idea
Tweet folk tours http://www.tweetfolktours.ca/	idea