



Lyon County Economic Advancement Partnership

The Lyon County Economic Advancement Partnership (LEAP) was established to ensure the economic prosperity of Lyon County, providing resources, support, and inspiration for current and potential businesses. LEAP leads the way in exploring emerging opportunities, strengthening the regional workforce, and illustrating the benefits of living, working, and owning a business in Lyon County.

Board Governance

Voting Members: County Commissioner/Staff (3), EDA Board Members (3)

Advisory Roles: City Administrators, EDA Staff (Tracy/Balaton), Mayors

Target Areas:

- Business Retention and Expansion
- Marketing/Recruitment
- Representation/Financial Opportunities
- Workforce Development

Business Retention and Expansion

Build relationships with area businesses, with a key intent to inform them of available resources, better understand needs/challenges, and help them share their successes.

Focus

1. To show appreciation for their contribution to the local economy
2. To encourage expansion that leads to sustainable job growth
3. To help solve problems and challenges
4. To gain awareness of available resources
5. To develop collaborative relationships
6. To build the county capacity and cooperation to sustain growth and development activities
7. To provide better information and understanding for all area leaders of the strengths and weaknesses of the business climate.

Measurable Action Items

- One-on-one meetings with existing businesses (two communities per month | 2-5 businesses per visit)
- Develop business “support group” for new and emerging businesses (businesses in operation for 5 or less years)
- Serve as support center for current business owners

Estimated Cost

Staff time – 10 hours per week

CRM Service - \$5,000 - \$10,000 (one-time cost with annual maintenance fee)

Hosting Workshops/Tours - \$1,000 annually

Marketing/Recruitment

Market our communities outside of our region/state to attract targeted businesses.

Focus

1. Branding/Image: Who we are? What we do? What makes us unique/special?
2. Positioning/Messaging: Print and Digital materials
3. Sectoral Analysis (Targeting): Survey/Research
4. Media Relations: Taking control of the narrative

Measurable Action Items

-Press Kit: Bundled marketing materials available for potential developers

-Video Series: Videos featuring local businesses, communities, etc.

-Surveys: Information gathering surveys for both businesses and residents

-Press Releases/Stories on Businesses

-Newsletters?

Estimated Cost

Print Materials: \$3,000

Advertising: \$5,000

Digital (Videos) : \$500 (dependent on internal media department availability)

Staff Time: 10 hours per week

Representation/Financial Opportunities

Funds/programs to help revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.

Focus

1. Grants
2. Lobbying
3. Program Development

Action Areas

- Grant writing and fund distribution
- Presence in legislative action

Estimated Cost

- Staff time: 5 hours per week

Workforce Development

Building a base of support and implementing innovative strategies that expand opportunities for building a skilled workforce that meets the needs of our local economy and helps businesses grow.

Focus

1. Training/College Transition
2. Affordable and adequate workforce housing options
3. Childcare availability for workforce

Action Areas

- Build connections with Minnesota West/SMSU
- Business Education Network
- Leadership Academy

Estimated Cost

- Staff time: 5 hours per week