



Southeast MN GIS Users Group Meeting  
April 21, 2011

# Winona County

## Economic Gardening Initiative

# What is Economic Gardening?

- Began in Littleton, CO in 1987
- Support local businesses & entrepreneurs
  - Grow economy from inside out.
  - Local businesses have vested interest in the community.
  - Large corporation may fail or move elsewhere.
- Collaborating and sharing resources & knowledge.
  - Tools, Policies, Procedures

# What is Economic Gardening?

- “[It is] a lifestyle change, It’s not a fad diet.” “...if you want to change the way your community operates over a lifetime and you want to create a different kind of community as we come through this recession that’s what economic gardening is.” *(Chris Gibbons, Littleton, CO)*
- Brings the resources of large companies to small companies.
  - Empower small businesses with intelligence needed to thrive and expand.

## WHAT CAN BE DONE?

- Collaboration (Cities, County, EDA, Port Authority, Businesses, Chamber, Universities, Libraries)
- Social Media (Facebook, Twitter, etc.)
- Search engine optimization (SEO) – Improved visibility of website in search engines. (i.e. Google Adwords)
- Resources (GIS & Databases)

# How does GIS fit into Economic Gardening?

- All types of Data
  - Demographic, lifestyle and consumer expenditure data.
  - Local infrastructure (Transportation, Utilities, Telecommunications, Pipelines, etc.)
- How GIS Analysis is used in Economic Gardening programs:
  - Understanding labor force
  - Conduct competitor analysis
  - Plot and profile a business' current customers & potential customers
    - WHO are my best customers?
    - WHAT do they buy?
    - WHERE can I find more like them?
    - HOW can I reach them?

# Three Facets Winona County EG

- **Information** – Provide necessary and critical information to help businesses thrive.
  - Other economic gardening initiatives spend up to three-quarters of their time with this portion.
- **Infrastructure**
  - *Basic Infrastructure*
    - Streets & sidewalks, utilities, telecommunications
  - *Intellectual Infrastructure*
    - Develop local workforce by partnering with Academic Institutions to develop curriculum, courses and training to keep companies competitive.
- **Connections** – Partnerships within the community:
  - Academic institutions (WSU, SMU, SE-Tech)
  - Economic Development Entities
  - Industry Clusters (Composites, Metal Manufacturing, Food Processing, Healthcare)
  - SBDC
  - Religious institutions
  - Local arts/cultural institutions



# Steps to an Economic Gardening Program

1. **Gain the support of local officials and other stakeholders**
2. **Identify your community's assets**
3. **Look for individuals with expertise**
4. **Champions and advocates**
5. **Develop a collaborative effort among resource partners**
6. **Create a system-wide operating agreement**  
**Determine the target audience for services**
7. **Develop a delivery system to provide services to the target audience**
8. **Develop a communication system to gain community support and buy-in**

# ?’s remain for our Program

- Who are we going to target?
  - Locally owned
  - Stage II companies (10-99)
  - Potential and desire for growth
  - Been in business a certain number of years
- How are we going to reach them?
  - Pilot Program
- What types of resources do we need?
  - Central Coordinator
  - GIS Resources
  - Marketing
  - Databases
- Who are the key stakeholders?
  - Academic Institutions
  - Economic Development Entities
  - Chamber / Businesses?

# Esri Community Analyst

- Web-based application providing demographic, public, and third-party data.
- Can analyze specific locations, geographic areas, or custom regions to help understand communities and relay information to others via maps and reports.

<http://resources.arcgis.com/gallery/video/community-analyst/details?entryID=77AB8C0C-1422-2418-34EC-3F2F1D869FF6>



# Data within Community Analyst

- Demographics (census)
- Tapestry Segmentation (income/wealth)
- Consumer Spending (taxes, transportation, banking, health, insurance, etc.)
- Market Potential
- Business Locations
- Business Summary
- Housing Affordability
- Major Shopping Centers
- Traffic Counts
- Building Permits
- Food Access
- Food Consumption
- Food Stamps
- Health Status
- Poverty

# Additional Resources

- Littleton Colorado
  - [www.littletongov.org/bia/economicgardening](http://www.littletongov.org/bia/economicgardening)
- Edward Lowe Foundation
  - [www.edwardlowe.org/secondStage/economicGardening.elf](http://www.edwardlowe.org/secondStage/economicGardening.elf)
- Nick Meyers, GISP
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