



www.bigstoneareagrowth.com

Big Stone Area Growth (BSAG) Mission Statement

To facilitate the development and retention of diverse and economically viable businesses and to encourage and assist communities to provide sustainable supportive environments in which these businesses can prosper.

- Free Business Assistance** Business Plans, Cash Flow Projections,
- Starting a Business Financials, Research Phase of Business,
 - Expanding Business Identify Strengths, Business Management
 - Business Retention Plan, Website & Social Media assistance

Revolving Loan Fund - Gap financing - Goal for Funds:

- To create or retain permanent jobs
- To provide gap financing for business development & expansion

Access to Capital

Over the past 10 years we have worked diligently in cooperation with regional partners to solve one of the challenges that we were facing which was access to capital for new and expanding business ventures. While we have been successful for finding alternatives - our current issues revolve more around workforce availability, housing availability aging population and population decline. These are the issues that have been identified by BSAG, numerous regional, state and federal organizations and every one of the City Council's within our County.

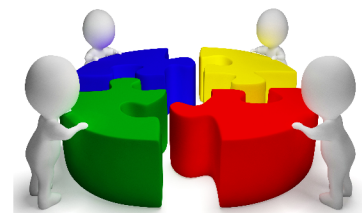
How do we adjust our organization's work to meet the changing needs to strengthen our businesses and communities?

Broadband. The Federated Broadband Expansion and Enhancement Program is bringing fiber to the home throughout Big Stone County (outside of city limits)

Broadband Use - Education -

- Social Media Lunch Program (assisted by the SW Initiative Foundation, Blandin foundation)
- BSAG & Ortonville EDA Assist businesses & organizations with websites & social media

Marketing + Branding + Broadband + Communities + Organizations



How do we bring the pieces together?



In the beginning,

The University of Minnesota Regional Sustainable Development Partnerships and the University of Minnesota Tourism Center were seeking 5 communities to participate in special tourist assessment projects to assist small communities (under 1,500 pop) across Minnesota discover opportunities to develop community assets for sustainable tourism. Clinton-Graceville-Beardsley's application submitted by BSAG was selected.

Advertising - Marketing is not "just" for tourism. We are advertising using our assets for Workforce Recruitment! *Tourism is one of the tools.*



Website
Facebook
Twitter
YouTube

The next tool - QR Code Signage

