

NEC

**Northfield
Enterprise Center**

End of Year Report (2017)



The Northfield Enterprise Center is contracted with the city of Northfield (EDA) for these specific services:

- 1) Counsel and coach entrepreneurs and start ups: Business plan development, growth strategies, problem solving, financial options and resources, navigating regulatory processes, connecting to resources, goal setting and milestones.
- 2) Provide local business education and support: Counseling and coaching services, small business training sessions, facilitate integration of local college students in local business development through internships/work study programs and mentoring, positively engage with the EDA, NDDC, Chamber of Commerce to promote the city, its programs and resources.

The NEC has developed three specific programs to focus on the services stated above:



Confidential, **FREE**, one-on-one assistance for starting or growing your business: business plans, marketing strategies, acquiring/selling, growth & turnaround strategies, financing options and finding local resources.

Monthly, educational seminars focused on helping local individuals in numerous areas of business. Past seminars have included: Facebook for Small Business, Videos 101, Finding Your Why, Organizing Your Office, Memory Tricks, Controlling Costs



Connecting local college students with local businesses for help in a variety of areas. Short term projects and long term internships can be setup through this program. College mentoring.



2017 Results

Who

* Existing Business	49	60%
* Start Up	20	25%
* College Student	12	15%
Total 2017 =	81	
2016 =	90	
2015 =	80	

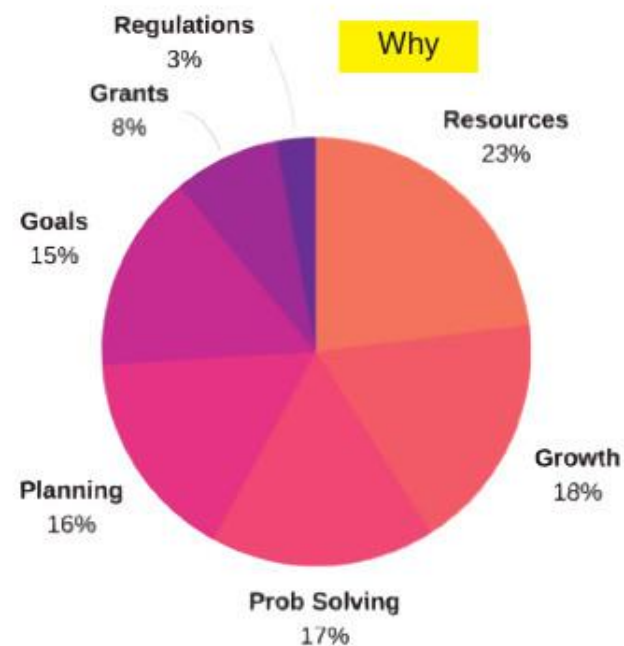
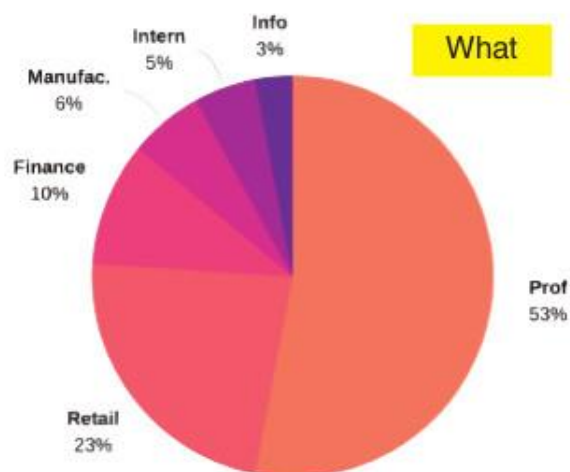
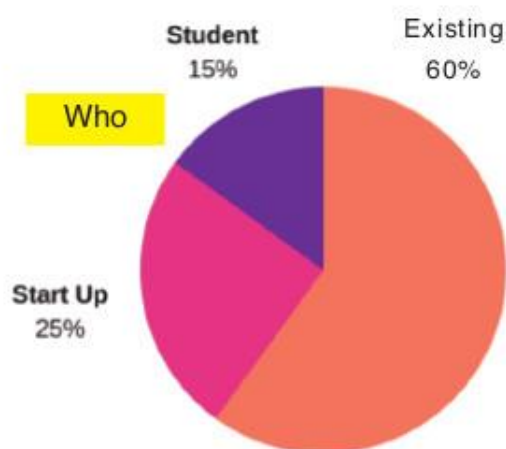
What

* Professional/Technical	42	53%
* Retail	19	23%
* Finance/Insurance	8	10%
* Manufacturing	5	6%
* Intern/College	4	5%
* Informational Services	2	3%

Why

* Connect to Resources	44	23%
* Growth Strategies	33	18%
* Problem Solving	31	17%
* Business Planning	30	16%
* Goal Setting	29	15%
* Financials/Grants	15	8%
* Regulatory Processes	6	3%

(Multiple reasons per visit)



Seminars

	Att.
* L&L Jan: Conflict Resolution	7
* L&L Feb: Facebook for Small Bus.	8
* L&L Mar: Your Inner Team	11
* L&L May: Facebook Ads	10
* L&L May 2: Wearing Many Hats	4
* L&L June: Online Videos	10
* L&L July: Power Up Your Business	10
* L&L Aug: Grants & Loans	6
* L&L Oct: Financial Statements	9
* L&L Nov: Clear That Clutter	11

10 events 2017 = 86

11 events 2016 = 119

3 events ... 2015 = 28



Connect with Colleges

- ✓ St. Olaf Connect ...
17 interns signed up with NEC
- ✓ Placed interns from both colleges with local businesses
- ✓ Served as judge for St. Olaf Finstad Grant competition
- ✓ Helped connect student inventor to local test store for product placement and connections to corporate office



Leadership

Executive Director



Chris Whillock

3 years

2018 Board of Directors



Roberto Zayas

St Olaf

Troy Ras
Bursch Travel



Jim Grieser
Astral Technology



Tami Enfield
Brand Yourself



David Jacobsen
Hero, Jorstad & Jacobsen



Sonja Ziemann
Farmers Insurance



Marcia Haley
Southern Minnesota
Initiative Foundation





New Co-Operation ...

In early 2018 the NEC moved to its current location at 19 Bridge Square located in the same offices as ...

- Northfield Chamber of Commerce
- Northfield Convention and Visitor's Bureau
- Northfield Downtown Development Corporation

By combining with like services the NEC can reduce expenses, utilize a business hours receptionist and have access to better conference and small meeting facilities. We look forward to exciting co-operation!

