



Northfield Enterprise Center 3rd Quarter Report (2017)

Contracted 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.

2017 NEC Results:

Who	3Q	YTD
* 1 on 1 Meetings	22	68
* Existing Business	14	40
* Start Up	7	17
* College Student	1	11
	2016 = 90	
	2015 = 80	

What	3Q	YTD
* Professional/Technical	10	36 53%
* Retail	5	17 25%
* Finance/Insurance	5	6 9%
* Manufacturing	2	5 7%
* Intern/College	1	3 4%
* Informational Services	0	1 2%

Why	3Q	YTD
* Connect to Resources	11	39 23%
* Growth Strategies	11	30 18%
* Problem Solving	12	28 17%
* Business Planning	8	27 17%
* Goal Setting	10	26 16%
* Financials/Grants	3	12 7%
* Regulatory Processes	1	4 2%
(Multiple reasons per visit)		

Business Training	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
2017 Total = 66	

Also ...

* Helped connect St. Olaf student inventor to local test store for product placement and connections to corporate office

* St. Olaf Connect – 17 interns signed up

* Placed interns from both colleges with local businesses.

* High School Teachers roundtable meeting

* SMIF events including SMIF road trip

* 5 or more businesses currently using the NEC space as a remote office and small meeting space.

* Regular meetings with the NDDC, CHAMBER, EDA, SBDC.