



Legislation Text

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Date: June 29, 2017

To: Members of the Economic Development Authority

From: Nate Carlson, Economic Development Coordinator

NEC Quarterly Update

SUMMARY:

The EDA has contracted with the Northfield Enterprise Center (NEC) to provide counseling and coaching and local business education and support to local entrepreneurs. According to the 2017 NEC Consultant Services Contract, the Scope of Services provided are as follows:

The NEC shall:

- A. Counsel and Coach Entrepreneurs and Start-ups. Counsel and Coach Northfield Entrepreneurs in the following areas:**
- **Business growth strategies**
 - **General problem solving**
 - **Financial regulatory processes**
 - **Connecting to local Business plan development**
 - **community options and resources**
 - **Navigating resources**
 - **Goal setting and milestones**
- B. Provide Local Business Education and Support. Help in the growth, expansion and retention of Northfield businesses:**
- **Provide general business counseling and coaching services as outlined in “A” above.**
 - **Collaborate with local economic development partners to conduct a series of small business training sessions**
 - **Facilitate integration of St. Olaf and Carleton Colleges students in local business development through creating connections for academic internships, community work study programs, and mentoring**
 - **Positively engage with the EDA, NDDC, and Northfield Chamber of Commerce to promote the city, its programs, and its network of resources to help build a stronger business community.**

According to the Consultant Services Contract, the consultant shall prepare and submit to the City a detailed expense report on a quarterly basis documenting the full financial status of the NEC, including all programs. The consultant shall make a report to the City on a quarterly basis detailing its progress in performing the Scope of Services, including its actions taken in furtherance thereof and its accomplishments. The quarterly

update will be provided by NEC Executive Director Chris Whillock. A copy of the 2017 Consultant Services Contract for the NEC and a quarterly report is attached for your review.

The Consultant Services Contract also required that a satisfaction survey for NEC clients be cooperatively developed by the consultant and the Economic Development Coordinator. A survey document was developed in February and was implemented beginning in March. The surveys were independently processed by the Economic Development Coordinator in order to provide accountability and required collection of data as it relates to performance measures for the NEC. Economic Development Coordinator Nate Carlson has prepared a summary document of the responses received from the satisfaction survey (see attached) and will address any comments or questions related to the satisfaction survey.