

WELCOME

Overview of Data, Strategies and Survey

**“Framework for Integrated
Regional Strategies” (FIRST)**



The Project:

**Developing and implementing an
integrated regional economic development
strategy for the region that includes
Chisago, Isanti, Kanabec and Pine
Counties.**



Desired Outcomes

- 1. Overview of Input from data Profile, Community Meetings, and Survey.**
- 2. Review Next Steps in FIRST Grant process.**



A word about the data...

Be careful how you use it...but it can help us by indicating where a closer look is needed...

Special thanks to Cameron Macht, DEED, Bruce Sternagle, MNSCU, Office of the Chancellor and Roger Hurd, Minnesota Technology and Ben Winchester, Center for Small Towns.

FIRST Region Population

Grew by **47.7%** over last 15 years
State as a whole grew by **19.6%**

Growth is projected to continue

Projected growth of another **40.5%** by 2020?

**Highest growth rates expected to be in 35 – 44
& 55 and older age groups.**

Source: Minnesota State Demographic Center



Table 1: FIRST Region Demographics

	2005	2010	2015	2020	2010-2020
0 to 14 years	25,633	29,200	32,970	34,770	19.10%
15 to 24 years	19,580	18,500	18,690	20,330	9.90%
25 to 34 years	20,237	24,310	24,320	23,580	-3.00%
35 to 44 years	21,006	22,560	27,180	30,880	36.90%
45 to 54 years	19,156	23,480	24,390	25,000	6.50%
55 to 64 years	12,436	16,320	21,200	24,900	52.60%
65 years & over	15,282	18,090	22,220	27,960	54.60%
Total Population	133,330	152,460	170,970	187,420	23.00%

Source: Minnesota State Demographic Center



Projected Growth by 2020

- *Chisago: 51%, 75,630*
- *Isanti: 51%, 57,720*
- *Kanabec: 20%, 19,740*
- *Pine: 19%, 34,330*

Source: Minnesota State Demographic Center



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FIRST Region Commuting Patterns

- Mean travel time to work: **31.5** minutes
- **53%** of regions workers both reside and work in the region.
- An exporter of labor, sending **18,416** more workers out of the region each day than it draws in.
- **47%** (**26,249**) of the workforce works outside of the region.

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“The rise in real gas prices from less than \$1.10 in early 2002 to more than \$3.00 today weighs most heavily on those areas whose people drive the furthest. Indeed the decline in housing markets is strongly correlated with auto dependence.”

Driven to the Brink, Joe Cortright, May 2008



Number of FIRST Region Business Establishments, Employees, and Wages by Industry, 2006

70% of establishments and 81% of Jobs are Service Providers

Number of Business Establishments, Employees, and Wages by Industry, 2006-Region				41% wage difference
Industry	# of Establishments	Avg. # Employees	Avg. Weekly Wage	Total Wages
Total, All Industries	3,218	37,108	569	1,097,468,560
Goods-Producing Domain	958	7,086	748	275,710,962
Service-Providing Domain	2,260	30,022	827	821,757,598
Natural Resources and Mining	51	384	485	9,668,106
Construction	683	2,586	804	108,178,904
Manufacturing	225	4,116	738	157,863,952
Trade, Transportation and Utilities	347	3,602	454	85,094,769
Information	50	460	517	12,393,183
Financial Activities	264	1,396	678	49,206,722
Professional and Business Services	167	694	583	21,033,191
Education and Health Services	183	8,094	690	290,322,879
Leisure and Hospitality	102	1,206	188	11,782,257
Other Services	240	1,045	380	20,666,344
Public Administration	70	1,514	697	54,884,470

2005 FIRST Grant Region

Non-employers, people that have a business with no other employees but themselves.

10,141 Businesses

\$404,911,000 Receipts

Average per Business: \$39,928

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1998 - 2003 FIRST Region Business Births, Deaths, Expansions and Contractions.

Births: 1,485 Expansions: 3,448

Deaths: 1,176 Contractions: 2,888

Change: +309 Change: +560

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2000 - 2006 FIRST Region Change in # Establishments, Employees and Wages

Establishments: + 470, 17%

Employees: + 3,445, 10.2%

Average weekly wage: + \$87, 18%

Total wages: + 254,476,981, 30%

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Top 5 Employers FIRST Region

1. Grand Casino Inc. Hinckley	1,730
2. Allina Health Systems Inc	770
3. Hazelden	750
4. Cambridge-Isanti Schools	742
5. Chisago Lakes Schools	550

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Regions Workforce Projections

Table 3: Regional Labor Force Projections, 2005-2020

	2005	2010	2015	2020	2010-2020
16 to 24 years	12,980	11,760	11,550	11,960	1.70%
25 to 44 years	35,320	40,670	44,840	47,350	16.40%
45 to 64 years	24,060	30,440	34,730	37,940	24.60%
65 years & over	2,230	3,050	4,200	5,770	89.20%
Total Labor Force	74,590	85,920	95,320	103,020	19.90%

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Minnesota State Demographic Center Page 8

FIRST Region Unemployment Rate

- **6.6%*** at the end of 2007
- **1% higher than the end of 2006**
- **Minnesota ended 2007 with a rate of 4.6%**

*43% higher than state rate for 2007
 *Chisago 5.8%, Isanti 6%, Pine 7.8%, Kanabec 8.5%

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2006 Commercial Industrial Value as a Percent of Total Market Value

- **FIRST Region Average: 5.2%***
- **Statewide Average: 11.7%**
- **7-County Metro Average: 15.1%**
- **Non-Metro Average: 7.3%**

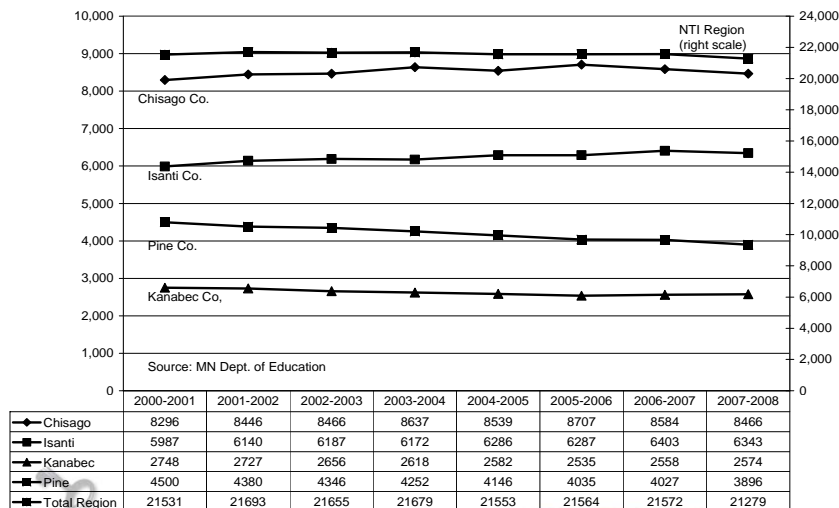
* **Chisago 5.7** **Isanti 5.1** **Kanabec 4.1** **Pine 5.8**

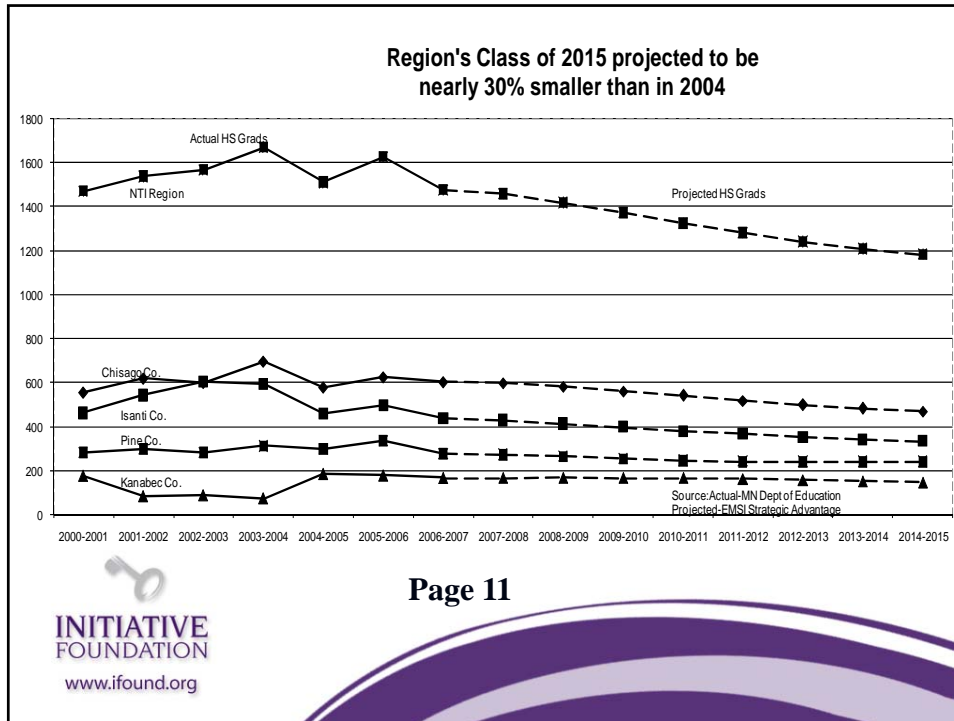


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Region counties shows mixed trend in public school K-12 enrollment from 2000-2007





2006 FIRST Region High School Dropout and Graduation Rates Generally Equal or Better than Statewide Average

School District Name	County Name	Total		Dropout Rate		Graduation Rate	
		Dropout Rate	Graduation Rate	Male	Female	Male	Female
North Branch	Chisago	2.41	91.89	3.20	1.59	89.33	94.52
Rush City	Chisago	0.91	96.10	0.56	1.31	97.56	94.44
Chisago Lakes	Chisago	1.38	95.42	1.61	1.12	93.48	97.58
Trio Wolf Creek Distance Learning	Chisago	25.84	52.38	35.29	20.00	45.45	60.00
Braham	Isanti	2.13	97.22	2.04	2.22	100.00	93.55
Cambridge	Isanti	0.69	95.76	0.98	0.39	92.66	98.87
Oak Land Vocational Center	Isanti	16.31	65.38	17.71	14.74	52.50	73.44
Mora	Kanabec	5.06	81.58	6.91	3.00	76.62	86.67
Ogilve	Kanabec	0.00	100.00	0.00	0.00	100.00	100.00
Willow River	Pine	5.44	70.59	7.79	2.86	65.52	77.27
Pine City	Pine	4.03	92.53	5.10	3.06	90.54	94.00
Hinckley-Finlayson	Pine	1.48	95.06	1.16	1.82	90.91	100.00
East Central	Pine	5.78	90.77	7.64	3.65	86.21	94.44
STATEWIDE		3.05	90.67	3.43	2.66	88.92	92.48

2005 Post-secondary First Year MN Institutions Participation Rate is less than the State Average*

Region: 41%

State Average: 50.3 %

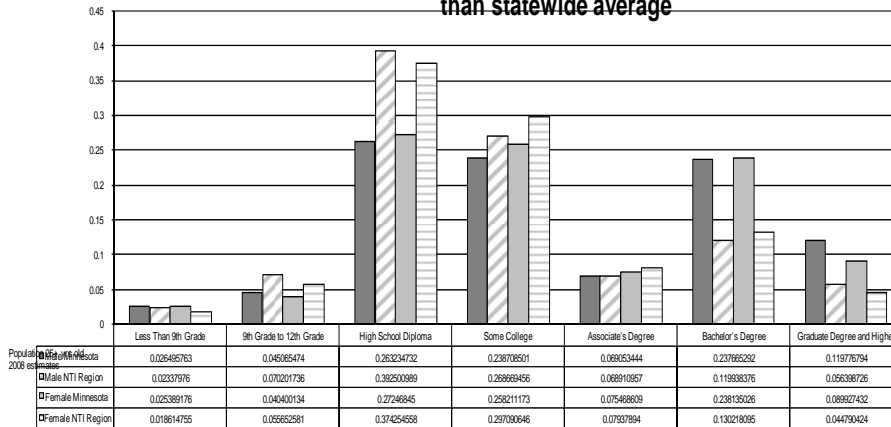
*These numbers do not include students who go to out of state institutions.



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Region's share of residents with Bachelor's and graduate degrees is significantly lower than statewide average



Source: Strategic Advantage EMSI



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Post Secondary Education

AA Degree

Male NTI Region: **6.8%**

Male Minnesota: **6.9%**

Female NTI Region: **7.9%**

Female Minnesota: **7.5%**

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Post Secondary Education

Bachelors Degree

Male NTI Region: **11.9%**

Male Minnesota: **23.7%**

Female NTI Region: **13%**

Female Minnesota: **23.8%**

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Projected 2008 FIRST Region Foreclosures

944 Sheriff's sales of houses

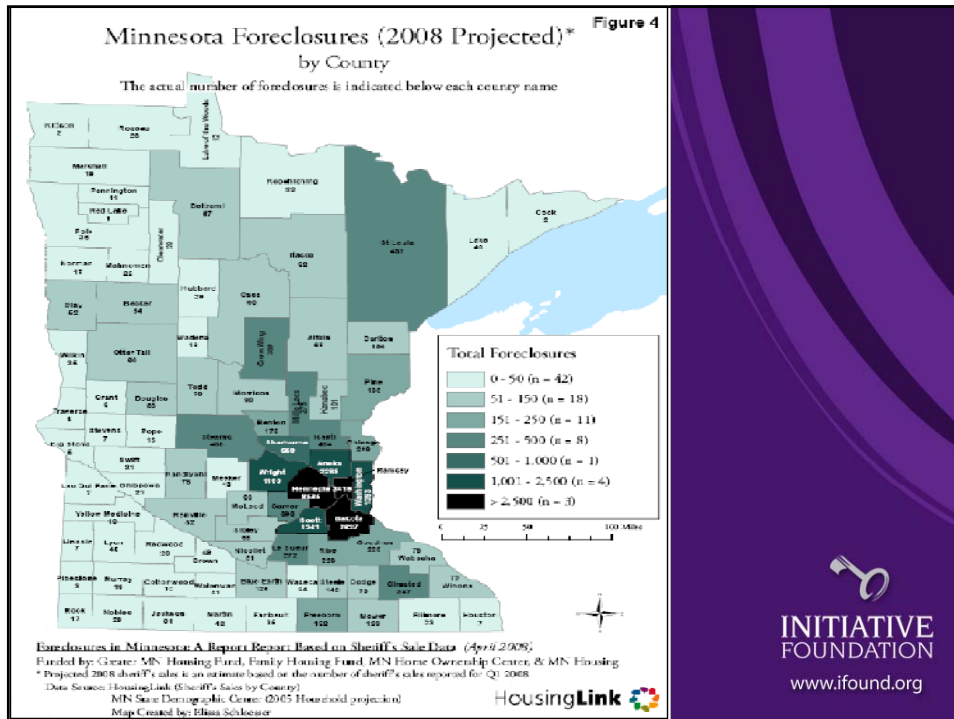
Projected to be about the same as 2007



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FIRST Region Housing Starts

2006: 858

2005: 1,191

Drop of 28%

2000 – 2005 Average: 1,402

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“Many of the hallmarks of the current housing crisis will gradually fade in the months ahead.”

“In contrast, the rise in gas prices has fundamentally altered the landscape of urban housing markets in a way that will not quickly be undone, barring an unforeseen collapse in oil prices.”

Driven to the Brink, Joe Cortright, May 2008



2006 Crime Rate

FIRST Region: 8,219* crimes per 100,000

State Rate: 9,020 per 100,000

*** Chisago: 7,467 Isanti: 4,731 Kanabec:8,943 Pine: 11,734**

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2006 Actual Crimes Reported in FIRST Region

Part 1 Crimes: 7,760

Part 2 Crimes: 12,876

Total: 20,636

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2005 Median Household Income

FIRST Region: \$49,831*

State: \$52,048

National: \$46,242

***5% below State Median**

Chisago: \$60,379 Isanti:\$56,064 Kanabec:\$41,648 Pine: \$41,232



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2005 Poverty Rates

FIRST Poverty Rate: 7.6%*

State Average: 9.2%

National Average: 13.3%

***Chisago: 5.6 Isanti:6.5 Kanabec:10.5 Pine: 11.2**



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Enlightening or surprising?

Number of Commuters

Aging Population

Foreclosure Rates

Post Secondary Rates



More Data?

Agricultural & Tourism Sectors

North and South Pine County

**\$\$ spent outside of region
by Commuters**

**Why do kids drop out or
not go on?**



What approaches do you like?

Strategies identified more than once in all community meetings

1. Economic Gardening Concept
2. Workforce Education Development, P- 14
3. Transportation Improvements

Strategies Identified in 3 out of 4 meetings

1. Every Community has a Go-To person or Organization for Economic Development.
2. Quality of Life Improvements, community amenities
3. Alumni Recruiting



What approaches do you like?

Chisago County economic development goals that may be compatible with the community meeting identified Strategies

1. Educating local businesses on available programs
2. Business Retention and Expansion
3. Update and expand economic development marketing efforts
4. Educating public on benefits of economic development
5. Create partnerships with businesses for job training
6. Recruit satellite Technical College Courses to be offered within the county.



What approaches do you like?

Other strategies that came up more than once but not in 3 or more communities

- (5) Connect Business /Leadership community with youth
- (3) Van carpooling – public transportation/easier commuting/regional airport
- (3) Tourism/long weekend office – seasonal strategy – how to turn seasonal economy to a full time economy?
- (3) More Hi-tech manufacturing
- (2) Develop Health Care here, grow nurses
- (2) Early Childhood emphasis
- (2) Commuting population
- (2) Need more larger businesses
- (2) Why aren't we growing home grown businesses?
- (2) Affordable IT/broadband
- (2) More trade/tech school in high school
- (2) Retail center/outlet mall – increase competition
- (2) Regional 4 year college satellites – specialty of 5-20,000 city population focusing on high tech, medical, environmental science and alternate energy

FIRST Grant Survey

3. What are the factors that attracted you to the area where you live or contribute to you remaining in the area?

Employment: **55.7%**

Family: **44%**

Natural Environment: **43.2%**



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FIRST Grant Survey

What factors do you think are supportive of business and economic development in your community?

Local Chamber of Commerce: **73.1%**

Banking/Finance: **57.4%**

Other Businesses: **44%**



FIRST Grant Survey

What factors do you think are barriers to business and economic development in your community?

Transportation network: **41.7%**

Taxes: **38.7%**

Availability of Skilled workforce: **31.0%**



FIRST Grant Survey

Why do you commute?

Salary: **55.8%**

Career Aspirations: **34.9%**

Advancement Potential: **23.3%**

Other: **20.9%**



Next Steps?

1. Data to Marketing folks for their input
2. Small group drafts plan based on data, community input, marketing input.
3. Working session with NTI group to react to and fine tune draft plan.
4. Final plan due 12/18/08




“The future is not determined. It is in our hands.” Margaret Mead



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Thank you!



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