



## **Large Business Attraction and Expansion**

Tuesday, January 10<sup>th</sup>, 2017

1:00 p.m. – 3:00 p.m.

Detroit Reman – 3895 South Hughes Road, Hibbing, MN 55746

## **AGENDA**

1. Introductions and General Discussion
  - A. To be determined
2. Site Selection Consultant
  - A. Deane Foote will be calling in to discuss workforce.
3. Senior Survey Results
  - A. Presented by Drew Digby
4. Cluster Analysis/Location Quotient
5. 2017 Goals
  - A. Brainstorm goals that we would like to accomplish in 2017 and create a plan to make them happen.
5. Set Next Meeting

## **Large Business Expansion and Attraction**

**January 10<sup>th</sup>, 2017**

**1:00 p.m. – 3:00 p.m.**

**Detroit Reman**

**In Attendance:** Heath Boe, Chuck Baxter, Drew Digby, Curt Antilla, Julie Marinucci, Tom Whiteside, Bill Spang, Lorrie Janatopolous, Doug Learmont, Brian Hanson, Tom Whiteside, Scott Sundvall, Sara Ferkul and Jack Ryan. On the Phone – Brad Brzezinski

The group had a conference call with Dean Foote. He is a site selector and wanted to let the group know what site selectors look for.

Projects and priorities may be a bit different depending on the situation. Site selectors will also look into transportation and freight costs, those are important. They will also look into workforce elements. Showing the clients that you have the workforce to support their business and the skills available. Workforce availability will change weekly. They would be studying availability, cost of labor and quality of labor.

Sites and buildings will come next. You need good product. Encourage cities that have industrial parks to keep their products up to date. Shovel ready sites are key. Get sites certified and ready. Available buildings will be looked at first. Up to date and modern buildings are appealing, especially if the ceiling heights are adequate and there are overhead doors and/or truck docks. Also having utilities to the building, water, sewer and telecommunications. Having the current information on a building up to date and available for the client.

Out of all the businesses looking for a new building or site, only about 20-30% will hire a site selector to help in the process. The rest look for one independently.

Offering incentives to the businesses is extremely important.

Questions:

What types of businesses will contact a site selector?

A variety of businesses will contact a site selector. Quite a few businesses coming out of California and Illinois. This mostly due to high taxes.

How do we get on a site selectors list?

Getting to know site selectors in the Midwest is important. Get them to come visit the area. This is a continuous process.

What is looked at for workforce?

Employee turnover, absences, productivity and alcohol/drug use in the work place. They will also have interviews with employers of the area and ask them some basic questions – what are problem areas, what is working and skills of employees. They may also get more specific, depending on the company.

They will also look at crime statistics of a region. They may also have interviews with HR directors and/or plant managers. Setting up interviews in a multi county region would be the most helpful.

Skills assessments can be helpful for expansions of existing businesses.

Creating a list of recruitment targets.

Conducting a skill assessment – will need to create a RFP for this.

Keeping in mind that retention and expansion of businesses is just as important as recruitment of new businesses.

Drew gave the results of the senior survey that was conducted. We received 62 survey responses. His quick summary was:

*“Most of those answering the survey would like to work, but not full time. About a quarter of those wanting to work want to use their full technical and career skills in a new job. But most of those responding wanted to work less than 40 hours a week.”*

Discussion about a cluster analysis and location quotient. Discussion on who can complete a cluster analysis, EMSI was mentioned. They believe they would cost approximately \$20,000 per year for their computer program. There is also a free version, however, it is extremely difficult. Looking into what program Northland Connection uses. Possibly working with UMD graduates to see if they could compile any information.

Would like a copy of the Rig Report that was completed in 2010. Sara to contact Randy Lasky to get that report.

Next Meeting:

February 3<sup>rd</sup>, 2017

1:30 p.m. – 3:30 p.m.

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Agenda Items: 2017 Goals

## Older Workers Employment Survey

### Summary

Most of those answering the survey would like to work, but not full-time. About a quarter of those wanting to work want to use their full technical and career skills in a new job. But most of those responding wanted to work less than 40 hours a week.

### Key answers

Would you like to be working even though you are retired or semi-retired?	Yes: 71%
	No: 2%
	Maybe: 24%

How many hours per week would you like to work?	Up to 15: 18%
	15-25: 44%
	25-30: 29%
	Over 35: 5%

Is getting health insurance an important part of a secondary career?	Yes: 35%
	No: 56%

What is the minimum wage level that you would accept for a job?	Up to \$10: 6%
	\$10-\$12/hr: 23%
	\$12-\$15/hr: 16%
	\$15-\$18/hr: 19%
I'd accept a job at a lower wage if it came with health insurance	Over \$18/hr: 18%
	10%

Do you want a job that reflects your full skill set or are you looking for work to make some secondary income but that may not use your full skill set?	Full skills: 26%
	May not: 69%

### *Other key findings:*

- 20% of those responding said they had physical limitations to the kind of work they could do.
- Only 10% said transportation to work was an issue; 62% said they were willing to drive 20 miles or more to a job.
- 75% said it was okay if the hours fluctuated. In the comments, there were many notes about wanting flexibility to spend with family or travel.
- 35% said they were willing to do shift work, including some who said they would work nights (16%).
- Skills sets available included an engineer, several human resources answers, management, and multiple accountants. A wide range of skills and credentials in the answers.

### *Survey reach*

We received 62 surveys back, including slightly more than a dozen filled out on paper. The survey is not scientific, but rather suggestive. Most of those who answered were in their 60s (52% of those responding), but a good sample from their 50s (28%). The 11 in their 70s who responded were all 70-73 years old.