

Community Meeting - Business Opportunities

Introduction:

In early April, 2014 a community meeting was held in Elbow Lake which provided citizens and community leaders the initial findings of the GrOw Grant County Consumer Survey and Trade Area Gap Analysis. Based on this information and their local knowledge of the market, attendees at the meeting came up with a few **recommendations for retail business opportunitiesⁱ**:

1. Assisted living facility
2. Dollar store
3. Fine dining located near one of the lakes
4. Zorbaz franchise restaurant
5. Ag-related service shop (i.e. repair)
6. Small format fleet supply
7. Clothing

Attendees were also asked what 1-2 things the **Grant County business community should work on**. The following recommendations were given:

1. Better communication within the business community.
 - a. Example: Develop a forum in which businesses can get together and build relationships.
2. The development of a better partnership between the local governments and the local chamber of commerce. Specifically, more funding to promote Grant County.
3. The County should do more to work with and assist businesses.

Lastly, the following recommendations were developed when asked **what a good role for GrOw Grant County should be to improve business development in the county**.

1. Organize events that showcase shopping in the county.
2. Assist businesses with e-commerce, such as
 - a. Developing an online website/presence that highlights all the businesses in Grant County,
 - b. Assist individual businesses develop a website and online marketing.
3. Provide forum for businesses to get together to forge relationships and develop strategies together.
4. Work on developing relationships with businesses.
5. Develop a “shop local” campaign.

ⁱ These are only recommendations to identify business opportunities in the local market. Any entrepreneur should engage in business planning using statistics particular to his or her industry (like benchmarks from a national trade association) to vet these recommendations before pursuing a business launch.