

Spotlight on Business - LOCAL

Tait & Kate

Annette Tait and Katy "Kate" Kassian

Annette Tait lives in Center, ND and is the editor of the Center Republican. She has a master's degree in communication and leadership, and has spent most of her career championing the underdog.

Katy "Kate" Kassian is a Regan farm wife and small business owner who has boots-on-the-ground experience in local leadership.

ABOUT: We're lean, keen, irreverent rural-lovin' machines whose passion is to see people, businesses, and communities thrive.

MISSION: To help keep small businesses and rural communities alive and thriving.

DESCRIPTION: Anyone who truly wants to develop a better business or a better community can, so long as they're willing to roll up their sleeves, do the work, and build on the basics.

Retail, hospitality, travel, and tourism, government, non-profit, and more, we've done it all – or at least most of it – in our combined 50+ years of experience. And here's what we've discovered: Success boils down to three things:

- Quality products and/or services.
- Excellent customer service
- Ongoing relationships



NICHE MARKETING SOLUTIONS TO MAKE THE UNDERDOG MIGHTY.

Excerpt from Agweek on Feb 6, 2017 at 10:40 a.m.:

" You're our favorite type of audience — people who want to know what's going on, and what can be done to do it, build it, and make it better. You want to know what's going on not just in the ag industry, but in the world around you. We don't have to explain how there's a direct link between a rural community or small town and the surrounding ag community. You live it, breath it and work in it. And we thank you for doing your part to put food on our nation's tables.

We're here to do our part, too. As rural resources and small-town cheerleaders, we're excited to connect some of the faces, places and spaces that give — or bring back — life to our rural areas. We'll also look at the possibilities that exist all around us: the types of opportunities that, with a little creativity, some hard work, and teamwork, make where we live just that much better.

We look forward to bringing you interesting, relevant, and sometimes humorous stories about local places, people, businesses, and events that have an impact on ag and on communities. We'll bring you everything from rural banking to vintage tractors, a 'girl's eye view' of the sales ring, and all sorts of things in between.

It's not about fluff — we'll keep you informed. There are all sorts of things to know and do to help your operation and your community thrive. And we speak from experience — if we haven't done it ourselves, we know someone who has."

Note:
Learn more about Tait and Kate by visiting their blog at taitandkate.com.

MONTHLY COMMUNITY ROUNDTABLE

Representative(s) from businesses, organizations, clubs, extension services, etc. are invited to come together to discuss what they have going on and what is being planned in 2017.

The information is gathered and then disseminated through various communication tools: WAEDA newsletter, WAEDA Facebook page, Community Digital Communication Sign (once installed), etc.

We are striving to share community information placing people "in the know" of "What's Happening in Washburn".

NEXT MEETING:

May 17th, 2017 at 8:30 am
at
Lewis & Clark Interpretive Center
Washburn, ND

GUEST SPEAKER:

Katy "Kate" Kassian
Tait & Kate, Consulting Agency

TOPIC:

COMMUNITY RESOURCES

Stay tuned for ideas you can use, the tools to put them into action, and a chuckle or two to get through the workday.

Residential and Commercial Tax Abatement

Information excerpt from:
www.washburnnd.com

What projects may qualify for residential property tax abatement for up to 2 years?

- New single-family, townhome and condominium residential construction may receive up to 2 years of property tax abatement on the first \$150,000 of the true and full value of the home.

What commercial projects may qualify for property tax abatement for up to 5 years?

- New and existing buildings, structures, and improvements owned or leased by a qualifying project may receive property tax incentives.
- New buildings, structures, and improvements constructed and owned by a local development corporation may receive a partial or complete exemption from ad valorem taxation while unoccupied.
- A qualifying project which locates in a building owned by a local development corporation qualifies for the property tax incentives, provided application is made and granted prior to occupancy.

Contact the City of Washburn at
(701) 462-8558
for more information.



Storefront Renovation Grant

Did you know that your storefront says a lot about you and your business, actually it's your customer's first impression? Think of someone entering your store like a guest to your home. You'd want your address visible from the street, your yard looking good, the front sidewalk swept, and your flowers deadheaded, right?

Similarly, your store front should welcome visitors, and quickly tell them what you do.

How does your storefront measure up? Ask yourself, or a trusted friend or two, the following questions about your facade:

- Is it obvious what you do?
- Are your colors bright?
- Do you have window displays that inform and/or inspire and not cluttered?
- Is your façade clean and well-lit?

Here are some tips on how to create a memorable, branded store front:

- In addition to a large logo-sign visible to those driving by in vehicles, prominently display the name of your store at eye level for pedestrian traffic
- List services, store hours and website on your door and/or windows
- Create displays that get people talking [in a good way!]
- Integrate business logo colors, i.e.: paint your front door and/or add a colorful awning
- Incorporate decorative accessories such as potted plants, flags, banners, or sandwich board, that celebrate the seasons and/or list specials or sales.
- Keep the door open on nice days to invite curious passers-by inside.



Washburn Area
Economic Development
Association - WAEDA



And finally, is your facade well-maintained? A little TLC can go a long way in creating a more professional look and leaving a credible impression on those driving or walking by.

Never underestimate the power of a well-designed storefront!

Eligibility:

Eligible projects must be within the Washburn community and be directly related to a business or future business.

Only physical improvement projects will be eligible.

Farm, ranch and home-based business projects do not qualify.

Applicants may apply for up to \$5,000 in matching funds once every two years.

Grants will be awarded on a first come, first serve basis until annual funding has been depleted.

If the finished project does not resemble what was on the application or a WAEDA representative feels that significant improvements were not made, the grant will be voided.

WAEDA is excited to introduce to the community the **Store Front Renovation Grant** to help with those first impressions. Call 701/462-3801 or email tlarsen@waedand.com to find out more info.





Written collaboratively by SDSU Extension Community Vitality Field Specialists.

Marketing Hometown America empowers communities to create a vision to grow. Designed as a tool to create dialogue that moves toward action, it can be the spark to help a rural community look at itself in a new way.

Marketing Hometown America was pilot tested and in seven communities. When asked to explain what happened the following impacts were highlighted:

Marketing Actions

- Entrance signs were created or renovated.
- Videos were produced showcasing the community.

Amenity Improvements

- Downtown murals were painted.
- Lots cleared.

Adult and Youth Engagement

- Expanded recruitment of new professionals.
- Youth planned and implemented a scavenger hunt via traditional and GPS methods for youth.

Leadership Development

- New people stepped up to mobilize, play a role and even lead the Marketing Hometown America process.

Networking

- New connections were made with Federal agencies, tourism boards, Chambers of Commerce, economic development groups, University Extension, schools and other higher education institutions.

Civic Awareness and Community Spirit

- People noted a heightened sense of urgency and began to question the "status quo".
- A "can do" perspective was strengthened.

Your community may already be working on attracting new residents. But to grow, more people need to be part of that effort. Marketing Hometown America engages communities through small groups called Study Circles to get more people involved and more voices heard.

Community Benefits

- Use positive conversations to begin or expand community marketing;
- Create a welcoming spirit needed to attract new residents;
- Learn what new residents are looking for as they relocate to a rural community;
- Discover often overlooked local assets that attract potential new residents;
- Build and implement a marketing action plan.

Additional Information about Marketing Hometown America:

<https://youtu.be/m21vR9qnnKo>

<https://www.youtube.com/watch?v=gEazOJYyehw>

<http://communityvitality.unl.edu/marketing-hometown-america-o>

Session One
What Is Your Connection to this Community?
 In this first session we will get to know one another, and talk about our connections to our community and what we value in our community.

Session Two
How Does Our Community Stack Up?

Session Three
Why Would People Want to Move Here?

Session Four
Action Steps to Promote Our Community

ARE YOU INTERESTED in PARTICIPATING IN THE MARKETING HOMETOWN AMERICA PROGRAM?

SESSIONS STARTING:

Wednesday Evenings at 6:30 pm

April 26
 May 3
 May 10
 May 17

Or

Friday Mornings at 8:30 am

April 28
 May 5
 May 12
 May 19

Call 462-3801 or
 Email tlarsen@waedand.com to sign up TODAY!!

Washburn Area Economic Development Association - WAEDA

The WAEDA Board Meetings are held the third Monday of every month in the library at the Lewis & Clark Interpretive Center:

2576 8th St. SW,
Washburn, ND 58577
at 3:30 pm

The Public is Welcome to attend.

NEXT MEETING: Monday, April 17, 2017

WAEDA Board Members:

President, Newly Voigt

Vice President, Paul Sannes

Secretary, Keith Jacobson

Treasurer, Donna Sommer

Director, Rachel Retterath

For Program and Small Business Information:

Washburn Area Economic Development Association - WAEDA

@WAEDAND



WAEDA Contact Information:

Tana R. Larsen

Economic Development & Marketing Director

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E: tlarsen@waedand.com

W: www.washburnnd.com/waeda



COMMUNITY DIGITAL COMMUNICATION SIGN

WAEDA, the Washburn Public School, and the City of Washburn have collaborated to support a community digital sign to be located on the corner of Border Lane and 7th Street; adjacent to US Highway 83 on property owned by the Washburn Public School.

The sign's role in our community is to support in the following ways:

- Communicate and promote community and school events.
- Communicate important announcements and recognition of community members.
- Advertise local businesses in general messaging.
- Advertise specific local businesses via logo.

If you have information you feel should be displayed on the sign after May 1st – please email a pdf of the event to my email: tlarsen@waedand.com.

NOTE: A sign lighting ceremony will be conducted April 27th at 8:30 am.