

As the name implies, Business Attraction programs are focused on the attraction of businesses to a region or community that they are not already located in. The attraction of expanding and relocating businesses helps to diversify the economic base, most notably through the attraction of traded industries that produce goods and services locally and bring in new dollars from outside the local or regional economy. In addition, the attraction of new traded industries tends to create a multiplier effect by creating spin-offs in new jobs, income and other economic activity within the community.

Successful business attraction programs require a significant amount of strategic thinking around local and regional strengths, and a firm internal understanding of those strengths in order to communicate a clear and compelling message to prospective businesses. In this respect, the comprehensive plan is an invaluable tool to identify many of the community's strengths and opportunities, and can better prepare economic development staff to identify and approach businesses that are most compatible with the community's goals and resources.

Your comprehensive plan is not intended to represent your community's business attraction strategy, however the plan should provide detailed information and data related to issues that are often central to business location decisions. See the sidebar to the left for some common factors that businesses will consider when making location decisions and for which the comprehensive plan is a great opportunity to examine.



Source: Business Attraction Toolkit, British Columbia Ministry of Jobs, Tourism and Skills Training

COMMON BUSINESS LOCATION FACTORS

Workforce: skill and education levels; occupations; training and development partners; workforce participation

Facilities: transportation, telecommunications, and utility infrastructure; buildings and land

Business Climate: permitting and entitlement processes; development regulations

Quality of Life: housing costs, crime rates, recreation and cultural amenities, educational opportunities

Typical Costs: trends in tax rates, energy/utility costs, wages

GREATER MSP coordinates business recruitment activities in the Twin Cities region, and is an excellent resource for communities as they consider their business attraction strategy. GREATER MSP is the “front-door” for new and expanding businesses in the region, and communities are encouraged to engage with this vital organization during the development and implementation of their comprehensive plan.

The **Economic Development Association of Minnesota (EDAM)** awards best practices in Business Attraction at its annual conference. Several communities in and around our region have been recognized for their excellence in recent years.

Learn more by clicking on the links to the short videos below:

[City of Eagan \(for Databank/Access Eagan\)](#)

[City of Shakopee \(for Shutterfly\)](#)

[City of Farmington \(for their Business Attraction Plan\)](#)

[City of St. Cloud \(for Gingerhoff North America\)](#)