



FOR IMMEDIATE RELEASE

Part 2: LADA Current Activity

Battle Lake, MN, May 7, 2008 – This article is the second in a series from the Lakes Area Development Association (LADA) to raise community awareness and support for the economic development that is planned in this region. LADA is a not-for-profit, member association formed to address economic development in the surrounding area. Specifically, the mission of LADA is:

*“Enable economic development and growth in the lakes area
with business expansion services, new investments, and community enhancements
while preserving our quality of life.”*

Last week, we described **the purpose of LADA**. This week, we will outline the **current activities of LADA**.

For several months this winter, community, business, and government leaders met regularly to discuss economic development. This group eventually reached a point where ideas and good intentions had to become actionable. The community enlisted the services of North Point Professionals to apply process and rigor to planning for economic expansion.

A situation analysis was performed to create an understanding of economic factors, population and demographic trends, housing availability, and the future challenges and opportunities inherent in the lakes area. This context was foundational for planning.

A planning framework was used to cast a compelling vision for the lakes area in terms of business expansion, community development, and collaboration among the city and surrounding townships. We encourage everyone in the area to become familiar with this vision. We believe **“things of greatness are created twice...the first time is in the mind”**.

More than 40 community members then became part of three primary planning teams, focused on Business Expansion, Community and Infrastructure, and Marketing. These teams have been meeting each week over the past month to determine the key activities that must be done now, and over the next few years, to see this vision take shape.

The Business Expansion Team is focused on tactics to **assist our local businesses and entrepreneurs** to become more successful, while also determining the target industry segments to attract in the future. Given the lakes area has an inherent attribute of being a place **“where people love to live”**, the **first target will be telecommuters**. A telecommuter is a professional (or firm) that can conduct their businesses electronically from wherever they wish to live in the world. Many have already relocated to the area, simply by natural draw, and not by intention or our marketing.

Our strategy is to build incentives and programs to attract more telecommuters. They will diversify our economy and bring families without the need for industrialization and city

infrastructure. This “green” industry will preserve our quality of life and environment. The business team is also assembling programs and incentives to attract other key target segments such as **healthcare services to serve the “aging at home”** trend, and **satellite offices of corporations**.

The Marketing Team has several activities underway, including the underpinnings of the LADA formulation. They are designing logos, letterhead, and a superb web site to **represent our area** to businesses and telecommuters. The site will be live in May and will be the hitching post for all marketing strategies.

This team also has outlined tactics to **encourage memberships** from businesses, residents, lakeshore owners, and corporations; all of whom have an interest in our area being vibrant in the future. This team is **developing marketing promotions** – such as media placements, billboards, direct mail, and presence at events – to support business attraction. You can expect to see the lakes area featured in several news media in the not-so-distant future.

The Community and Infrastructure Team is a collaborative effort of business, city, and township professionals. To support expansion, several infrastructure enhancements are needed in a planned sequence. Telecommuters and other target groups need **high-speed internet and media capabilities** across the lakes region. Land strategies, along with **multi-unit housing and up-scale condominiums**, are also being addressed now to support families desiring to move into the area, and an aging population that may desire apartments closer to the services of town. Additionally, this team has planning efforts underway related to an **enhanced beach complex** and a comprehensive **bike and trail system** connected to Glendalough. These are not necessarily new concepts, but are now being sequenced in the context of a plan, and assigned to motivated people. Longer-term considerations include community spaces, Lake Avenue enhancements, and airport amenities to support business and lifestyle.

About Lakes Area Development Association

Lakes Area Development Association enables economic development in the lakes area with business expansion services, new investments, and community enhancements while preserving a superb quality of life. The association’s address is P.O. Box 895, Battle Lake, MN 56515.

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