Market Development in Minnesota
Market Development Services

**RESOURCE COORDINATION**
- Facilitate Industry Collaboration
- Public/Private Resources Leveraging
- Policy Discussion Forums
- Organizational Networking
- National Interaction with EPA and State organizations

**INFORMATION**
- Current Research
- Technologies
- Policy & Legislative
- Directories & Guides
- Material Supplies
- Economic Analysis
- Trends
- Products
- PR

**REFERRALS**
- Product Applications
- Customized Market Strategies
- Material Performance Data
- Product Performance Data
- Recycling/Reuse Technology
- Selection Technology

**TECHNICAL ASSISTANCE**
- Staff Expertise
- Networking
- Site Visits
- Business Plan Evaluation
- Customized Research
- Material Sourcing Strategies

**EDUCATION**
- MPCA Seminars and Presentations
- Eco Experience

**TECHNICAL**
- Pollution Prevention Unit
- Local Govt. Assistance Unit
- Research and Planning Unit
- MN Tech Assistance Program
- Market Development Unit

**FINANCIAL**
- MPCA Grant program
- MPCA Loan program

**BUSINESS**
- Department of Employment and Economic Development
- Small Business Development Centers
- Service Core of Retired Executives
- Port Authorities
- Industry Trade Associations

**TECHNICAL**
- Enterprise MN.
- Agriculture Utilization Research Institute
- University of Minnesota
- Minnesota Pollution Control Agency
- Industry Trade Associations

**FINANCIAL**
- Department of Employment and Economic Development
- Initiative funds
- Economic Development Commissions
- Local Economic Development Organizations
- Small Business Administration
- Banks
- Utilities
- Venture Capital
- Port Authorities
- Applicable Federal Grant Programs

**STATE PARTNERSHIP**
- Recognition/Award
- Public Relations/News Releases
- Case Studies
- Letter of Accommodation and Support
- Legislative Activities
- Policy Development
Non Monetary Assistance

- Facilitating meetings
- Keeping the Project Focused
- Technical Assistance
- Referrals
- Needs Assessment
Service Delivery Flow Chart

Customer Contact
- Complete customer/project profile
- View operation/facility
- Interview project participants
- Gather information related to project
- Provide customer with program details and recycling/reuse issues information

Analysis
- Review business plan
- Define appropriate partners and resources
- Define partner level of involvement
- Identify project needs with customer
- Formulate a draft letter of understanding
- Understanding defining OEA’s role in project

Decision
- Contracted Assistance
  - Complete selection criteria form
  - Review project and potential return on investment with team
  - Consult OEA advisory groups regarding project potential
  - Draft letter of understanding with customer and project partners
- Other RBAC Services
  - Review project and potential return on investment with team
  - Identify appropriate RBAC services
  - Assess project appropriateness with respect to RBAC goals
  - Draft letter of understanding with customer and project partners

Design
- Contracted Assistance
  - Refine work plan with customer and vendor
  - Solicit cost proposals
  - Execute scope of work with customer
- Other RBAC Services
  - Proceed to Implementation

Implementation
- Coordinate activities
- Support completion of work plan components

Monitoring
- Assess RBAC program and project impacts
- Quantify environmental and economic results addressing RBAC Core Measures
- Maintain relationship with regular follow-up
- Seek referrals
Examples of Assistance

- Major paper company acquiring another facility
  1. Facilitated discussions with financial community
  2. Brainstormed options with economic development authority
<table>
<thead>
<tr>
<th>Economic activity associated with Minnesota’s value-added recycling manufacturers</th>
<th>2004 Employment</th>
<th>2011 Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct jobs at companies using recycled materials in the manufacturing process</td>
<td>9,003</td>
<td>15,221</td>
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<tr>
<td>Estimated indirect jobs</td>
<td>3,057</td>
<td>11,641</td>
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<tr>
<td>Estimated induced jobs</td>
<td>7,200</td>
<td>10,119</td>
</tr>
<tr>
<td>Total estimated jobs</td>
<td>19,260</td>
<td>36,981</td>
</tr>
<tr>
<td>Total estimated wages and salary disbursements</td>
<td>$760 million</td>
<td>$1.96 Billion</td>
</tr>
<tr>
<td>Total estimated tax revenue on direct jobs</td>
<td>$64 million</td>
<td>$272 million</td>
</tr>
<tr>
<td>Total estimated value-added activity</td>
<td>$1.29 billion</td>
<td>$3.8 billion</td>
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<tr>
<td>Total estimated gross economic activity</td>
<td>$2.98 billion</td>
<td>$8.5 billion</td>
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</tbody>
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Contact Information

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