



MEDIA RELEASE: 9/22/2016
Contact: Dawn Espe, Regional Development Planner
PH: 218-894-3233, despe@regionfive.org
FOR IMMEDIATE RELEASE

Region Five Development Commission
Selected to Receive \$100,000 Innovation Grant From NJPA

Funds will be used for regional branding project

STAPLES, MN. Region Five Development Commission's Regional Branding project is a recipient of a \$100,000 Innovation Grant. The National Joint Powers Alliance (NJPA) Funding Innovation Program engages representatives from city's & counties to rank applications and select awarded projects in Region 5.

The regional branding project will help the region highlight its assets, allow individual communities to maximize their impact, and build a culture of community collaboration. The overarching goals of the proposed project are to (1) attract potential workforce - primarily millennials; (2) attract businesses - either startups, or relocations; and (3) build a culture of collaboration among the municipalities of the region. The proposed project will result in a brand that will build a favorable internal and external image of the region and its small cities - one that builds social capital within the region, is owned by its communities, and which is attractive to those external to the region.

R5DC is currently conducting a survey, asking residents what they see as the assets of the five county region of Cass, Crow Wing, Morrison, Todd and Wadena. To complete the survey, please visit <https://www.surveymonkey.com/r/R5DCMaster>.

To learn more about the regional branding effort or to request a paper copy of the survey, contact Dawn Espe at despe@regionfive.org or 218-894-3233.

###

Region Five Development Commission's mission is to enhance the vitality and quality of life in Cass, Crow Wing, Morrison, Todd and Wadena counties.

National Joint Powers Alliance's mission is to build valued relationships, deliver innovative solutions with integrity, and exceed the expectations of our members.

