



# FERGUS FALLS' RURAL EDGE

## *SMART STRATEGIES FOR SMALL BUSINESS SUCCESS*

**What is Rural Edge?** It is a seven-part cohort designed to empower rural entrepreneurs with the tools and knowledge needed to thrive in their communities. The program addresses the unique strengths and challenges of running a business in smaller communities like Fergus Falls while covering essential topics like financial management, marketing strategies, and long-term planning. Participants will learn how to leverage local networks, embrace digital tools, and adapt to evolving market conditions. This hands-on curriculum equips business owners with practical strategies to build resilience and sustainable growth. By the end of the cohort, attendees will be ready to make a lasting impact in their local economies.

By attending this event, you consent to photography and video recording for promotional purposes.

There are no registration fees for this event.

**What is the format?** Cohorts are 7 in-person group sessions that last approximately 90 minutes each as well as 1 to 3 one-on-one client sessions for individual work on the business.

**When:** Mondays from 3:30 - 5:00 PM

January 20 - March 3 (No group sessions on MLK Day or President's Day)

**Where:** SCR Foundry

101 W. Lincoln Ave., Fergus Falls, MN 56537

West Central MN SBDC and the Minnesota SBDC Network is a proud part of the Department of Employment and Economic Development in the State of Minnesota. It is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

To request an accommodation or discuss accessibility needs, please contact (218) 299-6605 in advance to allow adequate time for coordination.



**Cohort Facilitator:**  
**Ryan Tungseth**



Scan QR code to learn more and to register for cohort.

