

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday August 2, 2012
7:30 am
Lake Itasca Room, 7550 Sunwood Drive NW

1. **Call to Order**
2. **Approve Agenda**
3. **Approve Minutes**
4. **EDA Business**
 1. Selection of the 2012 Ramsey Business of the Year
 2. Business/Environmental Expos, 2013, Consider EPB Proposal
 3. Business Retention & Expansion Program Introduction, Continued
 4. Business Appreciation Golf Tournament Update
 5. Ramsey EDA Business Networking Breakfast Event Update
 6. Consider Request for Quotes for Demolition of Buildings at 8020 147th Ave NW
 7. Prospect Update, Mike Mulrooney
5. **Member/Staff Input**
6. **Adjournment**

Economic Development Authority (EDA)

4. 1.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Selection of the 2012 Ramsey Business of the Year

Background:

Annually, the EDA is charged with selecting the City of Ramsey Business of the Year. The purpose of this case is to select the 2012 Ramsey Business of the Year.

Observations:

By ranking a list of 15 initial Business of the Year nominees, the EDA selected four finalists: Acapulco, Bolton & Menk, The Links at Northfork and Vision Ease Lens. Each of the four finalists were asked the following four questions:

1. When did you become a physically established business in Ramsey?
2. What is your estimated number of employees/FTE (2012)?
3. How does your business positively affect the community, besides job creation (i.e. community involvement, donations, sponsorships, memberships, etc.)?
4. What is unique about your business, what is noteworthy or what makes your business different than your competitors (i.e. innovative product/building, significant job retention/creation, overcoming a significant obstacle, etc.)?

Attached to this case are the responses from all four businesses.

Funding Source:

NA

Staff Recommendation:

Select the 2012 Ramsey Business of the Year.

EDA Action:

Select the 2012 Ramsey Business of the Year.

Attachments

Final Answers

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/26/2012 10:21 AM
Started On: 07/19/2012

Form Started By: Patrick Brama

Final Approval Date: 07/26/2012

WHEN DID YOU BECOME A PHYSICALLY ESTABLISHED BUSINESS IN RAMSEY?

VISION EASE LENS: We started construction in 1997 and completed in 1998.

ACAPULCO: Acapulco Ramsey opened on June 11, 2010

BOLTON & MENK: The Ramsey office of Bolton & Menk was opened in 2006. The business initially opened in the NAU building until construction of the Ramsey Office Plaza was completed in late 2006.

THE LINKS AT NORTHFORK: 1992

WHAT IS YOUR ESTIMATED NUMBER OF EMPLOYEES/FTE (2012)?

VISION EASE LENS: As of June, we currently have 280 FTE at our Ramsey Location.

ACAPULCO: We currently have 20 FT employees and 25 PT employees

BOLTON & MENK: Bolton & Menk currently has 265 full-time employees companywide. The Ramsey office of Bolton & Menk currently has 16 full-time employees.

THE LINKS AT NORTHFORK: 50-55 seasonal and 5 Full-Time

HOW DOES YOUR BUSINESS POSITIVELY AFFECT THE COMMUNITY, BESIDES JOB CREATION (I.E. COMMUNITY INVOLVEMENT, DONATIONS, SPONSORSHIPS, MEMBERSHIPS, ETC.)?

VISION EASE LENS:

- Annually we participate in Habitat for Humanity (Twin cities habitat for humanity). We try to get projects in Anoka County. Typically we get roughly 70 volunteers over the course of 1 week to build/refurbish a house.
- Recently in April, we gave to the Anoka County Brotherhood Council food shelf.
- Annual contributor of monetary and food items through Toys for Tots.
- Feed my starving children program. Multiple departments organize a day/half day to volunteer. This is an initiative driven by individual managers.
- We give to the “gift of sight” program (Internationally based program).
- Highly active participants of United Way Program.
- Employee Garden. We have a community garden which produce is sold to employees. All proceeds from the garden are donated to local food shelves.

ACAPULCO:

We like to participate in quite a few local events: Taste of Community, KinderCare Kitchen Tours, Ramsey Happy Days, Ramsey Business Expo, Ramsey Golf Tournament, Nat'l Night Out, AMOR Bike Run. We sponsor the Ramsey Raceway and MVP Softball team. Part of the Anoka Chamber and hold wine tastings here. Sponsor the American Cancer Society.

BOLTON & MENK:

Bolton & Menk has been an active participant in the community. We have sponsored the Main Stage of the annual Happy Days event for six years. The Office Manager is a member of the Ramsey Foundation Board. We have provided event sponsorships for Ramsey Business Appreciation days, Anoka Area Chamber of Commerce, Youth First Community of Promise and Trott Brook Benefit Bash.

THE LINKS AT NORTHFORK:

Annually we raise money for the local food shelves through our end of the year British Open tournament; we do a food drive annually raising thousands of pounds of items for the food shelf, as well as do a toy drive at Christmas time to gather toys for organizations such as Toys for Tots, etc. We have from year to year sponsored a few of the local area high schools and allowed them to use our facility as their home course. One of our biggest donations throughout the year are the many, many rounds of golf given to local charity events and organizations.

WHAT IS UNIQUE ABOUT YOUR BUSINESS, WHAT IS NOTEWORTHY OR WHAT MAKES YOUR BUSINESS DIFFERENT THAN YOUR COMPETITORS (I.E. INNOVATIVE PRODUCT/BUILDING, SIGNIFICANT JOB RETENTION/CREATION, OVERCOMING A SIGNIFICANT OBSTACLE, ETC.)?

VISION EASE LENS:

- Most notably, our premium products are made here in Ramsey and are some of the only products in that area that are manufactured in the USA. It gives us a competitive advantage.
- Sustainable lens manufacturer. We were the original lens manufacturer to establish this position. Business has been one as a result. To learn more, please visit: <http://www.vision-ease.com/home/about-us/sustainability.aspx>
- We currently hold numerous patents on polarized lens technology for which our competitors give us royalty.
- High employee retention.

ACAPULCO:

What is unique is that we are a family-owned and operated store. Our restaurant is very unique in the inside and we have 2 patios!! We are known for our famous cheese sauce(you can't get it anywhere else, it is a housemade recipe). Customers love to come here for a nice, casual dinner in a fun, upbeat atmosphere!

BOLTON & MENK:

Our Ramsey office opened shortly before the significant economic downturn of 2008 and, despite the challenges, has continued to grow the Ramsey office as well as adding four new office locations throughout Minnesota and Iowa within the past two years. The integration of a wide area network and successfully utilizing various communication technologies to balance and distribute workload across our twelve office locations has helped to maintain employment through the economic fluctuations. This has ultimately helped us to continue achieving our goal of providing professional engineering services in the most efficient and effective manner.

THE LINKS AT NORTHFORK:

The Links motto is "Enjoy Golf". Over the years we have reinvested significant capital to maintain and improve our facility to help create a memorable experience for every client. We also have created a number of programs such as Kids Play Free after 5:30 daily; Free Tips on the Range every weekend morning and affordable Junior Programs.

ADDITIONAL/EXTRA MATERIAL SUBMITTED:

BOLTON & MENK:

At Bolton & Menk, our staff is trained to consider new and innovative technologies in designing, planning and building for tomorrow. Ever since John Bolton and Martin Menk founded the company over six decades ago, we have been committed to improving quality of life through engineering excellence and client service.

Bolton & Menk, Inc. was founded in 1949, incorporated in 1960, and is owned and operated exclusively by the professionals and technicians on the staff. Today, Bolton & Menk, Inc. has 265 employees including a professional staff of over 100 engineers, planners and licensed surveyors. The firm has provided a broad range of engineering, planning, environmental and surveying services to more than 225 communities and agencies in Minnesota and Iowa.

Bolton & Menk, Inc. is focused on providing professional engineering services to meet the needs of municipalities. Over the past 60 years, the firm has continued to grow and expand its expertise based on the needs and challenges facing Minnesota cities. In addition to engineering in support of basic community services such as reconstruction, expansion and maintenance of public infrastructure, we offer specialized expertise in many practice areas. This complete range of municipal services enables our firm to readily accommodate the diverse needs of our many clients.

Economic Development Authority (EDA)

4. 2.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Business/Environmental Expos, 2013, Consider EPB Proposal

Background:

Staff was notified that the Ramsey Environmental Policy Board (EPB) was interested in combining the Environmental and Business Expos into one event. The purpose of this case is to gauge the EDAs reaction to this proposal, as the EPB is looking to make a decision on this matter in the coming months.

Observations:

Currently, the Business and Environmental Expos are run from two separate, but nearby, locations within The COR (Ramsey Municipal Center & The Fountains of Ramsey). The majority of marketing efforts for these events are combined. Planning/coordination, preparation, registration, staffing and clean up of these events are done separately. A fair number of patrons visit both events (not all).

The EPB is proposing the combination of these events into one location to save resources (as outlined above), to deliver a better product for the end user, to eliminate a dilemma for organizations that would like to participate in both events and to increase overall attendance to both expos. The proposal is for both events to be located in the same venue. With it's three side by side gymnasiums, the Lord of Life venue has been identified as a potential location. Upon completion, the new Legacy School was also identified as a potential future location.

The advantage of keeping it in or around the current location is that people are used to the location, and it generates a level of community activity for the COR area of the City. Tents or blocking off Sunwood Drive, are options to consider for better integrating the two events.

Funding Source:

NA

Staff Recommendation:

Provide the EPB with your initial thoughts, level of interest and willingness to consider this opting for 2012.

EDA Action:

Provide the EPB with your initial thoughts, level of interest and willingness to consider this opting for 2012.

Attachments

2011 Recap

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date

07/26/2012 10:16 AM

Form Started By: Patrick Brama

Started On: 07/19/2012 03:25 PM

Final Approval Date: 07/26/2012

TWO RAMSEY EXPOS... ONE GREAT DAY



On Saturday, April 28th, 2012, an estimated 500 people attended the Ramsey Environmental and Ramsey Business Expos. Both expos took place from 9:00a.m. to 2:00p.m. and were located within walking distance of each other, allowing patrons a unique two-in-one expo opportunity.



Environmental Expo: Duck Exhibit. Source: ABC Newspapers



Business Expo: Acapulco. Source: ABC Newspapers

The Ramsey Environmental Expo took place at the Ramsey Municipal Center and included live raptors, reptiles, an array of exhibitors and hands-on activities for kids. The Ramsey Business Expo took place across the street, at the Fountains of Ramsey, and included free food, product demos and product giveaways.



Environmental Expo: Exhibitors lined up in the Ramsey Municipal Center. Source: ABC Newspapers

The Ramsey Environmental Expo was host to 25 exhibitors, focusing on all sorts of topics such as recycling, watershed info, sustainable products, rocks and fossils, and gardening and tree care information. Some of the highlights of the Environmental Expo included live reptiles from the MN Herpetological Society, a live peregrine falcon and bull snake from Wildlife Science Center, live baby chicks from Anoka Ramsey Farm and Garden, gardening for kids from Home Depot and a variety of hands-on activities for kids offered by the Cheerful Chuggers 4-H group.



Environmental Expo: Fur and pelts exhibit. Source: ABC Newspapers



The Ramsey Business Expo included nearly 50 vendors, filling the event site to capacity. Variety was the theme this year as vendors ranged from construction trades to crafters and from restaurants to financial services. Highlights of the Business Expo consisted of delicious food samples from Acapulco and Wells Catering, display vehicles brought in by the Ramsey Raceway and R&M Golf Carts, giveaways from companies like Trotbrook Financial and One Hour Heating & Air Conditioning and product demos from companies like Park Place Studio and Solid Ground Homes and Remodeling.



Economic Development Authority (EDA)

4.3.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Business Retention & Expansion Program Introduction, Continued

Background:

This case was originally brought forward to the EDA on July 12. At the July EDA meeting, Karen Skepper from Anoka County briefed the EDA on the concept of a business retention and expansion strategy known as Economic Gardening. Furthermore, staff introduced a number of common business retention and expansion strategies. The purpose of this case it to provide answers to questions the EDA had for Mr. Skepper and to begin developing a strategy for the City of Ramsey's business retention and expansion program.

Observations:

Regarding the questions raised by EDA members about the County HRA/EDA/Economic Gardening at the July EDA meeting, please review the attached Q&A from Anoka County.

Regarding the development of a business and retention program in the City of Ramsey, below is a list of common strategies used by other communities:

- Surveys
- Meetings with local businesses
- Community events (fostering pride/networking within local economy)
- Publications (promoting businesses/fostering pride in local economy)
- Removing local obstacles (i.e. legal/physical/social)
- Reduce the cost of doing business
- Enhance infrastructure used by businesses
- Economic gardening

Funding Source:

Will be determined in subsequent discussions.

Staff Recommendation:

Staff is proposing the EDA consider the following as an action plan for the Ramsey business retention and expansion program.

- (A) development of a business retention & expansion survey (annual or bi-annual)
- (B) develop a system of regularly visiting Ramsey Businesses
- (C) continue hosting community events (expo, business appreciation golf tournament, business networking)
- (D) continue to publish a spotlight business article in the Ramsey Resident
- (E) further investigate the economic gardening program with Anoka County

NOTE: with EDA direction, Staff will begin working on items A/B/E and continue working on items C/D.

EDA Action:

Provide staff with preliminary feedback regarding the recommendation included in this case.

Form Review

Inbox
Kurt Ulrich

Form Started By: Patrick Brama

Reviewed By
Kurt Ulrich

Final Approval Date: 07/26/2012

Date
07/26/2012 10:18 AM
Started On: 07/19/2012

ECONOMIC GARDENING, ANOKA COUNTY, Q & A

WHAT IS THE BALANCE OF RAMSEY HRA FUNDS AT THE COUNTY?

The fund balance is over \$811,000

WHAT CONTROL DOES THE CITY HAVE OVER THEIR HRA MONEY? MORE SPECIFICALLY, HOW MUCH MONEY CAN WE TRANSFER FROM THE HRA TO THE EDA (IF WE ELECTED THE EDA POWERS)?

The city has great control over the funds it has been our practice to place the collected Lucy [money] into a fund that is then made available for eligible projects selected by the city. Typically staff makes a request to me and I confirm that the project meets the requirements laid out in state statute. The next step requires the city council to pass a resolution requesting \$xxx of funding to undertake xxx project. The ACHRA board approves the request and the money can be accessed. The only time a project was denied the city did not consult with our HRA staff and requested a project prohibited by statute.

Because we do not levy separate taxes for the HRA and the EDA all funding can be used for either purpose as long as the city has opted into the economic development portion of the ACHRA. At this time Ramsey has not opted in and would have to do so by city council resolution. Once this is done the city can use all funding for housing, redevelopment or economic development. There are no caps or limits on how the city decides to allocate their projects.

WHAT CITIES IN ANOKA HAVE ELECTED THE EDA POWERS?

Originally it was the smaller communities like St. Francis, Nowthen, Columbus, Lexington and Hilltop to name a few. Ramsey opted into the HRA for the purpose of developing senior housing. Once economic powers were added Columbia Heights joined both the HRA and the EDA as did Spring Lake Park. I will be visiting with all cities in the county this summer and anticipate more cities will opt into the EDA for two reasons. First, there are no additional taxes levied. We were formed with explicit direction to only have one levy not both. The second reason I anticipate more cities opting is to take advantage of the economic gardening program.

WHAT ARE THE KNOWN DRAWBACKS AND/OR COMMON CONCERNS CITIES HAVE FOR ENTERING THE COUNTY EDA JOINT POWERS AGREEMENT?

The question on concerns cities have had with our program is interesting. To date (I've worked here 11 years) there was only one city that decided to drop out of the program. A new city council wanted full control of activities. Outside of this city I believe you would hear very positive things from our participating cities. We provide technical assistance, respond to your cities funding requests and make periodic presentations as the city requests.

For a city already working with us in the housing and redevelopment area, adding the ability to fund economic development activities is extra value added. It opens up the types of projects a city can undertake and there are no additional taxes levied.



Economic Gardening

An entrepreneur-oriented approach to economic prosperity

It may seem ironic in today's global economy, but place has become more important than ever. Natural resources, low-cost labor and tax incentives used to be key drivers to regional prosperity. Today, however, the ability to support innovative companies and entrepreneurs is also a critical component to economic growth.

"We're living in a period of exponential economic change, which means economic developers and community leaders must serve businesses differently," says Mark Lange, executive director of the Edward Lowe Foundation in Cassopolis, Mich. "That's where economic gardening

comes in — and why it takes a neutral third party like the foundation to get involved and be a catalyst for change."

Economic gardening takes an entrepreneurial approach to job creation. Sometimes referred to as a "homegrown" or "inside-out" strategy, economic gardening focuses on helping existing growth-oriented companies become larger.

"We're not saying that attraction and recruitment activities should be discontinued, but they've been overemphasized, due partly to competitive and political pressures," Lange says. "A balanced approach is the key to building effective programs and

strategies."

Economic gardening helps establish an entrepreneurial culture within communities and sets itself apart from other economic-development strategies by its target audience, tools and timing of services.

For example, traditional economic-development programs offer tax incentives, workforce development services and infrastructure improvements to attract and retain companies that may be considering relocation — strategies that emphasize movement rather than growth.

At the other end of the spectrum, there are a variety of small-business-

development organizations that serve startups and small businesses by providing assistance with operations and management issues such as business-plan review, cash-flow analysis and succession planning.

In contrast, economic gardening deals with growth-oriented companies and strategic issues like penetrating new markets, refining business models, developing teams and embracing new leadership roles. Economic gardening provides information and decision-making assistance to companies that are transitioning from small to large, with services customized to meet the just-in-time needs of this audience.

Communities currently nurture their economies through recruitment, workforce development and small-business development. “But there is a fourth dimension we need to add,” Lange says. “Growth-company development is the missing piece, which is why the Edward Lowe Foundation is an advocate for economic gardening.”

Second-stage benefits

Some of the greatest returns of economic gardening come from working with second-stage entrepreneurs — companies that have advanced beyond the startup stage with the intent and potential for additional growth. (Second-stagers typically have 10 to 99 employees and generate about \$1 million to \$50 million in annual revenue, depending on their industry.)

Many people associate second stage with gazelles (companies with extremely high growth). Although gazelles pass through second stage, which makes it a good place to find them, they’re only part of the story. Second stage also includes: 1) companies with potential for high growth and 2) companies generating steady growth that may be less dramatic than gazelles but remains impressive.

This growth orientation is a critical



distinction that separates growth companies from other types of small businesses.

For example, some individuals may be self-employed because they like being their own boss, but job creation isn’t part of their game plan. Then there are small businesses that provide jobs in a community, but their growth is somewhat restricted by the local trading area they serve.

In contrast, second-stage entrepreneurs are significant job creators because of their focus on growth. And because they often have national or global markets, they bring outside dollars into the community.

“It’s time we treat growth-oriented entrepreneurs differently than small businesses — giving them their own place in the overall scheme of economic development,” says Lange. “The foundation can play an important role by helping community organizations collaborate more effectively to serve this audience.”

According to Doug Tatum, author of “No Man’s Land,” entrepreneurs face four key challenges as their companies transition from small to big:

- Market adjustments.
- Outgrowing early management teams and their role as founders.

- Scaling business models to handle growth.

- Understanding capital requirements.

“It’s hard for entrepreneurs to resolve these issues on their own — or even identify them accurately,” says Dino Signore, manager of program development at the Edward Lowe Foundation. “For one thing, moving from Stage 1 to Stage 2 brings on an entirely new set of challenges. Entrepreneurs face more responsibilities, and everything becomes magnified. Their core competencies become stronger, but so do their weaknesses.”

Making things even more difficult, changes in markets, management, business model and money are interrelated, Signore continues. “Being out of sync in one area can cause you to be out of sync in others.”

These conditions manifest themselves in a variety of ways. Some common symptoms: not being able to fulfill commitments to customers; quality problems become more

pressing; and decisions become increasingly complex and no longer intuitive. In addition, reporting systems no longer provide good information, and founders feel they're no longer able to lead every aspect of the business.

To help entrepreneurs resolve growing pains, economic-gardening organizations employ a variety of techniques. These fall into two broad categories: decision making and information.

Making better decisions

Entrepreneurs need help with strategy, identifying what they're good at and finding a sustainable competitive advantage.

They also need to shift their leadership role as the company grows, build a strong management team, create a clear vision, and then communicate it consistently.

This is where temperament tools can help. Understanding temperament (personality preferences, such as extroversion and introversion or how people process information), can help entrepreneurs recruit high-performance teams that balance their own inherent strengths and weaknesses. Being aware of temperament can also ensure employees are in positions that enable them to play to their strengths.

Sophisticated information

Economic-gardening specialists can also provide valuable information by using business-intelligence tools that smaller or younger companies either can't afford or don't know about. For example:

- Sophisticated databases can identify market trends, potential partners or competitors and unknown resources often buried deep inside industry information.
- Geographic information systems can track customer expenditures, psychographics and demographics and then create color-shaded, density maps that profile customers or show gaps in market coverage.

- Search engine optimization tools can raise visibility in search engine results and increase traffic on websites.

- Social media monitoring applications can track websites, blogs and online communities to see what people are saying about companies and products — and reveal important market influencers.

"Yet it's important to note that these tools aren't a panacea to entrepreneurs' problems," Lange says.

Businesses are biological entities, where there is constant flux due to employees, customers, markets and economic conditions, he explains. Applying mechanical rules (where the same process always yields the same output) won't work. Instead, economic-gardening specialists leverage these tools to find new ideas and approaches.

"What's more, economic-gardening tools are constantly changing," Lange adds. "The ones generating today's breakthroughs will become either

updated or outdated quickly."

The tools and techniques described here highlight the "one-to-one" approach in economic gardening and set the stage for an ongoing relationship between a support organization and individual companies.

Another important aspect of economic gardening is connectivity (a "one-to-many" approach), which uses peer-to-peer networks, recognition events, just-in-time workshops and discussion groups to attract growth entrepreneurs and serve their immediate, pressing needs.

"Activities like these are critical to launching and maintaining an overall economic-gardening strategy," says Lange. "They nurture the culture and connectivity that is so important to growing regional economies."

To learn more about the Edward Lowe Foundation, visit www.edwardlowe.org or call 800-232-5693.

Working with entrepreneurs

The need for speed



Economic-gardening specialists function much like an outsourced team of experts. Their goal is not to dictate or implement solutions, but to help CEOs identify issues that might be hindering growth — and point them to new tools, business concepts and information to make better decisions.

"Economic gardening is about applying just-in-time, high-end expertise rather than counseling," says Steve Quello, founder of CEO Nexus in Winter Park, Fla., and an economic-gardening expert. "Entrepreneurs know more about their companies than anyone else. Give them a better view of the big picture, and they can make adjustments themselves."

One challenge is getting up to speed with entrepreneurs.

During initial meetings, considerable time is spent discussing an entrepreneur's background, company structure, goals and growth issues. Then, as economic-gardening specialists learn more about each company, they become more efficient at delivering actionable information. It's a back-and-forth, ongoing relationship.

To gain trust and truly make a difference, economic-gardening organizations must act like the entrepreneurs they serve.

"That means being nimble and nonbureaucratic," Quello explains. "Entrepreneurs need answers in hours or days, not weeks or months."



A closer look at helping growth companies

In November 2008 the Edward Lowe Foundation hosted an economic-gardening workshop led by Chris Gibbons, director of business and industry affairs for Littleton, Colo., who pioneered the concept of economic gardening in the late 1980s. Assisting Gibbons was the JumpStart team (experts in different economic-gardening disciplines who work on projects outside of Littleton). The three-day event focused on helping second-stage entrepreneurs from different industries. Below is a quick look at challenges faced by two participants.

For Victor Santos, CEO of NaturePlex LLC, strategy was a key issue.

Based in Memphis, Tenn., NaturePlex produces nutritional supplements, medicated creams and other health-related products for dollar discount stores. The JumpStart team helped Santos realize that while NaturePlex is in a commodity market, the company has established a niche of higher-margin, natural products that it can expand to bolster growth and profits.

With that in mind, Santos is launching a line of all-natural, EPA-approved

Using the Keirsey Temperament Sorter, Santos and Gibbons determined the manager was an “artisan” (liking freedom and movement) while a “guardian” (who has a preference for details and deadlines) was better suited to his assigned responsibilities.

In response, Santos diverted some of the manager’s tasks to others, allowing the manager to play to his strengths. Santos also brought in a computer programmer to design a software application that improves communications between the firm’s production and sales departments.

With many employees contributing information, the application makes it easy to see where NaturePlex is — and where it needs to be, Santos says. “It contains all the small details that can get overlooked when communicating with someone verbally or even through e-mail.” The payoff: fewer meetings and less confusion.

Since working with Gibbons and the JumpStart team, things have improved substantially at NaturePlex. “I didn’t change my core strategy, but I’m refining it,” Santos says.

PlayStation or Xbox console.

McAlindon was initially trying to find game developers in alpha-stage development and convince them to include Switchblade in their products.

The JumpStart team began researching blogs, portals and other community sites looking for concentrated groups of people that influence a market. Instead of game developers, the team recommended that McAlindon target end-users by setting up competitions between gamers who use keyboards and gamers who use controllers.

“In the gaming world, it appears to be about bragging rights,” Gibbons says, noting that opinions run hot and heavy in online blogs — peppered with plenty of four-letter words — as to whether a keyboard or controller provides the superior gaming experience.

In response, Blue Orb has begun to host local keyboard-controller competitions and is working on an “arena” on its website for virtual contests.

McAlindon says the local competitions are already accelerating visibility for

Blue Orb and expects sales to increase. “We can see momentum building and hear people say, ‘Wow, Switchblade Pro is a great way to play games.’”

McAlindon says the economic-gardening program differed from other types of

business assistance he has received — with speed being a key hallmark. For example, when McAlindon found a Web developer to help build Blue Orb’s online arena, he asked the JumpStart team if there were other firms he should investigate.

“They got back to me the same day saying, ‘Here are two other companies, but the one you found appears to be best, and here’s why,’” McAlindon says.

“Could I have done this research?” he asks. “Perhaps, but it would have taken me two days or longer. They got back to me within a few hours, which was a huge benefit.”

“I like the specificity of the JumpStart team’s reports. It’s one thing to suggest viral marketing on Web sites. That’s very different than saying: Here’s the link, here’s what they do, and here’s a contact for you.”

— Pete McAlindon

biopesticides. Santos is also using sampling to increase sales for high-margin items, such as including trial-size portions of vitamin E cream with antifungal foot ointment.

Another concern for Santos: Although talented and hard-working, one of his managers was not detail-oriented, which was causing production problems.

“Temperament is a slotting problem,” Gibbons explains. “Every job has certain requirements, and every temperament has certain strengths and weaknesses, depending on the situation. The idea is to match the strengths of your employees to their job requirements.”

Temperament was also an eye-opener, Santos adds: “I knew something was off, but I thought it was a matter of me not communicating, which proved not to be the case. After meeting with Chris, it was like a bolt of lightning hit me.”

For Pete McAlindon, another program participant, mining social media provided new insights into business development.

CEO of Blue Orb in Maitland, Fla., McAlindon is targeting the online gaming industry. His company’s Switchblade software maps the functions of a mouse and keyboard into a controller (joystick) that allows people to play online games on their computers as if they were using a

Economic Development Authority (EDA)

4. 4.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Business Appreciation Golf Tournament Update

Background:

Staff would like to provide an update on the 2012 Business Appreciation Golf Tournament Update.

Observations:

Overall, planning/coordination of the 2012 EDA Business Appreciation Golf Tournament is going according to plan. Below is an update of specific golf tournament tasks:

- **Food Services:** Booked through Wells Catering. Down payment has been made. Same menu will be provided as in 2011.
- **Golf Services:** Booked through The Links at Northfork. Same golf services and amenities will be provided as in 2011. Tee-off at 12:00, dinner at 5:30.
- **Give Aways:** Mulligan Cooler with golf tees and golf balls selected through Ace Sales of Ramsey.
- **Registration:** 75 of 150 registrations. Email and letter invite has been sent to Ramsey businesses. A reminder email has been sent. A strategy should be developed to increase registration levels.
- **Hole Sponsors:** 12 of 18 have been filled.
- **Anoka Area Chamber of Commerce:** staff has submitted an article highlighting the Ramsey EDA golf tournament for the upcoming Anoka Area Chamber of Commerce newsletter.
- **Photography Services:** same services as 2011 have been booked with Parkplace Photography.
- **Update of Sponsorship Signs:** staff will be updating the hole sponsorship signs in late July.

Funding Source:

EDA Business Unit, Account: 9230.6249

Staff Recommendation:

This is an update, NA.

EDA Action:

This is an update, No action is necessary.

Attachments

Invite

Cover Letter

Budget

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/26/2012 10:19 AM
Started On: 07/19/2012

Form Started By: Patrick Brama

Final Approval Date: 07/26/2012

City of Ramsey Business Appreciation Event



2011 Business of the Year



Schedule of Events

10:30 a.m. ~ 11:45 a.m.
Golf Registration

10:45 a.m.
Driving Range Opens

12:00 p.m. ~ 5:00 p.m.
Tournament

5:00 p.m. ~ 5:30 p.m.
Social Reception

5:30 p.m. ~ 6:30 p.m.
Dinner, Awards, Prizes

Registration

Please submit this form by August 6th

Business Name: _____

Contact Person: _____

Contact Email: _____

Contact Address: _____

Contact Phone: _____

Participants (four per hole, 2 per cart)

1. _____

2. _____

3. _____

4. _____

Full Day Participation: \$95.00 x _____ = _____
(Golf, Dinner, Games, Prizes)

Dinner Only: \$33.00 x _____ = _____

Hole Sponsor: \$125.00 x _____ = _____

Total Amount Enclosed: \$ _____

Make checks payable to: City of Ramsey
7550 Sunwood Drive NW, Ramsey, MN 55303
If you have any questions about the Event, please contact
Patrick Brama 763-433-9903
pbrama@ci.ramsey.mn.us

18 Hole Best Ball Scramble Golf Tournament & Business Appreciation Event

Cost: \$95 / person or \$380 per foursome

- ◆ 18 holes of golf
- ◆ 2 carts per foursome
- ◆ Dinner
- ◆ Games and Prizes

Games and Prizes:

The 2012 Business Appreciation Day Golf Event will include a wide variety of games and prizes at the holes and following the event.

Business of the Year Award:

A Ramsey business will be presented with the Business of the Year Award following dinner.

Registration:

*Entry into the golf event will be limited to the first 144 people that send their registration in along with the applicable fees. **Singles, twosomes and foursomes are all encouraged.***

Hole Sponsor Opportunities

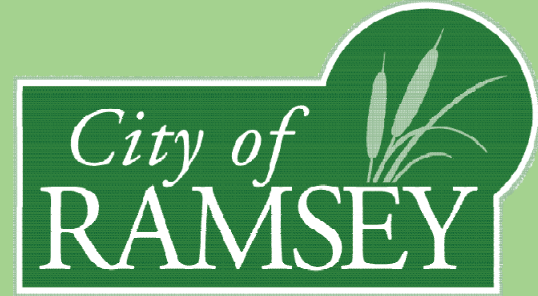
Businesses are encouraged to sponsor a hole. Hole sponsorship cost is \$125.00. The City will provide a professional sign with the business name at the assigned hole. Hole sponsor may provide promotional literature in the "goody bag," which is given to each participant. The promotional pieces or literature must be provided to Patrick Brama by August 6, 2012. Hole sponsors can also set up a game or informational table at the assigned hole at no additional cost. Staffing at the sponsored hole is the responsibility of the business.

Presort Standard
U.S. Postage
PAID
Anoka, MN 55303
Permit No. 131



City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

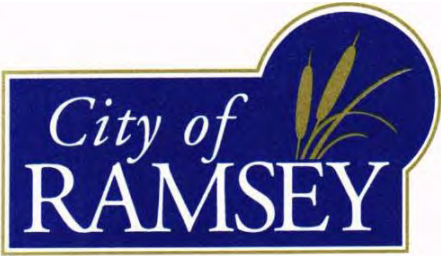
**Business Appreciation Day
Tuesday, August 21, 2012
Don't wait, register today!**



**August 21, 2012
12:00 Shotgun Start**

***The Links at Northfork
9333 Alpine Drive
Ramsey, MN 55303***

BUSINESS APPRECIATION DAY 2012



7550 Sunwood Drive NW • Ramsey, Minnesota 55303
City Hall: 763-427-1410 • Fax: 763-427-5543
www.cityoframsey.com

June 13, 2012

Dear Sir or Madam:

The City of Ramsey would like to extend an invite to your business to participate in the 2012 EDA Business Appreciation Golf Tournament, taking place on Tuesday, August 21.

The annual EDA Business Appreciation Golf Tournament is an opportunity for the local businesses to spend an afternoon together playing golf at The Links at Northfork, enjoy a few laughs with friends and share a hearty meal from Wells Catering.

Similar to years past, door prizes will be given to every golfer. Donated prizes from local businesses will be given out to participants at the conclusion of the tournament, a number of golfing contests and drawings will take place and the 2012 Ramsey Business of the Year Award will be presented.

Enclosed with this mailing is more information on the 2012 Business Appreciation Golf Tournament, including a registration form. Please note, registration is on a first come first serve basis, with Wednesday, August 1 being the final deadline.

If your business is interested, opportunities exist for sponsorship of a hole(s), independent contests and/or donation of raffle prizes.

We appreciate your consideration and look forward to hearing from you soon! Please contact Patrick Brama with questions: 763-433-9903 or pbrama@ci.ramsey.mn.us

Best Regards,

Christopher Riley

Christopher Riley
EDA President



2012 Projected Budget

REVENUES	Cost	#	Total
Hole Sponsors	\$ 125.00	18 \$	2,250.00
Golf/Dinner Fees	\$ 95.00	144 \$	13,680.00
Dinner Only Fees	\$ 33.00	16 \$	528.00
Total Revenues		\$	16,458.00

EXPENSES			
Golf Registrations	\$ 60.00	144 \$	8,640.00
Dinner (Golf)	\$ 36.87	160 \$	5,899.50
Promo Item (TBD)	\$ 20.00	150 \$	3,000.00
Plaque / Hall of Fame	\$ 70.00	1 \$	70.00
BOY Banner/Signs (DoAll)	\$ 225.00	1 \$	225.00
Flowers	\$ 15.00	18 \$	270.00
Photography	\$ 5.00	144 \$	720.00
Signs	\$ 35.00	5 \$	175.00
Invites	\$ 400.00	1 \$	400.00
Door Prizes, etc.	\$ 700.00	1 \$	700.00
Misc. Expenses	\$ 100.00	1 \$	100.00
Total Expenses		\$	20,199.50

Business Appreciation Event Net Balance **\$ (3,741.50)**

NOTES:

3,500 Budgeted in 2012, 4,500 Budgeted in 2011

There are sufficient funds available in the EDA account to cover up to \$4,750 (in 2012)

For every golfer registered, we receive \$5 to spend at The Links Pro Shop.

Economic Development Authority (EDA)

4. 5.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Ramsey EDA Business Networking Breakfast Event Update

Background:

Staff would like to provide an update of the 2012 Ramsey EDA Business Networking Breakfast Event.

Observations:

Staff is beginning planning/coordination of the 2012 Ramsey EDA Business Networking Breakfast Event. Below are updates on individual tasks:

- **Event Date:** Thursday November 29
- **Location:** Ramsey Municipal Center, Alexander Ramsey Room
- **Meeting Method/Form:** Staff has been directed by the EDA to develop a hybrid style of event; half to include the traditional keynote speaker and the other half being an open forum/small group discussions. Staff will have a detailed proposal ready for the EDA at the September meeting. Staff welcomes suggestions for speakers and small group discussions. NOTE: based on input from the July EDA meeting, staff will be pursuing no cost options for the keynote speaker.
- **Food Services:** Wells catering served breakfast in 2012. Staff will be reviewing last years budget and bring back options to the EDA at the September meeting.
- **Marketing:** With the selection of an event format at September EDA meeting, staff will develop flyer to be distributed in late September (2 months in advance).

Funding Source:

EDA Business Unit, Account: 9230.6249

Staff Recommendation:

This is an update, NA

EDA Action:

This is an update, no action is necessary.

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/26/2012 10:23 AM
Started On: 07/19/2012

Form Started By: Patrick Brama

Final Approval Date: 07/26/2012

Economic Development Authority (EDA)

4. 6.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Consider Request for Quotes for Demolition of Buildings at 8020 147th Ave NW

Background:

This City of Ramsey is in the process of improving the existing Highway 10/Armstrong Boulevard intersection to a highway overpass/interchange. Part of this process has required the City to purchase privately owned land to dedicate for right of way.

The EDA became involved in this process when they assisted the purchase of a property located at 8020 147th Ave NW. A small portion of this land will be used for right of way. The larger remaining portion was intended to be used for economic development purposes.

The purpose of this case is to consider attaining quotes for demolition of the two existing buildings located on the subject property.

Observations:

In order to position the subject property for future sale, demolition of the existing two buildings has been identified as an option. Demolition of the existing buildings will reduce City maintenance and liability costs. Both buildings located on the subject property are metal fabricated, outdated and are used mainly for cold storage.

Funding Source:

Will be identified in the future if the EDA moves forward with demolition. Likely to be the EDA fund.

Staff Recommendation:

Develop a RFQ (Request for Quotes) for demolition of the existing buildings on the property located at 8020 147th Ave NW.

EDA Action:

Develop a RFQ (Request for Quotes) for demolition of the existing buildings on the property located at 8020 147th Ave NW.

Attachments

Property Details

Form Review

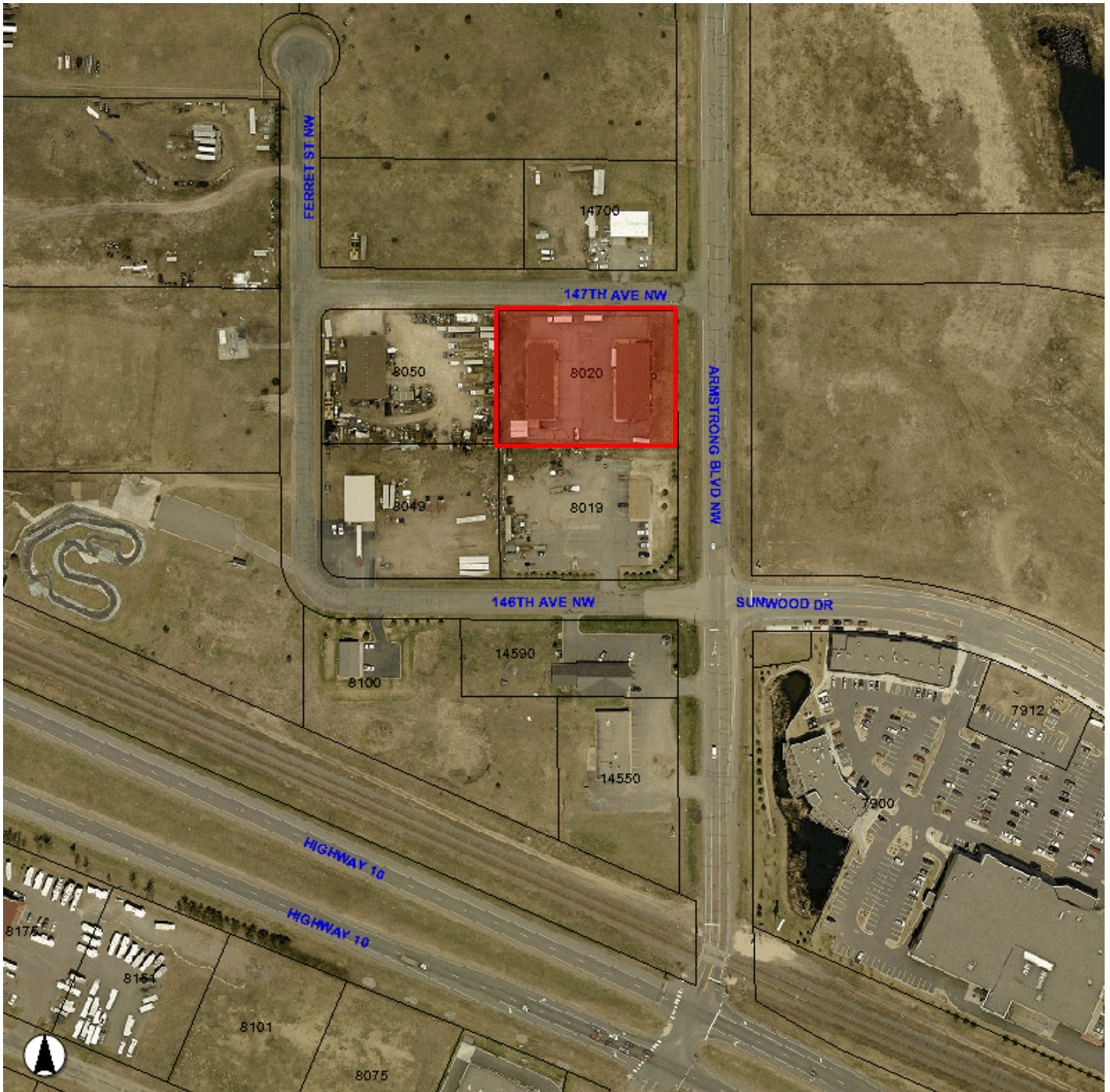
Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/30/2012 01:07 PM
Started On: 07/30/2012 12:00 PM

Form Started By: Patrick Brama

Final Approval Date: 07/30/2012



PROPERTY DETAILS: 8020 147TH AVE NW, 1.43 acres

- Recently purchased by the City for \$800,000.
- Reason for purchase: Armstrong interchange project
- EDA paid \$600,000.
- Reason for EDA involvement: Armstrong interchange seen as a major economic development driver. EDA felt this property in comparison to the properties to the South (which were also acquired by the City) would retain the most economic value (only a small portion of this property will be used for right of way).
- Existing buildings are outdated metal structures use mainly for storage (cold storage).
- Staff suggests the City move forward with attaining bids for demolition of the two existing buildings.
- Reason for demolition: position property for future sale and reduce maintenance/liability costs.

Economic Development Authority (EDA)

4. 7.

Meeting Date: 08/02/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Prospect Update, Mike Mulrooney

Background:

Mr. Mulrooney is on an hourly retainer to assist City staff with economic development services to businesses seeking to expand, relocate, or locate in the City of Ramsey. He has been working with several prospects and will be providing an update of their current status.

Observations:

Prospect Update, Mike Mulrooney

Funding Source:

NA

Staff Recommendation:

NA, update item

EDA Action:

NA, update item

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/26/2012 10:27 AM
Started On: 07/19/2012 03:30 PM

Form Started By: Patrick Brama

Final Approval Date: 07/26/2012