

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday, September 12, 2019
7:30 am
Council Chambers, 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Approve Agenda**
- 3. Approve Minutes**
 1. Approve Meeting Minutes for August 8, 2019
- 4. EDA Business**
 1. Consider Revised Recommendation for Draft 2020 Preliminary EDA Budget and Levy
 2. Respond to Property Owner Request to Consider Purchase of 8100 146th Avenue NW (portions of meeting may be closed to the public under Minnesota Statutes Section 13.D.05 Subdivision 3(c)(3) to consider purchase of real property)
 3. Discuss Potential Tungsten District Redevelopment Study located in the South East Quadrant of Sunfish Lake Boulevard and Highway 10/169 Related to the Ramsey Gateway Study
 4. Consider Site Selection Options for New Hotel Concept
 5. Approve Program Outline, Speakers and Emcee for 2019 EDA Business Networking Event
 6. Consider State of Minnesota Economic Development Marketing Opportunity
 7. Review Draft COR Area Real Estate Marketing Map
- 5. Member/Staff Input**
- 6. Adjournment**

Economic Development Authority (EDA)

3. 1.

Meeting Date: 09/12/2019

Submitted For: Sean Sullivan, Community Development

By: Wendy Schlueter, Community Development

Title:

Approve Meeting Minutes for August 8, 2019

Purpose/Background:

Purpose: The purpose is to approve the meeting minutes for the EDA meeting held the prior months.

Background: The meeting minutes are attached for review and approval.

Notification:

Observations/Alternatives:

Funding Source:

Recommendation:

Approval of August 8, 2019 meeting minutes

Action:

Motion to approve August 8, 2019 EDA meeting minutes

Attachments

August 8, 2019 EDA Minutes

Form Review

Inbox

Sean Sullivan

Tim Gladhill

Form Started By: Wendy Schlueter

Final Approval Date: 09/04/2019

Reviewed By

Sean Sullivan

Tim Gladhill

Date

08/28/2019 12:01 PM

09/04/2019 10:18 PM

Started On: 08/12/2019 10:54 AM

**ECONOMIC DEVELOPMENT AUTHORITY
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, August 8, 2019, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Jim Steffen
 Member Shang Berg
 Member Brian Burandt
 Member Glen Hardin
 Member Mark Kuzma
 Member Chris Riley

Members Absent: None

Also Present: Sean Sullivan, Economic Development Manager

1. CALL TO ORDER

Chairperson Steffen called the Economic Development Authority meeting to order at 7:30 a.m.

2. APPROVE AGENDA

Motion by Member Hardin, seconded by Member Burandt, to approve the agenda.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Burandt, Berg, Kuzma, and Riley. Voting No: None. Absent: None.

3. APPROVE MINUTES

3.01: Approve Meeting Minutes Dated July 11, 2019

Chairperson Steffen noted on case one, the top of page two, it should state, “Chairperson Steffen stated he will not...”

Motion by Member Hardin, seconded by Member Burandt, to approve the July 11, 2019, minutes as amended.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Burandt, Berg, Kuzma, and Riley. Voting No: None. Absent: None.

4. EDA BUSINESS

4.01: Review Draft 2020 Preliminary EDA Budget and Levy

Economic Development Manager Sullivan presented the staff report.

Member Hardin asked if the full budget was utilized in 2018 or whether it looked like the entire budget would be utilized in 2019.

Economic Development Manager Sullivan noted that the EDA is tracking to remain under budget this year and did not believe expenditures would exceed the budgeted amount.

Motion by Member Hardin, seconded by Member Berg, to recommend to City Council to adopt the 2020 Preliminary EDA Budget and Levy.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Berg, Burandt, Kuzma, and Riley. Voting No: None. Absent: None.

4.02: Consider Resolution #19-188 Approving Right of Re-Entry Agreement for Lot 1, Block 1, Anderson Dahlen South Addition; Case of Knoll Properties LLC

Economic Development Manager Sullivan presented the staff report.

Member Riley stated that the right of re-entry agreement helps ensure that when the City sells land something is built on site. He indicated that the last thing the City wants is to take back the land. He believed that the request by the developer is a reasonable request.

Motion by Member Riley, seconded by Member Burandt, to recommend to City Council to adopt Resolution #19-188 Approving Right of Re-Entry Agreement for Lot 1, Block 1, Anderson Dahlen South Addition; subject to City Attorney review and approval.

Motion carried. Voting Yes: Chairperson Steffen, Members Riley, Burandt, Berg, Hardin, and Kuzma. Voting No: None. Absent: None.

5. MEMBER / STAFF UPDATE

Economic Development Manager Sullivan indicated that the Business Appreciation Day event is full with 144 golfers signed up. He is looking forward to the event on August 20th at the Links at Northfork.

Chairperson Steffen stated that he has received some comments related to the grading near Coborns and asked staff to provide an update.

Economic Development Manager Sullivan explained that excavation is underway on The COR infiltration basin. The project involves moving the fill excavated from the infiltration basin site to other lower sites in The COR in order to create pad ready sites.

He stated that plans were submitted for the West of Armstrong retail project by PSD LLC, noting that the project should begin construction this fall. He stated that the Sapphire project, which is a market rate apartment building, is expected to begin construction this fall.

6. ADJOURNMENT

Motion by Member Hardin, seconded by Member Berg, to adjourn the meeting.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Berg, Burandt, Kuzma, and Riley. Voting No: None. Absent: None.

The regular meeting of the Economic Development Authority adjourned at 7:40 a.m.

Respectfully submitted,

Sean Sullivan
Economic Development Manager

ATTEST:

Wendy Schlueter
Economic Development Administrative Assistant

Draft by Amanda Staple
TimeSaver Off Site Secretarial, Inc.

Economic Development Authority (EDA)

4. 1.

Meeting Date: 09/12/2019

By: Tim Gladhill, Community Development

Title:

Consider Revised Recommendation for Draft 2020 Preliminary EDA Budget and Levy

Purpose/Background:

The purpose of this case is to consider a revised recommendation for the proposed 2020 Preliminary EDA Budget and Levy. On September 3, 2019, the City Council met in work session to discuss the City's proposed 2020 Preliminary General Fund, EDA, and Debt Service Levies. Consensus of the City Council was to reduce the proposed increase overall (all 3 levies) from 6.77% to 6%, equating to a \$91,000 decrease in the proposed budgets for 2020. The 6% increase generally represents recent growth in the community as well as inflation/consumer price index. Staff has identified an opportunity to reduce the EDA's Professional Services line item by \$10,000 based on historical use, recent Staffing changes and expertise, as well as forecasted use. The proposed budget that is attached to this case is the budget originally proposed. With EDA's recommendation, Staff would revise this document to reflect the \$10,000 decrease prior to forwarding to City Council by the end of September.

Annually, the EDA makes a recommendation to the City Council for the coming year's EDA budget and levy. The EDA levy is included within the City's general levy and calculates into the city's overall tax capacity rate. The City Council will be considering the City's preliminary levy in September. All budgets and levies are preliminary and will not become finalized until December 2019. Once the preliminary levy is set in September, it can only be lowered, not raised.

The purpose of this case is to develop a recommendation from the EDA to the City Council for the 2020 EDA levy.

Notification:

Notification is not required.

Observations/Alternatives:

*Originally, Staff was only proposing a **slight** decrease to the EDA budget. Staff **still** feels the existing EDA budget is adequate to meet the needs of the EDA in 2020. This recommendation is based on the following guidance.*

- *EDA Work Plan, the*
- *City Council Strategic Plan*
- *Potential efficiencies and process improvements*
- *General City Priorities*
- *Revenues from Application Fees*

Major Accounts: Staff uses the 6249 account for various events (EDA Golf Tourney, EDA Business Expo, Fall Networking

Event, Minnesota Marketing Partnership.). Staff uses the 6315 account for professional services (Ehlers, WSB, Hakanson Anderson, Briggs and Morgan, CMDC) for appraisals, site investigation, site concepts, tax runs, TIF runs, legal assistance, underwriting assistance, and supplemental staff as needed). 6246 is the marketing and advertising budget (graphic arts, pictures, ads, maps, ICSC, campaigns, marketing materials, marketing subscriptions, signs).

Funding Source:

EDA levy supports the EDA operating budget.

Recommendation:

Staff recommends that the City Council adopt the 2020 Preliminary EDA Budget and Levy *with a reduction in budgeted professional services of \$10,000.*

Action:

Motion to recommend the City Council adopt the 2020 Preliminary EDA Budget and Levy with a reduction in budgeted professional services of \$10,000.

Attachments

Proposed 2020 EDA Budget

Form Review

Inbox

Sean Sullivan
Tim Gladhill (Originator)
Form Started By: Tim Gladhill
Final Approval Date: 09/05/2019

Reviewed By

Sean Sullivan
Tim Gladhill

Date

09/05/2019 12:19 PM
09/05/2019 01:01 PM
Started On: 09/05/2019 11:58 AM

FUND

ECONOMIC DEVELOPMENT AUTHORITY

DEPARTMENT:

N/A

FUNCTION:

N/A

Business Unit	Object Account	Description	2017 Actual	2018 Actual	2019 Adopted Budget	2020 Requested Budget
9230	4011	CURRENT-AD VALOREM TAXES	92,287	84,583	101,663	101,413
9230	4012	DELINQUENT-AD VALOREM TAXES	467	919	-	
9230	4014	FISCAL DISPARITIES	10,591	18,824	-	
9230	4273	OTHER STATE GRANTS & AIDS		-	-	
9230	4609	OTHER MISCELLANEOUS REVENUES	53,544	3,816	-	
9230	4701	INTEREST ON INVESTMENTS	11,899	16,059	7,500	7,500
9230	4901	TRANSFER IN FROM OTHER FUNDS	9,355	-	-	
Total Revenue			178,142	124,202	109,163	108,913

Business Unit	Object Account	Description	2017 Actual	2018 Actual	2018 Adopted Budget	2019 Requested Budget
9230	6102	F.T. REGULAR-WAGES & SALARIES	-	-	-	
9230	6105	TEMPORARY-WAGES & SALARIES	1,205	1,435	2,000	2,000
9230	6121	PERA CONTRIBUTIONS	-	-	-	
9230	6122	FICA/MEDICARE CONTRIBUTIONS	82	120	153	153
9230	6131	GROUP INSURANCE	-	-	-	
9230	6133	WORKERS COMP INSURANCE PREMIUM	4	7	10	10
0130	6246	MARKETING	6,495	4,150	30,000	30,000
9230	6249	MISCELLANEOUS OPERATING SUPPLY	13,307	15,261	19,000	19,000
9230	6304	LEGAL FEES	-	-	-	
9230	6315	MISCELLANEOUS PROFESSIONAL SER	60,658	27,889	53,000	53,000
9230	6322	POSTAGE	71	-	-	
9230	6323	CELLULAR PHONES	-	-	-	
9230	6331	TRAVEL & LODGING	126	347	1,000	1,000
9230	6335	TRAINING	89	511	1,000	1,000
9230	6361	GENERAL LIABILITY/PROPERTY INS	822	511	1,000	750
9230	6371	ELECTRIC UTILITIES	-	-	-	
9230	6439	OTHER MISCELLANEOUS	206,910	-	-	-
9230	6451	MEMBERSHIP DUES	1,370	1,370	2,000	2,000
9230	6452	SUBSCRIPTIONS	-	-	-	-
Total Expenditure			291,140	51,601	109,163	108,913

DESCRIPTION OF SERVICES:

The primary objective of the Economic Development Authority is to aid, assist and promote the growth and expansion of commercial, retail and industrial development in the City of Ramsey.

GOALS OF CURRENT YEAR BUDGET:

- Enhance Business Retention and Expansion Program
- Increase number of jobs
- Increase retail base
- Reduce the amount of land owned by City for development

	2016	2017	2018	2019
Sale of ALL City owned land (acres)	32.87	3	8	3
Employment	6521	6,758	6900	7,100
Unemployment Rates	3.5%	3.10%	3.5%	3.50%

Economic Development Authority (EDA)

4. 2.

Meeting Date: 09/12/2019

By: Sean Sullivan, Community
Development

Title:

Respond to Property Owner Request to Consider Purchase of 8100 146th Avenue NW (portions of meeting may be closed to the public under Minnesota Statutes Section 13.D.05 Subdivision 3(c)(3) to consider purchase of real property)

Purpose/Background:

Purpose:

Consider purchase of 8100 146th Avenue NW. Anoka County PID is 293225140012. Legal Description is Lot 1, Block 1, Hauser Addition, Anoka County, Minnesota.

Background:

Staff has been contacted by landowner regarding the potential purchase of property at 8100 146th Avenue NW. Materials will be provided at the meeting. Real estate negotiations can be considered confidential in closed session per Minnesota Statutes.

Notification:

Notification is not required.

Observations/Alternatives:

At this time, this is simply a discussion item to respond to a specific request. Nothing in this case should be interpreted as the City is actually considering additional land acquisition. Staff has not formulated a formal recommendation, and is seeking broad EDA recommendation.

The EDA could choose to:

1. Recommend entering into negotiations for purchase of 8100 146th Ave NW.
2. Recommend not entering into negotiations for the purchase of 8100 146th Ave NW.

Funding Source:

If as a matter of policy and priority the City felt this was an appropriate acquisition, there would be adequate economic development funds. Possible funding sources include:

1. EDA Fund
2. Anoka County HRA Fund

Recommendation:

Based on discussion.

Action:

Based on discussion.

Attachments

Site Location Map

Tax Information

Form Review

Inbox

Sean Sullivan (Originator)
Tim Gladhill
Sean Sullivan (Originator)
Tim Gladhill
Form Started By: Sean Sullivan
Final Approval Date: 09/05/2019

Reviewed By

Sean Sullivan
Tim Gladhill
Sean Sullivan
Tim Gladhill

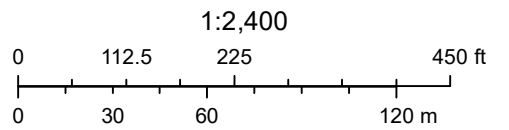
Date

08/29/2019 01:52 PM
09/05/2019 11:50 AM
09/05/2019 12:18 PM
09/05/2019 01:01 PM
Started On: 08/29/2019 08:13 AM

8100 146th Avenue NW - Site Map



August 29, 2019





Welcome to the Web site of

Anoka County

Minnesota

Property Account Summary

Current General Information

Property ID	29-32-25-14-0012
Situs Address	8100 146TH AVE NW , RAMSEY, MN 55330-0000
Property Description	LOT 1 BLOCK 1 HAUSER ADD
Last Sale Price	47,500.00
Last Sale Date	12/20/1999
Last Sale Document Type	
Linked Property Group Position	
Status	Active
Abstract/Torrens	Abstract

Parties

Role	Name
Owner	CHALICH PETER

Document Recording Process Dates

Abstract Documents Have Been Recorded Through	08/20/2019
Abstract Documents Have Been Mailed Through	08/20/2019
Torrens Documents Have Been Recorded Through	08/16/2019
Torrens Documents Have Been Mailed Through	08/16/2019

Active Certificates Of Title

Type	Certificate Number	Certificate Date
No Certificates Found		

Documents Recorded Within 30 Days Of "Recorded Through" Dates Above

Type	Abstract/Torrens	Recorded Number	Recorded Date
No Documents Found			

Property Characteristics

Lot Size	IRREGULAR
Year Built	2000

* Lot Size: Approximate lot size in feet, clockwise beginning with the direction the lot faces

Tax District Information

City Name	RAMSEY
School District Number and Name	ANOKA-HENNEPIN SCHOOL DISTRICT #11

Property Classification

Tax Year	Classification
2019	3A-Commercial/Industrial/Public Utility
2018	3A-Commercial/Industrial/Public Utility

Property Values

Tax Year	Description	Amount
2020	Est Market Improvement (MKIMP)	96,300
2020	Est Market Land (MKLND)	232,100
2020	Market Value Prior to Hstd Excl. (TMVP)	328,400
2020	Taxable Market (TMTV)	328,400
2020	Est Market (MKTTL)	328,400
2019	Taxable Market (TMTV)	310,500
2019	Est Market (MKTTL)	310,500
2019	Market Value Prior to Hstd Excl. (TMVP)	310,500
2018	Taxable Market (TMTV)	306,100
2018	Est Market (MKTTL)	306,100
2018	Market Value Prior to Hstd Excl. (TMVP)	306,100

Tax Amounts for M1PR

Tax Year	Description	Amount
2019	Total Tax Amounts - Before Payments	10,531.86
2019	Special Assessments (Included in Total)	53.23

Payment History for Past Three Years

Date Paid	Tax Year	Principal	Interests, Penalties and Costs	Amount Paid
08/20/2019	2019	5,265.93	0.00	5,265.93
04/30/2019	2019	5,265.93	0.00	5,265.93
10/09/2018	2018	5,356.67	0.00	5,356.67
03/29/2018	2018	5,356.66	0.00	5,356.66
10/03/2017	2017	5,447.92	0.00	5,447.92
04/14/2017	2017	5,447.91	0.00	5,447.91

No Charges are currently due.

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Economic Development Authority (EDA)

4. 3.

Meeting Date: 09/12/2019

By: Sean Sullivan, Community
Development

Title:

Discuss Potential Tungsten District Redevelopment Study located in the South East Quadrant of Sunfish Lake Boulevard and Highway 10/169 Related to the Ramsey Gateway Study

Purpose/Background:

Purpose:

The purpose of this case is to provide information to the EDA on the potential need for a redevelopment study and options for utilization of a viable Redevelopment TIF District or Renewal and Renovation TIF District and to formulate a plan of action. As the EDA is aware, the City is leading the Ramsey Gateway Study, a plan for future improvements along Highway 10/169.

Background:

The City of Ramsey has been working with Anoka County, MnDOT and other organizations regarding potential future interchanges and frontage road systems along US Highway 10/169. The Tungsten District area could be impacted by the future interchange and required frontage road systems, and has a very tight built environment. Staff has been approached by some landowners and businesses in this area regarding the potential of the City acquiring their parcels now and into the future. In addition, Staff sees an opportunity for reinvestment in the area that would improve the image of Ramsey's primary gateway to the community.

The intent of this case is to gauge the willingness of the EDA to proceed with initial data collection to be used in future studies and plans in order to best position the City to move forward with Highway 10/169 Improvements. Funding for improvements is key and has not yet been secured, but the City is pushing for a project as early as 2025 (or 2023 if the City were successful in a significant investment by the Minnesota Legislature in the 2020 Legislative Session). Land Acquisition typically begins two years prior to a project commencing.

Notification:

Notification is not required.

Observations/Alternatives:

Interim Phase 1 - Complete

City Staff contracted with LHB to get an objective, professional opinion on the probability of this area qualifying as a Redevelopment TIF District (25 years) or Renewal and Renovation TIF District (15 years). As a brief summary of TIF Districts, all existing taxes are paid and distributed to the appropriate taxing entities (City of Ramsey, Anoka County, Anoka Hennepin School District). New taxes generated by new investment (increment) that would not have occurred without the assistance (the 'but for' test) are still collected, but captured within the geographic boundaries of the District and used for eligible costs such as public infrastructure, site improvements, and land acquisition.

LHB Staff visited the site and put together the attached map identifying the probability of a building being substandard. The analysis is preliminary in nature and each building would need an inspection of the inside of the building, but the current analysis does give a good idea of what buildings might qualify for a TIF District. Based on the preliminary information it appears likely that a Redevelopment District (25 Years) could be created in this area.

Rough cost to conduct inspections of all buildings in this area would be \$31,600 or \$1,575 per building, However,

all buildings will likely not need to be inspected as you only need to have over 50% of the buildings to be identified as substandard in order to qualify for a redevelopment district. An estimate for this would run between \$20,000-\$25,000.

Typically a TIF District is not created unless you have a developer or specific project being proposed. Defining the project, project costs, eligible TIF expenses are needed before a district can actually be created. However, in the interim, more work can be done to better define the probability of a building being substandard and to better define the geographical area of a potential TIF District. Items that could be done now include:

Interim Phase 2 - Proposed

1. Documenting interest in landowners and business that are looking to sell.
2. Potentially acquiring parcels from willing sellers.
3. When possible, entering building and conducting an inspection and documenting the conditions with LHB , or other TIF professional present

Staff is looking for a recommendation from the EDA on how to proceed. Alternatives include, but are not limited to the following.

- Recommend that the City proceed with this next interim phase at a not to exceed amount of \$25,000.
- Recommend that Staff bring this case back for formal recommendation at a future date with additional information.
- Recommend that the City not proceed with the study at this time.

Funding Source:

The funding source would be the EDA Professional Services line item, potentially reimbursed in the future through the establishment of a future TIF District. There are adequate funds in the 2019 EDA Budget to accomplish this task.

Recommendation:

Staff recommends that the City proceed with Interim Phase 2 to work with owners businesses as opportunities for redevelopment and acquisition present themselves including conducting and documenting internal building inspections when possible, all leading to the a potential for the establishment of a future TIF District.

Action:

Motion to direct Staff to proceed (or not proceed) with the next Interim Phase 2 of the Tungsten District Redevelopment Study

Attachments

Riverdale / Tungsten Analysis

Form Review

Inbox	Reviewed By	Date
Sean Sullivan (Originator)	Sean Sullivan	08/29/2019 03:09 PM
Tim Gladhill	Tim Gladhill	09/05/2019 09:53 AM
Sean Sullivan (Originator)	Sean Sullivan	09/05/2019 09:56 AM
Tim Gladhill	Tim Gladhill	09/05/2019 11:57 AM
Form Started By: Sean Sullivan		Started On: 08/26/2019 10:59 AM
Final Approval Date: 09/05/2019		

Ramsey Sunfish Boulevard TIF Feasibility Analysis



Meeting Date: 09/12/2019

By: Sean Sullivan, Community
Development

Title:

Consider Site Selection Options for New Hotel Concept

Purpose/Background:

The purpose of this case is to review a conceptual site plan for a potential hotel in The COR on land owned by the City.

The City has been approached by a hotel developer interested in a project in Ramsey. This is a different hotel developer on a different site than a similar hotel reviewed in early 2019. The previous hotel concept is still considering a project in Ramsey. The Developer is requesting some high level site selection and site layout feedback. This step is an optional step in the process as a precursor to the City's Purchase Agreement process. This phase is intended to ensure alignment between the Planning Commission, Economic Development Authority (EDA), and City Council in an attempt to avoid project coordination issues with future steps.

Notification:

Notification is not required.

Observations/Alternatives:

The project is being proposed as a four story hotel with a ground level restaurant and outdoor patio. The Developer is considering a portion of the parcel located on the south side of Sunwood Drive between Stonebrook Academy and Northstar Marketplace (Coborns-Anchored Retail Center). The site is currently guided for retail in The COR Zoning District.

The project only needs half of the parcel. Staff has been having internal discussions about preferred sites, and is generally comfortable with either.

Eastern Half of Parcel

- The site is generally flat and square
- There are minimal encumbrances to the parcel
- This site would be the easiest to develop compared to the western half of the parcel
- Development of this site would leave a more challenging parcel remaining to develop (see below for more detail)

Western Half of Parcel

- The site is generally flat but not square
- The site contains a public well, which would allow parking, but not building within a 50 foot radius
- There are previous environmental findings (soil) that have been mitigated, but continue to show up in environmental reports
- The project could be a nice frame to the Zeolite Street/Sunwood Drive Intersection across from Northstar Marketplace

Funding Source:

This case is being handled as part of normal Staff duties.

Recommendation:

Staff believes this is a worthy project for this parcel, and is generally comfortable with either alternative site selection. The intent for this morning is high level; does the EDA desire this project to get to the finish line? If so, Staff will chart out the necessary approval process moving forward. This is not intended to be an exhaustive site plan review.

Action:

No action requested. Staff is seeking direction if the EDA has a preference for site location or would like to recommend eliminating either site from consideration.

Attachments

Site Location Map

Concept 1

Concept 2

Form Review

Inbox

Tim Gladhill
Sean Sullivan (Originator)
Tim Gladhill
Form Started By: Sean Sullivan
Final Approval Date: 09/05/2019

Reviewed By

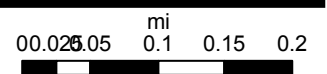
Sean Sullivan
Sean Sullivan
Tim Gladhill

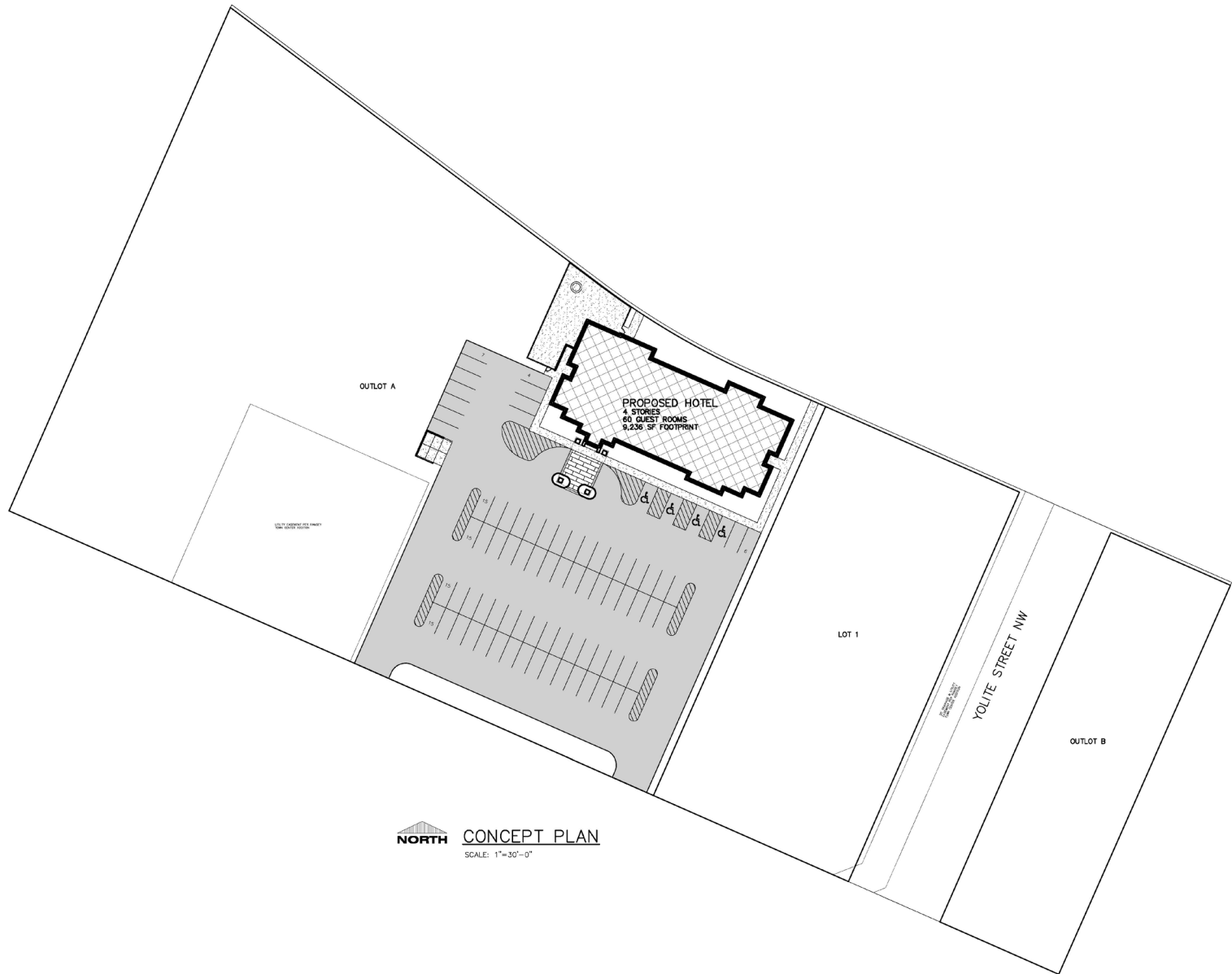
Date

08/30/2019 11:31 AM
08/30/2019 11:37 AM
09/05/2019 09:54 AM
Started On: 08/29/2019 04:19 PM

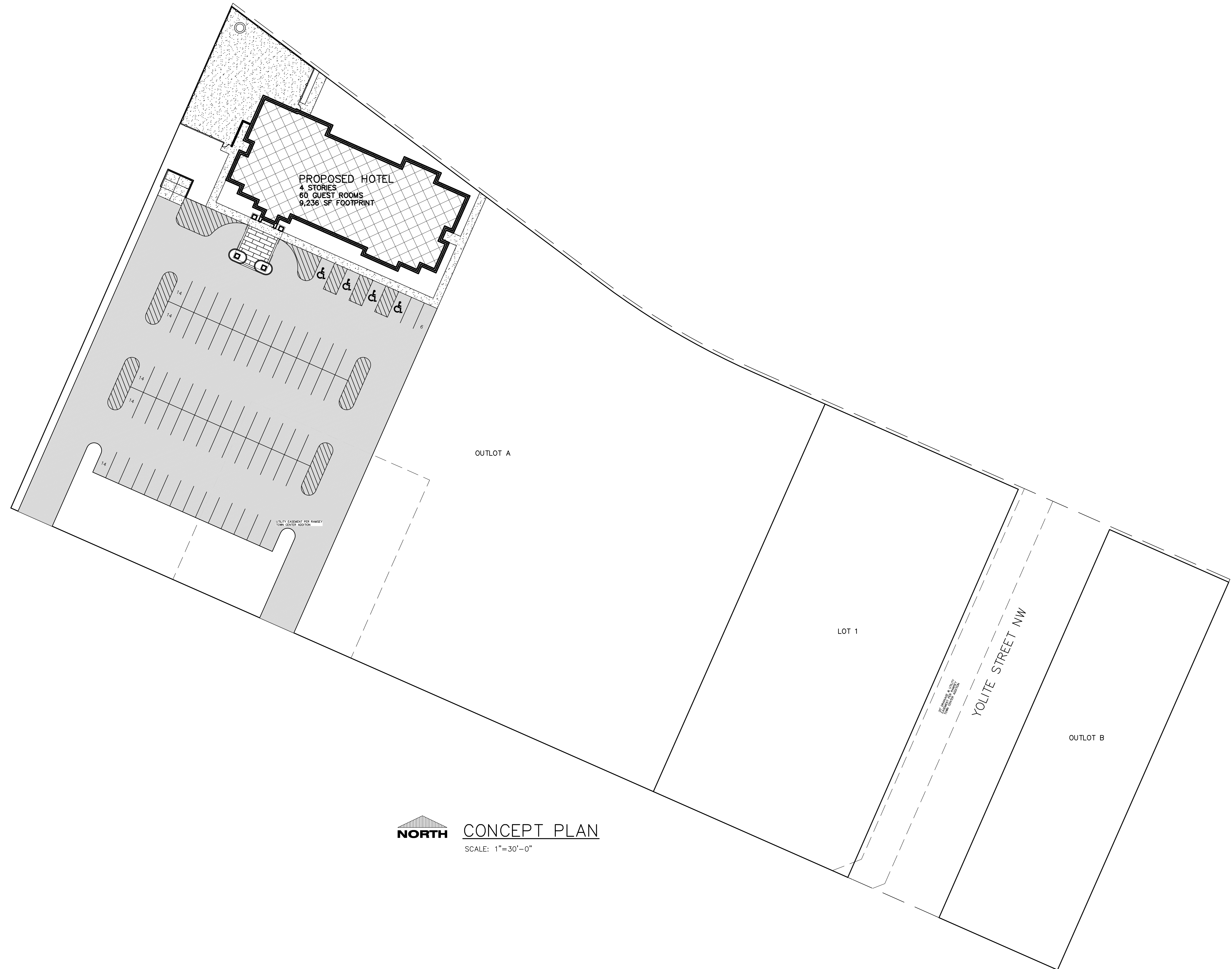


Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community, L0 GIS





NORTH CONCEPT PLAN
 SCALE: 1"=30'-0"



PROPOSED HOTEL
4 STORIES
60 GUEST ROOMS
9,236 SF FOOTPRINT

OUTLOT A

LOT 1

OUTLOT B

EXISTING & PROPOSED
SIDEWALK

YOLITE STREET NW



NORTH CONCEPT PLAN

SCALE: 1"=30'-0"

Economic Development Authority (EDA)

4. 5.

Meeting Date: 09/12/2019**By:** Sean Sullivan, Community
Development**Title:**

Approve Program Outline, Speakers and Emcee for 2019 EDA Business Networking Event

Purpose/Background:

The purpose of this case is to provide an update on the 2019 Business Networking Event. Staff is looking for approval from the EDA on the program outline, speaker options and emcee for the event.

Notification:

Notification not required.

Observations/Alternatives:

Annually, the Ramsey EDA hosts a 'Fall Networking Event.' Typically, this event includes a keynote speaker(s), and a free breakfast for attendees. Historically, this event has taken place at the Ramsey Municipal Center in the AR room and has averaged 60-85 attendees. This past year the event was at The Fountains of Ramsey (125 attendees) and staff is recommending that it remain here in 2019. The Ramsey EDA allocated \$3,000 to this event last year and costs were just over \$2,000. EDA Fall Networking Event attendees are typically manufacturers and representatives from the services industry (banking, insurance, financial, etc.).

The purpose of the EDA Fall Networking Event is for the City to develop and maintain positive relationships with Ramsey Businesses. Additionally, this event provides an opportunity for Ramsey businesses to network, provide self-help/best-practices solutions and identify opportunities for Ramsey businesses to buy/sell goods locally. Staff has not locked in a keynote speaker and would like some input from the EDA as to the topic and organization. Both Greater MSP and DEED have new CEO (Peter Frosch) and Commissioner (Steve Grove) and these might be good alternatives for this years event. Staff is welcome to other speakers

Program Outline

- Welcome by EDA Chair (Jim Steffen)
- Hwy 10 - Transportation Updates
- City Updates / Development / Events
- TBD, Keynote Speaker

Date: Thursday, November _____, 2019, 8:00- 9:30 am

Location: The Fountains of Ramsey

Food/Drinks: Kitchen Table.

Theme/Topic: Dependent of Speaker

Keynote Speaker : TBD

Emcee: Jim Steffen, EDA Chair

History of RVSPs: 125 (2018) 77(2017) 87 (2016), 83 (2015), 84 (2014), 68 (2013), 60 (2012)

Funding Source:

This case is being handled as part of normal Staff duties. The EDA has a budget of \$3,000 for the event. There is no registration fee for attendees.

Recommendation:

Staff recommends approval of the draft format for the event.

Action:

Motion to approve the preliminary event schedule as outlined in this case.

Attachments

No file(s) attached.

Form Review

Inbox

Sean Sullivan (Originator)
Tim Gladhill
Form Started By: Sean Sullivan
Final Approval Date: 09/05/2019

Reviewed By

Sean Sullivan
Tim Gladhill

Date

08/29/2019 03:35 PM
09/05/2019 11:53 AM
Started On: 08/27/2019 01:40 PM

Economic Development Authority (EDA)

4. 6.

Meeting Date: 09/12/2019

By: Sean Sullivan, Community
Development

Title:

Consider State of Minnesota Economic Development Marketing Opportunity

Purpose/Background:

PURPOSE

The purpose of this case is to consider authorizing Staff to utilize up to \$6,270 of the EDA Marketing Budget (6246) to select, design, and publish an ad in the MN DEED (Department of Employment and Economic Development) Thriving in the North annual publication.

BACKGROUND

In 2017-18, the State of Minnesota, Department of Employment and Economic Development (DEED), began utilizing "Thriving in the North" as their official general marketing publication for economic development purposes. The City of Ramsey purchased a full page ad in that publication (See attached). This magazine is published in print (15,000 copies), hosted on a website, and available electronically. This magazine is used by the State of Minnesota to respond to prospects / developers / site-selectors / etc. interested in Minnesota, and at business development events, trade-shows, and meetings, etc. throughout the U.S. and globally).

Staff would recommend highlighting Bunker Lake Industrial Park, including its available acreage and its Shovel Ready Certification. The City can highlight the existing development in the Bunker Lake Industrial Park and the future Delta ModTech project as well. The ad can also touch on transportation planning, new City infrastructure and the COR as amenities.

The DEED Thriving in the North publication includes an opportunity for local units of government to place advertisements. For example, the 2019 publication included ads from Elk River, Coon Rapids, Brooklyn Park, Lakeville, Cottage Grove, Fridley, Columbia Heights and many others (attached is a full list). City's that participate receive the year-long benefit of:

- Online magazine presence (Thriving in the North, 12,581 Minnesota page views so far in 2019).
- Electronic, sharable, linkable, copy (City website, forward via emails, etc.).
- Magazine is mailed to company owners and corporate level decision makers for Fortune 500 companies, entrepreneurs, talent prospects, site selectors, relocation professionals, law firms, CPA firms, realtors, etc. commercial real estate professionals nationally (sent from Thriving in the North on behalf of Minnesota). Printed copy directly to audience that accounted for \$46 Billion in Capital investment the past year.
- Publication is used extensively by DEED (various outlets, as described previously).
- Thriving in the North will create artwork for City, if necessary. The professionally done ad could be used for other advertisement opportunities.

Notification:

Notification is not required.

Observations/Alternatives:

LINKS

Site Selection.com website <https://siterelection.com/cc/minnesota/>

2019 publication: <https://siterelection.com/cc/minnesota/2018/digital.html#page=1>

EXAMPLE AD PRICING (Staff preferred ad size)

- Full page - Guaranteed - \$6,270 with (1) online square rolling ad (top)
- Full page - General - \$5,700 with (1) online square rolling ad (middle / side)

There are other ad options that are smaller than one page and they are included in the attached Media Kit.

Funding Source:

EDA Budget: Marketing Account - 6246 (not to exceed \$6,250).

Recommendation:

Staff believes this marketing opportunity is worth considering. It provides a unique "bang-for-the-buck" when considering how much the *State of Minnesota pushes this publication*, and when considering how *staff can re-use the Thriving in the North ad for other purposes*. Based on feedback from neighboring cities (Elk River and Coon Rapids), they are happy with how this publication plays into their overall comprehensive marketing strategies (largely about creating positive perception). Both cities recommend Ramsey get involved; however, both have indicated it's unlikely this one specific ad will generate an influx of calls from prospects. But to that point, if it generates one call that leads to a future project it more than pays for itself.

Staff is excited for the national audience that this publication will reach in 2019-2020 due to it being included with the November 2019 edition of Site Selection Magazine (7,500 copies).

Action:

Motion to authorize/not authorize Staff to utilize up to \$6,270 of the EDA Marketing Budget to publish an ad in the 2019-20 MN DEED Thriving in the North annual publication.

Attachments

[2020 Thriving in North Media Kit](#)

[MN DEED Letter](#)

[2019 Thriving In North Advertisers](#)

[2018 Ramsey Ad](#)

[Current Marketing Venues](#)

Form Review

Inbox	Reviewed By	Date
Sean Sullivan (Originator)	Sean Sullivan	08/28/2019 12:01 PM
Tim Gladhill	Sean Sullivan	08/28/2019 12:03 PM
Sean Sullivan (Originator)	Sean Sullivan	08/28/2019 12:13 PM
Tim Gladhill	Tim Gladhill	09/05/2019 11:56 AM
Form Started By: Sean Sullivan		Started On: 08/26/2019 03:29 PM
Final Approval Date: 09/05/2019		

m MINNESOTA

THRIVING IN THE NORTH

siteselection.com/cc/minnesota

2018/2019

Minnesota's industries show how
interconnection gives the state strength.

2019 Media Kit

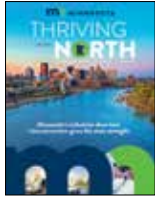


EXPANDED REACH



Across all Conway social media channels

SITESELECTION.COM/CC/MINNESOTA



15,000
TOTAL PRINTED COPIES

15,000 printed copies of Minnesota Throwing in the North will be distributed for 12 consecutive months.



7,500
PRINTED COPIES

7,500 copies to be distributed by Minnesota DEED and Conway, Inc. at trade shows, direct fulfillment, as well as shared with Minnesota stakeholders and advertisers.



7,500
POLYBAGGED

7,500 copies of Minnesota Throwing in the North will be polybagged with the November issue of Site Selection magazine.



**SITE SELECTION
INVESTOR WATCH**
Digital distribution to Site Selection Investor Watch subscribers



Print distribution at the World Forum for FDI, TrustBelt Corporates & Consultants Forum, IAMC forums and other Conway Events

EXPANDED IMPACT



DATA ANALYSIS

Demographic, business climate and labor force analysis



CROSS BORDER INVESTMENT TRENDS

Detailed reporting and analysis of Minnesota cross border investment trends



COMPETITIVE ADVANTAGES

Actionable analysis of Minnesota's competitive advantages



INDUSTRY REPORTS

Developing Minnesota specific in depth industry reports

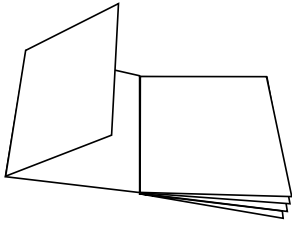


EXECUTIVE INTERVIEWS

Interviews of C-Suite executives expanding in Minnesota

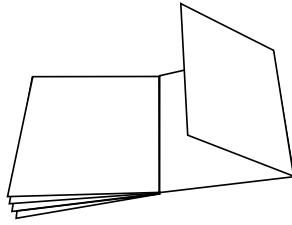
AD INSERTIONS, SIZE OPTIONS & RATES

Includes multi-panel gatefolds, full-page ads, and fractional ads



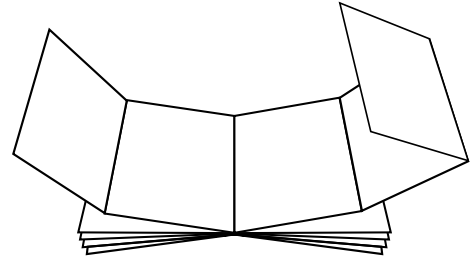
Front Cover Gatefold

4 panel ... \$19,500
 3 panel ... \$14,500
 Page 1 ... \$7,500



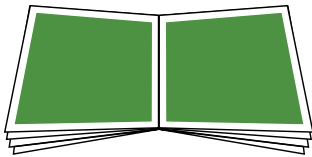
Back Cover Gatefold

4 panel ... \$18,700
 3 panel ... \$13,900
 Facing IBC ... \$7,200



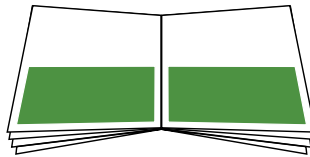
Interior Gatefold

8 panel ... \$35,000	4 panel ... \$17,000
6 panel ... \$27,000	3 panel ... \$13,000



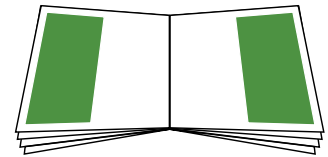
2 pg Spread

Guaranteed ... \$10,450
 General ... \$9,500



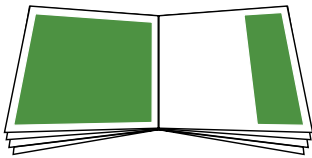
1/2 pg Horizontal

	Spread	Single
Guaranteed ...	\$7,920	\$3,520
General	\$7,200	\$3,200



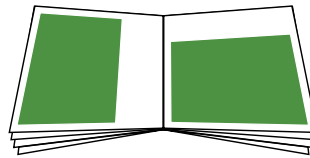
1/2 pg Vertical

	Spread	Single
Guaranteed ...	\$7,920	\$3,520
General	\$7,200	\$3,200



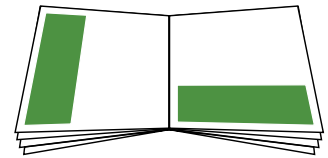
Full pg + 1/3 pg Vertical

Guaranteed ... \$8,250
 General ... \$7,500



2/3 pg Vert. or Horiz.

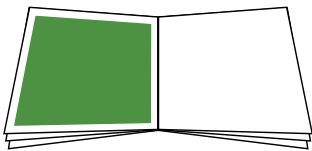
Guaranteed ... \$4,510
 General ... \$4,100



1/3 pg Vert. or Horiz.

Guaranteed ... \$2,420
 General ... \$2,200

SPECIAL AD PLACEMENTS AVAILABLE UPON REQUEST



Full page

Guaranteed ... \$6,270
 General\$5,700



Investment Profile

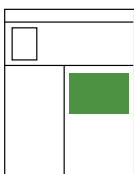
2 Pages\$14,000
 4 Pages\$20,000
 8 Pages\$36,000

Web Options

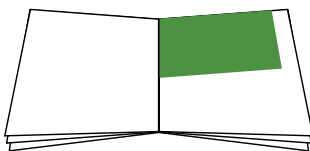
Square**	\$1,000
Leaderboard*.....	\$800
Skyscraper*	\$800

*** Comes with guaranteed FP & above*
** Comes with general FP and above*

EXCLUSIVE OPPORTUNITIES



Homepage Video
 \$7,500



POST CARD/TEASER
Bound-in & Perforated
 \$7,500



Digital Magazine Sponsorship
 \$7,500

WHY CIRCULATION MATTERS*

Site Selection Magazine has the highest qualified circulation in the industry. More subscribers mean more potential clients seeing your ad. These subscriber companies invested more than \$400 billion in new projects last year, creating more than 370,000 new jobs.

Site Selection has also aggressively expanded its international circulation by adding hundreds of new subscribers, and potential investors for our advertisers, in China, Europe and Latin America.

WHY DIRECT REQUEST MATTERS

This often overlooked statistic on an audit statement could perhaps be the most critical for your decision on where to invest your advertising dollars. Conway doesn't just buy lists and mail a magazine to uninterested anybody. We prioritize subscribers that want to receive our content and will actually read our editorial. Interested subscribers mean interested readers. Interested readers pay attention — to your ad.

WHY CREDIBILITY MATTERS

Conway invests heavily in nurturing the best professional journalists in the industry, who in turn produce the best, most respected editorial content in the industry. Journalistic quality and integrity matter because we actually want all of our publications to be read by our subscribers, referenced by executives and relied on by consultants. Content counts: The more the industry turns to our publications for insight, the more they trust your ads.

WHAT THIS MEANS FOR CUSTOM CONTENT ADVERTISERS

Conway Custom Content publications are distributed to targeted Site Selection Magazine subscribers. This puts your ad in front of vetted, potential investors who are interested in your ad content.

**Publishers own data*



For more information contact: customcontent@conway.com



6625 The Corners Parkway, Suite 200
Peachtree Corners, GA 30092
770.446.6996

www.conway.com

Dear Business and Community Partners:

Minnesota has been ranked among the top seven states for business the past five years – based on 60+ measures of competitiveness (CNBC, America's Top States for Business, 2015-2019). In fact, Minnesota finishes among the top 10 states in more than 50 national rankings of business climate, workforce, education, infrastructure, innovation and quality of life.

By many measures, we're thriving in the North. But to continue our growth, we need to share the story of Minnesota's economic development successes with national and global corporate decision-makers who are seeking new locations and investment opportunities.

To best communicate with this audience, the Minnesota Department of Employment and Economic Development (DEED) is again partnering with Conway Inc. – publishers of *Site Selection Magazine* – to produce the 2020 edition of our economic development magazine, *Minnesota: Thriving in the North*. Print and digital versions of the magazine will highlight Minnesota's competitive advantages.

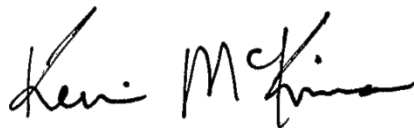
The magazine will be polybagged with the November 2019 issue of *Site Selection Magazine*. It will be sent to a targeted list of prominent corporate decision-makers and site selection professionals. It will also be taken to trade shows and trade missions and will be featured on Conway Inc.'s award-winning website, SiteSelection.com (www.siteselection.com/cc/minnesota).

According to Conway Analytics, those within the *Site Selection Magazine* corporate subscriber base who received the 2019 edition accounted in the last year for 556 total projects globally, which created 75,165 jobs and totaled \$46.4 billion in capital investments.

In the coming weeks, either Paul Tarrants (paul.tarrants@conway.com – 615.788.9555) or Charles FitzGibbon (charles.fitzgibbon@conway.com – 615.974.4080) from Conway will be reaching out to share more information on the 2020 edition of Minnesota's economic development magazine and the opportunity to participate. You also can contact them directly.

Thank you for your support in this joint effort to promote Minnesota.

Sincerely,



Kevin McKinnon
Deputy Commissioner, Economic Development
Minnesota Department of Employment and Economic Development

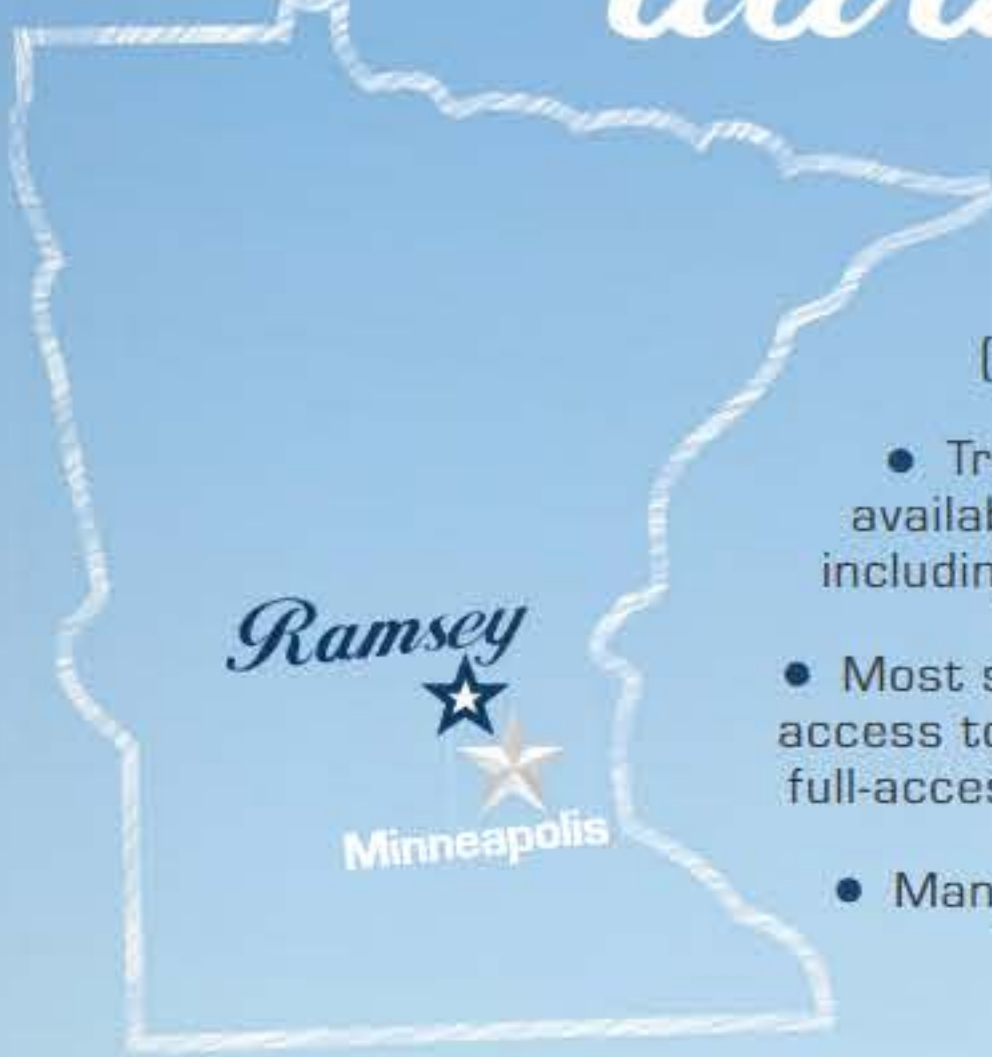


Minnesota Thriving in the North Publication Advertiser History

2019 (36 Advertisers)

Great River Energy – Front Cover Gatefold Spread
City of Elk River – Opening 2-Page Spread
Xcel Energy – Opening 2-Page Spread
Rice County – Full Page Table of Contents
Shoreview – Full Page Table of Contents
St. Cloud – Full Page Table of Contents
New Ulm – Full Page Business Climate
Fairmont – 1/3rd Page Business Climate
Sever Construction – ½ Page
Minnetonka – 1/3rd Page Stats Profile
Fridley – 1/3rd Page
Duluth – Full Page Interviews
Hutchinson – Full Page Feature Story
Apple Valley – ½ Page
Brooklyn Park – Full Page Workforce
Worthington – ½ Page
Iron Range Resources – ½ Page
Greater Mankato Growth – 2/3rds Page
MSP – ½ Page Infrastructure
Koochiching EDA – 1/3rd Page Infrastructure
Xcel Energy – 1/3rd Page Energy & Utilities
Minnesota Energy Resources – ½ Page Energy & Utilities
Lakeville – Full Page Manufacturing
Columbia Heights – 1/3rd Page
MDOT – 1/3rd Page
Chisago County – 1/3rd Page
Coon Rapids – ½ Page
Cottage Grove – 1/3rd Page
Owatonna – 1/3rd Page
Lake City – ½ Page
Albert Lea – 1/3rd Page
Red Wing – 2/3rds Page
Benton Economic Partnership – ½ Page
Windom – ½ Page
Carver County – Rear Cover Gatefold Spread
DEED – Back Cover

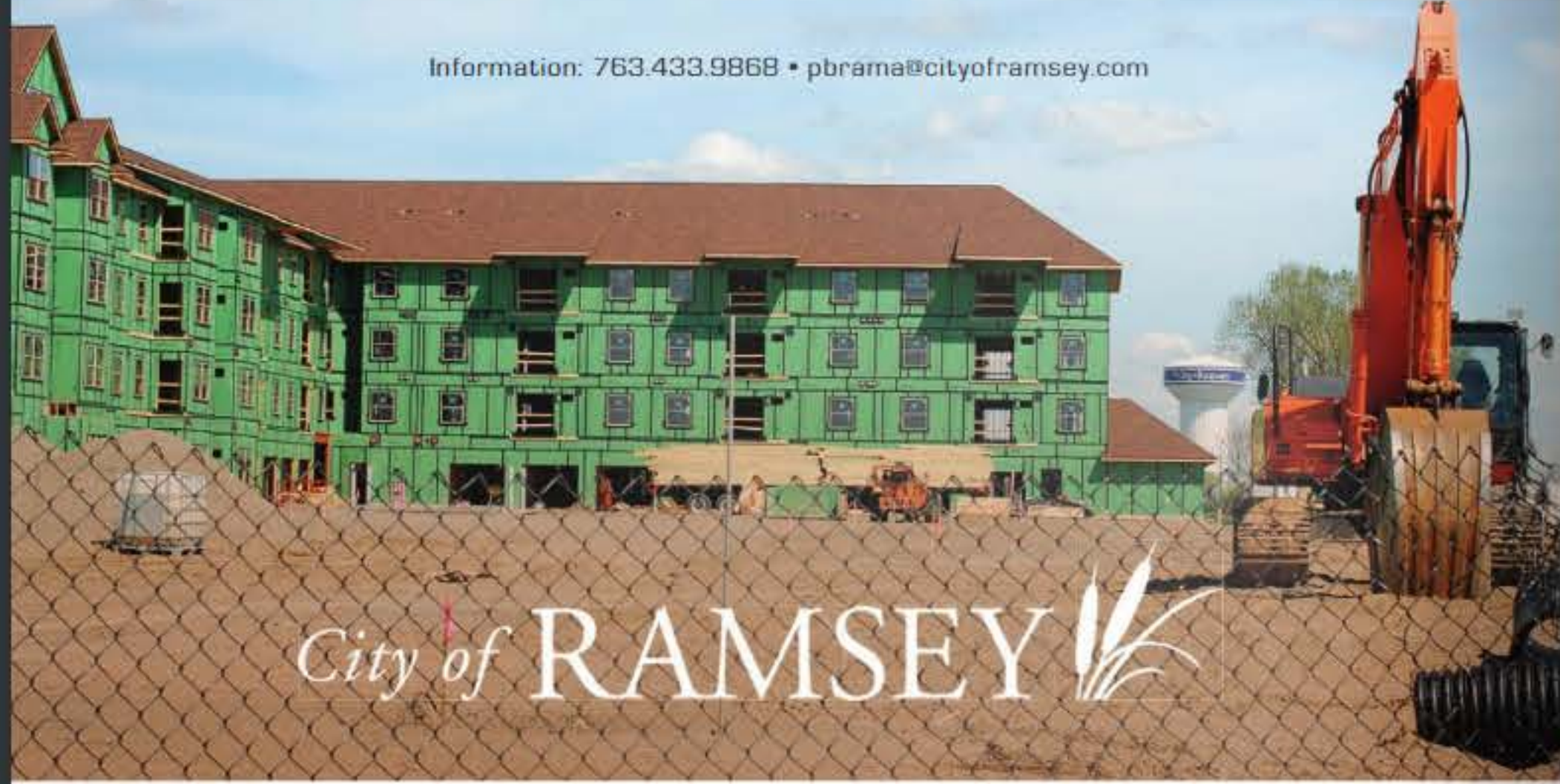
OPPORTUNITY *awaits*



- Traditional business park sites available (125 acres, multiple parcels)
- Transit-oriented development sites available (175 acres, multiple parcels) including retail, office and residential
- Most sites are greenfield with access to major highway from new full-access interchange
- Many sites certified shovel ready

25 MINUTES FROM MINNEAPOLIS • STRONG WORKFORCE • LOW TAXES
SUPPORTIVE LOCAL GOVERNMENT • RELEVANT EDUCATIONAL INSTITUTIONS
EXISTING 1,000-ACRE BUSINESS PARK • COMMUTER RAIL SERVICE

Information: 763.433.9868 • pbrama@cityoframsey.com



City of **RAMSEY**



YOU CAN TAKE IT WITH YOU

ENJOY
Read the digital edition on your tablet and phone. Click on links within articles for even more information.

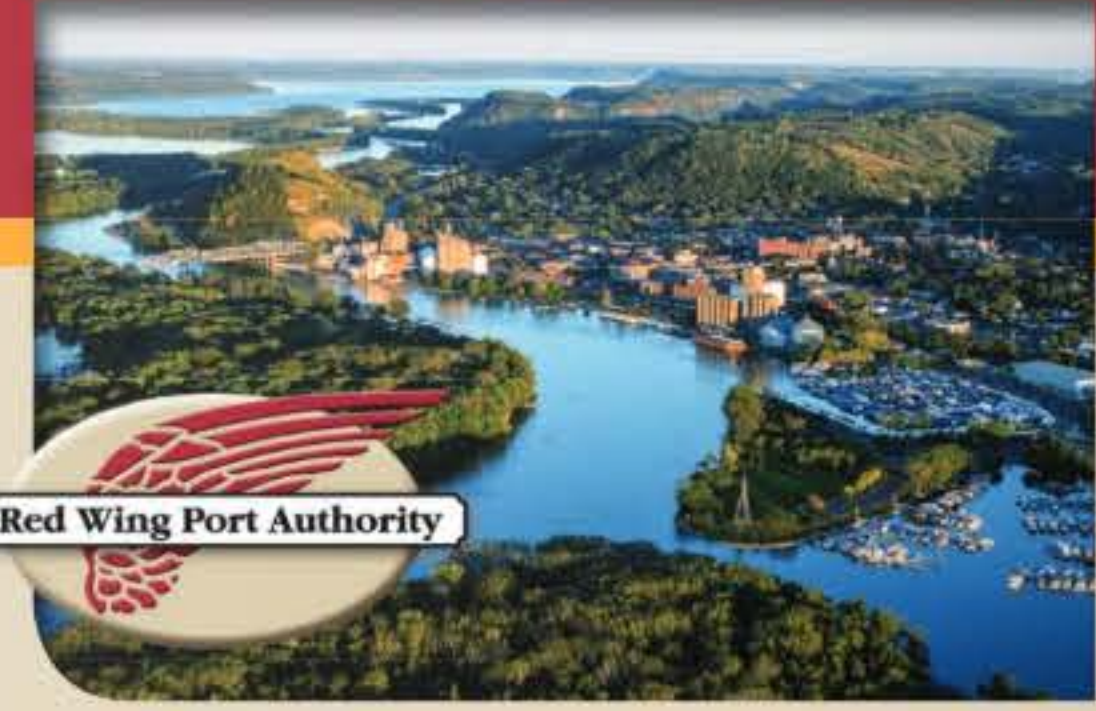
SHARE
Share the magazine on social media with your friends and community.

LINKS
Feature the magazine on your blog, website or newsletters with a link or one of our easy-to-use tools.

LIVABILITY.COM/MN

Red Wing, Minnesota

Where **PRODUCTIVITY** and **INNOVATION** come together.



Why Red Wing?

RED WING is home to proven, world-class brands, numerous long-term businesses and a dedicated, hardworking workforce. Businesses have long been proven to succeed here, and your business can be part of this fertile business environment.

- Shovel-ready parcels available for immediate development
- Features such as high-speed broadband, Red Wing Regional Airport, maritime activities including bulkheads
- Conveniently located between the Twin Cities and Rochester
- Surrounded by the natural beauty of the Mississippi River bluffs, providing a quality of life envied by many cities



Shari Chorney
Business Development Manager

Red Wing Port Authority
315 W. 4th St.
Red Wing, MN 55066
651.385.3639 tel
651.388.4782 fax
www.redwingportauthority.org

How does Ramsey market our available property?

1. City website
2. City Interactive developer document
3. City printed materials
4. City ground signs
5. MN Shovel Ready Program - Online on DEED site
6. MN Marketing Partnership
7. Greater MSP Prospect Network
8. Online listings: LOIS, MNCAR (Via ACRED), COSTAR / Loopnet
9. Relationships (and good customer service):
 - Anoka County (ACRED)
 - Broker Community
 - Neighboring City's (Elk River, Coon Rapids, Anoka, Blaine)
 - Various Developers, Builders, Property Owners, Bankers (local and regional)
 - BR&E with existing Ramsey businesses
10. Coordination, participation, and attendance of various events
 - EDA Business Appreciation Day / Golf Tournament (August)
 - EDA Business Networking Event (November)
 - EDA Business Expo and City of Ramsey Happy Days Business Expo
 - Minnesota Site Familiarization Tours and DEED
 - Anoka County Developer/Broker Events - Upriver, Etc.
 - MN Real Estate Journal Events (ACRED and City of Ramsey)
 - Various Anoka Area Chamber Events
11. CBRE
 - CBRE website
 - CBRE email blast list
 - CBRE event attendance (various)
 - CBRE contacts/ connections/ cold calls
 - CBRE ground signs
 - CBRE online listings (Loopnet, MNCAR, COSTAR)

Economic Development Authority (EDA)

4. 7.

Meeting Date: 09/12/2019

By: Sean Sullivan, Community
Development

Title:

Review Draft COR Area Real Estate Marketing Map

Purpose/Background:

The purpose of this case is to provide an update on the status COR Area Real Estate Marketing Map and to receive comment.

Notification:

Notification is not required.

Observations/Alternatives:

Staff is asking for EDA review and comment on the draft map. This map was part of the contract with WSB that included the Interactive Development Document. Once this map is approved, it will be used in small format distribution, large format wall maps and used in miscellaneous marketing materials.

This iteration of the map includes logos of larger businesses and national companies. The logos do cover the aerials of the development which can be distracting. This document will be used in two formats; electronically and printed. The electronic version can be interactive, toggling on and off labels to better see underlying aerial photos. The printed maps will need to be selective in what logos are shown in order for the map to be effective.

Funding Source:

This project is funded by the EDA Budget as part of the Professional Services Line Item.

Recommendation:

Staff recommends approval of the map for print and electronic production and distribution - final version.

Action:

Motion to authorize Staff to finalize map and to print and utilize for marketing activities as needed.

Attachments

Draft Real Estate Marketing Map

Form Review

Inbox

Sean Sullivan (Originator)
Tim Gladhill
Form Started By: Sean Sullivan
Final Approval Date: 09/05/2019

Reviewed By

Sean Sullivan
Tim Gladhill

Date

09/04/2019 08:19 AM
09/05/2019 11:44 AM
Started On: 08/29/2019 03:36 PM

Site Data

Parks and Amenities

45 Acres

Development Opportunities

Commercial / Retail
106 Acres

Business Park
74 Acres

Residential
31 Acres

Existing Development Stats

Commercial / Retail
293,341 Sq Ft

Industrial
460,800 Sq Ft

Medical
83,353 Sq Ft

Residential Projects
1,423 housing units

