

## 2020 Highlights of ACRED Partnership

### Marketing Tools

- ACRED Website updates: COVID relief page, COVID relief matrix, new events page, and event resource pages and incentives page update
- Marketing video with Sky Eye Films – on the website main page and regional profile pages
- LinkedIn follows up 44% (102 to 147 followers)
- New Constant Contact database. Contact database grew by 43% - 190 new real estate contacts, 220 new business contacts, 80 other stakeholder contacts (DEED, other Economic Development organizations, etc.)
- MN Technology Corridor – New property study to further shovel readiness in the corridor and existing corridor partnerships (Excipio study) responded to four requests for proposals, engaged Greater MSP to further the corridor awareness and gather additional data about regional competitiveness, and hosted stakeholder meetings.



Untitled Email Created 2020/12/01, 3:59:07 PM	Sent	Email	• 211 Sends	• 43% Open Rate	• 10% Click Rate
business summit	Sent	Email	• 884 Sends	• 30% Open Rate	• 9% Click Rate
Untitled Email Created 2020/11/16, 1:17:18 PM	Sent	Email	• 887 Sends	• 34% Open Rate	• 8% Click Rate
Anoka County Relief Grants - Third Round	Sent	Email	• 439 Sends	• 35% Open Rate	• 32% Click Rate

### Events

- Sponsored & Attended MN Real Estate Journal Events



- Virtual Economic Development Update (Apr 27)
- Virtual Data Event (June 16)
- Virtual North Metro Summit (September 2)
- Hybrid Land Development Summit (Oct 13)
- Hybrid Industrial Summit (Nov 13)
- Virtual Redevelopment Summit (Dec 8)



- 3M/PGA Open Event (July 20<sup>th</sup>) – promoted the county opportunities for development with an email to what would have been potential attendees at the 3M/PGA Tent
- Business Summit (virtual) – November 17<sup>th</sup>  
Promoted resources for businesses to sustain, survive or grow as they head into 2021. PowerPoint, and event resources are uploaded on the ACRED website. (68 attendees)



- UpRiver Real Estate (virtual) December 16<sup>th</sup>  
Promoted energy incentives available for projects, recent success projects in the county and how city partnerships played a role, and the Tech Corridor – Excipio project study. The event recording, presenter documents, and event resources are uploaded on the ACRED website. (72 attendees)
- Additional Event Presentations on the ACRED Partnership included:  
MN Real Estate Exchangers event in February, Chamber presentations and updates, Anoka Technical College and Anoka Ramsey Community College Business Forums and Rotary presentations



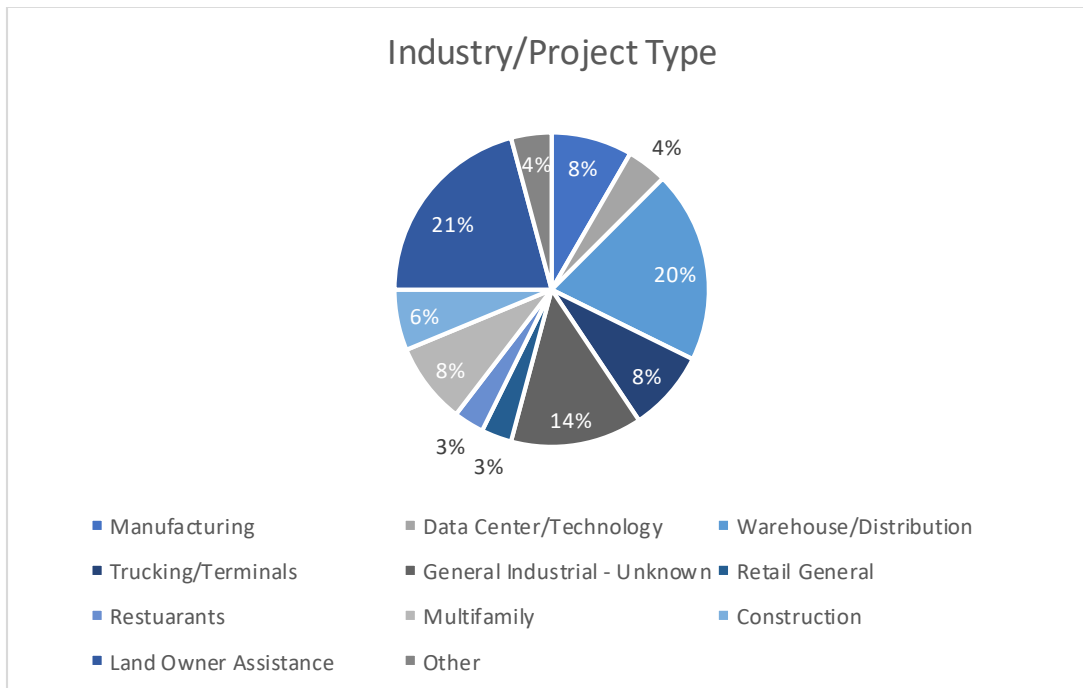
## ACRED Partnership Meetings

ACRED held meetings throughout the year with area stakeholder to discuss items such as the Cares Act, Right-of-way permits, and more. In addition to these meetings, there were three strategic city partner meetings to cover the following items:

- **County Department Workshop**
  - Navigating various departments at the county and opportunities for collaboration. Presentations from the following departments: Highway, Property Tax /Assessors office, Surveyors Office/GIS, Library, Finance, Parks, HRA/ Community & Government Relations, CareerForce, and Open to Business
- **Highway Department Workshop**
  - Opportunities for collaboration and partnership to improve roadways, and the appearance of the county’s corridors.
- **ACRED updates and 2020 Wrap Up**
  - 2020 Updates from DEED and Greater MSP, ACRED, Communities – related to the COVID-19 pandemic, Cares Act grants and projects.

## Projects

- March – June, projects were down 92%, in the height of the pandemic. However, Q3-Q4, projects were up from previous year significantly, resulting in an overall increase in projects from 2019 to 2020. Retail/Hotel projects were minimal, industrial related projects and land owner assistance increased over 50% from 2019.
- 96 total projects in 2020 (up 9 from last year)
  - Types of responses –
    - Responded to RFP with other stakeholders
    - Provided property information to real estate, business or development teams per requests
    - Connected business or real estate group searching for property with cities
    - Connected existing or prospecting business with workforce resources
    - Connected businesses with finance resources
    - Listed properties on the ACRED MNCAR page
    - Pulled together information about available properties for land owners such as maps, acreage, useable acreage, etc.



## Municipality Assistance

ACRED has brought resources to help municipalities (partners) with various needs in Economic Development. Examples of those projects can be seen below, plus a snapshot of feedback collected from the cities via survey monkey on the type of assistance received:

- COVID Relief Resources: sharing information on the latest federal, state or county resources available to communities on the website and in a handout. Right-of-way policy sharing, Cares act forum with County lobbyist, and responding to requests from community businesses about these resources.
- Cares Act Coordination – sharing grant guidelines and program materials to help community partners get their programs started, connections with grant administrators, and communication to business community about grant resources.
- City marketing assistance, including market data, branding or economic development strategies, video and photo footage
- Fiber Resources – providing contacts for fiber providers, assistance in finding gap financing for projects, and mapping out areas needed for service.
- Property Readiness assistance, including - marketing target properties, due diligence on a site, connections with stakeholders on a property such as brokers or developers, and coordination with property owners on the community's behalf to help market or attract investment to their property
- Business Expansions – connecting existing businesses to resources such as PACE financing, state incentives, construction/banking resources, etc. to assist in the project progression.
- Based on city survey feedback, this was the type of assistance provided directly to the cities
  - Assistance with creating an economic development plan
  - Assistance with marketing or advertising for business development
  - Making connections with site selectors, developers or businesses
  - Assistance with using state and local financing tools for business expansion efforts
  - Assistance with searching for sites & buildings
  - Assistance with business expansion, development or redevelopment opportunities
  - Assistance with Fiber improvements or provider contacts

## Workforce Development Partnerships

ACRED has formed a strong partnership with our CareerForce Center and area workforce initiatives including:

- The economic development specialist sits on the Workforce Board and ensures economic development strategies are aligned with workforce strategies
- Provide updates on new relief funding for area businesses
- Advocate for employer needs and explains industry changes throughout the pandemic
- Connects cities to area workforce resources for employers – especially pandemic related resources.

## Chamber Partnerships

ACRED worked with 8 area chambers in 2020 on the items listed below. The chambers that serve Anoka County include Anoka Area, East Bethel, Forest Lake Area, Ham Lake, MetroNorth, Quad Area and Twin Cities North Chamber of Commerce.

- Event partnerships – ACRED/COVID Relief Resources, updates via zoom, etc.
- Providing information to the business and nonprofit community about COVID relief assistance
- Connections between the business community and area chambers
- Data collection from

## Additional Partnerships

ACRED has worked with Open to Business on multiple projects providing the information listed below. The County's Open to Business Advisor shares quarterly updates on businesses that were assisted in the County. These lists can be requested for additional information beyond this report.

- Finding available properties for the business owner
- Connecting them with local city contacts
- Connecting them with state or local financing incentives for their projects
- Connecting them with COVID relief resources



## Anoka County Cares Act Relief Grants

In 2020, Anoka County issued Cares Act grants in addition to the assistance many municipalities provided their businesses and nonprofits. The number of grants received by businesses or nonprofits can be found in the chart below. A complete list of the names of the organizations and the amount they received was sent to the city, chamber and commissioners.

### County COVID Relief Grants by City

Andover	16
Anoka	54
Bethel	2
Blaine	52
Centerville	14
Circle Pines	1
Columbia Heights	16
Columbus	1
Coon Rapids	49
East Bethel	6
Fridley	28
Ham Lake	21
Hilltop	1
Lexington	5
Lino Lakes	18
Nowthen	5
Oak Grove	6
Ramsey	35
Saint Francis	6
Spring Lake Park	9

Anoka County will be issuing additional COVID relief grants from the latest state relief package that was passed. These grants will serve organizations that have been the most severely impacted by COVID, need additional assistance beyond Cares Act relief, or those that have not yet qualified for relief through the Cares Act program. After March 15, 2021, another list of organizations that received assistance will be shared with the ACRED stakeholders.

Thank you to all of the ACRED partners and area stakeholders for their work in 2020 to support the local economy and communities!