

Economic Development

2025 Business Appreciation Golf Event Summary

2025 BUSINESS APPRECIATION - PHOTOS

Best Dressed: BFirst Industrial



Best Hole Sponsor: Anoka Area Chamber



2025 Business of the Year: SA Group



Winning Team: The Links at Northfork



2025 BUSINESS APPRECIATION - SPOTLIGHT



Ramsey Resident | September/October | 2025



2025 Ramsey Business of the Year: SA Group, Inc.

The City of Ramsey is proud to announce SA Group, Inc. as the recipient of the 2025 Business of the Year Award. This well-deserved recognition honors SA Group's exceptional leadership, continued growth, community presence and employee-centered culture.

SA Group Inc. is the parent company of Soderholm & Associates, Water Control Corporation (WCC) and Equip Mechanical Support, employing over 80 team members across its three divisions.

Soderholm & Associates was founded in 1959 by Chuck Soderholm Sr. and a business partner. After becoming the sole owner, Chuck Sr. envisioned building a family-run business—a vision that came to life in the 1970s and 1980s as his four sons, Chuck Jr., Bob,

Mike and Chris, joined the company and helped fuel its steady growth. In 1971, Chuck Sr. also founded Water Control Corporation. In 1981, he relocated the business to Ramsey, drawn in part by its proximity to the local airport. This perk appealed to Chuck Sr. as a private pilot.

In 2015, with an eye on the future, the company transitioned to an employee stock ownership plan. This move preserved the family values at the company's core while also ensuring that every employee became a stakeholder in its success. "We are a family business at heart," says Brian Soderholm, President of WCC, "yet we are 100 percent employee owned. Everyone who works here has a stake in the success of the company."

Today, Soderholm & Associates serves as a manufacturer's representative for leading brands in plumbing, HVAC, piping and water treatment systems. Water Control Corporation manufactures custom-engineered water treatment solutions used in universities, hospitals, government facilities and major industries globally. Equip Mechanical Support provides expert service for water treatment systems in Minnesota and surrounding states.

In 2024, SA Group Inc. completed construction of a brand-new, state-of-the-art facility in Ramsey, quadrupling their operational footprint. The new space includes an advanced training center that welcomes partners from across North America to experience SA Group's Inc. innovative equipment and solutions firsthand.

Each year, the Ramsey Economic Development Authority selects one outstanding local business to receive the Business of the Year Award, recognizing excellence in innovation, community involvement and overall contribution to the City. The award is formally presented at the Annual Business Appreciation Event in August.

The City of Ramsey extends heartfelt congratulations to SA Group, Inc. on being named the 2025 Business of the Year. Thank you for your longstanding commitment to excellence and for making Ramsey your home.



2025 BUSINESS APPRECIATION - SUMMARY

- 144 golfers, 36 teams (Full)
- 166 Dinner attendees
- Event Revenues \$24,340.00 (including \$6,000 EDA event allocation)
- Event Expenses \$22,446.17 (net +\$1,893.83)
 - Prime rib market price was not as expensive as projected
- SA Group was recognized as the 2025 Business of the Year
- Golf Tournament
 - 1st Place: Links at Northfork team (-13)
 - 2nd Place: Riversbend Bar & Grill (-12)
 - Random Team Winner: All Season Garage Door
 - Best Dressed Team: BFirst Industrial (formerly B&F Fastener) as “Incredibles”
 - Best Hole Sponsor: Anoka Area Chamber of Commerce
- Activities
 - 20 sponsors total, 6 Hole sponsors present
 - Best Dressed contest participation appeared to increase
 - Door prizes were pre-drawn to streamline the dinner and awards program



2025 BUSINESS APPRECIATION - SUMMARY

Items incorporated or continued in this year's event based on prior feedback:

1. Best Hole Sponsor and Best Dressed Team contests with awards.
2. Door prizes were pre-drawn.
3. **NEW** Note added to each golf cart to communicate lunch options at the clubhouse.
4. **NEW** Prizes were awarded to the Top 2 golf teams + a random team.
5. **NEW** Signage was added to front of clubhouse to direct players and sponsors where to go upon arrival.
6. **NEW** Extended voting time & opened voting to anyone for both contests.

Staff appreciates feedback from attendees, sponsors and EDA members on how we can continuously improve the event.



2025 BUSINESS APPRECIATION - BUDGET

2025 Budget - EDA Business Appreciation/Golf

	2024 Actual			2025 Projected			2025 Actual		
	Price ea	#	Total	Price ea	#	Total	Price ea	#	Total
REVENUES									
Hole Sponsors	\$ 160.00	19	\$ 3,040.00	\$ 160.00	20	\$ 3,200.00	\$ 160.00	19	\$ 3,040.00
Golf/Event Fees*	\$ 110.00	135	\$ 14,850.00	\$ 110.00	135	\$ 14,850.00	\$ 110.00	135	\$ 14,850.00
Dinner Only Fees	\$ 50.00	7	\$ 350.00	\$ 50.00	7	\$ 350.00	\$ 50.00	9	\$ 450.00
EDA Budget Allocation	\$ 5,500.00	1	\$ 5,500.00	\$ 6,000.00	1	\$ 6,000.00	\$ 6,000.00	1	\$ 6,000.00
Total Revenues			\$ 23,740.00			\$ 24,400.00			\$ 24,340.00
EXPENSES									
Golf Registrations	\$ 62.00	144	\$ 8,927.84	\$ 62.00	144	\$ 8,928.00	\$ 62.00	144	\$ 8,928.00
Extra Carts (RM Golf)	\$ 95.00	6	\$ 570.00	\$ 100.00	6	\$ 600.00	\$ 95.00	5	\$ 475.00
RM Golf Delivery fee	\$ 65.00	1	\$ 65.00	\$ 65.00	1	\$ 65.00	\$ 65.00	1	\$ 65.00
Dinner - Caterer	\$ 32.50	160	\$ 5,200.00	\$ 39.99	160	\$ 6,398.40	\$ 32.95	160	\$ 5,272.00
Carving Fee	\$ 100.00	1	\$ 100.00	\$ 100.00	1	\$ 100.00	\$ 100.00	1	\$ 100.00
Service Charge	\$ 936.00	1	\$ 936.00	\$ 1,000.00	1	\$ 1,000.00	\$ 966.96	1	\$ 966.96
Tax on Dinner*	\$ 506.68	1	\$ 506.68	\$ 520.00	1	\$ 520.00	\$ 506.92	1	\$ 506.92
Dessert - Allison's Petite P	\$ 4.99	160	\$ 798.49	\$ 5.00	150	\$ 750.00	\$ 2.54	160	\$ 406.57
Total Dinner w/Dessert	\$		7,541.17	\$		8,768.40	\$		7,252.45
Promo Item	\$ 16.58	150	\$ 2,487.50	\$ 20.00	150	\$ 3,000.00	\$ 17.50	150	\$ 2,625.00
Promo Item set up fee			<i>included above</i>			<i>included above</i>	\$ 65.00	1	\$ 65.00
Promo Item Shipping			<i>included above</i>			<i>included above</i>	\$ 245.00	1	\$ 245.00
Biz of Year Award	\$ 178.00	1	\$ 178.00	\$ 200.00	1	\$ 200.00	\$ 158.50	1	\$ 158.50
Biz of Year Banner/Flag	\$ 57.50	1	\$ 57.50	\$ 60.00	1	\$ 60.00	\$ 72.50	1	\$ 72.50
Photography	\$ 899.00	1	\$ 899.00	\$ 899.00	1	\$ 899.00	\$ 1,049.00	1	\$ 1,049.00
Sponsor signs	\$ 36.20	2	\$ 72.40	\$ 40.00	6	\$ 240.00	\$ 31.80	8	\$ 254.40
Sponsor Banner (Inky Elf)	\$ 57.50	1	\$ 57.50	\$ 75.00	1	\$ 75.00	\$ 72.50	1	\$ 72.50
Inky Elf Discount									\$ (75.00)
Raffle Prizes, etc.	\$ 998.31	1	\$ 998.31	\$ 600.00	1	\$ 600.00	\$ 615.79	1	\$ 615.79
Misc. supplies (water/snacks-city hole)	\$ 23.34	1	\$ 23.34	\$ 35.00	1	\$ 35.00	\$ 74.86	1	\$ 74.86
Tourney Winner 1st	\$ 28.74	4	\$ 114.96	\$ 30.00	4	\$ 120.00	\$ 27.99	4	\$ 111.96
Tourney Winner 2nd		N/A		\$ 30.00	4	\$ 120.00	\$ 26.59	4	\$ 106.36
Tourney Random	\$ 25.99	4	\$ 103.96	\$ 30.00	4	\$ 120.00	\$ 26.95	4	\$ 107.80
Contest Winner Prizes	\$ 106.12	1	\$ 106.12	\$ 30.00	4	\$ 120.00	\$ 102.41	1	\$ 102.41
Best Hole Sponsor			<i>(included w/contest prizes)</i>	\$ 40.00	1	\$ 40.00	\$ 31.84	1	\$ 31.84
Best Dressed Team	\$ 25.99	4	\$ 103.96	\$ 40.00	4	\$ 160.00	\$ 26.95	4	\$ 107.80
Total Expenses	\$		(22,306.56)	\$		(24,150.40)	\$		(22,446.17)
Net Balance			\$ 1,433.44			\$ 249.60			\$ 1,893.83

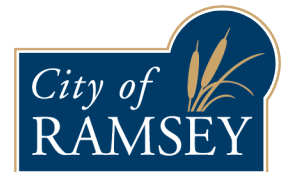
Final as of 8/27/2024

Approved 10/10/2024

Final as of 8/21/2025

NOTES:

Golf Fees: Comped four-some for Biz of Year and 5 City Staff Participants

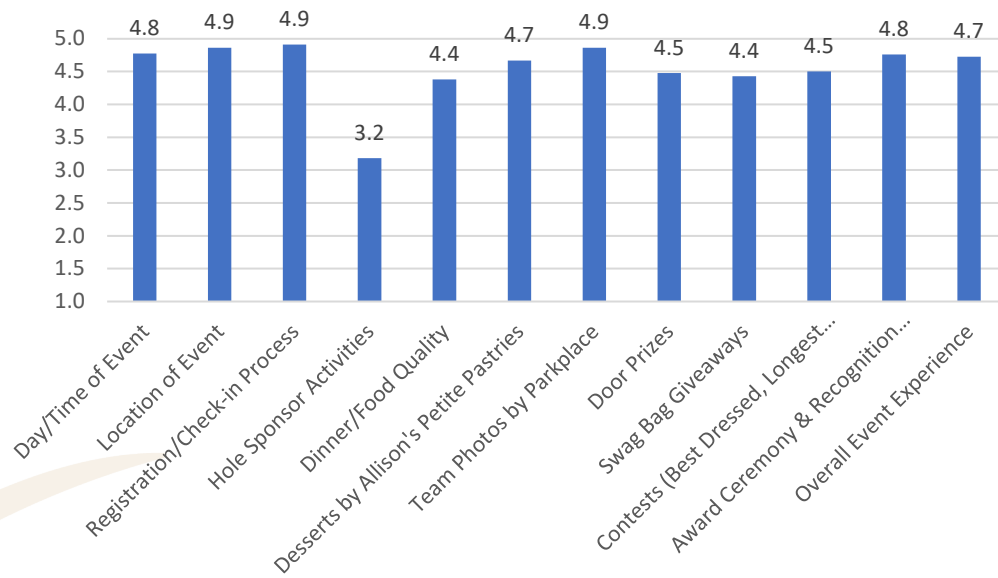


2025 BUSINESS APPRECIATION - FEEDBACK

Survey Comments

- ❖ *I had such a great time, I felt special to be there and everyone was so excited to be there as well. Great event bravo!*
- ❖ *It took 6 hours to complete our round. My staff said that dinner was almost over when they got in. I understand that that was not the case for everyone. There are things that can be done to minimize the event time..*
- ❖ *If you start at 11a have a boxed lunch served during play or grill hot dogs/hamburgers for people to grab as they pass the clubhouse beginning 11:30-1:30 and have a more casual dinner buffet. The day was very long to have only eaten breakfast and then dinner at 5:30/6. Most people left because they were sun burnt, hot, and hungry! That is a tough course to play with not a lot of shade. Also encourage more women to play.*
- ❖ *Maybe start earlier, 10AM?*
- ❖ *I enjoy this event - this was my third year. I like the best dressed contest. A lot of groups participated this year. It would be nice to see more hole sponsors with activities, or sponsor hole workers telling every group about their activity.*
- ❖ *Second time playing in it and I think you guys are doing a great job! Keep up the great work and hopefully we'll see you next year!*
- ❖ *I think this year was really good until there was a huge back up at hole #9 where we ended up waiting over 30 min.*
- ❖ *Missed the Acapulco folks, but that's how it goes sometimes. I would love it if there was an offer to purchase scramble cheat items, like mulligans, the 3-foot gimmie strings, etc.. I know this is not a charity event, but you could set it up that all proceeds would be donated to a local charity. I think that would be pretty popular!*

2025 Business Appreciation Survey Responses



5 = Excellent 4 = Good 3 = Neutral 2 = Satisfactory 1 = Needs Improvement

Favorite Part of Event

1. Networking/People
2. Golfing
3. Swag bags
3. Award ceremony
3. Door Prizes



BUSINESS APPRECIATION 2026

STAFF RECOMMENDATIONS & INPUT

- Select The Links at Northfork for location in 2026
- Reserve August 18, 2026
- Allocate \$6,000 for event
- Consider Inviting former Ramsey Mayor's to 2026 dinner
 - Pay for dinner? Spouses?



BUSINESS APPRECIATION - EDA ACTIONS

- Motion to:

1. Select The Links at Northfork as location for the 2026 Business Appreciation Day Event on August 18, 2026

And;

2. Approve an EDA contribution of \$6,000 for the 2026 Business Appreciation Budget

