



NORTH BRANCH

—Minnesota—

Sara Paul
Chair

Dennis Johnson
Vice Chair

Jessica Thelander
Commissioner

Kevin Schieber
Mayor

Peter Schaps
Councilmember

**ECONOMIC DEVELOPMENT AUTHORITY
REGULAR AGENDA
TUESDAY, FEBRUARY 20, 2024
CITY HALL, 6408 ELM STREET, NORTH
BRANCH, MN 55056**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. OATHS OF OFFICE
 - a. Oaths of Office for Nyle LaGrange and Marshall Saunders INFO
4. ROLL CALL
5. ADOPT AGENDA
 - a. Approve Agenda ACTION
6. CONSENT AGENDA
 - a. Approve Meeting Minutes - Economic Development Authority Regular Meeting - January 16, 2024 11:30 AM ACTION
7. PRESENTATIONS
8. REPORTS
 - a. North Branch Area Schools Update VERBAL UPDATE
 - b. Chisago County HRA-EDA Update VERBAL UPDATE
 - c. North Branch Area Chamber of Commerce Update VERBAL UPDATE
9. OLD BUSINESS
 - a. Discuss Proposed Amendments to the EDA Bylaws INFO

10. NEW BUSINESS

- a. Economic Development Authority 101 & Updates

INFO

11. NEXT MEETING - TUESDAY, MARCH 19, 2024 @ 11:30 AM

12. CLOSED SESSION

13. ADJOURNMENT

EDA Mission Statement.

To be proactive in maintaining and enhancing the economic viability of North Branch through partnerships, innovation, and strategic action.

EDA Goals:

- Successfully become one of the first communities in the region mentioned as a choice for business location.
- Attract new industries that bring an enhanced tax base, quality jobs, and new capital into the community.
- Support existing businesses and encourage their continued prosperity and growth.
- Address critical systems that influence site location decisions.



Prepared By:
Jason Ziemer, Community Development Director
Presenter: Jason Ziemer, Community Development Director
Date: 02/15/2024

Board & Commission: Economic Development Authority

Subject: Oaths of Office for Nyle LaGrange and Marshall Saunders

Overview / Background

The Economic Development Authority (EDA) previously had two (2) vacancies. Per City Council policy and direction, three (3) EDA applicants were interviewed by Mayor Kevin Schieber and EDA Executive Director Jason Ziemer. Nyle LaGrange, 37577 Oak Knoll Avenue, and Marshall Saunders, 5365 Fernwood Trail, were recommended to the City Council for appointment to the EDA. On February 13, 2024, the City Council unanimously appointed both LaGrange and Saunders. Mr. LaGrange was appointed to the vacant seat with an expiring term of December 31, 2025; Mr. Saunders' term would expires on December 31, 2026. Director Ziemer will administer the oaths of office.

Staff Recommendation

None.

Recommended EDA Action

Administer the Oaths of Office for Nyle LaGrange and Marshall Saunders for appointment to the Economic Development Authority.

Voting Requirements:

None.



Prepared By:

Presenter:

Date: 02/15/2024

Board & Commission:

Subject: North Branch Area Schools Update

Superintendent Sara Paul and Amelia Bjerketvedt will provide an update from North Branch Area Schools.

Voting Requirements:

NBAPS Update for EDA

February 20 , 2024



At the forefront of educational excellence



WHAT WE INTEND TO CREATE

*Inspire dreams,
build integrity and
instill hope*

in our students, our staff, our families and our communities.

OUR PURPOSE

Partner with students, staff, families and communities
to challenge all students
to achieve their greatest potential and
become informed and engaged citizens.

Partnering for Safety



- Members of Crisis Management met with Access Church
 - Purpose of meeting to confirm Access could be used as a “reunification site” in case of crisis at NBAPS
 - Access meets expectations for a reunification site and Access is very receptive to partnering with the school district in this way
 - City of North Branch continues to be a strong partner in our prioritization of safety



We Are All The Same Sockhop



 World Down Syndrome Day 3.21.24

21 MARCH 2024

**WE ARE
ALL THE
SAME
SOCKHOP**

North Branch Area
Education Center

5 - 7 PM

*Free
Entry*

ACTIVITIES

- Dance Party with DJ's
- Pizza for Sale from 5-6
- Free Snacks & Treats
- Photo Booth
- Fun Crafts & Activities

**All community members
are welcome to attend!**

**NORTH
BRANCH DQ
FUNDRAISER
EVENT**

**TUESDAY
FEB 20
5-8 PM**

**A PORTION OF THE
PROCEEDS HELP FUND
THIS GREAT EVENT!**





**T-SHIRT SALES
AVAILABLE AHEAD OF
TIME
SCAN THE QR CODE
TO ORDER**



 **In Partnership with North Branch Area
Community Education**

- We Are All The Same Sockhop
 - March 21, 5 - 7 pm, North Branch Area Education Center
 - Activities include:
 - DJ dance party
 - Pizza for sale
 - Free snacks and treats
 - Photo booth
 - Fun crafts and activities
 - T-shirt sales close February 13
 - Scan the flier QR or visit this website to order!:
 - <https://sockhopdance2024.itemorder.com/>

Meet Our new Viking mascot!



- Just in time for Snow Week, the Activities Dept. took delivery of the new Viking mascot.
 - Mascot was made possible through the NBAEF's Fund a Dream initiative
 - Viking door wraps were also added in the Activities wing at the high school
- Congratulations to Peyton Verdon and Alan Otterson, your 2024 Snow King and Queen!



Alexis Sway- Modeling servant leadership



- NBAMS eighth grader Alexis Sway was recently chosen as Miss Teen Minnesota!
 - As part of her award, Alexis was provided canned goods to donate to her local food pantry
 - Alexis decided to donate them to our own Viking Vittles!
 - Thank you Alexis and congratulations!
 - Take the Alexis Challenge and support Viking Vittles!

Chef Tony Menk coming to NBAPS



- Taher and NBAPS are proud to present Display Chef Tony Menk!
 - Chef Tony will be at the high school on Feb. 28 to do prep work with Pro Start and serve his delicious Mongolian Grill.
 - On Feb. 29, Chef Tony will be at the NBAEC sampling fresh fruit with students.
 - Welcome Chef Tony!

CHEF TONY IS COMING
North Branch
High School

Wednesday
Feb 28th

ON DISPLAY
with
Chef Tony
Menk

Chef TONY is coming North Branch High School Feb 28th

Don't miss his mouth watering Mongolian Grill, with Seasoned Steak and Chicken, Asian Rice and Teriyaki noodles, Sweet and Spicy Sauces, Roasted Stir Fried vegetable and a Fortune Cookie

We are excited for you to join us to enjoy his favorite dishes.

February 28th!!!

TAHER

CHEF TONY IS COMING
North Branch
Education
Center

Thursday
Feb 29th

ON DISPLAY
with
Chef Tony
Menk

Chef TONY is coming North Branch Education Center Thursday Feb 29th

We will be having fresh fruit tasting at lunch on the 29th, bring your sweet tooth for cantaloupe, pineapple and strawberries and some fun coloring sheets for you!!!!

We are excited for you to join us to enjoy the fresh display

Feb 29th!!!

TAHER





Prepared By:
Presenter:
Date: 02/15/2024

Board & Commission:

Subject: Chisago County HRA-EDA Update

Chisago County HRA-EDA Executive Director Nancy Hoffman will provide an update from the County HRA-EDA.

Voting Requirements:



CHISAGO COUNTY HRA-EDA

A Natural Resource for Business

DATE: February 20, 2024
TO: North Branch EDA
FROM: Chisago County HRA-EDA
RE: HRA-EDA Updates

The HRA-EDA is marketing the county and its industrial, commercial, and housing opportunities to realtors and others providing related services. On February 8, we sponsored the Real Estate Journal's Cornhole Tournament, on March 15 we will participate in the Land Conference, and on April 17 the East Central Development Partnership (EDCP) – formerly known as GPS45::93)) will be holding the annual Familiarization event in Pine City.

On Friday February 23, ECDP will be holding a summit for small business regarding funding and consulting services. The event will be held at the Nordic Center in Mora.

Childcare work has been moving forward. All the committees are meeting and moving things forward. We are working with four potential new Centers with building or remodeling, holding trainings for existing providers, creating a mentorship/association for providers to network and learn, and we are budgeting for programs to help fill the child care gap.

The Chisago County Collaborative Initiative (CCCI) recently held an event with Ben Winchester from the U of M Extension who talks about changing the negative narrative of rural areas. We are also holding a Grant Writing seminar with the Initiative Foundation on February 15 that is now sold out. They are holding one in Princeton for those interested that cannot make this one.

On Monday the 12th the HRA-EDA hired a student from North Branch interested in business and marketing. She will be working with us at least through the remainder of the school year and possibly in the summer.



Prepared By:
Presenter:
Date: 02/15/2024

Board & Commission:

Subject: North Branch Area Chamber of Commerce Update

Chamber President Christina Huesman and Executive Director Melissa Collins will provide an update from the North Branch Area Chamber of Commerce.

Voting Requirements:



Prepared By:
Jason Ziemer, Community Development Director
Presenter: Jason Ziemer, Community Development Director
Date: 02/15/2024

Board & Commission: Economic Development Authority

Subject: Discuss Proposed Amendments to the EDA Bylaws

Overview / Background:

At the September 2023 EDA meeting, an amendment was approved to Section 3.2 (Regular Meetings) of the EDA's by-laws, changing meetings to the third Tuesday of each month, unless otherwise changed by EDA action. At the time, staff reported several additional necessary updates and revisions were identified and would be brought forward at a future meeting. Section 4.11 of the Bylaws requires a minimum five (5) day notice to be sent to Commissioners prior to the item being brought forward for action. A copy of the by-laws, showing proposed revisions, was emailed to Commissioners on September 25. This item was presented on EDA agendas in October and November, and tabled to subsequent meetings. In November, the item was tabled to the January 2024 meeting. Commissioner Sara Paul has requested this item be tabled to the February EDA meeting.

Here is an overview of the proposed changes.

1. **Section 2: City staff viewed Officers as they are appointed by the EDA. Thus, reference to Secretary, Treasurer and Executive Director were intentionally removed from this Section 2.2 as these are staff positions. Description of those positions were left (Sections 2.6, 2.7 and 2.9) bylaws for reference as to who is responsible for what.**
2. **Section 3.4: This revision proposes to update language regarding quorum. Current Quorum is 4 with a body of 7. The revision would add a caveat of a quorum of 3 if we have only 5 members due to vacancies.**
3. **Section 3.7: This modification addresses how members add items to the agenda. If approved, any additions to the agenda by Commissioners would require a minimum of two (2) Commissioners to request the agenda item; those Commissioners would need to meet with the EDA Executive Director. Those Commissioners would need to provide information specific to the request but not be**

required to provide a report for inclusion, but they may. Same submission deadline. The EDA Executive Director would still have the ability to determine if any agenda item requests are applicable to the EDA.

4. Section 4: Much of this Section is a repeat of State Statute. So long as we claim the EDA has all of the powers as stated in Section 4.3 including these sections are redundant and may create conflict in the future if State Statute changes. Retaining Sections 4.4, 4.5 and 4.11 are advisable, as well as keeping 4.10. As the City Council appoints members, it should have the ability to remove at will. For now, Section 4 appears as currently written.

If tabled to the February meeting, EDA members are asked to submit feedback to Executive Director Ziemer in advance of the meeting. The goal would be to finalize revisions and prepare for adoption at the March meeting.

Staff Recommendation:

Staff recommend further and continued discussion on the proposed by-laws amendments.

Recommended EDA Action:

Motion to table the EDA Bylaws discussion to the February 20, 2024.

Voting Requirements:

Simple majority.

**BYLAWS
OF THE
NORTH BRANCH ECONOMIC DEVELOPMENT AUTHORITY**
~~Amended: March 22, 2022~~ Amended , 2023

1. The Authority

Section 1.1. **Name of Authority.** The name of the Authority shall be the North Branch Economic Development Authority (hereinafter "Authority"), and its governing body shall be called the Board of Commissioners (hereinafter "Board").

Section 1.2. **Office.** The principal office of the Authority shall be at City Hall, 6408 Elm Street, North Branch, Minnesota 55056.

Section 1.3. **Seal.** The Authority shall have an official seal.

2. Organization

Section 2.1 **Members.** The EDA shall consist of a governing body of seven Commissioners. Two (2) of the eCommissioners shall be members of the City Council and serve as Commissioners of the EDA for terms coinciding with their terms as members of City Council. All other appointed members serve a six (6) year term. All commissioners shall be appointed by the Mayor with the approval of City Council.

~~Ex-Officio Members.~~ The EDA Chair shall annually appoint ex-officio members with the approval of the EDA to represent the Chisago County HRA-EDA, North Branch Water & Light Commission, North Branch Chamber of Commerce, and North Branch School District #138.

Commented [c1]: Not sure we need these classified as "Ex-Officio Members." I understand the purpose here is advisory vs. voting.

Section 2.2 **Officers.** The officers of the Authority shall consist of a Chair and ~~a~~ Vice Chair, ~~Chair Pro Tem, a Secretary, a Treasurer, and an Assistant Treasurer.~~ The Chair and ~~Vice Chair, Chair Pro Tem, Treasurer, Assistant Treasurer, and Secretary~~ shall be elected annually, at the ~~annual~~ first meeting of the year. No Commissioner may serve as both Chair or ~~Vice Chair, or Chair Pro Tem~~ at the same time. ~~The offices of Secretary, Treasurer, Assistant Treasurer, and Executive Director need not be held by a Commissioner.~~

Commented [c2]: Changes reflect actual EDA officers. No Chair Pro Tem, Secretary, Treasurer or Assistant Treasurer.

Section 2.3 **Chair.** The Chair shall preside at all meetings of the Board and as such the Chair is responsible for making sure that each meeting is conducted according to these by-laws and that matters are dealt with in an orderly and efficient manner. No City Council member shall be Chair.

Section 2.4 **Vice Chair.** The Vice Chair shall preside at any meeting of the Board in the absence of the Chair and may exercise all powers and perform all responsibilities of the Chair if the Chair cannot exercise or perform the same due to absence or other inability. No City Council member shall be Vice Chair.

Section 2.5 **Chair Pro Tem.** In the event of the absence or inability of the Chair, ~~or Vice Chair to preside at any meeting, the senior most member shall serve as the~~ and the Chair Pro Tem ~~at any meeting, the Board may appoint any remaining Commissioner as Chair Pro Tem~~ to preside at such meeting.

Commented [c3]: Although I removed from list of officers, I left this in so as to provide guidance as to who runs a meeting if both the Chair and Vice Chair are absent.

Section 2.6 **Treasurer.** The Treasurer shall be the Finance Director of the City of North Branch, ~~(the "City"). The Treasurer shall receive and be responsible for Authority money, shall disburse Authority money by check only (in accordance with Section 4.3. herein), keep an account of all Authority receipts and disbursements and the nature and purpose relating thereto. The Treasurer shall file the Authority's financial statements annually as stated in Section 4.4. with its Secretary at least once a year as set by the Authority, and be responsible for the acts of the Assistant Treasurer.~~

Section 2.7 ~~**Assistant Treasurer.** The Assistant Treasurer shall have all the powers and duties of the Treasurer if the Treasurer is absent or disabled.~~

Section 2.7~~8~~ **Secretary.** The Secretary shall ~~be the Executive Director or his/her designee. The Secretary shall keep or cause to be kept~~ minutes of all meetings of the Board and shall maintain ~~or cause to be maintained~~ all records of the Authority. ~~The Secretary shall also have such additional duties and responsibilities as the Board may from time to time and by resolution prescribe.~~

Commented [c4]: Although removed from the list of officers, I left this in so as to provide clarity of responsibility.

Section 2.8~~9~~ **Executive Director.** The Executive Director shall be the Community Development Director of the City. The Executive Director shall ~~serve as the primary staff to the EDA, and shall prepare agendas for the EDA and the~~ budget on behalf of the EDA to the City Council, ~~be the primary staff to the EDA, prepare agendas for the EDA and perform all other economic development activities for the Commission. The Executive Director will place the budget on the EDA website for reference.~~

Section 2.9~~10~~ **Advisory Committee.** The Authority may by resolution establish one ~~(1)~~ or more advisory ~~sub-committees~~ to the Authority, including, ~~but not limited to: the Finance sub-committee, Marketing sub-committee and other sub-committees~~ as ~~may be determined~~ needed.

Section 2.10~~1~~ **Compensation and Reimbursement.** A Member may be paid for attending each regular meeting of the Authority in an amount to be determined by the North Branch City Council.

3. Procedures of Board of Commissioners

Section 3.1. **Annual Meeting.** The annual meeting of the Board shall be held after appointments made by the Mayor and approved by the City Council at ~~this the City Council's~~ annual organizational meeting, typically the Council's first meeting in January each year and shall be made at their its first meeting in January each year.

Section 3.2. **Regular Meeting.** The Board shall hold regular meetings on the 3rd Tuesday of each month commencing at 11:30 am, or at such other time as the Board may determine.

Section 3.3. **Special Meetings.** Special meetings of the Board may be called by any two (2) Commissioners or by the Executive Director. The Executive Director or City Clerk ~~(this is the actual City process)~~ shall post notice of any special meeting ~~in the principal office of the Authority at City Hall~~ no less than three (3) days prior to such special meeting.

Section 3.4. **Quorum.** A quorum of the Board shall consist of four (4) Commissioners. ~~If due to vacancies, the Board has not more than five (5) Commissioners a quorum shall be three (3).~~ In the absence of a quorum no official action may be taken by, on behalf of, or in the name of the Board or the Authority.

Section 3.5. **Adoption of Resolutions.** Resolutions of the Board shall be deemed adopted if approved by not less than a simple majority of all Commissioners present. Resolutions may, but need not be, read aloud prior to vote taken thereon and may, but need not be, executed after passage.

Section 3.6. **Rules of Order.** The meetings of the Board shall be governed by the most recent edition of Robert's Rules of Order.

Section 3.7 **Meeting Agenda.** Regular meetings of the EDA shall ~~include the generally~~ following agenda ~~format as attached hereto. items: old, business, new business, project updates (whether or not they result in EDA action), informational reports as deemed advisable by the Community Development Director, and public comment.~~

All requests for items on the meeting agenda will include a memo and background information from the Executive Director and/or other City staff. Two (2) members of the EDA may submit to the Executive Director items to be added to the agenda. Members requesting items for ~~Items submitted by, Councilmember, or Commission members for~~ inclusion on the agenda shall meet with the Executive Director to discuss the topic and provide ~~include a~~ written background on said request. Such requests must be submitted no less than one (1) week prior to the agenda posting date for the requested meeting. ~~narrative of the item with background information and the reason for the discussion. The City Council may refer items for consideration by the EDA through the Executive Director.~~ The Executive Director ~~will review the agenda requests and may remove those~~ shall have the authority to remove items items deemed ~~to be in~~not appropriate ~~to~~ or outside the ~~realm of the~~ scope of ~~the~~ Commission's authority. ~~The deadline for requests for items to be included on a meeting agenda must be one (1) week prior to the meeting and be accompanied by written materials to be included in the agenda packet.~~ After the agenda is published, only the Executive Director may add or delete time sensitive items ~~may be added or deleted~~ from the agenda until the day prior to the meeting. After that time, only emergency items may be added. Commissioners may not add items to the agenda during the meeting for discussion and/or action by the EDA.

Section 3.8 **Public Comment.** A limited forum for individuals to speak with the EDA is provided on the agenda. Public comments during the public comment period are subject to these limitations:
1. Speakers must sign up to speak prior to the meeting to be recognized.

- ~~1.2.~~ Speakers must be recognized by the Chair before speaking and are limited to three (3) minutes for comment.
- ~~2.3.~~ When multiple speakers appear to speak on the same topic, comments should not be repetitive. The Chair may request speakers to appoint a spokesperson.
- ~~3.4.~~ Public Comments shall be limited to not more than 10 minutes of the meeting. The Chair may place additional a time limits on the ~~Public e~~Comment, ~~period~~ if necessary to allow for the conduct of City business. If there is not sufficient time at the meeting to hear all public comments, the comment period may be deferred to the next regular ~~Council~~ EDA meeting or at a continued meeting.

4. Miscellaneous

Section 4.1. **Fiscal Year.** The fiscal year of the Authority shall be the same as the City's fiscal year.

Section 4.2. **Treasurer's Bond.** The Treasurer shall give bond to the state conditioned for the faithful discharge of official duties. The bond must be approved as to form and surety by the Authority and be filed with the Secretary and must be for twice the amount of money likely to be on hand at any one time as determined at least annually by the Authority, provided, however, that said bond must not exceed \$300,000.

Commented [c5]: Treasurer – aka finance director – is required to have this for the City.

Section 4.3. **Power and Authority.** The ~~economic development authority~~ EDA has all the power and duties set forth in Minn. Stats. 469.090-469.108 and other laws, except as limited by ~~this chapter~~ these bylaws and City Code. ~~(Note – this is from City Code. New Section 4.3)~~

Commented [c6]: With this paragraph, Sections 4.6 to 4.10 may not be necessary as they essentially replicate State Statute. If the EDA follows the powers as set forth and as stated in 4.3 then we do not need to repeat sections below.

Section 4.4. **Financial Statement.** Financial Statements of the Authority must be prepared, presented, approved and filed in accordance with Minnesota Statutes Sections 469.098 and 469.100 and other relevant statutes as amended or revised.

Commented [c7]: The EDA financials are part of the City's annual audit; not sure we need to include. Note: 469.098 is re: conflict of interest not financial statements.

Section 4.5. **Budget to City.** The City Council ~~of the City of North Branch thru its budgeting process~~ allocates funds yearly for the ~~Economic Development Authority~~ EDA. The EDA shall submit a recommended budget and levy to the City Council in accordance with established City and Statutory timelines.

Section 4.6. **Employees.** The Authority may utilize the services a chief engineer, technical experts and agents and other employees under the employment of the ~~e~~City or under contract with the ~~e~~City as it may require and determine their duties, qualifications, and compensation.

Commented [c8]: Not sure this section is necessary.

Section 4.7. **Services.** The Authority may contract for the services of consultants, agents, public accountants, and others as needed to perform its duties and to exercise its powers. The Authority may also use the services of the City Attorney or hire a general counsel, as determined by the Authority.

Section 4.8. **Supplies, Purchasing, Facilities, and Services.** To the extent included in the Authority's annual budget, the Authority may purchase the supplies and materials it needs in accordance with the City's purchasing policies and procedures.

Commented [c9]: Not sure this section is necessary.

Section 4.9. **Execution of Contracts.** All contracts, notes, and other written agreements or instruments to which the Authority is a party or signatory or by which the Authority may be bound shall be executed by the Chair and the Executive Director. If the Executive Director is absent or otherwise unable to execute a document the City Administrator may execute the document.

Section 4.10. **Standards of Conduct, Removal.** ~~The~~ Commissioners are subject to the standards of conduct as set forth in the City of North Branch policies and procedures manual as revised and updated from time to time. A ~~e~~Commissioner may be removed by the ~~e~~City ~~e~~Council for inefficiency, neglect of duty, or misconduct in office after notification in writing and a hearing as prescribed in Minnesota statues 469.095 subd. 5.

Section 4.11. **Amendment of Bylaws.** These Bylaws may be amended by the Board by simple majority vote of all the Commissioners, provided that any such proposed amendment shall first have been delivered to each Commissioner at least five (5) days prior to the meeting at which such amendment is considered.

Commented [c10]: Need to research this further. This language follows State Statute, but Commissioners are appointed by the City Council. The Council typically reserves the right to remove any person from any commissioner for whatever reason.



Prepared By:
Jason Ziemer, Community Development Director
Presenter: Jason Ziemer, Community Development Director
Date: 02/15/2024

Board & Commission: Economic Development Authority

Subject: Economic Development Authority 101 & Updates

Overview / Background

From September through November 2022, EDA members participated in several conversations regarding the previous strategic plan, completed a brief SWOT analysis about the community, reviewed past information regarding the business park, and discussed EDA roles and responsibilities. The previous Strategic Plan and presentations from the September and October meetings are attached as background and recap of those conversations.

With a new members and full commission, now is a great time to revisit those previous discussions as well as provide an overview and update on recent and ongoing EDA-directed projects and projects related to economic development. I will recap the this during our meeting as a kind of EDA 101. With this in mind, I am offering a few areas specific to the roles and responsibilities of the EDA in relation to those current and ongoing projects/programs.

1. Interstate Business Park.

- City staff responded to four (4) site selector Requests for Information (RFIs) in 2023 through Minnesota Department of Employment and Economic Development (DEED) and Greater MSP. Another RFI response for a fifth search was recently submitted to DEED. The City remains a finalist for a large bio-industrial company. I will use this project to provide an overview of the RFI process. We also routinely reach out and respond to industrial brokers and prospective businesses, including those that contact the City directly as to available sites.

2. Business Growth & Redevelopment.

- The EDA leveraged its redevelopment authority to acquire two (2) tax forfeit, commercial properties on north of Highway 95 and east of I-35. We entered into purchase agreement with a developer to identify prospective businesses and oversee development.
- A Business Retention & Expansion (BRE) program was designed, approved and implemented in early 2023. Two (2) businesses were invited as pilot businesses. The program was paused for further evaluation.

3. Downtown Revitalization.

- With the 2024 budget, the EDA established funding for a Storefront Rehabilitation Grant program. The program itself still needs to be developed and approved; samples were previously provided.

4. Economic Development Policy.

- The EDA established a North Branch Development District for the purpose of enabling the EDA to be more actively involved within the community from a business growth and redevelopment standpoint. A major attribute of this District is to allow the EDA to acquire land to support economic development efforts and economic growth.

5. Marketing

- The EDA provided funding to the Old Highway 61 coalition related to community promotion and marketing, and was a hole sponsor for the North Branch Area Chamber of Commerce Golf Classic.
- An awareness campaign was developed, along with materials, specific to that effort. And, we participated as a sponsor and event vendor at the annual MNCAR Expo this past fall. The goal was to create better awareness of North Branch as a community and the Business Park.

Staff Recommendation

None.

Recommended Economic Development Authority Action

None.

Voting Requirements:

None.

North Branch Economic Development Authority Strategic Plan
Adopted June 7, 2018, Revised December 3, 2019, updated 3.21

Strategic Priorities	Key Goals	Action Plan	Timeline & Activity
Expansion of Broadband	Making high speed internet available to the entire community	Establish a fiber expansion plan, by coordinating the delivery of high speed internet through a variety of providers and delivery methods, including working with area developers, the possible formation of a regional co-op, and implementing recommendations of the GPS:45:93 feasibility study. Explore funding options, such as various grant options; collaborate with state representatives, our senator, county officials and others as appropriate on shared concerns; and support lobby efforts to secure county and state funding for expansion of broadband. If private sector delivery options are not meeting goals and other public grant/private sector partnerships have been explored, the City may consider other options. Engage neighborhood liaisons to promote neighborhood by neighborhood expansion efforts.	Broadband taskforce – working on alternatives for high speed internet in every corner of the City. -Continuous work with Genesis wireless, Midco, Midcontinent, Kinetic Windstream -Survey administered for service area/needs -GPS 45:93 – Awareness of regional work/ideas -Feb 2021 – Installation of wireless towers and testing -Midco extended fiber to service areas -Utilized budget savings to fund initial infrastructure for towers
Business Growth - continued land sales and development	• Expansion of existing and new retail, manufacturing, service and industrial businesses • Downtown revitalization • New development along I35 and in the industrial park • Available spaced filled	Participate in redevelopment programs such as U of M Downtown program, Preservation Alliance of Minnesota and Main Street USA, and promote tax incentives for redevelopment.	10.18 – MN Design Team meeting, implementation teams formed, 9.19 – Vita attended U of M downtown conference, plans to attend in 2020 -New Industrial Businesses Flashing By Design IDEA Co – New building

Almost Complete

		Explore and promote innovative and emerging uses and industries for possible inclusion in the interstate industrial park, promote features of the interstate business park (shovel ready status), install promotional signage and work with area realtors to promote land available for development. Collaborate with retail associations to identify potential business prospects for area. Develop a marketing plan to promote North Branch as a place to visit, work and live, emphasizing the opportunity zone status.	-Industrial Park Land Sale – Andersen Windows -Old Industrial Park is full (2020) 3.19 – Realtor for Ind Park selected. Updated Ind Park signs for realtor, 2018-berma-shave signs installed, Updated, brochures and flyers, Various websites showcasing industrial land, re-release of \$3000 “finder’s fee”, updating City EDA webpage. 7.20- EDA authorizes updated website On-going – CBRE –former shopko, Outlet mall realtors, U of M Retail Report – given to realtors to assist in promoting MN DT Business Promotions – Haydays and MS 150, Ragnar Run, Red Ribbon Run Met with St. Croix. Crossing upgrade and spur conversations. Staff attending U of M downtown conference Sept 2019 Staff communicates with Shoppes team regularly EDA & CC – Development update reports. Website.
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		Develop implementation timelines for proposed action items recommended by the Minnesota Design Team that are related to economic development, which may include completing an industrial analysis, and taking an inventory of downtown businesses and property ownership.	EDA Marketing Committee meets regularly to advise. Projects – Monthly newspaper column also on website and FB, Linked*in bi-weekly, ground-breakings, ribbon-cuttings, Manufacturer’s Month recognition, Monthly Development update in the EDA packet Implemented additional activities to enhance the concerts in the park activities. Pocket parks were developed as ways to entice residents and visitors to the downtown area. EDA & NBW&L met jointly and plan to continue to meet as economic development is important to both entities. Staff attends all NBW&L mtgs. -Ehlers retained for consultants -Financial plan in development
Transportation	• Along TH 95 • New intersection/overpass on I35 • Parking in downtown area	Develop five year plan to construct streets for traffic flow moving east-west through the city, including plans for the intersection of TH95/Co. 30 and a possible by-pass. Develop a comprehensive parking plan for the downtown area.	2018 Comprehensive Plan included traffic plans. Parking analysis of the downtown complete. 7.20 – updating maps of DT, 6 electric parking stations, preparing for CR 30. QR code, update Googles maps

		Promote the availability of rail as an amenity of the interstate industrial park. Utilize the parking space inventory to convey messages regarding the availability of parking spaces.	Rail is being promoted on signs, web and other marketing materials Staff is holding early stage conversations with MNDOT and Chisago County on TH95 and CR 30.
Community	• Small town atmosphere • Family friendly businesses and employers • Facilities (new or expanded) from which to offer events, activities, athletics and recreational opportunities	Establish a theme/brand for North Branch, one that promotes the city's family friendly culture, celebrates its history and unique environmental communities, and promotes other opportunities for recognition, such as becoming an artist community. Develop a plan to expand recreational facilities and other event hosting sites, and promote these amenities to convention organizers with the goal to draw new visitors to the area. Promote community engagement through a variety of programs for all ages. Support the members of the Parks, Trails and Open Spaces Commission in planning efforts to expand recreational facilities. Promote community engagement relative to fund raising and gaining buy-in about the economic development benefits of having such amenities.	Branding complete, new logo adopted. 2020 – working on taglines, etc. 12.18 – Arts Grants workshop 2019 – Outdoor movies 2018 – Music in the park & a few outdoor movies 2020 – outdoor movies, art in businesses, working on Walk the Chalk, Dome donation for outdoor venues, planning for 2021 mural -Business Promotion Implementation Team – continuing to showcase North Branch. -Welcome event for Hay Days planned for Sept 2021 -City/School District established new hockey rink at high school.

Housing	offering a mix of styles, prices, rentals and owner occupied, for all stages of life, including, but not limited to, workforce, seniors, and new starter options, to address gaps and shortages identified in the Chisago County Housing Study	Promote additional affordable housing options for all age groups - identify financing options, funding opportunities (such as USDA, Greater Minnesota Housing, Central Minnesota Housing Partnership, CommonBond and MHFA programs) and incentive programs to for a variety of housing alternatives. Expand housing inventory and diversify housing styles, such as promoting apartment units in the Central Business District as an element of revitalizing the downtown area and apartments designed for seniors. Explore creative options for meeting housing needs.	Chisago Cty -2019- will allow Tax Abatement for affordable housing. Chisago County – 2020 – working on a Housing trust. Cherokee Place – 48 units complete. Willow Grove – 20 units complete. CMHP/City – 2020 – Heritage Court – Senior Housing project – received funding – construction 2022? Numerous housing developments. 2020 record single family housing starts. 2021- Falcon Apts to be constructed – 72 units in phase 1 City Council working on a TIF housing policy
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Strategic & Work Plan Discussion

Economic Development Authority
09/06/2022



CITY OF
NORTH BRANCH



- Vision

- *“...focus on retaining a high quality of life, while at the same time working to encourage and facilitation job growth...”*

- Objective 1

Develop Interstate Business Park

- Things done/worked on:
 - Ehlers re: business park financials
 - Greater MSP re: City & 30-minute drive time labor market data
 - Industrial developers/brokers
- Things to consider:
 - Re-gauge the Business Park based on current day
 - Re-analyze financials/economics & approach
 - Develop Master Plan

- Vision

- *“...focus on retaining a high quality of life, while at the same time working to encourage and facilitation job growth...”*

- Objective 2

Continue & expand redevelopment efforts

- Only two (2) points
 - Foster private investment
 - Promote areas north of TH94 for Opportunity Zone
- Things to consider:
 - Take a hard look at Downtown (needs, priorities, etc.)
 - Focus on priority development/redevelopment areas
 - Master plan Downtown & priority areas

- Vision

- *“...focus on retaining a high quality of life, while at the same time working to encourage and facilitation job growth...”*

- Objective 3

Retain & support local business & industry

- Main points:
 - Business, Recruitment/Retention & Expansion (BRE)
 - Coordinate training with local entities (i.e. high school, technical schools, etc.)
 - Promote quality of life & business environment
 - Streamline development & promote incentive programs
- Things to consider:
 - Develop tangible aspects of goals; create action plans

EDA Strategic & Work Plan

- EDA Strategic Plan (Adopted 06/07/2018)
 - Expansion of broadband
 - Business growth – continued land sales & development
 - Transportation
 - Community
 - Housing
 - Things to consider:
 - Status of Strategic Plan – Accomplished? Relevant? Missing?

EDA Strategic & Work Plan

- Exercise
 - Accomplishments
 - Obstacles
 - Opportunities
 - Up to five (5) top each



Strengths, Obstacles & Opportunities

Economic Development Authority
09/06/2022



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EDA Discussion

- Identified Strengths, Obstacles & Opportunities
 - Business Park
 - Main point of EDA emphasis
 - Is it #1 priority?
 - What are priorities #2, #3, #4, etc.
 - Downtown

- Identified Strengths, Obstacles & Opportunities
 - Labor Force
 - Needs better definition
 - Changing workforce
 - Manufacturing (on-site) vs. office (remote)*
 - On-site job requirements for some employers*
 - Remote ability – allowing people to live greater distances from work*
 - How does labor force relate to services & businesses in community?

- Identified Strengths, Obstacles & Opportunities

- Housing

- Growth of housing & diversity of housing → increased access to/availability of labor force
- Rise of remote work become community of choice
- Allow wage earners to live “in-between” work places
Give choices & leverage community assets (i.e. schools)
- Parks system
- High build expected to continue; some slow down expected

- Identified Strengths, Obstacles & Opportunities (*cont*)

- Business / Economic

- Rooftops are everything → community-wide & areas specific (i.e. Downtown)
- Housing & labor force growth → business expansion (i.e. Andersen 3rd shift & 255,000 sf expansion)
- Need to tap into available workforce → Seniors, Baby Boomers & Millennials
What is workforce looking for? How can we attract/provide those jobs here?
Oft targeted age middle age groups are employed
Get retirees back into the workforce

- Identified Strengths, Obstacles & Opportunities (*cont*)
 - Schools
 - Positive image
 - Enrollment is growing
 - Parent-student satisfaction growing
 - Viking Bridge program
 - Where does High School “rank” in Minnesota?
 - What is High School / School District known for?
 - Need to promote more

- Identified Strengths, Obstacles & Opportunities (*cont*)
 - Broadband is available
 - How do we get to 'yes' with developers?
 - Perspective is "too far" / too far north
NB → 694 = 36 miles/36 minutes
NB → Mpls = 40 miles/45 minutes
NB → MSP = 45 miles/50 minutes
 - Community on major crossroads & connections – TH94 & I-35
 - *Twin Cities → Duluth ... St. Cloud → Wisconsin*
St. Cloud & Duluth → Level 1 Trade Centers
Cambridge → Regional Trade Center

- Identified Strengths, Obstacles & Opportunities (*cont*)

- EDA

- Focus areas & responsibility
- Determine priorities & work plan
Work plan & priorities will be inclusive of different areas of EDA
- Community promotion & marketing
- Differentiate community
Why is it unique?
How does it stand out?
Why live here?
Why open/expand business here?



2019 Labor Force Data

Economic Development Authority
US Census – On the Map

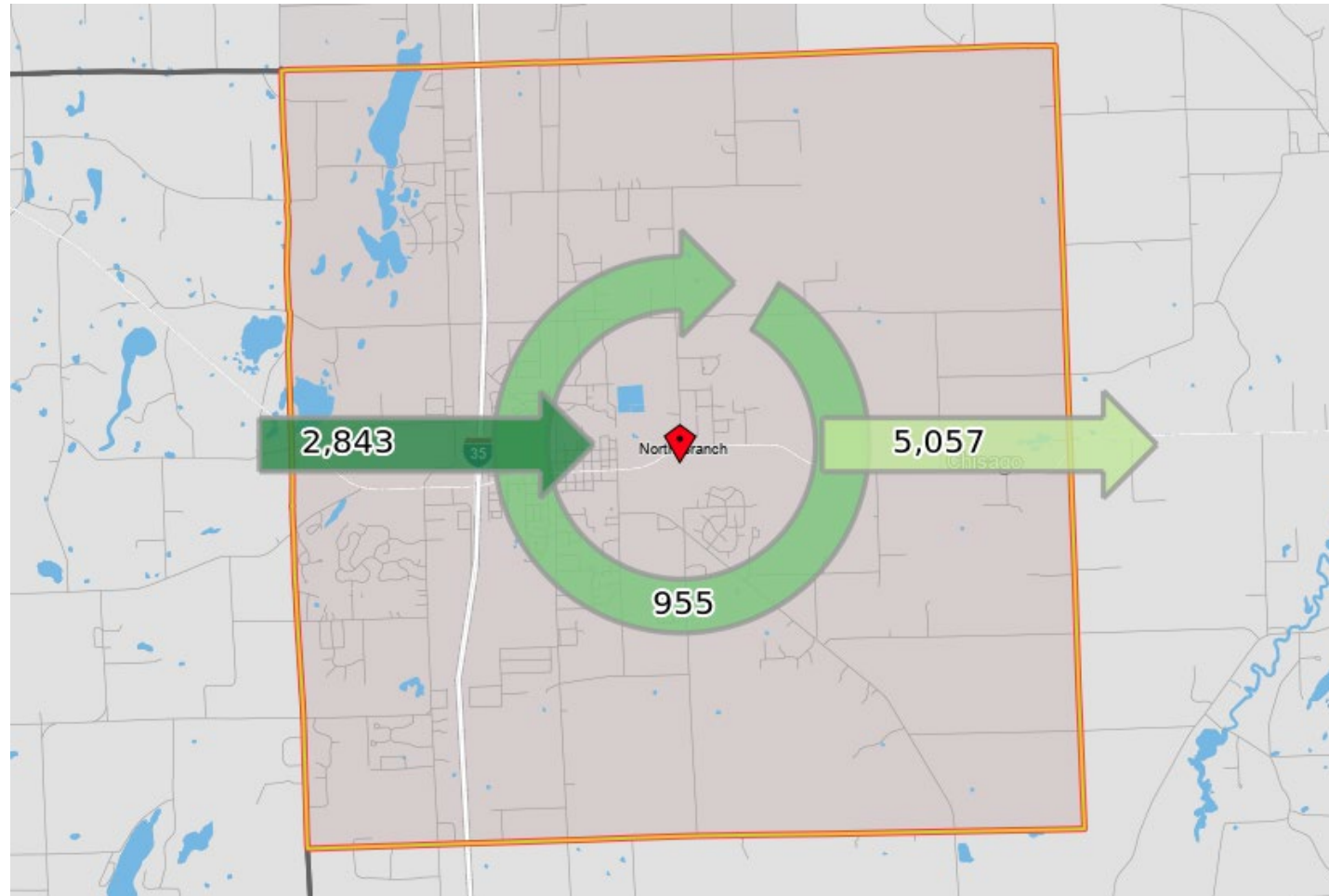


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Labor Force Data

- Worker Inflow & Outflow (2019)
 - Basis → Where Workers Live

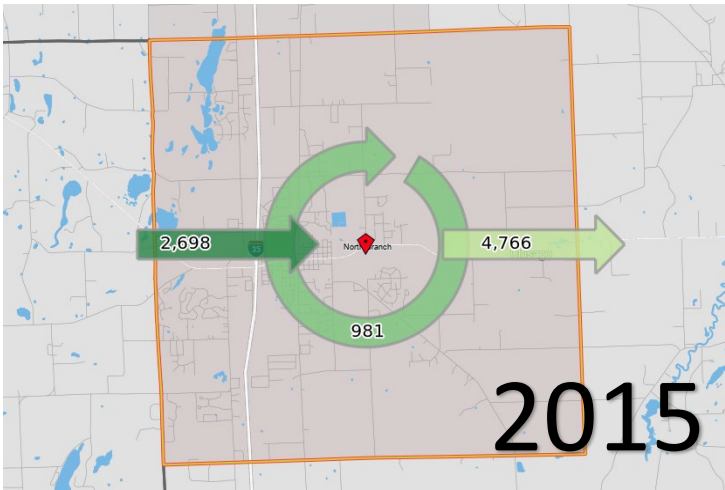
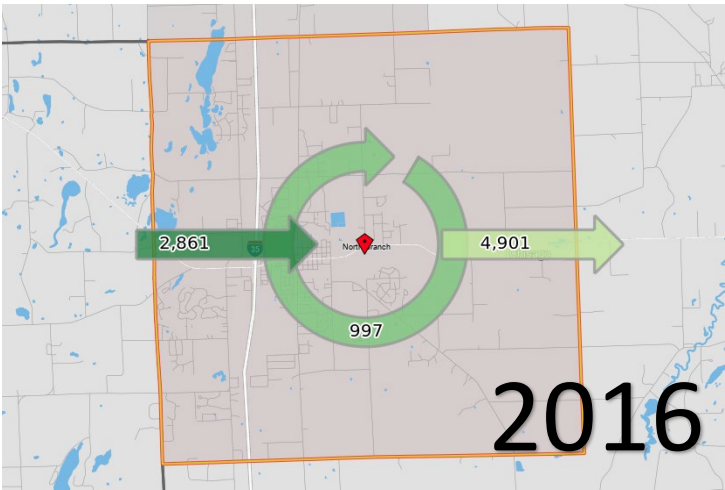
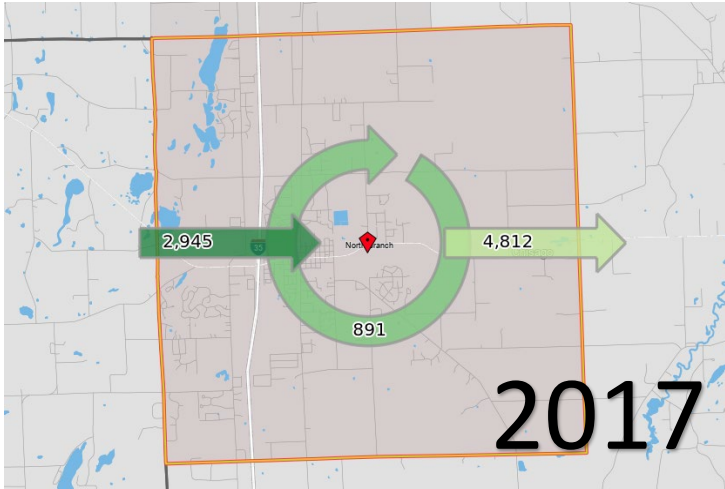
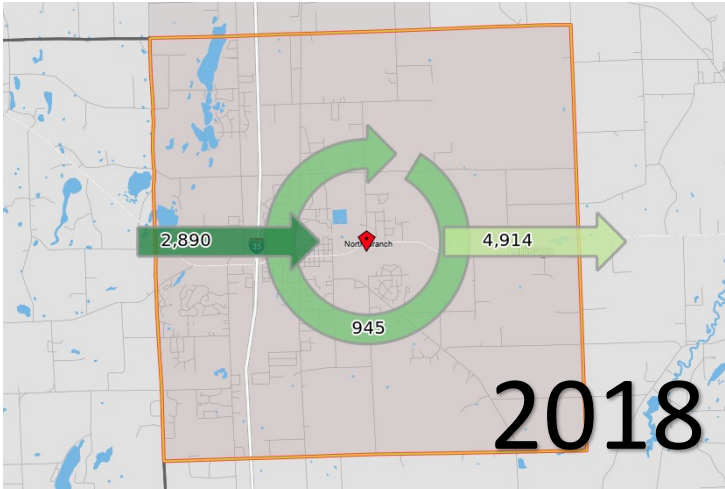
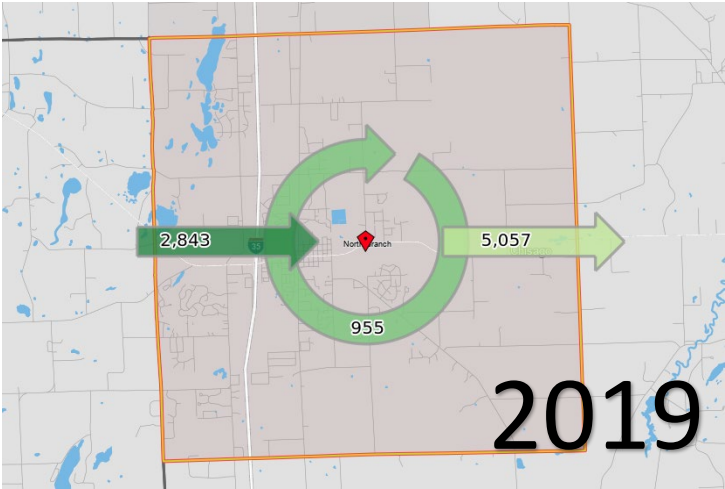


Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Labor Force Data

- Worker Inflow & Outflow (2015-2019)



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

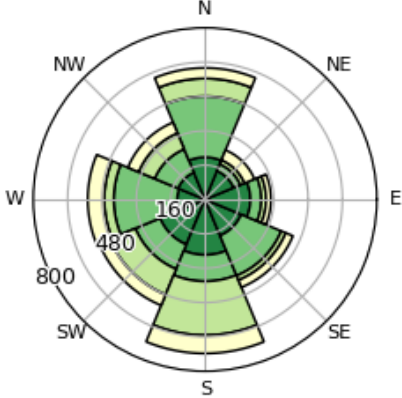
- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Labor Force Data

- Worker Inflow & Outflow (2019)

- Basis → Where Workers Live (Inflow/Non-Resident)

Job Counts by Distance/Direction in 2019
All Workers

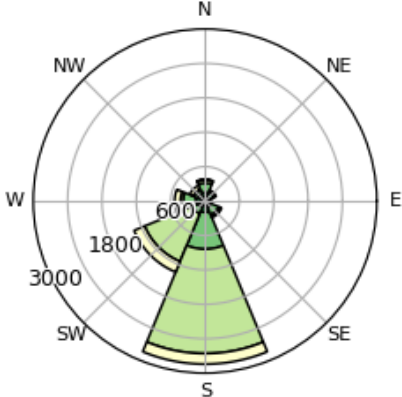


Jobs by Distance - Work Census Block to Home Census Block

	2019	
	Count	Share
Total All Jobs	3,798	100.0%
Less than 10 miles	1,485	39.1%
10 to 24 miles	1,231	32.4%
25 to 50 miles	654	17.2%
Greater than 50 miles	428	11.3%

- Basis → Where Workers Work (Outflow/Resident)

Job Counts by Distance/Direction in 2019
All Workers

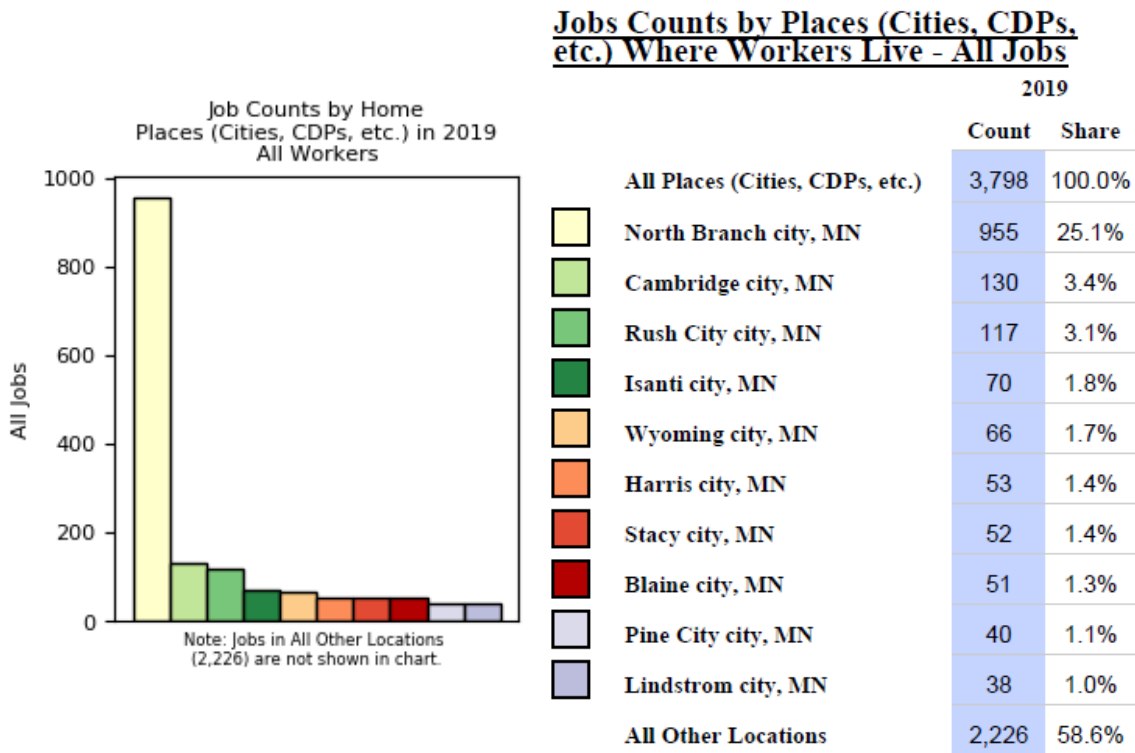


Jobs by Distance - Home Census Block to Work Census Block

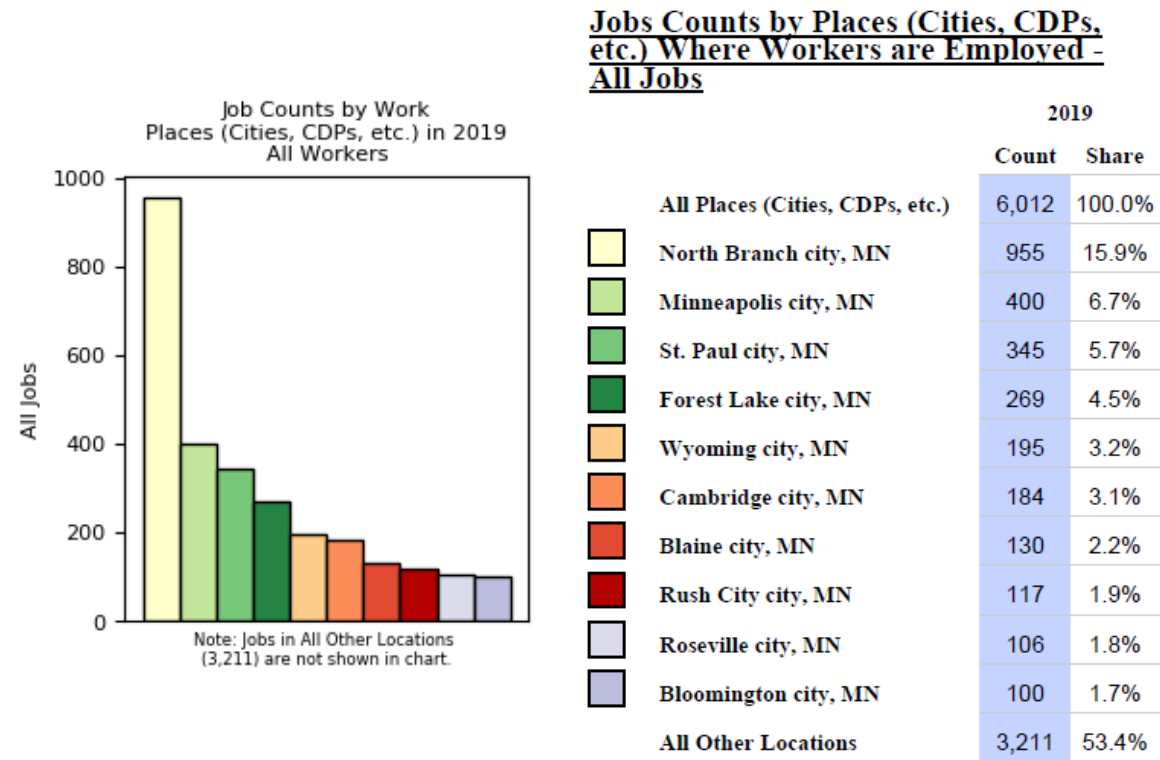
	2019	
	Count	Share
Total All Jobs	6,012	100.0%
Less than 10 miles	1,101	18.3%
10 to 24 miles	1,398	23.3%
25 to 50 miles	2,873	47.8%
Greater than 50 miles	640	10.6%

Labor Force Data

- Worker Inflow & Outflow (2019)
 - Basis → Where Workers Live (Inflow/Non-Resident)



- Basis → Where Workers Work (Outflow/Resident)





2022 Market Profile

Economic Development Authority
Greater MSP – ESRI



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Market Profile

- Community Demographics (2022)

- Population: 11,152
 - Households: 4,075 (2.70 person/hh)
 - Largest Household Segment: 2 Persons (30.9%)
- Daytime Population: 9,415
 - Workers: 4,131
 - Residents: 5,284
- By Home
 - Median HH Income: \$86,499
 - Median Home Value: \$243,854
- By Age
 - Median Age: 36.0
 - Largest Age Segment: 25-34 (15.0%)
 - 35-44 (16.4%) largest segment decrease from 2010 = ↓ 15.9% (key segment of target workforce)
 - 55-64 (11.8%) largest segment increase from 2010 = ↑ 43.9%

- Community Demographics (2022)

- By Education

- High School Graduate: 31.0%
 - Some College, No Degree: 21.7%
 - College Degrees: Associate (17.4%), Bachelor's (14.4%), Graduate (5.6%)

- By Labor Force

- Population 25-54 Employed: 68.5% (Unemployed: 1.6%)
 - Population 16-24 Employed: 14.9% (Unemployed: 0.7%)

- By Industry

- Services: 44.8%
 - Construction: 15.1%
 - Manufacturing: 11.5%

- By Occupation

- White Collar: 55.3% (Professional: 23.2%)
 - Blue Collar: 29.1% (Construction/Extraction: 11.0%)

Market Profile

- Community Demographics (2022)
 - Consumer Spending (Top 5)
 - Shelter: \$21,995.20
 - Health Care: \$6,982.99
 - Food at Home: \$5,963.63
 - Food Away from Home: \$4,252.26
 - Entertainment/Recreation: \$3,589.27



Business Park Feedback

Economic Development Authority
Developers, Land Use Planning Firm &
Greater MSP



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Interstate Business Park

- Feedback Received
 - Developer Roundtable (04/01/2021)
 - Land Use Planner (09/08/2022)
 - Greater MSP (09/09/2022)

- Feedback Received

- Summary: Developer Roundtable (04/01/2021)

- Positives

- Site is DEED Shovel Ready Certified
 - Access to I-35
 - Available labor; need to obtain labor analysis to document
 - Rail access
 - AUAR complete
 - No soil remediation required or wetlands on property
 - Some streets, infrastructure in place

- Negatives

- Part of park lacks infrastructure; no comprehensive plan for installing infrastructure
 - Access to I-35 not directly adjacent to site; creation of interchange would be catalyst for development
 - Marketing efforts have not reached industrial development community of brokers & developers

- Feedback Received

- Summary: Developer Roundtable (04/01/2021)

- Land Prices & Fees

- \$1-\$1.50 per SF is reasonable
 - Purchasers more interested in total costs (per SF) including roads, utilities, etc.
Need to understand cost basis
Developers expect to pay SAC/WAC, trunk fees, park dedication, etc.
 - Developer prefer to pay into regional stormwater system vs. on-site (ok with on-site)

- Development Standards

- Outside storage may benefit; never goes away so screening important
 - Design standards are needed for exterior finishes & outdoor storage
 - Different design standards can be implemented
 - Determine location of outdoor storage, if applicable (i.e. along 410th Street)

- Feedback Received

- Summary: Developer Roundtable (04/01/2021)

- General Comments

- Messaging needs to be consistent across all parties
 - Information needs to get to Twin Cities brokers
 - Development time horizon will be longer than anticipated
 - Construction costs are increasing
 - Being flexible to respond to the need for different lot sizes

- Marketing Strategy

- Current/previous focus on businesses who will own their own buildings
 - Need to reach investor community to expand universe of potential buyers to include investors, developers and businesses using site selectors

- Feedback Received

- Land Use Planner Perspective (09/08/2022)

- Need to understand use based on market & market demand
Review demand/outcome of market study determined this path
- Need to determine what City desires – types of businesses & lay out uses
- Create development phasing plan
Ex: What are the impervious regulations; determine stormwater layout
Ex: Guide lot sizing based on uses
- Reshape land configuration
Do we put all land into outlot vs. individual lots?
What type of lot inventory is needed with initial phase(s) & how large each?

- Resulting notes

- Need to determine businesses, industrial developers/brokers we approach
- Review financials & cost structure

Interstate Business Park

- Feedback Received

- Greater MSP (09/09/2022)

- There is a scarcity of sites; shovel-ready sites
 - Recent industrial focus has been on infill
Many of infill sites are not large enough to accommodate user needs/size
 - Determine types of businesses want in business park
Identify existing businesses in the area & possible support businesses
Identify complementary industries
Identify market needs (i.e. site sizes – 5, 10, 20 or 40 acres)
 - Develop marketing strategy
Focus business park efforts in industrial circles – MnCAR, COSTAR, MREJ, industrial brokers
Shovel-ready site programs/advertisement for ECE, MERC & Xcel
 - Shared workforce potential
 - Development & business support
Identify providers serving the business park
Determine utility location, availability, pipe sizes & capacity
Can capacity be increased, or is it maxed out?
Determine high-speed internet/broadband bandwidth, etc.

- Feedback Received

- Greater MSP (09/09/2022)

- Better understand rail availability & connections to RTCs (i.e. Duluth, Twin Cities, St. Cloud, etc.)
 - Understand availability of housing types, needs of workforce/employees & level of attainability
What are the median income levels of targeted businesses?
What types of “supportive” housing is needed based on income levels?
(i.e. subsidized, affordable, 80% AMI, market rate, etc.)
Are jobs remote/onsite? Are people willing to travel for jobs or need/want to be close to home?
 - Understand supportive educational institutions close to North Branch
Access for employers (to workers) & employees (to training/education)
What types of training programs offered?
 - Understand workforce programs available
Educational institutions
Chisago County
East Central Redevelopment Commission
Viking Bridge – North Branch High School

Interstate Business Park

- Feedback Received

- Greater MSP (09/09/2022)

- Review information re: North Branch & Business Park with DEED Shovel Ready Certification (SRC)
SRC has lost some of its steam as of recently; perhaps less focus by DEED
Update information
 - Image of North Branch
General community image
Image vs. Chisago County
Image vs. other competitor cities – in County; from 694; etc.
 - Unique & differentiate the City
 - Identify timelines to approaches
 - Identify timelines & process for approvals
 - City site plan process = administrative process is good as it allows for confidentiality

- Next Steps, Action Items & Recommendations
 - In Progress
 - Reviewing DEED re: Shovel Ready Certification; requested meeting
 - Starting conversations with utility companies re: utility locations, availability & capacity
 - Reaching out to industrial brokers & developers; Greater MSP re: NB market profile
 - Looking at master plan development plan approach
 - Considerations
 - Market Demand
 - Look back at history – market & market demand driving business park
 - Evaluate market compared to demand & NB profile to deliver & ability meet the demand
 - Target Market
 - Identify the types of businesses wanted; targeted
 - Understand target business needs, expectations, etc.
 - Determine if there a match or need to re-evaluate
 - List existing businesses; types of business/industry & what they produce
 - Identify complementary businesses/industries & services associated/needed

Interstate Business Park

- Next Steps, Action Items & Recommendations

- Considerations

- Master Development Plan / Development Phasing

- Evaluate development needs based on target users
 - Determine size + site utilization & % impervious = # of potential developments
 - All factors drive to development plan/strategy & layout of business park
 - Identify type(s) of lot inventory, size & how large + platted vs. outlot

- Marketing Strategy

- Identify the types of businesses wanted; targeted
 - Understand target business needs, expectations, etc.
Determine if there a match or need to re-evaluate
 - Develop approach, strategy & marketing plan

- Infrastructure & Utilities

- Update utility information – providers, location/availability, pipe sizes, capacity, broadband speed, etc.
Understand ability to increase capacity
 - Railroad meeting to understand rail spur options, locations & costs

- Next Steps, Action Items & Recommendations
 - Considerations
 - Business & Housing Data
 - Survey existing businesses
Collect data on: workforce #s, wages, employee recruitment/retention issues
 - Evaluate housing compared to workforce data
Relation of worker wages to home costs/values & attainability
Identify types of supportive housing necessary to meet workforce = Available in NB?
 - Education & Workforce Training
 - List types of programs available
 - Connect programs to employers = internships, work study, etc.
 - Business “Assistance”
 - Cost-reduction programs: energy savings, waste reduction, etc.

- Next Steps, Action Items & Recommendations
 - Considerations
 - North Branch Community
 - Services needed & cost of/access to services
Comparison of tax rate, utility rates, hours of operation
Comparison to inflation, growing community + related impacts on service-level increases/cost of services
 - “Realistic” SWOT analysis on community
NB is unique [how]
NB is different [how]
NB offers [what]
 - Process to approval timelines
Current Site Plan process = confidentiality

- Recommendations

- Umbrella Strategic Plan

- Community Re-Visioning, Strategic Planning & Work Plan Initiatives
 - Observations + Optimism + Opportunities + Obstacles
 - First → Community/City Council
Community Input → Organization → City Council + Staff Leadership + 1 Member/Commission
 - Then → Economic Development/EDA
Foundation of City SP → EDA + Staff Leadership + Chamber/Business Representatives
 - Develop Community Profile
 - Update Imagery & Implement
 - Potential tactical approaches: new web site, new web address, broader deployment of City logo, wayfinding signage plan & implementation, etc.

Interstate Business Park

- Recommendations

- Business Park

- Engage Business Community
 - First → Industrial
 - Survey to collect workforce data
 - Then → Commercial, Public
 - Survey to collect workforce data
 - Business Park Master Plan
 - Employ planning firm to assist navigating process; develop plan
 - Cost: up to \$50,000
 - Commence Summer 2023; complete Spring 2024 (6-8 months)
 - Financial
 - Employ Ehlers to assist with re-evaluation of financial proforma & approach
 - Consider all options to further make 'all-in' cost competitive

- Recommendations

- Downtown

- Downtown North Branch Master Plan
 - Employ planning firm to assist navigating process; develop plan
 - Cost/Timeline: TBD
 - Immediate: Plan events/activities to refocus attention on downtown



Business Park & Downtown

Economic Development Authority
10/04/2022



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NORTH BRANCH





Interstate Business Park



- Progress Update

- Reviewing Shovel Ready Certification with DEED
- Meeting with utility providers (i.e. locations, availability, capacities, etc.)
- Ongoing conversations with industrial brokers & developers; Greater MSP
 - Introducing North Branch, providing information & soliciting feedback

- Target Market & Market Demand

- Review historical context of market/market demand driving business park
- Research & define North Branch market profile
- Survey existing industrial businesses, types of industry & product(s)
Determine potential complementary businesses & associated services
- Identify types of targeted/wanted businesses

→ Targeted Outcome: Develop North Branch market identity

Interstate Business Park



- **Infrastructure & Utilities**

- Map providers, locations & availability, pipe sizes, capacities, etc.
- Define broadband access, speed & capabilities
- Understand ability for expansion, increase access & capacity
- Schedule railroad meeting to understand rail spur options, locations, costs & processes

- **Financial Background**

- Review City investment(s) (i.e. land acquisition, streets & infrastructure, etc.)
- Analyze outstanding debt & estimated future public investment costs
- Explore alternative financial nuisances

→ **Targeted Outcome: Affirm/Adjust cost structures, assumptions & roadmap**

Interstate Business Park



- Master Development Plan

- Evaluate build-out based on targeted users
 - Determine size + site utilization + % impervious = # of potential developments
 - Use factors to determine phasing strategy
 - Identify current/projected lot inventory & size (platted vs. outlot?)
- Create Master Development Plan document
 - Targeted Outcome: Establish development phasing, timelines for street/utility investments, investment costs & funding strategy

- Marketing Strategy

Interstate Business Park



- “Costs” to Implement

- Financial Analysis (Ehlers & Associates)
 - Update previous analysis; complete broad, in-depth analysis of costs & options
 - Cost: TBD
 - Timeline: TBD
- Business Park Master Development Plan (planning firm)
 - Evaluate development options
 - Develop build-out plan to help refine cost structures & financing options for improvements
 - Cost: TBD (grant funding?)
 - Timeline: TBD
- Labor & Market Profiles
 - Identify critical data sets necessary to mine market details
 - Use data to make community decisions
- Industrial business surveys & visits



Downtown North Branch



- **Parking & Business Feedback**

- Host meeting of Downtown businesses & property owners
- Complete 2-tract survey – Community-wide & Downtown-specific

- **Vision & Target Market**

- Review vision, goals & policies in 2018 Comprehensive Plan
- Research & define North Branch commercial market profile
- Survey existing Downtown businesses & types of business/services
- Identify types of targeted/wanted businesses
- Determine expected/realistic Downtown environment (i.e. commerce, community gathering)

→ **Targeted Outcome: Develop baseline of Downtown identity**

Downtown North Branch



- “Costs” to Implement

- Community & Downtown Survey
 - Include Downtown walking tour
- Downtown Master Development Plan
 - Timeline: 6-8 months to complete
- Supportive Infrastructure & Spaces
 - Evaluate existing function of Downtown
 - Complete needs assessment based on existing environment + vision + outcomes
- Projects
 - Identify implementable project; start building momentum

→ Targeted Outcome: Adopt Master Plan with short-/long-term actionable items

Downtown North Branch



- **Infrastructure & Utilities**

- Map providers, locations & availability, pipe sizes, capacities, etc.
- Define broadband access, speed & capabilities
- Understand ability for expansion, increase access & capacity
- Schedule railroad meeting to understand rail spur options, locations, costs & processes

- **Financial Background**

- Review City investment(s) (i.e. land acquisition, streets & infrastructure, etc.)
- Analyze outstanding debt & estimated future public investment costs
- Explore alternative financial nuisances

→ **Targeted Outcome: Affirm/Adjust cost structures, assumptions & roadmap**

Downtown North Branch



- Downtown Survey Results

Fall Harvest Festival – Saturday, September 24, 2022

- Question 1: Distance willing to walk to/from parking spot.

29 Participants

- 24.1% of respondents → up to 2 blocks
- 20.7% of respondents → up to 3 blocks
- 17.2% of respondents → up to 1 block
- More than half (58.6%) said they would walk 2 blocks or more
- Direct, personal feedback:
 - Safety & access as biggest concerns (crosswalks/visibility, ADA parking, pedestrian & connections, etc.)
 - Directional parking signage identified as essential

Downtown North Branch



- Downtown Survey Results

Fall Harvest Festival – Saturday, September 24, 2022

- Question 2: What prevents you from going Downtown?

29 Participants

- 32.4% of respondents → Lack of Parking
- 27.0% of respondents → Lack of Activity
- 13.5% of respondents → Lack of Store/Service Options, Highway 95 & Nothing
- 8.1% of respondents → Lack of Dining Options
- Direct, personal feedback:
 - Business hours generally cited as deterrent
 - Nothing to do/appealing to different age groups (i.e. kids & families)

Downtown North Branch



- Downtown Survey Results

Fall Harvest Festival – Saturday, September 24, 2022

- Question 2: What brings you Downtown?

30 Participants

- 26.4% of respondents → Restaurants, Food & Drink
- 22.6% of respondents → Stores/Shopping
- 17.0% of respondents → Personal Services
- 7.5% of respondents → Events
- Direct, personal feedback:
 - Overall atmosphere

Downtown North Branch



- Downtown Survey Results

Fall Harvest Festival – Saturday, September 24, 2022

- Question 4: What would bring you Downtown?

30 Participants

- 30.8% of respondents → Restaurants, Food & Drink
- 28.2% of respondents → Shopping
- 7.7% of respondents → Events & Activities
- Direct, personal feedback:
 - More activities & attractions for kids, families & night life
 - Knowing where public parking exists



North Branch Workforce



- Business & Housing Data

- Survey existing businesses
 - Workforce #s, wages, employee recruitment/retention issues, child care
- Evaluate housing compared to workforce data
 - Relation of worker wages to home costs/values & attainability
 - Identity of types of supportive housing to meet workforce = Available in NB?
- Education & workforce training
 - List types of education & worker training programs available
 - Connect programs to employers = internships, work study, etc.
- Business “Assistance” programs
 - Cost-reduction programs available: energy savings, waste reduction, etc.



North Branch Community



- Strategic Planning

- Community Re-Visioning, Strategic Planning & Work Plan Initiatives
 - Observations + Optimism + Opportunities + Obstacles
 - First → Staff
 - Then → Community
 - Last → City Council & EDA
- Evaluate housing compared to workforce data
 - Relation of worker wages to home costs/values & attainability
 - Identity of types of supportive housing to meet workforce = Available in NB?
- Education & workforce training
 - List types of education & worker training programs available
 - Connect programs to employers = internships, work study, etc.
- Business “Assistance” programs
 - Cost-reduction programs available: energy savings, waste reduction, etc.

ECONOMIC DEVELOPMENT AUTHORITY (EDA)									
REVENUES									
Account Number		Description	2021 Actual	2022 Actual	2023 Adopt	2023 YTD	2024 Draft	+/-	Detail
201	31010	Current Ad Valorem Taxes (HRA)	\$ -	\$ -	\$ (196,528.00)	\$ -	(\$289,566.00)		
								\$ (93,038.00)	HRA Ad Valorem Taxes @ 0.01850% of EMV
201	31010	Current Ad Valorem Taxes (EDA)	\$ (82,531.00)	\$ (126,969.00)	\$ (192,598.00)	\$ -	(\$283,775.00)		
								\$ (91,177.00)	EDA Ad Valorem Taxes @ 0.01813% of EMV
201	31020	Delinquent Ad Valorem Taxes	\$ (1,024.00)	\$ (645.00)	\$ (325.00)	\$ -	\$ -	\$ -	
201	31080	EDA/HRA Taxes	\$ -	\$ -	\$ (50,000.00)	\$ -	\$ -	\$ -	
201	32214	Licenses & Permits	\$ -	\$ -	\$ -	\$ (1,000.00)	\$ -	\$ -	
201	33402	Market Value Credit	\$ (212.00)	\$ (305.00)	\$ (200.00)	\$ -	\$ -	\$ -	
201	34950	Other Revenues	\$ -	\$ -	\$ -	\$ -	\$ (4,024.00)	\$ -	Engdahl/Property Tax Due City per Farm Lease
201	36210	Interest Earnings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
201	36220	Other Rents & Royalties	\$ (3,500.00)	\$ -	\$ (3,500.00)	\$ (1,800.00)	\$ (3,600.00)	\$ -	Lamar Advertising @ \$300/month
201	39203	Transfer from Other Fund	\$ -	\$ -	\$ (117,000.00)	\$ -	\$ (185,000.00)	\$ -	Transfer In - General Fund / EDA operations

ECONOMIC DEVELOPMENT AUTHORITY (EDA)	\$ (87,267.00)	\$ (127,919.00)	\$ (560,151.00)	\$ (2,800.00)	\$ (765,965.00)	\$ 205,814.00
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EXPENSES									
Account Number		Description	2021 Actual	2022 Actual	2023 Adopt	2023 YTD	2024 Draft	+/-	Detail
201	46500	50101 Employee Wages & Salaries	\$ 78,065.00	\$ 65,081.00	\$ 97,777.00	\$ 58,495.83	\$ 84,874.00	\$ (12,903.00)	50% ED/CDD - 10% FDM - 5% CA - 2% ACCT
201	46500	50121 PERA	\$ 5,126.00	\$ 3,787.00	\$ 7,072.00	\$ 4,226.01	\$ 6,275.00	\$ (797.00)	50% ED/CDD - 10% FDM - 5% CA - 2% ACCT
201	46500	50122 FICA & Medicare	\$ 5,696.00	\$ 4,768.00	\$ 7,480.00	\$ 4,335.61	\$ 6,495.00	\$ (985.00)	50% ED/CDD - 10% FDM - 5% CA - 2% ACCT
201	46500	50131 Employer Paid Health	\$ 9,950.00	\$ 9,144.00	\$ 15,570.00	\$ 3,922.78	\$ 4,074.00	\$ (11,496.00)	50% ED/CDD - 10% FDM - 5% CA - 2% ACCT
201	46500	50151 Workers Compensation Insurance	\$ 551.00	\$ 586.00	\$ 600.00	\$ -	\$ 625.00	\$ 25.00	
201	46500	50210 Operating Supplies	\$ -	\$ 1,850.00	\$ 200.00	\$ -	\$ 200.00	\$ -	
201	46500	50300 Professional Services	\$ 17,350.00	\$ 12,479.00	\$ 27,500.00	\$ 1,572.50	\$ -	\$ (27,500.00)	
								\$ -	
201	46500	50301 Audting & Accounting Services	\$ 520.00	\$ 1,004.00	\$ 520.00	\$ 1,065.59	\$ 1,000.00	\$ 480.00	
201	46500	50302 Planning Services	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00	\$ 35,000.00	
								\$ -	Downtown MP (\$32,000 @ 100% CDD)
								\$ 35,000.00	Business Park MP (100% EDA)
201	46500	50303 Engineering Services	\$ 12,600.00	\$ 13,781.00	\$ 5,000.00	\$ 7,695.12	\$ 16,500.00	\$ 11,500.00	
								\$ 5,000.00	General Engineering Services
								\$ 11,500.00	Downtown Parking (\$23,000 @ 50% EDA)
201	46500	50304 Legal Services	\$ 5,220.00	\$ -	\$ 2,500.00	\$ 1,750.00	\$ 3,000.00	\$ 500.00	
								\$ 3,000.00	General Legal Services
201	46500	50331 Travel Expenses	\$ 32.00	\$ 117.00	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00	
								\$ 1,100.00	Conference Hotel (excl EDAM)

													Mileage			
				\$	400.00								Conference Mileage (EDAM)			
				\$	500.00								SLUC Lunceons Mileage			
				\$	500.00								General Mileage			
201	46500	50332	Conference & Training	\$	640.00	\$	81.00	\$	1,000.00	\$	-	\$	1,735.00	\$	735.00	
													\$	325.00	EDAM Winter Conferene	
													\$	370.00	EDAM Summer Conference	
													\$	500.00	MNCAR Expo	
													\$	540.00	NBACC Chamber Luncheons	
201	46500	50334	Meeting Expense	\$	464.00	\$	-	\$	-	\$	-	\$	-	\$	-	
201	46500	50343	Marketing Expense	\$	751.00	\$	1,363.00	\$	4,000.00	\$	845.00	\$	5,200.00	\$	1,200.00	NBACC Silver \$1399, Gold \$2499, Platinum \$3599
													\$	699.00	NBACC Bronze Sponsor	
													\$	350.00	NBACC Golf Tourney Hole Sponsorship	
													\$	115.00	NB Beautification Flower Basket	
													\$	200.00	Old Highway 61 Coalition	
													\$	1,200.00	MNCAR Expo Sponsor (Tote Bag or Expo Booth)	
													\$	2,636.00	General Marketing	
201	46500	50351	Legal Notices Publishing	\$	108.00	\$	-	\$	120.00	\$	-	\$	120.00	\$	-	
201	46500	50352	General Notices & Public Information	\$	306.00	\$	-	\$	-	\$	-	\$	-	\$	-	
201	46500	50360	Insurance	\$	738.00	\$	875.00	\$	800.00	\$	730.29	\$	800.00	\$	-	
201	46500	50430	Miscellaneous Expense	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	
201	46500	50433	Dues & Subscriptions	\$	1,005.00	\$	1,528.00	\$	1,500.00	\$	850.00	\$	895.00	\$	(605.00)	
													\$	320.00	EDAM	
													\$	325.00	MNCAR Membership	
													\$	250.00	SLUC (Organizational)	
201	46500	50455	Property Taxes & Assessments	\$	144.00	\$	-	\$	-	\$	858.00	\$	28,595.00	\$	28,595.00	Coded to Fund 476. Cost shown is 2023 x 3.0%
													\$	-	11.00331.00 (NB EDA)	
													\$	1,675.00	11.00359.26 (NB EDA)	
													\$	1,126.00	11.00359.30 (NB EDA) - No Tax in 2023	
													\$	4,024.00	11.01072.02 (NB EDA / FARM ESTATE-BILL BACK)	
													\$	1,984.00	11.01072.05 (NB EDA)	
													\$	1,730.00	11.01072.06 (NB EDA)	
													\$	1,988.00	11.01072.07 (NB EDA)	
													\$	-	11.01072.10 (NB EDA / POND)	
													\$	3,870.00	11.01072.13 (NB EDA)	
													\$	-	11.01072.16 (HRA-EDA)	
													\$	-	11.01072.17 (HRA-EDA)	
													\$	-	11.01072.18 (HRA-EDA)	
													\$	1,512.00	11.01072.19 (HRA-EDA / ROW)	
													\$	-	11.01072.21 (HRA-EDA)	
													\$	185.00	11.01072.24 (HRA-EDA)	
													\$	645.00	11.01072.25 (HRA-EDA)	
													\$	1,384.00	11.01072.26 (HRA-EDA)	
													\$	1,556.00	11.01072.28 (NB EDA)	

								\$	1,392.00	11.01072.29 (NB EDA)
								\$	1,388.00	11.01072.30 (NB EDA)
								\$	916.00	11.01072.31 (NB EDA)
								\$	938.00	11.01072.32 (NB EDA)
								\$	2,282.00	11.01072.33 (NB EDA)
201	46500	Transfers Out	\$ -	\$ -	\$ -	\$ -	\$ 345,000.00	\$ 345,000.00		
								\$ 345,000.00	Business Park Debt - Principal + Interest + Fees	
201	46510	Economic Development & Assistance	\$ -	\$ -	\$ -	\$ -	\$ 75,000.00	\$ 75,000.00		
								\$ 75,000.00	Storefront Rehabilitation Program	
								\$ -	Business Assistance Program	
ECONOMIC DEVELOPMENT AUTHORITY (EDA)			\$ 139,266.00	\$ 116,444.00	\$ 171,639.00	\$ 86,346.73	\$ 617,888.00	\$ 446,249.00		
ECONOMIC DEVELOPMENT AUTHORITY (EDA)			2021 Actual	2022 Actual	2023 Adopt	2023 YTD	2024 Draft			
EDA REVENUES			\$ (87,267.00)	\$ (127,919.00)	\$ (560,151.00)	\$ (2,800.00)	\$ (765,965.00)			
EDA EXPENSES			\$ 139,266.00	\$ 116,444.00	\$ 171,639.00	\$ 86,346.73	\$ 617,888.00			
			\$ 51,999.00	\$ (11,475.00)	\$ (388,512.00)	\$ 83,546.73	\$ (148,077.00)	OVER / (UNDER)		

NORTH BRANCH ECONOMIC DEVELOPMENT AUTHORITY
PAY 2024 - BUDGET SUMMARY

Final Budget: 12-05-2023

Revenues	2021 Actual	2022 Actual	2023* Budget	2024 Proposed	
Taxes	\$ 83,555	\$ 127,614	\$ 167,000	\$ 573,341	
Licenses & Permits	\$ -	\$ -	\$ -	\$ -	
Intergovernmental	\$ 212	\$ 305	\$ 325	\$ -	
Charge for Service	\$ -	\$ -	\$ 200	\$ -	
Other Revenues	\$ 3,500	\$ 3,561	\$ 3,500	\$ 7,624	
Transfers In	\$ -	\$ -	\$ -	\$ 185,000	
Total Revenues	\$ 87,267	\$ 131,480	\$ 171,025	\$ 765,965	

Expenditures	2021 Actual	2022 Actual	2023 Budget	2024 Proposed	
Salaries & Benefits	\$ 99,388	\$ 82,748	\$ 128,499	\$ 102,343	
Operating Supplies	\$ -	\$ 1,850	\$ 200	\$ 200	
Professional Services	\$ 38,729	\$ 29,700	\$ 35,520	\$ 55,500	
Marketing, Travel& Training	\$ 1,149	\$ 1,528	\$ 7,420	\$ 11,250	
Land & Property Taxes	\$ -	\$ -	\$ -	\$ 28,595	
Economic Development Assistance	\$ -	\$ -	\$ -	\$ 75,000	
Transfers Out	\$ -	\$ -	\$ -	\$ 345,000	
Total Expenditures	\$ 139,266	\$ 115,826	\$ 171,639	\$ 617,888	

**Note: The 2023 EDA and HRA tax levies totalled \$389,126. That revenue is not shown here as it was receipted into a debt service fund.*

-  EDA + HRA levies combined total.
-  Transfers In are revenues from the General Tax Levy to support EDA operations; adjusted for inflation & value.
-  Transfers Out are to the Debt Service Fund for Business Park debt payments; excludes County HRA-EDA payment.