



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications

2. Consider Adoption of Resolution Approving Organization of Advisory Bodies per City Ordinance 181
 - a. Oath of Office
 - b. Election of 2019 President
 - c. Election of 2019 Vice-President
 - d. Election of 2019 President Pro-Tem
 - e. Election of 2019 Secretary
 - f. Election of 2019 Treasurer
 - g. Adoption of 2019 Meeting Schedule

3. Approve Minutes of December 4, 2018 Regular Economic Development Authority Meeting

4. Other Business / Updates / Communications
 - a. Business Prospects
 - b. EDAM
 - c. National Development Council (NDC)
 - d. GPS 45:93
 - e. Housing Starts in 2018
 - f. Business Arrivals and Departures in Isanti 2018

5. Adjournment



MEMO

To: Economic Development Authority

From: Ryan Kernosky, Community Development Director

Date: January 7, 2019

Subject: Organization of Advisory Bodies as per Ordinance 181

Economic Development Authority Members for 2019 include: Jill Reller, (Vacant Commissioner Seat to be filled in 2019), Dan Collison (City Council), Paul Bergley (City Council), Ross Lorinser (City Council), Steve Lundeen (City Council) and Mayor Jeff Johnson (City Council).

According to Ordinance 181 and the By-laws of the EDA, the first meeting of the year is time to choose new officers of the Economic Development Authority. **New** elected or appointed Authority members must take an oral “Oath of Office” and sign the “Oath of Office” sheet.

A. Oath of Office

1) Verbal Oath

“I, (state your name), do solemnly swear to support the Constitution of the United States of America, the Constitution of the State of Minnesota, and to discharge faithfully the duties of the Economic Development Authority of the City of Isanti, Minnesota, to the best of my judgment and ability.”

2) “Oath of Office” signatures – Form to be provided if necessary (Not required, no new members in 2018, all returning from prior year.)

B. Election of 2019 EDA President

Commissioner Wimmer was appointed in 2018. Because he no longer serves in the capacity of Mayor, it’s appropriate to elect a new EDA President. Role: Preside at all meetings; sign EDA documents; submit recommendations and information as considered proper concerning the business affairs and polices of the Authority. Staff recommends selection of a President for 2018 and adopting in attached Resolution 2019-1.

C. Election of 2019 EDA Vice-President

Commissioner Lorinser was appointed in 2018. Role: Perform duties in the absence of the President. Staff recommends selection of a Vice President for 2018 and adopting in attached Resolution 2019-1.

D. Election of 2019 EDA President Pro-Tem (**Not Required as this position is utilized as needed**)

In 2018 a President Pro-Tem was not appointed. Role: Preside in the absence of the President and Vice-President. The Bylaws and Enabling Resolution imply that this done at the time of need.

E. Election of 2019 EDA Secretary (typically Staff)

Community Development Director Ryan Kernosky was appointed Secretary in 2018, because he is leaving the City, it's appropriate to appoint a new Secretary. Role: Keep minutes and maintain records. Staff recommends election of a Secretary and adopting in attached Resolution 2019-1

F. Election of 2019 EDA Treasurer

Finance Director Mike Betker was appointed EDA Treasurer in 2018. Staff would recommend appointing the City of Isanti Finance Director for 2019. Role: Signatory of the Authority. Books are maintained by the City of Isanti Staff (Finance Director). Staff recommends election of a Treasurer and adopting in attached Resolution 2019-1.

G. Adoption of Bylaws and Official Seal

No Changes were made to the Bylaws and no formal action is requested. A copy of the existing Bylaws are attached to Resolution 2019-1 for reference purposes only.

H. Adoption of 2019 Meeting Schedule

Staff recommends adoption Resolution 2019-1 which includes the meeting dates for the 2019 EDA meetings.

Action Requested:

- 1) Consider Adoption of Resolution 2019-1 attached hereto inserting names of appointed officers.

Attachments:

- 1) EDA Resolution 2019-1

**CITY OF ISANTI ECONOMIC DEVELOPMENT AUTHORITY
RESOLUTION 2019-1**

**RESOLUTION ORGANIZING THE ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF ISANTI MINNESOTA**

IT IS HEREBY RESOLVED by the Board of Commissioners (the "Board") of the Economic Development Authority of the City of Isanti Minnesota (the "EDA") as follows:

1. Recitals.

(a) On February 18, 2014 the City of Isanti Minnesota (the "City"), acting through its City Council, adopted a modified enabling resolution pursuant to Minnesota Statutes, Sections 469.090 through 469.108 and the EDA adopted its current Bylaws on June 2, 2015.

(b) The Board wishes to provide for the basic organization of the EDA, including appointment of officers.

2. Appointment of Officers. The Board hereby appoints and approves the following officers of the Economic Development Authority:

President	Jeffery Johnson
Vice-President	Ross Lorinser
Secretary	Don Lorsung, City Administrator
Treasurer	Mike Betker, City of Isanti Finance Director

The President shall be the chief presiding officer of the Board and shall have such other responsibilities as may be required by law or conferred on the President by resolution of the Board. In the absence of the President, the Vice-President shall assume all of said responsibilities of the President. The offices of President, Vice President, Treasurer, and Secretary shall be elected annually, as required by law. The Secretary shall act as the chief recording officer for the Board and shall maintain a file of minutes of Board meetings and resolutions.

In accordance with Minnesota Statutes, Section 469.096, Subdivision 8, all checks of the EDA shall be signed by the Treasurer shall state the nature of the claim for which the check is issued. As required by law, the EDA shall adopt an official seal.

Regular Meetings of the Board. The Board shall hold regular meetings immediately following the 1st City Council Meeting on the 1st Tuesday of every month at Isanti City Hall. In the event that the 1st City Council Meeting of the month is moved due to a conflict (e.g. Election Day or precinct caucuses) the Authority meeting date will move to the same day as the 1st City Council Meeting of the month. The Board's regular meetings shall be held at such times as the Board may designate. For 2018, the following meeting dates are attached on Exhibit A:

3. Bylaws. A copy of the EDA Bylaws adopted on June 2, 2015 are attached hereto on Exhibit B. No amendments to the Bylaws are being presented for adoption at this time.

The following Commissioners were present:

and the following were absent:

The motion for the adoption of the foregoing resolution was introduced by Commissioner _____ and was duly seconded by Commissioner _____ and upon vote being taken thereon, the following Commissioners voted in favor thereof:

and the following voted against the same: None

whereupon the resolution was declared duly passed and adopted and was signed by the President and Secretary.

Adopted by the Economic Development Authority Board of Commissioners on January 7, 2019.

By _____
President

Attest _____
Secretary

Official Seal

EXHIBIT A

2019 ECONOMIC DEVELOPMENT AUTHORITY MEETING SCHEDULE

The Economic Development Authority shall hold regular meetings immediately following the 1st 7:00 p.m. City Council Meeting on the 1st Tuesday of every month at Isanti City Hall. All meetings are held at Isanti City Hall at 110 1st Avenue NW, Isanti, MN 55040 in the City Council Chambers. The 2019 scheduled meeting dates are below:

January 7, 2019

February 5, 2019

March 5, 2019

April 2, 2019

May 7, 2019

June 4, 2019

July 2, 2019

August 7, 2019

September 3, 2019

October 1, 2019

November 5, 2019

December 3, 2019

EXHIBIT B

BYLAWS OF THE ISANTI ECONOMIC DEVELOPMENT AUTHORITY

ARTICLE 1 - THE AUTHORITY

Section 1. Name of Authority. The name of the Authority shall be the "City of Isanti Economic Development Authority" (hereinafter the "Authority"), and its governing body shall be called the Board of Commissioners (hereinafter, the "Board").

Section 2. Seal of Authority. The Authority shall have an official seal, as required by Minnesota Statutes, Section 469.096, Subdivision 1. That seal shall be the seal of the City of Isanti Economic Development Authority attached hereto as Exhibit A-1.

Section 3. Office of Authority. The principal office of the Authority shall be at Isanti City Hall, 110 First Avenue NW, PO Box 428, Isanti, MN 55040 - 0428.

ARTICLE 2 - ORGANIZATION

Section 1. Officers. The officers of the Authority shall be a President, Vice President, Secretary, Treasurer. The President, Vice President, Secretary, Treasurer shall be elected each year at the annual meeting. No Commissioner may serve as President and Vice President at the same time. The offices of Secretary and Treasurer need not be held by a Commissioner.

Section 2. President. The President shall preside at all meetings of the Board. Except as otherwise authorized by Board resolution, the President and the Executive Director (the Vice President in either officers absence or incapacity) shall sign all contracts, deeds, and other instruments made or executed by the Authority. At each meeting, the President shall submit such recommendations and information as considered proper concerning the business affairs and policies of the Authority.

Section 3. Vice President. The Vice President shall perform the duties of the President in the absence or incapacity of the President; and in case of resignation or death of the President, the Vice President shall perform such duties as are imposed on the President until such time as the Board selects a new President.

Section 4. President Pro-Tem. In the event of the absence or inability of the President and Vice President to preside at any meeting, the Board may appoint any remaining Commissioner as the President Pro-Tem to preside at such meeting.

Section 5. Secretary. The Secretary shall keep or cause to be kept minutes of all Board meetings 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.

Section 6. Treasurer. The Treasurer shall serve as a signatory of the Authority only. The actual books of the Authority shall be maintained by the Finance Department of the City of Isanti.

Section 7. Executive Director. The Executive Director shall be designated from time to time by the Authority, shall be the chief appointed executive officer of the Authority, and shall have such additional responsibilities and authority as the Board may from time to time by resolution prescribe. The Executive Director shall serve at the pleasure of the Board.

Section 8. Advisory Committees. The Authority may by resolution establish one or more committees which are advisory to the Authority.

Section 9. Ex-Officio Board Members. The Authority shall be empowered to appoint up to two Ex-Officio members to the Authority for the purpose of advising the board. Said members shall not have voting rights and shall be appointed annually to one year terms.

Section 10. Vacancies. Should an office become vacant for any reason, the Board shall elect a successor from its membership at the next regular meeting, or at a special meeting called for such purpose, and such election shall be for the unexpired term of said officer.

Section 11. Unexcused Absences.

Absence by any Commissioner from any three meetings in a twelve (12) month period, unless excused in advance by the Chair, constitutes a vacancy. In the event of any vacancy, the Mayor with the approval of the City Council shall appoint a person to complete the unexpired term"; and

Section 12. Board Composition.

The EDA's governing body (Board of Commissioners) shall consist of a total of Seven (7) Commissioners, Five (5) of which shall be members of the City Council. All Commissioners shall be appointed by the Mayor with the approval of the City Council. The terms for those appointed shall be for six-years, except that City Council members shall be appointed annually. A vacancy is created, whenever a sitting member leaves the Board. The EDA has all powers and duties set forth in Section 469.090 to 469.108 of the Act and other law, except as limited by this resolution.

The Board of Commissioners shall be composed of adults 18 years or older that live within the City limits of the City of Isanti; own a business within the City of Isanti; and / or have a significant management role in running a business in the City of Isanti that gives them insight on the role of economic development in the City, overall community and business environment, or shall be members of the City Council of the City of Isanti.

ARTICLE 3 - MEETINGS

Section 1. Regular Meetings. The Board shall hold regular meetings immediately following the 1st City Council Meeting on the 1st Tuesday of every month at Isanti City Hall. In the event that the 1st City Council Meeting of the month is moved due to a conflict (e.g. Election Day or precinct

caucuses) the Authority meeting date will move to the same day as the 1st City Council Meeting of the month.

Section 2. Special Meetings. Special Board meetings may be called by the President, the Executive Director, or any two Board members. The Special Board Meeting shall be posted and/or publish notice of a special meeting as required by law. No other business other than that indicated on the posted notice shall be discussed at a special meeting.

Section 3. Annual Meeting. The annual meeting of the EDA Board shall be the first regular meeting of each year.

Section 4. Quorum. A quorum of the Board shall consist of a majority of total members of the board. In the absence of a quorum, no official action may be taken by, on behalf of, or in the name of the Authority.

Section 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, unless a different requirement for adoption is prescribed by law. Resolutions need not be read aloud prior to a vote taken thereon and final execution upon passage.

Section 6. Rules of Order. Board meetings shall be governed by the most recent edition of Robert's Rules of Order.

ARTICLE 4 - MISCELLANEOUS

Section 1. Fiscal Year. The fiscal year of the Authority shall coincide with the fiscal year of the City of Isanti.

Section 2. Treasurer's Bond. The Secretary and Treasurer shall not be required to be bonded. The City Treasurer and the members of the Finance Department shall be bonded.

Section 3. Financial Statement. The Authority's books shall be audited in conjunction with the City of Isanti's annual audit.

Section 4. Report to the City. The Authority shall annually meet and report to the Isanti City Council to inform and coordinate regarding the goals of the community.

Section 5. Budget to City. The Authority shall annually send its budget to the City Council, whose budget includes a written estimate of the amount of money needed by the Authority from the City in order for the Authority to conduct business during the upcoming fiscal year. The Authority shall comply with all City budgeting timelines.

Section 6. Employees. The Authority may select and recommend for employment to the City Council employees as it may require and determine their duties, qualifications, and compensation in accordance with the budget.

Section 7. Services. The Authority may contract for the services of consultants, agents, public accountants, and others as needed to perform its duties and exercise its powers. The Authority may also use the services of the City Attorney or hire a general counsel, as determined by the Authority. These contracts for service must be in accordance with the budget as approved by the City Council.

Section 8. Supplies, Purchasing, Facilities, and Services. The Authority may purchase the supplies and materials it needs in accordance with the budget. The Authority may use the facilities of the City's purchasing department. The City may furnish offices, structures, and space, stenographic, clerical, engineering, and other assistance to the Authority.

Section 9. Expenditures. The Authority purchases, shall be paid by check, issued by the Finance Department and signed by authorized signatories of the City of Isanti.

Approved by the Isanti Economic Development Authority this 2nd day of June 2015.



Board President

ATTEST:

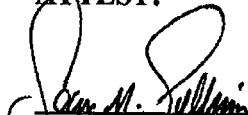
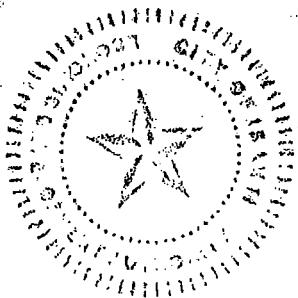
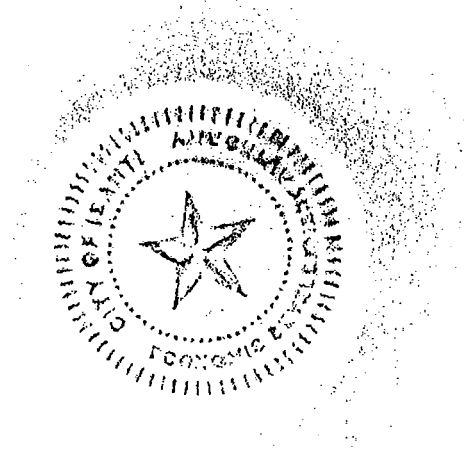

Board Secretary

Exhibit A-1

Form of Official Seal



City of Isanti, MN
Economic Development Authority
Regular Meeting Minutes
December 4, 2018
Isanti City Hall

1. Call to Order

The meeting was called to order at 7:20 p.m. by President George Wimmer.

- a. **Pledge of Allegiance**
- b. **Roll Call**

Present: Ross Lorinser, Jill Reller, Paul Bergley, George Wimmer, Steve Lundeen

Absent: Tara Hallberg, Dan Collison.

Staff Present: Community Development Director/EDA Secretary Ryan Kernosky

- c. **Agenda Modifications**

Secretary Kernosky stated that there were no agenda modifications

2. Approval of the Agenda

Motion by Lundeen, seconded by Lorinser to approve the December 4, 2018 EDA Agenda. Motion passed unanimously.

3. Approve Minutes of the November 7, 2018 Regular Economic Development Authority Meeting

Motion by Bergley, seconded by Lorinser to approve the Minutes of the November 7, 2018 Regular EDA Minutes. Motion passed unanimously.

4. Economic Development Authority 2019 Meeting Schedule

Motion by Bergley, seconded by Lorinser to approve. Motion passed unanimously.

5. Other Business/Updates/Communication

Director Kernosky recited portions of the staff memo provided. Kwik Trip and Best Western Plus are well underway. Staff has continued to reach out on Senior and Multi-family housing.

6. Adjournment

Motion by Lundeen, seconded by Bergley to adjourn. Motion passed unanimously.

The December 4, 2018 meeting of the EDA adjourned at 7:22 p.m.

Dated this 6th day of December, 2018.



Ryan Kernosky
Community Development Director

MEMO



To: Economic Development Authority Ryan
From: Kernosky, Community Development Director
Date: January 7, 2019
Subject: Project Updates / Informational Items

Business Prospects/Projects:

Kwik Trip – Gas pumps are expected to arrive this week and be installed, remaining concrete work is continuing through January. Much of the remaining work is interior in nature, this project has an anticipated February 2019 completion date and is on-time.

Best Western Plus Hotel – Exterior painting work continues on the Hotel project. Interior work continues through January and February. The 60-unit hotel with pool anticipated to be complete in March 2019, this project is on-time.

Senior Housing and Multi-Family Housing- A purchase agreement has been signed by a developer and a land owner to construct an 80-unit senior housing project in 2019. The developers has inquired whether or not City Council is interested in touring some of his other projects just north of the City, staff intends to coordinate this tour and will continue to work on with the developer on site design and possible incentives.

Retail – A purchase agreement has been signed by a developer and a land owner for a new national-chain retail store to be built in 2019. Staff continues to work with the developer's representatives, no incentives are intended to be offered.

General - Staff has been contacted by other prospects but the discussions are preliminary in nature. Prospects and targeted business types include: manufacturing, self-storage, commercial-retail, SFR residential, restaurants, memory care and industrial. Staff will continue to pursue options as they present themselves and will continue to work on business recruitment.

Economic Development Director Search – The Economic Development Director position continues to remain unfilled, personnel committee and staff will be performing a review of the Economic Development and Community Development Departments to see how we can better serve residents

and businesses. Until then, please direct Economic Development questions to City Administrator Don Lorsung.

As some of you may know, Ryan Kernosky has stepped out of his role as Community Development Director to pursue other opportunities. The City has received a proposal from him for to work as a part-time consultant for Economic and Community Development matters and projects until his replacement can be found. Until a new staff person is found to take on EDA responsibilities, City Administrator Don Lorsung will be overseeing the day to day operations of the Community and Economic Development Departments.

GPS 45:93 – The GPS 45:93 had a year-end meeting in Cambridge on December 7, 2018. We discussed the 2019 Strategic Goals through 2020, those are:

- Act regionally when it provides an appropriate economy of scale to support business retention, expansion and attraction.
- Provide education and networking opportunities. Provide educational opportunities for economic development professionals, members and area businesses on economic development topics.
- Promote enhancement of regional workforce and infrastructure important to attracting and retaining businesses and a skilled workforce.
- Sustain organizational vitality through effective engagement of volunteer and contracted leadership and resources. Communicate the value of GPS 45:93 activities to members, their stakeholders and prospective members.

Other Meetings: None.

Housing Starts in 2018: As of December 31, 2018, 82 single-family homes have been constructed in the City of Isanti. This is down from our 2017 number of 91. Staff believes there's several reasons for this, but most notably the very short fall we had and the quick ground freeze, coupled with a slowing housing market. It should be noted that the Sewer and Water Rate Study and future growth assumptions call for 25 SFR residential hookups annually for each year into the future.

Businesses Arrivals and Departures in Isanti 2018: The City of Isanti is proud to recognize new businesses for choosing Isanti to be home in 2018. **Arrivals:** Max Tech (101 Cajima St NE), Joe's Custom Cabinetry (700 E Dual Blvd NE), Help Your Shelves (700 E Dual Blvd NE) Cellular Clinic (404 Whiskey Rd NW, Ste G), LJ Level (121 Main St W), Metz Dog Grooming, Liberty Title (404 Whiskey Road NW), CMK Financial Services (401 E Dual Blvd NE), Speed Wagon (1 Enterprise Avenue NE), LQ US (1 Enterprise Ave NE), Granny May's Catering (2 Enterprise Ave) **Departures include:** Boeke's Woodshop (700 E Dual Blvd NE), Apitz Painting (Retired). Rum River Ornamental (520 1st Avenue NW), Pats Small Engine Retail and Repair (680 E Dual Blvd NE) (Retail and repair component closed, Warehouse temp until building sold or leased)



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of January 7, 2019 Regular Economic Development Authority Meeting
4. Other Business / Updates / Communications
 - a. Business Prospects
 - b. Housing Starts in 2019
5. Adjournment

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
January 7, 2019
Isanti City Hall

1. Call To Order

The meeting was called to order by Mayor Jeff Johnson at 7:26 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Steve Lundeen, and Paul Bergley

Members Absent: Dan Collison and Ross Lorinser

Staff Present: City Administrator Don Lorsung, HR/City Clerk Katie Brooks and City Attorney Clark Joslin

c. Agenda Modifications

Lorsung presented an Addendum to the Agenda as a new Item 3, Open Meeting Law and Conflict of Interest Policy.

2. Organization of Advisory Bodies as per Ordinance 181

a) Oath of Office

The Oath was administered to Jeff Johnson and Paul Bergley.

b) Motion by Bergley, seconded by Lundeen to have Jeff Johnson be EDA President for 2019. Motion passed unanimously.

c) Motion by Bergley, seconded by Johnson, to have Steve Lundeen serve as EDA Vice President for 2019. Motion passed unanimously.

d) EDA President Pro-tem. No action needed, none appointed.

e) Motion by Lundeen, seconded by Bergley to temporarily appoint City Administrator Don Lorsung as 2019 EDA Secretary. Motion passed unanimously.

f) Motion by Lundeen, seconded by Bergley to appoint Finance Director Mike Betker as 2019 EDA Treasurer. Motion passed unanimously.

g) Adoption of Bylaws – No changes needed, no action taken.

- h) Motion by Lundeen, seconded by Bergley to adopt the 2019 Meeting Schedule. Motion passed unanimously.

3. Open Meeting Law and Conflict of Interest Policy

Clark Joslin reviewed these matters with the Commission.

4. Approve Minutes of December 4, 2018 Regular Economic Development Meeting

Motion by Lundeen, seconded by Bergley to approve the December 4, 2018 meeting minutes as presented. Motion carried unanimously.

4. Project Business / Updates

Lorsung presented the Staff Memo.

5. Adjournment

Motion by Lundeen, seconded by Bergley to adjourn at 7:52 pm. Motion carried unanimously.

Respectively Submitted,

Don Lorsung,
Assistant City Administrator / Special Projects

MEMO



To: Economic Development Authority
From: Don Lorsung, Assistant City Administrator/Special Projects
Date: January 31, 2019
Subject: Project Updates / Informational Items

Business Prospects/Projects:

Kwik Trip – They are planning an Open House on Wednesday, February 13th from 10:00 a.m. to 12:00 noon, with a ribbon cutting at 11:00 a.m.

Best Western Plus Hotel – Exterior painting work continues on the Hotel project. Interior work continues through January and February. The 60-unit hotel with pool anticipated to be complete in March 2019, this project is on-time.

Senior Housing and Multi-Family Housing- A purchase agreement has been signed by a developer and a land owner to construct an 80-unit senior housing project in 2019. Staff will continue to work with the developer on this project.

Retail – A purchase agreement has been signed by a developer and a land owner for a new national-chain retail store to be built in 2019. Staff continues to work with the developer's representatives, no incentives are intended to be offered.

General - Staff has been contacted by other prospects but the discussions are preliminary in nature. Prospects and targeted business types include: manufacturing, self-storage, commercial-retail, SFR residential, restaurants, memory care and industrial. Staff will continue to pursue options as they present themselves and will continue to work on business recruitment.

Economic Development Director Search – The Economic Development Director position continues to remain unfilled. Currently a search for a new Community Development Director is underway. Until then, please direct Economic Development questions to me.

Other Meetings: None.

Housing Starts in 2018: As of the date of this memo, in 2019 one single family housing permit has been issued. Staff believes the early winter and recent severe weather have slowed construction.



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of February 5, 2019 Regular Economic Development Authority Meeting
4. Other Business / Updates / Communications
 - a. Business Prospects
 - b. Historical Housing Information
5. Adjournment

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
February 5, 2019
Isanti City Hall**

1. Call To Order

The meeting was called to order by EDA President Jeff Johnson at 8:50 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Steve Lundeen, Dan Collison, Ross Lorinser, Paul Bergley and Jill Reller

Members Absent: None

Staff Present: Assistant City Administrator / Special Projects Don Lorsung, HR/City Clerk Katie Brooks and City Attorney Clark Joslin

c. Agenda Modifications: None

2. Approve Minutes of January 7, 2019 Regular Economic Development Meeting

Motion by Collison, seconded by Bergley to approve the January 7, 2019 meeting minutes as presented. Motion carried unanimously.

3. Project Business / Updates

Lorsung presented the Staff Memo. He noted that two more single family building permits had been filed since the memo was prepared. He also noted that Kwik Trip is poised to received their temporary Certificate of Occupancy for their "soft opening" Thursday morning (2/7/19).

4. Adjournment

Motion by Bergley, seconded by Collison to adjourn at 8:53 pm. Motion carried unanimously.

Respectively Submitted,

Don Lorsung,
Assistant City Administrator / Special Projects

MEMO



To: Economic Development Authority
From: Don Lorsung, Assistant City Administrator/Special Projects
Date: February 28, 2019
Subject: Project Updates / Informational Items

Business Prospects/Projects:

Best Western Plus Hotel – Exterior and interior work continues on the Hotel project. They plan to open the facility on May 1, 2019. A formal ribbon cutting will be planned for a date in May.

Senior Housing Project - A conceptual presentation by the Developer was made at the February 19, 2019 Planning Commission Meeting. The Developer is proceeding with due diligence activities on this project.

Retail – A planning application for a Site Plan Review for a proposed Dollar General Project has been filed with the City.

General - Staff has been contacted by other prospects but the discussions are preliminary in nature. Prospects and targeted business types include: manufacturing, self-storage, commercial-retail, SFR residential, restaurants, memory care and industrial. Staff will continue to pursue options as they present themselves and will continue to work on business recruitment.

Community Development Director Search – The search for a new Community Development Director position that will head both community and economic development activities is underway. Until then, please direct economic development questions to me.

Other Meetings: None.

Housing Starts in 2019: As of the date of this memo, 2 single family housing permits have been issued and 2 permit applications have been received. Staff is working with developers of Sun Prairie Fourth Addition and Heritage Estates to complete plats for the development of additional housing lots.

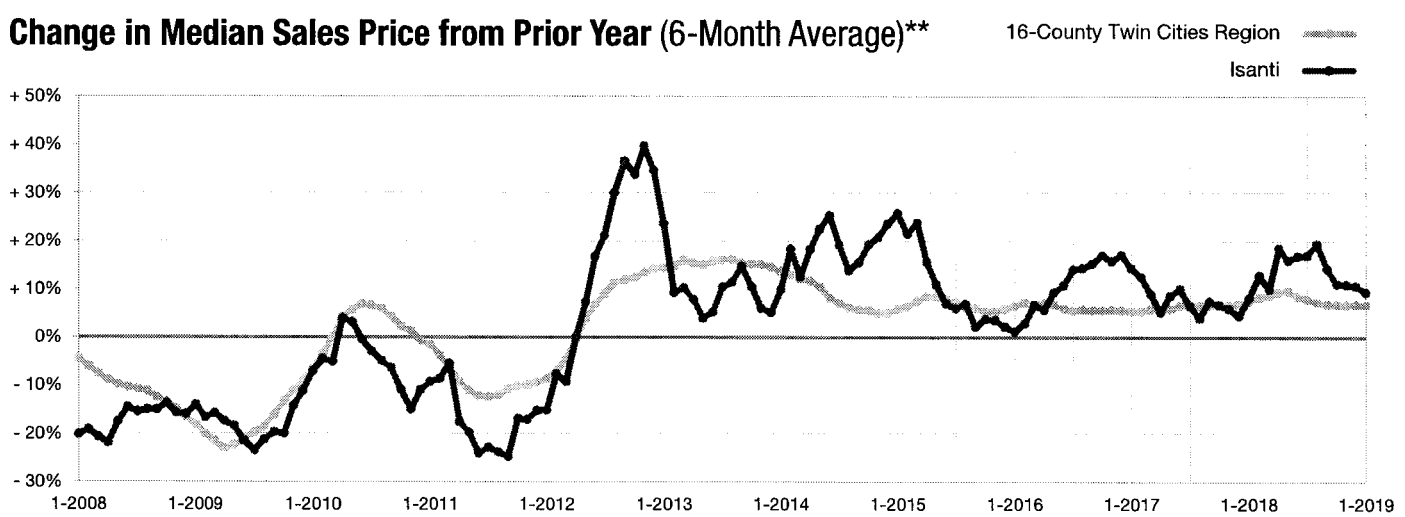
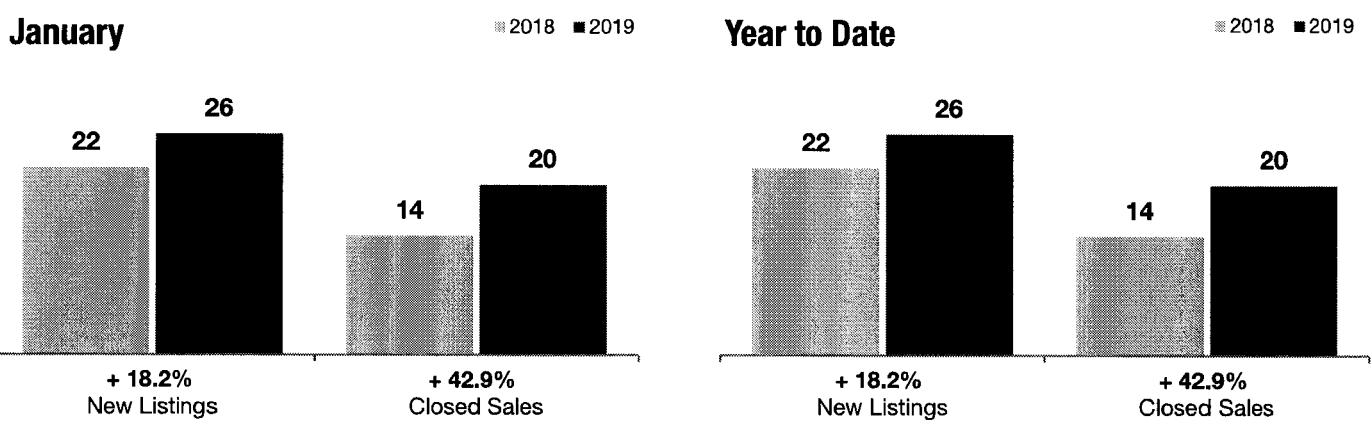
Isanti

+ 18.2% **+ 42.9%** **+ 13.5%**

Change in **New Listings** Change in **Closed Sales** Change in **Median Sales Price**

	January			Year to Date		
	2018	2019	+ / -	2018	2019	+ / -
New Listings	22	26	+ 18.2%	22	26	+ 18.2%
Closed Sales	14	20	+ 42.9%	14	20	+ 42.9%
Median Sales Price*	\$205,916	\$233,700	+ 13.5%	\$205,916	\$233,700	+ 13.5%
Average Sales Price*	\$193,277	\$234,603	+ 21.4%	\$193,277	\$234,603	+ 21.4%
Price Per Square Foot*	\$146	\$142	-3.2%	\$146	\$142	-3.2%
Percent of Original List Price Received*	96.2%	98.2%	+ 2.1%	96.2%	98.2%	+ 2.1%
Days on Market Until Sale	39	76	+ 94.9%	39	76	+ 94.9%
Inventory of Homes for Sale	36	50	+ 38.9%	--	--	--
Months Supply of Inventory	1.7	2.0	+ 17.6%	--	--	--

* Does not account for seller concessions. | Activity for one month can sometimes look extreme due to small sample size.



** Each dot represents the change in median sales price from the prior year using a 6-month weighted average. This means that each of the 6 months used in a dot are proportioned according to their share of sales during that period.

City Council Chambers

Tuesday, April 2, 2019

Immediately Following the 7:00 City Council Meeting



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of March 5, 2019 Regular Economic Development Authority Meeting
4. Other Business / Updates / Communications
5. Adjournment

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
March 5, 2019
Isanti City Hall**

1. Call To Order

The meeting was called to order by EDA President Jeff Johnson at 8:13 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Dan Collison, Ross Lorinser, Paul Bergley and Jill Reller

Members Absent: None

Staff Present: Assistant City Administrator / Special Projects Don Lorsung, and HR/City Clerk Katie Brooks

c. Agenda Modifications: None

2. Approve Minutes of February 5, 2019 Regular Economic Development Meeting

Motion by Bergley, seconded by Collison to approve the February 5, 2019 meeting minutes as presented. Motion carried 5-0.

3. Project Business / Updates

Lorsung presented the Staff Memo. He shared that the City now has 6 single family permits for homes. He reviewed the January 2019 housing market report from the Minneapolis Area Realtors, and local housing value trends increased from 2018 to 2019. Regarding the Senior Housing Project, staff was asked where we were in the process. The Developer is performing due diligence activities on the project. TIF financing for the project was discussed. Regarding the Dollar General Project staff was asked if the project meet Hwy 65 Corridor standards. The project will have to meet those standards. There was further discussion regarding site use, retail need and market. Other retail needs in Isanti were also discussed.

4. Adjournment

Motion by Bergley, seconded by Collison to adjourn at 8:21 pm. Motion carried 5-0.

Respectively Submitted,

Don Lorsung,
Assistant City Administrator / Special Projects

MEMO



To: Economic Development Authority
From: Don Lorsung, Assistant City Administrator/Special Projects
Date: March 29, 2019
Subject: Project Updates / Informational Items

Business Prospects/Projects:

Best Western Plus Hotel – Exterior and interior work continues on the Hotel project. They plan to open the facility on May 1, 2019. A formal ribbon cutting will be planned for a date in May.

Senior Housing Project - A conceptual presentation by the Developer was made at the February 19, 2019 Planning Commission Meeting. The Developer is proceeding with due diligence activities on this project.

Retail – A planning application for a Site Plan Review for a proposed Dollar General Project has been reviewed by the Planning Commission. Staff is working with the developer on splitting the lot to gain more commercial development density to align closer to Hwy 65 Corridor requirements.

General - Staff has been contacted by other prospects but the discussions are preliminary in nature. Prospects and targeted business types include: manufacturing, commercial, SFR residential, restaurants, memory care and industrial. Staff will continue to pursue options as they present themselves and will continue to work on business recruitment.

Community Development Director Search – The search for a new Community Development Director position that will head both community and economic development activities continues. Until then, please direct economic development questions to me.

Other Meetings: None.

Housing Starts in 2019: As of the date of this memo, 9 single family housing permits have been issued and 3 new permit applications have been received. The Sun Prairie Fourth Addition Plat has been signed, fees paid and is being recorded. The Development Agreement for the Heritage Estates Development was on the City Council agenda for consideration earlier this evening.



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of April 2, 2019 Regular Economic Development Authority Meeting
4. Appointment of Sheila Sellman, Community Development Director as EDA Secretary
5. Other Business / Updates / Communications
6. Closed Session
 - a. Discussion regarding Consideration of an Offer to purchase Real Property pursuant to Mn Statutes 13D.05, Subd. 3(c)
7. Adjournment

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
April 2, 2019
Isanti City Hall**

1. Call To Order

The meeting was called to order by EDA President Jeff Johnson at 7:41 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Dan Collison, Ross Lorinser, Jill Reller, and Rod Barrows (New Member)

Members Absent: Paul Bergley

Staff Present: Assistant City Administrator / Special Projects Don Lorsung, and HR/City Clerk Katie Brooks

c. Agenda Modifications: Motion by Lundeen, seconded by Collison, to approve the Addendum to the Agenda adding 1.d., Oath of Office for New EDA Member. The motion passed 4-0

d. Oath of Office – Secretary Don Lorsung administered the Oath of Office to new Member Rod Barrows.

2. Approve Minutes of March 5, 2019 Regular Economic Development Meeting

Motion by Lundeen, seconded by Collison to approve the March 5, 2019 meeting minutes as presented. Motion carried 5-0.

3. Project Business / Updates

Lorsung presented the Staff Memo and project update. With single family housing, 9 permits have been issued and 4 applications are being reviewed. Regarding Heritage Estates, Lorsung reviewed with the EDA the policy that all surety be in place for project work to commence. There was consensus that current policy be followed. Lorinser asked about the Dollar General Project and potential lot split. Lorsung reported that staff is working with them on a conceptual plat that will be brought as a minor subdivision to split the property into two lots, with utilities and road access for both lots. Staff anticipates that the minor subdivision and site plan would be brought to the May Planning Commission meeting. Lorinser wanted to make sure that if the store is not moved to the back lot that the north lot would be developable. Barrows asked Lorinser if the developer would

control and own the north lot. Lorinser shared that the north lot would be owned by the Developer and set up for future development. Board members discussed the Hwy 65 Corridor and business development.

4. Adjournment

Motion by Lorinser, seconded by Lundeen to adjourn at 7:47 pm. Motion carried 5-0.

Respectively Submitted,

Don Lorsung,
Assistant City Administrator / Special Projects

MEMO



To: Economic Development Authority
From: Don Lorsung, Assistant City Administrator/Special Projects.
Date: April 29, 2019
Subject: Project Updates / Informational Items

Business Prospects/Projects:

Best Western Plus Hotel – Final exterior and interior work continues on the Hotel project. They plan to open the facility on May 10, 2019. A formal ribbon cutting will be planned.

Senior Housing Project - A conceptual presentation by the Developer was made at the February 19, 2019 Planning Commission Meeting. The Developer is proceeding with due diligence activities on this project.

Retail – The Developer has submitted a Minor Plat to split the lot to gain more commercial development density on the Dollar General site to align closer to Hwy 65 Corridor requirements. The Minor Plat and Site Plan will be reviewed at the May 21, 2019 Planning Commission meeting.

General - Staff has been contacted by other prospects but the discussions are preliminary in nature. Prospects and targeted business types include: manufacturing, commercial, SFR residential, restaurants, memory care and industrial. Staff will continue to pursue options as they present themselves and will continue to work on business recruitment.

Mayor's Employers Celebration Day – This has been set for Tuesday, June 18, 2019.

Other Meetings: None.

Housing Starts in 2019: As of the date of this memo, 13 single family housing permits have been issued and 5 new permit applications have been received. Infrastructure work continues on the Heritage Estates Development project. Work on the Legacy Pines residential development should resume before the end of the month.



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of May 7, 2019 Regular Economic Development Authority Meeting
4. Other Business / Updates / Communications
 - a. Consider Authorization for Advertising for Quotes for Lease of EDA/City Owned Crop Land
5. Adjournment

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
May 7, 2019
Isanti City Hall**

1. Call To Order

The meeting was called to order by EDA President Jeff Johnson at 7:36 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Dan Collison, Paul Bergley, Steve Lundeen, Jill Reller, and Rod Barrows

Members Absent: None

Staff Present: Community Development Director, Sheila Sellman; City Attorney Clark Joslin; and Ryan Kernosky (via Skype), Municipal Consultant

d. Approval of the Agenda: Motion by Lundeen, seconded by Bergley, to approve. The motion passed 6-0

2. Approve Minutes of April 2, 2019 Regular Economic Development Meeting

Motion by Collinson, seconded by Bergley to approve the April 2, 2019 meeting minutes as presented. Motion carried 6-0.

4. Appointment of Sheila Sellman, Community Development Director as EDA Secretary

Motion by Lundeen, seconded by Bergley, to approve, motion carried 6-0

5. Other Business/ Updates/Communications

Sellman asked the Commission if they had any questions regarding the memo in the packet from Don Lorusung, Assistant City Administrator/Special Projects. Commissioner Bergley asked about the opening of the hotel, Sellman stated there will be a soft opening on May 10th and a ribbon cutting at a later date.

6. Closed Session

President Johnson the EDA will hold a closed meeting in accordance with MN Statutes 13D.05, Subdivision 3c, discussion regarding consideration of an offer to purchase real property owned by the EDA PID# 160291400 and 160530151. Motion by Bergley and 2nd by Reller to adjourn to closed session.

The regular meeting was called back to order at 7:47pm. Attorney Joslin gave a summary of the closed meeting. A motion was made by Lundeen to proceed with option 2 presented in the closed meeting, second by Bergley, motion passed 6-0.

Motion by Lundeen, seconded by Bergley to adjourn at 7:49pm.

Respectively Submitted,

Sheila Sellman,
Community Development Director

MEMO



To: Economic Development Authority

From: Don Lorsung, Assistant City Administrator / Special Projects

Date: May 29, 2019

Subject: Consider Authorization for Advertising for Quotes for Lease of EDA/City Owned Crop Land

Background:

The current leases for EDA/City owned crop land expire at the end of the 2019 growing season. Staff is requesting permission to seek quotes for the 2020 growing season. The acreage proposed for lease at this time is the crop land behind the WWTP (82.7 acres "more or less"). Attached is the bid advertisement and specification.

Requested Action:

Authorize staff to advertise for quotes for lease of EDA/City owned crop land.

Attachments:

Bid Advertisement
Specifications
Location Map

CITY OF ISANTI
REQUEST FOR QUOTES FOR LEASE OF EDA/CITY OWNED CROP LAND

The EDA/City of Isanti is accepting quotes for leasing EDA/City owned property for crop farming for the 2020 crop year. Specifications are available upon request from the Community Development Director's Office at Isanti City Hall, 110 - 1st Avenue NW, PO Box 428, Isanti MN 55040. 763-444-5512. The City of Isanti Economic Development Authority reserves the authority to waive irregularities and award in the best interest of the City of Isanti. Bids shall be submitted in sealed envelopes addressed to the Community Development Director at 110 - 1st Avenue NW, PO Box 428, Isanti MN 55040. All bids submitted must be clearly marked as "Quote for Leasing EDA/City Crop Land". Bids will be accepted until 11:00 a.m. Wednesday July 17, 2019 and will be opened and read aloud at that time. The EDA/City reserves the right to accept or reject any and/or all quotes.

Sheila Sellman
Community Development Director

Publish on: June 13, 2019

Specifications for Lease of EDA/City Owned Property for Crop Farming

Location and Description of Lease Area:

North and east of the City of Isanti Wastewater Treatment Facility and Public Works site, located to the east of 3rd Avenue North, and south of 299th Avenue. Site size 82.7 acres "more or less".

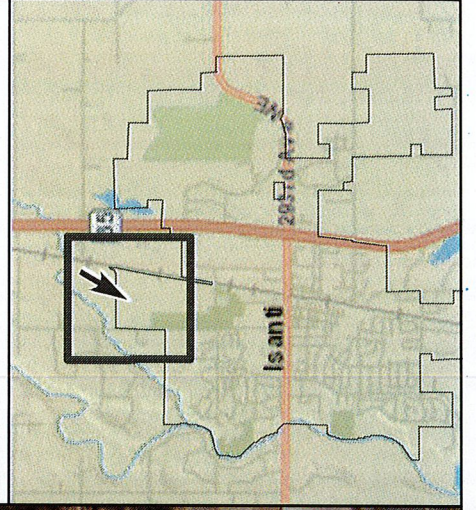
Lease Term:

Lease for this area shall be for a period of one crop season and shall run from December 1, 2019 to November 30, 2020.

Right to Develop:

The EDA/City reserves the right to develop the property at anytime through the contract period. If the EDA/City exercises this right, the EDA/City shall compensate the successful bidder for the fair market value of the crop destroyed valued at the average market price per bushel as of the date of initial construction activity resulting in the removal of the crop based upon the average per acre yield as established by the records maintained by USDA pertaining to the subject field or as available for similar fields located in Isanti Township in the event such records are not available for the specific field herein.

SITE MAP
PID 160900140





Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of July 2, 2019 Regular Economic Development Authority Meeting
4. Other Business / Updates / Communications
 - a. Consider Resolution 2019-XXX, awarding Quote for lease of Isanti EDA Owned Crop Land.
 - b. Senior Housing Discussion
5. Adjournment

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
July 2, 2019
Isanti City Hall**

1. Call To Order

The meeting was called to order by EDA President Jeff Johnson at 7:26 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Jeff Johnson, Dan Collison, Paul Bergley, Steve Lundeen, Jimmy Gordon, Jill Reller, and Rod Barrows

Members Absent: None

Staff Present: City Administrator Josi Wood and Assistant City Administrator/Special Projects Don Lorsung

2. Approval of the Agenda: Motion by Lundeen, seconded by Bergley, to approve. The motion passed 7-0.

3. Approve Minutes of June 4, 2019 Regular Economic Development Meeting

Motion by Collison, seconded by Barrows to approve the June 7, 2019 meeting minutes as presented. Motion carried 7-0.

4. Other Business/ Updates/Communications

- a. Consider Resolution 2019-3, a Resolution authorizing the EDA President to cancel an Economic Development Authority Meeting due to a lack of substantial items for an Agenda**

Lorsung presented the resolution. Currently only the City Council can cancel an EDA Board Meeting. Practical difficulties in making that work were discussed; as well as the new process for meeting cancellation that was being proposed. Barrows asked for a clarification on who would cancel the meeting in the event that the EDA President would not be available. In that event, the Vice President would cancel the meeting.

Motion by Collison, seconded by Barrows to approve the resolution. Motion passed 7-0.

b. Other Business

Collison asked for an update on public use of the new hotel pool. The pool will initially be open to the public on Monday through Thursday, from 10:00 a.m. through 3:00 p.m. The cost will be \$10.00 per person. Board members discussed public use time periods, pool fees, public and developer concerns. Johnson shared that the Developer indicated that they will be evaluating this after the first two months of public use of the pool. He also shared that there will be more discussion on this matter with the Developer.

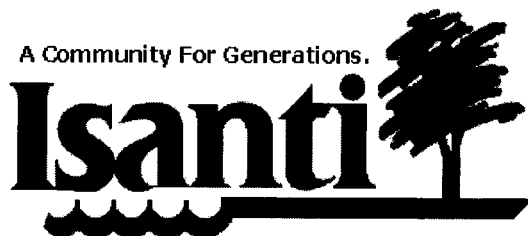
5. Adjournment

Motion by Bergley to adjourn, seconded by Collison, motion passed 7-0. Meeting adjourned at 7:35 pm.

Respectively Submitted,

Don Lorsung
Assistant City Administrator/Special Projects

MEMO



To: Economic Development Authority
From: Sheila Sellman, Community Development Director
Date: August 7, 2019
Subject: Consider Resolutions 2019-XX Awarding Quote for the Lease of EDA Owned Crop Land

Background:

On June 4th the EDA Directed Staff to publicly advertise for crop lease quotes for crop year 2020 for EDA owned land. City Staff opened the quotes at 11 AM on July 17, 2019 and read them aloud. The quotes were as follows:

Parcel A – 82.7 acres “more or less”
Wayne Calander, Calander Farms \$6,719.38/year

Based on the quotes received staff recommends the following awards:

Parcel A – 82.7 acres “more or less”
Wayne Calander, Calander Farms \$6,719.38/year

Requested Action:

Staff recommends adoption of the attached resolutions and execution of leases.

Attachments:

- 1) Resolution 2019-XX
- 2) Quote Opening Summary

**CITY OF ISANTI ECONOMIC DEVELOPMENT AUTHORITY
RESOLUTION NO. 2019-XX**

**RESOLUTION AWARDING QUOTE FOR THE LEASE OF CITY OF ISANTI EDA OWNED
CROP LAND**

WHEREAS, the City of Isanti Economic Development Authority (the “EDA”) has determined that certain property currently owned by the City of Isanti EDA will not be needed in the near future for the intended public use; and

WHEREAS, the EDA has identified the property to be leased/rented for crop production on the map attached Exhibit A as Parcel A for 82.7 acres “more or less”, further described as: all of Tax ID 16.090.0140 and part of 16.090.0120 located south and east of the City Wastewater Treatment Facility, located to the east of 3rd Avenue North and south of 299th Avenue; and

WHEREAS, the EDA advertised and obtained one quote from parties interested in farming the above stated property for the production of row crops for the 2020 Crop Year as follows:

Wayne Calander, Calander Farms \$6,719.38/yr.

NOW THEREFORE BE IT RESOLVED BY THE CITY OF ISANTI ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF ISANTI, MINNESOTA AS FOLLOWS:

1. Hereby awards the bid as received for a period of one crop year to Wayne Calander, Calander Farms, for the amount of \$6,719.38/annual rent for the 2020 crop year for the rental of approximately 82.7 acres “more or less” of EDA property for crop farming as described above.
2. That the annual rent of \$6,719.38/yr. shall be due and paid to the City of Isanti Economic Development Authority according to the following schedule:

On December 4, 2019 \$3,359.69 (1st half of first year 2020 annual fee)

On December 3, 2020 \$3,359.69 (2nd half of year 2020 annual fee)

3. The EDA reserves the right to develop the property at any time through the contract period. If the EDA exercises this right, the EDA shall compensate Mr. Calander for the fair market value of the crop destroyed, valued at the average market price per bushel as of the date of initial construction activity resulting in the removal of the crop, based upon the average per acre yield as established by the records maintained by USDA pertaining to the subject field or as available for similar fields located in Isanti Township, in the event such records are not available for the specific crop field herein.
4. That Mr. Calander shall have no right to rent the land for future crop years after year 2020 unless awarded the lease by the EDA through a bid process.

This resolution was duly adopted by the City of Isanti Economic Development Authority this 7th day of August 2019.

Attested:

President Jeff Johnson

Sheila Sellman
Secretary

Exhibit A
Map of Parcel A



APPROVED RENTER:

WAYNE CALANDER, CALANDER FARMS

Signature

Date

CITY OF ISANTI


July 17, 2019

11:00 a.m.


QUOTE OPENING

Land Lease – 2020 Crop Year

Quoter Name	Parcel A
Wayne Calander Calander Farms	\$ 6,719.38



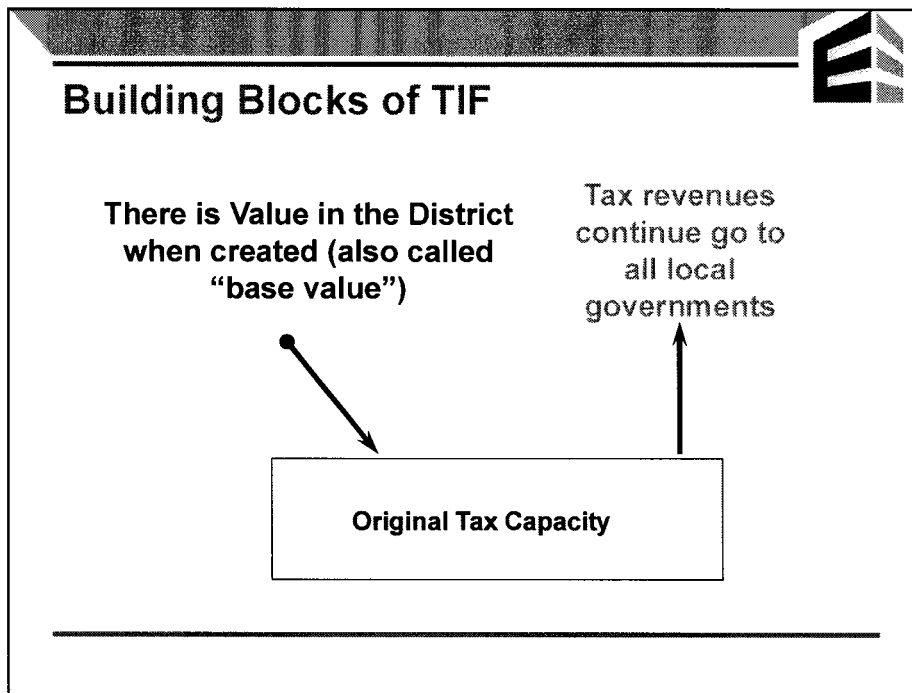
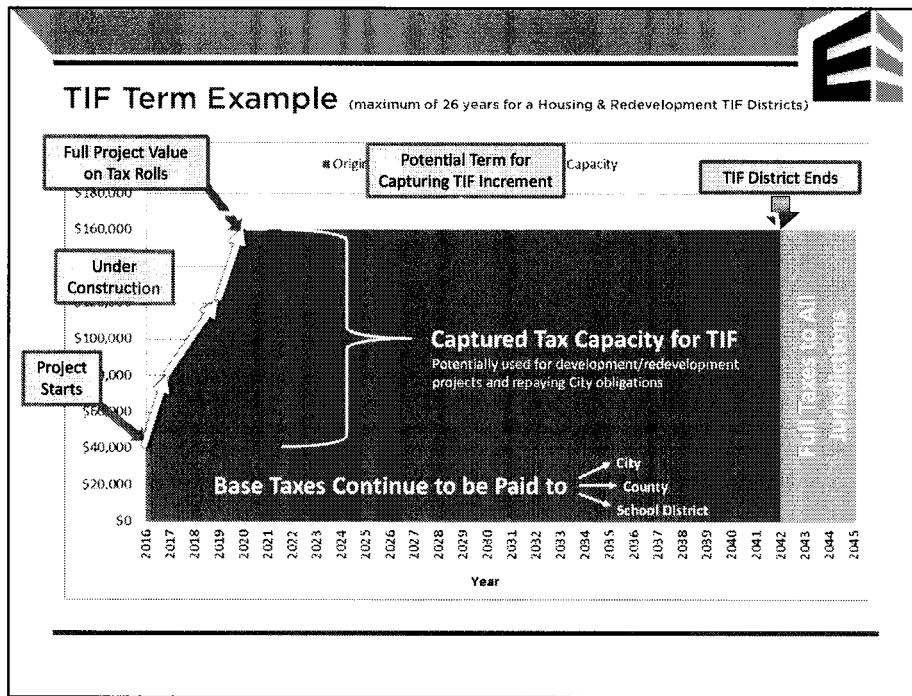
Tax Increment Financing (TIF) & Tax Abatement




What is TIF?

- Working definition of tax increment financing:

The ability to capture and use most of the increased local property tax revenues from new development within a defined geographic area for a defined period of time without the approval of other taxing jurisdictions

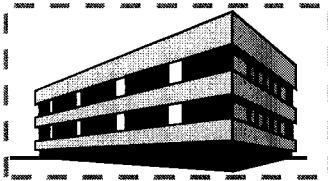


Building Blocks of TIF




TIF District “captures” value
from new development

Development
occurs



Original Tax Capacity

Taxes Not Captured in TIF



- **Base Value Taxes**
 - ✓ Existing taxes paid by properties
 - ✓ If property is exempt, a taxable base value has to be placed on it at time of sale to private party
- **Market Value Taxes**
 - ✓ School operating referendums and other school taxes
 - ✓ Based upon market value of property rather than tax capacity of property
 - ✓ Not included in local tax capacity rate, therefore it is not applied to captured value for TIF districts or abatement
- **State Property Taxes**
 - ✓ Tax paid by commercial users (cabin owners pay as well)
 - ✓ Not included in local tax capacity rate, therefore it is not applied to captured value for TIF districts or abatement

Housing TIF



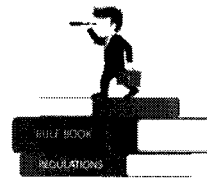
WHAT IS EXCLUDED FROM TIF?	
Total Property Taxes	131,935
less State-wide Taxes	0
less Fiscal Disp. Adj.	0
less Market Value Taxes	(10,072)
less Base Value Taxes	(4,217)
Less OSA Fee	(424)
Less City Admin Fee (10%)	(11,722)
Annual Gross TIF	105,500

Developer receives \$.80 on the dollar after deducting 10% admin and OSA Fee

Types of TIF Districts



- Economic Development
- Housing
- Redevelopment
- Renewal and Renovation



NOTE: Each type of TIF District has its own requirements and limits

Economic Development – 9 Years Term



- **At least 85% of new building space must be:**
 - ✓ Manufacturing
 - ✓ Warehousing, storage, distribution
 - ✓ Research and development
 - ✓ Telemarketing
 - ✓ Small city commercial
 - ✓ Space necessary and related to the above uses
 - ✓ Workforce Housing (Greater MN only)
-

Housing TIF District – 26 Year Term



- **100% tax increment used for affordable housing**
 - ✓ 20% of project's value can be used for commercial development
 - **Rental Income adjusted by number of occupants**
 - ✓ 20% of units restricted at 50% of median income; or
 - ✓ 40% of units restricted to 60% of median income
 - Annual test/reporting
 - **Owner occupied housing**
 - ✓ 95% of units must qualify (1st buyer only)
 - 2 or less persons at 100% of median income
 - 3 or more persons at 115% of median income
-

Housing TIF District – 26 Year Term



- Rental Income Limit Example

Example: Family of Four in a Two Bedroom Apartment	Area Median Income (AMI)	50% AMI	60% AMI
Twin Cities 7 County Metro			
Household Income	\$94,300	\$47,150	\$56,580
Monthly Rent (2 bedroom)	\$2,600	\$1,061	\$1,273
Blue Earth County (Mankato)			
Household Income	\$75,000	\$37,500	\$45,000
Monthly Rent (2 bedroom)	\$2,060	\$1,012	\$843
Stearns County (St. Cloud)			
Household Income	\$70,600	\$35,300	\$42,360
Monthly Rent (2 bedroom)	\$1,950	\$795	\$954
Beltrami County (Bemidji)			
Household Income	\$58,900	\$34,750	\$41,700
Monthly Rent (2 bedroom)	\$1,620	\$782	\$939

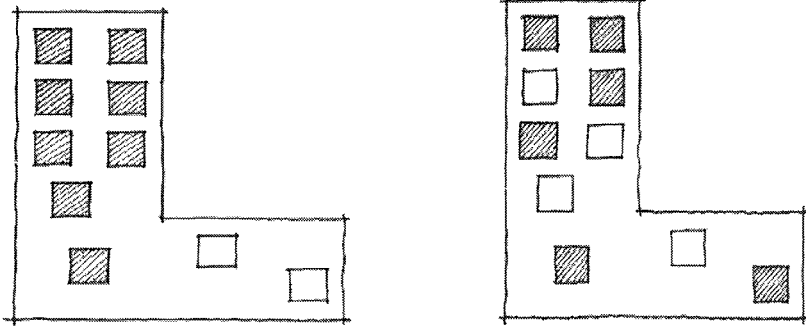
HUD 2018, Updated Annually

Redevelopment District – 26 Year Term



- **Parcels consisting of 70% of area must be improved**
 - ✓ Improved area equals 15% area of parcel
- **More than 50% of buildings must be substandard**
- **90% of TIF used to correct redevelopment issues**
- **No restrictions on end use**
 - ✓ No income restrictions on housing
 - ✓ Can have office, retail, etc.

Reasonable Distribution



**80% Substandard buildings
80% Coverage**

**60% Substandard buildings
80% Coverage**

15/2/2019

Renewal and Renovation – 16 Year Term

- Parcels consisting of 70% of area is improved (same as redevelopment)
- **Difference is in substandard findings**
 - ✓ 20% of buildings are structurally substandard
 - ✓ 30% of other buildings require substantial renovation or clearance
- No restrictions on end use (same as redevelopment)



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of August 7, 2019 Regular Economic Development Authority Meeting
4. Business Items
 - a. Consider Resolution 2019-4 to enter into a contract with Conway Publishing to advertise in Business Climate a MN DEED Economic Development publication and on siteselection.com
 - b. EDA Member Vacancy
5. Other Business / Updates / Communications
6. Adjournment

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
August 7, 2019
Isanti City Hall

1. **Call to Order**

The meeting was called to order at 8:11 pm.

a. **Pledge of Allegiance**

b. **Roll Call**

Members Present: Jeff Johnson, Dan Collison, Paul Bergley, Steve Lundeen, Jimmy Gordon, Jill Reller, and Rod Barrows

Members Absent: None

Staff Present: City Administrator Josi Wood, Community Development Director Sheila Sellman, and Finance Director Mike Betker

2. **Approval of the Agenda:** Motion by Lundeen, Second by Collison to approve. Motion passed 7-0

3. **Approve Minutes of July 2, 2019 Regular Economic Development Authority Meeting**
Motion by Bergley, second by Lundeen to approve. Motion passed 7-0.

4. **Other Business / Updates / Communications**

a. **Consider Resolution 2019-3, awarding Quote for lease of Isanti EDA Owned Crop**

Land. Sellman gave the staff report recommending awarding the lease to Calendar Farms in the amount of \$6,719.38/year for 2020. Motion by Lundeen Second by Collison to approve Resolution 2019-3. Motion passed 7-0

b. **Senior Housing Discussion**

Sellman discussed the potential of a Senior housing development interested in developing in Isanti. The potential developer wanted to know if the EDA would consider Tax Increment Financing TIF. The Commission had a general discussion and would entertain the idea of TIF for the right project.

5. **Adjournment:** Motion by Lundeen second by Collison to adjourn at 8:20pm. Motion passed 7-0.

Respectfully Submitted,

Sheila Sellman, Secretary

A Community For Generations.



Memo

To: Economic Development Authority
From: Sheila Sellman, Community Development Director
Date: October 1, 2019
Subject: Resolution 2019-4 to enter into a contract with Conway Publishing to advertise in Business Climate a MN DEED Economic Development publication and on siteselection.com

Background :

In 2015, 2016, and 2017 The City of Isanti participated in advertising with the Department of Employment and Economic Development (DEED) in a Minnesota Economic Development Magazine. DEED has contracted with Conway Publishing to publish the magazine this year. This magazine will be brought to trade shows in and out of state by DEED and will be a part of its marketing plan. The magazine will also be used by DEED in direct mails to potential prospects. The magazine will also be polybagged with the November 2019 issue of *Site Selection Magazine*. In addition to the print publication it is also online at www.businessclimate.com and www.siteselection.com/cc/minnesota

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

In order to continue to extend the scope of marketing for the City of Isanti it would be a good idea to get some exposure nationally and enhance the web presence. The last three ads the City ran in this publication was a one-page spread (see attached). If the EDA would like to print the same ad as in 2017, the cost will be \$5,700. The ad will be updated to reflect the Community Development Directors information and will remove Connexus Energy's information to solely focus on the City of Isanti. There are other options available at a lower cost which are included in the Media Packet. While a full page is likely the most impactful a smaller and most cost-efficient alternative is to do a 1/3-page ad (sample attached for the City of Edina). The cost for 1/3 page is \$2,200.

The articles for the Minnesota publication will be determined by DEED and will accentuate our state and its advantages of locating and doing business here.

Funding source: EDA Marketing 495 Fund.

Requested Action:

Consider Resolution to Enter into Contract with Conway Publishing to Advertise in Business Climate and MN DEED Publication.

Attachments:

- Resolution 2019-4
- Advertisement from 2017
- Media packet

RESOLUTION 2019-4

**RESOLUTION TO ENTER INTO CONTRACT WITH CONWAY PUBLISHING TO
ADVERTISE IN BUSINESS CLIMATE AND MN DEED ECONOMIC DEVELOPMENT
PUBLICATION**

WHEREAS, the City of Isanti needs to expand its marketing to include more, local, internet and national venues; and

WHEREAS, Staff has met with Conway Publishing and has agreed upon utilizing a Full Page Ad that has a cost not to exceed \$5,700.00; and

WHEREAS, the City of Isanti EDA has budgeted \$15,550 for marketing in the 2019 budget but will only need to expend \$5,700; and

WHEREAS, Staff will work with Conway Publishing and MN DEED to develop the ad and to procure copies of the written publication for City use.

NOW, THEREFORE, IT IS HEREBY RESOLVED by the Economic Development Authority of the City of Isanti, authorize Community Development Director Sellman to enter into a contract and to fund advertisement from EDA marketing Fund 495 in an amount not to exceed \$5,700.

This Resolution hereby approved by the Isanti EDA this 1st day of October 2019.

Attest:

EDA President Jeff Johnson

Sheila Sellman
EDA Secretary/Community Development Director



EMPLOYMENT AND ECONOMIC DEVELOPMENT

Dear Business and Community Partners:

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

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

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

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

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

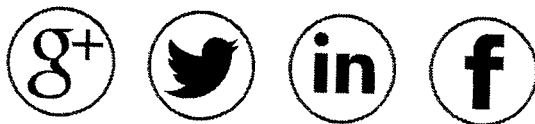
In the coming weeks, either Paul Tarrants (paul.tarrants@conway.com – 615.788.9555) or Charles FitzGibbon (charles.fitzgibbon@conway.com – 615.974.4080) from Conway will be reaching out to share more information on the 2020 edition of Minnesota's economic development magazine and the opportunity to participate.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

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

Sincerely,

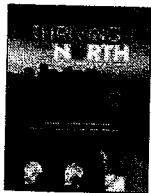
Kevin McKinnon
Deputy Commissioner, Economic Development
Minnesota Department of Employment and Economic Development

EXPANDED REACH



Across all Conway social media channels

SITESELECTION.COM/CC/MINNESOTA



15,000
TOTAL PRINTED COPIES

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



7,500
PRINTED COPIES

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



7,500
POLYBAGGED

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



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



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

EXPANDED IMPACT



DATA ANALYSIS

Demographic, business climate and labor force analysis



INDUSTRY REPORTS

Developing Minnesota specific in depth industry reports



CROSS BORDER INVESTMENT TRENDS

Detailed reporting and analysis of Minnesota cross border investment trends



COMPETITIVE ADVANTAGES

Actionable analysis of Minnesota's competitive advantages

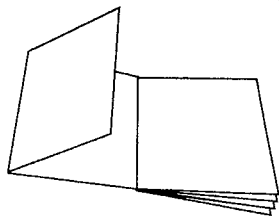


EXECUTIVE INTERVIEWS

Interviews of C-Suite executives expanding in Minnesota

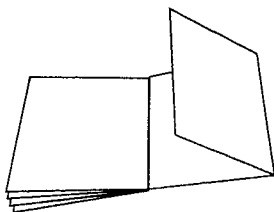
AD INSERTIONS, SIZE OPTIONS & RATES

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



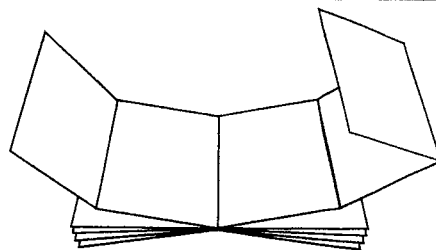
Front Cover Gatefold

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



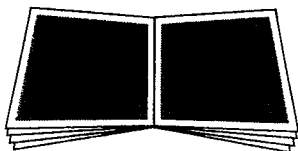
Back Cover Gatefold

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



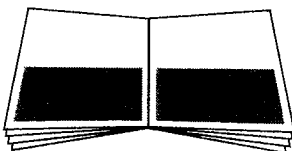
Interior Gatefold

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



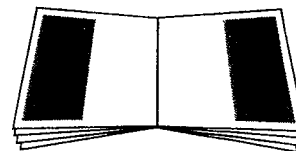
2 pg Spread

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



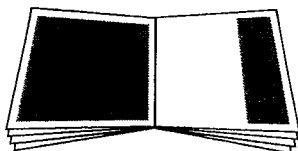
1/2 pg Horizontal

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



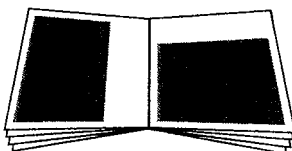
1/2 pg Vertical

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



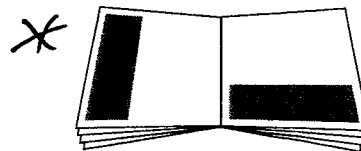
Full pg + 1/3 pg Vertical

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



2/3 pg Vert. or Horiz.

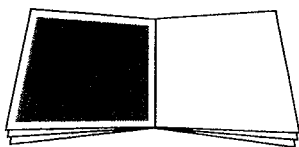
Guaranteed ... \$4,510
General ... \$4,100



1/3 pg Vert. or Horiz.

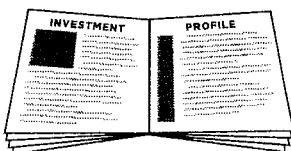
Guaranteed ... \$2,420
General ... \$2,200

SPECIAL AD PLACEMENTS AVAILABLE UPON REQUEST



Full page

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



Investment Profile

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

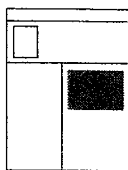
Web Options

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

** Comes with guaranteed FP & above

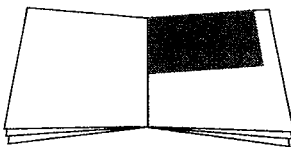
* Comes with general FP and above

EXCLUSIVE OPPORTUNITIES



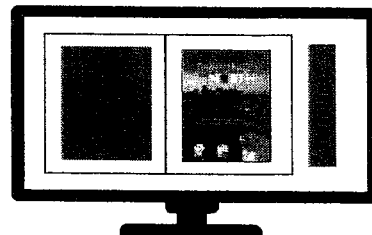
Homepage Video

\$7,500



POST CARD/TEASER Bound-in & Perforated

\$7,500



Digital Magazine Sponsorship

\$7,500

WHY CIRCULATION MATTERS*

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

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

WHY DIRECT REQUEST MATTERS

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

WHY CREDIBILITY MATTERS

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

WHAT THIS MEANS FOR CUSTOM CONTENT ADVERTISERS

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

**Publishers own data*



For more information contact: customcontent@conway.com



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

www.conway.com

INVEST in Isanti

"The City of Isanti 'Development Team' especially Mayor Wimmer and Economic Development Director Sean Sullivan, were tremendous to work with. The knowledge and expertise of City Officials and Staff helped us every step of the way to navigate through state and local incentive programs. Our collaboration with the City of Isanti was pivotal in securing meaningful business incentives from the Minnesota Investment Fund (MIF), Job Creation Fund (JCF) as well as other programs. These results made our move from Fargo, North Dakota to Isanti, Minnesota possible. Isanti is a great community and we are proud to be part of it!"

~ Mario J. Nozzarella, Executive Vice President, SnoBear USA



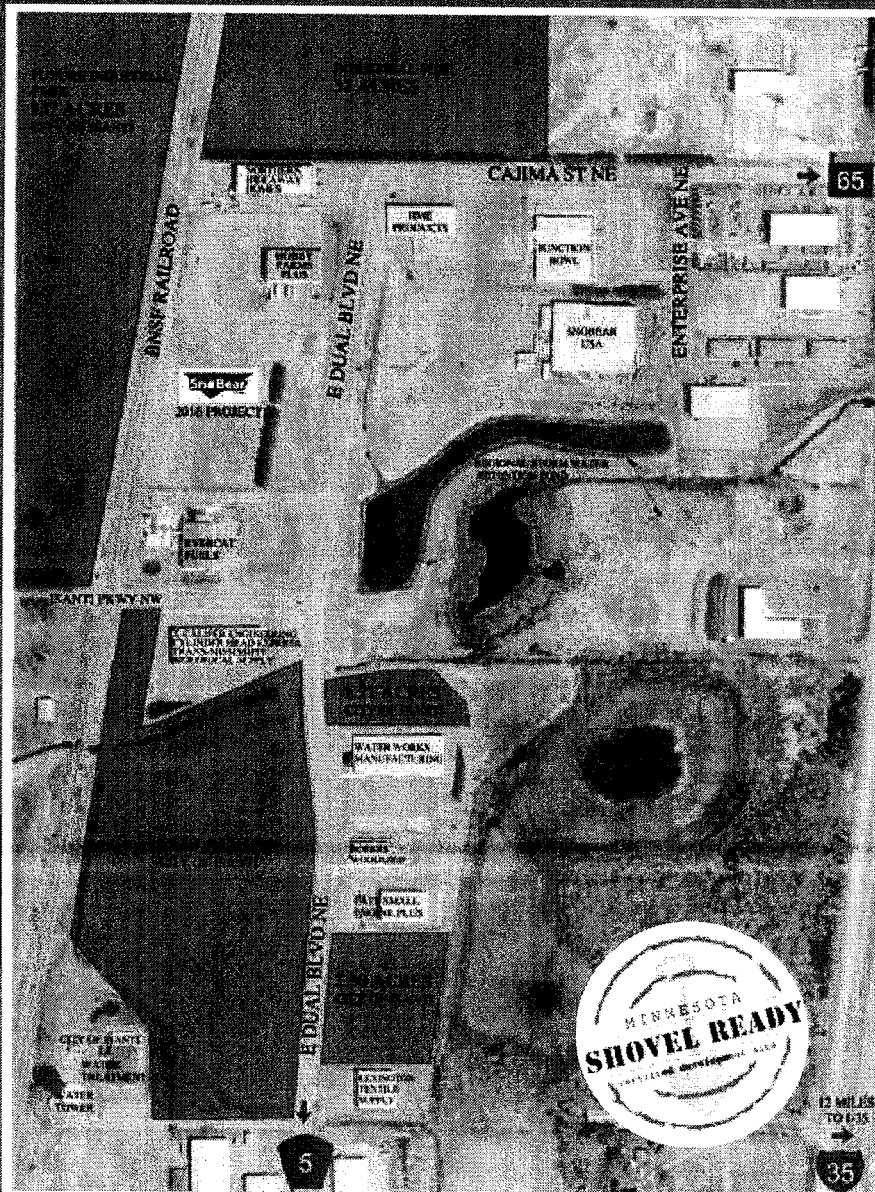
Shovel-Ready Certified Lots Priced at \$1.00

All Lots Served by City Utilities/Fiber Optics

Aggressive Financial Incentives Available

- Lower taxes, less government control and shovel-ready certified lots
- Simple, quick approval processes to accommodate your business's timelines
- Strategically located on MN State Trunk Hwy 65 Corridor. Access to Interstate 35 less than 12 minutes
- Flexible building standards
- Skilled and educated workforce available locally makes locating in Isanti an easy decision
- Quality, reasonably priced housing stock available for relocating employees
- Less than one hour from MSP International Airport

Isanti Centennial Complex



CONTACT: SEAN SULLIVAN

Economic Development Director

763.444.5512 ext. 111

ssullivan@cityofisanti.us

www.cityofisanti.us



Electric rates and rebate incentives available for economic development.

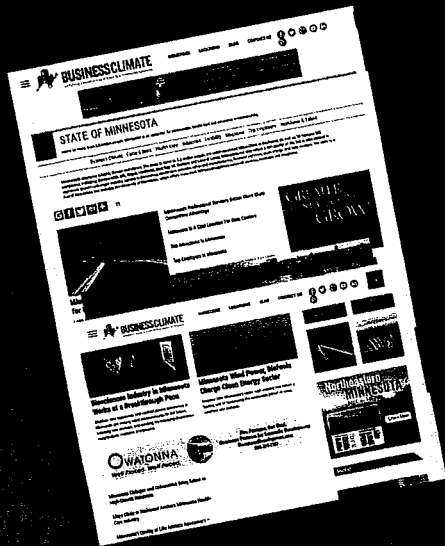
CONTACTS:

Bruce Saylor | Don Haller

763.323.2685 | 763.323.2839

1/3 page →

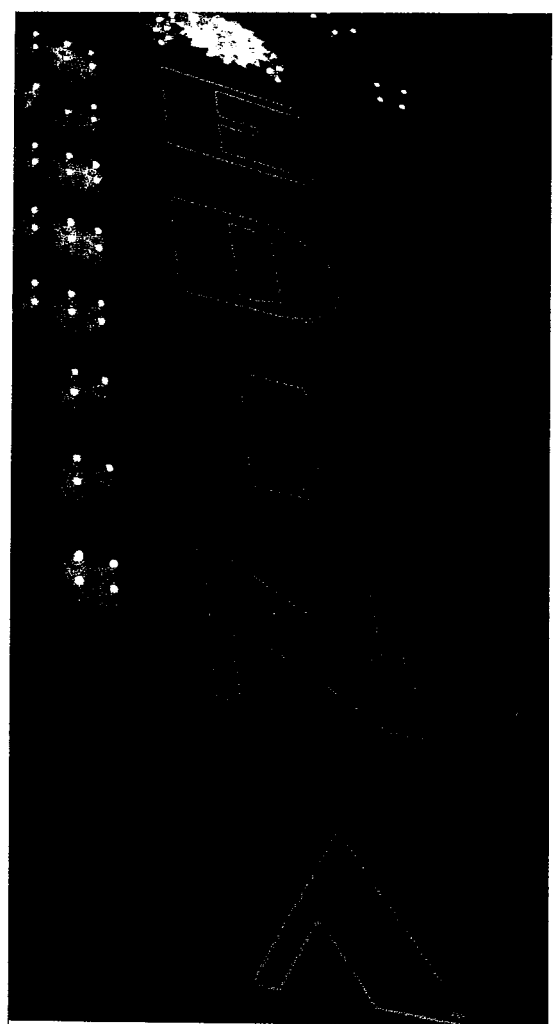
**Read *Minnesota:*
Thriving in the North
anytime, anywhere!**



MINNESOTA
GAME CHANGER



businessclimate.com/minnesota



In the heart of the I-494 Business Corridor
Home to corporate headquarters with regional
shopping and dining amenities
Easy access to MSP Airport and downtown
Convenient location for metro-area employees

**Prosperity in Edina has not
happened by chance.**



Bill Neuendorf
Economic Development Manager
952-826-0407
bneuendorf@EdinaMN.gov

se
for
on

3-8058

4.b.



MEMORANDUM

TO: Economic Development Authority

FROM: Sheila Sellman, Community Development Director

DATE: October 1, 2019

SUBJECT: EDA Vacancy

Background:

EDA Member Rod Barrows has resigned effective September 20, 2019. The EDA Bylaws state that the EDA's governing body (board of commissioners) shall consist of a total of seven Commissioners five of which shall be members of the city council. All Commissioners shall be appointed by the Mayor with approval from the City Council. A new board member should be appointed.

The Board of Commissions shall be composed of adults 18 years or older that live within the City limits of the City of Isanti; own a business in the City of Isanti; or have a significant management role in running a business in the City of Isanti.

Staff Recommendation:

Staff recommends the EDA authorize staff to advertise for the open seat. The appointed person will fill the remainder of Barrows' term, which expires on 12/31/2021

Attachments: None



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
2. Approval of the Agenda
3. Approve Minutes of October 1, 2019 Regular Economic Development Authority Meeting
4. Business Items
 - a. Decertification of TIF 11
5. Other Business / Updates / Communications
 - a. Goal Setting Discussion
 - b. Isanti County EDA Meeting Agenda and Minutes
6. Adjournment

Economic Development Authority
Meeting Minutes
October 1, 2019

1. **Call to order:** President Johnson called the meeting to order at 7:40pm
 - a. **Pledge of Allegiance**
 - b. **Roll Call**
Members Present: Johnson, Bergley, Collison, Gordon, Reller
Members Absent: Lundeen
Staff Present: Community Development Director Sellman
2. **Approval of Agenda:** Motion by Bergley to approve second by Collison motion passes 5-0
3. **Approval of August 7, 2019 meeting minutes:** Motion by Collison, second by Bergley motion passed 5-0.
4. **Business items**
 - a. **Consider resolution 2019-4 to enter into a contract with Conway Publishing to advertise in Business Climate a MN DEED Economic Development publication and on siteslection.com.** The EDA discussed the past advertisements in this publication and noted that we have done a full page ad in 2015, 2016 and 2017. In the past Connexus Energy also advertised on our page and paid for a portion of the ad. The EDA discussed how having them on our page isn't that beneficial. The EDA liked the 2/3 page option rather than a whole page and directed staff to talk to the County EDA to see if they would be interested in contributing to the page. Motion by Collison to do a 2/3 ad and to contact the County EDA for partnership, second by Reller Motion failed 3-2. Bergley and Gordon Opposed.
 - b. **EDA Member Vacancy:** Sellman notified the EDA that member Barrows resigned and that the City Council is advertising for the vacancy.
5. **Other Business:** Bergley shared with the board that he attended an Inventors and Entrepreneurs meeting that is sponsored by GPS:45:93, East Central Regional Development Commission and East Central Energy.
6. **Adjourn:** Motion by Bergley second by Collison to adjourn. Motion passed 5-0 meeting adjourned at 8:20pm.

Respectfully Submitted
Sheila Sellman, EDA Secretary/Community Development Director



Memo for EDA Action

To: EDA Board
From: Finance Director Betker
Date: November 5th, 2019
Subject: Decertification of TIF No. 11 and Return of Excess Tax Increment

Background:

Created June 19th of 2012, TIF District 11 was intended to provide a potential funding mechanism for a future hotel project. The District included just one parcel just east of Hwy. 65 and North of Heritage Blvd. That site was not the preferred site for the developer. Additionally TIF was not used as a funding mechanism for the project. Furthermore in 2019 during the 2018 financial audit Abdo, Eick & Meyers recommended that the City consider decertification in 2019. Staff has contacted the Isanti County Auditor's office about decertification of TIF 11. The County Auditor's office had no concerns about the timing or substance of the proposed decertification.

The city will retain the lesser of either 10% of tax increment received or an amount sufficient to cover publishing, reporting and auditing requirements for the District itself. The remaining tax increment will be returned to the County for distribution to the affected taxing jurisdictions.

Recommendation:

Staff is recommending the decertification of TIF 11 and the return of excess tax increment as detailed above.

Action Required:

If the EDA Board concurs, it should by motion, take the following action:

1. Recommend consideration by the City Council on November 19th, 2019





Memo for EDA Action

To: Economic Development Authority
From: Sheila Sellman, Community Development Director
Date: November 5, 2019
Subject: Goal Setting Discussion

Background

The last Marketing/Work plan for the EDA was adopted on March 3, 2015. This document includes local SWOT analysis, identifies goals, objectives, competition, strategic partners and suggests how Isanti can position itself to make it more marketable for potential business prospects. Nearly five years have passed since this was adopted, periodically this document should be reviewed and updated accordingly. With new staff and new members of the EDA it is important to identify goals and objectives as well marketing strategies important to this EDA.

Enclosed is the adopted 2015 EDA Marketing/Work Plan (Plan). Staff proposes that the EDA hold a goal setting session at their January or February 2020 meeting to provide staff with direction and updates to the Plan. Staff will then update the plan for the EDA to review and adopt at a subsequent meeting.

Action Required

Motion to set goal setting date

Attachments:

- 2015 EDA Marketing/Work Plan

2015 EDA Marketing / Work Plan

Adopted March 3, 2015

MISSION

The Economic Development Authority promotes and supports the growth of commercial and industrial development and tax base through the use of economic development methods and tools.

GOALS AND OBJECTIVES

- 1) Strengthen the City of Isanti economy through the support of local business, attraction of new businesses, creation of jobs and the diversification of industries.

Objectives

- 1-1.1 Sell / deed vacant industrial land in Isanti Centennial Complex to manufacturing/warehousing businesses.
- 1-1.2 Help promote the sale or lease of vacant space in commercial and industrial properties owned by private sector.
- 1-1.3 Utilize all economic development tools available that support retention, expansion and attraction of industry.
- 1-1.4 Identify industries vertically integrated to industries in Isanti and recruit.
- 1-1.5 Support efforts to develop a rail served industrial park in Isanti.
- 1-1.6 Use Market/Tourism Feasibility study to bring a hotel to Isanti.
- 1-1.7 Support efforts to bring a clinic/medical campus and related business to Isanti.
- 1-1.8 Maintain prospect database and contact prospects in a timely manner.
- 1-1.9 Consider zoning changes that reflect the market conditions and will increase the tax base of the City.
- 1-1.10 Maintain Membership in the Initiative Foundation to keep financial resource flexibility for project financing
- 1-1.11 Maintain membership in GPS 45:93 to take advantage of regional marketing and prospect generation through Community Venture Network. Economic Development Director Sullivan is a member of the Executive Committee of this organization for 2015.
- 1-1.12 Maintain membership in Economic Development Association of Minnesota (EDAM) to increase exposure for the City of Isanti and to increase business leads. Economic Development Director Sullivan is elected to Board of Directors (2014-2015)

- 2) Position Isanti as a low cost, cutting edge, modern alternative to Anoka County for industrial development.

Objectives

- 2-1.1 Utilize city website to promote low taxes for business operation in Isanti.
- 2-1.2 Targeted direct marketing to East Bethel, Blaine and Ham Lake manufacturers to relocate and /or expand in Isanti
- 2-1.3 Promote “Minnesota Shovel Ready Certification” for industrial sites with the assistance of the WEBSITE, LOIS, MNCAR, brochures and the Internet.
- 2-1.4 Market local success stories through the City Website, GPS 45:93, EDAM and local media.
- 2-1.5 Highlight availability of City Sewer and Water Services outside of Metropolitan Council Control.
- 2-1.6 Market stability of City Council and the streamlined development process that allows for projects to be approved quickly.
- 2-1.7 Market SAC and WAC Deferral program to area developers and businesses.
- 2-1.8 Market advantages of lower tax assessed values and omission from fiscal disparities which result in lower property taxes.

- 3) Enhance the appeal of Isanti as a place to work and live.

Objectives

- 3-1.1 Initiate efforts to improve winter driving conditions of County and State Roads and efficiencies for travel corridors
- 3-1.2 Support improved trail and sidewalk connectivity for residents, schools, commercial and industrial areas, and neighboring communities.
- 3-1.3 Market existing quality housing stock and new schools.
- 3-1.4 Support marketing activities that highlight community events or organizations. ((i.e. adding additional signs for other events held in Isanti on a seasonal basis at the NW corner of Hwy 65 and CSAH No. 5 (Johnson Property))
- 3-1.5 Support and assist in the recruitment of the development of a medical clinic, hotel, restaurants and other retail developments that will bring people to Isanti to live.
- 3-1.6 Work with local organizations such as Rum River BMX, Cambridge Isanti Soccer Association, ISD 911, Firefighter’s Rodeo and Chambers of Commerce to market successes and activities in Community

4) Support redevelopment and expansion efforts in Historical Downtown/Heritage Blvd.

Objectives

- 4-1.1 Utilize East Central Minnesota Regional Housing Study and Executive Summary to bring investment to Isanti for Senior and Market Rate Housing.
- 4-1.2 Work with existing businesses on the enhancement, maintenance, rehabilitation and renovation of property utilizing Tax Increment Financing, RLF Fund and other local economic development incentive programs.
- 4-1.3 Encourage new capital investment by brokering transactions and marketing development opportunities in Isanti.
- 4-1.4 Support connections between the Historic Downtown and Heritage Blvd retail districts.

5) Increase City of Isanti visibility and participation in business community.

Objectives

- 5-1.1 Support chamber initiatives that are consistent with City Policy.
- 5-1.2 Coordinate and host Mayor's Employer Appreciation Luncheon
- 5-1.3 Conduct Business Retention and Expansion visits and listen to business needs and concerns.
- 5-1.4 Keep Information on City Website current and highlight community successes.
- 5-1.5 Work with Isanti Mayor to issue proclamation for Minnesota Manufacturer's Week, visit with businesses and present Certificate of Commendation from Governor.
- 5-1.6 Continue to provide updates on city programs and services that are helpful to businesses and promote local events in the Isantian Newsletter or via the business list.
- 5-1.7 Email to Businesses
- 5-1.8 Establish new relationships and nurture existing relationships with area banks, brokers and contractors.
- 5-1.9 Update Isanti Business List semi-annually.
- 5-1.10 Attend functions as approved by the City Council that allow Isanti to express concerns regarding the creation or maintaining of an economic development friendly environment (i.e. legislative forums)

- 5-1.11 Distribute marketing items for the City of Isanti. (Pencils, pins, coffee cups, higher end item for dignitaries, or other appropriate items as needed.
- 5-1.12 Explore Signage on Hwy 65 to increase visibility and identity for Isanti
- 5-1.13 Utilize memberships in economic development organizations (EDAM, GPS 45:93) to market the City of Isanti to a larger audience.

LOCAL SWOT ANALYSIS

- 1) **Availability of development sites and facilities:** Isanti has many industrial and commercial site and buildings available for sale or lease. The myriad of options serve as a *strength*. The City also has areas available for expansion and is not land locked. The City has four “Minnesota Shovel Ready Certified” sites within Isanti Centennial Complex ready for immediate development. There is approximately 30,000 square feet of vacant industrial buildings in the industrial park in Isanti. In addition, there is also five vacant, Minnesota Shovel Ready Certified, lots in the City owned industrial park. The affordable available space, and lots is a strength for the community. This is a competitive advantage for the City of Isanti.
- 2) **Business Incentives:** Many assistance programs are available for new businesses choosing to locate in Isanti and this is a *strength*. Most programs available to the city are for new construction and aren’t targeted to existing businesses which serves as a *weakness*. Tax Increment Financing, Tax Abatement, and SAC and WAC Deferral are available to spur investment. The State of Minnesota implemented and funded the MN Job Creation Fund and MIF in 2014. These programs require a minimum of 10 new jobs to be created. The economy is improving but there is still a reservation by many business prospects to move this far out regardless of the attractive incentives. The City owns approximately 150 acres of vacant land and this is a *strength* and potentially a competitive advantage. Well priced, privately owned land east of State Hwy 65 along the highway is also available for development.
- 3) **Business Retention and Expansion Program:** The City of Isanti conducts business expansion and retention visits which serves as an *opportunity* for growth and stability. In 2014, 15 formal visits were conducted. Many informal visits are conducted by the Economic Development Director and Mayor throughout the year. Continuation of this program will help identify expansion opportunities and strengthen relationships with businesses.

- 4) **Cambridge:** Cambridge is a large regional center in Isanti County. Home to the county seat and regional educational and health care facilities serves as a *threat* to the City of Isanti. Cambridge continues to draw large scale commercial investment along State Hwy 95. Fleet Farm and Aldi opened in 2013 and create a draw to the region. Industrial development in Cambridge has been slow and poor access to major roadways is a *strength* for Isanti. The combination of the Isanti and Cambridge Chambers of Commerce serve as an *opportunity* for Isanti to benefit from the membership and funds of the Cambridge Chamber.

- 5) **Chamber of Commerce:** The Isanti Area Chamber of Commerce and Cambridge Area Chamber of Commerce are in the process of a merger. It has been communicated that the collective office will remain in Isanti but move to 2 Enterprise. The merger is anticipated to be complete in April 2015 with the new fiscal year starting in July. The new name for the combined chamber will be North 65 Chamber of Commerce. There are concerns as to the City of Isanti losing its identity as a result of the merger would could be a *weakness*. The EDA has communicated a willingness to have the same level of access as the City of Cambridge to the Board of Directors. Current leadership of each chamber feels that pooling resources will result in a more robust and effective chamber and if this is accomplished it could serve as an *opportunity* for more business development.

- 6) **Economic Conditions:** Economic conditions have improved in 2014 and more investment is being made in Minnesota. Still, the City of Isanti, is still considered too far out by many brokers and site selectors. The volume of deals getting done is improving and trying to gain a share of this growth is realistic. Identifying and targeting companies where their workforce and ownership is closer to Isanti would be a way to capitalize on the improving economy. Downsizing has been a trend for businesses during the poor economic conditions and this serves as an *opportunity* for Isanti. Isanti has available building inventory and lower cost alternatives to property located in the metropolitan area. Improvement in the economy and the implementation of the SAC and WAC deferral program lead to 14 new housing starts in 2013 and 38 more in 2014.

- 7) **Education Opportunities:** Primary, Intermediate and Middle Schools are located in Isanti and proximity to post-secondary education at Anoka Ramsey Community College is a *strength*. School District 911 and community leaders held a strategic planning session in late 2014-15. The session lead to some bold new initiatives based on "leading", "achieving" and "innovation". The 5 year plan put in place is highlighted by 1) Learning and Research, 2) Partnerships and Innovation, 3) Spanish Immersion and

Career Readiness, 4) Leadership and Character Development and 5) Personalized Learning and Planning for the Future". The addition of the Arts and Science Academy Charter School in 2014 provides access to another education alternative. This school also has the ability to draw residents from outside of Isanti to the community which is an opportunity. Both the additions of the Charter School and the adoption of the new plan for School District 911 serve as *great opportunities* for Isanti to improve business and resident recruitment to the community. The availability of online and cohort learning opportunities for 4 year colleges has minimized the *weakness* of not having a four year college within 20 miles.

- 8) **Environmental Aspects:** Soils and hydrology in the City are generally *strengths* for development. The City does not have a regional pond system for some of its development sites and the required onsite ponding for projects can serve as a *weakness* where it is required. The State of Minnesota continues to require higher water quality standards for storm and wastewater. These items are costly and the result of the pass through costs of maintaining these higher standards is yet to be understood. Staff anticipates that this will prove to be short term *weakness* until other communities are required to maintain the same standards.
- 9) **Financial Institutions and Finance:** The City has four financial institutions located within the City limits which provide options for financing. Investment by the banking community in the City constitutes a strength. The potential for financial partnerships with these institutions is an opportunity. In 2015 there have been some indications that some of the financial institution may be acquired which could be viewed as an *opportunity* to bring investment from outside of the community and to increase lending amounts. The city currently has an A+ bond rating which demonstrates the financial stability of the City and is a *strength*.
- 10) **Fuel Prices:** Prices for fuel have fallen significantly into the range of \$2.10-2.30 per gallon range for regular unleaded gasoline. Lower fuel prices increase the marketability of the City of Isanti by creating more connectivity to the 7 County Metro Area. In order to have businesses and future residents commit to Isanti the prices need to stabilize so that there can be confidence in commuter and transportation costs. \$2.75 gallon or less for regular unleaded gas for an extended period of time would help investment for the community. The decreased cost of transportation for raw materials, manufactured or distributed goods could be looked at as a *strength* for a community located 30 miles outside of Minneapolis/St Paul for travel over the roads.

- 11) **Governmental Factors:** Government regulation and requirements that cities are bound by serve as a *weakness*. The ability of the City to manage zoning and planning outside of the Metropolitan Council control is a *strength* and *opportunity* to react quickly to the market if needed. The City council for the City of Isanti has had very few changes in policy and leadership over the past 5 years. In relation to cohesiveness, especially compared to neighboring communities it may be considered a *strength*.
- 12) **Health Care:** A *strength* with the presence of health care facilities (hospital and clinics in Cambridge) nearby. An *opportunity* for a local clinic exists and should be explored in 2015. Adding a clinic along the Hwy 65 corridor would add to convenience to commuters and residents and take some reliance off the over-utilized clinic in Cambridge.
- 13) **Housing Market / Foreclosure:** Based on the continued economic recovery in 2014, it appears as if the foreclosure crisis has come to an end in Isanti. To originally address the aforementioned foreclosure crisis, the Foreclosure Committee was created on April 1, 2008 by the City Council. The committee was created to track and monitor foreclosed homes, to ascertain their condition and address nuisance situations and property situations to stabilize the condition of the foreclosed housing stock. In April 2010, 171 single family homes were in the foreclosure process with 57 of those homes being vacant, which represented 12% of the entire housing stock in the City of Isanti which was one of the highest rates in the state. On October 21, 2014, the City Council adopted Resolution 2014-252- Sunsetting the Foreclosure Committee citing that less than 3% of the city housing stock is in the process of foreclosure. Over the course of 2014 the city has seen market values begin to recover and 38 new housing permits were pulled in 2014. As of November 7, 2014 there were 324 platted single family lots in Isanti. This is a *strength* for the community. According to the Minneapolis Area Association of Realtors the Average Sales Price when comparing December 2013 to December 2014 has increased from \$125,682 to \$179,325 (+42.7%) when comparing 2013 to 2014 as a whole the Average Sales Price has increased from \$131,403 to \$153,033 (16.5%) Days on the market has decreased from 82 to 66 which is trending positively for Isanti. Similar numbers exist for Cambridge with Average Sales price slightly lower in Cambridge.
- 14) **Image:** In the past, Isanti has been hurt immensely from the news relating to foreclosures and unemployment in the construction industry which was a perceived *weakness*. Changes in the economy in the construction of 14 new homes in 2013 and 38 in 2014 is improving this image and there have not been any recent articles written

about Isanti and the foreclosure crisis that shed a poor light on the community. Isanti has worked at establishing itself as a low cost alternative to the Metro Area but the overtones of the poor economy and foreclosure are an obstacle that will need to be overcome. The development of a current brochure, attainment of “Shovel Ready Certification”, and being present at site selection conferences will improve the image of Isanti. Neighboring Communities have not enjoyed the stability that the City of Isanti City Council has provided and this creates a “trusting” environment for potential developers.

- 15) **Isanti County GIS System:** Isanti County has a Beacon GIS Maps and a Pictometry system with 2011 aerial maps and enhanced pictometry available for use. This system allows the city to produce maps that can be used for marketing purposes and it is able to generate meaningful tax reports which would be considered a *strength*.

- 16) **Isanti Indoor Arena – Home of Rum River BMX:** In 2014, The Isanti City Council voted to issue tax abatement bonds to construct the Isanti Indoor Arena – Home of Rum River BMX. The facility will be 75,000 square feet and will allow for year round racing in this cold weather climate state. This project was made possible by an agreement between Rum River BMX Association and the City of Isanti. Rum River BMX Association will be leasing the facility from the city of Isanti for a period of 40 years. Based on estimates provided by Rum River BMX, it is anticipated that this one of a kind facility will bring up to 80,000 participants/spectators to the City of Isanti each year. It also is considered a huge demand generator for bringing a hotel to the City of Isanti.

- 17) **Labor:** The unemployment rate for Isanti County was reported at 4.0% in November 2014. This represents a drop of 0.3% over the past year which is very positive. The availability of this workforce is a *strength*. Isanti County also has a higher percentage of people with high school diplomas or GEDs (91.6%) than the nation, but a lower percentage of people with a bachelor’s degree or higher (16.5%). Instead, Isanti County has a very high percentage of people with some college, but no degree (26.2%) and a higher percentage of people with associate degrees (9.3%) than the U.S. In sum, more than one in every four adults in Isanti County has a college degree. 20% of workers in Isanti were employed in the construction industry which was hit hard under the current economic downturn. When the economy improves, the availability of the skill set of this workforce will be an *opportunity* for employers in the region.

- 18) **Lodging:** The City of Isanti does not currently have a hotel in the community which is a community *weakness*. The City of Isanti loses the ability to capture commerce and

dollars from outside of the community if participants of sporting venues, business travelers, vacationers are not able to stay in town overnight. The closest hotel to Isanti is a Grand Stay Crossings in Cambridge which is 7 miles north of Isanti. The City Council Authorized a Market/Tourism Feasibility Study in 2014 with preliminary results showing a good market for a hotel in Isanti. Establishing a hotel in Isanti is a City Council/EDA Priority.

19) **Overall Cost of Doing Business:** Isanti has a solid industrial base and its proximity to the Twin City Metropolitan Area is a *strength* and it serves as an opportunity for recruiting prospects. Property taxes for comparable building sizes are less in Isanti than in the Metropolitan Area due to the materials of construction allowed and lower land values. Land is less expensive for retail and industrial users when compared to the Twin Cities Metro Area and Cambridge which serves as an *opportunity* for Isanti. From a retail perspective Isanti is challenged. Three to five mile trade areas do not support populations that larger retailers generally need which is a *weakness*. However, when adding Cambridge to our Market area the numbers look much more promising. Work was done to compare the development costs for surrounding communities and the results were varied. Generally speaking property taxes for Isanti were lower when compared to developed cities but fees associated with Sewer and Water usage and SAC and WAC were higher. When compared to townships, the development costs for all cities was significantly higher. A rate study will be conducted in 2015 which should give some insight into future costs in this area. Currently, Isanti County does not have a coordinated approach to rural development and does not encourage growth to occur in the developed cities.

20) **Population Characteristics:** Isanti has an estimated population of 5,395 based on information from the US Census in 2012. Based on staff assumptions it is estimated that the population is closer to 5,500 as of December 2014. Isanti grew at a very rapid rate from 2000 to 2008. Isanti County is still projected to be the fourth fastest growing county in the state for the next two decades. The relatively young population with a median age of 28.4 and growth in recent years is a *strength*.

21) **Prospect/Project Management Capabilities:** In March 2010 an Economic Development Director position was filled and is held by the same individual. This constituted a change in how Isanti operates and devotes more a staff time to addressing economic development needs and concerns. The continuity in this position and the City Council is an advantage over communities that do not have staff related specifically related to

economic development and is a *strength*. With more devoted staff, response time to prospect inquiries has improved.

22) **Proximity to Twin Cities Metropolitan Area:** The distance from the Twin Cities and its strong manufacturing industries is a *weakness* for Isanti. Travel times from suppliers and related industries not in Isanti County add costs for businesses. Being outside of the Metro Area is a *strength* in that it is not governed by the Metropolitan Council and land and development costs for projects can be much more inexpensive.

23) **Quality of Life:** Isanti has a historic downtown with a small town feel, smaller local retail options and located close enough to the regional center of Cambridge to satisfy the needs of its residents. Proximity to the Twin Cities Metropolitan Area serves arts and recreation needs not met within the community. The development of the city trail system and the connectivity to other communities is a *strength*. In 2012, Legacy Park was completed. This park/trail system is unique and has the potential to draw visitors from outside the community. In 2014, a full time Parks and Event Coordinator was hired to increase programming and to operate the Isanti Family Farmers Market and street dances re-established by the EDA in 2013. The mix of housing stock highlighted by the over-abundance of starter homes and lack of the senior component serve as a *weakness* for the community.

24) **Rail:** Isanti is located on rail and this is an *opportunity*. Commuter rail and transportation of freight are potential draws for both residents, and businesses within the region. A concept plan for a rail served industrial park is complete and the Isanti County EDA headed up a study in 2011 to determine the feasibility within Isanti County. Site for Cambridge, Braham and Isanti were analyzed and only the City of Isanti site was deemed financially feasible. The current national and regional economy does not currently support this type of development now. Once the economy improves the City of Isanti Site is a valid option for a Rail Served Industrial Park for the Northern Metropolitan Area. If economic conditions continue improve this would be considered a *strength*.

25) **Relationships and Memberships with Economic Development Organizations:** Membership in Economic Development Organizations and taking advantage of marketing and networking opportunities is a *strength* for Isanti. Isanti is directly or indirectly affiliated with the following organizations: Economic Development Association of Minnesota, GPS 45:93, Greater MSP, MN Prospector, Positively Minnesota, Community Venture Network, and Isanti County EDA. A competent local chamber of

commerce will help the City of Isanti succeed. The creation of the North 65 Chamber of Commerce serves as an *opportunity* for the region to rebrand and to work together.

- 26) **Telecommunications:** The City is adequately served for phone service for landline and wireless technologies. Broadband services are generally available via fiber optic or cable. It is unknown what the future of communications will be in regards to fiber optics or wireless options. Isanti has a reliable system available for both residents and businesses so this would be considered a *strength*. Fiber Optic has been installed in portions of Centennial Industrial Complex in 2012 which serves as a *strength* for Isanti. There is a broadband initiative that will extend fiber to Anoka–Ramsey Community College in Cambridge which could be an *opportunity* to build the area network.
- 27) **Transportation System (roads):** Isanti is situated at the intersection of State Hwy 65 and Isanti County Hwy 5. Improvements have been made to the intersection of these roads and the stoplight serves as a strength and opportunity for business development. Isanti is not located on an interstate highway/freeway and this is viewed as a weakness to larger manufacturers, distribution centers and large format retailers. Average daily traffic counts for the intersection of Hwy 65 and County Road 5 are 20,500 trips per day which is a strong potential market. Winter driving conditions on state and county roads is poor after significant winter precipitation events and this serves as a weakness. Working to improve winter driving conditions and for major transportation corridors would help alleviate this evident weakness. In 2014 a Pavement Management Plan was adopted by the City Council. This document serves a guide to keep the roads in good condition now and into the future.
- 28) **Utilities:** Isanti is fully served by City Services for Sewer and Water. The capacity and functionality of this system is a *strength*. The debt generated by the extension of city services east of Highway 65 is a *weakness* due to its impact on the City tax levy, connection charges and rates. Isanti is outside of the Metropolitan Council Service Area which is viewed as a *strength* because of the local government control. Centerpoint Energy and Connexus Energy are capable primary providers of electricity and natural gas for the community. Connexus Energy could be a partner in economic development initiatives and could be viewed as an *opportunity*.
- 29) **Web Presence:** The City of Isanti enhanced its web presence in 2014 by upgrading the City Website. The addition of the City of Isanti to the GPS 45:93 regional marketing website and updates to the existing city site improve the city presence in the market. Isanti is also being marketed on the LOIS site and by Greater MSP. Isanti industrial sites are now listed on the MNCAR System. Isanti County launched a “Tools for Business

Success" site that also serves as a resource for area businesses and another avenue for marketing Isanti. City Staff was very involved in the development of the site. Increased use of these mediums is an *opportunity* to enhance the image of Isanti.

COMPETITION

Northern Anoka County, Isanti County and the Chisago County represent areas that are competing against the City of Isanti for business and market share. Communities within the geographic boundary include: Athens Township, Cambridge, East Bethel, Ham Lake, Ramsey, and North Branch.

Athens Township is the first community outside of Anoka County with substantial industrial development on Hwy 65. Strengths for Athens Township include: 1) significantly lower tax rate than Isanti, 2) successful, visible industrial development along Hwy 65, and 3) closer proximity to Minneapolis St. Paul and other manufacturers. Improvements to Hwy 65 to the South of Athens will increase its appeal to business looking to locate out of the Metro Area. Economic Development efforts by Isanti County which allows development in the Townships serves as a *threat*.

Cambridge has developed into a regional retail center and has more amenities than the City of Isanti. Anoka-Ramsey Community College, healthcare facilities, the county seat and government center all serve as additional trip generators for that community which makes it formidable competition to the city for retail and industrial investment. Cambridge boasts the closest JOBZ district to the Twin Cities at a distance of 45 miles from Minneapolis and Isanti does not have that incentive to offer businesses it is recruiting. Fleet Farm is scheduled to open in 2013. This store should bring commerce to the region and Isanti is positioned to receive residual benefit from increased commerce in the region. The strengths for Cambridge include: 1) a strong retail tax base, 2) a strong governmental services presence, 3) healthcare facilities, 4) a strong political lobby for the region, 5) many choices for shopping, eating and recreational opportunities, 6) GIS capabilities and GIS staff and 7) a hotel. Weaknesses include: 1) poor transportation corridors and parking issues within older portion of city, 2) highest tax rate in Isanti County, and 3) lack of synergy relating to the development of industrial development.

East Bethel is an emerging competitor for the City of Isanti. In 2010 a large sewer and water project was approved by the East Bethel City Council. Construction for this project commenced in 2011 and phase one was completed in June of 2013. This project has brought sewer and water to the intersection of Trunk Hwy 65 and County Road 22. Aggressive Hydraulics opened its 60,000 square foot manufacturing facility in 2013. Future phasing of the project will add city

services north along State Trunk Highway 65. The second phase of the project is estimated to be completed in 2014 and future phase have been put on hold. The joint project between the City of East Bethel and the Metropolitan Council was estimated to be upwards of 27 Million Dollars. The project financing is dependent on hook-ups to the city by new and existing businesses. East Bethel has reported the hookups have not occurred at the rate originally projected. It would appear as if development could become expensive in the foreseeable future for East Bethel. This project positions East Bethel as the first city North of Blaine on Hwy 65 with city services and could serve as a barrier to development moving North to Isanti. Currently Isanti has many advantages over East Bethel including: 1) education institutions, 2) an established downtown and organized business district, 3) consolidation of population and workforce, 4) freedom from Metropolitan Council control 5) a solid industrial tax base, 6) a stable City Council and lower land costs and tax assessment values. Advantages for East Bethel include: 1) population over 10,000, 2) closer proximity to Minneapolis / St. Paul and the established industry, 3) movie theatre, 4) larger city area, establishment of frontage road systems along Hwy 65.

Ham Lake does not have city utility services and there are no plans to add them. Industrial and retail development is focused along Hwy 65. Ham Lake has some advantages over the City of Isanti that include: 1) an AmericInn on Hwy 65, 2) closer proximity to Minneapolis / St. Paul and the established industry and 3) the lowest tax rate in Anoka County for 2014. Ham Lake is primarily a competitor for smaller industrial projects.

North Branch has many strengths for economic development. The strengths include: 1) Interstate 35 access, 2) construction of new infrastructure to the west of Interstate 35, 3) Tanger outlet mall, and 4) more established commercial tax base. In 2010, this community removed an economic development position so the level of service for future prospects might not be as good as other communities that have staff dedicated to that position. Transportation corridors East of Interstate 35 could be viewed as a competitive disadvantage. North Branch has room to grow industrially in the future. The Chisago County HRA has become very active in marketing the area which makes North Branch a viable competitor for Isanti. Essby Industrial Park currently serves as a weakness for North Branch. There has been recent turnover in the City Council and this could serve as an *opportunity* for the City of Isanti. This industrial park was financed by North Branch and the holding costs have become difficult to manage.

The City of Ramsey has seen significant industrial and retail development over the past 15 years. The primary focus of that community was to grow industrial tax base and to build a Town Center project on US Highway 10. The industrial development has been very successful for the aforementioned period and the remaining industrial land owned by the city is limited to

10 acres or less. The City purchased the bankrupt Town Center project in 2010 and has been working on developing the center now called the "COR". Ramsey is competing for the same type of industrial users as Isanti and has many attributes favorable for businesses. The strengths for Ramsey include: 1) established transportation corridors, 2) educated workforce, 3) high per-capita income, 4) proximity to Anoka-Technical College, Anoka Ramsey Community College and other higher learning institutions, 5) available tax base dedicated to the City levy, 6) construction of a new health care facilities for residents and Veterans, 7) activity and support of the Anoka Area Chamber of Commerce for events, 8) two championship golf courses and 9) the availability of City utility services. The Ramsey City Council has given the appearance of being unstable at times which could be construed as a danger to potential developers. The City of Isanti will have a difficult time competing head to head with Ramsey. In 2014, a decision was made to not hire an economic development director and to outsource and reallocate some of those tasks to existing staff. The lack of clear direction in the economic development field and a lack of expertise serve as an *opportunity* for Isanti. Focus on developing positive relationships with business prospects and making the development process less time extensive are things Isanti can compete with Ramsey on. Ramsey has done a lot of things successfully in terms of their industrial development and those items can be reproduced in Isanti.

Competitive advantages for Isanti include: 1) Availability of low cost sites, 2) First city North of Blaine with an established historical downtown, 4) first city North of Twin City Metro area with Sewer and water that is not under the "control" of the Metropolitan Council, 5) stable city council with some continuity, 6) direct access to rail with city owned land, 7) membership in GPS 45:93 and EDAM and the regional marketing medium it provides and 8) low tax assessment values compared to competition outside of Isanti County.

Competitive disadvantages for Isanti include: 1) distance from Minneapolis / St Paul and hub of manufacturing, 2) no direct interstate access, and 3) Sewer and Water infrastructure debt for expansion east of Hwy 65 (higher Sewer and water cost).

STRATEGY AND ACTIVITY

Isanti needs to position itself as a low cost, aggressive, progressive city that is business friendly. City staff needs to be proactive in locating prospects that are looking to save costs or are looking to move. This can be done by establishing and growing relationships with financial institutions, construction companies, real estate brokers, print media, and economic development organizations. These organizations all have similar goals to the City in that they want to see development occur and stand to gain a financially better position by doing so. Securing a medical clinic, pharmacy, hotel, manufacturers and senior housing have been

identified in the past by the EDA and the City Council and remain important projects. This information needs to be communicated to the above mentioned organizations so that they can help Isanti locate and finance these prospects. Once prospects are identified a coordinated effort needs to be made by City staff to follow-up with them until the prospect is no longer viable. A Direct Mail piece and follow-up to brokers, select members of the Minnesota Manufacturers Association and businesses along Highway 65 and northern Anoka County. Establishment of a prospect matrix in 2010 and its maintenance has helped with prospect management.

Isanti needs to continue highlight items that make it unique such as the existence of a historic downtown and its small town feel, low total development costs in comparison to Anoka County, the walk/bike trail connecting Isanti to Cambridge, lack of Metropolitan Council control, the availability of City and regional business incentive programs and staff willing to help the businesses through that process, Legacy Park, and Isanti Indoor Arena – Home of Rum River BMX.

Recruitment of businesses is helped immensely by existing businesses being ambassadors for the community. Visiting key businesses on a regular basis and showing appreciation to all existing businesses can nurture positive relationships that will result in a positive image for the city.

Northern Anoka County is the home to many manufacturing businesses. Identifying and recruiting businesses that are expanding, leasing or are unhappy with excessive tax burdens and offering Isanti as a viable low-cost alternative is another opportunity. Utilizing existing networks with business owners, realtors and banks can assist in identifying these opportunities.

A professional presence is required on the internet and site selectors are looking toward that medium more than print. A continued effort needs to be made to keep information on that medium fresh and to utilize existing media to support city efforts. The City has properties listed on LOIS, MNCAR and the State of Minnesota has added certification to the 4 “Shovel Ready Certified” lots located in Isanti Centennial Complex. It is vital for Staff to maintain current information on this site and to work with realtors to help them lease vacant properties.

Traditional marketing mediums such as signage and print need to be utilized as well. Installation of real estate signs for city owned property was completed in 2011. Expanding print and internet media coverage for successes in our community at a reasonable cost needs to be a focus. Utilizing memberships in EDAM, GPS 45:93, and relationships in print media can provide a low cost marketing medium for the City of Isanti.

Continued revitalization of historic downtown and the development of a rail served industrial park have been a focus of the EDA for a number of years. Staff needs to be looking for funding opportunities and partner to help these projects move forward. Both projects will require substantial funding and changing economic conditions which could prove to be difficult for the next few years.

Continued Support by the City for the Isanti Family Farmer's Market, Street Dances and facilitating business meetings with area businesses downtown and throughout the community will help strengthen community in Isanti.

Economic conditions are improving and Isanti needs to position itself as a viable option for all types of development. This can be done by marketing the community and establishing a presence in the financial, real estate, construction, print media and economic development communities.

Focusing on existing industry in the City and looking vertically at the companies supply chains and customers are another method of business development. Isanti has an opportunity to try to grow green businesses and manufacturing sectors within our community.

AUDIENCE

The EDA is trying to reach an audience with this marketing plan. Each entity has different needs or methods of communication. Identifying how to communicate Isanti marketing goals with these entities is important to the success of the marketing plan.

Existing Businesses: Need information and support readily available in person, print and on website. Opportunities for training, loans, capital, assistance and other resources need to be directly communicated to businesses when applicable. Utilization of the Isanti Area Chamber of Commerce and the Isantian newsletter can be an effective way to reach businesses.

Real Estate Community (brokers, agents, construction firms): Information on pricing, available land, development costs, financing tools, demographics and labor needs to be available upon request.

Print Media (Real Estate Journal, County Star, Isanti County News, ABC Paper, and Star Tribune): Groundbreakings, local business success stories, local events and the new business arrivals to Isanti.

Online Media (GPS 45:93 and E-link (prospects), City of Isanti Website (prospects and residents), Real Estate Journal, Linked In, County Star, Facebook, Isanti County News, ABC Paper, and Star Tribune): Press releases on positive news need to be provided to these entities when appropriate for publication on the internet. City economic development web pages need to be fresh.

Financial Community (Banks, and SBA Lenders, Initiative Foundation, and ECRDC): Need information on site availability, pricing, financial tools, and timeline and process for approvals.

Business Prospects: Provide current data on labor force, site availability and cost and maps, public and private assistance programs, approval process and timelines, business subsidy policy guidelines, attractive development brochure that answers important questions quickly. Utilization of Invest In Isanti Brochure, Welcome to our Community of Generations Brochure, DEED Labor Market Profile, LOIS and MNCAR are ways to reach this audience.

Economic Development Organizations (Positively Minnesota, Chamber of Commerce, Isanti County EDA, EDAM, GPS 45:93, Greater MSP, ECRDC, Initiative Foundation, Score, and Connexus Energy): Must be able to provide information on site availability cost, and ownership, public and private assistance programs when appropriate.

RESOURCES AND INITIATIVES

In 2011, the City of Isanti re-allocated \$26,000 to the EDA marketing budget from the revolving loan fund. These funds have been authorized by the Isanti City Council to supplement spending on items identified in annual budgets and plans. The following are some initiatives that are anticipated in 2015 and others that continue from past directives: have commenced and are being continued into the future:

- 1) Mayor's Employer Appreciation Luncheon and awards (\$600)
- 2) Distribution of marketing materials (Pencils, Pins, Shirts, Dignitary items, etc.)
- 3) Direct Mail of Letter and Brochure to Members of Minnesota Manufacturers Association and Attendees of Minnesota Real Estate Journal Industrial Conference and other mailings (\$250-500)
- 4) Utilize GPS 45:93 LOIS and MNCAR to market the City of Isanti for Industrial development prospects (\$750)
- 5) Utilize various forms of media to highlight City of Isanti successes and to market (EDAM Developer, Real Estate Journal, Isantian Newsletter, County Star, Isanti New, etc.

- 6) General marketing and research - miscellaneous signage donations and sponsorships as appropriate including investment/coordination in other signs for community events (i.e. Johnson Property). (\$300)
- 7) Minnesota Real Estate Journal: Work to craft a package that includes print advertising and attendance and sponsorship at Industrial Development Conference. ,500)
- 8) Presence in other conferences (Business Expos, DEED, EDAM, i.e.) where site selectors will be present (Free to \$650)
- 9) Update Community Profile in LOIS.
- 10) Other cost effective marketing opportunities with media or economic development organizations as identified (Free to \$150).
- 11) Miscellaneous Marketing Budget (\$2,000-\$5000)
- 12) Explore Signage on Hwy 65 to further establish an identity for the City of Isanti.
- 13) Continue communication with State and County jurisdictions to improve the winter driving condition for key business travel routes.
- 14) Utilize Hotel and Housing Market Studies to identify prospects and investors to help increase tax capacity in Isanti.
- 15) Continue to support East Central Minnesota Job Fair and encourage businesses to participate.

Other marketing items not identified above, and not currently identified in the EDA budget, but deemed necessary need to have prior approval from the EDA before expenditures can be made. Final cost estimates for items listed above will be communicated to the EDA when identified.

STRATEGIC PARTNERS

The City of Isanti has many organizations it can partner with to achieve the goals outlined in the 2011 Plan and specifically the goal of growing tax base in Isanti. Potential roles and activities for each strategic partner are outlined below:

- 1) Isanti City Council: Consider approvals from recommendations from EDA and Revolving Loan Fund Committee relating to: project financing, level of financial assistance, awarding of business subsidies, execution of development agreements, and real estate transactions for development in Isanti.
- 2) Chamber of Commerce: Serves as a non-governmental resource for existing businesses, prospects and residents. Source of business recruitment referrals and a potential marketing partner for the City of Isanti. Pertinent economic development information can be communicated through the online Isanti Informer Newsletter and the chamber

website. A new relationship will need to be established once the merger between Cambridge and Isanti Chambers is complete.

- 3) Anoka-Ramsey Community College (Cambridge Campus): A partner in providing training opportunities and business start-up assistance for local businesses.
- 4) Centerpoint Energy: Natural gas provider for the City of Isanti. A potential financial contributor for joint marketing efforts.
- 5) Community Organizations / Events / Partnerships: Isanti is home to many exciting events each year. From 2010-2013 the City played host to the Minnesota State Cup (Soccer Event at Isanti Soccer Complex), Rum River BMX has been selected multiple times for the State and National BMX Finals, Isanti Civic Arena is the home venue for the Minnesota Owls and the 2012 Class C State Champions call Isanti Home. The Isanti Fireman's Rodeo – Jubilee brings thousands to Isanti in July of each year. The Farmers Market and Street dances sponsored by the EDA and operated through the newly created Park, Recreation and Culture Board. All of these events serve as an excellent opportunity for the City of Isanti to work with area businesses to showcase our community. Efforts should be made to maximize the economic impact for Isanti and the region.
- 6) Connexus Energy: Primary electric utility provider for the City of Isanti. Connexus has previously been very involved in the development of industrial parks within its service territory. Currently, economic development activities for the utility have been focused on energy cost saving programs for end users and marketing "Shovel Ready" sites. This entity provides business prospect referrals when appropriate.
- 7) Economic Development Association of Minnesota (EDAM): The City of Isanti is a marketing partner with EDAM. Representation by Economic Development Director Sullivan on the Board of Directors is an opportunity for Isanti.
- 8) East Central Arts Council (ECRAC): A financial partner for grants and art related projects in historical downtown.
- 9) East Central Regional Development Commission (ECRDC): A knowledgeable partner in identifying financing option for projects. Has funds available in its own revolving loan program to be utilized in region. Host economic development networking and marketing events and provide business prospect referrals.
- 10) GPS 45:93: This regional economic development organization is a marketing partner for the city of Isanti and the region.
- 11) Greater MSP: R marketing group focused on attracting development and investment to the 13 County MSA. Use of Sales Force Portal in 2014.
- 12) Initiative Foundation: A financial and educational partner. The Initiative Foundation provides leadership training, financial investment in area projects, staff assistance and business referrals to member communities in the region.

- 13) Isanti County EDA: A financial and collaborative partner for: financial assistance, marketing, business recruitment, and market analysis.
- 14) Local Financing Institutions (Community Pride Bank, Lake State Federal Credit Union, Landmark Community Bank, Minnco Credit Union): Area banks are a financial partner for the City of Isanti. Investment into the community helps both the City and Area banks. A coordinated effort by all banks to recruit business to Isanti is vital to the success of Isanti.
- 15) MNCAR: This organization is the best venue to advertise commercial properties. Staff will maintain membership as long as it's financially feasible.
- 16) Small Business Development Center: An educational partner in business development in Isanti County. The SBDC is helps start-up business develop business plans and existing businesses grow. Tom Willet is the local associate.
- 17) DEED: A financial partner through available state financing programs. LOIS site will benefit all of Minnesota to market sites to out of state prospects. Provides valuable demographic and research information and generates reports upon request. DEED provides updated Labor Market Profiles upon request for no charge.
- 18) SCORE: An educational partner in business development in Isanti County. SCORE provides free and confidential business counseling tailored to meet the needs of your small business and your personal objectives. SCORE also offers workshops, for a modest fee, for both start-up entrepreneurs and in-business small business owners. SCORE assists people in starting a new business and by providing counseling to existing small and mid-sized business owners.
- 19) Workforce Center (Cambridge office): WorkForce Centers help job seekers find employment, help businesses find workers, and help anyone at any stage explore and plan careers. Most services provided by the WorkForce center are free of charge.

POSITIONING

Positioning is defined as a statement crystallizing the critical difference setting a product apart. Positioning is the message that is associated with your product or place that can be built around factual, geographical or psychological characteristics.

Positioning Isanti as a low cost, aggressive, progressive city that is business friendly is an excellent draw for businesses and residents alike. This message still needs to be communicated. In order to be successful the City of Isanti needs to deliver on its promise. In order to deliver on that promise Isanti will need to grow significantly industrially, commercially and residentially to increase its tax base to share the cost of development. In 2014, the "Welcome to your Community for Generations" brochure was developed to market the quality of life as well as some key demographics for the young and vibrant community. A marketing

effort that states the message that Isanti is positioned to grow like it did in the mid 2000's, has some great amenities and that there is great investment opportunities here for a limited time needs to be communicated.

When comparing Isanti to Cambridge, North Branch and other communities to the north, the focus is on being closer to the Twin Cities and having a commitment to keeping historical downtown viable. Celebrating the founders of the community but also embracing the new population that has moved here since 2000 is a key component to what Isanti is today. Highlighting the fact that the City of Isanti has higher median incomes than the rest of Isanti County and that the median age is 28.4 helps us create a vision of opportunity and excitement. Advertising that there is new, reliable city infrastructure and that we are ready for immediate development and investment and there are not huge infrastructure costs on the immediate horizon is appealing to a growing business or family.

When comparing to Anoka County and the Metro Area championing the fact the Isanti truly has local government control by not being a part of the Metropolitan Council District sparks the interest of independent business owners. Having the sewer and water capacity that is available in the Metro and "shovel ready" lots is key to companies. Large tracts of land with City Sewer and Water infrastructure, priced significantly lower than the Metro on Highway 65 is a viable option for both retail and office development. High speed internet through fiber optic and satellite connect businesses in Isanti to the Metro. Well known manufacturers located in Isanti such as Advanced Telemetry Systems, Granger Machine, Metal Coatings and Evercat Fuels serves as ambassadors for the community to show that Isanti is a place a business can be successful. Moving to Isanti isn't a gamble, it's a smart business decision.

Isanti County EDA

Agenda

October 22, 2019

9 – 11 am

Isanti County Government Center

Board Room

1. Call to Order
2. Welcome/introductions
3. Review and approval: Meeting Minutes – July 23, 2019
4. Isanti County High Speed Internet Update
 - Memo for legislators
 - Possible inclusion of broadband discussion at Annual Legislative meeting (Nov 25 Committee of the Whole)
5. PACE program update: Meetings with manufacturers and utilities October 24, 2019
6. MN Housing program update
 - Authorization to submit application again January 2 –January 15, 2020
7. Overview of Isanti County economy
8. Economic development updates
 - Cities
 - East Central Regional Development Commission
 - GPS 45:93
 - GREATER MSP
 - Passenger and commuter rail
 - TH 65 Corridor Coalition Update
9. Verify annual meeting: January 28, 2020
10. Clarify meeting follow-up and next steps

Isanti County EDA Minutes

Isanti County EDA
Meeting Minutes
July 23, 2019

Commissioner Greg Anderson called the Isanti County EDA meeting to order at 9:00 a.m., welcomed everyone and introductions were made.

In attendance: Commissioner Greg Anderson, Commissioner Terry Turnquist, Commissioner Susan Morris, Commissioner Dave Oslund, and Randy Polzin. Janna King, Stan Gustafson, Sheila Sellman and Grant Matz (intern) and Kevin VanHooser were also in attendance.

Voting members absent: Mike Warring, Carrie Gibbs, Loren Nelson, Becky Moritz, Paul Nordberg

The April 23rd EDA minutes were reviewed and approved.

Sheila Sellman was introduced as the new Community Development Director, replacing Sean Sullivan.

Janna King reviewed the latest activity related to broadband expansion. She reminded the group of the EDA and County Board directive to have CTC perform a Crowd Fiber Survey that would assist the County in determining the public's willingness to pay a fee (minimum of \$5-15) in addition to normal CTC rates. The fee could be used to pay down county-issued bonds.

Joe Buttweiler of CTC gave a power point presentation that reviewed results thus far. There have been 587 survey submissions to date. This document was distributed and is on file. Following discussing the preliminary survey results, Buttweiler asked the committee if there was interest in applying for the state broadband grant. He said CTC would have limited time to spend on the application. The due date is September 13, 2019, and CTC is applying for approximately three of them already. Janna told the committee she has the time to work on it if they want to submit an application. After much discussion, Randy Polzin moved and Susan Morris seconded that the EDA recommend that the County Board apply for the State broadband grant. This motion was approved unanimously. Janna, Joe and Kevin will review what needs to get done for this application.

Janna and Stan Gustafson briefly reviewed Federal New Markets Tax Credits and Federal Opportunity Zones. Janna reported that Isanti County is not distressed enough to compete successfully for New Markets Tax Credits, even though it is eligible. Local Realtors, commercial and residential, are aware of the Federal Opportunity Zone program. This enables county EDA staff to take a hands-off approach.

Stan Gustafson reported that there have been 28 single family home permits so far in 2019. He also reported that the new mini golf course is open in Cambridge. Roosevelt Gardens is scheduled to open yet this year. Marcia Westover is working on the residential lot inventory as there is a shortage of residential lots.

Isanti County EDA Minutes

Janna reviewed the Minnesota Housing homeownership programs in Isanti County. She reported that the funds originally allocated to Isanti County have been exceeded and it seems county residents are taking advantage of the housing programs.

Janna reported that GreaterMSP is currently in transition as the CEO has retired and Peter Frosch has been named the new CEO. The organization is experiencing substantial staff turnover.

Commissioner Turnquist reported that he finds the Hwy. 65 Corridor Coalition meetings to be interesting. Much of their focus is the southern portions of Highway 65 but it benefits our residents, as well. That work includes reduced conflict intersections that improve safety and traffic flow. He also reported that the new 65/107 interchange in Braham has been going well. Terry reminded the committee that City Administrator Sally Hoy is retiring after being employed by the city for 31 years. He also reminded the committee of Braham Pie Days coming next weekend. This is a community celebration that is long-standing and has been very successful.

Stan stated that there is nothing new to report on passenger rail at this time.

Commissioner Anderson reported that GPS 45:93 continues to meet monthly.

Jordan Zeller of East Central Regional Development Commission was unable to attend the EDA meeting. Terry Turnquist reported that ECRDC held their annual meeting.

Sheila Sellman, Community Development Director of Isanti, reported that there have been 46 new residential permits issued in 2019. There are also 33 single family plats and 16 townhome plats in process. There is also a Dollar General store being planned.

The next meeting will be at 9:00 a.m. on October 22, 2019.

The EDA meeting was adjourned.

Respectfully Submitted,
Kevin VanHooser
Isanti County Administrator



Economic Development Authority Agenda

1. Call to Order
 - a. Pledge of Allegiance
 - b. Roll Call
 - c. Agenda Modifications
 - d. Swear in Clark Johnson
2. Approval of the Agenda
3. Approve Minutes of November 5, 2019 Regular Economic Development Authority Meeting
4. Business Items
 - a. Presentation from Luke Greiner, Regional Analyst, Central and Southwest MN DEED.
5. Other Business / Updates / Communications
 - a. Meet and greet with Mayor
 - b. Marketing/Work Plan Survey
6. Adjournment

Economic Development Authority
Meeting Minutes
November 5, 2019

1. **Call to order:** President Johnson called the meeting to order at 7:36pm
 - a. **Pledge of Allegiance**
 - b. **Roll Call**
Members Present: Johnson, Bergley, Collison, Gordon, Reller, Lundeen
Staff Present: Community Development Director Sellman
2. **Approval of Agenda:** Motion by Bergley to approve second by Collison motion passes 6-0
3. **Approval of October 1, 2019 meeting minutes:** Motion by Bergley, second by Collison motion passed 6-0.
4. **Business items**
 - a. **Decertification of TIF 11.** Sellman explained this district was created for a hotel project. The hotel located on another parcel therefore it is recommended to decertify this parcel. Any tax increment will be returned to the County for distribution. The city will retain the lesser of either 10% tax increment received or an amount sufficient to cover publishing, reporting and auditing requirements for the district itself. Motion by Lundeen, second by Bergley to recommend the City Council Decertify TIF 11.
5. **Other Business:**
 - a. **Goal Setting Discussion:** Sellman explained that the current EDA Marketing/Work Plan was adopted March 3, 2015. It was also discussed in 2017 but nothing was adopted. It is time to update this document. Sellman will update the document in draft form for a future EDA meeting and at that time the EDA can discuss goals and objectives to include in the plan. The EDA agreed and would to do this at the February 2020 meeting.
 - b. **Isanti County EDA Meeting Agenda and Minutes:** no discussion
 - c. **Chair Johnson brought up questions regarding the railroad and the Isanti Industrial park.** Sellman will look into this.
 - d. **Commissioner Bergley mentioned the GPS:45:43 meeting in December.** Sellman attends these meeting when able.
6. **Adjourn:** Motion by Bergley second by Lundeen to adjourn. Motion passed 6-0 meeting adjourned at 7:48.

Respectfully Submitted

Sheila Sellman, EDA Secretary/Community Development Director

5.b.



Memo for EDA Action

To: Economic Development Authority

From: Sheila Sellman, Community Development Director

Date: December 3, 2019

Subject: Survey in preparation of the Marketing/Work Plan

Attached is a short survey for preparation of the Marketing/Work Plan update. Please fill out the survey and return to Sheila by December 30th. You can turn it in at City Hall or you can e-mail it to me at ssellman@cityofistanti.us

I will not be sharing your surveys; these are just to help me get a sense for what we should be talking about at our goal setting meeting in February.

Action Required:

Fill out and return survey to Sheila by December 30th.

Attachments:

- Survey

EDA Marketing/Work Plan Update Survey

Please take some time to fill out this survey and return to Sheila by December 30th. This information will not be shared and is being used to create topics and discussion items for the goal setting meeting in February. Please use additional paper if necessary and include any additional information you think will be helpful. Thank you for your participation.

1. Are you satisfied with this mission statement? Yes or No
Adopted Mission Statement: "The Economic Development Authority promotes and supports the growth of commercial and industrial development and tax base through the use of economic development methods and tools".

Comments:

2. I Support redevelopment and expansion efforts in Historical Downtown/Heritage Blvd.
 Yes or No

Comments:

3. I support the SAC and WAC Deferral program Yes or No

4. I support Tax Increment Financing (TIF) Yes or No

5. I support Tax Abatement Yes or No

6. I would support other assistance programs Yes or No

7. I want to explore rail options in the City of Isanti Yes or No

8. I would like to attract more businesses to Isanti such as (Please rank 1-10, 1 being the most important)

Medical Office Restaurant Entertainment Manufacturing

Retail multi-family single-family Industrial Other

9. There have been inquiries about the city owned industrial parcels, however the users have wanted to do a small building with a significant amount of outdoor storage and a minimal number of employees; this is not the highest and best use for these parcels. What type of business would you support in our industrial Park? What's the target number of employees?

10. What type of marketing efforts do you want to see?

11. What does Economic Development mean to you?

12. Other Comments:

