

**ECONOMIC DEVELOPMENT AUTHORITY REGULAR MEETING AGENDA**

Monday, September 16, 2024  
5:30 PM

Page

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVE AGENDA

5. CITIZEN COMMENTS

6. CONSENT AGENDA

6.1. Minutes of the July 15, 2024 Regular Economic Development Authority Meeting

3 - 6

Approve the minutes of the Regular Economic Development Authority meeting dated July 15, 2024.

[Agenda Item: Minutes of the July 15, 2024 Regular Economic Development Authority Meeting - Pdf](#)

6.2. Monthly Financial Report

7 - 8

Accept the monthly Financial Report for September 2024.

[Agenda Item: Monthly Financial Report - Pdf](#)

6.3. Quarterly Report - Open to Business (Q2 2024)

9 - 17

No action requested. Report is provided for informational purposes.

[Agenda Item: Quarterly Report - Open to Business \(Q2 2024\) - Pdf](#)

7. PUBLIC HEARINGS

8. DISCUSSION ITEMS

8.1. 2024 Economic Development - Mid Year Report Card

18 - 43

No action required. This information is for discussion purposes only - and will lead to finalization of the 2025 EDA Work Plan.

[Agenda Item: 2024 Economic Development - Mid Year Report Card - Pdf](#)

- 8.2. Preliminary EDA Levy - FY 2025 44 - 46

Adopt Resolution 2024-02 Approving Preliminary 2025 Economic Development Authority Levy Request.

[Agenda Item: Approve Preliminary EDA Levy - FY 2025 - Pdf](#)

- 8.3. Update on Business Retention Workplan 47 - 48

No action required, but Staff welcome and appreciate conversation around planning for future events.

[Agenda Item: Update on Business Retention Workplan - Pdf](#)

## 9. DIRECTOR'S REPORT

- 9.1. Director's Report 49 - 52

No action requested. This item is informational and is provided to communicate how the EDA time and money resources are allocated, and to track and measure the impact of initiatives.

[Agenda Item: Director's Report - Pdf](#)

## 10. ADJOURN



 430 Third St., Farmington, MN 55024  
 651-280-6800  
 FarmingtonMN.gov

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Shirley Buecksler, City Clerk  
**Department:** Administration  
**Subject:** Minutes of the July 15, 2024 Regular Economic Development Authority Meeting  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

For the EDA's review are the minutes of the July 15, 2024 Regular Economic Development Authority meeting.

### ACTION REQUESTED:

Approve the minutes of the Regular Economic Development Authority meeting dated July 15, 2024.

### ATTACHMENTS:

[07.15.24 EDA Minutes](#)

**City of Farmington  
Economic Development Authority  
Regular Meeting Minutes  
Monday, July 15 2024**

The Farmington Economic Development Authority met in regular session on Monday, July 15, 2024, at Farmington City Hall, 430 3<sup>rd</sup> Street, Farmington, Minnesota.

**1. CALL TO ORDER**

Chair Wilson called the meeting to order at 5:30 p.m.

**2. PLEDGE OF ALLEGIANCE**

Chair Wilson lead everyone in the Pledge of Allegiance.

**3. ROLL CALL**

Members Present: Chair Steve Wilson  
Commissioners Katie Bernhjelm, Holly Bernatz,  
Joshua Hoyt, and Nick Lien

Members Absent: None

Also Present: Lynn Gorski, City Administrator  
Julie Flaten, Asst City Administrator/HR Director  
Deanna Kuennen, EDA Executive Director  
Stephanie Aman, Economic Development Coordinator  
Kim Sommerland, Finance Director  
John Powell, Public Works Director  
Shirley Buecksler, City Clerk

**4. APPROVE AGENDA**

Director Kuennen requested the addition of Item 9.2, 2025 Preliminary Budget, Work Plan, and EDA Levy Discussion, which was added to the EDA's packet prior to the meeting and move the Closed Session to 9.3.

Motion was made by Commissioner Hoyt and seconded by Commissioner Bernatz to approve the agenda with the addition of Item 9.2, 2025 Preliminary Budget, Work Plan, and EDA Levy Discussion, and move the Closed Session from Item 9.2 to 9.3.

Motion carried: 5 ayes / 0 nays

**5. CITIZEN COMMENTS**

No one addressed the Commission to speak.

**6. CONSENT AGENDA**

- 6.1 Minutes of the May 20, 2024 Economic Development Authority Meeting
- 6.2 Monthly Financial Report

Motion was made by Commissioner Lien and seconded by Commissioner Hoyt to approve the Consent Agenda, as presented.

Motion carried: 5 ayes / 0 nays

**7. PUBLIC HEARINGS**

There were no public hearings.

**8. DIRECTOR'S REPORT**

9.1 Director's Report

Executive Director Kuennen presented the report.

**9. DISCUSSION ITEMS**

9.1 Small Business Resource Fair Update

Coordinator Aman presented an update on the Small Business Resource Fair. Currently, we have 14 confirmed exhibitors. Commissioners asked questions and received answers.

9.2 2025 Preliminary Budget, Work Plan, and EDA Levy Discussion

Executive Director Kuennen presented and answered questions from the Commission. All were in support of the levy.

Motion was made by Commissioner Bernatz and seconded by Commissioner Lien to go into closed session to consider whether to develop or consider offers or counteroffers for the sale or purchase of real property in the city of Farmington, Dakota County, Minnesota (PID: 14-03100-22-012), pursuant to Minnesota Statutes section 13D.05, subdivision 3(c)(3) at 6 pm.

Motion carried: 5 ayes / 0 nays

9.3 Closed Session to Consider Whether to Develop or Consider Offers or Counteroffers for the Sale or Purchase of the Real Property in the City of Farmington, Dakota County, Minnesota (PID: 14-03100-22-012), Pursuant to Minnesota Statutes Section 13D.05, Subdivision 3(c)(3).

Present: Chair Steve Wilson and Commissioners Katie Bernhjelm, Holly Bernatz, Joshua Hoyt, and Nick Lien

Lynn Gorski, Deanna Kuennen, Stephanie Aman, Julie Flaten, Kim Sommerland, John Powell, Matt Price, and Shirley Buecksler

The EDA went back into regular session at 6:38 pm.

**10. ADJOURNMENT**

Motion was made by Commissioner Hoyt and seconded by Commissioner Bernhjem to adjourn the meeting at 6:38 p.m.

Motion carried: 5 ayes / 0 nays

Respectfully submitted,

Shirley R Buecksler  
City Clerk

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Deanna Kuennen, Community & Economic Development Director  
**Department:** EDA  
**Subject:** Monthly Financial Report  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

Attached is a monthly Financial Report through August 2024.

### DISCUSSION:

Attached is the monthly Financial Report for September 2024, including a summary of the year-to-date expenditures. The expenditures are consistent with the approved EDA work plan and 2024 budget.

Items to note: The 2024 budget included \$51,000 of "remaining proposed revenue" that was unprogrammed and was intended to be used for items such as "site readiness, implementation of the community vision, etc." Of these funds:

- \$39,9000 has been designated to fund the Alternative Urban Areawide Review (EDA Resolution 2024-01)
- \$6,000 was approved at the May meeting to fund a structural analysis of buildings located on PID 140310022012

The remaining available funds for 2024 total \$83,885 - with the majority of these dollars (\$50,000) originally earmarked for new program development. The micro grant program was not re-authorized in 2024 due to lack of interest and a replacement program has not yet been fully vetted.

### ACTION REQUESTED:

Accept the monthly Financial Report for September 2024.

### ATTACHMENTS:

[09YTD Budget Report for EDA](#)

| SEPT EDA MEETING - Budget - YTD              |                   |                              |             |                         | ADJUSTED<br>BUDGET (per<br>Finance) | REMAINING<br>FUNDS | SUMMARY OF EXPENDITURES & COMMENTS  |
|--|-------------------|------------------------------|-------------|-------------------------|-------------------------------------|--------------------|---|
| Business<br>Unit                             | Object<br>Account | Account<br>Description       | YTD SPENT   | APPROVED 2024<br>BUDGET |                                     |                    |   |
| <b>REVENUE</b>                               |                   |                              |             |                         |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 3510              | 12/31/2023 FUND BALANCE      | -274,949.46 |                         |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOPMENT              |                   | EDA Levy                     |             | -150,000.00             |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 4955              | INTEREST ON INVESTMENTS      |             | -1,000.00               |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 5205              | OPERATING TRANSFERS          |             | -50,000.00              |                                     |                    |   |
| <b>EXPENSES</b>                              |                   |                              |             |                         |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6280              | BOOKS & SUBSCRIPTIONS        | 0.00        | 150.00                  | 150.00                              | 150.00             |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6401              | PROFESSIONAL SERVICES        | 37,500.00   | 5,000.00                | 42,500.00                           | 5,000.00           | My Town (\$25,000), SLP (\$12,500) **ORIGINALLY INCLUDED IN OTHER CATEGORY  |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6403              | LEGAL                        | 1,156.50    | 3,000.00                | 3,000.00                            | 1,843.50           |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6426              | INSURANCE                    | 219.73      | 600.00                  | 600.00                              | 380.27             |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6445              | POSTAGE/SHIPPING FEES        | 0.00        | 1,000.00                | 1,000.00                            | 1,000.00           |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6450              | OUTSIDE PRINTING             | 1,873.26    | 2,500.00                | 2,500.00                            | 626.74             | Marketing Materials, Business Cards   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6455              | LEGAL NOTICES                | 0.00        | 500.00                  | 500.00                              | 500.00             |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6460              | MEMBER DUES & LICENSURE      | 8,260.05    | 3,500.00                | 8,000.00                            | -260.05            | Chamber Dues (\$2500), CVN Membership (\$4500), EDAM Membership (\$550), MMP **CVN ORIGINALLY INCLUDED IN OTHER CATEGORY                                      |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6470              | TRAINING & SUBSISTANCE       | 1,913.57    | 5,000.00                | 5,000.00                            | 3,086.43           | EDAM Events, MMP Events, Dakota Regional Chamber Events, MAGi Awards, Various Mtgs  |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6480              | MEETING EXPENSE              | 312.14      |                         | 0.00                                | -312.14            | Chamber Coffee hosted by Farmington   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6485              | MILEAGE REIMBURSEMENT        | 1,529.33    | 3,000.00                | 3,000.00                            | 1,470.67           |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6505              | EQUIPMENT REPAIR/MAINTENANCE | 0.00        | 1,000.00                | 1,000.00                            | 1,000.00           |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6550              | DEVELOPER PAYMENTS           | 0.00        | 50,000.00               | 50,000.00                           | 50,000.00          |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 6570              | PROGRAMMING EXPENSE          | 5,500.00    | 10,000.00               | 10,000.00                           | 4,500.00           | Open to Business  |
| 2000 - HRA/ECONOMIC DEVELOP                  | 7310              | OPERATING TRANSFERS          | 0.00        | 0.00                    |                                     |                    |   |
| 2000 - HRA/ECONOMIC DEVELOP                  | 7420              | OTHER                        | 12,950.00   | 64,750.00               | 22,750.00                           | 9,800.00           | MREJ Marketing Contract & Awards Sponsorship  |
| <b>Total 2000 - HRA/ECONOMIC DEVELOPMENT</b> |                   |                              | <b>0.00</b> | <b>-51,000.00</b>       | <b>150,000.00</b>                   | <b>78,785.42</b>   |   |
|  |                   |                              | <b>0.00</b> | <b>-51,000.00</b>       | <b>51,000.00</b>                    | <b>5,100.00</b>    | UNALLOCATED - for TBD associated with land, revolving loans, comp plan. \$39,900 reallocated to Gen Fund for AUAR consultant, \$6000 for Structural Analysis. |
|  |                   |                              | <b>0.00</b> | <b>-51,000.00</b>       | <b>201,000.00</b>                   | <b>83,885.42</b>   | Budget Available Funds  |

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Deanna Kuennen, Community & Economic Development Director  
**Department:** EDA  
**Subject:** Quarterly Report - Open to Business (Q2 2024)  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

Earlier this year, the EDA committed to their continued participation in a Joint Powers Agreement with the Dakota County Community Development Agency (CDA) related to the Open to Business Program - provided by the Metropolitan Consortium of Community Developers. The Open to Business Program provides technical assistance and access to capital to small businesses and potential entrepreneurs, in Dakota County. As required, the Dakota County Open to Business, Business Advisor provides a quarterly report outlining client interactions and case studies. Attached is the Q2 2024 Report.

### DISCUSSION:

Open to Business provides technical assistance and access to capital to small businesses and potential entrepreneurs in Dakota County. Through the joint powers agreement, communities within the county agree to leverage their individual dollars for this important service.

In addition to the technical assistance and access to capital that is provided directly to the clients, the Business Advisor, Natalie Mouilso, meets month with City Staff. The purpose of these meetings is to learn about upcoming events and resources that can be shared with interested businesses (for example - "Access to Capital for Small Business" event), share referrals, and discuss general trends/challenges/needs of the small business community.

Natalie Mouilso also represented Open to Business at the Farmington Small Business Resource Fair held on July 16th.

### BUDGET IMPACT:

\$5,500 annually

### ACTION REQUESTED:

No action requested. Report is provided for informational purposes.

### ATTACHMENTS:

[Dakota County - Open to Business Q2 Report - 2024](#)  
[August 9 Flyer - Business Planning Workshop- Access to Capital](#)





Business Advisor for Dakota County: Natalie Mouilso, nmouilso@mccdmn.org, 952-451-6390  
 Second Quarter – 6/30/2024

**Clients Served YTD**

|                       |            |
|-----------------------|------------|
| Client Inquiry        | 02         |
| Existing - Challenged | 11         |
| Existing -Opportunity | 34         |
| Pre-start planning    | 38         |
| Start-up              | 25         |
| <b>Total</b>          | <b>110</b> |

**Business Owner Demographics YTD**

|                          | # of Clients |
|--------------------------|--------------|
| Low-Income Owned         | 54 (49%)     |
| BIPOC or Immigrant Owned | 61 (55%)     |
| Woman Owned              | 53 (48%)     |

**Financing & Access to Capital YTD**

| Loans & Grants           |                     |                      |
|--------------------------|---------------------|----------------------|
| Approved                 | (YRLY Total)        | \$ 176,460.00        |
| Equity                   | (YRLY Total)        | \$ 715,500.00        |
| <u>Facilitated/Other</u> | <u>(YRLY Total)</u> | <u>\$ 90,000.00</u>  |
| <b>Total Investment</b>  |                     | <b>\$ 981,960.00</b> |

**Program Hours**

|                     | TA         | Program HRS |
|---------------------|------------|-------------|
| 1 <sup>st</sup> QTR | 361        | 251         |
| 2 <sup>nd</sup> QTR | 490        | 238         |
| <b>Total</b>        | <b>853</b> | <b>489</b>  |

TA: Client Meetings, Providing Resources, Client Calls, Client Deliverables, Loan Packaging

Program HRS: City Initiatives, Program Outreach, Public Events, City Meetings, Research, Data/Admin, General Inquiries

**Industry Segment YTD**

---

|                            |            |
|----------------------------|------------|
| Construction / Real Estate | 03         |
| Food                       | 17         |
| Health/Fitness             | 12         |
| Manufacturing              | 03         |
| Consulting                 | 09         |
| Retail                     | 18         |
| Service                    | 24         |
| Technology                 | 01         |
| Other/Undecided            | 13         |
| <b>Total</b>               | <b>110</b> |

**Referral Source YTD**

---

|                    |            |
|--------------------|------------|
| Bank Referral      | 18         |
| Entrepreneur       | 06         |
| Friends and Family | 09         |
| Municipality       | 21         |
| MCCD Partner       | 13         |
| Other              | 15         |
| Web                | 28         |
| <b>Total</b>       | <b>110</b> |

**City YTD**

---

|                     | <b>Business</b> | <b>Resident</b> |
|---------------------|-----------------|-----------------|
| Apple Valley        | 14              | 10              |
| Burnsville          | 20              | 11              |
| Eagan               | 17              | 13              |
| Farmington          | 03              | 07              |
| Hastings            | 07              | 03              |
| Inver Grove Heights | 06              | 08              |
| Lakeville           | 12              | 15              |
| Mendota Heights     | 01              | 01              |
| Rosemount           | 03              | 03              |
| South St. Paul      | 07              | 05              |
| West St. Paul       | 08              | 03              |
| Other Dakota Co.    | 00              | 00              |
| Other/ No Data      | 12              | 32              |

**Direct Financing & Access to Capital****Business Type:** fast casual pizza franchise

Business City: Apple Valley

Residence City: Lakeville

Referred by: Bank Partner

MCCD Financing: \$42,000

Owner Equity: \$460,000

Other Financing: \$18,000 MN DEED Small Business Loan Participation Program

**Overview:** MCCD began working with this recent startup in Fall, 2023. The business sought working capital to implement a marketing plan to build local awareness and grow sales. Through MCCD, the business spent four months working closely with a bookkeeping/accounting advisor to gain skills and expertise in financial management of the business. They wrote a marketing plan and met with independent consultants to get additional insight into their business operations. The business was approved for the MCCD loan in early April with 30% participation from [MN DEED SBLPP](#). The business is owned by four immigrants and is expected to employ a total of 7 after the market plan is implemented.

**Business Type:** coffee & empanada trailer

Business City: Mobile business, primarily in Rosemount, Lakeville, and Burnsville

Residence City: Apple Valley

Referred by: City of Rosemount

MCCD Financing: \$33,500

Owner Equity: \$5,000

**Overview:** Open to Business began working with this client in March 2023 after he was referred by the City of Rosemount. This entrepreneur had a strong culinary background with dreams of opening a restaurant or coffee shop. He decided to start with a mobile food cart to prove out his business concept and generate a local following. The business launched later in 2023 serving coffee, espresso, and handmade empanadas. By early 2024 it was clear that there was strong demand, and the business was ready to take it to the next level. The business was approved for an MCCD loan to finance a fully customized food trailer which will add capacity, streamline operations, and increase efficiency. You can find this food trailer at summer farmers markets in Rosemount, Lakeville, and Burnsville and other community events including the Rosemount High School Spring and Fall Craft Fair, the Apple Valley Home and Garden Expo, and the Rosemount Community Expo.

**Business Type:** Mexican food trailer

Business City: Mobile business, primarily in West Saint Paul

Residence City: West Saint Paul

Referred by: Bank Partner, Blaze Credit Union

MCCD Financing: \$50,000

Owner Equity: \$26,500

**Overview:** This startup food trailer business is named after the client's mother and will serve authentic Mexican street tacos, burritos, gorditas, birria quesadillas, and salsas all based on family recipes as well as vegetarian and vegan friendly options. The entrepreneur has a strong background in food service and has always dreamed of having his own restaurant. He also believes in giving back to the community and sees his food trailer as an excellent way to support local sporting events and sports boosters programs. Look for the trailer at farmers markets, sports events, local schools, breweries, and parties in West Saint Paul.

**Business Type:** bubble tea franchise  
**Business City:** Apple Valley  
**Residence City:** Savage  
**Referred by:** Bank Partner, Royal Credit Union  
**MCCD Financing:** \$50,000  
**Owner Equity:** \$224,086  
**Other Financing / Funding:** \$72,000

Overview: This business owner is bringing a nationally recognized bubble tea franchise to Apply Valley. With decades of retail experience, the entrepreneur and her husband are well prepared to open their own bubble tea store. They approached MCCD through a banker referral in February and we worked together through the initial planning process. The loan request for working capital was approved in July. This BIPOC & immigrant owned business will create jobs for both owners as well as 3 other jobs for the community. The grand opening is planned for mid-August.

**Credit Builder Loans**

In collaboration with nonprofit partners who provide credit building & financial awareness counseling, MCCD provides \$240 Credit Builder Loans (CBLs) to qualified applicants seeking to improve their personal credit. Credit Builder applicants complete financial training through MCCD’s partners and are then referred to MCCD for a CBL. MCCD generates and services the CBLs in-house.

| 2024 Credit Builder Loans YTD |             |
|-------------------------------|-------------|
| Resident City                 | Loan Amount |
| Inver Grove Heights           | \$240       |
| Burnsville                    | \$240       |
| Burnsville                    | \$240       |
| Eagan                         | \$240       |
| TOTAL                         | \$960       |

**Highlights, Networking, & Outreach**

**Staffing Updates**

- MCCD welcomes Luis Rodriguez Dominguez, MSA, as the newest member of the Business Advisor team. Luis comes to MCCD with 20 years of experience in finance and small business support including roles in accounting, bookkeeping, and business development. Luis is committed to empowering small businesses and helping them navigate the complexities of starting and growing their businesses.
- MCCD is hiring! See details about our two open positions: the [Shared Ownership Advisor](#) role and the [Senior Loan Program Manager](#) role.

**Programming, Partnerships, & Trainings**

- April 12 – In partnership with the UMN Law School, MCCD hosted a Small Business Law Q&A webinar where legal experts provide transaction-based legal assistance to small businesses on a variety of subject matters including entity selection, franchising, formation, and commercial lease review.
- April 19 – MCCD hosted our second business planning workshop of the year, Blueprinting Success: Financial Foundations for Startup Businesses. This workshop is designed to equip early-stage entrepreneurs and startups with essential financial skills and knowledge to build a solid foundation for success. [More details here.](#)

- April 30 and May 22 – In partnership with Amplio, the African Development Center, and MEDA, MCCD presented at two non-traditional financing workshops in the Twin Cities on April 30<sup>th</sup> and May 22<sup>nd</sup>. These free workshops were designed to increase awareness around non-traditional financing resources that can be used to support small business growth either alone or in conjunction with conventional financing.
- May 2 – MCCD co-hosted the 2<sup>nd</sup> annual Minnesota CDFI Coalition Day at the Capitol. Community Development Financial Institutions (CDFIs) in Minnesota have long been champions of filling financial and opportunity gaps deemed too risky by the private sector. With a mission-driven approach, CDFIs offer crucial support to small businesses and homeowners, particularly those within marginalized communities including Black, Indigenous, People of Color (BIPOC), immigrants, women, people with disabilities, and rural residents. MCCD became a CDFI in 2009 and we recertify with the US Dept. of the Treasury on an annual basis.
- June 26 – MCCD hosted a Meet & Greet for our loan committee members and staff. MCCD loan committee is a group of volunteers who review loan requests of more than \$50,000. We recently added four new members who bring diverse expertise, will ensure community representation, and help us to maintain transparency and accountability in our lending process. We are grateful for the dedication of our new and existing members.
- August 9 – Join MCCD for the 3<sup>rd</sup> workshop in our business planning workshop series: *Access to Capital for Small Businesses*. MCCD is partnering with Royal Credit Union for this session where we'll discuss the lending landscape, government resources, and how to attract a lender. More details and RSVP [here](#).

### **Advertising & Outreach**

- In the last quarter, banker and lender outreach occurred specifically with Castle Rock Bank, CorTrust Bank, First Farmers & Merchants Bank, Merchants Bank, Lakeview Bank, Minnwest Bank, Old National Bank, Royal Credit Union, Think Bank, US Bank, and Wings.
- In addition to lending outreach, written or in-person presentations were made and/or networking efforts were made including Apple Valley State of the City on May 8, Dakota County Regional Chamber Coffee Connection on May 9, 360 Communities Navigator Program on June 6, Minnesota Economic Development Foundation's LINK presentation on June 11, Farmington's Business Resource Fair on July 16, as well as regular check ins with City of Farmington and Dakota County CDA.
- The Open to Business advertisement library is up to date with the most recent ads and flyers for OTB. New ads will be created and updated periodically so keep checking back. The library was created to help streamline how we share ads with partners and to give partners direct access to choose ads that meet their needs. Access the Ad Library [here](#).

### **Quarterly Highlight**

Carmela's Food Trailer, West Saint Paul

"I am a first-time business owner. The process of getting established was a lot harder than I expected. Between figuring out licensing, permits, registering with the state and government, and startup funds, I was overwhelmed. Fortunately, I came across Natalie and the MCCD. They put resources at my fingertips and helped me secure a small business loan which made my journey much easier. I would recommend them to anyone trying to start their own business. The amount of resources they have available free of cost is unbelievable. They helped provide connections with tax and accounting professionals and other start-up resources. Natalie was amazing! She walked me through so many different things. Her wealth of knowledge and guidance were invaluable in helping me get my business started. Thank you so much, Natalie!" – Owner of Carmela's Food Trailer, West Saint Paul



# BUSINESS PLANNING

## Access to Capital for Small Businesses

Are you a small business owner looking for ways to fund your growth? Join us for this third workshop in our Business Planning Series, where we'll explore various avenues for accessing capital to help your business thrive.

### What you'll learn:

- **Types of Capital:** Equity, debt, grants, and other options.
- **Lending Landscape:** Tips for approaching banks, credit unions, CDFIs, and alternative lenders.
- **Attracting Lenders:** What lenders look for and how to pitch your business.
- **Government Resources:** Local and federal programs for small businesses.

### Featured Speaker:

- **Josh Sargent | Business Banking Officer | Royal Credit Union**

**Date:** August 9, 2024 | **Time:** 9:00am - 10:30am

**Location:** 3137 Chicago Avenue Minneapolis, MN 55454

**REGISTRATION**

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Deanna Kuennen, Community & Economic Development Director  
**Department:** EDA  
**Subject:** 2024 Economic Development - Mid Year Report Card  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

This report summarizes progress and accomplishments that have been made over the past year on economic development initiatives. It is also intended to spur discussions on goals and priorities moving forward.

### DISCUSSION:

Prior to establishing the 2024 EDA Levy, Staff and the EDA worked together to develop a living work plan, identifying the three primary focus areas ("buckets") - and potential tasks, initiatives, and actions within each bucket. Much progress has been made and, as opportunities (and challenges) have been identified, Staff has been able to pivot and act.

The attached report highlights where we started, accomplishments to date in each priority area, some lessons learned along the way, and items for consideration. The report also includes development related data - trends, land use, demographics - and regional economic development observations and opportunities. Collectively, this information is intended to spur conversation regarding how we move forward.

### BUDGET IMPACT:

Not applicable

### ACTION REQUESTED:

No action required. This information is for discussion purposes only - and will lead to finalization of the 2025 EDA Work Plan.

### ATTACHMENTS:

[2024 - Mid Year Review](#)  
[2024 EDA Work Plan](#)

# 2024 MID-YEAR REPORT CARD



2024 EDA WORK PLAN:  
PROGRESS, ACCOMPLISHMENTS, &  
MOVING FORWARD

# ECONOMIC DEVELOPMENT WORKPLAN

*...boldly defining our future.*



*2023 was focused on understanding “who” Farmington is and “what” is available. 2024 is focused on building upon the momentum & advancing the community vision in bold ways.*

# ECONOMIC DEVELOPMENT

## 2023 ACCOMPLISHMENTS

- Established new TIF District to support downtown investment (The Emery)
- Launched New Micro Grant Program (4 awards)
- Establishment of EDA Levy – dedicated funding source to support initiatives
- “Unexpectedly BOLD” Campaign
- Enhanced visibility – MREJ/CVN/DCRC/MMP
- Met with over 20 Developers & Site Selectors, and worked on 50+ projects/prospects





# ECONOMIC DEVELOPMENT

## ONGOING OPERATIONS - 2024 ACCOMPLISHMENTS TO DATE

- **Meetings with Developers** – *promoting Farmington as a market for development.*

|   |
|---|
| 19 visits to date   |
| Lesson Learned - Challenges for Projects to Move Forward: |
| Lack of Available Land / Willing Land Sellers             |
| Interest Rates  |

- **Business Retention & Expansion Program** – *staying connected to existing businesses, building relationships, & understanding local business needs.*

| Small Business   | Local Industry                                      |
|--|---|
| Attend Farmington Business Networking Events, Business Celebrations, DCRC events | Business Visits                                     |
| Small Business Resource Fair   | Workforce / Talent Attraction Efforts & Connections |
| Open to Business Monthly Mtgs  | Providing access to DEED Programs                   |



# ECONOMIC DEVELOPMENT

## ONGOING OPERATIONS - 2024 ACCOMPLISHMENTS TO DATE

- **Current Projects & Prospects – Responding to RFIs and other investment opportunities.**

|                          |   |
|--------------------------|---|
| Yellow Tree Apartments   | 176 units, market rate, \$42M + investment  |
| R&L Carriers             | Existing Business Expansion, involved land acquisition for 80,000 SF addition   |
| Project F3               | Started 2023, Existing MN company, Proprietary manufacturing operation, ~100,000 SF facility/HQ + additional building   |
| Project Insight          | National chain, currently working on land acquisition, finalizing site plans  |
| Project Crunch           | Quick serve restaurant, 2025/2026 build possibility<br><i>On short-list due to The Emery &amp; Yellow Tree projects</i> |
| Project Notella          | CVN connection, food manufacturing, site visits conducted – evaluating options  |
| Creative Wonders Daycare | Acquired vacant building, daycare opening 2024  |

### Sampling of Other Projects/Prospects:

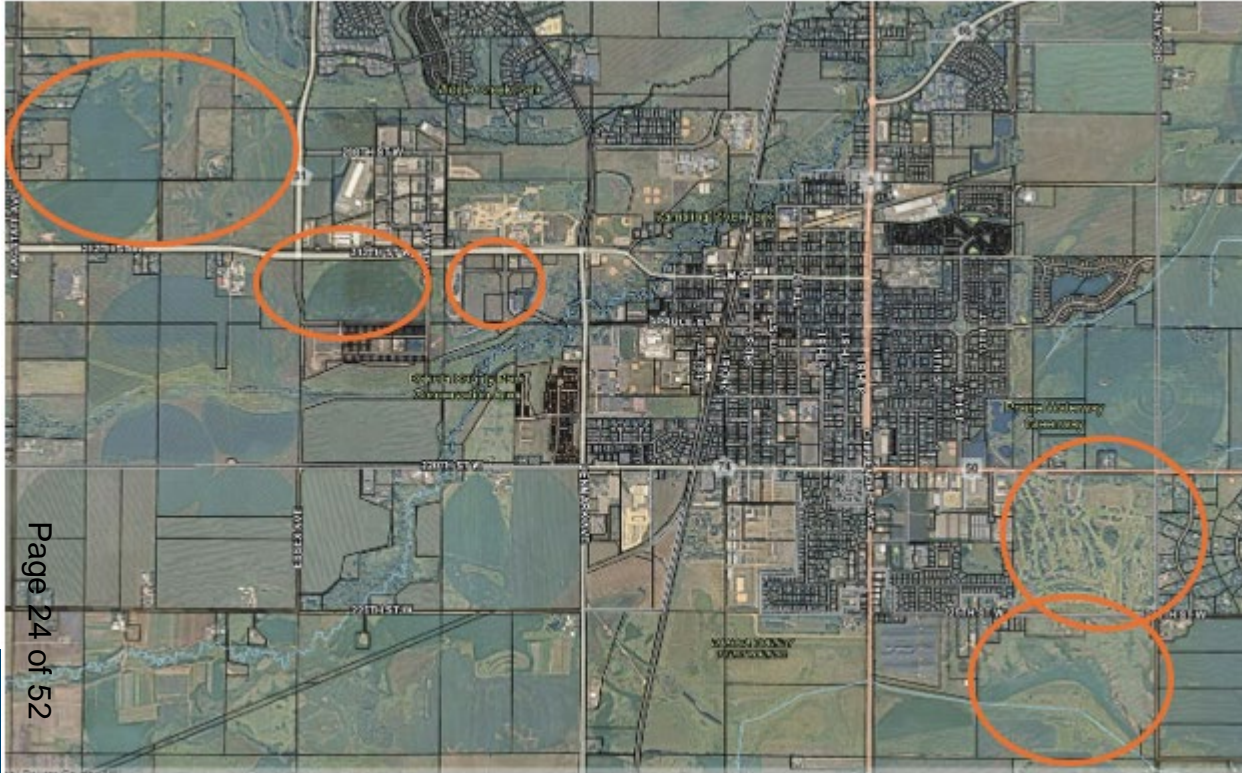
A to Z Fencing – assisted with relocation  
 Archer Data Center – “new to market” data center seeking site  
 Fissan Training – working to identify expansion opportunity sites  
 Hotel/Hospitality- evaluating market  
 Project Agave – distillery, found existing building elsewhere  
 AUAR – 2 under development, representing 600+ acres



# ECONOMIC DEVELOPMENT

## ONGOING OPERATIONS - 2024 ACCOMPLISHMENTS TO DATE

- **Available Land & Buildings** – *understanding what is available, developing relationships with owners, seeking new opportunities.*



2024:

Environmental Review – 2 separate AUARs underway covering 600+ acres

Structural Analysis of existing building to determine redevelopment potential

Working with utility providers – important to understand capacity

Evaluating spectrum of site readiness



# ECONOMIC DEVELOPMENT

## ENHANCED MARKETING & BUSINESS RECRUITMENT- 2024 ACCOMPLISHMENTS

### WE ARE SHOWING UP!

- **Minnesota Real Estate Journal** – *monthly speaking, moderating, & tabling opportunities.*

Yellow Tree project – came directly from a MREJ event

Finalist – 2024 Municipality of the Year, enhances visibility to brokerage community





# ECONOMIC DEVELOPMENT

ENHANCED MARKETING & BUSINESS RECRUITMENT- 2024 ACCOMPLISHMENTS TO DATE

- Community Venture Network/Brookshire – *business recruitment events, introduction to projects, & “My Town”.*

|                             |
|-----------------------------|
| Business Events 3x per year |
| Introduction to Projects    |
| My Town – national exposure |

My Town is a docuseries that aims to break down the popular misconceptions with the rural lifestyle, inspiring important conversations.

The City of Farmington was one of 7 communities selected to participate in Season 1. Season 2 is already being planned and in the works. Additionally, My Town was selected to be showcased at the Twin Cities film festival. The City of Farmington EDA owns all rights to the assets that were produced on our behalf and intend to use them in various social media posts, marketing, and other venues.

A public viewing event is in the works!

THE BROOKSHIRE COMPANY PRESENTS

# MY TOWN

It's Time To Re-think Rural America

From the Emmy Award-Winning Documentarian that brought us "Rural By Choice"

WRITTEN & DIRECTED BY CORY HEPOLA

Filmed & Edited by Micah & Jenna Kvild

The Brookshire Company Production

FALL 2024

Streaming on YouTube & Facebook: @MyTownSeries  
MyTownSeries.com

Twin Cities Film Fest



# ECONOMIC DEVELOPMENT

ENHANCED MARKETING & BUSINESS RECRUITMENT- 2024 ACCOMPLISHMENTS TO DATE

- **Site Location Partnership** – *targeted industry recruitment & lead generation*

|  |  |
|--|--|
| Trade Show Representation              | Prospect listing and review  |
| Site Consultant Appointments (Chicago) | Targeting October visits for meet and greets and relationship building |
| Targeted Industry Prospect Lists       |  |

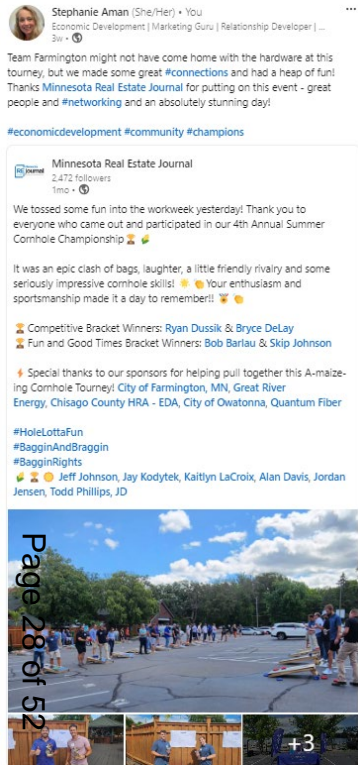
To fully utilize the benefits of this partnership, land is needed. Prospect listings are provided to staff after each show, and connections are made for future development.



# ECONOMIC DEVELOPMENT

## ENHANCED MARKETING & BUSINESS RECRUITMENT- 2024 ACCOMPLISHMENTS TO DATE

- **Other** – additional ways we are telling Farmington’s story.



Unexpectedly BOLD campaign  
Winner of Bronze Northern Lights Award

Business View Magazine

Sequel - [Farmington MN \(businessviewmagazine.com\)](http://businessviewmagazine.com)

Minnesota Marketing Partnership  
market visits – Char-Lanta Fall 2024

LinkedIn Postings

Sharing and connecting information and successes of businesses and staff.





# ECONOMIC DEVELOPMENT

## *PROGRAM DEVELOPMENT - 2024 ACCOMPLISHMENTS TO DATE*

History:

- Previously programs focused on real estate/facades
- Adjusted programming in 2023 to “meet businesses where they were at”
- New program had limited activity ... time to refocus

Today:

- Gathering information regarding “what is needed”
  - Providing more access to/information about state programs & resources
  - Interest in low-interest loans
  - Interest in flexible program with grant/loan components
  - Training programs – workforce development, recruitment, & talent pipeline



# ECONOMIC DEVELOPMENT

## PROGRAM DEVELOPMENT - 2024 ACCOMPLISHMENTS TO DATE

Ideas:

- Articulate what trying to accomplish with program dollars
- Align programs with existing conditions & opportunities



### Existing Business Subsidy Policy language...

*Increase Tax Base. The act provides that an increase in tax base cannot be the sole basis for generating a business subsidy. However, the city considers an increase in tax base to be a critical factor in granting a business subsidy.*

*Wage & Job Creation. The project provided a business subsidy must create a minimum of ten full-time equivalent job paying at least 200% of the State minimum wage in effect at the time the subsidy is granted. If, after a public hearing, the city determines that the creation or retention of jobs not a goal of the project, the job creation goal may be set at zero (0).*

*"But-For" Test. When there is a substantial likelihood that the project would not go forward or would not go forward in the same capacity without the business subsidy. This criterion may be met based solely on representation of the recipient of the business subsidy.*

*Other Economic or Redevelopment Goals. If creation of jobs is determined not to be a goal of a project (and by extension wages) the proposed business subsidy must achieve specific, tangible, and measurable goals related to one or more of the following:*

- To encourage additional unsubsidized private development in the area, either directly or indirectly through "spin off" development.
- To remove blight and/or encourage development of commercial and industrial areas in the city that result in higher quality development and private investment.
- To support a project that will improve the quality of life in the city by providing a desirable good or service and addressing an unmet demand in the community.
- To promote revitalization and redevelopment within the city but especially in the Downtown and HWY 3 Corridor.
- Focus on the creation of wealth through "high value investment" rather than on the number of jobs created.



### POTENTIAL PROGRAMS TYPES

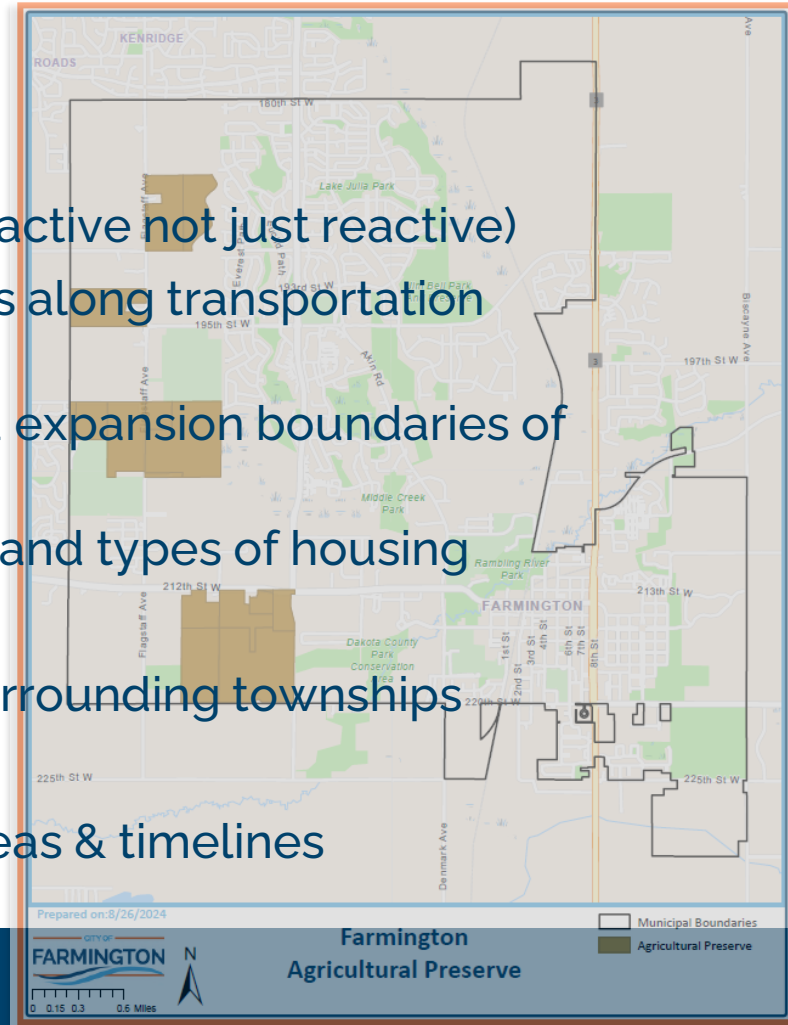
- Business Expansion Incentive
- Infrastructure Incentive
- 50/50 Loans & Grants
- Façade Improvement Program
- Special Projects – *Downtown Redevelopment Plan*
- Business Recruitment/Relocation Fund
- Redevelopment Incentive
- Workforce Training/Talent Attraction Program



# DEVELOPMENT RELATED DATA

## Future Land Use / Comprehensive Plan Update

- Land – guide land to define our future (proactive not just reactive)
  - Preserving development opportunities along transportation corridors
  - Creating new downtown district – and expansion boundaries of downtown
  - Identifying areas for varying densities and types of housing
- Annexation – Proactive discussions with surrounding townships
- Ag Preserve – Understanding impacted areas & timelines



# DEVELOPMENT RELATED DATA

## Workforce Demographics

// [United States](#) / [Minnesota](#) / [Dakota County, Minnesota](#)

Farmington city, Dakota County, Minnesota



### Populations and People

Total Population  
**23,632**

P1 | 2020 Decennial Census



### Employment

Employment Rate  
**76.5%**

DP03 | 2022 American Community Survey 5-Year Estimates

## Populations and People

### Age and Sex

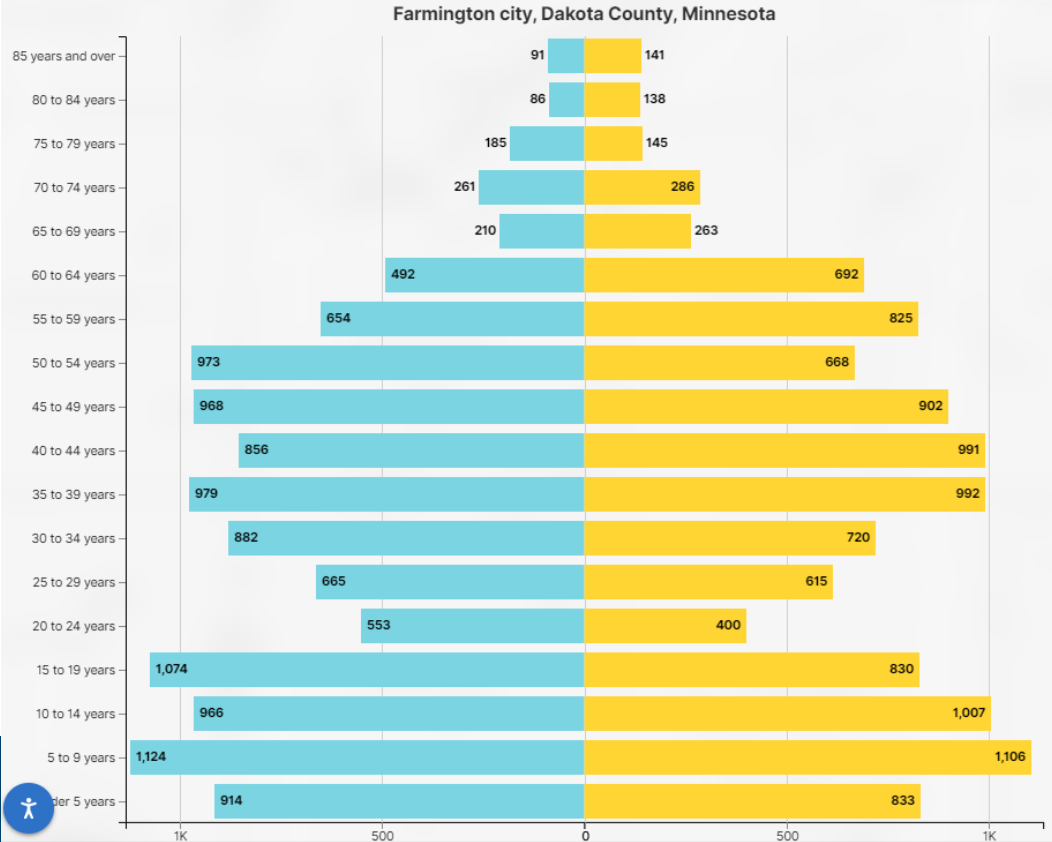
35.1  
Median Age in Farmington city, Dakota County, Minnesota

39.0  
Median Age in Dakota County, Minnesota

S0101 | 2022 American Community Survey 5-Year Estimates

Population Pyramid: Population by Age and Sex  
in Farmington city, Dakota County, Minnesota

[Share / Embed](#)



# Workforce Demographics

## Updated 9/2024

• Zip Code 55024

**36,661**

Population (2023)

Population grew by 2,775 over the last 5 years and is projected to grow by 680 over the next 5 years.

**8,667**

Total Regional Employment

Jobs grew by 808 over the last 5 years and are projected to grow by 357 over the next 5 years.

**\$82.7K**

Avg. Earnings Per Job (2023)

Regional average earnings per job are \$634 below the national average earnings of \$83.3K per job.

• Dakota County

**447,805**

Population (2023)

Population grew by 22,333 over the last 5 years and is projected to grow by 17,155 over the next 5 years.

**209,081**

Total Regional Employment

Jobs decreased by 681 over the last 5 years but are projected to grow by 6,183 over the next 5 years.

**\$101.4K**

Median Household Income (2022)

Median household income is \$26.2K above the national median household income of \$75.1K.

Source: [Lightcast](#)

### Employment and Labor Force Status

**76%** ± 2.1%

Employment Rate in Farmington city, Dakota County, Minnesota

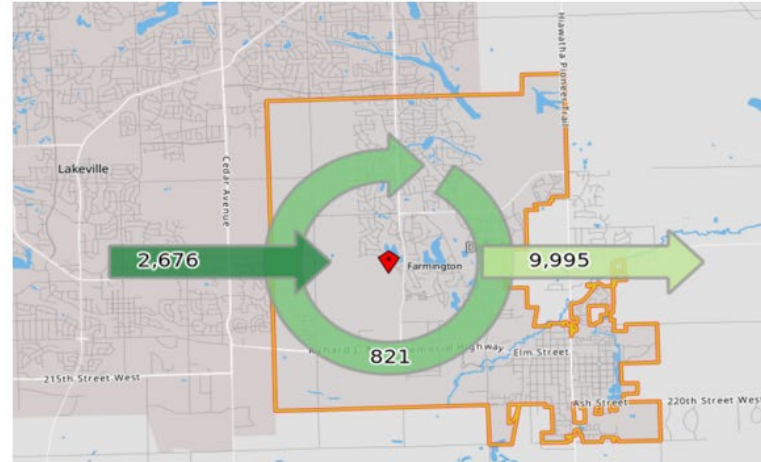
**68%** ± 1.0%

Employment Rate in Dakota County, Minnesota

DPO 2022 American Community Survey 5-Year Estimates

Page 34 of 52

## Net Outflow of Workers



Source: [OnTheMap](#), U.S. Census Bureau

**m** EMPLOYMENT AND ECONOMIC DEVELOPMENT

mn.gov/deed

# ECONOMIC DEVELOPMENT

## OTHER CONSIDERATIONS

What is happening in the region / What is our role in the region?



### Ten to Watch

- 1 Meta clicks to "win"
- 2 MN CHIPS Coalition
- 3 Sustainable Aviation Fuel
- 4 Med Tech 3.0
- 5 Ground Break Coalition *deploying capital*
- 6 MSP Indicator Dashboard *returns*
- 7 *New summer data and strategy event*
- 8 *Introducing: Industrial Decarbonization*
- 9 *Coming soon: Global Protein Sustainability*
- 10 Time for a regional talent strategy

2024

### Dakota County Economic Development Observations

#### Strengths

- **Site availability:** more large greenfield sites than most counties in region
- **Electrical infrastructure:** capable to offer robust direct transmission level, large demand capacities
- **Workforce:** growing population + concentration of manufacturing workforce

### Dakota County Economic Development: Three Big Ideas

#### Embrace and strengthen focus on infrastructure

- Continue to plan for and invest in county and state roads
- Develop deeper awareness of new critical infrastructure needs of industry that could require county partnership: electric transmission, water/wastewater, site preparation

#### Develop advanced technology cluster leadership

- High growth opportunities include data centers, semiconductor and microelectronics, AI & cybersecurity, defense technology
- Develop land, infrastructure, and workforce to meet demands of these fast growth industries

#### Real estate development opportunity for innovation

- Explore opportunities for public-private partnership to develop new assets in the county (UMore/UMN)
- Explore public-private partnership with cities, developers, and private landowners to reimagine office campuses and underutilized commercial space

# MOVING FORWARD *...boldly defining our future.*

## 2025 Levy Request

- \$250,000 – increase of \$50,000

### Priorities

- Continuation of “buckets”



Ongoing Operations



Enhanced Marketing,  
Business Recruitment,  
& Promotions



Program Development

- Emphasis on site readiness
- Identify land for development/redevelopment
- Build toolkit to support existing business & attract new investments
- Flexibility & openness to new ideas & opportunities.

# DISCUSSION



**City of Farmington**  
**Community and Economic Development**  
Living Workplan Document



**Boldly**  
Defining  
Our Future

## **2024 Initiatives &**

### **Calendar of Planned and Tentative Events**

#### Ongoing Operations:

*Ongoing operations describe the day-to-day activities and functions conducted by Staff under the “economic development” umbrella. These activities ensure that Staff are engaged with the local business community, are growing and maintaining relationships with economic development champions and partners, are representing Farmington outside of the community to a broader audience and are building tools and resources necessary to support the economic development vision and goals.*

- Prepare responses to Request for Information (RFIs) related to proposed projects and site searches.
- Organize visits as part of the site selection process.
- Conduct business visits to current businesses to better understand industry composition, business needs, and growth plans.
- Attend Farmington Business networking events.
- Attend relevant Chamber of Commerce events.
- Meet with landowners to better understand future growth opportunities.
- Maintain database of available property (land and buildings.)
- Coordinate and participate in ribbon cuttings/ground breakings to celebrate new business openings and/or business expansions.
- Serve on statewide committees and hold leadership positions in organizations dedicated to economic development.
- Stay abreast of regional, state, and federal programs (grants, loans, etc.) to support businesses and economic development initiatives and efforts.

## Enhanced Marketing, Business Recruitment, and Promotions:

*Staff has worked to identify partnerships that leverage access and connection to site consultants, businesses/industries, and the brokerage community. These are the audiences that need to know, understand, and believe in what Farmington has to offer – so they can share Farmington opportunities with their clients or leadership when making location and business decisions.*

### **SLP: Site Location Partnership**



SLP is a site consulting firm. Their core business is location advisory work for corporate clients, and they leverage those relationships and capabilities as a site selection firm to help economic development organizations with targeted industry recruitment and lead generation. The Farmington EDA partnership with SLP gains the City of Farmington access to:

- Targeted Industry Prospect Development (4 industries)
- Site Consultant Appointment Setting (6 meetings)
- Trade Show Representation (6 shows)
- Site Selector Networking Forum Access (6 shows in conjunction with trade shows)
- Web Promotion

### **MREJ: Minnesota Real Estate Journal**



MREJ is an industry leader in the commercial real estate market for news, information, and networking. For this sponsorship, the City of Farmington has access to many of the real estate journal events held throughout the year, including a minimum of 4 guaranteed speaking roles. These events are attended by brokers, developers, real estate agents, and more. Serving as experts in the field on the panels gives positive exposure to the City.

Through this partnership, Staff has secured meetings with brokers, developers, business representatives, financial institutions. From these interactions, one developer has executed a purchase agreement on property in Farmington and is preparing to begin the entitlement process associated with delivering a project.

### **CVN: Community Venture Network**



CVN is part of The Brookshire Company – and exists “to connect communities with businesses searching for opportunities to expand and grow their operations.” They have a track record for bringing economic development professionals viable opportunities and a reputation for helping companies discover communities. For many years, staff have worked with CVN and found value in the services it provides. Included in the membership is:

- Invitation to attend CVN sessions hosted three times per year
- Introduction to a minimum of 24 business prospects seeking to grow or expand.

This long-standing relationship also provided a connection and introduction to the “My Town” project, that will be hosted and produced by Emmy-award winning journalist, Cory Hepola, who is now an employee of The Brookshire Company.

## Unexpectedly Bold

In addition to the partnerships that staff have identified and continue to nurture, the marketing campaign, “Unexpectedly Bold” has gained quite a bit of attention. Staff continue to build out the suite of materials that are utilized at events and personalize the materials to each event we attend.

**Let's Connect!**

**Deanna Kuennen**  
Community & Economic  
Development Director  
P. 651-280-6820  
DKuennen@FarmingtonMN.gov

**Stephanie Aman**  
Economic Development  
Coordinator  
P. 651-280-6823  
SAman@FarmingtonMN.gov

CITY OF  
**FARMINGTON**  
FarmingtonMN.gov

**Boldly**  
Defining  
our Future

**Why Farmington?**

- 35 minutes to MSP International airport
- Short commute from Interstate 35 (I-35)
- Suburban location with metro sophistication
- Land and infrastructure to support projects
- Skilled team that are able to execute
- Forward thinking leadership

CITY OF  
**FARMINGTON**

**UNEXPECTEDLY BOLD**

**UNEXPECTEDLY BOLD**

JOIN a COMMUNITY WHERE BEING **BOLD** is CELEBRATED

— 30 MILES to **DOWNTOWN MINNEAPOLIS** and **ST. PAUL**

— 20 MINUTES to **MSP INTERNATIONAL AIRPORT**

CITY OF  
**FARMINGTON**

FarmingtonMN.gov (651) 280-6800

## Program Development

*The EDA has traditionally provided programs (grants) to support small businesses. Ideally these programs should meet businesses where they are at to encourage growth and enhancements to the city's diverse and valued small business foundation. In addition to providing local programs, it is important to leverage regional, state, and federal programs as well. As Farmington continues to be a desirable location for business growth and attraction, growing its exposure to new business development opportunities – it is also necessary to evaluate how the EDA can use its funding in an effective way. The following activities will be undertaken to ensure that Farmington has an effective and useful tool kit to support and attract businesses:*

- Review past year(s) grant activity and potentially propose program modifications.
- Meet with business community to understand their needs in order to develop tools that can support local business community.
- Research programs offered by other communities to understand applicability in Farmington.

**WORKING CALENDAR OF EVENTS, ENHANCED MARKETING OPPORTUNITIES, & ECONOMIC DEVELOPMENT ACTIVITIES**

|   |  |
|---|--|
| <b>January</b>  | <b>July</b>  |
| <ul style="list-style-type: none"> <li>• MREJ Apartment Summit (over 750 participants in 2023)</li> <li>• CVN Networking/Discovery event</li> <li>• EDAM Winter Conference</li> <li>• MN Marketing Partnership Meeting</li> <li>• My Town Farmington-centric promotions begin</li> <li>• Business visits</li> </ul> | <ul style="list-style-type: none"> <li>• Lunch and Learn</li> </ul>  |
| <b>February</b>   | <b>August</b>  |
| <ul style="list-style-type: none"> <li>• SLP – IME West Trade Show – Anaheim</li> </ul>   | <ul style="list-style-type: none"> <li>• MREJ Summer Bags Tournament</li> <li>• Chamber – State of the County</li> </ul>   |
| <b>March</b>  | <b>September</b>   |
| <ul style="list-style-type: none"> <li>• MREJ – Land Development Summit – <i>speaker</i></li> <li>• Chamber – Meet the Chamber event</li> </ul>   | <ul style="list-style-type: none"> <li>• CVN Discovery/Networking Event</li> <li>• SLP – IMTS Trade Show Chicago</li> <li>• MN Marketing Partnership – Chicago Market Visit</li> </ul> |
| <b>April</b>  | <b>October</b>   |
| <ul style="list-style-type: none"> <li>• Chamber – Advocacy and Issues Forum - <i>speaker</i></li> <li>• MREJ – Women in Real Estate Summit - <i>speaker</i></li> <li>• MREJ – Data Center Real Estate Summit</li> <li>• MREJ – Commercial Real Estate Awards</li> </ul>  | <ul style="list-style-type: none"> <li>• My Town - Fall release party</li> <li>• SLP – Fabtech Trade Show – Orlando</li> </ul>   |
| <b>May</b>  | <b>November</b>  |
| <ul style="list-style-type: none"> <li>• City of Farmington hosted Chamber Coffee Break</li> <li>• MREJ – Retail and Restaurant Summit</li> <li>• CVN Networking/Discovery Event – May 17</li> <li>• MREJ Southeast Metro Development Summit – May 22</li> </ul>  | <ul style="list-style-type: none"> <li>• MREJ – Industrial Real Estate Summit – <i>speaker</i></li> <li>• Chamber Business Excellence Awards</li> </ul>                                |
| <b>June</b>   | <b>December</b>  |
| <ul style="list-style-type: none"> <li>• MREJ – Mid Year Apartment Summit</li> <li>• MREJ – Mid Year Commercial Real Estate Forecast</li> <li>• My Town filming</li> <li>• MN Marketing Partnership Meeting</li> <li>• EDAM Summer Conference</li> <li>• Chamber – Legislative Wrap-up Session</li> </ul>           | <ul style="list-style-type: none"> <li>• Business Holiday Gathering</li> <li>• Chamber – Elections Wrap and Implications for Business</li> </ul>                                       |

Additionally, staff schedule and conduct monthly business (BRE) meetings and participate in Farmington Business monthly morning coffees.

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Deanna Kuennen, Community & Economic Development Director  
**Department:** EDA  
**Subject:** Preliminary EDA Levy - FY 2025  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

Last year, the EDA passed a resolution requesting that an EDA levy be established to provide a dedicated funding source for economic development purposes in the amount of \$150,000. Now that the levy is established, the EDA must pass a resolution annually requesting an EDA levy stating the proposed maximum amount, which is submitted to City Council to be included with the City's proposed levy. This must be done prior to the city adopting and certifying a proposed levy in September. Similarly, a final levy request must also be requested via resolution, to be included in the final levy that the city adopts and certifies in December.

### DISCUSSION:

Last year, the EDA and City Council went through the process to establish an EDA levy. This provided a dedicated funding source for the EDA in the amount of \$150,000 for 2024. Now that the levy is established, the EDA will be required to annually adopt a preliminary maximum levy request and submit the request to City Council to be included with the City's proposed levy. State Statutes require the City to certify its proposed property tax amounts to the County Auditor in September.

Per State Statues, the maximum EDA levy allowed is 0.01813% of the taxable market value. The proposed maximum levy request for FY 2025 is \$250,000 - which is well below the maximum levy amount allowed:

**ESTIMATED AND TAXABLE MARKETVALUES - INCLUDES REAL ESTATE AND PERSONAL PROPERTY**  
Parameters: Tax Year: 2024 Payable Year: 2025

| DIST NAME     | ESTIMATED     | TAXABLE       |
|---------------|---------------|---------------|
|               | MKTVALUE      | MKTVALUE      |
| 14 Farmington | 3,210,076,600 | 3,055,710,462 |
|               | 0.01813000%   | 0.01813000%   |
|               | \$ 581,987    | \$ 554,000    |

These funds will be used to support broad economic development initiatives and the City's priority of "quality business growth and retention."

- Year 2024 - \$150,000

- Year 2025 - \$250,000 *net increase of \$50,000 in levy due to elimination of General Fund transfer*

**BUDGET IMPACT:**

\$250,000 to be included in the 2025 budget if approved by City Council.

**ACTION REQUESTED:**

Adopt Resolution 2024-02 Approving Preliminary 2025 Economic Development Authority Levy Request.

**ATTACHMENTS:**

[EDA RES 2024-02 Approving EDA Levy Request for 2025](#)

**ECONOMIC DEVELOPMENT AUTHORITY  
OF THE CITY OF FARMINGTON  
DAKOTA COUNTY, MINNESOTA**

**RESOLUTION 2024-02**

**A RESOLUTION APPROVING  
PRELIMINARY EDA LEVY REQUEST FOR 2025**

**WHEREAS**, Minnesota Statutes section 469.107, subdivision 1, provides that a City may, at the request of its Economic Development Authority (“EDA”), levy a tax each year upon all taxable property within the taxing district for the benefit of the EDA; and

**WHEREAS**, Minnesota Statutes section 469.107, subdivision 1, also limits this levy to no more than 0.01813 percent of the estimated market value of the taxing district; and

**WHEREAS**, the EDA desires the City of Farmington to include a levy in the proposed 2025 budget.

**NOW, THEREFORE, BE IT RESOLVED**, by the Economic Development Authority of the City of Farmington that it approves and recommends a 2025 preliminary tax levy of \$250,000.00 for EDA purposes.

Adopted by the Economic Development Authority of the City of Farmington, Minnesota, this 16<sup>th</sup> day of September 2024.

ATTEST:

\_\_\_\_\_  
Steve Wilson, Chair

\_\_\_\_\_  
Deanna Kuennen, Executive Director



 430 Third St., Farmington, MN 55024  
 651-280-6800  
 FarmingtonMN.gov

## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Stephanie Aman, Economic Development Coordinator  
**Department:** EDA  
**Subject:** Update on Business Retention Workplan  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

In an effort to support local businesses, the City hosted its inaugural Small Business Resource Fair on Tuesday, July 16, held in the City Hall's commons area. The fair featured thirteen exhibitors whose expertise spanned lending, incentives, utilities, as well as county and state trainings and services. Each exhibitor presented their services and discussed partnership opportunities with Farmington businesses to assist in achieving their objectives.

According to Staff estimates, the resource fair attracted around 40-50 attendees.

### DISCUSSION:

In planning and hosting the event, Staff gathered feedback from local businesses about their needs, reached out to organizations with which we have relationships, and created a space for everyone to connect. Our aim was to engage with small businesses that previously had not been active in the Small Business Networking group, connect them to those that are already active, casting a wide net to provide all small businesses value through networking and exchange of information. Staff invited several exhibitors from outside Farmington to offer local businesses the opportunity to network with a new group of resources.

A survey was sent to attendees who signed in and, while some areas for improvement were identified for future events, the overall feedback was positive. Exhibitors also reported positive experiences, finding value in networking amongst themselves as they serve the community. With this feedback, our team has already begun connecting with resources requested by attendees and will continue to assess the event's value for future planning.

Staff appreciate the EDA's support as we continue outreach to our small business community and beyond.

### BUDGET IMPACT:

Approximately \$300 for snacks and refreshments.

### ACTION REQUESTED:

No action required, but Staff welcome and appreciate conversation around planning for future events.



## ECONOMIC DEVELOPMENT AUTHORITY AGENDA MEMO

**To:** Economic Development Authority  
**From:** Deanna Kuennen, Community & Economic Development Director  
**Department:** EDA  
**Subject:** Director's Report  
**Meeting:** Economic Development Authority - Sep 16 2024

### INTRODUCTION:

Attached please find a summary of recent economic development activities.

### DISCUSSION:

Attached please find a summary of recent economic development activities. Staff will be available to answer questions.

### BUDGET IMPACT:

Not applicable

### ACTION REQUESTED:

No action requested. This item is informational and is provided to communicate how the EDA time and money resources are allocated, and to track and measure the impact of initiatives.

### ATTACHMENTS:

[09-2024 meeting](#)

|  |  |
|--|--|
| <p>Reporting Period:</p> <p>Sept. 2024</p> | <p><b>DIRECTOR'S REPORT</b> – providing project highlights and a summary of economic development activity.</p>   |
| <p>Projects &amp; Initiatives</p>          | <ul style="list-style-type: none"> <li>• Ebert Apartments<br/>An Open House Celebration is being planned for October 8, 2024:</li> </ul> <div data-bbox="711 443 1172 1037" data-label="Image"> </div> <ul style="list-style-type: none"> <li>• Community Vision/Comprehensive Plan Update - HKGi<br/>Updated draft future land use maps and staging tables were submitted to Met-Council for initial review. After this initial Met-Council review, final revisions will be made (if required) and then the public input meeting(s) will be scheduled. The goal is to conduct the public input meetings in late September.</li> <li>• Small Business Resource Event – July 17, 2024, from 8:00-10:30 am.<br/>Thirteen exhibitors participated, along with 30-40 attendees. Stephanie Aman has followed up with participants to gain insights into what worked, what didn't, and what to do differently next time.</li> <li>• MREJ<br/>Farmington sponsored the Mid-Year Forecast Summit and attended the summer networking event. Moving into fall the number of summits will ramp up and Staff will be speaking/moderating at the Industrial Development Summit.</li> <li>• My Town – filming was completed in early May. The docuseries will air later this year, with a late November slot for the Farmington episode. <ul style="list-style-type: none"> <li>○ My Town has been selected into the Twin Cities Film Fest and will premier on the big screen with two separate showings in October. Dates and details will be released soon.</li> </ul> </li> </ul> |

|           |  |
|-----------|--|
|           | <ul style="list-style-type: none"> <li>• BRE – Staff has actively been scheduling and conducting business visits based on the BRE Plan discussed at the May meeting.</li> </ul>  |
| Prospects | <ul style="list-style-type: none"> <li>• Staff worked on more than 40 different proposed/potential projects in 2023. These have varied in size, scale, industry, use, and location. The prospects are all at different stages, and while some have included only providing written responses to information requests, others have included site visits and numerous meetings. Staff continues to engage with many different business prospects, developers, and project teams – with the goal of converting the prospecting into actual projects.</li> <li>• R&amp;L Carriers – this local business has secured additional property in the industrial park to accommodate a nearly 100,000 SF expansion. They have also received their Planning &amp; Zoning approvals and are moving towards construction in late 2024/2025. This logistics company has been in Farmington for 20 years and is growing nationwide. The project will include job creation of approximately 25 new positions in year one, adding by 11-12% to their workforce each year thereafter.</li> <li>• Yellowtree Apartments – This \$42 million + project is underway! Follow the progress here: <a href="https://youtu.be/b5M_hJyF-7o">https://youtu.be/b5M_hJyF-7o</a></li> <li>• Staff continues to work on various potential projects and have conducted numerous meetings with developers and site selectors already in 2024 – on average meeting with 8 different groups each month. Staff uses the developer/site selector meetings to share the Farmington story, discuss opportunities, and identify partners who are in alignment with the City's vision and can assist the City in bringing projects forward.</li> <li>• Tract presented at a special work session on June 4<sup>th</sup> to introduce their company and their proposed project plans. Tract is working through the entitlement process and received approval from Planning Commission on 9/10/24 for rezoning, preliminary PUD, and preliminary plat. There are still multiple steps involved with this proposed development including completion of the AUAR and all final PUD and plat approvals.</li> <li>• The two Alternative Urban Areawide Reviews (Farmington West Industrial and Farmington Technology Park) continue to progress. Alternative Urban Areawide Reviews (AUAR) are planning documents that identify impacts of different development scenarios and the required mitigation measures.</li> </ul> |
| Other     | <ul style="list-style-type: none"> <li>• Staff have been invited to attend a Minnesota Marketing Partnership Market visit in October to Atlanta. No additional details are available currently.</li> <li>• Staff continue to stay connected and engaged with the Minnesota Trade Office, DEED, Greater MSP, and other organizations. Staff is working with GreaterMSP to enhance alignment and increase interaction/engagement.</li> </ul>   |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>• Farmington is featured in Business View Magazine. The article focused on our bold initiatives to proactively drive our future while preserving the elements that make Farmington a community. <a href="http://businessviewmagazine.com">Farmington MN (businessviewmagazine.com)</a></li></ul> |
|  |  |