KASSON EDA REGULAR MEETING

Tuesday, August 7th, 2018 12:00 noon

MEETING WILL BE HELD AT KASSON CITY HALL

12:00	Call Meeting	to	Order

- I. Roll Call
- II. Approve Minutes of the Previous Meeting Table to September Meeting
- III. Quarterly Financial Report
- IV. CEDA Updates
 - a. Dodge County EDA
 - b. Dodge County Housing Study
 - c. Regional Development Tour
 - d. Minnesota Department of Natural Resources, EAB Grant
 - e. New Projects
- V. 2019 Budget
 - a. Action Items
 - i. Memberships
 - ii. Section 5.5 Community Wide Branding
 - iii. Programs/Incentives
- VI. Other Business
- VII. Items for September EDA Meeting
- VIII. Adjourn

Next meeting will be held on Tuesday, September 4th, 2018

Economic Development Coordinator's Update – Stephanie Lawson City of Kasson, MN July 23rd 2018 – August 7th 2018

Outreach and Networking

- Dodge County EDA: Meeting held July 25th
 - An electronic survey was assembled and disbursed through chambers within the County. 19 responses had been received to date with 57% of responders showing interest in courses. Preference between one course session or multiple were split pretty evenly leading to discussion on how a course series may look. The board discussed the concept of providing quarterly training opportunities as a starting point, but ultimately weren't comfortable enough with the number of responses to make a determination as to whether or not conducting a course(s) is worthwhile. The survey will be pushed out again in an effort to increase responses.
- Dodge County Housing Study: Maxfield staff is progressing on study and currently working to firm up sub-market areas within the county.

Existing Projects:

- Regional Development Tour: CEDA's 3rd Annual Regional Development Tour occurred on August 2nd and was a great success! Throughout the tour we touched base on a number of development opportunities in addition to educating attendees on projects previously accomplished. Mayor McKern spoke to attendees at Veterans Memorial Park about why he and his family chose Kasson, bringing a personal touch. Overall it was a great day as the tour gave us the opportunity to showcase Kasson and all that it has to offer to both residents and businesses. We are hopeful that the tour has sparked conversation about our community and that we will continue to draw attention!
- Minnesota Department of Natural Resources EAB Grant: Notification was received that
 Kasson was not one of the 14 communities selected to proceed with the EAB Grant application
 process. The DNR did indicate that they would continue to seek additional funding opportunities to
 help communities manage their ash, so there may but opportunities to reapply in the future.
- Branding: A proposal has been received from Sarah Wilson at White Space. The proposal clearly documents their branding process and a quote for what their services will cost.
- Long Term Capital Planning: Research has been done to determine what other communities in
 the region are doing to incentivize current businesses to maintain their properties and increase
 business retention that fits into the Long Term Capital Planning goals. Programming options for
 either start-ups or businesses looking to relocate to the community were looked into as well.

Some of these programs include:

- Downtown Redevelopment Programs
- o Business Façade Improvement Programs
- Existing Building Purchase Incentive Programs
- Business Incubation Programs

New Projects:

Economic Development Coordinator's Update – Stephanie Lawson City of Kasson, MN July 23rd 2018 – August 7th 2018

- **Website:** The EDA page on the website will be updated to reflect current information about the EDA and services that are offered with the appropriate applications. In addition, property listings will be updated.
- Marketing/Promotional Packet: In an effort to set ourselves apart a marketing/promotional
 packet is going to be created. Having this tool will allow the city to easily provide pertinent
 information to site selectors, developers, and potential businesses.

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08/03/18 09:28:18 CITY OF KASSON Detail Ledger Query

Detail Ledger Query

For the Accounting Periods: 1/18 - 7/18

Page: 1 of 2

Report ID: L091

Funds 290- 290, Objects 131-999

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4650 Commu	nity/	Economic Dev	elopment					
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CL 27790	6	2018 WC IN	S-WC1001163	BERKLEY RISK ADMINISTRATOR	1/18	138.00		
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CL 27681	. 5	INV969007	QTRLY MAINT-BEW 12/26-3	/ METRO SALES INC	1/18	30.59		
CL 27681	. 16	INV969007	QTRLY MAINT-CLR 12/26-3	/ METRO SALES INC	1/18	72.79		
RV 496	51	Office Dep	ot refund		1/18		2.38	
CL 27954	20	8048338837	COPY PAPER	STAPLES ADVANTAGE	2/18	18.58		
CL 28303	5	INV1037673	QTRLY MAINT-B&W 3/26-6/	2 METRO SALES INC	4/18	30.11		
CL 28303	16	INV1037673	QTRLY MAINT-CLR 3/26-6/	2 METRO SALES INC	4/18	66.50		
CL 28994	25	7198440107	COPY PAPER	STAPLES BUSINESS CREDIT	6/18	18.45		
CL 29047	5	INV1106256	QTRLY MAINT-B&W 6/26-9/	2 METRO SALES INC	7/18	29.36		
CL 29047	18	INV1106256	QTRLY MAINT-CLR 6/26-9/	2 METRO SALES INC	7/18	71.49		
			Object Total:			337.87	2.38	335.49 DI
304 LEGAL	FEES	:						
CL 29184	9	JUNE '18	3.2 HRS LEGAL-BLDG LEAS	E WEBER, LETH & WOESSNER PLC	7/18	453.50		
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321 TELEP	HONE							
CL 27680	5	PHONES-EDA		KMTELECOM	1/18	32.27		
CL 27906	5	PHONES-EDA		KMTELECOM	2/18	31.28		
CL 28147	5	PHONES-EDA		KMTELECOM	3/18	31.35		
CL 28298	5	PHONES-EDA		KMTELECOM	4/18	31.84		
CL 28507	6	PHONES-EDA		KMTELECOM	5/18	32.77		
CL 28780	6	PHONES-EDA		KMTELECOM	6/18	32.41		
CL 29044	6	PHONES-EDA		KMTELECOM	7/18	33.30		
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CL 27794	4	22870844-1	POSTAGE METER REFILL	RESERVE ACCOUNT	1/18	10.00		
CL 27980	4	22870844-2	POSTAGE METER REFILL	RESERVE ACCOUNT	2/18	20.00		
CL 28411	. 4	228708443	POSTAGE MTR REFILL	RESERVE ACCOUNT	4/18	10.00		
CL 28693	4	22870844-5	POSTAGE METER REFILL	RESERVE ACCOUNT	5/18	10.00		
CL 28979	4	22870844-6	POSTAGE METER REFILL	RESERVE ACCOUNT	6/18	10.00		
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CL 27779	2	P18-1087	MEMBERSHIP DUES 3/1-12/	3 MN TRANSPORTATION ALLIANCE	1/18	127.00		
CL 28975	1	ZUMBRO WAT	ER TRL PARTICIPANT	CITY OF ORONOCO	6/18	154.00		
			Object Total:			356.00		356.00 DE
360 INSUR	ANCE							
CL 28281	9	1st QTR CM	C 1001158-2	LMC INS TRUST	3/18	81.91		
CL 28707	9	10003329	2ND QTR CMC 1001158-2	LMC INS TRUST	5/18	81.91		
			Object Total:			163.82		163.82 DE
430 OTHER	SERV	ice/charges-1	MISC.					
CL 27773	1	2018 CONTR	IBUTION	SOUTHERN MN INITIATIVE FOU	1/18	1,000.00		
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CL 28293	3	24.901.1450) '18 PROP. TAX	DODGE COUNTY	4/18	1,960.00		
CL 28913	1	PASSBOOKS-I	EDA PURCHASE	KASSON AQUATIC CENTER	6/18	45.00		

08/03/18 09:28:19 CITY OF KASSON Detail Ledger Query Page: 2 of 2 Report ID: L091

For the Accounting Periods: 1/18 - 7/18

Funds 290- 290, Objects 131-999

	Fund/Ac		=/	Descript	ion		Vendor/Receipt From	Acct. Period	Debit	Credit	Ending Balance
290 E	conomic	Dev	lopr	nent							
4650	Commun	ity/	Cond	omic Developme	nt						
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444	OTHER	CONT	RACT	JAL SERVICES							
CL	27829	1	1st	QTR-EDA SERV	ICES		CEDA	1/18	10,281.00		
CL	28291	1	2NI	QTR 2018-EDA	SERVICES		CEDA	4/18	10,281.00		
CL	29027	1	3RI	QTR 2018-EDA	SERVICES		CEDA	7/18	10,281.00		
					Object	Total:			30,843.00		30,843.00 DB
					Account	Total:			35,872.49	99.26	35,773.23 DB
					Org	Total			35,872.49	99.26	35,773.23 DB
					Fund	Total:			35,872.49	99.26	
					Grand	Total:			35,872.49	99.26	

City of Kasson

Branding Proposal Presented By

WHITESPACE

Hello Theresa & Rebecca

Thank you for the opportunity for White Space to submit our branding proposal for the City of Kasson initiative. We are pleased to have a chance to submit this proposal that will share the process our team would follow to assess the understanding, interpretation and delivery of your brand to the community and to effectively compete as a destination. We are very passionate about the work we do, and together, I am confident we will make a great team.

Please take some time to review the attached estimate for the proposed work and do not hesitate to reach out with any questions.

Once again, thank you for this opportunity.

Sincerely,

Sarah Miller, Founder

smiller@whitespaceco.com | 507-269-0877 | whitespaceco.com

A brand doesn't make a community great. A brand shines a light on what makes a community great.

Current Landscape

This is an exciting time to be a part of Kasson's history. You are shaping the future of your City and making it an even better place for people to plant their roots. You've recently completed the development of the City's Comprehensive Plan; a long-range plan that will help define and guide the future of your community.

Why is this important?

The power of place. A community brand is a unifying idea or theme that represents the character and experience of a community. It helps distinguish a community from others, fosters a stronger sense of place and identity, and can serve as a connecting or unifying element within the business community.

Our Solutions

Our goal is to leverage the vision and guiding principles into a unified community brand that both current and future residents can get behind.

Our **Branding** Process

Brand Strategy

Our approach to branding a community is to first benchmark it against competitors, analyze consumer research, audit existing assets and forecast future trends. This analysis provides us a baseline of understanding current perceptions that drive us into developing your brand for the future.

Brand Messaging

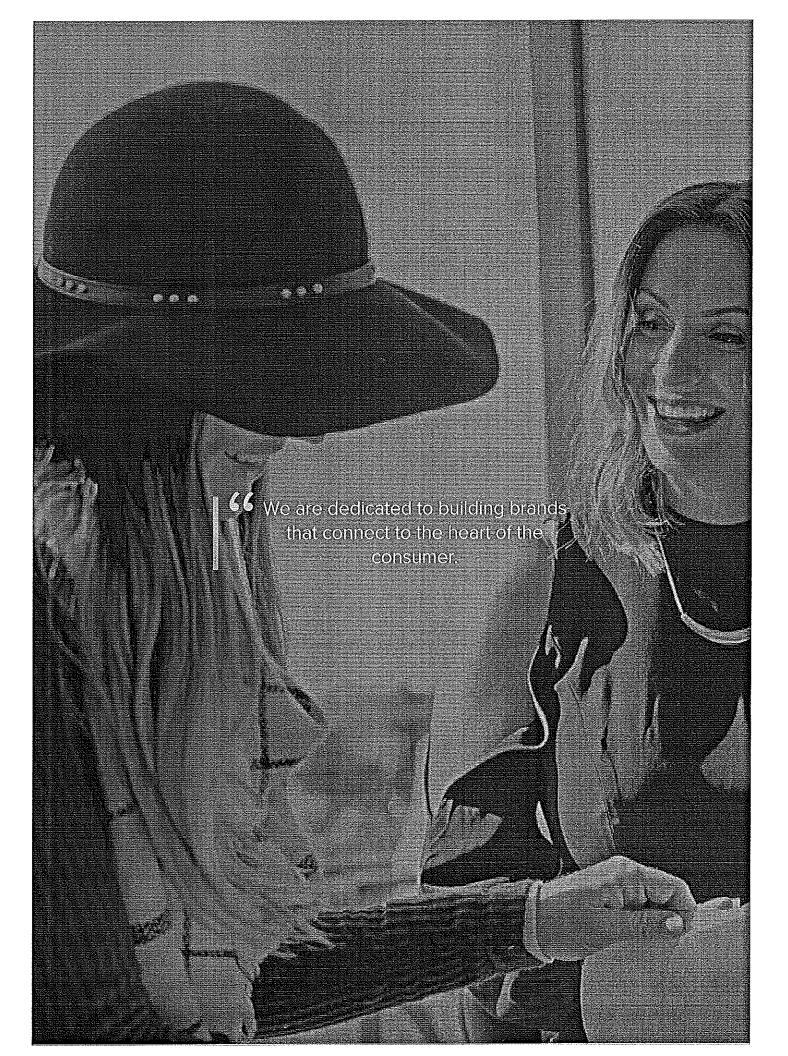
Then we engage stakeholders with story-seeking exercises that articulate the essence of place: what does your community stand for? What are its differentiators and the unique stories it can tell? What are its aspirations for the future? The result is a brand proposition and brand story that positions a place so compellingly that all the audiences you seek to engage will tell your story with pride, clarity and consistency.

Brand Identity

While brands live in an ever-growing world, a brand's identity is key. Logos are a small piece of the brand universe, but they have enormous impact: in a name and a visual distilled to the essence, they sum up and announce the brand's true colors. White Space brand identities are informed by the Brand Messaging that precedes them so that clients can effectively measure the suitability of proposed logos in the context of the brand's bigger story.

Brand Guidelines

With a story and identity agreed to, it's important that all players understand how to execute the work. Brand Guidelines are a comprehensive how-to, used by internal marketing teams and external partners, that explain the rules needed to understand the brand story, logo use, and Brand Storyline language.



City of Kasson Brand Development Proposal

If you have any questions about this, feel free to get in touch anytime at smiller@whitespaceco.com

SECTION A SUBTOTAL Brand Development Proposal \$18,900.00 **Price** Description **Brand Research & Strategy** \$2,500.00 Research is an essential part of the process - giving us insights into Industry, customers and competition. Here, we absorb all supplied materials and get acquainted with your current landscape. Deliverables Brand Audit Brief Brand Workshop Brand Messaging Our goal is to effectively \$3,750.00 communicate your message from a point of distinction and unified voice that extends to every future brand touchpoint. We write your brand story and form brand messaging. Deliverables **Brand Positioning** Key Messaging Tone & Voice Tagline **Brand Story** Brand Identity The design process is where all \$9,450.00 things come together, where the intangible becomes the tangible. Each brand identity project begins with the presentation of inspirational mood boards establishing the intended visual direction for the overall look and feel of the brand. The finalized look and feel is instrumental in developing the logo system for each city department. Deliverables City of Kasson Library Police Department Fire Department Aquatic Center Liquor Store Brand Identity Public Utilities Brand Identity

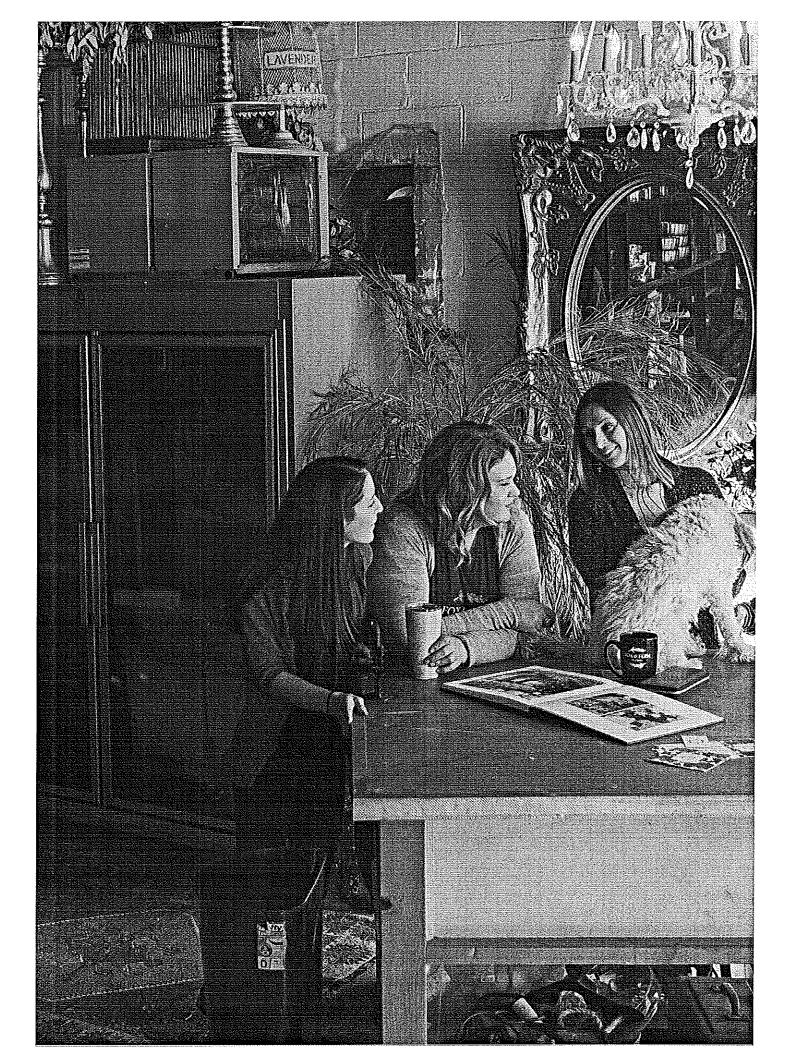
Brand Guidelines \$3,200.00

The brand style guide outlines proper use of the brand. Adhering to the guidelines ensures continuity and continues to strengthen the brand. Your guideline informs how your brand appears, such as:

Naming
Logo
Tagline, and logo lock-up
Color Usage
Typography
Illustration
Photography Sytle
Logo Usage

Total \$18,900.00

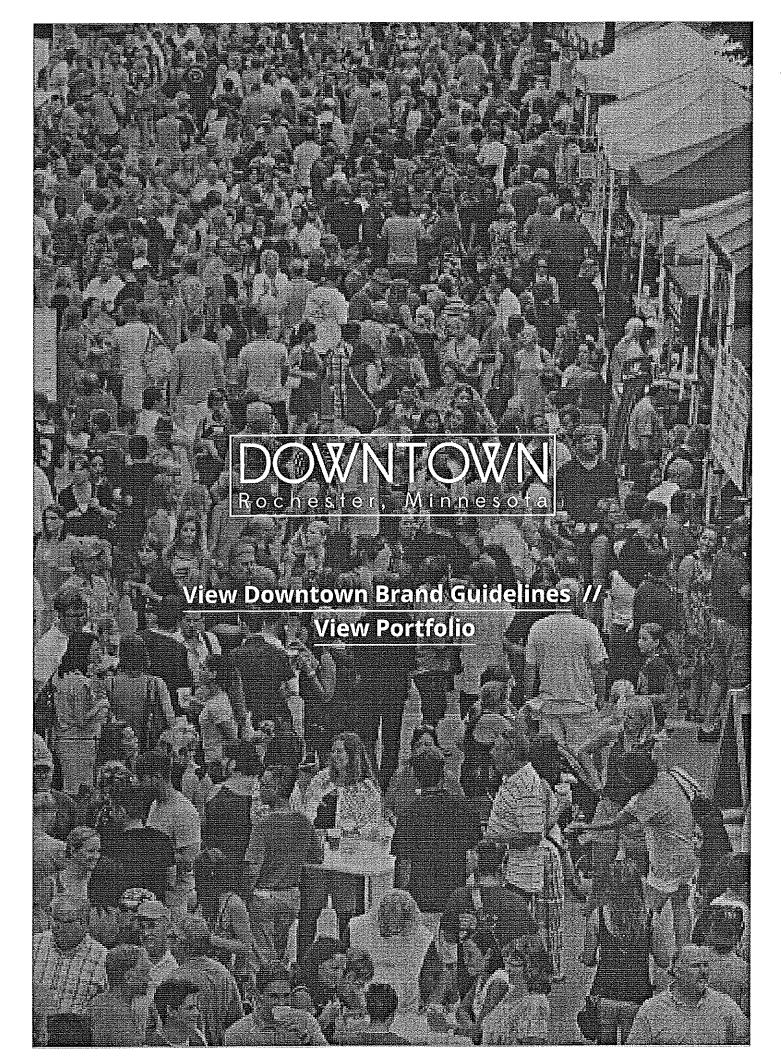
\$18,900.00





Hello. Let us introduce ourselves. White Space is a brand development agency, located in the heart of Rochester, Minnesota. We help our clients launch new brands, refresh existing ones, and create positive experiences that create loyal followers of their brand.

We are a dynamic team obsessed with design culture and empowered by the deeper purpose. We sit at the intersection of business, people, and design to provide purposedriven sustainable solutions.



Our Work. Satisfied clients.

Over the years, we've partnered with various brands across a variety of industries doing everything from slinging coleslaw samples at a Kansas Chief's tail-gate party, to designing apparel, packaging and products for all the major big box retailers, to creating marketing campaigns that engage audiences, to taking existing or new businesses and organizations through a series of self-exploration exercises to develop a brand built on a strong foundation.































Want more?

Email Me // View our Work Here // 507.269.0877

White Space References

Rochester Downtown Alliance Karli McElroy, Program Manager 507-208-5739 kmcelroy@rdowntownalliance.com DowntownRochesterMN.com **Rochester Area Chamber of Commerce** Kathleen Harrington, President 507-288-1122 kharrington@RochesterMNChamber.com rochestermnchamber.com

Rochester Home Infusion

Joselyn Raymundo, Founder / President

507-316-0001

Joselyn.Raymundo@rochesterhomeinfusion.com

RochesterHomeInfusion.com **Benike Construction** Kelsey Vaszily, Marketing Manager 507-288-6576 Kelseyv@benike.com www.benike.com **Autumn Ridge Church** TJ Schultz, Communications Manager 507-288-8880 Schultz.TJ@autumnridgechurch.org AutumnRidgeChurch.org **Lakeville Area Public Schools** Stephanie Kass, Director of Communications and Public Relations 952-232-2004

kass3334@isd194.org

KASSON EDA

LONG TERM CAPITAL PLANNING

- A. Downtown Business Revitalization (MP)
 - a. Capital improvements to existing businesses
 - b. Promote growth
- B. Promote Growth in current commercial developments and encourage new developments along the Highway 14 corridor (MP)
- C. Help new business startups and assist businesses with growth (DE)
 - a. Better Communication
 - b. New business packet
- D. Expansion Pack (TM)
 - a. Purchase credits towards accounting, attorney and marketing professional services
 - b. Rent reimbursement @ 50% Y1, 25% Y2 up to \$4,800 per year per business
- E. Fix Up Fund (TM)
 - a. Pay up to 50% of business façade improvements
- F. Kasson Business of the Year Awards (TM)
 - a. Annually award category winners based on nominations (i.e. best place to work, most innovative, entrepreneur to watch, etc.)
 - b. Media/Advertising
 - c. Partner with Chamber
 - d. Include non-Chamber Businesses Business person of the year, Start-up of the Year
- G. Program Marketing (TM)
 - a. Direct mailing to residents
 - b. Website/social Media
 - c. Local Shoppers and Newspapers
 - d. Chamber Announcement
- H. Façade Improvement/Downtown Revitalization Program (CM)
- I. Inventory of Available Land & Businesses on City Website (Comp plan 5.1)
- J. Update EDA website including program details
- K. Housing Goals Develop a diverse and high quality building stock. Consider loan/grant program for developers willing to construct multi-unit structures and/or apartments. (Comp plan 5.4)

Downtown Redevelopment Program

Stewartville Economic Development Authority

Program Intent:

Stewartville's Economic Development Authority (EDA) was established to attract, promote, and develop an economically sound future for the community. The EDA is a professional advocate for the business community. We provide ideas, information, venture capital, financial packaging, and expertise in business development and retention, focusing on projects that aim to make Stewartville a better place to live, work, and do business.

In keeping with the above stated objective, the EDA established this program with the intent, To encourage property owners to redevelop underutilized or blighted properties in the core downtown business district by providing funds for demolition, site clean-up, and site prep.

\$100,000 was allocated to this program by the EDA. The program will continue until funds are depleted.

Forgivable Loan:

Up to \$25,000

Match Requirement:

1:1

Terms:

Applicants have 120 days from approval to complete approved demolition/site cleanup/etc... and claim funds or to ask and receive an extension from the EDA, or their project funding will be withdrawn and given to the next project.

If no increase in tax base occurs on the property within 2 years of approval, full principal amount is due back to the EDA in monthly payments, at a rate no less than

the then current EDA loan interest rate, at a term not to exceed 10 years.

If the property is sold within 2 years of approval, the principal amount is immediately

due in full to the EDA.

If the property is sold after 3 years of approval, the principal amount is immediately due as follows: sold in year 3, repay 100%; sold in year 4, repay 66%; sold in year 5,

33%; sold after 5 years, no repayment.

Eligible Properties:

B-1 zoned (Central Business District) properties only.

Eligible Projects:

 Demolition/removal of all or some major manmade structures

Asbestos & environmental abatement

Grading, fill, rock, dirt, and similar site

prep materials

Issues with site access or configuration

To Apply, Please Submit:

- Completed application.
- Cost estimates.
- Project <u>AND</u> site plans for demolition <u>AND</u> new construction.
- Picture of property <u>before</u> work beings.
- Picture of property <u>after</u> work is finished.

The EDA reserves the right of ultimate review. The EDA may, at its discretion, approve projects that deviate from these guidelines if the proposed project is deemed within the general intent of these guidelines and in the best interest of the community.

Incomplete applications will not be reviewed.

<u>Payments will be made directly to vendors once program requirements are met and after submittal of invoices or reimbursed to the applicant after submittal of proof of payment.</u>

Downtown Redevelopment Program

Stewartville Economic Development Authority

Name:		Date:	
Phone:		Email:	
Project Address:			11 (1 NO. 12) - 1 1 1 de
Project Summary:	<u></u>		
Total Project Cost:		Total Amt. Requested:	
Demolition Cost:		New Construction Cost:	
Current Taxable Value	*	Future Est. Taxable Value:	
Applicant Certification			
we have read, understand, ar will be reviewed based on t program guidelines the City re	nd that we will comply he information provic eserves the right to de Development Author	submitted is true and accurate to the best with the program guidelines. We underst ded herein and that if the final project de- eny payment. But for the assistance provid- rity, we would not have the resources to the	and that this application oes not meet minimum ed through this program
Name/Title (Printed)		Name/Title (Printed)	
Signature	Date	Signature	Date

Business Façade Improvement Program Guidelines

Stewartville Economic Development Authority

Program Intent:

Stewartville's Economic Development Authority (EDA) was established to attract, promote, and develop an economically sound future for the community. The EDA is a professional advocate for the business community. We provide ideas, information, venture capital, financial packaging, and expertise in business development and retention, focusing on projects that aim to make Stewartville a better place to live, work, and do business.

In keeping with the above stated objective, the EDA established this program with the intent to enhance and improve the visual aesthetics of the community. This program is designed to encourage owners to restore existing properties and enhance the general character of the property.

Part 1:

Forgivable Loan:

Up to \$7,500 per building

Match Requirement:

Dollar-for-dollar

Part 2:

For Projects >\$15,000:

Revolving loan available for balance of project over \$15,000 at 0% APR; RLF limit and term determined on a per project basis. Participation in Part 1 satisfies

owner equity requirements of the loan program.

Eligible Properties:

Commercial buildings in the City.

Eligible Projects:

See list of eligible project items on the next page.

To Apply, Please Submit:

For Part 1 and Part 2

- 1. Completed application form.
- 2. Cost estimates.
- 3. Project plans AND drawings/sketches.
- 4. Picture of property **before** work beings.
- 5. Picture of property after work is finished.

6. If property is leased: A copy of the lease agreement, AND written permission from landlord/owner of property.

Only for Part 2

6. Completed Stewartville EDA Revolving Loan Application & supporting documents.

Applications will be denied if, in the sole opinion of the EDA, the proposed improvements do not follow these guidelines or improve the general character of the building and community as a whole.

The EDA reserves the right of ultimate review. The EDA may, at its discretion, approve projects that deviate from these guidelines if the proposed project is deemed within the general intent of these guidelines and in the best interest of the community.

Incomplete applications will not be reviewed.

Payments will be made directly to vendors once program requirements are met and after submittal of invoices or reimbursed to the applicant after submittal of proof of payment.

Business Façade Improvement Program Guidelines

Stewartville Economic Development Authority

Eligible Project Items:

- Rehab/replacement of exterior windows visible from public areas that enhance the character of the building
- Rehab/replacement of exterior doors visible from public areas that enhance the character of the building
- Replacement of missing decorative building features
- Rehabilitation or replacement of historic rooflines (such as corbels, parapets or other decorative or historic features of materials consistent with the historic nature of the building)
- Rehabilitation or replacement of roof covering materials if visible from public areas and decorative or historic in nature
- Historic preservation-related items that require specialized care or expertise such as tuckpointing and cleaning.
- Removal of non-historic materials or additions to otherwise historic buildings
- Awnings with either historic qualities or that add to the character of the building
- Signage
- · Ancillary decorative lighting
- Screening of unsightly features such as utility connections, dumpsters, etc...
- Other permanent, fixed, above ground decorative features that enhance the visual aesthetics of the City.

Ineligible Project Items:

- Any interior work
- New construction and building additions
- Acquisition
- Improvements not visible from public areas
- Parking lots
- Painting and siding (except if allowable above)
- Roofs (except if allowable above)
- Plants and other movable, non-permanent landscaping features
- Improvements already completed or in progress at time of application
- Routine building maintenance

Business Façade Improvement Program Application

Stewartville Economic Development Authority

Nam	e:			Date:	
Phon	ne:		Email:		······
Proje	ect Address:				
Proje	ect Summary:				
Total	Project Cost:		Total Amt.	Requested:	
Forgi	ivable Amount:		0% Loan Ar	nount:	
Applicant (Certification				
we have re- will be revi program gu by the Stev	ad, understand, and t iewed based on the uidelines the City rese	hat we will comply w information provided rves the right to deny evelopment Authority	ith the program guid d herein and that if payment. But for th	ccurate to the best of or elines. We understand t the final project does n e assistance provided the the resources to take o	hat this application ot meet minimum rough this program
Name/Title	: (Printed)		 Nar	me/Title (Printed)	
Signature		 Date	- Iai?	nature	 Date



Stewartville Economic Development Authority

Existing Building Purchase Incentive Program - Guidelines

Goal:

To create new quality full-time permanent positions within the City of Stewartville through the sale of existing vacant buildings.

Funding & Timeline: \$30,000 has been set aside for the funding of this program.

The program will run until funds are depleted or until program is cancelled by the EDA, whichever occurs first.

Incentive:

A business owner who purchases an existing building within the city limits of the City of Stewartville may receive an unrestricted cash incentive relevant to the number of jobs created in the facility. In order to qualify for the program, the building being purchased must meet the following criteria:

- 1. Located within the city limits of Stewartville, MN.
- 2. Building is zoned for commercial/industrial usage.
- 3. Have been vacant for six (6) months or longer.

The purchaser may qualify for a \$1,000 incentive on each eligible FTE position created (up to 10 positions or \$10,000). All FTE positions must meet the following criteria to be deemed eligible:

- 1. 2,080 hours annually.
- 2. \$26,837 annual cash wages. Cash wages may include benefits that are not legally mandated. Legally mandated benefits such as social security tax, unemployment insurance, workers' compensation insurance, and other benefits mandated by law may not be included in calculation of cash wages.
- 3. A newly created position.

To claim an incentive for an approved project, the property owner must submit to City Hall 1) Proof of purchase for the property. Documents such as bill of sale, deed, or title are examples of acceptable documentation and 2) Payroll records indicating that job creation numbers and cash wage requirements have been met. Upon verification that all program requirements have been met, the incentive will be issued following the next City Council meeting. The City reserves the right to deny payment if all guidelines are not met.

Contingencies and Considerations:

Approved applicants will have one (1) year from the date of approval to meet the requirements and claim their incentive.

Buildings purchased with assistance from this program must be retained by the applicant ownership for at least five (5) years. If property is sold prior to such time, repayment of the incentive will be required as follows: 1) Sold within first two (2) years, 100% of incentive is immediately due back to the EDA; 2) Sold within year three (3), 75% of incentive is immediately due back to the EDA; 3) Sold within year four (4), 50% of incentive is immediately due back to the EDA; 4) Sold within year five (5), 25% of incentive is immediately due back to the EDA; 5) After year five (5), no repayment of incentive required.

Application & Other Requirements:

Applicants must submit one complete application to City Hall at least one (1) week prior to that month's EDA meeting for review (the EDA usually meets the 3rd Tuesday of each month). A complete application will also include a purchase agreement indicating the legal description/address of the structure, the purchase price, contingencies, and closing date. Applications will be reviewed on a first come-first serve basis. Incomplete applications will not be accepted.

All property taxes, utility bills, code violations, and other business with the City of Stewartville must be current and in good standing on all properties owned within the City limits in order to apply and receive the incentive. Past history of delinquency on City matters will also be taken into consideration before program approval is given.

If applicant is approved, implicit consent is given to publicize the applicant's usage of the program in promotional/publicity events, materials, etc.

This program will be carried out in accordance with the Stewartville Business Subsidy Policy and Minnesota Business Subsidy Law.

The EDA reserves the right of ultimate review. The EDA may, at its discretion, approve projects that deviate from these guidelines if the proposed project is deemed within the general intent of these guidelines and in the best interest of the community.

APPLICATION MUST BE APPROVED BY THE EDA PRIOR TO CLOSING

DATE



Stewartville Economic Development Authority

Existing Building Purchase Incentive Program – Application

Applicant Information

Date of Submission:		
Legal Business Name:		
DBA (if applicable):	Parent Company (if applicable):	
Mailing Address (where incentive check wi	rill be mailed):	
PO Box:		
City/State/Zip:		
Contact Name and Title:		
Phone:	Email:	
	Building Information	
Location/Address of Building Purchased:		
County Assessed Value of Structure: \$		
Purchase Price: \$		
Closing Date:		·····
Duration of Building's Vacant Time on Mar	rket:year(s)	month(s)
Will You Be Making Improvements to the E	Building? If Yes, Describe:	
Total Investment Associated with Improve	ements (if applicable): \$	 -
Are All Taxes and Fees Currently Paid on St	tructure?: Yes No)

Job Creation Information

Current Number of Permanent Full-Time Employees (FTE*) Company-Wide:
Current Number of Permanent Full-Time Employees in Minnesota:
Total Number of Permanent Full-Time Positions Being Relocated or Retained:
Where Relocated/Retained Positions Are Currently Located (if applicable):
Reason for Relocation (if applicable):
Total Number of New Permanent Full-Time Positions Being Created in Year 1:
Wages Paid for New and Retained Full-Time Positions:
*4 FTF 2000 to

*1 FTE equals 2080 hours annually

Incentive Request

- Applicants may receive up to \$10,000 total per building purchased through this program
- Incentive may be requested for eligible FTE positions; 1 eligible FTE position= \$1,000
- 1 FTE position means 2080 hours annually
- For 2017, total FTE annual cash wage requirement for incentive receipt is \$26,837/position
- Cash wage requirement may account for benefits which are NOT mandated by law

FTE Position Title	Number of Positions	Total Annual Cash Wage Amount Including Non- Mandated benefits (\$)	New or Retained Positon

Total FTE Jobs Retained:		Total New FTE Jobs Created:	
	<u>Applican</u>	t Certification	
we have read, understand, and the program that we give continued promotional/publicity events, make the program of the promotional publicity events.	hat we will comply with onsent for the City naterials, etc. We unde that the City of Stewar	itted is true and accurate to the best on the program guidelines. We understart to use information on our usage extand that this application will be retville reserves the right to approve, particular.	nd that if approved fo of the program fo viewed based on the
Name/Title (Printed)		Name/Title (Printed)	
Signature	Date	Signature .	Date
		g the legal description/address of the s t be provided to the City with this appli	
lease submit oné application with eview. <u>Incomplete applications w</u> To redeem incentive, recipient mu	supporting materials vill not be accepted. A	to City Hall, at least 1 week prior to the pplications will be reviewed on a first chase/ownership to City Hall and must imed within one (1) year from approve	next EDA meeting fo ome-first serve basis have satisfied all job



Stewartville, MN Business Incubation Program Guidelines

Goal:

To encourage the creation and support of new for-profit businesses that maintain and enhance a sustainable and diverse business climate within the City of Stewartville's business/commercial districts. Further, this program seeks to provide business owners with education and tools to increase opportunities for long-term success while filling currently vacant commercial properties in the community.

For the purposes of this program, a new business may include a business that had been previously operating out of a residence.

Funding & Timeline: \$30,000 has been set aside for the funding of this program.

The program will run until funds are depleted or until cancellation by the EDA—whichever occurs first.

Assistance:

Business owners may receive rent assistance to locate new businesses into vacant properties within the City. Rent assistance will be provided at decreasing amounts for a total period of 18 months in accordance with the following schedule:

- 1. Months 1-6: 50% subsidy or \$830/month maximum (whichever is less)
- 2. Months 7-12: 33% subsidy or \$560/month maximum (whichever is less)
- 3. Months 13-18: 17% subsidy or \$275/month maximum (whichever is less)

Business owners admitted to the program will also receive educational assistance in the form of 90 minute classes on each of the core competencies outlined below:

- 1. Business Planning and Financial Projections (Prerequisite for this program)
- 2. Market Research
- 3. Pricing and Inventory
- 4. Marketing Strategies
- 5. Customer Service and Business Etiquette
- 6. Online Marketing-Websites and Social Media
- 7. Basic Bookkeeping
- 8. Legal Considerations for Small Businesses (incl. liability, insurance, taxes, incorporation, etc.)

Business owners admitted to the program will be provided assistance with incurred issues or questions in the following ways:

- Quarterly meetings (with open financials) with the EDA's Economic Development staff and the City's Finance Director. Additional meetings may be scheduled as necessary and/or desired.
- 2. Access to Small Business Development Center consultation and resources.
- 3. Online forum/group for open questions and discussion with other program participants and successful local businesses.

Property owners within the City will receive assistance with promotion of available rental spaces.

Payment of rent subsidies will occur upon receipt of proof of rental payment starting in the business' first month of operation. Payment may only be made directly to the business owner applicant accepted to this program by the EDA.

Property owners and businesses owners must be eligible and compliant with all city regulations and obligations to receive monetary assistance benefits delineated above.

In order to receive assistance indicated through this program, lease/terms must be acceptable as determined by the EDA. Additionally, property must be zoned for business/commercial usage. Residentially zoned properties will not be considered.

Contingencies and Considerations:

To improve odds of long-term success, approved applicants are required to follow program conditions considered to be valuable by the EDA:

- 1. Business will open within 90 days of approval of application by the EDA.
- Business owner will participate in ALL educational classes (outlined in assistance section of this document) provided through this program by the EDA.
- Business owner will meet with the EDA's staff and the City's Finance
 Director on a quarterly basis at minimum. Financial information and
 documentation will be released and reported during these meetings.
 Additional meetings may be requested by the business owner or the EDA.
- 4. Business owner must agree to hours of operation that include at least five (5) days per week. If business is retail affiliated, the business may be required to operate until at least 8 p.m. one (1) evening/week.
- Business owner will give a presentation after one (1) year of successful operation at a public EDA meeting to divulge challenges and plans for sustained success.

Application & Other Requirements:

The process for admission into this program includes the following steps:

- 1. Completion of the Business Planning and Financial Projections course. For schedule and registration, please contact City Hall.
- 2. Submission of a completed application including the following attachments:
 - a. Business plan (including 3 years of financial projections excluding requested program funding)
 - b. Financial statements
 - c. Lease agreement (including term and pricing)
 - d. Types and names of professional services being acquired (e.g. accountant, legal, etc.)
- 3. Staff review of application and attachments. Staff may require/request additional information or clarification.
- 4. EDA Finance Committee meeting with applicant to discern any concerns relevant to the sensitive information within the application.

- 5. EDA review of presented application at a public meeting of the EDA. Financial information will be kept private **when possible.** Applicants are strongly encouraged to attend this meeting.
- 6. Applicant will be notified by letter shortly after the meeting of the Board's decision to approve, deny, or delay voting on the application.
- 7. Business will open within 90 days of approval; rental subsidies will begin after the business has opened. The business owner may begin to take required educational classes (if offered) after approval has been acquired but prior to business hours of operation commencing.

Please note:

- 1. Maximum monetary assistance provided per business is \$9,990
- Business owner must comply with all requirements outlined, or any subsidies received through the program must be immediately repaid to the EDA.
- 3. Business owner must be willing to release financials including information on sales, inventory, expenses, etc. upon EDA request.
- 4. Business must continue to operate within the City of Stewartville for three (3) consecutive years (including 18-month program) from opening. Businesses that willingly relocate outside of the City prior to the completion of three (3) years will be required to immediately repay 100% of subsidies received to the EDA. Businesses that go out of business prior to the completion of three (3) years may be required to repay all or a portion of received subsidies as determined appropriate by the EDA.
- 5. If the applicant is approved for the program, he/she implicitly agrees that the City may promote the company's usage of the program and include the company's information in relevant publicity materials/events/etc.

All applications will be reviewed on a first-come-first-serve basis. Approval may be affected by funding availability.

Applicants must submit one complete application to City Hall at least one (1) week prior to that month's EDA meeting for review (the EDA usually meets the 3rd Tuesday of each month). A complete application will also include all required attachments. Incomplete applications will be neither accepted nor held.

All property owners and applicants affiliated with the applications and ultimate receipt of subsidies must ensure that taxes, utility bills, code violations, and other business with the City of Stewartville are current, in compliance with all City regulations and obligations and in good standing on all properties owned within the City limits in order to apply and receive the rebate. Past history of delinquency on City matters will also be taken into consideration before program approval is given. This consideration applies to both applicants and property owners from whom they may rent.

This program will be carried out in accordance with the Stewartville Business Subsidy Policy and Minnesota Business Subsidy Law.

The EDA will review these program guidelines on an annual basis to ensure maximum effectiveness.

For More Information:

Questions regarding applications or this program should be directed to Joya Stetson at 507-533-4745 or joya.stetson@cedausa.com

The EDA reserves the right of ultimate review. The EDA may, at its discretion, approve projects that deviate from these guidelines if the proposed project is deemed within the general intent of these guidelines and in the best interest of the community.



Stewartville Economic Development Authority Stewartville, MN Business Incubation Program

Applicant Information

Date of Submission:	
	e mailed):
,	
Contact Name and Title:	
Phone:	Email:
	Rental Information
Proposed Location of Business (address):	
Landlord Name:	
	month(s) Lease Price/Month: \$
Square Footage Rented/Used:	
	Business Details
	DASINESS DECUITS
Anticipated Opening Date:	
Anticipated hours of operation (hou	rs/days; days of week)
Monday	Tuesday
Wednesday	Thursday
Friday	Saturday
Sunday	

Nonths of Opening?:
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ate to the best of our knowledge, than the second in the s
itle (Printed)
e Date
ed to the City with this completed

Application Checklist:	
	Complete Application
	Business Planning and Financial Projections Course Completion Certificate
	Business Plan Including 3 Years of Financial Projections that Exclude Program Assistance Being Requested
	Financial Statements
	Lease Agreement

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