

AGENDA
ECONOMIC DEVELOPMENT AUTHORITY MEETING
WEDNESDAY, MARCH 9, 2022
12:00 NOON
CITY COUNCIL CHAMBERS

1. Call to Order/Roll Call
2. Approval of Agenda
3. Public Comment
4. Requests and Presentation
 - A. Riley Poe- 513 West Elm Avenue NE, Waseca
 - B. Paul Snook- Update and Preview of EDA Website
 - C. Paul Snook- Email Marketing
5. Consent Agenda
 - A. February 9, 2022, Regular Meeting Minutes
 - B. Expenditures
6. Action Agenda
7. Reports
 - A. Grocery Store
 - B. EDA Powers
8. Next Meeting Date
 - A. April 13, 2022
9. Adjournment



To: Economic Development Authority

From: Paul Snook, Economic Development Recovery Coordinator
Lee Mattson, City Manager

Meeting Date: March 9, 2022

Subject: Item 4.B. - Economic Development Website Update

INTRODUCTION and BACKGROUND:

At the February 2022 meeting the EDA requested an update to the creation / design of the Economic Development website.

At its June 9, 2021 meeting, the EDA entered a Consultant Services Contract with Brand Acceleration, Inc. to provide Economic Development Website Design and Marketing.

CURRENT CIRCUMSTANCES:

Brand Acceleration, the company working to create the website is at the point of providing a “Test Link” is not “live” but is in a format for staff to review and provide feedback and refinement. That Test Link can be reviewed here:

<http://www.investwasecamn.com.php74-40.phx1-2.websitetestlink.com/>

The “Test Link” is fairly close to the point of going “live” online pending some further refinements and updates.

As an example of current editing and refinement work on the website, following are some changes based on staff feedback:

- Added the maps PDF to the TRANSPORTATION tab
- Created new map for the home / front page
- TARGET INDUSTRIES > ELECTRONICS – Changed “and eco-friendly electric off-road vehicles” to “and more.”
- TARGET INDUSTRIES > MEDICAL DEVICES – Added two sentences about Medical Alley
- LIFE > Changed “comfy coffeehouses” to “local coffee shops”

In addition, Brand Acceleration is advising and working with staff on a comprehensive range of issues from graphic details to inclusion of reports, also falling into the categories of targeting the message, and needing more information:

Following are examples of how Brand Acceleration (BA) is working with staff regarding feedback / comments:

- Success Stories – We (BA) understand the desire to show success stories; however, we don't think a page with all of those stories is the best way to do it. We know from experience that the analytics for pages like that are very low (i.e. visitors to the site rarely visit that type of page). Something we could do instead is a highlight block on each page. If you look at the bottom of [this page](#), you'll see we display client testimonials related to that page's topic. We can do that with short success stories on your site. We can review this option and see if there would be extra fees for programming.
- Decreasing Population Statistic – There's no way to remove this stat from the dashboard. If you have an explanation for the decreasing population that you want to include, we (BA) can add a footnote. This would be something like rezoning that changed the census area from previous years.
- Housing Study – If you send us (BA) this document, we can link it as a PDF.
- Underreported Internet Capabilities – Send us the updated speeds and notes about the planned improvements, we (BA) can update the copy.
- Housing Development – If you can give us a few bullet points about the planned housing development, we(BA) can add a couple of sentences to the copy.
- Photos – As you noted, some of the photos are not final. We (BA) need to review all the photos with you and discuss options for either 1) acquiring local photos or 2) purchasing appropriate stock.

Respectfully,

Lee A. Mattson
City Manager

Paul Snook
Economic Development Recovery Coordinator



To: Economic Development Authority

From: Paul Snook, Economic Development Recovery Coordinator
Lee Mattson, City Manager

Meeting Date: March 9, 2022

Subject: Economic Development Website / Email Marketing Campaign Proposal

INTRODUCTION and BACKGROUND:

At the February 2022 meeting the EDA requested that staff bring forward Brand Acceleration’s proposal for Email Marketing Campaign to accompany the development of the Economic Development website, of which the following is a “Test Link”:

<http://www.investwasecamn.com.php74-40.phx1-2.websitetestlink.com/>

At its June 9, 2021 meeting, the EDA entered a Consultant Services Contract with Brand Acceleration, Inc. to provide Economic Development Website Design and Marketing.

DISCUSSION:

Following is a summary from the Email Marketing Proposal from Brand Acceleration:

Brand Acceleration are experts in the very effective direct communications tool of email marketing, managing a huge nationwide database of over **18,000 contacts**/names, including:

- Site selection consultants
- Corporate executives
- Real estate professionals
- Economic development organizations

The plan for the City of Waseca Economic Development Authority would include the design, writing, programming, and distribution of four emailers that promote the many benefits of locating a business in Waseca. Of course, we would gladly include a list provided by the City

of Waseca Economic Development Authority. We offer the option of distributing four, six, or twelve times annually, at an adjusted cost.

Including multiple built-in click opportunities, the emailers will promote key messages, such as:

- Workforce
- Available Sites and/or Buildings
- Transportation Assets
- Life in Waseca

Social Media Boost

Within the two weeks following each emailer distribution, Brand Acceleration will post the emailer to its social media platforms, **currently followed by over 11,000 people**. This gives an additional boost to the click count of the emailers.

Click Reports

Approximately two weeks after each social media boost, and four weeks after the emailer distribution, Brand Acceleration will provide a traffic report to the City of Waseca Economic Development Authority that includes the following information:

- TOTAL OPENS (Opened once or multiple times)
- UNIQUE OPENS (Opened at least once)
- TOTAL CLICKS (Total clicks all links)
- UNIQUE CLICKS (Clicked at least one link)
- FORWARDS (Number of people who forwarded the e-mailer to another person)

The City of Waseca Economic Development Authority would also be able to view traffic bumps via website analytics.

Further detail is available in the attached **Exhibit A**, which breaks down the proposal based on the number of times annually the EMail distribution would take place.

BUDGET IMPACT:

The cost of the Email Marketing Campaign would depend on the number of times the four mailers are distributed to the targeted audience, which is outlined in the exhibit / proposal. The cost of this program could be funded through the Recovery Coordinator Grant, savings achieved by the current vacancy in the Economic Development Coordinator position, and cash reserves.

ACTION REQUESTED:

Direct staff as to the EDA's desires to undertake the Email Marketing Proposal as proposed by Brand Acceleration, and draft an agreement as presented in the proposal.

Respectfully,

Lee A. Mattson
City Manager

Paul Snook
Economic Development Recovery Coordinator

Scope of Work:
Email Marketing Campaign

Email and Social Media Marketing (4, 6, or 12 Distributions)

We love email marketing and have become experts in the art of this very effective direct communications tool. We have the luxury of managing a huge database of over 18,000 names, including site consultants, corporate executives, real estate professionals, and economic development organizations, nationwide.

Our plan for the City of Waseca Economic Development Authority would include the design, writing, programming, and distribution of four emailers that promote the many benefits of locating a business in Waseca. Of course, we would gladly include a list provided by the City of Waseca Economic Development Authority. We offer the option of distributing four, six, or twelve times annually.

Including multiple built-in click opportunities, the emailers will promote key messages, such as:

- Workforce
- Available Sites and/or Buildings
- Transportation Assets
- Life in Waseca

Social Media Boost

Within the two weeks following each emailer distribution, Brand Acceleration will post the emailer to its social media platforms, currently followed by over 11,000 people. This gives an additional boost to the click count of the emailers.

Click Reports

Approximately two weeks after each social media boost, and four weeks after the emailer distribution, Brand Acceleration will provide a traffic report to the City of Waseca Economic Development Authority that includes the following information:

- TOTAL OPENS (Opened once or multiple times)
- UNIQUE OPENS (Opened at least once)
- TOTAL CLICKS (Total clicks all links)
- UNIQUE CLICKS (Clicked at least one link)
- FORWARDS (Number of people who forwarded the e-mailer to another person)

The City of Waseca Economic Development Authority would also be able to view traffic bumps via website analytics.

Email Marketing Examples

(Click any to view)

ElectriCities of North Carolina

Six emailers distributed one every five weeks
to a database of approximately 18,000



51,000 Square-Foot Shell Building in Greenville, NC

Located in North Carolina's Bio Pharma Crescent region, the Indigreen Shell Building is one of many industrial buildings you'll find in North Carolina public power communities, allowing businesses immediate up-fit (and state and local incentives) so they can start operations more quickly than a new construction.



Building Specs:

- 51,000 square feet, expandable to 200,000 square feet
- 30' minimum clear height
- 42' x 42' column spacing
- About 7,500 bio pharma workers live nearby

[Click here to learn more.](#)

This is just one of our many available sites and buildings.

[Click here to see others.](#)

Strong Biotechnology Resources

With more than 60,000 people employed in biotechnology, North Carolina ranks #1 in bio manufacturing and pharma manufacturing (by total employment). Home to three Tier 1 research universities – UNC-Chapel Hill, Duke, and NC State – our state's many two- and four-year college and university life sciences programs produce more than 22,000 STEM graduates each year. With top-notch industry support, advocacy, and strategic policy provided by the North Carolina Biotechnology Center and free life sciences industry training at virtually all levels provided by the state and allies such as BioNetwork, it's no surprise that our public power communities are home to global biotechnology leaders such as Merck, Novo Nordisk, Pfizer, Thermo Fisher Scientific, and Fresenius Kabi.

[Click here to learn more about North Carolina's biotechnology industry and our other target industries.](#)



North Carolina's Public Power

North Carolina's electric rates are well below the national average. ElectriCities partners with 70+ member cities, towns, and university campuses to provide the state's most reliable electricity, competitive rates, and local service to more than 1.2 million residential, commercial, and industrial customers.

Making Business Affordable

Why has Forbes ranked North Carolina as the #1 state for business three years in a row? Our business costs are among the nation's lowest, including the lowest corporate tax rate. We're a right-to-work state with a robust transportation infrastructure that includes two international airports, two seaports, and a host of road and rail connections, plus a higher education system that graduates 22,500+ STEM degrees annually from 53 colleges and universities – including three top-tier research universities. It's also why Area Development's 2019 analysis of taxes, regulations, workforce development, and other business issues ranked us near the top.




CONTACT US


Brenda Daniels - Manager, Economic Development at 919-760-6363 or bdaniels@electricities.org
Carl Rees - Senior Economic Developer at 919-760-6315 or crees@electricities.org








Huntington Area Development Council

Four emailers distributed one every three months
to a database of approximately 18,000





**HUNTINGTON AREA
DEVELOPMENT COUNCIL**

- 
Business
Park
- 
Workforce &
Education
- 
Regional
Advantage
- 
HADCO's
Connectivity
- 
Community
Profile

WE HAVE SHOVEL-READY SITES READY FOR YOU

If you're eager to get your new operation up and running, let the Huntington, West Virginia area give you an advantage. shovel-ready and pad-ready sites in our business park! Our business park offers 65 available shovel-ready/pad-ready acres just 13 minutes from an Interstate 64 on-ramp. The shovel-ready HADCO Business Park is a 65-acre site that is located entirely in a TIF zone. The site has all utilities in place, a 100,750 SQ FT move-in ready building ideal for light manufacturing and warehousing, and a 20-acre pad ready for construction. Here's an [aerial view](#) of one of the park's best sites.

Looking instead for a custom-built facility? We have extensive experience with industrial building construction, so you can get your building up and working in far less time.

For more about these sites and other opportunities in the Huntington region, contact our team.

[HADCO Business Park](#)

360,000+ SKILLED WORKERS

Within an hour's drive, our region has more than 360,000 people who are accustomed to hard work, believe in a job well done, and bring a wide variety of skills. Our area is home to outstanding schools, including Marshall University, the Robert C. Byrd Institute, Mountwest Community & Technical College, Cabell County Career Technology Center, Bridge Valley Community & Technical College (known for its Advanced Manufacturing Technician Program), and Ashland Community & Technical College.

[Workforce & Education](#)

ADVANTAGES FOR YOUR SUCCESS

With a labor force of more than 363,000 within an hour's drive and abundant and remarkably affordable utilities, the Huntington region offers so many advantages to businesses. Local school districts and higher education providers keep our workforce strong by delivering employer-focused programs for in-demand areas.

[Regional Advantage](#)

FAST ACCESS EVERYWHERE

Our area offers multi-modal connectivity, including road, rail, and water. We're located within a single-day's truck drive of more than 162 million consumers, giving you fast Interstate and U.S. Highway connections to consumers and suppliers throughout North America. We have rail service from both Norfolk Southern and CSX. Plus, the Port of Huntington Tri-State is America's second-largest inland port (and sixth-largest U.S. port overall), moving more than 80 million tons annually of fossil fuels, raw materials and chemicals.

[HADCO Connectivity](#)

LIVE IN AMERICA'S BEST COMMUNITY

The Huntington area is a great place to do business ... and it's an outstanding place to call home. In fact, our city was recently named "America's Best Community." That may surprise you, but residents are proud of the friendly lifestyle, scenic surroundings, and top-quality educational and healthcare resources our area has to offer. From recreation, to the arts, to lively shopping, dining, and entertainment, Huntington offers everything your team will want.

[Community Profile](#)

[Explore Huntington's Geographic Advantage](#)



CONTACT INFORMATION

Huntington Area Development Council David Lieving President/CEO 916 Fifth Avenue, Suite 400	Huntington, West Virginia 25701 (304) 525-1161 dlieving@hadco.org http://hadco.org/
---	---

THANK YOU TO



Winston-Salem, North Carolina

Four emailers distributed one every two months
to a database of approximately 18,000

wsbi
WINSTON-SALEM BUSINESS INC.

100 Acres Ready for Your Success

Searching for a location with all the resources you need — and where you can lease ground right now? Winston-Salem's 60-acre Union Cross Industrial Center is **Build-Ready** and has received Food & Beverage Certification from **Master Consulting** and completed North Carolina Sea Certification Program. With about 60 acres still available, it's perfect for food industry businesses and manufacturers that want robust utilities and excellent internet access.

Union Cross Industrial Center is less than two miles from Interstate 40, under 17 miles from I-85, and less than 58 miles from I-77, giving you rapid truck access throughout the Eastern U.S., plus **Herbals** Southern regional service just 17.5 miles away in Greensboro. It's also 17 miles from Piedmont Triad International Airport.

Big utility users will appreciate plenty of headroom. The park is served by a 108 KV transmission circuit with lesser than 20,000 KW of capacity and two substations, each with 8,000 KW reserve capacity. The water system can handle up to 11 MGID, and is currently using just over a third of that. Sewer with retention, an average use amount is just 30 MGID of the 50 MGID capacity. No wonder industry leaders like **Herbals**, **Intermedical** and **Progress** call it a home. To see reasons why you should be here too, [click here](#).

AN AIRPORT WITH HIGH-FLYING OPPORTUNITIES

North Forsyth Airport (NFD) is a 1,000-acre, 175,000-sq-ft facility with a 5,200-foot runway and 52 taxiways. It offers on-site air rental and fueling, affordable lease rates, and a top-flight FBO with maintenance and customs services. Whether you operate a corporate fleet, or plan to launch private jets, or want to expand to accommodate inbound and outbound air cargo, North Forsyth is the place for you.



A UNIQUE BUSINESS PARK

Adjacent to historic Wake Forest University, **Wake Forest Park** offers growing companies 100,000 sq ft of office space and 100,000 sq ft of retail space, with greenfield sites, 100,000 sq ft of office space, and 100,000 sq ft of retail space. Wake Forest Park is ideally suited for manufacturing, food and beverage production, and research and development.



CREATING INNOVATIVE COLLABORATION

We've created a community that fosters discovery and development. The **Wake Forest Innovation District** is home to business groups, researchers, and entrepreneurs together in engine and energy labs, and production facilities here. In Wake Forest, healthcare, biomedical science, and information technology. Among the Quarter's assets are the \$100 million, 240,000 sq ft **Wake Forest Research Plaza** and **Wake Forest Innovation Center**, with several design-build projects to foster a strong biomedical ecosystem.



LIFE IS GOOD HERE

Winston-Salem is more than just a great place to do business. Life here is great for individuals and families, scientists and artists, employees and entrepreneurs. Our area provides the perfect blend of big-city excitement and small-town comfort, along with four distinct seasons and easy access to the mountains and the coast. The cost of living is reasonable, top-quality healthcare is abundant, and there's a rich heritage of nurturing artistic expression. [Click here to learn more about history in Winston-Salem.](#)



Contact: Bob Leak, Jr. President, Winston-Salem Business Inc.
100 W. Fourth Street, Winston-Salem, NC 27101 | 336.733.8933 | www.wsbusiness.com

Gadsden County, Florida

Four emailers distributed one every three months
to a database of approximately 18,000



ALL THE INGREDIENTS FOR FOOD BUSINESSES TO GROW

Gadsden County is located within Florida's bountiful agricultural region. [Food and beverage](#) businesses will find all the agricultural inputs they need here including citrus and other fruits, nuts, vegetables, grains, beef and dairy, poultry, and eggs. As one of the state's largest producers of cotton, the county is also ideal for fabric and clothing production.

Our [great logistics](#) have already drawn several food distribution companies to the county - many with cold-storage facilities. [Energy](#) is abundant and affordable here. And, companies like Supervalu benefit from proximity to huge consumer markets - more than 60 million within a days' drive. Add in easy access to ports on the Gulf of Mexico and the Atlantic Ocean, and Gadsden County businesses are connected to markets throughout the world.

[Five business](#) parks offer sites from one to hundreds of acres - plenty of space for operations of any size. Our parks also offer easy access to [Interstate 10](#) along with a labor force of more than a quarter million within just an hour's drive.

With endless agricultural inputs, plenty of energy, great logistics, and the [workers](#) they need, businesses find all the key ingredients for success in Gadsden County.



The "Right Zone" for Logistics and Distribution

Gadsden County offers easy [access to interstates](#) in all directions from any of its four interchanges on I-10. The region's outstanding transportation assets are being organized around a Foreign Trade Zone and Freight Logistics Zone - paving the way for growth. With our roads, railroads and port connectivity, logistics and distribution businesses can map a quick

Email Marketing Campaign Proposals

Email Marketing Proposal – Option A

City of Waseca Economic Development Authority
Mr. Paul Snook, Economic Development Recovery Coordinator
508 South State Street
Waseca, MN 56093
507-833-9284
pauls@ci.waseca.mn.us

Client: City of Waseca Economic Development Authority
Job #: WMN EM210301
Date: April 12, 2021
Project: **4 Emailers Distributed 4x Total**
Budget: \$18,000

For the purpose of promoting the business advantages of Waseca, we are proposing the production of four emailers which would be distributed four times (one each) over the course of one year. The overall project includes development of message strategy, copywriting, design, programming, and distribution of emailers to Brand Acceleration's proprietary list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

While each emailer would look similar, the message would rotate, focusing on different key topics. Topics may include:

- Workforce
- Available Sites and/or Buildings
- Transportation Assets
- Life in Waseca

Note that all subjects will be mentioned in each emailer, but the lead subject will be featured within the main body of the emailer.

Copywriting

Using available information and working with the client and available research findings, Brand Acceleration strategists will develop a message strategy that fully connects with the anticipated audience(s) in a powerful and emotional way. Our goal is to visually and verbally connect with the readers, encouraging them to respond.

Design

Bringing it all together, Brand Acceleration designers will create an emailer template that is consistent with the City of Waseca Economic Development Authority economic development website.

Programming

Once approved, the emailers will be programmed to add links directed to the City of Waseca Economic Development Authority website.

Distribution

The emailers will be distributed a total of four times (once each) over the span of one year. They will be sent to Brand Acceleration's list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

Additional database names, from the client, may be added to the list at no additional charge. The names on this list will *not* be added to the main Brand Acceleration list. We will not use the names you provide to market Brand Acceleration or any future clients.

Social Media Promotion

Within ten (10) days after each emailer distributes, Brand Acceleration will distribute each emailer to its social media platforms (LinkedIn, Facebook, and Twitter), reaching over 11,000 names.

Includes two (2) rounds of proofs and revisions per item (message strategy, copywriting, design, and programming). Additional proofs and revisions will result in additional charges. Photography is not included.

Initial to Agree

THESE COSTS ARE ESTIMATES, NOT QUOTATIONS

Cost estimates are subject to change because of client input and do not include media, custom or rights-managed photography, shipping, or taxes. Brand Acceleration ideas, suggestions and concepts are the property of Brand Acceleration until selected and approved by the client. This estimate is for the described work only and is based upon acceptance within one hundred twenty days. Printing, if included, is subject to as much as 10% overrun and will be invoiced accordingly. In the event this project is cancelled for any reason; Brand Acceleration will evaluate the project to determine its state of completion. Based on that percent of completion, client may receive a refund or an invoice for services and expenses.

WMN EM210301

Total Proposal: \$18,000

Approved By:

Date:

Terms: 50% due with signed proposal, 25% with copy approval (mid-project), balance invoiced upon completion of production and prior to distribution. Invoices due upon receipt.

Email Marketing Proposal – Option B

City of Waseca Economic Development Authority
Mr. Paul Snook, Economic Development Recovery Coordinator
508 South State Street
Waseca, MN 56093
507-833-9284
pauls@ci.waseca.mn.us

Client: City of Waseca Economic Development Authority
Job #: WMN EM210301
Date: April 12, 2021
Project: **4 Emailers Distributed 6x Total**
Budget: \$20,000

For the purpose of promoting the business advantages of Waseca, we are proposing the production of four emailers which would be distributed six times (two will be distributed twice and two will be distributed once) over the course of one year. The overall project includes development of message strategy, copywriting, design, programming, and distribution of emailers to Brand Acceleration's proprietary list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

While each emailer would look similar, the message would rotate, focusing on different key topics. Topics may include:

- Workforce
- Available Sites and/or Buildings
- Transportation Assets
- Life in Waseca

Note that all subjects will be mentioned in each emailer, but the lead subject will be featured within the main body of the emailer.

Copywriting

Using available information and working with the client and available research findings, Brand Acceleration strategists will develop a message strategy that fully connects with the anticipated audience(s) in a powerful and emotional way. Our goal is to visually and verbally connect with the readers, encouraging them to respond.

Design

Bringing it all together, Brand Acceleration designers will create an emailer template that is consistent with the City of Waseca Economic Development Authority website.

Programming

Once approved, the emailers will be programmed to add links directed to the City of Waseca Economic Development Authority website.

Distribution

The emailers will be distributed a total of six times (two will be distributed twice and two will be distributed once) over the span of one year. They will be sent to Brand Acceleration's list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

Additional database names, from the client, may be added to the list at no additional charge. The names on this list will *not* be added to the main Brand Acceleration list. We will not use the names you provide to market Brand Acceleration or any future clients.

Social Media Promotion

Within ten (10) days after each emailer distributes, Brand Acceleration will distribute each emailer to its social media platforms (LinkedIn, Facebook, and Twitter), reaching over 11,000 names.

Initial to Agree

Includes two (2) rounds of proofs and revisions per item (message strategy, copywriting, design, and programming). Additional proofs and revisions will result in additional charges. Photography is not included.

THESE COSTS ARE ESTIMATES, NOT QUOTATIONS

Cost estimates are subject to change because of client input and do not include media, custom or rights-managed photography, shipping, or taxes. Brand Acceleration ideas, suggestions and concepts are the property of Brand Acceleration until selected and approved by the client. This estimate is for the described work only and is based upon acceptance within one hundred twenty days. Printing, if included, is subject to as much as 10% overrun and will be invoiced accordingly. In the event this project is cancelled for any reason; Brand Acceleration will evaluate the project to determine its state of completion. Based on that percent of completion, client may receive a refund or an invoice for services and expenses.

WMN EM210301

Total Proposal: \$20,000

Approved By:

Date:

Terms: 50% due with signed proposal, 25% with copy approval (mid-project), balance invoiced upon completion of production and prior to distribution. Invoices due upon receipt.

Email Marketing Proposal – Option C

City of Waseca Economic Development Authority
Mr. Paul Snook, Economic Development Recovery Coordinator
508 South State Street
Waseca, MN 56093
507-833-9284
pauls@ci.waseca.mn.us

Client: City of Waseca Economic Development Authority
Job #: WMN EM210301
Date: April 12, 2021
Project: **4 Emailers Distributed 12x Total**
Budget: \$24,800

For the purpose of promoting the business advantages of Waseca, we are proposing the production of four (4) emailers which would be distributed twelve times (three times each) over the course of one year. The overall project includes development of message strategy, copywriting, design, programming, and distribution of emailers to Brand Acceleration's proprietary list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

While each emailer would look similar, the message would rotate, focusing on different key topics. Topics may include:

- Workforce
- Available Sites and/or Buildings
- Transportation Assets
- Life in Waseca

Note that all subjects will be mentioned in each emailer, but the lead subject will be featured within the main body of the emailer.

Copywriting

Using available information and working with the client and available research findings, Brand Acceleration strategists will develop a message strategy that fully connects with the anticipated audience(s) in a powerful and emotional way. Our goal is to visually and verbally connect with the readers, encouraging them to respond.

Design

Bringing it all together, Brand Acceleration designers will create an emailer template that is consistent with the City of Waseca Economic Development Authority website.

Programming

Once approved, the emailers will be programmed to add links directed to the City of Waseca Economic Development Authority website.

Distribution

The emailers will be distributed a total of twelve times (three times each) over the span of one year. They will be sent to Brand Accelerations list of over 18,000 site selection consultants, real estate brokers, c-suite executives, and economic developers nationwide.

Additional database names, from the client, may be added to the list at no additional charge. The names on this list will *not* be added to the main Brand Acceleration list. We will not use the names you provide to market Brand Acceleration or any future clients.

Social Media Promotion

Within ten (10) days after each emailer distributes, Brand Acceleration will distribute each emailer to its social media platforms (LinkedIn, Facebook, and Twitter), reaching over 11,000 names.

Includes two (2) rounds of proofs and revisions per item (message strategy, copywriting, design, and programming). Additional proofs and revisions will result in additional charges. Photography is not included.

Initial to Agree

THESE COSTS ARE ESTIMATES, NOT QUOTATIONS

Cost estimates are subject to change because of client input and do not include media, custom or rights-managed photography, shipping, or taxes. Brand Acceleration ideas, suggestions and concepts are the property of Brand Acceleration until selected and approved by the client. This estimate is for the described work only and is based upon acceptance within one hundred twenty days. Printing, if included, is subject to as much as 10% overrun and will be invoiced accordingly. In the event this project is cancelled for any reason; Brand Acceleration will evaluate the project to determine its state of completion. Based on that percent of completion, client may receive a refund or an invoice for services and expenses.

WMN EM210301

Total Proposal: \$24,800

Approved By:

Date:

Terms: 50% due with signed proposal, 25% with copy approval (mid-project), balance invoiced upon completion.

MINUTES
ECONOMIC DEVELOPMENT AUTHORITY MEETING
WEDNESDAY, FEBRUARY 9, 2022
12:00 NOON
CITY COUNCIL CHAMBERS

1. Call to Order/Roll Call

The meeting was called to order at 12:00 p.m. by President Greg Kaelberer.

Members Present: Ann Fitch
 John Fossum
 Greg Kaelberer
 Lucas Kruse; (12:07 p.m.)
 John Mansfield
 Robert Tackett

Members Absent: Roy Srp

Staff Present: Lee Mattson, City Manager/EDA Executive Director
 Mike Anderson, Assistant to the City Manager
 Paul Snook, Economic Recovery Coordinator
 Julia Hall, Administrative Clerk

2. Approval of Agenda

It was moved by Fitch, seconded by Mansfield, to approve the agenda as presented; the motion carried 5-0.

3. Public Comment

No public comments were received.

4. Requests and Presentation

No items were requested or presented.

5. Consent Agenda

- A. January 12, 2022, Regular Meeting Minutes
- B. Expenditures

It was moved by Fitch seconded by Fossum, to approve the Consent Agenda as presented; the motion carried 5-0.

6. Action Agenda

- A. Introducing New Members
 - Robert Tackett
 - John Fossum
- B. Loan Committee Appointments
 - Committee Members
 - 1. John Fossum
 - 2. Lucas Kruse
 - 3. Robert Tackett
 - Committee Alternate
 - 1. Ann Fitch

Motion was made to approve loan committee appointments by Mansfield, seconded by Kaelberer; the motion carried 6-0.

7. Reports

A. Grocery Store

- Lee Mattson presented that there are ongoing conversations with possible operators and noted that a need for significant incentives including tax incentives and free land have been suggested as a requirement of some operators who might consider Waseca.

8. Next Meeting Date

March 9, 2022

9. Adjournment

It was moved by Fitch, seconded by Tackett, to adjourn the meeting at 12:46; the motion carried 6-0.

Respectively Submitted,

Julia Hall
Administrative Clerk

Check Issue Date	Check Number	Payee	Description	Invoice GL Account	Check Amount
Economic Development-General f					
02/10/2022	20220099	Flaherty & Hood PA	January Legal Fees	261-46700-3000	807.50
02/24/2022	157740	Maxfield Research & Consulting	Housing Study	261-46700-3000	8,832.88
02/24/2022	157740	Maxfield Research & Consulting	Housing Study	261-46700-3000	8,750.00
Total 261467003000:					18,390.38
02/10/2022	20220132	Waseca Area Chamber of Commerce	2022 Contribution	261-46700-4330	175.00
Total 261467004330:					175.00
Total Economic Development-General f:					18,565.38
Grand Totals:					18,565.38

Title:	City Manager Report: Grocery Store		
Meeting Date:	March 1, 2022	Agenda Item Number:	7A
Action:	<input type="checkbox"/> MOTION <input type="checkbox"/> REQUESTS/PRESENTATIONS <input type="checkbox"/> RESOLUTION <input type="checkbox"/> ORDINANCE <input checked="" type="checkbox"/> DISCUSSION	Supporting Documents:	
Originating Department:	Administration	Presented By:	City Manager
Approved By City Manager: <input checked="" type="checkbox"/>			
How does this item pertain to Vision 2030 goals?	Leveraging Economic Development and High Quality Community Assets		

Grocery wholesaler Spartan Nash advised the City that they completed their market study on Waseca and provided the results to three stores/chains that they work with for their consideration. After reviewing the information, all three companies declined further investigation of the Waseca market. The contents of the study are proprietary information, but Spartan Nash was willing to share the following concerns regarding the Waseca market:

1. The fact that so many people work in more developed towns that over many options to shop and people seem to shop in those areas
2. Walmart is underperforming for a Walmart
3. The fact that an independent store would have to be higher priced and would not be competitive with Walmart experience shows that people say they are not as price conscious but traditionally it is the overwhelming #1 reason shoppers pick a store and with larger better stores relatively close it is relatively easy to get better merchandise in the market
4. Discussion with Cash Wise who is generally looked at as a moderate priced retailer (especially compared to HyVee)
5. Former Cash Wise store is anywhere between 40-60% overpriced for occupancy costs