

AGENDA
ECONOMIC DEVELOPMENT AUTHORITY MEETING
WEDNESDAY, DECEMBER 14, 2022
12:00 NOON
CITY COUNCIL CHAMBERS

1. Call to Order/Roll Call
2. Approval of Agenda
3. Public Comment
4. Requests and Presentation
5. Consent Agenda
 - A. November 9, 2022, Regular Meeting Minutes
 - B. Expenditures (November & December)
6. Action Agenda
 - A. Resolution 22-61 EDA Tax Levy
 - B. Approval of 2023 Meeting dates
 - C. Retail Trade Area Market Share Analysis and Hotel feasibility study
7. Reports
 - A. Report from Paul Snook, Economic Recovery Coordinator
 - Community Venture Network 12/2 meeting
 - B. Report from Tina Wilson, Economic Development Manager
 - Recovery Coordinator Grant update
 - Rural Business Development Grant (nee RBEG) update
 - GT Express DEED reclamation grant application
 - Economic Development Training and Site Selectors events in 2023
 - 1005 N State Street Coffee Shop
 - Food Co-op/Cedar Crates Farm
8. Next Meeting Date
 - A. January 11, 2023, at noon, Waseca City Council Chambers
9. Adjournment

**MINUTES
ECONOMIC DEVELOPMENT AUTHORITY MEETING
WEDNESDAY, NOVEMBER 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: Greg Kaelberer
 Ann Fitch
 John Fossom
 John Mansfield
 Lucas Kruse
 Roy Srp

Members Absent: Robert Tackett

Staff Present: Lee Mattson, City Manager
 Tina Wilson, PCED, Economic Development Manager
 Julia Hall, City Clerk

2. Approval of Agenda

Moved by Srp to approve agenda with item 7C added: Report from Lee Mattson; City Manager, seconded by Fitch; motion carried 6-0.

3. Public Comment

A. none

4. Requests and Presentation

A. none

5. Consent Agenda

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

Moved by Srp, to approve consent agenda with the removal of the expenditures, seconded by Fossom; motion carried 5-0.

6. Action Agenda

- A. Retail Trade Area and Market Share Analysis.
More information will be coming on this analysis at the December meeting. It is requested that the analysis includes more information than just grocery, as well as looking at the options for an “Airbnb or VRBO”
- B. Discover Waseca Tourism Advertising request
It was agreed that there will be a pause on adding an article in the Discover Waseca Magazine.

7. Reports
 - A. Report from Tina Wilson, PCED, Economic Development Manager
 - GT Express update:
 - Grant was filed by GT Express, and rewarding will not be known for a few months.
 - B. Report from Tina Wilson PCED, Economic Development Manager
 - With the shift in staff, we will be pausing our consideration of using of Monday.com
 - The yellow house on North State Street has been purchased by Taylor Gates and has been demolished, he is working with the city to work on variances as well as requirements from MNDot.
 - The tax abatement program is up and running. Applications and brochures are at City Hall and will be handed out with permits. Still working with Waseca County on a combined tax abatement program.
 - There are several projects in conversation but not yet set to go forward.
 - C. Report from Lee Mattson, City Manager
 - The Recovery Coordinator position is not being extended past December 30, 2022.
 - Southwest Minnesota Housing Partnership is looking to close on 2 apartment buildings with a grant that was previously awarded to them.
8. Next Meeting Date
 - A. December 14, 2022 at noon in City Council Chambers
9. Adjournment

Moved by Srp and seconded by Mansfield, to adjourn the meeting at 12:59; motion carried 6-0.

Respectively Submitted,

Julia Hall
City Clerk

LIST OF EXPENDITURES

5B

November 9th, 2022

=====

Econ Development	<u>2,979.30</u>	
Total Gross Payroll	2,979.30	
*Less- Payroll Deductions	<u>(1,298.36)</u>	
Net Payroll Cost		\$ 1,680.94

*These costs are included in Accounts Payable totals below

Accounts Payable

Expenditures dated:	
October 6, 2022-November 8, 2022	
Bank ACH Withdrawals.....	<u>6,830.00</u>
GRAND TOTAL EXPENDITURES	<u>\$ 8,510.94</u>

LIST OF EXPENDITURES

December 14, 2022

=====

Econ Development	<u>2,979.30</u>	
Total Gross Payroll	2,979.30	
*Less- Payroll Deductions	<u>(1,298.36)</u>	
Net Payroll Cost		\$ 1,680.95

*These costs are included in Accounts Payable totals below

Accounts Payable

Expenditures dated:	
November 9, 2022-December 01, 2022	
Bank ACH Withdrawals.....	<u>6,830.00</u>
GRAND TOTAL EXPENDITURES	<u>\$ 8,510.95</u>

Check Issue Date	Check Number	Payee	Description	Invoice GL Account	Check Amount
Economic Development-General f					
12/01/2022	20220954	Flaherty & Hood PA	October Legal Fees	261-46700-3000	1,080.00
Total 261467003000:					1,080.00
11/10/2022	158656	Conway Data Inc	Advertising magazine	261-46700-3100	3,750.00
Total 261467003100:					3,750.00
11/10/2022	158661	Junior Achievement	EDA Contribution	261-46700-4330	2,000.00
Total 261467004330:					2,000.00
Total Economic Development-General f:					6,830.00
Grand Totals:					6,830.00

FINANCE DEPARTMENT

MEMORANDUM

6A

TO: Greg Kaelberer, Waseca EDA President
EDA Board

FROM: Alicia Fischer
Finance Director

MEETING DATE: December 14, 2022

SUBJECT: EDA Budget 2023
Resolution #22-61 Approving EDA 2023 Levy

ATTACHMENTS: EDA 2023 Budget and Resolution

INTRODUCTION

For the 2023 budget process it is necessary for the EDA to adopt a levy and make budget recommendations to the City Council.

By request from the EDA Board's recommendations from the September 14th, 2022, meeting, the suggested budget presented to the EDA is based on the financial needs required to accomplish the goals and objectives that were previously set by the EDA.

2022 BUDGET EXPENDITURES

The proposed EDA 2023 Budget information is attached for your review. Changes from the 2023 budget presented back in September are highlighted below:

- Decrease in Personnel Costs \$(5,932)
 - o 3% Wage Adjustment
 - o Restructured Health Insurance Plan

With these additional decreases it leaves a projected surplus of \$24,193 to be rolled into the EDA reserves for future projects and/or loans. The projected fund balance reserves will be \$641,853 as budgeted with a cash balance of \$248,000 projected at the end of 2023.

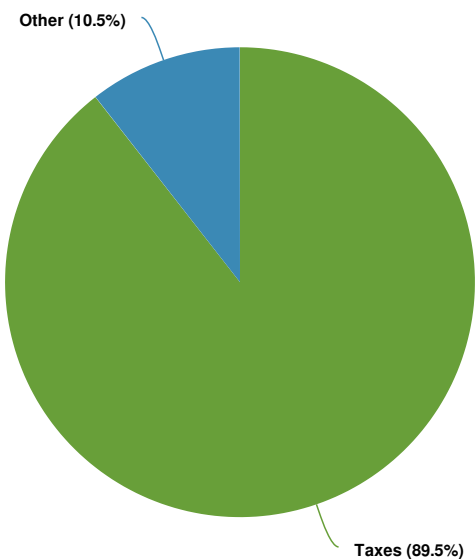
STAFF RECOMMENDATION

Staff is recommending that the Economic Development Authority make a motion to recommend to the City of Waseca to approve Resolution No. 22-61 approving the final City of Waseca Economic Development Authority Tax Levy Collectible in 2023 for the Benefit of the Authority to Conduct Development and Redevelopment Activities Allowed under Minnesota Statute setting the maximum allowable levy. Following approval of the EDA Levy Resolution the information will be sent to Council for approval. Upon recommendation from the EDA and the City Council, the levy amount will be certified to the County to meet the required December deadline.

Economic Development

Revenues by Source

Projected 2023 Revenues by Source



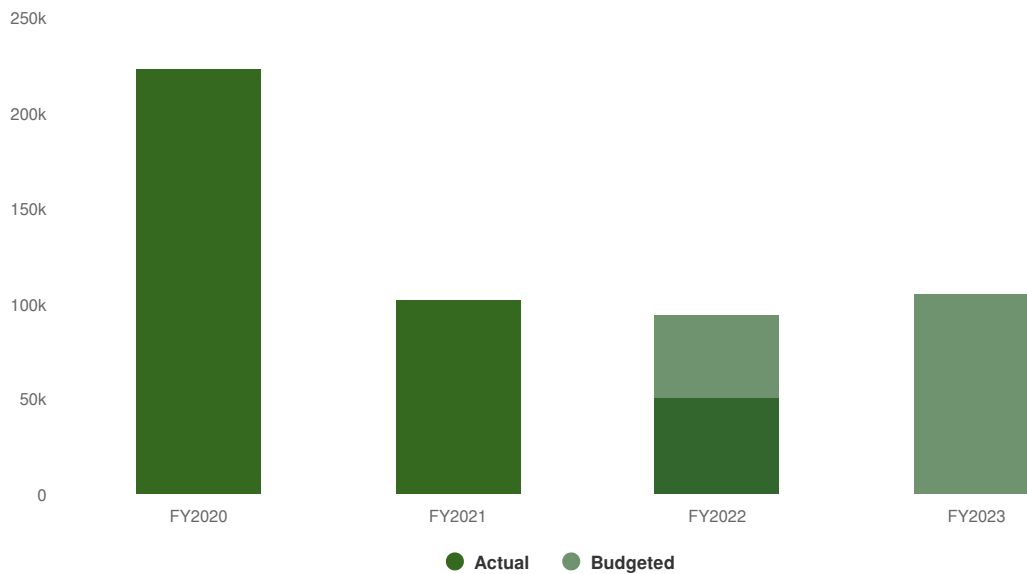
Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
Revenue Source							
Taxes							
Property Taxes	261-31010-0000	\$86,775	\$94,433	\$43,257	\$92,604	\$94,125	1.6%
Mobile Home Tax	261-31030-0000	\$84	\$120	\$8	\$0	\$0	0%
Total Taxes:		\$86,858	\$94,553	\$43,265	\$92,604	\$94,125	1.6%
Intergovernmental Revenues							
Federal Grant Funding	261-33140-0000	\$111,661	\$0	\$0	\$0	\$0	0%
County Misc. Payments	261-33630-0000	\$15,000	\$0	\$0	\$0	\$0	0%
Total Intergovernmental Revenues:		\$126,661	\$0	\$0	\$0	\$0	0%
Other							
Interest on Loans	261-36205-0000	\$4,598	\$7,090	\$7,494	\$0	\$9,000	N/A

Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
Interest Earnings	261-36210-0000	\$4,602	\$346	\$0	\$1,500	\$2,000	33.3%
Miscellaneous Revenue	261-36250-0000	\$800	\$120	\$0	\$100	\$100	0%
Total Other:		\$9,999	\$7,556	\$7,494	\$1,600	\$11,100	593.8%
Total Revenue Source:		\$223,518	\$102,109	\$50,759	\$94,204	\$105,225	11.7%

Revenues Summary

105,225 **\$11,021**
(11.70% vs. prior year)

Economic Development Proposed and Historical Budget vs. Actual



Note: The increased revenues in 2020 was due to the Economic Development Authority (EDA) dispersing loans to businesses due to the COVID-19 pandemic and the City of Waseca reimbursing the EDA for the forgivable portion of those loans through the CARES Act.

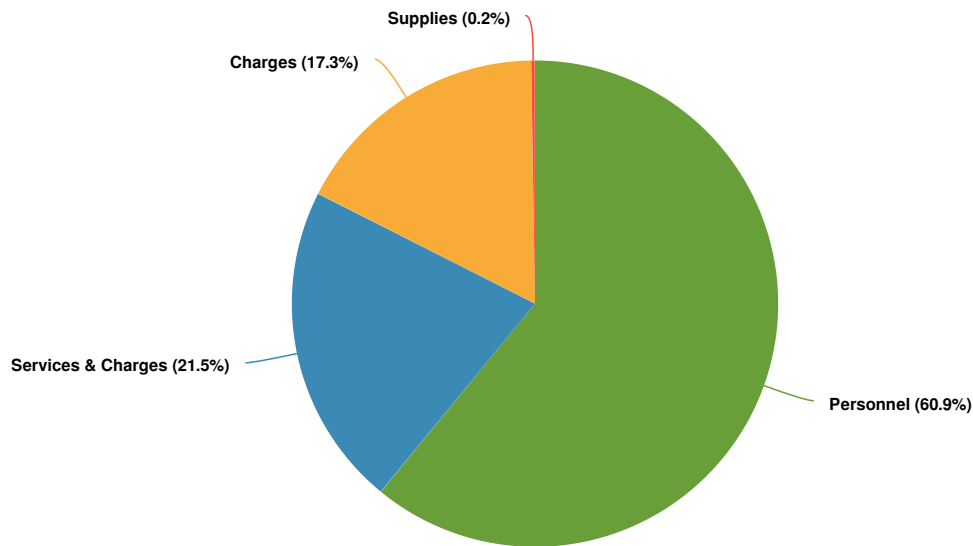
Expenditures Summary

81,032 **-\$4,206**
(-4.93% vs. prior year)

Note: The increased expenditures in 2020 was due to the Economic Development Authority dispersing loans to businesses due to the COVID-19 pandemic.

Expenditures by Expense Type

Budgeted Expenditures by Expense Type



Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
Expense Objects							
Personnel							
Salaries							
Regular Employees	261-46700-1010	\$35,869	\$40,148	\$7,504	\$40,276	\$36,774	-8.7%
139 - Wages - Economic Development Manager	261-46700-1010	\$0	\$0	\$0	\$0	\$36,774	N/A
Cellphone Reimbursement	261-46700-1090	\$23	\$270	\$0	\$0	\$248	N/A

Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
<i>139 - Cellphone Reimbursement - Economic Development Manager</i>	261-46700-1090	\$0	\$0	\$0	\$0	\$248	N/A
Total Salaries:		\$35,891	\$40,418	\$7,504	\$40,276	\$37,022	-8.1%
Benefits							
Severance Pay	261-46700-1110	\$0	\$0	\$4,226	\$0	\$0	N/A
FICA	261-46700-1200	\$2,224	\$2,489	\$461	\$2,497	\$2,280	-8.7%
<i>139 - FICA - Economic Development Manager</i>	261-46700-1200	\$0	\$0	\$0	\$0	\$2,280	N/A
PERA	261-46700-1210	\$2,690	\$2,861	\$413	\$3,021	\$2,758	-8.7%
<i>139 - PERA - Economic Development Manager</i>	261-46700-1210	\$0	\$0	\$0	\$0	\$2,758	N/A
Medicare	261-46700-1220	\$520	\$582	\$108	\$584	\$533	-8.7%
<i>139 - Medicare - Economic Development Manager</i>	261-46700-1220	\$0	\$0	\$0	\$0	\$533	N/A
Insurance	261-46700-1300	\$3,467	\$4,280	\$884	\$4,536	\$4,676	3.1%
<i>139 - Health Insurance - Economic Development Manager</i>	261-46700-1300	\$0	\$0	\$0	\$0	\$4,676	N/A
VEBA/HSA Trust Funding	261-46700-1310	\$2,198	\$2,145	\$415	\$2,127	\$1,566	-26.4%
<i>139 - VEBA/HSA Contribution ER - Economic Development Manager</i>	261-46700-1310	\$0	\$0	\$0	\$0	\$1,566	N/A
Life Insurance	261-46700-1330	\$51	\$50	\$25	\$100	\$138	38%
<i>139 - Life Insurance - Economic Development Manager</i>	261-46700-1330	\$0	\$0	\$0	\$0	\$138	N/A
Disability Insurance	261-46700-1340	\$146	\$155	\$12	\$149	\$136	-8.7%
<i>139 - LTD - Economic Development Manager</i>	261-46700-1340	\$0	\$0	\$0	\$0	\$136	N/A

Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
Worker's Comp Expense	261-46700-1510	\$1,683	\$1,921	\$227	\$298	\$272	-8.7%
<i>139 - Workers Compensation - Economic Development Manager</i>	261-46700-1510	\$0	\$0	\$0	\$0	\$272	N/A
Total Benefits:		\$12,979	\$14,483	\$6,771	\$13,312	\$12,360	-7.2%
Total Personnel:		\$48,871	\$54,901	\$14,275	\$53,588	\$49,382	-7.8%
Supplies							
General Supplies	261-46700-2170	\$91	\$129	\$0	\$200	\$200	0%
Total Supplies:		\$91	\$129	\$0	\$200	\$200	0%
Services & Charges							
Professional Services	261-46700-3000	\$38,056	\$44,988	\$21,444	\$10,000	\$10,000	0%
Audit Fees	261-46700-3001	\$85	\$0	\$0	\$100	\$100	0%
Contractual Services	261-46700-3100	\$0	\$5,366	\$0	\$5,000	\$5,000	0%
Postage	261-46700-3200	\$230	\$60	\$0	\$200	\$200	0%
Conferences and Schools	261-46700-3300	\$389	\$775	\$94	\$1,500	\$1,500	0%
Printing and Publishing	261-46700-3500	\$1,858	\$9	\$0	\$650	\$650	0%
Total Services & Charges:		\$40,618	\$51,198	\$21,537	\$17,450	\$17,450	0%
Charges							
Forgiven COVID Loans	261-46700-4100	\$111,640	\$0	\$0	\$0	\$0	0%
Dues and Subscriptions	261-46700-4330	\$12,008	\$13,620	\$12,072	\$14,000	\$14,000	0%
<i>Chamber Membership</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$525	N/A
<i>Greater MN Partnership</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$1,000	N/A

Name	Account ID	FY2020 Actual	FY2021 Actual	FY2022 Actual	FY2022 Budgeted	FY2023 Budgeted	FY2022 Budgeted vs. FY2023 Budgeted (% Change)
<i>Greenseam Pledge Final Year</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$7,500	N/A
<i>EDAM</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$295	N/A
<i>Minneapolis/St. Paul Business Journal</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$145	N/A
<i>Essex Capital CVN Memembership</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$2,500	N/A
<i>Junior Achievement</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$2,000	N/A
<i>Other</i>	261-46700-4330	\$0	\$0	\$0	\$0	\$35	N/A
Total Charges:		\$123,648	\$13,620	\$12,072	\$14,000	\$14,000	0%
Total Expense Objects:		\$213,227	\$119,847	\$47,884	\$85,238	\$81,032	-4.9%

RESOLUTION NO. 22-61
A RESOLUTION OF THE WASECA CITY COUNCIL
APPROVING THE FINAL CITY OF WASECA ECONOMIC
DEVELOPMENT AUTHORITY TAX LEVY
COLLECTIBLE IN 2023

WHEREAS, the City of Waseca Economic Development Authority, State of Minnesota, requires Property Tax to provide needed and necessary services to the citizens of the City of Waseca; and

WHEREAS, the preliminary tax levy was adopted September 20, 2022 by the Waseca City Council; and

WHEREAS, the City Council has reviewed budget requests from the EDA and has made a determination of the Property Tax required to support EDA operations for the Calendar Year 2022; and

WHEREAS, State law requires adoption of the 2023 final City of Waseca tax levy by December 28, 2022.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Waseca, Waseca County, Minnesota, that the following sum of money is proposed to be levied for the current year, collectible in 2023 upon the taxable property in said City of Waseca for the following purposes:

Economic Development Authority Levy	<u>\$ 94,124</u>
--	-------------------------

BE IT FURTHER RESOLVED that the City Clerk is hereby instructed to transmit a certified copy of this resolution to the County Auditor of Waseca County, Minnesota, as required by law.

Adopted this 20th day of December, 2022.

R. D. SRP
MAYOR

ATTEST:

JULIA HALL
CITY CLERK

2023
ECONOMIC DEVELOPMENT AUTHORITY MEETING DATES

The following regular meetings are scheduled for the 2nd Wednesday of each month at 12:00 noon, unless otherwise noted.

January 11
February 8
March 8
April 12
May 10
June 14
July 12
August 9
September 13
October 11
November 8
December 13

ECONOMIC DEVELOPMENT M E M O R A N D U M

6C

TO: Carl C, Sonnenberg, Interim City Manager
Greg Kaelberer, Waseca EDA President
Economic Development Authority Board

FROM: Tina Wilson
Economic Development Manager

MEETING DATE: December 14, 2022

SUBJECT: Brief synopsis of the Hotel Feasibility Study, 2017 to present

Background:

At the November 9th meeting of the Waseca Economic Development Authority (WEDA) the subject of potential expansion of retail and hotel opportunities was discussed. The EDA board requested a brief synopsis of events related to the past Hotel Study and options.

Synopsis:

The city commissioned a Hotel Feasibility Study which was received in April 2017. This study covered potential locations, class of hotel and possible additional businesses to co-locate. Existing lodging facilities were reviewed and found lacking.

The results of the Hotel Study indicated that there were two potential locations for a hotel. The study also indicated that having a gas station and accompanying c-store would be good. The locations mentioned were at the Highway 14 Interchanges, South and West. Each location had pros and cons.

The draw back to the West Interchange was a lack of water and sewer infrastructure; plenty of land but no city services in the location.

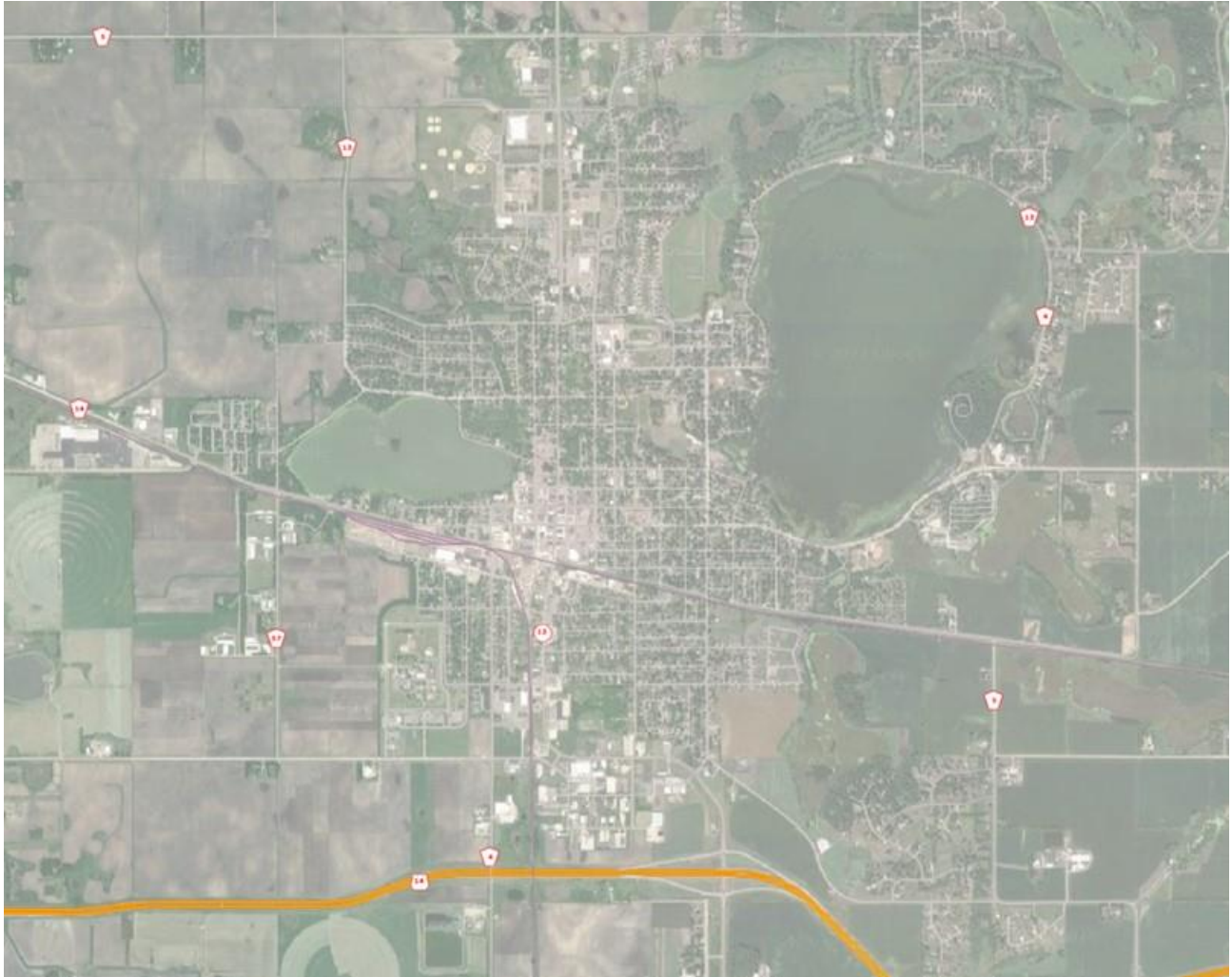
The draw back to the South Interchange was a lack of available land to develop; plenty of city services but no city owned land to develop.

The city pursued and secured an option to purchase land owned by Woodville Holdings, located near the south interchange. By placing an option on this developable land, the city would have control of potential development. Around the same time, the Harguth family offered up their property to the EDA for purchase consideration.

The RFP was released in October 2019, with a due date of January 2020. No responses were received.

The purchase option was allowed to lapse. A letter was sent to the Harguth family declining to purchase due to EDA directing their efforts to giving covid assistance

***Proposal – A Retail Trade Area Analysis and Market Study
for Grocery, General Merchandise & Lodging – Waseca, Minnesota***



Prepared on November 17, 2022



***Cardinal
Geographics***

***Planning / Land Use / Geospatial Services
Real Estate / Site Selection / Transportation***

***Brett J. Lucas
Owner/Principal
Cardinal Geographics
1811 S. Canyon Woods Ln.
Spokane, WA 99224
Phone: 360-635-2463 (cell)
Email: cardgeog@gmail.com***

Client: Waseca Economic Development Authority - Waseca, Minnesota

Research: This research would provide a third-party evaluation of the retail market for greater Waseca, including present and future retail demand. The focus of the analysis will include a grocery retailer, a general merchandise retailer, and a potential new lodging establishment.

Setting: The City of Waseca, Minnesota is located in south-central Minnesota, approximately 71 miles south of Minneapolis/St. Paul, 28 miles east of Mankato, 24 miles southwest of Faribault, and 16 miles west of Owatonna. Waseca is the county seat of Waseca County. Waseca competes locally with Mankato, Faribault, Owatonna, Albert Lea, and Rochester on a regional scale.

Waseca was developed along railroad lines, with the first depot being built in 1887 to serve both the e/w and n/s rail lines that went through town. The current railroad depot was built in 1912 by the Chicago & Northwestern Railroad, and serves as an anchor to the south end of the downtown retail landscape.

Waseca has population of 9,229 as of the 2020 Census, down 1.9% from the 2010 Census, though there has been population gain from previous censuses. Population growth at the county level has been somewhat stagnant, with some decreases. The county population sits at approximately 19,000 people as of the 2020 Census.

US-14 is the primary east/west highway (divided/four lanes) that runs from Mankato to Rochester. US-14 going eastward towards Owatonna, provides access to I-35, which then provides access to markets in both Minneapolis and Des Moines.

Retail Background: Retail has historically developed in downtown Waseca centered near the intersection of State Street and Old US 14 which is located north of the railroad tracks and the train depot. Before widespread use of the automobile, this was the starting off point for people coming into Waseca when arriving by train.

The retail mix of Waseca's downtown was fairly typical of smaller Minnesota towns with mercantile stores, department stores, apparel retailers, catalog retailers, shoe stores, and 5 and dime stores. Up until 1986, downtown Waseca still had a JCPenney store, as JCPenney was starting to consolidate downtown locations to larger sites or mall locations in places such as Mankato, Faribault, and Rochester. During the 1970's, downtown retailers included JCPenney, Montgomery Ward (catalog), Wolf's, Guyer & Larson, Ben Franklin, and Sampsons Shoes to name a few. Downtown still remains vibrant as the retail mix has shifted to more boutique retailers and restaurants. Even Domino's Pizza has chosen a downtown store front and has adapted it to their business model of take out or delivery pizza.

In the early 1980's retail started to shift from downtown to the north along State Street, closer to where the current high school sits. The newer retail is much more 'auto-centric' with banks/credit unions, Quick Service Restaurants (QSR's or fast food), grocery stores, general merchandise retailers, specialty retailers, and big box retailers. This is evident with retailers such as Bomgaars (farm & ranch), McDonald's, Burger King, Dollar Tree and Walmart. While Waseca has been successful in attracting some retailers, there has been some challenges, as both Taco John's and Dollar General have closed locations a few years back as well as Hy-Vee recently leaving the market, leaving a gap in terms of a full-service grocery store other than Walmart and some food items at Dollar Tree. In the gas station/convenience store (C-Store) segment, both Iowa based Casey's and Wisconsin based Kwik Trip have seen success in Waseca with the opening of second locations.

On the next page is a map showing the existing retail scene north of downtown Waseca.



Retail scene north of downtown Waseca.

On the next page is a table and map that looks at some of the retail success and challenges, identifying the size of the center/building, year constructed and the current tenant situation. Data is from the Waseca County Assessor.

Location/Address	History
1230 – 1300 N State Street	1230 - is the former Hy-Vee store site that is currently vacant. Building was constructed in 1988. Space is approximately 33,000 SF.
	1300 - is the former Walmart site that is currently occupied by Bomgaars. Building was constructed in 1986. Space is approximately 41,000 SF.
North Ridge Plaza 120 – 220 17 th Ave NE (Included is Edward Jones & Pizza Ranch)	120 - is occupied by Dollar Tree. The site was developed in 1977. Space is approximately 14,600 SF
	132 - is occupied by TEAM Academy Charter School. The site was developed in 1977. Space is approximately 17,500 SF.
2000 N State Street	This site was formerly occupied by Dollar General. This site was developed in 2006. Space is approximately 9,100 SF.
2103 N State Street	This site is currently occupied by Walmart. This site was built in 2005. Space is approximately 101,000 SF



Locations of the addresses discussed in the table above.

Scope of Work: Define an appropriate trade area (primary, secondary) for the City of Waseca (with a secondary analysis of Waseca County). A retail analysis would include the following steps:

- a. What is the existing and planned retail market in the greater Waseca area?
- b. What is the trade area that currently serves retail in Waseca and regionally?
- c. What does the Waseca area retail sales surplus/leakage look like.
- d. What are the current and projected trade area population and demographic characteristics?
- e. What are the trade area psychographics (lifestyles)?
- f. What is the current and projected growth for retail expenditures from 2020 to 2030 and beyond?
- g. What additional components (i.e., daytime employment base, commute patterns, etc.) available to help support local/regional retail?
- h. Analyze consumer expenditures to determine the potential retail demand for goods and services within the trade area.
- i. What are the determinants (catalysts or impediments) for retail surpluses/leakage?
- j. What types of retail are supportable and should be attracted to Waseca? What are their anticipated sales volumes?
- k. Provide retail development strategies for region.
- l. Specifically discuss strategies for a grocer like Aldi or Fareway Stores.
- m. What future steps are needed to attract retail? This includes a complementary analysis based on trade area study findings; including mapping of residential, demographic, economic information, and surveys of shopping habits.
- n. What does the lodging landscape look like in south central Minnesota? Look at locations, available rooms, occupancy rates, etc. to see if Waseca could support another hotel (including the possibility of a location off US 14). Can Waseca also serve as a lodging relief valve for Mankato?

Retail Types: The following retail types will be specifically analyzed.

- a. Grocery retailers – anchor and non-anchor
- b. General merchandise retailers – anchor and non-anchor
- c. Dining – QSR's, fast casual, casual, and upscale casual
- d. Lodging – economy and mid-range

Deliverables: A detailed written report as identified under the project scope of work. The report will include a determination and analysis of the area's retail sales surplus/leakage, potential sales estimates, analysis of consumer expenditures, providing some general retail development strategies for region, and discuss future steps to attract retail. Also included is an analysis of lodging potential based on data from Smith Travel Research.

Report Cost: The overall cost for the retail report includes data collection, data cleanup and organization, GIS services (map creation), Business Analyst Reports, graphs/charts, analysis of the study area, and written narrative.

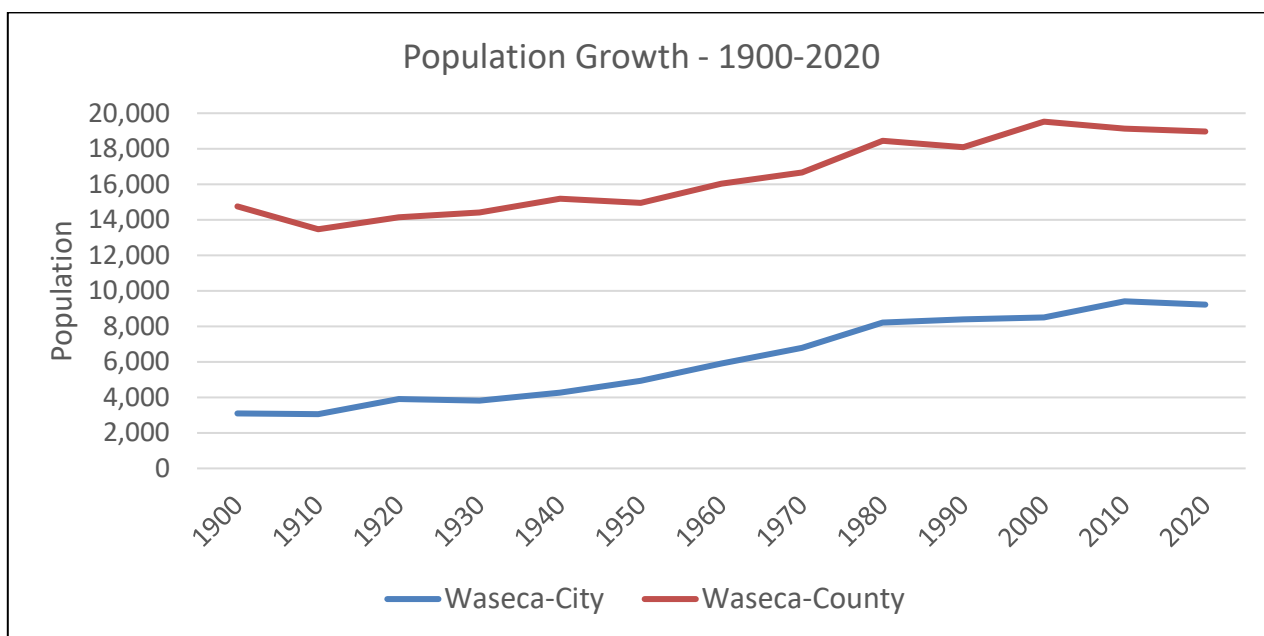
Total Cost: Breakdown of the total project costs.

Description	Amount
Preliminary research	\$600.00
Data acquisition – lodging data from STR	\$1,200.00
Final Report (Brett Lucas) – based on the following time	
GIS/maps/charts/detailed research – 38 hrs @ \$65/hr	\$2,470.00
Analysis/Compilation – 38 hrs @ \$65/hr	\$2,470.00
Written Narrative – 30 hrs @ \$70/hr	\$2,100.00
GRAND TOTAL	\$8,840.00

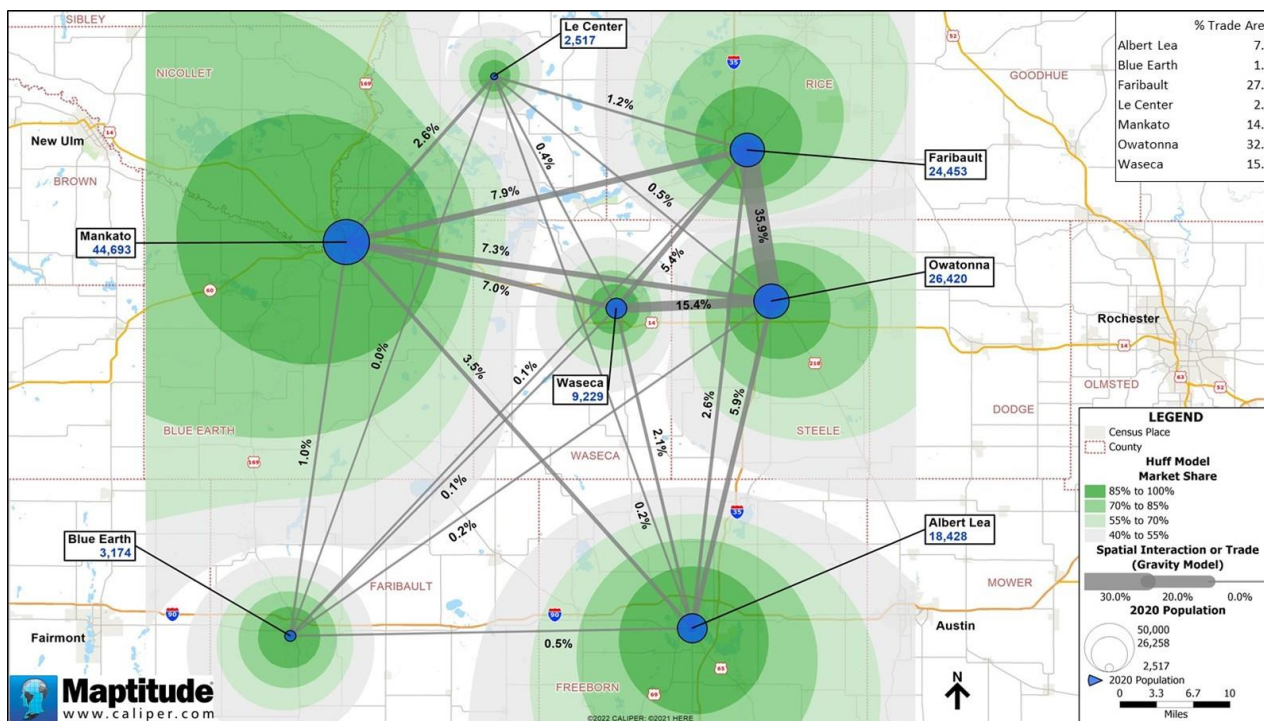
About Cardinal Geographics: Cardinal Geographics brings over 22 years of experience in urban and rural planning, economic analysis (commercial/industrial/residential), big data analysis, Geographic Information Systems (GIS), data visualization, spatial analytics, and business/economic research within a geospatial. Strong qualitative, quantitative, investigative, and survey-based research skills. Highly proficient with GIS (ESRI, Caliper), Microsoft Office, Microsoft PowerBI, and Tableau. Results driven, including strategies to help local organizations and communities thrive.

Completed projects by Cardinal Geographics: Cardinal Geographics has completed numerous projects including: Spokane County Retail Leakage Analysis (eight communities), Retail Analysis for Sherman Texas, Lodging Analysis for Missoula Montana, Residential Analysis for St Jude’s Dream Home (Des Moines Iowa and Augusta Georgia), and Taylor Quik Pik (Fremont Nebraska).

Appendix



Population Growth 1900 – 2020



Regional trade based on population

ECONOMIC DEVELOPMENT M E M O R A N D U M

TO: Greg Kaelberer, Waseca EDA President
Economic Development Authority Board

FROM: Tina Wilson
Economic Development Manager

MEETING DATE: December 14, 2022

SUBJECT: Grants update

Economic Development Recovery Coordinator

ED Recovery Coordinator Paul Snook's last day with the City of Waseca is December 30, 2022. Grant funding for his position will be exhausted by that time.

We have the signed agreement in place, extending the grant period to April 30, 2023. Remaining funds to be spent are travel, supplies and fulfilling the City's obligation of Staff hours for our in-kind match.

US EDA has given approval to use grant funds to attend The Workshop Forum, April 17-19, 2023, in Greenville, SC (workshop information in meeting packet)

In order to fulfill the grant requirements, we need to discuss additional marketing efforts

RBEG Revolving Loan Fund Grant

This fund was once used to loan monies to the Cochran Company. Alicia Fischer, Finance Director has reviewed the City financial accounting of the fund back to its inception in 2010 to ensure that all monies are accounted for. The revolving loan fund balance is \$205,558.08 as of 9/30/2022.

I have worked with USDA Rural Development to bring their online LINC reporting system is up to date with our fund balance. With the onset of Covid and Gary's departure the reporting system was not current

I will meet with USDA RD compliance review team on December 13, which once completed, the EDA will be in a position to relend the monies for new projects.

SPECIFIC AWARD CONDITIONS
U.S. DEPARTMENT OF COMMERCE
Economic Development Administration (EDA)
Amendment 1

NONCONSTRUCTION PROJECTS: Economic Adjustment Assistance under Section 209 of the Public Works and Economic Development Act of 1965, as amended.

Project Title: Economic Development Recovery Coordinator	
Recipient Name: City of Waseca, MN	
Award Number: 06-69-06156	URI: 113561

The original Specific Award Conditions for Financial Assistance Award Number 06-69-06156 (Award) are hereby retained and incorporated in their entirety into this Amendment except for the following modified Conditions:

- 1. SCOPE OF WORK/AUTHORIZED STAFF POSITIONS:** This Award supports the work described in the approved final scope of work, which is incorporated by reference into this Award, as the Authorized Scope of Work. All work on this project should be consistent with the Authorized Scope of Work, unless the Grants Officer has authorized a modification in writing through an amendment memorialized through execution of an Amendment of Financial Assistance Award (Form CD-451).

A. The Authorized Scope of Work for this Award is as follows:

Implementation of the activities detailed below with use of an Economic Recovery Specialist, select City staff and limited contractual services during a forty-two (42) month project period.

Mitigation of "under-employment" impacts:

- Serve as a resource for Waseca County as they lead the Manufacturing Resource Center (MRC) effort. Attend meetings with the County as requested.
- Meet monthly with Kristian Braekkan of Region Nine to discuss the status of the MRC and determine what assistance the city may continue to offer.
- Meet monthly with the Waseca School District representative leading efforts to improve vocational training efforts in the community

Opportunity Zone Management:

- Incorporate Opportunity Zone (OZ) advertising into current industrial ad campaigns. New language will be inserted into non-grant advertising to stress the Opportunity Zone
- Opportunity Zone info to be added to <https://www.investwasecamn.com/> website
- Attend any Community Venture Network (CVN) meetings scheduled to identify potential business prospects and market the OZ

Reuse and Redevelopment:

- Assist in the implementation of Waseca 2030 strategic plan.
- Meet at least twice with FarmAmerica to explore how their educational efforts could be utilized as part of marketing efforts for agribusiness to locate to Waseca
- Meet at least twice with Greenseam representatives to better leverage Greenseam's regional marketing efforts into the City's recruitment efforts.
- Update process for listing available commercial properties in Waseca
- Review opportunities for grocery store recruitment, contact all open leads for their criteria to locate a store in Waseca.

Regional Manufacturing Development:

- Act as the lead economic development specialist for the city industrial park.
- Meet monthly with Kristian Braekkan of Region Nine to discuss the status of the MRC and determine what assistance the city may continue to offer.
- Contractual Services and/or authorized staff will continue to work with regional development organizations to implement regional economic development priorities and projects.

Promotion of Local Workforce and Industry Assets:

- Continue to promote and implement Invest Waseca brand to catalyze business and economic development opportunities that utilize the city's underemployed workforce, increase manufacturing capabilities, to attract growth operations, and help grow local companies.
- Contractual Services and/or authorized staff will continue to work with marketing outlets to elevate the Invest Waseca brand and highlight existing manufacturing assets of the Waseca industrial park.

Business Development:

- Implement Business Development programs to include conducting follow-up interviews with our basic employers and from the business visits of Spring 2021.
- Complete a report on identified weaknesses, providing strategies to correct.
- Review housing and childcare feasibility studies, cost/benefit analyses to provide strategies to enact programs aimed at project implementation based on the new analysis.

Outside Investment Development and Attraction:

- Continue to work with CVN and DEED by responding to opportunities to attract outside investment to Waseca.
- Continue to maintain and upload Location One (LOIS) an inventory of industrial lands available for development or redevelopment.
- Contact monthly local real estate professionals to ensure inventory list of development lands is current and gather any new inventory to add to LOIS.
- Attend a site selector forum to establish relationships

- Continue to work with Angel Investor networks
- Support the efforts of Revocity to establish the Waseca Real Estate Investment Fund

The Authorized Scope of Work specifically excludes studies on housing and hotel feasibility. In addition, all consultants (i.e., paid from the contractual line item) must be procured through a competitive process consistent with 2 C.F.R. §§ 200.317 through 200.326, as applicable. Consultants involved in preparation of the application for EDA funding are not eligible to work on the awarded project but may request to be added as a co-recipient to avoid exclusion. *See* 2 C.F.R. § 200.319(a).

- B. The Authorized Staff who will complete portions of the Authorized Scope of Work are the following:

Name of Organization

City Manager
Economic Development Coordinator/Manager
Administrative Assistant
Economic Recovery Coordinator

7. **PROJECT DEVELOPMENT TIME SCHEDULE:** Recipient agrees to the following project development time schedule:

Item	Due Date
Return of executed Financial Assistance Award	30 days from <i>Date of Award</i>
Authorized Award End Date	42 months from <i>Date of Award</i>
Submission of Final Project Progress Report	No later than 120 calendar days from Award End Date
Submission of Final Financial Documents	No later than 120 calendar days from Award End Date

Recipient shall diligently pursue the development of the Project so as to ensure completion within this time schedule. Moreover, the Recipient shall promptly notify EDA in writing of any event that could substantially delay meeting any of the proscribed time limits for the Project as set forth above. The Recipient further acknowledges that failure to meet the development time schedule may result in EDA's taking action to terminate the Award in accordance with the regulations set forth at 2 C.F.R. §§ 200.339-343.

9. **ALLOWABLE COSTS AND AUTHORIZED BUDGET:** Total allowable costs will be determined at the conclusion of the Award period in accordance with the administrative authorities applicable pursuant to the Financial Assistance Award (Form CD-450), including the applicable Cost Principles and Uniform Administrative Requirements, after final financial documents are submitted.

Except as otherwise expressly provided for within these Specific Award Conditions, the Investment Rate for the Award (see 13 C.F.R. §§ 300.3 and 301.4) shall apply to allowable costs incurred by the Recipient in connection with the Project. The Federal share in the allowable costs shall be based on the Investment Rate (see 2 C.F.R. § 200.41). In the event of an underrun in total allowable costs for this Project, the Federal share of allowable costs shall be determined by the Investment Rate established in the Form CD-450, or previously executed Form CD-451. The Federal share of total allowable costs shall not exceed the dollar amount of the original Award and subsequent amendments, if any, absent a determination by the Assistant Secretary (see 13 C.F.R § 308.1).

A. Under the terms of the Award, the total approved/authorized Budget is:

Federal Share (EDA)	\$395,820
Non-Federal Matching Share	\$116,986
Total Project Cost	\$512,806

B. Under the terms of the Award, the total approved Line Item Budget is:

Personnel	\$317,038
Fringe Benefits	\$128,311
Travel	\$11,000
Equipment	\$0
Supplies	\$3,000
Contractual	\$53,457
Construction	\$0
Other	\$0
Total Direct Charges	\$512,806
Indirect Charges	\$0
Total	\$512,806

Upcoming Events

The Workshop Forum Hyatt Regency Greenville, South Carolina April 17-19, 2023



About

Area Development is pleased to bring the 4th Annual Workshop Forum to the Hyatt Regency in downtown Greenville, South Carolina.

Limited to **120** attendees, the interactive event will provide the opportunity to hear from and engage face-to-face with **18** leading site consultants and corporate real estate advisors, featuring multiple boardroom presentations and roundtable discussions. Attendees will pre-select preferred sessions prior to the event.

Schedule

The Workshop opens Monday with a reception and dinner. The daily agenda consists of **six** 45-minute consultant-led boardroom sessions on Tuesday and concludes Wednesday with roundtables and a closing lunch.

Links:

[Registration](#)[Past Agenda](#)[Schedule](#)[Hotel](#)

2022 Workshop Feedback

"I was so impressed with this workshop! It was very well organized and efficient. I got so much out of the breakout sessions and the networking time. I thought it was a great variety of being on-site at the hotel and going off-site for dinner. The programming could not have been better, and I loved the location and the hotel!"

Northern Kentucky Tri-ED

"This was my first Area Development conference, I found it to be a wealth of professional development information for my role in economic development. I also found the presenters to be highly engaging, and just plain helpful. I stayed after most of my sessions to have a conversation with the presenter and returned to my office with several follow ups."

Washington County Department of Business Development, Maryland

"Wonderful conference. It was a lot of useful and eye-opening information. And it was great networking with the consultants."

City of Greenville, South Carolina

"Appreciated the site selection experts Area Development brought together for this conference and enjoyed hearing their insights and real-world case studies. Thanks!"

Economic Development Council of St. Charles County, Missouri

"Great group of site consultants. Interesting topics. Great set up for getting face time with the appropriate people. Good size of the conference."

Gray Construction, North Carolina

[Read More Comments](#)



► Home

▼ Upcoming Events

Consultants Forum -
St. Petersburg Dec, 2022

Workshop Forum -
Greenville April, 2023

Consultants Forum -
Detroit June, 2023

► Past Events

► Feedback

► Testimonials

► Contact

► Gallery

► 4 or More Registration

► Site Consultants
Advisory Group

AREADEVELOPMENT

Sessions

[HOME](#)

[REGISTER](#)

[SPONSORS](#)

[HOTEL](#)

[SESSIONS](#)

The Workshop Forum
Hyatt Regency
Greenville, South Carolina
April 17-19, 2023



Preliminary Program Schedule

Monday, April 17th

- | | |
|--------|---------------------------------------|
| 5:30pm | Registration |
| 6:00pm | Speaker and Sponsor Private Reception |
| 7:00pm | Welcome Networking Reception & Dinner |

Tuesday, April 18th

- | | |
|---------|--|
| 7:30am | Networking Breakfast |
| 8:45am | Morning Workshop Sessions 1-3 |
| 12:00pm | Networking Lunch |
| 1:00pm | Afternoon Workshop Sessions 4-6 |
| 4:00pm | Close of Day 1 |
| 6:00pm | Speaker and Sponsor Private Reception |
| 7:00pm | Off-site Networking Reception & Dinner |

Wednesday, April 19th

- | | |
|---------|-------------------------|
| 8:00am | Networking Breakfast |
| 9:00am | Day-Two Opening Remarks |
| 9:15am | Morning Presentation(s) |
| 10:30am | Roundtable Discussion 1 |
| 11:00am | Roundtable Discussion 2 |
| 11:45am | Closing Lunch |

RALEIGH WORKSHOP FORUM

The StateView Hotel, March 28th-30th, 2022

Area Development would like to recognize our Host Forum Sponsors.



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



WAKE COUNTY
ECONOMIC DEVELOPMENT

OPENING — MONDAY, MARCH 28

- 5:30 pm Registration/Badge Collection**
The Hub & Patio (main floor)
- 6:00 – Sponsor & Speaker Private Reception**
7:00 pm *Viewpoint (main floor)*
- 7:00 – Welcome Reception and Dinner**
8:45 pm *Synergy Ballroom (main floor)*

DAY ONE — TUESDAY, MARCH 29

All Workshop Sessions will take place on the main floor (off the lobby) in the following six rooms: **Fusion A, Fusion B, Fusion C, Fusion D, Viewpoint A, and Viewpoint B.**

- 7:30 – Opening Breakfast**
8:30 am *Synergy Ballroom (main floor)*
- 8:30 – Introduction & Opening Remarks**
8:45 am *Synergy Ballroom*
- Dennis Shea
President & Publisher
Area Development
- 8:45 – Workshop Sessions (Track One)**
9:30 am *Fusion & Viewpoint Rooms (main floor)*
- 9:30 am Transition/Refreshment Break**
The Hub
- 9:45 – Workshop Sessions (Track Two)**
10:30 am *Fusion & Viewpoint Rooms*

- 10:30 am Transition/Refreshment Break**
The Hub
- 10:45 – Workshop Sessions (Track Three)**
11:30 am *Fusion & Viewpoint Rooms*
- 11:45 am – Networking Lunch**
12:45 pm *Synergy Ballroom*
- 1:00 – Workshop Sessions (Track Four)**
1:45 pm *Fusion & Viewpoint Rooms*
- 1:45 pm Transition/Refreshment Break**
The Hub
- 2:00 – Workshop Sessions (Track Five)**
2:45 pm *Fusion & Viewpoint Rooms*
- 2:45 pm Transition/Refreshment Break**
The Hub
- 3:00 – Workshop Sessions (Track Six)**
3:45 pm *Fusion & Viewpoint Rooms*
- 4:00 pm Day-One Close**

- 6:00 – Sponsor & Speaker Private Reception**
7:00 pm *Vidrio Raleigh (bus departs 5:45 pm)*
500 Glenwood Avenue, #100
- 7:00 – Networking Reception and Dinner**
8:45 pm *Vidrio Raleigh (buses depart 6:45 pm)*
- Vidrio is a colorful window into the flavors and soul of the Mediterranean kitchen.*

DAY TWO — WEDNESDAY, MARCH 30

7:45 – **Networking Breakfast**

8:45 am *Synergy Ballroom (main floor)*

9:00 – **Day-Two Introduction & Remarks**

9:15 am *Fusion C & D (main floor)*

Dennis Shea

President & Publisher
Area Development

9:15 – **A Focus on The Research Triangle and a Lookback at “Project Galaxy”**

9:50 am The session will discuss the various partnerships and best practices which continue to make RTP a global epicenter for Life Science investment. In addition, the panel will examine the 2021 announcement that Japan-based FUJIFILM Diosynth Biotechnologies would invest as much as \$2 billion and create a 725-job cell culture production facility in Holly Springs.

Moderator:

Laura Rowley Vice President,
Life Science Economic Development
North Carolina Biotechnology Center

Panelists:

Albert Alwang, Economic Development Manager
Wake County Economic Development

Irena Krstanovic, Director, Economic Development
Town of Holly Springs

Katy Parker, Senior Business Recruitment Manager
Economic Development Partnership of North Carolina

10:00 – **Refreshment/Checkout Break**

10:15 am *The Hub*

10:20 – **Roundtable Discussion #1**

10:50 am *Fusion C & D*

10:55 – **Roundtable Discussion #2**

11:25 am *Fusion C & D*

11:30 am **Closing Remarks**

Fusion C & D

11:45 am – **Closing Networking Lunch**

12:45 pm *Synergy Ballroom*

WORKSHOP SESSIONS

Avison Young

Right People in the Room: How to Make or Break your Next Project

McGuireWoods Consulting

A Breakdown of Area Development's 2022 Corporate & Consultants Survey

Cushman & Wakefield

Life Sciences: A Site Selection and Facility Planning Overview

Strategic Development Group

Industrial Real Estate & Site Selection Trends

Cushman & Wakefield

Cold Storage: What You Need to Know

Atlas Insight

How C-suites are Viewing Diversity and Economic Inclusion

Newmark

Mega Site 101: What, Why, Where, and How

EY

Industry Drivers and Disruptors: How Communities can Position Themselves

Cushman & Wakefield

The Impact of Mega Projects on Site Selection

JLL

Industrial Location Strategy: Key Considerations and Concepts

Baker Tilly

Best Practices and Evolution of the Incentives Landscape

Maxis Advisors

How Site Selectors Grade Your Workforce

Kupperman Location Solutions

Going “All In” on Property Marketing

KPMG

Proactive Site/Product Development: Investment Now for Returns Later

Site Selection Group

Site Visits: Prepare & Execute to Hit the Mark

Cushman & Wakefield

Case Study: An Industrial Adaptive Reuse Project

Parker Poe

Foreign Direct Investment in the US: Trends and Opportunities

Deloitte Tax

ESG: What can We be Doing as Economic Developers?



► Home

▼ Upcoming Events

Consultants Forum -
St. Petersburg Dec, 2022

Workshop Forum -
Greenville April, 2023

Consultants Forum -
Detroit June, 2023

► Past Events

► Feedback

► Testimonials

► Contact

► Gallery

► 4 or More Registration

► Site Consultants
Advisory Group

AREADEVELOPMENT

Hotel

[HOME](#)

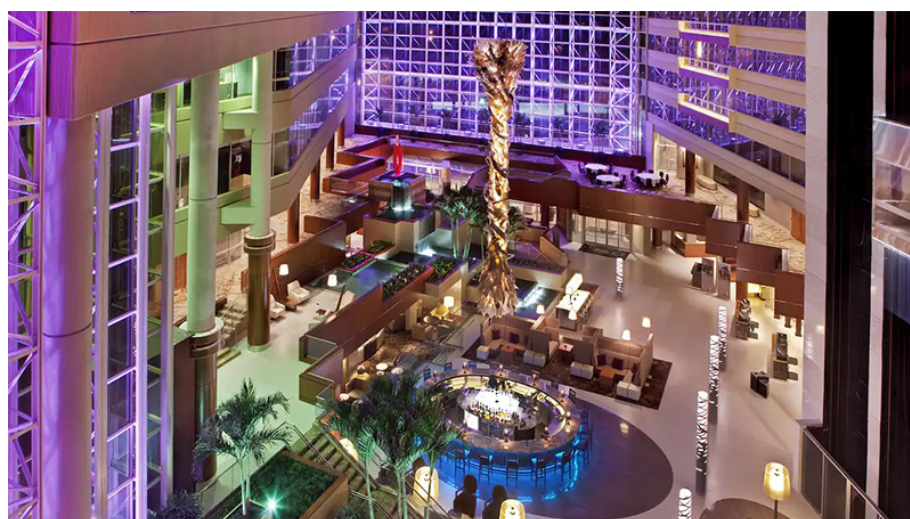
[REGISTER](#)

[SPONSORS](#)

[HOTEL](#)

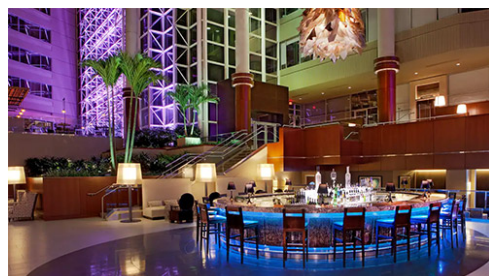
[SESSIONS](#)

The Workshop Forum
Hyatt Regency
Greenville, South Carolina
April 17-19, 2023



Hyatt Regency Greenville offers guests the perfect balance of Southern hospitality and modern amenities. Located in the trendy downtown area of Greenville, the hotel is near the area's best dining, shopping, and entertainment. Whether you're visiting Furman University, exploring Falls Park on the Reedy, or staying in town for business, you will find a welcoming room waiting for you in South Carolina.

The Forum offers a conference rate of \$175 per night (plus tax) for Monday and Tuesday. For those wishing to stay on shoulder nights, limited rooms are available at the discounted rate. **Reservation link and details will be provided following registration.**



**ECONOMIC DEVELOPMENT
M E M O R A N D U M**

TO: Greg Kaelberer, Waseca EDA President
Economic Development Authority Board

FROM: Tina Wilson,
Economic Development Manager

SUBJECT: Economic Development Training and Conferences

HISTORY:

I hold a Professional Community and Economic Developer (PCED) Certification from <http://www.cdccouncil.com/PCED.htm> which requires me to collect points from continuing education every year. Economic Development is an ever-changing field, it is important to stay abreast of state and national trends. It is valuable to build and maintain relationships with site selectors and industry experts which can be called upon when looking to grow Waseca's economy. With the goal of staying current in the field of economic development here are my recommended trainings for calendar year 2023.

TRAININGS:

Statewide: <https://www.edam.org/>

The city recognizes the Economic Development Association of Minnesota (EDAM) as my statewide connection by providing an annual membership. This association has two meetings a year. 1) Jan 26-27, 2023, held at the Intercontinental Hotel, Minneapolis and 2) June 28, 29, & 30, 2023 held in Rochester (2 nights) *I believe Gary attended these conferences, it was paid for out of the Administration budget.* The membership fee to this organization is paid for by EDA

National: <https://www.areadevelopment.com/consultantsforum/>

The Workshop Forum (Recovery Coordinator Grant will pay for attendance to this conference)

April 17-19, 2023, held in Greenville, South Carolina

This conference has a limited number of attendees in order to give each attendee the opportunity to interact with each speaker/site selector individually and in small groups. This is a way to tap into the manufacturing selector world and see what they are looking for when relocating or expanding to new locations.

Women in Economic Development Forum,

October 10-12, 2023, held in Chicago, Illinois

Forum: \$1850 (limited to 100 attendees) Estimated \$300 airfare

Hotel 4 nights \$230/night plus taxes (lunch & dinner usually included in cost of conference)

This conference has a limited number of attendees in order to give each attendee the opportunity to interact with each speaker/site selector individually and in small groups. I have attended this conference in the past and I would like to continue to build the relationships that I have already established by attending this conference as well as build new ones.

I would like to ask the Economic Development Authority to pay for the *Women in Economic Development Forum* to be held in October. As the event comes closer and actual costs are available, I will bring those costs to the EDA for review.

Respectfully,
Tina Wilson