

**Vergas EDA/HRA
Vergas EDA/HRA December 2022
Vergas Event Center
2:00 PM on Tuesday, December 6, 2022**

- 1. Call to Order**
- 2. Agenda Additions and Deletions**
- 3. Minutes**
November 1, 2022
- 4. Status of Recommendations to City Council**
None.
- 5. Financial Update**
2022 Income and Expenses Update
- 6. Old Business**
 - a. 2023 Housing Goals Timeline
 - b. 2023 Economic Goals Timeline
- 7. New Business**
CEDA (Community and Economic Development Associates)
- 8. Give to the Max - Donations**

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4. Minutes

November 1, 2022

Files Attached

- 11-01-2022 EDA_HRA Agenda and Minutes.pdf

**Vergas EDA/HRA
Billy's Corner Bar & Grill
2:00 PM on Tuesday, November 1, 2022**

The City of Vergas Economic Development Authority (EDA) and Housing Redevelopment Authority (HRA) met on Tuesday, November 1, 2022 at 2:00 pm at the Vergas Event Center with the following members present: Bruce Albright, Paul Pinke, Joy Summers and Julie Lammers. Absent: Kevin Zitzow and Vanessa Perry.

Call to Order

Meeting was called to order by Vice President Bruce Albright.

Agenda Additions and Deletions

Approved agenda.

Minutes

Motion approved as presented for the October 4, 2022 minutes. Motion passed unanimously.

Status of Recommendations to City Council

None.

Financial Update

Lammers provided balance sheets for EDA/HRA, Veterans Memorial and Pickleball. Members recommended having Lammers register for giving day and promote the website on Facebook page and in city newsletter.

Old Business

Reviewed 2023 Housing and Economic Goals. (See attached goal sheet)

New Business

None.

Meeting adjourned at 3:40 p.m.

Paul A. Pinke, Board Member
City of Vergas

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5. Status of Recommendations to City Council

None.

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6. Financial Update

2022 Income and Expenses Update

Files Attached

- 2022 EDA_HRA Revenue and Disbursements.pdf

2022 EDA-HRA Income-Expense Sheet

Beginning Balance			\$5,688.66
Revenue:			
	City	8,000.00	
	Audit Adjustment	6,000.00	
Total Revenue		<u>\$14,000.00</u>	
Expenses:			
	Ehlers and Associates	215.00	
	Embassy Suites by Hilton	180.83	
	Julie Lammers, mileage, meals & Covid test	243.47	
	Ditterich Family Farm, Annual meeting meal	500.00	
	Madison Waller, Annual Meeting meal	81.00	
	Frazee-Vergas Forum	132.00	
Total Expenses:		<u>\$1,352.30</u>	
Balance of Checking Account as of 11/30/2022			<u><u>\$18,336.36</u></u>
Savings Account			
	* West Central Initiative	15,195.52	
	Total in HRA/EDA Account		<u><u>\$33,531.88</u></u>
Veteran's Memorial			
Income			
	West Central Initiative	6,500.00	
	West Central Initiative(Dec 31, 2021)	5,200.00	
	West Central Initiative	14,501.99	
	West Central Initiative	2,429.40	
	West Central Initiative	8,385.00	
Total Income		<u>37,016.39</u>	
Expenses			
	Classic Concrete Contractors, LLP	6,500.00	
	Sonnenberg Excavating	5,200.00	
	Fergus Falls Monument	13,735.00	
	All Flags, LLC	345.80	
	Lyle Krieg	151.16	
	Anywhere Welding	248.18	
	John Lotzer	21.85	
	Express Edging	600.00	
	Lakes Loader Service	1,520.00	
	John Lotzer	309.40	
	Fergus Falls Granite Inc	7,585.00	
	Fergus Falls Monument Co Inc	800.00	
Total Expenses		<u>37,016.39</u>	
Balance of Account			<u><u>\$0.00</u></u>
Pickle Ball			
Income			
	West Central Initiative	6,220.00	
	West Central Initiative	852.00	
	Tim Lais	100.00	
	West Central Initiative	16,870.00	
	T.I.P. Rattle	12,000.00	
	West Central Initiative	31,765.00	
Total Income		<u>\$67,807.00</u>	
Expense			
	Sonnenberg Excavating	6,220.00	
	KLJ Engineering LLC	852.00	
	West Central Initiative - Tim Lais	100.00	
	Eastman Fence and Sons LLC	31,765.00	
	West Central Initiative - T.I.P	12,000.00	
	JB Services	16,870.00	
Total Expenses		<u>\$67,807.00</u>	
Balance of Account			<u><u>\$0.00</u></u>

*Received \$25.00 for Give to the Max

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7. Old Business

- a. 2023 Housing Goals Timeline
- b. 2023 Economic Goals Timeline

Files Attached

- 2022 EDA-HRA Goals with timeline.pdf

2023 EDA Goals

<u>Goal</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Meet with existing business owners, determine how things are going for them, or if they need our assistance to stay in business or to expand their business .Survey Every businesses regarding staffing needs.	10%	50%		90%			
Support current commercial businesses with training and information on available or upcoming funding in order to help them maintain and grow at a successful rate.				100%			
. Work with Planning and Zoning to review areas within current city limits and within a one-mile radius for potential future business development/growth.	on going						
Encourage well planned quality development of commercial areas	add zoning map to EDA agenda			-renew every December			
Continue to work on parking issues within business district (availability/handicap), identify solutions, both short-term and long-range. Solutions might involve buyout of existing businesses, identify funding sources.		County Garage	Plan	On going add handicapped spots on end of Railway			

2023 EDA Goals

<u>Goal</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Continue to be involved with City Comprehensive planning process, focusing on business issues/concerns within said study.			Align with Comp Plan and review every Dec.				
Meet with Commercial Club to review each other's goals, common interests, and where interests may overlap. Work together to enhance each other's missions	Hold with Annual meeting	Meet with VCC and discuss goals					
Update website page.			review updates every December				

2023 HRA Goals

<u>Goal</u>	<u>Items to attain Goals</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Identify buildable lots: Review housing study determine the types of housing needed, work with City and private development to furnish said housing.								
	Identify lots within current city limits, who owns said lots, their price, and whether they have City services (water/sewer), or their potential for said services.	Print map Joy will highlight lots		Discuss with owners				
	Identify potential building lots within a one-mile radius of Vergas, who owns the lots, and their selling price. Assess potential of providing City services.			*				
	Work with developer of Lawrence Lake Lots, as well as owners of other available lots within Vergas City limits on a marketing campaign to help sell said lots.			Dec. 13, 2022				
Determine interest and availability of grant or low interest housing program to repair or improve existing housing.	If yes - interior or exterior project Programs and Interest			Survey in Utility bill				
Assisting current residents in retaining and maintaining their properties through knowledge of available programs.								
Aid residential developers by making new housing more available through support of waived permitting fees; tax abatements or tax increment financing; etc.		on going						

2023 HRA Goals

<u>Goal</u>	<u>Items to attain Goals</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Convey the message that all aspects; live, work, and play; contribute to the existing high quality of life in our community	Put our marketing brochure on the web.			*				
Work with developer of Lawrence Lake Lots, as well as owners of other available lots within Vergas City limits on a marketing campaign to help sell said lots.	Role into first goal-finish and help market housing							
Look at grants, loans, programs, at the local, state, and federal levels to make city services (water/sewer) available and affordable for new developments	Policy							
Continue to be involved with City Comprehensive planning process, focusing on housing issues/concerns within said study.				every December				
Continue to collaborate with Otter Tail County on their “The Big Build” project.								
Update website page.								

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8. New Business

CEDA (Community and Economic Development Associates)

Files Attached

- CEDA Brochure.pdf
- 2023 CEDA Rate document.pdf
- 2021 annual report.pdf
- Why CEDA Infographic.pdf

“

CEDA IS ONE OF THE BEST INVESTMENTS ANY CITY COULD MAKE. THEIR STAFF HAS THE KNOWLEDGE AND SKILLS NEEDED TO MAKE NAVIGATING THE WATERS OF ATTRACTING BUSINESSES TO OUR CITY COME TRUE! THEY WOULD BE AN ASSET TO ANY TOWN.

— MAYOR JIMMIE-JOHN KING,
CITY OF STEWARTVILLE, MN



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Follow Us



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WHO WE ARE

We are a 501 (c)(3) non-profit organization that has been dedicated to the progression of economic vitality in rural communities for over 30 years.

Our team works closely with cities, counties and organizations to understand their priorities and help them to strategically establish and actualize goals.

We also develop relationships with new and existing businesses to assist with any challenges in startup, operation and expansion.

As a non-profit, all of CEDA's services are provided at or below cost. Donations from our generous partners help to keep our services affordable for our communities and contracts.

COMMUNITY SUPPORT PROGRAM

As an alternative to difficulties of directly hiring staff, CEDA presents communities with the option to contract for a team of highly-skilled professionals!

CEDA's structure allows communities to be proactive about economic development by:

- **Providing a dedicated team member to serve on location in the community.**
- **Allowing communities to contract for the amount of time/week that accommodates their budget.**
- **Collaboratively developing a yearly work plan to meet the goals of the community.**
- **Ensuring accountability with the standard 30-day-out clause included in every contract.**



CEDA OFFERS THE CITY OF ST. CHARLES BOTH A COST EFFECTIVE AND EFFICIENT APPROACH TO ECONOMIC DEVELOPMENT. THE NETWORKING AND PARTNERSHIPS THAT OUR CEDA REPRESENTATIVE MAKES GO WELL BEYOND THE CITY LIMITS.

— CITY ADMIN NICK KOVERMAN,
CITY OF ST. CHARLES, MN



COMMUNITY AND REGIONAL MARKETING

CEDA launched its Expanded Marketing Program in 2016, which allows our communities to promote themselves in unprecedented ways:

- **Representation at international trade shows.**
- **Access to a database of over 2,000 site selectors.**
- **Knowledge of best practices in economic development across the country.**
- **Increased access to local, state and national government officials.**
- **Memberships to several nationally recognized organizations.**
- **Unique approaches to exposing people to the areas that CEDA serves.**

GRANT WRITING

We have a team with diverse knowledge and experience that will improve your community's applications for grant dollars.

- **Over \$40 Million of private, state and federal grant dollars have been secured by staff since 1986.**

SMALL BUSINESS COUNSELING

CEDA is a satellite office for the Rochester Small Business Development Center (SBDC). We work directly with your new and existing businesses to provide expertise and resources to encourage their long-term success.



1500 South Hwy 52
PO Box 483
Chatfield, MN 55923

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Rate Schedule Economic/Community Development Staffing 2023

Per project hourly rate: \$93.50 per hour

Client in-house staffing:

One day every other week	\$14,475 annually
One day per week	\$29,150 annually
One day per week plus one additional day per month	\$34,750 annually
One day per week plus two additional days per month	\$41,025 annually
Two days per week	\$48,600 annually
Three days per week	\$65,830 annually
Four days per week	\$81,640 annually
Five days per week	\$94,120 annually

Other options available upon request

Benefits of contracting with CEDA:

- Professional, cost effective team members
- All team members are available to assist in projects that a community/county may encounter
- Results driven, non-profit organization
- Stable, 36 year-old company
- 30 day contract termination clause
- Ability for the community to meet with team member(s) prior to commitment to assist with team member decision making process.
- References available

CEDA

COMMUNITY AND ECONOMIC
DEVELOPMENT ASSOCIATES



2021 ANNUAL REPORT

A MESSAGE FROM OUR CEO

The value of Community and Economic Development Associates (CEDA) continues to grow as we move the needle for rural America. Despite the challenges facing our communities due to the COVID-19 pandemic, CEDA continues to provide the uniquely CEDA level of assistance and opportunities for communities, counties and regional organizations to make a difference in the lives of our friends and neighbors.

I invite you to review our annual report to see how the Board of Directors and CEDA Team Members have created and sustained multiple programs while adding new territory and new services to the CEDA way.

A few highlights:

- The Grants Department had a record-breaking year – they authored 33 successfully awarded grants for a total of \$21,342,099.49. Yes, over \$21 million was brought into the region for cities and projects from grants authored by CEDA Team Members.
- The Marketing Department continues to facilitate wonderful, meaningful events such as Marketing in the Morning, the Regional Development Tour, and multiple training sessions for both internal and external participants while continuing to meet with interested potential clients.
- The Government Relations Department continues to represent not only CEDA, but CEDA communities and counties in discussions with State and Federal elected officials in Minnesota, Iowa and Wisconsin to share the good news, and needs, of CEDA communities.
- The Planning Department had a successful year as a new department providing housing studies, comprehensive plans, strategic planning sessions and the like for multiple cities.

All of this work takes talented personnel. I am proud to say that CEDA has expanded our staff and now has 37 team members, making our current team the largest and strongest CEDA has ever had. The ability of the team members to provide the services that they do in their own area within CEDA is remarkable. They do this not for their own benefit but because they have a passion for rural America!

In the community-specific section of the report, each community highlights their big wins of the year, mentioning projects that were completed, businesses that opened, and grants that were awarded. However, as a reminder, a lot of the work we do is not captured in the bulleted lists we create. There are days when a business closes, we don't get a grant we apply for, or our time is spent completing administrative work as opposed to being out in our communities. Despite this, each day is a little win and a success story of its own. Every day that we enter a community, we get the chance to support a local business by grabbing coffee at a café, or reply to a concerned community member's phone call, making their opinion feel heard and valued. We brainstorm with potential business owners, getting inspired by their dreams and passions, and helping them submit applications or formalize their ideas, getting one step further towards turning their dream into a reality. We get to post on social media, informing the public and businesses of upcoming events, funding opportunities, and job listings. Please keep in mind the valuable little wins we find in our communities every day, not just the big moments you might hear about.

We often talk about how we serve rural communities as a whole, and we speak about the community at a high level. As economic developers, our goal is to help grow the tax base of the communities we serve, and to generate more business and revenue for the community. However, the reason we do this is so the communities can reinvest those funds to improve the quality of life for its citizens. Our work is about the people in a community. The work we do gives community members more places to work, eat, visit and live. We help individuals start and grow their own businesses, and give parents peace of mind knowing there is an affordable child care center they can take their kids to. I think this is a good opportunity to remember the people who live in a community, and the individual people we are serving.

I would like to take this opportunity to thank the CEDA investors that believe in our mission. Your support is greatly appreciated! I would also like to thank the cities/counties and organizations that contract with us to provide the excellent services to make our region a great place. Your belief in our abilities is also greatly appreciated! I would also like to say thank you to the CEDA Board of Directors. Their guidance provides the direction to move this company forward.

As we move further into 2022, we are excited about things that are happening – housing, child care, transportation, special projects and the like. The CEDA model is strong and will continue to be so. We look forward to working with you and for you. Thank you for all that you do!



2021 COMMUNITY HIGHLIGHTS

Benson, MN

- Provided a \$40,000 forgivable loan to the DeMarce Theater, providing the funds necessary to renovate the building and reopen the business, projected for March 2022.
- Authored and was awarded \$678,00 from a MN Community Development Block Grant - Coronavirus (CDBG-CV) to rehabilitate the City Armory.
- Collaborated with CSNelson Properties to build 13 townhomes with 26 total market-rate rental units.

Blue Earth, MN

- Sold the two remaining lots in the Golden Spike Business Park and welcomed two new businesses to Blue Earth; assisted one of these new businesses in securing funding from the EDA, SMIF and the local bank.
- Worked with Dr. Bob Bogan of Makotah Veterinary Center to attract and secure a veterinarian to take over the veterinary clinic in Blue Earth.
- EDA AmeriCorps VISTA Hanna Haggarty assisted the Spanish speaking entrepreneurs in our community by translating City and business documents to Spanish, and starting a Welcoming Initiative in partnership with Region Nine Development Commission.

Cannon Falls, MN

- Authored and was awarded a DNR Regional Trail Connection Grant for \$126,653 to connect the Mill Towns State Trail and the Cannon Valley Trail via the City of Cannon Falls trail system.
- Marketed a former truck-stop property and executed a Development Agreement to redevelop the property for a 79 unit market rate apartment complex with a project value of \$16 million.
- Worked with a large animal veterinarian from a neighboring community to find a space to start a new small animal clinic in town; financed a new X-ray machine for the clinic as well.

Chatfield, MN

- Finalized development agreement to construct 23 income qualified owner-occupied homes, providing \$1,238,000 in TIF to extend public infrastructure for further development and reduce lot costs by about \$43,000 each.
- Acquired and managed \$8.7 million state bonding grant contract with DEED for Phase II renovations of the Chatfield Center for the Arts.
- Participated in city strategic planning sessions, which included strategy creation on breaking ground on a new hotel, building an apartment building downtown, identifying areas for future city expansion, identifying lots/areas for affordable housing, and attracting new developers to the community.

Claremont, MN

- Collaborated with MN DOT on the expansion of Highway 14, giving the City greater access to surrounding communities.
- Awarded Business Façade Improvement funding to three local businesses to make improvements to the exterior of their buildings, update signage and landscaping.
- Contracted with CEDA Planning to complete a Land Use plan, whose creation consisted of conducting a community survey, hosting stakeholder meetings and facilitating community discussions.

Cold Spring, MN

- Partnered with the Joint Action Committee to pursue the development of adult education programming through Rocori School District.
- Participated in the annual CEDA regional development tour, resulting in a promotional and marketing video for the City.
- Began the site selection process for the development of a new business park.

Dawson, MN

- Aided the local butcher shop in developing a succession plan, and helped the new owner explore City funding and loan opportunities.
- Collaborated with a local developer to rehabilitate a blighted building on Main Street and repurpose it to be a mixed-use building, composed of market-rate apartments and a dental clinic.
- Participated in the annual CEDA regional development tour, resulting in a promotional and marketing video for the City.

Eyota, MN

- Collaborated with People's Energy Cooperative to assist Zetcorp with 50% of the cost of a \$400,000 machine that will broaden the company's product line and automate production.
- Expanded commercial infrastructure through the construction of a new city street, a highway turn lane, and water & sewer installation for Menard's new nail plant located on 28 acres of industrial-zoned land.
- The EDA Board completed and adopted a three-year strategic plan.

Dodge County, MN

- Collaborated with the City of Mantorville EDA to create a mobile friendly Historical Walking Tour through Mantorville, and aided in updating the information on the interactive historical places map of the Dodge County GIS.
- Conducted a User Experience (UX) Assessment for the County website and offered suggestions to improve navigation, ADA accessibility and layout changes.

Faribault County, MN

- Authored and was awarded a broadband grant from the CDBG-CV program for \$2,886,206 to install fiber optic internet in Bricelyn, Delavan, Elmore, and Frost.
- Hosted a county-wide job fair with 23 local businesses, across several different industries, which resulted in more than 25 job application submissions and several new employment hires.
- Authored and was awarded a grant from the MPCA to conduct a Phase I Environmental Study for a tax forfeited gas station and convenience store in Kiester.

Ellendale, MN

- Implemented housing strategies including revolving loans for model home lots, state and federal grants for redevelopment and infrastructure, and local TIF to assist builders and developers.
- Partnered with Steele County to reduce landfill costs for the removal of blighted downtown buildings, complete an environmental study on a downtown lot, and secure a \$162,000 MN DEED Redevelopment Grant for the demolition and utilities of a workforce housing project.
- Began a partnership with a developer who is interested in building market-rate apartments.

Fillmore County, MN

- Coordinated County Board presentations with area broadband providers to award ARPA funding for development of fiber optic internet infrastructure in underserved communities.
- Expanded the County website through incorporation of a "Live, Work & Play" tab that contains links to the website of each community within the County.
- Served as part of the Bluff County Collaborative leadership team, helping to ensure the economic vitality of rural communities by bringing schools, employers, local government, and community resources together to collaborate and implement programming.

Fountain City, WI

- Contracted with CEDA Planning to complete the City's first Comprehensive and Land Use Plan.
- Submitted grant applications to the WI DNR to start a forestry program, Scott's Field Refurbishment to improve the City's ball field and park, and State Farm for radar feedback signs.
- Worked with the WI League of Municipalities to organize and host the City's first community forum connecting rural WI Cities, state entities, the WI Department of Tourism, and economic developers throughout the state.

Goodhue, MN

- Authored and was awarded a \$10,000 grant from Minnesota Historical Society to determine the historical significance of the Depot.
- Approved a Facade Improvement Grant for \$2,500 for a local business to replace their windows and improve the exterior of their downtown business.
- Collaborated with Krakerjak Marketing to conduct industry research on the feasibility of the community being able to support an additional food service establishment for a potential entrepreneur.

Frazee, MN

- Worked with Development Partners and Minnesota Housing Partnership on the Downtown Commercial Building Infill Project.
- Collaborated with the Frazee Community Development Corporation and other stakeholders to develop Wannigan Regional Park.
- Conducted a Business Retention Survey, consisting of business and industry visits and evaluations.

Goodview, MN

- Ensured compliance with two grant award guidelines and closed out grants at the end of their terms.
- Processed the City's first revolving loan fund application.
- Worked with the Winona Community Foundation to help establish the Goodview Community Foundation.

Goodhue County, MN

- Facilitated a seven-week Housing Summit Webinar Series.
- Processed and awarded 94 applications for disaster assistance that amounted to almost \$850,000 going towards community and business relief.
- Led community discussions surrounding pandemic business assistance, program creation, housing, daycare, broadband and transportation.

Grand Meadow, MN

- Authored and was awarded a Minnesota Department of Education grant application in the amount of \$7,061 for new paint and carpeting for the Public Library.
- Created a Façade Improvement Program offering up to \$10,000 to local businesses in need of building updates for public facing exteriors, resulting in awards totaling \$45,000 and spurring an additional \$70,400 of private investment in the community.
- Revised and updated the bylaws of the EDA and enacted adjustments to the Revolving Loan Fund guidelines and requirements.

Harmony, MN

- Finalized development agreement with Dairyland Power Cooperative to construct a \$6 million, 23,000 square foot warehouse outpost creating four new jobs at an average wage of \$44.92/hr, at least \$2 million in new tax base, and adding over 10 acres to the city.
- Sold 1.3 acres in the industrial park for the new corporate headquarters of a multi-state construction company creating up to five new jobs and \$260,000 in new tax base with the city providing \$45,000 in TIF assistance.
- Leveraged \$1.1 million in various forms of assistance for projects including securing over \$450,000 in grants to five projects, making \$135,000 in EDA loans to five local businesses, and \$22,000 in new home construction rebates creating over \$500,000 in new tax base.

Hayfield, MN

- Administered \$44,818.96 of Small Business Grants to 11 local businesses for the purpose of updating facilities and improving supplies to combat the spread of COVID-19.
- Authored and was awarded a Small Town Grant from SMIF of \$10,000 to establish a 'Healthy Hayfield Supply Reimbursement Program', designed to reimburse local businesses for the purchase of cleaning supplies and other resources to make doing business during the pandemic safe.
- Partnered with Olson Tree Service to inventory trees in the City and create a three-year maintenance plan to treat trees infected with Emerald Ash Borer and remove and replace dead or untreatable trees.

Houston County, MN

- Disbursed \$367,594.71 in grant funds to 107 eligible businesses for COVID-19 pandemic relief.
- Hosted a Bluff Country Collaborative CTE Career Fair that was attended by 600 students and 30 businesses.
- Authored and was awarded a SMIF grant for project Keep Company Co-Working Space, a project designed to retain the co-working space in town.

Howard County Business and Tourism, IA

- Authored and was awarded over \$639,400 in grant funds for various projects, events and programs in the region.
- Met with 27 entrepreneurs and supplied \$259,900 in new revolving loan funds, creating 13 new jobs and retaining another 24 jobs.
- Supported growth in tourism and helped the county grow to a \$6 million industry, a 9% growth over the last year.

Itasca Economic Development Corporation, MN

- Solicited grant and private donations to fund Phase I of the Bovey Playground and Park expansion, resulting in \$380,000 raised and limiting City budgetary impact to \$20,000.
- Launched the Northern MN Historical Mine Tour, a regional project spanning four counties, 31 communities and 44 mine locations, and raised \$235,300 to fund Phase I of the project.
- Partnered with the Blandin Foundation to create a grant opportunity to identify and fund community projects, supporting 18 communities with a total of \$1,725,000.

Jackson, MN

- Implemented a Sign Improvement Program to help businesses outside of our downtown business district improve their signage.
- Administered the Jackson Business Development Committee's Jackson Business Challenge, which resulted in a new business opening in our downtown business district.
- Partnered with the Jackson Center for the Arts and other organizations to create and install four outdoor and 12 indoor interactive murals within the city.

Kasson, MN

- Provided Business Facade Improvement Grants to three local businesses to make improvements to the exterior of their buildings, update signage and landscaping.
- Initiated discussions with four real estate developers interested in building multi-family housing units in Kasson, including collaboration on a Low Income Housing Tax Credit application and a Minnesota Historic Structure Rehabilitation Tax Credit application.
- Established a Downtown Improvement Task Force made up of residents and business owners who are tasked with developing and implementing a Downtown Improvement Master Plan.

LeRoy, MN

- Authored and was awarded a \$5,000 grant to fund the comprehensive housing needs study, currently being conducted by Widseth.
- Authored and was awarded funding from the Mower County Statewide Health Improvement Program (SHIP) Grant to purchase and install a BitLock Bike-Sharing System and custom bike racks from Parkitect.
- Created an online database showcasing local business owners and their respective businesses.

Lake City, MN

- Supported Three Rivers Community Action in their application for Income Housing Tax Credits (LIHTC) through MN Housing, to build a 32 unit income-restricted and supportive housing apartment complex.
- Launched the Lake City Port Authority website, which will be built upon in the upcoming year.
- Navigated the legislative process to enable Port Authority status for Lake City, enacting Minn. Stat. § 469.0773 at the state level, and Lake City Resolution #21-050 locally.

Lewiston, MN

- Provided Business Facade Improvement Grants to three local businesses to make improvements to the exterior of their buildings, update signage and landscaping.
- Finalized the sale of the EDA building to Lang's Dairy.
- Collaborated with the City to reorganize, implement a formal training program, and update policies for the EDA Staff and Board.

Lanesboro, MN

- Secured \$99,999 in USDA grant funds, and a \$50,000 MiEnergy loan, to seed the local revolving loan fund, that was then re-loaned to two businesses, for the succession of an Inn and the start-up of a restaurant.
- Supported the Lanesboro Entrepreneur Action Network (L.E.A.N) through completion of a stay safe grant, hiring and supporting an intern, surveying locals on the use of a vacant lot, experience mapping with local entrepreneurs, and securing grant funds to create a website tab to house business resources.
- Proclaimed the third week of September as its National Welcome Week, welcoming 20 new area businesses owners within 18 months.

Madison, MN

- Completed a Commercial Improvement Program, dedicated to updating business facades and making improvements to the exterior of their buildings.
- Launched a community project to create a dog park in the City.
- Participated in the annual CEDA regional development tour, resulting in a promotional and marketing video for the City.

Mantorville, MN

- Created a mobile-friendly Historical Walking Tour through Mantorville and updated the Historical Walking Tour booklet with new information and photographs.
- Collaborated with the City Parks Board and Friends of Mantorville to launch a fundraising campaign to add playground equipment to Denneson Park, generating \$53,816 in donations.

Rushford Village, MN

- Designed and dispersed a community wide survey to gather feedback from community members regarding housing development, community amenities and demographic data.
- Collaborated with the City to launch a Comprehensive Planning process.
- Collaborated with the University of Wisconsin and La Crosse Recreation Management Department to host events for students to come and share their development ideas.

Montevideo, MN

- Collaborated with the school district to identify the childcare gap in the community, and authored a grant to help meet the identified needs.
- Began development of a down payment program for single-family homes to incentivize relocation.
- Launched a Veterans' Friendly Community campaign.

Spring Grove, MN

- Authored and was awarded \$3,500 for the purpose of completing a study with WHKS to determine the feasibility of three selected locations in Spring Grove for a new housing development.
- Assisted Cobblestone Hotels with site selection for their prospective hotel.
- Created a partnership with Rebound Partners to create a Community Real Estate Investment Fund that will allow community members to invest into real estate projects.

Pine Island, MN

- Administered \$38,978 in grant funds to four businesses to increase their outdoor seating capacity.
- Created a Facade Improvement Grant Program allowing businesses to receive up to \$2,500 to make improvements to the exterior of their downtown buildings.
- Collaborated with the Pine Island Area Chamber of Commerce to launch a Business After-Hours initiative, providing space for business leaders to gather and foster community building, develop new partnerships, and network.

Spring Valley, MN

- Developed and launched a new EDA website offering news, community updates, a community calendar, a free business directory, business tools, local real estate listings, and registration links for community surveys and events.
- Provided a total of \$66,000 in revolving loan funds to assist two well-established businesses with renovation and expansion projects.
- Hosted CEDA's Small Business Series, Marketing in the Morning, with speaker Kelly Hahn presenting "Digital Marketing: How Social Media Can Boost Your Business" to 27 local businesses.

St. Charles, MN

- Collaborated with the City to facilitate TIF assistance for a single family home development of workforce housing.
- Provided \$25,000 in revolving loan funds to assist an existing business in their purchase of a downtown commercial building.
- Provided \$25,000 to an existing in-home business to grow their visibility through the purchase of a retail shop building downtown.

West Concord, MN

- Supported the site selection and preliminary development discussion with Dollar General, who will begin construction on a new location in town in the upcoming year.
- Purchased the Organ Property to market and sell to single family housing developers.
- Connected with local business owners to identify opportunities for financial assistance, resource sharing and growth within the community.

Stewartville, MN

- Authored and was awarded a \$4,000 grant for the implementation of a Community Coffee Breaks initiative, consisting of monthly meetings at the local coffee shop to allow community members to learn about their community resources, bolster connections and get involved.
- Provided \$115,000 in loans to three businesses looking to start up and expand.
- Supported the development and opening of Flats 55, a market-rate apartment complex that was 96% occupied within six months of opening.

Winnebago, MN

- Authored and was awarded \$76,500 from the USDA-RT Community Facilities Grants for the purchase of a Pumper Truck for the fire department, two 12-lead EKG machines for ambulance services, and up to \$40,000 for a new police vehicle.
- Collaborated with the City and regional non-profit organizations to identify the childcare need in the community, and began the process of site selection for development of a new childcare center.
- Authored and was awarded a MHP Technical Assistance Grant.

Wabasha, MN

- Began the creation of a strategic plan.
- Promoted the Port Authority revolving loan fund to local businesses and community members, resulting in meetings with over 12 prospects.
- Applied and was accepted into the Minnesota Housing Partnership's Housing Institute Program, and established a local housing committee.

Zumbrota, MN

- Managed and promoted funding programs, including administering \$375,000.00 ARPA dollars and creating a \$100,000.00 fund for Commercial Rehabilitation and Business Development.
- Oversaw upwards of \$100,000,000 worth of development, spanning over 150 permits and development applications.
- Led and coordinated the city's annual Covered Bridge Festival, involving arts and crafts vendors, food and beverage vendors, logistical vendors, a Grand Parade, musical acts, and a firework show while procuring over \$21,000.00 in donations and sponsorships from community businesses.

SPECIAL PROJECT HIGHLIGHTS

Emerging Entrepreneur Loan

CEDA authored and was awarded a \$100,000 grant from DEED that will allow staff to provide loans to start up businesses or existing businesses that have been operational for two years or less in rural communities. This program will allow CEDA to utilize dollars to assist underserved areas and people, fostering employment and business growth to rural Minnesota.

Planning Department

Completed comprehensive planning processes and documents for the City of Hayfield, MN and the City of Fountain City, WI. Completed housing studies for the City of Dawson, MN and the City of Madison, MN.

Marketing Intelligence Dashboard

CEDA utilized their customer analytics software to complete 14 Market Potential Analysis, Community Profiles and Feasibility Studies across a variety of industries, including lodging, childcare and food service. These analyses can be leveraged to attract and justify new business ideas and development in towns, growing the economic vitality of the communities in rural Minnesota.

DEED Small Business Emergency Loans (SBEL)

In 2020 CEDA approved loans totaling \$1,019,150 to 44 eligible businesses throughout Minnesota, and is currently providing ongoing loan support. Per program guidelines, up to half of the principal loan amount can be forgivable after two years and interest rates are at 0%, providing much needed liquidity to businesses adversely affected by the onset of the pandemic.

Harvest Entrepreneur Network

CEDA's Harvest Entrepreneur Network (HEN) launched in 2020 through a \$160,000 grant from DEED, providing 40 entrepreneurs with one-on-one business coaching to help them grow their agricultural business. This year, the HEN program provided a series of nine free workshops, which reached an audience of over 300 individuals and covered topics from grants to legal structures to coping with farm stress. HEN also helped entrepreneurs access over \$270,000 in capital, increase revenues by an average of 9%, create and retain a total of 42 jobs, and develop two new startups

City of Kenyon Marketing

CEDA worked with the City of Kenyon to create updated marketing materials for the City, and suggested a comprehensive marketing plan for the development of a new industrial park.

Small Business Counseling

In partnership with the Minnesota SBDC, CEDA staff dedicated 66 hours to supporting 15 area businesses.

WORKFORCE DEVELOPMENT HIGHLIGHTS



Worked with Blue Earth Area Schools (BEA) and the South Central Service Cooperative to bring a CNA certification class to BEA for next school year. As part of this project, CEDA worked with St. Luke's Care Center in Blue Earth to establish them as an accredited training center for the students to complete their clinicals. This partnership with St. Luke's will also support the already established CNA certification program at United South Central.



Worked with multiple businesses to coordinate a small manufacturing tour for the United South Central School district. Industrial arts students were able to tour four different manufacturing companies and talk to multiple professionals about their careers, education requirements, and what their typical days look like. Careers represented included but aren't limited to: lineman, machinist, custom cabinet maker, electric motor repair, and engineer.



Began the planning process for a "Game of Life" event for sixth and seventh grade students at each school that will take place in the new year. This event will not only teach the students about budgeting and necessary expenses, but also about the difference in cost of living between rural and urban areas.

GRANTS DEPARTMENT HIGHLIGHTS



Authored and was awarded an Office of the Chief Information Officer (OCIO) Empower Rural Iowa broadband grant in the amount of \$12,165,592.49 of a total project cost of \$23,854,102.93 for AcenTek to install fiber optic infrastructure that will serve 800 census blocks consisting of 1,967 homes and 391 businesses in the Harpers Ferry, Ossian, Clermont, & Ft Atkinson Exchanges (in the counties of Clayton, Fayette, Winneshiek, and Allamakee), an area that covers over 392 square miles of rural Iowa.



Authored and was awarded a Minnesota Department of Employment and Economic Development (DEED) Border-to-Border Broadband Grant in the amount of \$1,492,096 of a total project cost of \$4,973,654 for AcenTek to install fiber optic infrastructure that will serve 374 unserved and underserved homes, farms, businesses, and community institutions in rural Peterson, MN. AcenTek's match included a loan from Fillmore County, MN.



Authored and was awarded a Minnesota Community Development Block Grant - Coronavirus (CDBG-CV) in the amount of \$983,105 of a total project cost of \$1,477,705 to bring Fiber to the Home to 332 residents at over 200 locations in the City of Ceylon, MN.

REGIONAL DEVELOPMENT TOUR

CEDA hosted their annual **Regional Development Tour** virtually through Cold Spring, MN; Dawson, MN; and Madison, MN.

Check out the Community Promotional Videos:



CEDA SMALL CITIES DEVELOPMENT PROGRAM HIGHLIGHTS

CEDA continues to work with Minnesota's Department of Employment and Economic Development to administer the Small Cities Development Program. This program distributes federal block grant dollars to communities with fewer than 50,000 residents. Qualifying cities and counties can utilize funding for housing, public infrastructure and commercial rehabilitation projects. Altogether, the program includes nearly \$7 million in federal, state, and local matching dollars.

BLUE EARTH

Blue Earth was awarded grant funds for the rehabilitation of 12 owner occupied homes. Currently four projects are out for bid and grant funds will begin to be disbursed in 2022.

CALEDONIA

Caledonia was awarded \$824,698 in grant funds to rehab 10 commercial properties, 10 mixed-use rental properties, one multifamily rental property, and 15 owner occupied properties. CEDA is administering the commercial, mixed-use rental, and multifamily rental portion of the grant. Semcac is administering the owner occupied portion of the grant. Currently seven commercial buildings have been rehabbed and three are in progress. Eight mixed-use rental units have been rehabbed and two are in progress. The multifamily rental property has been rehabbed.

ELGIN

Elgin was awarded \$303,600 in grant funds to rehab 12 owner occupied houses. CEDA closed out the grant in 2021, exceeding the rehabilitation goal with a final total rehab of 13 houses.

EYOTA

Eyota was awarded \$287,500 in grant funds to rehab 20 rental units. CEDA closed out the grant in 2021, exceeding the rehabilitation goal with a final total rehab of 32 rental units.

HARMONY

Hayfield was awarded \$581,900 in grant funds for the rehabilitation of 23 owner occupied homes. Currently 15 homes have been rehabbed, and eight homes are in progress.

HAYFIELD

CEDA partnered with Semcac to author a preliminary application for the City of Harmony. The project requested grant funds for owner occupied housing and commercial projects. Funds may be awarded in 2022.

HOKAH

Hokah was awarded \$721,625 in grant funds for owner occupied housing, rental housing and commercial projects. Grant funds will begin to be disbursed in 2022.

RED WING HRA

The Red Wing HRA has left over program income funds from a previous Small Cities Development Program Grant that CEDA helps reuse throughout the year. This year three commercial projects were completed in addition to two housing projects.

BOARD OF DIRECTORS

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COO, TUOHY Furniture
Chatfield, MN

Erin Sparks, Vice Chair

Economic Development Lead, Great River Energy
Maple Grove, MN

Ryan McCarville, Secretary

Owner/Sales Manager, Camp-Site RV, Inc.
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City of Rushford Village, MN and Cresco, IA

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Mitch Massman
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Robert Harris
Sarah Carling
Sarah Weese
Shelley Pohlman
Spiff Slifka
Zach Bubany

2021 FINANCIALS

Revenue

\$2, 828, 481

Net Income Before Depreciation

\$341, 449 (unaudited)

Expense

\$2, 487, 032

our FUNDING PARTNERS

Thank you for your commitment to the economic vitality of rural communities!

DIAMOND LEVEL PARTNERS



GOLD LEVEL PARTNERS



SILVER LEVEL PARTNERS

- 504 CORPORATION
- BREMER BANK
- CUSB BANK
- DAKOTA ELECTRIC
- F&M COMMUNITY BANK
- FIRST SOUTHEAST BANK
- GREAT RIVER ENERGY
- ITC MIDWEST
- MERCHANTS BANK
- MINNESOTA BUSINESS FINANCE CORPORATION
- MISSISSIPPI WELDERS
- ROOT RIVER STATE BANK
- RSP ARCHITECTS
- RUSHFORD STATE BANK
- STEELE-WASECA CO-OP

BRONZE LEVEL PARTNERS

- ALUM-LINE
- CRESCO BANK & TRUST
- FIRST FARMERS & MERCHANTS
- FIRST NATIONAL BANK
- FORESIGHT BANK
- GRANITE COMMUNITY BANK
- KRAKERJAK MARKETING AND STRATEGIES
- MINWEST BANK
- PRARIE ISLAND TRIBAL COUNCIL
- SHORT ELLIOTT HENDRICKSON
- THINK MUTUAL BANK

Want to be a champion for rural communities? We'd love to get you on the list! Reach out to our team at info@cedausa.com for more details.

WHY DOES IT MAKE SENSE

to contract economic development services with CEDA?



GET A TEAM OF PROFESSIONALS

When you contract with CEDA, you are contracting for an entire team of qualified professionals with over 100 years of immediate, combined experience. You are able to access the expertise, connections, and creativity of all of our team members.

EXPAND YOUR REACH

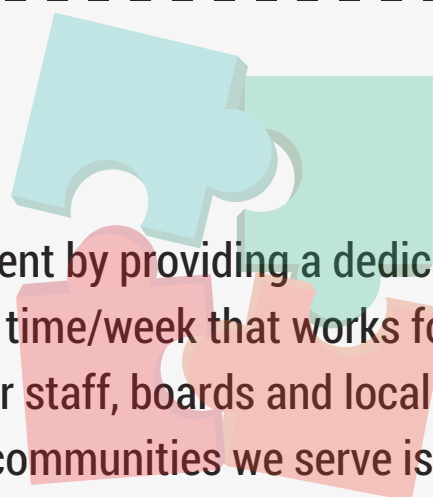


CEDA has launched its Expanded Marketing Program, which allows our communities to promote themselves in unprecedented ways:

1. Representation at international trade shows.
2. Access to a database of over 2,000 site selectors.
3. Knowledge of best practices in economic development across the country.
4. Increased access to local, state and national government officials.
5. Memberships to several nationally recognized organizations.

IT'S ABOUT WHAT WORKS FOR YOU

CEDA helps you be proactive about economic development by providing a dedicated team member to serve at your offices for the amount of time/week that works for you, your goals, and your budget. We will work with your staff, boards and local businesses to help you strategically grow. Each of the communities we serve is different, and we'll take the time to make sure we understand your priorities.



ACCOUNTABILITY

We are results-driven and motivated to produce tangible outcomes. In fact, we're so confident in our quality of service that we provide a 30-day-out clause in all of our contracts to mitigate your risk.





ON-SITE BUSINESS COUNSELING

CEDA is a satellite office for the Rochester Small Business Development Center (SBDC). We work directly with your new and existing businesses to provide expertise and resources to encourage their long-term success.

NO MORE PERSONNEL ISSUES

Hiring CEDA allows your EDA Board to be more productive by taking away personnel worries. Your Board will be able to focus on strategy and decision-making rather than:



1. Hiring and firing of employees
2. Employee discipline
3. Benefits negotiation
4. Training of staff
5. Federal and State regulations
6. Errors and Omissions/liability

GRANT WRITING EXPERTISE

CEDA has successfully authored over \$40 Million of private, state and federal grant applications since 1986.

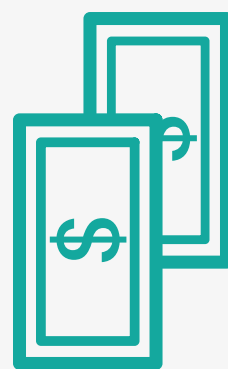


We have team members with diverse knowledge and experience that will improve your community's applications for grant dollars.

COST EFFECTIVENESS

Hiring employees directly has associated expenses such as:

1. A share of the employee's Medicare and Social Security taxes
2. Unemployment and workers' compensation insurance
3. Employer-provided benefits
4. Equipment/technology such as laptops and software
5. Limited productivity during training
6. Overtime pay
7. Professional development costs



For our reasonable, all-inclusive rates, you receive a highly qualified team of professionals dedicated to making your community prosper.

As a 501(c)(3) non-profit, all of CEDA's services are provided at or below cost.