

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
BUSINESS RETENTION AND EXPANSION/RECRUITMENT (BRE/R) COMMITTEE

MINUTES

January 20, 2016
EDC Board Room

Present: Sam Bowen, Jim Ellingson, Roger Imdieke and Les Nelson

Excused: Bob Carlson and Ranae Rahn

Absent: Jean Marthaler

Staff: Connie Schmoll, Business Development Specialist

Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Chair Les Nelson called the meeting to order at approximately 11:04 a.m. Connie Schmoll announced a revised agenda was prepared for today's meeting and Bruce Peterson will no longer be a committee member.

MINUTES—

IT WAS MOVED BY Jim Ellingson, SECONDED BY Roger Imdieke, to approve the minutes of the October 21, 2015 meeting as emailed. MOTION CARRIED.

REPORTS—

Future regional workforce issues and concerns. Schmoll shared the Joint Operations Board approved Revolving Loan Fund loans to Bonnema Hardware & Flooring, Inc. in Spicer and Happy Family Asian Grocery. Schmoll's business visits include: Keith Palmquist, owner of the former Mord Hardware building in New London where she assisted with marketing options for one of the business tenants; working on business plans with two individuals from the 2014-2015 CEO program wanting to start a business and with Keith Pattison of West Central Steel and Central Minnesota Fabricating. Schmoll invited committee members interested in participating in business visits to contact her.

Kandiyohi County railroad Wye project. Roger Imdieke gave an update on the project which is moving along.

BRE visitation program update. Schmoll reviewed a list of 2014-2015 BRE projects (see attached). Sam Bowen is interested in finding ways to move employees up the ladder in skills and compensation to help with the employment/workforce issue. He commented there may be funding/grants available through the Minnesota Department of Employment and Economic Development (DEED) for training programs and/or certifications. Bowen announced a Job Fair for

Willmar High School students is scheduled for February 22, 2016. Sponsors include: Ridgewater College, Willmar Lakes Area Chamber of Commerce and Willmar Senior High School. Bowen will keep Schmoll informed of plans.

Atwater BRE program. Data from the Atwater business visits has been entered into Synchronist. A total of 18 Atwater business visits were conducted (1 Prime and 17 CRTS).

UNFINISHED BUSINESS

Review of 2015 goals. Schmoll reviewed the 2014-2015 Business Retention and Expansion Projects (see attached) and suggested the committee review the goals as 2016 goals will be discussed and prioritized at the February 17, 2016 meeting.

NEW BUSINESS

Lake Lillian Civic & Commerce funding application. Schmoll presented a \$1,000 funding application for soil testing of the underground fuel tanks prior for the Lake Lillian grocery/convenience store. Other contributors include Lake Lillian Civic & Commerce, the potential buyer and the seller. Schmoll recommended the EDC approve the \$1,000 request toward the \$10,000 expected cost. Lake Lillian has researched with the potential buyer on various issues.

IT WAS MOVED BY Roger Imdieke, SECONDED BY Jim Ellingson, to recommend to the Kandiyohi County and City of Willmar Economic Development Commission Joint Powers Board that it approve \$1,000 to Lake Lillian Civic & Commerce for the purpose of soil testing of underground fuel tanks. MOTION CARRIED.

Schmoll commented there are grant funds available to assist with clean up if the soils are contaminated.

University of Minnesota Retail/Service Assistance. Schmoll presented information forwarded to Steve Renquist from Neil Linscheid on potential training and assistance for Kandiyohi County retail businesses. Schmoll will send the report to the committee.

Committee meeting locations. Chair Nelson discussed conducting committee meetings in other Kandiyohi County cities. Bowen favors community involvement and suggested a schedule be determined; Imdieke suggested the possibility of offering lunch (self pay) to guests. Another suggestion is to prepare seed questions and have an open forum at the conclusion of the meetings. The committee concurred with holding quarterly committee meetings off site. Other monthly meetings will continue to be held at the EDC office. Chair Nelson and Schmoll will present a plan for the offsite meetings at the February meeting. Chair Nelson briefly discussed the addition of new committee members.

Schmoll announced the Kandiyohi County Board of Commissioners recently passed the Property-Assessed Clean Energy (PACE) Program, which allows property owners to finance energy-related improvements to their buildings up front with repayment through property taxes (see attached).

Other. Imdieke shared the hotel on the Little Crow Golf Course property is moving forward. Soil testing is expected to begin this spring.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 11:50 a.m.

NEXT MEETING—The next regular committee meeting is 11:00 a.m., February 17, 2016, in the EDC Board Room.

2014-2015 Business Retention and Expansion Project

PROJECTS IDENTIFIED

January 20, 2016

Project 1: Identifying, engaging and inspiring our currently under-utilized workforce

Recommended next steps:

1. Identify project leaders/champions
2. Meet with agencies that have data
3. Identify community vehicles
4. Define message
5. Define target audience

Determined that with current unemployment rate, there is little workforce not utilized at this time.

Project 2. Perception of outsiders/lack of diversity; larger region will recognize the Willmar Lakes Area, Kandiyohi County and the City of Willmar as a community that embraces diversity. Also a Vision 2040 Goal

Recommended next steps:

1. Education—work with schools that have access to parents and children
2. Programs/trainings for businesses. Smaller groups of people, about local cultures—they can then help set the tone for each of us being accountable of the perception
3. Change community conversations
4. Multicultural event to celebrate diversity

Event: Green Card Voices

Project: Filming the stories of local immigrants for our own Green Card Voices to tell the stories broadly in the community and elsewhere.

Project 3: Excellence in our schools

Recommended next steps:

1. Form committee/make contacts/get buy-in
2. Developing a marketing campaign
3. Media placing focus on positive stories on our school districts
4. Educating business on school offerings, a two-way conversation

No current projects

Project 4: Stabilizing our workforce—now and into the future

Recommended next steps:

1. Community forum to discuss issues with open dialogue
2. Encourage more on-the-job training
3. Encourage job shadowing for youth, apprenticeship/CEO program
4. Diversity among educational professionals

One to one BRE Visits and included in workforce/Manufacturers Day event planning

Project 5: Marketing Area as a Place of Job Opportunities and Lifestyle

Recommended next steps:

1. Create a marketing campaign to market job opportunities in Kandiyohi County
2. Include the lifestyle a job in Willmar provides
3. Host Job Fairs showcasing multiple specialties
4. Promote mobile world

New EDC Website covering marketing of the community- also four EDC mailings I 2016.

Project 6: Broadband expansion/availability in Kandiyohi County – An engaged committee at EDC.

Recommended next steps:

1. Survey that the EDC is undertaking
2. More discussions with providers on what are their plans and what needs to have them take the step further
3. Learn from others that have done it
4. Training sessions for retail to teach them what they can do

Discussions with providers and legislators, networking with others including inviting them to speak and attending state conference, Work with local businesses to inform them of possible options for temporary access at speeds that meet current needs. The committee has secured funding for a feasibility study. Survey will be part of the feasibility study.

Project 7: Increased availability of job qualified workers. Short-term training/diplomas Project of Vision 2040 Goal 2.

Recommended next steps:

1. Focus group of area employers to determine specific employees needed
2. Continue Manufacturing Day
3. K-12 involvement
4. Better utilization of present job services, agencies/department

Manufacturing Day plans, video of local industries, school personnel involved.



Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION

2015 Strategic Plan

Approved by EDC Joint Operations Board 1/8/2015

The EDC's mission is **to be a catalyst for economic growth of the greater Kandiyohi area.**

2015 Goal

To advance our mission, the EDC has one comprehensive and overarching goal for 2015:
Increase business retention, expansion, creation and recruitment in Kandiyohi County.

Objective 1. Develop, invest in and support programs and activities that increase business development			
Strategy 1.1. Target activities that leverage our assets in agriculture, with a special emphasis on ag-business manufacturing, bioscience, technology, energy and research			
Objectives/Actions	Responsibility	Target Date	Status/Update
Identify 2-3 opportunities in cluster development	Jean, Connie, SWIF, Deloitte Consulting	2 nd half of year	Placed Life Science project at Willmar WWTF
Conduct assessment of emerging agriculture-related industries through continued participation on West Central Ag Sales Committee (WCASC) and Willmar Lakes Area Chamber of Commerce (WLACC) Agri-Business Committee, as well as inviting presentations by ag-related statewide advocacy groups, such as Corn Growers, Soybean Growers, Minnesota Milk Producers, Minnesota Pork Producers and others to keep abreast of industry needs that could be met in Kandiyohi County	Connie EDC Agriculture and Renewable Energy Development (Ag) Committee	All year	Participated in WCASC Ag Show; WLACC Ag Committee. Presenters at Ag meetings: MN Milk, Clean Energy, Ethanol industry, PACE program, and private industry renewable energy project presentations.
Seek positive ROI renewable energy projects through participation at Community Venture Network meetings and promotions with businesses in Kandiyohi County	EDC staff Ag Committee	All year	Invited company from CVN to visit with Ag Committee Geronimo Energy solar panel project, EOS presentation
Determine cooperative or separate angel/venture capital fund for agriculture-based projects <ul style="list-style-type: none"> secure at least three angel investors to join the planning committee implement Ag/Ag Bio Science Investment Group for Kandiyohi County 	Connie Steve Ag Investment Subcommittee	1 st half of the year	In progress. Survey development, survey to be mailed 1/7/15. 12/15 Subcommittee continues to meet

Strategy 1.2. Develop resources for entrepreneurship			
Objectives/Actions	Responsibility	Target Date	Status/Update
Coordinate meeting with Ridgewater College, WORKUP, WAM-BC, MWTC and any other organizations that provide entrepreneurship programs or services <ul style="list-style-type: none"> document each entity's roles/services identify opportunities to work together 	Jean	1 st quarter	Founding member of WORKUP and entrepreneur training program: QUP and MEETUP in which the EDC participates. Quarterly business development meetings with MWTC and MCROC. Ridgewater Customized and Continuing Ed Director potential new member of BRE/R Committee and participating on workforce subcommittee. Facilitated 4 meetings with school personnel on workforce/Manufacturing Day planning.
Develop marketing of "Why Willmar is for Entrepreneurs" <ul style="list-style-type: none"> include on website cross market with partner organizations 	Jean and Marketing Team	2 nd quarter	Website links to partners complete.
Strategy 1.3. Increase availability of debt and equity capital for business projects			
Objectives/Actions	Responsibility	Target Date	Status/Update
Work with Willmar HRA and USDA to transfer USDA Intermediary Relending Program (IRP) to the EDC for the Finance Committee to administer	Jean and Finance Committee	1 st quarter	Presently on hold
Research business finance programs in other communities for a list of potential sources of capitalization to expand the EDC's loan program	Jean and Finance Committee	July EDCOB Meeting	Handout included with July finance report
Leverage resources from regional, state and national financing programs by educating businesses on available programs <ul style="list-style-type: none"> Create quarterly newsletter (April 1, 2015) with a section marketing business development (DEED) program funds Initiate contacts with targeted businesses with three DEED program applications in 2015 	Staff and Marketing Team	Ongoing	DEED Angel Investment Program presented at Ag Investment Subcommittee meeting.
Strategy 1.4. Assess the feasibility of a countywide angel investor fund or network; support development efforts as warranted			
Objectives/Actions	Responsibility	Target Date	Status/Update
Coordinate follow-up meetings between local investors and Gopher Angels <ul style="list-style-type: none"> Determine process to proceed 	Jean		Local company is finalist in MN Cup and has been certified for Angel Tax Investments.
Participate in active angel investor networks within the state	Staff		Networking with Fargo Arthur Ventures

Strategy 1.5. Increase the awareness and utilization of innovative business financing mechanisms			
Objectives/Actions	Responsibility	Target Date	Status/Update
Develop marketing template that will assist and guide companies in “crowdfunding” activities	Jean, Marketing Team, Finance Committee	2 nd quarter	Working on with WORKUP
Strategy 1.6. Attracting talent and enhancing our available workforce			
Objectives/Actions	Responsibility	Target Date	Status/Update
Coordinate meeting with HR professionals to assist recruitment and promote “Bring Them Home” campaign	Jean and Marketing Team		Met 5/14/2015
Coordinate meetings with Willmar and NL-S Education Foundations to develop alumni outreach programs via newsletter and social media marketing outreach	Jean and Marketing Team		Met with NL-S and scheduled to meet with Willmar.
Strategy 1.7. Continued growth of the MinnWest Technology Campus (MWTC)			
Objectives/Actions	Responsibility	Target Date	Status/Update
Collaborate with MWTC for targeted business recruitment events and activities including membership with Community Venture Network	Jean and Joanna Schrupp		Attended October meeting. Conducted follow-up with 2 companies. Next meeting 12/11/2015.
Develop materials for outreach and method for effective lead follow-up through Synchronist	Jean and Joanna		Determined the expense and complication of sharing private company information makes goal non-conductive to business.
Support Animal Science Venture Conference as conference sponsor	Jean and Joanna		Completed 10/15
Support efforts to develop, engage, expand and promote the Mid-Central Research and Outreach Center (MCROC)	Staff, MWTC, MCROC		Promoting new MCROC training lab to businesses; i.e. tour with DEED rep and BRE committee members 10/15 Avian Flu, AURI, University Showcase; working with state regarding enhancement of Avian Lab. Haranguing U of M re: Turkey R&D facility Showcase completed. EDC designed and funded all flyers and ads and made them transferable to future years.
Strategy 1.8. Market/attract major consumer goods retailer and hospitality industry companies to Willmar/Kandiyohi County			
Objectives/Actions	Responsibility	Target Date	Status/Update
Meet with corporate leaders of Kohl’s or other department store and Buffalo Wild Wings to assess feasibility of business in Willmar	Steve	1 st quarter of year	Participated in sale of Kandi Mall and investor acquisition; 12/15 Expect announcement of as many as three new retail/hospitality ventures in 2016

Objective 2. Increase Business Retention and Expansion (BRE)			
Strategy 2.1. EDC's BRE/R Committee, in cooperation with the Willmar Lakes Area Chamber of Commerce (WLACC) Grow MN! Team, will complete the Kandiyohi County Business Retention and Expansion Program as planned and started in 2014			
Objectives/Actions	Responsibility	Target Date	Status/Update
Enter survey information into Synchronist database	Connie, EDC admin staff	1 st quarter	Completed
Complete follow-up of all issues and concerns for individual businesses	Connie, BRE/R Committee and WLACC	1 st quarter	Completed
Generate reports and present information to the leadership team and participants of the program for review and prioritizing	Connie, BRE/R Committee and WLACC	1 st quarter	Completed
Select projects in response to the survey analysis	Connie, BRE/R Committee, WLACC and community leaders	1 st quarter	Completed
Secure leadership and initiate work on the projects	Connie, BRE/R Committee, WLACC and community leaders	All year	In process: EDC's Broadband and Marketing Committees, Vision 2040 groups for workforce issues and embracing diversity
Evaluate program processes and results and make a determination about continuation of the BRE program	Connie, BRE/R Committee and WLACC	2 nd quarter	EDC staff continuing to meet with businesses regularly—smaller interview form and more closely related to information about the business. Doing verbal assessment of environment for doing business.
Strategy 2.2. Plan and implement BRE programs in Kandiyohi County cities not included in 2014 program			
Objectives/Actions	Responsibility	Target Date	Status/Update
Meet with mayor, city council and/or clerk of the cities not previously involved in the Kandiyohi County BRE program: Lake Lillian, Blomkest and Sunburg, and the cities that were minimally involved: Atwater, Kandiyohi, Prinsburg, Pennock and Raymond, to initiate formation of a business survey group in the cities that show interest	Connie, BRE/R Committee	1 st half of the year	Met with Kandiyohi, Spicer, Lake Lillian, Atwater and Raymond City Councils
Conduct a BRE business survey in at least three cities where interest was shown during discussions. Conduct a minimum of four business visits per city	Connie, BRE/R Committee	3 rd quarter	Completed visits in Atwater on 12/1/2015. Entering data.

Follow-up with individual business concerns as identified in BRE program for three cities	Connie, BRE/R Committee	3 rd and 4 th quarters	Planning for Ag producer survey continues. Ridgewater College Ag Department assisting.
Analyze data from individual city BRE programs and select projects in response.	Connie, BRE/R Committee and community leaders	4 th quarter	Meeting planned for January.
Secure leadership from the individual communities to initiate work on the projects	Connie, BRE/R Committee	4 th quarter	
Strategy 2.3. Completion of hotel feasibility process for New London-Spicer			
Objectives/Actions	Responsibility	Target Date	Status/Update
Facilitate completion of the second stage of the feasibility study and performance statements for hotel	Connie and Hotel Planning Committee	1 st quarter of year	Developer working with team to review incentives offered by two separate locations.
Assist communities of New London, Spicer and New London Township, as asked, in creating incentive packages for hotel developers	Connie	1 st and 2 nd quarters	10/15 Announcement of Spicer project
Strategy 2.4. Continue Veterans Home recruitment using new definition			
Objectives/Actions	Responsibility	Target Date	Status/Update
Develop and present concept of local affiliated Veteran's Home to state legislature	Steve	1 st quarter	12/15 Met with legislative delegation and provided information regarding vet's wing to existing nursing facility.
Strategy 2.5. Address available workforce issue			
Objectives/Actions	Responsibility	Target Date	Status/Update
Coordinate meeting with manufacturing businesses, workforce representatives and education to identify critical needs <ul style="list-style-type: none"> • Determine areas of underemployment where training programs could assist • Determine recruitment needs to attract workforce to Kandiyohi County • Determine unemployed and training needed to prepare for workforce 	Steve, Jean	1 st quarter	Met with Willmar school to discuss ideas for engagement Attend Willmar World's Best Workforce Steering Committee and NLS SCOPE Committee 12/15 worked with manufacturing committee to recognize manufacturers in 2015 and host major event in 2016

Objective 3. Provide leadership for industrial park development			
Strategy 3.1. Completion of Shovel Ready Certification process for Willmar Industrial Park			
Objectives/Actions	Responsibility	Target Date	Status/Update
Coordinate a meeting with Willmar Mayor and city staff to determine program benefits and develop a process to proceed	Jean, Bruce Peterson and City	1 st quarter	Continued meetings with Willmar planning director.
Develop a plan with DEED's site selector consultant to market the Industrial Park to site selectors in targeted industry sectors	Staff and City of Willmar	2 nd half of the year	Hosted site selector through DEED on 9/16
Strategy 3.2. Assist other cities within the county in efforts to map their industrial properties and/or complete Shovel Ready Certification process			
Objectives/Actions	Responsibility	Target Date	Status/Update
Survey cities in Kandiyohi County for industrial property listings <ul style="list-style-type: none"> Train staff on searchable database in EDC website Present at City Council the opportunities and benefits of Shovel Ready Program for Industrial Park sites 	Jean and Connie	Ongoing	Updated LOIS training, 12/9/15. Secured site information for 2 recent listings; LL & Atwater.
Strategy 3.3. Implement railroad bypass program			
Objectives/Actions	Responsibility	Target Date	Status/Update
Determine TIGER II or non-grant dependent option funding *Update: 10/15 SCR We are waiting for an announcement from US DOT. The State money (\$18 million is secured); the local participation remains constant; the BNSF RR contribution \$15 million+ is committed. Local issue with retail establishment disappointed in lost Hwy 12 access	Steve	1 st quarter	12/15 Funded; need additional \$1.3 million
Strategy 3.4. Implement railroad siding into new industrial park			
Objectives/Actions	Responsibility	Target Date	Status/Update
Set in motion plan to add rail to new Industrial Park <ul style="list-style-type: none"> Working with BNSF RR, working with City of Willmar – notified legislative representatives of possible bonding request 2016. Local ask - \$1.5 million, 10/15 SCR 	Steve and Jean	1 st half of the year	12/15 Continue to work with BNSF marketing personnel
Strategy 3.5. Market availability of railroad served industrial park to railroad dependent industry			
Objectives/Actions	Responsibility	Target Date	Status/Update
Determine logical candidates working with BNSF Economic Development	Steve and Jean	1 st half of the year	10/15 Dependent on TIGER funding, in progress

Objective 4. Enhance marketing to prospective businesses, residents, investors, site selectors and existing residents			
Strategy 4.1. Complete redesign of the EDC website			
Objectives/Actions	Responsibility	Target Date	Status/Update
Host stakeholder meetings in January to define content framework for new EDC website that meets needs of our audience	Jean and Marketing Team	1/20/15	Completed
Develop written copy and attractive content to populate the new website	Staff and Committees	Feb-April 2015	In process
Integrate technology for real time reporting of key information meeting site selectors criteria <ul style="list-style-type: none"> staff training 	Staff	After website launch	In process
Searchable building/land database <ul style="list-style-type: none"> promoted to all commercial realtors community training 	Staff	1 st half of 2015	Staff training in LOIS
A recruitment section in website to meet the needs of companies recruiting workforce from outside the region to Kandiyohi County <ul style="list-style-type: none"> meet with County HR professionals-workforce 	Jean and Marketing Team	During website development phase	In process
Strategy 4.2. Development of a comprehensive written marketing plan for the EDC			
Objectives/Actions	Responsibility	Target Date	Status/Update
Research best practices for marketing the new website for a successful launch	Jean and Marketing Team	1 st quarter	Moved public promotion of new website to March 2016. Will use Chamber ADvantage flyer to promote. Will also report live on Open Mic.
Market the EDC through local channels <ul style="list-style-type: none"> Newsletter Blog B2B articles Chamber ADvantage 	Jean and Marketing Team	Ongoing	Have advertised in quarterly Chamber ADvantage in 2015
Market outside of the area to targeted industries and trade publications <ul style="list-style-type: none"> Community Venture Network Technology sectors Manufacturing sectors Ag-Business sectors – Prairie Business Renewable energy sectors Research publications within these sectors in which to submit story content for editor consideration	Staff, Committees and Marketing Team	Ongoing	
Produce written materials that promote the area for ag-business and ag-manufacturing opportunities to include in EDC marketing materials	Ag Committee	1 st and 2 nd quarters of the year and then ongoing	Secured persons to assist from Ag Committee; attended session on blogging to market.

Objective 5.

Work with service providers to enhance broadband infrastructure, access and utilization in the county

Strategy 5.1. Assess needs for broadband and develop a plan to improve access in targeted locations in the county

Objectives/Actions	Responsibility	Target Date	Status/Update
Survey target area identified by the Broadband and Advanced Technology Committee to determine an effective strategy for documenting speeds, business needs and pricing thresholds	Jean and EDC Broadband Committee	January 2015	Survey will be part of feasibility study if funds are secured from Blandin. Secured matching funds.
Evaluate survey results and expand target area based upon findings	Committee	February 2015	Will be included in feasibility study
Survey companies that have demonstrated upload speed requirements to document improved infrastructure requirements to meet the technology needs in business	Committee	February 2015	Hosted Senator Klobuchar on 8/18 with local businesses and reps on broadband issues Hosted Rep. Baker and Rep. Dault 10/21 with local businesses and reps on broadband issues
Hold public forum meetings throughout Kandiyohi County to identify the “wants” and “needs” for broadband access	Committee	April/May	Hosted Senator Klobuchar on 8/18 with local businesses and reps on broadband issues Hosted Rep. Baker and Rep. Dault 10/21 with local businesses and reps on broadband issues
Work with Kandiyohi County to map infrastructure through the permitting process	GIS/County	Ongoing	Part of feasibility study if funded.
Continue to meet with companies providing broadband services to examine needs and develop strategies to upgrade infrastructure	Committee	Ongoing	Attended Border-to-Border Conference. Networked with providers. Mark Erickson of RS Fiber to present at next Broadband meeting.

Strategy 5.2. Execute “Hackathon” event in collaboration with Ridgewater College, WORKUP and Blandin Community Broadband Program

Objectives/Actions	Responsibility	Target Date	Status/Update
Market the Willmar Hackathon to communities in the Blandin network to attract talented computer coders/programmers to attend	Jean, Broadband Committee, Ridgewater College	April - Sept	Hosted Hack ₂ 0 on 9/18-20/2015
Market Hackathon to local stakeholder groups and community to attract interest and local buzz for the project and programs at Ridgewater College, WORKUP and MWTC	Jean, Broadband Committee, Ridgewater	April - Sept	Completed
Develop brand messaging from the Hackathon that can be used in the EDC website for recruitment of talent workforce and attracting technology businesses	Jean, Marketing Team, Broadband Committee	April - Sept	Completed by Marketing Committee “Ready for Business”



Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION

Name of applicant Lake Lillian Civic & Commerce Association Name of contact person Kris Kaiser
Telephone 320-220-1414 Cell 320-220-1414 Email kaiserkris@ymail.com

Describe your organization, its mission and goals:

We are a community-based organization comprised of local residents. Our mission reads: To encourage community development by promoting local business, sponsoring community events, and offering volunteer opportunities. Our objective is to instill the spirit of community caring for its members and citizens.

Is your organization a nonprofit corporation or governmental entity?

Amount requested \$ 1,000.00. Will the funds be matched? Yes No . If yes, how will they be matched?

Funds to be donated by our charitable gambling fund as a lawful purpose expenditure.

For what purpose will the requested funds be used? Provide a copy of your budget.

There is a potential buyer for our local grocery store/gas station. The buyer needs to have testing completed on the underground fuel tanks in order to decide if the transaction will happen. The Lake Lillian Civic & Commerce Association would like to show our support by assisting with the cost of the tank testing and the grant funds, if approved, would be used to help offset those costs. We feel this is crucial for the vitality of our city.

If your request is for an event and is "seed money," can the event be profitable and self-supporting in future years?

Please explain: Having a grocery store/gas station in our community is vital to the sustainability of our city. We are currently without these services and this has definitely had an impact on our other businesses. Our businesses count on the traffic that flows through our city and having these services would benefit all of our businesses as a whole.

Does the request fit within the EDC's mission (To be a catalyst for economic growth of the greater Kandiyohi County area.) and goals?

Please explain: The Lake Lillian Civic & Commerce Association feels that this request most definitely fits within the EDC's mission and goals. A grocery store/gas station is very important to any community but especially in a rural/elderly community such as Lake Lillian. This business will benefit summer/lake traffic in addition to encouraging stability for existing residents and future possibilities.

If funded, your federal tax ID number must be provided. EIN #41-1484962

Turn this application to: Kandiyohi County and City of Willmar Economic Development Commission
222 20th Street SE | P.O. Box 1783 | Willmar, MN 56201 | edc@kandiyohi.com

What is Property Assessed Clean Energy (PACE)?

PACE is a new way to finance energy efficiency and renewable energy upgrades to the buildings of commercial property owners.

Energy-saving measures pursued by the owners receive project financing and are repaid as a separate item on their property tax assessment for a set period. PACE eliminates the burden of upfront costs by providing low-cost, long-term financing.



Why PACE, and how does it work?

PACE financing helps overcome several barriers to making energy improvements:

- Eliminates high up-front costs
- Reduces dependence on credit
- Allows for comprehensive retrofits
- Allows programs to recoup their costs

Property Assessed Clean Energy (PACE) financing allows property owners to finance energy-related improvements to their buildings with affordable, long-term capital.

PACE PROJECT PROCESS



HOW THE MONEY FLOWS



[Learn more on reverse](#)

Can I use PACE to finance building improvements?

Minnesota state law allows local units of government to enter into joint powers agreements to create PACE programs. Under this innovative arrangement, commercial, industrial, nonprofit and multi-housing property owners can take on voluntary special assessments to finance energy efficiency, renewable energy, or electric vehicle infrastructure improvements to their properties.

PACE allows companies the opportunity to maintain a positive cash flow while investing in energy upgrades at no cost to taxpayers. PACE financing can also make it easier for building owners to transfer financed improvement repayment to the next owner upon sale, as the repayment resides with the property tax assessment.

Basic qualifications for PACE financing:

- Property owners must be current on mortgage and property taxes
- No federal or state liens against the property
- Must not be in bankruptcy proceeding
- Lender acknowledgement or "consent" from current mortgage lender
- Term of financing may not exceed weighted average useful life of improvements
- Improvements may not exceed 20% of assessed property value

What programs exist in Minnesota?

There are currently two commercial PACE programs available to Minnesota cities and counties that want to help finance building energy improvements in their jurisdictions.

Rural Minnesota Energy Board

Available to entities in the Rural Minnesota Energy Board's counties. The program is administered by the Southwest Regional Development Commission. Learn more at <http://mncerts.org/pace#rmeb>.



Saint Paul Port Authority

Available to entities in any city or county in Minnesota. Interested local governments can work with the Saint Paul Port Authority to authorize the program. Learn more at <http://mncerts.org/pace#sppa>.



Ready To Get Started?



Dig a little deeper: Visit the CERTs website resource page on PACE, which includes program details, a map of all participating cities and counties, and interviews with business owners who have completed projects at <http://mncerts.org/pace>.

Go further: Contact Pete Lindstrom with the Clean Energy Resource Teams at plindstr@umn.edu or 612-625-9634.