

**4B. Consideration of Resolution No. 2023-08 authorizing the 2024 HRA Special Benefit Property Tax Levy in the amount of \$451,000 and the EDA General Fund Budget in the amount of \$499,000**

<b>Prepared by:</b> Economic Development Manager	<b>Meeting Date:</b> 08/09/23	<input checked="" type="checkbox"/> <b>Regular Agenda Item</b> <input type="checkbox"/> <b>Consent Agenda Item</b>
<b>Reviewed by:</b> Community Development Director, Community & Economic Development Coordinator, Finance Director	<b>Approved by:</b> City Administrator	

**ACTION REQUESTED**

Motion to adopt Resolution No. 2023-08 approving the 2024 HRA Special Benefit Property Tax Levy in the amount of \$451,000 and the EDA General Fund Budget in the amount of \$499,000.

Motion of other as determined by the EDA.

**REFERENCE AND BACKGROUND**

Staff is asking the EDA to consider Resolution 2023-08 authorizing the 2024 HRA Special Benefit property tax levy in the amount of \$451,000 and the EDA General Fund Budget (revenue and expenditures) in the amount of \$499,000. The proposed tax levy increase is \$49,000 or 12.23 percent over the 2023 certified levy amount of \$402,000. The budget schedule allows the HRA Special Benefit property tax levy to be certified at the same time as the City levy, in September 2023. Final 2024 levy determination is scheduled to be made by the City Council in early December 2023. Setting the annual levy is a policy decision for the EDA.

The proposed 2024 EDA General Fund budget relies on the maximum allowed property tax levy as well as an estimated \$42,000 in interest earnings from invested funds. It also includes a transfer of \$6,000 from the City General Fund to cover the meeting stipends paid to EDA board members. Unspent EDA funds in a specific budget year are placed in the EDA General Fund and are available for various EDA goals as needed.

In the table below, the amount of the maximum allowed property tax levy along with the EDA’s actual certified levy is shown over a timeframe that spans 2016 (when the HRA levy began) to 2024. The table also shows the City’s projected 2024 taxable market value. The City’s total taxable property valuation increased by \$267,011,800 (+12.3%) over the previous year.

The maximum 2024 allowed HRA levy is 0.000185 of the property valuation which equals \$451,000.

<b>Year</b>	<b>Taxable Mkt. Value*</b>	<b>Allowed Levy by Statute</b>	<b>Actual Levy</b>
<b>2024</b>	<b>\$2,440,585,300</b>	<b>\$451,000</b>	<b>\$?????</b>
<b>2023</b>	<b>\$2,173,573,500</b>	<b>\$402,000</b>	<b>\$402,000</b>
<b>2022</b>	<b>\$2,100,005,500</b>	<b>\$388,000</b>	<b>\$388,000</b>
<b>2021</b>	<b>\$1,980,148,000</b>	<b>\$366,300</b>	<b>\$366,300</b>
<b>2020</b>	<b>\$1,923,814,900</b>	<b>\$355,000</b>	<b>\$355,000</b>
<b>2019</b>	<b>\$1,883,565,600</b>	<b>\$348,000</b>	<b>\$348,000</b>
<b>2018</b>	<b>\$1,748,750,200</b>	<b>\$323,000</b>	<b>\$323,000</b>
<b>2017</b>	<b>\$1,631,446,700</b>	<b>\$302,000</b>	<b>\$280,000</b>
<b>2016</b>	<b>\$1,513,570,400</b>	<b>\$280,000</b>	<b>\$280,000</b>

*\*Taxable market value is for the calendar year prior to the levy year, e.g., 2024 levy is based on 2023 Taxable Market Value amount*

*The proposed 2024 levy is calculated by multiplying the allowed percentage rate of 0.000185 by the municipal taxable market value (.000185 x \$2,440,585,300 = \$451,508 and round down to \$451,000)*

The 2024 EDA General Fund Expenditures Budget proposal is attached for reference. The budget line items include all operating expenditures, such as staff salaries and benefits, training, and travel, overhead (electricity, computer maintenance, postage), legal fees, financial advisor fees, marketing, and various memberships such as the Wright County Economic Development Partnership and Economic Development Association of Minnesota. Expenditures for professional services, including the Broadway parking lot agreement, economic development services, and marketing, were increased to reflect recent and anticipated activity increases.

The EDA's largest single budget category each year is the land acquisition-redevelopment activities line item and is usually a flex and fill figure (the last line filled) based on the levy amount for a balanced budget. The 2024 Redevelopment activities line item is proposed to be \$155,613. However, the final number will fluctuate as concrete costs (for example, 2024 health insurance premium rates) become known from now through December. It is this line item, along with the EDA General Fund and pooled TIF resources, that has supported property acquisitions and redevelopment activities of the EDA.

- I. Budget Impact:** The cost of approving the 2024 HRA property tax levy and the EDA General Fund Budget is minimal.
- II. Staff Workload Impact:** City staff involved in the levy and budget discussions included the City Administrator, Finance Director, Community Development Director, and Economic Development Manager.
- III. Comprehensive Plan Impact:** Economic Development Goals outlined in the Comprehensive

Plan 2040 + include the following items of focus.

- Goal 1: Business Attraction and Retention
- Goal 2: Tax Base Expansion
- Goal 3: Downtown Vitality
- Goal 4: Redevelopment and Reinvestment
- Goal 5: Life Cycle Housing
- Goal 6: Workforce Development
- Goal 7: Promotion and Partnerships
- Goal 8: Opportunities Areas

### **STAFF RECOMMENDATION**

Staff recommends that the EDA authorize the proposed 2024 HRA Property Tax Levy and the EDA General Fund Budget. The recommendation is based on current costs, historical budget trendlines, the Comprehensive Plan goals and the EDA's 2022-2024 Workplan. The EDA's overall mission is to support and facilitate economic development and redevelopment and housing activities that expand the tax base, increase employment opportunities, and create a vibrant economy. Ultimate levy and budget determination is a policy decision.

### **SUPPORTING DATA**

- a. EDA Resolution 2023-08
- b. Preliminary 2024 EDA General Fund Expenditures Budget Proposal
- c. Preliminary 2024 EDA General Fund Revenue Budget Proposal
- d. Qtr. #2 2023 - EDA Financial Statements – Expenditures-Revenues and Balance Sheet
- e. 2022-2024 EDA Workplan Goals and Objectives

**CITY OF MONTICELLO  
ECONOMIC DEVELOPMENT AUTHORITY**

**RESOLUTION NO. 2023-08**

**AUTHORIZING THE LEVY OF  
A SPECIAL BENEFIT TAX PURSUANT TO MINNESOTA STATUTES,  
SECTION 469.033, SUBDIVISION 6 AND  
APPROVING A BUDGET FOR FISCAL YEAR 2024**

WHEREAS, pursuant to Minnesota Statutes, Sections 469.090 through 469.1081, as amended, the City Council (the “City Council”) of the City of Monticello, Minnesota (the “City”) previously created the City of Monticello Economic Development Authority (the “Authority”); and

WHEREAS, the Authority is authorized to exercise all powers and duties of a housing and redevelopment authority under the provisions of Minnesota Statutes, Sections 469.001 to 469.047 (the “HRA Act”); and

WHEREAS, Section 469.033, subd. 6, of the HRA Act permits the Authority to levy and collect a special benefit tax of up to 0.0185 percent of taxable market value in the City, levied upon all taxable real property within the City, to finance the Authority’s economic development and redevelopment activities; and

WHEREAS, the special benefit tax levy authorized by Section 469.033, subd. 6 of the HRA Act is separate and distinct from the City’s levy and is not subject to the City’s levy limits; and

WHEREAS, the Authority desires to levy a special benefit tax in the amount of 0.0185 percent of taxable market value in the City; and

WHEREAS, the Authority has determined to adopt a budget for fiscal year 2024 that provides for the levy of the special benefit tax in the amount of 0.0185 percent of taxable market value of property in the City, to be used for the Authority’s economic development and redevelopment activities.

NOW, THEREFORE, Be It Resolved by the Board of Commissioners (“Board”) of the City of Monticello Economic Development Authority as follows:

1. The Board hereby approves a budget of \$499,000 (excluding TIF district and loan activity) for fiscal year 2024, including the levy of a special benefit tax in an amount not to exceed \$451,000, subject to approval of such budget by the City Council prior to September 30, 2023.
2. Staff of the Authority is hereby authorized and directed to file the budget with the City in accordance with Minnesota Statutes, Section 469.033, Subdivision 6, and request that the City Council consider approval of the special benefits tax levy.

3. There is hereby levied a special benefit tax pursuant to Minnesota Statutes, Section 469.033, Subdivision 6, in an amount not to exceed \$451,000 with respect to taxes payable in calendar year 2024, contingent upon the approval of the City Council.
4. Staff of the Authority are hereby authorized and directed to take such other actions as are necessary to levy and certify such levy upon approval by the City Council.

**APPROVED** by the Board of Commissioners of the City of Monticello Economic Development Authority this 9th day of August, 2023.

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President

Attest:

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Executive Director

2024 Budget Draft EXPENDITURES		2021	2022	2023	2023	2024	%
EDA FUND	EDA FUND	ACTUAL	ACTUAL	BUDGET	THRU 6/30	BUDGET	CHANGE
EDA General	EDA General						
213-41911-431990	MISC PROFESSIONAL SERVICES	\$ 3,170	\$ 130,973	\$ -	\$ -	\$ -	---
213-46301-410100	SALARIES, FULL TIME - REG	89,400	117,379	130,518	62,146	135,687	3.96%
213-46301-410200	SALARIES, FULL TIME - OT	6	609	-	497	-	---
213-46301-410300	SALARIES, PART TIME - REG	3,230	6,909	7,125	5,355	7,200	1.05%
213-46301-411100	SEVERANCE PAY	631	-	-	-	-	---
213-46301-411110	SEVERANCE BENEFITS	(10,621)	-	-	-	-	---
213-46301-412100	PERA CONTRIBUTIONS	6,641	8,901	9,789	4,698	10,177	3.96%
213-46301-412200	FICA CONTRIBUTIONS	6,719	9,144	10,530	5,013	10,931	3.81%
213-46301-413100	HEALTH/DENTAL/LIFE INSURAN	15,648	19,400	28,539	10,152	29,190	2.28%
213-46301-413250	HSA CONTRIBUTIONS	3,877	5,468	-	2,887	-	---
213-46301-413300	LIFE INSURANCE CONTRIBUTIONS	83	120	-	60	-	---
213-46301-413400	DISABILITY INS CONTRIBUTIONS	513	693	-	368	-	---
213-46301-415100	WORKERS COMP INSURANCE	3,206	2,639	3,138	1,400	3,233	3.03%
213-46301-421990	GENERAL OPERATING SUPPLIES	54	374	300	5	400	33.33%
213-46301-430300	PROF SRV - ENGINEERING FEE	228	-	10,500	-	5,000	-52.38%
213-46301-430400	PROF SRV - LEGAL FEES	18,894	10,497	20,000	1,093	20,000	0.00%
213-46301-431990	MISC PROFESSIONAL SERVICES	7,769	71,996	31,700	90,725	31,700	0.00%
213-46301-431991	MISC PROFESSIONAL SERVICES - PROPERTY MGMT	-	-	3,000	(855)	4,000	33.33%
213-46301-431993	MISC PROFESSIONAL SERVICES - ECON DEV SVCS	14,651	74,959	10,900	5,785	18,200	66.97%
213-46301-432100	TELEPHONE STIPEND	780	780	780	195	780	0.00%
213-46301-432150	IT SERVICES	3,002	3,659	3,473	1,737	3,358	-3.31%
213-46301-432200	MAIL & DELIVERY SERVICES	119	76	275	4	275	0.00%
213-46301-433100	TRAVEL/TRAINING EXPENSE	1,803	1,996	1,850	3,500	3,600	94.59%
213-46301-434990	ADVERTISING & MARKETING	501	26,766	37,500	-	45,000	20.00%
213-46301-435100	LEGAL NOTICE PUBLICATION	-	203	650	167	650	0.00%
213-46301-436100	INSURANCE - LIABILITY/PROPERTY/VEHICLE	1,664	1,668	1,650	962	1,650	0.00%
213-46301-437100	PROPERTY TAXES	13,682	13,664	-	-	-	---
213-46301-438100	UTILITIES - GAS/ELECTRICITY	1,171	4,273	750	-	100	-86.67%
213-46301-438200	WATER/SEWER	1,180	2,281	750	(291)	100	-86.67%
213-46301-440100	REPAIR & MTC - BLDG & SYSTEMS	3,203	-	-	-	-	---
213-46301-440200	REPAIR & MTC - FACILITIES MAINTENANCE	-	6,500	1,512	378	2,156	42.59%
213-46301-443300	DUES, MEMBERSHIP & SUBSCRIP	4,996	8,091	6,000	6,336	9,000	50.00%
213-46301-461500	REDEVELOPMENT ACTIVITIES	-	214,689	127,685	4,500	155,613	21.87%
213-46301-443990	MISCELLANEOUS OTHER EXP	331,498	306,409	1,086	288,242	1,000	-7.92%
213-46301-472030	OPERATING TRANSFER OUT	-	-	-	-	-	---
213-46601-443990	MISCELLANEOUS OTHER EXP	-	-	-	-	-	---
	<b>TOTAL EXPENDITURES</b>	<b>\$ 527,696</b>	<b>\$ 1,051,117</b>	<b>\$ 450,000</b>	<b>\$ 495,058</b>	<b>\$ 499,000</b>	<b>10.89%</b>

2024 Budget Draft REVENUES							
	EDA GENERAL FUND	2021	2022	2023	2023	2024	%
ACCOUNT NUMBER	REVENUES	ACTUAL	ACTUAL	BUDGET	THRU 6/30	BUDGET	CHANGE
213-00000-310110	CURRENT AD VALOREM TAXES	\$ 366,077	\$ 386,806	\$ 402,000	\$ 205,553	\$ 451,000	12.2%
213-00000-310210	DELINQUENT AD VALOREM TAXES	1,688	680	-	1,011	-	---
213-00000-310310	MANUFACTURED HOME TAX	688	-	-	-	-	---
213-00000-319100	PENALTIES & INT - TAX	(26)	805	-	-	-	---
213-00000-334235	STATE GRANT	-	375,547	-	284,123	-	---
213-00000-347110	RENTAL OF CITY PROPERTY	23,181	8,700	-	-	-	---
213-00000-362110	INTEREST EARNINGS - INVESTMENTS	(16,422)	(115,824)	42,000	-	42,000	0.0%
213-00000-362300	CONTRIBUTIONS	1,250	1,000	-	-	-	---
213-00000-362400	SALE OF PROPERTY	300,000	821,866	-	-	-	---
213-00000-362900	OTHER MISCELLANEOUS REV	4,100	-	-	-	-	---
213-00000-392000	OPERATING TRANSFERS IN	2,368	4,900	6,000	-	6,000	0.0%
213-41911-349655	ENGINEERING - BILLABLE PROJECTS	3,170	130,973	-	-	-	---
213-46301-341090	INITIATION/APPLICATION FEES	600	-	-	-	-	---
213-46301-362200	TIF INTRAFUND LOAN REPAYMENT - PRIN	-	-	-	-	-	---
213-46301-362220	TIF INTRAFUND LOAN REPAYMENT - INT	7,803	2,286	-	-	-	---
	<b>TOTAL REVENUES</b>	<b>\$ 694,476</b>	<b>\$ 1,617,739</b>	<b>\$ 450,000</b>	<b>\$ 490,687</b>	<b>\$ 499,000</b>	<b>10.9%</b>

**Schedule of Assets, Liabilities, Deferred Inflows of Resources, and Fund Balances**  
**Economic Development Authority & Small Cities Development Program**  
**June 30, 2023 - Unaudited**

	EDA General	GMEF	TIF Future	TIF 6 (d) Raindance	TIF 19 MS Shores	TIF 20 (d) Prairie West	TIF 22 Downtown	TIF 24 St. Henry's	TIF 29 Front Porch	TIF 30 CMHP	TIF 34 (d) Interchange	TIF 40 Briggs	TIF 41 UMC	TIF 43 Headwaters	GAAP Reconciliation	Total EDA	Total SCDP
<b>ASSETS</b>																	
Cash and investments	\$ 2,770,057	\$ 1,049,743	\$ -	\$ 18,001	\$ 18,875	\$ 104,172	\$ 585,090	\$ 27,915	\$ 22,104	\$ 87,288	\$ 77,370	\$ 41,516	\$ 31,432	\$ -	\$ -	\$ 4,833,563	\$ 779,295
Receivables																	
Delinquent taxes	1,722	-	-	-	-	-	2,687	-	-	-	-	-	-	-	-	4,409	-
Accounts	8,876	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8,876	-
Intrafund receivable	124,149	-	-	731,000	-	-	-	-	-	-	-	-	-	-	(855,149)	-	-
Notes receivable	127,246	196,267	-	-	-	-	-	-	-	-	-	-	-	-	-	323,513	120,655
Land held for resale	1,994,036	-	-	-	-	-	163,200	-	-	-	-	-	-	-	-	2,157,236	-
<b>TOTAL ASSETS</b>	<b>\$ 5,026,086</b>	<b>\$ 1,246,010</b>	<b>\$ -</b>	<b>\$ 749,001</b>	<b>\$ 18,875</b>	<b>\$ 104,172</b>	<b>\$ 750,977</b>	<b>\$ 27,915</b>	<b>\$ 22,104</b>	<b>\$ 87,288</b>	<b>\$ 77,370</b>	<b>\$ 41,516</b>	<b>\$ 31,432</b>	<b>\$ -</b>	<b>\$ (855,149)</b>	<b>\$ 7,327,597</b>	<b>\$ 899,950</b>
<b>LIABILITIES</b>																	
Accounts and contracts payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 127,246	\$ -	\$ 127,246	\$ -
Intrafund payable	-	-	45,363	-	-	-	-	-	-	78,500	-	-	731,286	-	(855,149)	-	-
Unearned revenue	-	-	-	-	-	-	163,200	-	-	-	-	-	-	-	(163,200)	-	-
Escrow deposits	5,762	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,762	-
<b>Total liabilities</b>	<b>5,762</b>	<b>-</b>	<b>45,363</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>163,200</b>	<b>-</b>	<b>-</b>	<b>78,500</b>	<b>-</b>	<b>-</b>	<b>731,286</b>	<b>127,246</b>	<b>(1,018,349)</b>	<b>133,008</b>	<b>-</b>
<b>DEFERRED INFLOWS OF RESOURCES</b>																	
Unavailable revenue - property taxes	1,722	-	-	-	-	-	2,687	-	-	-	-	-	-	-	-	4,409	-
<b>FUND BALANCES</b>																	
Restricted	-	1,246,010	-	749,001	18,875	104,172	585,090	27,915	22,104	8,788	77,370	41,516	(699,854)	(127,246)	163,200	2,216,941	899,950
Assigned																	
Economic Development	4,818,602	-	(45,363)	-	-	-	-	-	-	-	-	-	-	-	-	4,773,239	-
Façade Grant	200,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-
<b>Total fund balance</b>	<b>5,018,602</b>	<b>1,246,010</b>	<b>(45,363)</b>	<b>749,001</b>	<b>18,875</b>	<b>104,172</b>	<b>585,090</b>	<b>27,915</b>	<b>22,104</b>	<b>8,788</b>	<b>77,370</b>	<b>41,516</b>	<b>(699,854)</b>	<b>(127,246)</b>	<b>163,200</b>	<b>7,190,180</b>	<b>899,950</b>
<b>TOTAL LIABILITIES, AND FUND BALANCES</b>	<b>\$ 5,026,086</b>	<b>\$ 1,246,010</b>	<b>\$ -</b>	<b>\$ 749,001</b>	<b>\$ 18,875</b>	<b>\$ 104,172</b>	<b>\$ 750,977</b>	<b>\$ 27,915</b>	<b>\$ 22,104</b>	<b>\$ 87,288</b>	<b>\$ 77,370</b>	<b>\$ 41,516</b>	<b>\$ 31,432</b>	<b>\$ -</b>	<b>\$ (855,149)</b>	<b>\$ 7,327,597</b>	<b>\$ 899,950</b>

Required or Actual Decertification Date  
TIF District Type  
(d) = decertified

	12/9/2013	12/31/2023	12/10/2018	12/31/2024	12/31/2026	12/31/2029	12/31/2029	12/31/2022	12/31/2045	12/31/2030	
	Redevelopment	Housing	Redevelopment	Housing & Redevelopment	Housing	Housing	Housing	Redevelopment	Housing	Economic Development	Housing







## **MONTICELLO ECONOMIC DEVELOPMENT AUTHORITY 2022-2024 ECONOMIC DEVELOPMENT WORK PLAN**

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### **EDA Purpose:**

The EDA is charged with coordinating and administering the City of Monticello’s economic development and redevelopment plans and programs. The EDA is also responsible for housing and housing redevelopment.

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### **EDA Work Plan Mission Statement:**

The EDA’s work plan is adopted in support of achieving the goals of the Monticello 2040 + Comprehensive Plan. The EDA will be proactive by developing and undertaking actions for achievement of the Comprehensive Plan’s Economic Development goals and will be reactive in responding to economic development opportunities as they arise in the most timely and effective manner possible. The EDA shall utilize the Economic Development Implementation Chart contained in the Comprehensive Plan as a guiding document creating its 2022-2024 Work Plan.

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### **Comprehensive Plan Goals:**

1. Business Attraction and Retention
2. Tax Base Expansion
3. Downtown Vitality
4. Redevelopment and Reinvestment
5. Life Cycle Housing
6. Workforce Development
7. Promotion and Partnerships
8. Opportunity Focus Areas

## **GOAL #1: BUSINESS ATTRACTION AND RETENTION**

### **Policy 1.1. Business and Employment Retention**

#### ***Strategies:***

1. Maintain a strong Business Retention and Expansion (BR&E) program to monitor opportunities for continued growth and expansion of businesses as well as the continued relationship development between the City and existing businesses.
2. Identify and support companies that are expanding and adding employees.
3. Identify and promote programs that assist existing companies in expansion and creation of new positions.
4. Assist and support companies in accessing business assistance programs including financing and educational programs.
5. Bring Businesses and Educations Organizations together to create training programs to foster new living wage opportunities.

### **Policy 1.2: Local Business Support**

#### ***Strategies:***

1. Facilitate relationships with existing businesses on the expansion, redevelopment and improvement of their buildings and facilities.
2. Consider façade rehabilitation programs, small business loans, grants and other tools to encourage property reinvestment and support local businesses.
3. Foster partnerships and maintain networking relationships with the goal of maintaining communication in support of existing businesses.

## **GOAL #2: TAX BASE EXPANSION**

### **Policy 2.1: Diversify economic sectors to broaden the base of available living wage employment in the community.**

#### ***Strategies***

1. Capitalize on the proximity to the I-94 regional transportation facilities, available land and educated and skilled workforce to create opportunities for job growth.
2. Inventory existing industry clusters by attracting similar and complementary businesses.
3. Work with existing business clusters to expand the attraction of supply chain companies.
4. Recognize changing land use patterns for industrial parks, and other or alternative uses such as co-working spaces.

### **Policy 2.2: Maintain a business development and job creation toolbox to assist existing and future businesses.**

#### ***Strategies:***

1. Continue discussion on use of tax reimbursement/abatement, including development of criteria/application.

2. Identify and communicate new or innovative state and federal programs or grants which could be leveraged to support business development.
3. Proactively support small business start-up efforts through programs, collaborative efforts and various tools available for small businesses.

**Policy 2.3. Work collaboratively with partners to foster the attraction of new businesses.**

***Strategies:***

1. Continue to support the IEDC interactions within the Wright County Workforce Pathways efforts in addressing workforce needs and training.
2. Consider IEDC recommendations and be prepared to be a partner in potential solutions based on WCWFP findings.
3. Partner with Wright County EDA on infrastructure and development project funding as warranted.

**GOAL #3: DOWNTOWN VITALITY**

**Policy 3.1: Implement the recommendations of the Downtown Small Area Plan.**

***Strategies:***

1. Support and advocate for improvements to the downtown as envisioned in the Small Area Plan and Walnut Street Corridor Plan.
2. Develop and support the appropriate policies, programs, and incentives that enable the type of development described in the Plan.
3. Continue to build a funding base for use in property acquisition and redevelopment efforts in targeted areas.
4. Implement a façade improvement program for desired revitalization areas.
5. Continue to meet with downtown property owners with the goal of relationship building in informal group settings (Downtown Rounds) or individually and to understand their concerns with traffic, parking, land use and possible reinvestment in their property as well as willingness to sell, partner, desired price, etc.
6. Encourage continued incorporation of arts as an economic development tool for Downtown Monticello and the community at-large.
7. Support opportunities for park and pathway development as consistent with the Downtown Small Area Plan.
8. Encourage the redesign of the pathway connection under the MN-TH #25 bridge to incorporate safety elements and improved lighting.
9. Ensure that greenway and pedestrian/cycle connections are considered within the downtown and from the downtown to other areas within the community.
10. Support park improvements in the downtown area.

## GOAL #4: REDEVELOPMENT & REINVESTMENT

**Policy 4.1:** Redevelopment: Continue to support redevelopment efforts for publicly owned properties in Block 52, Block 34 and other EDA owned sites.

### *Strategies:*

1. Work collaboratively with the selected developer to implement an agreed upon Block 52 redevelopment proposal utilizing Small Area Plan vision and principals.
2. Advocate for adequate City Council support for related Block 52 infrastructure components that are impacted by redevelopment proposals.
3. Advocate for the best designs and efficient traffic circulation related to the Walnut Street-River Street connection in support of Block 52 redevelopment.
4. Remain open to and analyze strategic opportunities for redevelopment throughout the community.
5. Proactively market Block 34, the Cedar/Broadway site, 4<sup>th</sup> Street site, West River Street parcel and the West 7<sup>th</sup> Street land tract to the commercial and residential development community.

## GOAL #5: LIFE-CYCLE HOUSING

**Policy 5.1:** Actively promote and seek opportunities for the development of a wide variety of housing types, styles and price points as a mechanism to support and attract employment.

### *Strategies:*

1. Develop revised policy statements for housing which address the identified 2020 Housing Study needs.
2. Continue to market workforce housing development on EDA owned land along East 4<sup>th</sup> Street and Outlot A, Country Club Manor, or at other suitable sites in the City, including the Downtown.
3. Support efforts by private and non-profit entities to develop affordable housing projects utilizing state and federal programs.
4. Examine the use and application of available housing TIF dollars per the 2016 TIF Management Plan and the adopted Policy Statements for Available TIF Funds.
5. Continue to periodically examine housing stock for aging or blighted properties and research development of programs for redevelopment and/or revitalization of existing housing.
6. Market the availability of incentives/subsidies available for development of housing.

## GOAL #6: WORKFORCE DEVELOPMENT

**Policy 6.1:** Diversified and Skilled Workforce

### *Strategies:*

1. Support interactions with local organizations to address workforce needs and training.

2. Partner with Wright County Workforce Pathways (WCWFP) on solutions for workforce needs and training.
3. Promote Central Minnesota Jobs and Training Services as an option to Community College or university for students seeking alternative careers in the trades, manufacturing, and similar sectors.
4. Support the development of a plan to market living wage employment opportunities.

## GOAL #7: PROMOTION & PARTNERSHIPS

### **Policy 7.1: Create and maintain a comprehensive Marketing & Communication Strategy for priority sectors and locations.**

#### *Strategies:*

1. Identify community partners that can be regularly engaged and advised on economic development activities and events.
2. Engage with partners in the development of strategic marketing plan, including creation of an overall economic development brand, for various focus audiences and sectors of development; residential, commercial and industrial and redevelopment.
3. Incorporate the marketing of EDA incentive programs in a more proactive manner, both within the community and beyond,
  - a. Present existing and new incentive programs to smaller community groups, local banks, realtors, and local businesses either in an informal group session or a formal roundtable format.
  - b. Develop and communicate a “complete” development package program which provides support and assistance to prospects and developers from inquiry to construction.
4. Market industrial development at the Monticello Business Center (Otter Creek Business Park) to a broad variety of prospects as guided by the Comprehensive Plan.
  - a. Focus on prospects which serve or rely on the St. Cloud and Twin Cities markets.
  - b. Focus on supply chain prospects.
5. In collaboration with the IEDC, communicate with current business and industry in support of Business Retention & Expansion.
  - a. Engage in informal business and industry small group meetings and explore potential format of helpful formal round tables meetings.
  - b. Work with the Monticello Times to do a business spotlight or profile article two times per year.
  - c. Leverage the networks of existing commercial and industrial entities currently doing business in and around Monticello.

### **Policy 7.2: Engage as a partner in local and regional planning and development opportunities.**

#### *Strategies:*

1. Monitor the regional planning efforts of the Central Mississippi River Regional Planning Partnership (CMRRPP) and engage with feedback as requested.

2. Consider funding and/or completing studies that provide policy and strategy framework for desired land uses/or projects in the downtown and for other programs.
3. Monitor commuter rail development in and around the Twin Cities metro region for potential benefits and opportunities to serve Monticello.

## **GOAL #8. OPPORTUNITY FOCUS AREAS**

### **Policy 8.1: Opportunity Focus Areas**

1. Maintain open lines of communication with property and business owners to understand their long-term development objectives.
2. Consider strategies, loans, grants and other financing methods to boost reinvestment and improvements.
3. Encourage public infrastructure investment in these areas in an effort to support private investment.

### **Policy 8.2: Support community quality-of-life initiatives which act as economic development tools.**

#### ***Strategies:***

1. Encourage and support coordinated planning and development of parks, trails in or near business districts.
2. Increase the visibility of the intersection of all amenities including parks and trails with the economic hubs of the city.
3. Support the development of Bertram Chain of Lakes Regional Park, including community Connections.