

2A. Consideration of approving funding for the 2023 Manufacturers Appreciation Breakfast Event (October 12, 2023) in the amount of \$1,200

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

ACTION REQUESTED

1. Motion to authorize funding supporting the IEDC Manufacturers Appreciation Breakfast Event in the amount of \$1,200.
2. Motion of other.

REFERENCE AND BACKGROUND

The Manufacturers’ Appreciation Breakfast, formerly Industry of the Year, is a business recognition and retention effort sponsored by the Industrial and Economic Development Committee (IEDC) and the EDA. The event is an opportunity to focus on and celebrate the contributions of the Monticello manufacturing and industrial community. It is held each year in conjunction with Minnesota Manufacturer’s Week (typically the first week in October). Attendance for this event has historically been in the range of 65 to 90 people and typically starts at 7:00 a.m. and ends at 8:15 a.m. This year the Manufacturers’ Appreciation Breakfast is scheduled for October 12, 2023, in the Monticello Community Center (MCC).

Event planning and preparation kicked off at the August 1st, 2023, IEDC meeting and will continue through August and September. The event elements consist of the following.

- 7:00 a.m. Networking and Breakfast Served
- 7:20 a.m. Introduction, Sponsors Thank You
- 7:25 a.m. Recognition Statement honoring Manufacturers
- 7:30 a.m. Speaker Introduction – IEDC Chair
- 7:35 a.m. Guest Speaker Presentation
- 8:00 a.m. Questions for Speaker
- 8:15 a.m. Conclude Event

In the past, the EDA has funded a portion of the costs associated with the event with city staff completing the planning and organizing. Staff also secured commitments for event sponsorships in 2022 in the amount of \$1,200 to help defray the costs. Expenses include the

complimentary breakfast, table décor and preparation, estimated at \$2,300 +/- . Invitations and promotions are completed in-house at minimal cost.

Supporting the IEDC in its lead role of Business Retention & Expansion efforts, of which the Manufacturers' Week events is a small part, is identified in the EDA's adopted 2022-2024 Workplan (Goal 7, Policy 7.1.5). The EDA is being asked to consider funding \$1,200 for the event.

- I. **Budget Impact:** The total Manufacturers' Appreciation Breakfast cost is estimated at \$2,300. Private sector sponsors are being asked to each contribute \$300 each for the event as well. The 2023 EDA General Fund Budget contains Advertising-Marketing dollars in the amount of \$37,500. The EDA has sufficient funds in its Marketing line item to cover \$1,200 of the estimated costs. The balance of expense funding is anticipated to be covered by sponsorships.
- II. **Staff Workload Impact:** Staff coordination is estimated at 18 to 24 hours. The Community and Economic Development Coordinator, Community Development Assistant, and Economic Development Manager have been involved in the work tasks related to the event. Additionally, the Marketing and Communications Coordinator is involved in the event marketing and promotional tasks.
- III. **Comprehensive Plan Impact:** The Monticello 2040 + Plan's Economic Development Chapter includes statements illustrating a focus on supporting existing businesses and attracting new ones. The Plan states that...*"it is the City's intention to maintain a strong Business Retention and Expansion Program."* In addition, there is a recognition in the Plan that this effort *"will allow the City to facilitate continued growth and expansion of businesses as well as the continued relationship between the City and existing businesses."*

STAFF RECOMMENDED ACTION

Staff recommends approval of the funding contribution towards the IEDC Manufacturers Appreciation Breakfast in the amount of \$1,200. If the EDA contributes funds along with the private sector businesses, the total event funding of \$2,400 should be sufficient to cover the expected costs which is comprised of food and beverages, door prize give aways and table decorations (flowers). This event is Monticello's signature opportunity to thank its existing manufacturers and industries and support business retention and expansion activities. The EDA's funding support is vital to holding a successful event.

SUPPORTING DATA

- 2023 IEDC Action Statements

INDUSTRIAL & ECONOMIC DEVELOPMENT COMMITTEE
2023 ACTION STATEMENTS

Mission Statement: The Monticello IEDC will advocate industrial and economic growth within the City of Monticello by promoting awareness and communication efforts on behalf of the business community.

Goal:

The IEDC is dedicated to being pro-active in following the objectives and policies established in the Monticello Comprehensive Plan. It is the intention of the IEDC to work within the areas identified below as supporting objectives and actions.

Objective: Workforce Development, Job Creation and Retention

1. Encourage and Support Business Retention within Monticello.

- a. In collaboration with Wright County Economic Development Partnership (WCEDP), conduct Business Retention (BR&E) visits with key business in the community to help grow stronger relationships between businesses and Governmental units.
- b. Using shared information and relevant data points obtained in BR&E visits, assemble a Business Retention Action Plan and present to policy makers as needed.
- c. Market and present various assistance programs available via the City and EDA.

2. Enhance Workforce Development through Partnerships with Local Educators, Businesses, Organizations and Agencies.

- a. Based on the need of the businesses, partner with Wright County and key leaders of our local businesses, educators, and others to develop and execute a Workforce Development Plan.
- b. Collaborate with and support the Monticello School District in growing their initiatives to bring businesses into the classrooms.
- c. Explore and support ways business can bring relevance to educational classes & programs.
- d. Collaborate with the Wright Technical Center (WTC), Buffalo, in developing and promoting career training programs and courses.
- e. Continue to engage stakeholders to raise awareness of labor force demographics and potential solutions such as youth career building initiatives.
- f. Support residential land development and workforce housing as it correlates to workforce development.

3. Recognize the contributions of Monticello manufacturers through organization of and participation in industry-related events.

- a. Promote and organize Manufacturer's Week 2023 events.
- b. Organize and hold a Manufacturer's Week Appreciation Breakfast.

Objective: Industrial Growth and Tax Base Expansion Through Recruitment and Retention

- 1. Support the recruitment of business which further the goals and objectives for the community as guided by the Comprehensive Plan.**
 - a. Participate in implementing the Integrated Marketing and Communications Plan (IMCP).
 - b. Support exploration of development of an incubator-accelerator as way of supporting start-up businesses and entrepreneurs into the community.

- 2. Continue to lead the City in moving forward key transportation projects which support economic development.**
 - a. Participate in the “Business Day at the Capitol” event(s) and lobby on behalf of the Monticello community to help City staff bring attention to our local transportation needs.
 - b. Support and collaborate in the creation of a needs-based transportation priority statement for lobbying/support purposes.
 - c. Encourage and support key transportation projects which improve product delivery for businesses, such as interchange, freeway, and bridge crossing projects.
 - d. Identify specific benefits of a 3rd interchange to businesses and/or community and support policy encouraging future development of the interchange.
 - e. Monitor the CMRRPP (Central Mississippi River Regional Planning Partnership) initiative and offer comments on various land and transportation system development plans.

- 3. Identify, evaluate, and provide recommendations in an advisory capacity to the City regarding general land use, industrial land supply and availability, tax base matters and economic development.**
 - a. Periodically evaluate current property inventory and uses for Industrial properties with the objective of better marketing efforts.
 - b. Monitor industrial land availability with the following metrics:
 1. Total acreage with developed infrastructure, zoned, and available to purchase and the maximum acreage of a contiguous, buildable lot.
 2. Total acreage with undeveloped infrastructure, zoned, and available to purchase. Owner contact information.
 3. Total acreage preserved in Land Use Plan for future development.
 - c. Monitor and support periodic review of accessibility to Interstate 94 and State Highway 25 and utility capabilities.
 - d. Monitor and provide comments of the site selection process related to locating future industrial-business park development.
 - e. Monitor the status of the Monticello Nuclear Generating Plant in relation to its license renewal in 2030 and as it relates to potential NW Interchange (Orchard Road) Land Use and Environmental Studies.

- 4. Support community quality of life initiatives which enhance Monticello's objectives for high quality development across the land use spectrum, including residential, commercial, industrial, and civic uses.**
 - a. Support and encourage the development of the Bertram Chain of Lakes Regional Park and recommend the development of a pathway connection to Monticello Businesses.
 - b. Promote CentraCare Health Monticello to industrial businesses.
 - c. Develop a visioning worksheet to get IEDC members views on residential, commercial, and industrial needs and challenges related to needed future planning and ordinance changes.
 - d. Review and coordinate public and private actions with parks and trails.
 - e. Support review of childcare services barriers, opportunities, programs, and collaborate, as needed, with partner entities in lobbying to enhance and support efforts to bring economical childcare services into the community.
 - f. Support and enhance efforts to recruit a new restaurant and lodging facility into the City.

- 5. Support and facilitate regional development plans and initiatives.**
 - a. Support the implementation of the Regional 2022 CEDS (Comprehensive Economic Development Strategy) Update Plan through strategy review, feedback, and identification of local projects for federal funding support.
 - b. Monitor the CMRRPP (Central Mississippi River Regional Planning Partnership) initiative and provide comments, as appropriate, on various stages of plan development.

- 6. Promote communications & engagement with Monticello businesses and prospects.**
 - a. Create and host a Monticello business round table event which will offer businesses a platform for discussion and information sharing about financial assistance programs, development entitlement processes and labor training funding resources.
 - b. Facilitate "Industrial Round Tables" allowing sharing of information about available industrial sites, development financial assistance programs, labor training funding programs and entitlement review and approval processes.
 - c. Sponsor networking individually and in small groups for input.