



AGENDA

ECONOMIC DEVELOPMENT COMMISSION

June 25, 2024 - 4:00 PM

**Marion Conference Room
20195 Holyoke Ave**

1. Call to order
2. Approval of Minutes
 - a. May 23, 2024 EDC meeting minutes
3. Agenda Items
 - a. Strategic Plan for Economic Development
4. Marketing Efforts
 - a. Economic Development Report
5. Adjourn

CITY OF LAKEVILLE
ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
May 23, 2024

1. Acting Chair Collman called the meeting to order at 4:01 p.m. in the Marion Conference Room.

Members Present: Comms. Victor Arredondo, Rebecca Bergin, Lowell Collman, Joe Eykyn, Jack Matasosky, Andrew Phillips, Don Seiler (arrived at 4:42 p.m.), Glenn Starfield, John Swaney

Ex-officio Members Present: Mayor Luke Hellier, Chamber President Krista Jech

Members Absent: Comm. Rick Bjorklund

Staff Present: Tina Goodroad, Community Development Director; Kati Bachmayer, Economic Development Manager

Guests: Jason Aarsvold and Keith Dahl, Ehlers

2. **Approval of April 23, 2024, Meeting Minutes**

Comms. Matasosky / Starfield moved to approve the minutes of the April 23 meeting. Motion carried unanimously.

3. **Strategic Plan for Economic Development**

Ms. Goodroad introduced the Ehlers team who were in attendance to continue the strategic planning discussion. Mr. Dahl provided an overview of last month's SWOT analysis and then EDC members were broken into three small groups to discuss eight proposed goals Ehlers identified based on the group's SWOT outcomes that centered around tax base, business support, job growth, housing, transportation and economic development resources. Notes from those conversations were shared with the larger group and Ehlers staff will incorporate the feedback into the next strategic planning session in June.

4. **Economic Development Report**

No discussion was held on the Economic Development Report.

5. **Adjourn**

Meeting adjourned at 5:47 p.m.

Respectively submitted by:

Kati Bachmayer, Economic Development Manager

DRAFT



Memorandum

To: Economic Development Commission
From: Kati Bachmayer, Economic Development Manager
Copy: Tina Goodroad, Community Development Director
Justin Miller, City Administrator
Date: June 25, 2024
Subject: Strategic Plan for Economic Development

Ehlers will attend the June EDC meeting to continue moving Lakeville's strategic planning for economic development process forward.

During the meeting, Ehlers staff will review refined goals based on previous EDC discussions, review draft strategies and action items along with a timeline for each action item. The final plan will be presented to the EDC during the August meeting.

LAKEVILLE's ECONOMIC DEVELOPMENT STRATEGIC PLAN – Goals, Strategies, & Action Items

GOAL #1: Establish Lakeville's Competitive Edge

Strategies:

- 1) Enhance awareness and image of Lakeville and its opportunities
 - Identify and engage with local real estate brokers, developers, organizations, regional trade organizations, professional groups and other special interest groups
 - Identify underutilized properties and areas of development opportunities
 - Promote small town feel, big City opportunities
 - Enhance relationships with external partners
 - Solicit testimonials from local business who endorse Lakeville as a great place to do business
 - Evaluate becoming a member of the Minnesota Marketing Partnership
- 2) Address initiatives to support workforce retention and attraction
 - Assess qualifications, skills and abilities of current workforce – Conduct an occupational data analysis
 - Partner with the local school districts, Dakota County Technical College, local business advocates such as the Chamber of Commerce, regional advocacy groups, and local businesses to identify target skills and education needs
 - Explore potential links between businesses and educational institutions for curriculum and internships that support the needs of local businesses
 - Collaborate with the Chamber of Commerce on business training programs and resources
 - Encourage Lakeville's school districts to continue and expand their STEM (science, technology, engineering, and mathematics) programs at all grade levels.
 - Develop workforce initiative programs as needed
 - Connect businesses to training and employment resources
 - Explore if there are any gaps in current housing availability in the City
 - Identify opportunities for diversity and affordable housing options
 - Update City public financing policies to define parameters around providing public assistance for housing projects, if any
- 3) Invest in transportation efforts that maintain and improve access to commercial nodes and corridors
 - Identify public transit opportunities within Lakeville
 - Explore partnerships and funding to enhance transportation and infrastructure in Lakeville
 - Partner with Dakota County on infrastructure improvements that impact commercial nodes and corridors
 - Collaborate with the planning and zoning and public works departments to ensure future Comprehensive Plans address commercial and industrial growth

GOAL #2: Strengthen Lakeville's Local Tax Base

Strategies:

- 1) Encourage growth and diversification of local tax base
 - Promote development opportunities and reinvestment in existing properties
 - Cultivate working relationships with local and regional economic development partners, such as the local Chamber of Commerce, educational institutions, Dakota County, Greater MSP and DEED
 - Respond to site selector RFPS and requests for site information from DEED and Greater MSP
- 2) Identify target industries for attraction
 - Conduct a sector industry analysis
 - Perform an industry cluster analysis
 - Create a detailed package of promotional materials and industry-specific marketing materials – online and print materials
- 3) Foster employment growth with livable wage opportunities
 - Direct City assistance to projects with higher job density and wages
 - Proactively promote development opportunities within Lakeville

GOAL #3: Expand Existing Businesses and Promote Entrepreneurship

Strategies:

- 1) Establish a formal Business Retention and Expansion (BRE)
 - Assess human capital availability, annual budget appropriation, and technology necessary
 - Identify individuals and/or groups of individuals who will manage, monitor, and evaluate the program, as well as individuals and/or groups who will implement the BRE program
 - Formalize business visitation process and surveying parameters
 - Promote BRE program to the local business community
- 2) Identify opportunities to assist entrepreneurs and start-up businesses
- 3) Increase outreach to and understanding of local home-based businesses to assess growth potential, technical needs, and market opportunities
- 4) Encourage development of co-working, maker spaces, commercial kitchens, and other small business and entrepreneurial space needs in Lakeville
- 5) Work with public and private partners to foster affordable commercial space solutions
- 6) Identify a funding mechanism for small businesses (less than 10 employees) to undertake façade and/or landscaping improvements

GOAL #4: Enhance Lakeville's Distinct Development Districts

Strategies:

- 1) Encourage infill and redevelopment opportunities that strengthen district character
- 2) Consider small area plans where appropriate
- 3) Engage development community around opportunities for plan implementation
- 4) Promote enhanced linkages between development districts and adjacent neighborhoods
- 5) Assess placemaking initiatives to brand areas of Lakeville
- 6) Facilitate collaboration between the Lakeville Convention Center & Visitor Bureau to promote commercial corridors and nodes
 - Continue to celebrate Panorama of Progress (Pan-O-Prog) Festival
 - Evaluate other fairs and festivals to promote retail and small business operations

GOAL #5: Assess Resource Availability for Economic Development

Strategies:

- 1) Exploration of available resources for economic development – EDA/HRA Levy
- 2) Evaluate resources necessary to accomplish goals identified in the Economic Development Strategic Plan
- 3) Review and update public financing policies
- 4) Strengthen outside partnerships with local and regional funding agencies



Memorandum

To: Economic Development Commission
From: Kati Bachmayer, Economic Development Manager
Copy: Tina Goodroad, Community Development Director
Justin Miller, City Administrator
Date: June 25, 2024
Subject: Economic Development Report

This memo is intended to provide information on new and expanding businesses, proposed development projects and economic development-related events.

Development Update

- LBC on the Lake, located at 20135 Ipava Avenue (in Antlers Park), held a ribbon cutting ceremony on May 22. The new seasonal restaurant is open daily from 11 a.m. to 9 p.m. through September 15 and sells a variety of food and beverage items.
- Niche Books opened in downtown Lakeville on June 1 at 20784 Holyoke Avenue, next to Tapestry Coffee.
- Goldfish Swim School held a ribbon cutting ceremony on June 4 at 20198 Heritage Drive. The new business, located in the Heritage Commons shopping area near Papa Murphy's, offers swimming lessons to children aged 4 months to 12 years.
- F³ Lounge & Event Center held a ribbon cutting celebration on June 11 at 17830 Kenwood Trail. The event space is located at the back of the Exuberance Chiropractic building and can rent one small meeting room and/or one large party room equipped with a bar and seating for up to 100 guests.
- TGK Automotive Specialists opened in June in the former Big O Tires building at 17900 Kenwood Trail. The business offers full-service tire and auto repair.
- La Michoacana Purépecha held a grand opening celebration on June 15. The new ice cream shop is located in Walmart at 20710 Keokuk Avenue in the former Subway space.
- Donut Star opened on June 19 at 7656 160th Street West, near Carbone's in the Lakeville Crossing shopping center.
- A tenant improvement building permit was issued to Post Consumer Brands in May for their new Pet R&D pilot plant to be located at 21370 Heywood Ave. Post's company

portfolio includes Rachael Ray® Nutrish®, Kibbles ‘n Bits® and 9Lives® dog and cat food and the pilot plant will perform research and development for their pet food division.

- Construction is nearing completion on the new 11,000-square-foot PetSuites Stay and Play located at 18440 Orchard Trail. When open, the business will offer pet boarding, daycare, grooming and training.
- Remodel work is underway on the new UrgentVet location at 17698 Kenwood Trail in the Argonne Village shopping center. When open, the business will offer after-hours urgent care for cats and dogs.
- The new 2,867 square foot Taco Bell is under construction at 20681 Keokuk Avenue, near Emagine Lakeville Theater.
- The RL Cold building is under construction at 21700 Galway Lane, near Sweet Harvest Foods. The new 284,921-square-foot cold storage facility is anticipated to have up to three users when fully occupied.
- Construction on Children's Minnesota Specialty Center's expansion at 18432 Kenrick Avenue into the former Quiznos tenant space is underway.
- Preliminary and final plat applications for Sundance Lakeville were reviewed during the June 20 Planning Commission meeting. The project proposes two commercial lots for medical office to be developed by Mark Davis, located north of 162nd Street and west of Buckhill Road. The proposed Sundance Lakeville medical buildings represent the first phase development proposed at this location on 18.75 acres. The second phase is proposed to include the development of 167 rental townhome units and nine single family homes north of the proposed medical clinic site.
- A preliminary plat and PUD application for Kenyon Green were approved during the June 17 City Council meeting. The project proposes a 49-unit workforce apartment building and 15 rental townhomes located west of I-35, north of 185th Street and south of Keyon Avenue to be developed by Ron Clark Construction.

Coming Soon

- Sweet Harvest Foods will host a ribbon cutting ceremony on June 25 to celebrate opening in their new 360,000-square-foot building at 21601 Galway Lane (near County Road 70 and Cedar Avenue).

Building Permit Report

The City has issued building permits with a total valuation of \$109,830,841 through May. This compares to a total valuation of \$135,114,518 for building permits issued through May of 2023.

The City issued permits for 140 single-family homes through May with a total valuation of \$42,814,000. This compares to 139 single-family home permits through May of 2023 with a total valuation of \$40,164,000.

The City has also issued 55 townhome permits with a total valuation of \$13,061,000 through May, compared to 45 townhome permit with a total valuation of \$9,339,000 during the same period in 2023.

Lakeville is currently ranked #2 in year-to-date Twin Cities residential building permits, according to Housing First Minnesota.

Additional Highlights

- The City of Lakeville celebrated the grand re-opening of Antlers Park on May 22 with a ribbon cutting ceremony at the new John Hennen Pavilion. Antlers Park is located at 20141 Ipava Avenue and features new shelters for rent, an accessible playground and lake access, improved volleyball courts, a beautiful new pavilion building and much more. The May 22 event was also an opportunity to celebrate John Hennen, Parks & Recreation Director who retired on June 7. John worked for the City of Lakeville for 35 years and led the Parks & Recreation Department for the past nine years. He oversaw numerous park improvements during his tenure with the City – including the Antlers Park completion and Grand Prairie Park project kick off. Joe Masiarchin (former Lakeville Area Arts Center Manager) has been named the new Parks & Recreation Director.
- Leadership Lakeville is accepting applications through June 30. The newly re-launched Chamber of Commerce program's purpose is to cultivate local skilled professionals who can drive community growth. The Leadership Lakeville sessions will enhance participants' leadership qualities, foster collaboration, innovation and effective decision-making. Selected applicants will be notified on July 12 and attend monthly classes from September 2024-May 2025.

Development News Resources

- Lakeville's [Interactive Development Map](#) includes information on development projects in the City.
- [Thrive! Business Newsletter](#) is distributed monthly and includes development updates and helpful business resources.
- City of Lakeville [YouTube](#) channel for Thrive! videos and other city news.