

City of Northfield

EDA 101



An EDA is a political subdivision of the State of Minnesota authorized by state statute to promote local growth.

Statutory Requirements

- 1986 Legislation (MN Statute 469.094-108)
 - Established by Enabling Resolution
 - Board Size(5 or 7)
 - Officers
 - Budget Resources and Levy (0.01812%)
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What can an EDA do?

EDA's combine the powers of Port Authorities and Housing Redevelopment Authorities (HRA's) to create business assistance and development programs.

EDA Powers

- Acquire Property
- Issue Loans
- Enter into Contracts
- Limited Partnerships
- Joint Powers Agreements
- Finance Public Facilities
- Issue Bonds
- Marketing & Public Relations
- Studies and Research
- Tax Increment
- Tax Abatement

Limitation of Powers

- Enabling Resolution Restrictions from Governing Body
- Bonding Authority
- Financial Participation
- EDA Composition



Northfield EDA Resources

Local Resources

- Revolving Loan Fund Program
- Tax Increment Finance
- Tax Abatement
- Micro-Grant Program

Partner Resources

- DEED Programs
 - USDA Programs
 - SBA Programs
 - SBDC Assistance
 - County RLF Program
 - Southern MN Initiative Foundation (SMIF)
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Northfield EDA Partners

Northfield Enterprise Center (NEC)

- Initial discussion by EDA Board in 2000 to create organization that promoted and assisted local entrepreneurship
- February 2001, three members of the EDA incorporated the NEC and formed the first Board
- Part-time NEC Director position is established to assist with business plan review and entrepreneurial coaching
- Since incorporation, the EDA has been primary funder
- NEC Executive Director: Chris Whillock

Future relationship:

- Core mission focused on business plan review & entrepreneurial coaching
- EDA Coordinator participating as EDA staff liaison to NEC Board



Northfield EDA Partners

Northfield Downtown Development Corporation (NDDC)

- Founded as non-profit in May 2000 by four Northfield residents
- Established to work together with “other groups in the community to maintain the viability of the downtown business district”
- Funded by EDA from 2000 to 2011; Annual funding transitioned to City Council in 2012 and continues to the present
- NDDC Executive Director: Greg Seims

Future relationship:

- Eliminate duplication of efforts between partner organizations
- Facilitate further collaboration between partner organizations



Northfield EDA Partners

Northfield Area Chamber of Commerce

- Mission Statement: “Lead in the creation, promotion & enhancement of a healthy business environment for the Northfield Area”
- Current Membership: 269 members
- The Chamber organizes the annual Chamber Golf Tournament, Home & Garden Show, Fall Gala, Winter Walk, Crazy Days, Small Business Saturdays as well as many monthly networking events
- Chamber President: Lisa Peterson

Future relationship:

- Champion further collaboration between partner organizations
- Increase participation in networking events through EDA Coordinator



Staff Roles and Responsibilities

Ben Martig, City Administrator

- Strategic Planning & Direction
- Annual Budgeting & Financial Matters

Mitzi Baker, Community Development Director

- Strategic Planning & Direction
- Delegation of work to staff and consultants

Nate Carlson, Economic Development Coordinator

- Primary implementation of work plan
- Staff liaison to EDA / Agenda preparation
- Assistant secretary for EDA meetings

Brenda Angelstad, Finance Director (Assistant Treasurer)

- Accounting & Financial Reporting

Community Development Specialist (Secretary)

- Minutes, agenda preparation & distribution
 - Committee Coordination
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EDA Board of Directors Roles and Responsibilities

Rules of Conduct and Basic Expectations

- Regular meeting attendance
- Disclosure of conflicts of interest
- Subject to Open Meeting Law
- Maintain confidentiality
- A commitment to teamwork
- A commitment to speak with one voice
- A commitment to work with City Council to move projects forward
- Staff provides information – EDA Commissioners make decisions.



EDA Board of Directors

Roles and Responsibilities

Open Meeting Law – MN Statute 13D

- *Applies to “a committee, subcommittee, board, department, or commission of a public body subject to the law”*
 - *The primary requirement of the open meeting law is that meetings be open to the public.*
 - *Gatherings of less than a quorum of a public body are not subject to the law; a “meeting” is held when the group is capable of exercising decision-making powers.*
 - *The law requires public bodies to give notice of their meetings.*
 - *It is a violation of the open meeting law to conduct business before the time publicly announced for a meeting. (i.e. email/in-person discussions between multiple Board members)*
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EDA Budget - 2020

<i>Fund 290</i>		<i>Fund 292</i>		<i>Fund 293</i>
EDA Operating Expenses		Investment Fund; Holding loans		No operating expenses
Façade Program	\$20,000	Micro Grant program	\$20,000	Flood MIF \$
Socio-Economic Program	\$15,000	NEC Contract	\$50,000	
		RWMF Contract	\$10,000	
Total Budget	\$287,891	Levy	\$262,391	



Recent EDA Projects



Economic Development

EDA Micro-Grants Recipients for 2019

Launch5 Media

- \$5,000 for business expansion

Groundwire Coffee

- \$5,000 for business expansion

Contented Cottage

- \$5,000 for business remodel

The logo for Launch5 Media features the word "Launch5" in a bold, black, sans-serif font, with the number "5" in a teal color. To the right of "Launch5" is the word "MEDIA" in a smaller, black, sans-serif font. A small black silhouette of a bird is positioned above the "5".

Contented Cottage
Bed and Breakfast



Economic Development

EDA Loan Activity 2019

- Reunion - \$100,000
- Secure Base Counseling - \$50,000
- 5th Street Lofts - \$250,000



Economic Development

5th Street Lofts

- Redevelopment
- EDA acquisition and contribution of 510 Washington Street
- \$250,000 EDA Loan
- EDA Review of Redevelopment TIF



Economic Development

“Q-Block” Redevelopment



Economic Development



Strong & Starlike Consulting

- Further the work of the EDA Strategic Plan
 - Socio-Economic Committee Charge
- Gather information on Minority/Immigrant Owned Businesses in Northfield
- Offer Recommendations to EDA

“Between 1994-2015 the rate of immigrant-owned enterprises in the United States more than doubled increasing from 8.6% to 19.5%”

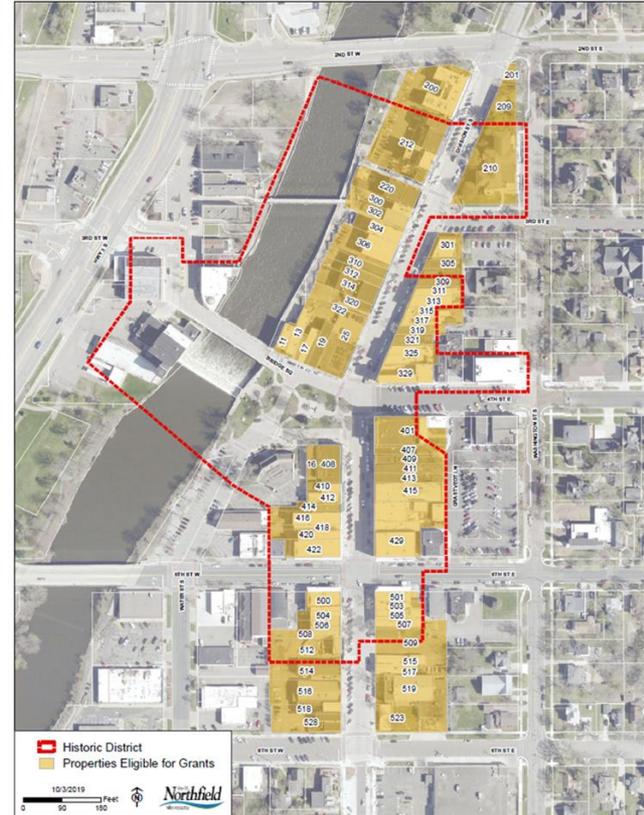
“90 out of 1542 business in Northfield are minority-owned businesses.”

“When a community changes, it can present an opportunity for community members to build new connections and identify opportunities that support all community members thriving.”

Economic Development

Façade Improvement Program

- Further the work of the EDA Strategic Plan
 - Downtown Revitalization
- Incentive Building owners to improve their buildings
- Max \$10,000 grant for Façade Improvements
- 3-Year Pilot Program (\$20,000 per year)



District to include all properties within Historic District and buildings along Division Street from 2nd to 6th Street.