

Micropolitan Summit Series

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**REAL ESTATE JOURNAL**  
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# NORTHFIELD

**MICROPOLITAN SUMMIT**  
**REAL ESTATE • INVESTMENT • DEVELOPMENT**

**JUNE 7, 2017**

ST. OLAF COLLEGE

10 AM - 2 PM

4 HOURS OF REAL ESTATE CONTINUING EDUCATION APPLIED FOR

**Early-Bird Rate \$89**

**Regular Rate \$99**

Walk-Ins Welcome | Walk-In Rate \$129

# EVENT REGISTRATION

## **Northfield Real Estate Summit - In Northfield**

Wednesday, June 7, 2017

10:00 AM - 2:00 PM Program

St. Olaf College

1520 St. Olaf Ave., Northfield, Minnesota 55057, USA

### **Speakers Include:**

**Tim O'Neill**, Regional Labor Market Analyst, DEED

**Lisa Peterson**, Director of Tourism, Northfield Area Chamber of Commerce & Tourism

**Ernie Hurlbut**, President, McLane Company, Inc

**Chris Kennelly**, Owner, Northfield Construction Company & Bluewater Real Estate

**Lynn Johnson**, Broker, Coldwell Banker

### **9:55 AM Welcome and Introduction**

#### **10:00 AM Northfield Market Conditions**

- Current state of the economy in the City of Northfield
- Current population and demographic trends in Northfield
- Workforce trends and how are they impacting the local real estate market
- Significance of the relationship between colleges and the local community
- The importance of agri-business to the local market in Northfield
- The impact of arts and culture on the local market in Northfield
- How important is tourism to the local economy in Northfield

#### **10:55 AM Why Northfield - What Makes Northfield a Great Place for Business**

- Who are the local employers and what businesses are coming to the area
- Transportation and other amenities that are crucial to the region
- What do site selectors and brokers need to know
- Why are local companies expanding in Northfield

### **11:55 PM Break with Lunch and Refreshments**

#### **12:05 PM Commercial & Industrial Development Opportunities**

- Economic Drivers: Why are Real Estate investors interested in the Northfield area?
- State of the Industry: Office, Industrial, Retail, Multifamily
- Prime Development Opportunities – Recent Successes

#### **1:00 PM Residential Real Estate Market Update**

- State of the Industry – Residential Real Estate Market & Overview of existing market
- Market trends – Residential sales analysis year over year – what is selling and why
- What do outside investors see as opportunities in the Northfield Area
- Senior housing demands and opportunities

### **2:00 PM Adjourn & Networking**

# EVENT REGISTRATION

**WHEN**

Wednesday, June 7, 2017  
**10:00 AM - 2:00 PM Program**  
*Lunch at 11:55 PM*

**WHERE**

St. Olaf College  
1520 St. Olaf Ave., Northfield, Minnesota 55057, USA

**FEE**

**Event Registration**  
**Early-Bird Rate \$89**  
**Regular Rate \$99**  
(\$129.00 Walk-In Rate)

***Refunds available up to 72 hours  
prior to the event.  
No refunds, transfers or cancellations  
within 72 hours, during or after event.***

**RSVP**

Tuesday, June 6, 2017

**Sponsorship  
Information**

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## Upcoming Events

**[Online Registration](#)**