

Crosslake Economic Development 2014 Budget Proposal



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2008 Crosslake Community Plan

- Economic Development Goal
 - Support the development of a strong, diversified, and growing economic base and create a favorable climate for economic development and ongoing business activities.

2008 Crosslake Community Plan

- Economic Development Strategies
 - Promote and encourage quality commercial development in the City through the support and cooperation of the City Council, Economic Development Authority, (EDA) business organizations and community leaders
 - Strengthen and maintain a diverse retail base through the cooperation of the EDA, business organizations and community leaders.
 - Promote and encourage environmentally sound commercial and industrial development through design standards and good site planning.

2008 Crosslake Community Plan

- Economic Development Strategies (cont.)
 - Promote aesthetically pleasing development and redevelopment in highly visible areas of the City. Review existing construction and landscaping requirements to ensure that they adequately reflect the desires of the community
 - Plan for adequate land area for future industrial and commercial developments.
 - Place high-intensity uses in areas where adequate infrastructure exists or is planned.

Crosslake EDA Historical Background

Resolution passed March 1994 establishing Crosslake Economic Development Authority

- **Initial Funding**
 - \$300,000 USDA Grant
 - \$60,000 Sale Crosslake Communication Stock
- **Provided Funding/Resource**
 - Essentia Health (**Crosslake Clinic**)
 - Golden Horizons
 - CrossTech Manufacturing
 - Rustica Retail and Design Studio
 - Crosslake Internet Sales
 - New York Mint
- **Relied on BLAEDC**
 - Market Crosslake
 - Seek out potential business opportunities

Crosslake EDA Today

- Revolving Loan Fund covered expenditures
 - BLAEDC Contract
 - Marketing Expenditures
 - Expenses for 2 years averaged \$11000 per year
- Two loans currently on the books
 - Generate approximately \$7000 interest/year
- Revolving Loan Fund must remain whole and grow

Brainerd Lakes Economic Development Corporation

- Position Brainerd Lakes Area for Growth
- Create positive Business Environment
- Provide guidance and counsel
- Provide Economic Development Financing and Technical Expertise
- Encourage and Support Entrepreneurial and Business Start Ups
- Assist and Coordinate ED Business Projects
 - Site Location, Finance Packages, POAs, Technical and Business Planning, Government resources and processes
- Provide resources through EXECs and BLAEDC

Business Retention, Expansion and Education (BREE)

- Visiting the Business Community
 - Introduce and promote EDA
 - Acknowledging the Business Community
 - Identify business related issues
 - Coordinate and provide resources where needed
 - Offer support for future expansion or other endeavors
- Design Packages completed in 2013
 - Additional printing, supplies

Women in Business Forum

- Provide an environment for Education, Imagination and Innovation
 - Focus on strategic planning and financial planning
 - Provide resource information
 - Develop leadership skills
 - Provide networking experience
- Funding Options
 - Grants and Donors/Supporters

Crosslake Tourism

- Identify and Incorporate existing assets/resources in marketing efforts
 - Crosslake Historical Society
 - Corp of Engineer Campground
 - Paul Bunyan Museum
 - Northern Minnesota Railroad Heritage Assoc.
 - Crosslake Chamber of Commerce

Crosslake Community School

- School vital to Crosslake Economic Development
 - Supports Pequot Lakes School District
 - Offers student flexibility and options
 - People/Business move to communities with good schools
 - Attracts younger people
 - Promotes Community Pride and Community Involvement
 - Good Schools provide momentum for a community
 - A million dollar industry in Crosslake Lake
 - Provides Employment
 - Money earned is money spent in Crosslake

Bridge to Bridge Project

- Redevelopment Opportunity
 - Consultant Fees
 - BoomTown
 - Initiative Foundation
- Development Plan (City Comprehensive Plan)
 - Adequate Infrastructure
 - Sewer, water, roads, housing, communications, power
 - Review of land use
 - Zoning/regulations
 - Environmental awareness and preservation
 - Protecting natural resources
 - Traffic flow through town
 - Green space, city parking, trails, beautiful environment

Attracting New Business

- Develop Economic Opportunity Plan
 - Create Economic Stability
 - Expand Tax Base
 - Provide Employment/Higher Wage
 - Identify Type of Business
 - Marketing/Promotion
 - Travel
 - Media (conferences, trade shows, mailings)
- Form Community Advisors Group

EDA Education and Training

- Provide resources for EDA Members and its constituents
 - Business Opportunity
 - MN Tourism
 - Seminars
 - Initiative Foundation
 - Region 5 Economic Development Commission
 - BLAEDC Exec Group

Crosslake EDA Tomorrow

- Support the City Community Plan
- Build Revolving Loan Fund Balance
- Establish 2 EDA accounts
 - Revolving Loan Fund
 - EDA Operating Fund
- Submit 2014 Budget for council approval
 - Support Current and Future projects

2014 EDA Budget Request

• BLAEDC	\$7000
• BREE	1000
• Women in Business	1000
• Crosslake Tourism	5000
• Crosslake Community School	5000
• Bridge to Bridge Project	10000
• Business Opportunity Project	15000
• EDA Seminars/Training	2000
 Total	 \$46000

Crosslake Community Plan

Return on Investment

- Economic Development
 - Create diverse economic opportunity
 - Attract “right kind” of business
 - Create employment opportunity
 - Higher wages
 - 12 month sustainable economy
 - Strong infrastructure
 - Sewer/Water
 - Communication
 - Housing
 - First rate education
 - Preserve/Protect Natural Resources
 - Sound environment practices