Roseville Economic Development Authority (REDA)

April 18, 2017

Meeting 6:00 p.m.

City Council Chambers

6:00 p.m.	**1.**	**Roll Call** Voting & Seating Order: McGehee, Willmus, Laliberte, Etten and Roe
	2.	**Pledge of Allegiance**
	3.	**Approve Agenda**
6:03 p.m.	**4.**	**Public Comment**
	5.	**Board and Executive Director, Reports and Announcements**
	6.	**Items Removed from Consent Agenda**
	7.	**Business Items (Action Items)**
6:04 p.m.		a. Receive Presentation From Golden Shovel Agency About Developing an Economic Development Marketing Strategy and Consider A Professional Services Contract
6:34 p.m.		b. Receive Introduction from Sands Company, Inc. For a Multi-Family Lifestyle Development on Old Highway 8
7:04 p.m.		c. Consider Application for Purchase of 196 S. McCarrons through the Single-Family Housing Replacement Program.
7:34 p.m.		d. Consider Contract Options for Housing Loan Program Services and Construction Consulting Services
7:55 p.m.	**8.**	**Approve Minutes**
		a. Approve EDA Minutes – January 17, 2017
8:00 p.m.	**9.**	**Approve Consent Agenda**
		a. Receive EDA 1st quarter report

b. Receive Garden Station update

8:05 p.m. **10.** **Adjourn**

All meetings at Roseville City Hall, 2660 Civic Center Drive, Roseville, MN unless otherwise noted.

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 04/18/2017
Item No.: 7.a

Department Approval | Executive Director Approval

Item Description: Receive a Presentation from Golden Shovel Agency on Developing an Economic Development Marketing Strategy for the Roseville Economic Development Authority and Authorize a Professional Services Agreement with Golden Shovel for implementing and maintaining an Economic Development Marketing Strategy

BACKGROUND

On June 21, 2016 the Roseville Economic Development Authority (REDA) established priorities for 2016 and 2017 that were developed around three themes: Policy Development, Proactive Economic Development, and Acquisition/Redevelopment Support. City-wide Economic Development has been an ongoing priority and initiative identified in the City Council adopted Policy Priority Plan for 2016 and 2017. The quarterly report provided in the packet for this meeting outlines current initiatives in direct response to the priorities identified by the City Council and REDA.

Recently, Roseville economic development staff attended the annual Economic Development Association of Minnesota (EDAM) conference which highlighted a presentation from representatives of the Golden Shovel Agency (“Golden Shovel”). Golden Shovel is a national economic development marketing agency out of Little Falls, Minnesota specifically tailored to cities/counties/EDA’s/Chambers of Commerce. Staff returned from the conference and began exploring how Golden Shovel might help fulfill the EDA priorities of developing a marketing strategy.

Since then, the Economic Development Team and Communications staff have sat in on several discussions and presentations from Golden Shovel exploring how they might assist Roseville in meeting the priorities and goals established by the REDA. More recently, staff sat down with Julie Wearn of the Roseville Visitors Association (RVA) to explore how Golden Shovel marketing may help identify where the economic development goals of the REDA and the tourism goals of the RVA intersect.

Golden Shovel will walk through a presentation demonstrating how their communication platform and marketing efforts can bolster the Business Visitation Program, develop content that targets specific industries, enhance business retention and expansion efforts, display available properties with specific content for site selectors, drive traffic to our policies and programs, and be a key contributor to workforce attraction in Roseville.

Roseville has lacked a platform that adequately portrays the diverse array of opportunities for commerce both regionally and locally. In a staff review of local and national marketing agencies, Golden Shovel is the only agency that is specific to economic development entities and efforts. Additionally, Golden Shovel will provide quarterly reports to the REDA that summarizes economic development activity as a result of targeted marketing efforts.

An example of an economic development platform developed by Golden Shovel includes the Chamber of Commerce for Irvine, California and can be found here: http://www.irvinechambereconomicdevelopment.com/irvine.

An example of a municipality that has integrated Golden Shovel in their current website provider, CivicPlus, is Elk River, and can be found here: http://www.econdev.elkrivermn.gov/elk-river.

BUDGET IMPLICATIONS

The REDA set aside $50,000 in 2017 for consulting services. A proposal that outlines scope of services and cost is included as Attachment A. Golden Shovel has identified an implementation cost of $20,000 and a monthly charge of $1,000 a month thereafter for the ongoing implementation of marketing strategies and content creation/maintenance.

STAFF RECOMMENDATION

Receive a Presentation from Golden Shovel Agency on Developing an Economic Development Marketing Strategy for the Roseville Economic Development Authority and Authorize a Professional Services Agreement with Golden Shovel for implementing and maintaining an Economic Development Marketing Strategy

REQUESTED REDA ACTION

Receive a Presentation from Golden Shovel Agency on Developing an Economic Development Marketing Strategy for the Roseville Economic Development Authority and Authorize a Professional Services Agreement with Golden Shovel for implementing and maintaining an Economic Development Marketing Strategy.

Prepared by: Kari Collins, Community Development Director, 651-792-7071
Attachments: A: Proposal and Scope of Services
B: REDA Professional Services Agreement

Attachment A

City of Roseville, MN Economic Development Authority

Website Design, Development & Implementation Proposal

Kari Collins
Community Development Director

Proposal expiration: **4/30/2017**

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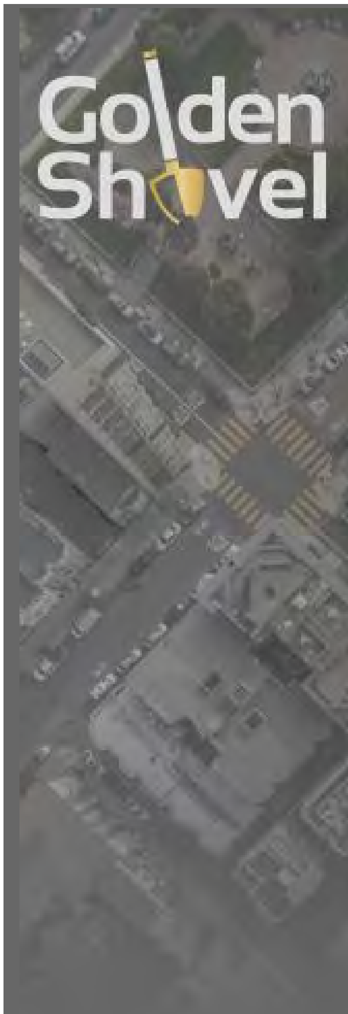


43 East Broadway Street
Little Falls, MN 56345
(888) 266-4778
GoldenShovel.com

1. LETTER OF INTEREST

February 15, 2017

Kari Collins
Community Development Director
2660 Civic Center Dr. Roseville, MN, 55113

Dear Mrs. Collins,

Golden Shovel is pleased to present our proposal to the City of Roseville, MN Economic Development Authority for the design, development and implementation of a new website. As you evaluate our proposal keep in mind a few considerations:

- Golden Shovel is focused on economic development and we share your goals of being the best at attracting businesses, site selectors and a talented educated workforce utilizing all the creative talent and innovative tools we have.

- We have worked with 130+ communities all across the country. Although we recognize that the City of Roseville, MN Economic Development Authority is a unique organization that needs to stand out, the broad experience working with others grants us great perspective on strategies for reaching your goals.

- Beyond just our sole capabilities, we are bringing multiple partners to the table that are leaders in their own areas of focus and they are all companies we trust and work with often and can be counted on to reach your goals.

I strongly support this proposal, and we are committed to seeing it succeed. Matt Shermoen will be your point of contact for this project. We look forward to working with you.

Sincerely,

Aaron Brossoit
CEO

	Matt Shermoen
Main Contact:	Territory Sales Manager - Eastern Region
	mshermoen@goldenshovelagency.com
	Ph, (218) 324-0474

43 East Broadway Street
Little Falls, MN 56345
(888) 266-4778
Fax (320) 288-7258
GoldenShovel.com

2. COMPANY PROFILE, EXPERIENCE & QUALIFICATIONS

Golden Shovel Agency has the experience and qualifications to meet the goals of the City of Roseville, MN Economic Development Authority. At Golden Shovel Agency we bring a team of professionals with experience combining strategy, marketing, technology and communications to present communities in their best light. Our key assets include foresight, creativity and industry knowledge. We prospect the latest technologies and trends and provide them as marketing solutions to our clients. We employ the latest trends and keep our clients ahead of the curve. Golden Shovel Agency provides groundbreaking development communications strategies. Our Gateway solution is the engine behind our first-in-class community development websites which include our award-winning design and all the tools for a successful online presentation.

Firm Overview

Since the company's inception in 2009, Golden Shovel Agency has earned the trust of 100+ economic development clients with customers ranging from small rural communities to large communities with international aspirations. Our number one goal is customer retention and satisfaction. Golden Shovel Agency proudly has retained over 95% of the customers who have signed up for our economic development tools and services. This is an industry leading indicator of our growth and stability in the economic development industry and for strong growth in years to come. Golden Shovel is the leader in economic development marketing, websites and communications with over 130 websites launched across 22 states. Our work has won state, regional and national design awards. We are solely focused on the economic development industry with a strong understanding of the needs of economic developers from perspectives all across the country.

Golden Shovel
GROUNDBREAKING ECONOMIC DEVELOPMENT COMMUNICATIONS

Choosing Golden Shovel

Golden Shovel is not an ordinary marketing firm. We stand out beyond strategy and branding:

We are a communications firm. Great marketing happens when great content finds the right audience. Whether attracting a business in a target industry, or a type of worker, we create custom content tailored for the economic development audiences. Through online communication channels, we can target accurately and measure results.

We are software developers. As developers of the Economic Gateway software-as-a-service platform, we can share data and content between websites and connect them together to create regional portals and communication networks. Golden Shovel is the first to bring this vision to the industry and keeps us committed to the latest trends online.

Project Team

Our team consists of 22 members covering a wide array of expertise. We will have our top staff assigned to this project to ensure the best possible results. The following would be the key team members assigned to the project:

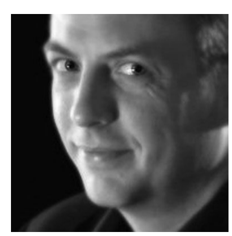
Matt Shermoen, Territory Sales Manager: Matt Shermoen is Territory Sales Manager for the Eastern Region. He has been in the tourism and fishing industry most of his career and is a highly accomplished sales professional with over 12 years of experience and advanced expertise in prospecting, customer relationship management, sales cycle management, and sales-closing principles. Matt is a results-oriented and decisive leader with proven success in establishing a lasting presence in new markets, identifying growth opportunities and initiating strong business alliances but also with demonstrated strengths in territory development, account management, market analysis, and sales strategy development.

John Marshall, Vice President of Sales: John is a partner with Golden Shovel and has 15 years of experience in financial analysis, sales and business development in the privately owned business market. He is a member of the Mid-America EDC, NREDA, SEDC, IEDC, Minnesota Business Finance Corporation (MBFC) and Vice President of the Weston County Development Board. John has been with the company for over 6 years and is in charge of making sure you get the right product for your project.

Aaron Brossoit, CEO: Aaron Brossoit is a founder and partner of Golden Shovel Agency. He has worked with hundreds of communities all across the country with their business attraction, retention and workforce marketing and strategies. Brossoit is a board member for the Mid-America Economic Development Council (MAEDC) and a frequent presenter at state and regional economic development conferences.

Ron Kresha, COO/CFO: Ron Kresha's career spans COO, CFO, Business/Financial Manager and Technology Coordinator for technology, small business and education markets. Kresha is an accomplished economic development adviser helping communities create successful brands to expand their economic gardening and outward facing economic development efforts. His financial executive experience includes the ability to oversee, develop, and organize complex financial controls policies and analytics for software-based companies..

Darren Varley, Client Manager: Darren manages the project and coordinates with the client through the entire project process. Darren also provides ongoing assistance for marketing strategy development, training, social media, quarterly report reviews and ongoing maintenance.. He has been working with the team for 5 years, creating a wide array of designs with a high level of customization to ensure we fulfill client's expectations.



Joe Hart, Director of Content: Joe Hart is an experienced copywriter and designer who manages our team of copywriters. Joe has worked with Golden Shovel for four years on clients of all scales. Joe oversees the content being created and ensures that it meets the needs and goals of the economic development organizations they write for.

Krista Varley, Client Support Administration: Krista Varley is an experienced account administrator and communications professional. Krista oversees and provides support for the successful implementation of the marketing strategies for key accounts.

Victor Perez, Director of Communications: Victor ensures streamlined communication between our team and our clients through the development process and provides assistance coordinating meetings and calls. He has been working with the company for over 5 years.

Charity Goddard, Project Supervisor: Charity supervises the projects and oversees quality control. She has worked with the team for over seven years and has managed the development process of over 90% of the clients we have worked with.

Joseph Franzen, Lead Programmer: Joe is the lead developer for our programming team. He will be working directly on the project for the entire programming process. Joe has been with the team for six years and has worked on the programming phases with all of our most important clients.

Team Overview

Executive Team
Aaron Brossoit, CEO
Ron Kresha, COO/CFO
John Marshall, VP Sales
Jeff Epple, Board Chair

Sales
Michael Cooley, West Territory Manager
Matt Shermoen, East Territory Manager

Production
Charity Goddard, Project Supervisor
Joe Franzen, Lead Programmer
Ryan Morris, Programmer
Gatis Cirulis, Design
Jordan Iversen, Design
Shelley Van Why, SEO

Account Support
Darren Varley, Client Manager
Krista Varley, Client Support Admin

Content
Joe Hart, Director of Content
Bryce Davis, Writer
Mary Hannick, Writer
Kyle Aken, Writer
Sarah Monk, Writer
Bethany Quinn, Writer
Melissa Maki, Writer
Jennifer Kaelberer, Content Upload

Related Projects & Examples

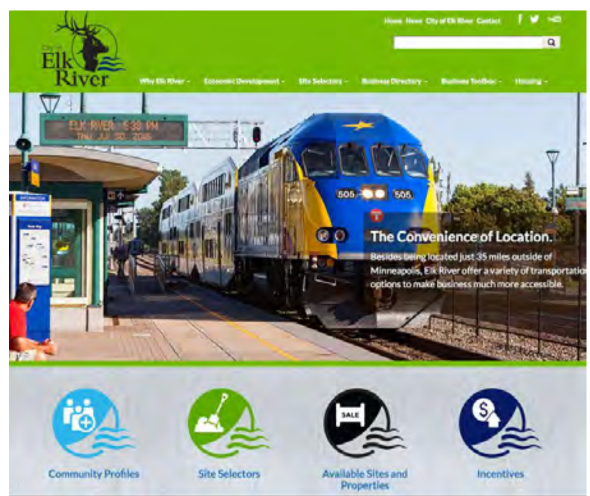
Below are some key projects in our portfolio that are similar in scope to the City of Roseville, MN Economic Development Authority website project. A full list of clients can be found at GoldenShovel.com.

- **Greater Fort Dodge (IA)** Business attraction website (greaterfortdodge.com) with LocationOne from Site Selection web tool integrated communications strategy, content development and support.
- **Iowa Lakes Corridor Development Corporation (IA)** Workforce attraction marketing strategy, content development, online ad campaign, communications and website (lakescorridor.com).
- **Greater Yankton Living (SD)** Workforce attraction marketing strategy, communications and website (greateryanktonliving.com).
- **EXPAND Greater Springfield (OH)** Business attraction website (expandgreaterspringfield.com) with ZoomProspector from GIS Planning, communications strategy, content development and support.
- **Greater Gallup Economic Development Corporation (NM)** Business attraction focused website (gallupedc.com) with ZoomProspector from GIS Planning, communications strategy, content development and implementation.
- **York County Development Corporation (NE)** Communications strategy, content development and website (yorkdevco.com). The website was winner of the 2015 IEDC Excellence in Economic Development Gold Award.

The below are some relevant examples of different organizations we have successfully assisted with their marketing efforts.

City of Elk River, Economic Development
http://econdev.elkrivermn.gov/elk-river

The City of Elk River had the goal to connect and engage with their target audiences such as business owners, entrepreneurs, and community members with a unified message. They also desired to implement a new brand to present a consistent message and voice to the different target audiences. The brand was established and the marketing strategy successfully implemented and as result of this efforts, website and social media channels exponentially increased since live launch of the website. Currently under our ongoing maintenance and support system.

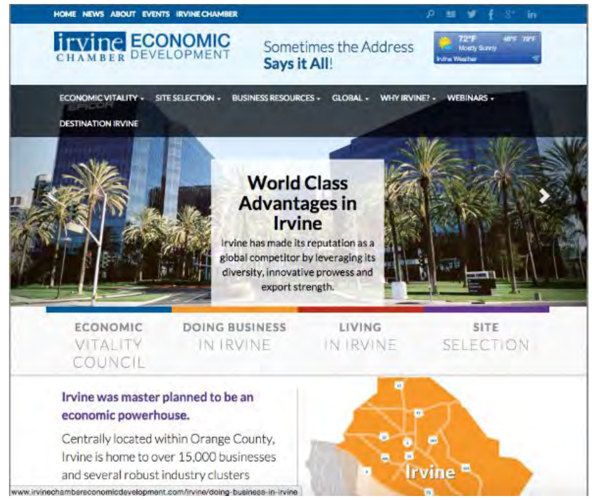


Main contact:
Colleen Eddy
Economic Development Specialist
13065 Orono Parkway, Elk River, MN 55330
ceddy@elkrivermn.gov
(763) 635-1041

Irvine Chamber Economic Development

http://www.irvinechambereconomicdevelopment.com

Since its very beginning, the Irvine Chamber had a comprehensive plan in place for its business and industry development and as a part of their progressive planning, they partnered with Golden Shovel Agency to create its new website. Our experience and expertise in the industry made it possible for us to accommodate their unique economic development needs. This economic development website makes it possible for the Irvine Chamber Economic Development to amplify its economic development message across their area, share data and customize marketing initiatives while at the same engage with businesses, entrepreneurs and target industries. The site was built under a specific time frame, requested by the client in order to meet specific organization's goals and is currently under our yearly ongoing maintenance and support service.



Main Contact:
Linda DiMario
Vice-President Economic Development & Tourism
36 Executive Park, Irvine, CA 92614
ldimario@irvinechamber.com
Ph. (949) 502-4124

Greater Yankton Living

http://www.greateryanktonliving.com/yankton

Greater Yankton Living came to Golden Shovel to develop their new workforce development website. The goal was to highlight their programs and services with a focus on workforce attraction to market Yankton as a regional leader. We worked closely with their team to create a website highly customized to them. We incorporated their new brand and built custom tools that greatly increased their online exposure through several different communication channels. Site was successfully launched and is currently under our annual ongoing maintenance and support system.

Main Contact:
Rita Nelson
Workforce Coordinator
803 E. 4th Street Yankton, SD 57078
rita@yanktonsd.com
Ph, (605) 665-9011

References

- **Lisa Hurley, CEcD**
  Executive Director
  York County Development Corporation
  Ph: 402.362.3333
  601 N Lincoln Avenue
  York, NE 68467

- **Dave Simonsen**
  CEO
  Northeast Wyoming Growth Alliance
  Ph: 307.425.1007
  PO Box 490 58 N Adams Street
  Buffalo, WY 82834

- **Kiley Miller, CEcD**
  President & CEO
  Iowa Lakes Corridor Development Corporation
  Ph: 712.264.3474
  520 2nd Avenue East
  Spencer, IA 51301

- **Tom Lambrecht**
  Economic Development Manager
  Great River Energy
  Ph: 763.445.6105
  12300 Elm Creek Boulevard
  Maple Grove, MN 55369

"Selecting Golden Shovel to build our new Economic Development website was not a risk. Their work with other communities across the country garnered immediate consideration. Golden Shovel delivered, making this the most seamless, stress-less website development project with which I have ever been engaged."

~ Linda DiMario, Irvine Chamber Economic Development

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3. PROPOSED WORK

The City of Roseville, MN Economic Development Authority has a goal of improving its online presence, build brand identity, awareness and interest, and provide comprehensive information on the services the city provides. We have strong experience working with organizations like yours and our proposed work plan will accomplish the goals outlined below. Golden Shovel Agency's proposed work begins with the creation of key messaging and a solid strategy and marketing plan. Golden Shovel Agency's team will bring our expertise to the table, focusing on content development and a content calendar while building a new responsive website. Additionally, our strategies are best practices from around the country backed up by proven results.

Goals of the Project

- Build a customized, clean and goal focused website, with a user-friendly Content Management System (CMS) that is easy to update without programming/development knowledge
- Promote awareness about the City of Roseville, MN Economic Development Authority focusing on supporting

community development, wealth generation and business opportunities.
- Provide accurate, current, comprehensive information, in a visually appealing, user-friendly way.
- Market the area to attract new business and industries, but also encourage the retention and expansion of existing business

Golden Shovel Agency proposes the following services and tools:

Website Development

ECONOMIC GATEWAY

Golden Shovel understands the important role websites play for an organization. Sending the right impression is critical and requires a thorough understanding of the region and the target audiences. A successful marketing effort requires research and planning which are key factors for maintaining consistency through the entire process. We understand these needs and are continually doing market research on new and upcoming trends for website and social media applications. Because of our unique expertise, we will build a website that effectively supports your organization's identity.

Website Research & Design

Our research process begins with a thorough understanding of your organization. This includes a design meeting, reviewing key community websites as well as competitive sites. The research helps us identify the target audiences and brand positioning used to create an effective design. The design process progresses from site outlines to final designs. We will provide designs to client for selection of layouts and main structure of website.

- We will present 2 designs for the home page and the sub pages of of the website for review and final approval.
- Any specific brand guidelines provided by your organization will be implemented throughout the website
- Golden Shovel will launch the portal after transferring selected data from your existing website, databases and/or CRM platform to the Gateway, laying out content and populating directories.

Economic Gateway Features & Capabilities

CMS: The Economic Gateway content management system has tools designed specifically for economic development. Unlike the more templated CMS softwares designed for web developers (i.e wordpress, Joomala, Drupal, etc.), we have streamlined the admin functions to make it fully updateable by the client without programming experience. We make upgrades to your website quarterly at no additional charge so the website stays current. Golden Shovel will launch your initial portal and will transfer selected data from your existing website, databases and/or CRM platform to the Gateway, laying out content and populating directories.

Social Media Integration: Buttons to join Facebook, Twitter, Linkedin, YouTube or other social networking tools will be on the homepage of the website. All pages throughout the site have "click-to-add" functionality so visitors can share the content with their own social media networks.

Hosting: The Economic Gateway and all of our websites are hosted with Rackspace, the leading provider of high quality hosting. They have multiple redundancies and a 99.5% uptime guarantee so the website information is permanently backed-up to prevent any loss of data. Their technical expertise is unmatched as they host many thousands of sites around the world.

Search Engine Optimization (SEO): As part of our process we incorporate the latest SEO methods and practices into our websites and services. The development phase will include initial SEO to support Google and other searches. Keywords are researched and selected and then strategically placed throughout the website and social media content, and they can be adjusted to the plan based on the performance of the organic search results.

Mobile Friendly: The Gateway platform is completely designed to be fully responsive to support handheld mobile devices. The Economic Gateway websites can be viewed on all desktop computers, tablets and phones.

Compatibility: Economic Gateway websites are viewable on all current computer systems and browsers. Ongoing software updates ensure that the site will stay compatible with all future browsers.

Connectivity: The Economic Gateway offers a wide variety of ways to integrate and link with relevant organizations. (civic organization, town website, etc.). It can also be linked to 3rd party web based service providers.

User Friendly Interface: The Economic Gateway has an easy to use interface that requires no programming knowledge. User levels can be assigned to restrict access to single modules to simplify website administration.

U.S. Federal Government ADA: We observe coding standards (Section 508 and W3C compliant) as agreed upon by the industry and will ensure the website is ADA compliant and accessible to all users.

Website Analytics: Integrated into the website is the Google Analytics™ website analysis software. Reports will be provided on quarterly bases for performance and traffic review.

Gateway Modules

All of our Economic Gateway websites are built with our full suite of available modules, providing the necessary tools, at a low cost for users to access information and directories, making it easier for audiences to interact with your organization. The website will provide efficient communication, share important website tools and data, and present a unified online presence to your audiences. The City of Roseville, MN Economic Development Authority will be able to select the modules that best fit its current needs and have them implemented and all other modules will remain available for implementation at a later time, at no additional cost.

Homepage Showcase This module will add emphasis to unique programs of interest and link to key features of your site with rotating banner images and text.	
News	

FEATURES	
Editable by Client	YES

A key communication tool for keeping visitors apprised of the latest events, press releases, relevant news and to keep fresh content about the region, its growth and job opportunities.

Events Calendar

A tool to promote and highlight events that are relevant to your organization (like job fairs). Events can be filtered by week or month.

Business Directory

Google Maps based searchable directory that helps you to promote businesses of interest to your target workforce.

Incentives Directory

This directory can be used to display information on employer incentives, training opportunities and workforce available in your region and/or from your organization.

Project Directory

Our Projects Directory module will provide your organization with an interactive Google Maps based searchable directory that highlights projects your organization has assisted with and current projects you are working on. This module is flexible in design to serve a variety of purposes: Show the impact your organization has on the region by highlighting the economic development projects your business is involved with; Present success stories located across a map; Focus it on identifying specific industry cluster assets. We can help position this powerful tool to best address your goals.

Mobile Friendly Responsive Design	YES
Population and Setup (30 hrs)	YES
User Friendly Interface	YES
Search Engine Optimization	YES
Hosting Included	YES
Training Support included	YES
Quarterly Updates & Maintenance	YES
Google Analytics	YES
Cross Platform Compatibility	YES
Section 508 & W3C Compliant	YES
Translation Tool	YES
Google Keyword Search	YES

Jobs Directory

Google Map integrated searchable directory that allows your organization to provide prospective workforce with job postings and employers information. Businesses can upload their available job postings with relevant criteria and contact information. Jobs are posted through a public submission form and approved through a queue system managed by the site administrator. Job postings are designed to be easily shareable through social media channels. The administrator can choose to 'feature' available jobs for more prominent placement in the directory.

- **Resume Upload Tool:**
  As part of the Jobs Directory, Job seekers have the ability to upload their resumes and define the types of jobs they would be interested in pursuing. Resumes uploaded through the website by job seekers and are then shared with prospective employers based on selected categories and criteria.

Location One Integration

Full integration of a customized GIS based site selection and available real estate tool. Location One also provides the tool at the state level. Both systems will be synced to share data and updates.

Community Profiles This section will provide important community data to site selectors, businesses and communities using a dynamic feed generated through ESRI, the leader data provider. This will be a key module to showcase business climate and quality of life in the region. Additional community and regional profiles can be added upon request.
Resource Library Allows for a variety of documents and media files to be organized and viewed online, creating a “media center” with a wide selection of resources such as file downloads, PDF maps, video and audio clips, photos and links while allowing your site visitors to view them online. This module will allow you to include all necessary forms and instructions to apply for funding, past fiscal year reports, etc.
Staff Directory Allows you to highlight your staff and organization members bringing a human face to the organization while also providing your site visitors with contact info.
Contact Forms Our Contact Form Manager module will provide you with the ability to create recipients for your contact form without exposing your email addresses, to keep them protected from spammers/spambots so visitors can easily reach out to staff members.
Secure/Private Section (Intranet) At the bottom of each page there is a link for internal staff or board members to log in and view more sensitive information provided by the organization. User levels can be assigned to restrict access to single modules to simplify website administration.
Public Submission Forms Organizations outside of the economic gateway can submit content to key modules through public submission forms. The content goes to a queue to be approved by the website administrators.
Fast Facts An additional graphical area that combines images and text that rotate randomly on the website to add visual interest to pages and highlight historical facts, testimonials, key events, quotes, trends or any other relevant information.

Website Copywriting

We are aware of how important it is to have good quality content in your website and how it impacts SEO results, so we will ensure the content aligns with your organization’s identity, goals and initiatives. Our copywriters will write original goal-focused content for your website so there will be a consistent brand voice and messaging. All pages will be written with client direction and approval. Estimated copywriting includes intro headers for all pages and an additional 25-30 pages of content.

Content Management Service & Ongoing SEO

Quality content is king online. The Content Management service provides ongoing content support to your website and relevant social media assets (Facebook, Twitter, LinkedIn, etc) to keep them current and engage users. The goal is to greatly increase the online presence and communication outreach of the organization by assisting in sourcing pertinent information that effectively speaks to the target audiences. We create original goal focused content, as determined by the content strategy document and provide support in publishing it weekly. The created content compliments breaking news and is further supported with weekly content provided through our exclusive relationship with Site Selection Magazine. Quarterly reports are provided to track progress and ensure success.

Search Engine Optimization

Being found by search engines is critical to reaching key audiences. With the rules always changing it is important to maintain SEO efforts on a regular basis. Golden Shovel looks at SEO both from a technical and content development perspective. As part of our process we incorporate the latest SEO methods and practices into our websites and services. The development phase will include initial SEO to support Google and other searches. Keywords are researched and selected and then strategically placed throughout the website and social media content and they can be adjusted to the plan based on the performance of the organic search results.

Marketing Strategy & Plan Development

Research & Analysis

The marketing strategy will begin with a 2 hour strategic marketing session with the City of Roseville, MN Economic Development Authority's staff and stakeholders to determine target audiences, key messaging, goals and objectives. We will create an ongoing communications and online marketing strategy to fulfill the specific goals of your organization.

- **Organizational Analysis:** We will identify key messages, target industries, geographical boundaries and specific goals of your organization to implement them into the strategy
- **Marketing Assessment:** With the collaboration of your staff we will review the current brand implementation, marketing materials, website, social media assets, communications and SEO.
- **Competitive Analysis:** Identify competitive communities and research their online presence and approach.

Strategy Development

Through research analysis and direct meetings with your designated staff members we will identify the goals, strategies and key areas of focus to be applied across the messaging. A strategy document will be created for communication with the creative team and lays the groundwork for the content calendar. Then we would set up a marketing plan around this target list and your trade show lead generation and attendance. The development and ongoing process will include the following:

- **Define Goals** - Selection of goals will help to define the communication channels and strategies to be implemented.
- **Identify Audiences** - We determine target audience profiles and their communication preferences

- **Communication channels** - By selecting the appropriate communication channels, according to the identified target audiences, marketing is more efficient and allows for a better use of resources and time.
- **Implementation Strategy:** Once the goals, audiences and communication channels have been identified, the strategy will be implemented from different angles to increase engagement from audiences.

Plan Development

The final marketing plan converts the marketing strategy into an actionable implementation plan. Deliverables include:

- **Research & Analysis Summary:** Overview of our research and conclusions.
- **Marketing Strategy & Implementation Plan:** Defines the goals, audience, communication channels and implementation strategy.
- **Content Strategy Document:** Defines the goals and strategies for communication with the writers.
- **Communications Calendar:** organize the marketing messages and content over an annual calendar.

Implementation & Support

The Golden Shovel Agency team will support City of Roseville, MN Economic Development Authority in implementing the marketing plan effectively. Our support includes monthly strategy meetings with key team members and ongoing weekly support from a support administrator assigned to your account.

Monthly Strategy Meetings

Golden Shovel Agency will work with your team monthly to ensure the strategy is executed and the content is published as planned. Quarterly reports are provided and reviewed in the monthly meetings.

  - Content recommendations made monthly to keep content current and fresh
  - Monthly review meeting for content strategy changes and training
  - Quarterly goal reviews for strategy changes and plan implementation

Marketing Support Administration

A Golden Shovel Agency Support Administrator will be assigned to the City of Roseville, MN Economic Development Authority to manage the responsibilities of executing the marketing plan and directing communication to City of Roseville, MN Economic Development Authority team members in accordance with agreed communication protocols.
The Support Administrator is responsible for:

- Marketing Strategy Execution
- Content Calendar Support
- Website Admin Training

Additional Support

Golden Shovel Agency's online support portal is available for website updates and content requests. Phone and email support is provided during Golden Shovel Agency business hours.

Advanced Website Lead Generation/Tracking

Knowing what companies are visiting your website can provide valuable information for communicating with leads. Golden Shovel is a partner and reseller of the Lead Forensics technology. This software would be connected to the current website to keep close tabs on who is visiting, how often and what content they are interested in. This information is provided through an online dashboard in real-time and can be setup with automated email notifications when predefined goals and criteria are met.

About Lead Forensics

With our tool you can see full contact information of every visitor even if they haven't contacted you or made an inquiry. This allows you to generate leads you didn't know you had and maximize the performance of your website.

See key information about your site visitors including:

- Company name
- Telephone number
- Address
- Web address
- Industry
- Company profile

Learn more at http://lead-generation.leadforensics.com/goldenshovel/.

4. SCHEDULE ESTIMATE

Below is an estimated schedule based on the proposed work.

Month:	1	2	3	4	5	6	Monthly	TBD
Website Development	X	X	X					
Marketing Strategy & Plan	X	X	-					
Content Management Service							X	
Website Copywriting		X	X					
Implementation & Support							X	
Lead Forensics Integration							X	

5. INVESTMENT OVERVIEW

Work Investment

Strategic Marketing Session	**$2,000**
Custom Designed Website, SEO & Location One Integration	**$14,500**
Hosting, Maintenance, Technical Support & Software Upgrades	**$300/mo. ($3,600/yr)**
Content Management Service & Ongoing SEO	**$450/mo. ($5,400/yr)**
Website Copywriting & Content Generation	**$3,500**
Lead Forensics Integration	**$250/mo. ($3,000)**

Total Initial Investment	**$20,000**
Yearly Maintenance Costs	**$12,000/yr**

Standard Agreement for Professional Services

This Agreement ("Agreement") is made on the 18th day of April, 2017, between the Roseville Economic Development Authority, a public body corporate and politic and political subdivision of the state of Minnesota (hereinafter "REDA"), and Golden Shovel Agency, LLC, a Limited Liability Company (hereinafter "Consultant").

Preliminary Statement

REDA desires to hire the Consultant to render certain legal, technical, and/or professional assistance in connection with REDA's undertakings. The purpose of this Agreement is to set forth the terms and conditions for the performance of professional services by the Consultant.

REDA and Consultant agree as follows:

1. ***Scope of Work Proposal.*** The Consultant agrees to provide the professional services shown in Exhibit "A" attached hereto ("Work") in consideration for the compensation set forth in Provision 3 below. The terms of this Agreement shall take precedence over and supersede any provisions and/or conditions in any proposal submitted by the Consultant.

2. ***Term.*** The term of this Agreement shall be effective upon the approval of the REDA Board of Commissioners and execution by the President and Executive Director, the date of signature by the parties notwithstanding, and continue through the earlier of December 31, 2018, or the date of termination by either party upon 30-day written notice thereof as provided in paragraph 7 hereof.

3. ***Compensation for Services.*** REDA agrees to pay the Consultant the compensation described in Exhibit B attached hereto for the Work. Fees shall be paid within 30 days following receipt of a monthly invoice for services performed on an as-needed basis. Consultant will also charge for reasonable out-of-pocket expenses such as reproductions, delivery services, long-distance telephone charges, and similar, subject to the following:

   A. Any changes in the Work which may result in an increase to the compensation due the Consultant shall require prior written approval of REDA. REDA will not pay additional compensation for Work that does not have such prior written approval.

   B. Third party independent contractors and/or subcontractors may be retained by the Consultant when required by the complex or specialized nature of the Work, but only when authorized in writing by REDA. The Consultant shall be responsible for and shall pay all costs and expenses payable to such third party contractors unless otherwise agreed to by the parties in writing.

4. ***Method of Payment.*** The Consultant shall submit to REDA, on a monthly basis, an itemized invoice for Work performed under this Agreement. Invoices submitted shall be paid in the same manner as other claims made to REDA. Invoices shall contain the following:

A. For Work reimbursed on an hourly basis, the Consultant shall indicate for each employee, his or her name, job title, the number of hours worked, rate of pay for each employee, a computation of amounts due for each employee, and the total amount due for each project task. The Consultant shall verify all statements submitted for payment in compliance with Minnesota Statutes Sections 471.38 and 471.391. For reimbursable expenses, if provided for in Exhibit A, the Consultant shall provide an itemized listing and such documentation of such expenses as is reasonably required by REDA. Each invoice shall contain REDA's project number and a progress summary showing the original (or amended) amount of the Agreement, current billing, past payments and unexpended balance due under the Agreement.

B. To receive any payment pursuant to this Agreement, the invoice must include the following statement dated and signed by the Consultant: "I declare under penalty of perjury that this account, claim, or demand is just and correct and that no part of it has been paid."

5. ***Standard of Care.*** All Work performed by the Consultant under this Agreement shall be in accordance with the normal standard of care in Ramsey County, Minnesota, for professional services of like kind.

6. ***Audit Disclosure.*** Any reports, information, data and other written documents given to, or prepared or assembled by the Consultant under this Agreement which REDA requests to be kept confidential shall not be made available by the Consultant to any individual or organization without REDA's prior written approval. The books, records, documents and accounting procedures and practices of the Consultant or other parties relevant to this Agreement are subject to examination by REDA and either the Legislative Auditor or the State Auditor for a period of six (6) years after the effective date of this Agreement. The Consultant shall at all times abide by Minn. Stat. § 13.01 et seq. and the Minnesota Government Data Practices Act, to the extent the Act is applicable to data, documents, and other information in the possession of the Consultant.

7. ***Termination.*** This Agreement may be terminated at any time by either party, with or without cause, by delivering to the other party at the address of such party set forth in paragraph 22, a written notice at least thirty (30) days prior to the date of such termination. The date of termination shall be stated in the notice. Upon termination the Consultant shall be paid for services rendered (and reimbursable expenses incurred if required to be paid by REDA under this Agreement) by the Consultant through and until the date of termination so long as the Consultant is not in default under this Agreement. If however, REDA terminates the Agreement because the Consultant is in default of its obligations under this Agreement, no further payment shall be payable or due to the Consultant following the delivery of the termination notice, and REDA may, in addition

to any other rights or remedies it may have, retain another consultant to undertake or complete the Work to be performed hereunder.

8. ***Independent Consultant.*** At all times and for all purposes herein, the Consultant is an independent contractor and not an employee of REDA. No statement herein shall be construed so as to find the Consultant an employee of REDA.

9. ***Assignment***. The Consultant shall not assign this Agreement, nor its rights and/or obligations hereunder, without the prior written consent of REDA.

10. ***Services Not Provided For***. No claim for services furnished by the Consultant not specifically provided for herein shall be paid by REDA.

11. ***Compliance with Laws and Regulations.*** The Consultant shall abide with all federal, state and local laws, statutes, ordinances, rules and regulations in the performance of the Work. The Consultant and City, together with their respective agents and employees, agree to abide by the provisions of the Minnesota Data Practices Act, Minnesota Statutes Section 13, as amended, and Minnesota Rules promulgated pursuant to Chapter 13. Any violation by the Consultant of statutes, ordinances, rules and regulations pertaining to the Work to be performed shall constitute a material breach of this Agreement and entitle REDA to immediately terminate this Agreement.

12. ***Waiver.*** Any waiver by either party of a breach of any provisions of this Agreement shall not affect, in any respect, the validity of the remainder of this Agreement.

13. ***Indemnification.*** The parties shall indemnify and hold harmless each other and their officials, agents, and employees from any loss, claim, liability, and expense (including reasonable attorney's fees and expenses of litigation) arising out of any action constituting malfeasance or gross negligence of the respective parties in the performance of the service of this Agreement.

14. ***Insurance.***

    a. During the term of this Agreement, the Consultant shall maintain, at a minimum, comprehensive general liability and professional liability insurance. Comprehensive general liability insurance shall have an aggregate limit of Two Million Dollars ($2,000,000.00).

    b. Upon request by REDA, the Consultant shall provide a certificate or certificates of insurance relating to the insurance required. Such insurance secured by the Contractor shall be issued by insurance companies licensed in Minnesota. The insurance specified may be in a policy or policies of insurance, primary or excess.

    c. Such insurance shall be in force on the date of execution of this Agreement and shall remain continuously in force for the duration of the Agreement.

15. ***Ownership of Documents.*** All plans, diagrams, analysis, reports and information generated in connection with the performance of this Agreement ("Information") shall become the property of REDA, but the Consultant may retain copies of such documents as records of the services provided. REDA may use the Information for any reasons it deems appropriate without being liable to the Consultant for such use. The Consultant shall not use or disclose the Information for purposes other than performing the Work contemplated by this Agreement without the prior consent of REDA.

16. ***Dispute Resolution/Mediation.*** Each dispute, claim or controversy arising from or related to this Agreement or the relationships which result from this Agreement shall be subject to mediation as a condition precedent to initiating arbitration or legal or equitable actions by either party. Unless the parties agree otherwise, the mediation shall be in accordance with the Commercial Mediation Procedures of the American Arbitration Association then currently in effect. A request for mediation shall be filed in writing with the American Arbitration Association and the other party. No arbitration or legal or equitable action may be instituted for a period of 90 days from the filing of the request for mediation unless a longer period of time is provided by agreement of the parties. Cost of mediation shall be shared equally between the parties. Mediation shall be held in the City of Roseville unless another location is mutually agreed upon by the parties. The parties shall memorialize any agreement resulting from the mediation in a Mediated Settlement Agreement, which Agreement shall be enforceable as a settlement in any court having jurisdiction thereof.

17. ***Annual Review.*** Prior to each anniversary of the date of this Agreement, REDA shall have the right to conduct a review of the performance of the Work performed by the Consultant under this Agreement. The Consultant agrees to cooperate in such review and to provide such information as REDA may reasonably request. Following each performance review the parties shall, if requested by REDA, meet and discuss the performance of the Consultant relative to the remaining Work to be performed by the Consultant under this Agreement.

18. ***Conflicts.*** (a) No salaried officer or employee of REDA and no member of the Board of REDA shall have a financial interest, direct or indirect, in this Agreement. (b) The Consultant agrees to immediately inform, by written notice, the REDA Executive Director of possible contractual conflicts of interest in representing REDA, as well as property owners or developers, on the same project. Conflicts of interest may be grounds for termination of this Agreement.

19. ***Governing Law.*** This Agreement shall be controlled by the laws of the State of Minnesota.

20. ***Counterparts.*** This Agreement may be executed in multiple counterparts, each of which shall be considered an original.

21. ***Severability***. The provisions of this Agreement are severable. If any portion hereof is, for any reason, held by a court of competent jurisdiction to be contrary to law, such decision shall not affect the remaining provisions of this Agreement.

22. ***Notices***. All notices to be given hereunder shall be in writing and shall be deemed given on the earlier of receipt or three (3) business days after deposit in the United States mail, postage prepaid, addressed to:

Roseville Economic Development Authority
Attn: Executive Director
2660 Civic Center Drive
Roseville, MN 55113

Golden Shovel Agency, LLC
43 East Broadway, Suite 104
Little Falls, MN 56345

23. ***Entire Agreement.*** Unless stated otherwise in this Provision 26, the entire agreement of the parties is contained in this Agreement. All attachments referenced in this Agreement are attached to and incorporated into this Agreement, and are part hereof as though they were fully set forth in the body of this Agreement. This Agreement supersedes all prior oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof. Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties, unless otherwise provided herein. The following agreements supplement and are a part of this Agreement: ______________________.

IN WITNESS WHEREOF, the undersigned parties have entered into this Agreement as of the date set forth above.

ROSEVILLE ECONOMIC
DEVELOPMENT AUTHORITY

____
President

____
Executive Director

(CONSULTANT)

By: ___________________________________

Its: ___________________________________

ATTACHMENT A

Scope of Work

*Services:

- Marketing Strategy Creation
- Content Management System
    - Page Adding & Editing Functionality
    - Social Media Integration
    - User Training
    - 30 Hours Website Content Population
    - Search, Tracking & Report

- Content Creation and Implementation
    - Initial Setup & Training
    - Maintenance & Reports
    - Lead Forensics Tracking
    - Quarterly SEO
    - Monthly Golden Touch customer support & consultation

- Maintenance:
    - Hosting
    - Training
    - Software Updates

- Custom Website Copywriting

* Golden Shovel does not provide Email Hosting services. Client will be responsible for maintaining Email Hosting services with the service provider that best suits their needs according to their requirements.

ATTACHMENT B

Compensation

For creation of the marketing strategy with the services and modules set forth in Attachment A, REDA shall pay Consultant the sum of **twenty thousand ($20,000) with one-half of such sum ten thousand ($10,000) upon execution of this Agreement and the final half ten thousand ($10,000) when scope of work in Attachment A is 50% complete.**

Client shall pay Golden Shovel the sum of twelve thousand ($12,000) annually with one-twelve of such sum, thousand ($1,000), will be invoiced monthly for continuation of services (Hosting, Maintenance, Technical Support, Lead Forensics, and Content Management Service). Such billing will begin at soft launch anniversary.

Any major changes to the project will require an addendum and no changes or additions will be made without Client's consent.

In addition to the foregoing fees, Client agrees to pay any sales, use or value-added taxes, if any, applicable to the services provided hereunder. Payment is due upon receipt of invoice, and interest of 1.5% per month will be added to any unpaid balance 30 days after payment is due.

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 04/18/2017
Item No.: 7.b

Department Approval

Executive Director Approval

Item Description: Receive Presentation from Sands Development, LLC for Proposed Multi-Family Lifestyle Community Located on Old Highway 8

BACKGROUND

Sands Development, LLC is proposing to build 209 units of mixed-income rental housing on a 8.71 acre residential site located near the southeast corner of County Rd. D and Old Highway 8. The property is surrounded by commercial to the north, high density to the south, commercial and medium density residential to the west and Highway 88 to the east (Attachment A). The property is zoned HDR-1 (High Density Residential) which allows for the development of multi-family rental housing (Attachment B).

The proposal includes three multi-family buildings along with a community building. The multi-family buildings will have multiple story heights to break up the building elevations, but no building will be greater than four-stories. The community building will serve the whole development and includes a management/leasing office, fitness room, conference room, maintenance office, storage space, reception area, and a pool area with sundeck.

The development will be designed to have outdoor amenities to serve all of the residents from preschool up to adults. A tot lot area will serve younger children, a picnic/recreation area with benches and grills will serve families along with large open green spaces to throw balls and enjoy lawn games. Additionally, the development will incorporate a foot gravel walking/fitness trail around the perimeter of the site that will have access to the public from two locations along Old Highway 8.

Some of the amenities that the Developer is proposing includes creating a connection to Sandcastle Park for the neighborhood to access the public trails along the perimeter of the site that would have workout stations, linking sidewalks to transit, and place-making of two entrance kiosks to the public trail. Additionally the developer would like to incorporate an enhanced storm water management plan that would capture run-off water for irrigation of the site as well as incorporating a solar energy system. The Developer will walk the Roseville Economic Development Authority (REDA) through financing options for the development that would address building some of the amenities (See attachment C for details on the proposed development).

The developer will provide conceptual plans at the meeting to seek questions and feedback from the REDA. If the REDA would like to continue exploring development of this site then it would come back to the REDA or City Council for further discussions of financial support. However, if the

City/REDA is not comfortable with providing any level and/or types of support for this development, it would be appropriate to indicate so at this time in order to save additional time and expense by the developer and staff going forward.

POLICY OBJECTIVE

This is the first request for public subsidy based upon the City of Roseville and the REDA Public Financing and Business Subsidy Policy adopted on October 17, 2016 (Attachment D).

BUDGET IMPLICATIONS

The REDA will hear various financing options. All financing options would require some level of public assistance.

STAFF RECOMMENDATION

Receive Presentation from Sands Development, LLC, provide feedback and level of interest supporting development of the site.

REQUESTED EDA ACTION

Receive Presentation from Sands Development, LLC, provide feedback and level of interest supporting development of the site.

Prepared by: Kari Collins, Community Development Director, 651-792-7071
Attachments: A: Aerial of Site
B: Zoning Map
C: Summary of Proposed Development
D: Public Financing Criteria/Policy

Attachment A

Date: April 6, 2017

Sources:
Ramsey County (3/10/2017)
Roseville Engineering Dept.

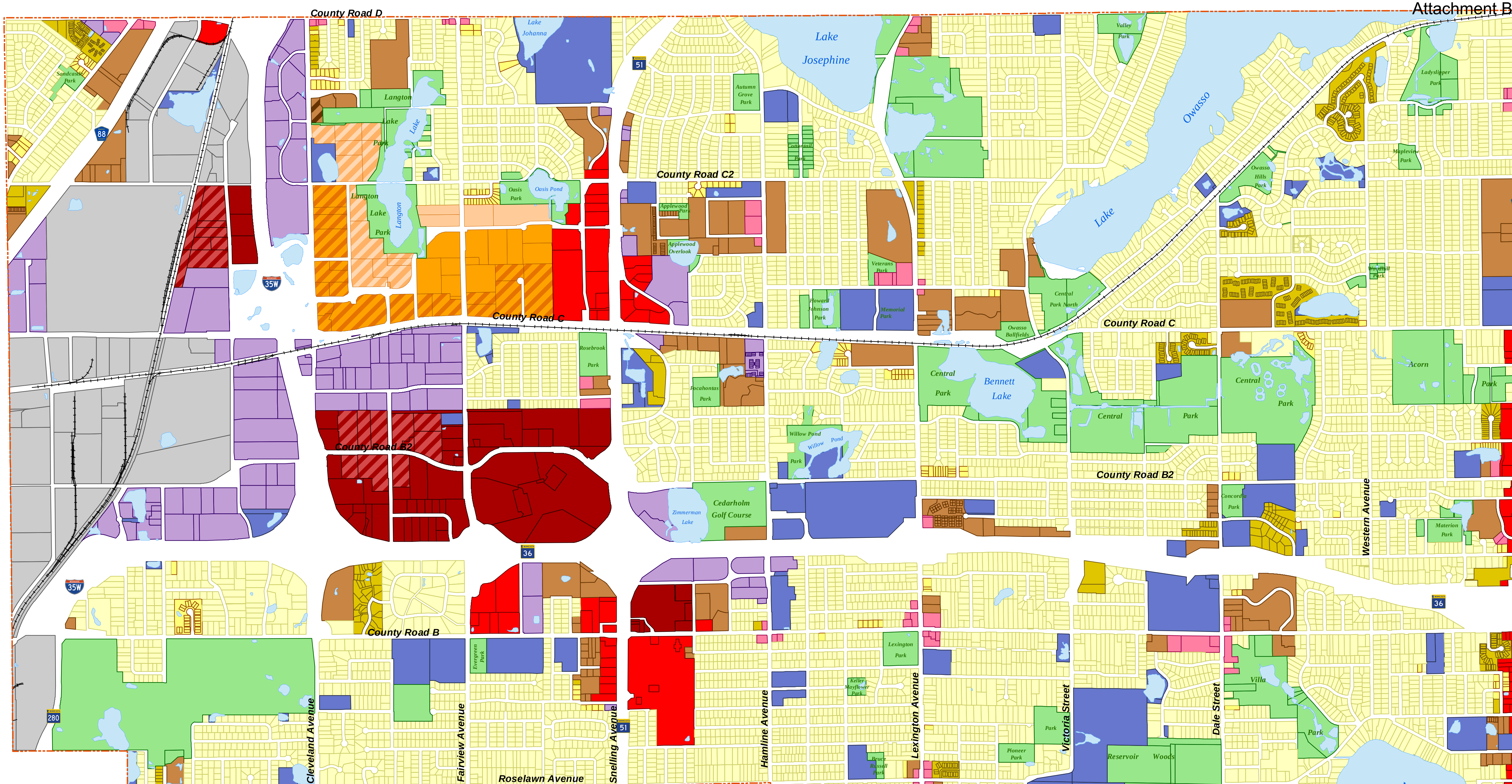
Old Highway 8 property

0 50 100 150 200 Feet

N

ROSEVILLE

Attachment B



Zoning Map

The Official Zoning Map adopted by the City Council on December 13, 2010 in Ordinance 1402 is the final authority with regard to the zoning status of any property. It is on file in the Community Development Department at City Hall.

The zoning designations shown on this map must be interpreted by the Community Development Department. See Water Management Overlay District Map for additional boundaries.

ROSEVILLE

Prepared by:
Community Development Department
Printed: January 2017

Zoning Designations

Residential
- LDR-1 - Low Density Residential-1
- LDR-2 - Low Density Residential-2
- MDR - Medium Density Residential
- HDR-1 - High Density Residential-1
- HDR-2 - High Density Residential-2

Commercial
- NB - Neighborhood Business
- CB - Community Business
- RB - Regional Business
- RB-2 - Regional Business-2

Employment
- I - Industrial
- O/BP - Office/Business Park

Mixed Use
- CMU-1 - Community Mixed Use-1
- CMU-2 - Community Mixed Use-2
- CMU-3 - Community Mixed Use-3
- CMU-4 - Community Mixed Use-4

Public / Institutional
- INST - Institutional
- PR - Park and Recreation

Data Sources
* Ramsey County GIS Base Map (1/4/2017)
* City of Roseville Community Development

Disclaimer
This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and federal offices and other sources regarding the area shown, and is to be used for reference purposes only. The City does not warrant that the Geographic Information System (GIS) Data used to prepare this map are error free, and the City does not represent that the GIS Data can be used for navigational, tracking or any other purpose requiring exacting measurement of distance or direction or precision in the depiction of geographic features. If errors or discrepancies are found please contact 651-792-7085. The preceding disclaimer is provided pursuant to Minnesota Statutes §466.03, Subd. 21 (2000), and the user of this map acknowledges that the City shall not be liable for any damages, and expressly waives all claims, and agrees to defend, indemnify, and hold harmless the City from any and all claims brought by User, its employees or agents, or third parties which arise out of the user's access or use of data provided.

0 500 1,000 1,500 Feet

N

Attachment C. Option 1

Edison
Multifamily Community
Roseville, Minnesota

Prepared for:

ROSEVILLE

Prepared by:

Sand
Development, LLC

366 South Tenth Avenue
PO Box 727
Waite Park, Minnesota 56387-0727
www.SandCompanies.com

CivilSite
GROUP

4931 West 35th Street, Suite 200
St. Louis Park, Minnesota 55416
www.civilsitegroup.com

Edison Multifamily Community
Roseville, Minnesota

Executive Summary

According to the 2030 Comprehensive Plan of Roseville, diverse, affordable and high quality housing and neighborhoods are critical components in defining Roseville. They help maintain a healthy tax base and attract and retain residents and businesses to the community. Healthy neighborhoods bring vitality and promote investment in the larger community, providing a firm foundation plan for Roseville's future.

The 209 unit life-style community of Edison will incorporate innovative design, create community connections and will also encourage healthy living activities. The high quality housing development will serve residents with a wide range of incomes while at the same time offering all residents similar amenities and quality building components. When complete, Edison will expand and diversify Roseville's tax base, provide additional housing opportunities to sustain employment for Roseville's businesses and also encourage significant private investment.

Sand Development, LLC

Sand Development, LLC, a subsidiary of Sand Companies, Inc., and its related entities (Sand), have earned a reputation for professionalism, thoroughness and proven results in the development, design, construction and property management industries. Sand's reputation and accomplishments can be attributed to the many successful partnerships formed over the years.

Since inception in 1991, Sand has successfully completed the construction and/or development of 74 multifamily housing developments (3,741 units), 30 hotels (2,468 guest rooms), 18 commercial projects, 6 residential subdivisions (239 lots) and various other projects. Sand also manages over $350 million in assets including 34 residential housing developments (1,430 units), 16 hotels (1,599 guest rooms) and 8 commercial/restaurant/conference facilities.

Sand has significant experience in completing large scale luxury apartment developments including Park Place (176 units) and Heritage Park (150 units) in Saint Cloud, The Preserve at Commerce (192 units) in Rogers, Shadow Hills Estates (322 units) in Plymouth and Monument Ridge Estates (135 units) in Inver Grove Heights. Along with market rate housing, Sand has successfully completed the development of 31 affordable communities (1,228 units).

Site Location

The 8.71 acre residential site is located near the southeast corner of County Road D and Old Highway 8. The property is bounded by commercial to the north, high density residential to the south, medium density residential and commercial to the west and Highway 88 and industrial to the east. The property is zoned HDR-1 High Density Residential with the proposed development a permitted use.

Building Description

The 209 units of residential housing will be incorporated into three multifamily buildings along with a central community building. The multifamily buildings will have multiple story heights to break up the building elevations, but no building will be greater than four-stories at the buildings' highest point.

Beneath each of the multifamily buildings will be underground parking with approximately one space for each apartment unit. Upper floor construction will incorporate wood frame assembly with the parking garage being constructed with concrete walls/floors and precast columns and beams supporting hollow core concrete floor slabs.

Exterior walls finishes will be clad in several long lasting materials including a concrete masonry component, a cement or fiber board panel system and cement or fiber lap siding. All units will have patios or balconies depending on grade heights. Balconies will be prefinished aluminum decking with powder coated painted railings.

Interior apartment unit walls will be fully finished with painted gypsum board with accent colors. Unit floors will be covered with residential carpeting in the bedrooms, living room and closets. Floor finishes in the baths, kitchens and laundry area will be tile or vinyl. Custom cabinetry will be placed in the baths and kitchens. Each unit will have individual central, gas fired heating and air conditioning along with a full appliance package including range/oven combination, microwave, dishwasher, refrigerator and front load washer and dryer.

Corridors and stairs will be carpeted with mats used at all entrances. Public entries including lobby area and stair towers will be tile with insert mats as appropriate. Domestic hot water will be supplied from high efficiency central boilers and water storage tanks. Building public areas will be heated with gas fired central heating and air conditioning.

The one-story, wood-framed community building will serve the overall Edison development. Management functions within the building will include administration and leasing activities, workroom, conference room, maintenance office, storage and reception area. Resident features of the community building are still in the pre-design stage, but anticipated features include coffee bar, fitness studio, lounge, restrooms and an outdoor seasonal pool with sundeck. The community building will be open to residents during posted operational hours and will also be available for residents to rent for private use.

Site Design

The site design is based on the idea of great place which brings together multiple aspects of healthy living with balanced housing, open space, density, environmental stewardship and recreational opportunities in a pedestrian scaled environment. The buildings were designed in an efficient manner to minimize impact to existing trees along with other natural areas of the existing site.

The access point into the site will be from Old Highway 8. Interior, private drives will provide interior access to the buildings along with providing adequate surface parking for residents and guests. The site will be extensively landscaped and storm water will be handled with a series of rain gardens and soil depressions for both rate control and filtration.

Outdoor activities for the residents will be encouraged which will enhance the sense of community within the Edison development. Site amenities are explicitly designed to serve all the residents from pre-school up to adults. A tot lot area will serve younger children, a picnic/recreation area with benches and grills will serve families as they enjoy the outdoors, a large open green space will serve older children and adults to throw balls and enjoy lawn games and a pool area and sundeck will serve all residents including adults.

Walking trails can make connections and also provide a sense of place and promote livable communities. They also provide affordable and safe exercise opportunities along with encouraging engagement and neighbor interaction. Edison will incorporate a 2,400 lineal foot gravel walking trail around the perimeter of the site that will be open to the public. Access to the trail for Edison residents will be at various locations throughout the development while trail access for the public will be from two locations along Old Highway 8.

Connectivity – LCDA Funding

The Met Council's LCDA funds innovative development projects that efficiently link housing, jobs, services and transit in an effort to create inspiring and lasting livable communities. LCDA will assist the project in making a number of community connections and place making features:

- Linkage to Sandcastle Park – Creating a link from Sandcastle Park with a pedestrian crossing at Old Highway 8 to a newly constructed public sidewalk which will take pedestrians north to the Edison walking trail.
- Linkage to Transit – Creaking a link and connecting Edison via a new public sidewalk along Old Highway 8 to the Metro transit stop on County Road D.
- Place Making – Creating place making features along Old Highway 8 at the two entrance points of the walking trail at Edison. These place making features, such as message boards or kiosks, will invite the public to access the trail, learn about the community and also an opportunity to post local messages. There will also be exercise and resting nodes at various locations along the walking trail to encourage the full use of the trail system by the public.

The location of Edison will also have great connectivity to local jobs with the many nearby manufacturing facilities and also connections to other locations including a quick commute to Downtown Minneapolis via Highway 88.

Storm Water Enhancement - LCDA Funding

The Met Council's LCDA also provides funding for storm water management enhancements. Best Management Practices can be utilized to minimize and control pollutant runoff from entering rivers, lakes and wetlands which will improve local water quality. Edison will look to utilize these practices that go above and beyond standard storm water management including features for:

- Rainwater Harvesting - Capturing rain water from building rooftops and the solar carports to be used for landscape watering needs to reduce the use of potable water.
- Raingardens - Will allow rainwater runoff from impervious areas the opportunity to be absorbed into the ground which reduces erosion, water pollution, flooding and diminished ground water.

Solar Energy - LCDA Funding

Unlike conventional energy sources, solar produces clean energy for decades beyond its initial installation. The use of solar energy for multifamily projects in Minnesota is still in the early stages. Nearly all only utilize solar energy to off-set the building's common area energy usage. Because solar energy is typically tied to one subscriber (one meter), it is typically the building owner that realizes the savings not the residents.

Edison will look to design a solar system that will not only allow the building owner to see the benefits of solar, but also the residents. One potential means to accomplish this would be to have one electrical meter for each building and electrical usage would be included in the rent. The challenge with this is that the resident will not have a direct incentive to conserve energy. If this option is chosen, we will explore ways in which residents can be incentivized with rent rebates or other means to help promote conservation.

Another option to pass along energy cost savings to residents is for Edison to create its own community solar garden that all residents can subscribe to. This is an easy way for residents to subscribe and get paid for the solar energy produced by the community solar. The residents would still buy and use energy as they always have, but they would receive a payment for their portion of the garden's solar energy produced as a credit on their monthly energy bill.

Edison is in the early stages of its solar design, but a community solar garden will take a substantial area to accomplish the needed solar array. One option, which would be the first in Minnesota for this type of development, is solar carports. Solar carports have many advantages including keeping vehicles cooler and reducing their sunlight exposure, protecting vehicles from weather such as hail, snow and rain and reducing maintenance costs to parking spaces beneath the solar carports.

Because of oil, sand, salt and other contaminants, rain water run-off from parking lots cannot typically be utilized for harvesting and reuse. With the solar carports, water run-off can be captured with gutters and then piped to the underground water cisterns.

Mixed Income Development

Goal 1 for Housing and Neighborhoods in Roseville's 2030 Comprehensive Plan is to provide a wide variety of housing options in order to retain and attract a diverse mix of people and family types with a varying economic statuses, ages and abilities. Edison is a development that meets this goal by providing a large mix of market rate housing, workforce housing for families and also housing for Veterans and residents that have experienced long term homelessness.

One of the many goals of mixed income developments is to provide housing options for residents with a wide range of incomes while still offering housing that has similar qualities, design, amenities and location. Challenges are typical with mixed income developments particularly related to financing structures. Some of the challenges can be overcome with off-setting costs through density bonuses, relaxed zoning policies and other land regulations. But most the most common approach to overcome financing challenges is to obtain a wide variety of sources including pairing local, state and federal funding.

Despite the challenges, successful mixed income developments in Minnesota have been and can be completed by experienced developers that can garner financing options from multiple sources. Edison's goal will be to provide the community with a high quality and well maintained mixed income development. The table below provides a preliminary mix of incomes and units to be served, subject to change as financing sources are secured.

Mixed Income Development Breakdown

	# of Units	Income Limit %	Income Limit $
Market Rate – General Occupancy	149	NA	NA
Workforce – Singles/Families	53	60% of AMI	* $ 51,840
^ Long-Term Homeless – Veteran	4	60% of AMI	** $ 46,380
^^Long-Term Homeless – Individual	3	60% of AMI	***$ 36,060

Table Notes:
* 60% or less of area median income of Ramsey County effective 3/28/2016 with household of four persons
** 60% or less of area median income of Ramsey County effective 3/28/2016 with household of three persons
*** 60% or less of area median income of Ramsey County effective 3/28/2016 with household of one person
^ Units targeted with Veteran preference
^^ Units targeted for individuals Ramsey County priority

Journey Home Minnesota

Founded in 2008, Journey Home provides access to affordable homes in safe neighborhoods that have positive educational opportunities for struggling populations. Its unique operating model assists at risk families, individuals and Veterans who are not able to find and purchase a home or maintain a household in a traditional neighborhood. Edison is working with Journey Home to provide rental assistance for the four units with a Veteran's preference.

Sand Development, LLC

April 11, 2017

Sent Via E-Mail Transmission

www.SandDevelopment.com

320.202.3100 (ph)
320.202.3139 (fax)

Ms. Kari Collins, Community Development Director
City of Roseville
2660 Civic Center Drive
Roseville, Minnesota 55113

RE: Edison Multifamily Development.

Dear Ms. Collins,

On April 4, 2017, we provided a development summary for the Edison multifamily community to the City of Roseville. Since that time, we received some feedback from the development summary, which is appreciated as we are in the concept stage and want to develop a project in Roseville that will be well received by the City and successful in the marketplace.

Based on some feedback, we wanted to provide follow-up on one of the topics that has been brought forward which is incorporating the affordable units within all the buildings versus having it stand alone. The concept in the development summary proposed to have a 60 unit building with 100% of the units affordable while the other two buildings (149 units) would be market rate. An alternative option that can be explored would be to mix the affordable units within all 209 units.

There are certain advantages and disadvantages to each of these options, which we wanted to point out for further discussion at the EDA meeting on April 18th. For discussion purposes, Option #1 is referred to as the stand alone affordable option and Option #2 is referred to as the affordable mixed throughout all the buildings option.

> Financing. Lending tends to be very specific to the type of market a development is proposing to market to. Financing for affordable projects is unique in nature and requires certain financing sources that tend not to mix well with other traditional financing sources. Option #1 allows for separate mortgages and funding sources that better match each of the intended developments.
>
> Number of Affordable Units. Option #1 would propose to have 60 units of affordable housing. Option #2 would propose to have 20% or 42 units affordable to meet the state requirement for tax increment financing.
>
> Affordability Term. Option #1 would have an affordable term of not less than 30 years. Option #2 would have an affordable term only for a period the tax increment financing is in place.

Development Timing. Edison's timetable for development is subject to market conditions and a market study, which will determine rental rates and absorption. There is a likelihood that Option #1 will allow for a quicker completion schedule for the development, which will bring more units to the market earlier and the benefits to the community. Option #2 will only utilize traditional lenders that will underwrite the absorption of 209 total units into the market. In Option #1, the traditional lenders will be underwriting absorption of 149 market units as that is what they are financing. Because of this, Option #2 will more than likely be phased in over a few years while Option #1 has a better chance of being constructed all at one time.

Leveraging. Option #1 would allow for leveraging of more financing sources such as funding from the federal, state and regional funders.

These are just a few things to consider in looking at the best way to do mixed income developments. Certainly, the most common is Option #1 because of its financing flexibility and also leveraging. We look forward to making a more in-depth analysis at our concept presentation on April 18th.

If there are other items or subjects we should be aware of before the meeting, please do not hesitate to contact us. Thank you for your consideration.

Sincerely,

Jamie Thelen
President/CEO

City of Roseville and
Roseville Economic Development Authority
Public Financing Criteria and Business Subsidy Policy
Adopted October 17, 2016

INTRODUCTION:

This Policy is adopted for purposes of the business subsidies act, which is Minnesota Statutes, Sections 116J.993 through 116J.995 (the "Statutes"). Terms used in this Policy are intended to have the same meanings as used in Statutes. Subdivision 3 of the Statutes specifies forms of financial assistance that are not considered a business subsidy. This list contains exceptions for several activities, including redevelopment, pollution clean-up, and housing, among others. By providing a business subsidy, the city commits to holding a public hearing, as applicable, and reporting annually to the Department of Employment and Economic Development on job and wage goal progress.

1. PURPOSE AND AUTHORITY

A. The purpose of this document is to establish criteria for the City of Roseville and the Roseville Economic Development Authority ("EDA") for granting of business subsidies and public financing for private development within the City. As used in this Policy, the term "City" shall be understood to include the EDA. These criteria shall be used as a guide in processing and reviewing applications requesting business subsidies and/or City public financing.

B. The City's ability to grant business subsidies is governed by the limitations established in the Statutes. The City may choose to apply its Business Subsidy Criteria to other development activities not covered under this statute. City public financing may or may not be considered a business subsidy as defined by the Statutes.

C. Unless specifically excluded by the Statutes, business subsidies include grants by state or local government agencies, contributions of personal property, real property, infrastructure, the principal amount of a loan at rates below those commercially available to the recipient of the subsidy, any reduction or deferral of any tax or any fee, tax increment financing (TIF), abatement of property taxes, loans made from City funds, any guarantee of any payment under any loan, lease, or other obligation, or any preferential use of government facilities given to a business.

D. These criteria are to be used in conjunction with other relevant policies of the City. Compliance with the Business Subsidy Criteria and City Public Financing Guidelines shall not automatically mean compliance with such separate policies.

E. The City may deviate from the job and wage goals criteria outlined in Section 5 D and E below by documenting in writing the reason(s) for the deviation. The documentation shall be submitted to the Department of Employment and Economic Development with the next annual report.

F. The City may amend this document at any time. Amendments to these criteria are subject to public hearing requirements contained in the Statutes.

2. CITY'S OBJECTIVE FOR THE USE OF PUBLIC FINANCING

A. As a matter of adopted policy, the City may consider using public financing which may include tax increment financing (TIF), tax abatement, bonds, and other forms of public financing as appropriate, to assist private development projects. Such assistance must comply with all applicable statutory requirements and accomplish one or more of the following objectives:

1. Remove blight and/or encourage redevelopment in designated redevelopment/development area(s) per the goals and visions established by the City Council and EDA.

2. Expand and diversify the local economy and tax base.

3. Encourage additional unsubsidized private development in the area, either directly or through secondary "spin-off" development.

4. Offset increased costs for redevelopment over and above the costs that a developer would incur in normal urban and suburban development (determined as part of the But-For analysis).

5. Facilitate the development process and promote development on sites that could not be developed without this assistance.

6. Retain local jobs and/or increase the number and diversity of quality jobs

7. Meet other uses of public policy, as adopted by the City Council from time to time, including but not limited to promotion of quality urban design, quality architectural design, energy conservation, sustainable building practices, and decreasing the capital and operating costs of local government.

3. PUBLIC FINANCING PRINCIPLES

A. The guidelines and principles set forth in this document pertain to all applications for City public financing regardless of whether they are considered a Business Subsidy as defined by the Statutes. The following general assumptions of development/redevelopment shall serve as a guide for City public financing:

1. All viable requests for City public financing assistance shall be reviewed by staff, and, if staff so designates, a third party financial advisor who will inform the City of its findings and recommendations. This process, known as the "But For" analysis is intended to establish the project would not be feasible but for the City assistance.

2. The City shall establish mechanisms within the development agreement to ensure that adequate checks and balances are incorporated in the distribution of financial assistance where feasible and appropriate, including but not limited to:
   a. Third party "but for" analysis

   b. Establishment of "look back provisions"

   c. Establishment of minimum assessment agreements

3. TIF and abatement will be provided on a pay-as-you-go-basis. Any request for upfront assistance will be evaluated on its own merits and may require security to cover any risks assumed by the City.

4. The City will set up TIF districts in accordance with the maximum number of statutory years allowable. However, this does not mean that the developer will be granted assistance for the full term of the district.

5. The City will elect the fiscal disparities contribution to come from inside applicable TIF district(s) to eliminate any impact to the existing tax payers of the community.

6. Public financing will not be used to support speculative commercial, office or housing projects. In general the developer should be able to provide market data, tenant letters of commitment or finance statements which support the market potential/demand for the proposed project.

7. Public financing will generally not be used to support retail development. The City may consider projects that include a retail component provided they meet a Desired Qualification as identified in Section 4.2.C(8) of this policy.

8. Public financing will not be used in projects that would give a significant competitive financial advantage over similar projects in the area due to the use of public subsidies. Developers should provide information to support that assistance will not create such a competitive advantage. Priority consideration will be given to projects that fill an unmet market need.

9. Public financing will not be used in a project that involves a land and/or property acquisition price in excess of fair market value.

10. The developer will pay all applicable application fees and pay for the City and EDA's fiscal and legal advisor time as stated in the City's Public Assistance Application.

11. The City will not consider waiving fees including, but not limited to, building permit fees, park dedication fees, SAC charges, and planning and zoning application fees. The City may consider using SAC credits, to the extent they are available, to off-set a project's SAC expenses.

12. The developer shall proactively attempt to minimize the amount of public assistance needed through the pursuit of grants, innovative solutions in structuring the deal, and other funding mechanisms.

13. All developments are subject to execution and recording of a Minimum Assessment Agreement.

4. PROJECTS WHICH MAY QUALIFY FOR PUBLIC FINANCING ASSISTANCE

A. All new applications for assistance considered by the City must meet each of the following minimum qualifications. However, it should **not** be presumed that a project meeting these qualifications will automatically be approved for assistance. Meeting the qualifications does not imply or create contractual rights on the part of any potential developer to have its project approved for assistance.

4.1 MINIMUM QUALIFICATIONS/REQUIREMENTS:

A. In addition to meeting the applicable requirements of State law, the project shall meet one or more of the public financing objectives outlined in Section 2.

B. The developer must demonstrate to the satisfaction of the City that the project is not financially feasible "but for" the use of tax increment or other public financing.

C. The project must be consistent with the City's Comprehensive Plan and Zoning Ordinances, Design Guidelines or any other applicable land use documents.

D. Prior to approval of a financing plan, the developer shall provide any requested market and financial feasibility studies, appraisals, soil boring, private lender commitment, and/or other information the City or its financial consultants may require in order to proceed with an independent evaluation of the proposal.

E. The developer must provide adequate financial guarantees to ensure the repayment of any public financing and completion of the project. These may include, but are not limited to, assessment agreements, letters of credit, personal deficiency guarantees, guaranteed maximum cost contract, etc.

F. Any developer requesting assistance must be able to demonstrate past successful general development capability as well as specific capability in the type and size of development proposed. Public financing will not be used when the developer's credentials, in the sole judgment of the City, are inadequate due to past history relating to completion of projects, general reputation, and/or bankruptcy, or other problems or issues considered relevant to the City.

G. The developer, or its contractual assigns, shall retain ownership of any portion of the project long enough to complete it, to stabilize its occupancy, to establish project management and/or needed mechanisms to ensure successful operation.

4.2 DESIRED QUALIFICATIONS:

A. Projects providing a high ratio of private investment to City public investment will receive priority consideration. Private investment includes developer cash, government and bank loans, conduit bonds, tax credit equity, and land if already owned by the developer.

B. Proposals that significantly increase the amount of property taxes paid after redevelopment will receive priority consideration.

C. Proposals that encourage the following will receive priority consideration:

1. Implements the City's vision and values for a City-identified redevelopment area
2. Provides significant improvement to surrounding land uses, the neighborhood, and/or the City
3. Attracts or retains a significant employer within the City
4. Promotes multi-family housing investment that meets the following City goals:
   a. Extensive rehabilitation of existing multi-family housing stock
   b. Demonstration of need for the type of multi-family housing proposed through a market study or other reliable market data.
   c. Multi-family workforce housing proposals that include amenities similar to those found in market rate housing
   d. Workforce housing proposals that consider innovative and alternative forms of development and do not include high-rise buildings
5. Provides significant rehabilitation or expansion and/or replacement of existing office or commercial facility
6. Provides opportunities for corporate campus or medical office development
7. Provides opportunity for hi-tech, med-tech, R & D facilities/office or major manufacturer
8. Provides opportunities for small businesses (under 50 employees) that are non, start-up companies
9. Provides opportunities for small businesses that may enhance the quality of life within neighborhoods
10. Redevelops a blighted, contaminated and/or challenged site

11. Adds needed road, access and multi-modal improvements

12. Addition of specific project enhancements including, but not limited to, architectural upgrades, pedestrian and transit connections, green building practices and enhanced site planning features.

5. BUSINESS SUBSIDY PUBLIC PURPOSE, JOBS AND WAGE REQUIREMENT

A. All business subsidies must meet a public purpose with measurable benefit to the City as a whole.

B. Job retention may only be used as a public purpose in cases where job loss is specific and demonstrable. The City shall document the information used to determine the nature of the job loss.

C. The creation of tax base shall not be the sole public purpose of a subsidy.

D. Unless the creation of jobs is removed from a particular project pursuant to the requirements of the Statutes, the creation of jobs is a public purpose for granting a subsidy. Creation of at least **3** Full Time, or Full Time Equivalent (FTE) jobs is a minimum requirement for consideration of assistance. For purposes of this Policy, FTE's must be permanent positions with set hours, and be eligible for benefits.

E. The wage floor for wages to be paid for the jobs created shall be not less than 300% of the State of MN Minimum Wage. The City will seek to create jobs with higher wages as appropriate for the overall public purpose of the subsidy. Wage goals may also be set to enhance existing jobs through increased wages, which increase must result in wages higher than the minimum under this Section.

F. After a public hearing, if the creation or retention of jobs is determined not to be a goal, the wage and job goals may be set at zero.

6. SUBSIDY AGREEMENT

A. In granting a business subsidy, the City shall enter into a subsidy agreement with the recipient that provides the following information: wage and job goals (if applicable), commitments to provide necessary reporting data, and recourse for failure to meet goals required by the Statutes.

B. The subsidy agreement may be incorporated into a broader development agreement for a project.

C. The subsidy agreement will commit the recipient to providing the reporting information required by the Statutes.

7. PUBLIC FINANCING PROJECT EVALUATION PROCESS

A. The following methods of analysis for all public financing proposals will be used:

1. Consideration of project meeting minimum qualifications

2. Consideration of project meeting desired qualifications

3. Project meets “but-for” analysis and/or statutory qualifications

4. Project is deemed consistent with City’s Goals and Objectives

Please note that the evaluation methodology is intended to provide a balanced review. Each area will be evaluated individually and collectively and in no case should one area outweigh another in terms of importance to determining the level of assistance.

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 4/18/2017
Item No.: 7.c

Department Approval | Executive Director Approval

Item Description: Consider Application for Purchase of 196 S. McCarrons through the Single-Family Housing Replacement Program

BACKGROUND

The Roseville Economic Development Authority (REDA) Single-Family Housing Replacement Program removes substandard, functionally obsolete housing on scattered sites throughout the City and replaces them with new, higher-valued, sustainable housing. The REDA bought 196 S. McCarrons Blvd on February 21, 2017, for $100,000 (Attachment A). Bids for removing the home and garage are being sought at this time. The appraisal for resale of the lot, once the home and garage are removed, is $115,000.

The REDA has been marketing the property with a sign in the yard, and information on our website. REDA staff were directed to contact Habitat for Humanity and Journey Home, MN to gauge interest.

Journey Home, MN has submitted an application to construct a new one-story, 2-1/2 bathrooms, three bedroom, 1,944 square foot home with a detached 2 stall garage (Attachment B). They would partner with St. Paul College's Carpentry and Cabinet Making classes to give students first-hand experience in the trades. In addition, they currently are looking into how to partner with Roseville High School for students that are taking construction classes to gain experience as well.

They are requesting the purchase amount of $115,000 be left as a 1st or 2nd mortgage on the property as long as it doesn't hinder the long term permanent resale of the property to a wounded military Veteran. Once construction is completed Journey Home, MN will be the owner and will rent the home to a wounded military Veteran. Once the Veteran is able to purchase the home from Journey Home, MN, they will retain a mortgage position after the REDA's mortgage to make sure that the sweat equity that was used to build the home could not be quickly sold and turned around for cash equity to the Veteran. This would also be the same benefit for the REDA's mortgage as well.

If the REDA agrees to the terms of the sale to Journey Home, MN then the REDA will hold a public hearing (Attachment C), at the meeting, for sale of the property and direct staff to negotiate a development agreement based upon the terms of the resolution (Attachment D). Staff will bring back at a future meeting a Development Agreement for the REDA to consider and enter into with Journey Home, MN.

POLICY OBJECTIVE

On September 19, 2016 the Board determined that 196 S. McCarrons Boulevard met the guidelines of the Housing Replacement Program.

Budget Implications

The REDA has $431,000 in the 720 Single Family/Housing Replacement Program after the purchase of 196 S. McCarrons Blvd.   If the REDA determines that they would like to retain a 1st/2nd mortgage on the sale of 196 S. McCarrons Blvd, then the acquisition price of $115,000 would be an accounts receivable.

Staff Recommendation

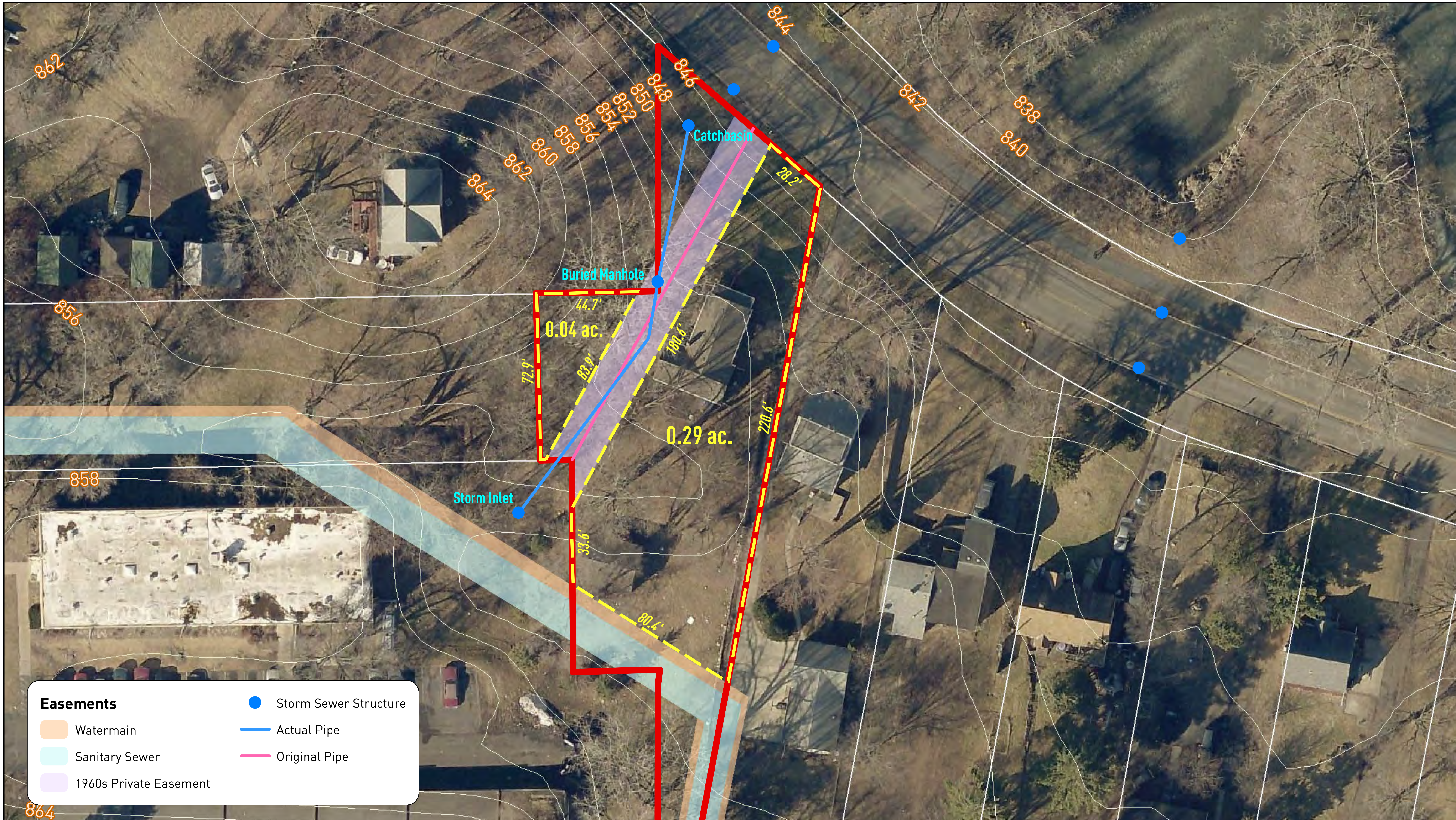
Consider the application for the sale of 196 S. McCarrons Blvd to Journey Home, MN and, if accepted, hold a public hearing for comments and resolution adoption.

Requested EDA Board Action

Make motion to approve the application for the sale of 196 S. McCarrons and hold a Public Hearing for Consideration and Adoption of the Resolution.

Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086
Attachments:
A: Site
B: Application
C: Notice of Public Hearing
D: Resolution

Attachment A



196 South McCarrons Blvd

Date: January 27, 2017

Sources:
Ramsey County (1/4/2017)
Roseville Engineering Dept.

NOTE:
Measurements shown are **NOT** survey-grade, but done with available data.

Attachment B

ROSEVILLE

ECONOMIC DEVELOPMENT AUTHORITY

2660 Civic Center Drive • Roseville, MN 55113 ❖ Phone: 651-792-7015 ❖ Fax: 651-792-7070
❖ **www.cityofroseville.com**

HOUSE REPLACEMENT APPLICATION • FEE: $500

Please make Application Fee payable to City of Roseville. Application Fee will be returned if proposal is rejected.

1. Applicant is

Journey Home MN, a Minnesota based 501(C)3. Journey Home focuses on building and rehabbing homes for wounded military Veterans and domestic survivor families. This project would be dedicated to a wounded Veteran.

2. Builder Information Journey Home MN uses a partnership of builders. Our overall general contractor will be Rose Enterprises. Joining Rose Enterprises will be St. Paul College's Carpentry and Cabinet Making classes. The Carpentry class will be on site during the school year from Monday – Thursday. Another key partner will be the various building trades. Although not finalized yet, it is likely that plumbers, electricians, HVAC & Painters will be partners in this build. One emerging partner, with details yet to be finalized, is Roseville Schools. We are having active conversations with the school's Todd Olson to determine the best fit for appropriate students.

Rose Enterprises has been deeply involved in all of Journey Home MN's new construction and rehab projects for the past 5 years. He has a wonderful blend of experience and partnership abilities to work with the schools and the trades. In the past 3 years we have we have built 3 Shoreview, 3 Vadnais Heights, 1 Linwood, 1 Circle Pines, a dozen rehabs in Mounds View, and 3 St. Paul homes.

Company Name: Rose Enterprises
Contact: Russ Rose
Address: Circle Pines, MN
E-mail: Phone: Russ.rose@hotmail.com
Phone: 763-453-0718

3. Buyer/Property Owner Information • ***If a Buyer is identified, the letter of intent between the Builder and Buyer must be attached***

Journey Home MN will be the initial owner of the property. We will work through our usual process to match a Veteran family through our in-take process and criteria (attached) to the home and assist them in working toward homeownership. Once a family is ready and can demonstrate financial stability, we will transfer ownership to the family.

Company Name: Journey Home MN
Contact First Name: Contact Last Name: Blake Huffman
Address: City/State/Zip: 855 Village Center Drive, North Oaks, MN 55127
E-mail: Phone: blakehuffman@comcast.net

Attachment B

ROSEVILLE

4. Proposed Lot PIN or Street Address: Proposed Lot Purchase Price:

196 South McCarron's, Roseville MN

Journey Home MN is requesting consideration for the land acquisition cost of $115,000 to be granted by the city in the form of a deferred loan. Journey Home MN will also apply for a grant from Minnesota Housing Finance Agency and should the funding be awarded; the city would be paid promptly. Our interest is in providing affordable housing in the Roseville community while creating a tax paying homeowner. Due to timelines we are asking for consideration to begin building prior to the start the 2017-2018 school year schedule as this home would become the classroom for the 2017-2018 school year.

5. Description of Home • *House plans with elevations must be attached*

Home Type: One-Story Homes

Number of Baths: 2-1/2 Bathrooms

Number of Bedrooms: Three Bedrooms

Foundation Type: Basement

Overall Width: 65 foot

Overall Depth: 51 foot

Home Size: 1944 square foot

Garage Size: 2 car

6. Description of Green Community features:

- Green Insulation
- Solar
- Storm Water Usage / Rain Garden
- High efficiency appliances
- Insulated Concrete Forms
- Other technologies

Note: Journey Home MN has extensive experience in using Green features. The past 3 homes included the following features:

- Insulated Concrete Forms (ICF)
- Structured Insulated Panels (SIP's)
- Geo Thermal Heat Pump
- Energy Star and other high efficiency appliances

The last build in Shoreview received a "Green Living Award", meaning it was one of the greenest homes built in Shoreview.

Attachment B

ROSEVILLE

7. Description of materials to be used AND any unique features of the proposed house:
Our goal is to create a Zero Energy or near Zero Energy Home. We will aggressively explore LEAD, or LEAD equivalence rating.

The tenant for this house will be a wounded veteran. The home will be constructed to specifics of the Veteran's disability. We will aggressively work with the veteran to become a homeowner. Our goal is that the Veteran purchase the home from Journey Home within 2 years.

8. **Signature(s):** By signing below, you attest that the information above and attached is true and correct to the best of your knowledge.

Applicant: Blake Huffman

Applicant: Blake Huffman

Please contact the EDA to set up a time to submit the application: 651-792-7015 or eda@cityofroseville.com

Application Checklist

✓ Check for $500 made payable to City of Roseville ***(Required)***
___ Letter of Intent from Buyer
___ House Plans with Elevations ***(Required)***
___ Additional information about Green Features
___ Additional Information about Unique Features

Attachment B

Journey Home USA

Journey Home USA works in Partnership with Veterans, volunteers, donors and communities to build homes and provide affordable homes to low and moderate-income Veterans and their families to ensure long-term affordability, accessibility and sustainability.

Journey Home USA offers the opportunity home-ownership based on what you can afford through a bank-backed home-loan and offsets the difference in cost through generous support of our donors.

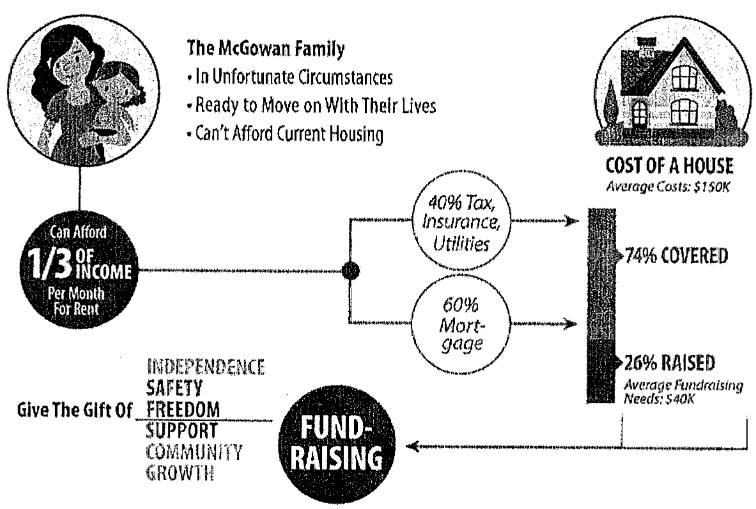
Creating a stable home environment can significantly and positively impact the quality of life for Veterans and their families.

Our goal is to not just build a starter home but to build forever homes for our families.

Two Paths to stable housing with Journey Home USA

Rental: Our model allows us to build homes that can be rented by Veterans and their families until they are financially ready to secure a bank-backed mortgage to purchase the home based at 30% of their income. Rental Rates are set at no more than 30% of income levels.

Purchase: Homes are either new or completely renovated homes that meet long-term efficiency, affordability and accessibility needs for our Veterans. Homes are sold to Veterans and their families for no more than 30% of their income who have secured a bank-backed mortgage.



Journey Home USA

How we are able to sell a home below cost? Because we are a registered 501c3 non-profit we are mission driven and supported by donors who support our mission to provide affordable housing in safe neighborhoods served by great schools for families at risk, military veterans and their families.

Silent Second Mortgage Details

To ensure that our homes are honoring our donors commitment and families are being stabilized we hold a decreasing silent second mortgage on the home that makes up the difference between cost and purchase amount.

- Year's 1-5 100% of Cost Difference held in silent second mortgage. With first right to buy back the home for original purchase price.
- Years 6-15 second mortgage decreases by 10% each year until no longer exists or home is paid off (which-ever is first.) Journey Home USA retains first right to buy back home at appraised value minus second mortgage remaining amount. This means that equity in the home is being built and belongs to the Home Owner.
- No payments are ever made on the silent second mortgage unless the home is sold on the competitive market then Journey Home USA is paid amount of second mortgage.

Qualification Requirements

- **Must have lived in Minnesota for at least the past one-year**
- **Must acknowledge and agree to be a good partner with Journey Home USA**
- **Earn 40%-80% Area Median Income**
- **Ability to pay up to 30% Income**
- **Perfect credit is not required. Coaching to reach your financial goals and meet underwriting criteria for ownership can be arranged.**
- **Income sources can include: employment, pubic assistance of cash, social security, disability etc.**
- **Criminal Background checks will be completed and reviewed for compatibility.**

Attachment B

Construction Costs (Uses)

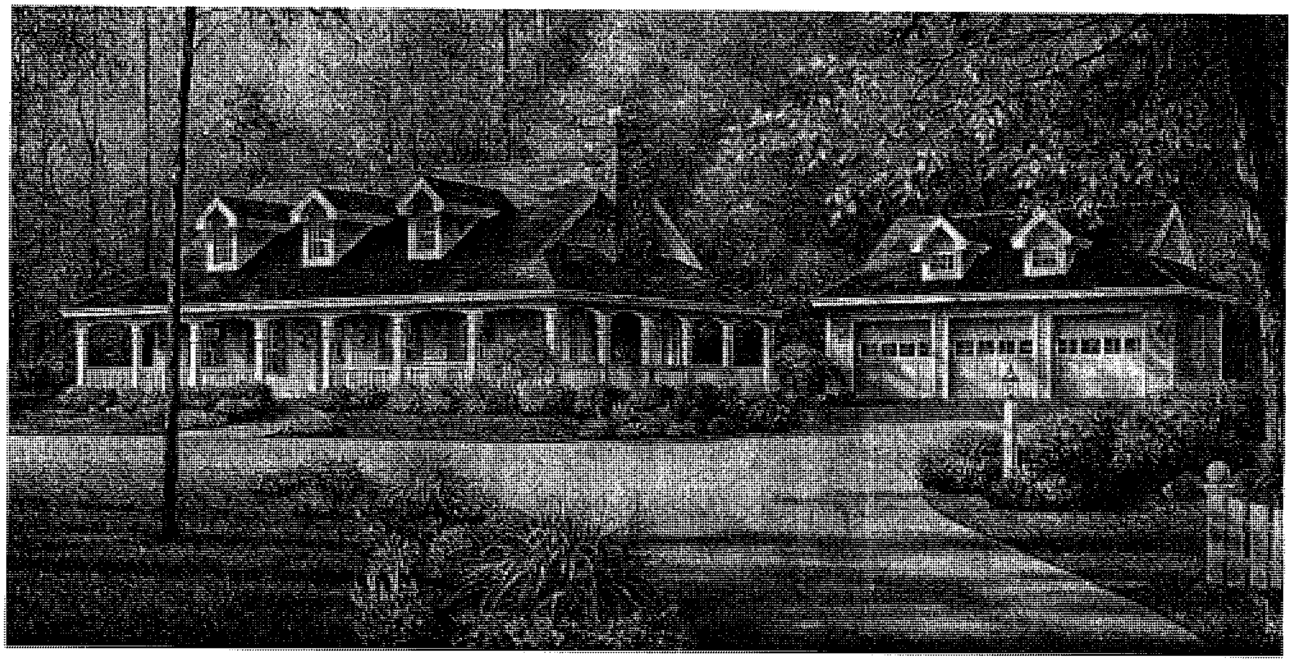
Land Acquisition:	$ 115,000		
Demolition:	$ 15,000	Finished SF	$ 1,944
Construction:	$ 295,772	$ Per SF	$ 152
Contigency / Fees / Other	$ 23,906		
Total Construction Costs		$ 449,678	

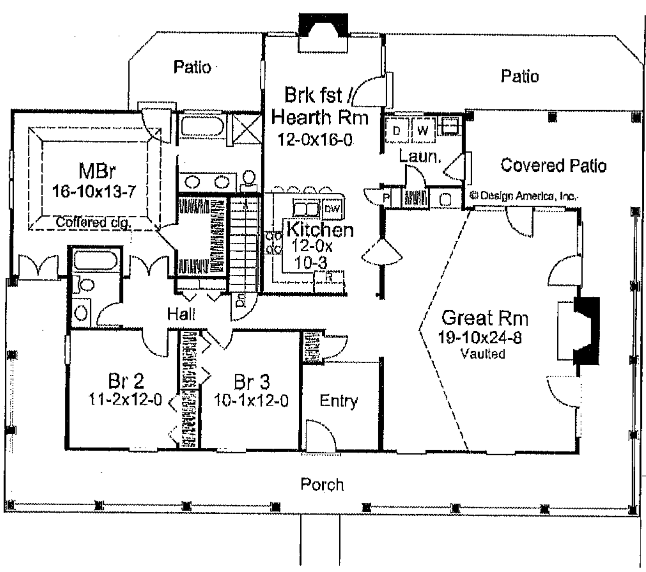
Sources

Deferred Loan from City	$ 115,000		26%
Cash Donations	$ 94,839		21%
In-Kind Donations	$ 94,839		21%
		$ 304,678	
Long Term Debt	$ 145,000		32%
		$ 449,678	

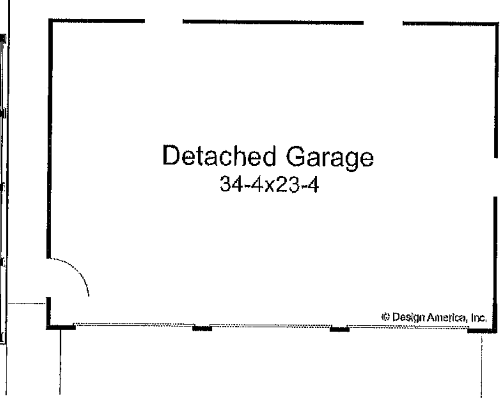
Long Term Debt Calculations		
Amount:	$ 145,000	
Interest Rate:	5.00%	
Amortization	300	
Payment:	$ 848	
Estimated Taxes:	$ 333	
Insurance:	$ 50	
Total Payment		$ 1,231
Required Family Monthly Income (30%)		$ 4,103
		$ 49,240
Ramsey County Median Income (Family of 4)		$ 85,800
	80%	$ 68,640
	60%	$ 51,480
	57%	$ 49,240
	50%	$ 42,900

007D-0124 SHADYVIEW HOUSE



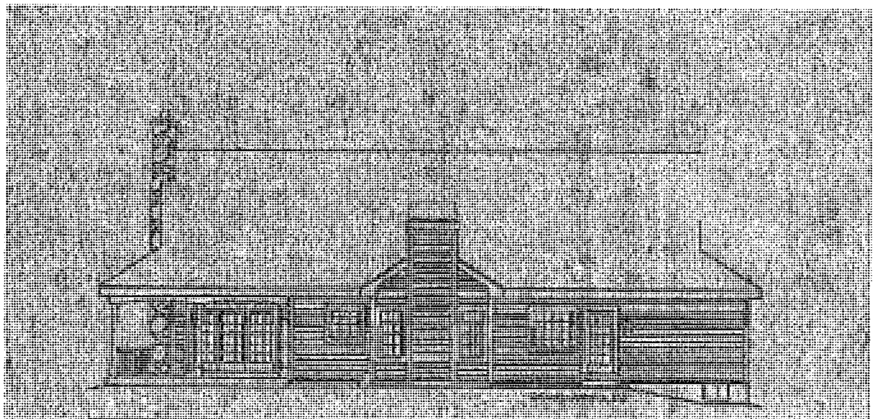


HOUSE FLOOR PLAN

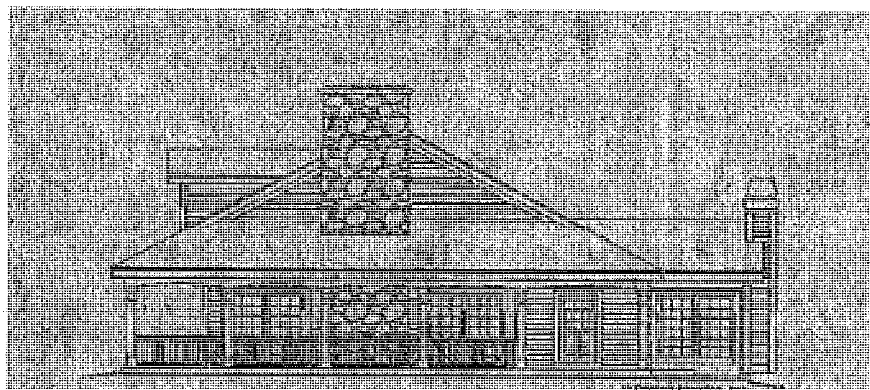


GARAGE FLOOR PLAN

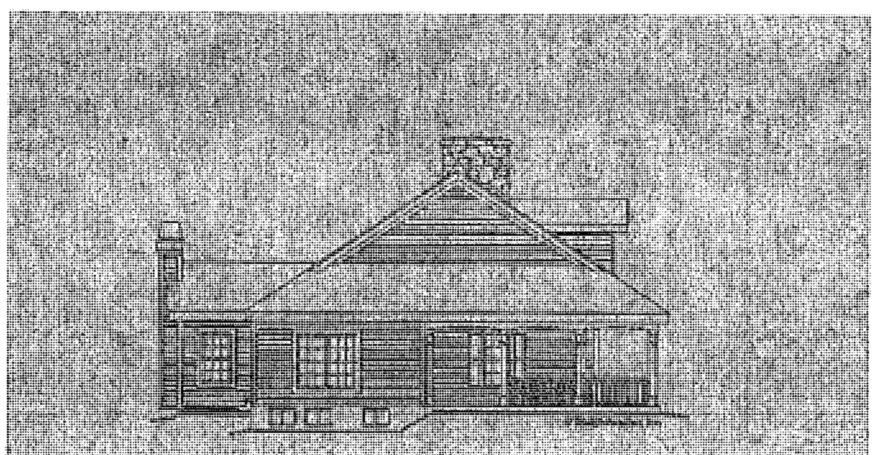
007D-0124 SHADYVIEW HOUSE



REAR ELEVATION



RIGHT ELEVATION



LEFT ELEVATION

NOTICE OF PUBLIC HEARING

ROSEVILLE ECONOMIC DEVELOPMENT AUTHORITY

A public hearing will be held April 18, 2017 at 6:00 p.m. (or as soon thereafter as possible) by the Roseville Economic Development Authority (the "REDA") in the Council Chambers at City Hall at 2660 Civic Center Drive, Roseville, Minnesota, regarding sale of property owned by the REDA that is described as follows:

> **The South ½ of the Northwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 13, Township 29, Range 23, County of Ramsey, State of Minnesota, except the West 600 feet thereof, and xxcept the South 256.42 feet thereof; and the east 39 Feet of the North 90 feet of the South 256.42 feet of the East ½ of the Northwest ¼ of the Southeast ¼ of the Southeast ¼ of said Section 13 and that part of the East ½ of the Southeast ¼ of the Southeast ¼ of said Section 13 lying Southwesterly of the center of McCarrons Boulevard as now located and Northwesterly of the centerline of a lane running North 79 degrees 35 minutes west from a point on the east line of said Section 13, distant 575.6 feet North of the Southeast corner thereof, lying Northwesterly of a line running Northeasterly from said centerline of lane, at right angles thereto and from a point distant 657.74 feet Northwesterly from its point of beginning on said East line of Section 13.**

having a street address of:

196 McCarrons Boulevard South, Roseville, MN 55113

The REDA will consider the conveyance of the specified property to Journey Home MN, to construct a single-family house on that site. At the hearing, the REDA board will meet to decide if the sale is advisable.

Any person desiring to speak on this item may appear at the public hearing and present their views orally or in writing. More information concerning the conveyance of this property, including the proposed terms of sale, is available by contacting Jeanne Kelsey at City Hall, 651-792-7086 during regular business hours.

Dated: March 28, 2017

EXTRACT OF MINUTES OF MEETING
OF THE
ROSEVILLE ECONOMIC AUTHORITY

* * * * * * * * * * * * * * * * *

Pursuant to due call and notice thereof, a regular meeting of the Board of Commissioners (the "Board") of the Roseville Economic Development Authority (the "Authority") was duly held on the 18th day of April, 2017, at 6:00 p.m.

The following members were present:

and the following were absent: .

Member introduced the following resolution and moved its adoption:

RESOLUTION No. 6

RESOLUTION AUTHORIZING NEGOTIATION OF A PURCHASE AND REDEVELOPMENT CONTRACT BETWEEN THE ROSEVILLE ECONOMIC DEVELOPMENT AUTHORITY AND JOURNEY HOME USA, AND THE CONVEYANCE OF LAND IN CONNECTION WITH THE CONTRACT

WHEREAS, the Authority currently administers its Redevelopment Project No. 1 (the "Project"), pursuant to Minnesota Statutes, Sections 469.001 to 469.047 and Sections 469.090 to 469.1081, as amended (the "Act"); and

WHEREAS, To facilitate the redevelopment of certain property in the Project, the Authority proposes to enter into a Purchase and Redevelopment Contract (the "Contract") between the Authority and Journey Home USA (the "Redeveloper"), pursuant to which among other things the Authority will convey to the Redeveloper certain property within the Project described as follows (the "Redevelopment Property"):

The South ½ of the Northwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 13, Township 29, Range 23, County of Ramsey, State of Minnesota, except the West 600 feet thereof, and except the South 256.42 feet thereof; and the east 39 Feet of the North 90 feet of the South 256.42 feet of the East ½ of the Northwest ¼ of the Southeast ¼ of the Southeast ¼ of said Section 13 and that part of the East ½ of the Southeast ¼ of the Southeast ¼ of said Section 13 lying Southwesterly of the center of McCarrons Boulevard as now located and Northwesterly of the centerline of a lane running North 79 degrees 35 minutes west from a point on the east line of said Section 13, distant 575.6 feet North of the Southeast corner thereof, lying Northwesterly of a line running Northeasterly from said centerline of lane, at right angles thereto and from a point distant 657.74 feet Northwesterly from its point of beginning on said East line of Section 13; and

WHEREAS, the Authority has on this date conducted a duly noticed public hearing regarding the sale of the Redevelopment Property to Redeveloper, at which all interested persons were given an opportunity to be heard; and

WHEREAS, the Authority has reviewed the proposed terms for the conveyance and intended use of the Redevelopment Property, and has determined that the proposed disposal of the Redevelopment Property has no relationship to the City's comprehensive plan; and

WHEREAS, the Authority further finds and determines that conveyance by the Authority of the Redevelopment Property to the Redeveloper is for a public purpose and is in the public interest because it will revitalize and diversify housing stock, provide housing opportunities for low- to moderate-income residents, and eliminate potential blighting factors in the City;

NOW, THEREFORE, BE IT RESOLVED as follows:

1. The Board authorizes Authority staff and consultants to negotiate a definitive Purchase and Redevelopment Contract with the Redeveloper, subject to the following parameters:

(a) Purchase price of $115,000;

(b) Authority to receive promissory note secured by mortgage in the amount of the purchase price;

(c) Purchaser to construct a single-family home on the Redevelopment Property, consistent with plans and specifications approved by the Authority, within one year after closing on the conveyance;

(d) Authority to retain right of reverter to Redevelopment Property until a certificate of completion of construction is delivered;

Redeveloper to sell completed home to owner-occupant meeting income and veteran status qualifications outlined in Redeveloper's application;

(e) Promissory note to remain outstanding with no payments due and payable for as long as Redevelopment Property is owned by an owner-occupant meeting income and veteran status qualifications;

(f) Upon sale of Redevelopment Property to a buyer not meeting income and veteran status qualifications, the promissory note will be payable in full and the Authority will release its mortgage.

2. The Board authorizes the President and Executive Director to execute a Contract substantially conforming to the parameters outlined above, provided that execution of the Contract by those officials shall be conclusive evidence of their approval.

3. Authority officials, staff and consultants are authorized to take all actions necessary to perform the Authority's obligations under the Contract as a whole, including without limitation preparation and execution of any deed or other documents necessary to convey the Redevelopment Property to the Redeveloper.

The motion for the adoption of the foregoing resolution was duly seconded by Member

, and upon a vote being taken thereon, the following voted in favor thereof:

and the following voted against the same:

WHEREUPON said resolution was declared duly passed and adopted.

Certificate

I, the undersigned, being duly appointed Executive Director of the Roseville Economic Development Authority, Minnesota, hereby certify that I have carefully compared the attached and foregoing resolution with the original thereof on file in my office and further certify that the same is a full, true, and complete copy of a resolution which was duly adopted by the Board of Commissioners of said Authority at a duly called and regularly held meeting thereof on April 18, 2017.

I further certify that Commissioner___________ introduced said resolution and moved its adoption, which motion was duly seconded by Commissioner ______________, and that upon roll call vote being taken thereon, the following Commissioners voted in favor thereof:

and the following voted against the same:

whereupon said resolution was declared duly passed and adopted.

Witness my hand as the Executive Director of the Authority this __ day of ______________, 2017

____
Executive Director
Roseville Economic Development Authority

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 4/18/2017
Item No.: 7.d

Department Approval | Executive Director Approval

Item Description: Review and Consider Contract Services for the Roseville Housing Rehabilitation Loan Program and Housing Construction Advisory Services

BACKGROUND

At the Roseville Economic Development Authority (REDA) on January 9, 2017, information was provided regarding concern over the financial status of the Greater Metropolitan Housing Corporation's (GMHC) Housing Resource Center (HRC). The REDA was advised that the GMHC Board would make a more conclusive decision regarding long term operations of their HRC by the end of March, 2017. The GMHC Board did meet but decided that they wanted to wait until the end of May, 2017 as they would be getting an update on program funds from Minnesota Housing Agency. The REDA directed staff to come up with alternative options for program administration of the loan and construction advisory services based upon the situation.

CURRENT ARRANGEMENT

Earlier this year, the REDA approved a quarterly contract with GHMC for the HRC services that increased construction advisory services from $12,000 to $15,000 a year. The REDA also agreed to pay loan fees of $375 per each loan closed versus just the borrow paying the application fee of $75 and the origination fee of $350 making the total cost of $800 per each loan closed.

The City of Roseville has had a loan program in place for over 15 years. At one point the program targeted families with children, and had income restrictions to the borrower. In 2008 the RHRA modified the loan to only be income restricted. In 2014 the RHRA modified the loan restrictions to target the loan to home values less than median value, which currently is $226,800, removed the income restrictions, raised the maximum loan amount to $40,000 and lowered the interest rate to 3%. Program changes in 2014 increased use of the program as well as allowed the REDA to target-market the program.

Current home improvement loans that originate with banks or credit unions have interest rates between 4%-6.5% based upon credit scores and loan amount. In most cases the bank/credit union will require an appraisal of the home which averages $475.00. There may also be closing fees associated with the recording of a 2nd mortgage. Borrower assumes all costs for the loan under this model. Currently, a REDA loan costs the borrower $425 and the REDA pays $375 to HRC for the loan origination services. That is a total of $800 for the loan origination fee. The REDA costs are coming out of the revolving loan funds, which has a balance of roughly $660,000. The REDA could pass along all costs to the borrower but may see a reduction on the loan use as it would be similar to what banks are charging.

Other Options

Contract with the Center for Environment and Energy

The REDA could move the loan program over to another originator which is the Center for Environment and Energy (CEE). CEE has merged with the Neighborhood Energy Connection (NEC) which does the energy audit program which the REDA funds annually. CEE has contracts with other cities managing their City Loan programs. Based upon loan fees that CEE has in place with other cities, they could charge the REDA a loan origination fee of $550 and the borrow would pay an additional fee of 1% of the loan amount. CEE also can provide construction advisory services which would cost the REDA $225 per visit to the home. For comparison information regarding HRC and CEE costs and services see Attachment A.

One additional aspect of CEE is that they do offer a commercial energy loan program (attachment B) and commercial energy efficiency advisory service. This program is available even if the REDA does not move the residential advisory program or rehabilitation loan program over to CEE to manage.

If the Board decides to direct staff to work with CEE to take over the residential loan program and construction advisory services then staff recommends to continue another quarterly contract with GHMC for services through June 30, 2017 while staff and CEE work out all of the details of taking over services (Attachment C). This would allow for a contract to be negotiated as well as marketing material to be developed and printed, the website to be updated, and communication staff to assist with promoting the new service through social media and the city newsletter

No Longer Offer City Loan Programs

The other option is for the REDA to not offer any residential rehabilitation loan programs or construction advisory programs for homeowners in Roseville.

Policy Objective

The housing loan and technical services program are key tools in fighting blight and maintaining housing values City-wide.

Budget Implications

An amount of $15,000 was budgeted in the levy for 2017 construction advisory services. The REDA has authorized $3,750 for first quarter construction advisory services with GMHC and after a 2nd quarter of construction advisory services with GMHC a remaining balance will be $7,500 for construction advisory services in 2017.

The REDA payment of $375 per loan closed comes out of the Roseville Housing Rehabilitation Loan Program. If the REDA contracts with CEE for 2nd half of 2017, any loan origination amount that the REDA will pay will come out of the same account.

Staff Recommendation

Staff recommends the REDA review the options presented by staff and consider maintaining the Roseville Housing Rehabilitation Loan Program, including construction advisory services, through CEE.

Requested EDA Board Action

Make Motion to Extend a Contract with GMHC through the 2nd quarter, and direct Staff to Negotiate a Contract with CEE for Home Loan and Construction Advisory Services.

Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086

Attachments:
A: HRC and CEE Comparison
B: Commercial Energy Loan Program
C: Contract with GMHC

Attachment A

Loan Fees	**CEE**	**HRC**
Application Fee	$0	$75
Borrower Origination Fee	1% loan amount	$350
REDA Origination Fee	<u>$500</u>	<u>$375</u>
TTL Loan Fees to Originator*	**$500 + 1% loan amount***	**$800***
Construction Advisory Services		$15,000 yearly**
Verification of work when no permit pulled	$100	**Included
Site Visit Costs	$225	**Included
Hours of Operation	Mon-Fri 8-4:30pm	Mon-Thurs 9-5pm & 2nd Sat of each month 9-1pm
Track Demographics and Uses	Yes	Yes
Track loan data on project details	Yes	Yes
Business Resources/Loan Program for Energy Improvements	Yes	No
Business City Loan Program	Could	Could
Current working relationship	Energy audits, County Energy Improvement Loan and State Home Improvement Loans	County and State Home Improvement Loans

*Additional credit, title and recording fees apply.

Attachment B

COMMERCIAL ENERGY EFFICIENCY LOAN PROGRAM

The Center for Energy and Environment (CEE) Commercial Energy Efficiency Loan Program provides financing to Minnesota businesses making cost effective energy efficient improvements.

PROGRAM FEATURES

- 3.9%* fixed interest rate for loan terms up to 60 months
- 6%* fixed interest rate for loan terms from 61-120 months
- No prepayment penalty
- $100,000 maximum loan amount
- Closing costs apply

ELIGIBLE BORROWERS

A sole proprietorship, partnership, nonprofit, corporation or other business entity which is the owner and/or tenant of an eligible property within the State of Minnesota.

Loans must be personally guaranteed and/or secured with a mortgage.

ELIGIBLE PROPERTIES

An existing commercial property located in the State of Minnesota.

ELIGIBLE IMPROVEMENTS

- Improvements include, but are not limited to: lighting technology upgrades, HVAC controls and upgrades, solar, refrigeration equipment replacement and upgrades, envelope air sealing and insulation.

IMPROVEMENTS MAY NOT BEGIN PRIOR TO CLOSING YOUR LOAN

FUNDS DISBURSED UPON COMPLETION OF THE PROJECT(S)

For more information on this program and other programs offered through the Lending Center contact Jim Hasnik at 612.335.5885 or jhasnik@mncee.org

LendingCenter
Center for Energy and Environment
www.mnlendingcenter.org

*Interest rates subject to change.

Printed on recycled paper. 12/16

Standard Agreement for Professional Services

This Agreement ("Agreement") is made on the 18th day of April, 2017, between the Roseville Economic Development Authority, a public body corporate and politic and political subdivision of the state of Minnesota (hereinafter "REDA"), and GREATER METROPOLITAN HOUSING CORPORATION (GMHC), a Minnesota non-profit corporation (hereinafter "Consultant").

Preliminary Statement

REDA desires to hire the Consultant to render certain legal, technical, and/or professional assistance in connection with REDA's undertakings. The purpose of this Agreement is to set forth the terms and conditions for the performance of professional services by the Consultant.

REDA and Consultant agree as follows:

1. ***Scope of Work Proposal.*** The Consultant agrees to provide the professional services shown in Exhibit "A" attached hereto ("Work") in consideration for the compensation set forth in Provision 3 below. The terms of this Agreement shall take precedence over and supersede any provisions and/or conditions in any proposal submitted by the Consultant.

2. ***Term.*** The term of this Agreement shall be effective upon the approval of the REDA Board of Commissioners and execution by the President and Executive Director, the date of signature by the parties notwithstanding, and continue through the earlier of June 30, 2017, or the date of termination by either party upon 30-day written notice thereof as provided in paragraph 7 hereof.

3. ***Compensation for Services.*** REDA agrees to pay the Consultant the compensation described in Exhibit B attached hereto for the Work. Fees shall be paid within 30 days following receipt of invoice for services performed on an as-needed basis. Consultant will also charge for reasonable out-of-pocket expenses such as reproductions, delivery services, long-distance telephone charges, and similar, subject to the following:

   A. Any changes in the Work which may result in an increase to the compensation due the Consultant shall require prior written approval of REDA. REDA will not pay additional compensation for Work that does not have such prior written approval.

   B. Third party independent contractors and/or subcontractors may be retained by the Consultant when required by the complex or specialized nature of the Work, but only when authorized in writing by REDA. The Consultant shall be responsible for and shall pay all costs and expenses payable to such third party contractors unless otherwise agreed to by the parties in writing.

4. ***Method of Payment.*** The Consultant shall submit to REDA, an itemized invoice for Work performed under this Agreement. Invoices submitted shall be paid in the same manner as other claims made to REDA. Invoices shall contain the following:

A. For Work reimbursed on an hourly basis, the Consultant shall indicate for each employee, his or her name, job title, the number of hours worked, rate of pay for each employee, a computation of amounts due for each employee, and the total amount due for each project task. The Consultant shall verify all statements submitted for payment in compliance with Minnesota Statutes Sections 471.38 and 471.391. For reimbursable expenses, if provided for in Exhibit A, the Consultant shall provide an itemized listing and such documentation of such expenses as is reasonably required by REDA. Each invoice shall contain REDA's project number and a progress summary showing the original (or amended) amount of the Agreement, current billing, past payments and unexpended balance due under the Agreement.

B. To receive any payment pursuant to this Agreement, the invoice must include the following statement dated and signed by the Consultant: "I declare under penalty of perjury that this account, claim, or demand is just and correct and that no part of it has been paid."

5. ***Standard of Care.*** All Work performed by the Consultant under this Agreement shall be in accordance with the normal standard of care in Ramsey County, Minnesota, for professional services of like kind.

6. ***Audit Disclosure.*** Any reports, information, data and other written documents given to, or prepared or assembled by the Consultant under this Agreement which REDA requests to be kept confidential shall not be made available by the Consultant to any individual or organization without REDA's prior written approval. The books, records, documents and accounting procedures and practices of the Consultant or other parties relevant to this Agreement are subject to examination by REDA and either the Legislative Auditor or the State Auditor for a period of six (6) years after the effective date of this Agreement. The Consultant shall at all times abide by Minn. Stat. § 13.01 et seq. and the Minnesota Government Data Practices Act, to the extent the Act is applicable to data, documents, and other information in the possession of the Consultant.

7. ***Termination.*** This Agreement may be terminated at any time by either party, with or without cause, by delivering to the other party at the address of such party set forth in paragraph 22, a written notice at least thirty (30) days prior to the date of such termination. The date of termination shall be stated in the notice. Upon termination the Consultant shall be paid for services rendered (and reimbursable expenses incurred if required to be paid by REDA under this Agreement) by the Consultant through and until the date of termination so long as the Consultant is not in default under this Agreement. If however, REDA terminates the Agreement because the Consultant is in default of its obligations under this Agreement, no further payment shall be payable or due to the Consultant following the delivery of the termination notice, and REDA may, in addition

to any other rights or remedies it may have, retain another consultant to undertake or complete the Work to be performed hereunder.

8. ***Independent Consultant.*** At all times and for all purposes herein, the Consultant is an independent contractor and not an employee of REDA. No statement herein shall be construed so as to find the Consultant an employee of REDA.

9. ***Assignment***. The Consultant shall not assign this Agreement, nor its rights and/or obligations hereunder, without the prior written consent of REDA.

10. ***Services Not Provided For***. No claim for services furnished by the Consultant not specifically provided for herein shall be paid by REDA.

11. ***Compliance with Laws and Regulations.*** The Consultant shall abide with all federal, state and local laws, statutes, ordinances, rules and regulations in the performance of the Work. The Consultant and City, together with their respective agents and employees, agree to abide by the provisions of the Minnesota Data Practices Act, Minnesota Statutes Section 13, as amended, and Minnesota Rules promulgated pursuant to Chapter 13. Any violation by the Consultant of statutes, ordinances, rules and regulations pertaining to the Work to be performed shall constitute a material breach of this Agreement and entitle REDA to immediately terminate this Agreement.

12. ***Waiver.*** Any waiver by either party of a breach of any provisions of this Agreement shall not affect, in any respect, the validity of the remainder of this Agreement.

13. ***Indemnification.*** The parties shall indemnify and hold harmless each other and their officials, agents, and employees from any loss, claim, liability, and expense (including reasonable attorney's fees and expenses of litigation) arising out of any action constituting malfeasance or gross negligence of the respective parties in the performance of the service of this Agreement.

14. ***Insurance.***

a. During the term of this Agreement, the Consultant shall maintain, at a minimum, comprehensive general liability and professional liability insurance. Comprehensive general liability insurance shall have an aggregate limit of Two Million Dollars ($2,000,000.00).

b. Upon request by REDA, the Consultant shall provide a certificate or certificates of insurance relating to the insurance required. Such insurance secured by the Contractor shall be issued by insurance companies licensed in Minnesota. The insurance specified may be in a policy or policies of insurance, primary or excess.

c. Such insurance shall be in force on the date of execution of this Agreement and shall remain continuously in force for the duration of the Agreement.

15. ***Ownership of Documents.*** All plans, diagrams, analysis, reports and information generated in connection with the performance of this Agreement ("Information") shall become the property of REDA, but the Consultant may retain copies of such documents as records of the services provided. REDA may use the Information for any reasons it deems appropriate without being liable to the Consultant for such use. The Consultant shall not use or disclose the Information for purposes other than performing the Work contemplated by this Agreement without the prior consent of REDA.

16. ***Dispute Resolution/Mediation.*** Each dispute, claim or controversy arising from or related to this Agreement or the relationships which result from this Agreement shall be subject to mediation as a condition precedent to initiating arbitration or legal or equitable actions by either party. Unless the parties agree otherwise, the mediation shall be in accordance with the Commercial Mediation Procedures of the American Arbitration Association then currently in effect. A request for mediation shall be filed in writing with the American Arbitration Association and the other party. No arbitration or legal or equitable action may be instituted for a period of 90 days from the filing of the request for mediation unless a longer period of time is provided by agreement of the parties. Cost of mediation shall be shared equally between the parties. Mediation shall be held in the City of Roseville unless another location is mutually agreed upon by the parties. The parties shall memorialize any agreement resulting from the mediation in a Mediated Settlement Agreement, which Agreement shall be enforceable as a settlement in any court having jurisdiction thereof.

17. ***Annual Review.*** Prior to each anniversary of the date of this Agreement, REDA shall have the right to conduct a review of the performance of the Work performed by the Consultant under this Agreement. The Consultant agrees to cooperate in such review and to provide such information as REDA may reasonably request. Following each performance review the parties shall, if requested by REDA, meet and discuss the performance of the Consultant relative to the remaining Work to be performed by the Consultant under this Agreement.

18. ***Conflicts.*** (a) No salaried officer or employee of REDA and no member of the Board of REDA shall have a financial interest, direct or indirect, in this Agreement. (b) The Consultant agrees to immediately inform, by written notice, the REDA Executive Director of possible contractual conflicts of interest in representing REDA, as well as property owners or developers, on the same project. Conflicts of interest may be grounds for termination of this Agreement.

19. ***Governing Law.*** This Agreement shall be controlled by the laws of the State of Minnesota.

20. ***Counterparts.*** This Agreement may be executed in multiple counterparts, each of which shall be considered an original.

21. ***Severability***. The provisions of this Agreement are severable. If any portion hereof is, for any reason, held by a court of competent jurisdiction to be contrary to law, such decision shall not affect the remaining provisions of this Agreement.

22. ***Notices***. All notices to be given hereunder shall be in writing and shall be deemed given on the earlier of receipt or three (3) business days after deposit in the United States mail, postage prepaid, addressed to:

Roseville Economic Development Authority
Attn: Executive Director
2660 Civic Center Drive
Roseville, MN 55113

Greater Metropolitan Housing Corporation
Attn: Suzanne Snyder
15 South 5th Street, Suite 710
Minneapolis, MN 55402

23. ***Entire Agreement.*** Unless stated otherwise in this Provision 23, the entire agreement of the parties is contained in this Agreement. All attachments referenced in this Agreement are attached to and incorporated into this Agreement, and are part hereof as though they were fully set forth in the body of this Agreement. This Agreement supersedes all prior oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof. Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties, unless otherwise provided herein. The following agreements supplement and are a part of this Agreement: None.

IN WITNESS WHEREOF, the undersigned parties have entered into this Agreement as of the date set forth above.

ROSEVILLE ECONOMIC
DEVELOPMENT AUTHORITY

____

President

____

Executive Director

(CONSULTANT)

By: ________________________________

Its: ________________________________

ATTACHMENT A

Consultant's Services

A. Administer the following home improvement programs for residents of the City of Roseville (the "City"): MHFA Fix Up Fund, Community Fix Up Fund, the MHFA Rehabilitation Loan Program (collectively the "MHFA Programs"), the Roseville Home Improvement Loan Program, and the Roseville Multi-Family Rental Loan Program by providing the following services:

1. Provide information to residents and property owners about the programs, upon request.
2. Assist the REDA in developing procedures for the programs.
3. Receive and process applications from residents.
4. Close loans for qualified applicants in accordance with the applicable program.
5. Oversee the draw process for the funds, including, as necessary, reviewing draws, reviewing the progress of the work and collecting lien waivers and certificates of occupancy. Consultant may, for this purpose, rely on third-party representations and certifications.
6. Provide monthly reports about the number of loans closed and the balance in each loan program.

B. Service loans made to City residents:

1. Direct the Community Reinvestment Fund ("CRF") to collect such payments pursuant to a contract dated July 2, 2000, between Consultant and CRF (the "CRF Contract").
2. Direct CRF to take such action pursuant to the CRF Contract if there is an uncured default by a borrower under a loan pursuant to an Installment Loan Program.
3. Receive all payments made by borrowers to CRF.
4. Disburse all payments received by Consultant as directed, in writing, by the REDA; this may include disbursing the funds pursuant to one of the loan programs described in this Agreement.

C. Assist City homeowners who are considering remodeling their homes by meeting with them to discuss the scope of their project and possible alternatives, then help them evaluate bids and determine when the project is fully complete;

D. Provide HRC housing information to City residents, including information on emergency assistance, housing rehabilitation, first-time homebuyers, and limited rental information;

E. Have Consultant's staff visit residences as determined necessary by Consultant;

F. Assist the REDA in developing programs to purchase and rehabilitate homes;

G. Coordinate these services out of Consultant's Housing Resource Center, 1170 Lepak Court, Shoreview, MN 55126.

ATTACHMENT B

Consultant's 2017 Compensation Rates

Construction Management Services to assist City residents and other non-loan services provided under this Agreement: The REDA shall pay to the Consultant $3,750 ("Contract Fee") for the services set forth in sections C, D, E and F.

Loan Administration of the Roseville Home Improvement Loan Program:

The borrower shall pay the Consultant's fees. A nonrefundable application fee of $75.00 will be charged at the time of application. Upon execution of the loan the borrower will pay a fee of $350 to cover part of the costs of origination, closing, and escrowing funds. REDA will be charged an additional amount of $375 per closed loan for origination and closing costs.

MHFA Programs: The Consultant shall receive compensation for administering the MHFA Programs directly from the Minnesota Housing Finance Agency and not from the REDA.

From: Dan Roe
Sent: Wednesday, April 12, 2017 8:50 AM
To: Dawn O'Connor <dawn.oconnor@cityofroseville.com>
Subject: Re: 1.17.17 Draft REDA Minutes

Dawn,

Notes on the REDA minutes:

P2, line 4: Change "developers" to "developments"

P2, line 7: Change "projected" to "projects"

P4, line 19: Insert closing parenthesis -) - after "amenities."

P5, line 31: Change "MDR" to "HDR" after "consider"

That is all I noted...

Dan Roe | **Roseville Mayor**
H: 651.487.9654
E: dan.roe@cityofroseville.com
www.cityofroseville.com
City of Roseville: Facebook | Twitter | YouTube
Mayor Dan Roe: Facebook | Twitter

Roseville Economic Development Authority Meeting Minutes
City Hall Council Chambers, 2660 Civic Center Drive
Tuesday, January 17, 2017

1. Roll Call

President Roe called the meeting to order at approximately 6:00 p.m. Voting and Seating Order: Willmus, Laliberte, McGehee, Etten and Roe. City Manager and EDA Executive Director Patrick Trudgeon was also present; along with Planning Commissioners James Daire, Chuck Gitzen, James Bull, Julie Kimble, Robert Murphy, and Chair Michael Boguszewski.

Mayor Roe recognized representatives of the Urban Land Institute (ULI) were present who would be participating in tonight's presentation and/or panel discussion.

2. Pledge of Allegiance

3. Approve Agenda

Etten moved, McGehee seconded, approval of the agenda as presented.

Roll Call

Ayes: Willmus, Laliberte, McGehee, Etten and Roe.
Nays: None.

4. Public Comment

5. **Workshop:** The Minnesota Urban Land Institute (ULI) presentation, "***Navigating Your Competitive Future.***"

Mayor Roe asked Planning Commissioners to introduce themselves; after which he turned the meeting over to ULI for their presentation prior to a panel discussion of those present.

On behalf of ULI Minnesota, Gordon Hughes thanked the City Council for this opportunity for their workshop team and to Roseville city staff in preparing for this workshop. Mr. Hughes asked each member of the team to introduce themselves and provide a brief biography identifying their specific areas of expertise. Those present included Mr. Hughes, retired City Manager of the City of Edina and now advisory with ULI; Mr. Pat Masta with ULI MN, also a commercial real estate attorney and consultant with Briggs & Morgan; Owen Metz, Developer for rental housing with Dominium; Rusty Fiefield, Financial Consultant with Northland Securities; Max Musicant, with Musicant Group consultants; and Cathy Bennett, ULI MN, and former Economic Developer for the City of Roseville.

Prior to the Panel Discussion, Mr. Hughes led in a brief presentation and comparison of Roseville with other communities, including data on demographics, employment and jobs as a point of reference for trend affecting Roseville in coming years; as well as observations of Roseville from the perspective of developers.

Panel Discussion

A synopsis of the panel discussion included the reality that few Class A office developers are being built in today's marketplace; Roseville has not attracted new multi-family construction that other communities have done; economics of housing that often make new rental housing projected difficult in many settings; major developments occurring in other cities that required strong public/private partnerships; why low density attached housing (e.g. townhomes) are not being built in Roseville; new workforce housing and modern amenities associated with it that may provide a needed component to Roseville's housing stock; increasing trends in rentals as evidenced nationally and locally; and impacts realized with the Great Recession that affected the overall development community. Additional discussion included the high value placed on walkabilty by Boomers and Next Generation, especially safe sidewalks, trails and other connections to safe and interesting places; modest place-making improvements (temporary or permanent) that may help create vibrant public spaces and opportunities for human interaction especially in SE Roseville; and Roseville's reputation in the development community; and Roseville's vision for the future and reaction to opportunities to create innovative financial tools and their ability to leverage the community's key assets.

Individual comments and discussion among the panel included:

- Rental trends in the market and turnover data for younger age groups and immigrants
- Children taking over parental homes after having been raised in Roseville and frequently moving back as part of Roseville's aging community demographics as well as a seen as a positive affect in regenerating the community
- A breakdown of housing types (e.g. owner-occupied versus tenant-occupied) in three categories: single-family detached whether owner- or renter-occupied; multi-family attached (townhomes); and multi-family rentals (apartments); and comparisons between the type and value of them that would attract future generations, some age-restricted and some not
- Why the future economic competitiveness of Roseville is important based on recent survey information on jobs and local labor force
- Industries by employee numbers in Roseville and considered an importer of jobs, with more jobs in the city than resident workers, somewhat lower than in other communities
- Breakdown of where Roseville's labor force comes from and where Roseville residents work; and a comparison of average annual wages compared to median household income, with Roseville also lower than other comparisons in the county, state and peer communities, possibly due to Roseville's heavy employment base in the healthcare and retail fields.
- Former perceptions that the City of Edina was an executive suburb, and the City of Roseville was a junior executive suburb, no longer considered as such by those in the industry VERSUS a perception that Roseville in reality was a mostly blue collar community, and more of an extension of Minneapolis/St. Paul with a demographic shift in recent with new residential development creating more white collar and executive jobs and homes in Roseville
- Peer communities to Roseville considered to be the Cities of Richfield and/or St. Lou-

is Park

- Affordable home prices lower in Roseville due to smaller housing types
- Future transportation (e.g. driverless cars) and transit option impacts to development of the community
- What defines an "urban city" and a "suburb" since the initial concept after the post-World War II war building boom period and current reality and previous developments based on vehicular access versus today's walkability preferences and convenience to amenities
- Roseville's status of becoming less a suburb every day as a trend with most inner-ring suburbs.

Further discussion and dialogue included:

- How Roseville fits into the metropolitan marketplace, with recent industrial construction considered good, creating a good tax base and more jobs, some recent hotel/motel construction; but not a lot of office use constructed of late.
- While there has been a huge increase in multi-family units in the metropolitan area over the last few years, why none in Roseville?
- Consideration of the demographics of where employees are coming from and what's attracting them, and how to address competition from other communities that will continue to increase going forward.
- Consideration of multi-family housing closer to Rosedale Center (not allowed for with current zoning designation).
- The need for flexibility on the part of the City of Roseville for redevelopment and in-fill development (e.g. outlots or parking lots at malls); and willingness to partner with developers – not with a master plan but with a vision for the future of the community that will attract developers to the community.
- Challenges – and opportunities – of major highways with access to Roseville and how to redevelop as a walkable versus vehicular community.
- More efficient use of office space by many companies versus new construction or re-development; and comparably efficiencies in land use to provide amenities for employees in today's market and for residential uses as well.
- Mixed use not successful without each component able to succeed on its own.
- Financial investments in larger density projects to make them work based on potential rents; creating the need for flexibility by the city in zoning and partnering with developers including investing financially.
- How Roseville sells itself in the future based on community needs and the development marketplace and project viability.
- How to address those Roseville residents ready to move from their current single-family home to a single-level townhome, but not into a senior apartment complex at this stage of their lives.
- How limited land availability in Roseville informs future development and redevelopment by removing barriers, including financial and/or site assembly investments; tax increment financing and creative ideas to send a message to developers that it wants to partner to make a project happen.
- Changing the community's mentality that by partnering with a developer it achieves a public improvement whether with housing or area redevelopment or other amenities;

by having a tool kit well equipped to deal with today's challenges. This includes not only financial possibilities, but whether or not the city is easy to work with and ready to solve problems with a more creative approach in resolving challenges to a development creating a confident atmosphere for a developer to work in.

- The potential of accessory dwelling units as a housing type becoming more popular and addressing affordable housing for intergenerational living as well as reducing community and family health care costs for caregivers in a close proximity. Consideration of what current restrictions may need to be reviewed to provide more flexibility (e.g. lot size, setbacks, impervious surface coverage requirements) and make them allowable.

Additional discussion included how to approach walkability for the next generation by using existing destinations as social spaces being sought by people used to their electronic lifestyles and now seeking that social interaction. This could include attending events and activities, working with existing shopping centers to make them more social (e.g. Vadnais Height strip mall where a comfortable and walkable environment was created at an existing strip mall creating a traditional main street feel with storefronts and amenities. Costs for such a venture would be less than a major redevelopment; and could operate from a place of strength for developers and users. The city could prime the pump and risk something, or find an early adopter to get things started; and if successful, could then use that test data and results as a case study to show other property owners what could happen. It was noted that grants were available for façade or place improvements, and the city could consider matching programs as it demonstrated results and communicate that data to other interested business and/or property owners.

Discussion included the evolution of how the city could encourage property owners planning façade or parking lot improvements to consider other enhancements versus simply replacement; adding property values as well as redeveloping for the community's benefit.

Further discussion included political capital expenditures as a consideration and how willing local elected officials were to take steps to address and change how Roseville is perceived in the development community through incremental changes and the rationale to support it; misconceptions with some past developments and the reality of why they didn't work (e.g. Costco or Sherman project); and how to move toward responsible investment moving forward.

Additional discussion included how to change the message being presented by the City of Roseville to the world and frame opportunities to develop the values of the community and what it cared about; with those values and aspirations continually reviewed and part of each consideration moving forward; and creating venues for the silent majority to champion efforts within the context.

Positive assets of the community were identified as strong retail; sizable and good quality parks; proximity to both downtowns for jobs; with discussion on how best to connect all of those values for the betterment of Roseville in the future.

With more competition since the Great Recession, it was recognized that there would be even more competition among communities for the same things, creating the need for Roseville to be more proactive to find opportunities with the economic activities involved in development of TCAAP and the SW light rail corridor to both downtowns, all of which could take away from Roseville's capital unless it was positioned to take advantage by having a vision in place and willingness to adapt to change.

Additional discussion included the importance of place-making; responses to the market; consensus building among municipalities and stakeholders and developers; creating a framework for a future long-term vision; and steps to build on each success of that foundation that includes innovation over time, starting with real estate and infrastructure, but integrating places, uses, and programs.

Specific to façade or parking lot improvements, the need to collaborate versus requiring compliance with creative enhancements was noted; with emphasis on the community staying flexible in dealing with developers in the market place.

Further discussion included collaboration opportunities with adjacent communities on the other three borders of Roseville for future redevelopment on a regional basis; and how to make Snelling Avenue an asset versus simply serving as a transit corridor as TCAAP develops and as an amenity versus I-35W with evolution to make it more walkable versus current safety issues for pedestrians along it.

Mayor Roe suggested using the SE Roseville – Rice Street/Larpenteur Avenue multi-jurisdictional collaboration as a building block to look at larger issues beyond Rosedale Center for follow-up conversations for that area. Mayor Roe noted that the Rosedale Center didn't have the same transitional conflicts between single-family and multi-family uses that were evident in other areas of the community. Mayor Roe opined that it made sense to consider MDR in that area that may include some sites that could be considered.

Specific to the political capital and silent majority or vocal minority comments expressed earlier, Councilmember Willmus opined that his experience had been positive even when residents had questioned the City Council at length about a certain project or its rationale in moving a certain direction. Councilmember Willmus stated that his takeaway tonight was that there were a significant number of residents seeking one-level housing with an association or someone handling seasonal outdoor maintenance. With comments heard tonight from the consultants that those projects with lower density would not work without city partnership or financial support, Councilmember Willmus suggested the city reconsider some of its current HDR zoned designations for a lower density use (e.g. LDR-2) to meet that preference.

In conclusion, sample images were presented showing affordable housing being built today with amenities that made if comparable to market rate housing versus past offerings. It was noted that most larger housing projects today needed some type of tax increment financing component to make them work.

Mr. Hughes advised that ULI would be seeking feedback on tonight's meeting, as well as other information as a follow-up to tonight's meeting for dissemination to those participating.

Mayor Roe asked that a copy of the ULI power point presentation be provided electronically for the public and tonight's participants.

A follow-up summary of the discussion was provided by memorandum from ULI dated January 27, 2017 entitled ULI Minnesota "Navigating Your Competitive Future" Workshop.

6. Adjourn

Laliberte moved, Willmus seconded, adjournment of the meeting at approximately 8:15 p.m.

Roll Call

Ayes: Willmus, Laliberte, McGehee, Etten and Roe.
Nays: None.

____
Daniel J. Roe, President

ATTEST:

____
Patrick J. Trudgeon, Secretary/Executive Director

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 04/18/2017
Item No.: 9. a

Department Approval | Executive Director Approval

Item Description: Receive First Quarter 2017 REDA Staff Activity Report

BACKGROUND

Staff periodically provides the Roseville Economic Development Authority (REDA) with programs and activities that the EDA staff has been working on.

POLICY OBJECTIVE

Provide the REDA with information regarding programs and activities on an ongoing basis.

BUDGET IMPLICATIONS

This report is for informational proposes only and does not have a budget implication.

STAFF RECOMMENDATION

Review the first quarter 2017 REDA Staff Activity Report.

REQUESTED COUNCIL ACTION

Receive the first quarter 2017 REDA Staff Activity Report.

Prepared by: Jeanne Kelsey, 651-792-7086
Attachments: A: Report
B: Housing Loan Program

Roseville Economic Development Authority
1st Quarter, January – March 2017
EDA Staff Activity Report

Economic Development Activity

- Education to employment connections for the Roseville Business Community
  - Continue to explore with Todd Olson, College and Career Readiness Administrator, of ISD #623 job skill needs for area businesses, workforce solutions programs, and other community members that would benefit from the school districts efforts.
    - Introduce many organizations and businesses that would benefit from the partnership.
- Discussions with developers looking at sites and redevelopment opportunities
  - Various sites
  - Provided startup business resources
  - Sports/entertainment venue
- Coordinated Business Council
  - January presentation demographics/workforce - Tim O'Neil DEED
  - February presentation State of the City – Mayor Roe
  - March presentation regional transportation construction projects – Marc Culver
- Business Newsletter
  - Business Spotlights
    - JR Johnson wholesale florist
    - Blue Cross Blue Shield of MN – retail office
  - Resources
    - ISD 623 – Career Pathways and Work Experiences
    - Free summer help paid internships through Ramsey County
    - Xcel Business Energy Solutions
- Small Businesses Series
  - March 16, 2017 SBS Train your brain for success
- SE Roseville
  - Single – family housing replacement program – 196 S. McCarrons Blvd
  - Armory – discussions with interested developers
    - Military affairs received one bid, it was declined. Military to list property.
  - Application for ULI Healthy Corridors Grant
- Meetings with Golden Shovel to explore marketing strategy
- Adopted Acquisition Policy
- Review of TIF #17 and 17A – Twin Lakes uses
- Attended EDAM Conference 1/19-1/20
- Ribbon cutting ceremonies
  - Risdall Marketing Group
- Meeting with GreaterMSP
  - David Greggs

Housing Activity

- Discussions with developers looking at sites and redevelopment opportunities
  - Housing Developers
    - Sands Development, LLC
      - Review application for Subsidy Policy
    - Journey Home
    - Gaughan Companies
- Provide resources for housing needs and concerns.

Program Updates

- Researched alternative housing program originators and construction advise services
- BRE – Program
  - Ambassador Visit - KFI
  - Conducted Business visits
    - Risdall Marketing Group
    - Venture Bank
    - Kids in Need Foundation
    - Bridging
    - Frontierline Asset Strategies
    - Twist office products

- REDA Programs see attachments for status updates
  - Housing Loan Program (see attachment B)

Attachment B

City of Roseville Monthly Status Report
Housing*Resource* Center - North and East Metro
January 1, 2000 - March 31, 2017

	Jan-Dec '00-'12	Jan-Dec '13	Jan-Dec '14	Jan-Dec '15	Jan-Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Year-to-Date	TOTAL
Roseville Home Improvement Loan																			
Applications Rec'd	45	3	1	7	11	1	1	0	0	0	0	0	0	0	0	0	0	2	69
Loans Closed	28	2	1	3	9	0	1	0	0	0	0	0	0	0	0	0	0	1	44
Application not moving forward				4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Revolving Loan																			
Applications Rec'd	167																		167
Loans Closed	134					Merged with Revolving Loan 2008													134
Family Home Ownership Loan																			
Applications Rec'd	9																		9
Loans Closed	6					Merged with Revolving Loan 2008													6
MHFA Fix Up Fund/Rehab																			
Loan Applications Rec'd	38	1	1	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	48
Loans Closed	22	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	26
Ramsey County Deferred Loan																			
Loan Applications Rec'd	44	11	4	7	2	0	1	1	0	0	0	0	0	0	0	0	0	2	70
Loans Closed	26	7	5	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	43
Construction Consultation Report																			
Consultation Phone or Walk-in	1,621	204	92	71	142	6	7	8	0	0	0	0	0	0	0	0	0	21	2,151
Site Visits, Inspection	1,218	123	107	68	86	4	4	5	0	0	0	0	0	0	0	0	0	13	1,615
Scope of Work	316	8	1	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	329
Additional HRC Services																			
Number of calls	5345	178	173	193	274	9	6	6	0	0	0	0	0	0	0	0	0	21	6,184
Total *SERVICES* Provided	9,018	538	386	358	540	20	20	20	0	0	0	0	0	0	0	0	0	60	10,900

NOTE: These numbers reflect the number of CLIENTS serviced. In many instances a client will receive more than one service.

Rosevile Home Imp. Loan started 2008, Revolving Loan and Family Home Ownership Loan merged into the Roseville Home Imp. Loan 2008

ROSEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 04/18/2017
Item No.: 9.b

Department Approval | City Manager Approval

Item Description: Project update for Garden Station

BACKGROUND

The Roseville Economic Development Authority (REDA) periodically will get project updates. The REDA staff has been reaching out to Greater Metropolitan Housing Corporation (GMHC) to verify status of development agreement and construction requirements of units. Attached is the most recent update from the 2017 spring parade of homes (Attachment A).

BUDGET IMPLICATION

There is no budget implications at this time.

STAFF RECOMMENDATION

Receive status update on Garden Station.

REQUESTED REDA ACTION

Receive status update on Garden Station.

Prepared by: Jeanne Kelsey, Housing and Economic Development Program Manager, 651-792-7086
Attachment A: Garden Station status update

GARDEN STATION UPDATE
MARCH 30, 2017

CONSTRUCTION UPDATE

- Phase 1 complete: 6 of the 18 units
- Construction underway for buyer customizations on existing units in Phase 1.
- Remaining site items to be completed this spring:
    - The existing silt fence will be repaired or replaced as needed.
    - Continued site maintenance, weed control and debris removal.
- Phase 2 is in for permit review with construction anticipated to begin this spring, hopefully no later than May 1.

MARKETING UPDATE

Phase 1

- Closed: 1
- Sale Pending: 5
- Available: 0

Phase 2

- Sale Pending: 5
- Available: 1

Phase 3

- Sale Pending: 1
- Available: 5

The Spring Parade of Homes Showcase has been very active with several hundred potential buyers going through Garden Station. Shortly before the start Parade, buyer incentives were offered that would continue throughout the event. This encouraged buyers who were taking their time to make a decision to move forward as well as attract several new buyers. All existing units quickly received purchase agreements as well as units in the next phase. The quick influx of sales has allowed us to move forward with Phase 2 as hoped and received approval from Western Bank to begin construction; plans are currently in plan review. Construction will begin this spring with current buyers moving in by the end of 2017.

We have also received the first lot reservation for Phase 3 along Lovell Avenue and there has been interest expressed by several other buyers for the homes along Lovell. The marketing team is currently reaching out to buyers who expressed serious interest in the past to let them put offers in if still interested before listing on the MLS for lot reservations. The goal for Phase 3 will be to begin this fall, keeping us on track for 2018 completion.

Attachment A