

To: HONORABLE MAYOR AND CITY COUNCIL.

FROM: Dave Maroney, City Administrator.

SUBJECT: CEDA Economic Development Proposal.

DATE: January 16, 2020.

BACKGROUND.

With the support and recommendation of the Economic Development Authority (EDA) the City Council included funding in the *2020 Budget* (\$113,500) to pay costs for economic development services and expenses. Following consideration of whether the City of Cannon Falls should hire a full-time person or contract for services with Community Economic Development Associates (CEDA), the consensus was to pursue a contractual relationship with CEDA. The accompanying *Cannon Falls Economic Development Proposal* and *Rate Schedule (2020)* represent the proposal negotiated with CEDA and recommended by the EDA.

REQUESTED COUNCIL ACTION.

The City Council is respectfully requested to approve the proposal negotiated with CEDA for economic development services in 2020 and authorize execution of the contract.

Cannon Falls Economic Development Proposal

January 21, 2020

Cannon Falls is poised for growth, with many innovative economic strategies already being implemented to not only physically shape the community, but enhance the brand, culture, and long-term goals of the city. Though Cannon Falls' community development initiatives are all complex and interconnected, there appears to be three major categories:

1. **Blandin Projects.**

- a. Continue to implement *Cannon Roots* brand, including *Farmers Market/Minnesota Department of Agriculture* food aggregation permit.
- b. Work with Chamber, businesses and others to design and develop "*Website Central*" and administer the *Digital Marketing Loan Program*.
- c. Administer and complete the *Blandin Broadband Community Program* and projects.

2. **EDA Programming.**

- a. *Data Center* initiative.
- b. *Cannonball* redevelopment and environmental clean-up project.
- c. Assist with efforts to redevelop the former *Lee Chevrolet* site.
- d. Expand working relationships with Chamber Board, Economic Initiatives and GROW Cannon Falls.
- e. Assist with further evaluation and local efforts to plan for and construct affordable/market rate housing (rental and ownership) in Cannon Falls.
- f. Other development and redevelopment projects as may be directed by the EDA.

3. **Planning /Zoning /Other Projects.** Recommend a project-based contract or as-needed retainer:

- a. Rewrite and adopt a new *Zoning Ordinance*.
- b. Assist with providing oversight and leadership to the Planning Commission.
- c. Provide *DNR Trail Grant* administrative services.
- d. Assist with administration of the *Third Street Bridge* preservation project.



1500 South Hwy 52
PO Box 483
Chatfield, MN 55923

507.867.3164
www.cedausa.com

Rate Schedule Economic/Community Development Staffing 2020

Per project hourly rate: \$62.00 per hour

Client in-house staffing:

One day every other week	\$13,000 annually
One day per week	\$26,150 annually
One day per week plus one additional day per month	\$31,200 annually
One day per week plus two additional days per month	\$37,100 annually
Two days per week	\$43,625 annually
Three days per week	\$59,100 annually
Four days per week	\$72,350 annually
Five days per week	\$84,500 annually

Other options available upon request

Benefits of contracting with CEDA:

- Professional, cost effective team members
- All team members are available to assist in projects that a community/county may encounter
- Results driven, non-profit organization
- Stable, 33 year-old company
- 30 day contract termination clause
- Ability for the community to meet with team member(s) prior to commitment to assist with team member decision making process.
- References available