



Tuesday, February 18, 2020  
7:00 pm

City Hall – Council Chambers  
5200 - 85<sup>th</sup> Ave North

**THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY  
OF THE CITY OF BROOKLYN PARK  
REGULAR MEETING – AGENDA #2**

**President Jeffrey Lunde, Vice President Susan Pha, Treasurer Lisa Jacobson and  
Secretary Tonja West-Hafner, Commissioners Mark Mata, Terry Parks, Wynfred Russell and  
Executive Director Kim Berggren and Assistant Executive Director Jay Stroebel**

For reasonable accommodations or alternative formats, contact Theresa Freund, 763-493-8059 or email [theresa.freund@brooklynpark.org](mailto:theresa.freund@brooklynpark.org).

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*Our Mission: Brooklyn Park, a thriving community inspiring pride where opportunities exist for all.*

*Our Goals:  
Strong Neighborhoods • Adapting to Changing Demographics • Public Safety  
Financial Sustainability • Community Image • Focused Redevelopment and Development*

**I. ORGANIZATIONAL BUSINESS**

**1. CALL TO ORDER/ROLL CALL**

**2. PUBLIC COMMENT AND RESPONSE**

This provides an opportunity for the public to address the EDA on items, which are not on the agenda. Open Forum will be limited to 15 minutes (if no one is in attendance for the Open Forum, the Regular Meeting may begin) and it may not be used to make personal attacks, to air personality grievances, to make political endorsements or for political campaign purposes. Commissioners will not enter into a dialogue with citizens. Questions from the EDA will be for clarification only. Open Forum will not be used as a time for problem solving or reacting to the comments made but, rather, for hearing the citizen for informational purposes only.

**2A. RESPONSE TO PRIOR PUBLIC COMMENT**

**2B. PUBLIC COMMENT**

**3. APPROVAL OF AGENDA**

**II. STATUTORY BUSINESS AND/OR POLICY IMPLEMENTATION**

**4. CONSENT**

- 4.1 Consider Approving EDA Meeting Minutes
  - 4.1A November 18, 2019 Meeting Minutes

The following items relate to the EDA's long-range policy-making responsibilities and are handled individually for appropriate debate and deliberation. (Those persons wishing to speak to any of the items listed in this section should fill out a speaker's form and give it to the Secretary. Staff will present each item, following in which audience input is invited. Discussion will then be closed to the public and directed to the EDA table for action.)

**5. Public Hearings**

5.1 None.

**6. General Action Items**

6.1 Consider Authorizing the Executive Director to Negotiate and Enter into an Option Agreement for the Purchase of North Hennepin Community College Surplus Land at 6900 85<sup>th</sup> Avenue North

6.1A Resolution

6.1B Location Map

6.1C Option Agreement

6.1D Draft Request for Qualifications

6.2 Consider Authorizing Release of a Request for Proposals (RFP) for Development of a Citywide Wayfinding Plan

6.2A Resolution

6.2B Draft RFP

**III. DISCUSSION - These items will be discussion items, but the EDA may act upon them during the meeting.**

**7. Discussion Items**

7.1 EDA 2019 Annual Report

7.1A Annual Report

7.2 Status Update

7.3 Housing Update

**IV. WORK SESSION**

**8. Work Session**

8.1 Discuss Proposed Multi-Family Reinvestment Programs

8.2 Discuss 2020 EDA Strategic Priorities

8.2A Priority Ranking Sheet

**V. ADJOURNMENT**

Since we do not have time to discuss every point presented, it may seem that decisions are preconceived. However, background information is provided for the EDA on each agenda item in advance from City staff; and decisions are based on this information and past experiences. If you are aware of information that has not been discussed, please raise your hand to be recognized. Please speak from the podium. Comments that are pertinent are appreciated. Items requiring excessive time may be continued to another meeting.

The Brooklyn Park Economic Development Authority's Agenda Packet is posted on the City's website.

To access the agenda packet go to [www.brooklynpark.org](http://www.brooklynpark.org)

**The Next Scheduled EDA Meeting is March 23, 2020**

# City of Brooklyn Park Request for EDA Action

<b>Agenda Item No:</b>	4.1	<b>Meeting Date:</b>	February 18, 2019
<b>Agenda Section:</b>	Consent	<b>Prepared By:</b>	Theresa Freund, Program Assistant
<b>Resolution:</b>	N/A	<b>Presented By:</b>	Kim Berggren, Executive Director
<b>No. of Attachments:</b>	1		
<b>Item:</b>	Consider Approving EDA Meeting Minutes		

## Executive Director's Proposed Action:

MOTION \_\_\_\_\_, SECOND \_\_\_\_\_ TO APPROVE THE NOVEMBER 18, 2019 EDA MEETING MINUTES.

## Overview:

N/A

## Primary Issues/Alternatives to Consider:

N/A

## Budgetary/Fiscal Issues:

N/A

## Attachments:

4.1A NOVEMBER 18, 2019 MEETING MINUTES

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY  
OF THE CITY OF BROOKLYN PARK  
NOVEMBER 18, 2019 REGULAR MEETING MINUTES

I. ORGANIZATIONAL BUSINESS:

1. CALL TO ORDER: President Jeff Lunde at 7:00 p.m.

ROLL CALL PRESENT: President Jeff Lunde, Vice President Lisa Jacobson, Treasurer Wynfred Russell and Commissioners Terry Parks, Susan Pha and Tonja West-Hafner, Executive Director Kim Berggren and EDA Secretary Theresa Freund

ABSENT/EXCUSED: Mark Mata.

2. PUBLIC COMMENT AND RESPONSE:

2. A Response to Prior Public Comment: None.

2. B Public Comment: None.

3. APPROVAL OF AGENDA

MOTION RUSSELL, SECOND WEST-HAFNER APPROVING THE AGENDA AS PRESENTED. MOTION PASSED UNANIMOUSLY.

II. STATUTORY BUSINESS:

4. CONSENT:

4.1 Consider Approving Meeting Minutes.

MOTION RUSSELL, SECOND WEST-HAFNER TO APPROVE THE OCTOBER 21, 2019 EDA MEETING MINUTES. MOTION PASSED UNANIMOUSLY.

5. PUBLIC HEARINGS:

5.1 None.

6. GENERAL ACTION ITEMS:

6.1 Consider Approving a Proposal for Planning Services from LISC for the Corridor Development Initiative Process for Property at 4201 95<sup>th</sup> Avenue North (Former Noble Park & Ride) and Directing the Appropriate Officers to Enter into an Agreement for Services.

MOTION PARKS, SECOND JACOBSON APPROVING A PROPOSAL FOR PLANNING SERVICES FROM LISC FOR THE CORRIDOR DEVELOPMENT INITIATIVE PROCESS FOR PROPERTY AT 4201 95<sup>TH</sup> AVENUE NORTH (FORMER NOBLE PARK AND RIDE) AND DIRECTING THE APPROPRIATE OFFICERS TO ENTER INTO AN AGREEMENT FOR SERVICES. MOTION PASSED UNANIMOUSLY.

- 6.2 Consider Approving the 2020 EDA Budget.

MOTION LUNDE, SECOND PHA TO WAIVE THE READING AND ADOPT RESOLUTION #2019-26 APPROVING THE 2020 ECONOMIC DEVELOPMENT AUTHORITY BUDGET. MOTION PASSED UNANIMOUSLY.

- 6.3 Consider Approving the Decertification of Tax Increment Financing District No. 1-16.

MOTION LUNDE SECOND RUSSELL, TO WAIVE THE READING AND ADOPT RESOLUTION #2019-27 APPROVING THE DECERTIFICATION OF TAX INCREMENT FINANCING DISTRICT NO. 1-16 OF THE CITY OF BROOKLYN PARK. MOTION PASSED UNANIMOUSLY.

- 6.4 Consider Authorizing EDA Staff to Execute the Conveyance of a Public Utility Easement on the Property Located at 7516 Brooklyn Boulevard N.

MOTION RUSSELL, SECOND PARKS TO WAIVE THE READING AND ADOPT RESOLUTION #2019-28 AUTHORIZING ECONOMIC DEVELOPMENT AUTHORITY STAFF TO EXECUTE THE CONVEYANCE OF A PUBLIC UTILITY EASEMENT ON THE PROPERTY LOCATED AT 7516 BROOKLYN BOULEVARD N. MOTION PASSED UNANIMOUSLY.

- 6.5 Consider Approving Revised Guidelines for the Brooklyn Park Home Improvement Loan Programs.

MOTION WEST-HAFNER, SECOND PARKS TO WAIVE THE READING AND ADOPT RESOLUTION #2019-29 APPROVING THE REVISED GUIDELINES FOR THE BROOKLYN PARK HOME IMPROVEMENT LOAN PROGRAMS. MOTION PASSED UNANIMOUSLY.

- 6.6 Consider Approval of a 3 Year Contract with Center for Energy and Environment for the Administration of Housing Loan Programs

MOTION PARKS, SECOND WEST-HAFNER TO WAIVE THE READING AND ADOPT RESOLUTION #2019-30 TO CONSIDER APPROVING THE RENEWAL OF THE AMENDED AND RESTATED CONSULTING AGREEMENT BETWEEN THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY AND THE CENTER FOR ENERGY AND ENVIRONMENT EFFECTIVE JANUARY 1, 2020 THROUGH DECEMBER 31, 2022. MOTION PASSED UNANIMOUSLY.

III. DISCUSSION:

7. DISCUSSION ITEMS

- 7.1 Status Update – Kim Berggren highlighted the following:

- Urbana Court groundbreaking was held. Commissioner Lisa Jacobson spoke at the event and they had a nice celebration for the second phase of their development. The senior housing is open and now the apartment community is under construction. This will be the second apartment community built in Brooklyn Park since

the 1990s. The first being the Doran Development and this market rate project that is moving ahead.

- Daniela Lorenz has been going on our business visit program. Both her and Breanne have been working on revamping that program and being more systematic in collecting data through that program. This will help inform how we revamp our business assistance programs. This will also compliment the work that we have under contract with the folks to do the small business/micro business interviews. This work is underway in this space.
- We had a great Business Forward Forum on October 30<sup>th</sup> at the clubhouse. A photo of it was provided in commissioners' packet. Several commissioners attended and we had great attendance from the business community. Staff is always looking at new ways to engage businesses and have some ideas for ways to do that going forward.
- Staff has provided additional information on the CITA project. I mentioned during the budget presentation that we are working on a joint powers' agreement. It will be a little bit complicated to navigate what this relationship looks like because it will be long term. We are working with the attorneys and it will likely take several months to draft an agreement that we can bring before you for consideration.
- The LRT planning work, particularly along the marketing of the branding of the Bottineau Corridor has been moving ahead. We have those consultants that have been working under the funding from the federal government and they have released their short list, which I think you have seen. We have not received too much feedback from folks on their preferences, but we do anticipate some additional information coming out on that soon here. There are also small business support services that are being contracted and starting to get underway in the next month that are also under funding from the federal grant program. There is still work happening and we are having conversations about how to advance the LRT project here in Brooklyn Park.

Commissioner Susan Pha reported I am excited about the Minnesota Job Skills Partnerships. This is a program run by the State of Minnesota DEED and it really helps businesses to be able to create training programs and collaborations with accredited educational institutions. This is a great asset to be able to do this within our community. We know of these funds and not a lot of businesses do. We have two businesses Wurth Adams and Design Ready Controls who took advantage of this grant and were able to work with our local community colleges to do this. I would like our city to champion programs like this and find other businesses that could tap into these funds and programs. We want to make sure that every year we are competing for these grants that can benefit our community. I am proud of these two businesses in our city who took the lead to do this. This means that we are training our young people for the future.

7.2 Housing Update – Erika Byrd, Development Project Coordinator highlighted the following:

- The Tenant Notification Ordinance was adopted by the City Council on October 28<sup>th</sup>. Staff has been working on a communications and implementation plan. We are hoping to get a lot of information out

through Park Pages and the website to tenants and landlords in the coming weeks and months.

- The CURA Study work that the researchers have been doing this past month involves a lot of one on one connections and conversations with stakeholders and the community. They are looking to hold the first kickoff of the Advisory Council to convene in December.
- Staff is planning to bring a discussion item to the EDA in December around housing policy. The aim is to refresh the housing matrix we brought to commissioners last year with new information about what is happening regionally, have a conversation and get direction from the EDA on where they want staff to be directing their energy in 2020 so that we can get to work.
- Huntington Place has been an area where the city and staff have put a lot of energy. You will hear from Aeon tonight during the work session part of the meeting. There has been continued conversations with Dominion, Hennepin County, various stakeholders from housing advocacy and housing developer groups and tenants. We plan on continuing those conversations as this moves forward.

Commissioner Susan Pha I would like to thank the people that came last week for the conversation about Huntington Place that came and met with us before the council meeting and during the council meeting. I know that we still have a lot of work to do. Erika when you were talking about more housing policy conversations moving forward, I would like for us to have a community meeting where they can have this conversation with us. We can collect ideas from the community on what kind of housing policy they foresee for our city. I believe we have in the past received feedback on other city initiatives and programs. I would like us to engage the community before we talk about what that policy is going to look like as an EDA or council.

Commissioner Tonja West-Hafner stated I wasn't there but I watched the meeting and listened to the comments made. It was very clear to me that we have a lot of people that don't understand what their rights and responsibilities are as tenants. I know we are handing out the Rights and Responsibilities Handbook in the welcome packets. It seems quite clear to me that people need help understanding how to really get to the root on how they could hold their landlord responsible. In my mind there is a misunderstanding on what the city can and can't do, what we can be involved in and how we can push. We must be sort of the advocate or middle person. Ultimately the buildings are privately owned and haven't received any funding from the city and there are no strings attached other than enforcement of the current codes that are in place. I heard a lot of upset tenants, which they have a right to be if there is work that is not being fixed. I didn't hear a lot of solutions nor input on what potentially they would like. I would like to make sure that is part of the conversation and that it isn't just one-sided. I've heard similar issues with other apartments too. That tells me we need to do a better job of educating tenants about what their rights are but also what their responsibilities are to help move their landlords in that direction to fix things too.

Erika Byrd responded a couple of our efforts in the last few years has been around communications. We know we need to do more in Commissioner

Pha's point about listening and to what we are providing in terms of education. We are creating a magnet that rental inspectors can leave about the process if they have issues to contact their landlord first but also to encourage them to contact the city, if their issues aren't followed up on.

President Jeff Lunde stated my concern with CURA is we are going down a path of where I think the EDA did not want to go. Which is going to the same people to have the same conversation. I know for myself it was very focused on getting CURA to the tenants. I understand that there is a circular path, but my worry is we have the same people who speak for the tenants who are not talking to the tenants. I keep hearing that. Everything I hear about CURA is exactly where I think the EDA was very much questioning and being very assertive where we did not want it to go.

Erika Byrd stated I hear your concern. The EDA's financial contribution will be less than \$30,000 for the study, split between three entities. Staff is not driving the research, but the outline of the contract puts the bulk of the actual research interviews towards tenants themselves. I gave a list of landlords to the researchers and they have been talking to police, Community Development and a few of the elected officials as well. My understanding is that they are trying to balance it whether they are getting that right I don't have the information. Staff can certainly investigate where and who they have been connecting with and provide that information.

Kim Berggren reported it is my understanding that CURA is still in the setup mode and they will be doing the bulk of tenant interviews, but they want to make sure they are asking the right questions. They are in the process of establishing what questions should be asked of tenants so that they get good data when they do those sit downs with tenants. The tenants will be compensated for those interviews. There is an expectation that they will be interviewing many tenants and most of that work will be happening in the spring semester.

President Jeff Lunde stated so I continue since probably May I average about 3-6 tenant conversations a week and some of them are not in our city but are with Dominion. I log my calls and if the CURA study doesn't come back with pretty close to what I hear, which is half the people want stuff fixed and cleaned up. They want to feel like they are being treated with some dignity. The other half of those responses are getting rid of the knuckleheads. If the study comes back and there is no mention about people feeling victimized, taken advantage of or feeling like they are prey, then I will know it is not a real study. I want to believe in the CURA study and invest in it, but my own research data is by what people tell me and I track it.

City Manager Jay Stroebel reported I had my interview today with part of the research group that is doing the work. I had the same question. It is my understanding in terms of the process they are having some initial conversations during this time period. There will be a second phase where the advisory council will inform in terms of next steps of specific research questions they will look into. As part of our arrangement with CURA during that phase they will be doing forty interviews. Whether those are specific interviews with specific individuals or if some of those get slated for focus groups with different groups, specifically at Huntington that advisory group can provide that recommendation. I had a similar recommendation to the researcher I was speaking with. To this point I feel that we have been

connecting with a small number of folks, maybe twenty to thirty in a couple of conversations we have had. It would be great to hear from the more than 2,000 plus people we know live at Huntington. So, if there is a way of stretching out some of those forty interviews to include greater numbers of people to hear a greater breadth of voice that would be a value for the benefit of the research and all the stakeholders involved.

Commissioner Lisa Jacobson stated that I think listening has been great. We have had several listening sessions and some of us have attended all of those. What is difficult for me is when the question continues to be asked or launched at us i.e., we voted you in what you are going to do about this. Again, as several of us have stated up here we don't own the place. There is not a lot we can do in order to fix all that is wrong with our complexes. I just want to make sure that when we look to have conversations moving forward, we think about all the entities that should have a voice such as the school district. I know that they have received notice of the meeting on Tuesday and they had a canned answer like once the bell rings at the end of the school day we are not a part of it. I don't believe that is true. I think they have as much at stake here as we do. I think it is important that their voices come to the table as well as the county. We have heard different thoughts around the county placing individuals at Huntington who couldn't necessarily find housing somewhere else. I think there are so many layers of issues at just one complex, the largest complex we have. Knowing that the police and fire departments of our city are there, I would say every day and multiple times a day for some reason. We expend a lot of our resources there. We listen to the residents, the twelve that continue to show up how do we engage more of them. As City Manager Stroebel stated how do we make them truly understand that it isn't us alone that can fix all the problems going on there. I think that is critically important.

Kim Berggren I just want to make sure everyone understands that the CURA study goes beyond the Huntington Place site. There have been some challenges working with the CURA folks in that same space because there is so much attention on Huntington Place. We will be looking broader in that study.

Commissioner Tonja West-Hafner reported the update states that CURA is working to establish the advisory group. I believe we gave some direction. Do we have any idea who they are engaging for the advisory group? Erika Byrd responded I have a general sense, but I don't have the list. That is something I can look into and report back to you.

Commissioner Tonja West-Hafner stated that is going to be a key piece to this whole puzzle to make sure that people who are real advocates of tenants and making sure we bring that balanced voice to the table.

- 7.3 2020 Legislative Policy Positions – Kim Berggren reported in your packets we have a draft of the legislative initiatives document. I am just looking for feedback. If you think there are things that are missing out of this document or things that you would like to see modified or questions, I am happy to take those. This document will be incorporated into the legislative priorities document the Council will be adopting for both the city and the EDA. This document guides staff as they are talking to people in the industry whether it is at the capitol or in other conversations, we are having with people that are influencing policy. So, knowing where the EDA officially stands is very helpful. I would be happy to take questions or modifications.

Commissioner Susan Pha stated something I would like to suggest and see if it could be possible. I know that we send this document out to our representatives, but I would love an opportunity for our representatives to come visit us in a work session to talk about this face to face. Where we can state that these are the priorities for our city and you as a representative either state representative or senator for our area carry these onto the state level. I know that they are open to meeting with us and waiting for an invitation just like we are open to meeting with our constituents. Kim Berggren responded that I think we did host some meetings last winter. I imagine we will do the same this year for those who are interested in participating.

Commissioner Tonja West-Hafner asked if there were any big changes or additions from last year? Kim Berggren stated it is very similar to the document we had last year. I don't think we used track changes as we prepared this document. We did make some tweaks to the housing space as we are appreciating the desire to really promote the development of more affordable housing in the region. You will see more language regarding that in the housing section. We continue to have an emphasis on jobs and workforce development and manufacturing making sure that those DEED dollars are flowing to help support job development as they have been. There are minimal changes mostly in housing. We did add some additional language around the LRT. Overall it has the same categories and basic statements about the EDA's support. Commissioner Tonja West-Hafner stated she appreciated those additions.

President Jeff Lunde stated I has two points. Is the CareerForce Development Center looking at moving? Maybe enlisting our state legislators that a place in a parking lot that is far away from mass transit is probably not the way to help people who need job training and development. It is near nothing. Kim Berggren responded yes; we know that CareerForce's lease will be coming up. They just did an extension and they are starting to look. Our staff has been actively meeting with them to talk about options. There are various options with partnerships that are being kicked around. If you have thoughts on which sites would be preferred, staff would love to hear about that. Otherwise we are promoting the notion that they leverage transit and partnership opportunities to get the most utilization of a facility here in Brooklyn Park.

President Jeff Lunde reported I was wondering was if they could take their services on the road? Bringing services to people who may want access to those services. Maybe to churches, schools, places where they might provide services. I don't think most people even know that CareerForce exists until they have to apply for unemployment. I would love to have that discussion and I think they could be a great resource for us. One of the challenges I think they have is they have to provide the same service to everyone in the state, which means what we need here is very different to what Duluth, Thief River Falls or Rochester needs. That localization of services is a challenge for them. It would be nice to have a conversation with them about that.

President Jeff Lunde stated under the category of mass transit do you think we have covered the idea for more bus routes in the city east to west? I have had conversations with residents where they have a bus route, it moves and suddenly their half hour commute becomes an hour and forty-

five minutes because the new route comes every other hour, or they have to catch the bus somewhere else. We have talked a lot about east to west transportation and I wonder if we should really call it out. Kim Berggren responded that in the document it is not specifically called out. I will check the city's version because there might be more in there. I know that there is a transportation section there too. We will look at the notion of increased funding for transit services. President Jeff Lunde responded that is one thing he hears that he can't do anything about. When the bus route moves, lives don't become easier and it tends to become much harder.

IV. WORK SESSION: Commissioners took a recess at 8:26 pm to set up for the work session. The meeting was reconvened at 8:34 pm. Present: President Jeff Lunde, Vice President Lisa Jacobson, Treasurer Wynfred Russell and Commissioners Terry Parks, Susan Pha and Tonja West-Hafner, Executive Director Kim Berggren and EDA Secretary Theresa Freund were present. Absent/Excused: Mark Mata. This portion of the meeting was not televised nor videotaped but was open to the public.

8. WORK SESSION ITEMS:

8.1 Discuss and Provide Direction Regarding Financing Status and Options on Creekside Gables Loan – Jennifer Jordan, Senior Project Manager provided background information and an update to commissioners on Creekside Gables. Staff and representatives from BP Partners answered questions from commissioners. Commissioners gave their input and also requested information on similar projects at a future work session.

8.2 Discuss and Provide Direction Regarding Aeon's Proposal to Purchase Huntington Place – Kim Berggren, Executive Director stated Aeon and Dominion are advancing discussions around the transfer of property at Huntington. Aeon is here tonight to introduce themselves, discuss what they are doing in the metro in the NOAH preservation space and set forth their vision for Huntington Place. She introduced Bill Mague, Director of Acquisitions & Special Projects from Aeon.

Mr. Mague gave a presentation to commissioners on their mission, vision and their current portfolio. He spoke on their levels of affordability. Mr. Mague spoke about Aeon's goals and strategies for Huntington Place. Commissioners asked questions throughout his presentation.

8.3 Discuss and Provide Direction Regarding 2020/2021 CDBG Funding Allocation – Breanne Rothstein, Economic Development & Housing Director gave a brief overview of the program and the national objectives. She explained how CDBG in Hennepin County works.

Breanne Rothstein shared the purpose of this discussion is to have a brainstorming session with commissioners on what their priorities for 2020 are and provide feedback to staff. Based on last year's CDBG conversation staff has come up with some possible new program activities.

Commissioners reviewed the activities listed and also suggested other potential activities to staff. During discussion, they provided direction to

staff. In February CDBG funding and allocations will be brought to the Council.

V. ADJOURNMENT

Meeting adjourned at 10:50 p.m.

Respectfully Submitted  
EDA Secretary Theresa Freund

<b>City of Brooklyn Park Request for EDA Action</b>			
<b>Agenda Item No:</b>	6.1	<b>Meeting Date:</b>	February 18, 2020
<b>Agenda Section:</b>	General Action Items	<b>Prepared By:</b>	Erika Byrd, Development Project Coordinator
<b>Resolution:</b>	X	<b>Presented By:</b>	Erika Byrd, Development Project Coordinator
<b>Attachments:</b>	4		
<b>Item:</b>	Authorize the Executive Director to Negotiate and Enter into an Option Agreement for the Purchase of North Hennepin Community College Surplus Land at 6900 85th Avenue North		

**Executive Director’s Proposed Action**

MOTION \_\_\_\_\_, SECOND \_\_\_\_\_, TO WAIVE THE READING AND ADOPT RESOLUTION #2020-\_\_\_ AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN OPTION AGREEMENT FOR THE PURCHASE OF NORTH HENNEPIN COMMUNITY COLLEGE SURPLUS LAND AT 6900 85TH AVENUE NORTH.

**Overview:**

The purpose of this item is to consider entering into option to purchase a parcel of land at North Hennepin Community College (NHCC) campus located at 6900 85th Avenue North and seek a developer for the site by issuing a Request for Qualifications. At the December 16 work session, the EDA discussed the future development of this parcel and the EDA’s role in helping to develop it into affordable housing. The EDA supported taking the lead on soliciting a developer for the site.

**Background:**

Minnesota State Colleges and Universities (Minnesota State) owns a 6.2-acre parcel of vacant land located at the northeast corner of 85<sup>th</sup> Avenue and College Parkway that is currently part of the NHCC campus. In 2018, the Minnesota State Board of Trustees declared this parcel of land on NHCC campus as surplus, enabling it to be offered for sale. According to NHCC’s Master Plan, the site is not ideally suited for academic program development due to its distance from the campus core and because the college has several options for alternative building sites. The college feels that development of the site could increase the supply of amenities targeted to students, such as affordable housing, daycare, or other small commercial or office.

In 2018, North Hennepin Community College partnered with the City of Brooklyn Park as part of a Corridor Development Initiative (CDI) process funded through Hennepin County’s beyond the rails work. During the process, Twin Cities Local Initiatives Support Corporation (LISC) facilitated a series of community workshops to identify development guidelines for two parcels within the 85<sup>th</sup> Avenue LRT Station area, one of the parcels being the above identified NHCC land. There was agreement around the potential to better serve the housing needs of the student population at NHCC. A panel of developers indicated the NHCC site offers a great opportunity to strengthen a mix of housing and limited commercial space. Additionally, in 2018 Bottineau Community Works completed a housing gaps analysis found the NHCC site to have strong development potential. According to the report, there is a clear need for rental housing that would accommodate some of the NHCC student population.

At the November 2018 EDA work session, former NHCC president Barbara McDonald discussed the CDI project and the potential development of affordable multifamily rental housing with the EDA. That same month, NHCC sought and obtained designation of the parcel as surplus through their board, allowing them to consider a possible sale to a local public entity or to the general public. In recent months, EDA staff have been in contact with NHCC and Minnesota State representatives about the potential sale and development of the parcel. The EDA held a work session about the future of the site in December 2019 and indicated support to move forward with securing

an option on the site for the development of a future well site and for the purposes of seeking a potential development partner.

**Primary Issues/Alternatives to Consider:**

- **What is being considered for this site?**

The City's Operations and Maintenance staff have recommended that a small portion of the land, approximately one acre, be purchased by the City for a new public water well. This would leave approximately 5 acres of land that could be developed for other purposes. The EDA could enter into an option to purchase the entire parcel and then lead a request for qualifications (RFP) to seek a developer for the site.

Currently, there is very little rental housing in the 85<sup>th</sup> Avenue station area. The strongest need in the area would be affordably priced multi-family rental homes. Both the EDA and NHCC have also expressed interest in a development that incorporates a small amount of commercial or office or another amenity into the site.

- **What are the terms of the option agreement?**

Minnesota State and EDA staff have negotiated a one-year option agreement with a \$25,000 option payment. Under the agreement, the EDA would be able to apply the option payment to the purchase of the entire property or just a portion of the property. This option payment would be non-refundable, but this payment can be used toward the purchase of the well site, even if development does not progress on the property.

- **What are the next steps?**

If the EDA directs staff to enter into an option agreement, and the next step is to issue a Request for Qualifications (RFQ) seeking development partners. A draft RFQ is attached for the EDA's review and feedback. Staff is also seeking feedback from other stakeholders on this draft document, including from NHCC leaders.

Staff would review and rank applications in accordance with pre-determined selection criteria and recommend moving forward with a selected development team. The EDA would then work with the selected developer on a proposal and enter into a term sheet and development agreement. The EDA would act on its option agreement to purchase the entire property from Minnesota State. The EDA would replat the site into two parcels – one parcel for a future municipal well and the other for housing/mixed-use development. The selected developer would then acquire this land from the EDA, as is negotiated in the development agreement. If no development agreement can be reached by the end of the one-year option agreement timeline, the EDA and City would then have the option of either purchasing just the portion of land the City would need for a well or purchasing the entire property.

- **What is the potential process and timeline for EDA involvement?**

A tentative timeline for development is as follows:

- Executed Option Agreement to purchase land between the NHCC and the EDA (Feb/March 2020)
- Request for Proposals process (March– June 2020)
- EDA-Developer development agreement negotiations (Summer 2020), EDA approval required
- City development review process (Summer 2020 – Winter 2021)
- Property sale (Winter/Spring 2021)
- Construction start (Summer 2021)

**Budgetary/Fiscal Impacts:**

The amount being requested tonight is \$25,000 to enter into an option agreement which has been budgeted in the 2020 EDA budget. Staff recommends using the City's Utility Fund for the earnest money, since those dollars can be applied to the purchase of a well site.

Under Minnesota statute, Minnesota State Colleges and Universities is obligated first to offer the property for sale at the appraised value plus costs to the local jurisdictions where the property is located. The value of this parcel is estimated at \$2,350,000 based on the most recent real estate appraisal. The appraisal may need to be updated to comply with State requirements, which could impact the purchase price.

Staff anticipates that any development proposal that comes forward would contain a request for financial assistance from a developer to fund the affordable component of this project. This might include direct financial assistance using the EDA's Affordable Housing Set Aside fund, support for 4D Tax status, and/or other financial tools such as Tax Increment Financing (TIF). The property is currently tax exempt, and development of the site would bring the property onto the tax rolls.

**Recommendation:**

The Executive Director of the Economic Development Authority recommends approval.

**Attachments:**

- 6.1A RESOLUTION
- 6.1B LOCATION MAP
- 6.1C OPTION AGREEMENT
- 6.1D DRAFT REQUEST FOR QUALIFICATIONS

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY  
OF THE CITY OF BROOKLYN PARK

RESOLUTION #2020-

AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN OPTION AGREEMENT FOR THE PURCHASE OF NORTH HENNEPIN COMMUNITY COLLEGE SURPLUS LAND AT 6900 85TH AVENUE NORTH

WHEREAS, the Brooklyn Park Economic Development Authority (the "Authority") was created pursuant to the Economic Development Authorities Act, Minnesota Statutes, Sections 469.090 to 469.108 (the "EDA Act") and is authorized to transact business and exercise its powers by a resolution of the City Council of the City of Brooklyn Park (the "City") adopted on October 24, 1988; and

WHEREAS, the Authority possesses all of the powers of an economic development authority pursuant to the EDA Act and a housing and redevelopment authority pursuant to Minnesota Statutes, Sections 469.001 to 469.047; and

WHEREAS, two of the statutory purposes of the Authority are to assist in the redevelopment of blighted and underutilized properties and to provide safe, clean and affordable housing; and

WHEREAS, the State of Minnesota, by and through its Board of Trustees of the Minnesota State Colleges and Universities ("MN State") owns land at 6900 85th Avenue North ("Property") that is part of North Hennepin Community College campus; and

WHEREAS, North Hennepin Community College sought to designate Property as surplus because it was no longer needed for college purposes; and

WHEREAS, MN State approved the designation of Property as surplus on November 13, 2018, allowing Property to be offered for sale; and

WHEREAS, under state statute, MN State is obligated to offer the surplus property first to local jurisdictions; and

WHEREAS, the Authority was contacted by North Hennepin Community College and MN State regarding the Authority's possible interest in acquiring Property; and

WHEREAS, the option to acquire the Property, or a portion thereof, provides a key opportunity for Authority to acquire land for municipal utility purposes and, additionally, the potential to provide affordable housing opportunities; and

WHEREAS, pursuant to the EDA Act, the Authority has the power and authority to purchase and convey real property for economic development within a development district.

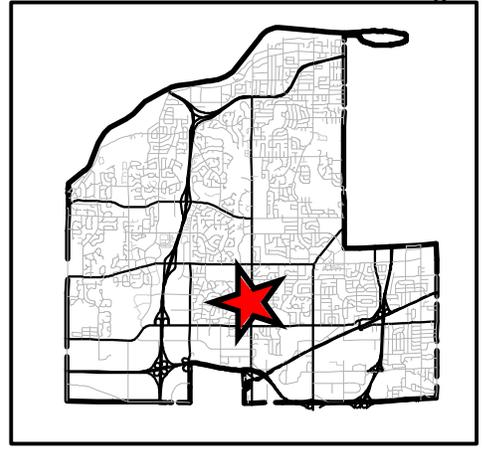
NOW, THEREFORE, BE IT RESOLVED BY the Brooklyn Park Economic Development Authority Board of Commissioners that:

The Authority authorizes and directs the Executive Director to negotiate and enter into an option agreement with State of Minnesota, by and through its Board of Trustees of the Minnesota State Colleges and Universities for the purchase of land at 6900 85th Avenue North.

**North Hennepin Community College Property  
6900 85th Ave. N.**



Spring 2018 Air Photo.



**OPTION AGREEMENT**

THIS OPTION AGREEMENT (hereinafter referred to as this "Agreement"), made as of the day of \_\_\_\_\_, 20\_\_\_\_, by State of Minnesota, by and through its Board of Trustees of the Minnesota State Colleges and Universities, a public higher education system ("Owner"), having an address at \_\_\_\_\_, and Brooklyn Park Economic Development Authority, a public body corporate and politic under laws of the State of Minnesota ("Grantee"), having its principal place of business at \_\_\_\_\_.

**WITNESSETH:**

WHEREAS, Owner is the owner in fee simple of a parcel of land described in Exhibit A attached hereto and made a part hereof and the improvements thereon located in the City of Brooklyn Park, Hennepin County, Minnesota; and

WHEREAS, Grantee desires to secure the right and option to purchase said property, if deemed necessary or appropriate by Grantee.

NOW, THEREFORE, in consideration of the foregoing and of the option payment and undertakings herein set forth, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Owner and Grantee, Owner does hereby give and grant to Grantee, its successors and assigns, for the term hereinafter provided, the exclusive and irrevocable right and option (the "Option") to purchase the property described in Exhibit A, together with all easements, rights, and appurtenances attached thereto and all improvements thereon for a purchase price and upon the other terms and conditions set forth herein.

SECTION 1. **Property:** Owner grants to Grantee the right and option to purchase all or a portion of the land described in attached Exhibit A together with all easements and rights benefiting or appurtenant thereto subject to a reservation of mineral rights to Owner.

SECTION 2. **Term:** The term (the "Term") of the Option shall commence on the date hereof ("Commencement Date") and shall terminate on February 18, 2021 at 11:59 p.m.

SECTION 3. **Option Payment:** In consideration of the grant of Option set forth herein, Grantee has paid to Owner the sum of Twenty-Five Thousand Dollars (\$25,000) (the "Option Payment"), receipt of which is hereby acknowledged. In the event Grantee exercises the Option and the parties close on the purchase and sale of all or a portion of

the Property, then the Option Payment shall be credited against the total purchase price for the Property or the portion of the Property purchased by Grantee or its assignee and the purchase price to be paid at such Closing shall be reduced by such amount. The Option Payment shall otherwise be nonrefundable.

SECTION 4. **Purchase Price:** If the Option is exercised, the purchase price will be negotiated at that time between the two parties. The purchase price shall not exceed the value established by an appraisal reviewed and approved by both parties.

SECTION 5. **Exercise of Option:** The Option shall be deemed validly and effectively exercised if notice of the exercise thereof is either mailed by certified mail to Owner at the address set forth in Section \_\_, on or before the expiration of the Term of this Agreement, or delivered in person to Owner at such address on or before such expiration date. Notice of such exercise which is given by mail shall be deemed effective when deposited in the mail as aforesaid. The Option may be exercised at any time during the Term, provided that nothing contained herein shall be deemed to require Grantee to exercise the Option or to acquire the Property, and Grantee in its sole and absolute discretion may decline to exercise the Option. Upon exercise of the Option, the rights and obligations of the parties shall be as provided in the Purchase Agreement attached hereto as Exhibit B, and the Option Payment shall be regarded as the Earnest Money provided for in said Purchase Agreement.

SECTION 6. **Notices:** Notice of any exercise of the Option shall be given in accordance with the provisions of Section 5. Any other notice, demand or document which any party is required or may desire to give or deliver to or make upon any other party shall, in the case of a notice or demand, be in writing, and may be personally delivered or given or made by United States registered or certified mail, return receipt requested, addressed as follows:

**If to Owner :** Board of Trustees  
Minnesota State  
30 E. 7<sup>th</sup> Street, Suite 350  
St. Paul MN 55101  
Attn: Real Estate  
E-mail Address: \_\_\_\_\_

**With a copy to:** College or university

**If to Grantee:** Brooklyn Park Economic Development Authority  
Attn: Executive Director

5200 85th Avenue North  
Brooklyn Park, MN 55443

E-Mail Address: \_\_\_\_\_

subject to the right of any party to designate a different address for themselves or itself by notice similarly given. Any notice, demand or document so given, delivered or made by United States mail shall be deemed to have been given or delivered or made on the second day after the same is deposited in the United States mail as registered or certified mail, addressed as above provided, with postage thereon fully prepaid. Any such notice, demand or document not given, delivered or made by registered or certified mail as aforesaid shall be deemed to be given, delivered or made upon receipt of the same by the party or parties to whom the same is to be given, delivered or made.

SECTION 7. **Representations:** To induce Grantee to enter into this Agreement, Owner has represented and warranted and hereby represents and warrants to Grantee, each of which representations and warranties shall survive the Closing, that, on the date hereof:

(a) To the knowledge of Owner, the title to the Property is subject to no exceptions or encumbrances other than as set forth on Exhibit \_\_\_.

(b) Owner does not have any actual knowledge, and has not received any actual formal or written informal notice, of any threatened or pending condemnation proceeding or other litigation relating to or otherwise affecting any or all of the Property.

(c) Owner has not used Hazardous Materials on the Property in any manner which violates federal, state or local law, ordinances, rules, regulations or policies governing the use, storage, treatment, transportation, manufacture, refinement, handling, production, or disposal of Hazardous Materials, nor has Owner disposed of any Hazardous Materials on the Real Estate. Except as stated above, Owner makes no representations or warranties as to Hazardous Materials.

(d) There are no other agreements or understandings presently existing regarding the sale of all or a portion of the Property.

(e) The entity described herein as "Owner" is the only person or entity having any legal or beneficial interest in the Property.

(f) Owner is duly authorized and empowered to enter into this Agreement and to perform fully its obligations hereunder and no further approvals are required to be obtained from any court, governmental agency or other third party in order for the

obligations of such party to be fully effective.

SECTION 8. **Brokerage Commission:** Each party hereto represents and warrants to the other that, in connection with this Agreement the party so representing and warranting has not dealt with any real estate broker, agent or finder, and there is no commission, charge or other compensation due on account thereof. Each party hereto shall indemnify and hold harmless the other against and from any inaccuracy in such party's representation in the preceding sentence. The rights, obligations, warranties, representations and indemnifications of the parties hereto under the provisions of this Section 8 shall survive the termination or expiration of this Agreement.

SECTION 9. **Time of the Essence:** Time is of the essence for the performance of each and every covenant and agreement contained herein.

SECTION 10. **Entire Agreement; Amendment:** This Agreement contains and constitutes the entire agreement of the parties regarding the subject matter hereof, and there are no other agreements, written or oral, between the parties affecting the subject matter hereof. No amendment of this Agreement shall be effective unless the same is made in writing and signed by the parties hereto.

SECTION 11. **Miscellaneous:** This Agreement shall be interpreted and enforced according to the laws of the State of Minnesota. All headings of sections of this Agreement are inserted for convenience only, and do not form part of this Agreement or limit, expand, or otherwise alter the meaning of any provisions hereof. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original and all of which shall constitute one and the same agreement. The terms "hereof," "herein," and "hereunder," and words of similar import, shall be construed to refer to this Agreement as a whole, and not to any particular paragraph or provision, unless expressly so stated. The word "person" shall mean any natural person, partnership, corporation, and any other form of business or legal entity. All words or terms used in this Agreement, regardless of the number or gender in which they are used, shall be deemed to include any other number and any other gender as the context may require. The provisions of this Agreement are intended to be for the sole benefit of the parties hereto, and their respective successors and permitted assigns, and none of the provisions of this Agreement are intended to be, nor shall they be construed to be, for the benefit of any third party. This Agreement shall be construed without regard to any presumption or rule requiring construction against the party causing that instrument to be drafted.

SECTION 12. **Assignment:** The Grantee may assign its right to purchase all or a portion of the Property under this Agreement to the City of Brooklyn Park, a Minnesota municipal corporation.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed by their respective authorized representatives.

**GRANTEE**

**OWNER**

**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**EXHIBIT A**  
**[Legal Description]**

**EXHIBIT B**  
**[Purchase Agreement]**



## Request for Qualifications Development of 6900 85<sup>th</sup> Avenue North, Brooklyn Park For Affordable Housing or Mixed-Use Development Adjacent to North Hennepin Community College

**REQUESTING AGENCY:**

Brooklyn Park Economic Development Authority  
5200 85<sup>th</sup> Avenue North  
Brooklyn Park, MN 55414

**ISSUE DATE:**

March \_\_\_\_, 2020

**SUBMISSION DEADLINE:**

April \_\_\_\_, 2020 at 5:00 pm

**CONTACT:**

Breanne Rothstein  
763-493-8058  
[Breanne.Rothstein@brooklynpark.org](mailto:Breanne.Rothstein@brooklynpark.org)



## **Overview**

The Brooklyn Park Economic Development Authority (EDA) is seeking qualifications for the development of a vacant parcel of land at 6900 85<sup>th</sup> Avenue North, Brooklyn Park. The EDA and North Hennepin Community College (NHCC) are interested in affordable or mixed income housing development that would complement activity at NHCC and are also interested in projects that incorporate small commercial (i.e. daycare facility) or office uses.

The 6.16-acre site is conveniently located in an area with a variety of housing, institutional and commercial uses at the intersection of 85<sup>th</sup> Avenue N and W Broadway, across from NHCC, adjacent to the Brooklyn Park Library and the future light rail transit station and planned arts and cultural center, called the Center for Innovation and the Arts. In cooperation with NHCC, the Brooklyn Park EDA has entered into an option to acquire the site from Minnesota State Colleges and Universities (the current owner) and is seeking qualifications from potential developers to develop 5 acres of the site. The EDA will retain approximately 1.1 acres for future municipal use (see Appendix A for Map).

The ideal developer for this project would have experience producing medium to large scale affordable or mixed income housing developments, be willing to explore innovative financing strategies and incorporate local knowledge into the project, have experience and knowledge of Brooklyn Park and/or the market of the northwest metro, and provide a housing development that is accessible to the Brooklyn Park community, especially NHCC student households.

## **Community Background**

Brooklyn Park is a vibrant, thriving community in the Twin Cities northwest area. It is the 6th largest city in Minnesota and the 4th largest in the seven-county Twin Cities Metro Area. The population, currently estimated at around 83,000, is expected to grow to over 90,000 with 40,000 jobs by 2040. The City is proud of its diverse community, with more than half the current residents being people of color and 28 percent speaking a language other than English at home. Brooklyn Park is also home to over 1,500 businesses and continues to grow, boasting strong sectors in medical technology, high-tech manufacturing, and precision manufacturing. The proposed METRO Blue Line Extension project, traveling 13 miles northwest of downtown Minneapolis will bring five light rail stations to Brooklyn Park.

North Hennepin Community College is one of the largest and most diverse community colleges in Minnesota and a member of the Minnesota State system, the fifth largest system in the United States. It serves more than 10,000 students and offers more than 60 degree and certificate programs, drawing students from across the region. NHCC has a high number of part-time students: approximately 68% of students attend classes part time. One third of the student body is over the age of 26 and one third is Pell grant eligible. NHCC does not provide on-campus housing. The college would like to see development of new housing opportunities nearby that will offer family-friendly amenities and be available to serve its diverse population who seek convenient housing they can afford.

## **Project Description**

The project aim is to develop affordable or mixed-income housing with potential mixed use. The EDA and NHCC envision the project as providing affordable housing opportunities accessible to the existing community. Additionally, the project envisions mixed-use space and/or amenities for the community, or residents and their families, such as a daycare, grocery store, coffee shop, or other neighborhood scale use.

## **Project Objectives/Goals**

A successful project will:

- Strengthen the vitality of the area, promoting a high-quality design that enhances neighborhood assets.
- Provide affordable housing opportunities near the NHCC campus for individuals or families.
- Include amenities for the community or residents, with a preference for amenities desired by area students such as daycare, coffee, or convenience retail (if feasible).
- Incorporate local knowledge into the development process and/or partner with a local developer or contractor.

## **Prior Planning**

Considerable planning has already occurred for this area, including:

- North Hennepin Community College Comprehensive Facility Plan (2015) ([link](#))
- Brooklyn Park Station Area Plan (July 2016) ([link](#))
- Bottineau Corridor Housing Gaps Analysis (June 2018) ([link](#))
- Center for Innovation and the Arts feasibility study and predesign (2018-2019) ([link](#))
- Brooklyn Park 85<sup>th</sup> Ave Station Corridor Development Initiative (2018) ([link to full report](#)). Guidelines attached as Appendix B)

Minnesota State owns the approximately 6.16-acre site located at the northeast corner of 85th Avenue and College Parkway. The parcel is currently part of the NHCC campus but has been officially designated as surplus land that could potentially be sold and developed. According to NHCC's Master Plan, the site is not ideally suited for academic program development due to its distance from the campus core and because the college has several options for alternative building sites. The college feels that development of the site could increase the supply of amenities targeted to students, such as affordable housing, daycare, or other small commercial or office.

In 2018, the City of Brooklyn Park, NHCC, and Hennepin County partnered with Twin Cities LISC to complete a Corridor Development Initiative (CDI) process. Approximately fifty community members attended the workshops, aimed at gathering input on community values and concerns, and assessing likely development scenarios. There was agreement around the potential to better serve the housing needs of the student population at NHCC. A panel of developers also indicated the NHCC site offers a great opportunity to strengthen a mix of housing and limited commercial space. Future development in this area should align with the CDI development guidelines generated during those workshops (Appendix B).

Other key design guidelines that emerged from previous reports include complementing and enhancing the existing character of the neighborhood, enhancing connections to maintain ease of access for multiple users, and encouraging higher density development of a mix of uses that complement transit and the surrounding areas.

## **Description of Site**

The site is nestled in a strong community comprised of a mixture of affordable, single and smaller scale multifamily housing, a hub of institutional and commercial uses and near several exciting development proposals. It is less than a block from one of the five proposed light rail stations in Brooklyn Park, an area which is home to North Hennepin Community College, the Hennepin County Brooklyn Park Library, a mix of retail and commercial uses, and future home the Center for Innovation and the Arts (a collaborative art center project being planned between NHCC, Metropolitan State University, and the City of Brooklyn Park). The immediate area is comprised primarily of single family and small to mid-scale multifamily housing and

neighborhood scale businesses. The land is currently zoned as TOD-C, which allows for a wide range of commercial and residential uses.

### **Potential EDA Assistance**

The EDA will consider providing development assistance to support the incorporation of affordability into a desired project based on a demonstrated development gap. Examples of support might include:

- Support of housing tax credit and housing revenue bond applications
- Support for 4D Tax status
- Direct financial assistance using the EDA's Affordable Housing Set Aside fund
- Tax Increment Financing
- Application for, or support of state, county, and regional grants

### **Desired Qualifications and Scoring Criteria**

A selection committee will review and rank applications in accordance with the following scoring criteria:

SCORING CRITERIA	POINTS
<b>RELEVANT DEVELOPMENT EXPERIENCE</b>	
○ Successful experience with affordable housing and/or mixed-use developments as measured by combination of portfolio and local community references	20
○ Experience utilizing a combination of financing strategies to meet development objectives, including creative or innovative financing	10
○ Willingness to, in the proposed development team, to partner with local developers or professional services providers	10
○ Demonstrated long-term commitment to the sustainability of projects through ownership and/or property management	5
○ Demonstrated commitment to working with the community and using local knowledge to inform development of the site	5
<b>ORGANIZATIONAL AND FINANCIAL CAPACITY</b>	
○ Demonstrated ability to provide private capital and secure financing for a project of a similar size	20
○ Capacity necessary to organize and deliver a high-quality project of this type and scale, including experienced key project team members	15
○ Knowledge of the Brooklyn Park market	5
<b>REPUTATION</b>	
○ References	10
<b>TOTAL</b>	<b>100</b>

### **Submission Requirements**

The qualifications must include the information below. The EDA reserves the right to seek clarification of responses and waive minor irregularities and informalities.

- Developer name and contact information
- Ownership information including:
  - Name of owners/officers
  - Number of years in operation
  - Scope of business (development, design, property management, consulting, etc.)

- Location of primary and subsidiary offices
- Key project members' information, including:
  - Names and contact information
  - Qualifications, experience and references of key team members
- Submittal of at least two example sources/uses sheet and capital stack demonstrating ability to provide financing and utilize a variety of financing strategies
- Description of projects in the past 5 years, including:
  - Location and approximate size
  - Cost and financing overview (include if there was any public involvement)
  - Any local or community partnerships and/or engagement in the development process
  - Contact info for local community reference from each project example
- A brief narrative of initial ideas for this development, including unique challenges or creative approaches to fulfilling the project objectives
- A brief narrative addressing any information related to relevant development experience or capacity that has not already been addressed (optional)

Please email a PDF with the above information by 5 pm on April 13, 2020, to Breanne Rothstein, Economic Development and Housing Director, [breanne.rothstein@brooklynpark.org](mailto:breanne.rothstein@brooklynpark.org). Qualifications should be limited to 10 pages or less. Questions may also be directed to Breanne at (763) 493-8058 or via email.

### **Selection and Approval Process**

Qualifications will be reviewed by a committee made up of EDA and NHCC staff based on the criteria above. Staff may follow up with questions, clarifications or interview requests before selecting a preferred developer for the site. EDA and NHCC staff will then work with the developer in coordination with Brooklyn Park EDA to develop a more complete project scope and financing options.

### **Preliminary Project Schedule (subject to change)**

ACTIVITY	DATE
RFQ posted	March 16, 2020
Pre-application meeting	March 23, 2020
Question period deadline	April 1, 2020
Response to questions provided	April 3, 2020
Application Due date	April 13, 2020
Notifications for developer interviews	May 1, 2020
Developer selection	June 1, 2020

### **APPENDIXES**

A. LOCATION MAP

B. CORRIDOR DEVELOPMENT INITIATIVE DEVELOPMENT GUIDELINES

# City of Brooklyn Park Request for EDA Action

<b>Agenda Item:</b>	6.2	<b>Meeting Date:</b>	February 18, 2020
<b>Agenda Section:</b>	General Action Items	<b>Prepared By:</b>	Jennifer Jordan, Senior Project Manager
<b>Resolution:</b>	X	<b>Presented By:</b>	Jennifer Jordan, Senior Project Manager
<b>Attachments:</b>	2		
<b>Item:</b>	Consider Authorizing Release of a Request for Proposals (RFP) for Development of a Citywide Wayfinding Plan		

## Executive Director's Proposed Action:

MOTION \_\_\_\_\_, SECOND \_\_\_\_\_, TO WAIVE THE READING AND ADOPT RESOLUTION #2020-\_\_ AUTHORIZING RELEASE OF A REQUEST FOR PROPOSALS (RFP) FOR DEVELOPMENT OF A CITYWIDE WAYFINDING PLAN.

## Overview:

Citywide wayfinding planning has been identified as a priority project as part of the 2018 Park Board referendum and associated work plan. Additionally, the City's branding initiative and park system plan combined with the city's opportunity to leverage light rail transit (LRT) investment call for development of a comprehensive citywide wayfinding system plan that links key community destinations, local and regional trails, and the LRT. Wayfinding includes kiosks at key locations, directional signage with maps, as well as existing, small branded city signs, gateway monument signs, and park and city facility identification signage.

The purpose of the plan is to identify key destinations and connections, develop a suite of branded wayfinding signage that incorporates signage work already completed or underway, identify locations for each sign type, and develop a phased plan for implementation and maintenance.

## Primary Issues/Alternatives to Consider:

- **What was a key barrier to the use of parks and trails?**

Residents identified lack of awareness and wayfinding as a key barrier to the use of parks and trails in the Brooklyn Park system as part of the park system planning process. In addition, the EDA funded the initial branding work and consistent, clear wayfinding is a key component in furthering the brand image for the city. Over the last few months, an interdepartmental city staff steering committee met and developed a scope of work for the citywide wayfinding plan.

## Budgetary/Fiscal Issues:

Approximately \$100,000 is estimated for development of the wayfinding plan. Funding to develop the wayfinding plan is proposed to come equally from park bond funding (included in the City's Capital Improvement Program (CIP)) and the EDA. The EDA's 2020 budget will likely cover this \$50,000 cost, but it will depend on what other work advances this year. Staff will monitor and evaluate whether an EDA budget amendment is needed later in the year to accommodate this project.

Once the plan is developed, implementation funding would likely be needed from both the City's CIP and from the EDA. The multi-year CIP for park-related wayfinding projects currently includes \$250,000 programmed for 2021 and \$150,000 programmed for 2022.

**Next Steps:**

If the EDA authorizes issuance of this RFP, next steps include:

- Issue RFP – February 2020
- Select vendor – March/April 2020
- Plan development – April-October 2020

**Attachments:**

6.2A RESOLUTION

6.2B DRAFT RFP

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY  
OF THE CITY OF BROOKLYN PARK

RESOLUTION #2020-

AUTHORIZING RELEASE OF A REQUEST FOR PROPOSALS (RFP) FOR  
DEVELOPMENT OF A CITYWIDE WAYFINDING PLAN

WHEREAS, the Brooklyn Park Economic Development Authority (the “EDA”) and the City of Brooklyn Park (the “City”) are undertaking a citywide wayfinding planning process;

WHEREAS, the EDA and the City have determined the Project is needed because residents repeatedly have identified lack of awareness and wayfinding as a barrier to key destinations and use of the parks and trail system;

WHEREAS, the EDA proposes that improved citywide wayfinding allows for better connections to community destinations, improves quality of life for residents and contributes to the economic development potential of the community;

WHEREAS, the EDA proposes that developing a branded, citywide wayfinding system supports the City’s marketing and branding efforts;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Brooklyn Park Economic Development Authority (the “Board”) as follows:

The EDA authorizes release of a request for proposals (RFP) for development of a citywide wayfinding plan because it supports community development goals by removing barriers in getting residents to key destinations via the parks and trail system and will add value over time through planned infrastructure investment that reinforces the City’s brand and image.

# City of Brooklyn Park City-Wide Wayfinding Request For Proposals

## 1.0 Scope of Project:

### Goals:

- Develop a city-wide wayfinding system design plan that incorporates the City's existing brand, is attractive, is relatively low cost to install and maintain, and includes replaceable mounts and maps.
- Coordinates with the recently-completed Bottineau Corridor wayfinding and marketing and branding work.
- Compatible with adjacent communities' wayfinding (Maple Grove, Champlin, Brooklyn Center) as well as regional partners such as Three Rivers Park District.
- Allows for technology transfer of wayfinding map information from the static sign back to the user.
- Up to \$75,000-\$100,000 is available for this work.

## 2.0 Deliverables:

- Comprehensive city-wide wayfinding plan that includes:
  - Sign hierarchy (Signage, map kiosks, directional poles, decision points, etc.) that applies to trails, off-street bike lanes, pedestrian pathways, key destinations, and major entrance points into the city.
    - Includes incorporation of existing city gateway monument signs, park identification signs, and city facility identification signs.
  - Mapped locations of proposed wayfinding elements.
  - Phasing and implementation plan.
  - Details for how the maps and text for the wayfinding elements can be easily updated.
  - Identified materials, specifications, and fabrication budget by sign type.
  - Maintenance cost budget by sign type with input by the cost estimator/fabricator.
  - Community engagement plan that gives the community an opportunity to react to proposed designs and proposed locations.

## 3.0 Proposal Release and Submittal Information:

- Proposal release date: **Friday, February 21, 2020**
- Proposal due date: **Received by 5:00 p.m. CST Friday, March 27, 2020**
- Late proposals will not be accepted.

## 4.0 Proposal Format and Organization:

4.1 The proposal should be submitted electronically as an 8-1/2" by 11" PDF document.

4.2 Name of single point of contact with binding authority to enter into contracts.

4.3 Vendor's knowledge and understanding of and capabilities to carry out the scope of work.

4.4 Vendor's relevant experience and capabilities. Include three (3) brief examples of previous wayfinding or similar projects.

4.5 Service Approach.

4.5.1 Address in general terms the approach that will be taken to accomplish the requirements of **Section 1.0 Scope of Project** and **Section 2.0 Deliverables**.

4.5.2 Provide a detailed work plan that will identify the major tasks to be accomplished and timeline for completion to be used as a scheduling and managing tool as well as the basis for invoicing. Identification of any additional tasks not listed in the scope that will be required to successfully complete the project.

4.5.3 Include a description of the proposed methodology for completing the work.

4.6 Personnel.

4.6.1 Identify the specific employees and the amount of time they will devote toward completing the work

4.7 References.

4.7.1 Provide three (3) references regarding relevant experience. Contact name, title, address, telephone, and e-mail

4.8 Cost Proposal

4.8.1 Provide cost proposal broken out by personnel and tasks.

**5.0 Proposal Evaluation:**

5.1 Service Experience. (50%)

5.1.1 Experience of vendor with similar projects. Please include project examples that were implemented.

5.1.2 Team experience, including local vendors or team members based in Brooklyn Park

5.1.3 Similar type services.

5.1.4 Similar size services.

5.1.5 References.

5.2 Approach. (40%)

5.2.1 Understanding of the City of Brooklyn Park graphic design and fabrication specification needs based on information provided.

5.2.2 Work plan.

5.2.3 Timeline.

5.2.4 Schedule management.

5.2.5 RFP specifications.

5.3 Cost. (10%)

5.3.1 Hourly rates.

5.3.2 Cost by employee.

5.3.3 Cost by task.

**6.0 Pre-Bid Conference and Questions:**

- Vendors are invited to attend a pre-bid conference on **Monday, March 9, 2020 at 10:00-11:30** in the Brooklyn Park City Council Chambers, 5200 85<sup>th</sup> Avenue North.
- Vendors are asked to submit questions related to the specific project requirements and contents in writing via email by **5:00 p.m. Wednesday, March 11, 2020** to:

Jennifer Jordan  
 Senior Project Manager  
 City of Brooklyn Park  
 Jennifer.jordan@brooklynpark.org

- Written responses to all questions received will be furnished through an addendum to all Proposers by **Wednesday, March 13, 2020**. Written addendum to the RFP addressing questions will be posted on the City's website. No oral questions will be entertained prior to or after the deadline for written questions specified above.

**7.0 City Information for Selected Vendor:**

- 7.1 Maps and Lists: Once a vendor is selected, the City of Brooklyn Park will supply vendor with spreadsheet listings and maps showing locations for all existing city monument signs, park identification signs, and city facility identification signs.
- 7.2 Bottineau Light Rail Transit (LRT) Corridor: The City of Brooklyn Park will supply vendor with wayfinding and marketing and branding work recently completed for the Bottineau LRT corridor.
- 7.3 Brooklyn Park Bicycle and Pedestrian Information: The City of Brooklyn Park will supply vendor with a map of existing and planned bicycle and pedestrian infrastructure.

**8.0 Miscellaneous Provisions:**

- 8.1 Contract Provisions. Proposals submitted in response to the RFP may become a part of any subsequent contract. If for any reason the selected Vendor deviates in any way from previous proposed services, the County may reject the proposal and begin negotiations with another Vendor.
- 8.2 Provisions for Joint Venture. Provisions for joint venture will be considered; however, a statement of such an arrangement should be contained in the proposals with qualifications shown for all participating Vendors.
- 8.3 Provisions of Sub-Contract. Vendor shall not subcontract any portion of the work to be performed under this contract nor assign this contract without the prior written approval of the authorized City agent. Vendor shall provide the identity of any subcontractor(s) it intends to contract with and the services to be performed by said subcontractor(s). Vendor shall ensure and require that any subcontractor agrees to and complies with all of the terms of this contract and meets all requirements as if they were the primary contractor. Any subcontractor of Vendor used to perform any portion of this contract shall report to and bill Vendor directly. Vendor shall be solely responsible for the breach, performance, or non-performance of any subcontractor.
- 8.4 Non-Discrimination. The responding Vendor must demonstrate that it has agreed not to discriminate in hiring practices on the basis of race, color, creed, religion, national

origin, sex, age, marital status, public assistance status, veteran status, disability, or sexual orientation.

- 8.5 Funding Restrictions. The City reserves the right to reduce estimated or actual amount of services in whatever amount necessary without prejudice or liability to the City if funding is not available or if legal restrictions are placed upon the expenditure of monies for this category of service.
- 8.6 Lobbying. Any attempt to contact members of the various City departments involved or affected by the project, including second party contact, will result in immediate rejection of your proposal. Questions regarding this RFP must be forwarded in writing via e-mail.
- 8.7 Limitations. The City will not be responsible for any costs incurred by applicants in preparing proposals. The City reserves the right to reject all proposals.

DRAFT

## City of Brooklyn Park Request for EDA Action

<b>Agenda Item No:</b>	7.1	<b>Meeting Date:</b>	February 18, 2020
<b>Agenda Section:</b>	Discussion Items	<b>Prepared By:</b>	Sarah Abe, Project Facilitator
<b>Resolution:</b>	NA	<b>Presented By:</b>	Kim Berggren, Executive Director
<b>No. of Attachments:</b>	1		
<b>Item:</b>	2019 Economic Development Authority Annual Report		

### Overview:

Annually the Economic Development Authority (EDA) produces a report detailing the accomplishments of the organization from the previous year.

### Attachments:

7.1A ANNUAL REPORT

Economic Development Authority

**YEAR-END ACTIVITY**

**SUMMARY 2019**

# *Brooklyn Park: a snapshot*

4

## *Development activity*

6

## *Business vitality*

8

## *Housing*

10

## *Workforce development*

13

## *Light rail transit*

14



# 2019

The Brooklyn Park Economic Development Authority (EDA) had another strong year in 2019. The EDA established six strategic priorities, from Village Creek reinvestment to enhanced restaurant recruitment and exploring options for a business incubator. The City has made progress in all of these areas and continues to support and develop a thriving economy in Brooklyn Park.

Housing policy in 2019 focused on tenant protections and affordable housing preservation. The City passed the Tenant Notification Ordinance, cofunded a study with the Center of Urban and Regional Affairs (CURA) at the University of Minnesota to study housing stability and established a Naturally Occurring Affordable Housing (NOAH) preservation fund.

Brooklyn Park continues to attract new businesses and support a strong industrial sector, leasing an average of 400,000 more square feet of space than was vacated for each of the past five years. The EDA also re-launched a Business Retention & Expansion (BR&E) Program and explored models for a business incubator to support budding entrepreneurs. This year's first ever Restaurant Week featured five independently-owned restaurants of a variety of cuisines and brought great publicity to the Brooklyn Park restaurant scene.

BrookLynk, the City's youth employment program, has also expanded this year. Staff capacity grew with the addition of a Program Manager to provide strategic oversight for BrookLynk as it enters its third year housed with the Brooklyn Park EDA. The new staffing team is moving forward to establish new partnerships and enhance its programming in 2020.

METRO Blue Line Extension LRT work continues with the opening of the temporary Park Plaza, a site which is envisioned to be a hub of programming for the next three years near a planned LRT station on 85th Avenue and West Broadway. This year also saw the completion of Cultivate Bottineau, an arts program which supported 26 projects and engaged 37 local artists along corridor cities.

In 2020 the EDA will focus on Opportunity Zone development, exploring wealth-building and homeownership opportunities for residents, revising EDA policies and continuing to advance strategic priorities.

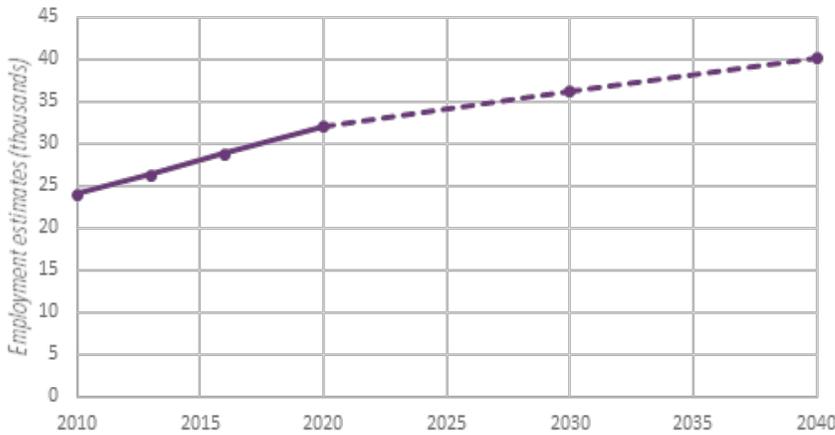


*2019 EDA Board left to right: Commissioners Terry Parks, Lisa Jacobson, Mark Mata, Susan Pha, President Jeffrey Lunde, and Commissioners Wynfred Russell and Tonja West-Hafner.*



# Brooklyn Park: a snapshot

Job growth, 2010 - 2040



Jobs & projected job growth (data and estimates from Metropolitan Council)

## Top 10 employers in Brooklyn Park

1. Target (North Campus)–4,000
2. Caterpillar Paving Products–700
3. North Hennepin Community College–610
4. HyVee–500
5. Medtronic–420
6. Prairie Care–400
7. City of Brooklyn Park–397
8. Lake Regional Medical–395
9. Olympus Surgical Technologies–385
10. GLS Companies–375

**1,500+**  
businesses

**100+**  
restaurants

**83,000+**  
residents  
(over 50% people of color)

Median home sale price  
2016: **\$179,200**

Median home sale price  
2019: **\$265,000**

**47.9%** increase  
in 3 years

\*Data from Minneapolis Association of Area Realtors

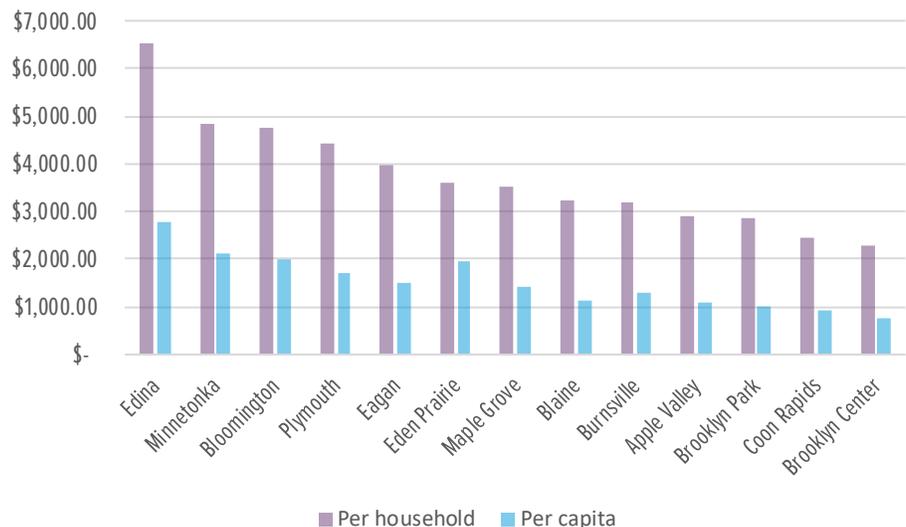
**484**  
parks and public  
facilities

**31,134**  
jobs (2018)

**\$14,382,917**  
grant funds secured  
since 2017

**~1,000**  
acres undeveloped land

## Tax capacity per household and per capita compared with peer cities (2018)





## Economic Development Authority

In 1988, the Brooklyn Park City Council established the Economic Development Authority (EDA) to oversee job creation and preservation, enhance the city's tax base, promote the general welfare of the city's residents and assume primary responsibility for development activities. In 1993 the EDA absorbed the work of the Housing and Redevelopment Authority (HRA), giving the EDA oversight of housing programs, policies and development. The EDA is made up of the seven duly elected and sworn-in members of the City Council and meets every month to discuss projects and initiatives as presented by city staff.

Since its inception the EDA has been integral to a number of projects, including redevelopment of the Village Creek neighborhood, establishment of Northland Business Park, transportation planning and the creation and management of critical housing programs. By striving to maintain and grow relationships with existing and new businesses the EDA also helps to identify and link development and redevelopment opportunities with the proper tools and resources, helping existing businesses grow and prosper while attracting new businesses and industry to the community. BrookLynk, the EDA's employment program for youth who have historically been marginalized from the workplace operated in partnership with Brooklyn Center, equips and connects young professionals with job skills and opportunities in the northwestern suburbs. The EDA also administers housing programs and works to maintain and preserve the existing housing stock in the city by offering a wide range of programs meeting the needs of homeowners, homebuyers, sellers, renters and landlords.

Through its focus on livability, development and redevelopment, the EDA's ultimate goal is to maintain a high quality of life for all Brooklyn Park residents.

# EDA supported development activity

## Industrial growth

According to CBRE, a commercial real estate firm, Brooklyn Park is one of the most active communities in the market and has increased its industrial base by 25% in the past five years. The city continues to be an attractive space to new and expanding businesses, leasing an average of 400,000 more square feet of space than was vacated for each of the past five years. The addition of companies like Biomerics, Design Ready Controls, Protolabs, Rust-o-leum, Takeda and more have added to the 14 million square feet of industrial businesses that make up about 7,700 of the over 31,000 total jobs in Brooklyn Park. Availability of land, proximity to future Blue Line Extension LRT, diverse population and access to both talent and major highways are all reasons Brooklyn Park employers continue to find the city an attractive place to locate.



## Christina's Day Care

Christina's Child Care Center, Inc, an expansion of Christina's current daycare facility in Crystal, is coming to the EDA-owned lot at 7516 Brooklyn Boulevard. This center is unique – designed to fit what community members need, Christina's will be open from 5:30 am to 11:30 pm daily and will allow parents with varied work hours the flexibility to arrange childcare according to their own schedules. The center is planned for an area where approximately one third of the residents are six years old or younger and fills a need for childcare options in that area of the city. The site is located in Brooklyn Park's Village Creek redevelopment area.

## Second Harvest Heartland

Second Harvest Heartland, the second largest food bank in the State of Minnesota, held a ribbon cutting at its new Volunteer Center in 2019. The Volunteer Center is part of a larger project to relocate its headquarters to Brooklyn Park. The City partnered with Second Harvest to secure \$18 million in general obligation bond funds from the Minnesota Legislature to complete the renovation of the facility where the headquarters will be located. The entire project is expected to be completed in the summer of 2020.

## Clubhouse & The Brooklyn restaurant by D'Amico

Renovations to the Edinburg USA clubhouse were completed this year! The \$1.5 million renovation added light and views of the golf course from The Brooklyn restaurant, new paneling and beautiful chandeliers in the lower level ballroom and more open space with new painting and tile in the lower level hallway and entrance. The Brooklyn restaurant, now operated by D'Amico, brings updated décor and ambiance as well as an all-new menu.



## Center for Innovation and the Arts

The Center for Innovation and the Arts, which is envisioned as a dynamic and inclusive center and a flexible art and cultural facility, took some big steps forward in 2019. This year, the partners of North Hennepin Community College, Metropolitan State University and the City of Brooklyn Park completed a feasibility study for the proposed 83,000 square foot facility. Additionally, Minnesota State College and Universities included the project in the list of capital program recommendations to the state legislature. The Center for Innovation and the Arts is seeking \$6.8 million in State General Obligation Bonds in 2020 for design, \$38 million in bond funding in 2022 for construction and will fundraise the remaining amount from private and public partners. The Center aims to increase arts-related educational opportunities for students and the community while increasing economic prosperity and advancing the quality of life in Brooklyn Park and surrounding communities.





### Highway 252 and Interstate 94 planning

The Minnesota Department of Transportation (MNDOT), Hennepin County, and the cities of Brooklyn Center and Brooklyn Park are working together to reduce congestion and improve safety and reliability on Highway 252 and Interstate 94. Detailed plans for both highways will be developed in 2020-2021, including the planned conversion of Highway 252 into a freeway. Construction is estimated to begin in 2023.

### Interchange project at Highway 169 and 101st Avenue N

The interchange project advanced further this year with the 100% plans submitted to MNDOT for review and approval. Acquisition of all land is nearing completion and the final purchase is expected in early 2020. Construction is anticipated to begin in spring with the bulk of the project completed by November 2020 and minor items extending into 2021. The EDA will have remnant parcels from this project available for redevelopment opportunities.

### Groundbreakings/grand openings/ribbon cuttings:

This year's openings include: El Rancho Mexican Restaurant, Freddy's Custard and Steakburger, Hampton Inn, Home2Suites, International Brotherhood of Electrical Workers (IBEW), Nystrom, Pancheros Mexican Grill, Protolabs, Rolls & Bowls, Second Harvest Heartland, Suite Living, The Brooklyn, Urbana Court Apartments and Urbana Place Senior Living.



### Summer Blossom

This is the 20th year of the City celebrating its gardens and landscaping. This year's grand prize winners were:



**Single Family:**  
Carmen Teisanu (District 3)



**Townhome:**  
Jorge Adamson



**Neighborhood:**  
Tony & Pat Bianco



**Commercial:**  
Realife Cooperative

# Business vitality

## Brooklyn Park state rankings

- **4th** for number of manufacturing jobs at **7,700** with **1,500** added in the last 3 years
- **10th** for number of new jobs added since 2015 at **3,600**
- **3rd** fastest job growth rate from 2015 to 2019 at **10%**
- Responsible for approximately **10%** of market absorption for industrial space in the Minneapolis-St. Paul metropolitan area

## Food trucks

The Planning, Environmental Health and and Economic Development divisions worked to make the city more food truck friendly by examining zoning, exploring options for parking, inviting food trucks to city-sponsored events and considering events to promote food trucks. Staff from Takeda, Nilfisk, and Tesla coordinated an event with multiple businesses and food trucks at 93rd Ave and Winnetka Ave. Over 300 people were in attendance at this first major food truck event in Brooklyn Park.



## SAC/WAC programs

The Sewer Availability Charge (SAC) and Water Access Charge (WAC) Reduction program was expanded to include small and locally owned businesses including restaurants, commercial businesses and industrial based businesses. The program was created in 2017 and catered only to restaurants and destination businesses. The expanded program was used to forgive outstanding SAC and WAC deferral program loans for both Blue Wolf Brewery and Little Learning Academy and will continue to lower barriers to starting or expanding small businesses in Brooklyn Park.

## EDA priority #3:

### Business incubator

In spring of 2019, the EDA directed staff to explore incubator concepts as a way to support small businesses in the City of Brooklyn Park. Since then, staff has met with community partners interested in developing an incubator space, done research on various options of developing an incubator, and explored potential funding streams to offset the cost of development and operation of an incubator space. The EDA will continue exploring incubator concepts and models in 2020, including developing options for operations and identifying potential funding sources.

## EDA priority #4:

### Enhanced restaurant recruitment and marketing

The EDA and Communications teams ramped up restaurant recruitment and marketing this year, creating several new initiatives to showcase the variety of independently-owned restaurants and cuisines available in Brooklyn Park. Restaurant Week was offered this year for the first time, featuring five local businesses with Mexican, Vietnamese, Liberian, Cajun and American-style food. The week reached over 20,000 people on social media and was a huge success. Staff has also begun a Restaurant Corner section in Park Pages and continues to explore ways to highlight the diversity in Brooklyn Park's restaurant scene.

## EDA priority #5:

### Business Retention & Expansion program

The goal of Business Retention & Expansion (BR&E) is to connect with businesses and address their immediate needs, concerns, and questions. Staff this year has worked to rejuvenate the city's BR&E program and has devised a survey, conducted marketing and outreach, and met with businesses of varying industries and sizes. The EDA is also partnering with the Liberian Business Association (LIBA) to connect with 75 small and micro businesses operating in the city by the summer of 2020.





### Business Forward Forum

With over 100 people and more than 10 organizations in attendance, this year’s Eighth Annual Business Forward Forum was the most well-attended in its history. Local business owners heard from Tiffany Orth, Senior Manager at the MSP area’s talent attraction program Make It.MSP, about how to bring new employees to their businesses and support diversity in their workforce. Reviews of the event were very positive and staff continue to explore ways to make the event even more appealing to local businesses next year.

### Open to Business

The Metropolitan Consortium of Community Developers (MCCD) continued to offer business consulting services at City Hall one day a month and by appointment through the Open to Business program. Brooklyn Park residents and business owners used the program more than any other city metro-wide. Consultation topics include business feasibility and planning, operations and logistic management, financial and record-keeping assistance, and other important topics for business owners.

### Open to Business in Brooklyn Park

- 53 clients served
- 38% women entrepreneurs, 72% minority entrepreneurs and 45% low-income entrepreneurs
- 3 loans administered for \$883,000
- \$150,000 in funds leveraged
- 5 credit builder loans to Brooklyn Park residents

### Minnesota Investment Fund and Job Creation Fund

The Minnesota Investment Fund (MIF) and Job Creation Fund (JCF) are programs run through the State of Minnesota’s Department of Employment and Economic Development (DEED) with the goal of retaining and creating high wage jobs in Minnesota. Brooklyn Park businesses regularly utilize these funds to help fund expansions, relocations and equipment purchases.

In 2019, Star, a multimedia marketing and exhibit creation company, and Takeda, the first major biopharmaceutical company of its kind in the Midwest, closed out their MIF loans after successfully fulfilling their job creation and wage requirements. Together, the two companies have created or retained 359 jobs since 2016 bringing a talented workforce and key assets to the city. This year DEED also awarded MGK \$425,000 through JCF to create or retain a total of 187 jobs in Brooklyn Park.

### Business Forward Advisory Board

The Business Forward Advisory Board (BFAB) welcomed three new members in 2018-2019: Anh Tran from Evotronics, a circuit board prototype manufacturer that employs 30 people and has been in the city for almost 5 years; Curt Medina of Daily Dose Café, which has been located in Brooklyn Park for almost 2 years; Matt Rau from Takeda Pharmaceuticals, Brooklyn Park’s first biopharmaceutical company that has called the city home for nearly three years ; and Mary Kuria from Customized Accounting Solutions Group, LLC, a woman of color owned local business focused on personal and business accounting.. Other BFAB members are Jackson George of the Liberian Business Association, Yasmin Hyder of McDonald’s, Sonny Kester of American Family Insurance, Annette Lund of Diversified Plastics, Karen Philbin of North Hennepin Community College, Joe Piket of Primrose and Anthony Watts of US Bank. The Council liaison to BFAB is Councilmember Lisa Jacobson.

BFAB lent its voice to several key projects this year including feedback on food truck friendly policies, discussion about age-friendly community work, ideas about the revamped BR&E program, helping to plan the Business Forward Forum and ongoing discussion about the roll-out of Hennepin County’s new organics ordinances.

# Housing

## Housing program revamp

Homeowner programs this year were redesigned to increase the number of residents making improvements to their homes and to provide needed resources to the community. The redesigned and revamped programs were a huge success, with an instant response rate and funds for multiple programs expended by the end of the year. New programs include the Senior Deferred Loan, Down Payment Assistance, Code Correction and a revised Home Improvement Loan. An On-Bill loan program focusing on energy efficiency upgrades will begin operating in March 2020.

New programs and their usage include:

Senior Deferred Loan Program: 6 loans, \$99,830  
 Down Payment Assistance Program: 10 loans, \$100,000  
 Home Improvement Loan Program: 6 loans, \$115,692  
 Code Correction Loan Program: 1 loan pending  
 Home Energy Squad Enhanced: 77 home visits, \$4,000



**\$319,522**  
in loans

## Workshops

EDA staff held several successful workshops to promote housing programs this year.

- The City collaborated with Community Action Partnership of Hennepin County (CAPHC) to hold several **Home Stretch Workshops** in 2019. Home Stretch workshops focus on teaching attendees about Brooklyn Park's housing programs, the mortgage process, the purchase decision, the closing steps and housing inspection. The workshop also provided tips on common sense approaches to maintaining a home for potential new homeowners.
- Over 100 people registered for a **Housing Repair Resources Workshop** on financial resources, programs and basic home project repair techniques for homeowners, townhome associations and homebuyers. The June 29th workshop was a collaboration between the City, Twin Cities Habitat for Humanity and the Center for Energy and Environment and received very positive feedback from attendees.
- The City hosted a very successful annual **Homeowners Association (HOA) Workshop** on November 16 that was attended by over 75 people. During the workshop, attendees learned about the concept of connecting communication, conflict resolution, financial management and the City's homeowner financial programs.
- On February 14, the EDA held its 27th successful **Real Estate Forum** at Edinburgh USA. The theme was "Fall in Love with Brooklyn Park" and featured Justin Hollis of Minnesota Compass and David Arbit of the Minneapolis Area Association of Realtors as keynote speakers. Attendees had the opportunity to earn continuing education credits from the Minnesota Department of Commerce and the 120 registrants represented real estate professionals throughout the region.



### Research on housing stability

In 2019, the Center of Urban and Regional Affairs (CURA) at the University of Minnesota began a year-long qualitative research project to investigate the issues of eviction, housing stability and renter quality of life in Brooklyn Park. This project is being co-funded by the EDA, Minnesota Housing and Hennepin County. The research team, led by Dr. Brittany Lewis and Dr. Shana Riddick, have been conducting one-on-one conversations with stakeholders and established an advisory group to help guide the research process in 2020.

### Tenant-focused housing ordinances

Building on examples from around the region, the Fair Housing Policy and the Tenant Notification Ordinance strengthen the city’s approach regarding housing discrimination and require new owners of rental units to notify tenants before making significant changes to the lease. These are the latest in a series of policy initiatives from the EDA and Council to promote housing stability in Brooklyn Park.

### Investment in apartment communities

The EDA prioritizes improving living conditions for all residents and has worked with both property owners and residents to improve the condition of its housing stock for decades. Multifamily housing has been a focus area, and since 2016 the EDA has invested \$6.6 million on direct rehabilitation costs and sponsored over \$30 million in Housing Revenue Bonds for 1,546 units at four apartment communities. Park Haven rehabilitation was completed in 2016 and work continues at Autumn Ridge, Brooks Landing/Brooks Garden and Huntington Place.

#### Autumn Ridge—366 units

This year the EDA approved an extension of a \$1.2 million loan to Sherman Associates to enable the developer to complete additional work improving overall security, structural integrity, safety and livability at the property. A 5-year landscaping and stormwater retrofit project financed by grants from Hennepin County, Metropolitan Council, Shingle Creek Watershed Commission and Sherman Associates is steadily moving forward. Sherman Associates has invested over \$4.7 million in improvements that include enhancing water quality, mitigating flooding on site, creating pollinator habitat, enhancing livability and providing an ongoing opportunity for resident engagement.



#### Brooks Landing & Brook Gardens—170 units

A \$15 million Housing Revenue Bond sponsored by the City of Brooklyn Park and a \$400,000 rehabilitation loan from the EDA will be used to complete this project by the end of 2020. The property owner plans extensive interior and exterior renovations such as new appliances, roofing, siding, windows, lighting and parking lot resurfacing. Additionally, the developer has partnered with Metro Blooms on a 2-year landscaping and stormwater retrofit project in collaboration with renters that will focus on improving the outdoor spaces at the two properties through the installation of community gardens, pollinator gardens and picnic area equipment.



#### Huntington Place—834 units

Dominium, representing the Huntington Place ownership group, completed \$8 million in investments into the apartment community in 2019. Additionally, Dominion and Aeon began working together on an off-market property transaction. Aeon is a Twin Cities-based nonprofit affordable housing developer, owner and manager that acquired the 834-home Huntington Place in early 2020. The EDA approved \$5 million in financial support for capital investment from its newly created NOAH preservation fund with Aeon committed to preserving the units at 60% of the area media income (AMI), including preserving 20% of the units at below 50% AMI.

### Apartment action plan

In 2010 the City launched an Apartment Action Plan establishing policies and procedures to ensure long-term sustainability of the city’s current and future apartment communities. In consultation with stakeholders including property owners and

## EDA priority #6:

### NOAH preservation fund

In August, the EDA established a Naturally Occurring Affordable Housing (NOAH) Preservation Program with the goals of preventing displacement and the loss of affordable housing units, improving the quality and management of aging apartment communities and geographically dispersing units preserved as long-term affordable. The EDA approved \$5 million in funds to preserve a goal of 500 NOAH units in 2020, and staff have begun to market and share information with existing owners and potential preservation buyers and developers to meet that goal.

managers, community organizations and housing advocacy groups, the City updated the strategy in 2018. The Apartment Action Plan 2.0 outlines actions around community engagement and communication, sustainability strategies and enforcement and monitoring of apartment communities.

**Key items for 2019 included:**

- Expansion of Rec on the Go programming at apartment communities to provide mobile recreation opportunities
- Coordination to support resources and physical improvements at apartment communities such as Huntington Place
- Visits with property managers at apartment communities
- Contracting with the University of Minnesota for research into evictions, housing stability and renter quality of life in Brooklyn Park



**Transitional housing program and Brooklyn Avenues for Youth**

Brooklyn Park’s short-term transitional housing program works with homeless families to help them move towards long-term housing stability. Simpson Housing provides families with supportive services that include intensive case management, subsidized rental housing through the Hennepin County HOME program and individualized services that focus on life skills, positive parenting, education and employment. In the last two years the EDA has invested over \$230,000 in capital improvements at the property primarily through Community Development Block Grant (CDBG) funds.

Brooklyn Avenues is a 12-bed short-term housing facility with intensive support services for homeless youth aged 16-21. The EDA-owned facility opened in 2015 and is managed and operated by Avenues for Youth, a nonprofit organization based in Minneapolis. The Brooklyn Avenues program is individually designed to meet the immediate needs of homeless youth and to equip them with tools to grow into healthy, independent adults.

**Avenues by the numbers 2019**



# Workforce development

BrookLynk is a youth employment program that equips and connects emerging young professionals who have historically been marginalized from the workplace with essential job skills. 2019 was a year of transition and growth as the program wrapped up its second year as a fully cooperated program between the cities of Brooklyn Park and Brooklyn Center. This year marked a full transition in staff saying farewell to Luis Saldado-Herrera, former Program Coordinator, and adding a new Program Manager position filled by Catrice O'Neal who brings 12 years of experience in youth development and program management. BrookLynk also welcomed Merissa Murray as Program Assistant and Paul Vang as Program Coordinator. With new leadership and a whole new team, BrookLynk is moving rapidly forward to build partnerships and programming for 2020. Below is a look at 2019 program outcomes.

## BrookLynk Advisory Board

Curt Boganey, City of Brooklyn Center  
Francis Best, BrookLynk alumni representative  
Jay Stroebel, City of Brooklyn Park  
Meg Beekman, City of Brooklyn Center  
Prad Pathirana, Cummins Corporation  
Rebecca Gilgen, Brooklyn Bridge Alliance for Youth  
Roseline Ameyaw, BrookLynk alumni representative  
Sue Schmitz, Hennepin Technical College  
Vicki Erickson, Topline

### BrookLynk by the numbers:



**\$25,000+**  
in wages earned by  
youth interns

**233** participants in the  
alumni network



**290** youth trained with  
essential job skills



**5** BrookLynk interns hired by  
BrookLynk employer partners



**113** internships  
coordinated

**91%**  
of supervisors  
were satisfied  
with their intern  
match



**100%**  
of youth interns  
were satisfied  
with their  
experience

**Youth  
demographics**

**93%**  
youth of color

**80%**  
qualify for free and  
reduced lunch

**55%**  
first or second  
generation immigrants

**33%**  
of interns live or attend  
school in Brooklyn Center

**67%**  
of interns live or attend  
school in Brooklyn Park

# Light Rail Transit

The City continued work with Hennepin County and other key partners on a wide variety of “beyond the rails” projects that help support the METRO Blue Line Extension.



## Bottineau Corridor wayfinding

The Bottineau corridor wayfinding project plan was completed in December. The consultant team led by SRF and Visual Communications worked with the community to identify key community destinations and connections for each station area and developed sign designs that can be implemented at a future time.

## Bottineau marketing and branding

Over summer and fall 2019, Neka Creative led a robust stakeholder-driven process to develop a brand identity, tagline and logo for the Bottineau corridor. Northwest Crossing was chosen as the brand identity for the corridor. Corridor cities include Brooklyn Park, Crystal, Golden Valley, Minneapolis and Robbinsdale.

## Connect Blue Line Now! Coalition

The Connect Blue Line Now! Coalition is a group of city leaders from Brooklyn Park, Brooklyn Center, Crystal, New Hope, Golden Valley, and Robbinsdale who are united in making sure the METRO Blue Line Light Rail (BLRT) Extension project becomes a reality for the Northwest metropolitan area and the region.

The goal of the Coalition are to:

- Communicate with decision-makers in Hennepin County, the State of Minnesota and Washington D.C. about the benefits of the METRO Blue Line Light Rail Extension project
- Ensure that federal dollars will be granted to fund the project through lobbying practices
- Give local decision-makers, community organizations, and residents common language to use while talking about the BLRT project and its benefits to the communities in the Northwest Metro



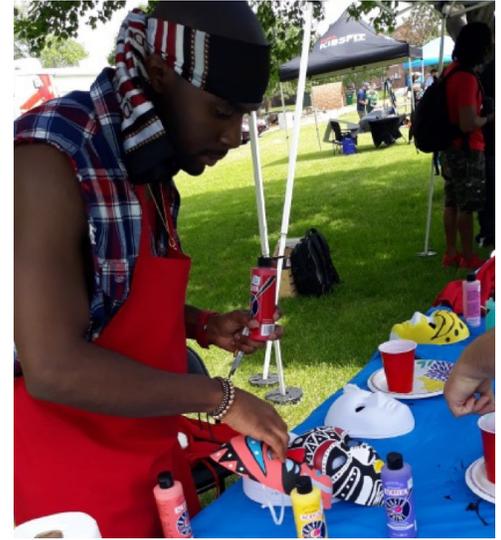
A1 DIRECTORY/INFORMATION/MAP KIOSK    A2 4 SIDED DIRECTIONAL SIGN    A3 DIRECTIONAL/INFORMATIONAL SIGN    A4 ASSURANCE MAP SIGN    A5 STATION LOCATOR SIGN

## Cultivate Bottineau

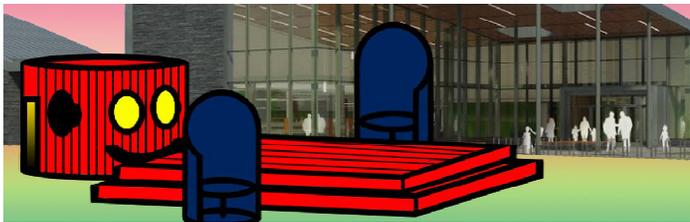
The two-year Cultivate Bottineau arts initiative wrapped up with 26 projects completed and 37 artists identified. Projects included performance and interactive arts activities at events, murals, mobile arts tools, and artist-designed public space furnishings. Over the two-year period, artists mounted participatory projects and generated positive media attention at Tater Daze in Brooklyn Park, Whiz Bang Days in Robbinsdale and Market in the Valley Family Day in Golden Valley. For more details visit <https://springboardforthearts.org/cultivate/>

## Temporary plaza

Work progressed on the temporary plaza at West Broadway and 85th Avenue through a grant from Hennepin County. The City's Operations & Maintenance crews finished installation of pathways through the site in October. Next steps include developing the nature-based play area and installation of two public realm artists' pieces in spring 2020. This work is a collaboration among Community Development, Recreation & Parks, Operations & Maintenance, Hennepin County Library and North Hennepin Community College.



Brooklyn Park resident and artist Geno Okok at Tater Daze



Concept drawing for "Robot Park" by Nick Knutson



Concept drawing for "In the Same Boat" by Mike Klein

## Northwest Crossing development implementation tool

Hennepin County worked with corridor cities to develop an interactive PDF tool that combines aerial imagery, graphics, and commercial market data to market developable land along the Bottineau corridor to site selectors. Once complete, the tool will be available online.



### Brooklyn Boulevard / Opportunities / Potential Sites





## MEMORANDUM

**DATE:** February 18, 2020  
**TO:** EDA Commissioners  
**FROM:** Kim Berggren, Executive Director  
**SUBJECT:** Status Update

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### **BUSINESS DEVELOPMENT**

#### **Economic Development Association of Minnesota (EDAM) Winter Conference**

Daniela Lorenz attended the Economic Development Association of Minnesota's (EDAM) winter conference from January 23-24 in Bloomington, MN. The two conference brings together community and economic development professional from across the state to present ideas, learn about new and emerging projects, and network with others in the field. This winter's conference featured a keynote presentation from the Minnesota Department of Employment and Economic Development (DEED) Commissioner Steve Grove who talked about what is new at the Capitol and how DEED is working on changing to better meet the needs of Minnesota businesses.

#### **Ehlers Annual Conference**

Daniela Lorenz and Kim Berggren attended the Ehrler's Annual Conference hosted at the Earl Brown Event Center on February 6 and 7. The conference featured several sessions on public finance tools such as tax increment financing (TIF) and bonds, gave attendees an opportunity to learn about projects happening throughout the region, and to learn more about new policy proposals related to housing and development fees. Friday featured a session from League of Minnesota Cities Intergovernmental Relations Director Gary Carlson who gave an overview of what to expect from the upcoming legislative session. Mr. Carlson highlighted housing, infrastructure spending, and continued conversations about State regulations that affect development project costs as items to keep an eye on. Friday also included a keynote from Minnesota Housing Commissioner Jennifer Ho. Commissioner Ho spoke on the need for more housing in generally, particularly housing affordable to those who make the least. She encouraged people to reach out to State Legislators to encourage attention to funding this legislative session.

#### **I-94 West State of the Cities**

Daniela Lorenz attended the Annual State of the Cities event hosted by the I-94 West Chamber of Commerce on January 28 in Otsego, MN. The event was attended by more than 150 businesses from communities across the West Metro and featured two panel presentations of City representatives from Rogers, Otsego, Maple Grove, Dayton, Hanover, Albertville, and Saint Michael. I-94 West has almost 500 members and is one of the largest Chambers of Commerce in the State of Minnesota.

#### **February Business Forward Advisory Board Meeting**

The Business Forward Advisory Board (BFAB) held its monthly meeting on February 4 at the offices of the Liberian Business Association (LIBA). This month the board heard from new BrookLynk Program Manager, Catrice O'Neal, about the program's upcoming year and the various ways a business can get involved with BrookLynk. The board also discussed the potential of holding more business events. This conversation came out of recent Business, Retention, and Expansion (BR&E) visits where several businesses have indicated a desire to attend more Brooklyn Park specific networking events for businesses. The board indicated events in addition to the Business Forward Forum in the fall would be nice and allow more businesses to engage

with one another in the City. Staff is going to use this conversation to continue evaluating and understanding how to tailor business services and events to the business community.

### **Christina's Child Care Center Project**

On August 19, 2019, the Brooklyn Park Economic Development Authority approved a purchase and development agreement between the EDA and Christina's Child Care Center to purchase a piece of EDA owned land at 7516 Brooklyn Blvd N. Once complete the site will be home to a new childcare center owned by Brooklyn Park residents Ophelia and Stephen Zoegar and their daughter Christina Fraser. Christina's was originally slated to close on the land in early 2020 with construction beginning in March 2020. Christina's project manager indicated that construction could be substantially completed by Fall 2020. Since that time Christina's has pursued New Market Tax Credit (NMTC) funding for their project. The process to receive NMTC's has slowed the closing process down which effects the ultimate construction schedule. EDA staff anticipates the closing will now take place in April with construction beginning in early summer and completed in summer 2021, weather dependent. All dates for closing and construction presented in the initial development agreement will be updated to reflect the new schedule per the direction of the EDA's attorney. No EDA action is required and staff will continue to update on the project throughout the process.

## **WORKFORCE DEVELOPMENT**

### **BrookLynk**

Get Ready! BrookLynk's work readiness training will be held on March 7<sup>th</sup> & 14<sup>th</sup> at Hennepin Technical College. Staff have done a great job recruiting youth to attend the event through a variety of referral network partners including school districts, the cities of Brooklyn Park & Brooklyn Center, Hennepin County, and local non-profits. To date BrookLynk has 396 youth ages 14-21 from the north metro registered for Get Ready! The registration will close on February 29<sup>th</sup>. Additionally, employer engagement and internship pledges are underway. We are pleased to share that so far 16 employer partners have committed to hosting summer interns with an estimated total of 100 internship pledges for summer 2020.

## **OTHER**

### **Corridor Development Initiative (CDI) workshops for old park & ride site**

The EDA contracted with LISC to offer a series of community workshops in February and March exploring redevelopment opportunities at the site located at Noble Parkway and HWY 610. Approximately 50 people attended the first in the series of four workshops on Wednesday, February 5. Participants listened to a presentation about the site's current status and process for redevelopment and together discussed opportunities to enhance the area as well as expressed any development concerns. Commissioners Lisa Jacobson and Tonja West-Hafner were in attendance. The presentation and a survey for residents to participate in the process online are available at <https://www.brooklynpark.org/event/community-workshops/2020-02-19/>.

The next three workshops will be held on February 19, March 4 and March 18 from 6:30 – 8:30 pm. All workshops are on Wednesdays at Woodland Elementary School.

### **Update on the Highway 169/101<sup>st</sup> Interchange Project**

Work is still underway to finalize the settlement amount for the acquisition of parcels 6 and 8, adjacent to the planned Highway 169 and 101<sup>st</sup> Avenue Interchange. The estimate for acquiring both parcels is \$638,084 if negotiations with the property owners proceed as planned. Staff expect to bring an action forward to the EDA in March. The interchange bids came in lower than anticipated, which would reduce the amount of EDA funds that are needed to fund the project gap.

**Center for Innovation and the Arts (CITA)**

The first meeting of the Advisory Council for the Center for Innovation and the Arts will be held on February 14, 2020. The Advisory Council's purpose is to advocate for the project, advise and advance fundraising efforts, and ensure the project maintains its commitment to diversity, equity and inclusion. The kick-off meeting will include a discussion of strategies to securing bonding funds as part of the 2020 legislative session. Other work underway includes developing a Joint Powers Agreement with representatives from North Hennepin Community College and Metropolitan State University. The Center for Innovation and the Arts proposes an 83,000 square foot dynamic and inclusive center focused on leveraging resources of multiple partners to create a flexible facility at the northeast corner of 85<sup>th</sup> and West Broadway avenues.

**METRO Blue Line Extension (Bottineau LRT or BLRT) Update**

The Mayor/EDA President, City Manager, and EDA Executive Director continue to coordinate the Connect Blue Line Now! Coalition meetings with other city leaders along the BLRT corridor. The focus of this group is to ensure efforts are being made to advance the BLRT project.

<https://www.connectbluelinenow.com/>

Regarding the BLRT project, agendas and previous meeting presentations can be found at:

<http://www.metrocouncil.org/Transportation/Projects/Current-Projects/METRO-Blue-Line-Extension/Committees.aspx>

**The 28<sup>th</sup> Annual Brooklyn Park Real Estate Forum**

The City's annual Real Estate Forum will be held on February 20 at Edinburgh USA. This year's theme is "Brooklyn Park; Your Forever Home". The theme is tailored to communicate the City's strategies to create an age friendly community through investments in life cycle housing and other amenities. The event features real estate agents and brokers who are an important part of Brooklyn Park's diverse business community. Matt Mullins, the research director from Maxfield research will headline the event. Staff will also hold several breakout sessions during the event to discuss various development projects and programs in the City.

<https://www.brooklynpark.org/event/reaalestateforum/>

## MEMORANDUM

**DATE:** February 13, 2020

**TO:** EDA Commissioners

**FROM:** Erika Byrd, Development Project Coordinator

**CC:** Kim Berggren, EDA Executive Director  
Breanne Rothstein, Economic Development and Housing Director

**SUBJECT:** Housing Update

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This memo provides an update to the Economic Development Authority (EDA) on several housing-related items. In addition to updating the EDA, this memo serves to keep interested stakeholders informed of this work.

### **HOUSING POLICY UPDATES**

#### **CURA Housing Research Project**

Researchers from the Center for Urban and Regional Affairs (CURA) at the University of Minnesota are conducting a year-long qualitative research project in Brooklyn Park to investigate the issues of housing stability, and renter quality of life. The fourth meeting of the project's advisory council convened on February 6 to finalize the framework of the research project. The advisory council is composed of tenants, property managers, City and County staff, City Council members, housing service providers, and housing advocates. The qualitative research will include in depth interviews and focus groups Brooklyn Park tenants and property owners/managers. At the February 6 meeting, attendees reviewed the research proposal, gave feedback on intake, interview, and focus group questions. The advisory council also collaboratively finalized the following purpose statement:

*The Brooklyn Park Housing Advisory Council aims to ensure that all residents who rent are engaged, informed, and have equitable access to stable and dignified housing.*

The next stage of the project will include participant outreach and conducting interviews. The research project is led by Dr. Brittany Lewis and Dr. Shana Riddick and is being funded by the Brooklyn Park Economic Development Authority, Hennepin County, and Minnesota Housing.

### **HOUSING PROJECT UPDATE**

#### **Huntington Place**

Aeon, a Twin Cities-based nonprofit developer and manager of affordable apartment homes, purchased Huntington Place Apartments on January 30. The EDA approved a development agreement between Aeon and the EDA for the acquisition and re-habilitation of Huntington Place Apartments at its January meeting. The EDA will be contributing a \$5 million loan to fund physical reinvestments into the apartment community with a focus on improving safety and security. Aeon will maintain affordable rents for the long-term. Aeon held a resident open house on February 1 to greet residents and answer questions. Commissioner Russell and staff representatives from police, community engagement, and rental licensing were in attendance. City staff have also meeting and coordinating with on-site Aeon staff and leadership to help with the transition.

Staff also met with representatives from the Local Initiative Supports Coalition (LISC), who contributed to financing Aeon's acquisition of the property. LISC is working with local non-profits to coordinate and support grass-roots community building efforts within the community. LISC's support will include some additional funding for these efforts.

### **OVERVIEW OF RECENT EDA HOUSING POLICY, PROGRAMS, AND PROJECTS**

Items completed or underway:

- Mixed-Income Housing Policy (2017)
- Apartment Action Plan 2.0 (2018 - current)
- Autumn Ridge Apartments Rehabilitation Project (2018-current)
- Transitional Housing Facility Rehabilitation (2018-current)
- Homeowner Programs (April 2019 - current)
  - Senior Deferred Loan Program established
  - Down Payment Assistance Program established
  - Code Correction Loan Program established
  - Revolving Loan Program updated
- Fair Housing Policy (May 2019)
- Naturally Occurring Affordable Housing (NOAH) Preservation Program (July 2019)
- Brooks Landing and Brook Gardens Rehabilitation Project (September 2019 – current)
- Tenant Notification Ordinance (October 2019)
- Eviction and Housing Stability Research by CURA of UMN (current)
- Huntington Place Apartments purchase by Aeon, including physical improvements (current)  
Items under consideration
- North Hennepin Community College site option to purchase – soliciting affordable housing developers
- Purchase and redevelopment of Villas Townhomes
- Multifamily Reinvestment Programs
- Planning for the Park and Ride site (Corridor Development Initiative)

<b>City of Brooklyn Park</b>			
<b>Work Session</b>			
<b>Agenda Item No:</b>	8.1	<b>Meeting Date:</b>	Feb 18, 2020
<b>Agenda Section:</b>	Work Session	<b>Prepared By:</b>	John Kinara, Housing and Redevelopment Specialist Sarah Abe, Project Facilitator
<b>Resolution:</b>	N/A	<b>Presented By:</b>	Breanne Rothstein, Economic Development and Housing Director
<b>No. of Attachments:</b>	0		
<b>Item:</b>	Discuss Multi-Family Reinvestment Programs		

**Overview:**

The purpose of this report is for the Economic Development Authority (EDA) to discuss and provide feedback on two proposed reinvestment programs for rental communities. The EDA offers several successful loan programs to homeowners and large apartment communities for rehabilitation, and these two proposed programs expand the EDA’s services for the following purposes:

1. The proposed Rental Housing Rehabilitation Loan Program fills a gap for financial resources to small renter-occupied buildings (less than 16) to improve their structural integrity and livability.
2. The proposed Community Environmental Sustainability Program encourages large apartments to initiate community engagement efforts and build greater environmental sustainability by focusing on landscaping and stormwater retrofitting.

**Rental Housing Rehabilitation Loan Program**

**Background:**

The Rental Housing Rehabilitation Loan Program would provide financial incentives to encourage investments in physical improvements to the city’s small rental apartment housing stock. The EDA has expressed a desire to offer loans to small rental properties for a number of reasons, including: 1) to improve the conditions of the city’s rental housing, 2) similar offerings are available to homeowners and large apartments but none are currently available to smaller rentals, and 3) this program could serve to build community wealth through successful local real estate ownership.

The City of Brooklyn Park has 27,830 occupied housing units according to the ACS (2018). The owner-occupancy rate in Brooklyn Park has remained stable over the last half decade. Approximately 69% (19,258) of occupied housing units are owner occupied and 31% (8,572) are renter occupied. The chart below outlines the small rentals housing stock by structure type.

Small Rental Housing Stock by Structure Type		
Type	Units	Percent
Single family, detached	1,365	46%
Townhomes and Condos (detached/attached)	974	33%
Duplexes and triplexes	546	19%
Mid-sized Multifamily (4 -16)	63	2%
Total	2,948	100%

- **What's the criteria for eligibility?**

- Applicant must be a residential rental property owner of a building with less than 16 units.
- Property must be located within the City of Brooklyn Park's municipal boundaries.

- **What are the proposed guidelines?**

- The applicant must have a current rental housing license for the property.
- The combined loan-to-value ratio of all loans secured by the property must not exceed 100% of the property value.
- The applicant must be current on mortgage/contract for deed payments and property taxes.
- Properties held in a contract for deed are eligible if both parties, the purchaser and seller, both sign the mortgage and the contract for deed holder signs a letter giving their approval of the project.
- The loan is not income restricted.
- The maximum debt-to-income ratio is 50%. There is no debt-to-income ratio requirement if the property is in the name of a business, but the property and business must show a positive cashflow from the most recent tax returns.
- Only one loan will be provided per eligible property during the 10-year loan period.

- **What are the terms and conditions?**

- Funds will be awarded in the form of a 10-year, zero-interest loan for:
  - Those who are income-qualified (120% Area Median Income or less) Brooklyn Park residents OR
  - Owners who keep the rent affordable at 60% area median income during the loan term through a deed restriction
- If neither of the above terms can be met, funds will be awarded in the form of a 10-year term at a fixed interest rate of 3%.
- If a borrower sells or transfers title of the property before the maturity date, the borrower will be responsible for repaying the loan in full at time of sale.  
Loan amount: \$5,000 to \$50,000. Maximum amount per unit = \$10,000. The EDA may consider requests for loan amounts more than the maximum on a special case basis.
- Amortizing loan that requires borrowers to make monthly payments of principal and interest.

- **What are the eligible improvements?**

- Value-added improvements, such as remodeling kitchens and/or bathrooms.
- Maintenance and repair, such as roof and siding replacement, window/door replacement, or electrical upgrades.
- Furnaces, water heaters, and central air conditioning.
- Cosmetic improvements, such as painting, flooring, fascia, soffit and downspouts.
- Improvements to common areas, playgrounds, and lawn sprinklers.
- Energy-efficiency improvements, such as insulation, caulking or air sealing and appliances.

- **What are the ineligible improvements?**

- Improvements that begin prior to the day of closing are **not** eligible for loan funds.
- Gazebos, pools, hot tubs and saunas.
- Funds used for working capital, debt management, or to refinance existing loans.
- Personal property items, and repairs to property used for business or trade purposes.
- Funds cannot be used to rent or to purchase equipment needed to complete the project.

- **What are the budgetary implications?**

Staff proposes a budget of \$500,000 for this program from the EDA general fund. This budget will be adequate to serve approximately 10 to 15 loans in 2020. Payments on the loan will begin immediately and be paid into the same account to maintain long-term financial viability for this program.

**Options to Consider:**

Staff is seeking feedback from the EDA on the following items:

- 1) Should single family, detached rentals be included in the program?
- 2) What should the threshold be for property owner portfolio size?
- 3) Should properties under HOAs be eligible?

**Community Environmental Sustainability Program (CESP)**

**Background:**

The purpose of this program is to allow the Brooklyn Park EDA to partner with and incentivize property owners to initiate community engagement efforts and build greater environmental sustainability at large apartment communities. For the past two decades, the EDA has worked with owners and property managers to improve living conditions within the communities and the greater neighborhood through a series of programs and loans. Investments have included improvements to physical structures and efforts to build a sense of community through resident and property manager engagement.

More recently, City staff from several departments are working to expand community engagement efforts by bringing residents together around a common goal or project. One example is the design and implementation of a landscaping and stormwater retrofit project at Autumn Ridge in 2018 and 2019. Metro Blooms, a nonprofit that specializes in ecological design, installation, maintenance and educational services to create resilient landscapes, protect clean water and sustainable habitats, worked with all stakeholders to design and implement concept plans for rain gardens, pollinator gardens, playground installations and water drainage systems at Autumn Ridge apartments. Most landscaping ideas were provided by residents during several weekly community engagement meetings. Some residents of the community served as project stewards after undergoing training. To date, Autumn Ridge has ten rain and pollinator gardens, a new playground and water runoff drainage systems with over \$271,000 in investment mainly sourced from several grant partners. Because of the success at Autumn

Ridge, Brooks Landing and Brook Gardens apartment communities have partnered with Metro Blooms to design and implement landscaping and stormwater retrofit projects in 2020.

The funding for these three projects is primarily grant funded through the property owners and organizations such as the Metropolitan Council, Shingle Creek Watershed Commission, Hennepin County and the Minnesota Pollution Control Agency (MPCA). Due to the success of leveraging private and outside grant dollars to this project, this proposed Community Environmental Sustainability Program will incentivize other apartment communities to invest their dollars and pursue these grants.

- **What are the proposed program guidelines?**

- **Eligible projects:** Environmental improvements include flower bed/native planting landscaping, stormwater runoff improvements and tree removal and replacement, according to a city approved plan. Items that are incidental to these improvements can be included if there are incorporated into a plan that includes landscaping and stormwater improvements. Community engagement associated with these enhancement projects are also eligible.
- **Locational requirements:** Proposals that are primarily located on or within view of a public street will be given more points with the most points being awarded to the busiest streets.
- **Eligible recipients:** Owners or property managers of multifamily housing communities with over 50 units on the property.
- **Grant amount:** Up to \$20,000. Up to 50% of the awarded grant can be given to the grantee up front.
- **Grant matching:** A 70% match is required (including owner and grant sources). Proposals that include a higher investment from property owner will be scored higher.
- **Application deadlines:** Two per year, one in the fall and one in the spring.
- **Individual project timeline:** Up to 12 months.
- **Program restrictions:** Grants are limited to one per apartment community.
- **Reporting requirements:** Each grantee must enter into a formal agreement with the City, must submit a resident engagement plan, a scope of work with a budget, designs and maintenance plans/covenants, and a final report with invoices and project outcomes including documentation regarding expenses to be paid. Participants will also be required to enter into Summer Blossom contest as a program requirement.
- **Program administration:** EDA staff will administer the grant directly by overseeing the process of marketing, receiving and processing applications, awarding grants and managing related payments.

- **What is the proposed program budget?**

Staff proposes a budget of \$100,000 per year for this program from the EDA TIF #3 fund. This budget will be adequate to serve approximately 5 to 6 grants per year depending on the number of the applications submitted. Presently four apartment communities have expressed a strong interest in this program. These are: Brooks Landing, Brook Gardens, Eden Park and The Willows.

- **How will staff market these programs?**

The Brooklyn Park EDA staff will deploy several marketing strategies that will create awareness and promote the utilization of the Rental Housing Rehabilitation Loan Program and the Community Environmental Sustainability Program. Strategies include direct outreach to apartment managers and owners, partnerships with program vendors and a presentation at the coalition of rental property managers meetings.

- **What are the next steps?**

If EDA would like to move forward with these programs, staff will prepare full program guidelines for approval in March.

# City of Brooklyn Park EDA WORK SESSION

<b>Agenda Item No:</b>	8.2	<b>Meeting Date:</b>	February 18, 2020
<b>Agenda Section:</b>	EDA Work Session	<b>Prepared By:</b>	Breanne Rothstein, Economic Development and Housing Director; Kim Berggren, Director of Community Development
<b>No. of Attachments</b>	1	<b>Presented By:</b>	Breanne Rothstein, Economic Development and Housing Director
<b>Item:</b>	Discuss 2020 Strategic Priorities for the Economic Development Authority		

## Overview:

The EDA has resources to direct toward housing and business development, re-development, and affordable housing preservation including land, EDA general funds, Tax Increment Financing funding, housing set aside funds for affordable housing, and housing programs for rehab. Staff is seeking direction from the EDA related to 2020 staff time and financial investments in housing and other economic development initiatives.

## Background:

The City of Brooklyn Park has an active Economic Development Authority. It is uniquely positioned and staffed to proactively influence the growth and development within the community. Over the years, the EDA has developed several funds with balances adequate to fund new economic development, market-rate housing, and affordable housing projects. Additionally, the EDA owns 70 acres of land for economic development and housing purposes.

The EDA's day to day work includes a variety of tasks, including:

- implementation of housing programs;
- the recruitment, solicitation, and sale of EDA owned land for redevelopment and new development;
- apartment action plan work;
- writing of city policy related to growth, re-development, and housing;
- marketing and storytelling about the community;
- advocacy for major regional and state investments in transportation, housing, and the arts;
- "Beyond the Rails" planning efforts related to the BLRT, and associated advocacy work;
- Trails implementation plan and wayfinding plan work;
- cultivation of partnerships among community and regional leaders;
- management of EDA owned assets (and compliance) for Edinburgh, the transitional housing, and EDA owned land;
- recruitment, development, and support of small and large businesses in the community (BR&E);
- training and leadership development of young people through Brooklynk;
- hosting and sponsoring events within the city and beyond to inform community stakeholders about the state of the community and educate residents and leaders on how to engage in community.

In addition to the day to day operations of the EDA through tasks listed above, strategic work is also critical for advancing goals. In 2019, the EDA provided direction to staff at their March work session that helped guide the work plan for the staff and allowed many initiatives to be implemented and completed. These are areas where the staff has a high level of direction and engagement from the EDA.

Completed work that specifically aligned with the EDA's strategic direction from March of 2019 include:

### ***Re-vamped Housing Programs***

Work to re-write and re-structure the city's housing programs resulted in the disbursement of over \$300,000 in deferred, forgivable and repayable loans for home improvement and down payment assistance. This initiative is complete and additional funds were allocated to these programs for 2020.

### ***Restaurant Recruitment and Marketing***

The EDA hosted the first annual Restaurant Week and marketed it with several community partners. Restaurant Week will be expanded and continue into future years with support from the City's communications staff.

### ***Village Creek/Opportunity Zone Development Opportunities***

Priority was placed on advancing discussions with developers on EDA owned land in the Village Creek/Opportunity Zone area. Proposals were discussed for both Welcome sites, the Regent site (forthcoming), and the former Burger King site. In 2019, one of those projects advanced (Christina's childcare) and staff hopes to advance at least one more will advance in 2020. Furthermore, the Unity office building was purchased by an owner placing his equity as a result of the Opportunity Zone designation Staff is working with this owner to acquire right of way for the Village Creek Parkway extension to eventually serve the Regent site.

### ***Naturally Occurring Affordable Housing (NOAH) Preservation Fund***

A NOAH preservation fund was completed and a \$5 million loan was granted from that fund to preserve 834 homes at an affordable level. This initiative is complete although staff will maintain the program guidelines to use in discussions if additional preservation opportunities arise.

### ***Business Incubator***

The EDA has provided direction to continue to pursue two options for the development of a business incubator. Staff has developed a work plan, is applying for a Hennepin County grant for pre-development work including site planning, architectural, and financial analysis, and has had positive conversations with Neighborhood Development Center (NDC), an owner/operator, about a potential project in Brooklyn Park. Preliminary discussions with CareerForce and its future re-location are also being had in conjunction with the development of a business incubator. Work will continue on this initiative in 2020.

## **Primary Issues/Alternatives to Consider:**

In addition to the day to day work of the EDA and Economic Development and Housing Division, staff has outlined proposed strategic work for 2020/21 below and is looking for feedback and direction on the content and order of priority related to these initiatives. From this discussion, staff would like to understand the EDA's top 3-5 priorities for 2020.

Continued from 2019 (top priority):

- 1) Support or develop a **small business center**/incubator
- 2) Land deals/proposed projects in the **Village Creek Area** (i.e. Regent Site Development and Villas Townhomes improvements or redevelopment)
- 3) Advance the **Center for Innovation and the Arts** (CITA) project in partnership with North Hennepin Community College (NHCC), Metro State University, and other partners
- 4) **Blue Line Light Rail Transit** (BLRT) advocacy to advance the project into construction

Proposed 2020/21 Initiatives (listed in staff's suggested order of priority):

- 5) NHCC development site developer selection process and development (for affordable housing)
- 6) Rental community enhancement programs
  - a. Re-hab for 2 to 12 unit rental buildings
  - b. Multi-family reinvestment program for apartments

- 7) Business programming re-vamp
  - a. Re-newed business subsidy policy
  - b. Re-newed BPDC loan program
  - c. Options for mico-lending/beyond credit lending and bank partnerships
- 8) CareerForce re-location partnership and advocacy
- 9) Revised Development Assistance policy
- 10) Park and Ride site developer recruitment and development (after Corridor Development Initiative (CDI) planning work is completed in May)
- 11) Other ideas?

**Budgetary/Fiscal Considerations:**

The EDA has resources to fund these efforts within several different funding sources. Some of this work will include requests for financial assistance for proposed projects.

**Next Steps:**

Provide strategic direction for the EDA staff in 2020/2021 and areas of priority.

Attachments:

8.2A PRIORITY RANKING FORM

Initiatives	Work Includes	Rank Order Priority (1-X)	Star Top Three Cross out Bottom Three
<b>FROM 2019</b>			
Village Creek/Opportunity Zone (including Regent Site, Welcome Sites)	Work with interested developers on site plans, review, and EDA consideration of projects on EDA owned land.		
Small Business Center	Conduct/fund feasibility study in Village Creek or TOD (incl. CareerForce relocation advocacy)		
CITA project	Support legislative efforts, JPA, staffing, and fundraising efforts regarding the CITA project		
BLRT Advocacy	Work closely with state and federal elected officials to advocate for BNSF negotiations and full funding.		
<b>Housing and Mixed Use Development Initiatives</b>			
NHCC Affordable Housing Development Site	Developer RFQ; Negotiation; Development Agreement		
Villas Townhome Redevelopment Project	Acquisition; Development Planning; Development Agreement		
Park and Ride Site Project	Developer RFQ; negotiation; Development Agreement		
<b>Rental Community Enhancement Initiatives</b>			
Community Building through Sustainability Program	Develop and administer a grant program for apartments to complete landscaping projects that engage community, beautify the property, and improve water quality		
Small Rental Re-hab Program	Develop and administer a loan program for owners of 2 to 12 unit rental buildings		
<b>Small Business Initiatives</b>			
Revised Business Subsidy Policy	Revise policy to include small business and make it clear on what incentives are available		
Revised BPDC Business Loan Programs	Revise terms to make more attractive		
Options for micro-lending/beyond credit lending	Work with banks and possibly provide assurances for lending to those with no or moderate credit		
Revised Development Assistance Policy	Update development policy based on EDA values		
Other			