# Economic Development Authority Report

**2022 Year-End** Activity Summary



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# 2022 Summary

The Economic Development Authority (EDA) focuses on tax base growth, job growth, and improving the quality of life for Brooklyn Park residents and businesses. The EDA seeks to ensure its investment contribute to an economy that works for everyone through the implementation of equitable programs and policies.

### Three highlights from 2022 include:

# The Small Business Center

is slated to open in Spring 2023. The center will be a place for small businesses and entrepreneurs to locate, access resources, and grow in an affordable, culturally inclusive, and supportive environment. The EDA held open house tours for city officials, steering committee members, and future tenants of the center, highlighting the shared enthusiasm and ideas for further development.

### **BrookLynk**

continues to develop the future workforce in the region, having served over 300 youth through work readiness training, summer internships, alumni workshops through partnerships with several business sectors and industries. The program also completes workplace development, training supervisors and employers in recruiting, hiring, and retaining the workforce of the future. The Workforce **Development division** delivered its first full year of the Youth Entrepreneurship Program (YEP), successfully debuting a shark tank rendition for youth participants responding to the entrepreneurial goals and desires of young people in the community.

### COVID-19 Economic Response

The EDA and the City coordinated partnerships with over 40 community-based organizations to respond to the economic impacts of COVID, delivered forgivable and low interest loans to homeowners and businesses to buy and invest in real estate, and invested in new mixed income housing and existing naturally occurring affordable housing.



# **The History of the Economic Development Authority**

The Brooklyn Park City Council established the Economic Development Authority (EDA) in 1988 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 on housing programs, policies, and development.

The EDA is made up of the seven elected and sworn-in members of the City Council and meets once a month to discuss projects and initiatives as presented by city staff. Since its inception, the EDA has been integral to projects, including redevelopment of the Village Creek neighborhood, establishment of Northland Business Park, transportation planning, funding housing projects, leveraging outside funding from state and federal sources, and the creation and management of critical housing and small business programs.

# **Brooklyn Park**

Unique. Unifed. Undiscovered.

# **Snapshot of the city**

### Who we are...





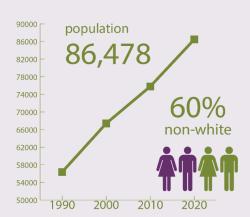


were born outside U.S. Africa 13%, Asia 8%, Latin America 3%



speak a language other than English at home

Top languages: Hmong, Spanish, various African



### What we have...









median home sale price

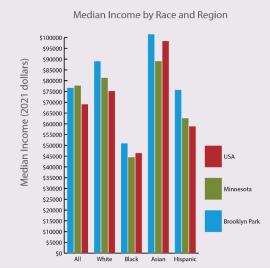




50,000+jobs projected by 2040



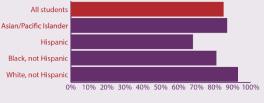
# Where we're going...









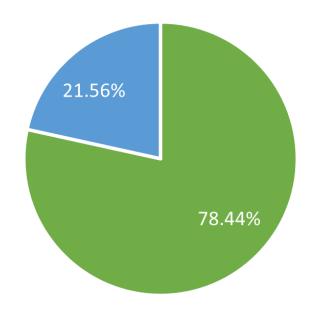




NOTE: This data is for general reference only. It is not for legal, engineering, or surveying use. Please contact the sources of the information if you desire more details.

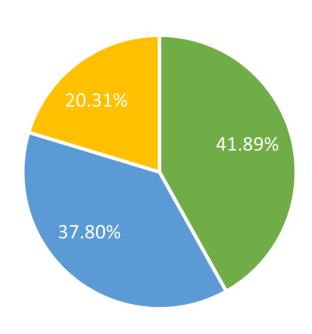
<sup>1</sup> includes Champlin Park, Osseo, Robbinsdale Cooper and Park Center High Schools

# **Grant** by use



- Development & Redevelopment (\$6.13M)Workforce Development (\$1.69M)

# **Grant** by type



- Pass Through (\$3.28M)
- Competitive (\$2.95M)
- Entitlement (\$1.59M)

# EDA SUPPORTED DEVELOPMENT

### **Predevelopment Grants**

In 2021, the EDA received three predevelopment grants from the Metropolitan Council's Livable Communities Demonstration Account grant program. Work completed on these projects in 2022 includes:

### **Innovation Hub**

This 11-acre site located at the intersection of Brooklyn Blvd and Regent Ave underwent a significant visioning process in 2022. New Africa CDC, the lead developer on this project, completed a charette session with the help of partners Garden Fresh Farms, NEOO, Design by Melo, and WSB to create a master plan for the development. The plan includes townhomes. multifamily housing, and an urban gardening facility. Financing, however, remains a challenge, and New Africa CDC is currently working on a financing proposal that aligns with the vision for the full site.

### 7701 Brooklyn Blvd

Zane Commons, the company owned by local business owner Edoh Akakpo, has worked with LSE Architects and NEOO to develop a site plan and financing proposal for this site. The current vision is to double the commercial space available on the site (up to 15,000 sq ft) and add 122 market rate apartments with a heavy focus on 2 and 3-bedroom units. Securing financing for this project is a challenge that the developer will work to address in 2023.

### The Villas

In 2022, Paul Cross worked to acquire the remaining properties at 5672 - 5692 Brookdale Drive North. He has successfully acquired 5 of the 6 properties and predevelopment work was launched late in 2022. Visioning and planning is currently underway with community engagement at the front and center of the process.

### **Development Projects**

Various development projects have advanced in 2022, several representing Brooklyn Park's first opportunities since 1980 to build more mixed-income housing for families in the city. Rising interest rates and construction costs were the story of 2022, so many of these projects are moving forward but grappling with financing packages in order to be successful.

# Former Park & Ride site

LISC-Twin Cities completed its Corridor Development Initiative (CDI) work for this location after a long pause due to the COVID-19 pandemic. The process consisted of five workshops that included basic financial feasibility on project ideas and input from community members on ideas and goals for the site. The result, which was a set of goals to guide development, was included in the Request for Qualifications (RFQ) issued September - October 2022. The EDA received seven varied proposals and is currently undergoing a process with a panel of residents, staff, and CDI consultants to recommend a developer and a broad site vision to the EDA in 2023.

### Village Creek Apartments

In March 2022, the EDA approved the land sale and Tax Increment Financing (TIF) package for Village Creek Apartments that would contribute up to \$3,590,000 which includes \$370,000 in a land write down, \$900,000 in TIF grant dollars, and \$2,320,000 in Pay-As-You-Go (PAYGO) TIF. The project includes 83 units of mixed-income housing and a 10,000 square foot commercial component. Due to rising interest rates and construction costs, the George North Group is currently considering a HUD loan or other financing options to support this development project.

# Tessman Ridge (6800 85th Ave)

Phase I of this project advanced in 2022. The project received Low Income Housing Tax Credit (LIHTC) and the land use application was approved by the City Council. Phase I is anticipated to be 71 units with a mix of 1, 2, 3, and 4-bedroom units at various affordability levels with hopes to begin construction early in 2023.

# Real Estate Equities

This project relocated from the Revive Church site on W Broadway to a new site on 9500 Decatur Drive (near Jefferson Hwy) in 2022. It is a 356-unit project that proposes income averaging to be available for families making 60% of the area median income (AMI). This project has an approved term sheet with the EDA with the bulk of the predevelopment anticipated to take place in 2023.

# **BUSINESS**VITALITY

### Brooklyn Park Development Corporation

The BPDC amended and approved its by laws to change the number of directors from five (5) to seven (7) as part of the ongoing effort to make BPDC a more effective board. The BPDC also adopted several new loan programs to support local businesses. Per the by laws, one City Council member and one EDA member serve on the BPDC board and the loan funds available came from the EDA.

### **Revolving Loan Fund**

The Board approved a \$100,000 Revolving Loan Fund (RLF) loan to help a small business purchase the business located at 6315 Zane Ave N. The location of the store near 63rd and Zane Avenues represents an opportunity to have an owner in the area that is familiar with the community and can provide long-term stability to the surrounding neighborhood.

# Commercial Code Program

The Commercial Code Correction Program was designed to provide low-cost financing to small businesses in the city. The code correction microloan program provides loans up to \$25,000 in funds over the course of 5 years at 1-2% interest. The program is meant to provide capital to micro businesses without using credit as the sole determinant for final financing.

### Microbusiness Loan Program

Modeled after the commercial loan program, the BPDC approved a Microbusiness Loan Program which provided 13 businesses in \$7,600 each in funds for various projects including: purchasing inventory, supplying working capital, technology upgrades, and funds to hire additional staff.

# Emergency Loan Program

In response to business displacement, the BPDC created the Emergency Loan program which offered loans up to \$5,000 at a 2% interest rate to be paid back over three years to tenants whose business was located at 7710-7714 Brooklyn Blvd N. During 2022, ten businesses have utilized the program and received loans ranging from

month payment deferral period to allow time for businesses to reestablish themselves in their new location.

# SAC and WAC Programs Recipients

The EDA established the SAC and WAC Reduction Program in 2019 as a way to assist new and expanding businesses with the upfront fees charged in order to access the regional sewer and wastewater system and the City's water system. The City funds the program using excess credits pooled from the former Grand Rios water park property and vacant land located off County Road 81 at 63rd Avenue.

### 2022 SAC & WAC recipients:

- African Immigrant Adult Daycare, (8401 West Broadway N, Suite 8417)
- Oh My Tea!, (9801 Xenia Ave N, Suite 103)
- Nadia's Jamaican Kitchen, (9590 Noble Pkwy N)

#### **ARPA Funding**

The EDA authorized the creation of the Community Partnership Program (CPP) in September 2021 to fund community-based

organizations engaged in critical economic inclusion work and approved \$202,500 from the EDA general fund for that work. The EDA/CPP funds were combined with the American Rescue Plan Act (ARPA) funds as part of the City's ARPA/CPP community funding opportunity. The EDA/ **CPP** funds were combined with the American Rescue Plan Act (ARPA) funds as part of the City's ARPA/CPP community funding opportunity. In 2022, the Council approved \$1,204,700 in ARPA funding to organizations responding to the public health emergency and negative economic impact of COVID-19

Under the ARPA/CPP community funding, the city awarded funds to 41 community-based non-profits







and businesses proposing a variety of programs to serve the residents of Brooklyn Park. The organizations were awarded funding of between \$10,000 and \$82,500.

### Brooklyn Park Small Business Center

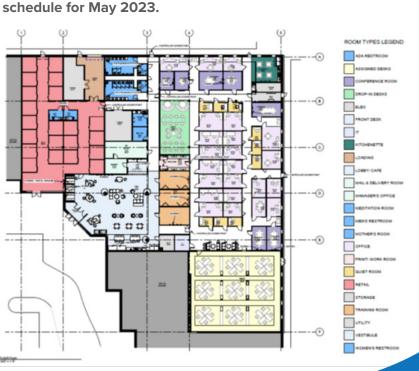
The EDA is investing in a **Small Business Center at** 7970 Brooklyn Blvd within Northwind Plaza. The center is designed as a coworking and incubator space that fosters collaboration and growth in a space that provides a full suite of services at a competitive price. The small business center will be approximately 25,000 square feet and provide shared office space, conferencing, printing, network access and audio-visual capabilities for meetings. The center will support a variety of business in retail such as sales, merchandising and beauty/ salon and office space for about 60 small businesses and entrepreneurs. Construction is underway with grand opening

# Office side new windows for natural light



### **Retail business space**





### Brooklyn Park Business Council

Metro North Chamber of Commerce was selected in helping start and grow a chamber type organization in the City to create a sense of community among our businesses, provide opportunities to network, share their learnings and challenges, and work closely with a unified chamber that can represent the needs and provide a collective voice to Brooklyn Park businesses in legislative and policy decisions. Metro North has led several quarterly meetings and held numerous office hours at City Hall; many Brooklyn Park businesses have joined their chamber.

### 2022 Minnesota Investment Fund (MIF) and Job Creation Fund (JCF) Awards

Walgreens Inc – JCF \$2M and MIF \$775K

Walgreens, the second largest pharmacy chain in the United States, plans to build a 52,000 square foot micro fulfillment facility in Brooklyn Park to improve how prescription drugs are delivered. The facility will have automated state of the art robotic technology, machinery,

and equipment. Walgreens is investing over \$34 million in the project and is expected to create 142 new full-time jobs in three years.

Biomerics, LLC, Brooklyn Park - JCF \$405,000 and MIF \$1,000,000

Biomerics, LLC manufactures biomaterials, extrusions, injection molded components, and finished medical devices. Headquartered in Salt Lake City, Utah with Minnesota locations in Plymouth, Brooklyn Park and Rogers, the company is looking to lease an additional 100,000 square feet of space at their current Brooklyn Park location. The total project is expected to cost \$4.6 million and will create 53 jobs.

# Groundbreaking and Ribbon Cutting Ceremonies

- Taco Bell Defy
   5931 94th Ave N
- Heavy Rotation Brewing 9301 Xenia Ave N #105
- Highview 61
   9501 Louisiana Ave N
- 610 Commerce 5th Addition 9360 West Broadway
- 610 Zane Medical Center
   Zane Ave N
- Kurita
   6600 93rd Ave N

- Rasmussen College 610
   Crossing 5555 96th Ave N
- Pura Vida Soccer
   7050 Winnetka Ave
- Raising Cane's5625 96th Ave N
- Twin Cities Orthopedics 5601 96th Ave N
- N1 Fitness
   8376 89th Ave N
- NorthPark Business Center 10600 Xylon Ave N
- 610 Medical
   6001 96th Ave N
- Take 5 Oil Change 5921 94th Ave N

#### **Under Construction**

- NorthPark Buildings V and VI - NW corner of Oxbow Creek Dr & Winnetka Ave
- Kipling Apartments
   5505 96th Ave N
- Spero Academy
   7600 Humboldt Ave N
- PrairieCare expansion
   9400 Zane Ave
- 610 Junction West (Building 1) 9400 Decatur Dr

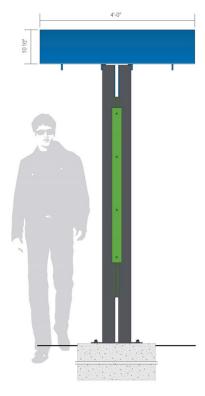
# INFRASTUCTURE INVESTMENTS

### **Wayfinding Plan**

In 2022, the EDA collaborated with the Recreation and Parks department to complete a plan to add monument, trail, and vehicular signage that will help guide people to places and introduce them to great destinations in the community. Additionally, the branding initiative and park system plan combined with the city's opportunity to leverage light rail transit (LRT) investment call for the development of a comprehensive citywide wayfinding system plan that links key community destinations, local and regional trails, and the LRT.

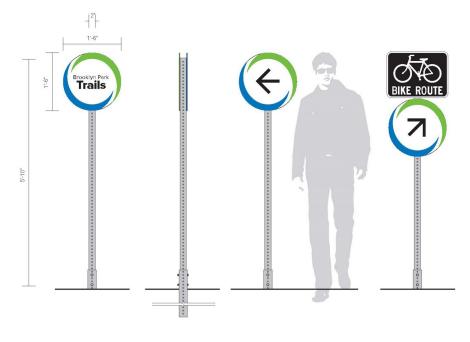
Wayfinding includes kiosks at key locations and directional signage with maps as well as existing small-branded city signs, gateway monument signs, and park and city facility identification signage.





Roof Option
Scale: 3/4"=1'-0"





# **Brooklyn Boulevard Trail and the Utility Undergrounding Projects**

The Brooklyn Boulevard Trail creates a critical pedestrian and non-motorized transportation connection between the Brooklyn Boulevard transit hub and commercial center and the Village Creek neighborhood. This trail project completes the three-quarter-3/4 mile trail gap between the Village Creek Park Trail and the Shingle Creek Regional Trail to future trails along West Broadway Avenue as part of the reconstruction project. The project was funded by a \$100,000 bikeway grant from Hennepin County and another \$200,000 by the EDA.



# Housing Improvements

#### **Evergreen Apartments Project**

The Evergreen apartment community is located at 7108 West Broadway Avenue in Brooklyn Park. Constructed in 1997, the building is owned and operated by the National Handicap Housing Institute (NHHI), a nonprofit organization that provides affordable housing opportunities to low-income people with physical disabilities and mobility impairments.

The EDA provided \$150,000 of emergency funding for the modernization of the elevator at Evergreen apartments. About \$50,000 of the funding was awarded as a grant and another \$100,000 was advanced as a low-interest loan using EDA housing set aside funds.

# Sunrise Court Second Addition – Homeowners' Association Project

The EDA awarded \$403,055 in a Housing Improvement Area (HIA) loan to Sunrise Court Homeowners' Association for the replacement of all the existing driveways and concrete aprons along garage openings, scaling of all sewer lines and the installation of cleanouts for sewer lines in each of the shared driveways within the HOA as well as restriping as per the current layout. The HIA loan is payable over the next 10 years as a special assessment on each property within the Association.





### Homeowner Financial Resources

The EDA administers several housing reinvestment programs that provide financial resources to first time homebuyers, single-family and townhome homeowners in the community. Homeowner programs were redesigned in 2019 to increase the number of residents making improvements to their homes and to provide needed resources for future homebuyers. The redesigned and revamped programs have been a huge success, with funds for multiple programs expended rapidly. Almost \$1 million was expended in the fiscal year 2022 for all the housing programs administered by Center for Energy and **Environment (CEE) and Hennepin** County as well as the EDA staff.

#### **Primary Loan Programs**

Code Correction Loan: 1 Loan. \$11.000

Down Payment Assistance: 46 Loans, \$377,000

Home Rehab / Emergency Deferred Loan: 25 Loans, \$277,000 Code Correction

Rental Rehabilitation Loan: 1 Loan, \$35,000

Revolving Loan: 9 Loans, \$132,000

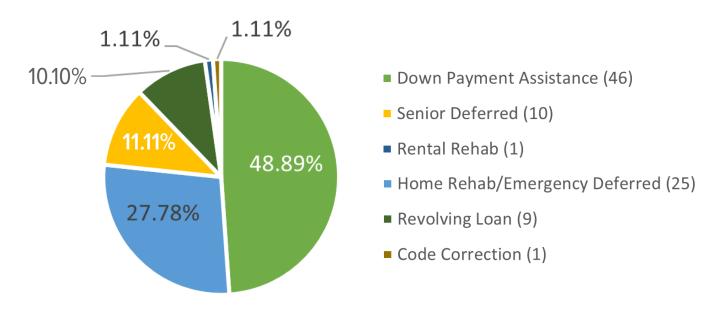
Senior Deferred Loan: 10 Loans, \$295,000

### **Other Loan Programs**

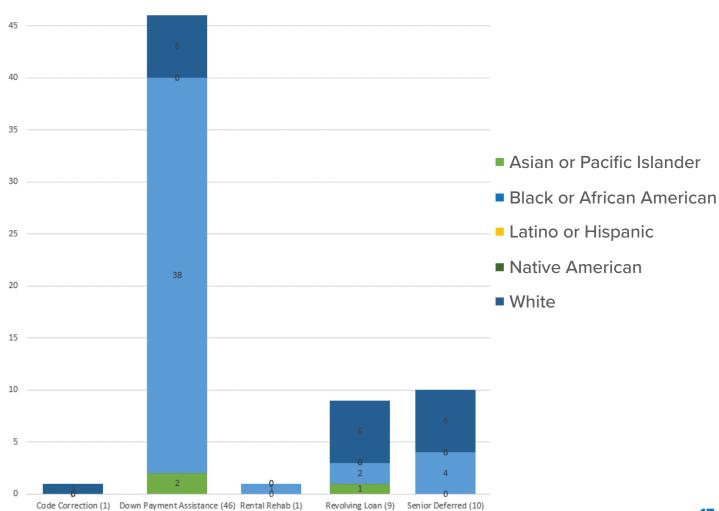
Community Engagement and Sustainability Grant: 1 Grant, \$20,000

Home Energy Squad Enhanced: 62 Home Visits, \$4,000

# **Total Number of Loans Closed Since 2019**



2022 Loan Recipients By Race Since 2019



### Huntington Place Improvements

The EDA continued to invest in Huntington Place in 2022, providing almost \$1 million in funding for improvements to the property. Additionally, in response to community concerns, the EDA spent a significant portion of several of their meetings listening to community members and evaluating options for improved operations, which resulted in amendments to the agreement to focus on unit improvements for existing residents. Aeon received \$3 million in County funding for improvements as well as a \$4 million award of federal dollars. Staff completes a weekly update memo to all stakeholders and coordinates a monthly community listening session of residents in collaboration with staff from community engagement and police.





### **Brooklyn Avenues Update**

The EDA owns a short-term 12 bed transitional housing facility that works with young people experiencing long term homelessness to help them move towards long-term housing stability. The building was constructed by the EDA and leased to Avenues for Youth for \$1 per year. Program operations began on February **6, 2015.** The program provides a safe and stable shelter, as well as transitional housing with intensive support services for homeless youth ages 16 through 21 from the northwestern suburbs.

The Midwest Renewable **Energy Association (MREA)** selected Avenues for Youth to receive a \$25.000 grant from **Hammond Climate Solutions** for the solar array at Brooklyn **Avenues facility. Avenues** entered into a leasing and power purchase agreement with Afy Solar I LLC to install the solar array on the roof of the property. Brooklyn Avenues annually utilizes almost 42.000 kilowatt hours of electricity at a cost of about \$6,500. The solar array is expected to reduce this cost by about 95%.

# LIGHT RAIL TRANSIT

### **METRO Blue Line Light Rail Extension Year in Review**

Metro Transit and Hennepin County led the planned METRO Blue Line Light Rail Transit project, which is anticipated to open for service in 2028-2030 bringing five stations to Brooklyn Park and connecting residents to downtown Minneapolis and the MSP airport. Below is a year in review provided by the project office.

#### **Summer 2022** Fall 2022 Planned for 2023 Made progress towards Advance station and light rail Began the environmental planning and design, complete selecting a new route after review process to understand more than 18 months of robust the potential social, economic, the draft environmental review document, and share community engagement. and environmental impacts **Project staff held hundreds** and benefits that may occur the recommendations from the of community meetings, because of the design, anti-displacement work group virtual open houses, and construction, and operation of efforts. As the project moves the Blue Line Extension route had thousands of into this next phase, project staff will continue to solicit face-to-face community options. The environmental interactions. Feedback feedback and communicate work, along with ongoing received during community public feedback and agency with the community to ensure the project delivers maximum engagement guided decision coordination, will compare making through the route options, drive the design benefit. selection process. process, and guide project decisions so they avoid, minimize, or mitigate potential impacts of the modified route.

### **BLRT** anti-displacement workgroup

The Blue Line Extension anti-displacement workgroup is working to prevent displacement and maximize community benefits in the corridor through various workshops. It includes representatives living in the community and from nonprofits, small businesses, and government.

#### **Priorities**

- Cultural displacement and placemaking
- Policies to support businesses
- Structure for recommendations

#### Learn more:

https://www.cura.umn.edu/programs/research/blue-line-anti-displacement-initiative

#### Cultivate Arts engaged corridor communities through artist-led projects

In 2022, the Cultivate Arts project returned. Cultivate Arts worked with local artists to engage over 5,000 residents from a diverse range of ages and cultural backgrounds, along communities in the Metro Blue Line Extension corridor. The purpose was to build artist capacity, demonstrate arts and placemaking tools, and activate the creative economy.

Learn more: https://mybluelineext.org/Cultivate.

#### Highlight

There were 31 culturally representative arts-based engagement events within the five cities that make up the METRO Blue Line corridor, centered around music, dance, paint, photography, and interactive art installations, educated communities on the Blue Line Extension project, while informing a corridor-wide plan for long-term public art.

### **EVENTS**

# 30th Annual Real Estate Forum

On March 3, 2022, the EDA held its successful Annual Real **Estate Forum at Edinburgh USA Clubhouse. The theme** was "Brooklyn Park - The Community of the Future" and featured Julia Lashay of Keller Williams Realty and David Arbit of the Minneapolis Area Association of Realtors as kevnote speakers. 120 real estate professionals from throughout the region attended and participants had the opportunity to earn continuing education credits from the Minnesota **Department of Commerce.** 

### 11th Annual Restaurant Week

In September 2022, Brooklyn Park celebrated its 11th Annual Restaurant week. Brooklyn Park partnered with **Zanewood Recreation Center** vouth to offer a new perspective of Brooklyn Park restaurants. In collaboration with the City's Communication Division, youth were taught various concepts of social media, marketing, and advertisement to create video content showcasing the diversity in cuisines that is known to Brooklyn Park.

### 23rd Annual Summer Blossom Garden & Landscape Program

The Summer Blossom
Garden & Landscape
Recognition Program
highlights attractive
gardens and landscaping
in the community and
recognizes residents and
businesses for improving the
city's landscape. From May 15
to July 15, nominations were
received from gardeners,
neighbors, or friends.

The winners were awarded a Certificate of Appreciation signed by Mayor Jacobson and received recognition at a City Council meeting.

# 11th Annual Business Forward Forum

On November 9, 2022 the City held its first in-person **Business Forward Forum at Edinburgh Clubhouse since** COVID in 2020. This year's event included breakfast and featured speakers Tashie **George of Hennepin County Housing and Economic Development and Hennepin County Commissioner Jeffrey** Lunde. The event also highlighted a panel on getting loan ready, business banking, and access to capital with McKinzie Hopkins of CorTrust Bank, Ron Richard of Bremer Bank, and Kurt Thompson of **CMDC** Business Financing.

View the recording here: https://youtu.be/gbwwa5g3vcQ.











# WORKFORCE DEVELOPMENT

### **Overview**

Workforce Development programs provide training and employment services to youth, adults, and businesses that promote economic empowerment and decreases individual, community, and systemic barriers to employment. Our programs are directed by the cities of Brooklyn Park and Brooklyn Center as a response to workforce needs caused by the pandemic. Our workforce development framework seeks to advance shared city strategies related to employment, economic inclusion, public safety, and racial equity.



### **Programs**

BrookLynk – Provides work readiness training, summer internships, and individual support services to youth ages 14-24 that live or attend school in Brooklyn Park and Brooklyn Center. BrookLynk is dedicated to addressing our regional talent and workforce needs through a strategy that explicitly supports and invests in young people facing barriers to employment.

**2022 = 424 Participants** 

Career Pathways —
Prepares local job
seekers age 16+ with the
skills needed to launch a
career in construction or IT.
This program is committed to
ensuring that participants stay

competitive in a global marketplace and secure in demand high wage employment.

2022 = 20 Participants

Youth Entrepreneurship Program (YEP) –

In partnership with
Zanewood Community
Center, the YEP program
Introduces youth and
young adults up to age
24 to business and
entrepreneurship as a
career pathway. This
program is committed to
supporting higher barrier
youth living in Brooklyn
Park and Brooklyn Center
to paid training and
employment opportunities
and to build capacity for

local small business owners.

2022 = 97 Participants

Community Partnership Program (CPP) –

This program contracts with local organizations to provide workforce development programs and services to residents of Brooklyn Park and Brooklyn Center.

2022 = 8 Contracted Community Providers

### WORKFORCE DEVELOPMENT

### **Funders**

- City of Brooklyn Park
- City of Brooklyn Center
- Minnesota Department of Employment & Economic Development (DEED)
- Minnesota Department of Transportation
- Hennepin County
- Brooklyn Park Rotary Club

### **Partners**

- Hennepin Technical College
- North Hennepin Community College
- Hennepin County
- City of Brooklyn Park
- City of Brooklyn Center
- City of Golden Valley
- TopLine Federal Credit Union
- Osseo Area School District
- Brooklyn Center Community
   School District
- Robbinsdale Area School District

- Brooklyn Bridge Alliance for Youth
- Second Harvest Heartland
- Alight
- BI Worldwide
- Switch Back
- Clear Edge
- Kraus-Anderson
- Cummins Power Systems
- Three Rivers Park District
- Construction Career
   Foundations
- Paadio Consulting

# **2022 PROGRAM** IMPACT

### **BrookLynk**

# of youth that completed work readiness training	279
# of youth that completed internships	69
# of youth that completed online training series	32
# of youth that attended mock interviews	44
Total # of youth served	424

### **YEP (Youth Entrepreneurship Program)**

# of youth attending workshops	90
# of youth that completed internships	7
Total # of youth served	97

### Career Pathways

# of participants that completed IT training	13
# of youth that completed construction internship	7
Toal # of participants served	20



+268,000 in wages & stipends

**541** participants across programs

127 internships coordinated.

Brooklyn Park