

Monday, July 21, 2025
Immediately After the Special Closed Session at 6:00 PM

REGULAR EDA MEETING – AGENDA #9

President Hollies Winston, Vice President Nichole Klonowski, Treasurer Shelle Page,
Commissioners Christian Eriksen, Amanda Xiong, Maria Tran, and Tony McGarvey
Executive Director Tim Gladhill, Assistant Executive Director Jay Stroebel and Secretary Seng Moua.

If you need these materials in an alternative format or reasonable accommodations for an EDA meeting, please provide a 72-hours' notice to Seng Moua by calling 763-493-8059 or emailing Seng.Moua@brooklynpark.org.

Si usted necesita esta información en español, llame al 763-424-8000 y solicite un intérprete.

Yog xav tau kev pab, hu 763-493-8059.

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

Our Brooklyn Park 2025 Goals:

• A united and welcoming community, strengthened by our diversity • Beautiful spaces and quality infrastructure make Brooklyn Park a unique destination • A balanced economic environment that empowers businesses and people to thrive • People of all ages have what they need to feel healthy and safe • Partnerships that increase racial and economic equity empower residents and neighborhoods to prosper • Effective and engaging government recognized as a leader

Meeting will be called to order in room A203. This portion of the meeting will not be televised but will be audio recorded.

I. ORGANIZATIONAL BUSINESS

1A. CALL TO ORDER/ROLL CALL

1B. APPROVAL OF AGENDA

II. WORK SESSION

2. WORK SESSION ITEMS

- 2.1** Discuss a Potential 4D (1)(1) Low-Income Rental Classification Program for the City of Brooklyn Park
 - A.** EXHIBIT A
- 2.2** Small Business Center (SBC) Budget Updates and Targets
 - A.** OPERATOR MANAGEMENT CONTRACT
- 2.3** Workforce Development Division Budget Updates and Targets
 - A.** 2025 BUDGET WORKSHEET

Meeting will be recessed and reconvened in the Council Chambers. This portion of the meeting will be televised.

III. PUBLIC INVOLVEMENT

3. PUBLIC COMMENT AND RESPONSE

Provides an opportunity for the public to address the EDA on items which are not on the agenda. Public Comment will be limited to 15 minutes (*if no one is in attendance for Public Comment, 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 members of the public. Questions from the EDA will be for clarification only. Public Comment will not be used as a time for problem-solving or reacting to the comments made but, rather, for hearing from members of the public for informational purposes only.

3A. RESPONSE TO PRIOR PUBLIC COMMENT

3B. PUBLIC COMMENT

3C. PUBLIC PRESENTATIONS

3C.1 Brooklyn Park International: Japan Business Spotlight

3C.2 Reviews the Enhancing Brooklyn Park Economic Development Report (PAADIO)

A. ENHANCING BROOKLYN PARK ECONOMIC DEVELOPMENT & COMMUNITY SERVICES SUMMARY REPORT

3D. PUBLIC ANNOUNCEMENTS

IV. STATUTORY BUSINESS AND/OR POLICY IMPLEMENTATION

4. CONSENT

4.1 Consider Approving the EDA Regular Meeting Minutes

A. MAY 19, 2025, DRAFT REGULAR MEETING MINUTES

4.2 Consider Approving the Partnership with CityWise to Launch an Apartment Directory Connecting Renters with Rental Housing Access Options

A. BROOKLYN PARK EDA_CITYWISE PARTNERSHIP CONTRACTUAL AGREEMENT

4.3 Approve BioTech Innovation District Steering Committee Structure

4.4 Consider the Acceptance of a Grant Donation from Minnesota Department of Human Services in the Amount of \$61,530.00 for Brooklyn Avenues Rehabilitation Project

A. RESOLUTION

B. MINNESOTA DEPARTMENT OF HUMAN SERVICES GRANT AWARD LETTER

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

6. GENERAL ACTION ITEMS

V. DISCUSSION – These items will be discussion items, but the EDA may act upon them during the meeting.

7. DISCUSSION ITEMS

7.1 EDA Status Update

A. 2025 SUMMER AT THE PLAZA FLYER

B. BIOTECH INNOVATION DISTRICT UPDATE

7.2 Verbal Commissioner Reports and Announcements

VI. 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. Items requiring excessive time may be continued to another meeting.

The Brooklyn Park Economic Development Authority's agenda and packet is posted on the City's website. To access the agenda and packet, go to www.brooklynpark.org.
The next scheduled EDA meeting is Monday, August 18, 2025.

City of Brooklyn Park EDA WORK SESSION

Agenda Item:	2.1	Meeting Date:	July 21, 2025
Agenda Section:	Work Session Items	Prepared By:	John T. Kinara, Housing and Redevelopment Coordinator
Resolution:	N/A	Presented By:	John T. Kinara, Housing and Redevelopment Coordinator
Attachments:	1		
Item:	Discuss a Potential 4D (1)(1) Low-Income Rental Classification Program for the City of Brooklyn Park		

EDA Executive Director's Recommended Action

Based on previous EDA Direction, consider approving a Limited Pilot 4d (1) Low-Income Rental Classification Policy narrowly targeted to specific properties in the community.

Overview:

The purpose of this discussion is to seek direction from Economic Development Authority (EDA) Commissioners as it relates to a potential Low Income Rental Classification (LIRC) Program, also commonly known as the 4d (1) program for the City of Brooklyn Park. LIRC or 4d (1) is a property tax classification that allows reduction in property taxes if a rental property owner keeps at least 20% of the units' income and rent restricted for households at or below 60% of the area median income (AMI). Listed below are the actions that will qualify a property for this classification.

1. The units are subject to a housing assistance payments contract under Section 8 of the United States Housing Act of 1937, as amended.
2. The units are rent-restricted and income-restricted units of a qualified low-income housing project receiving tax credits under section 42(g) of the Internal Revenue Code.
3. The units are financed by the Rural Housing Service of the United States Department of Agriculture and receive payments under the rental assistance program pursuant to section 521(a) of the Housing Act of 1949, as amended; or
4. The units are subject to rent and income restrictions under the terms of financial assistance provided to the rental housing property by the federal government or the state of Minnesota, or a local unit of government, as evidenced by a document recorded against the property.

Items 1, 2, and 3, above allow properties to automatically qualify for 4d (1) status without any action on the part of the EDA or City Council. Item 4, however, would require the EDA or City to provide public assistance to finance a portion of the project and enter into a development agreement with a property owner. Since the majority of properties in Brooklyn Park do not qualify under 1, 2, and 3 above, they need the EDA or City to enter into the kind of agreement identified in item 4 above.

Over the past few months, EDA staff have received several 4d (1) inquiries from multi-family property owners in the community interested in participating in the 4d (1) Program. Currently, the City of Brooklyn Park does not have a formal 4d (1) Program policy. The City currently has three active requests (Villa del Coronado, The Groves and Ridge brook Apartments), with a potential fourth request in the works. These properties would like the EDA to enter into an agreement for nominal financial assistance which would allow them to seek the 4d (1) tax status.

The EDA can choose to approve or decline these requests, but there is currently no formal position one way or another. For this reason, staff is seeking direction from the EDA as it relates to current and future requests for 4d (1) tax status. There are essentially two policy directions the EDA can consider:

- (1) Indicate that the EDA will NOT enter into a financial assistance arrangement with a property solely for the purposes of qualifying for the 4d (1) tax classification
 - a. This would not preclude the EDA from reviewing development proposals that may include 4(d)1 provisions – just that those proposals would not be based solely on obtaining 4(d)1 status.
- (2) Establish a policy that specifies the conditions under which the EDA will enter into a financial assistance arrangement with a property so that it will qualify for the 4d (1) tax classification status

Background:

In Minnesota's property tax system, assessed market values are converted to "tax capacity" before calculating actual property tax payments. This conversion is made by multiplying different "class rates" which vary by property type. These class rates are set by the state statute and intended to ensure different types of property pay taxes at different rates.

Minnesota Statutes Section 273.128 provides for a reduction in property tax class rate from 1.25% for market rental housing down to 0.25% if at least 20% of the units have income limits of 60% of the Area Median Income (AMI) and rents are restricted to between 30% and 60% of AMI. Market rate and tax credit developments routinely take advantage of section 4d (1) by right as noted above. In those cases, the EDA and City do not "approve" the 4d (1) class rate.

If, however, the owner of the property agrees to rent and income restrictions (serving households at 60% AMI or below) AND receives financial assistance from federal, state or local government, then they may qualify for the 4d (1) tax class rate. This presents the option of creating an EDA 4d (1) Program in which qualifying properties receive the 4d (1) tax break in return for agreeing to conditions which meet certain local government policy goals such as preserving, maintaining, and/or improving affordable housing in the community. (Exhibit A – Potential Program Policy).

Primary Issues/Alternatives to Consider:

Should the EDA create a specific program or policy to proactively allow properties to qualify for 4(d)1 LIRC property tax classification if the property does not otherwise qualify for this classification?

What are the benefits of adopting a 4d Program for the City of Brooklyn Park?

The primary benefit of allowing properties to qualify for the 4d (1) tax classification is a reduced property tax liability for the given apartment complexes. This lowers annual operating costs and may allow these apartment owners to reinvest in their properties without pressure to increase rents. In addition, The EDA would be able to cap rents through its agreements with owners to ensure this naturally occurring affordable housing stays affordable for those living there.

Healthy, stable and affordable housing is a linchpin for the well-being, prosperity and security of Brooklyn Park residents. Due to recent housing, economic, and demographic trends, Brooklyn Park and the Twin Cities region are experiencing an affordable housing crisis. Already burdened low- and moderate-income tenants are increasingly paying more than 30% of their income on rent and utilities.

At the same time, many rental property owners are faced with increased operating and maintenance costs as well as market opportunities to increase rents. Rental property owners have approached the City to explore partnership opportunities to ensure housing stays affordable. In response, the 4d (1) Program would offer incentives for rental property owners to reduce property tax liability, improve energy efficiency and, if present, address conditions of aging buildings.

The goal is to preserve affordability, reduce energy use and enhance healthy homes to support tenants and strengthen the bottom line for property owners.

What are the challenges of adopting a 4d Program for the city of Brooklyn Park?

The biggest challenge associated with a potential 4d (1) Program is the loss of tax base from these properties. Existing market rate properties moving to the 4d (1) tax classification would see an approximate 70%-80% reduction in tax capacity.

- The Groves for example would go from paying \$239,230 in property taxes to \$74,733 in taxes. The City's portion of this amount would go from \$85,384 to \$17,167
- Villa Del Coronado for example would go from paying \$380,698 in property taxes to \$124,369 in taxes. The City's portion of this amount would go from \$135,190 to \$27,083.

Taxes paid by these units don't just go away with a 4d (1) designation; they are shifted to other taxpayers in the City (unless the City reduces expenses accordingly). So, other property owners will pay more to support these reductions and implementation of a 4d (1) Program.

In addition, the market rate rents in these units are already below the 60% AMI threshold required to qualify for 4d (1) status. This means that properties could have a reduced tax liability without needing to reduce rents below current levels.

The principal costs involved are the work to design a local program, and ongoing administrative costs to run the program. The benefit is the ability to achieve a key goal of the local government, whether it is limiting displacement by capping rents, inducing landlords to fix up problem properties, or making already affordable units more available to the lowest income households. In each case, the EDA will have to weigh the costs versus the likely benefits.

What policy objectives should a 4d Program meet?

Given the high cost to the City in form of lost tax base, any 4d program should bring a corresponding benefit to the community. The potential benefits generally fall into 2 categories:

- Deeper affordability and/or longer-term guaranteed affordability
- Repair and maintenance of NOAH properties that might not occur without tax relief

As it relates to affordability, the rents at most of these properties are already below the 60% AMI threshold the program requires. For there to be any real public benefit, any EDA would need to seek deeper affordability or believe that the market-based rents are likely to exceed this threshold in the future. Historically, rents for these properties have not exceeded this threshold. For this reason, it is difficult to say with certainty whether granting 4d status will actually keep units more affordable than the market will on its own. If the EDA wishes to prioritize affordability as a program objective, then commissioners might wish to consider requiring deeper levels of affordability than the 4d program requires (i.e. something below the 60% AMI threshold), or a longer-term commitment to affordability restrictions.

Given the age and condition of many NOAH properties in Brooklyn Park, directing tax savings into repair and maintenance of properties may be another desired EDA policy objective. A policy could require that all, or a portion of the tax savings over a given number of years, be reinvested into the property. This investment can be directed at interior and exterior improvements as well as deferred maintenance identified through the City's rental inspection program.

What are the options for the EDA to consider?

- 1) Provide directions that EDA will NOT enter into financial assistance arrangements with rental properties solely for the purposes of qualifying for the 4(d)1 tax classification. As noted, this does not mean that the EDA wouldn't use this tool for some future project. It just means that it would need to be part of a larger, more comprehensive project.

- 2) Consider approval of a program policy that specifies the conditions under which the EDA will enter into financial assistance arrangements with rental property owners to qualify for the 4d (1) tax classification status. This policy would need to spell out these conditions clearly. Exhibit A contains a potential program policy for discussion.

What are the budgetary/ fiscal implications?

If a policy is adopted, the EDA will not incur any additional budgetary expenses related to implementation. While there will be ongoing administrative requirements, these can be handled with existing staffing. Any financial assistance granted as required by a policy like this would be nominal and handled through existing EDA programs.

Properties qualifying under such a policy will experience a significant reduction in tax capacity and property taxes as noted. This is a consideration as it relates to the City's budget and levy in future years.

What are the next steps?

- Staff will take EDA input and feedback at the work session on the draft program policy. If a formal policy is desired, then staff will work to formalize and implement the program.

Attachments:

2.1A Exhibit A

EXHIBIT A: Brooklyn Park 4d (1) Affordable Housing Incentive Program Policy

Overview:

Qualified market rate apartment building owners who agree to reserve, at a minimum, 20 percent of the units for households whose incomes are at or below 60 percent of the area median income (AMI) for a minimum number of 5 years, will be eligible for the low-income rental properties tax classification under Minnesota Statute 273.128.

Eligibility Guidelines:

This program is specifically intended for naturally occurring affordable housing (NOAH) properties that do not have any requirements from a governmental agency to restrict rents and/or incomes.

Properties must meet the following criteria:

- Located within the City
- Residential rental properties with at least 8 rental units
- At least 20 percent of the rental units are affordable to households whose incomes are at or below 60 percent AMI
- Licensed with the City and in good standing with no code compliance violations
- The property must have a Certificate of Occupancy inspection grade of either A or B, as designated by City guidelines
- Rental properties experiencing structural integrity issues and outstanding city code issues or concerns related to maintenance and safety conditions

Note: *The City reserves the right to deny applications for the program if the subject property has outstanding code compliance violations, or the property owner applying for this program owns or manages other properties with the City that has outstanding code compliance violations.*

Application Process:

Property owner submits an application requesting consideration and provides the following:

- Detailed project descriptions
- Cost estimates for the improvements to the property
- Three years of historic financial information with respect to the property
- Current rent roll information
- Projected operating proforma
- Other information as determined by the City

Applicant will cover the City's third party legal and consulting fees in connection with implementing an agreement. In addition, applicant shall sign a participation agreement and commit to accepting tenant-based assistance and affirmative fair marketing and prohibit involuntary displacement of existing tenants.

Financial Assistance:

The City will review each application for financial assistance, as required by State Statute, on a case-by-case basis.

Repairs and Maintenance:

Properties shall be required to complete physical improvements that address tenants' quality of living (i.e. health, safety, energy efficiency improvements). It is an expectation that property tax savings, from a reduced tax classification rate, be used to fund all or a majority of the physical improvements the property. Physical improvements may include the following:

- Exterior improvements
- Interior improvements
- Critical system repairs and replacements
- Energy efficiency upgrades
- Deferred maintenance and rental inspection repair orders

Other Program Requirements:

- Units are both rent-restricted and income-restricted, based on the preservation of 4d (1) designated units for households
- Property owner may select the percentage of units restricted for affordability, with a minimum of 20 percent
- Affordability covenant will be recorded against the property for the agreed upon affordability term, with a minimum of 5 years
- Rental rates shall be determined through evaluation of each project based on the current rent roll. If an alternative schedule for rent increase is necessary due to funding the physical improvement, City staff must approve.
- Financial assistance provided through this program shall require the applicant to comply with the City's prevailing wage ordinance

City of Brooklyn Park EDA WORK SESSION

Agenda Item:	2.2	Meeting Date:	July 21, 2025
Agenda Section:	Work Session Items	Prepared By:	Tim Gladhill, Executive Director; Malcolm Hicks, Economic Development & Housing Director
Attachments:	1	Presented By:	Tim Gladhill, Executive Director; Malcolm Hicks, Economic Development & Housing Director
Item:	Small Business Center (SBC) Budget Updates and Targets		

Overview:

In preparation for the 2026-2027 Annual Budget Process, Staff desires to discuss current budget forecasts and targets with the EDA.

Background:

For a number of years, the EDA worked to establish a business incubator in the City of Brooklyn Park. As part of that strategy and exploration, the EDA eventually determined to purchase the Northwinds Plaza located at 7944 Brooklyn Boulevard N. Net lease revenue from other Building Tenants helps support the operation of the Small Business Center. Additionally, it was always anticipated that the EDA Levy would contribute to the operations of the Small Business Center. Finally, it has been the vision to ultimately convey ownership of the Small Business Center to the community upon stabilization.

Northwinds Plaza	Overall EDA Owned Site; Multiple Tenants. Purchase for strategic purposes included future Blue Line Redevelopment and Anti-displacement; Location of new Small Business Center.
Small Business Center	EDA Owned and Operated (through Operator Management Contract) Business Incubator within Northwinds Plaza.

The Small Business Center opened in 2023 and is in its second year of operation.

Primary Issues/Alternatives to Consider:

- Does the EDA expect to get paid back for the original \$7M acquisition of Northwinds Plaza?
 - Should the Net Lease Revenue for Northwinds Plaza go to pay for the original acquisition, or should it be used for the operational costs of the Small Business Center?
 - Lease revenue is currently being used to pay back the acquisition of Northwinds Plaza (interfund loan)
- What level of service does the EDA desire to provide for the Small Business Center?
 - Hours of Operation
 - Is the EDA comfortable with non-staffed hours for certain membership levels?
- What level of marketing should be employed to boost membership levels?

Budgetary/Fiscal Considerations:

Below are revenue and expense **highlights**. This is not an all-inclusive list. Any deficits are made up through additional EDA contributions.

Revenue // Sources of Funding

SBC Membership Fees	\$175,000
State of Minnesota Allocation	\$175,000
EDA Contribution	\$600,000

**Note – revenues are exceeding forecasts. If current revenue trends continue through end of year, the SBC Membership Fee would be approximately \$240,000).*

Expenses // Uses of Funds

Description	Number of Units	Amount per Unit	Total Amount
▽ Contains...	▽ Equals...	▽ Equals...	▽ Equals...
Operator Management Fee	1.0000	\$600,000.00	\$600,000.00
Employer Tax	1.0000	\$60,000.00	\$60,000.00
Cleaning	1.0000	\$41,520.00	\$41,520.00
Marketing & Advertising	1.0000	\$30,120.00	\$30,120.00
IT Managed Services	1.0000	\$19,800.00	\$19,800.00
Networking, Workshops	1.0000	\$5,000.00	\$5,000.00
Building Security	1.0000	\$4,620.00	\$4,620.00
Human Resources Software	1.0000	\$4,548.00	\$4,548.00
Comcast Internet	1.0000	\$4,680.00	\$4,680.00
Department Requested	1.0000	\$2,088.00	\$2,088.00
General Maintenance Contract	1.0000	\$1,500.00	\$1,500.00
Tech Assistance	1.0000	\$50,000.00	\$50,000.00
CAM & LEASE	1.0000	\$500,000.00	\$500,000.00
Align to 2024 Estimated Actuals	1.0000	\$125,230.00	\$125,230.00

**Note – due to limited construction projects/capital improvement projects, the overall budget will have less expenses than expected. If current trends continue, actual expenses would be approximately \$700,000. Below is a Year-to-Date (YTD) snapshot (50% of Fiscal Year Complete, 25% of Budget Expended).*

The largest expense is the Operator Management Fee. Originally, the budget for this activity was \$300,000. However, at the time of original SBC start up, additional resources in marketing and construction management were identified. Additionally, the original SBC Operator Management Contract was with a different vendor and was ultimately replaced with I Alexander Agency LLC. The original contract was also amended to add these additional services.

- Construction & Property Management
- Fundraising & Advocacy
- Technical Assistance (for small businesses)
- Added Event Planning (events & networking)
- Reception/Front Desk
- Added Vendor, Invoice, & Financial Coordination

Staff will provide additional detail and recommendations to the above at the EDA Meeting. Discussion will focus on the following.

- Fundraising & Advocacy (including marketing)
- Technical Assistance
- Events & Networking

Additionally, the following contracted services and other expenses are outside of the base Operator Management Contract.

- Supplies
- IT Managed Services
- Facilities Management/Custodial

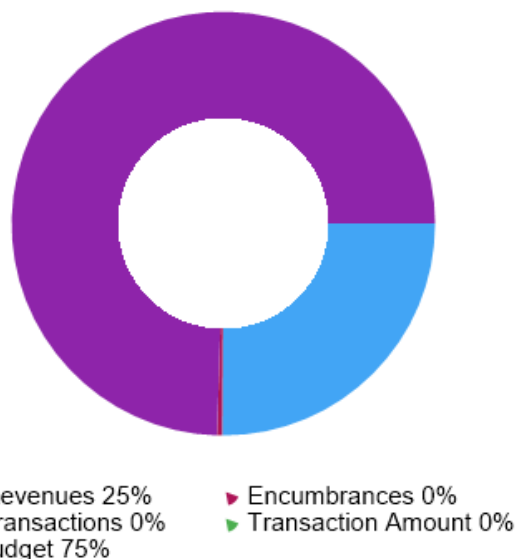
293-21.6328 (Small Business Center -Community Development.Other Contractual Services)

Budget Type **Organization Level** Fiscal Year **2025**

Budget Level **Department**

Original Budget	\$1,449,106.00
Budget Amendments - Posted	\$0.00
* Unposted Positive B/A	\$0.00
* Unposted Negative B/A	\$0.00
Total Budget	\$1,449,106.00
Expenses/Revenues	\$363,537.47
Encumbrances	\$5,710.00
Unposted Transactions (Details)	\$0.00
Transaction Amount	\$0.00
Available Budget	\$1,079,858.53
* = Budget Amendment Excluded	

Budget Analysis



Additionally, to quantify all costs associated with operating the Small Business Center, the EDA also quantifies the value of a Lease for the space at \$500,000 annually. This is not a direct expense to the SBC/EDA but does quantify that value if the EDA did decide to Lease this space.

In total, the operational costs for the Small Business Center are approximately \$1M plus the lease value of \$500,000.

Staff will work on additional data requests in advance of the EDA Meeting (i.e. number of members, number of hosted events, participation, etc.).

Next Steps:

EDA Direction from this evening’s work session will be included in the normal budget process to occur later this year.

Attachments:

2.2A OPERATOR MANAGEMENT CONTRACT

**BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY
AMENDED AND RESTATED
PROFESSIONAL SERVICES AGREEMENT**

This agreement is made this the 20th day of March, 2024, by and between I Alexander Agency LLC, OBA Life By Design Management ("Contractor"), a Minnesota limited liability company, and the Brooklyn Park Economic Development Authority ("EDA"), a public body corporate and politic under the laws of the State of Minnesota.

WHEREAS, in October of 2021, the EDA purchased Northwind Plaza for the purpose of creating a Small Business Center (the "SBA"), among other goals; and

WHEREAS, the operation of the SBC, requires an individual to manage the facility; and

WHEREAS, Contractor has the necessary expertise to provide management of the facility; and

WHEREAS, on April 21, 2023, Contractor and the EDA entered into a Professional Services Agreement (the "Original Agreement") wherein Contractor agreed to provide certain Services at the SBC for certain compensation; and

WHEREAS, the Parties wish to continue the relationship but desire to clarify certain terms and increase the Services provided and the amount of compensation; and

WHEREAS, the Parties now wish to enter into this Amended and Restated Agreement (this "Agreement"); and

In consideration of the mutual covenants and promises contained in this Agreement, Contractor and EDA agree as follows:

I. SCOPE OF SERVICES

The EDA agrees to engage Contractor for the following activities: (the "Services"). Provide a staff person on site for at least 1,000 hours per month (approximately 6 FTE's) including all hours of operation of the SBC and during all special events. Such staff will include, and provide Services including, at a minimum:

Executive Director: (Indred Alexander) (.75 FTE)

- Plans, directs, and oversees the Small Business Center, and ensures that deliverables and functionality are achieved as defined in the Small Business Center Operators Agreement, funding documentation, and subsequent Small Business Center plans.
- Maintains accountability for the management of all resources assigned to the

Small Business Center.

- Works closely with Wellington management to oversee and manage the operations within budget, including opportunities for cost containment.
- Serves as the primary liaison between the Small Business Center and the Small Business Center Sponsor (EDA).
- Manages both service and process quality activities for the Small Business Center.
- Provides insight into Small Business Center health by reviewing process and product activities for adherence to standards and plans.
- Works with EDA staff to prepare an annual budget.
- Solicits input and feedback from business, both members and non- members, to guide operations, including performing routine surveys.
- Participates in an in-depth Program Evaluation, anticipated for Summer 2023.
- Provides construction and maintenance management of the tenant space.
- Provides fundraising and advocacy, develops relationships, conducts tours, and generates revenue/sponsorship support for the center.
- Oversees property management operation, including coordinating work to be completed on the building or space.
- Manages the work of the subcontractors that the EDA contracts and pays.
- Designs, develops, and implements technical assistance and services for members.
- Performs all other related duties as required.

Community Management Team: (3.25 FTE)

- Community Management Team plays a vital role as the faces members will see most. They will shape the culture and community of BPSBC.
- Responsible for day-to-day operations of the facility.
- Provides support to members, and directly impacts membership growth and retention.

- Manages communications and relationships with members, making sure the facility is inviting and productive.
- Serves as representative to the broader community and facilitates activities that build community awareness and public support.
- Collaborates with the Marketing Team to plan and promote monthly events to draw in new members and allow current members to network and connect.
- Coordinates member and third-party events, serving as the primary contact for organizations and groups using the facility to host events.
- Manages billing, door access, event management, and resource management using coworking software operating system.
- Manages third party tools and resources that are available to the member community.
- Coordinates and manages new member onboarding and member interactions.
- Schedules, sets up, and coordinates the smooth facilitation of all networking events, training activities, small business technical assistance.
- Oversees the administrative task of sorting, notifying, and delivering mail/packages to departments and members within the center. Maintains and organizes mailroom with packages, envelopes, and other items.
- Ensures adequate availability of supplies and the maintenance of the Mailroom, Breakroom, and all other related storage rooms.
- Operates/uses and manages the Center's photocopier, fax and scanning machines, and all print room activities/functions.
- Ensures recruitment, day of, and support for all events hosted by the center or by members.
- Assists in event coordination and programming.
- Greets and guides members and guests.
- Ensures security protocols by monitoring front door.
- Membership assistance or guidance with member services.

Marketing/Sales/Communications Team: (2 FTE)

- Markets and advertises co-working space and events on social media and through other local marketing channels.
- Manages email marketing communications including a newsletter.
- Plans and manages marketing budget for the facility, marketing activities and member engagement activities.
- Execute and maintain the marketing strategy.

- Manages marketing communications.
- Act as a liaison with City's Communication Department.
- Manages marketing and advertising vendors and budgets.
- Manage internal and external communications and publicity opportunities.
- Assists Community Management Team with event planning and internal events.
- Manage outside sales activities and relationships that include memberships, internal sponsorships, digital marketing, space, and workshop opportunities.

Sales Manager

- Manages outside sales activities and relationships that include memberships, internal sponsorships, digital marketing, space, and workshop opportunities.

11. DELIVERABLES AND REPORTING

1. CONTRACTOR will submit a monthly membership report that includes member name(s), business name, type of business and services provided, number of employees, membership type and date joined.
2. CONTRACTOR will submit to the EDA a quarterly report including the following:
 - Number of members at each level, and the percentage capacity filled at each level.
 - Number of canceled and new member contracts.
 - A narrative of successes.
 - A narrative of identified places for improvement.
 - Needs/requested areas of support.
 - Updated staffing plan for the upcoming quarter with names of staff people, roles, titles, weekly work schedule (hours) and work duties.
3. CONTRACTOR will submit an annual report by June 1 of each year including the results of a member survey. Contractor will design the survey with input from the EDA.

111. COMPENSATION AND TIMING OF PAYMENT

Upon signing of this Agreement, EDA will provide Contractor \$50,000 for working capital. Thereafter, the City will pay Contractor a total of \$50,000 per month for the above-described services and deliverables, with a re-evaluation of payment with the 2025 budgeting process and based on secured revenue sources. Contractor will submit invoices for payment, which may be submitted either once per month for a \$50,000 payment or twice per month for \$25,000 payments. Payment will be made within thirty days of receipt of an invoice. In recognition of receipt of the working capital, Contractor will submit invoices for the final month of Services but will not receive payment. The compensation is based on the estimated hours projected to complete the scope of services and deliverables by the contractor and contractor's staff.

IV. TERM AND TERMINATION

1. Period of Performance. This Agreement shall terminate on December 31, 2025.
2. Termination of Agreement. EDA and Contractor both shall have the right to terminate this Agreement at any time and for any reason by submitting written notice of termination to the other party at least sixty (60) calendar days prior to the specified effective date of the termination. In addition, the EDA and Contractor shall have the right to terminate this Agreement on twenty (20) calendar days written notice if EDA's or Contractor's performance is not timely or is substantially unsatisfactory or if Contractor has violated any of the terms, conditions, or agreements contained in this Agreement. Upon the termination of this Agreement, all finished and unfinished documents and work papers prepared by Contractor pursuant to this Agreement shall become the property of EDA, subject to disclosure by Contractor to third parties as reflected in Section VI herein. Contractor will be entitled to a pro-rata payment for services up to the date of termination.

V. CONTRACT PERFORMANCE AND MODIFICATION

1. Assignment. For all work provided for under this Agreement, Contractor shall not assign its rights or obligations without receiving the express written consent of **EDA.**
2. Amendments. The terms of this Agreement may be changed or modified by mutual agreement of EDA and Contractor. Such amendments, changes, or modifications shall be effective only on the execution of written amendment(s) signed by EDA and Contractor.

VI. WORK PRODUCT

All reports, data, materials, information, and other work products ("EDA information") prepared and developed in connection with the provision of services contemplated in this Agreement shall become the property of EDA. Such information does not include information about specific businesses who are solicited for membership or become members. Contractor may disclose EDA information to third parties provided that the EDA has approved such disclosure, which approval shall not be unreasonably withheld.

VI. MISCELLANEOUS PROVISIONS

1. EDA's Authorized Agent. The EDA's authorized agent for purposes of administration of this Agreement is:

Kim Berggren, kimberly.berggren@brooklynpark.org

2. Contractor's Authorized Agent. Contractor's authorized agent for purposes of administration of this Agreement is:

Indred Alexander indred@ialexanderagency.com

3. Conflict of Interest. Contractor certifies that to the best of its knowledge, no EDA employee or employee or officer of any agency interested in this Agreement has any pecuniary interest in Contractor or with this Agreement and that no person associated with Contractor has any interest that would conflict in any manner or degree with the performance of this Agreement.
4. Relationship of the Parties. This Agreement shall not constitute, create, give effect to, or otherwise imply a joint venture, partnership, or formal business organization of any kind between EDA and Contractor. Other than as necessary to perform the duties described herein, Contractor shall act as an independent contractor and not as an agent for the EDA, and Contractor shall not have any authority to bind the EDA.
5. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota without regard to its conflicts of laws principles. Each Party irrevocably submits to the jurisdiction of the federal or state courts in Hennepin County, Minnesota for the purposes of any suit, action or other proceeding arising out of this Agreement and each Party irrevocably and unconditionally waives any objection to the laying of venue of any action, suit or proceeding arising out of this Agreement in the federal or state courts in the State of Minnesota.
6. Counterparts. This Agreement may be executed in several counterparts. If so executed, each of such counterparts shall be deemed an original for all purposes

and all counterparts shall, collectively constitute an agreement. In making proof of this Agreement, it shall not be necessary to produce or account for more than one such counterpart.

7. Indemnification. To the fullest extent permitted by law, Contractor, agrees to indemnify and hold harmless EDA, its officers, agents, and employees from all claims, suits, or actions of any kind, nature, or character, and the reasonable costs, disbursements, and expenses of defending the same, including but not limited to, reasonable attorneys' fees, consulting project management services, and other technical, administrative or professional assistance to the extent caused by the negligence, breach of contract or misconduct of Contractor or its subcontractors, agents, or employees under this Agreement or arising out of the failure to obtain or maintain the insurance required by this Agreement.

Nothing in this Agreement shall constitute a waiver or limitation of any immunity or limitation on liability to which EDA is entitled. The parties agree that these indemnification obligations will survive the completion or termination of this Agreement.

8. Insurance. Contractor, and all sub-contractors, will maintain insurance coverage for:
 - Worker's Compensation and Employer Liability: Coverage A as per state statute; and Coverage 8.\$100,000 per accident, \$500,000 per disease, per policy year, and \$100,000 per employee. Contractor shall provide EDA with a current certificate of insurance.
 - General Liability in an amount of not less than \$1,000,000 per occurrence and \$2,000,000.00 in the aggregate and will provide information as to specific limits upon receipt of this signed Agreement. Contractor shall provide EDA with a current certificate of General Liability insurance. Such certificate shall list EDA as additional insureds and contain a statement that such policy of insurance shall not be canceled unless thirty (30) days written notice (ten (10) days' written notice for non- payment of premiums) is provided to EDA.
9. Compliance with Laws. Contractor shall exercise due professional care to comply with applicable federal, state and local laws, rules, ordinances and regulations.
10. Entire Agreement. This Agreement, any attached exhibits and any addenda or amendments signed by the parties shall constitute the entire agreement between EDA and Contractor and supersedes any other written or oral agreements between EDA and Contractor. This Agreement can only be modified in writing signed by EDA and Contractor.
11. Data Practices Act Compliance. Any and all data provided to Contractor, received from Contractor, created, collected, received, stored, used, maintained, or disseminated by Contractor pursuant to this Agreement shall be administered in

accordance with, and is subject to the requirements of the Minnesota Government Data Practices Act, Minnesota Statutes, Chapter 13.

- 12. Audit Disclosure. The Contractor must allow the City, or its duly authorized agents, and the state auditor or legislative auditor reasonable access to the Contractor's books, records, documents, and accounting procedures and practices that are pertinent to Services provided under this Agreement for a minimum of six years from the termination of this Agreement.
- 13. No Discrimination. Contractor agrees not to discriminate in providing products and services under this Agreement on the basis of race, color, sex, creed, national origin, disability, age, sexual orientation, status with regard to public assistance, or religion. Violation of any part of this provision may lead to immediate termination of this Agreement.
- 14. Waiver. No waiver of any provision or of any breach of this Agreement shall constitute a waiver of any other provisions or any other or further breach, and no such waiver shall be effective unless made in writing and signed by an authorized representative of the party to be charged with such a waiver.
- 15. Headings. The headings contained in this Agreement have been inserted for convenience of reference only and shall in no way define, limit, or affect the scope and intent of this Agreement.
- 16. Severability. In the event that any provision of this Agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the balance of the Agreement shall continue in full force and effect.

IN WITNESS WHEREOF, the EDA and Contractor have caused this Agreement to be executed by their duly authorized representatives as of the day and year first above written.


CONTRACTOR

**BROOKLYN PARK ECONOMIC
DEVELOPMENT AUTHORITY**

By:


Indred Alexander

By:


Kim Berggren, Executive Director

City of Brooklyn Park EDA WORK SESSION

Agenda Item:	2.3	Meeting Date:	July 21, 2025
Agenda Section:	Work Session Items	Prepared By:	Tim Gladhill, Executive Director; Jolene Rotich, Workforce Development Program Director
Attachments:	1	Presented By:	Tim Gladhill, Executive Director; Jolene Rotich, Workforce Development Program Director
Item:	Workforce Development Division Budget Updates and Targets		

Overview:

In preparation for the 2026-2027 Annual Budget Process, Staff desires to discuss current budget forecasts and targets with the EDA related to the Workforce Development Division of the Community Development Department (BrookLynk).

Background:

Celebrating its 10th year of programming, the BrookLynk Workforce Development Program derives its funding from a variety of sources. The program is a Joint Powers Agreement (JPA) between the cities of Brooklyn Park and Brooklyn Center. Brooklyn Park serves as the fiscal agent and administrative agent.

- State and County Grants (80% of funding)
- City of Brooklyn Park
- City of Brooklyn Center
- Brooklyn Park Rotary

Primary Issues/Alternatives to Consider:

This discussion is largely a broad overview of funding and operations in prep for formal budget discussions. Additionally, the program created a structural financial deficit in the years 2022 and 2023. Staff is finalizing accounting/auditing and will present an update to the EDA at the meeting. Staff seeks direction as to how to resolve the deficit (EDA Fund Balance or EDA Levy in future years).

Additionally, Staff is seeking direction as to any desired programming changes/mix. The current programs are as follows.

- BrookLynk
 - Get Ready!
 - Summer Internships
- Career Pathways
 - Youth Entrepreneurship Program (YEP)
 - Construction and Trades Program
 - Evolved into Finishing Trades Institute Partnership in 2025
 - Pathways to Public Works sunset in 2024, but continues to see demand

The 2025 Minnesota Legislature approved \$250,000 in State Fiscal Year 2026 and State Fiscal Year 2027 for purposes of expanding Workforce Development Training. The dollars are intended to expand participation in YEP and other Career Pathways Programs. Additionally, the intend was to expand programming to include MedTech/Life Sciences/BioTech programming to enhance efforts of the BioTech Innovation District.

Budgetary/Fiscal Considerations:

The below are revenue and expense *highlights*. This is not an all inclusive list.

Revenue // Sources of Funding

ARPA Funds (sunsets in 2025)	\$145,000
Federal Grants	\$123,608
State Grants	\$315,000
County Grants	\$175,172
Brooklyn Center	\$59,800
Brooklyn Park EDA	\$200,000
Brooklyn Park Rotary	\$1,000

**Note – exact grants typically change annually, so may not be the same mix every year.*

Additional budget notes.

- State Fiscal Year runs July 1 through June 30
 - City Fiscal Year runs January 1 through December 31
 - State Grants get split between two (2) City Fiscal Years
- Grant Awards get disbursed against all Staff
 - One grant is not necessarily earmarked for a specific Staff Member or Program
- Accounting and Reconciliation is complex due to multiple funding sources with different fiscal dates, program guidelines, and match requirements

Expenses // Uses of Funds

A vast majority of Workforce Development Division Expenses are staffing (full time, part time/seasonal, contracted). With a small percentage reduction of grant funds, Staff has had a net reduction in staffing by not refilling certain positions (final recruitments underway).

Next Steps:

EDA Direction from this evening's work session will be included in the normal budget process to occur later this year.

Attachments:

2.3A 2025 BUDGET WORKSHEET

Account	Account Description	2025 Final Adopted
Fund 292 - BrookLynk		
REVENUE		
Department 21 - Community Development		
Federal grants		
4206	CARES and Other COVID Related Federal Funding/Grants	145,000.00
4210	Federal Grants - Other	123,608.00
	<i>Federal grants Totals</i>	\$268,608.00
State grants		
4230	Other State Grants	315,000.00
	<i>State grants Totals</i>	\$315,000.00
Other grants		
4240	County Grants	175,172.00
4250.01	Other Grants Local Contributions	59,800.00
	<i>Other grants Totals</i>	\$234,972.00
Other revenue		
4824	Donations	1,000.00
	<i>Other revenue Totals</i>	\$1,000.00
Transfers in		
5450	Transfers in	200,000.00
	<i>Transfers in Totals</i>	\$200,000.00
	Department 21 - Community Development Totals	\$1,019,580.00
	REVENUE TOTALS	\$1,019,580.00
EXPENSE		
Department 21 - Community Development		
Salaries		
6100	Salaries - Full Time	600,405.00
6104	Salaries - Seasonal	35,000.00
6112	Severance Pay	11,769.00
6120.01	Allowances Cell Phone	1,640.00
	<i>Salaries Totals</i>	\$648,814.00
Benefits		
6140	Social Security	37,633.00
6142	Medicare	8,801.00
6150	PERA	45,137.00
6160	Cafeteria Benefit	113,898.00
6168	Life Insurance	88.00
6176	Workers Compensation	1,708.00
	<i>Benefits Totals</i>	\$207,265.00
Supplies		
6206	Operating Supplies	16,000.00

Account	Account Description	2025 Final Adopted
Fund 292 - BrookLynk		
EXPENSE		
Department 21 - Community Development		
<i>Supplies</i>		
6206.03	Operating Supplies Program Food	2,000.00
6210	Small Equipment	1,500.00
	<i>Supplies Totals</i>	\$19,500.00
<i>Professional services</i>		
6304	Legal Services	1,000.00
	<i>Professional services Totals</i>	\$1,000.00
<i>Contractual services</i>		
6328	Other Contractual Services	124,110.00
	<i>Contractual services Totals</i>	\$124,110.00
<i>Communications</i>		
6348	Postage/Shipping	500.00
	<i>Communications Totals</i>	\$500.00
<i>Dues and subscriptions</i>		
6720	Membership Dues	1,780.00
	<i>Dues and subscriptions Totals</i>	\$1,780.00
<i>Central buildings</i>		
7018	Building Charges	5,961.00
	<i>Central buildings Totals</i>	\$5,961.00
<i>Information technology charges</i>		
7020	ITS Charges	10,650.00
	<i>Information technology charges Totals</i>	\$10,650.00
	Department 21 - Community Development Totals	\$1,019,580.00
	EXPENSE TOTALS	\$1,019,580.00
Fund 292 - BrookLynk Totals		
	REVENUE TOTALS	\$1,019,580.00
	EXPENSE TOTALS	\$1,019,580.00
Fund 292 - BrookLynk Totals		\$0.00
	Net Grand Totals	
	REVENUE GRAND TOTALS	\$1,019,580.00
	EXPENSE GRAND TOTALS	\$1,019,580.00
	Net Grand Totals	\$0.00

City of Brooklyn Park Request for EDA Action

Agenda Item:	3C.1	Meeting Date:	July 21, 2025
Agenda Section:	Public Presentations	Prepared By:	Malcolm Hicks, Economic Development & Housing Director
Resolution:	N/A	Presented By:	Malcolm Hicks, Economic Development & Housing Director
Attachments:	N/A		
Item:	Brooklyn Park International: Japan Business Spotlight		

Overview:

The Brooklyn Park International: Japan Business Spotlight is a culturally tailored promotional tool developed to attract Japanese businesses and investors to the City of Brooklyn Park, Minnesota. This initiative stems from the 2023 Minnesota trade mission to Japan, led by Governor Tim Walz and Brooklyn Park Mayor Winston Hollies, which aimed to strengthen economic ties and promote Minnesota as a global business destination.

Inspired by the momentum of that mission, the video positions Brooklyn Park as a strategic entry point for Japanese companies seeking expansion into the U.S. Midwest. It highlights key advantages, including:

- **Business-Friendly Climate:** Emphasizing pro-growth policies, responsive local government, and access to incentives for international companies.
- **Prime Location & Infrastructure:** Featuring easy access to Minneapolis–Saint Paul International Airport, interstate highways, and freight networks.
- **Skilled & Diverse Workforce:** Showcasing a well-equipped labor pool for manufacturing, technology, medical device, and logistics industries.
- **Cultural Competence & Inclusion:** Demonstrating Brooklyn Park’s dedication to fostering a welcoming environment for Japanese firms, supported by Japanese-language messaging and culturally relevant visuals.
- **Global Partnerships:** Featuring success stories and partnerships that underscore the city’s readiness to support international businesses.

This video is a part of Brooklyn Park’s broader economic development strategy to leverage international relationships and attract high-quality foreign direct investment, starting with Japan.

Primary Issues/Alternatives to Consider: N/A

Budgetary/Fiscal Issues: N/A

Attachments: N/A

City of Brooklyn Park EDA WORK SESSION

Agenda Item:	3C.2	Meeting Date:	July 21, 2025
Agenda Section:	Public Presentations	Prepared By:	Malcolm Hicks, Economic Development and Housing Director
Attachments:	1	Presented By:	Jude Nnadi, PAADIO Founder and CEO
Item:	Review the Enhancing Brooklyn Park Economic Development Report (PAADIO)		

Overview:

The purpose of this presentation is to simply receive information for a previously commissioned EDA Study. This information will be included in future Economic Development/Business Development Strategy Sessions for future direction.

The Enhancing Brooklyn Park Economic Development and Community Services project is a city-led initiative designed to strengthen the economic resilience of local businesses and community organizations. In May of 2023, the Minnesota State Legislature passed a series of budgetary appropriations related to fostering and assisting small businesses. With Brooklyn Parks dynamic small business community, often not the focus of state programs, staff sought to enlist the assistance of PAADIO consulting to track, monitor, and advocate for this support to reach Brooklyn Park businesses, and then connect as many businesses as possible to these resources.

On September 18, 2023, this initiative was authorized and focused on equity, access, and sustainable growth. The project created a roadmap to address systemic barriers, improve funding access, and support long-term development across Brooklyn Park. Through a two-phase, data-driven approach, the initiative delivered targeted strategies and tools to enhance infrastructure, expand public-private partnerships, and build community capacity, ultimately aligning with the city's 2025 vision of a vibrant, inclusive, and prosperous community.

Background:

The project emerged from the need to better understand and address the challenges facing Brooklyn Park's economic and community landscape. Phase 1 focused on foundational development, including comprehensive data collection, stakeholder engagement, and identification of state funding opportunities. Key efforts included the creation of a resource database, configuration of a CRM system, legislative analysis, and targeted community outreach. These efforts ensured alignment with local priorities and informed future phases.

Phase 2 transitioned into implementation and impact measurement. The centerpiece was the launch of the Grant and RFP (Request for Proposals) Center, a centralized hub providing technical assistance and guidance for funding access. Performance tracking systems were introduced using ROI (Return on Investment), VOI (Value of Information), and KPI (Key Performance Indicator) metrics to monitor outcomes and drive continuous improvement. A final report was produced to consolidate learnings, successes, and recommendations for sustained economic development.

Together, these phases established Brooklyn Park as a city taking structured, equity-informed steps toward community and economic development. The project focused on building institutional relationships and improving the city's positioning to attract and manage future public and private investment.

Additionally, as the EDA is aware from a recent Work Session Topic, Staff is working on a more strategic approach to economic development (and business development). Additional follow-up and directions are scheduled for a future EDA Meeting.

Primary Issues/Alternatives to Consider: N/A

Budgetary/Fiscal Considerations: N/A

Next Steps: N/A

Attachments:

3C.2A ENHANCING BROOKLYN PARK ECONOMIC DEVELOPMENT & COMMUNITY SERVICES
SUMMARY REPORT



Enhancing the Brooklyn Park Economic Development and Community Services Project

Summarized Status Report



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Prepared by:

PAADIO

Enhancing the Brooklyn Park Economic Development and Community Services Project Summarized Status Report

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 1: Data Collection and Organization</p>	<p>10/2/2023 - 11/30/2023</p>	<p>Develop a database of state funding details for Brooklyn Park.</p>	<p>Comprehensive spreadsheet completed</p>	<p>Organized database of funding sources</p>	<p>Finalized an organized spreadsheet detailing state-funded opportunities relevant to Brooklyn Park businesses.</p>	<p>Status: Completed Overview: A foundational task that established a funding database to support future applications and align with economic goals. Key Success: Enabled immediate funding prioritization. Wins: Established comprehensive database aligned with Brooklyn Park goals. Key Takeaways: Created a roadmap for targeted funding.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 2: Bill Identification and Purpose</p>	<p>10/3/2023 - 12/29/2023</p>	<p>Identify legislative bills and funding allocations for the city.</p>	<p>Completed legislative analysis, identified priority bills</p>	<p>Summary report of relevant bills</p>	<p>Produced a summary report outlining bill numbers, fund allocations, and targeted funding purposes.</p>	<p>Status: Completed Overview: Mapped legislative bills to align with city goals, offering a clear funding roadmap. Key Success: Focused on high-priority bills, optimizing city resources. Wins: Mapped key legislative funding sources. Key Takeaways: Targeted high-priority grants for city needs.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 3: Needs Assessment and Prioritization</p>	<p>10/15/2023 - 2/28/2024</p>	<p>Assess funding needs of local businesses</p>	<p>Surveyed 20+ businesses, initial funding insights</p>	<p>Comprehensive needs assessment report</p>	<p>Produced a comprehensive needs assessment report outlining Brooklyn Park’s business funding priorities.</p>	<p>Status: Completed Overview: Assessed business funding needs to guide funder alignment and outreach. Key Success: Data informed targeted outreach and services. Wins: Enhanced understanding of business needs. Key Takeaways: Data collected supports alignment between funders and businesses.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 4A: Funder Engagement and Relationship Building</p>	<p>1/10/2024 - Ongoing</p>	<p>Build partnerships with key funders.</p>	<p>9 funder meetings completed; 3 tours scheduled</p>	<p>Funder engagement tracking report</p>	<p>Built partnerships with DEED, CAPI, ACER, AEDA, Hennepin County, MEDA, and BSC to advocate for Brooklyn Park’s funding needs. The contract required hosting meetings with six funders, but we surpassed this target and engaged multiple funders to align future funding priorities for workforce development, micro-business support, and capital access. Strengthened relationships, scheduled business tours, and expanded collaboration. Developed a funder engagement report tracking key partnerships, funding opportunities, and next steps.</p>	<p>Status: Completed Overview: Developed relationships with key funders to strengthen business support networks. Key Success: Secured funders’ commitment to project initiatives. Wins: Established core partnerships with funders. Key Takeaways: Strengthened funder relationships to enhance project support.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 4B: Business Activation and Engagement</p>	<p>2/5/2024 - Ongoing</p>	<p>Engage businesses with funding opportunities.</p>	<p>Quarterly events, business-funder matches</p>	<p>Engagement report & event summaries</p>	<p>Engaged 400+ Brooklyn Park businesses, exceeding survey targets and identifying key funding barriers. Completed 15 PAADIO Discovery Assessments and facilitated 9 funder matchmaking meetings. Conducted 6 quarterly engagement events to strengthen business-funder connections. Business tours with Sterns Bank expanded alternative funding opportunities. Tracked outreach and business interactions to guide the next steps.</p>	<p>Status: Completed Overview: Activated business participation in funding opportunities through events and outreach. Key Success: Increased engagement through effective event-based outreach. Wins: Activated partnerships with multiple businesses. Key Takeaways: Targeted events boosted business engagement.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
<p>Task 5: Community Outreach</p>	<p>2/15/2024 - Ongoing</p>	<p>Increase awareness of funding opportunities.</p>	<p>Reached 400+ businesses via email/social media</p>	<p>Outreach report & event summary</p>	<p>The outreach initiative exceeded the contract requirement of 200 businesses, reaching over 400 businesses, residents, and stakeholders, expanding access to state-funded opportunities. Engagement efforts, including 50+ meetings and targeted outreach strengthened business-funder connections and increased resource utilization. Continued follow-ups after the project ended for long term impact.</p>	<p>Status: Completed Overview: Leveraged outreach campaigns to broaden community awareness of funding resources. Key Success: Achieved high reach. Wins: Expanded reach through targeted social media – which was most effective using cross-posting with other organizations. Key Takeaways: High reach requires stronger follow-ups for engagement.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
Task 6: RFP and Grant Center Services	3/15/2024 - Ongoing	Launch Grant Center services for businesses	Intake process developed; Grant Center webpage created	Grant Center services & intake report	<p>Launched an RFP and Grant Center webpage and structured grant application support services.</p> <p>Expanded access to technical assistance (ACER, NDC), introduced alternative funding solutions like small business loans (City of Brooklyn Park, Stearns Bank) due to lack of grant readiness and limited eligibility for available grants.</p>	<p>Status: Completed</p> <p>Overview: Established the Grant Center to centralize resources and support business grant applications.</p> <p>Key Success: Created structured processes for efficient grant applications.</p> <p>Wins: Accessible Grant Center resources established.</p> <p>Key Takeaways: Discovery sessions aid in business readiness.</p>

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
Task 7: Performance Tracking and Impact Evaluation	10/15/2024 - Ongoing	Track KPIs, ROI, and VOI.	KPI tracking and monthly reporting process established	KPI summaries & performance tracking reports	Tracked economic impact, Return on Investment (ROI), and Value on Investment (VOI) through Key Performance Indicator (KPI) summaries and monthly performance reports. Measured business participation, funding outcomes, and engagement effectiveness while ensuring alignment with city priorities. Outreach expanded access to state-funded opportunities, strengthening business-funder connections. Key project meetings were tracked to support city updates and approvals. Ongoing follow-ups will enhance long-term impact.	Status: Completed Overview: Implemented KPI tracking to align project goals with measurable outcomes and support ongoing adjustments. Key Success: Robust reporting enhances visibility and informs adjustments. Wins: Consistent reporting aligns projects with metrics. Key Takeaways: KPI tracking increases project visibility.

Task/Activity	Timelines	Objectives	Milestones	Deliverables	Outcomes	Status & Progress
Task 8: Final Reporting and Recommendations	11/1/2024 - Project Close	Compile outcomes and strategic recommendations.	Draft report in progress, presentation preparation ongoing	Final report & stakeholder presentation	Drafted a final project report with recommendations for sustaining business funding support.	<p>Status: Completed</p> <p>Overview: Gathering comprehensive data for a final report summarizing project outcomes and recommendations.</p> <p>Wins: Preparing a robust final report to encapsulate key insights.</p> <p>Key Takeaways: Final report encapsulating best practices and lessons learned.</p>

Conclusion



The Enhancing Brooklyn Park Economic Development and Community Services Project has successfully advanced key economic development goals by aligning funding priorities, strengthening business-funder relationships, and expanding access to financial resources. Despite challenges in funder alignment and business engagement, the project established a strong foundation for future funding opportunities and economic sustainability.



Key Outcomes

- **Strategic Partnerships** – Built relationships with DEED, CAPI, ACER, AEDA, Hennepin County, MEDA, and BSC, ensuring Brooklyn Park businesses remain on funders' radars for future investment.
- **Business Engagement & Activation** – Shared funding opportunities with businesses through matchmaking, direct outreach, and events.
- **Grant Center Implementation** – Created a centralized hub to guide businesses through funding applications, increasing accessibility to financial resources.
- **Data-Driven Decision-Making** – Tracked economic impact, ROI, and VOI, providing actionable insights to refine Brooklyn Park's funding strategy.
- **Community Awareness & Outreach** – Reached over 400+ businesses, residents, and stakeholders, strengthening awareness of available funding opportunities.
- **Performance Tracking & Reporting** – Delivered KPI-driven monthly reports, ensuring transparency, accountability, and continuous improvement.



Key Challenges & Lessons Learned



1. Funders' Fiscal Constraints & Prioritization Mismatch

Many funders outside Brooklyn Park were locked into their fiscal plans in areas they served and were unable to allocate resources immediately, delaying funding opportunities for businesses. However, there is a growing shift toward funders who prioritize capital access and provide guidance on navigating funding processes. Continued relationships with these funders are essential for Brooklyn Park businesses to be well-positioned and prioritized in future funding cycles.

2. Limited Business Readiness for Funding

Some businesses lacked financial literacy or the capacity to navigate complex funding applications. Strengthening business training programs and streamlining the funding application process will enhance participation.

3. Outreach & Engagement Gaps

Despite reaching over **400 businesses**, engagement was impacted by **scheduling constraints and competing priorities** rather than lack of interest. There is a need for **more flexible engagement**

options, such as after-hours sessions and personalized follow-ups. In the future, outreach strategies should **streamline messaging, enhance accessibility, and incorporate targeted engagement methods** like small-group workshops, peer networking, and direct business consultations

4. Administrative & Compliance Barriers

Some businesses struggled with regulatory and compliance requirements when applying for funding. Establishing a small business compliance support system will reduce barriers and increase funding accessibility.

5. Need for Sustainable Long-Term Planning

The project delivered short-term wins, but long-term sustainability depends on securing continued funding and integrating support structures. Creating a dedicated grant management office or expanding the PAADIO Grant Center can ensure businesses continue to develop their capacity to attract fundings.

Project Highlights & Wins



- **Built Strategic Funder Partnerships** – Engaged 9 major funders and hosted multiple in-depth meetings and business tours, positioning Brooklyn Park for future investment.
- **Exceeded Business Engagement Targets** – Activated over 400 businesses, exceeding initial survey and outreach targets.
- **Strengthened Business-Funder Connections** – Facilitated 9 funder matchmaking meetings, exceeding the contract requirement of 6 leading to direct funding conversations.
- **Established Brooklyn Park as a Funding Advocate** – Positioned the city as a strong advocate for business funding, influencing future economic policies and funder priorities.
- **Grant Center Success** – Developed a structured grant intake process and accessible funding portal, increasing business participation in funding programs.
- **KPI & Impact Tracking** – Implemented performance tracking tools to measure funding access, economic impact, and engagement effectiveness.

Conclusion

The Enhancing Brooklyn Park Economic Development and Community Services Project has successfully advanced key economic development goals by aligning funding priorities, strengthening business-funder relationships, and expanding access to financial resources. Despite challenges in funder alignment and business engagement, the project established a strong foundation for future funding opportunities and economic sustainability.



Final Recommendation for Stakeholders

- **Continuing Funder Relationship Management** – Regular follow-ups and early engagement in fiscal planning cycles.
- **Strengthening Business Readiness** – Expanding financial literacy and compliance support.
- **Improving Outreach Strategies** – Personalized engagement, targeted events, and streamlined funding access.
- **Ensuring Long-Term Project Integration** – Institutionalizing a Grant Center or dedicated funding office for Brooklyn Park businesses.
- **Expand Access to Capital Through Localized Lending** – Strengthen partnerships with Banks and CDFIs to aid lending.
- **Strengthen the Small Business Center as a Centralized Hub** – Consolidate resources, funding, and technical assistance in one location for easier access.

Brooklyn
Park



Appendices

Appendix A: Funder Engagement Tracker

Organization	Date of Meeting	Attendees
Building Strong Communities	3/1/2024	Rick Martagon, Paadio Team
ACER	4/29/2024	Ra'Essa As-Sidiq, Paadio Team
MEDA	4/30/2024	Jon Berry, Paadio Team
NDC	5/1/2024	Renay Dossman, Paadio Team
Hennepin County	5/3/2024	Commmissioner Jeffrey Lunde, Paadio Team
Office of Child Care Community Partnerships (DEED)	5/9/2024	Tammy Wickstrom, Paadio Team
CAPI USA	5/17/2024	Mary Niedermeyer, Paadio Team
Asian Economic Development Association	5/23/2024	Bao Lee, Paadio Team
AEDS African Economic Development Solutions	6/28/2024	Idris Mohamed , Paadio Team

Appendices

Appendix B: Event Attendance and Engagement

Event Date	Event Name	Post event notes
11/14/2023	Business Forward 2023	Distributed flyers and received a formal introduction at the event. Malcolm presented key slides on our initiatives, and we actively promoted our survey using a QR code, engaging attendees directly. Strengthened community connections while sharing insights on the Brooklyn Park Project.
4/5/2024	Paadio Grant Center Pre-Launch	Successfully hosted the event with strong attendance without the need for direct outreach. Planning, delivery, and timing were effective keeping attendees engaged without rush. Technology was successfully managed in house, ensuring a seamless experience.
7/25/2024	Paadio Grant Center - Funding Futures with NDC & ACER	NDC: Attended the meeting with strong participation from community organizations. Discussed funding opportunities, with the Small Business Center contributing insights. Presented the PAADIO Grant Center to an engaged audience, generating interest. Overall, it was a well-attended and productive session.

Appendices

Appendix B: Event Attendance and Engagement

Event Date	Event Name	Post event notes
9/5/2024	BPSBC Anniversary Event	Participated in the anniversary celebration, engaging with attendees and supporting community visibility efforts. Strengthened existing relationships and explored potential collaboration opportunities. Event provided a platform for networking and reaffirmed our presence in the local business support ecosystem.
11/13/2024	Business Forward 2024	Participated with a table, engaging attendees about the Grant Center program and reconnecting with previous contacts. Presented an overview of all PAADIO's programs. The event was successful, providing opportunities for the city to connect with other officials and strengthen collaborations.
11/21/2024	"Unlock the Power of Grants" Virtual event	Hosted a virtual workshop empowering Brooklyn Park small business owners with grant-writing knowledge and application strategies. The event featured a CEO introduction, interactive sessions, and live technical assistance. Participants gained confidence and took a further step by completing the learning course on grant and proposal writing.

Appendices

Appendix C: KPI Dashboard Snapshot

KPI Metric	Value / Status
Businesses Engaged	400+
Funders Engaged	9
Discovery Assessments Completed	14
Matchmaking Meetings Facilitated	3
Grant Opportunities Shared	424
Grant Center Intakes	28
Site Tours Scheduled	2
Surveyed Businesses	24

Appendices

Appendix D: Newsletter Campaign Performance

Date	Delivered	Opened	Clicked	Conversions	Unsubscribed	Skipped	Hard Bounce	Spam Report
10/28/2024	538	148	24	0	4	120	10	0
11/6/2024	536	144	21	0	1	126	9	0
11/14/2024	537	213	16	0	0	129	9	0
11/19/2024	549	194	17	0	2	135	9	0
11/21/2024	535	183	17	0	0	134	9	1

Thank You

City of Brooklyn Park Request for EDA Action

Agenda Item:	4.1	Meeting Date:	July 21, 2025
Agenda Section:	Consent	Prepared By:	Seng Moua, EDA Secretary
Resolution:	N/A	Presented By:	Tim Gladhill, Executive Director
Attachments:	1		
Item:	Consider Approving the EDA Regular Meeting Minutes		

Executive Director's Proposed Action:

MOTION _____, SECOND _____, TO APPROVE THE MAY 19, 2025, EDA REGULAR MEETING MINUTES.

Overview: N/A

Primary Issues/Alternatives to Consider: N/A

Budgetary/Fiscal Issues: N/A

Attachments:

4.1A MAY 19, 2025, DRAFT REGULAR MEETING MINUTES

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF BROOKLYN PARK
MAY 19, 2025 MEETING MINUTES

I. ORGANIZATIONAL BUSINESS:

1A. CALL TO ORDER: President Winston at 6:00 p.m.

ROLL CALL PRESENT: President Hollies Winston, Treasurer Shelle Page, and Commissioners Christian Eriksen, Amanda Cheng Xiong, and Tony McGarvey. Staff: Executive Director Tim Gladhill, EDA Secretary Seng Moua, Housing and Redevelopment Coordinator John Kinara, and EDA Attorney Joseph Sathe.

ABSENT/EXCUSED: Vice President Nichole Klonowski and Commissioner Maria Tran.

1B. APPROVAL OF AGENDA

MOTION ERIKSEN, SECOND MCGARVEY APPROVING THE AGENDA AS PRESENTED. MOTION PASSED UNANIMOUSLY.

II. WORK SESSION

2. WORK SESSION ITEMS:

- 2.1 Discuss the Partnership with CityWise to Launch an Apartment Directory Connecting Renters with Rental Housing Access Options
- A. Draft Contractual Agreement
- 2.2 Receive a Presentation on the “Fidel’s Place” Restaurant Concept at Northwind’s Plaza and Provide Staff Direction on Next Steps
- A. Location Map
 - B. Concept Plan
 - C. Developer Presentation
 - D. Developer Term Sheet
 - E. Northwinds Plaza Master Planning Concepts

The worksession recessed at 7:44 p.m.

The regular meeting reconvened at 7:54 p.m.

III. PUBLIC INVOLVEMENT:

3. PUBLIC COMMENT AND RESPONSE:

3A. Response to Prior Public Comment: Executive Director Tim Gladhill stated that there was one public comment at the last meeting from Duffy Development related to Tessman Ridge Phase Two. He noted that the City is not pursuing Phase Two with that developer and the site will soon be marketed to the public.

3B. Public Comment: None.

3C. Public Presentations: None.

3D. Public Announcements:

IV. STATUTORY BUSINESS AND/OR POLICY IMPLEMENTATION:

4. CONSENT:

4.1 Consider Approving EDA Meeting Minutes.

A. April 21, 2025 Draft Regular Meeting Minutes

4.2 Consider Accepting a \$20,000 Grant from the Cities for Financial Empowerment Fund, Authorizing the Executive Director to Execute the Grant Agreement, and Amending the 2025 Economic Development Authority Grant Fund to Support Financial Literacy in the BrookLynk Summer Internship Program

A. Resolution

B. CFE Fund Grant Agreement

MOTION MCGARVEY, SECOND XIONG, TO APPROVE THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.

5. PUBLIC HEARINGS:

5.1 None.

6. GENERAL ACTION ITEMS:

6.1 None.

V. DISCUSSION:

7. DISCUSSION ITEMS

7.1 2024 Economic Development Authority Year-End Activity Report

A. 2024 Year-End Activity Summary

Executive Director Tim Gladhill presented the 2024 Economic Development Authority year-end activity report, including information on public engagement, highlights, development, business vitality, housing investments, events, workforce development, and a look ahead.

Commissioner Page thanked staff for the excellent work they continue to do. She stated that she would like to continue to do a bus tour that would bring people in who would want to live, work and play in Brooklyn Park.

Commissioner Xiong echoed the comments of the previous speaker that the staff team is doing a great job at finding creative and fun ways to engage the community.

Commissioner McGarvey also echoed the comments about the wonderful job that staff is doing.

President Winston echoed the comments of thanks to staff and acknowledged the great work they continue to do. He also appreciated the creative approach to move the City towards the position of expanding its tax base to take the pressure off the residents.

7.2 Home Improvement Loan Programs Update

Housing and Redevelopment Coordinator John Kinara provided an overview of the 2024 EDA-administered home improvement loan programs.

Commissioner Xiong asked if the downpayment assistance program is a forgivable loan.

Housing and Redevelopment Coordinator John Kinara replied that the loan is forgivable if the recipient remains in the home for ten years. If the recipient moves out of the home in less than ten years, the loan must be paid back.

Commissioner Xiong asked for the number of applicants and the number of recipients for that program.

Housing and Redevelopment Coordinator John Kinara replied that there were 56 applications, and 46 were funded. He stated that the City ran out of funding, and the other ten applicants were referred to Hennepin County, as the County also has a downpayment assistance program.

Commissioner Xiong recognized that this program helps applicants to build equity and generational wealth.

Commissioner Page commented that the City is far exceeding the advancement of black homeownership compared to other parts of the country. She was proud of the work staff is doing to advance that homeownership.

7.3 EDA Status Updates

- A. 2025 Summer Blossom Awards Program Flyer
- B. 2025 4th Annual Shark Tank Showcase Event Flyer

Executive Director Tim Gladhill highlighted information about the Summer Blossom Awards program and the 2025 4th Annual Shark Tank Showcase event.

7.4 Verbal Commissioner Reports and Announcements

No comments.

- VI. ADJOURNMENT:
Meeting adjourned at 8:33 p.m.

City of Brooklyn Park Request for EDA Action

Agenda Item:	4.2	Meeting Date:	July 21, 2025
Agenda Section:	Consent	Prepared By:	John T. Kinara, Housing and Redevelopment Coordinator
Resolution:	N/A	Presented By:	John T. Kinara, Housing and Redevelopment Coordinator
Attachments:	1		
Item:	Consider Approving the Partnership with CityWise to Launch an Apartment Directory Connecting Renters with Rental Housing Access Options		

EDA Executive Director's Recommended Action

Approve the contract with CityWise to launch an apartment directory connecting renters with rental housing access options.

Overview:

The purpose of this report is to request the Economic Development Authority (EDA) Commissioners to consider approving the Partnership with CityWise Inc. to launch an apartment directory connecting the rental community in Brooklyn Park with rental housing services. Staff have incorporated the feedback provided by the EDA Commissioners during the May 19 work session. CityWise is an online apartment directory designed to help renters find local, safe and affordable rental housing. This directory will give residents access to a larger volume of rentals not commonly found on traditional listing sites, including smaller, more affordable apartments and houses that often don't appear on other platforms.

The EDA Staff have been discussing this project for the past several months with CityWise Partners and feel confident that this would be a great resource for the community. The partnership will provide these services to the community at no cost to the EDA.

Background:

CityWise is a Wisconsin based company that partners with cities across the country to provide renters with better information about the rental housing they are considering for their future residence. The service has already connected over 1,600 individuals interested in renting with local property owners in Wisconsin and Minnesota. This innovative platform makes it much easier for Brooklyn Park residents, or those looking to move to the city, to find affordable or market rate rental properties online. The implementation of this partnership will be a huge step toward providing our rental community with a reliable and transparent tool to find safe, licensed affordable or market rate housing.

Primary Issues/Alternatives to Consider: N/A

What services does the CityWise Program provide:

The CityWise directory will serve as a comprehensive resource for Brooklyn Park residents seeking rental services and housing, offering features such as:

- Detailed listings: Browse through available apartments, with information on price, location and amenities.

- User-friendly interface: A simple and intuitive design ensures residents can quickly search for rentals that meet their needs.
- Regular updates: Property information will be continuously updated to reflect the most current availability and compliance status.
- Code violations and inspection records details – The details and scope of this data will be determined on an ongoing basis in consultation with staff.
- Rental licensing status
- Provides information on neighborhood rent prices, search trends and most popular destinations.
- Highlight details about the neighborhood amenities such as parks, shopping malls, trail system, education, and active development initiatives.

How does the CityWise Program work?

- CityWise will create a city branded platform with detailed information dedicated to the rental housing listings in Brooklyn Park. The use of city branded platforms helps to create a locally trusted resource by renters and property owners that will rank on search engines and easily accessible.
- CityWise provides detailed information on property classifications such as market rate and affordable rate housing options. The details also include several filters so that renters can search for listings classifications that accept section 8 vouchers, pets and lease terms.
- The CityWise platform also builds city code integration data as part of the available information. The detailed information is limited to only licensed properties in Brooklyn Park. The neighborhood health (code enforcement) database provides the renters with information regarding the safety and structural integrity of the properties based on the rental inspection history.
- The CityWise platform does not charge the EDA any fee for providing these services. Property owners with over 20 units pay a small fee directly to CityWise. Affordable units in the community are listed for free.

What would be the role of the EDA?

The City/EDA Staff, especially rental inspection, will work collaboratively to provide CityWise with detailed information regarding inspections, code violation findings and rental licensing status. This is all public information and there's no legal barrier in sharing it.

The EDA Staff will also work with CityWise to provide CityWise with updated information regarding new rental properties in the community, new project development initiatives and other neighborhood amenities.

What are the budgetary/ fiscal implications?

The EDA will not incur any budgetary expenses to implement this partnership with CityWise.

What are the next steps?

- Approve the contractual agreement tonight
- Begin project implementation promptly.

Attachments

4.2A Brooklyn Park EDA_ CityWise Partnership Contractual Agreement.

CITY WISE SOFTWARE LLC CITY SERVICE & LICENSING AGREEMENT

This Agreement, effective on this _____, day of _____, 2025 ("Effective Date"), is entered into between City Wise Software LLC ("City Wise"), a limited liability company located at 541 East Erie Street, Unit 305, Milwaukee WI 53202, and the City of Brooklyn Park located at 5200 85th Ave N, Brooklyn Park, MN 55443 (the "City") (each individually as a "Party" and collectively as the "Parties").

WHEREAS, City Wise has innovated a proprietary technology solution. This comprehensive solution consists of a series of pages culminating in a dynamic, searchable database of properties (henceforth known as the "Technology");

WHEREAS, the City's intention is to secure a license for the Technology from City Wise for the specified duration;

WHEREAS, City Wise is inclined to grant the City a nonexclusive license for the use of the Technology;

NOW, in consideration of the mutual agreements herein contained, the Parties hereby agree as follows:

A. Services:

1. City Wise warrants and covenants to deliver the services outlined in Schedule 1 to the City.
2. City Wise warrants and covenants that it will not have features of the Technology that permit anyone other than City Wise, City, or persons or entities that list properties, from being able to publicly post anything on an internet domain or subdomain containing, in whole or part, the phrase "brooklynpark.org".
3. City Wise warrants and covenants that no third-party advertisements will be used on any internet domain or subdomain provided to it pursuant to this Agreement containing, in whole or part, the phrase "brooklynpark.org".
4. City Wise represents and warrants that it owns all intellectual property rights necessary to provide the Technology to City.
5. City Wise warrants and covenants that it will not use anything protected by intellectual property law, in relation to this Agreement, without first acquiring the legal right to do so. City grants City Wise a restricted, nonexclusive, non-sublicensable, and nontransferable license to use City's logo solely on the property listing website City Wise will set up on a subdomain of the City's website to host the Technology. City Wise agrees it has no further rights to the name and potential service or trademark of the City of Brooklyn Park and understands and agrees that the City reserves all rights related to its name and trademark aside for the purposes granted to City Wise herein.

B. Compensation for Services & Fee Distribution:

City Wise will handle the installation and customization of the Technology without charge to the City. The fees, as detailed below, will be collected by City Wise through credit card processing within the Technology or directly by check. City Wise will then share a portion of these fees with the City.

1. Listing Fees: City Wise is authorized to collect payments from property listers for posting available properties for lease or sublet (referred to as "Listing Fees").
2. Other Fees: City Wise has exclusive rights to collect and retain any additional fees associated with the general use of the Technology from third parties. City Wise is solely

responsible for all Payment Card Industry (PCI) compliance matters related to credit card processing through the use of the Technology.

3. Fee Distribution: City Wise and City agree to the following distribution of fees between Parties: Annually, the City will receive 10% of net Listing Fees (defined as gross Listing Fees less credit card processing fees, sales expenses, and marketing expenses) from City Wise, and will receive them on March 31. City Wise will retain the remaining net Listing Fees.

C. Taxes:

The charges and the distribution of fees outlined in this Agreement do not encompass or consider taxation. In the event that City Wise Software LLC is obligated to cover taxes such as sales, use, personal property, value-added, or any other taxes linked to the licenses or services specified in this Agreement, or related to the City's utilization of services, City will not be invoiced for, or responsible for paying or settling such taxes.

D. Expenses:

Unless explicitly addressed, City Wise assumes responsibility for all expenses related to this agreement. In the event that City requests on-site services beyond those specified in Schedule 1, City and City Wise will negotiate the costs for such services.

E. Conduct:

City agrees to obligate its employees, representatives and agents, while working in their official capacities, not to engage in the following activities:

1. Uploading, posting, storing, emailing, or transmitting any information, to or from the Technology.
2. Providing misleading information, creating false identities, or manipulating identifiers to mislead or disguise the origin of information stored or transmitted in or through the Technology.
3. Using City Wise, Technology's name, the Technology, or any portion thereof to promote any business, product, or service through unsolicited emails, spamming, harassing others, or any similar activities.
4. Attempting unauthorized access to data on the Technology, other entities' account information, or other computer systems, servers, or networks connected to the Technology.

F. Duration and Termination:

This term of this Agreement is for a period of three (3) years from the Effective Date (referred to as the "Initial Term"). Subsequently, the Agreement will automatically renew for successive three (3) year terms (each termed a "Renewal Term") unless the Agreement expires under the terms herein.

The City has the right to terminate this Agreement for any reason or no reason, regardless of whether such termination is during the Initial Term or any Renewal Terms, upon thirty (30) days' notice to City Wise.

City Wise reserves the right, at its sole discretion, to reject any renewal of this Agreement by providing notice to the City thirty (30) days prior to renewal.

If termination was initiated by notice, City Wise must remove all content from the City's website, including any subdomains, by the date of termination.

Should any court determine that the City must allow any natural person or entity of any kind, other than City Wise, to take up space or otherwise place content of any kind on the City's website (including, but not limited to, any subdomain of the City's website) for any reason related to the City permitting City Wise access to the City's website or any other reason related to this Agreement, this Agreement will automatically terminate without notice or action by either Party. Termination will not be delayed due to anyone's intention to appeal, the pendency of an actual appeal, or the lack of a final order in the case. Upon such termination, City Wise must remove all content from the City's website as soon as reasonably possible, but in no case longer than the shorter of fourteen (14) days after termination or by the time given by the court. If the aforementioned court determination concludes that the City's website has become a public forum, the City's intention is to close the forum. Upon being served with a summons in a lawsuit seeking to expand access to the City's website, as described above, City will send City Wise notice of the suit.

The City does not intend to create a public forum on its website, or on a subdomain thereof. The City does not intend to set open, or aside space on, its website for the public, or a portion thereof, to use for First Amendment activity. Therefore, City Wise will ensure that there will be no "comment" or other similar capability via the City website.

G. Post-Termination Entitlements and Acquisition Choice:

Upon termination of this Agreement, both Parties remain obligated to fulfill any accrued payment obligations (e.g., fee-sharing or expense reimbursement). Unless otherwise specified in writing, the termination of this Agreement results in the termination of all licenses granted by either Party.

The responsibilities assigned to each Party under the provisions of the Agreement related to Limitation of Liability and Public Records will survive termination.

H. Licensing of Intellectual Property:

1. **Limited Usage Rights:** City Wise extends to the City a restricted, nonexclusive, non-sublicensable, and nontransferable license to electronically access and use the Technology. This authorization is exclusively granted under the terms specified in this Agreement and is applicable solely in conjunction with the Technology offered to the City. The scope of this license encompasses software usage, access to a single knowledge base, and utilization of user documentation, all of which are proprietary to City Wise and are included within the meaning of the "Technology."
2. **Usage Restrictions:** The City is prohibited from sublicensing or outsourcing the Technology to third-parties. Additionally, the City may not employ the Technology for any competitive purposes related to the Technology. City will not modify, translate, reverse engineer, disassemble, or decompile the Technology. Any attempt to discern the source code for the operation of the Technology is also prohibited, except when necessary for interoperability with other independently created software or as mandated by law.

The City is not allowed to generate derivative works derived from the Technology, any component thereof or the Proprietary Information.

In the context of this Agreement, "reverse engineering" refers to the scrutiny or analysis of the Technology aimed at uncovering its source code, sequence, structure, organization, internal design, algorithms, or encryption devices.

The term "Proprietary Information" encompasses all data, materials, text, photographs, music, video, software, sound, graphics, or any other information or materials, or portions thereof.

3. **Ownership:** City Wise maintains all rights, including title, copyright, and other proprietary rights in the Technology, irrespective of any modifications or updates. The City does not gain any rights, whether express or implied, in the Technology beyond those explicitly outlined in this Agreement.

I. Database and Data Precision:

City Wise will establish a searchable database (referred to as the "Database") of properties, as detailed in Schedule 1.

J. Integration with City's Website:

City commits to assigning a member of its existing technology team to collaborate with City Wise in integrating the listing website into a subdomain of City's existing website using DNS- masking technology. This assignment extends only through initial integration, but in no case longer than forth-five (45) days post-execution.

K. Data Ownership and Storage:

Data that is entered into the Database and hosted and disseminated on a domain and subdomain of the City's is considered government data under the Minnesota Data Practices Act ("DPA"). This data is therefore subject to all provisions of the DPA and shall not be limited in any way to the City.

L. Advertising:

City Wise warrants and covenants that it will not state, in any advertising or otherwise, that City endorses, owns, or otherwise supports City Wise or its offerings, such as the Technology. Notwithstanding the foregoing, City Wise may state that it offers property listings on the City's website.

M. Non-disclosure:

Under this Agreement, the Parties may access information deemed confidential to each other ("Confidential Information"). Confidential Information is specifically confined to the Technology source code, the terms and pricing outlined in this Agreement, and any information explicitly identified in writing as confidential.

Confidential information excludes details that:

1. Become part of the public domain without any action or omission by the other Party.
2. Were lawfully in the other Party's possession before the disclosure and were not obtained directly or indirectly from the disclosing Party.
3. Are legally disclosed to the other party by a third-party without restrictions on disclosure.
4. Are independently developed by the other Party.
5. Are submitted to the housing website by City's residents or area property listers.
6. "Record(s)" as defined in Wisconsin Statute Section 19.32(2) is subject to any portion of Subchapter II of Chapter 19 of the Wisconsin Statutes.

Throughout the Agreement's duration and for a period of two (2) years thereafter, the Parties commit to maintaining each other's Confidential Information in confidence. Unless mandated by law, the Parties agree not to disclose each other's Confidential Information to any third-party (excluding their agents or independent contractors) for purposes other than the Agreement's implementation.

Each Party undertakes reasonable measures to prevent the unauthorized disclosure or distribution of Confidential Information by its employees, agents, or independent contractors, violating the terms of this Agreement. Both Parties acknowledge that unauthorized disclosure or use of Confidential Information could result in irreparable harm and significant injury to the disclosing Party, the extent of which may be challenging to determine. Therefore, each Party consents to the

right of the non-disclosing Party to promptly seek an injunction to prevent any breach of this Section. Additionally, the non-disclosing Party retains the right to pursue all available legal or equitable rights and remedies in the event of such a breach.

N. Limitation of Liability:

1. *Definitions:* In this Section N, the following terms have the following definitions:

- a. "Theory of Liability" means any theory of liability of any nature, including, but not limited to: tort; warranty; strict liability; state and federal statutes, constitutions, and common law, regardless of their nature; enforcement actions initiated by any government, agency, or public official; mandamus; declaratory relief; intellectual property (which includes, but is not limited to, patent, copyright, trademark, and unfair competition); unfair trade practice; injunctive relief; and Minnesota Property Laws. **The term "Theory of Liability" expressly includes any theories based on the City's own negligence.**
- b. "City" includes but is not limited to: the entity of the City, as well as any officer, official, employee, or agent thereof. The term also includes all of the City's insurers. As juxtaposed against the use of the term "City" as it is generally used in this Agreement, the City's insurers are added to its meaning in this Section.
- c. "Expense(s)" has its general definition. It includes, but is not limited to, actual attorneys' fees and actual expenses of litigation including damages.

2. *Construction:* The *ejusdem generis* canon does not apply to this Section.

3. *Indemnify, Defend, and Hold Harmless:* CITY WISE MUST INDEMNIFY, DEFEND, AND HOLD HARMLESS CITY AGAINST ANY LIABILITY, DAMAGE, LOSS, EXPENSE, DEMAND, OR JUDGMENT UNDER ANY THEORY OF LIABILITY RESULTING FROM, ARISING OUT OF, OR RELATED TO THE TECHNOLOGY, OR OTHERWISE RESULTING FROM, ARISING OUT OF, OR RELATED TO THIS AGREEMENT.

4. *Applicability:* This Section applies regardless of whether the liability, damage, loss, Expense, demand, or judgment actually exists or is merely alleged to exist by a third party. This Section applies regardless of whether the Theory of Liability is meritorious or is merely alleged to be so by a third-party. This Section applies regardless of whether the matter results from, arises out of, or relates to the Technology or Agreement, or is merely alleged to do so.

5. *Procedure:* Pursuant to this Section, upon City learning of a third-party claim, suit, action, demand, or judgment against City, City will tender the matter to City Wise as a notice, and City Wise will immediately take up its obligations under this Agreement. City Wise must provide City notice of any third-party claim, suit, action, or demand against City within

three (3) days of discovering it, if such discovery was not due to City informing City Wise of it and will immediately take up its obligations hereunder. City has the right to be continually informed of the status of the defense and to meaningfully participate in the defense. City Wise has the right to select any legal counsel it chooses when defending City. City Wise must not settle any third-party claim, suit, action, or demand that causes City to pay any money or be held liable, in whole or part, without the approval of the City of Brooklyn Park.

6. *Enforcement Fees*: If City commences a lawsuit to enforce its rights under this Section and prevails in securing such rights, it is entitled to recover the Expenses of litigation from City Wise.
7. *Superiority*: This Section applies, notwithstanding anything in this Agreement to the contrary.

O. Public Records.

1. *Definitions*: In this Section, the following terms have the following definitions:

- a. "Record(s)" are defined by Minnesota Statute Section 13.02.
- b. "Data Practice Laws" mean Chapter 13 of the Minnesota Statutes.

The City is a municipal entity legally bound to comply with the Data Practice Laws and that, unless otherwise clearly allowed by law to be an exception to disclosure, all aspects of this Agreement are subject to open disclosure as public data. The Parties warrant and covenant that neither will take any action to obstruct the operation of the Data Practice Laws, and warrant and covenant that City will have sole and final decision-making authority as to how to comply with the Data Practice Laws. To comply with any public record or data request, City Wise warrants and covenants that it will produce copies of all Records to City in their original format. According to Minnesota Statute Section 13.03, City Wise, as a designee under the Data Practice Laws, shall provide copies of public data upon request. If a person requests copies or electronic transmittal of the data to the person, the responsible authority may require the requesting person to pay the actual costs of searching for and retrieving government data, including the cost of employee time, and for making, certifying, and electronically transmitting the copies of the data or the data, but may not charge for separating public from non-public data. However, if 100 or fewer pages of black and white, letter or legal-size paper copies are requested, actual costs shall not be used, and instead, the authority responsible may charge no more than 25 cents for each page copied. If the responsible authority or designee is not able to provide copies at the time a request is made, copies shall be supplied as soon as reasonably possible.

2. City Wise warrants and covenants that it will immediately provide the City, as a notice, any public record or data request received by City Wise that in any way relates to this Agreement.
3. City Wise warrants and covenants that it will maintain all Records subject to any of the Data Practice Laws for the length of time prescribed by law. City Wise covenants that upon the termination of this Agreement, regardless of cause, it will provide all Records subject to the Data Practice Laws to the City, the City must receive such records no later than thirty (30) days after termination.
4. This Section applies and will supersede any provision in this Agreement to the contrary.

P. Insurance:

1. City Wise must procure and maintain, at its own cost, insurance policies as hereinafter

specified to insure against all risk and loss during the term of this Agreement (including any renewal terms). The policies must be issued by an insurance company or companies authorized to do business in the State of Minnesota and licensed by the State of Minnesota. All such policies must name the City of Brooklyn Park as an “additional insured” party. City Wise must furnish, as a notice, a Certificate of Insurance, and proof of payment of any required insurance premiums, to the City of Brooklyn Park to indicate compliance with each of the insurance obligations in this Agreement within thirty (30) days of the Agreement’s Effective Date. The insurance policy must contain a clause that in the event any policy issued is canceled for any reason, or any material changes are made therein, the City of Brooklyn Park will be notified, in writing, by the insurer at least thirty (30) days before any cancellation or change takes effect. A material change includes, but is not limited to, a change in policy amount, coverage, or status of the insurer. If the aforementioned cancellation or change would lead to City Wise falling below the required coverages, and this is not remedied prior to fifteen (15) days before cancellation or change takes effect, the City may purchase an amount of insurance necessary to meet the minimum required coverages as specified herein, and send an invoice, as a notice, to City Wise for the actual costs thereof; City Wise must pay such invoice within thirty (30) days of the date it was sent.

2. City Wise must procure and maintain insurance with coverage and limits at least as broad as the following:

a. Commercial General Liability Insurance:

- i. \$2,000,000 per occurrence; \$2,000,000 aggregate
- ii. Coverage must match the scope of duty to indemnify, hold harmless, and defend in Section N.

b. Umbrella Policy:

- i. \$2,000,000
- ii. Coverage must match the scope of duty to indemnify, hold harmless, and defend in Section N.

c. Cyber Liability Insurance:

- i. \$1,000,000 per occurrence; \$2,000,000 aggregate
- ii. Covers: invasion and breach of privacy; invasion and breach of security; unauthorized release, access, destruction, corruption, alteration, and theft of electronic information; computer virus, malware, and ransomware; denial of service or other attack

Q. Industry Standards:

City Wise warrants and covenants that all services conducted under this Agreement will adhere to generally prevailing professional or industry standards.

R. Assignment:

The Parties shall not transfer or assign this Agreement, in whole or part, or any license hereunder, without obtaining prior written consent from the other Party.

S. General Marketing:

City acknowledges and agrees that City Wise may refer to City as a customer in various marketing materials, including but not limited to marketing presentations, press releases, product brochures, and financial or governmental reports. City Wise agrees to not use City logo on any such marketing materials and agrees it has no further rights to the name and potential service or trademark of the City of Brooklyn Park and understands and agrees that the City reserves all rights related to its name and trademark aside for the purposes granted to City Wise in Section A, 5.

T. Sole Agreement:

This document constitutes the entire understanding and Agreement between City Wise and City. It is specifically agreed that this Agreement supersedes and cancels all prior negotiations, arrangements, discussions, correspondence (whether or not responded to), representations, agreements, contracts, or understandings; any of the foregoing may have taken place or been in existence at any time between the parties and may have been either written or oral.

U. Modifications:

Changes to this Agreement require mutual agreement, must be made in writing, signed by both City Wise and City, and incorporated into this Agreement. Changes need no further consideration to be effective, though this Agreement does not prohibit further consideration from being employed.

V. Waiver:

The waiver of any default or breach by either Party will not be considered a waiver of any other default or breach.

W. Severability:

If any part of this Agreement is deemed unenforceable by a court of competent jurisdiction, the remainder of the Agreement will remain in full force and effect.

X. Notices:

All notices and communications related to this Agreement must be in writing. Parties may change their address by notifying the other Party in accordance with this paragraph. Notice is considered given as follows:

1. Personally delivered to the recipient's address in the introductory paragraph (if to City, separate copies must be addressed to the City Attorney's Office and the City Administrator).
2. Three (3) days after deposit in the United States mail, postage prepaid, to the recipient's address in the introductory paragraph (if to City, separate copies must be addressed to the City Attorney's Office and the City Administrator). Such mailing must be by First Class Mail or Certified Mail.

Y. Governing Law/Jurisdiction:

This Agreement and all matters arising from it are governed by the laws of the State of Minnesota. Any legal action or proceeding, initiated by either Party against the other, and that is related to this Agreement shall be brought in state or federal courts in Hennepin County, Minnesota, or the United States District Court for the District of Minnesota. Both City Wise and City consent to the jurisdiction of these courts and agree that venue is appropriate in any legal action or proceeding related to this Agreement. For the avoidance of doubt, this paragraph does not waive or forfeit any other objections to the initiation of such legal action, such as the proper service of a

summons.

Z. Construction:

1. This Agreement is the result of an arm's length negotiation, and in resolving any ambiguity in this Agreement, none of the Parties hereto will be deemed to be the draftsman hereof.
2. For the avoidance of doubt, the words "represent", "warrant", and "covenant", including any grammatical tense or form of the words, are intentionally chosen to invoke the obligations and remedies associated with them under the law.
3. Nothing contained in this Agreement is intended to be a waiver or estoppel by the City (including, but not limited to, the entity of the City, as well as any officer, official, employee, agent, and insurers) to rely upon the limitations, defenses, and immunities contained within federal and Minnesota law. To the extent that indemnification is available and enforceable by City Wise against the City, the City shall not be liable in indemnity or contribution for an amount greater than the limits of liability for municipalities established by federal and Minnesota law.

AA. Authority to Act:

1. Each of the undersigned hereby represents and warrants that: (a) they have all requisite power and authority to execute this Agreement; (b) the execution and delivery of this Agreement by the undersigned, and the performance of its terms thereby have been duly and validly authorized and approved by all requisite action required by law; and (c) this Agreement constitutes the valid and binding agreement of the Parties, enforceable against each of them in accordance with the terms of the Agreement.
2. The City Council for the City of Brooklyn Park, by approving this Agreement, vests the Mayor, including any of the Mayor's designees, with the authority to act for the City during any terms of this Agreement. For the avoidance of doubt and by way of example only, such authority includes the decisions of whether to terminate this Agreement, approve assignments, initiate and prosecute any legal action or proceeding related to this Agreement, and otherwise carry out this Agreement. Notwithstanding the foregoing, the City reserves the sole authority to settle any litigation or amend this Agreement, through proper action as well as concurrent authority with the Mayor to act for the City during any terms of this Agreement.

BB. Relationship of Parties:

There is no employment or agency relationship between the Parties; City Wise is an independent contractor of the City.

CC. User Agreements:

1. *Intent:* City Wise intends to enter into separate user agreements (also called listing agreements) with third parties to govern said third parties' ability to list properties on a subdomain on the City's website. This Section is intended to govern the content of such user agreements and inform the scope of City Wise's authority to allow third-parties access to the City's website.
2. *Definitions:* As used in this Section, "City" has the meaning of Section N.1.b.
3. City Wise may enter into user agreements with third parties that allows the third-party to list properties on a subdomain of the City's website (brooklynpark.org), except as that right is limited in this Section.

4. City Wise will negotiate charges with third parties allowing for the listing of properties on a subdomain of the City's website. City Wise shall provide the City with a detailed quarterly accounting of all charges associated with third-party user agreements, including listing fees and other revenues. Upon receipt of the accounting report or equivalent and within thirty (30) days, the City shall retain the right to provide in writing a formal request to City Wise to modify any of the identified third-party user agreements or associated charges. Failure for City Wise to modify the associated charges or to come to an agreement or resolution with the City may result in termination of this Agreement subject to the terms under Section F. The City shall have the right to audit City Wise's relevant records upon thirty (30) days' notice, not more than once per calendar year.

5. City Wise warrants and covenants not to enter into any user agreement with any third-party that allows the third-party to list properties on a subdomain of the City's website (brooklynpark.org) unless said user agreement contains substantially the same provisions as Sections N, P, Y, and Z.3 in this Agreement, a statement such provisions are expressly made in favor of the City, and that the City is a third-party beneficiary of the user agreement. While the user agreement's versions of this Agreement's Sections N, P, Y, and Z.3 may be substantially the same, rather than identical, they must not afford the City less rights or protections than Sections N, P, Y, and Z.3 established in this Agreement.
 - a. Without limiting the requirement that user agreements be substantially similar to the whole of Section N of this Agreement (for the avoidance of doubt and by way of example only, this includes the definitions contained therein), a provision of a user agreement is substantially similar to N.3 of this Agreement if it reads as follows: "[Third-party entering into user agreement] must indemnify, defend, and hold harmless the City against any liability, damage, loss, expense, demand, or judgment under any theory of liability resulting from, arising out of, or related to [third-party entering into user agreement's] use of the Technology, or otherwise resulting from, arising out of, or related to this [user agreement]."

6. The City may request, as a notice, access to any user agreement authorized herein, and will receive such from City Wise within fourteen (14) days of the notice.

DD. Third-Party Beneficiaries:

The Parties do not intend to create any third-party beneficiaries to this Agreement, and this Agreement creates none.

IN TESTIMONY OF THIS AGREEMENT, the undersigned parties have signed and executed this document as of the date first mentioned above.

CITY OF BROOKLYN PARK, MINNESOTA:

By: _____
Name: _____
Title: _____

CITY WISE SOFTWARE LLC:

By: _____
Name: _____
Title: _____

SCHEDULE 1

Services to Be Performed

City Wise commits to:

- **Hosting Housing Website:**
 - Host a housing website for City, on a subdomain of the City's main website, brooklynpark.org, including associated data, tables, and login pages as part of the proprietary licensed software owned.
- **Technology Integration:**
 - Collaborate with the City to embed the Technology in a subdomain of City's existing website, maintaining the City website's "look and feel" during user transitions to the Technology.
- **Searchable Database Development:**
 - Construct a searchable database within the application for listing properties available to the public. Customize search fields to align with City's neighborhoods and terminology.
- **Marketing of Housing Website:**
 - Promote the housing website to prospective property listers through targeted advertising, including local advertising, direct mail, phone calls, and face-to-face sales visits.
- **Listing Fees Collection:**
 - Collect Listing Fees, subject to City's approval (withholding approval not unreasonably).
- **User Agreement Development:**
 - Only using user agreements approved by the City, and to collaborate with City to develop such user agreement including, but not limited to:
 - a. Disclaiming City's responsibility for and highlighting the absence of any recommendation or guarantee regarding property listings or physical properties.
 - b. Requiring user compliance with all applicable laws, rules, and regulations.
- **Quarterly Reports:**
 - Prepare and deliver quarterly reports on site statistics to City, including, at a minimum, the number of subscribers and property listings.
- **Product Support:**
 - Provide product support to City and users through a customer service email account.
- **Customized Site Inclusions:**
 - Include in the customized site:
 - Property listing fields allowing up to three (3) photos or graphic images of listed properties, linked to maps, and property manager emails.
- **Technology Upgrades:**
 - Regularly install Technology upgrades to the Technology, notifying City of relevant upgrades via email.
- **Data Backups:**

- Perform regular monthly backups of site data.

Data Maintenance:

- Properly maintain, store and back-up all data that is used in the development and use of the website, database and all related Technology to the scope of Services in the Agreement and comply with all storage and maintenance requirements under the Minnesota Data Practices Act Laws.

City of Brooklyn Park Request for EDA Action

Agenda Item:	4.3	Meeting Date:	July 21, 2025
Agenda Section:	Consent	Prepared By:	Tim Gladhill, Executive Director
Resolution:	NA	Presented By:	Tim Gladhill, Executive Director
Attachments:	NA		
Item:	Approve BioTech Innovation District Steering Committee Structure		

Executive Director's Proposed Action

By simple motion, approve the Steering Committee Structure for the BioTech Innovation District.

Overview:

The Economic Development Authority has previously approved a planning process to implement the planned BioTech Innovation District. The EDA selected a joint proposal from Fairmount Properties and Buro Happold. A key component of executing this strategy is to establish a Steering Committee to guide the process moving forward. This Steering Committee is more focused and technical than many of the City's Advisory Commissions. With that in mind, Staff and Consultants have recommended the following structure. The Consultants advise that membership should be kept close to 6-8 core members. The Steering Committee will meet monthly beginning in August until the end of 2026, with the potential to continue as a governance structure after the planning process completes.

Background:

The structure is proposed as follows.

Committee Structure

	Purpose	City	Industry	Academic	Community
Staff Support <i>ongoing communication</i>	Collaborate: Engage stakeholders as partners in shaping outcomes, co-developing solutions, and aligning goals.	<ul style="list-style-type: none"> • Tim Gladhill • Paul Mogush • Malcolm Hicks • Jolene Rotich 			
Steering Committee <i>monthly meetings</i>	Consult: Seek input and feedback to inform key planning and implementation milestones.	<ul style="list-style-type: none"> • EDA Rep • PC Rep 	<ul style="list-style-type: none"> • Takeda • Olympus • Medical Alley • Greater MSP 	<ul style="list-style-type: none"> • North Hennepin • Hennepin Tech • University of MN 	<ul style="list-style-type: none"> • Black Chamber • MetroNorth Chamber • Community Member Reps (x2)
Technical Advisory Committee <i>periodic outreach and quarterly updates</i>	Inform: Share updates and decisions.	<ul style="list-style-type: none"> • CLIC Rep • Human Rights Commission Rep • BAC Budget Advisory Rep 	<ul style="list-style-type: none"> • BioMADE, Boston Scientific, Medtronic • Mayo / DMC • Target • Developers (Mortensen Construction, United Properties, Ryan Companies, Scannell) 	<ul style="list-style-type: none"> • Rasmussen 	<ul style="list-style-type: none"> • Acer • Small Business Center • Centre for Asian and Pacific Islanders (CAPI) • Non-profits, community groups, and small local businesses

Staff has already reached out to gauge interest with those groups identified as part of the Steering Committee. A follow up request to make formal appointments will occur at the August 18, 2025 Meeting. The first Steering Committee Meeting is planned for August 25, 2025.

A reminder that, due to the nature of this Committee, the appointment process will deviate slightly from other Commission Appointments.

Budgetary/Fiscal Issues:

The Steering Committee is included in the approved contract with Fairmount Properties.

Attachments: NA

City of Brooklyn Park			
Request for EDA Action			
Agenda Item:	4.4	Meeting Date:	July 21, 2025
Agenda Section:	Consent	Prepared By:	John Kinara, Housing & Redevelopment Coordinator
Resolution:	X	Presented By:	John Kinara, Housing & Redevelopment Coordinator
Attachments:	2		
Item:	Consider the Acceptance of a Grant Donation from Minnesota Department of Human Services in the Amount of \$61,530.00 for Brooklyn Avenues Rehabilitation Project		

Executive Director’s Proposed Action:

MOTION _____, SECOND _____, TO WAIVE THE READING AND ADOPT RESOLUTION #2025-_____, ACCEPTANCE OF A GRANT DONATION FROM MINNESOTA DEPARTMENT OF HUMAN SERVICES IN THE AMOUNT OF \$61,530.00 FOR BROOKLYN AVENUES REHABILITATION PROJECT.

Overview:

The purpose of this report is to request the Brooklyn Park Economic Development Authority (EDA) to consider the acceptance of a cash grant donation from Minnesota Department of Human Services in the amount of \$61,530.00 for Brooklyn Avenues facility physical improvements anticipated to be carried out by this fall. The facility’s physical improvements to be made were funded under the Homeless Youth Action (HYA) Facilities Contract. This EDA owned property is located at 7210 76th Avenue North, Brooklyn Park, Minnesota 55443.

Background:

Brooklyn Avenues is a 12-bed transitional housing program for youth experiencing homelessness located in the City of Brooklyn Park. The building was constructed by the City of Brooklyn Park and leased to Avenues for Youth for \$1 per year. The actual program operations kicked off in 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.

Role of Avenues for Youth:

Avenues signed a 10-year lease to operate the facility as a youth shelter and a transitional housing program. In this regard, Avenues also delivers directly or coordinates the delivery of supportive services to the youth. These services include the provision of basic needs, intensive case management, health and wellness care education, independent living skills training, as well as employment and education. In order to meet the legal requirements to operate the facility, Avenues maintains the necessary licenses from the state and city. In addition, Avenues manages the facility, including paying for utilities, general overhead costs as well as repairs. And finally, Avenues manages capital improvement plans for the facility that may arise.

Role of Economic Development Authority (EDA)

The Brooklyn Park EDA maintains ownership of the facility. The facility provides space for offices, programming needs, meal preparation, sleeping beds and common space for the youth. Brooklyn Park EDA may also consider requests from Avenues for financial assistance with major capital improvements as they may arise. The EDA staff provides oversight for the facility to ensure accountability.

Primary Issues to Consider:

- **What is the scope of the physical improvements project?**

The purpose of this project includes replacing all shower stalls at the property, upgrading the flooring throughout the facility, including resident living spaces, common areas, offices, and the large meeting space known as the

Epiphany Room. The project will also provide new furnishings for the Epiphany Room, transforming it from an occasional meeting room to a multi-purpose recreational space and wellness hub for youth.

- **What will happen to programming services during the rehabilitation work?**

Brooklyn Avenues programs and services will not be disrupted during the rehabilitation work. The facility will continue housing 12 youth throughout the project and the emergency overnight bed will remain open as always.

- **What are the benefits of the physical improvements?**

Rehabilitation work at Brooklyn Avenues facility offers a multitude of benefits, encompassing economic, environmental, and practical advantages.

1. **Economic Benefits:** Rehabilitation will certainly boost property values and is often more cost-effective and faster than new construction.
2. **Environmental Benefits:** Renovation reduces the carbon footprint and waste by reusing materials and conserving resources. Upgrades can also improve energy efficiency, lowering utility costs.
3. **Practical Advantages:** Rehabilitation can improve safety and functionality, making the facility more compliant with modern standards. It also allows for adaptive reuse of older structures and can reduce long-term maintenance costs.

- **What are the financial implications of this project?**

Minnesota Department of Human Services grant donation in the amount of \$61,530.00 will fund all the planned physical improvements at the Brooklyn Avenues. Neither Brooklyn Park EDA nor Avenues will incur any additional cost on this project.

Next Steps:

The consideration and acceptance of this donation provides the necessary authority to Avenues for Youth to execute relevant contractual agreements with Minnesota Department of Human Services and set in motion the process of implementing the physical improvements at Brooklyn Avenues later this fall.

Recommendation:

The Executive Director of the EDA recommends approval.

Attachments:

4.4A RESOLUTION

4.4B MINNESOTA DEPARTMENT OF HUMAN SERVICES GRANT AWARD LETTER

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

RESOLUTION #2025-_____

RESOLUTION ACCEPTING MINNESOTA DEPARTMENT OF HUMAN SERVICES
GRANT DONATION FOR THE PURPOSE OF THE BROOKLYN AVENUES
REHABILITATION PROJECT

WHEREAS, the Brooklyn Park Economic Development Authority (“EDA”) owns a facility located at 7210 6th Avenue North, Brooklyn Park, Minnesota (“Brooklyn Avenues” or “the facility”) which they lease to Avenues for Youth, a Minnesota non-profit corporation (“Avenues”) for the purposes of operating a youth shelter and transitional housing with supportive services program; and

WHEREAS, Avenues directly delivers or coordinates the delivery of supportive services to the youth under the program taking place at the facility as well as manages the facility, including managing capital improvement plans for the facility; and

WHEREAS, the EDA maintains ownership of the facility and may receive requests from Avenues for financial assistance with major capital improvements as they may arise; and

WHEREAS, the EDA and Avenues entered into a Lease Agreement dated as of September 25, 2014 (the “Lease”) in connection with Avenue’s lease of the facility for the purposes stated above; and

WHEREAS, the Lease provides that any improvements to the facility may not be made without prior written consent of the EDA; and

WHEREAS, Avenues seeks various physical improvements to the facility including replacing the shower stalls at the facility, upgrading flooring throughout the facility, including resident living spaces for program participants, common areas, offices, and a large meeting space with new furnishings that may also be used as a multi-purpose recreational space and wellness hub for youth (“Project”); and

WHEREAS, the Minnesota Department of Human Services (“DHS”) provides grant funding to eligible organizations through the Homeless Youth Act for the purposes of providing outreach and drop-in programs, emergency shelter programs, and integrated supportive housing for homeless youth and youth at-risk of homelessness (“Grant”); and

WHEREAS, Avenues submitted an application for the Grant as an eligible applicant for the purposes of funding the Project; and

WHEREAS, Avenues was notified they were awarded a Grant award in the amount of \$61,530.00 from the FY2026-27 Homeless Youth Facilities Capital Award Grant Program (“Grant Program”) for the purposes of making the physical improvements to the facility as described in the Project; and

WHEREAS, the EDA has determined that the Project is in the best interests of the EDA and the City of Brooklyn Park.

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

1. The EDA hereby accepts, contingent on final City Council approval, \$61,530.00 of a Grant donation from the Minnesota Department of Human Services for the Brooklyn Avenues Rehabilitation Project, specifically for physical improvements to be made at the facility.
2. The EDA hereby authorizes Avenues to take all actions necessary to execute relevant obligations under the Grant program, including without limitation, execution of any Grant agreements, and other documents necessary to accept and receive the Grant donation.
3. The Executive Director is hereby authorized to enact any additional policies or enter into any additional agreements to ensure compliance with state requirements for monitoring and reporting the use of these Grant donation funds.



TO: Katherine Meerse
Avenues For Youth
1708 Oak Park Avenue North,
Minneapolis, MN 55411-3994

FROM: Homelessness, Housing, and Support Services Administration (HHSSA)
Grant Programs Team
Manager: Dina Chou, (651) 795-8335
Supervisor: Katelyn Warburton, (651) 238-7506
Capital Grant Manager: Stephanie Martin, (612) 528-1558

DATE: May 28, 2025

RE: FY2026-27 Homeless Youth Facilities Capital Award Announcement

Avenues For Youth has been awarded funding to make minor or mechanical repairs or improvements to a facility providing services to homeless youth or youth at risk of homelessness. This award is contingent upon the outcomes of the 2025 legislative session and the enactment of the final state budget for SFY 2026–2027, including the appropriation of funding for the Homeless Youth Act (HYA).

Please read this letter carefully in its entirety as it includes important information on the steps required to successfully complete the contracting process. If you have any questions or concerns, please reach out to Stephanie Martin (stephanie.a.martin@state.mn.us).

<u>Funding Source</u>	<u>Award Amounts</u>
Homeless Youth Facilities Capital ¹	SFY2026: \$61,530.00 SFY2027: \$0.00

Project Name: Avenues for Youth Repairs and Improvements (Brooklyn Avenues)

Funding Details: Awarded funds may not be used to reimburse any expenses incurred prior to the execution of the approved DHS capital contract.

Special Conditions: N/A.

Completing the Work Plan, Budget, and Contract Package

This letter contains information about the steps necessary to complete your contract.

The due date for submitting your work plan, budget, and related materials is June 16, 2025. You will not receive your contract package until your work plan and budget are submitted and

¹ Funds must be used in accordance with the Homeless Youth Act statute, [Minn. Stat. § 256K.45](#). Please reach out to DHS staff with any questions.

approved, and you cannot submit for reimbursement until your contract amendment is fully executed. Please contact Stephanie Martin if you need an extension.

OVERVIEW (Due date for submitting is 6/16/2025)

Attached to the email you will find a Work Plan - Attachment A, Budget - Attachment B, and the SFY26-27 Required Attachments Checklist. **You must complete these forms and return them along with the required attachments to Stephanie Martin for approval before DHS can issue a grant contract for signature.**

DETAILED INSTRUCTIONS

1. **Attachment A: Work Plan – Complete a work plan reflective of your intended use of the funds for the contract period.** HHSSA staff will attach Forms 3-6 from your original application to your Attachment A: Work Plan and contract agreement.
 - **PLEASE NOTE:** The Executive Director cannot be the same contact as the Fiscal Director identified on Form 1. Please update as needed and ensure all contact information provided is up to date and complete. *These contacts are used to communicate funding details, contract information, and other important information to grantees.*
2. **Attachment B: Budget – Please fill in the line-item amounts and complete the budget narrative with details about the budgeted expenses.** You will find budget definitions and examples on the second tab.
 - **PLEASE NOTE:** Administrative costs are capped at 15%. If your budget exceeds that amount, it will be returned to you for corrections.
 - **PLEASE NOTE:** The total amounts for SFY26 and SFY27 must match the amounts listed above, otherwise the budget will be returned to you for corrections. (Any SFY26 funds that are unspent at the end of SFY26 can be spent in SFY27.)
3. **SFY26-27 Required Attachments Checklist:** Please submit all information and any required attachments listed on the checklist.
4. **Submit the documents above to Stephanie Martin.** Staff will either contact you to negotiate elements of the work plan/budget or approve your work plan and budget. You will receive the approved work plan and budget documents along with your contract package.
5. **DocuSign.** Once your work plan and budget are approved and all checklist documents are submitted, then your contract will be routed for signature via DocuSign. Instructions along with a link will be sent to the contact(s) designated on the Required Attachments Checklist. Once the grant contract is fully executed/signed by all parties, DocuSign will automatically send a completed signed grant contract document to all parties whose email is entered in the DocuSign grant contract link. The signed grant contract document in DocuSign is **ONLY** available for 30 days. Save a PDF copy of the contract after it is approved and executed by all parties. Keep a copy for your records to be in compliance with [Minn. Stat. § section 16B.98, subd. 8.](#)



MEMORANDUM

DATE: July 17, 2025
TO: EDA Commissioners
FROM: Tim Gladhill, EDA Executive Director
SUBJECT: EDA Status Update

Overview:

This memo provides an update to the Brooklyn Park Economic Development Authority (EDA) and serves to keep interested community members informed.

- A. Business Development Updates
- B. Housing Updates
- C. Development Updates
- D. Development Inquiry Updates
- E. Workforce Development Updates
- F. Other Updates

A. BUSINESS DEVELOPMENT UPDATES

Brooklyn Park Development Corporation

On Monday, July 14, the City Council appointed Jeffrey “Jeff” Hable and Edna McKenzie to serve on the Brooklyn Park Development Corporation (BPDC) Board of Directors. Jeff will serve a two-year term as the Financial Representative and Edna will serve a two-year term as the Small Business Representative.

Jeff Hable

Assistant Vice President / Commercial Lender,
 CorTrust Bank

Industry Sector: Financial Services

Brooklyn Park Connection:

Serves the Community for 5+ Years

Interests:

- Score Small Business Mentor
- Animal Humane Society Volunteer
- BankIn America Lending Network Co-Chair



Jeff Hable

Edna McKenzie

CEO and Founder,
Midwest Select Contracting

Industry Sector: Construction Services

Brooklyn Park Connection:

Resides in the Community for 20 Years

Interests:

- Community Long-Range Improvement Commissioner
- Minnesota Emerging Entrepreneur Board Appointee
- Active Transportation Advisory Committee Member



Edna McKenzie

Microbusiness Loan Program

The Microbusiness Loan Program, administered by the Brooklyn Park Development Corporation (BPDC), continues to support emerging businesses by providing crucial financial resources for start-up costs. This program helps businesses that may face challenges securing traditional financing by offering loans ranging from \$1,000 to \$10,000 at a 2% interest rate with reduced underwriting criteria.

To date, the program has received twelve (12) applications. A review committee has begun processing them and is expected to disburse funds over the next couple of months. In June, one (1) business was awarded a Microbusiness Loan, and several more are expected to receive funding after completing a loan orientation with the Center for Energy and Environment.

Summer at the Plaza: Arts & Business Expo

The City of Brooklyn Park launched the first-ever Summer at the Plaza: Arts & Business Expo on Saturday, July 12, at the Northwinds Plaza. The event series spotlights businesses located at the Northwinds Plaza, supports local entrepreneurs, artists, and creatives, and highlights membership opportunities at the Brooklyn Park Small Business Center.

Commissioners Nichole Klonowski, Tony McGarvey and Shelle Page as well as President Hollies Winston were in attendance, as well as Arts and Engagement Specialist Tashawna Williams, Neighborhood Relations Specialist Shanna Woods, and Project Facilitator Josephine Thao. The next events will take place on Saturday, August 9, and Saturday, August 30. For more information, contact Josephine Thao, Project Facilitator, at Josephine.Thao@brooklynpark.org.



Photo 1: Commissioners Shelle Page and Tony McGarvey at the Summer at the Plaza



Photo 2: Mayor Hollies Winston at the Summer at the Plaza

B. HOUSING UPDATES

Huntington Place Housing Resource Fair

On Thursday, July 10, the City of Brooklyn Park hosted a Housing Resource Fair at Huntington Place from 4:00 PM-7:00 PM. The event provided information sessions on key topics, including the property transfer status and tenant rights, offered direct housing support services to residents, and connected residents to valuable city resources from Community Development, Administration, and Police departments. The evening featured family-friendly activities and a light dinner to create a welcoming environment for all.

Over 100 residents attended, engaging with 12 resource vendors and supported by a team of city staff across the organization. This event was part of our continued efforts to ensure Huntington Place residents feel informed, supported, and connected. The following organizations provided a wide range of resources and support:

- ACER
- CAPI
- Community Junction
- Hennepin County
 - Adult Representation Services
 - Attorney’s Office
 - Human Services and Public Health
- HOME Line
- Mid-Minnesota Legal Aid
- One Day at a Time
- Reach for Resources
- Second Harvest Heartland
- State of Minnesota
 - Minnesota Housing

Commissioners Tony McGarvey and Shelle Page were in attendance, showing their support for the Huntington Place community.

City staff included:

Economic Development Authority Staff	Other City Staff	
<ul style="list-style-type: none"> • BrookLynk Intern Knoel Pha • Program Assistant Seng Moua • Project Facilitator Josephine Thao • Housing and Redevelopment Coordinator John Kinara • Senior Project Manager Dylan Armstead • Community Development Director Tim Gladhill 	<ul style="list-style-type: none"> • Rental and Business Licensing Program Assistant Megan Bookey • Property Maintenance Inspectors Dylan Balk, Bruce Bloxham, and Jeff Satzinger • Career Pathways Program Manager Carmen Bibiano • Crime Prevention Specialist Kim Czapar • Patrol Officer Chad Miller • Inspector Toni Weinbeck 	<ul style="list-style-type: none"> • BrookLynk Intern Julieta Ayala-Castillo • Community Engagement Specialist Chris Xiong • Neighborhood Relations Specialist Shanna Woods • Community Experience and Engagement Manager Cindy Devonish



Photo 1: CAPI Tabling at the Housing Resource Fair



Photo 2: Commissioner Tony McGarvey at the Housing Resource Fair



Photo 3: Commissioner Shelle Page at the Information Session



Photo 4: Information Session Presented by HOME Line



Photo 5: City Staff Supporting the Huntington Place Housing Resource Fair

Summer Blossom Awards Program

Nominations for the 26th Annual Summer Blossom Awards officially closed on Friday, July 11. This long-standing program celebrates Brooklyn Park residents and businesses who help create a vibrant, welcoming, and beautiful community through their landscaping and gardening efforts.



The judging day will take place on Thursday, July 24, with representatives from Metro Blooms and Hennepin Technical College serving as judges for this year's entries. There will be over 30 properties that will be toured and evaluated. Winners will be formally recognized at the City Council Meeting on Monday, September 8, where their efforts to beautify Brooklyn Park will be celebrated.

For more information, contact Josephine Thao, Project Facilitator, at Josephine.Thao@brooklynpark.org, or Seng Moua, Program Assistant, at Seng.Moua@brooklynpark.org.

Home Improvement Loan Programs Update

The EDA administers several housing reinvestment programs that provide financial resources to first time homebuyers, single-family and townhome homeowners in the community. During fiscal year 2025, the EDA allocated \$1 million for the home improvement programs administered by Center for Energy and Environment (CEE) and \$170,000 in Community Development Block Grant (CDBG) funds for the Hennepin County administered home rehab program. These programs continue to have a high level of activity, with Senior Deferred Loans and Down Payment and Closing Cost Assistance Loans being the most popular programs. Funds for Fiscal Year 2025 still have funds available for Code Correction and Rental Rehab Loan Programs.

C. DEVELOPMENT UPDATES

BioTech Innovation District

Staff continues to actively meet with the City' Consultant Team (Fairmount Properties and Buro Happold) to launch the process and is hosting bi-weekly Project Management Team Meetings. The Project Team will provide separate monthly updates moving forward.

The BioTech Innovation District is a 200-acre portion of the Northwest Area Plan located along Highway 610 on both sides of Highway 169. The EDA recently authorized a strategic planning exercise that extends beyond the Northwest Area Planning efforts and focuses on individual sites, users, and recruitment of BioTech Businesses. Among a number of EDA Goals, the BioTech Innovation District is intended to:

- Build the tax base to improve resources available for all areas of Brooklyn Park, not just the area North of 610
- Develop a market for restaurants, retail, and recreation by improving daytime population (businesses/places to work) and nighttime population (residential/places to live)
- Develop a workforce pipeline for Brooklyn Park Residents of all ages and demographics as well as deliver the workforce needed to support a BioTech Innovation District

Blue Line Extension Anti-Displacement Policies and Programs

City staff presented an update on anti-displacement efforts to City Council on June 2, 2025. City staff continue to research programs and policies and meet with community organizations.

The following are priority strategy areas:

- Housing Stability
- Business Stability
- Real Estate Development
- Workforce Development

The ACPP Board responsible for awarding these grants continues to review roll out of the Request for Proposals (RFP). There has been a delay to launching the RFP as planned in early July. More information will be available after the August ACPP Board Meeting.

D. DEVELOPMENT INQUIRY UPDATES

The following are Pre-Application Concepts submitted to the EDA. To ensure that Staff Direction to Applicants is in line with EDA Policies, Direction, and Desires, Staff is reporting on key inquiries and responses. If the EDA desires to discuss any of these concepts that was otherwise directed by Staff, please let the EDA Executive Director request it be placed on a future agenda.

Project Name	Project Details	Staff Response
Potential EDA Commercial Property Purchase	A local restaurant owner approaching retirement is seeking to sell their property before his 15-year franchise agreement ends, as potential corporate facility upgrades (HVAC, parking lot, ADA-compliant restrooms) present challenges.	Staff met with the owner to hear the Owner's plans, make a connection, and receive information regarding the sale opportunity. If desired, staff can continue to work with the owner to bring this forward to a future meeting for further discussion. Staff had asked if the owner could procure an appraisal to find value, otherwise it can be discussed if we should purchase an appraisal if this parcel fits EDA strategies. This request is planned to be reviewed by the EDA at the July 21, 2025 EDA Meeting.
National Gas Retailer (Brooklyn Boulevard/Village Creek)	A commercial real estate broker reached out to Staff about a Gas Convenience Store.	Staff Recommendation: Not consistent with vision for area.

E. WORKFORCE DEVELOPMENT UPDATES

BrookLynk Summer Internships

The Summer Internship Program officially began on June 16, connecting youth to paid internship opportunities across the cities of Brooklyn Park and Brooklyn Center.

To prepare for the experience, youth and their families attended a required orientation on June 10. In partnership with Stearns Bank, participants will also have the opportunity to open a Bank On certified account. With support from Cities for Financial Empowerment and a partnership with Topline Credit Union, BrookLynk will enhance its financial literacy curriculum this summer—aiming to equip youth with the knowledge and tools needed to make sound financial decisions.

For more information, contact Anthony Villagrana, BrookLynk Program Coordinator, at Anthony.Villagrana@brooklynk.works or visit <https://www.brooklynk.works/internships>.

F. OTHER UPDATES

Meet the Economic Development and Housing Interns

Knoel Pha is the BrookLynk Intern in the Economic Development and Housing Division. He has been a participant in the BrookLynk Program for the past four (4) years and has gained hands-on experience through internships at companies such as Boston Scientific, Cummins Power Generation, and Clear Edge. In these roles, he supported a variety of projects involving administrative work and demonstrated strong skills in Microsoft Excel and Word. Knoel is currently pursuing a degree in Computer Science at the University of Minnesota. A Brooklyn Park resident for the past 13 years, he brings both local insight and valuable experience to our team. We're excited to welcome Knoel and look forward to the contributions he will make!



Knoel Pha

Tanvi Gorripati is the Economic Development and Housing Intern in the Economic Development and Housing Division. She is currently a junior at Georgetown University, where she is majoring in Economics with a double minor in Statistics and Environmental Science. Tanvi brings a strong foundation in research, writing, and leadership. She previously served as president of Georgetown Political Strategy, worked as a senior editor for *The Hoya* newspaper, and held various leadership roles on campus. Originally from Plymouth, Tanvi lives there with her family (and no pets, due to allergies!). She is excited to contribute to the team this summer and looks forward to learning more about local government in action. We're thrilled to have her on board!



Tanvi Gorripati

Meet the Workforce Development Interns

Nanbon Nejo is the Community Development Intern and will have the opportunity to interact with each of the divisions within the Department. He recently completed his freshman year at the University of Minnesota Twin Cities, where he is pursuing a degree in biomedical engineering. Nanbon chose this field because of his passion for making a real-world impact, paired with his strong interest in medicine, math, and science. In his free time, he enjoys working out, biking, walking, and reading books and manga. Through his internship with BrookLynk, Nanbon hopes to gain valuable real-world experience and strengthen his resume as he works toward his future career goals.



Nanbon Nejo

Andrea Tiekü is joining the team as the Workforce Development Intern. She is a recent graduate from the University of Minnesota with a degree in Business and Marketing and is excited to learn, grow, and share her ideas with the team. As a Workforce Development Intern, Andrea is looking forward to gaining a deeper understanding of what it takes to build a successful program like BrookLynk. She's especially passionate about contributing to a program that has played a significant role in her own professional journey and is eager to support its continued growth.



Andrea Tiekü

Attachments:

- 7.1A 2025 SUMMER AT THE PLAZA FLYER
- 7.1B BIOTECH INNOVATION DISTRICT UPDATE



SUMMER AT THE PLAZA ARTS & BUSINESS EXPO

Saturday

JULY
12TH

Saturday

AUG
9TH

Saturday

AUG
30TH



Northwinds Plaza

7944 Brooklyn Blvd
Brooklyn Park, MN 55445



11 AM - 3 PM

Tours: 12 PM - 2 PM

Join us for a vibrant event series celebrating our local businesses, entrepreneurs, and artists! Enjoy activities and crafts for all ages. Explore membership opportunities at the Small Business Center.

Bounce House • Food Trucks • Artists
Brooklyn Park Small Business Center Tours



Contact? Josephine Thao at Josephine.Thao@brooklynpark.org or 763-493-8145

Tashawna Williams at Tashawna.Williams@brooklynpark.org or 763-315-8440

If you need this information in another language or format or disability accommodations, email access@brooklynpark.org or call 763-424-8000

Si usted necesita esta información en español: 763-424-8000

Yog xav tau kev pab, thov hu rau 763-424-8000 lawv mam li nrhiav ib tus neeg txhais lus rau koj

Phase 2 Update

July 21, 2025

Update Topics

- Team members
- Project Progress
 - Overall Timeline
 - Deliverable Milestones
 - Tasks Completed and Look-ahead
- Special Topics
 - Committee Structure
 - Phase 1 + Phase 2 Charette Outcomes

Phase 2: Project Team

The core team will comprise Fairmount and Buro Happold with support from our consultants in three key areas

Fairmount Properties Sector ID & Financing



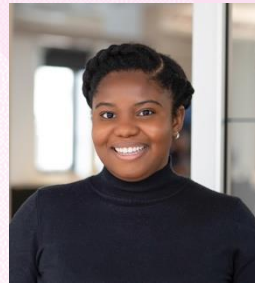
Foroozan MohtashemiPour
Vice President of Innovation
District Strategies & Development



Brice Hamil
Vice President of
Design & Planning



Amanda Wirth Lorenzo
Principal
Project Director



Seshi Konu
Consultant



Ian Nicholson
Associate
Project Manager



Isa Marcotulli
Senior Consultant

Engagement & Visioning
Buro Happold

District Development Planning
Buro Happold



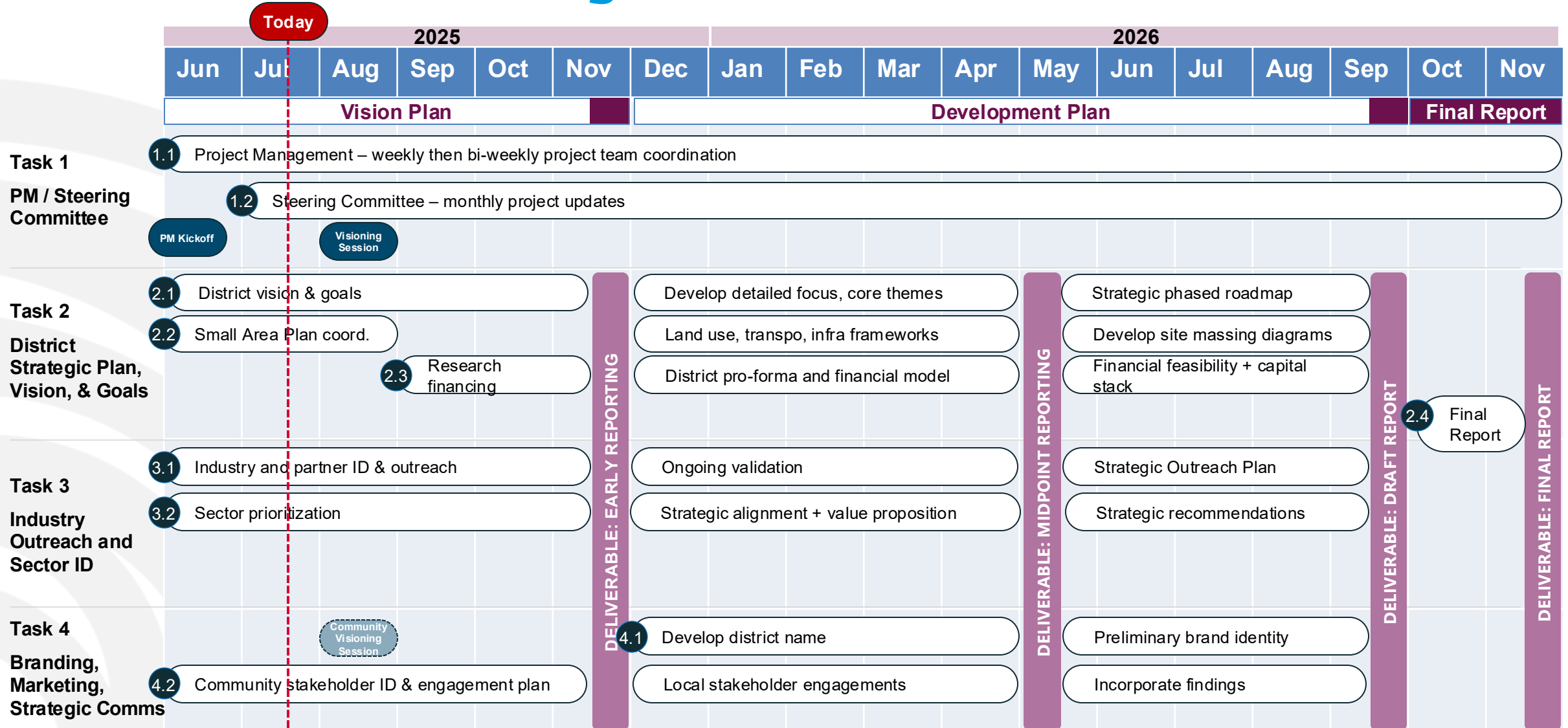
Project Progress

Milestones, Timeline, and Progress

Phase 2: Project Milestones

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov																	
	Vision Plan						Development Plan										Final Report																		
Task 1 PM / Steering Committee	<p>What is the VISION for the District?</p> <p>What are the key industry sectors?</p> <p>Who are the key external stakeholders?</p> <p>How does the District address the needs of the community?</p>						<p>What is the FRAMEWORK to develop the District?</p> <p>How do we connect the dots between the Area Plan and the district vision?</p> <p>What financial, physical, and social infrastructure is needed?</p>						<p>What is the PLAN for implementing the District?</p> <p>What are the next steps for moving the District from plan to reality?</p> <p>How can we be prepared for future uncertainties?</p>																						
Task 2 District Strategic Plan, Vision, & Goals																																			
Task 3 Industry Outreach and Sector ID																																			
Task 4 Branding, Marketing, Strategic																																			

Phase 2: Project Timeline



Phase 2: Progress Update

Tasks Completed

- PM Team kickoff and weekly coordination
 - Establish roles and ongoing communication
 - Finalize project timeline and create committee structure
- Phase 1 + 2 coordination bi-weekly meeting and charrette
 - Ensure open communication during Phase 1 + 2 overlap
 - Communicate needs for a vibrant innovation district and implications on the Small Area Plan preferred scenario (see special topic)
- Review previous work
 - Ensure shared understanding of previous work and impetus for the BioTech innovation district (e.g., 610 corridor study)

Phase 2: Progress Update

Upcoming Tasks

- Confirm individual committee members (see special topic)
 - Seek confirmation on the committee structure – steering and technical – as well as their stakeholder representation
 - Receive input from EDA on specific individuals that might participate in the committees
- Initiate outreach and early conversations with stakeholders
- Prepare for Steering Committee kickoff and visioning

Special Topics

Key Tasks and Decision Points

Committee Structure

	Purpose	City	Industry	Academic	Community
Staff Support <i>ongoing communication</i>	Collaborate: Engage stakeholders as partners in shaping outcomes, co-developing solutions, and aligning goals.	<ul style="list-style-type: none"> • Tim Gladhill • Paul Mogush • Malcolm Hicks • Jolene Rotich 			
Steering Committee <i>monthly meetings</i>	Consult: Seek input and feedback to inform key planning and implementation milestones.	<ul style="list-style-type: none"> • EDA Rep • PC Rep 	<ul style="list-style-type: none"> • Takeda • Olympus • Medical Alley • Greater MSP 	<ul style="list-style-type: none"> • North Hennepin • Hennepin Tech • University of MN 	<ul style="list-style-type: none"> • Black Chamber • MetroNorth Chamber • Community Member Reps (x2)
Technical Advisory Committee <i>periodic outreach and quarterly updates</i>	Inform: Share updates and decisions.	<ul style="list-style-type: none"> • CLIC Rep • Human Rights Commission Rep • BAC Budget Advisory Rep 	<ul style="list-style-type: none"> • BioMADE, Boston Scientific, Medtronic • Mayo / DMC • Target • Developers (Mortensen Construction, United Properties, Ryan Companies, Scannell) 	<ul style="list-style-type: none"> • Rasmussen 	<ul style="list-style-type: none"> • Acer • Small Business Center • Centre for Asian and Pacific Islanders (CAPI) • Non-profits, community groups, and small local businesses

Phase 1 + 2 Charette Outcomes

Ingredients for a Thriving District

Anchor

An anchor is a company or a group of companies within a sector that provide long-term stability for the district. Attract investment and talent and help define the district identity.

Leverage local assets:

- Signature Park and Trail System
- LRT and plan for another vibrant “Downtown”
- Leveraging proximity to Boston Scientific, Tesla, Takeda and Medical Alley

Innovation Ecosystem

Catalyze regional growth

- Enable Collaborative Labs
- Take advantage of Foreign Trade Zones and key international partnerships
- Soft landing programs
- Use existing ecosystems to court companies

Workforce Development

Workforce pipelines must be cultivated

- Enable opportunities to partner large companies with early-stage companies
- Provide maker spaces to integrate workforce development and youth programs
- Find anchors that align with Brooklyn Park’s mission
- Ex: Brooklynk

Governance Structure

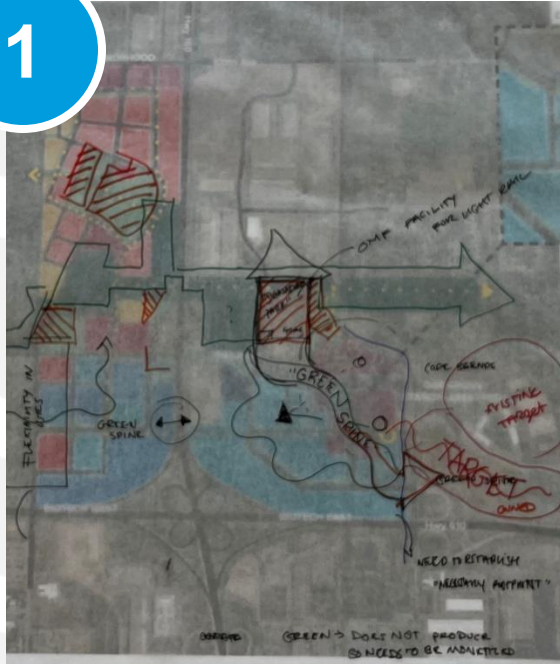
Public-private partnerships are foundational

- Enable flexibility in development, design and zoning
- AUAR to remove barriers for developers
- “High expectations and high flexibility”

Phase 1 + 2 Charette Outcomes

Site Discovery and Takeaways

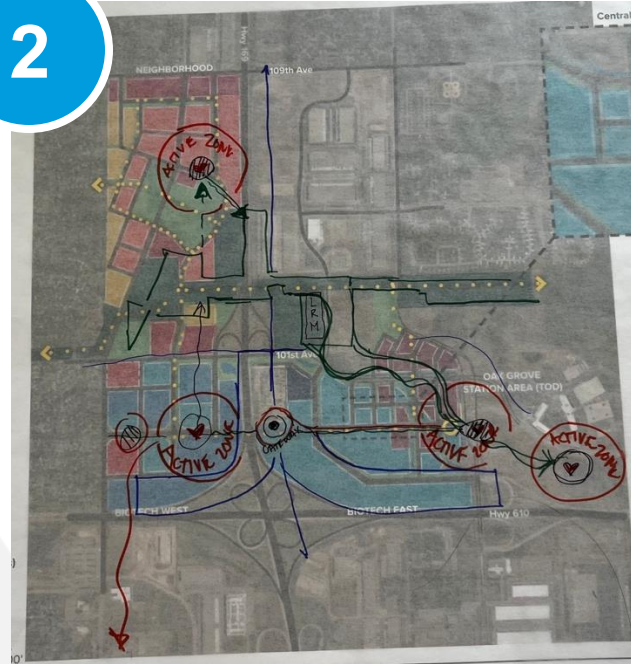
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Phase 1 Assets

- Buffered edges to transition housing density into biotech
- Green spine to connect TOD to trail system
- Target will likely develop a retail strip near TOD

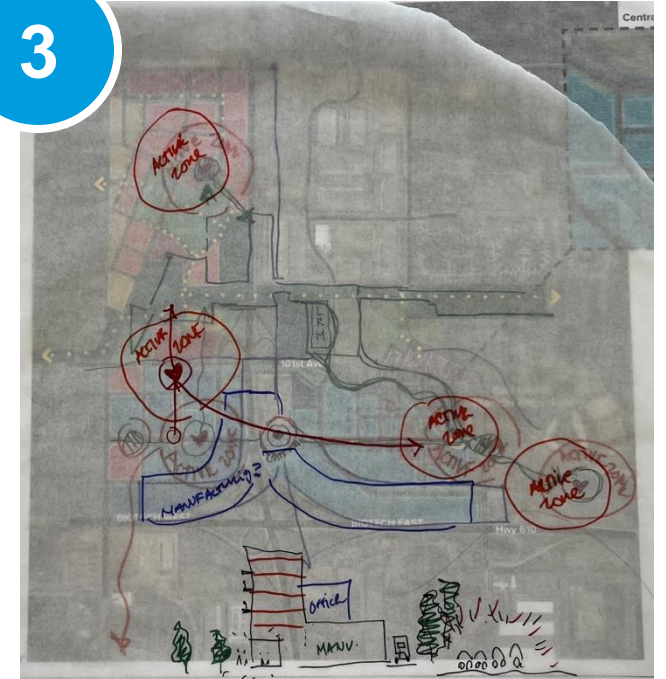
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Phase 2 Opportunities

- Strengthen connection to TOD by adding a gateway ped/micro-mobility bridge
- Distribute green and activation space into the innovation district
- Enable mixed-use and an opportunity for housing

3



Workshopping

- Use space adjacent to highways to buffer with manufacturing
- Explore a utility corridor
- Move activity zone and residential core of ID West closer to northern neighborhood

Charrette Outcomes

OPEN SPACE

Distribute open space into the Innovation District and create a **green loop** connecting the entire site

Take advantage of **signature park** to create an active public space

MOBILITY

Create a pedestrian and micro-mobility **bridge** over the highway to connect ID West to ID East and the TOD

Explore options for **central utilities corridor**

LAND-USE

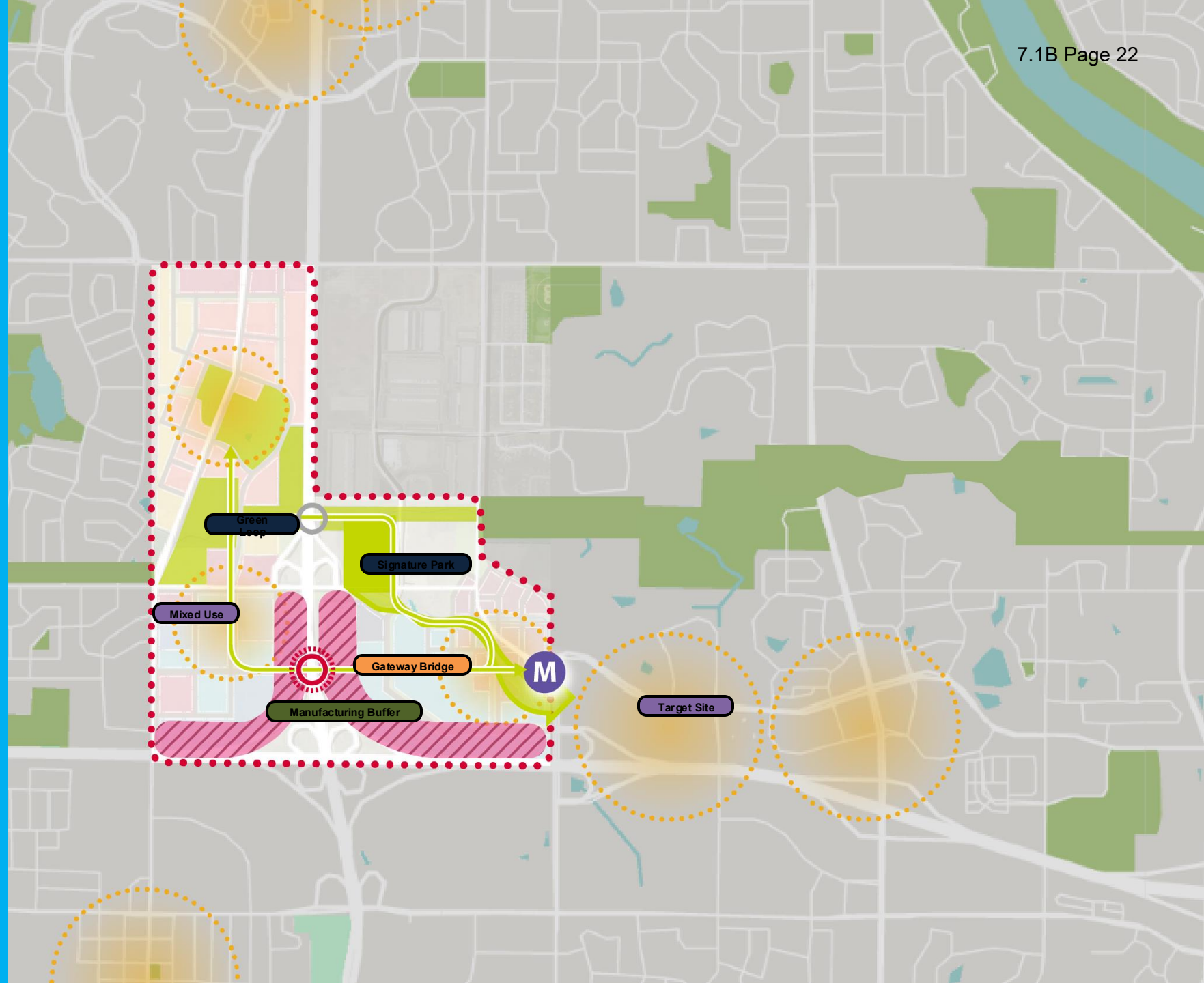
Introduce residential and active programs through **mixed-use zoning**

Buffer highway with manufacturing and investigate typologies that integrate housing

ACTIVATION

Integrate appropriately sized green space to ID to enable active programming

Create neighborhood centers with walkable commercial cores



Thank you