



STAFF REPORT

DATE:

February 18, 2025

CONSENT

AGENDA ITEM: 2025 EDA Work Plan

TO: City Council

SUBMITTED BY: Ashley Monterusso, Planner

Reviewed by: Jason Stop, Community Development Director

BACKGROUND:

Each fall the city's commissions update their work plans for council review and approval early the following year. Staff built off the 2024 work plan to establish the 2025 work plan.

In 2025 staff are proposing a new format for the workplan that is categorized by Project and Description, Deliverables/Action items and Status. There is also a section for guiding goals. The attached workplan was reviewed at the November 19, 2024 meeting and again at the meeting held on February 4, 2025. It has been since amended to reflect the guidance from EDA. With the amendments, the EDA 2025 Workplan is recommended to City Council for approval.

ISSUE BEFORE COMMISSION:

The City Council is being asked approve the proposed EDA Work Plan for 2025.

PROPOSAL DETAILS/ANALYSIS:

The 2025 Economic Development Authority Work Plan was developed by staff using discussion points and feedback from previous EDA meetings and insights from the progress made from previous work plans. The new plan focuses on:

1. Issuing RFPs for city-owned land
2. Enhancing Lake Elmo's communication efforts around Economic Development
3. Developing and maintaining relationships with local businesses
4. Guiding goals

FISCAL IMPACT:

None

OPTIONS:

1. Approve the EDA 2025 Work Plan
2. Amend the EDA 2025 Work Plan

RECOMMENDATION:

Staff recommends the City Council approve the proposed work plan *as part of the consent agenda*. If removed from the consent agenda, staff recommends the following motion:

"Move to approve the EDA 2025 Work Plan as presented by Staff."

ATTACHMENT:

- Economic Development Authority 2025 Work Plan

2025 Lake Elmo EDA

Economic Development Work Plan



Lake Elmo EDA Mission

The Lake Elmo Economic Development Authority (EDA) is committed to preserving and enhancing our community by creating an attractive business climate and listening to businesses and residents to prepare for the economy of tomorrow.

Goals

1. Business Retention, Expansion, and Attraction (BREA)
 - Prioritize retention of current businesses and create a favorable environment to attract new development
2. Collaboration and Partnership
 - Engage with regional organizations, Washington County, Chambers of commerce, etc.
3. Community Centered Development
 - Align development with community needs and encourage public participation
4. Sustainable Growth
 - Encourage responsible development that balances economic, environmental, and social factors

Purpose

The purpose of this document is to guide implementation of EDA action items and the assist Lake Elmo staff when making decisions.

Action Items

Project and Description	Deliverable/Action Item	Timeline
City Property Planning		
Assist City staff and City Council with marketing efforts for city owned properties:	Issue an RFP for Old Fire Station and Public Works Building including exploring brownfield grants for any environmental clean up necessary	2nd Quarter
	Create a plan to develop the City owned 180 acres to issue an RFP. Work with the Urban Land Institute and/or commercial real estate brokers and/or consultants. Consider funding a study on the area.	2 nd /3 rd Quarter
	Issue an RFP for the City owned 180 acres	4 th Quarter
Enhancing Lake Elmo's Communication Efforts for Economic Development		
Participate in City efforts to improve marketing materials. Continuing efforts to highlight local businesses.	Collaborating with new communications coordinator to make effective website/social updates	2 nd Quarter
	Adding content to The Fresh Newsletter	Year round
	Explore joining small business organizations (Stillwater Chamber of Commerce, etc.)	2 nd Quarter

2025 Lake Elmo EDA

Economic Development Work Plan



	Sharing business stories in Lake Elmo	Year round
Developing and Maintaining Relationships with Local Businesses		
Promote resources and tools for economic development to business partners and stakeholders	Keep outreach materials updated. Previous examples in 2024 include Sign Guide, Community Development map and information on new projects	Year round
	Creating a city property viewer for zoning districts, shoreland classifications, etc.	Year round
	Compile a list of available resources for businesses - Info to know for Small Businesses in LE - Met Council (SAC and WAC)	Year round
	Engage with local chambers of commerce and business groups to distribute resources and information	Year round
Continuing investigation into 3M Priority 2 Grant Opportunity for Developing Solar on Landfill		
Submit letter of intent & proposal if accepted by Trustees.		TBD