



Economic Development Plan Review Committee Meeting

Friday, December 6, 2024, at 1:00 PM

City Council Chambers, City Hall (10 3rd Ave SW)

Any person needing special accommodation for the meeting is requested to notify the City Clerk's office at 857-4752.

1. ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF MINUTES

3.1. APPROVAL OF MINUTES - NOVEMBER 22, 2024

It is recommended the committee approve the minutes of the November 22, 2024 Economic Development Plan Review Committee meeting.

4. OLD BUSINESS

4.1. COMMITTEE DISCUSSION - WHAT IS ECONOMIC DEVELOPMENT SUCCESS?

5. NEW BUSINESS

5.1. CITY OF MINOT ECONOMIC DEVELOPMENT PROGRAMS PRESENTATION

6. UPCOMING INFORMATION

6.1. UPCOMING MEETING DATES

The committee plans to meet on the following dates from 1:00 pm to 3:00 pm in the City Council Chambers, unless otherwise specified:

- **December 20, 2024**
- **January 10, 2025**
- **January 24, 2025**

7. ADJOURNMENT

On November 22, 2024, an Economic Development Plan Review Committee Meeting was held in the 3rd Floor Executive Conference Room, City Hall (10 3rd Ave SW). Chairman Mike Blessum called the meeting to order at 1:02 PM.

ROLL CALL

Members Present: Mike Blessum, Beth Feldner, Justin Hammer, Melinda Howe, Tyler Neether, Jordan Nelson, Paul Pitner

Members Absent: None

APPROVAL OF MINUTES

Committee Member Pitner moved the committee approve the minutes of the November 8, 2024 Economic Development Plan Review Committee meeting. The motion was seconded by Justin Hammer and carried the following roll call vote: ayes: Mike Blessum, Beth Feldner, Justin Hammer, Melinda Howe, Tyler Neether, Jordan Nelson, Paul Pitner; nays: None.

NEW BUSINESS

ND DEPARTMENT OF COMMERCE WORKFORCE PRESENTATION

Katie Howe, the Director of the Workforce Development Division at the ND Department of Commerce, along with Janna Pastir, the Deputy Director, presented to the committee. The link to their presentation is: [Economic Development Plan Review Committee • Agendas & Minutes • CivicClerk](#).

ND DEPARTMENT OF COMMERCE AND VISIT MINOT – TOURISM PRESENTATION

Heather LeMoine, the Marketing & Research Manager for the ND Department of Commerce, along with Stephanie Schoenrock the Executive Director of Visit Minot, presented to the committee. The link to their presentation is: [Economic Development Plan Review Committee • Agendas & Minutes • CivicClerk](#).

BANK OF NORTH DAKOTA PRESENTATION

Jackie Duke, a Business Banker at the Bank of ND, presented to the committee. The link to her presentation is: [Economic Development Plan Review Committee • Agendas & Minutes • CivicClerk](#).

COMMITTEE DISCUSSION - WHAT IS ECONOMIC DEVELOPMENT SUCCESS?

Table this item for the next meeting.

UPCOMING MEETING DATES

The committee plans to meet on the following dates from 1:00 pm to 3:00 pm in the City Council Chambers, unless otherwise specified:

- December 6, 2024
- December 20, 2024
- January 10, 2025
- January 24, 2025

The link to the full meeting is: [Economic Development Committee 11.25.24](#).

ADJOURNMENT

The motion to adjourn the meeting at 3:27 pm was initiated by Committee Member Pitner, seconded by Committee Member Nelson and carried by the following roll call vote: ayes: Mike Blessum, Beth Feldner, Justin Hammer, Melinda Howe, Tyler Neether, Jordan Nelson, Paul Pitner; nays: None.



City of Minot Economic Development Programs

Brian Billingsley, AICP, Community &
Economic Development Director

What does Quality of Life mean?

- Vibrant
- Public Safety
- Clean
- Sanitary
- Prosperity
- Place Making
- Community Pride



Vibrancy vs. Blight



Vibrant Neighborhoods

- Beautification
- Distinctive Architecture
- Feeling of Security
- Economic Vitality
- Functional Spaces
- Walkable and Healthy
- Public Art
- Community Engagement
- Investors
- Sense of Community



Blighted Neighborhoods

- Lack of Investment
- Physical Deterioration
- Insecurity and Crime
- High Vacancy Rates
- Nothing To Do
- Ghost Town
- Graffiti
- Social and Economic Issues
- Slumlords
- Lack of Pride

Demographic Trends

Minot Population History

Year	Population
2010 Census	40,888
2020 Census	48,377
2021 Estimate	47,789
2022 Estimate	47,689
2023 Estimate	47,373

2023 Ward County Population Gains/Losses

Population Cohort	Gain(Loss)
Births/Deaths	+458
In/Out Migration	-1,122
International In/Out Migration	+175
Total Loss	-489



Programs and Services

- Renaissance Zone
- Façade Improvement Program
- Tax Increment Financing (TIF)
- Retail Recruitment
- Home Builder and Home Owner Property Tax Exemption for New Residential Construction
- Developer Training
- Land Development Ordinance
- Development Review Team Meetings



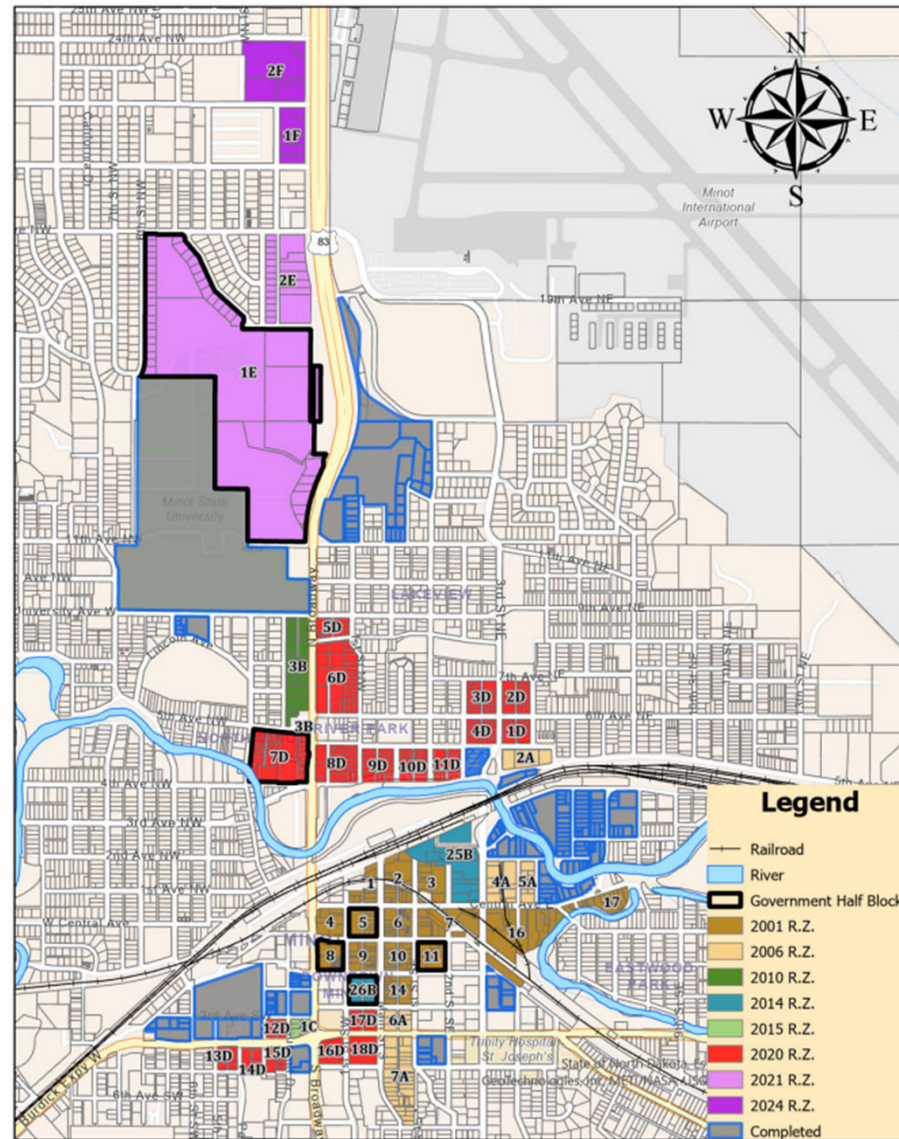
Renaissance Zone

Background

- Adopted in 2001
- 107 Applications
 - 83 Completed Projects
 - 12 Pending Projects
 - 12 Incomplete or Denied Projects



City of Minot Renaissance Zone Map



Program Impact

Project Name	Property Address	Construction Year	Pre-Construction Property Value	2024 Property Value
Planet Pizza	220 Broadway S.	2002	\$234,800	\$1,710,000
Renaissance Center	7 3 rd Street SE	2002	\$43,000	\$2,449,000
Main Street Books	16 Main Street S.	2006	\$87,800	\$162,000
Beaver Ridge Apartments	120 11 th Ave. NW	2011	\$129,000	\$2,205,000
Starving Rooster Mixed Use Building	30 1 st St. NE	2013	\$140,100	\$1,619,000



Available Benefits

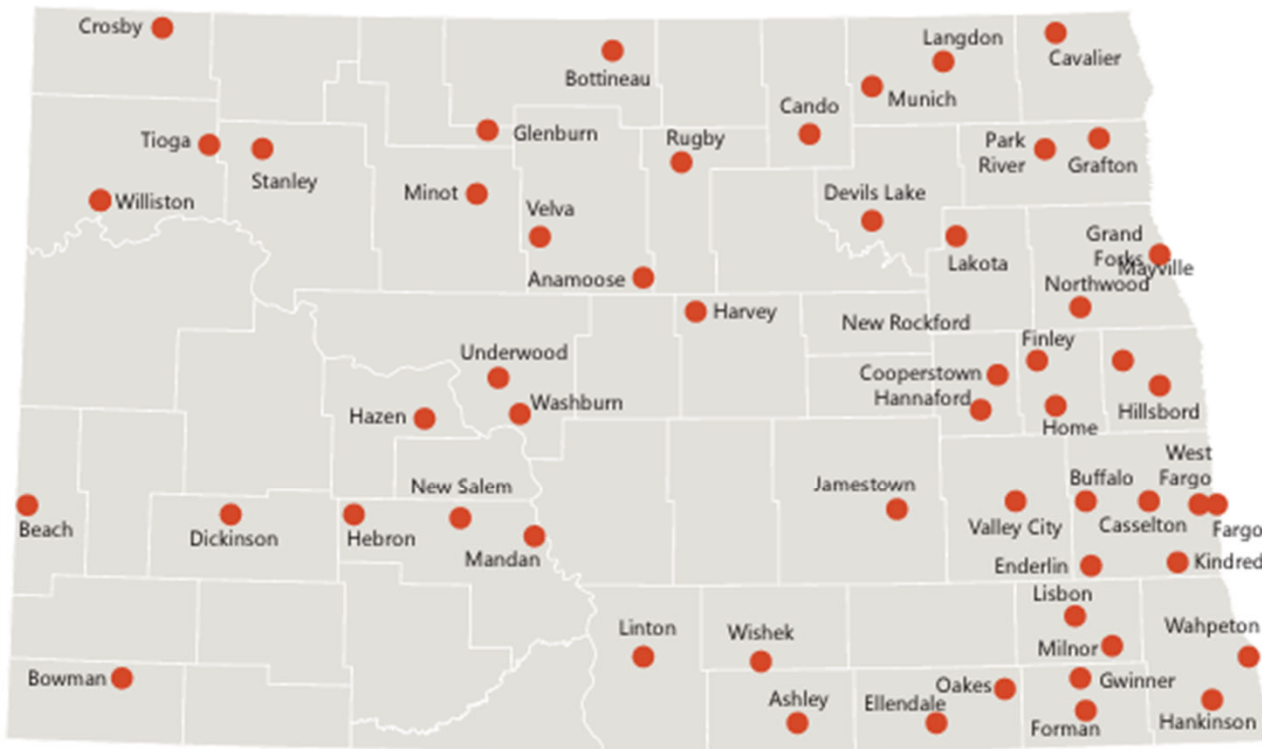
- Five (5) Year Property Tax Benefit on Residential Improvements with 20% Investment
- Five (5) Year Property Tax Benefit on Commercial Improvements with 50% Investment
- Eight (8) Year Property Tax Benefit on Commercial Improvements with 150% Investment
- Personal Income Tax Benefit
- Investment Income Tax Benefit
- Historic Tax Credits



City Council Aspirations

- Dynamic and Flourishing – The Minot Renaissance Zone has a proven record of fostering urban renewal in downtown Minot.
- Resilient and Prepared – The Minot Renaissance Zone prevents the spread of slum and blight in aging neighborhoods.
- Safe and Welcoming – The Minot Renaissance Zone encourages the revitalization of historic buildings and makes Minot more appealing to residents and visitors.
- Excellent and Connected – The Minot Renaissance Zone makes Minot more attractive to investors, entrepreneurs, small business owners, and corporations and improves the quality of life in Minot.

RENAISSANCE ZONE PARTICIPANTS



Number of Projects

Fargo - 346	Devils Lake - 40	Hillsboro - 3
Valley City - 145	Dickinson - 40	Stanley - 3
Minot - 100	Kenmare - 40	Bottineau - 3
Mandan - 90	Mayville - 40	Enderlin - 3
West Fargo - 90	Crosby - 40	Oakes - 3
Langdon - 90	Bowman - 40	Harvey - 3
Milnor - 90	Gwinner - 40	New Salem - 2
Grand Forks - 85	Washburn - 40	Westhope - 2
Watford City - 80	Velva - 40	Ellendale - 2
Wahpeton - 60	Ashley - 40	Forman - 2
Hankinson - 60	Finley - 40	Tioga - 1
Jamestown - 60	Casselton - 40	Glenburn - 1
Buffalo - 50	Cooperstown - 40	Hannaford - 1
Underwood - 50	Hope - 40	Lakota - 1
Grafton - 50	Cavalier - 40	Munich - 1
Beach - 50	Northwood - 40	Park River - 1
New Rockford - 40	Rugby - 40	Linton - 1
Williston - 40	Carrington - 40	
Lisbon - 40	Wishek - 40	
Hazen - 40	Cando - 3	



BEFORE

AFTER





Façade Improvement Program

Background

PROGRAM GOALS

- Promote private redevelopment and investment in downtown
- Encourage beautification in the Central Business District
- Revitalize downtown and reduce vacancies
- Provide a unique experience that draws visitors and new residents
- Create a sense of pride in our downtown



PROGRAM ELIGIBILITY

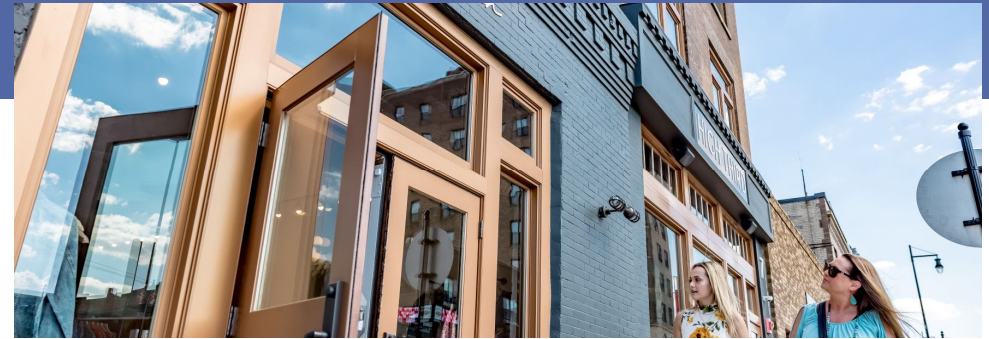
- Property must be zoned Central Business District
- Applicant must be property owner
- Applicant must follow all design standards
- Property must have no outstanding nuisances, dangerous building conditions, or building and zoning code violations
- Property owner must be current on property taxes

Program Rules



Eligible Improvements

- True-to-Period Design
- Façade must face or be visible from a street
- Windows, Doors, Ornamentation, Lighting, ADA Accessibility, Lighting. Awnings, Painting
- Masonry Replacement and Repair
- Repair and construction of entryways and vestibules



Ineligible Improvements

- Historically inappropriate materials
- Roofing and HVAC repairs
- Signs and Security Systems

PROGRAM FUNDING



- Sales Tax – Economic Development
- 10-Year Forgivable Loan
- Reimbursement Program: Applicant must submit all invoices and both sides of cancelled checks after construction is completed
- Bidding Process
- 75%/25% Match
- \$100,000 cap on Single Façade
- \$180,000 cap on Double Façade

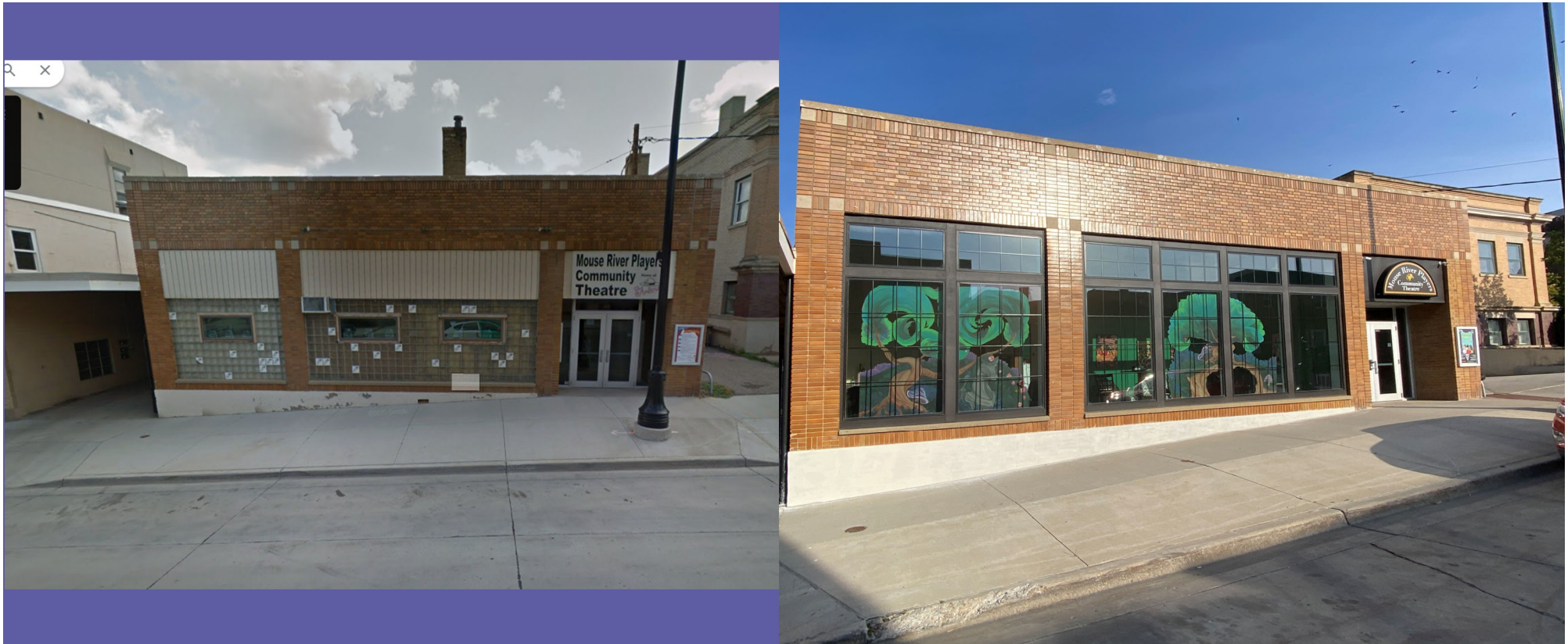
PROGRAM CONDITIONS



- Must maintain replacement insurance on the building through the term of the forgivable loan
- Must not make any major changes to the façade
- Must turn on any exterior lights or window lighting until 10 pm nightly
- The ground level must be occupied or actively listed for sale or lease

MOUSE RIVER PLAYERS – 113 1st Street SE

Slide 27



AUSLANDER BUILDING – 24 1ST Street NE

Slide 27



BOOMTOWN ENTERPRISES – 117 W. Central Ave.

Slide 27



WHISKEY NINE – 111 W. Central Ave.

Slide 27



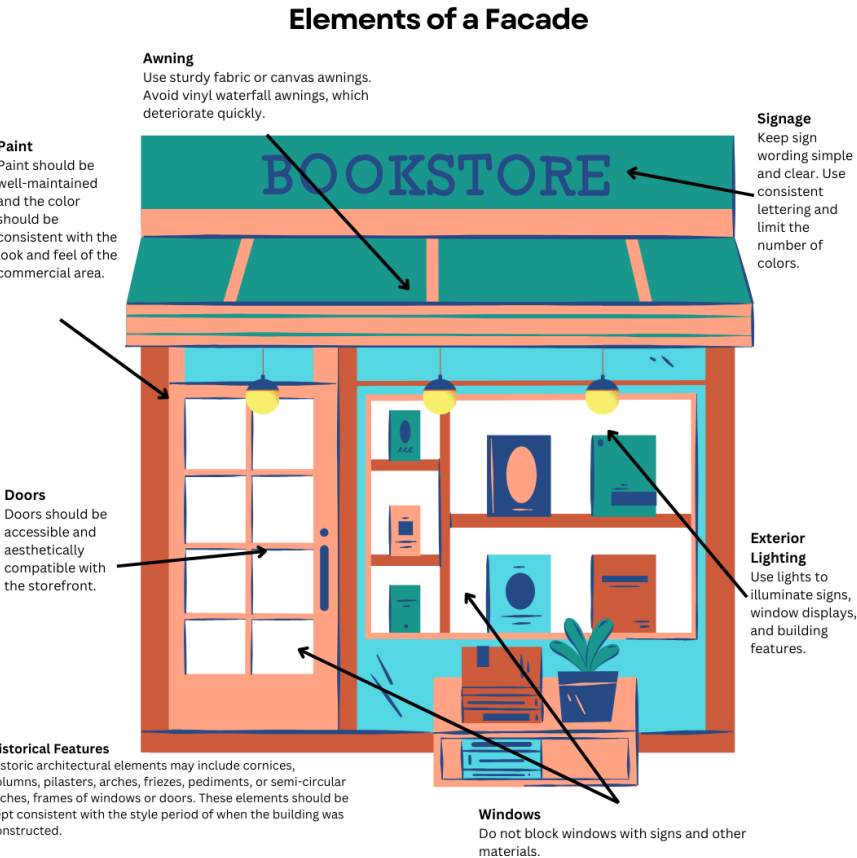
2D Ink – 23 2nd Avenue SE



YEAR	AMOUNT APPROPRIATED	TOTAL EXPENDITURES	FUND BALANCE
2021	\$943,000.00	\$0.00	\$943,000.00
2022	\$0.00	\$63,998.00	\$879,002.00
2023	\$513,313.00	\$610,550.00	\$781,765.00
2024	\$417,590.00	\$280,000.00	\$919,355.00
2025	\$302,000.00	TBD	
GRAND TOTAL	\$2,175,903.00	\$954,548.00	

FIVE (5) PENDING PROJECTS WORTH: \$805,053.00

North Dakota Cities and Counties with a Façade or Storefront Improvement Program



Bigger Cities	Smaller Cities	Counties
Minot	Valley City	Stark County
Williston	Devils Lake	Bowman County
West Fargo	Grafton	Pembina County
Jamestown	Casselton	Dunn County
Mandan	Hillsboro	Trail County
Dickinson	Tioga	Steele County
	Lakota	
	Washburn	



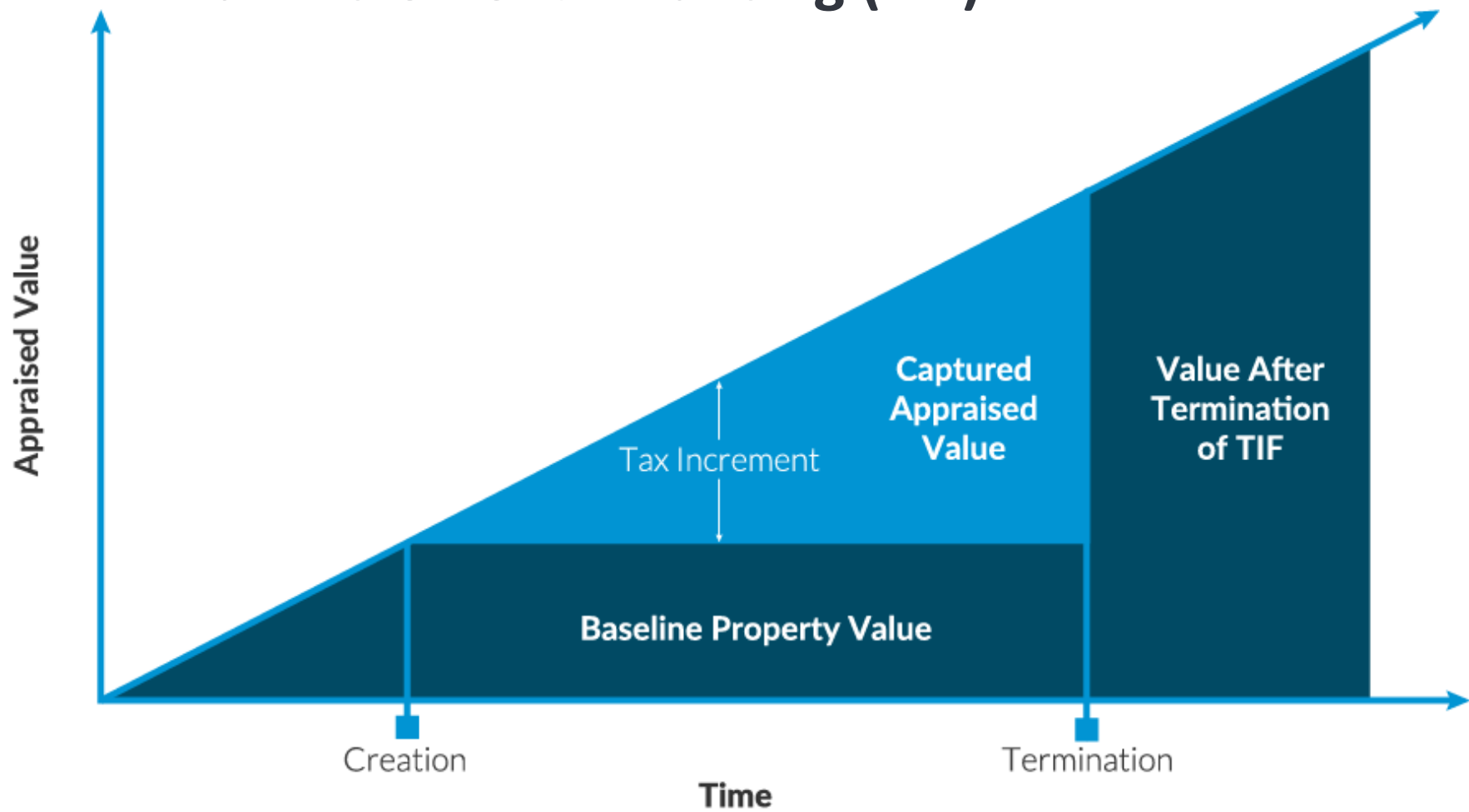
Tax Increment Financing (TIF)



TIF Background

- Tax Increment Financing (TIF) is a public financing method that is used as a subsidy for redevelopment, infrastructure, elimination of blight, and other community-improvement projects.
- Through the use of TIF, municipalities typically divert future property tax revenue increases from a defined area or district toward an economic development project or public improvement project in the community. TIF subsidies are not appropriated directly from a city's budget, but the city incurs loss through foregone tax revenue.
- The first TIF was created in Tennessee in 1945. Today, 49 States have authorized the use of TIF.
- The State of North Dakota authorized TIF Districts starting in 1973.

**Figure 1: Diagram of a Conceptual Tax Increment Financing Plan
Tax Increment Financing (TIF)**



TIF DISTRICTS

TIF 101

- Cannot exceed 25 years in length.
 - TIF's 5 years or less only require City Council approval.
 - TIF's longer than 5 years require City Council approval, but the School District and County has the ability to back out or partially participate.
- Types of Projects that are eligible for TIF incentives:
 - Blighted properties.
 - Commercial properties.
 - Industrial properties.
- Notifications
 - Must send public hearing notices to local units of government.
 - Must send public hearing notices to potential competitors.
 - Must publish public hearing notice in local newspaper.

Blu on Broadway

- First TIF in Minot – Approved May 2020
- Five Year TIF – \$700,000 project
- Type of TIF: Commercial
- Project: Construction of 1st Street SW
- 60/40 Public/Private Split
 - \$420,000 TIF Financing
 - \$280,000 Developer





Big M Building

- Second TIF in Minot – Approved June 2022
- 20 Year TIF – \$2,550,000
- Type of TIF: Blighted
- Project: Asbestos Abatement
- 90/10 Public/Private Split
- Minimum Assessment Agreement: \$14,700,000



The Tracks

- Third TIF in Minot – Approved January 2023
- 5 Year TIF – \$2,887,474
- Type of TIF: Commercial
- Project: East Half of Public Plaza
- 90/10 Public/Private Split





Cities in North Dakota Offering TIF

- Minot
- Fargo
- West Fargo
- Grand Forks
- Bismarck
- Mandan
- Williston
- Dickinson
- Jamestown
- Wahpeton



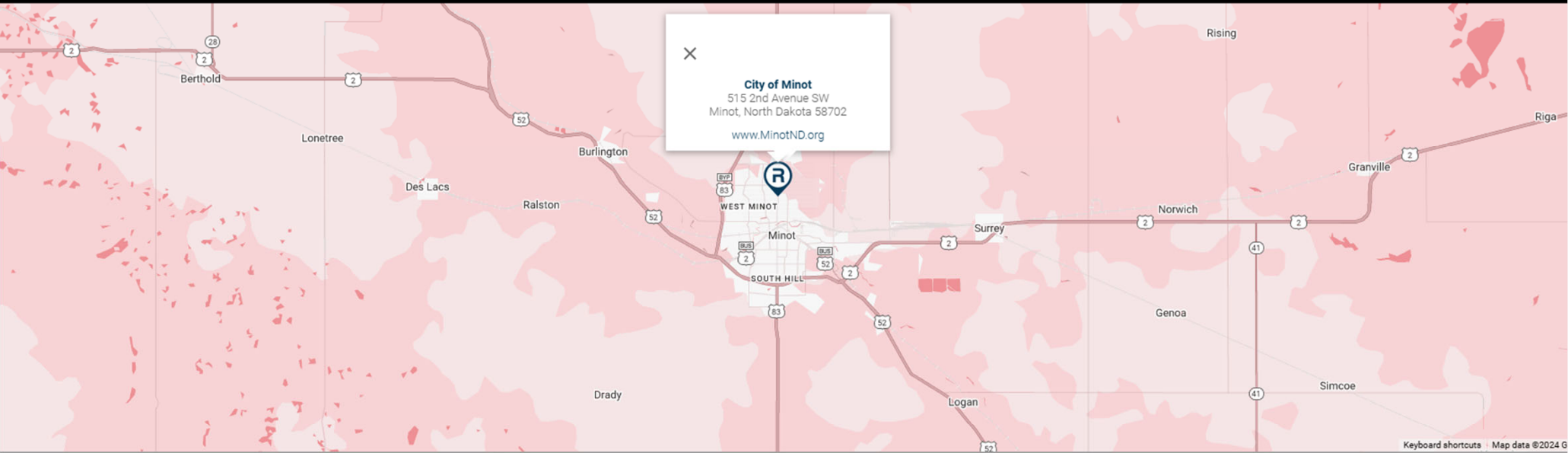
Retail Recruitment



- Current Contract: \$27,000 annually
- Contract Expires in December
- RFQ for service provider has been posted
- Retailer Data
(www.retail360.us/minot-nd/)
- Retail Recruitment

MINOT, NORTH DAKOTA – COMMUNITY RETAIL DASHBOARD

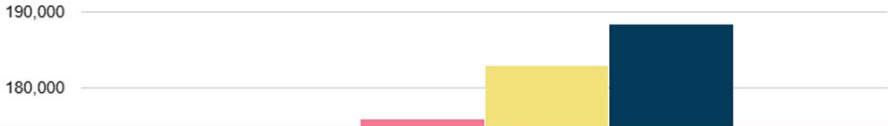
Powered by The Retail Coach



Minot, North Dakota - Primary Retail Trade Area - Population by Age Group (%)

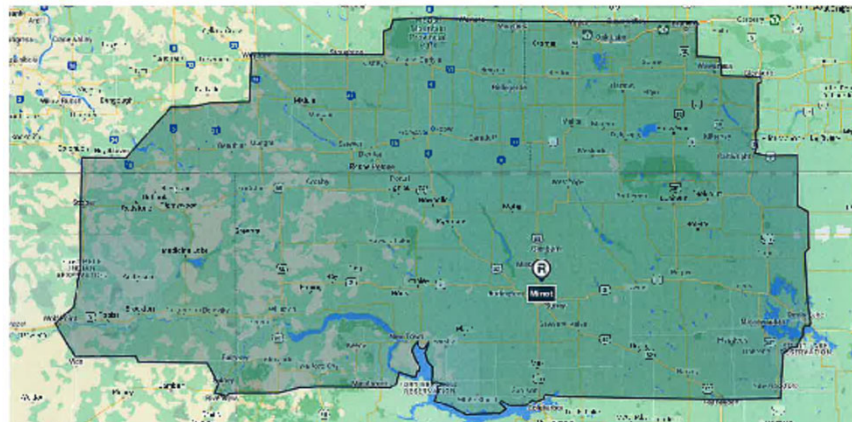


Minot, North Dakota - Primary Retail Trade Area - Population Growth



Secondary Retail Trade Area • Retail Market Profile

Minot, North Dakota



Population		Age	
2020	770,371	0 - 9 Years	14.35%
2024	778,674	10 - 17 Years	11.05%
2029	785,860	18 - 24 Years	5.41%
Educational Attainment (%)		25 - 34 Years	14.77%
Graduate or Professional Degree	6.17%	35 - 44 Years	13.14%
Bachelor's Degree	17.79%	45 - 54 Years	10.13%
Associate Degree	13.73%	55 - 64 Years	11.10%
Some College	23.47%	65 and Older	10.57%
High School Graduate (or GED)	30.78%	Median Age	35.67
Some High School, No Degree	5.15%	Average Age	37.92
Less than 9th Grade	2.61%	Race Distribution (%)	
Income		White	74.16%
Average HH	\$97,477	Black/African American	2.30%
Median HH	\$74,268	American Indian/Alaskan	12.66%
Per-Capita	\$41,117	Asian	1.03%
		Native Hawaiian/Islander	0.14%
		Other Race	2.10%
		Two or More Races	7.50%
		Hispanic	6.33%



City of Minot
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Minot, North Dakota 58702
www.MinotND.org

Howard Stewart, MPA, ICMA
City Manager
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hstewart@minotnd.org

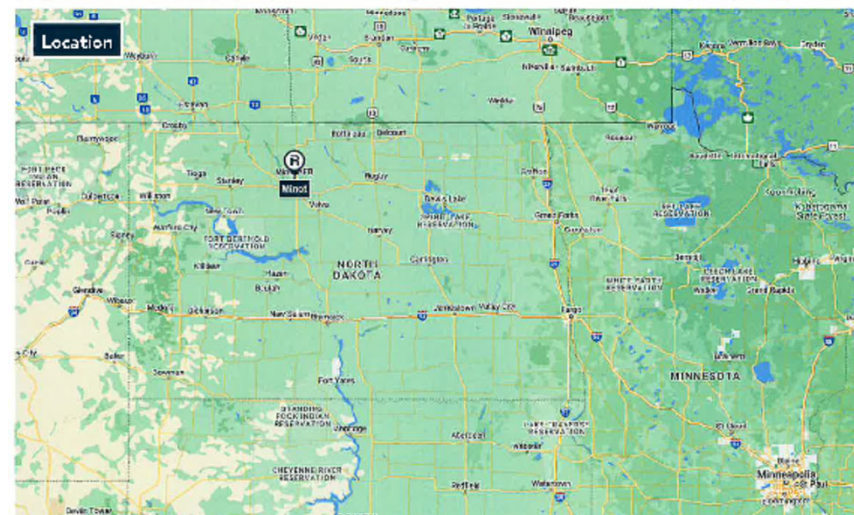
Brian Billingsley
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www.TheRetailCoach.net



Secondary Retail Trade Area • Retail Market Profile

Minot, North Dakota



PO Box 7272 | Rapid City, ND 58102 | 900.851.0962 | theretailcoach.net





New Housing Construction Program

Home Builder's Exemption



- Length: 1 Year
- Type of Benefit: Property Tax Abatement
- Amount of Benefit: Reduction of up to \$150,000 on the true and full value of the improvements
- Eligible for up to 10 properties annually
- Must be current on special assessments and property taxes; cannot be located within a TIF district
- Property must be owned by the builder and is unoccupied
- Expires: March 1, 2033

Home Owner's Exemption



- Length: 2 Years
- Type of Benefit: Property Tax Abatement
- Amount of Benefit: Reduction of up to \$150,000 on the true and full value of the improvements
- Must be current on special assessments and property taxes; cannot be located within a TIF district
- Dwelling must be owned and occupied by its original owner. Exemption is non-transferable
- Expires: March 1, 2034

North Dakota Cities and Counties Offering Property Tax Exemption on New Housing Starts

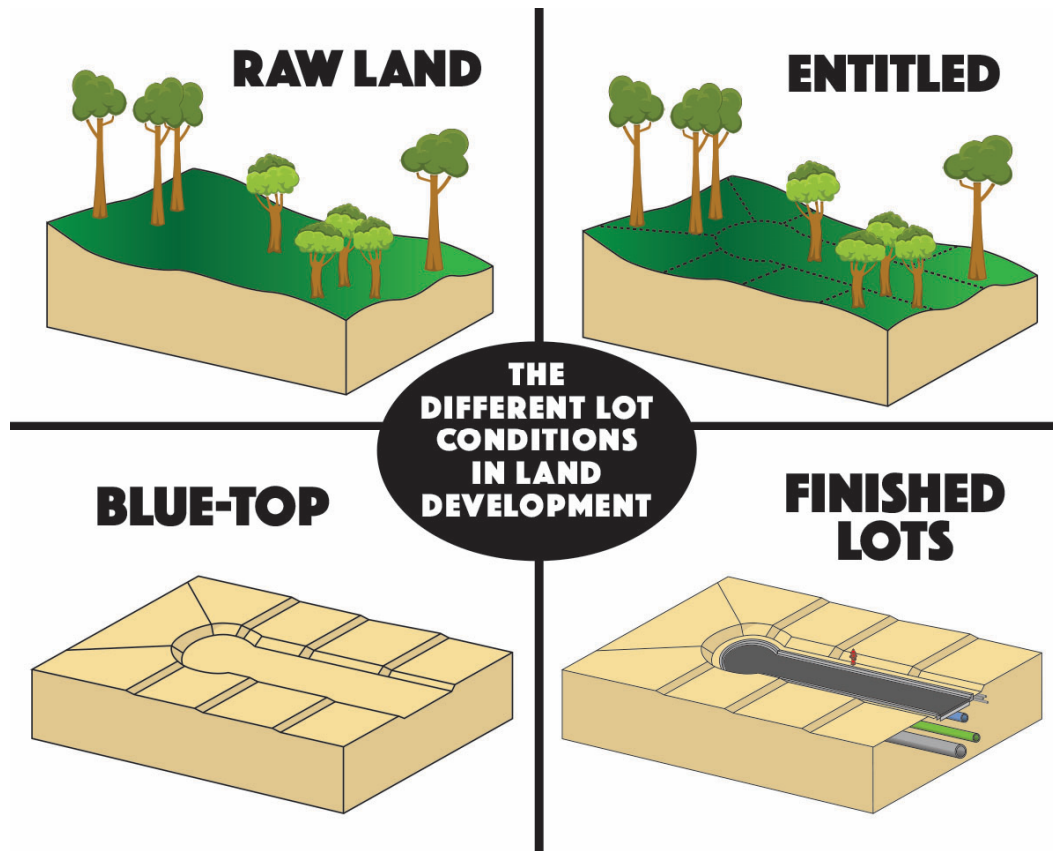


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Grand Forks	Wahpeton	
Fargo	Oakes	
	Watford City	

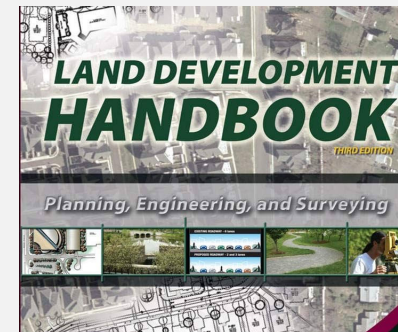


Developer Training

Developer Training



Training
Courses



Books

Guest
Speakers





LAND DEVELOPMENT ORDINANCE

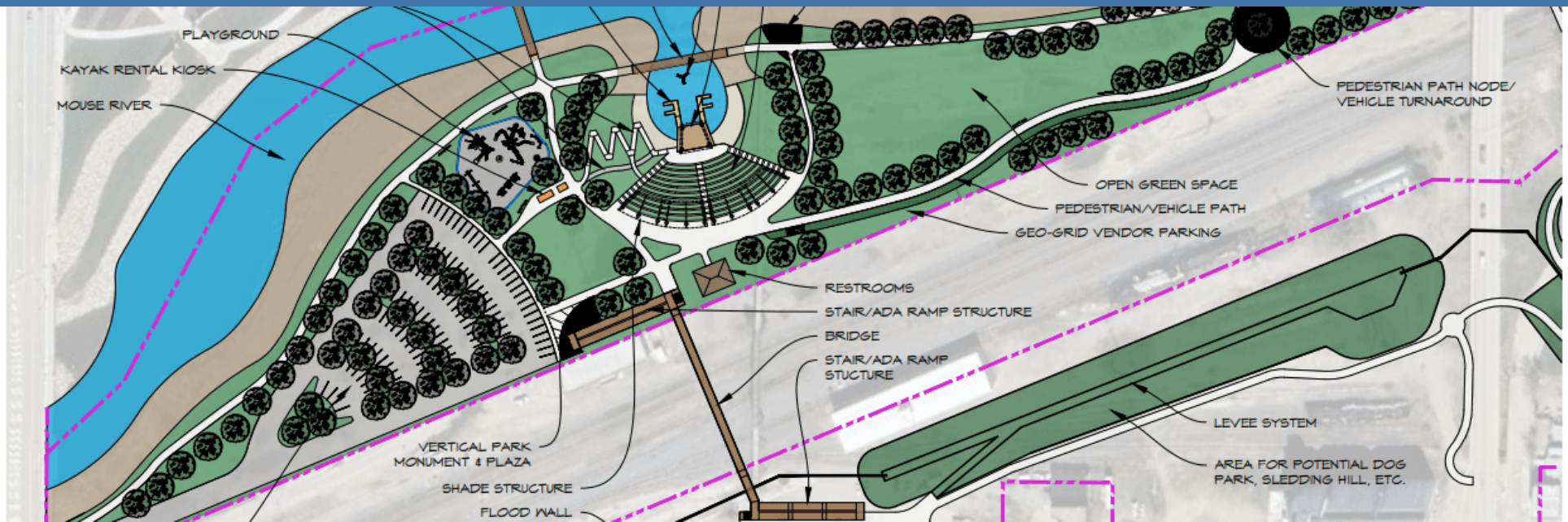
Land Development Ordinance

2021 Land Development Ordinance

- Contracted with SRF Consulting Group, Bismarck and Fargo
- Renamed Land Development Ordinance instead of Zoning Ordinance
- 38 Zoning Ordinance Steering Committee meetings over 20 months
 - Meetings were posted and public was allowed to participate.
 - Four month delay (COVID-19)
- Staff invited the public to comment through City's online portal
- Adopted in April 2021
- Subdivision Ordinance was updated in 2022

Land Development Ordinance Updates Since 2021

- M1 Parking – No minimum or maximum parking space requirements
- Heavy Equipment Businesses – Removed paved parking requirements
- Sign Ordinance – Increased allowable size on taller buildings and master sign plans
- Added new land use classifications (Doggy Day Care, Reception Hall)
- Chain link fencing in C2 (Commercial)
- Relaxed requirements on accessory buildings (garages and sheds)
- Modernized non-conforming use chapter
- Allowed Parklets on city streets
- Adjusted daycare center requirements

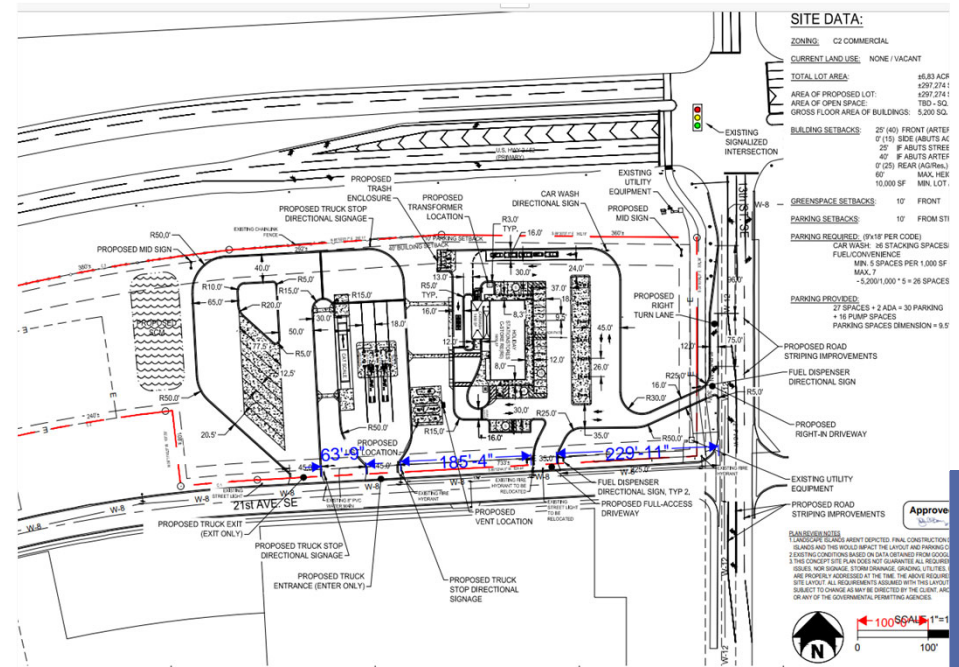


Development Review Team



Development Review Team (DRT)

Pre-Application Meetings



Four Primary DRT Departments



Planning
Department

Inspections
Department



Engineering
Department

Fire
Department



Other DRT Partners



Minot
Chamber
EDC

Minot Park
District



Minot Rural
Fire
Department

Ward County



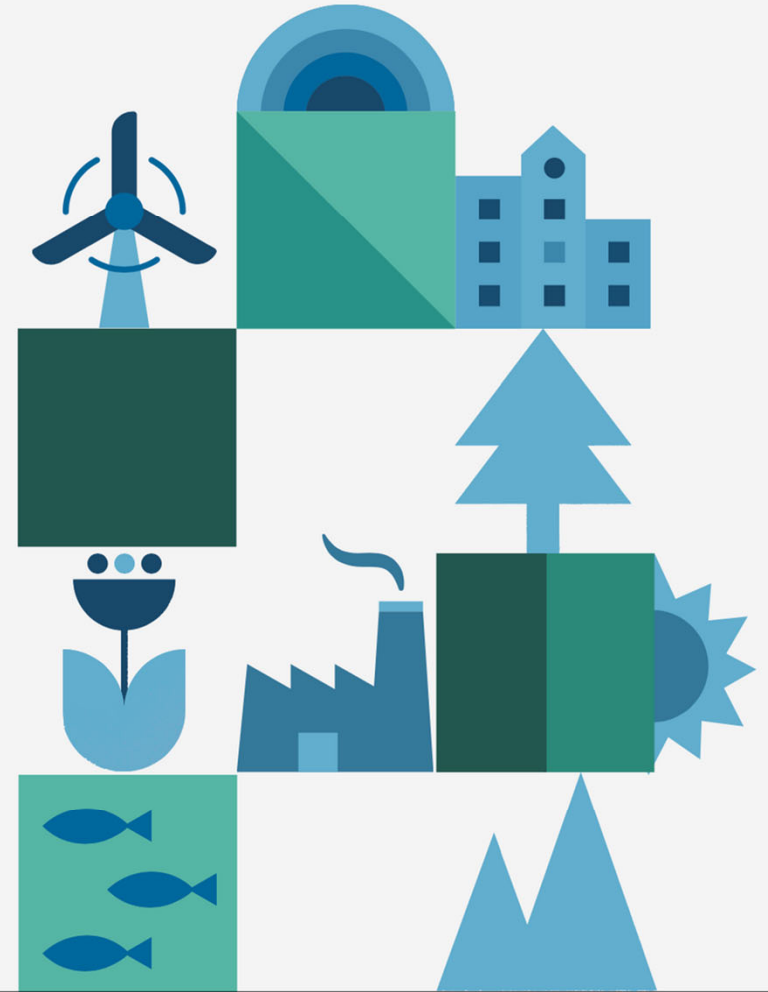
Questions





THE ROLE OF ECONOMIC DEVELOPMENT

Growing. Sowing. Transplanting





What Economic Development Can Do

Improve the economic well-being and quality of life of the community by means of targeted goals and objectives





Economic Development is like a garden

The Role of Economic Development



Retain and Expand
Existing Businesses



Attract New Businesses



Enrich Entrepreneurship Programs



Boost Tourism



Develop Workforce



Growing

Retain and Expand Existing Businesses

Retain & Expand Existing Businesses

About 85% of growth will come
from businesses you already have



**Business Retention
Expansion Visits**

Financing Tools

**Workforce
Development**

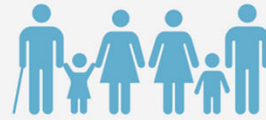


Transplanting

Recruiting or replanting Businesses



Recruit in new businesses



**Workforce
Development**



**Site
Selection**



**Online
Presence**



**Focus on
Quality of
Life**





Sowing

Fostering local ideas and businesses



Entrepreneurship

**Mentoring
Programs**

Financing Tools

**Cost Effective
Spaces**



Economic Development Areas of focus

Primary Sector

Import wealth



Retail Recruitment

Serves the local market





Partnerships

Key Partnerships

Quality Economic Development comes from a combination of effort and not one source

We need to Involve
and respect
stakeholders but also
Identify respective
roles

Ward County

**Minot Area
Chamber EDC**

**Minot State
University**

**State of North
Dakota**

**Souris Basin
Planning Council**

**Minot Area Council
for the Arts**

**Downtown
Businesses and other
professional
organizations**

**Trinity
Hospital**

Ways to Improve Economic climate



**Deliver
Services
promptly**



**Help solve
Issues**



**Be
Responsive**



Economic Areas of Interest



01
Downtown

02
Dakota Square
Mall

03
Broadway/16th
/20th



04
North Hill

05
Industrial Park

06
Minot State
University

07
Minot Air Force
Base

08
Local Banks,
Local Developers
& Investors

09
North Dakota
Port Services



Tools for Economic Development



Infrastructure

Water, water capacity, sewer, roads, etc

Good planning and neighborhoods

Walkability, sensible codes

Controlling Costs

Competitive permit costs, etc

Quality of Life

Parks, good schools, events, retail, etc

Good Growing Conditions

Providing an attractive business environment



Having an online presence

Helpful for Site selection

Allows database for tracking building, sites, and provides Information and site data

Good Growing Conditions

Providing an attractive business environment



Having an online presence



Lowering Costs

Balancing tax burden and attracting business with good government

- Land costs
 - Financing tools
 - Grants
 - Taxes and abatements
 - Training
-

Good Growing Conditions

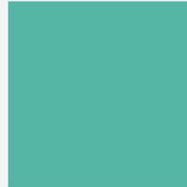
Providing an attractive business environment



Having an online presence



Lowering Costs



**Be Responsive and have
workforce quality & availability**

Good Growing Conditions

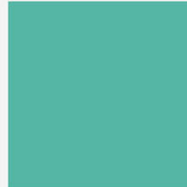
Providing an attractive business environment



Having an online presence



Lowering Costs



Be Responsive and have
workforce quality & availability



Understanding

- Competition
- Competing as a regional hub
- Strengthening regional posturing



Integrated Economic Development

- Growing or dying
- Not everything is directly economic development but impacts economic development
- Prioritize leveraging investment
- Increase online presence

ONLINE is sometimes the only chance the City will have to reach a site selector. Make that opportunity count.

MAGIC Fund
Presentation on November 20, 2023
Guidelines:





Create a plan

The City has developed plans with significant public participation to inform decisions and implementation

A strategic plan helps set out tasks and priorities but should be revised and revisited

- The IEDC was the last major community Economic Development planning effort in 2019
- The City has reconvened the IEDC Steering Committee
- An Economic Development “Summit” or “Retreat” may be considered

Set Priorities

01

What Is
attainable?

02

What Is most
Impactful?

03

Where are
biggest needs?

04

Find resources



Measure Returns



Tax Base

Tangible and easy to measure



Job quality

Not just jobs – well paying jobs

- increase citizens' discretionary income
- higher wages
- increased quality of life



Number of Enterprises

Encourage entrepreneurial development

Keep Perspective



**PROGRESS
TAKES TIME**



**INVEST IN
THE FUTURE
OF MINOT**



**RESULTS COME
SLOWLY BUT
COMPOUND
WITH
INVESTMENTS**



**GOOD
GOVERNMENTS
ATTRACT GOOD
BUSINESS**



**TRUST THE PROCESS AND
STICK TO THE PLAN**



QUESTIONS?