



City of Blaine Anoka County, Minnesota

Blaine City Hall
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Legislation Details (With Text)

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Title: MEMORANDUM OF UNDERSTANDING BETWEEN ANOKA COUNTY, CONNEXUS ENERGY, METRONORTH CHAMBER OF COMMERCE AND PARTICIPATING MUNICIPALITIES OF ANOKA COUNTY

Sponsors: Erik Thorvig

Indexes:

Code sections:

Attachments: 1. Economic Development MOU, 2. Exh. A to Economic Development MOU

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9/6/2018	1	EDA	Adopted	Pass

ECONOMIC DEVELOPMENT AUTHORITY- *Erik J. Thorvig, Economic Development Coordinator*

MEMORANDUM OF UNDERSTANDING BETWEEN ANOKA COUNTY, CONNEXUS ENERGY, METRONORTH CHAMBER OF COMMERCE AND PARTICIPATING MUNICIPALITIES OF ANOKA COUNTY

Over the past two years a collaborative effort between Anoka County, Connexus Energy, Metro North Chamber, and Anoka County cities has occurred to encourage economic development in Anoka County. In December 2017 a study was completed by Ady Advantage for a market research analysis and evaluation of business opportunities, targets, and strategies for economic development within Anoka County. Since the completion of the study, several major tasks have been completed including hiring a dedicated economic development staff person by Anoka County, creating a brand and logo for Anoka County economic development, a webpage, and organization of three sub-committees to carry-out various tasks outlined in the study.

The purpose of the memorandum of understanding (MOU) is to set a framework for involved organizations to further the goals of the economic development collaboration by: (a) outlining general objectives, (b) defining mutual responsibilities, and (c) setting goals, timelines, communication, and other details necessary to achieve the desired outcomes. The proposed MOU is effective for a period of five (5) years.

In addition to the structure, cost allocations are outlined in the document. The original cost of

the study was paid for by Anoka County, Connexus and Metro North Chamber. The new staff position is being paid for by Anoka County. It's anticipated there will be ongoing annual costs for marketing, social media, events, and other activities. Annual costs for these activities are estimated to be \$20,000 which would be divided amongst all Anoka County cities based on population. The 2019 cost allocation for the City of Blaine would be \$3,682. This would be funded by the EDA levy.

Blaine economic development staff has been very involved in this process and find benefit from the overall effort that is occurring. Blaine is positioned well due to our size, location, available land, financial and staff resources, however the marketing efforts that will occur as a result of this collaboration will help Blaine and Anoka County compete with the rest of the Minneapolis/St. Paul region.

Approve the attached resolution entering into a memorandum of understanding with Anoka County for economic development.

WHEREAS, a research study was completed by a Consultant, Ady Advantage, in December 2017 for a market research analysis and evaluation of business opportunities, targets, and strategies for economic development within Anoka County; and

WHEREAS, as a result of the Study, the Hosting Agencies plan to gather with other local cities and community partners to develop a vision, create an action plan, and set realistic goals to implement shared objectives for economic development and business recruitment within Anoka County; and

WHEREAS, the Hosting Agencies wish to enter into this MOU to establish organizational structures and to develop specific goals and objectives for the collaboration;

NOW, THEREFORE, BE IT RESOLVED, that the Blaine City Council agrees to enter into a memorandum of understanding by and among Anoka County, Connexus Energy, Metro North Chamber of Commerce and municipalities of Anoka County attached hereto and authorize the president and executive director to execute all documents related to the memorandum of understanding.

PASSED by the City Council of the City of Blaine this 6th day of September, 2018.