



Economic Development Advisory Committee
West Fargo City Hall, Riverside Room
Thursday, February 1, 2024
8:00 -9:30 am

Voting Members

Eddie Sheeley Chair
Banking
Choice Financial
Nicole Steen-Dutton V.
Chair
Retail
Thunder Coffee
Jaysen Schock
Past Chair
Manufacturing
Cargill
Marshall McCullough
Service
Ohnstad Twichell
Paul Matthys
Utilities
Cass County Electric
Tom McDougall
Technology
High Point Networks
Nick Killoran
Small Business Owner
Great North Insurance
Jeffrey Volk
Const./ Engineering
Moore Engineering
Cairn Reisch
Member at Large
Marvin

Ex-Officio Members

Shannon Full
FMWF Chamber of
Joe Raso
GFMEDC
Levi Bachmeier
WFPS
Robert Wilson
Cass County

City Commissioners

Roben Anderson
Brad Olson

City Staff

Nick Lee
City Assessor
Casey Sanders- Berglund
Economic Development
Aaron Nelson
Planning Director

The Economic Development Advisory Committee (EDAC) meets regularly on the first Thursday of every month to review incentive applications and other items pertaining to the Economic Development within the City of West Fargo. The committee provides recommendations to the City Commission for final review. All Committee meetings are open to the public and any Executive Sessions abide by North Dakota Century Code. The Committee reserves the right to hold special meetings at its discretion facilitate efficient development within the City of West Fargo.

AGENDA:

1. Call to order
2. Attendance roll call
3. Approval of last meetings minutes
4. Approve order of Agenda
5. Officer election discussion (Casey Sanders-Berglund)
6. Review incentives and current sources & Uses (Casey Sanders-Berglund)
-no action needed
-feedback welcomed
7. Non-Agenda Items
8. Adjournment

Future Meeting Dates (1st Thursdays of each month)

Thursday, March 7, 2024

Thursday, April 4, 2024

Thursday, May 2, 2024



**West Fargo Economic Development
Advisory Committee
Thursday, January 4, 2024
8 am**

The City of West Fargo Economic Development Advisory Committee met on Thursday, January 4, 2024, at 8 am.

Voting Members Present: Eddie Sheeley (Chair), Nicole Steen-Dutton (Vice-Chair), Jaysen Schock (Past-Chair), Marshall McCullough, Paul Matthys, Tom McDougall, Nick Killoran, Jeffery Volk.

City Staff: Casey Sanders-Berglund (Economic Development Manager) & Nick Lee (City Assessor)

Ex-Officio Members: Ryan Aashiem (GFMEDC)

Commissioners: Roben Anderson & Brad Olson

Eddie called the meeting to order.

Marshall moved and Jaysen seconded to approve the minutes for December 5th, 2023 as presented. No opposition. Motion carried.

Jeff moved and Nicole seconded to approve the Order of Agenda. No opposition. Motion carried.

Casey Sanders-Berglund presented the enterprise grant application for LEVITY.

LEVITY is an arcade, pizza and ice cream parlor, and tumble gym that aims to join the downtown West Fargo businesses. Located in the heart of the downtown mixed use zone aiming to fit up a space in The Firm building just north of the POW MIA Plaza this business meets this eligibility requirement. Secondly, after reviewing the fit up expenses presented in the most current bid the expense exceeds the total of \$150,000 of included expenses that would qualify this applicant for the \$75,000 in reimbursable expenses through the enterprise grant program.

The family friendly atmosphere and programming is a complement to what the draft of the current Downtown Master Plan states in one of the goal areas for this area to attract businesses that offer family atmosphere and repeatable services or programmatic components.

Nicole made a motion to approve the enterprise grant and Jaysen seconded mentioning to confirm the final construction bid and negotiations are finalized prior to expenditure of grant dollars. No opposition. Motion carried.

Committee officer discussion was tabled as the group discussed extending terms to a two-year term across all officer positions. Jeff motioned and Nicole seconded. No opposition. Motion carried.



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Jeff made a request in the non-agenda line item to have an overview of sources and uses of economic development tax at an upcoming meeting. Additionally, Eddie requested an overview of the current incentives with some examples.

Nicole motioned and Jeff seconded to adjourn the meeting. No opposition. Meeting was adjourned.

Chair, Eddie Sheeley

Business Support Strategy			Planned / Projected	Notes
Business Retention and Expansion Meetings				\$ in Operations for Gas??
Business Data and Innovative strategies			\$ 30,000.00	This could support new and existing biz
Relationships with business partners				Chamber, EDC, SBDC Etc.
Data Storage solution / CRM			\$ 7,500.00	Not Quoted - Efficiency - Accuracy
Better lines of communication from city to businesses				Staff Time- Operations - (\$)
Advocate at city and state level for workforce and business issues			\$ 3,000.00	Salary - Time - Operational, Travel
Career Academy (Regional Workforce Support)			\$ 120,000.00	2024 & 2025
Total			\$ 160,500.00	
In Budget			\$ 120,000.00	

Marketing Strategy			Planned / Projected	Notes
Leverage the Ec. Dev. Brand - Brand Study			\$ -	Staff Time- Operations
Update City Website, Links, Wordings			\$ -	Staff Time- Operations
Earned media			\$ -	Staff Time- Operations
Paid Marketing Materials 10,000 in Operational Budget			\$ 4,000.00	Targeted towards businesses
Paid materials to enhance incentive usage in certain areas			\$ 1,000.00	Cost of printing and mailing / Time
Online dashboard of all active incentives & cont. maint			\$ 1,500.00	Staff Time- Operations - (\$)
Storytelling of WF as a business Climate				Staff Time- Operations - (\$)
Total			\$ 6,500.00	
In Budget				

Long-Range Plan Strategy			Planned / Projected	Notes
RFI for Lagoons			\$ 100,000.00	Not current (Way Forward)
Support for specific Projects Reserve			\$ 1,000,000.00	Not current (Way Forward)
Potential National Business Attraction Incentive			\$ 2,000,000.00	Current conversation
The Venue			\$ 2,500,000.00	Current conversation
Allie Commons			\$ 380,039.00	Already committed - to build in 2024-25
Total			\$ 5,980,039.00	
In Budget			\$ 380,039.00	

Total Overview				
Total			\$ 7,743,554.00	
Budgeted			\$ 1,566,554.00	
Variance			\$ 6,177,000.00	

Projected Beginning year balance 2024			\$ 7,742,891.00	
Add in \$ that did not get spent on total from CC			\$ 300,000.00	Potentially unspent committed
Expected, Committed, Operations, Legal, Prior approvals			\$ 1,566,554.00	Budgeted / Committed (Incl. Ent Grant)
Projected 2024 Balance (Less) the Committed Dollars (Plus)			\$ 6,476,337.00	
Suggested idea dollars (assuming all) uncommitted balance=				ONLY EXAMPLE
Projected Economic Development Sales Tax Revenue 2024			\$ 3,589,900.00	
Total Projected 2024 tax and non-committed balance			\$ 10,066,237.00	
Total Projected with 2024 Rev. less all suggested and committed \$			\$ 2,322,683.00	Non-committed

Placemaking Strategy			Planned / Projected	Notes
Community Development & Engagement Committee				Salary - Time - Operational
			\$ 100,000.00	Childcare support
			\$ 100,000.00	Public Art Support
			\$ 20,000.00	Small Biz Support
			\$ 10,000.00	Other
Support for Public Spaces (Ramp & Plaza's)			\$ 50,000.00	Fixing falling or broken items
West Fargo Events			\$ 440,042.00	Confirm \$
Downtown as a Destination			\$ 250,000.00	Actionable from DT MasterPlan
Total			\$ 970,042.00	
In Budget			\$ 440,042.00	

Incentive Strategy			Planned / Projected	Notes
Parking as an Economic Driver or Support			\$ 15,200.00	Parking (WF Home) Lease
Enterprise Grant			\$ 300,000.00	YOY
PILOT				Property Tax - Staff
Tax Increment Financing District				Property Tax - Staff
Renliance Zone				Property Tax - Staff - Review
Renliance Zone UPDATES / Changes				IDEA
Main Ave Remediation (asbestos, Demolition)				Idea
Support Fit up of Spaces for Sales Tax Generation				Idea
Total			\$ 315,200.00	
In Budget			\$ 315,200.00	

Operations of Department			Planned / Projected	Notes
Staff, Benfits, Supplies			\$ 221,273.00	*Planned in budget
				10,000 Marketing
				1,000 Postage
Operations Legal			\$ 90,000.00	25,000 EDC membership
				*Planned in budget
				90,000 Legal
Total			\$ 311,273.00	
In Budget			\$ 311,273.00	

2024 BUDGET - DEPARTMENTAL EXPENDITURES

EXPENDITURE BUDGET 1000-414102 - ECONOMIC DEVELOPMENT

LINE ITEM	2023 BUDGET	2024 BUDGET	% CHANGE
110 PERMANENT EMP SALARIES	\$80,164	\$120,494	50.3%
220 SOCIAL SECURITY	\$6,133	\$9,218	50.3%
230 RETIREMENT	\$12,233	\$19,592	60.2%
240 WORKFORCE SAFETY INSURANCE	\$91	\$160	75.8%
320 HEALTH INSURANCE	\$20,446	\$28,508	39.4%
340 TRAVEL & EDUCATION	\$5,000	\$4,000	-20.0%
356 TELEPHONE	\$540	\$540	-
410 OFFICE SUPPLIES	\$1,000	\$1,000	-
497 TECHNOLOGY	\$732	\$761	4.0%
602 MARKETING	\$10,000	\$10,000	-
641 FURN & EQUIP-NON DEPRECIA	\$1,000	\$1,000	-
661 POSTAGE/FREIGHT/SHIPPING	\$1,000	\$1,000	-
667 MEMBERSHIPS	\$25,000	\$25,000	-
TOTAL	\$143,339	\$221,273	35.5%

	2023	Projected	Notes	2024	Planned / Projected	Notes
1	Economic Development Department	\$ 163,339.00		Budget for 2024	\$ 221,273.00	In Budget 2024
2	Childcare Grants	\$ 1,000,000.00	Approx 723000 applied For	Release of funds un-used (Future funding?)		Plan For Future
3	Enterprise Grants	\$ 260,933.00		Enterprise grants	\$ 300,000.00	Increase from 2023 based on patterns
4	Parking Initial Cost and Lease	\$ 242,000.00	Annually 15,200 + 4% yr	WFH Parking lease payment Y1 of 10	\$ 15,200.00	Annual increase of 4% for 10 years
5	Junkyard	\$ 442,200.00	One time	None - This was a one time	\$ —	None
6	Allie Commons	\$ —	2024: \$380,039	Allie Commons - Committed	\$ 380,039.00	Already committed
7	RFI Lagoons	\$ —	2024: \$100,000	2024: RFI Lagoons / Future Project Planning		Plan for Future
8	Interchange Lot 1	\$ 1,181,940.00	Future WF Interchange Land \$	None - This was a one time	\$ —	None
9	Interchange Lot 2	\$ 1,325,000.00	Future WF Interchange Land \$	None - This was a one time	\$ —	None
10	TIF 2017-1 Interim Debt Payments (3)	\$ 156,442.00	5 yr cash shortfall / all repaid	None - This was projected to cover this all	\$ —	None
11	Plaza Support / WF Events	\$ 440,042.00		WF Events	\$ 440,042.00	Changes year to year
12	Career Academy (2)	\$ 120,000.00	\$240,000 commitment left	\$120,000 (5 of 6th payment)	\$ 120,000.00	2025 is the Last Committed Year
13	Shyenne St 2250 Density Factor	\$ 855,959.34	One Time	None - This was projected to cover this all	\$ —	None
14	Public Space Support	\$ 9,260.00	Mini Split @ Lights P Ramp	None - This was a one time	\$ —	None
15	Operations/legal/misc.	\$ 89,204.00		90,000 Projected to match year over year	\$ 90,000.00	YOY Estimated
Totals	TOTAL	\$ 6,286,319.34		(All Committed or estimated less enterprise grants)	\$ 1,266,554.00	
	Running Balance	\$ 7,742,891.00		Projected Beginning year balance 2024	\$ 7,742,891.00	
				Less total Planned / Projected for 2024	\$ 6,476,337.00	
				Projected Economic Development Sales Tax Revenue 2024	\$ 3,589,900.00	
				Total Projected + year Revenue	\$ 10,066,237.00	