



Economic Development Advisory Committee  
West Fargo City Hall, West Fargo Room  
Thursday, October 2, 2025  
8:00 -9:30 am

**Voting Members**

Eddie Sheeley Chair  
Banking  
Choice Financial  
Marshall McCullough  
Service V.Chair  
Ohnstad Twichell  
Vacant  
Retail  
Jaysen Schock  
Past Chair  
Manufacturing  
Cargill  
Chad Brousseau  
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**

Brad Olson  
Amy Zundel

**City Staff**

Dan Hanson  
Senior Director of Com. Srv.  
Casey Sanders- Berglund  
Economic Development  
Aaron Nelson  
Planning Director  
Paul Fracassi  
City Assessor  
Evan Frisk  
Economic Development

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 to 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. ParGo (Kasey Chesley & Dylan Engel)
6. Civic West Speaker Request (Casey Sanders-Berglund)
7. January Meeting Reschedule (Casey Sanders-Berglund)
8. Growth in Action Draft Review (Casey Sanders-Berglund)
9. Non-Agenda Items
10. Adjournment

**Future Meeting Dates (1<sup>st</sup> Thursdays of each month)**

Thursday, November 6, 2025

Thursday, December 4, 2025

Thursday, January \*TBD\*, 2026



**West Fargo Economic Development  
Advisory Committee  
Thursday, September 4<sup>th</sup>, 2025  
8:00 am**

The City of West Fargo Economic Development Advisory Committee met on Thursday, September 4<sup>th</sup>, 2025, at 8:00 am.

Voting Members Present: Eddie Sheeley (Chair), Marshall McCullough (Vice Chair), Jaysen Schock, Melissa Sampson, & Jeffery Volk.

City Staff: Casey Sanders-Berglund (Economic Development Manager), Paul Fracassi (City Assessor), Dan Hanson (Senior Director of Community Development), & Evan Frisk (Economic Development Coordinator).

Ex-Officio Members: Joe Raso (GFMEDC) & John Machacek (GFMEDC)

Commissioners: Brad Olson & Amy Zundel

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Eddie called the meeting to order.

Marshall moved and Jaysen seconded to approve the minutes for August 7<sup>th</sup>, 2025, as presented. No opposition. Motion carried.

Jaysen moved and Marshall seconded to approve the Order of Agenda. No opposition. Motion carried.

Casey Sanders-Berglund Introduced Dawson Scheffer, he recently purchased West Fargo based business Sign Badgers. Dawson started by mentioning his family history in the sign business and how that guided him to Sign Badgers and wanting to help grow the business. Part of this growth is needing a new location that better suits the business needs. He is currently between two existing properties, one in North Fargo which the developer would cover the cost of the fit-up and the other property in West Fargo. Dawson is seeking public help to cover the cost of the fit-up for the West Fargo Location at \$275,000. Retention strategies for businesses in West Fargo were discussed. The only change recommended in the financial request was to adjust it to a 5-year period instead of 2 years. Marshall Moved to approve, Jaysen Seconded. Eddie Abstained and no opposition. Motion carried.

Mike Amundsen could not be present at the time of the meeting, Eddie Sheeley spoke on behalf of West Fargo Events. Eddie sits on the board for WFE and announced that there was a budget increase and that the public help would be decreasing from 40% to 20%. There was no decision or motion to be carried.

There are two items for the non-agenda items. First, John Machacek from the GFMEDC gave an update on the Growth initiative fund. And second, Casey Sanders-Berglund announced Nick Killoran's resignation from the EDAC. Mashall motioned and Jaysen seconded to adjourn the meeting. No opposition. Meeting was adjourned.

Chair, Eddie Sheeley

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CITY OF WEST FARGO ECONOMIC DEVELOPMENT

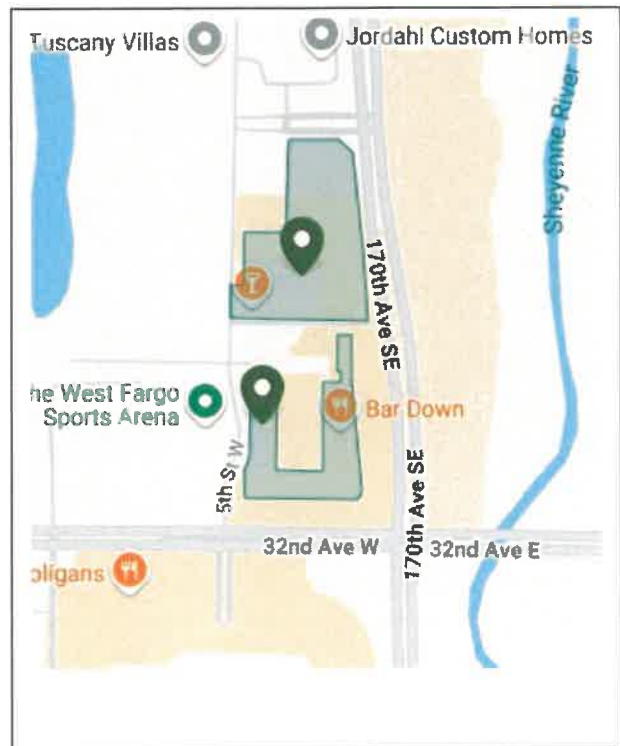
STAFF REPORT

<b>ParGo LLC.</b>	
2920 Sheyenne St, West Fargo ND 58078 (Northern Lights)	
Entertainment Mixed Use Zone	
Applicant: ParGo LLC	Staff Contact: Economic Development
Owner: Kasey Chesley & Dylan Engel	Casey Sanders
Economic Development Advisory Committee:	October 2, 2025
West Fargo Public School District:	N/A
Cass County Board of Commissioners:	N/A
Public Hearing:	N/A
City Commission:	
Own or Lease	Lease (5 Years)
Size	9,700 Sq. Feet

**PURPOSE:**

ParGo LLC aims to create fun entertainment space for two themed 9- hole indoor mini golf gaming experience in this Northern Lights space. Full restaurant and bar as well as an event space will augment the revenue streams. This space targets not only families but specifically young adults and college age individuals, tourists, and corporate groups.

This public support request comes as part of a financial stack needed to complete the risk mitigation efforts for this business. The performa also includes bank financing and a property owner investment of 40% fit up support. The space spans approximately 9,700 sq feet and faces Sheyenne street. ParGo LLC will sign a 5 year lease



**DISCUSSION AND OBSERVATIONS:**

- Located in the (EMU) Entertainment Mixed Used zone.
- Current location has been vacant since building was constructed in 2021.
- The owner (developer) intends on supporting the fit up at \$488,000 investment.
- The sales projections at 75 daily consumers average indicate approximately \$100,800 in sales tax generated annually equating in \$31,445 for the city.
- This business has not received a grant or incentive in the past.
- The current taxes and assessments are current. Certificate of good standing included in enclosures to this report.
- There are approximately 50 east facing parking spaces with access to the skyway that leads to the city owned parking garage.
- 4-5 full time jobs and 10-12 part time jobs created.
- 11AM-11PM hours of operation with opportunities for special events.
- Targeted opening March -April of 2026

**PROJECT ELIGIBILITY FOR DEVELOPMENT:**

The project is located in the Northern Lights development that is zoned Entertainment Mixed Use which is located in an economic hub for the city. The project would advance the City’s economic development goals by providing support to a locally owned small business owner in fitting up this space that aims to provide a family friendly entertainment space.

- Encourage the development in mixed use or high tax dense nodes.
- Pursuing food and dining opportunities.
- Create unique and distinct places.
- The connectivity to other entertainment activities and the city owned parking garage.

**PUBLIC PARTICIPATION:**

Public assistance for this project is proposed to consist of a gap funding support grant of \$75,000 which is 6.25% of the total for the of the project which is bid out at over \$1,200,000.

The funds would come from Economic Development Sales Tax.

Year	Projected (City Portion only) Sales Tax @ 75 daily average customers
1	31,445
2	31,445
3	31,445
<b>Total:</b>	<b>94,335</b>

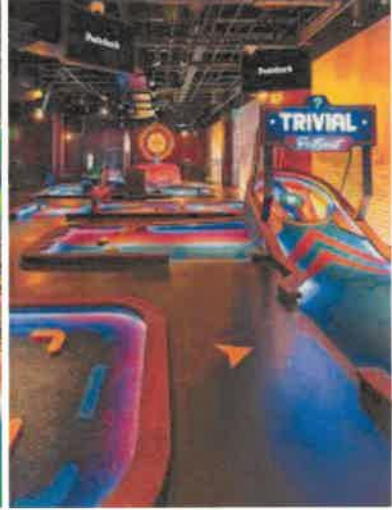
**RECOMMENDATIONS:**

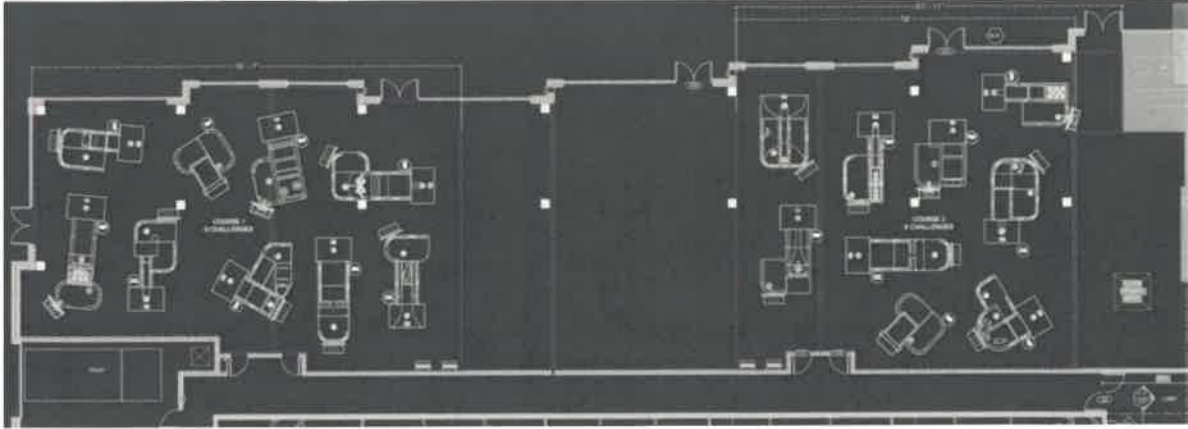
The proposed project aims to activate a vacant space that will provide family entertainment, serve food, and drinks with a unique indoor golf gaming experience. With the public participation gap funding supporting approximately 2.5 year return on investment through city sales tax and less than 10% of the total project this support will ensure that this project can move forward in the Northern Lights Development in the entertainment mixed use zone.

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE RECOMMENDATION:**

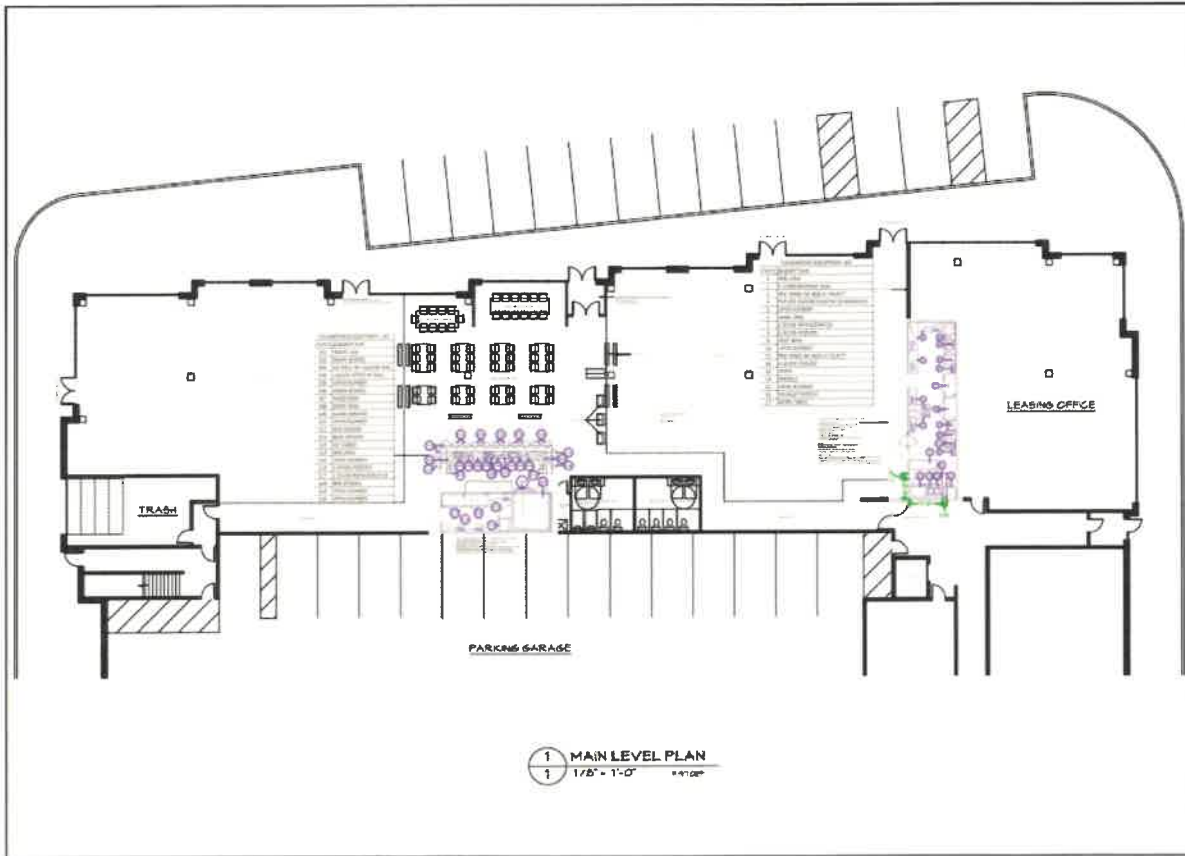
Economic Development Advisory Committee meets to review this project on October 2nd, 2025.







Game Layout



Design Layout

CITY OF WEST FARGO ECONOMIC DEVELOPMENT

STAFF REPORT



STATE OF NORTH DAKOTA  
**OFFICE OF STATE TAX COMMISSIONER**  
BRIAN KROSHUS, COMMISSIONER

September 23, 2025

Ref: L1589437056

DYLAN C. ENGEL  
1913 53RD AVE S  
FARGO ND 58104-6344

I, Brittany Herberholz, Customer Support Supervisor for the North Dakota Office of State Tax Commissioner, certify that the records in the North Dakota Office of State Tax Commissioner do not show any indebtedness owed to the State of North Dakota by DYLAN C. ENGEL, with respect to income taxes, sales and use taxes, or any other taxes collected by and payable to the Tax Commissioner's office. This company is, therefore, in good standing with the North Dakota Office of State Tax Commissioner. This certification does not include ad valorem property taxes collected by the respective county treasurers.

Dated this September 23, 2025 at Bismarck, North Dakota.

A handwritten signature in cursive script that reads "Brittany Herberholz".

Brittany Herberholz  
Customer Support Supervisor

CITY OF WEST FARGO ECONOMIC  
DEVELOPMENT PLAN OF WORK

**GROWTH  
IN ACTION**



# Plan Framework

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## **Initiatives**

The five Initiatives outlined in this plan serve as the core themes for promoting economic development in the City of West Fargo.

## **Strategies**

Each Initiative is followed by Strategies that guide how the Initiatives can be met. The Strategies provide a broader scope of what each Initiative entails.

## **Tactics**

The Tactics break down the Strategies into smaller, achievable steps and outline what the Economic Development Department can do to meet its Initiatives.

## **Mission Statement**

The City of West Fargo Economic Development Department fosters a thriving, diverse economy that enhances quality of life by driving sustainable growth through investment, business support, new opportunities, and collaboration.

## **Vision Statement**

Together with the City of West Fargo, we aim to build a prosperous, inclusive community that is prepared for the future while preserving the unique character of West Fargo.

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# Guiding Principles

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The West Fargo 2.0 Comprehensive Plan identified a set of Guiding Principles as part of the vision for West Fargo's Future Growth. These principles embody the core philosophy and vision expressed by the community. Though the local context and approach for achieving these goals may change over time, the guiding principles should endure for generations.

Several of these Guiding Principles emerged as focus areas for this Economic Development Plan of Work.

**1. AUTHENTIC**

**2. BALANCED**

**3. BOLD**

**4. CONNECTED**

**5. ENGAGED**

**6. FISCALLY RESPONSIBLE**

**7. HEALTHY**

**8. PROACTIVE**

**9. VIBRANT**

**10. WELCOMING**

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# City Overview

The City of West Fargo is a thriving and growing community with a current population of approximately 40,000 residents, projected to increase by 10% by 2028. Home to more than 15,000 households, 65% of which are family households, West Fargo maintains a strong family-oriented character while continuing to attract new residents and businesses.

The city's population is evenly balanced by gender, with 50.1% female and 49.9% male residents. West Fargo boasts a young and dynamic demographic profile, with the largest age group being those under 18 (25.4%). Other significant age segments include residents aged 25–34 (18.6%), 35–44 (14.7%), 45–54 (11.3%), 55–64 (9.6%), 18–24 (8.4%), and those 65 and older (11.9%).

With its strong population growth, youthful energy, and balanced age distribution, West Fargo is well-positioned to attract new investment, sustain long-term economic vitality, and enhance quality of life for residents.

## Key Demographics:

- 55.35% of Residents over the age of 25 have an Associate's Degree or Higher
- Median Household Income is \$95,120
- Average Household Size is 3, 21.6% of households have 4 or more members
- 35.74% of Households have 1 or more children under age 18
- 82.74% of Residents over age of 18 are employed
- Average length of residence in owner occupied units is 10 years
- Average length of residents in renter occupied units is 4 years

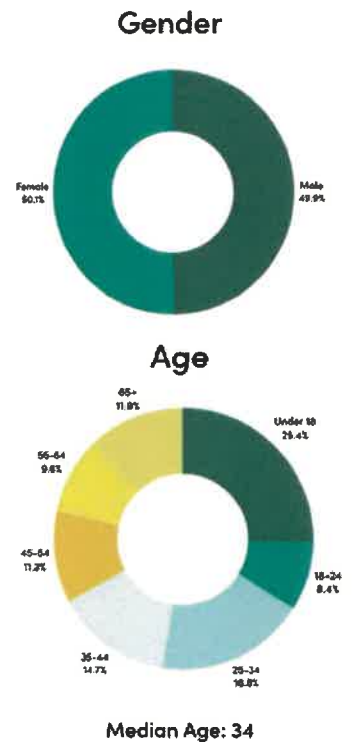
## Current Incentives:

**Enterprise Grant** – This program supports transformational redevelopment projects for commercial properties in the targeted downtown area, encouraging owners and tenants to pursue upgrades that extend a building's life or change its use, rather than routine maintenance.

**Renaissance Zone** – This program fosters reinvestment in existing commercial and residential districts by increasing housing units, supporting industrial development, and partnering with property owners to create affordable housing, enhance downtown, and stimulate new growth

**Tax Increment Financing (TIF)** – This program is offered in designated TIF districts and uses the property tax revenue generated from increased property values to pay qualifying special assessments and, in some cases, the purchase of property.

**PILOT Program** – This program provides a payment in lieu of taxes to encourage new businesses in West Fargo that bring core industry to the areas and could result in other economic benefits, such as attraction of additional industries.



# Department Overview

The Economic Development Department's staff serves as the engine that drives growth. The department's programs and services are administered by an efficient staff, focused on business expansion and retention and relationship building. Strong collaboration with other City departments, as well as regional coalitions, business associations, and nonprofit partners, ensures that we pool expertise and resources toward shared economic goals.

Our strategic themes for continued departmental excellence center around establishing clear and efficient policies and reporting standards, prioritizing marketing and storytelling to reach developers and businesses, and ensuring a high level of service and support to the West Fargo business community.

## Department Goals:

### Operations & Staffing

- Maintain full staffing levels, meet budget goals, and explore opportunities for professional development and growth.
- Manage contracts and agreements regarding city owned plazas and parking.
- Create and implement a policy handbook with best practices to guide EDAC, Commission, and provide business certainty.

### Marketing & Telling Our Story

- Utilize print, social media, radio, and video to tell the story of business in West Fargo.

### Manage the Economic Development Advisory Committee

- Ensure agendas and minutes are posted publicly, etc.
- [EDAC Web Page](#)



Director of Economic Development  
Casey Sanders-Berglund



Economic Development Coordinator  
Evan Frisk

- Supports business growth via incentives and grants
- Boosts jobs and tax base through business retention and recruitment
- Collaborates with local and state business organizations

## PARTNERS:



THE CHAMBER  
FARGO MOORHEAD WEST FARGO



Commerce



# Initiatives

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1

## Responsible Growth

Grow and manage economic development funds and programs; develop policies that maintain fiscal responsibility.

2

## Placemaking

Tell the story of West Fargo through destination marketing, investments in placemaking, and community engagement.

3

## Economic Growth

Grow West Fargo's commercial tax base utilizing incentive programs, site development initiatives, and targeted business interactions.

4

## Business Support

Support and enhance existing West Fargo businesses, emphasizing job creation and workforce development.

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# Responsible Growth

Grow and manage economic development funds and programs; develop policies that maintain fiscal responsibility.

The Economic Development Department is focused on building a strong foundation for sustainable growth through the thoughtful management of economic development funds and programs and the development of policies that promote long-term fiscal responsibility. Our strategic themes for responsible growth center on strategically saving for potential future funding needs and supporting targeted capital improvement projects. These efforts ensure that West Fargo remains well-positioned to respond to new opportunities while continuing to invest in initiatives that support long-term vitality. By balancing immediate investment with future preparedness, this approach promotes stability, maximizes the return on public resources, and positions the city for continued success.

## STRATEGIES & TACTICS:

### A. Strategically saving for potential future funding needs

- Ensure 10% of funds are set in a reserve budget line for an ideal tax density project.

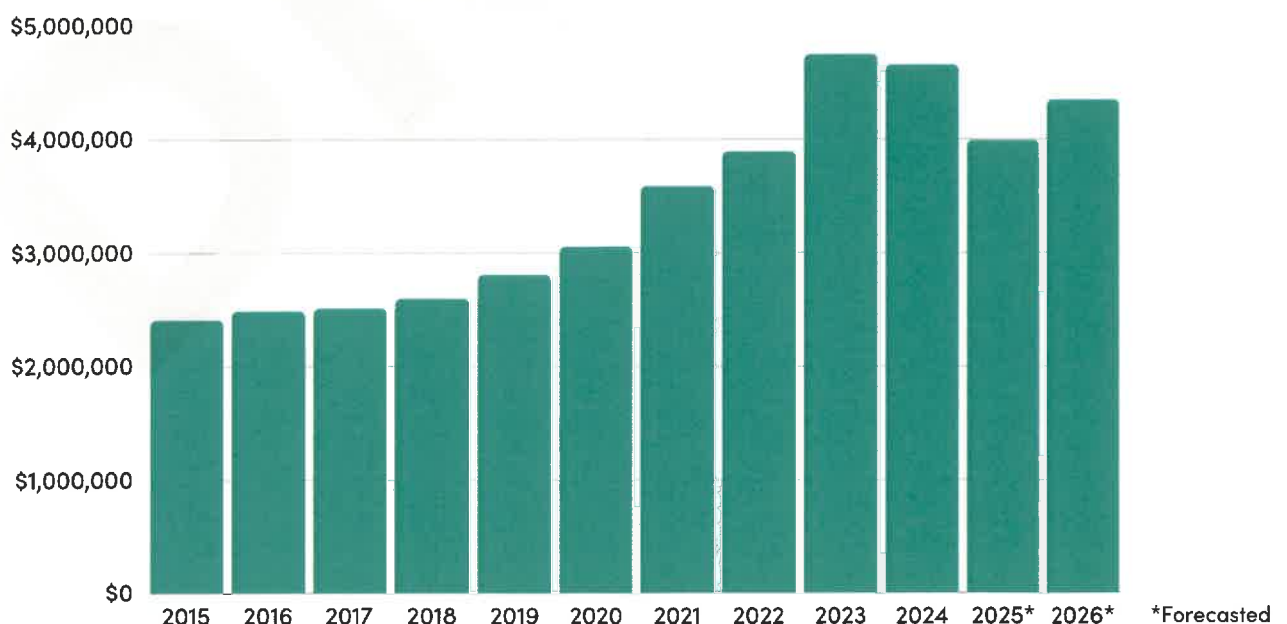
### B. Support specific capital improvement projects

- Create policy around economic development sales tax funds for capital projects that outline/guide use for projects that will remove barriers for economic growth.

### C. Support regional workforce pipeline efforts

- Identify opportunities to support workforce enhancement efforts through advocacy, partnerships, projects, incentives, or financial support.

## ECONOMIC DEVELOPMENT SALES TAX COLLECTIONS



# Placemaking

Tell the story of West Fargo through destination marketing, investments in placemaking, and community engagement.

The Economic Development Department is committed to telling the story of West Fargo through intentional efforts that highlight the city's unique character and opportunities. Our strategic themes for placemaking focus on establishing downtown as a vibrant destination and economic hub, while supporting placemaking as a key tool for community engagement and opportunity. Through these strategies, we aim to strengthen West Fargo's identity as a dynamic place to live, work, and visit, fostering engagement, encouraging activity, and creating spaces that truly reflect the community's values and vision. By combining destination marketing with community-driven initiatives, these efforts build pride, attract new opportunities, and reinforce West Fargo's position as a growing and thriving city.

## STRATEGIES & TACTICS:

### A. Focus on downtown as a destination and an economic hub

- Utilize a consultant to prioritize implementable action items from the Downtown Master Plan.
- Utilize a consultant to fill the gap of a downtown association.
- Fund placemaking items to be put in place downtown.
- Maintain Enterprise Grant program incentive currently applicable downtown.

### B. Support placemaking as a tool toward engagement, activity, and unique opportunities

- Implement a program or policy that supports public art, space activation, or area attraction.



# Economic Growth

Grow West Fargo’s commercial tax base utilizing incentive programs, site development initiatives, and targeted business interactions

To support the strategic goal of growing West Fargo’s commercial tax base, the City uses a multifaceted approach that leverages incentive programs, proactive site development, and targeted business engagement. This strategy includes refining and promoting existing incentive tools to attract new investment, while also identifying and preparing key commercial sites for development through infrastructure improvements and zoning alignment. Additionally, the City will engage in focused outreach to high-potential industries and businesses, fostering relationships that align with West Fargo’s economic vision. By combining these efforts, the City aims to create a more competitive and attractive environment for commercial growth, ultimately enhancing the community’s fiscal sustainability and quality of life.

### STRATEGIES & TACTICS:

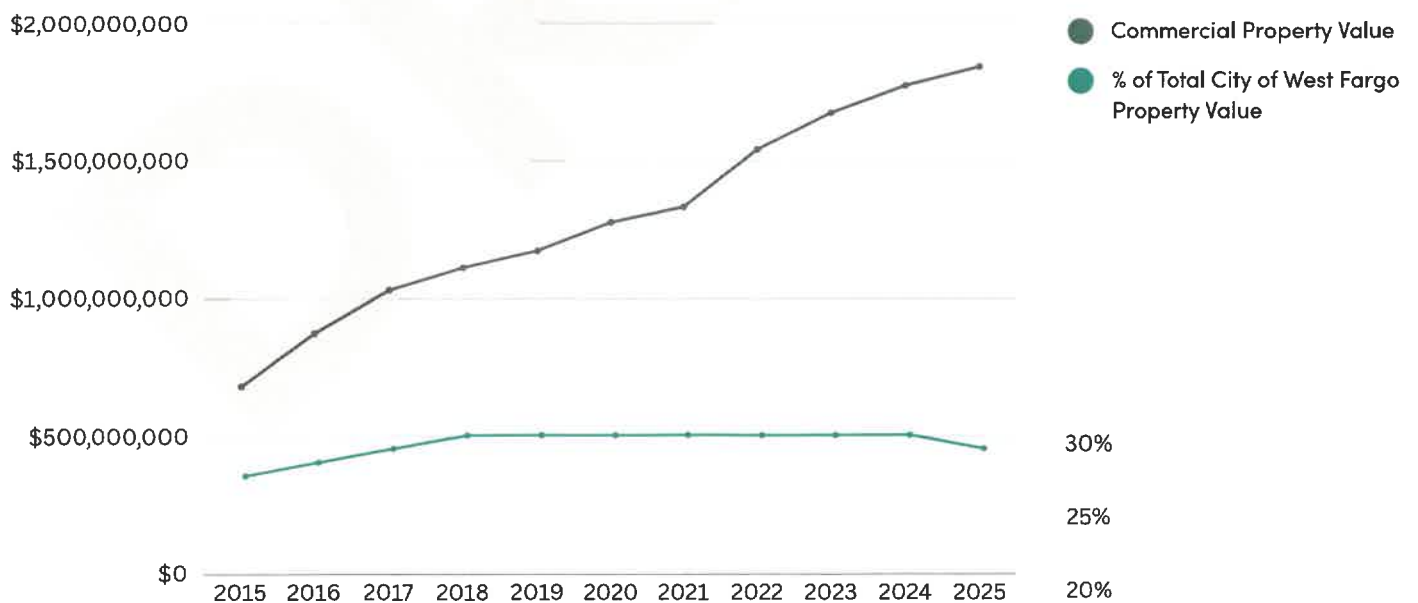
**A. Increase the commercial property tax percentage overall**

- Increase commercial property tax level by 5% by 2045

**B. Increase the number of primary sector businesses in West Fargo**

**C. Identify areas of focus in the City and be intentional about creating programs to support these areas.**

- Create a map of identified areas or zones with narrative
- Create an incentive program that supports removing barriers to development
  - LIFT/Primary Sector Closing Fund
  - Targeted Industry/Start-up Closing Fund
  - Remediation & Demolition Closing Fund
- Initiate Document Ready Site Program



\*While the overall Commercial Property Value continues to steadily grow, the Commercial Property Tax Percentage has plateaued around 30%

# Business Support

Support and enhance existing West Fargo businesses, emphasizing job creation and workforce development.

To support and enhance existing West Fargo businesses, the City will strengthen its Business Retention and Expansion (BRE) efforts. Regular BRE visits will be conducted to build relationships with local employers, understand their challenges, and identify opportunities for growth.

Insights gathered through these visits will be systematically tracked and analyzed to inform policy decisions and resource allocation. The Economic Development Department will work to be a sounding board and support system to help businesses face challenges and solve problems.

The City will also collaborate with regional partners to align workforce development initiatives with employer needs, ensuring that West Fargo's talent pipeline remains strong and responsive. Through data-driven engagement and targeted support, the City aims to foster a thriving business environment that contributes to long-term economic stability.

## STRATEGIES & TACTICS:

### A. Business Support & Data

- Continue Business Retention & Expansion visit program; gather and implement feedback.

### B. Policies & Reporting

- Create a policy to strategically plan for projects that will serve as economic drivers that support other communities.

2024

59

BRE VISITS TO  
EXISTING  
WF BUSINESSES

24

PROSPECTIVE NEW  
WF BUSINESSES

4

PROSPECTS OPENED  
OR COMMITTED TO WF





2025  
YTD

46

20

1

# Plan of Action

STRATEGIES	Future	Departmental Activity	Community Development	Economic Development	Economic Activity	Timeline
Increase the commercial property tax percentage overall				✓		
Identify areas or revenue areas to focus on and support	✓					
Increase the number of primary sector businesses in West Fargo		✓				
Increase community engagement			✓			
Focus on downtown as a destination and economic hub					✓	
Support placemaking as a tool toward engagement, activity, and unique opportunities						
Increase overall city sales tax revenue						
Increase the job opportunities offered in the city						
Support economic drivers like small business, childcare, workforce, or parking						
Strategically saving for a potential future funding need						
Support specific capital improvements projects						
Strategically save for projects that will be an economic driver that supports other communities						
Operations and Staffing						
Marketing and Storytelling						
Business Support Data						
Policies and Reporting						

SORT STRATEGIES/TACTICS BY SHORT TERM, LONG TERM, CONTINUOUS

# WEST FARGO CITY

Closing Message  
Mayor Dardis

