

CITY OF COLUMBUS



ECONOMIC DEVELOPMENT AUTHORITY AGENDA Wednesday, May 14, 2014 - 6:00 p.m.

1. Call to order 6:00 p.m.
2. Approval of the March 19, 2014 EDA minutes
3. Approval of Agenda
4. New Business
 - Presentation – Senior Housing Concept (Care Suites & Memory Care) **(Pages 1-3)**
5. Open Business
 - Review - 2014 Goals **(Page 4)**
6. Commission Open Discussion
7. Executive Director's Report
 - **Planning & EDA Internship ??**
 - **Economic Development Marketing (A1-A8)**
 - Treasurer's Report

100 EDA General Fund Loan	\$829,031.82
240 EDA Fund	\$28,146.86
480 EDA Quad 35 Project Fund	\$3,096,224.00 (Land Value)
481 EDA Quad 35 Bond Fund	\$00.00
482 EDA Quad 35 RESERVE Fund	\$419,344.00

8. Next Meeting Date: June 11, 2014 6:00 pm
9. Adjournment.



*Touching Lives
Encouraging Hearts*

WELCOME HOME
MANAGEMENT
Senior Living Management Company



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Communities

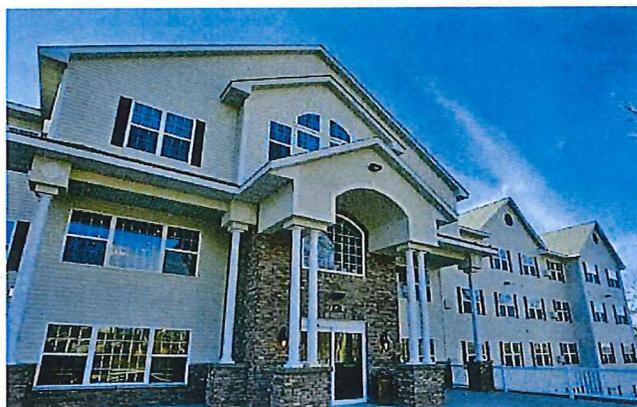
- [Minnesota](#)
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A Leader in Senior Care

At Welcome Home Management, we are dedicated to providing consistent and compassionate care in our senior living communities. We offer various communities for our residents, each based on their needs which include independent living, assisted living, memory care and care suites. Our corporate office is located in Hutchinson, Minnesota, we provide management and marketing services to senior living communities located in the rural areas of Minnesota and Wisconsin.



Our vision is to provide senior living options that provide individualized care plans. The goal is to help seniors remain as independent as possible. By individualizing care plans, we are able to provide services much more economically than bundled care plans. Residents pay for services they need, but never pay for a service they may not yet require.

Since 1994, we have continually improved our services while always keeping in mind that our residents have the right to high quality of life. We provide a warm, caring, family type atmosphere where each person is valued as an individual. By utilizing unique and advanced technologies, Welcome Home Management applies the latest techniques and services to ensure the best care for the residents and the success of each community.

Vision

We believe it is important to understand our Six Vision Points.

- **Offer Choice:** Whether it is personal or health related, we want to enable the residents that live in our communities to have choices. From choices in their care plans, to helping design our activity programs and our menus, residents living in our communities have a variety of choices that help them remain as independent as possible. By providing only the services and assistance the individual senior needs, the senior continues to do some things for themselves. In addition, providing seniors with only the care they require is less expensive.
- **Maintaining Dignity:** In our communities we respect the dignity of the residents. We accomplish this by showing respect, protecting their privacy, and encouraging independence.
- **Promote Individuality:** Promoting individuality means finding ways to celebrate how each person is special. While residents have similar needs, each resident has her own likes and dislikes, routines and lifestyles. Even when they live in our communities with others, they are still individuals.
- **Resident Directed Focus:** Each task that we do, day in, day out, has a direct effect on our residents. Resident directed focus is intended as a mindset for our care providers, ensuring that services a resident requires, they receive.
- **Our staff:** Welcome Home Health Care strives to do the best it can by the employees as best we can. We strive to be a leader in assisted living by providing high quality, well trained staff that cares for our residents that live in our communities.
- **Financial Responsibility:** Included in our vision is to be fiscally responsible to our residents, our vendors, and our investors. We do this by striving each month to stay on budget with no frivolous spending that would increase the cost to the resident unnecessarily.

If you would like to learn more about the management company, please follow the link at the top of the page or [click here](#).



About Welcome to our Home Development

Established in 1994 as a board and lodge provider, Welcome to our Home today brings together the development of assisted living projects and the ability to successfully provide assisted

living services to the elderly. Originally started as a board and lodging owner and operator, it has developed into a complete project development company. It may provide any number of services from initial research, project development, construction, financing and management. The company prides itself on its turnkey approach to Senior Living Project Development where it has developed its reputation for quickly bringing new projects to fruition on time and on budget.

If you would like to learn more about the development company, please follow the link at the top of the page or [click here](#).

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Welcome Home Health Care is an Equal Housing Opportunity Provider
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Welcome Home Management

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New Ulm, MN



Welcome to Woodstone Senior Living – New Ulm! We offer a smaller, more intimate, and more personal setting for our residents to call home. Being at home is such an important part of achieving a higher level of care. When a resident moves in to our community, they become a part of our family. By getting to know each resident and their family individually, we can better tailor the experience, and care, that our residents receive. Here, you're not just a number, you're not just another person living here – you're part of our family.

Our New Ulm community opened on March 1st, 2014 and is now welcoming new residents home.

We offer both high-intensity assisted living apartments as well as a memory care community. Each separate community offers private apartments and private bathrooms.

Our communities are designed to meet your needs both now and in the future.

Woodstone Vision

We believe in three key principles to be successful in offering the best possible service to the residents that call Woodstone home. Offer choice, maintain dignity and promote individuality. Woodstone puts the focus on the residents that live in our community. When residents come to live with us, they can expect a wonderful atmosphere where they are valued as an individual. Imagine having the opportunity to live as a member of a community where people are dedicated to you! Whatever your idea of independence or enjoyment, we have the services to meet your personal needs, both now and in the future.

One of the best advantages of living in our community is the service. We take a forward look to how personal and health related services are offered to our residents. Both personal and health related services are offered to our residents to help them stay as independent as possible, for as long as possible.

Our vision places the needs of the residents as our main priority. By offering choice, maintaining dignity and promoting independence to our residents, Woodstone is a great place to call home.

Care Suites

Memory Care

Tour New Ulm

Contact New Ulm

2020 Meyer Drive
New Ulm, MN 56077

Phone: 507-259-2255
Email Us

Latest News

Woodstone of Hutchinson welcomes new residents home! >>>

Welcome to the team! >>>

Grand Opening announced for Woodstone – Hutchinson >>>



DOWNLOAD BROCHURE ▼

2014 ECONOMIC DEVELOPMENT AUTHORITY - GOALS

1. Legislative Roundtable (Completed)
2. ColumBiz Event (April 3, 2014 8:15 – 10:00 a.m. – RAHP) (Completed)
3. Advertise/Branding “Columbus”
 - New Billboard Vinyl (Completed)
4. Marketing
 - Land Signs (Pending)
5. Attracting New Development & Businesses – Retaining Current Businesses
 - Business Retention & Expansion Program (Pending)
 - Additional Fiber Access to Commercial & Residential Areas
 - Explore PUD Zoning Flexibility in Residential Areas (Assigned to PC)
 - Explore different type of housing opportunities in the Commercial Areas
 - “Shovel Ready” Programs
6. Recruit EDA Member

The Mission of the EDA is to promote the business districts in Columbus with the goal of creating new jobs and increasing tax base.

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DECKLAN GROUP

SERVICES

At Decklan Group we pride ourselves in creating custom tailored economic development service and social media management packages. Like businesses and organizations; no two are exactly alike. Just because one package works for a specific industry, does not mean it would work for the same industry in a different community.

Decklan Group is the best solution short of hiring your own dedicated staff. Don't take our word for it, contact us today and we will provide you with a list of our current clients who you may contact and find out just how valuable Decklan Group can be to your business.

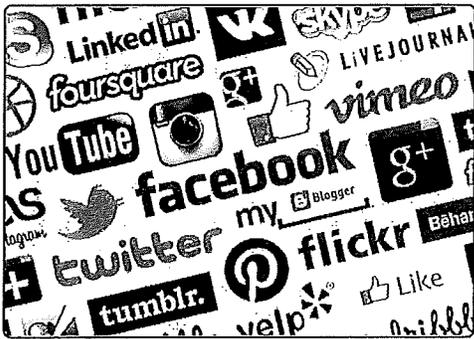
ECONOMIC DEVELOPMENT



We offer a variety of economic development services for units of government, non-profits and businesses of any size, budget or industry:

- Assistance with applications, permits, ordinances and loan programs
- Act on your behalf with city, county, state and federal entities
- Research potential funding opportunities (low-interest loans, grants and rebates)
- Site selection and business expansion assistance
- Environmental applications and processes
- Business plan review, start-up planning and business coaching
- Marketing plan reviews, overhauls, design and implementation

SOCIAL MEDIA



Search the internet for social media firms and you will find plenty. They offer canned content, generic interaction and a la carte upgrades which do nothing but drain your wallet and leave wondering "now what?" Decklan Group's approach is much different.

We know that in today's age, content is king. We work with you from day one to understand your business and your overall marketing objectives. We generate custom content in-house based on what we learn from you. In addition, we monitor the analytics of each post and campaign. There is no 'one size fits all package'- we test different techniques and find out what works. Our responses and interaction are genuine and true to your brand's image. We continuously tweak and adjust posting times and types of content to deliver the best response, every time. Decklan Group even works hand in hand with you to integrate social media into existing print, radio, television, email, direct mail, and website campaigns.

info@decklangroup.com
office: 612-564-0795
812 Main Street, NW
Suite 250, Elk River MN, 55330



for
GOVERNMENT



for
BUSINESS



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DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT

Shovel-Ready Program Overview

The competition between communities nationwide to attract business startups, expansions and relocations (and jobs and tax base they bring with them) has never been more fierce.

Communities everywhere are looking for something that makes them stand out from the pack. Certified shovel-ready sites can give your community that competitive edge.

What is a Shovel-Ready Site? Benefits How Site Selectors Choose a Location

What is a Shovel-Ready Site?

Shovel-ready sites are in growing demand among companies and site selection consultants, and they are an increasingly popular tool for communities to attract new business and industry. While definitions vary from state to state, the term 'Shovel-Ready' generally refers to commercial and industrial sites that:

- Have had all of the planning, zoning, surveys, title work, environmental studies, soils analysis and public infrastructure engineering completed prior to putting the site up for sale.
- Are under the legal control of a community or other third party.

Our Shovel-Ready Certified Site program takes into consideration the factors that are most important to site selectors and includes the criteria listed below.

Ownership Status

It is important for prospective buyers to know that sites can be purchased without undue complications. Ownership status documentation must include:

- A description of the current owner
- Documentation of title to the property

General Site Information

Site selectors need a wide variety of information to determine whether a location is suitable. General site information must include:

- A description of all parcels that make up the site.
- A site map and schedule for site plan approvals and permits.
- A zoning description of the site plus current and future planned zoning of adjacent sites. Land use maps must be provided.
- Information about whether the site or adjacent sites fall within the boundaries of special Economic Development Zones.
- Aerial photos noting site boundaries.
- The current price offering for land.
- Current real estate taxes and special assessments on all parcels that make up the site.
- Identification of current and former land use of the site and adjacent sites.

Specific Tests and Assessments

Site selectors need to know whether the ground on a particular site is suitable for specific structures or uses. Certain tests and site assessments must be completed and documented, including:

- Geotechnical soil tests.
- Phase I Environmental Assessment and Phase II (if required).

The availability of utilities is an extremely important factor that site selectors consider. The types of services available at the site and the names of the providers must be documented, including:

- Electric power
- Sanitary sewer
- Natural gas
- Telecommunications
- Water and wastewater treatment
- Municipal storm sewer

Transportation Access

The ability to receive raw materials and components and move finished products to market is crucial to manufacturers. Transportation access documentation includes:

- Distances to major state highways and Interstates
- Access to navigable river, inland or sea ports
- Rail access to site

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What is a Shovel-Ready Site? Benefits How Site Selectors Choose a Location

How Site Selectors Choose a Location

Location selection takes on different approaches depending on the situation and the experience of the project team. However, in the end it is a process of elimination that takes place in two phases.

The process begins with either an initial list of preferred locations or specific criteria for which to build a list. Location lists are frequently based on counties for manufacturing and distribution projects and on cities (metropolitan statistical areas or MSA's) for headquarters, back office and R&D projects. The county-level analysis allows for more defined geography that can be better differentiated (e.g., locations near Interstates).

It is important to note that the local economic development agencies are usually not contacted until Phase II for site visits unless the project team does not have experience in data collection. Also note that real estate-related information is required at several points in the process.

When making real estate decisions, many companies will first seek the availability of existing buildings (unless the building they need is highly specialized) and then consider potential sites in an attempt to reduce startup time, minimize risks and reduce cost.

[Selection Process](#)

[Site Characteristics](#)

[Soil and Water Conditions](#)

[Access and Capacity of Utilities](#)

[Zoning, Covenants and Land Use](#)

[Transportation Logistics](#)

[Other Considerations](#)

[Parting Thoughts](#)

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DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT

How to Become Shovel-Ready Certified

To make the certification as meaningful and valuable to your community as possible, we've engaged the consulting firm Moran, Stahl & Boyer to guide you through the process.

Widely regarded as authorities in site selection and economic development, Moran, Stahl & Boyer helped develop our certification standards and will process and analyze all applications and work closely with you to see that all criteria for certification are met.

[Application Process](#) [Documents](#) [Certification Schedule](#) [FAQs](#) [Partners](#)

Application Process

The application fee for the Minnesota Certified Shovel-Ready Site program is \$3,250. The fee covers the cost of initial review, onsite inspection, final certification, marketing and annual maintenance of the Shovel-Ready program.

The application is a seven-step process.

Step One

Download and save the [Shovel-Ready Site Application \(\)](#) to your computer. The application is in an Excel file format. Next, view the [Instruction Sheet \(\)](#) that will guide you through the application.

Step Two

Gather the required support documentation requested in the application. If not all the information, site tests, and assessments are immediately available but will be complete within four to six weeks, finish the application and note when the supporting documentation is expected to be available.

Step Three

Submit electronic copies of the completed application and supporting documentation by email to jim.gromberg@state.mn.us (<mailto:jim.gromberg@state.mn.us>) and john.rhodes@msbconsulting.com (<mailto:john.rhodes@msbconsulting.com>)
It is also acceptable to provide the electronic documents on CD and send them by mail to the addresses below.

Step Four

Mail a paper copy of the completed application and supporting documentation along with a check for \$3,250 payable to the State of Minnesota to:

Minnesota Department of Employment and Economic Development
1st National Bank Building
332 Minnesota Street, Suite E200
St. Paul, MN 55101-1351
Attn: Jim Gromberg

Mail a paper copy of the completed application and supporting documentation to:

Moran, Stahl & Boyer
8374 Market Street 422
Lakewood Ranch, FL 34202
Attn: John Rhodes

Step Five

Moran, Stahl & Boyer will review the application and telephone the contact listed in the application to schedule an onsite visit.

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A consulting team from Moran, Stahl & Boyer will conduct the onsite visit and discuss aspects of the site. This also is an opportunity to bring together local economic development stakeholders and have a question-and-answer session with the consulting team.

Step Seven

Within six weeks of the onsite visit, Moran, Stahl & Boyer will issue a letter either certifying the site or providing a list of what needs to be completed in order to obtain certification.

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MAY 12 2014

May 9, 2014

City of Columbus

Elizabeth Mursko, Administrator
City Of Columbus
16319 Kettle River Blvd
Columbus, MN 55025

Dear Ms. Mursko:

Each year, the Metropolitan Council prepares population and household estimates as of April 1 of the previous year. Local governments are invited to review and comment on the preliminary estimates. The Council will certify final estimates by July 15 for state government use in allocating local government aid and street aid.

The Metropolitan Council estimates that the City Of Columbus had 3,960 people and 1,447 households as of April 1, 2013. Household size averaged 2.74 persons per household.

With this letter, the Council is reporting the data inputs used to develop the preliminary estimates for your community. The Council estimates current population and households through changes in the housing stock, occupancy rates and persons per household. Input data sources include housing stock, manufactured home parks, and group quarters data maintained by Metropolitan Council Research, as well as U.S. Census Bureau's American Community Survey data. For more information on the Council's population estimates model, please visit the Council's website at <http://stats.metc.state.mn.us/stats/aboutestimates.aspx> or contact Matt Schroeder at 651-602-1513.

Council staff welcomes discussion of the 2013 preliminary estimates. *Under Minnesota Statutes 473.24, the Metropolitan Council must receive your comments, questions or specific objections, in writing, by June 24.* Please send any written comments or questions to Matt Schroeder, Metropolitan Council Research, 390 North Robert Street, Saint Paul, MN 55101; or by e-mail to matt.schroeder@metc.state.mn.us

Sincerely,



Matt Schroeder
Senior Researcher

2013 Annual Population Estimates

Columbus city, Anoka County, Minnesota

Households:	1,447	Population in Households:	3,960	Average Household Size:	2.737
Housing Total:	1,473	Population in Group Quarters:	0		
Occupancy Rate:	98.23%	Total Population:	3,960		

Metropolitan Council's Annual Estimates account for housing stock changes since April 1, 2010. These include housing units permitted and other changes. Other changes are due to demolitions, building conversions (units added or lost), city boundary changes (units annexed in or out), and other changes reported by city and township staff. The Council assumes that 85% of multifamily and 95% of single-family units permitted in 2012 were completed and occupiable by April 1, 2013; the remainder are occupiable in the future.

Manufactured homes are counted each year from Metropolitan Council surveys of manufactured home park operators and local governments. Other housing (boats, RVs, etc. used as housing) is an estimate from the most recent Census ACS estimates.

	<u>Housing Stock April 1, 2010</u>	<u>Permitted and built since 2010</u>	<u>Other changes since 2010</u>	<u>Housing Stock April 1, 2013</u>
Single-family-detached:	1,418	10	-1	1,427
Townhomes:	22	0	0	22
Duplex, 3-, 4-plex units:	24	0	0	24
Multifamily units:	0	0	0	0
Manufactured homes:	0			0
Other (boats, RVs, etc. as shelter):	0			0
Housing Total:	1,464			1,473

Each housing type will have a specifically estimated occupancy rate and average household size. Starting with the 2011-12 cycle, the primary data are the most recent American Community Survey estimates, calculated and adjusted as described in the Council's methodology, available online at <http://stats.metc.state.mn.us/stats/aboutestimates.aspx>

Definitions: A household is a group of people (or one person alone) occupying a housing unit. The number of occupied housing units and the number of households are equivalent. Population in Group Quarters (or institutional housing) is counted separately through an annual Metropolitan Council survey.

	<u>Housing Stock April 1, 2013</u>	<u>Occupancy Rate 2013</u>	<u>Occupied with Households</u>	<u>Persons Per Household</u>	<u>Population in 2013</u>
Single-family-detached:	1,427	98.15%	1,401	2.765	3,873
Townhomes:	22	98.15%	22	2.765	61
Duplex, 3-, 4-plex units:	24	99.50%	24	1.100	26
Multifamily units:	0	0.00%	0	2.106	0
Manufactured homes:	0	0.00%	0	2.738	0
Other:	0	Counted only if occupied	0	1.800	0
Housing Total:	1,473		Households: 1,447	In Households:	3,960
				In Group Qtrs:	0
				Total Population:	3,960