



Big Lake Economic Development Authority (BLEDA) Strategic Plan 3-Year Perspective – 2021 through 2023

This **Strategic Plan** provides a realistic and practical approach to economic development goals and activities for the BLEDA. The purpose is to guide BLEDA Commissioners and its staff to focus on economic development priorities. This Strategic Plan will improve accountability for the BLEDA Commissioners along with its staff, and will improve the capacity to measure outcomes.

The BLEDA Priority: To efficiently facilitate development while equally supporting the Big Lake business community and driving economic growth.

Strategy: Market the City of Big Lake

<i>Work Plan Objectives</i>	
1.	Facilitate a branding project
2.	Reinstate the Business Retention & Expansion Program (BR&E)
3.	Develop a Business Recognition & Encouragement Program (new BR&E)
4.	Brand the BLEDA to be the face of Big Lake Economic Development

Strategy: Market and Sell Industrial Park Phase II Land by December 31, 2023.

<i>Work Plan Objectives</i>	
1.	Appropriately stage the property (schedule lawn maintenance, install signage, etc.)
2.	Direct market to Real Estate Brokers and Developers
3.	Participate in relevant expos, site selector events, forums, conferences, etc.

Strategy: Recognize BLEDA & City-owned commercial and residential property. Cultivate a development/redevelopment plan for each parcel.

<i>Work Plan Objectives</i>	
1.	Martin Avenue / Fern Street (BLEDA-owned) – PID 65-554-0105 <ul style="list-style-type: none"> • Identify and eliminate road blocks for development / redevelopment • Contact owner of both PID 65-420-0135 and PID 65-420-0145 (same owner) to discuss future of property – position BLEDA to acquire properties in order to redevelop site
2.	420 Putnam Avenue (BLEDA-owned) – PID 65-403-0430 <ul style="list-style-type: none"> • Monitor contiguous parcels and position BLEDA to acquire properties • Hold parcel for commercial development • Identify and eliminate road blocks for development / redevelopment • Determine when and how to market parcel
3.	City Hall (City-owned) – PID 65-477-0110, PID 65-477-0105, PID 65-477-0010 <ul style="list-style-type: none"> • Streamline property for redevelopment opportunity

	<ul style="list-style-type: none"> Execute a First Right of Refusal on the Jacobson property
4.	Develop a list of all City-owned and BLEDA-owned parcels – ask key staff as to why the parcels are being held – Market the parcels that the City can part with

Strategy: Recognize privately-owned commercial/industrial property and cultivate a development/redevelopment plan for each parcel.

Work Plan Objectives	
1.	Innovation Industrial Park – I-4 Zoning District Old Casey’s Site RiverWood Bank – Big Lake Marketplace East Transit Oriented Development District Smith Property North of Old National Bank and Big Lake Dental Land on East Side of the City out to 15 (Innovation Industrial Phase II and III?) All Building’s Located within the Downtown District Old A&W Redevelopment Site Mr. Gramsey’s Land on West Side of City Farm Land South of Hwy 10 on West Side of City

Strategy: Generate revenue to create a Revolving Loan Fund and Marketing Fund.

Work Plan Objectives	
1.	Maintain extensive knowledge of all business financing tools (federal, state, local, etc.)
2.	Work in partnership with the Big Lake Finance Director to discover budgeting options for the BLEDA to consider <ul style="list-style-type: none"> Create a financial “handbook” that clearly explains all BLEDA finances
3.	Author a successful Minnesota Investment Fund (MIF) Application to MnDEED to become a financial pass-through for an eligible expanding business and to generate up to \$100,000 for the BLEDA
4.	Invest time into building and expanding relationships with Big Lake businesses, Big Lake Schools, Big Lake Township, Sherburne County, Big Lake Chamber, regional partners, developers, Realtors, investors, etc.

Conditions to be met for the possibility of a public partnership in redevelopment opportunities:

- Commercial component must be included in the concept
- Concept must increase the tax base
- Concept must promote an economic value

