



Big Lake Economic Development Authority (BLEDA) Strategic Plan 3-Year Perspective – 2019 through 2021

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: Define the role of the BLEDA and create a development strategy, along with a budget, to execute.

	<i>Work Plan Objectives</i>	<i>Due Date</i>
1.	Review BLEDA By-laws	9/2019
2.	Recommend lawful and necessary changes to the BLEDA By-laws	10/2019
3.	Recommend an addendum to the BLEDA By-laws, which defines the role and expectations of a BLEDA Commissioner	12/2019

Strategy: Market the City of Big Lake

	<i>Work Plan Objectives</i>	<i>Due Date</i>
1.	Facilitate a branding project	12/2020

Strategy: Market and Sell Industrial Park Phase II Land by December 31, 2021.

	<i>Work Plan Objectives</i>	<i>Due Date</i>
1.	Develop sale/marketing package with a full description of the property <ul style="list-style-type: none"> • Ask for testimonials from current BLIPE business owners • Recommend approval of sale/marketing package by the BLEDA • Update all marketing materials to reflect the sale/marketing package • Distribute to all elected/appointed officials, and City Staff 	10/2019
2.	Appropriately stage the property (schedule lawn maintenance, install signage, etc.)	Ongoing
3.	Direct market to Real Estate Brokers and Developers	Ongoing
4.	Participate in relevant expos, site selector events, forums, conferences, etc.	Ongoing

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

	<i>Work Plan Objectives</i>	<i>Due Date</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 	12/2019

	<ul style="list-style-type: none"> 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.	<p>420 Putnam Avenue (BLEDA-owned) – PID 65-403-0430</p> <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 	12/2020
3.	<p>City Hall (City-owned) – PID 65-477-0110, PID 65-477-0105, PID 65-477-0010</p> <ul style="list-style-type: none"> Future redevelopment project Welcome opportunities for discussion 	12/2020
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	12/2019

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

	Work Plan Objectives	Due Date
1.	<p>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</p>	12/2021

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

	Work Plan Objectives	Due Date
1.	Maintain extensive knowledge of all business financing tools (federal, state, local, etc.)	Ongoing
2.	<p>Work in partnership with the Big Lake Finance Director to discover budgeting options for the BLEDA to consider</p> <ul style="list-style-type: none"> Create a financial “handbook” that clearly explains all BLEDA finances 	12/2019
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	12/2020
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.	Ongoing

