

**Kevin P. Watson**  
City Administrator

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## *Memorandum:*

TO: Mayor Krachmer and City Council Members

FROM: Kevin P. Watson, City Administrator

DATE: February 7, 2023

SUBJECT: VHEDC Contract

### **Recommendation**

Authorize City Administrator and Mayor to sign contract for services with VHEDC.

### **Background**

VHEDC is a tremendous asset for the business community and the City organization. If we did not have VHEDC available in our community, the City would more than likely be providing many of these services they provide to our community. Having the ability to defer some of these responsibilities to VHEDC saves the City time and resources as it likely would require the City to have separate employee focus on these goals. City Staff is supportive of this contract and formalizing the relationship that has been in successful for many years in the past.

### **Attachments**

- Proposed Contract for Services - 2023

**2023 Annual Agreement between the Vadnais Heights Economic Development Corporation (VHEDC) and City of Vadnais Heights (City)**

**The purpose of this is to confirm services to be provided to Vadnais Heights' area businesses/organizations by the Vadnais Heights Economic Development Corporation. The following services will be conducted and managed by the VHEDC:**

- A minimum of 10 Business Retention & Expansion Meetings (BR&E) with local businesses, nonprofits, education and health sectors. Including prep, meeting, follow-up and written review. VHEDC board members will volunteer to attend various BR&E meetings.
- Annually a Northeast Metro Magazine production will be provided, including writer, graphic design, sales team, production, and distribution.
- Annually the Keith Warner Memorial Golf Tournament will be conducted engaging over 20 local businesses/organizations and 100 plus golfers, including over 20 volunteer Investors. VHEDC will promote, schedule and manage the tournament.
- Weekly electronic BizNews communication sharing information from businesses, nonprofits and city focusing on local events benefitting the economic vitality of Vadnais Heights area. We will send out breaking news emails to relevant sectors of Investors and non-profits. Create social media posts and develop ads in Canva.
- Develop, promote, market and create recognition events to honor business leaders, nonprofits and "Rising Stars" and local partnerships. Engage eight volunteers to present nominations, plan and host event and present awards. Hire and compensate videographer (approximately \$3,000) to record the winning videos.
- Communicate information to our area from the Ramsey County Economic Development Summits.
- Create and update various pages on VHEDC website, such as COVID-19 Resources pages.
- Workforce advocacy for Investors and nonprofits on HR issues, challenges during COVID and general communication to train, educate and network with others. Six volunteers help with this advocacy and training throughout the year.
- Schedule, promote and execute Annual Dinner event bringing together 250 local business owners/representatives, related staff and partners. Planning, promotion, coordinate volunteers to work on this event. Technical support at event is \$500.
- Promote and welcome new businesses and business expansion in our area. Assist City in relocation, expansion and redevelopment plans/projects.
- North Metro Young Professionals (NMYO) cohort works with young professionals ages 18-35 with workforce training, personal development and growth in their chosen field(S). Several volunteers speak and invite the NMYP cohort to their office/business for tours and Q&A. Compensate professional coach and consultant, Hogleund Coaching \$3,000/per year.
- Investor Mixers during the year to bring VHEDC and local business/organization leaders together.
- Continue to promote Partners for Good, an effort of local non-profits working together to provide better and coordinated efforts and programs for our local communities.

- Provide Quarterly updates to City Council as well regular business recognition opportunities as necessary – i.e. Minnesota Manufacturers week.
- Other mutual efforts and programs that the City and VHEDC feel would benefit our community as needs or opportunities arise – including, but not exclusive to use of City facilities and available City services.

**The City and the VHEDC agree that the in return for the VHEDC providing the above services, the City will compensate VHEDC on an annual basis. In 2023, this amount will be \$15,000.**

This contract is intended to serve as a base line agreement for an annual approval with future contracts negotiated prior to the start of the new Calendar year. Such negotiations will consist of discussions on both services to be provided by the VHEDC, economic climate and compensation. Both the City and the VHEDC recognize the good partnership the two organizations have enjoyed over the last 36 years and look forward to strengthening our partnership in the future to help build a better community.

This agreement is hereby approved:

CITY OF VADNAIS HEIGHTS

VADNAIS HEIGHTS ECONOMIC  
DEVELOPMENT CORPORATION

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MAYOR, MIKE KRACHMER

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VHEDC

ATTESTED BY:

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CITY ADMINISTRATOR, KEVIN WATSON