

City of Dayton
Economic Development Authority (EDA)
February 18, 2025
7:30 a.m.

7:30 1. **Call to Order**

The EDA consists of seven members including two City Councilmembers and five members of the Dayton business community or residents of the City of Dayton with business and/or economic development expertise, each with an interest in promoting the economic growth and development of the City of Dayton. The EDA shall have all the powers, duties, and responsibilities set forth in Minnesota Statutes §469.090 to §469.1081.

7:30 2. **Approval of the Agenda**

7:30 3. **Consent Agenda**

A. Approval of Minutes, January 21, 2024

7:30 4. **Open Forum**

Time is limited to 3 minutes. No EDA Action will be taken. However, direction can be given to staff for future meetings.

5. **Old Business**

7:30 A. Flower Pots sponsorships

6. **New Business**

7:35 A. DCM Farms Preliminary Plat

7:40 B. DDL/Oppidan Concept Plan

7:45 C. EDA Vision, Goals, Policies

7. **Staff & Board Updates** (verbal)

7:55 A. Staff Updates

- February 25, 5:00 PM: City Council/EDA Work Session – Discuss tax forfeit properties
- Elevate Hennepin 2024 Snapshot
- Damaged/Abandoned Utility Boxes
- Railroad Spur
- Sidewalk Repairs in Old Village

8:05 B. EDA Member Updates

8:10 8. **Closed Session**

Pursuant to MN Statute 13D.05, Subd 3(c)(3) a closed session shall be conducted to develop or consider offers or counter offers for the purchase or sale of real or personal property located at:

- 18771 Robinson Street, Dayton, MN 55327, PID: 36-121-23-41-0020

The next EDA meeting will be Tuesday, March 18, 2025, 7:30 am

8:30 9. **Adjourn**

ITEM:

Flowerpot Sponsorships

APPLICANT/PRESENTERS:

Jon Sevald, Executive Director

PREPARED BY:

Jon Sevald, Executive Director

BACKGROUND/OVERVIEW:

Since 2023, the EDA has sold \$200 annual sponsorships on flowerpots in the Old Village. Pots are planted in the spring and replaced in the winter.

	2023	2024	2025
1	Earl & Lucy Durant Family	Earl & Lucy Durant Family	
2	The Knutson Family	Connie & Scott Salonek	
3	Bernie Kemp, Counselor Realty	Excel Roofing	
4	Huttner Automotive Repair	Huttner Automotive Repair	
5	King Solution, Inc	Ziegler Rental	
6	The Maltzen Family	Matt Trost	
7	The Red Tree Ranch – The Yancy Family	Matt Trost	
8	Dayton Wine & Spirits	Dayton Wine & Spirits	

CRITICAL ISSUES:

N/A

RELATIONSHIP TO COUNCIL GOALS:

Create a Sought After Community

ROLE OF THE ECONOMIC DEVELOPMENT AUTHORITY:

Historically, EDA members have had first pick of sponsorships.

RECOMMENDATION:

N/A

ATTACHMENT(S):

Photos

ECONOMIC DEVELOPMENT AUTHORITY MEETING



ITEM:

DCM Farms Preliminary Plat

APPLICANT/PRESENTERS:

Tom Dehn, Sundance Woods, LLC

PREPARED BY:

Jon Sevald, Executive Director

BACKGROUND/OVERVIEW:

DCM Farms consists of 91 acres, 266 single-family homes, and about 10-acres of commercial-retail. The project is located at Fernbrook Lane (Co Rd 121) and 113th Avenue. The project requires approval of:

Comprehensive Plan Amendment

The Comprehensive Plan guides the project area for *Low Density Residential*. The proposed commercial development is inconsistent with this. Therefore an Amendment is required for *Neighborhood Commercial* or *Mixed Use (60/40% townhomes-apartments/commercial)*.

Environmental Assessment Worksheet

Since the project is inconsistent with the Comprehensive Plan, this triggers a mandatory Environmental Assessment Worksheet (EAW). The City cannot take action on land use approvals until the city takes action on the EAW, e.g. City Council to determine if further environmental review is necessary (March 25th City Council meeting).

Zoning Map Amendment

The properties are zoned A-1 Agricultural, and are proposed to be rezoned to R-3 *Single Family and Attached Residential*, with a PUD overlay.

Planned Unit Development

PUD's allow for flexibility from City Code regulations in exchange for a Public Benefit that would not occur, but for the development as a PUD. In this case, requested deviations include (summarized) smaller and narrower lots, smaller building setbacks, and smaller garages than required in the R-3 district. Public Benefits include; parkland dedication, construction of a roundabout at Fernbrook & 113th Avenue, increased landscape buffers along Fernbrook Lane.

Preliminary/Final Plat

The project includes 253 single family lots, and about 10-acres of commercial development. It is the Applicant's intent to plat the Commercial area as Outlots, to be re-platted in the future once specific uses are known. Currently, hypothetical uses are shown on the Preliminary Plat, including;

Gas Station
Day Cate

Dehn's Country Mannor
Restaurant

Coffee Shop
Office/Bank

Retail (12,000sf)

Site Plan review is required prior to construction of non-residential projects.¹

CRITICAL ISSUES:

EAW

The EAW reviews the potential cumulative effects of the project under a no-build, 2030-build, and 2040-build scenarios. 21 effects are analyzed. Of note, the project will generate 10,890 Average Vehicle Trips per day (ADT), including 1,123 ADT during the morning peak hour.² 77% of the traffic will be generated by the commercial development. The project will significantly impact left turns onto Fernbrook Lane at Rush Creek Parkway, and 117th Avenue intersections. A roundabout is planned at Rush Creek Parkway (2027). The Applicant will construct a roundabout at 114th Avenue and contribute funding towards future improvements to the 117th Avenue intersection.

Preliminary Plat

Specific to the commercial project, the Preliminary Plat is unchanged from the Concept Plan reviewed by the EDA at its August 2024 meeting. At that time, the EDA did not recommend any changes.

During the Planning Commission's February 6th Public Hearing, several residents expressed opposition to the proposed gas station and other commercial uses due to increased traffic and pollution. The gas station is shown on the Preliminary Plat as an example of commercial use. The Applicate stated it may not be built, and that they are focused on the residential component of the project. The commercial component will be platted as an Outlot, to be redeveloped later.

60/120-DAY RULE (IF APPLICABLE):

	60-Days	120-Days
EAW	Apr 15, 2025 ³	Jun 15, 2025
Comprehensive Plan Amendment	Apr 15, 2025	Jun 15, 2025
Zoning Map Amendment	Apr 15, 2025	Jun 15, 2025
Planned Unit Development	-	Jun 15, 2025
Preliminary Plat	-	Jun 15, 2025

RELATIONSHIP TO COUNCIL GOALS:

Planning Ahead to Manage Thoughtful Development
Create a Sought After Community

ROLE OF ECONOMIC DEVELOPMENT AUTHORITY:

Review the project, specially the Commercial development. Provide any recommendations (what would you like to see here?).

¹ City Code 1001.28, subd 3(1); *Final site and building plans shall be approved by the City Council prior to the issuance of any permits for new development or building construction/expansion in any Non-Residential Zoning District.*

² 2019 ADT on Fernbrook at Rush Creek Parkway = 7,500 ADT. For comparison, Co Rd 81 at Maple Grove Parkway = 15,497 ADT (2022)

³ MN Rule 15.99, Subd 3(d) (Application; Extensions)

RECOMMENDATION:

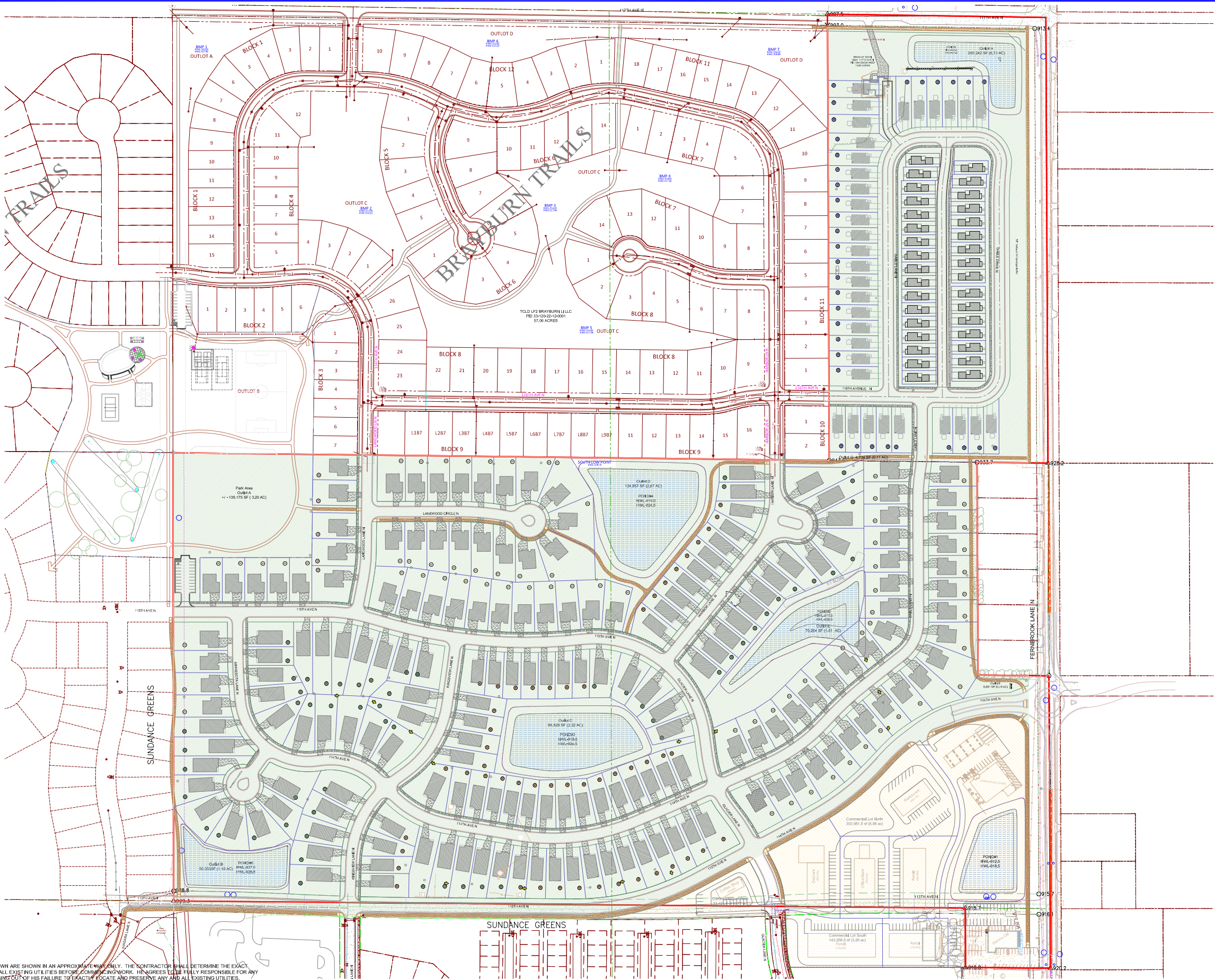
Specific to the commercial area, Staff recommends a public street (vs. private), allowing the city to control on-street parking, and to maintain the road. The commercial area should be laid out to be more neighborhood focused, vs. strictly auto-oriented.

At the Planning Commission's February 6, 2025 meeting, the Commission Continued its Public Hearing to its March 6th meeting.

The attached site plan was revised after the February 6th Planning Commission meeting based on the Commission's comments.

ATTACHMENT(S):

DCM Farms Site Plan



ITEM

Concept Plan Review of an Industrial/Commercial Development near the Corner of 117th Ave N. and Dayton Darkway

APPLICANT

Oppidan, Inc.

BACKGROUND/OVERVIEW

Oppidan, Inc. has submitted a concept application for a possible future industrial building located near the intersection of Dayton Parkway and 117th Ave. North. The plan consists of a 200,000-square-foot speculative building for warehousing and distribution. The subject property is currently three separate parcels, totaling 32.24 acres (1,404,039 square feet). Between the three parcels within the concept area, two of them have been historically vacant, and the third has a single-family residential home on it, all owned by the same entity (DDL Holdings). The applicant would plat the south 15 acres for the facility, and outlot the remaining area for future commercial development. Within the plan as well is a potential location for connecting to the existing trunk sanitary sewer line that currently ends south of the 113th Avenue Cul-de-sac, roughly 1,200 feet from the subject property boundary.

The concept plan review process is designed to receive early input from the public, Planning Commission, and City Council prior to a Developer committing large expenditures towards engineering design. A concept plan does not require the level of engineering detail that a site plan or preliminary plat submittal will require. Comments are not binding, nor are they expected to be the only comments on this project. Once a final site plan is submitted the review process begins and additional formal review comments will be provided.

LAND USE & ZONING

The properties have a mixed land use guidance in the 2040 Comprehensive plan as shown, including Commercial in the northeast, Industrial in the west, and Business Park in the south and east. Regarding the south 15 acres of the site where the initial industrial building would be located, both Business Park and Industrial designations reference warehouse and distribution as a consistent use, and would otherwise not require the applicants to apply for a comprehensive plan amendment for that area. The commercial slated for the north portion of the site would require an amendment, due to the western parcel not including the Commercial designation on any portion of the property. Even if the area is proposed to be commercial, though not developed initially, the applicant would be required to apply for a comprehensive plan amendment at the same time as the preliminary plat.



The three properties included in this concept are all currently zoned A-1, Agricultural, and would require a rezoning I-1, Light Industrial, and B-3, General Business, and specific areas for rezoning would be better understood when a preliminary plat document is put together for review. Generally speaking, where on the concept plan, it shows commercial buildings and industrial buildings, the zoning would follow those newly created lots accordingly.

The proposed facility would add 200,000 square feet of additional building space that could be occupied by warehousing and distribution uses. Though an end user is not identified, the building will be designed to allow for such uses. In just the last year, 585,000 square feet of warehouse and distribution building space has been switched to manufacturers occupying those spaces (500,000 sq. ft. of the Cubes building for States Manufacturing, and 85,000 sq. ft. of the Opus building for Turbine Pros).

CONCEPT PLAN ANALYSIS

Because it is a concept plan, the level of detail does not meet what would normally be required for a Preliminary Plat application. With that being said, it is anticipated that the overall development of the south 15 acres would be required to meet the standards set forth for the I-1 district. The applicant has stated through correspondence that a Planned Unit Development would not be necessary in this regard. The site plan also shows an area dedicated for outdoor storage that is roughly 38,000 square feet. Screening would be required to comply with the zoning ordinance standard, and given the size of the property, the total outdoor storage area is limited to 2 acres.

The building is placed on the plan with the long portions of the building going east and west with a single access off a future road, what would be the fourth leg of the existing roundabout on Dayton Parkway. One access is also identified at the northeast corner of the site, it is undefined whether this access would be a part of the initial development of the south industrial building. The layout of the building shows the front facing south, the rear and truck and trailer parking to the north, and office space at the southwest corner of the building.

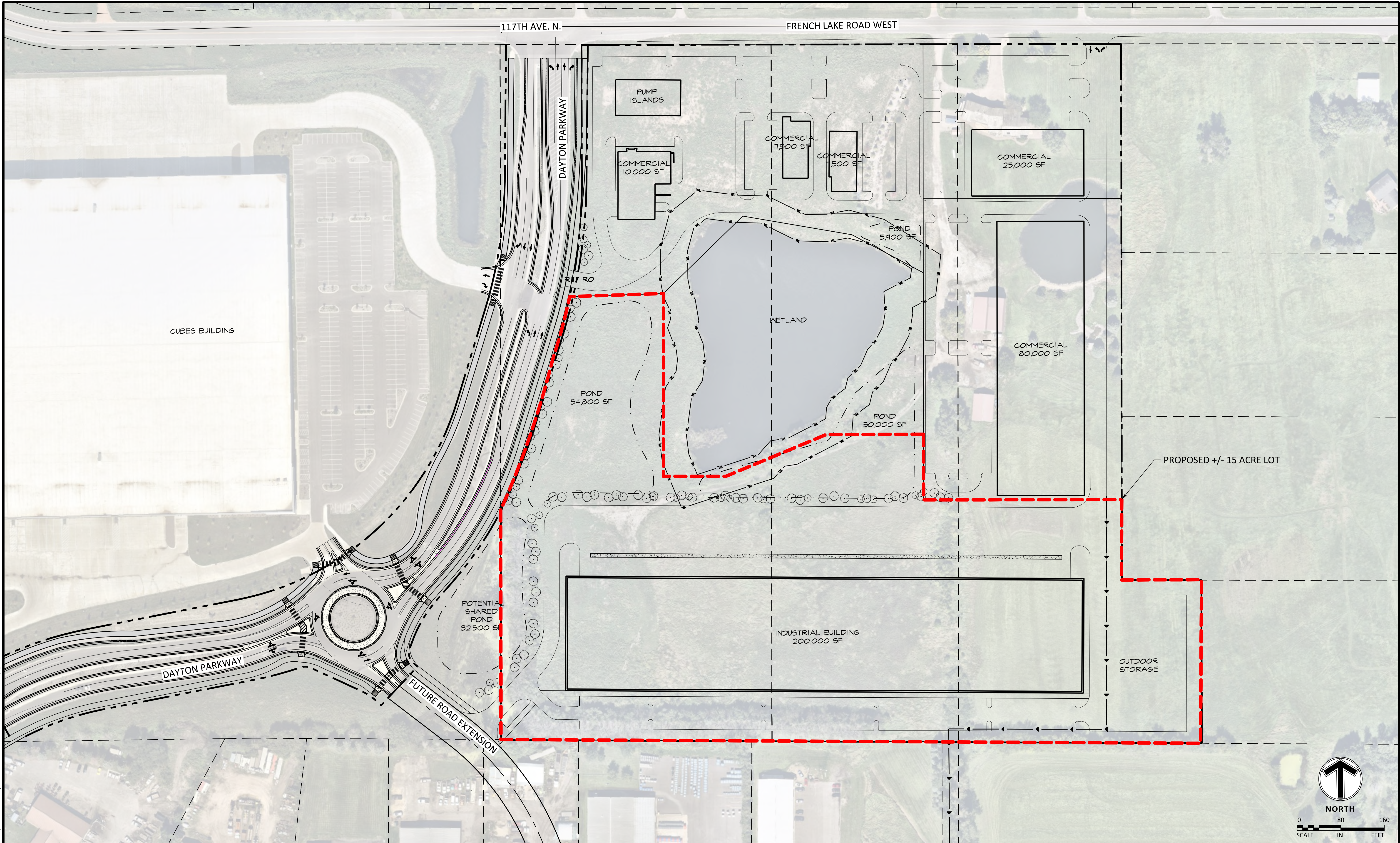
In terms of building layout, City staff would recommend that the applicants swap building sides, so the front is facing north towards the wetland, and the rear of the building back up to the existing Dayton Industrial Park. It would also be a recommendation by staff to move the office and main entrance of the building from the southwest corner to the northwest corner of the building to face Dayton Parkway.

The applicants have also submitted a plan showing a potential realignment of Dayton Parkway through these properties. The applicants have stated they would not be in support of this realignment of the road because the south portion of the site would not be developable. Staff will be looking for direction from the Planning Commission and City Council on whether this road realignment is worth pursuing, and at the same time, understand what the potential benefits of the realignment would provide to the City overall. A preliminary understanding of costs to realign this portion of Dayton Parkway is anticipated to be over 10 million dollars.

ATTACHMENTS

Concept Plan Set

24.15 (LWS TECH) | SOPHIE GALLANDAT | 1/31/2025 1:48:35 PM
L:\PROJECTS\53656\CAD\CIVIL\CONCEPTUAL\53656 CONCEPT BASE.DWG-A EXHIBIT A (2)



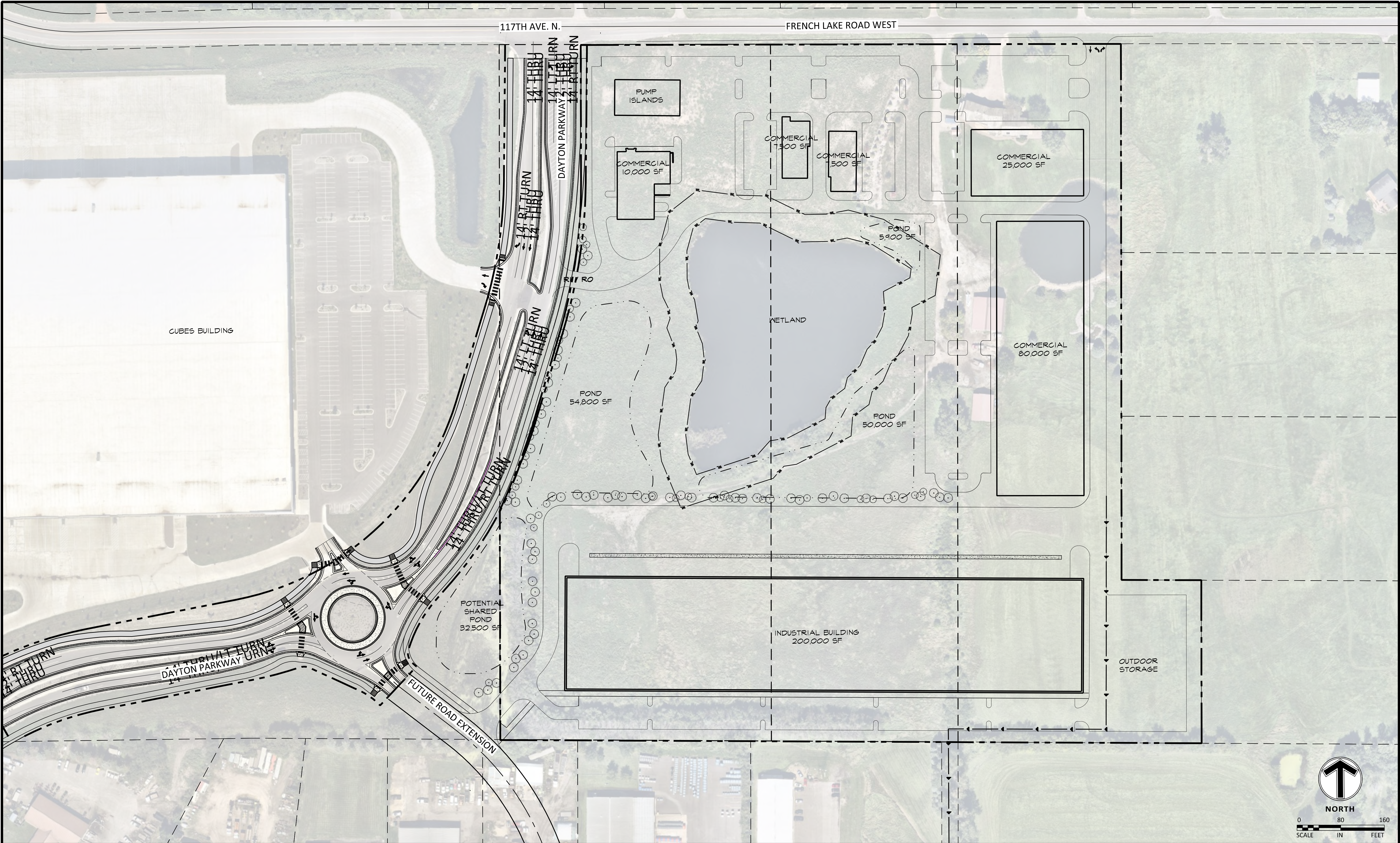
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53656



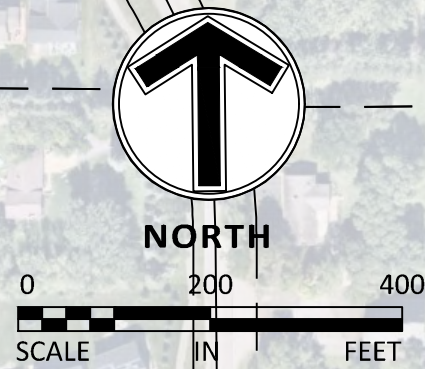
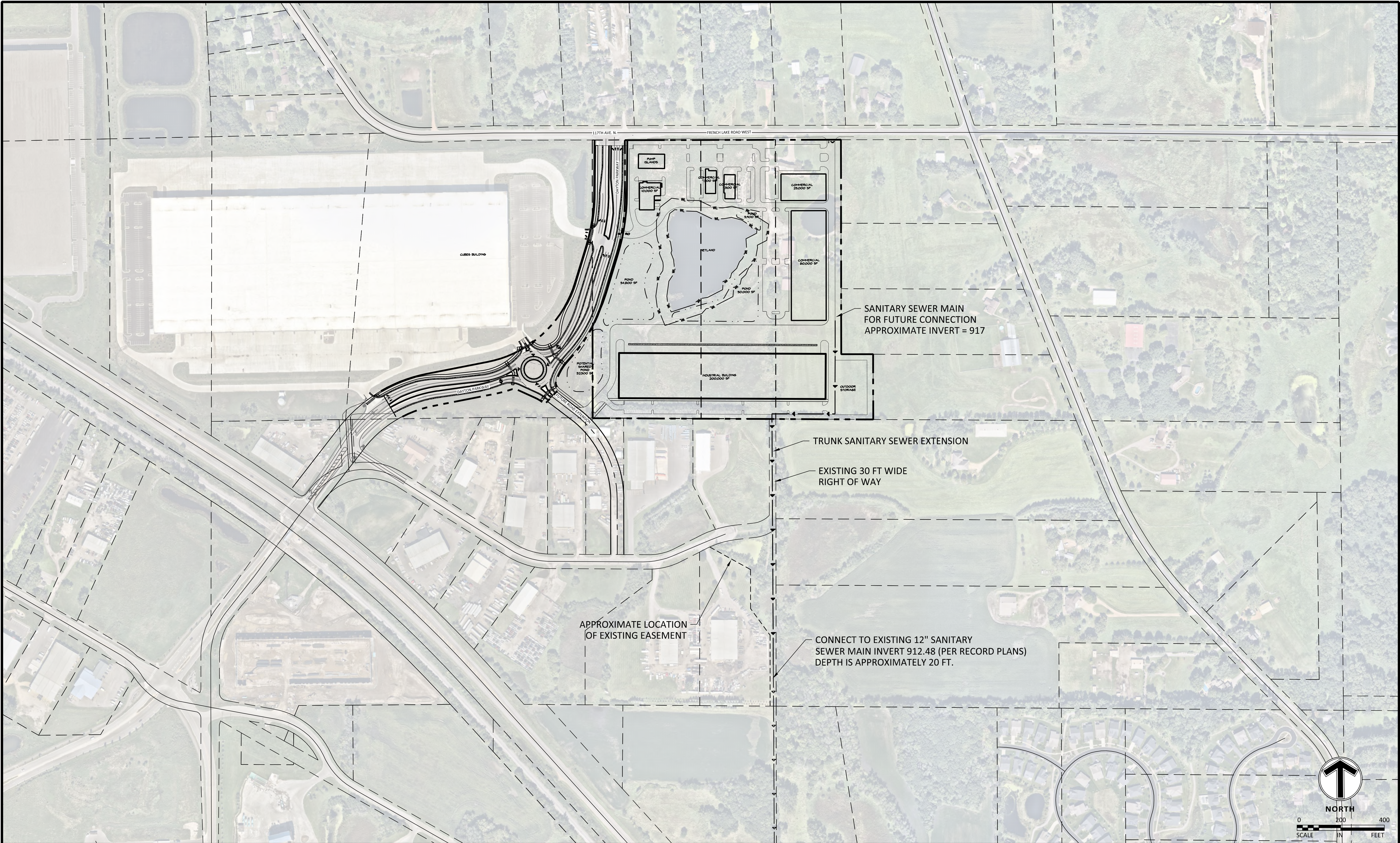
EXHIBIT A
OPPIDAN LLC.
DAYTON MIXED USE
CONCEPT SITE PLAN
DAYTON, MN

SHEET
A
OF
REV.

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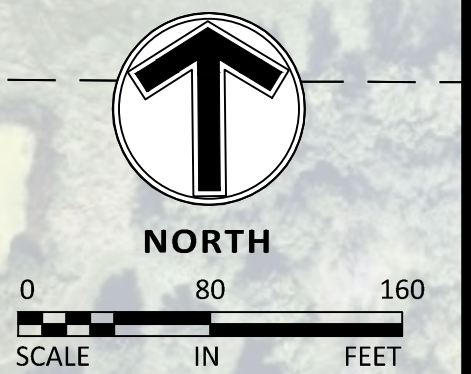
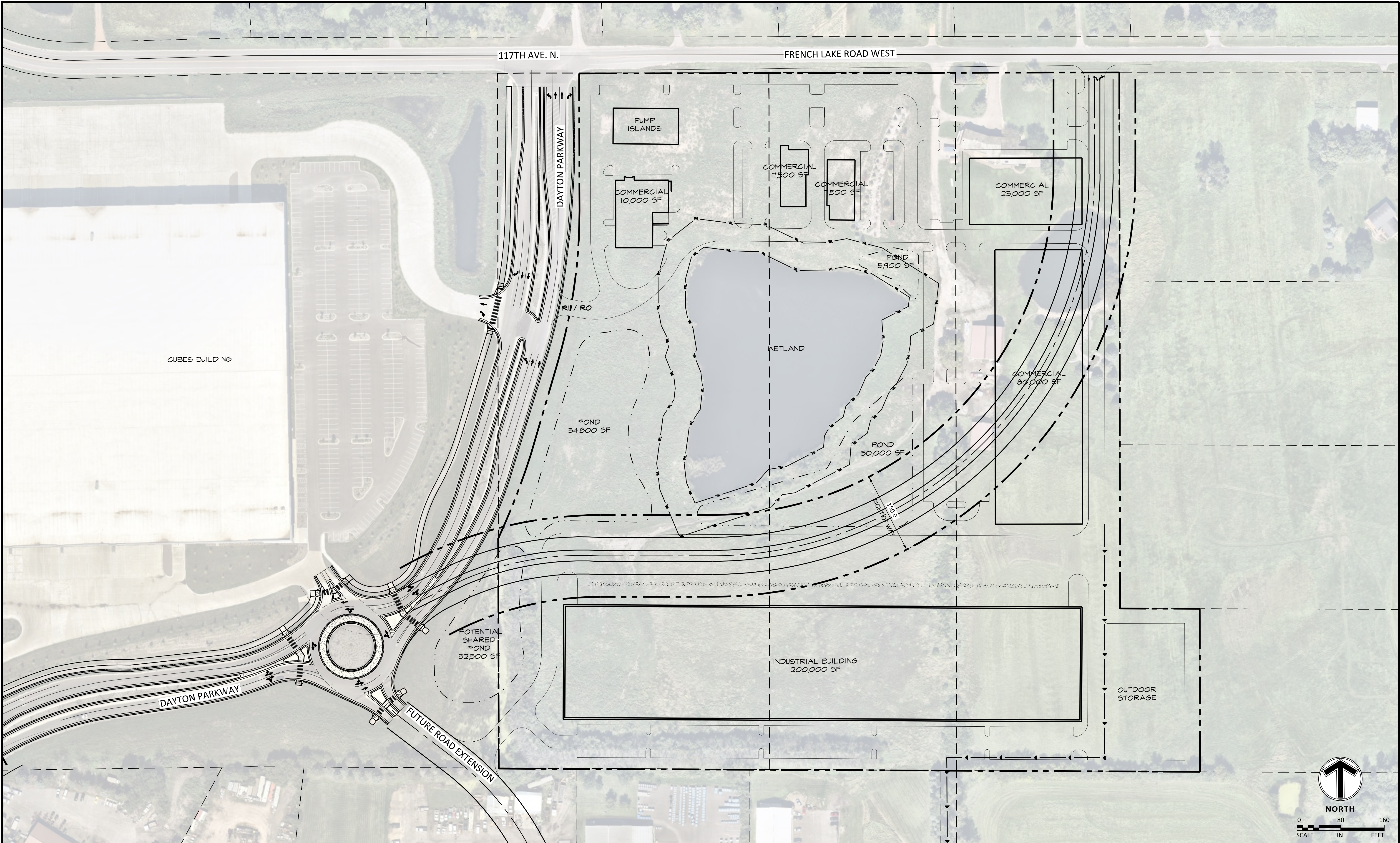


PROJECT NO.
53656

EXHIBIT C
OPPIDAN LLC.
DAYTON MIXED USE
CONCEPT SEWER MAIN EXTENSION
DAYTON, MN

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OF
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PROJECT NO.
53656

Engineering | Surveying | Planning | Environmental

EXHIBIT D
OPPIDAN LLC.
DAYTON MIXED USE
CONCEPT ROAD ALIGNMENT
DAYTON, MN

SHEET
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OF
REV.



DAYTON INDUSTRIAL NEW CONSTRUCTION

DAYTON INDUSTRIAL
DAYTON, MN 55369

PROJ. NO.
25019

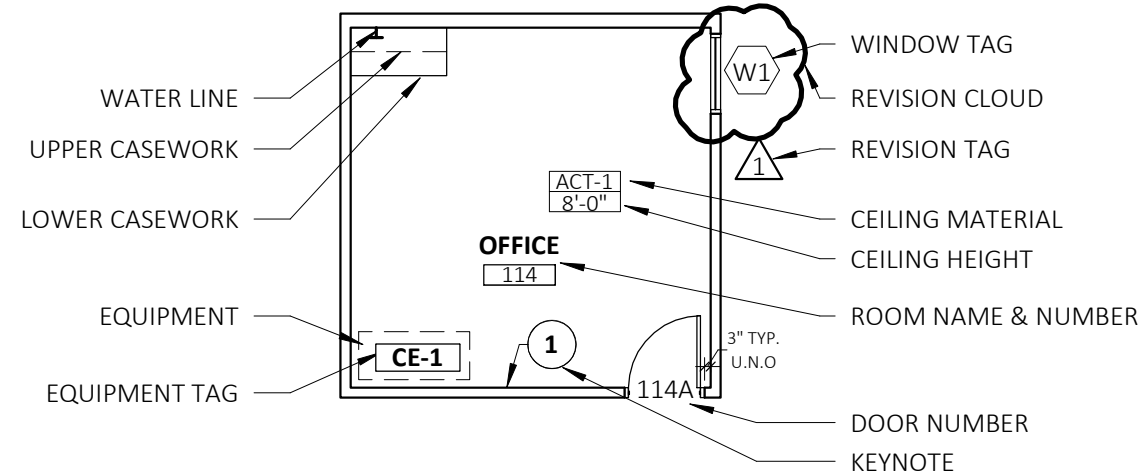
ISSUE DATE
01/31/2025

PROJECT PHASE
CITY SUBMITTAL



DRAWING SYMBOLS

- CENTERLINE INDICATOR
- DETAIL / SECTION INDICATOR
- ELEVATION SYMBOL INDICATING DIRECTION OF VIEW
- ELEVATION INDICATOR
- GRID BUBBLE INDICATING EXISTING GRID LINES
- GRID BUBBLE INDICATING NEW GRID LINES
- SCREENED ARROW INDICATES EXISTING FLOORING
- SOLID ARROW INDICATES NEW FLOORING
- SCREENED LINES INDICATE EXISTING WALLS TO REMAIN
- EXISTING DOOR/ FRAME TO REMAIN
- DASHED LINE INDICATES EXISTING PARTITIONS, CASEWORK, EQUIPMENT AND FIXTURES TO BE REMOVED
- DASHED LINE INDICATES EXISTING DOOR, FRAME, & HARDWARE TO BE REMOVED
- NEW CONSTRUCTION
- NEW DOOR/ FRAME IN NEW OR EXISTING WALL
- PARTIAL HEIGHT PARTITION



AREA PLAN



SHEET #	SHEET DESCRIPTION	
GENERAL		
A000	SHEET COVER	
ARCHITECTURAL		
A200	CONCEPT PLAN AND ELEVATIONS	



EXTERIOR ELEVATION - SOUTH EAST CORNER

1000 Twelve Oaks Center Drive
Suite 200, Wayzata, MN 55391
T: 952-426-7400
F: 952-426-7440

MohagenHansen.com

CERTIFICATION

NOT FOR CONSTRUCTION

PROJECT TEAM

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NOT FOR
CONSTRUCTION

THE ARCHITECT SHALL BE DEEMED THE AUTHORS AND OWNERS OF THEIR RESPECTIVE INSTRUMENTS OF SERVICE AND SHALL RETAIN ALL COMMON LAW, STATUTORY AND OTHER RESERVED RIGHTS, INCLUDING COPYRIGHTS OF THE ATTACHED DOCUMENTS.

DAYTON INDUSTRIAL
NEW CONSTRUCTION

DAYTON INDUSTRIAL
DAYTON, MN 55369

NO.	DESCRIPTION	DATE
	CITY SUBMITTAL	01/31/2025

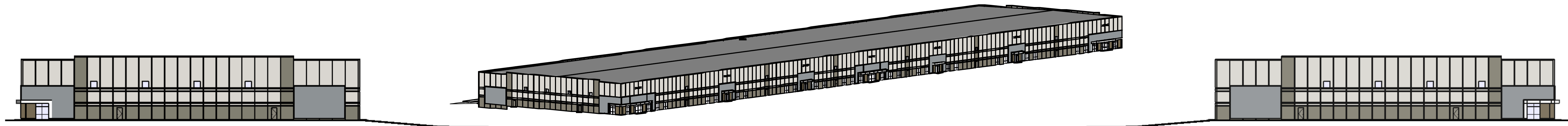
PROJECT NUMBER: 25019
DRAWN BY: J. JOHNSON
CHECKED BY: S. PAETZEL / T. MOHAGEN
DATE: 01/31/2025

COMPUTER DIRECTORY:
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CONCEPT PLAN
AND ELEVATIONS



2
A200
CONCEPT ELEVATION - SOUTH
1/32" = 1'-0"



4
A200
CONCEPT ELEVATION - EAST
1/32" = 1'-0"

7
A200
CONCEPT ISOMETRIC

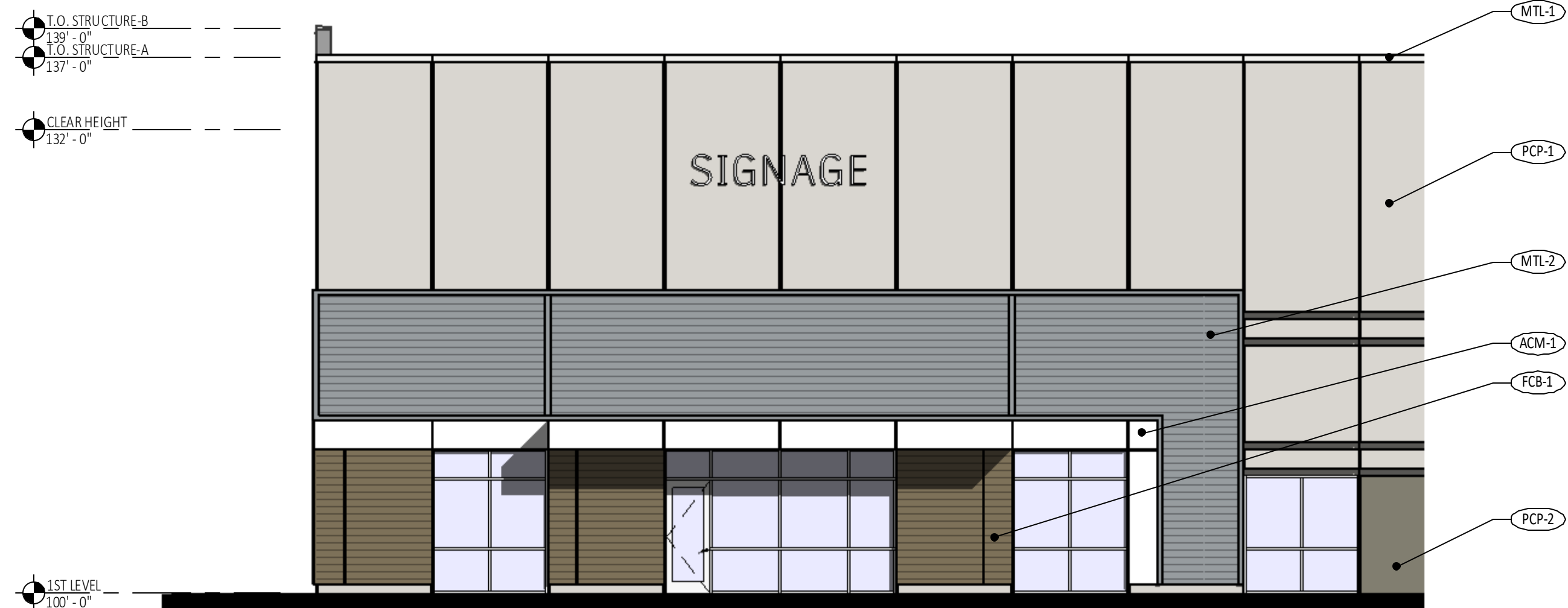
5
A200
CONCEPT ELEVATION - WEST
1/32" = 1'-0"



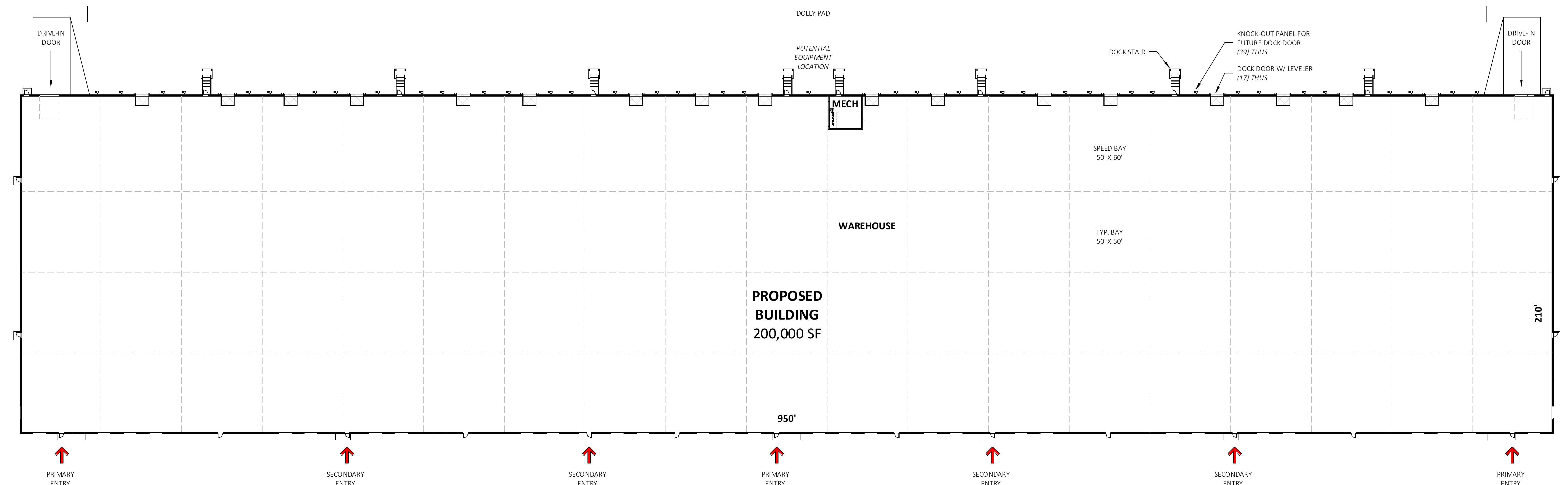
3
A200
CONCEPT ELEVATION - NORTH
1/32" = 1'-0"

EXTERIOR MATERIALS LEGEND

- PCP-1** PRE-CAST PANEL: FABCON.
TYPE: INSULATED VERSACORE+GREEN SANDWICH.
FINISH: STEEL FORM FINISH PRECAST PANEL - PAINTED.
COLOR: TBD.
- PCP-2** PRE-CAST PANEL: FABCON.
TYPE: INSULATED VERSACORE+GREEN SANDWICH.
FINISH: STEEL FORM FINISH PRECAST PANEL - PAINTED.
COLOR: TBD.
- FCB-1** FIBER CEMENT BOARD PANEL: NICHIIHA.
FINISH: WINTAGE WOOD.
COLOR: PREFINISHED TBD.
- P-1** PAINT: SHERWIN-WILLIAMS.
COLOR: TO MATCH PAINT PCP-1 PAINT COLOR.
- P-2** PAINT: SHERWIN-WILLIAMS.
COLOR: TO MATCH PAINT PCP-2 PAINT COLOR.
- MTL-1** METAL COPING AND TRIM: FIRESTONE.
FINISH: UNICLAD.
COLOR: PREFINISHED TBD.
- MTL-2** METAL CONCEALED FASTENER PANEL: FIRESTONE.
FINISH: UNICLAD.
PATTERN: DELTA 16-F RIBBED.
COLOR: PREFINISHED TBD.
- MTL-3** METAL SOFFIT PANEL: FIRESTONE.
FINISH: UNICLAD.
PATTERN: UC-500.
COLOR: TBD.
- ACM-1** ALUMINUM COMPOSITE METAL PANEL: ALFREX OR EQ.
FINISH: FLUSH.
COLOR: PREFINISHED TBD.
- NOTES:**
1. ALUMINUM STOREFRONT / CLERESTORY FRAMES: CLEAR ANODIZED ALUMINUM.
 2. GLAZING: GREY TINT.
 3. PRECAST OPENING AT STOREFRONT: PAINT TO MATCH CLOSEST ADJACENT MATERIAL EITHER PRECAST FACE, MTL, OR ACM.
 4. OVERHEAD DOCK DOORS: PRE-FINISHED WHITE.
 5. PRECAST OPENING AT OVERHEAD DOCK DOORS: PAINT TO MATCH CLOSEST ADJACENT MATERIAL EITHER PRECAST FACE, MTL, OR ACM.
 6. OVERHEAD DOCK BUMPERS: PRE-FINISHED BLACK.
 7. HM DOORS: ALL DOORS TO BE PAINTED P-1, U.N.O.
 8. DOCK STAIRS: ALL DOCK STAIR COMPONENTS GALVANIZED.
 9. CANOPY SOFFIT: ACM-1.
 10. BOLLARDS: PAINTED: "OSHA YELLOW".
 11. SAMPLES: PROVIDE SAMPLES FOR CLIENT AND ARCHITECT TO REVIEW BEFORE CONSTRUCTION.
 12. MOCK-UP: PROVIDE MOCK-UP OF EACH PAINT COLOR FOR CLIENT AND ARCHITECT TO REVIEW ONSITE.
 13. EXTERIOR LIGHTING: SEE LIGHTING CONSULTANT'S DRAWINGS AND SPECIFICATIONS.



6
A200
CONCEPT ENLARGED ELEVATION - SOUTH
1/8" = 1'-0"



1
A200
CONCEPT FLOOR PLAN
1/32" = 1'-0"

ITEM:

EDA Vision

APPLICANT/PRESENTERS:

Jon Sevald, Executive Director

PREPARED BY:

Jon Sevald, Executive Director

BACKGROUND/OVERVIEW:

In 2022, the EDA adopted a Strategic Plan with goals, strategies, and tasks. Goals include:

1. Strengthen the Local Tax Base
2. Encourage Public/Private Partnerships to construct public infrastructure to support quality development
3. Foster Employment growth with strong wage opportunities through attraction of new businesses and expansion of existing businesses
4. Ensure city processes are business friendly and do not create barriers to development
5. Promote the growth of a "City Center" located [at] Territorial Road and Holly Lane Area
6. Explore preservation, reinvestment, and redevelopment possibilities within the Historic Village
7. Provide greater clarity around when and how to use City Assistance for projects
8. Strengthen quality of life within Dayton through enhancement of recreational opportunities
9. Use Economic Development resources to promote a full range of housing choices within Dayton

CRITICAL ISSUES:

Since adoption of the Strategic Plan in 2022, Staff have had limited time and resources to actively pursue Strategies or collect data to measure progress.

RELATIONSHIP TO COUNCIL GOALS:

Planning Ahead to Manage Thoughtful Development
Create a Sought After Community

ROLE OF THE ECONOMIC DEVELOPMENT AUTHORITY:

An EDA member requested that the EDA discuss its Vision.

RECOMMENDATION:

N/A

ATTACHMENT(S):

Historic Village Framework Plan, 2023
Economic Development Strategic Plan, 2022
2040 Comprehensive Plan, Chapter 6: Economic Development, 2022

ROBINSON STREET
STREETSCAPE ELEMENTS
TREES
LIGHTING
SIDEWALKS
PARALLEL PARKING

LOOP TRAIL

PEDESTRIAN WALKWAY

GATEWAY MONUMENT

BAXTER AVENUE
STREETSCAPE ELEMENTS
TREES
LIGHTING
SIDEWALKS
45 DEGREE PARKING

REGIONAL TRAIL
CONNECTION

- SINGLE FAMILY
RESIDENTIAL
- MEDIUM FAMILY
RESIDENTIAL
- COMMERCIAL
- INSTITUTIONAL
- HISTORIC BUILDINGS
- OPEN SPACE

MEDIUM DENSITY HOUSING
TOWNHOMES TYPICAL

VILLAGE SQUARE

HISTORIC VILLAGE
REDEVELOPMENT

HISTORIC MCNEIL PARK

PRESERVE VILLAGE CHARACTER
WITH STREET GRID & NEW
DEVELOPMENT

RIVER OVERLOOK

POTENTIAL PUBLIC PARK

HISTORIC VILLAGE FRAMEWORK PLAN

CITY OF DAYTON 2040 PLAN

City of Dayton, MN

ECONOMIC DEVELOPMENT STRATEGIC PLAN

APPROVED: July 19, 2022



Prepared by:

Ehlers
3060 Centre Pointe Drive
Roseville, Minnesota 55113

ACKNOWLEDGMENTS

The Economic Development Authority of the City of Dayton (EDA) developed this document to ensure a pragmatic approach to growth and economic development throughout the City of Dayton. The EDA is comprised of seven commissioners – two commissioners are City Council members, and five commissioners represent local businesses.

Economic Development Authority Board of Commissioners:

- Scott Salonek, City Council Member
- Julie Gustafson, City Council Member
- Jack Bernes, Business Representative
- Tim Huttner, Business Representative
- Jim Berge, Business Representative
- Vacant, Business Representative
- Vacant, Business Representative

Staff Liaisons:

- Zach Doud, Interim City Administrator/Finance Director
- Tina Goodroad, Former City Administrator

Consultant:

- Jason Aarsvold, Ehlers and Associates
- Keith Dahl, Ehlers and Associates

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Introduction

OVERVIEW

The City of Dayton, Minnesota is a growing community located in the northwest corner of the Minneapolis-St. Paul Statistical Area. It is located at the confluence of the Mississippi River and Crow River and remains largely rural compared to adjoining communities. The United States Census Bureau estimates the City had a population of 8,226 in 2021. This is an increase of about 76% from the 2010 census or a 13% increase from the 2020 census.

The City is seeing strong demand for both residential and business growth given its available land and location within the Twin Cities Metropolitan Area. The EDA is intently aware of its assets, competitive position, and growth potential after the completion of the Dayton Parkway Interchange on Interstate 94. Dayton intends to capitalize on its opportunities and help shape growth over the next several years in a manner consistent with community values. To accomplish this, the EDA undertook an in-depth and intentional strategic planning process for economic development.

This Economic Development Strategic Plan sets forth an achievable, strategic economic development plan for the EDA and City of Dayton. The Strategic Plan identifies specific goals, strategies and actions which build upon unique strengths and distinct characteristics of the City. Each of the goals focus on one or more priorities of the EDA which factor into the economic health and enhanced vitality of the City. The Strategic Plan's purpose is to articulate a set of measurable strategic actions that facilitate development within the City and provide guidance to staff on where to spend their time and City resources.

The Strategic Plan is not meant to be an exhaustive outline, but rather is intended to be a roadmap for guidance and direction. In addition, the plan is meant to be fluid in that it should be reviewed regularly to determine if there is a change in priorities or if resources need to be shifted. A key aspect of this Strategic Plan is to assure the mechanisms are in place to recognize success, big or small, in development and to continuously realign the resources and policies of the City to meet the goals of the EDA.

PROCESS

The EDA initiated the strategic planning process at its meeting on April 19, 2022 with a review of the City's current status. Data was gathered, analyzed, and distilled to conduct a "level setting" planning session with the EDA. Discussions focused on understanding City perspectives, perceptions, and realities, identifying EDA priorities, reviewing roles and responsibilities, and assessing the course of direction for the future. The major themes discussed are presented below as Strengths, Weaknesses, Opportunities, and Threats (SWOT).

Strengths:

- Availability of land
- Proximity to commercial, healthcare, and other services in adjacent communities
- Convenient freeway access with addition of the Dayton Parkway Interchange at I-94
- Geographic location along the Mississippi River and Crow River
- Lots of parks and trails
- Diversity of new and younger families
- Strong local housing market

Weaknesses:

- Cost to construct new public infrastructure
- Maintenance costs of existing public infrastructure
- Lack of convenient access/connections to parks and trails
- High residential tax burden
- Distance to a national or regional airport
- Service and consumer based commercial
- No apparent City Center

Opportunities:

- Preserve and reinvest into the Historic Village
- Expand access to and increase use of outdoor recreational areas
- Collaborate with regional partners to promote Dayton
- Increase marketing efforts to build awareness of development opportunities
- Attract capital intensive industries (i.e. Research and Development)
- Develop a City Center Master Plan

Threats:

- Loss of agricultural land – rural decline
- Staffing levels to adequately provide public services
- Making development decisions to pay debt service
- Financial strain of high tax burdens
- Onerous public approval processes

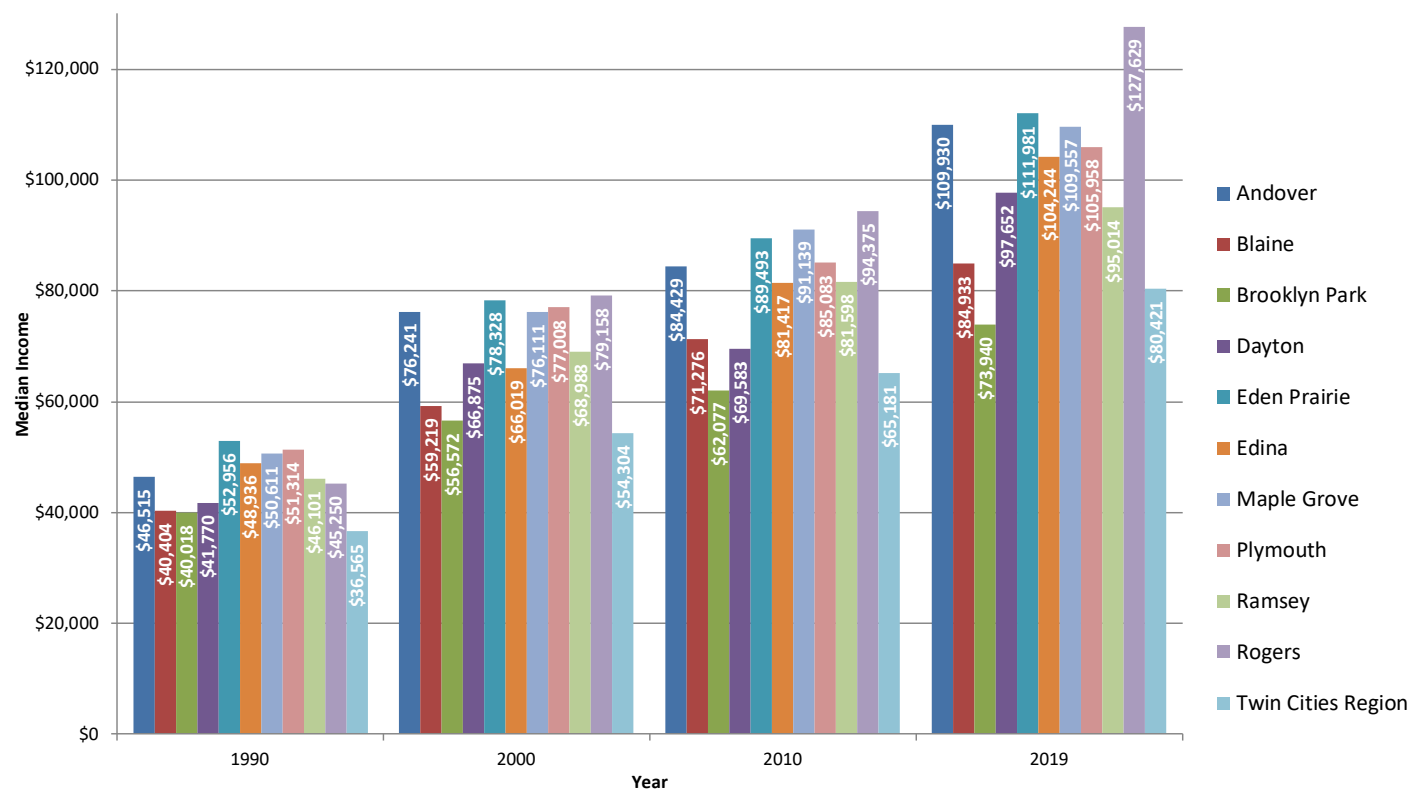
Following the April 14, 2022 meeting, staff took the EDA commissioner’s feedback and began to formulate draft goals for consideration. At its meeting on May 17, the EDA reviewed and revised proposed strategies and came to consensus on the final goals for inclusion in the Plan.

On June 21, 2022 EDA commissioners considered strategies, and action steps for inclusion in the Plan to direct the City’s economic development efforts over the next several years.

Context

EDA Commissioners spent time reviewing data about the City of Dayton to help inform the strategic planning process. The following is information and key “take-aways” provided through the planning process to review these in the context of the metro area, peer cities, and the State.

INCOME



Dayton's median household income increased from \$41,770 in 1990 to \$97,652 in 2019 (134%)

Median household income in the Twin Cities increased from \$36,565 in 1990 to \$80,421 in 2019 (120%)

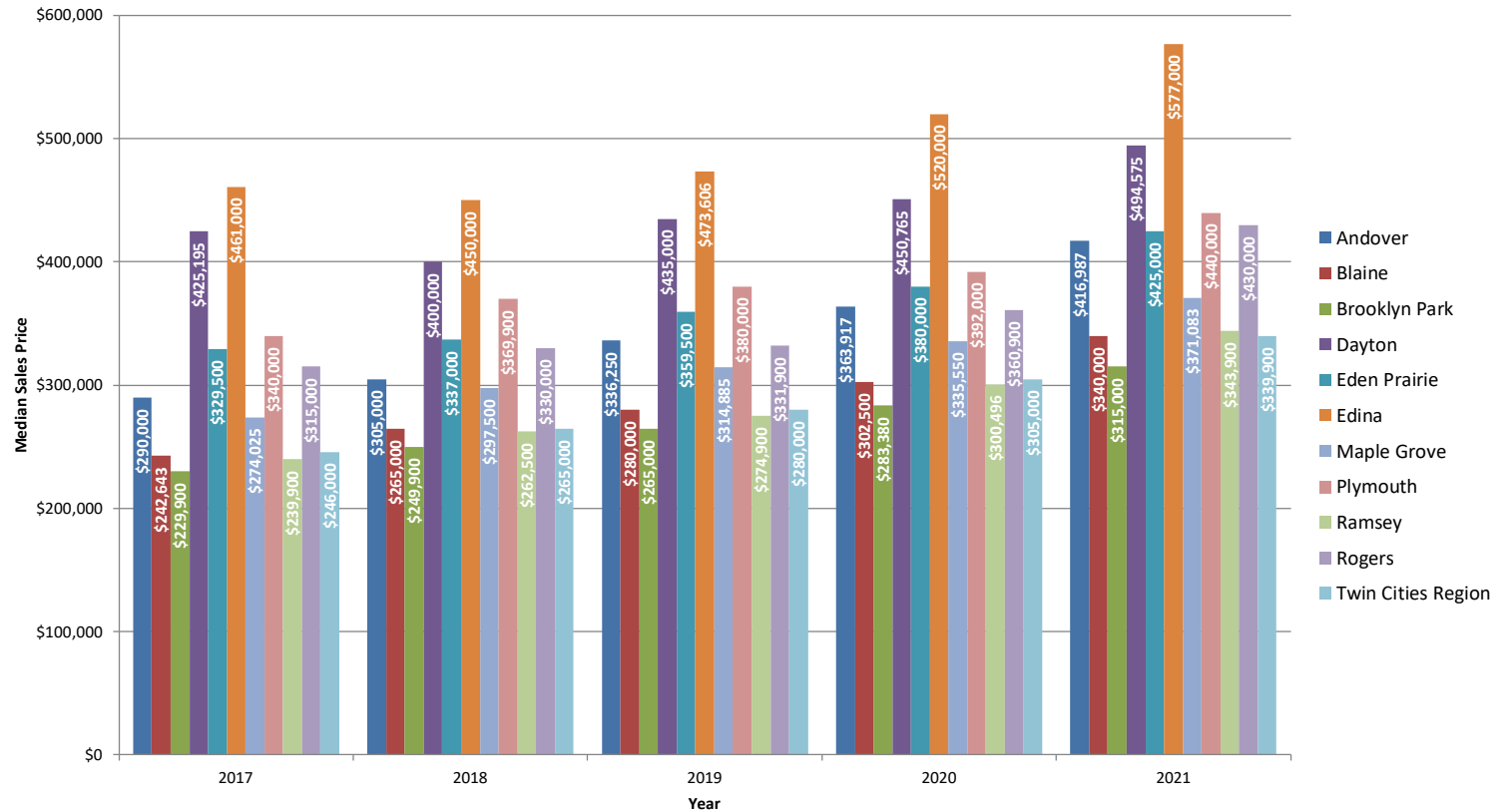
Dayton's median income is growing faster than the Twin Cities region

HOUSING SALES

Dayton's median home sale price was \$425,195 in 2017 and increased to \$494,575 in 2021, which is a 16% increase

The median home sale price in the Twin Cities region was \$246,000 in 2017 and increased to \$339,900 in 2021, which is a 38% increase

Dayton's median home sales price is among the highest of the peer cities reviewed



TAX BASE

Growing the tax base is one of the central goals of any economic development effort. Tracking the growth in Dayton's tax base will be one important way to measure success. Comparing that growth to the state as a whole, as well as other peer communities will help the City understand if the tax base growth is simply inflationary, or if the City's growth is increasing relative to its peers. A strong economic development strategy is one factor that can contribute to tax base growing faster than peer communities. The table below compares Dayton's market value and tax capacity, which are measures of the City's tax base, to the state of Minnesota between 2015 and 2021. While City level data is available for 2023, aggregated State level data is not. Thus, the tables below use 2021 data since it is the latest aggregated data available at the State level.

	Year		Change 2015 - 2021	
	2015	2021	Amount	Pct.
Estimated Market Value				
Dayton	\$509,036,227	\$1,100,677,500	\$591,641,273	116.23%
Minnesota	\$626,900,095,947	\$804,978,906,709	\$178,078,810,762	28.41%
Tax Capacity				
Dayton	\$5,252,308	\$11,629,398	\$6,377,090	121.42%
Minnesota	\$6,502,590,274	\$8,716,666,897	\$2,214,076,623	34.05%

Source: Minnesota Department of Revenue

As the table shows, Dayton's tax base has grown well over 116% since 2015, as compared to the state which has grown over 28%. In addition to comparing Dayton's growth to the state as a whole, it is also beneficial to see how the City is doing relative to its peer cities. The table below compares the growth in market value between 2015 and 2021 amongst Dayton and select peer communities. This comparison is a helpful way to understand whether the City's market value growth reflects the general inflation within the region, or if there may be other factors contributing, such as an intentional economic development effort.

City	2020 Population	Estimated Market Value		Change 2015 - 2021		Market Value Per Capita
		2015	2021	Amount	Pct.	
Andover	32,601	\$2,610,013,669	\$3,685,468,000	\$1,075,454,331	41.20%	\$113,047.70
Blaine	70,222	\$5,339,903,262	\$8,195,586,700	\$2,855,683,438	53.48%	\$116,709.67
Brooklyn Park	86,478	\$5,485,607,651	\$8,458,083,900	\$2,972,476,249	54.19%	\$97,806.19
Dayton	7,212	\$509,036,227	\$1,100,677,500	\$591,641,273	116.23%	\$152,617.51
Eden Prairie	64,198	\$9,096,573,076	\$11,447,364,200	\$2,350,791,124	25.84%	\$178,313.41
Edina	53,494	\$9,893,204,412	\$13,465,932,900	\$3,572,728,488	36.11%	\$251,727.91
Maple Grove	70,253	\$7,741,298,726	\$10,770,851,200	\$3,029,552,474	39.13%	\$153,315.18
Plymouth	81,026	\$9,669,972,231	\$13,897,052,002	\$4,227,079,771	43.71%	\$171,513.49
Ramsey	27,646	\$2,026,693,935	\$3,043,174,200	\$1,016,480,265	50.15%	\$110,076.47
Rogers	13,295	\$1,582,611,852	\$2,348,313,600	\$765,701,748	48.38%	\$176,631.34
Minnesota	5,576,606	\$626,900,095,947	\$804,978,906,709	\$178,078,810,762	28.41%	\$144,349.25

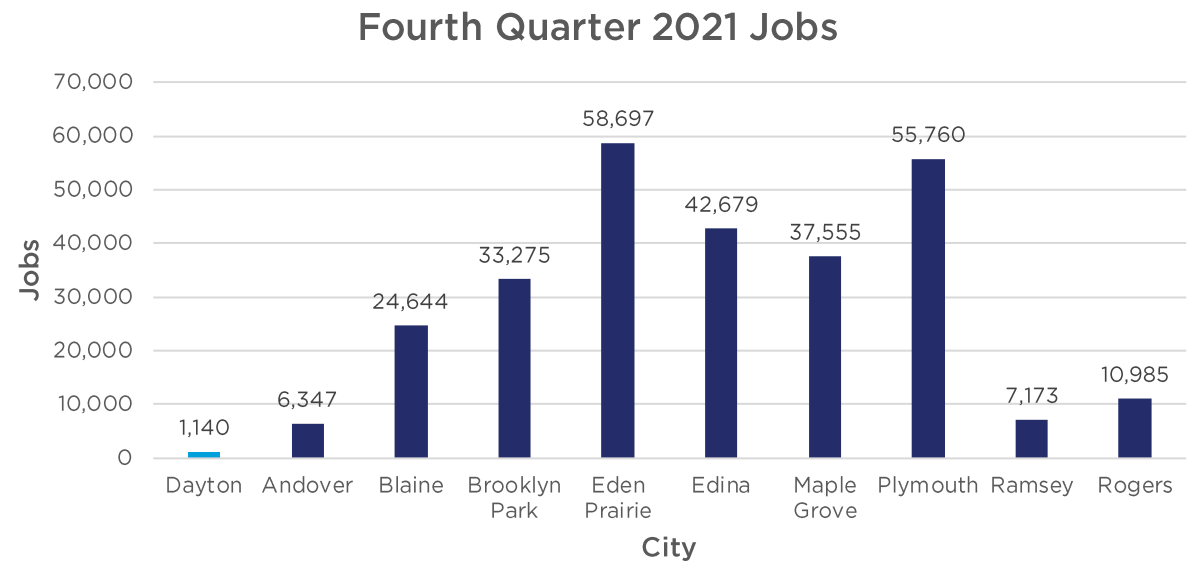
Source: US Census; Minnesota Department of Revenue

Dayton's market value is growing faster than the peer cities reviewed. The fact that Dayton is a growth community with available land, is contributing to this. Total market value is lower than the peer cities, but this presents an economic development opportunity for the City's future. On a per capita basis, Dayton ranks in about the middle for market value among the peer cities reviewed.

EMPLOYMENT

Existence of job opportunities within a community is one indicator of economic strength. Jobs provide opportunities for residents, but they also bring significant economic activity that helps support additional growth in the commercial sector. The table below compares the number of jobs in Dayton to peer cities.

According to the Minnesota Department of Employment and Economic Development's Quarterly census of employment and wages, Dayton had 1,140 jobs in the community as of 4th quarter 2021. This is very low relative to the number of jobs in the peer cities reviewed. Recent development activity as well as a renewed focus on job growth through economic development efforts are expected to narrow this gap in jobs between peer cities.



Resources

Successful implementation of Dayton's Economic Development Strategic Plan will require attention to the balance between priorities and available resources. The amount of work in this plan the City can take on and the timeframe within which it can be accomplished will be a function of available resources. These resources include both money and staff time. There will always be more activities on the economic development wish list than available resources to give them all the appropriate attention.

The City's staff and other financial resources are finite, and it is difficult to create a large enough "war chest" in the short-term to address all the City's needs. The City has relied in the past on the use of some public resources and tools that exist to accomplish its goals and will need to in the future as well.

The primary limiting resource for the City is internal staff capacity necessary to fully execute long-term plans. Done correctly, adding staffing capacity is an investment with a return to the City, not solely an expense. The intent of creating a thoughtful plan is to make sure these limited resources are deployed in a way that meets the City's objectives.



For this reason, prioritizing the City's economic development activities is critical. This exercise in prioritization must be done in the context of the resources available to get the job done. Finding the proper balance will help ensure the City's investment in economic development is achieving the goals most important to the community. If priorities and resources are out of balance, the City will either have trouble accomplishing its goals, or will be investing more than may be necessary. The City will need to continually evaluate its economic development program and funding levels to stay in balance.

This plan contemplates time horizons for accomplishing each goal based on a schedule that uses short term, mid-term, and long-term increments. These time horizons are based on each goal's complexity and necessary level of involvement and resources. The exact date by which each goal will be accomplished is a function of the priority they are given and the City's available staff capacity and resources.

We recommend establishing an annual work plan to address these goals that can prioritize which items are most important and then match the resources necessary to carry out that plan. This plan should be revisited annually, and priorities and resources should be adjusted accordingly.

Economic Development Strategy

GOAL 1: STRENGTHEN THE LOCAL TAX BASE

STRATEGY	ACTIONS	TIMELINE
1.A. Encourage tax base growth and diversification	Meet with economic development partners, such as the local Chamber of Commerce, Hennepin County, Greater MSP, and DEED to inform them of sites, buildings, and EDA economic development initiatives	On going
	Meet with site selectors to understand their needs and ensure Dayton is producing relevant information to provide during site selection processes	On going
	Assemble a list of “available sites” for residential, commercial, and industrial development. Include site specific information about zoning classification, square footage, access to amenities, transportation access, access to utilities, and other pertinent information	Short-Term
	Continually update the list of available sites as sites are developed and new sites become available	On going
	Send a delegation to a Site Selector conference	Long-Term
1.B. Attract capital and job intensive industries	Conduct a sector industry analysis to determine target industries	Short-Term
	Develop target industry profiles that summarize Dayton’s competitive positioning and highlights the benefits of doing business in the city	Mid-Term
	Distribute marketing materials to local and regional partners, including making them available on the City’s website	Mid-Term

1.C. Encourage commercial and industrial property reinvestment and revitalization	Implement a consistent Business Retention and Expansion program to assess existing businesses needs and growth	Long-Term
	Create business assistance grant and/or loan programs that incentivize reinvestment of existing commercial and industrial buildings	Long-Term
1.D. Evaluate financial and staffing resources necessary to accomplish goal		Short-Term

DATA COLLECTION POINTS

1. Measure increased market value and tax base growth
2. Track number of businesses relocating and expanding
3. Track number of site visits to assess businesses needs
4. Identify three or more target industries and produce target industry profiles for each
5. Track google analytics

GOAL 2: ENCOURAGE PUBLIC/PRIVATE PARTNERSHIPS TO CONSTRUCT PUBLIC INFRASTRUCTURE TO SUPPORT QUALITY DEVELOPMENT

STRATEGY	ACTIONS	TIMELINE
2.A. Evaluate new development impacts on underserved or unserved areas	Review property land use guidance for undeveloped industrial and commercial areas within the City to assess future public infrastructure needs	On going
2.B. Coordinate construction of public infrastructure in concurrence with new development	Adopt a development-fee program and other appropriate financing measures, so that new development pays its share of the costs when new public infrastructure is required	Short-Term
	Seek grant funding for public infrastructure needs (i.e., TED and TEDI grant programs through DEED) that position areas for development and have the potential to reduce development costs	On going
2.C. Limit areas of new development to be concentrated around existing public infrastructure to not prematurely expand service delivery areas		On going

DATA COLLECTION POINTS

1. Track the development ratio of public to private funds invested
2. Track total amount of grant funds secured and received
3. Measure length of public infrastructure paid for by the private sector

GOAL 3: FOSTER EMPLOYMENT GROWTH WITH STRONG WAGE OPPORTUNITIES THROUGH ATTRACTION OF NEW BUSINESSES AND EXPANSION OF EXISTING BUSINESSES

STRATEGY	ACTIONS	TIMELINE
3.A. Direct any potential City assistance for higher job density and pay	Update the City's Business Subsidy Policy to ensure applicants are aware of required goals to receive public assistance	Short-Term
3.B. Expand marketing efforts to build awareness of opportunity in Dayton	Create an economic development portion of the City's current website to have economic development information accessible and in a centralized location	Short-Term
	Create a community profile that summarizes Dayton's competitive positioning and highlights the benefits of doing business in the City	Mid-Term
	Publish a list of available incentives the EDA would be willing to consider and/or support if the incentive is through the County, State or Federal government	Mid-Term
3.C. Promote development of existing vacant and underutilized properties	Create business assistance grant and/or loan programs that incentivize reinvestment of existing commercial and industrial buildings	Long-Term

3.D. Evaluate potential commercial and industrial development sites	Assemble a list of “available sites” for residential, commercial, and industrial development. Include site specific information about zoning classification, square footage, access to amenities, transportation access, access to utilities, and other pertinent information	Short-Term
	Continually, update the list of available sites as sites are developed and new sites become available	On going
	Pursue data collection processes that would be useful in determining if an existing business is out growing its space	On going
3.E. Collaborate with local and regional partners to promote Dayton	Meet with economic development partners, such as the local Chamber of Commerce, Hennepin County, Greater MSP, and DEED to inform them of sites, buildings, and city economic development initiatives	On going
	Create a process to push out information to real estate brokers when a site and/or building is ready for development and the owner is willing to sell	Mid-Term
	Communicate local businesses needs identified from BRE to local and regional partners to determine if there is a solution that can be implemented	On going
3.F. Evaluate financial and staffing resources necessary to accomplish goal		Short-Term

DATA COLLECTION POINTS

1. Measure number of jobs created and retained
2. Track average wage levels overtime
3. Track number of businesses relocating and expanding
4. Measure net increase in commercial and industrial square footage
5. Produce a community profile brochure
6. Track number of available sites
7. Track number of website visits and clicks on Dayton's Economic Development subpage

GOAL 4: ENSURE CITY PROCESSES ARE BUSINESS FRIENDLY AND DO NOT CREATE BARRIERS TO DEVELOPMENT

STRATEGY	ACTIONS	TIMELINE
4.A. Conduct an internal audit of existing processes and timelines	Review existing entitlement processes	Short-Term
	Determine if there are any opportunities to streamline approval processes and reduce approval timeframes	On going
4.B. Collaborate with internal and external stakeholders	Hold focus group discussions to obtain feedback	Mid-Term
	Discuss approval processes with recently established businesses	On going

DATA COLLECTION POINTS

1. Review and track approval timelines for developments
2. Conduct two focus groups discussions – one for internal stakeholders and one for external stakeholders

GOAL 5: PROMOTE THE GROWTH OF A “CITY CENTER” LOCATED IN TERRITORIAL ROAD AND HOLLY LANE AREA

STRATEGY	ACTIONS	TIMELINE
5.A. Facilitate development of the “City Center”	Engage property owners to discuss and identify development opportunities	On going
	Review property located in the City Center to determine if there may be any barriers to development (i.e., financial, market based, etc.)	Mid-Term
	Identify opportunities to remove barriers to development	On going
	Create a list of incentives	Mid-Term
5.B. Consider establishing a small area master plan		Long-Term
5.C. Engage developers to determine opportunities for implementation		Long-Term

DATA COLLECTION POINTS

1. Track and report on efforts made to increase marketing efforts around the City Center
2. Complete a small area master plan
3. Track and monitor properties as they become available

GOAL 6: EXPLORE PRESERVATION, REINVESTMENT, AND REDEVELOPMENT POSSIBILITIES WITHIN THE HISTORIC VILLAGE

STRATEGY	ACTIONS	TIMELINE
6.A. Conduct high level redevelopment feasibility analysis	Engage property owners to discuss and identify opportunities for preservation, reinvestment, and/or redevelopment	On going
	Identify financial or market gaps that are barriers to opportunities	Mid-Term
	Identify significant historic buildings and sites that qualify to be certified as historic on the National Register of Historic Places	Long-Term
6.B. Collaborate with the local Chamber of Commerce to attract businesses	Share redevelopment feasibility analysis with Chamber members and engage in open dialogue about the future of the Historic Village	On going
6.C. Consider establishing a small area master plan		Long-Term

DATA COLLECTION POINTS

1. Track and report on efforts made to communicate with property owners and increase marketing efforts related to the Historic Village
2. Complete a redevelopment feasibility analysis

GOAL 7: PROVIDE GREATER CLARITY AROUND WHEN AND HOW TO USE CITY ASSISTANCE FOR PROJECTS

STRATEGY	ACTIONS	TIMELINE
7.A.	Update and expand upon existing business subsidy policy	Short-Term
7.B.	Prepare an application for public assistance	Short-Term
7.C.	Formalize a process for consideration of requests for public assistance	Short-Term

DATA COLLECTION POINTS

1. Update business subsidy policy
2. Create an application requesting public financial assistance
3. Develop a list of available incentives and publish on the economic development subpage of the City's website

GOAL 8: STRENGTHEN QUALITY OF LIFE WITHIN DAYTON THROUGH ENHANCEMENT OF RECREATIONAL OPPORTUNITIES

STRATEGY	ACTIONS	TIMELINE
8.A. Increase access to parks, trails, and outdoor opportunities	Identify opportunities and projects that highlight family-friendly activities, activities for young professional, and ethnic group-related activities to promote a healthy and active lifestyle within Dayton	On going
	Seek local partners (Chamber of Commerce, businesses, adjacent communicates, Hennepin County, non-profit organizations) to help secure private funding	On going
	Promote areas to access local lakes and adjacent rivers	Mid-Term
	Encourage City Council to increase access and connectivity to lakes and adjacent rivers, as well as constructing the West Mississippi Regional Trail and city-wide trail development	On going
8.B. Prepare a “Quality of Life” brochure to promote lifestyle opportunities and benefits for businesses and workers to relocate to Dayton		Mid-Term

DATA COLLECTION POINTS

1. Monitor and track use of public recreational facilities and trails
2. Track park dedication funds and other private funds received from businesses attraction and retention efforts
3. Design and publish a quality-of-life brochure on the economic development subpage of the City’s website

GOAL 9: USE ECONOMIC DEVELOPMENT RESOURCES TO PROMOTE A FULL RANGE OF HOUSING CHOICES WITHIN DAYTON.

STRATEGY	ACTIONS	TIMELINE
9.A. Promote Housing choice	Identify financial or market gaps that are barriers to opportunities	Mid-Term
	Create a list of incentives available through the city	Mid-Term
9.B. Update and expand upon existing business subsidy policy to include conditions for use of public financing to promote housing choice		Short-Term

DATA COLLECTION POINTS

1. Complete inventory of existing housing choices
2. Update business subsidy policy

CITY OF DAYTON
2040 COMPREHENSIVE PLAN
Chapter 6: Economic Development

Introduction

The purpose of this chapter is to identify strategies to increase commercial and industrial development in the City of Dayton. The City is beginning to see an increase in commercial and industrial growth and interest due to the imminent construction of the Dayton Parkway Interchange. However, there are still relatively few commercial and industrial businesses located in the City of Dayton compared to surrounding communities. Major employers in the City of Dayton include ADESA Auto Auction (wholesale vehicle sales), King Solutions (warehouse/distribution), ICA Corporation, and the Anoka-Hennepin School District (Dayton Elementary School). Additional commercial and industrial development will provide additional revenue for the City which currently must rely largely on residential property taxes for revenue. The additional tax base provided by commercial and industrial areas will provide funds for additional City services that will be required as the City grows and reduce the tax burden on residential properties.

Goals and Policies

Goal 1: Increase economic growth and development to encourage services and job growth in the community.

Policy 1: Encourage new development and redevelopment within southwest Dayton around the Dayton Parkway Interchange.

Policy 2: Explore marketing and communication to attract new industrial/commercial development.

Policy 3: Expand neighborhood and mixed-use commercial to support growing residential areas.

Goal 2: Expand and diversify the City's tax base by encouraging new commercial/industrial development.

Policy 1: Directly recruit businesses.

Policy 2: support and promote existing businesses and new businesses that are viable and responsive to the need of the community. Create programs to provide financial assistance to retain existing business and attract new business.

Policy 3: Encourage business owners to remodel, rehabilitate, and enhance building exteriors.

Policy 4: Allow home businesses provided that they are an accessory to the residential use, adhere to the Zoning Ordinance, and do not negatively impact nearby properties.

Policy 5: Maintain and promote the Historic Village as an important commercial opportunity.

Policy 6: Work with the area's Chamber of Commerce to attract new business to Dayton.

Goal 2: Be responsive to market changes and regularly review Land Use Designations to ensure we are flexible to these changes.

Policy 1: Complete a market study in the interchange area and update market studies when necessary to update the City's data and be responsive to market change trends.

Economic Assessment

This section is designated to analyze the current economic status for the city and to provide insight into potential advancement for the City's economic future. The Dayton Parkway I-94 Interchange will provide access to job opportunities in Dayton, and future land use designations will accommodate more positions for career advancement, financial growth, and economic gain.

Population

Table 6.1. Population, Households, and Employment

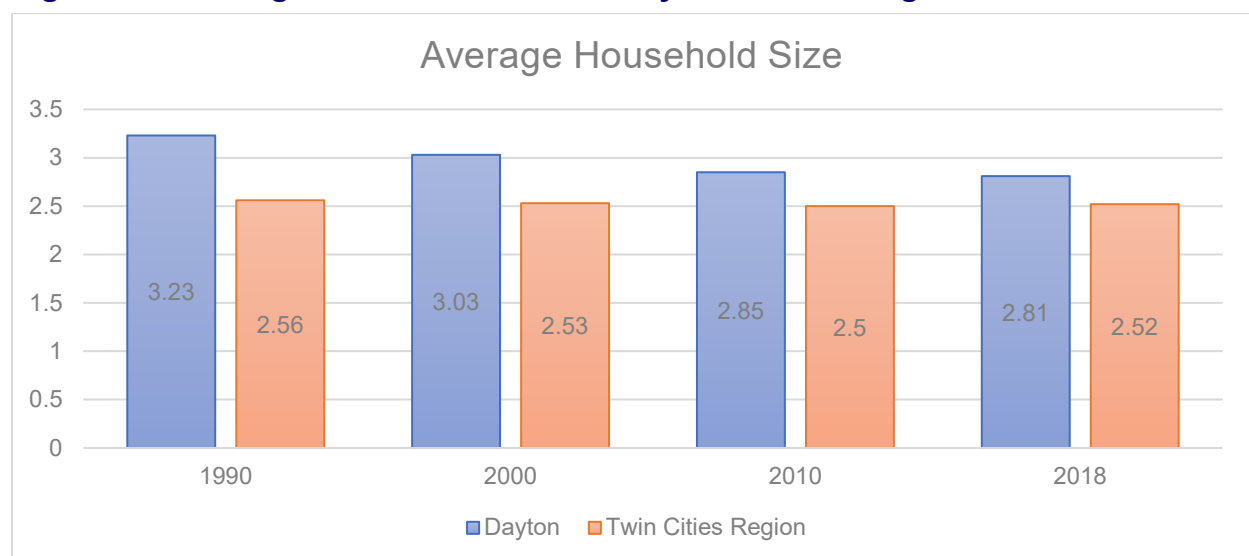
Forecast Year	Population	Households	Employment
2010	4,617	1,619	921
2018	6,072	2,158	1,230
2020	5,900	2,000	2,000
2030	7,900	3,200	2,490
2040	10,400	4,400	3,000

Source: Metropolitan Council, Community Profiles and Annual Population Estimate

Dayton grew by just more than 300 people from 1990 to 2000. In the past several years, the City has experienced more rapid growth. The Metropolitan Council forecasts the City to have a population of 5,900 in 2020, 7,900 in 2030 and 10,400 in 2040. The City is currently outpacing Met Council forecasts for 2020.

Household sizes in the region have been falling since 1990. Dayton is similar in this regard. While Dayton has historically had larger average household sizes than the region as a whole, lifestyle changes, and growing number of older residents has contributed to a fall in household size through the years. See the figure below.

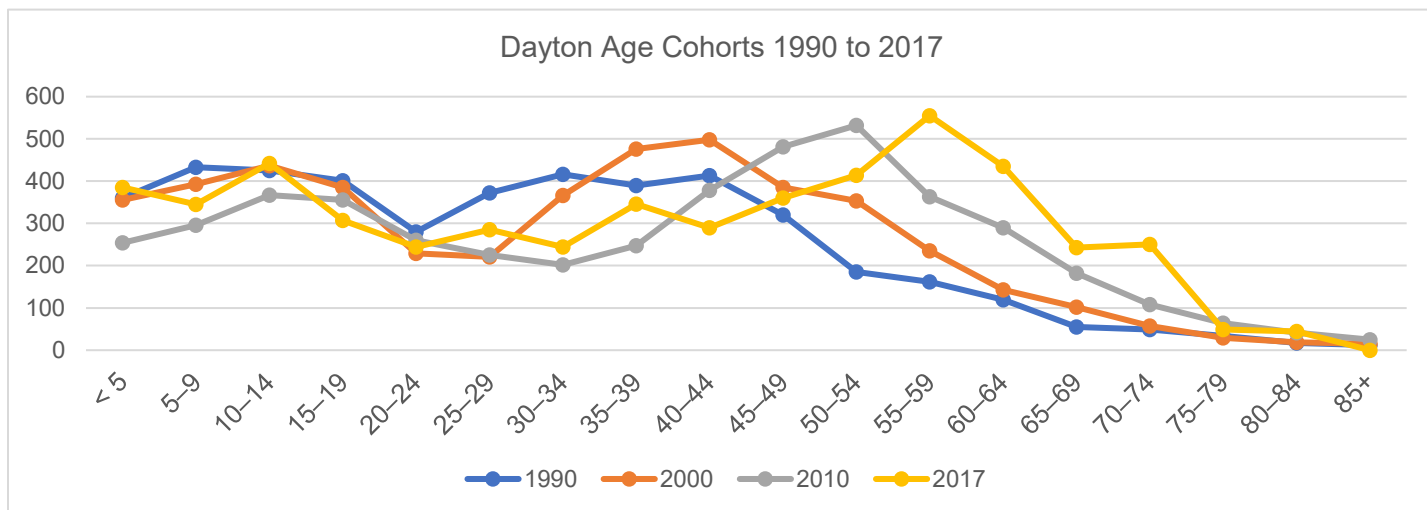
Figure 6.1. Average Household Sizes in Dayton and the Region 1990 to 2018



Source: Metropolitan Council, Community Profiles and Annual Population Estimate

Dayton has seen an increase in retirement aged residents and a decline in age cohorts below the age of 25 since 1990. The growth in population of older adults may contribute to differing housing and service needs. See figure below to see the age trends graphically.

Figure 6.2. Age of Population in Dayton 1990 through 2017



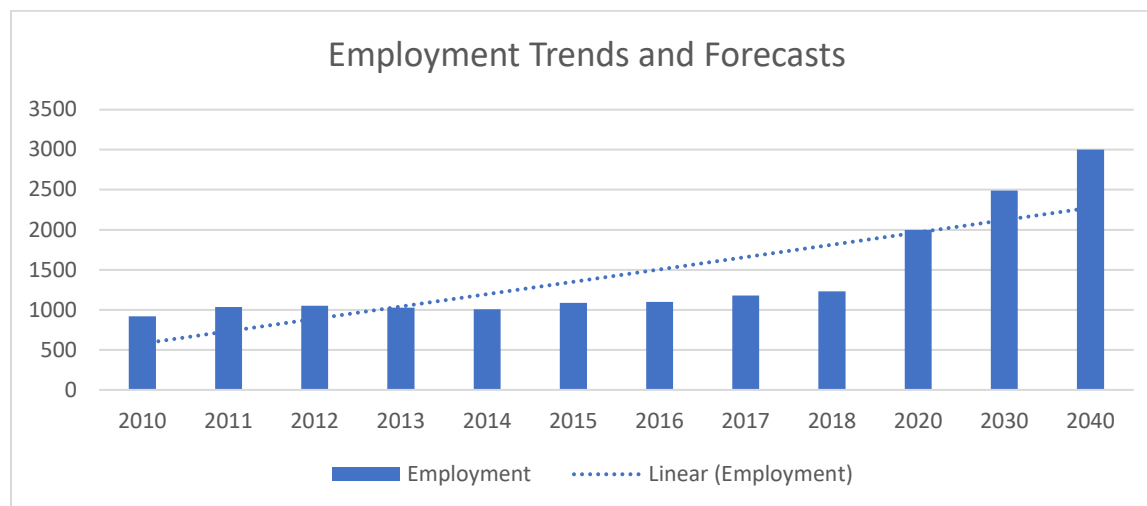
Source: Census 1990, 2000, 2010, and ACS 2013-2017.

As population and households grow, it is important to facilitate economic growth to continue to expand services to a variety residents and household characteristics.

Employment

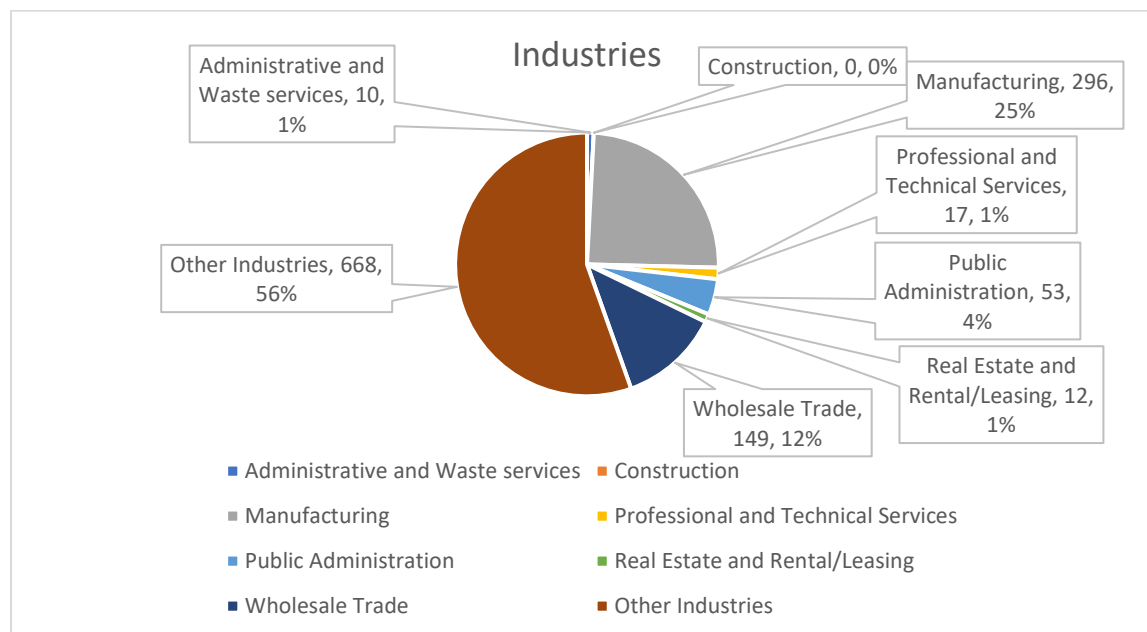
Employment in the City of Dayton has been steadily on the rise for the last two decades, but employment is expected to spike with the development of new industrial and commercial properties. As population rises and the Dayton Parkway Interchange area becomes more attractive to future businesses, the City will experience growth in industrial and commercial tax bases. Figures 1 shows a relatively stable employment number near 1000. Since 2016 Dayton has seen expansion in industrial businesses and a growth.

Figure 6.3. Employment in Dayton



The largest employers in Dayton are in wholesale trade and manufacturing following by public administration. Most retail and professional service employment opportunities exist in developed cities such as Maple Grove and Champlin. Figure 2 shows the percentage of employment by industry within Dayton.

Figure 6.4. Employment by Industry



Daily Commute

Many of Dayton's residents commute to their jobs outside of the community, while only approximately 85 employees reside and work in the City. A large portion of other employees live in nearby communities such as Maple Grove, Rogers, and Champlin. Table 1 below provides insight into the city's workforce and their residences. The majority of Dayton residents have a commute distance of between 10 and 24 miles, most commuting to Minneapolis. Dayton could be considered an exporter of workers.

Table 6.2. Commuting

Top 10 Work Places of people who live in Dayton	
Work Places	Workers
Minneapolis	330
Maple Grove	188
Plymouth	175
Rogers	134
Brooklyn Park	126
Dayton	85
Anoka	83
St. Paul	81
Eden Prairie	68
Coon Rapids	65
Other	905

Top 10 Residences of people who work in Dayton	
Residences	Workers
Dayton	85
Maple Grove	77
Brooklyn Park	65
Champlin	50
Rogers	49
Minneapolis	44
Coon Rapids	43
Blaine	35
Ramsey	30
Plymouth	29
Other	280

Source: Metropolitan Council and US Census Bureau, 2017

As Dayton's population continues to grow, the City can expect to see a gradual increase in services and retail which cater to residents in Dayton.

Economic Development Strategies

As the City of Dayton grows, demand for commercial and industrial development will increase to promote economic growth. The construction of the Dayton Parkway Interchange will significantly improve access to the city making it a more desirable location for commercial and industrial development. The city has already zoned the much of the surrounding area for industrial, mixed use and business park land uses. Several industrial users have recently located at the Wicht Industrial Park. The French Lake Industrial Park development has also seen increased development with the relocation of Spears Manufacturing to a new facility. The proximity to I-94, available developable land, and need for new industrial spaces in the North West region puts Dayton in a positive position to provide for residents and the region with an industrial space (construction, manufacturing, warehousing).

Recent Business Development

French Lake Industrial Center:

The industrial complex being development by Liberty has an approximate buildout of 1.84 million square feet of industrial/warehousing space. Spears Manufacturing was the first user of the development moving in in 2019. Spears is constructing building A. See Figures 3 and 4 below showing the site and building.

Figure 6.5. French Lake Industrial Center Site Plan

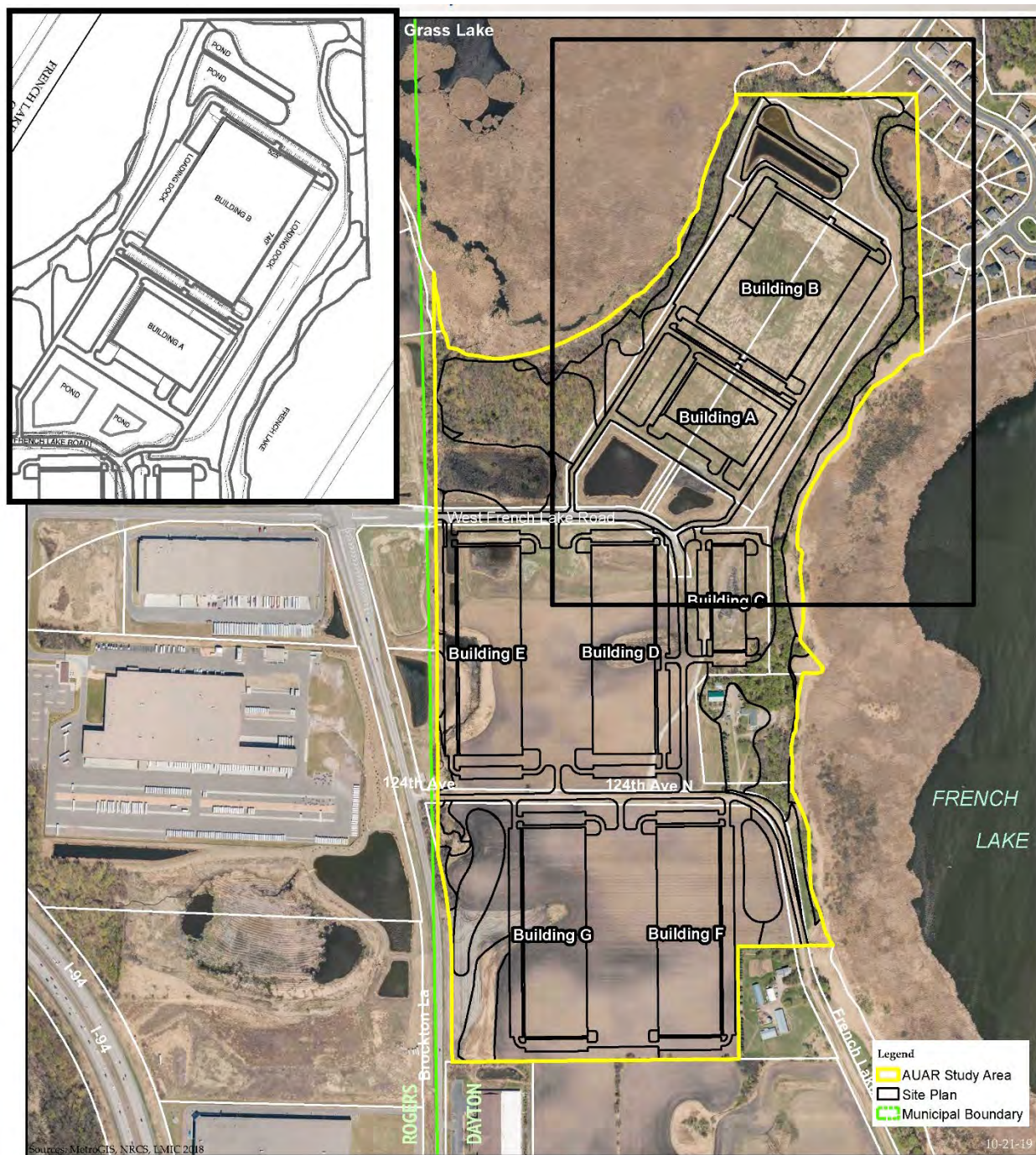


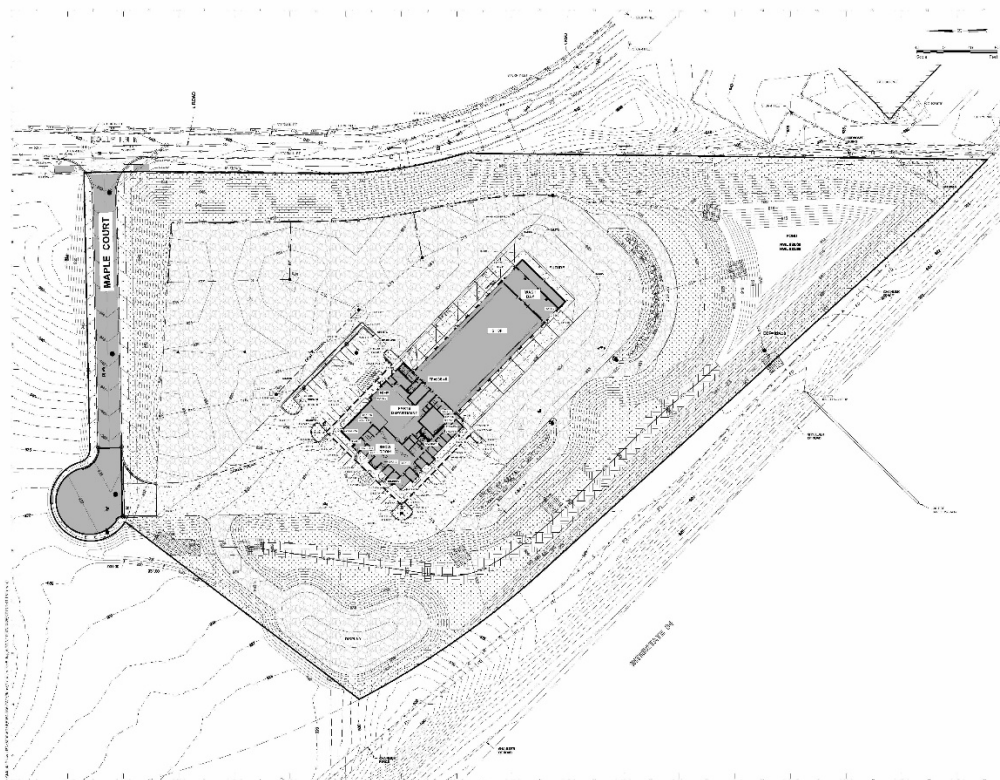
Figure 6.6. Spears Manufacturing



RDO Equipment Co.

RDO has started construction adjacent to the Dayton Parkway interchange. RDO is a construction equipment repair and sales facility for John Deere and Vermeer. The building is approximately 44,000 gross square feet. See figure 5 to see the site plan for the RDO Complex.

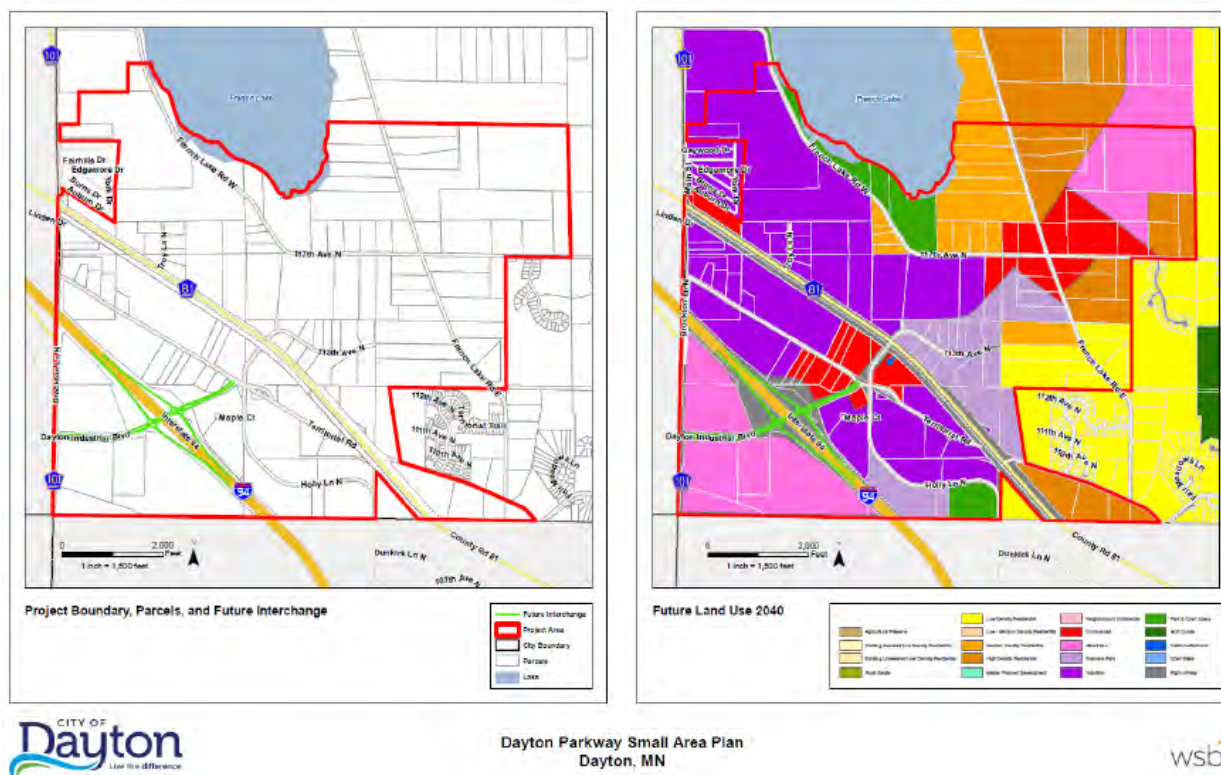
Figure 6.7. RDO Site Plan



Future Development

The City endeavored to have a transparent process for residents, business owners, commission to prepare for the anticipated changes due to this new access the City is completing a market study and small area plan of southwest Dayton to be completed summer of 2020. Based on results of this planning small adjustments in land use may be necessary to best position Dayton for new development. See figure 6 depicting study area.

Figure 6.8. Market Study Area



Increased industrial development will diversify the city's tax base, decreasing the tax burden on residential properties. An increased tax base will also allow the city of Dayton to provide the level of services residents expect. Additionally, the provision of municipal sewer and water services will provide for increased housing opportunities in the city. The increase in housing units will create additional demand for commercial growth. Commercial opportunities could include convenience store, grocery, and professional services.

Future Land Use

The City's Future Land Use Plan identifies appropriate locations for business park, industrial, and mixed uses to accommodate these target markets and to respond to the city's goals to create areas for industrial and commercial expansion within the city's growth areas that are accessible to public infrastructure and transportation and to attract and encourage new light industrial, office-industrial, high tech, and professional services. Dayton also include opportunities within a town center, and a Park and Ride near Dayton Parkway. Additional provision of mixed-use areas near the I-94 corridor is intended to provide the City flexibility in attracting a mix uses and to be responsive to market changes. All of these features will provide residents greater access to the metro area, and create tax revenue for the city. Typical development intensity for non-residential development is 50% of the site area dedicated to

buildings.

The City will continue to ensure that the Land Use Plan and Zoning Ordinances accommodate economic development markets. The City should continually evaluate market conditions and update the Land Use Plan and Zoning Ordinances periodically in response to updated market information.

Promote Quality Development

After the Comprehensive Plan is finalized, the city will update its Zoning Ordinance to be consistent with the Comprehensive Plan. The revised ordinance will update design standards for new business development including: architectural guidelines for retail development, standards for quality building materials for commercial and industrial development, and site planning requirements that incorporate quality landscape features for both commercial and industrial development as well. These design standards will address plan policies for commercial and industrial areas such as creating a cohesive identity for Dayton commercial areas, creating performance standards for all commercial areas including building and signage design guidelines, street scaping, and inclusion of green space, paths, and sidewalks to connect commercial areas to neighborhood. Ordinances will also help to maintain and promote a positive image of industrial and commercial areas.

Marketing the City of Dayton

As Dayton grows, the City will continue to expand services related to Economic Development. The City should continue to evaluate its employment needs to ensure that experts in Economic Development are contract or hired to continue to attract new economic growth to the City. The City will continue to market strengths and opportunities to potential businesses.

In the short-term (prior to creating an Economic Development department), information on infrastructure improvements and the availability of commercial and industrial land will be shared on the city's website and through other means, such as periodic written reports on economic activity in the City. The city's Economic Development Authority, I-94 Chamber of Commerce, and city staff and leadership should work together to share information and develop additional marketing opportunities. These groups should work together to identify and capitalize on existing opportunities and identify additional opportunities for the community. These marketing efforts will also address the city's policy to develop a marketing plan and strategy aimed at creating an industrial identity that will help recruit business and industry to Dayton.

Establish Financial Incentives

There are a number of financial incentives available to the City of Dayton to offer potential businesses who may locate within the City and to retain existing businesses looking to expand or invest in their property. Several options available to the City are identified below. The City's Economic Development Authority should evaluate which options would be most appropriate for the City of Dayton. This strategy responds to the City's policies and goals to support and promote existing business and new business that are viable and responsive to the needs of the community and to identify or create programs to provide financial assistance to retain existing business and attract new business. The following financial tools can be used or encouraged by the City:

Table 6.3. Finance Tools

Tool	Uses
Tax Increment Financing (TIF)	Land acquisition, site prep, parking, public improvements through GO Bonds. Can be used for redevelopment, renewal and renovation, housing, and economic development
Tax Abatement	Simpler than TIF, acts like a rebate where the property owner can retain its property tax revenue for key development activities through GO Bonds. May be best suited for existing properties and redevelopment or rehabilitation.
City Revolving Fund	The city could create a revolving loan fund for new and expanding businesses to finance equipment and/or real estate with the purpose of increasing the local tax base
Grants	Livable Communities Grants (LCA): used to link transportation, housing, and tax base revitalization. DEED Grants to fund infrastructure and rehab, or redevelop.

Support Existing Businesses

The city recognizes the importance of maintaining its many valuable existing businesses located within the community. These businesses provide important services and jobs to Dayton residents and the region. The city will work with the Dayton EDA to identify the needs of existing businesses to achieve and maintain a healthy business climate. Open communication between the city and business owners is essential to establishing a strong and mutually beneficial relationship between the city and businesses owners. The city should pursue ongoing communication efforts with Dayton businesses owners to understand the needs and issues facing business owners and better understand barriers to business expansion and assist businesses to overcome these barriers. Additionally, financial assistance options discussed above for new businesses will also be made available to existing businesses where appropriate to encourage business investment and expansion in the City.

Dayton - Elevate Hennepin 1:1 Advising 2024 snapshot

Businesses
receiving
service

5

2024

10

Since Q4 2020

Hours of
assistance

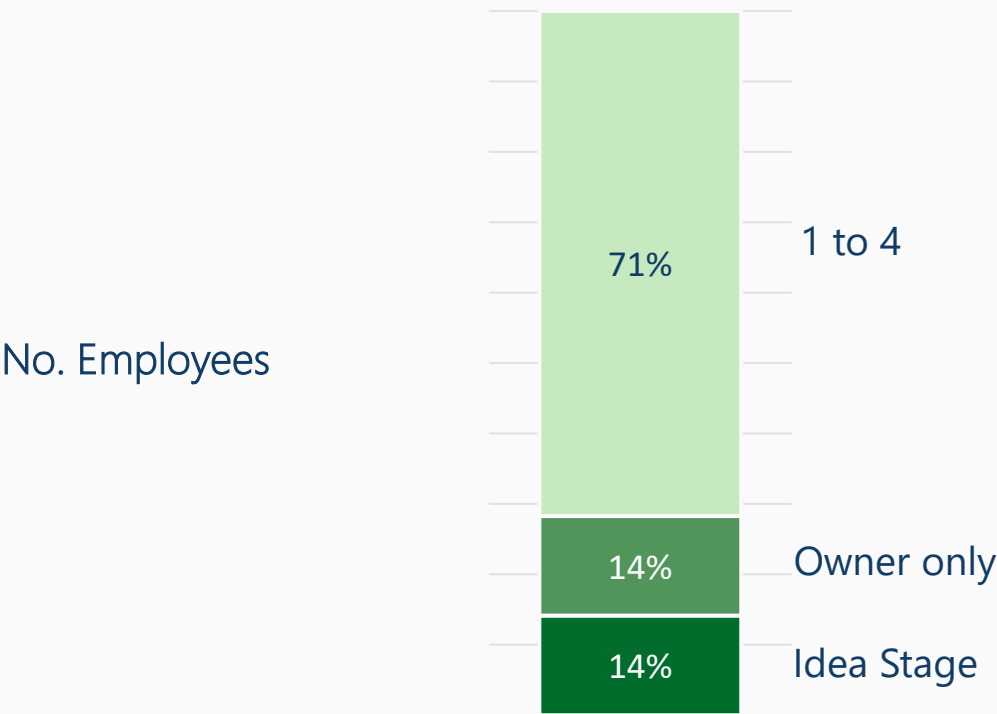
141

2024

181

Since Q4 2020

Business data (since January 2023 / n = 7)



Hours by top vendors
(since January 2023)

Kharis Consultants	46
Khoo Consulting	45
Technologist Computers	27
AM & Associates	25
Asian Media Access	21

Total hours = 165



Elevate Hennepin™

February 2025 Impact Report

Impacts generated between November 2020 – December 2024



Curated hub for relevant small business resources, including professional consulting provided by 30+ Elevate Hennepin advisors

One stop for business consulting, vetted resources, current events, and group learning programs offered throughout the metro region

www.elevatehennepin.org

Currently available for all Hennepin County businesses and aspiring entrepreneurs



Gilberto Diaz, Founder
Luro Boots - Bloomington



Established

Second stage
(10-99 employees)

CEO  Next™

Early growth
(1-9 employees)

HR  Next



Early stage

CEO  Now™

Startup

CEO  Start™

Emerging

CEO  Start™
Bootcamp

Idea

Advisor Network

Hennepin County contracts with 40 Business Advisors to provide cohort learning opportunities, professional consulting services, and 1:1 business advising – all at no-cost to local businesses.

- A&M Associates
- Antonelli & Associates
- Backpocket Strategy
- Better Business Bureau
- Certified Access
- Clear Talk Accounting
- ConnectUp!
- Co.Starters
- Davis Law Office
- Dendros Group
- Digital Synergy
- Edward Lowe Foundation
- Field Guide Inc.
- Hack the Gap
- Hortensia Law Office
- IFRI-TRYV
- Impact Hub
- Interise
- JLLB Media
- Khoo Consulting
- Latino Economic Development Center
- Led by Truth
- LegalCORPS
- MCCD: Open to Business
- MniSota Fund
- Monica Data
- MB Mentors
- NewPublica
- NextStage
- Sigma Consulting
- Simon Says HR
- Small Business Dreambuilders
- Software for Good
- Springboard for the Arts
- Technologist Computers
- The Coven
- TruLegal
- Victor Jones Consulting
- Whip-Smart
- Women Venture



"It is not an exaggeration that Elevate Hennepin advising is changing lives!" Kathy Hanson, Backpocket Strategy

Areas of support

- Access to capital
- Accounting
- Business strategy
- Certification
- Financial management
- Human resources
- Idea stage
- Legal
- Marketing
- Technology

Elevate Hennepin Reach

As of December 2024

Bi-weekly newsletter

10,100 subscribers

42% open rate

Website traffic

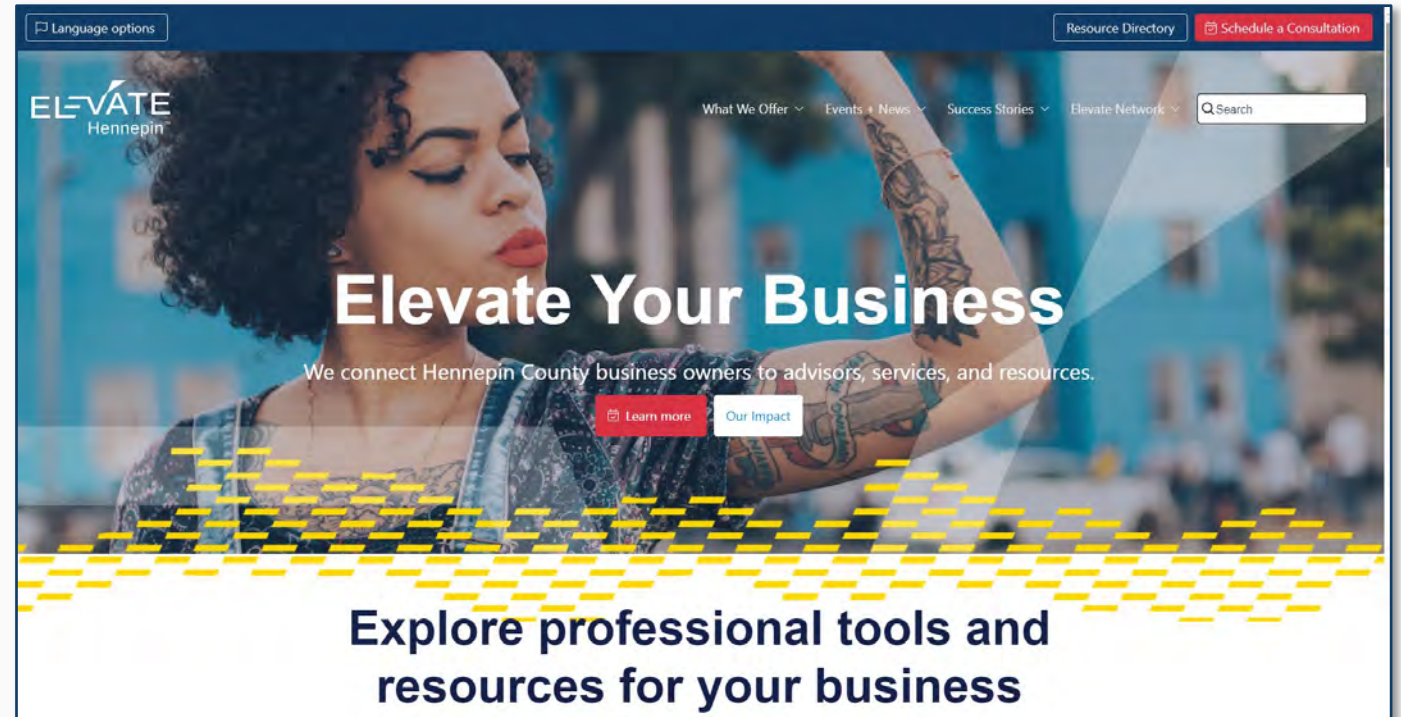
50,000 users (2024 full year)

Social media

215 Facebook followers

325 Instagram followers

803 LinkedIn followers



Elevate Hennepin Overview

2020 Q4 – 2024 Q4

3,262

businesses
served through
Elevate
HennepinSM

41,712

hours of
consulting
services
provided

13

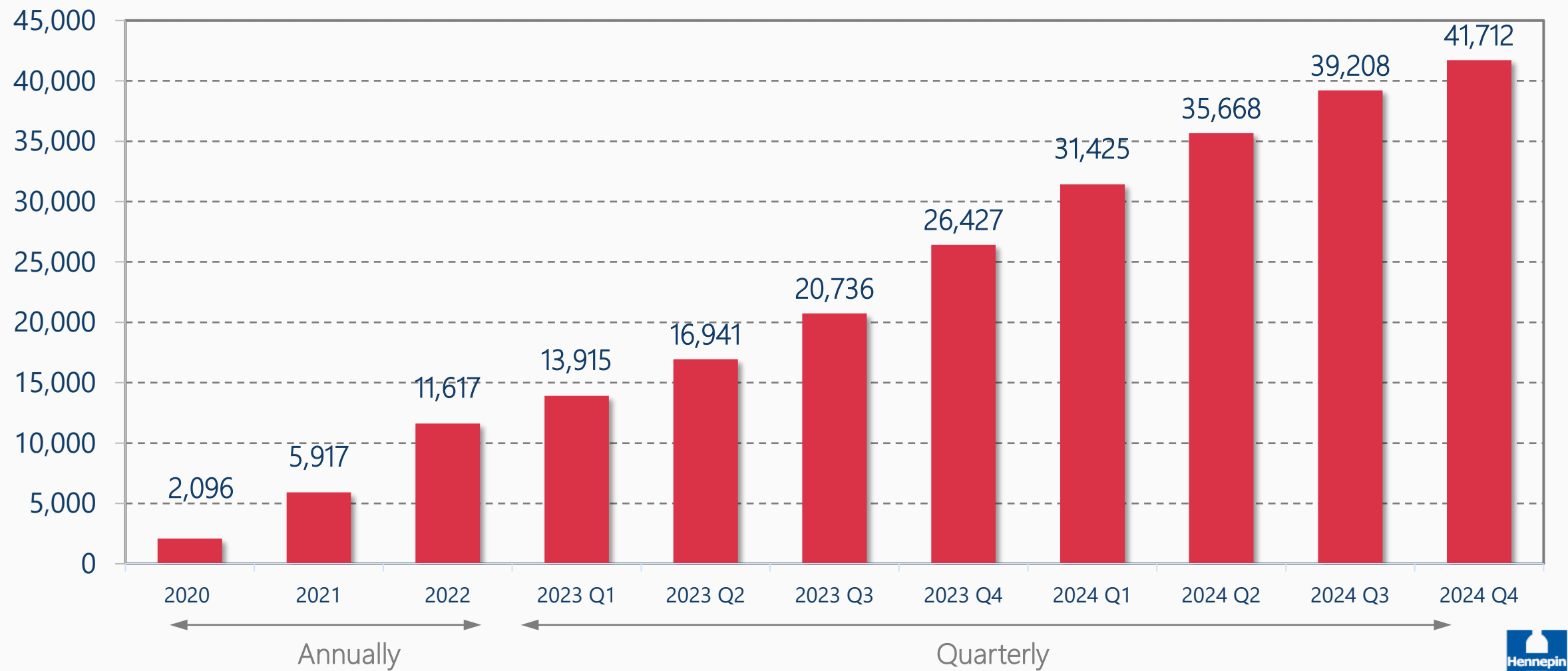
average hours
of service per
client

38

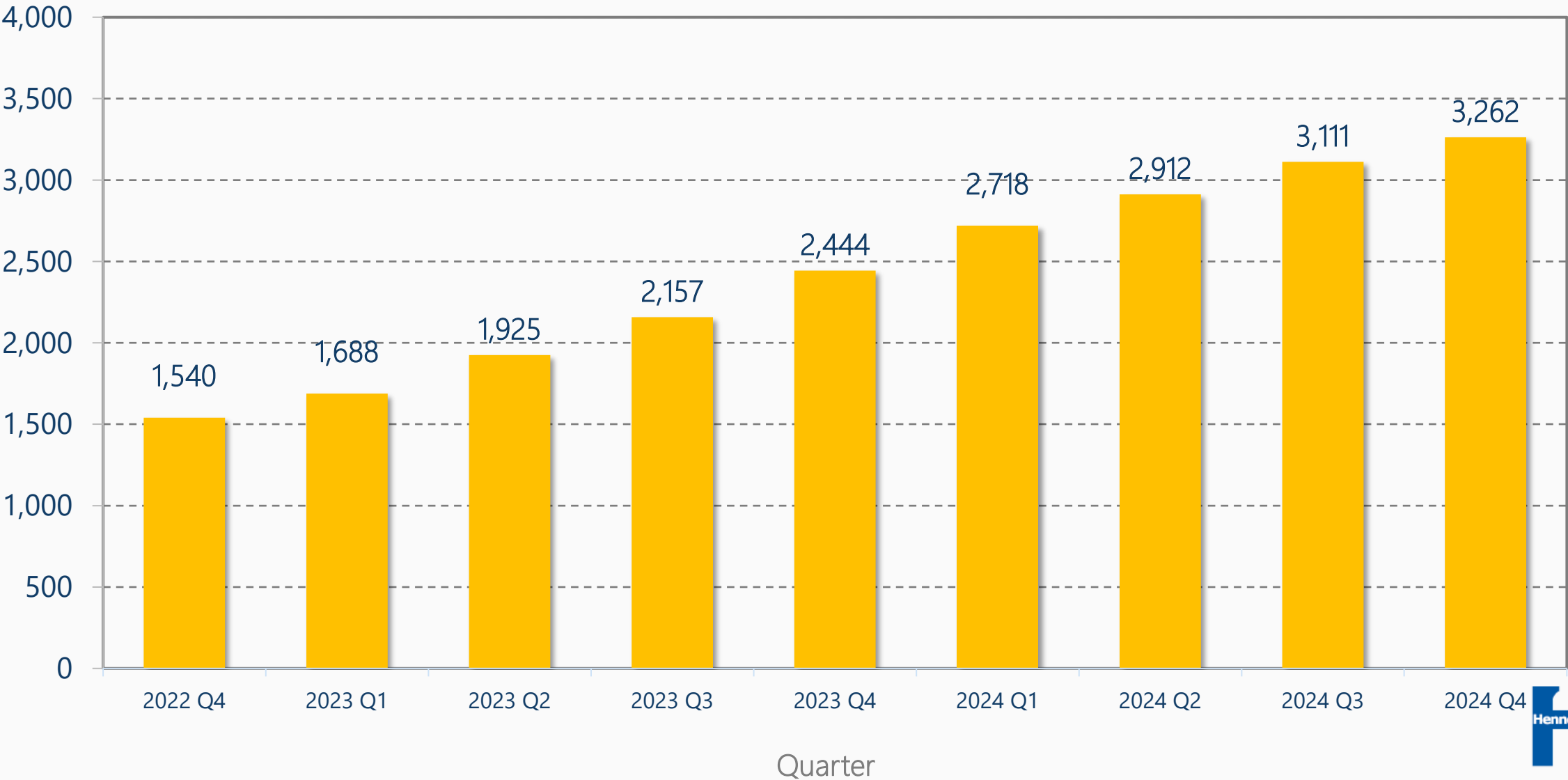
Hennepin
cities
represented

January 2025

Cumulative hours of technical assistance



Cumulative number of businesses served



Financing results

2022 – 2024



Financing

\$35.8 million

156 businesses

63%

Financing to
entrepreneurs of color

41%

Financing to
women entrepreneurs



Jobs

688 jobs

150 businesses

82%

Jobs at businesses by
entrepreneurs of color

33%

Jobs at businesses by
women entrepreneurs



Businesses Launched

222

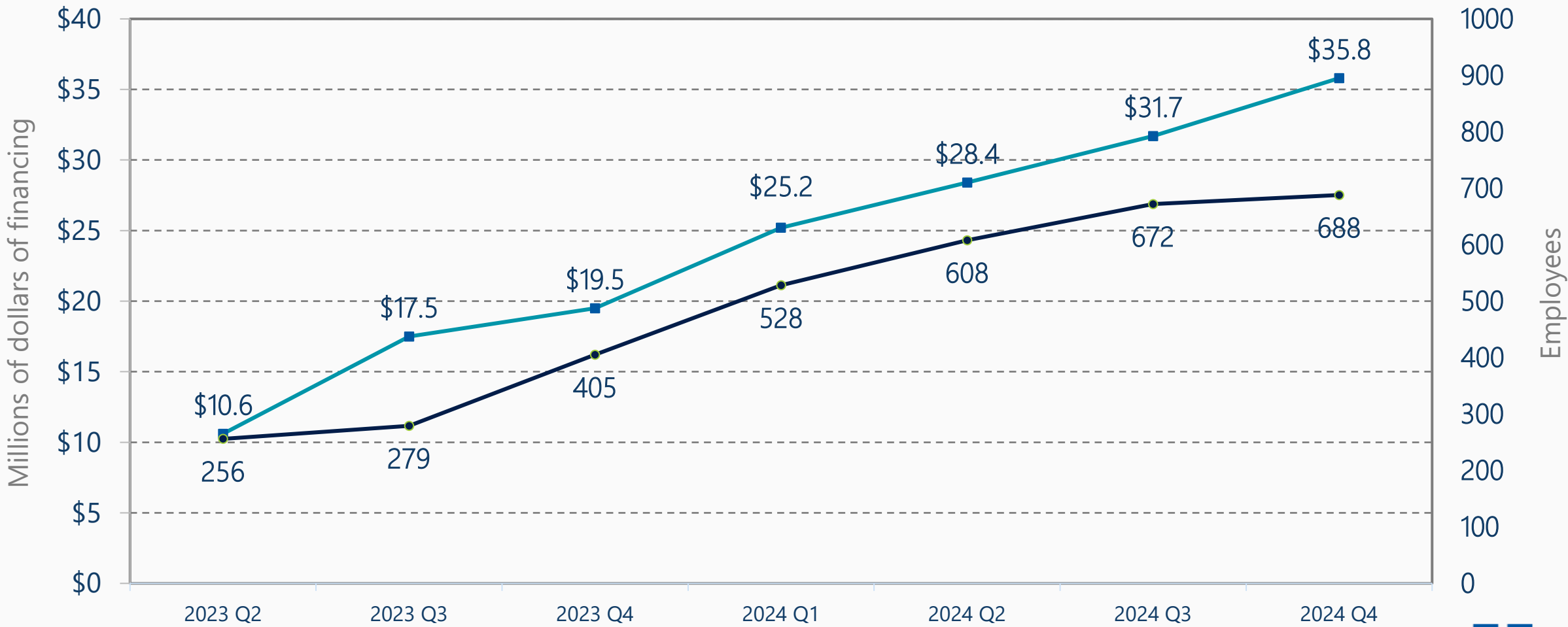
72%

Started by
entrepreneurs of color

63%

Started by
women entrepreneurs

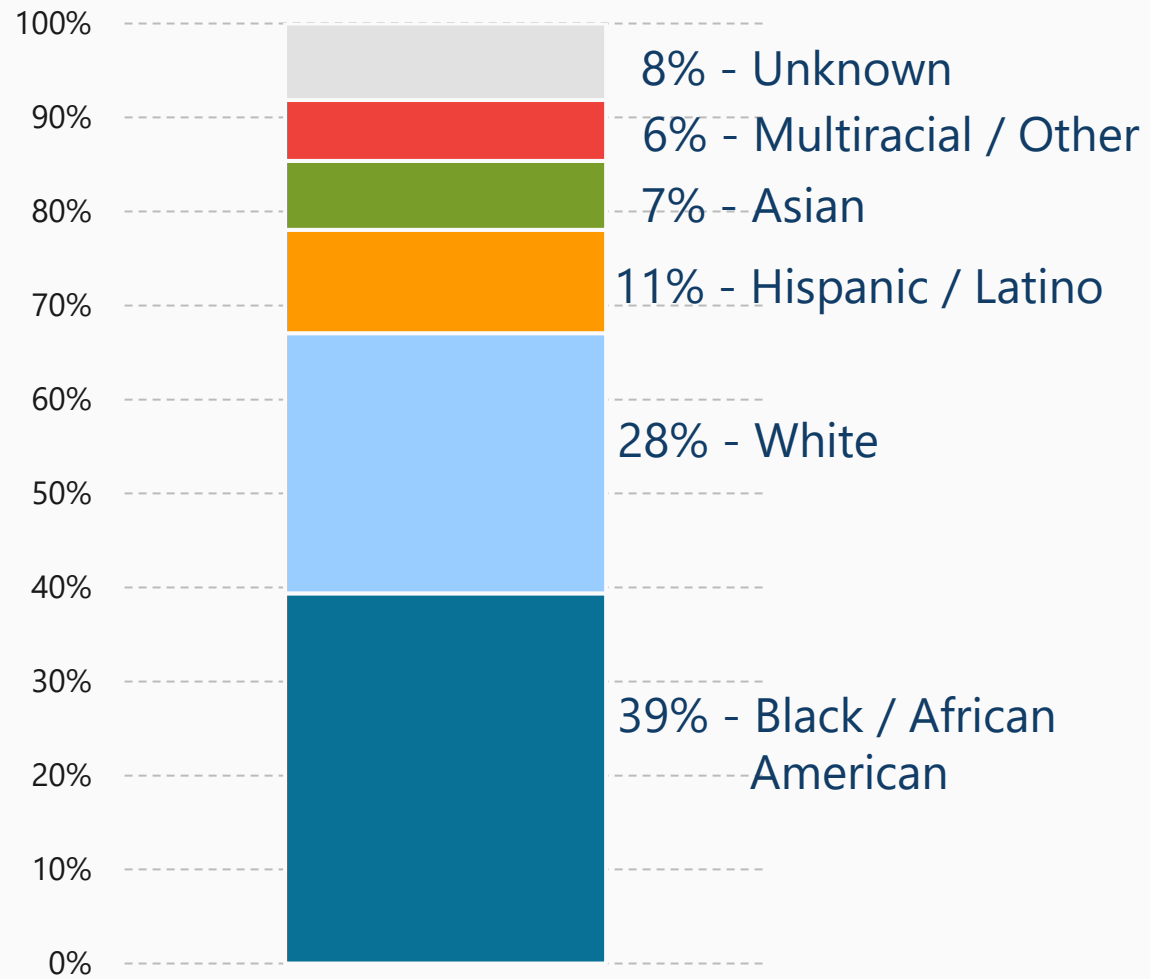
Cumulative financing and jobs created



Demographic characteristics

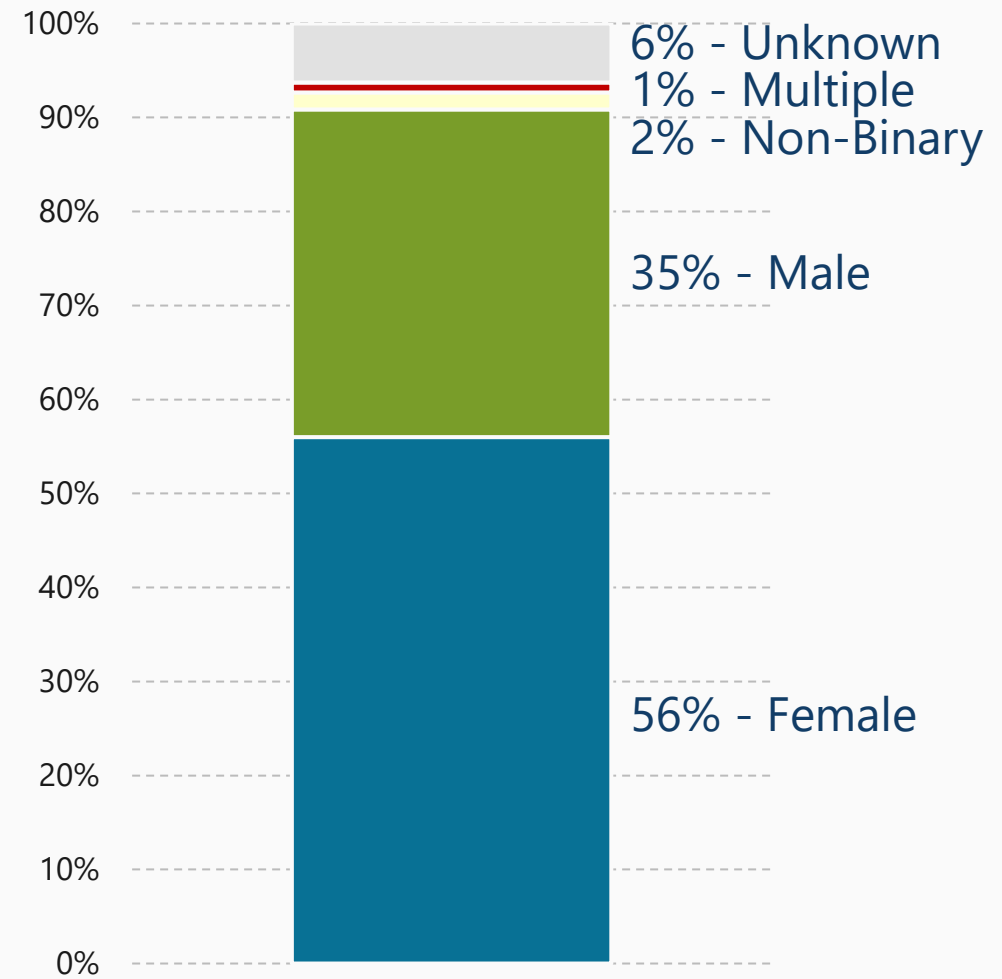
2023 – 2024

Race / Ethnicity of Business Owner

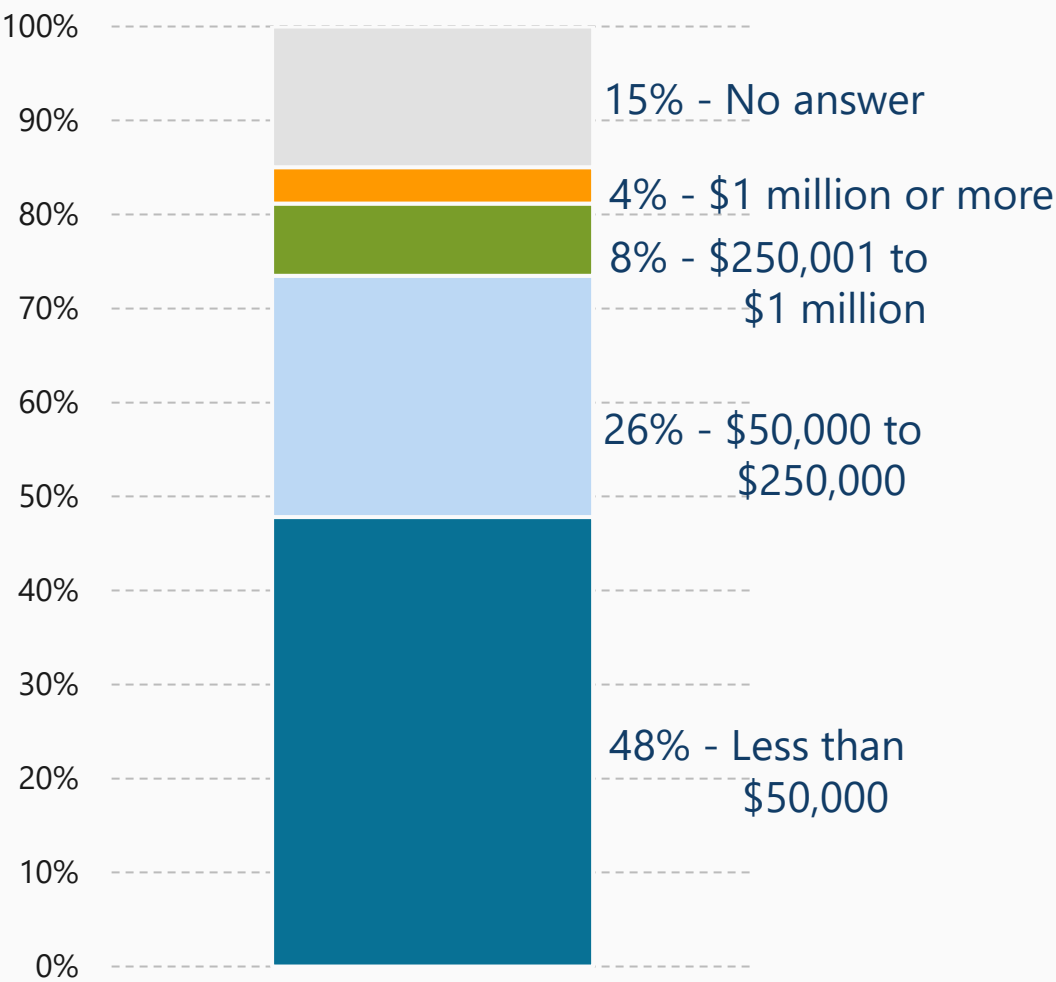


Total = 1,991 businesses

Gender of Business Owner

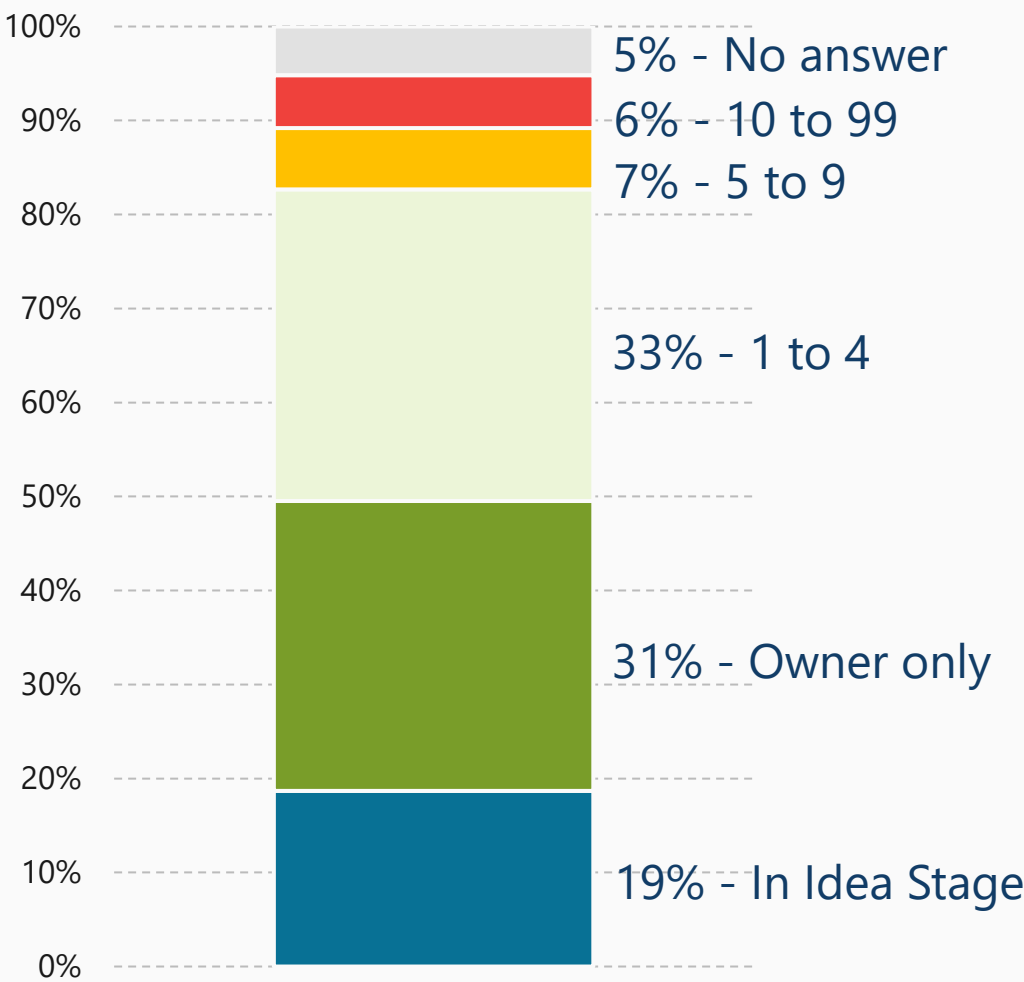


Business Size - Gross Sales



Total = 1,991 businesses

Business Size - Employees



Location of businesses served

2020 Q4 – 2024 Q4

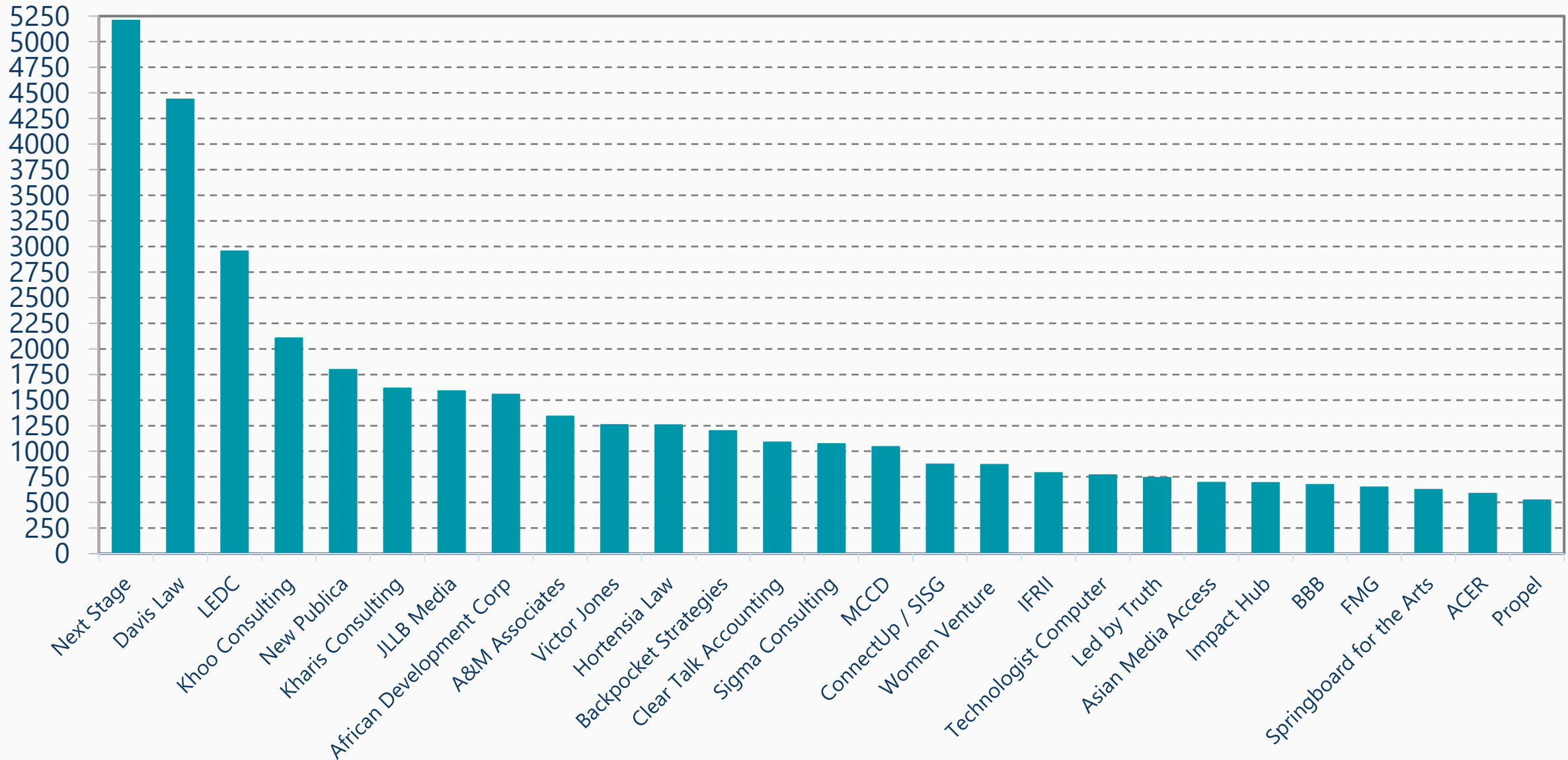
City	Biz's	Hours	City	Biz's	Hours
Minneapolis	1601	21,617	Champlin	16	224
Brooklyn Park	204	3,289	Medina	8	194
Bloomington	202	2,958	Dayton	10	181
Brooklyn Center	99	1,402	Excelsior	7	161
St Louis Park	104	1,307	Shorewood	8	156
Richfield	93	1,296	St Anthony	12	148
Edina	81	1,134	Mound	5	73
Minnetonka	82	1,105	Orono	6	68
Hopkins	63	933	Deephaven	6	67
Eden Prairie	67	833	Wayzata	5	61
Plymouth	72	797	Rogers	12	57
Crystal	42	788	Corcoran	4	30
Maple Grove	65	611	Ft Snelling	1	25
Golden Valley	50	547	Minnetrista	4	20
New Hope	38	449	Other Hennepin *	14	29
Robbinsdale	30	303	Unknown/Non-Hennepin	251	849

Total = 3,262 businesses / 41,712 hours

* Independence, Long Lake, Maple Plain, Medicine Lake, Osseo, Rockford, Spring Park, Tonka Bay

Hours of consulting by advisors*

2020 Q4 – 2024 Q4



* Vendors providing more than 500 hours of TA



How to get connected

Visit www.elevatehennepin.org

Explore our [resource directory](#)

Sign up for our [newsletter](#)

Contact: Frances.Huntley@hennepin.us

