City of Dayton Economic Development Authority (EDA) March 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, 2025
- B. Approval of Minutes, February 18, 2025

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.

7:30 5. Old Business

Α.	Appoint EDA member to Committee to Negotiate Purchase of Tax Forfeit Property
	, City Council
	, EDA
	Amy Schmidt, City Attorney

- B. EDA Vision, Goals, Policies
- C. Flower Pots sponsorships
- D. Damaged/Abandoned Utility Boxes
- E. Railroad Spur
- F. Sidewalk Repairs in Old Village

8:30 6. New Business

(none)

7. Staff & Board Updates (verbal)

- 8:30 A. Staff Updates
- 8:30 B. EDA Member Updates

The next EDA meeting will be Tuesday, April 15, 2025, 7:30 am

8:30 8. Adjourn

MINUTES OF THE JANUARY 21, 2025 ECONOMIC DEVELOPMENT AUTHORITY MEETING

Chair Huttner called the January 21, 2025, EDA to order at 7:30 a.m.

Roll Call

Present: EDA Chair Huttner, Anderson, Bernens, Fashant, Luther, Peralta, Salonek

Absent: None

Also in attendance: Jon Sevald, Community Development Director; Hayden Stensgard, Associate Planner II; Zach Doud, City Administrator/Finance Director; Amanda Johnson,

EDA Attorney

Approval of the Agenda

Motion to approve the agenda by Bernens seconded by Peralta all ayes. Motion passed unanimously.

Consent Agenda

A. Approval of EDA Minutes from December 17, 2024

Motion to approve the minutes by Anderson seconded by Luther all ayes. Motion passed unanimously.

Open Forum

No one came forward for open forum.

Old Business

A. Discussion: Damaged/Inoperable Utility Boxes

Sevald came forward and stated that the discussion began in November regarding damaged/inoperable utility boxes. These are required to be repaired. There is a process to go through prior to allowing the City to have a Code Enforcement. In December, the EDA asked what progress had been made. At that time, no progress had been made. To date, there has still been no progress made. Sevald stated that the Staff does not have the time to conduct proactive Code Enforcement. If the EDA or City Council would like proactive Code Enforcement to be done, it will have to wait until mid-year when the City hires additional firefighters because they will have some time during the day to focus on Code Enforcement.

Luther asked if it would be normal for the firefighters to participate in Code Enforcement.

Additional discussion ensued.

Johnson asked Sevald if the City gives any administrative citations. Sevald stated that the City has not done that in the past.

Johnson stated that there are no clear penalties listed in the City Code. Johnson offered the suggestion of adding language in the City Code that clearly states, "If your current boxes are not in compliance, the City reserves the right to deny future boxes to be installed."

Bernens stated that the EDA should request the City Council to add this specific language into the City Code.

Motion by Bernens and seconded by Luther to request City Council to adjust the language in the City Code. Motion passed unanimously.

B. Discussion: EDA Mailer

Sevald stated that in the November EDA Meeting, there was a discussion about attempting to publicize the available loans to small businesses through the EDA. Included in the EDA Packet was a copy of an article that will be published in The Dayton Communicator.

Sevald stated that the EDA also directed Staff to prepare a mailer to be sent to approximately 4,000 recipients. The cost will be roughly \$1,800.

Discussion ensued.

Salonek stated that the next topic of discussion included a lot of property that the EDA is interested in looking at. At some point, the EDA will run out of funds. Priorities need to be set.

Luther asked why the mailer would be mailed to every resident rather than to businesses for the purpose of saving money.

Huttner stated that there may be some personal, home-based businesses that may want to break out.

Additional discussion ensued.

Motion by Anderson, seconded by Bernens to move forward with the EDA Mailer. Motion passed unanimously.

New Business

A. Resolution 01-2025, Approving Contract for Legal Services

Sevald stated that Amanda Johnson, the EDA's attorney, has switched law firms. The EDA must decide whether to remain in the current contract with LeVander, Gillen, & Miller, P.A. and work with Korine Land or retain the current relationship with Amanda Johnson and go under contract with Eckberg Lammers, P.C. The cost for professional services with remains the same with \$235 per hour for the attorney time and \$160 per hour for the paralegal time.

Motion by Luther and seconded by Anderson to retain the current relationship with Amanda Johnson and go under contract with Eckberg Lammers, P.C. Motion passed unanimously.

B. Discussion: Market Update; Zach Synstegaard (IAG)

Zach Synstegaard introduced himself and gave a brief market update. Synstegaard stated that Dayton is one of the fastest-growing areas in the Twin Cities.

Construction is expected to increase as the economy continues to improve.

Synstegaard stated that the current submarket vacancy rate is 7.1%.

Synstegaard stated that vision must match demand and flexibility is important. The ideal target buyer would be manufacturing or distribution, multi-tenant building, office, retail, or a hybrid of industrial and retail space. The tax base is a consideration.

Discussion ensued.

Fashant suggested that the EDA should figure out what they want the property to be prior to purchasing the property.

Johnson clarified that until the City takes ownership of the property, the discussions with the County need to be centered on the potential public uses that the City could use the property for. After the property is purchased, there are not parameters that attach to the Deed, so the City can ultimately do whatever they wish with the property.

Sevald stated that the value of the Triangle property is more than \$2,000,000.

Sevald stated that the EDA has discussed the Triangle property for several meetings, and the EDA needs to have a unified vision of what is desired to be in this area.

C. Discussion: Acquisition of tax forfeit properties:

140XX Dayton Pkwy	PID: 31-120-22-14-0009	1.56 acres
140XX Dayton Pkwy	PID: 31-120-22-13-0010	9.08 acres
183XX Robinson St	PID: 31-121-22-31-0056	0.28 acres

Johnson stated that there was a memo regarding the history of the above-referenced properties in the EDA packet. Johnson proposed that the next step regarding the above-referenced properties is a Joint Work Session with the EDA and the City Council to form a subcommittee that would not be considered a quorum for either body that can communicate with each other, myself, and the County to negotiate the purchase of property.

Johnson also proposed that the Joint Work Session should also have a Closed Session so that negotiation tactics can be discussed.

Johnson made the EDA aware that according to the language of the Statute, the County Board determines the value of the property. Johnson explained the difference between a public purpose and a public use.

Additional discussion ensued.

Motion by Bernens and seconded by Peralta to request a Joint Work Session with the EDA and the City Council. Motion passed unanimously.

Staff Updates

A. Vacant Residential Lot Inventory

Stensgard came forward and stated that there were 264 Platted Lots available in 2024 with no permits pulled. There are 220 lots awaiting final plat approval. There are 266 Conceptual Lots to be proposed. There are 240 single-family home permits, 114 deck permits, and 81 fence permits issued in 2024.

Sevald stated that the take-away from the above-referenced information is that there is about a three-year supply of residential lots.

B. Lent Property Acquisition

No consideration was given to this topic at this time.

C. 2025 Legislative Bonding Requests

Sevald stated that there have been five bonding requests: 1) \$2,000,000 for the Water Tower; 2) \$5,000,000 for the Wellhead Treatment Facility; 3) \$3,000,000 for the Dayton River Road and Pineview Lane Round-A-Bout; 4) \$1,250,000 for the Fire Training Facility; and, 5) \$400,000 for the FDA Land Acquisition. The total of all bonding requests is \$11,650,000.

D. Open Meeting Law

Sevald gave the EDA some reminders regarding the Open Meeting Law.

Johnson clarified that Staff is always able to send communication to everyone without violating the Open Meeting Law. Between EDA Members you cannot communicate with more than three other members. The safest way to prevent a violation is to email your communications to Staff and allow Staff to disseminate the information.

Johnson explained that if an EDA Member is on a social media platform and discussing City business, you cannot block anyone from your platform. If you do have anyone blocked, it is considered a violation of the Open Meeting Law.

E. The next EDA Meeting will be Tuesday, February 18, 2025, at 7:30 a.m.

Sevald stated that the following will be discussed at the February Meeting: the vision for Dayton Parkway, a review of the ownership map of properties for the City, and a Preliminary Plat Review for DCM Farms.

Huttner stated that he would have additions for the February Agenda.

Board Updates

A. No Updated Provided

Adjourn

Motion by Bernens and seconded by Luther to adjourn at 8:52 a.m. Motion passed unanimously.

Respectfully submitted, Jon Sevald, Community Development Director

MINUTES OF THE FEBRUARY 18, 2025 ECONOMIC DEVELOPMENT AUTHORITY MEETING

Chair Huttner called the February 18, 2025, EDA to order at 7:30 a.m.

Roll Call

Present: EDA Chair Huttner, Bernens, Fashant, Luther, Peralta, Salonek

Absent: Anderson will participate remotely without voting, because he is not in a public location.

Also, in attendance: Jon Sevald, Community Development Director; Hayden Stensgard, Associate Planner II; Amanda Johnson, EDA Attorney

Approval of the Agenda

Motion to approve the agenda by Fashant seconded by Luther, all ayes. Motion passed unanimously.

Consent Agenda

A. Approval of EDA Minutes from January 21, 2025

Sevald stated that he accidentally excluded the minutes from the packet, and he will include them in next month's meeting packet.

Open Forum

No one came forward for open forum.

Old Business

A. Flowerpots Sponsorships

Huttner stated that he'd like Staff to include all old business in this section in the future so that they are not forgotten.

Salonek stated that the flowerpots were originally intended to be in the downtown area, and now they are scattered throughout the City. Salonek would like to see them all returned to the main drag. Salonek believes that the fee was discouraging people from sponsoring a flowerpot. The fee went from \$150 to \$200, and the EDA only invests between \$450 and \$500.

Fashant stated that only one resident participated who wasn't on City Council or the EDA.

Discussion ensued.

Fashant stated that \$100 per pot is reasonable, and additional publicizing needs to happen.

Additional discussion ensued.

Anderson asked the EDA to consider providing a nice gift certificate to Dehn's Country Manor to the resident who plants and maintains the flowerpots as a thank-you for her efforts.

Additional discussion ensued.

New Business

A. DCM Farms Preliminary Plat

Sevald stated that the Concept Plan was reviewed by the EDA. The project includes 253 single-family lots and ten acres of commercial retail. Sevald stated that the project does require an Environmental Assessment Worksheet (EAW) because of the commercial retail aspect of the project. The project is estimated to produce about 11,000 vehicles per day, and 77% of that is due to the commercial retail aspect of the project. Sevald asked if the EDA has any changes to recommend for the commercial retail portion of the project.

Additional discussion ensued.

Fashant raised concern for the number of vehicles because of the numerous concerns that the current residents on Fernbrook Lane have already raised.

Stensgard stated that the "11,000 vehicles" mentioned in the EAW are actually "trips" rather than vehicles.

The discussion shifted to the roundabout.

Huttner raised concern about the holding pond and the impact it would have on people with wells.

The discussion returned to the roundabout.

Fashant asked if the version presented shows a reduction in the number of 40-foot lots.

Sevald stated that the changes suggested at the Planning Commission Meeting did not make it into the EDA packet. Sevald further stated that the plan in the EDA packet is more updated than the plan that is being projected on the screen.

Luther raised concern about the smaller villas with the 40-foot lots and asked the EDA if this is something they want to start seeing around the City.

Stensgard stated that the original proposal had 103 40-foot lots, and now there are only 33 40-foot lots that are concentrated in the northeast area. There was a reduction of lots from 266 to 253.

Bernens stated the placement of the commercial retail seems off to him.

Additional discussion ensued.

There was consensus that the EDA did not see the need for any changes.

B. DDL/Oppidan Concept Plan

Huttner stated that the meeting is running a little late, so this topic will need to be condensed.

Stensgard stated that he could be brief. Oppidan has submitted a Concept Plan for a 32-acre piece of property on the southeast corner of Dayton Parkway and 117 Avenue North for the proposed construction of a 200,000 square foot speculative building. Stensgard stated that the property is currently Zoned as agriculture, so it would need to go through the standard Industrial Zoning.

Additional discussion ensued.

Fashant raised concern for the possibility of another warehouse in Dayton. There is a considerable amount of warehouse space already available in the area.

Stensgard stated that the Opus Building still has roughly 60,000 square feet of space available for rent.

Bernens concurred with Fashant.

Sevald stated that this project would need sewer and water, and both are quite a distance away.

Bernens stated that from the EDA perspective, Dayton needs more jobs and not warehouses. From a business perspective, the City is not going to increase the tax base by building another warehouse.

C. EDA Vision, Goals, Policies

Huttner stated that we need to really shorten this discussion because we need to have our Closed Session. Huttner asked if anyone had any changes to the goals that Ehlers brought to us.

Fashant stated that the EDA has not done much about strategically working on the goals and he's concerned about goal #5 "Facilitate Development of the City Center."

Huttner requested that Sevald add this topic to the agenda for the next EDA Meeting.

Staff Updates

A. February 25, 2025, 5:00 p.m.: City Council/EDA Work Session – Discuss Tax Forfeit Properties

Huttner stated that we just need some yes and no answers to push through this.

Sevald stated that the EDA requested a Joint Work Session with the City Council, and asked how much time will be needed. City Council has several Work Sessions scheduled through April. If the EDA can keep the meeting time to 30 minutes, the Joint Work Session can be scheduled for February 25,2025. Otherwise, the meeting will have to wait until the end of April.

There was consensus to set the Joint Work Session with the City Council on February 25, 2025, at 5:00 p.m.

B. Elevate Hennepin 2024 Snapshot

Huttner asked why the EDA is expected to pay for this and not be part of it.

Fashant clarified that Huttner was thinking about a piece of property that was in the name of the City.

Sevald stated that Elevate Hennepin is a program that assists small businesses. There were five businesses who used 141 hours of assistance with Elevate Hennepin in 2024.

C. Damaged/Abandoned Utility Boxes

Huttner asked Sevald if there have been any developments. Sevald stated that he had no updates.

D. Railroad Spur

Huttner asked if there have been any developments. Sevald stated that he had no updates.

Huttner asked if Sevald has made any attempt to contact anyone at Cemstone. Sevald stated that during his last contact with Cemstone, Sevald asked if they would be interested in a railroad spur. Cemstone's response was yes, but not at this time.

Huttner asked when that conversation took place. Sevald stated that it was over the summer when the EDA last discussed it.

Huttner then asked when Sevald last made contact regarding the abandoned utility boxes. Sevald stated that he has not had time to do that.

Huttner then stated that there will be no traction. Sevald stated that the direction from the EDA was to include an article in the Dayton Communicator, and it will go in the next one.

Anderson stated that there should be some communications with the BNSF to make sure that they will support that rail line between downtown Minneapolis and Monticello.

Bernens stated that he thought the first action was to see if the railroad had any interest at all in the railroad spur.

Sevald stated that the BNSF is not going to pay for the railroad spur.

Additional discussion ensued.

E. Sidewalk Repairs in Old Village

Huttner stated that this topic should have been under Old Business, and this is why he wants all the Old Business listed on future Agendas.

Sevald stated that it is in the Long-Term Plan to replace the sidewalks in the Historic Village in 2029.

Huttner stated that he just wants to make sure that this issue stays on the radar.

Fashant asked if the County has any responsibility for the sidewalks. Sevald stated that he did not know the answer to that question.

Member Updates

A. The next EDA Meeting will be Tuesday, March 18, 2025, at 7:30 a.m.

Closed Session

Pursuant to Minnesota State 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, Minnesota 55327, PID: 36-121-23-41-0020

<u>Adjourn</u>

Motion by Luther and seconded by Peralta to adjourn at 8:55 a.m. Motion passed unanimously.

Respectfully submitted, Jon Sevald, Community Development Director

Meeting Date: Mar 18, 2025 Item Number: 6B



ITEM:

EDA Vision

APLICANT/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:

The EDA briefly discussed this at its February 18th meeting, directing further discussion at its March meeting, particularly regarding measuring progress.

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



AUGUST 2023

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

CONTENTS

Introduction	4
OVERVIEW	4
OVERVIEWPROCESS	5
Context	
INCOME	7
INCOMEHOUSING SALES	7
TAX BASE	8
EMPLOYMENT	11
Resources	12
Economic Development Strategy	14
GOAL 1: Strengthen the local tax base	14
GOAL 2: Encourage public/private partnerships to construct public infrastructure	16
GOAL 3: Foster employment growth with strong wage opportunities through attraction of new businesses and expansion of existing businesses	17
GOAL 4: Ensure city processes are business friendly and do not create barriers to development	20
GOAL 5: Promote the growth of a "City Center" located in Territorial Road and Holly Lane area	21
GOAL 6: Explore preservation, reinvestment, and redevelopment possibilities within the Historic Village	22
GOAL 7: Provide greater clarity around when and how to use City assistance for projects	23
GOAL 8: Strengthen quality of life within Dayton through enhancement of recreational opportunities	24
GOAL 9: Use Economic Development Resources to Promote a Full Range of Housing Choices Within Dayton	25

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

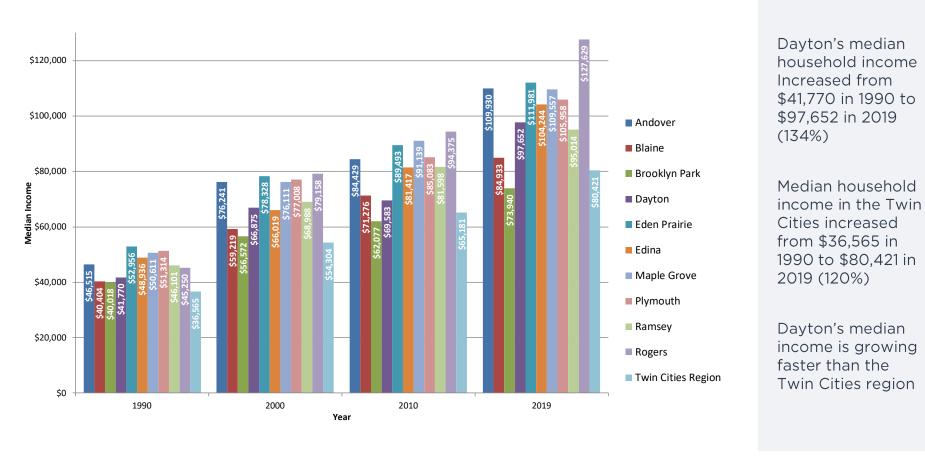
Following the April 14, 2022 meeting, staff took the EDA commissioner's feedback and began to formulate draft goals for consideration. At its meeting on May 17, the EDA reviewed and revised proposed strategies and came to consensus on the final goals for inclusion in the Plan.

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

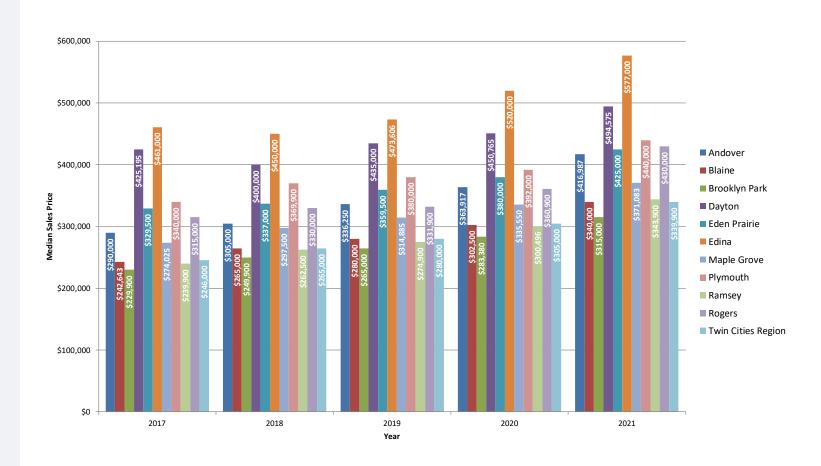


HOUSING SALES

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
Estimated Market Value	2015	2021	Amount	Pct.
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%
Tay Canacity				
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.

		Estimated Market Value		Change 2015 - 2	2021	Market Value
City	2020 Population	2015	2021	Amount	Pct.	Per Capita
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

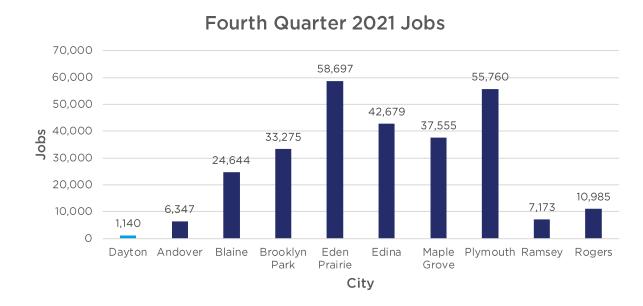
Source: US Census; Minnesota Department of Revenue

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, midterm, 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
	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
1.A. Encourage tax	Meet with site selectors to understand their needs and ensure Dayton is producing relevant information to provide during site selection processes	On going
base growth and diversification	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
	Conduct a sector industry analysis to determine target industries	Short-Term
1.B. Attract capital and job intensive industries	Develop target industry profiles that summarize Dayton's competitive positioning and highlights the benefits of doing business in the city	Mid-Term
muustries	Distribute marketing materials to local and regional partners, including making them available on the City's website	Mid-Term

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

- 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	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
infrastructure in concurrence with new development	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
	development to be concentrated around existing public infrastructure expand service delivery areas	On going

- 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	Create an economic development portion of the City's current website to have economic development information accessible and in a centralized location	Short-Term
efforts to build awareness of opportunity in	Create a community profile that summarizes Dayton's competitive positioning and highlights the benefits of doing business in the City	Mid-Term
Dayton	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	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
industrial development sites	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
	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
3.E. Collaborate with local and regional partners to promote Dayton	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 a	Short-Term	

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

- 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
	Engage property owners to discuss and identify development opportunities	On going
5.A. Facilitate development of	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
the "City Center"	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		

- 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 establishir	Long-Term	

- 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 applica	Short-Term	
7.C. Formalize a process for consideration of requests for public assistance		Short-Term

- 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 businesses and wor	Mid-Term	

- 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 public financing to	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

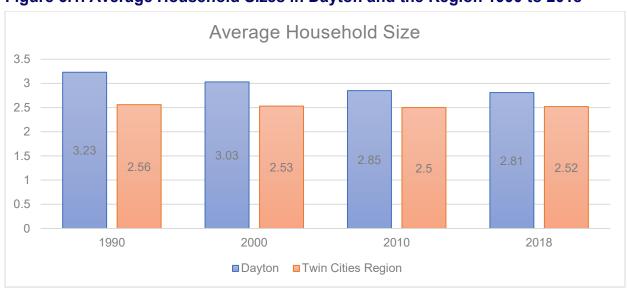
Forecast Year	Population	Households	Employment
2010	4,617	1,619	921
2018	6,072	2,158	1,230
2020	5,900	2,000	2,000
2030	7,900	3,200	2,490
2040	10,400	4,400	3,000

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.

Dayton Age Cohorts 1990 to 2017 600 500 400 300 200 100 0 2000

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.

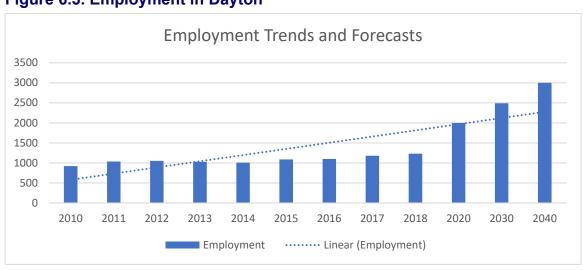


Figure 6.3. Employment in Dayton

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.

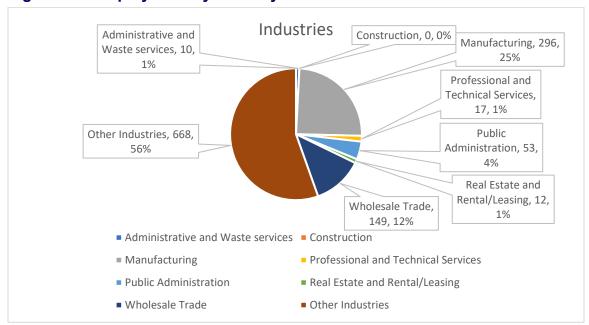


Figure 6.4. Employment by Industry

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.

Building B Building D FRENCH LAKE Building G **Building F** AUAR Study Area Site Plan Sambatek Site Plan French Lake Industrial Center Dayton, MN Sambatek #LIB20016.04

Figure 6.5. French Lake Industrial Center Site Plan

This map was created using Sambatek's Geographic Information Systems (GIS), it is a compilation of information and data from various sources. This map is not intended to be used as a reference. Sambatek is not responsible for any inaccuracies contained herein.

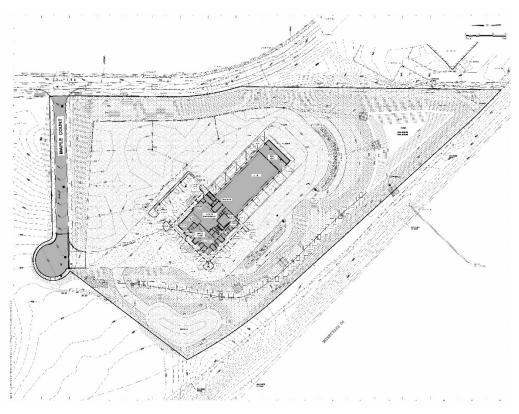
Figure 6.6. Spears Manufacturing



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.

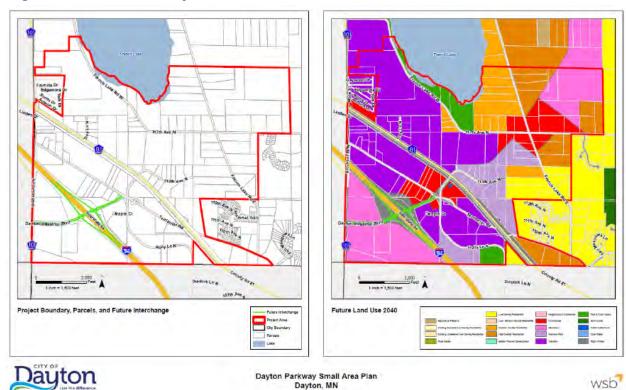
Figure 6.7. RDO Site Plan



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.





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.