

CITY OF MARSHALL WORK SESSION A G E N D A Tuesday, October 08, 2019 at 4:00 PM Professional Development Room - Marshall Middle School, 401 South Saratoga Street

**CALL TO ORDER** 

**OLD BUSINESS** 

**NEW BUSINESS** 

Economic Development Authority; Position Review

**PUBLIC HEARING** 

ADJOURN TO CLOSED SESSION

**RECONVENE TO WORK SESSION** 

ADJOURNMENT

Disclaimer: These agendas have been prepared to provide information regarding an upcoming meeting of the Common Council of the City of Marshall. This document does not claim to be complete and is subject to change.



#### CITY OF MARSHALL AGENDA ITEM REPORT

Meeting Date:	Tuesday, October 8, 2019
Category:	NEW BUSINESS
Туре:	INFO
Subject:	Economic Development Authority; Position Review
Background	Staff will provide a review and recommendation for the Economic Development Director
Information:	Position.
Fiscal Impact:	
Alternative/	
Variations:	
Recommendations:	

# CITY COUNCIL WORK SESSION ECONOMIC DEVELOPMENT

October 8, 2019

## ECONOMIC DEVELOPMENT STRUCTURE

#### **Economic Development Structure**

One of the primary goals of this Work Session is to answer the question of what structure best meets the economic development goals of the City of Marshall

#### **Development Organizations**

Commercial Club Chamber of Commerce Development Corporations EDA/HRA Port Authority

## ECONOMIC DEVELOPMENT STRUCTURE

#### **Development Organizations**

**Commercial Club**-promote retail and community events

**Chamber of Commerce**-local business memberships, sometimes political active and lobbying force in dealing with policy that affects the economic strategy

Development Corporations-typically develop and sell land/provide financing

**ED Commission-**a board used to advise the City Council, has limited decision making authority

Port Authority-promotes general welfare of the City's port district.

Joint Powers Board-multiple cities, townships, counties

**EDA-**legal entity created by the City or County, allowed to buy/sell property; make loans and grants to businesses and to sell bonds.

### HISTORY OF CITY OF MARSHALL EDA

- Marshall Civic and Commerce Association (present day Chamber)
- 1975-Marshall Industries Foundation
- 1987-MN Legislation to Authorize Formation of EDAs
- 1988-City EDA Formed
- Chamber Business and Economic Development Committee
- Around 2006-County Economic Development Facilitator
- 2008/2009-City EDA Director
- 2011-Present-Discover Southwest Partnership

#### **CITY OF MARSHALL ORGANIZATIONAL STRUCTURE**



### PRIMARY POWERS OF AN EDA

- Serve to promote business and to recruit new businesses
- Issue revenue bonds
- Acquiring property
- Purchase and sell land
- Make or guarantee or other credit enhancements
- Issue general obligation bonds

### POWERS OF EDA AND LIMITATIONS

- Per Enabling Resolution and Ordinance
- Limited by MN Statutes
- Sale of all bonds issued by EDA approved by the City Council before issuance
- Follow City budget process
- Consistent with Comprehensive Plan
- Submit all planned activities to the City Council for approval
- EDA structure to the City Council for approval

- Industrial development was the primary game
- EDA work was being done by business leaders who did business deals with focus on real estate transactions
- Corporate expansion and need for new buildings and labor supply fed industrial search for available/cheaper land and labor
- Local success measured by how many companies you attracted; failure to do so led to short careers

- Goal: create lots of industrial jobs, with less focus on the quality of the wages/salaries
- Tools: free land, loans, grants, training, TIF
- Competition: often fierce among cities, including luring companies from elsewhere

- "Economic Developers" were often ex-businessmen
- Few trained in the discipline of "economic development" as taught today
- Volunteer local leadership, typically local businessmen, city council, trusted community leaders
- Little formal educational support

- Formal tools to support development included:
  - Printed community profiles
  - Local one and five year plans
  - 3-ring binders with a VHS tape touting the city
  - Prepared presentations
- Companies mailed requests for information

- Many older concepts and approaches still apply but have been complemented, amended, and replace:
  - Industrial/manufacturing/technology expansion AND retention
  - Small business/retail/wholesale/distribution
  - Workforce development strategies
  - Adapting to the global economy and new business models
  - Regional approaches

- Formal training for EDA staff
- Knowledge of finance, business principles, marketing, infrastructure, workforce development, political environment, public relations, redevelopment tools....

- Process for corporate decision making as changed
  - Compressed time frame
  - Outside site consultants, not company staff
  - Most data is electronically available
  - Develop short list of sites from on-line tools
  - Goal is to eliminate sites that don't work

- Process for Corporate decision-making has changed (cont.)
  - Land is still plentiful, but brownfields in play
  - Workforce is not plentiful, and often primary driver
  - Still seek incentives, but even better at extracting them
  - Economic Developers increasingly work in a virtual world, but it is still a relationship-orientated profession

- Economic development work more sophisticated than ever:
  - Community websites furnish great detail
  - Site information tools better all the time
  - Marketing of sites increasingly more attuned to specific purposes; i.e. shovel ready, site certified

## CITY EDA SURVEY INFO

# FINDINGS

Almost all cities have in-house staff with EDA duties

Most cities also contribute to a regional/Chamber type EDA arrangement

Most cities have larger EDA levies

## EDA LEVY HISTORY

Year	Levy Amount
2008	121,500
2009	126,329
2010	119,677
2011	119,677
2012	119,677
2013	119,677
2014	119,677
2015	9,677
2016	119,677
2017	119,677
2018	120,000
2019	125,000
2020	I 35,000

## CHAMBER APPROPRIATION HISTORY

Year	Amount
2011	44,759 (Jun-Dec)
2012	92,424
2013	96,000
2014	96,000
2015	96,000
2016	96,000
2017	108,000
2018	108,000
2019	112,800
2020	117,600

### CURRENT CHAMBER EDA BUDGET

## CITY DISTRIBUTION TO CHAMBER OUTSIDE OF EDA STAFF

- \$3,500 Chamber Membership
- \$6,000 Chamber Transportation Budget
- \$8,400 Chamber Yearly Rent
- \$17,900 Annual City Financial Support to Chamber



### EDA BUDGET CHAMBER IN COMPARISON TO CITY

City Structure		
ED Director Salary/Benefits	88,654	
Chamber Support	25,000	
Mileage	2400	
Professional Fees	3000	
Conferences	1000	
Meals/Lodging	600	
Advertising/Marketing	5000	
Dues	9000	
Supplies	500	
Chamber	3500	
Revenue	-5500	
Legal Fees	2000	
Intern	1500	
Grand Total	136,654	

Chamber Structure		
Consultant Fees	117,600	
General Professional Services	2000	
Conferences	750	
General Liability	171	
Advertising/Marketing	4500	
Dues	9000	
Supplies	500	
Chamber Appropriation	3500	
Revenue	-5500	
Legal Fees	1500	
Intern	1500	
Grand Total	135,521	



#### City Hires Full-time EDA Director

### CONCLUSION



City Initially Supplements Chamber EDA Funding Void

Rent of Space Admin Support



City Supports Regional Approach

Provide Seed Money

	Population	EDA Annual Operating Budget	Area Served (City/County)	# of Staff (FTE)
Marshall	13,710	\$130,500	City	1.375
Albert Lea/ Freeborn	17,703/			
County	30,535	\$1,200,000	City/County	2
Fairmont	10,126	\$200,000	City	1
Faribault	23,750	\$230,000	City	0-The Community and Economic Development Department provides staffing for the EDA.
Hutchinson	13,895	\$173,950	City	1.5
New Ulm	13,238	\$110,343	City	3
Northfield	20,084	\$287,891	City	1.2
North Mankato	13,746	\$80,000-\$120,000	City	0.5
Owatonna	25,794			

				1
St. Peter	11,906	\$77,643	City	0.75
Waseca	8,978	\$83,069	City	1
Willmar/ Kandiyohi				
County	19,628/			
	42,743	\$570,000	Kandiyohi County	3
Worthington/ Nobles	13,247/			
County	21,977	\$192,693	Nobles County	2

Total Staff Salaries	Notes	Org Chart (Y/N)
\$ 85,000	Chamber/City Partnership. City of Marshall contracts with the Chamber to provide EDA.	
\$150,000	The Albert Lea Economic Development Agency (ALEDA) is comprised of the Albert Lea Port Authority, Greater Jobs, Inc and Albert Lea Business Development Center. Today ALEDA serves as the mechanism where the county, city and the private sector work together for economic development in Albert Lea and Freeborn County. Combined operating budget (port authority and greater jobs) of 1.2 million. Context – we manage several properties and own buildings and land.	Executive Director, Assistant Executive Director – bookkeeping is outsourced. No admin assistant at this time but position has existed in the past at 30-36 hrs/week
\$ 94,011	Employed by the City of Fairmont.	Economic Development Coordinator reports to the City Administrator
\$0-The Community and Economic Development Department provides staffing for the EDA.	Approx. \$230,000 Operating (the EDA requests the maximum EDA Levy). (The EDA also has a separate program budget of \$1.12m. This is not an annual budget, but funding set aside for programming).	Employs a Community & Economic Development Director and an Economic Development Coordinator
\$ 119,000	1 Full-time Director, 1 Part-time EDA Program Manager.	YES. Administratively I report directly to the City Administrator
\$ 137,337	1 Full-time, 4 Part-time. # of staff and salaries does not include City Manager, who also acts as EDA Executive Director.	YES
\$ 90,025	1 FTE – Economic Development Coordinator; 0.1 FTE – Community Development Director; 0.1 FTE – Community Development Specialist. Staff falls under Community Development Director. (Sources of Revenue – Levy Authority and Investments)	YES
N/A	We do not have an EDA, we have a Port Authority. The Port Authority has an annual budget of between 80-120K. John, Mike Fisher, clerical work	City staff perform the work. Commissioners receive a meeting stipend. Less than 10K per year.
	Owatonna Partners for Economic Development	

	\$77,643 - This a portion of the total departmental	We don't have anything
	budget of \$184,000. My office does planning,	formal. I report to the City
	historic preservation, housing and economic	Administrator directly. My
	development. We also have joined Mankato,	office assistant answers to
	North Mankato, Eagle Lake, Lake Crystal, Blue	both of us given that part of
	Earth County and Nicollet County in forming the	her time is attributed to the
	Regional Economic Development Allowance	City Clerk.
	which does our joint marketing and promotions.	
	Our dues to participate in REDA are included in	
	the \$77,643 number.	
	Our revolving loan fund was capitalized from	
	flood and tornado disaster funding. We got to	
	keep the funds as they were repaid by the	
\$ 75,583	borrower.	
	Staff support is provided for BEST of Waseca	Executive Director (City
	County, a countywide development organization,	Manager) -> Economic
	and for Discover Waseca Tourism. On the more	Development coordinator
	administrative side, staff support is given to help	(the full time position)
	implement the community vision project and	
	provide the City liaison for the 2020 Census.	
\$50,090		
	In addition we contract for administrative	Kandiyohi County and City of
	support that provides a full-time person (and a	Willmar Economic
	part-time person as needed). Does not include	Development Commission.
\$230,000	Willmar's Planning & Development Services	
ېر،000	Director A public/Private partnership with majority of	Worthington Regional
	budget from public entities. Out of the \$192,693	Economic Development
	operating budget \$124,500 comes from public	Corporation
	entities as follows: County 30K, City of	Corporation
	Worthington \$64.5K, and Worthington Public	
\$136,000	I Itilities \$30K	

Name	Title	Email
Tara Onken	Director	tara.onken@marshallmn.org
Phillip Johnson	Executive Director	phillipjohnson@growalbertlea.com
Linsey Preuss	Coordinator	<u>lpreuss@fairmont.org</u>
Deanna Kuennen	Community & Economic Development Director	dkuennen@ci.faribault.mn.us
		andermengenanbadtenmilds
Miles Seppelt	Director	mseppelt@ci.hutchinson.mn.us
David Schnobrich	Executive Director	davids@newulmmn.gov
Nate Carlson	Coordinator	ncarlson@ci.northfield.mn.us
	Executive Vice President/City	
John Harrenstein	Administrator	johnharrenstein@northmankato.com
Troy Klecker	Community Development Director	<u>Troy.Klecker@ci.owatonna.mn.us</u>

Russ Wille	Community Development Director	<u>russw@saintpetermn.gov/</u> <u>cindym@saintpetermn.gov</u>
Gary Sandholm	Coordinator	<u>garys@ci.waseca.mn.us</u>
Aaron Backman	Executive Director	<u>aaron@kandiyohi.com</u>
Abraham Algadi	Executive Director	invest@worthington-minnesota.com

	Population	EDA Annual Operating Budgets	Area Served (City/County)	# of Staff (FTE)	Total Staff Salaries
Marshall	13,710	\$130,500	City	1.375	\$85,000
New Ulm	13,238	\$110,343	City	3	\$137,337
Cloquet	11,938	\$153,200	City	1	\$87,000
Kandiyohi County	42,743	\$570,000	Kandiyohi County	3	\$230,000
Worthington (Nobles County)	13,247 21,977	\$192,693	Nobles County	2	136,000
Fergus Falls	13,783	\$125,000	City	1.5	\$170,114
Alexandria (Douglas County)	13,592 -37,575	\$345,000	County	2	\$130,000
Brainerd	13,428	\$125,000	City	0.5	Unknown
Red Wing	16,412	\$500,608	City	2	\$150,000
Bemidji	15,366				
Hutchinson	13,895	\$173,950	City	1.5 FTE	\$119,000

		Name
Per Capita	Notes	(Title)
	Notes	Tara Onken
\$9.52		(Director)
		David Schnobrich
\$8.34		(Exec. Director)
\$12.83		Holly Hansen (Director)
	Does not include Willmar's Planning & Development	Aaron Backman
\$13.34	Services Director.	(Exec. Director)
\$8.77	A public/Private partnership with majority of budget from public entities	Abraham Algadi, Exec. Director WREDC
\$9.07	Non-profit Economic Development group called Greater Fergus Falls. The City has signed an economic development services agreement with this group and will contemplate funding going forward.	Andrew Bremseth (Exec. Director)
\$9.18		Nicole Fernholz (Director)
\$9.30	No FT designation, but contract with Brainerd Lakes Area Economic Development Corporation to assist with ED activities (not included in #).	Cassandra Torstenson (City Administrator)
\$30.50	Part of the salary is paid from the Port Authority Budget.	Dan Rogness (Exec. Director)
	Emailed 3 times - no response.	Dave Hengel (Exec. Director)
\$12.52		Miles Seppelt (Director)

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City	Population	What percentages of economic development efforts are in-house and what percentage is contracted out to a profit or nonprofit organization but funded by the city?	How much do you estimate you spend on city staff economic development efforts?	Contact
West St Paul	19746	100% In-house	\$403,985	Finance Director Char Stark
Columbia Heights	19723	100% In-house 50/50 EDC and Planning & Inspections \$3,000 outside consulting for legal and redevelopment issues	\$154,000 \$80,000 (1.5 FTE; EDC)	Finance Director Joe Kloiber
Forest Lake	19600	No In-house City Manager and Assistant City Manager tackle as they can; no direct contracting Consultant for marketing and branding Use Washington County for EDC efforts	N/A General Fund covers salary for City Manager and Assistant City Manager	Administrator Aaron Parrish
Willmar	19558	100% In-house EDC Director plus one Planner Also responsible for building and inspections	Director: \$136,800 Planner: \$106,200 (25% of time to airport)	Finance Director Steve Okins
Albert Lea	17667	The City of Albert Lea staff actively promotes and recruits tenants, developers et al for city-owned spaces including the Blazing Star Landing and the Freeborn Bank Building. ALEDA is the entity in Albert Lea that is designated for economic development.	The amount of time we spend on these tasks varies, but it is a goal of the council to increase the city's tax base. So, I would say 25-50% of time in administration is spent on economic development strategies.	Assistant City Manager Jerry Gabrielatos
Sartell	17147	80% In-house We also belong to a regional ED organization (Greater St. Cloud Area Development Corporation).	\$15,000-18,000 annually	Community Development Director/Assistant City Manager Anita Archambeau
Red Wing	16526	5% to Downtown Main Street 5% to Chamber of Commerce 15% to Red Wing Ignite (nonprofit business accelerator/incubator) 75% in-house, (Red Wing Port Authority)	\$356,000 Port Authority (2017), which includes \$123,450 of that total for staff	Community Development Director Dan Rogness

#### Economic Development Corporation Survey

City	Population	What percentages of economic development efforts are in-house and what percentage is contracted out to a profit or nonprofit organization but funded by the city?	How much do you estimate you spend on city staff economic development efforts?	Contact
Buffalo	16103	100% of economic development efforts in-house for the City of Buffalo.	Two of us spend about 25% of our time on economic development so about 20 hours per week.	Assistant Administrator Laureen Bodin
Robbinsdale	14461	100% in house to the extent that it's done at all. Robbinsdale is fully developed. We have occasional in-fill redevelopment. Most of our business activity is expansion of existing businesses – relationships with local businesses through the chamber of commerce or just "knock and talk" discussions helps us to learn about plans for improvements.	Under \$1000/year We levy .0185 of the City's Taxable Market Value for the HRA annually which is used for staff time and initiatives – mostly removal of blight vs. economic development. This is used for BOTH redevelopment and economic development. Estimate 90% redevelopment efforts.	Marcia Glick
Hutchinson	13888	100% in-house. We have one full-time staff and either a paid intern or a 32-hour / week part-time staff.	The EDA's budget for 2018 will be \$169,200. We are funded by a levy approved by the City Council each year. We've always levy's the maximum allowed by statute.	Miles Seppelt
North Mankato	13619	80% in house 20% contracted \$20,000-\$25,000	\$40,000-\$50,000 per year. This is mainly staff time	Community Development Director Michael Fischer
Monticello	13429	100% In-house by EDC plus another staff person who also spends some time (estimate of 20 to 30 percent of his time on economic development activities). The budget set by the EDA does allow for membership in a County non-profit org. engaged in Econ. Dev. Activities. It is a cooperative and supportive relationship both ways (to and from) between the EDA and the County entity.	\$112,000 +/-	Economic Development Coordinator Jim Thares
New Ulm	13342	City/PUC budget appropriation to EDC City appropriation \$50,000 PUC appropriation \$50,000		Finance Director Nicole Jorgensen

City	Population	What percentages of economic development efforts are in-house and what percentage is contracted out to a profit or nonprofit organization but funded by the city?	How much do you estimate you spend on city staff economic development efforts?	Contact
Worthington	13136	The City of Worthington partners with a separate economic development organization similar to what New Ulm has been doing. We The City, County and Public Utilities all contribute funds. The public entities account for about 75% of their budget. Even with the separate group, two members of city staff spend approximately 10% to 15% of their time on economic development activities. The City has been paying WREDC \$86,000 per year. Along with the City, Nobles County and Worthington Public Utilities have each been paying approximately \$40,000 annually. A total of nearly \$170,000 annually from public sources. We too are looking at a change in our arrangement and taking the position in house.	Two staff members 10% to 15% of our time. The two positions within the City that devote time to economic development are the Community Development Director (approximately \$95,000 per year) and City Administrator (approximately \$110,000 per year).	Steve Robinson
North St Paul	12338	Everything we do is in-house. We hired Buxton (Ft. Worth based company) to assist us with some business recruitment. We probably spent \$150,000 over 2-3 years with them. That was mostly funded by the City Council/General Fund vs. EDA. On the HRA side we worked with non-profit lending agencies to assist us with our home loan programs.	70.3% of our budget is personnel. 2017 Personnel: \$92,221; 2017 Total Budget: \$131,261. Total EDA Tax Levy Revenue: \$140,935.	City Manager Jason Ziemer
Waconia	11964	100% In-house	\$50,000 (we are a developing town and have a number of staff that works on economic development. A portion of the City Administrator, Assistant Administrator, Community Development Director, Finance Director, and Public Services Director are included in this estimate. There are a number of other staff that play smaller roles, harder to quantify.)	Susan Arntz

City	Population	What percentages of economic development efforts are in-house and what percentage is contracted out to a profit or nonprofit organization but funded by the city?	How much do you estimate you spend on city staff economic development efforts?	Contact
St Peter	11692	60% in-house 40% contracted with Greater Mankato Growth \$26,000/yearly	\$48,000	Community Development Director Russ Wille
Arden Hills	10324	80% of its economic development efforts in-house. Special projects (i.e. Business Retention & Expansion Program, tax abatement/TIF analysis) are contracted out to organizations funded by the City. Appx \$5,000 annually for contracted work.	Economic development efforts are assigned to several city staff members. In recent years, the average amount spent on economic development efforts across these different staff members has been approximately \$57,000 per year.	Senior Planner Matthew Bachler

#### CITY OF MARSHALL Job Description

POSITION TITLE: Economic Development Director	DATE: June 2008
DIVISION: Economic Development	FLSA STATUS: Exempt
ACCOUNTABLE TO: City Administrator	UNION STATUS: NA

#### SUMMARY OF POSITION

Under general supervision and direction of the City Administrator and the Economic Development Authority, this position is responsible for promoting, facilitating and coordinating commercial, industrial and housing development activities within the City of Marshall. Associated duties include coordination and staff support for the City's Economic Development Authority, Housing and Redevelopment Authority, and the Marshall Area Chamber of Commerce Industrial Development Committee.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

- 1. Develop, update and implement community plans and strategies for promoting economic development activities within the community.
- 2. Act as the primary staff contact for business or development inquiries, maintain inquiry log and provide follow-up assistance as required.
- 3. Community Development Activities:
  - A. Provide information and assistance to existing and new businesses and industries in locating, relocating, or expanding in the Marshall area. Initiates and assists with activities designed to promote and attract new business to the community.
  - B. Develops sources of prospective businesses and industries to relocate to Marshall.
  - C. Researches and analyzes business sites; assists developers in obtaining financing for projects; and provides technical assistance during the project. Investigates, requests, and administers any appropriate grant or loan program(s) related to industrial and commercial developments, redevelopments, or rehabilitations, and coordinates efforts with other City staff. Create and present incentive package proposals to entice new and existing business development.
  - D. Act as a liaison with commercial/industrial/business developers, business owners, Minnesota Department of Employment and Economic Development, State Legislators, and any others as may be practical and necessary in areas related to economic development.
  - E. Evaluate potential projects to determine feasibility and community impact and makes recommendations to the City Administrator and Economic Development Authority.
  - F. Provide business information services such as research and customer services, and refers to other governmental services as appropriate.
  - G. Supervise the activities of the part time clerical staff including assigning and prioritizing work, evaluating work, training, interviewing and recommending hiring, discipline, etc.
- 4. Represent the Economic Development Authority at public meetings, hearings and conferences. Attends meeting of various committees and organizations as requested, including but not limited to: City Council, Chamber of Commerce, City Planning Commission and the Marshall Industrial Development Committee. Attends other meetings as required.
- 5. Develop and conduct surveys, compile results, prepare reports with recommendations on a variety of development programs and projects. Prepare requested and required reports, including but not limited to area employment levels, tax base, job creation, etc.
- 6. Develop, coordinate and promote economic development marketing efforts within the community to recruit additional workforce and families. Align economic development activity to compliment assessing, engineering, and community services activities.
- 7. Update and maintain the Marshall Industrial Park Guide, current information on availability of sites and buildings, employment data, tax information, utility information, JOBZ Program, and other information useful to relocating or expanding businesses.
- 8. Provide staff support and assistance to the Marshall Economic Development Authority (EDA) and Housing and Redevelopment Authority (HRA) including monitoring projects and accounts and marketing properties.
- 9. Provide staff assistance to the Marshall Area Chamber of Commerce Industrial Development Committee including coordinating applications, and processing and monitoring loans.
- 10. Oversee the administration of the EDA's Community Reinvestment Fund (CRIF).
- 11. Supervise the preparation of departmental staff reports to the City Administrator, City Council, and advisory committees.
- 12. Oversee the development of the annual departmental budget; direct the keeping of required records and develop administrative reports as required.

- 13. Coordinate and advise as to the acquiring and disposal of land as needed to foster economic development and engineering projects.
- 14. Utilize a working knowledge of T.I.F. to analyze potential development projects.
- 15. Attendance is an essential function of this position.
- 16. Perform other duties as assigned.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

#### MINIMUM QUALIFICATIONS

- A. Bachelor's Degree in Urban Studies, Public Administration, Business Administration, Finance or related field.
- B. Minimum of five (5) to seven (7) years of progressive experience in the public or private sector in economic development, community development, business, or related field is required.
- C. A demonstrated record of ongoing continuing education in the Economic Development field. Certification as Certified Economic Developer (CEcD) or as an Economic Development Finance Professional (EDFP) is desired.
- D. Must possess and maintain a valid Class "D" MN Drivers License.

#### **DESIRABLE QUALIFICATIONS**

Masters degree in Urban Studies, Public Administration, Business Administration, Finance or related field.

#### ESSENTIAL KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough working knowledge of marketing strategies for industrial and commercial recruitment.
- Thorough working knowledge of public and private financing techniques, incentives and programs for economic development deal structuring and the ability to apply creativity to each situation. To include tax increment financing, tax abatement, community development block grants, JOBZ, etc.
- Knowledge of business location and expansion considerations and ability to address those concerns with sensitivity.
- Ability to communicate effectively, in English, both verbally and in writing, to other staff members, advisory commissions, City Council members, and outside groups to enhance their understanding of economic development issues.
- Ability to maintain informational and database files.
- Ability to prepare grant applications to public and private sources.
- Ability to review and analyze financial statements of businesses.
- Knowledge of land assembly and industrial/business park development.
- Possess outstanding interpersonal skills and be able to establish and maintain effective working relationships.
- Ability to work with diverse groups of people, communicating mutual goals and policies into coordinated action. Must be able to present a positive image of the City to prospective business clients and the community in general.
- Skillfully operate computer and related word processing, spreadsheet, network and internet applications.
- Must possess outstanding interpersonal skills and be able to develop effective personal relationships.
- Ability to work flexible work schedule.

#### SUPERVISION EXERCISED

Responsible for the selection and supervision of administrative staffing dedicated to the Economic Development activities.

#### SUPERVISION RECEIVED

General supervision by the City Administrator with wide latitude for independent action and decision-making.

#### PUBLIC CONTACTS

Considerable and continuous contacts with city departments and employees, public and private organizations, business, other governmental agencies and officials, and the general public.

#### PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those an employee encounters and must be met by an employee to successfully perform the essential functions of this job.

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#### Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Performing the duties of this job require the use of equipment including but not limited to: computer, office equipment (copy machine, fax machine, printer, calculator), and telephone/cell phone.

See attached Physical Requirements and Working Conditions form.

#### NON-DISCRIMINATION POLICY

The City of Marshall does not discriminate on the basis of disability status in the admission or access to or treatment or employment in its programs and activities.