



State of the local economy

Survey provides insight on Minnetonka business climate

This past fall, the City of Minnetonka asked local businesses to assess the overall business climate in Minnetonka.

The purpose of the survey was to help the city gain a better understanding of the state of the local economy and identify any program, assistance and outreach opportunities to better connect with businesses.

More than 150 Minnetonka businesses responded to the survey - approximately 10 percent of the city's business community.

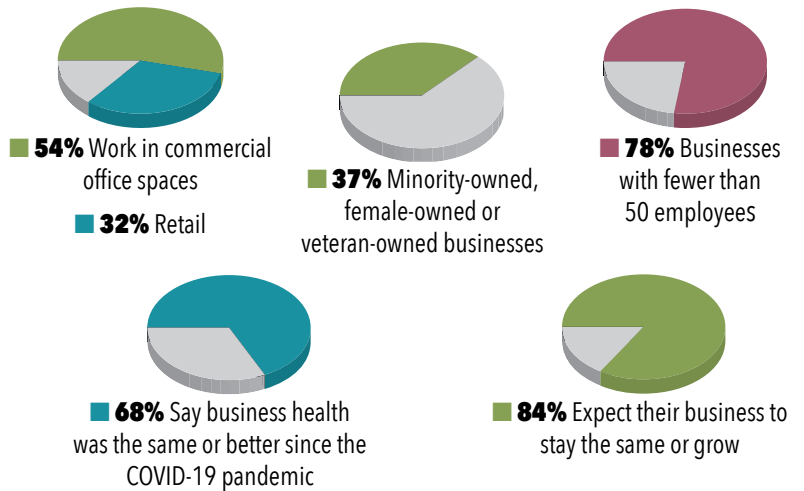
Overall, businesses expressed optimism, and the results speak to the business community's resilience over the last year and a half. Several themes emerged about what businesses like most about the city: Location, demographics and feeling of safety.

Primary concerns include taxes, workforce, ongoing COVID impacts and infrastructure reliability.

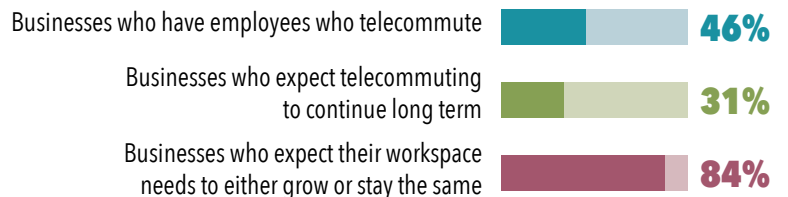
City economic development staff will continue analyzing the survey results to adjust or add new programs as needed. We appreciate everyone's participation, as your continued feedback is vital for helping us best serve the business community. For the full summary of the survey, visit minnetonkamn.gov/bizsurvey.

Note: The city hired Cobalt Community Research to conduct the citywide business survey. We received a valid response from 157 businesses, providing a confidence level of 90 percent and enough data to run a valid statistical analysis.

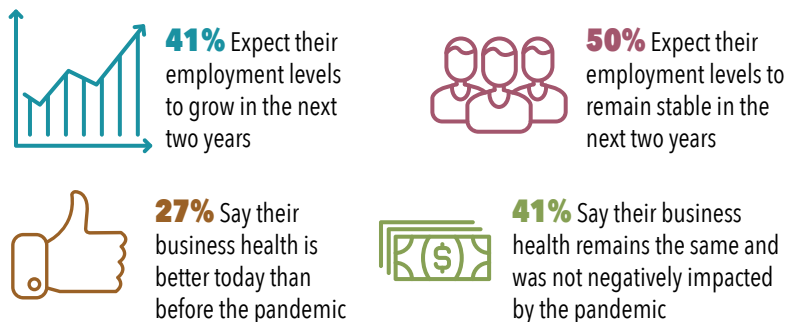
Who took the survey



Telecommuting and Office Space



Economic Health



Take steps to protect your business

While crime continues to make headlines across the metro, the City of Minnetonka has fortunately maintained a low level of crimes involving violence. Over the past three years, crimes involving violence have not increased.

However, much like the rest of the metro, the city has seen an increase in property crime, especially in burglaries and thefts and specifically motor vehicle thefts and thefts from a motor vehicle. In several areas of the city, we have seen a more than 50-percent increase since 2019. These crimes often affect our business community.

The Minnetonka Police Department is committed to improving security and reducing risk with programs and resources for our business community. The department strives to educate business owners and employees on crime trends and prevention.



Here are some tips to help control or prevent crime in and around your business:

- **Invest in quality lighting.** Lighting is one of the most affordable crime prevention options. Utilize lighting both inside and outside. Light up all points of entry, windows and main interior areas. Ensure that parking lots are well lit and that lights are working properly. Consider the placement, as well as the type of lighting.
- **Install heavy, solid windows and doors with the most secure locks.** Consider burglar-resistant glass. Most importantly, make sure to secure all doors and windows prior to leaving at the end of the day. Even the best locks won't work if they aren't engaged.
- **Utilize technology with alarm and surveillance systems.** Make sure those systems are properly installed and maintained and that employees are trained in their operation.
- **Connect with customers.** The most important and successful crime deterrent is you. Greet each person who comes into the business. Personal contact alone can deter criminal behavior. If it doesn't feel right, then it probably isn't.
- **Finally, get to know your neighbors and watch out for each other.** Contact the police if you see anything suspicious, and let your neighbors know as well. Be good witnesses. If you are able to provide the police with accurate descriptions of the people and vehicles involved, it can make all the difference.

If you have any questions or would like the police department to visit your business to help with security or prevention plans, please contact the department at 952-939-8500 or email Capt. Rachel Meehan at rmeehan@minnetonkamn.gov.

Ensure fire hydrants are ready when you need them

Did you know property owners - including businesses - are responsible for annual maintenance and inspections of privately-owned fire hydrants?

It's a common assumption that public works maintains all hydrants, but the city is only responsible for those on public property.

We hope we'll never have to use the hydrants near your business. But if we do, they need to be in perfect working condition. Please ensure they're inspected and maintained in 2022; annual inspections must be completed between May 15 and July 15.

Visit minnetonkamn.gov/hydrants to learn more, view our hydrant locator map, download the inspection form and find a list of contractors who perform inspections and repairs.



Talent Attraction

MN DEED CAN HELP YOU FIND, TRAIN WORKERS

We know that finding the right workers can be a job all its own. The City of Minnetonka partners with the state Department of Employment and Economic Development (DEED) to address workforce needs. DEED has many resources available to assist your business in finding talented workers or funding to train workers.

Workforce Strategy Consultants

DEED's workforce strategy consultants develop innovative workforce solutions and leverage expertise in targeted industry sectors.

Minnetonka is served by Adesewa Adesiji. She works with businesses across all industries to develop strategies for attracting and retaining workforce talent. One of her focuses is on increasing BIPOC representation in today and tomorrow's workforce across all levels. Her work includes collaborating with local officials to develop a career pathway initiative for the health care sector. She's also working on an initiative aimed at diversifying the state's manufacturing industry.

Meeting with a workforce strategy consultant is free of charge, and they have a team ready



to tackle your business workforce needs. Set up a meeting with Adesewa today to talk about your hiring needs, review pay structures, discuss long term goals, review job descriptions and more.

Adesewa Adesiji
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Minnesota Job Skills Partnership

This program provides up to \$400,000 to encourage businesses to partner with educational institutions to develop customized training. The grants can be used to provide training for both new and existing employees.

Pathways Program

Pathways focuses on providing training, new jobs, and career paths for people who have incomes at or below 200 percent of the federal poverty guidelines or those who are making a transition from public assistance to work. Grants of up to \$400,000 per non-profit or educational institution may be awarded to develop and deliver training specific to business needs.

Work Opportunity Tax Credit

The Work Opportunity Tax Credit is a federal tax credit available to all private sector businesses to hire workers in certain groups who consistently experience high rates of unemployment such as veterans, disabled individuals, formerly incarcerated individuals or others. Employers can reduce their federal tax liability by up to \$9,600 per new hire. Find out more at [CareerForceMN.com/work-opportunity-tax-credit](https://www.careerforcemn.com/work-opportunity-tax-credit).



CareerForce

CareerForce is Minnesota's official career development and talent matching resource, staffed by DEED employees and workforce development partner employees throughout Minnesota.



With access to Minnesota's largest online labor pool and connections to candidates with experience from entry level to management, CareerForce can help you find the talent you need for your business to grow and thrive. CareerForce staff can assist with [minnesotaworks.net](https://www.minnesotaworks.net) postings, offer potential hiring event opportunities and promote your employment openings to customers looking for work.

To find contact information for staff at a CareerForce location near you, visit [CareerForceMN.com/locations](https://www.careerforcemn.com/locations) or call 651-259-7500.

Winter 2022

A business publication from the City of Minnetonka to help businesses start, grow and thrive.

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- Kimberly Wilburn
At-Large
- Brian Kirk
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- Rebecca Schack
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- Bradley Schaeppi
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Smart Salting

Winter presents a particular challenge to keeping parking lots and sidewalks safe for customers, clients and staff.

But using too much road salt creates problems, too. Over time, salt cracks sidewalks and parking lots. It corrodes buildings and vehicles, damages soils and roadside plants, and contaminates water bodies.

That's why the City of Minnetonka promotes Smart Salting certification for businesses, property managers and others who manage snow and ice. This training covers:

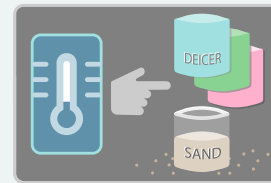
- Best practices
- Tools and technology
- Alternative deicers
- Safe disposal of road salt and other deicers

If you use a contractor for snow and ice management, ask whether they implement smart-salting strategies to save money, time and the environment.

Pledge to be salt smart



1. Shovel
Clear walkways before snow turns to ice. Apply salt only if needed.



2. Select
Salt doesn't melt ice below 15°F. Use sand for traction when it's too cold or a different de-icer.



3. Scatter
Use salt only where critical. Aim for three inches of space between salt granules.



4. Sweep
Clean up leftover salt, sand and de-icer to save and reuse as needed.

Learn more and find upcoming trainings at pca.state.mn.us/water/salt-applicators.

Graphics courtesy cleanwatermn.org