



## Destination Ridgedale

The Ridgedale area of Minnetonka is a dynamic place and an impactful driver of the local economy. Over the last several years, the area has seen new housing development, new retail and restaurant establishments and the current construction of the city's newest park. The city recognizes the importance of the Ridgedale area to the local economy.

But like many retail and mixed-use areas, Ridgedale was impacted by COVID-19. To better understand how the area was affected, the city worked with a consultant to study who visits the Ridgedale area, where they come from, where they are going and additional basic characteristics.

Using anonymous data, the city has a better picture of Ridgedale as a destination and how it rebounded from the COVID pandemic. It also can be used to strengthen local planning and shape the city's marketing efforts to attract new business to the area. To view the full study, visit [minnetonkamn.gov/business](http://minnetonkamn.gov/business).

Ridgedale area businesses can also contact us at [bizsupport@minnetonkamn.gov](mailto:bizsupport@minnetonkamn.gov) to discuss how the data may help your business.

### Ridgedale Area Visitors

(January 2018-July 2022)

Includes Ridgedale Center area and 394 corridor between 494 and Hopkins Crossroad

**63.4 million**

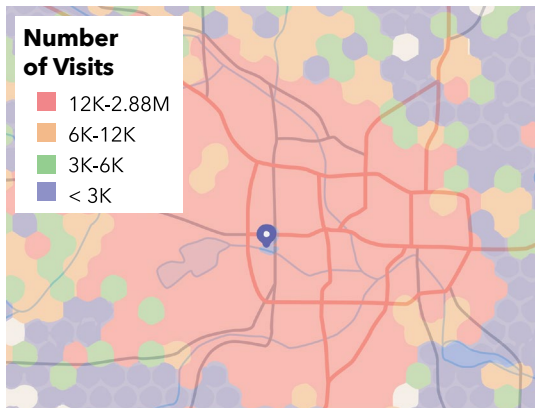
Total visits in study period

**4.55 million**

Unique individuals visiting

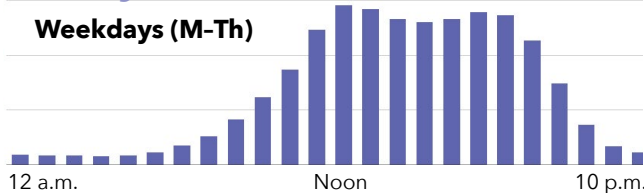
### Trade Area Regional Heat Map

This heat map shows the home locations of area visitors.



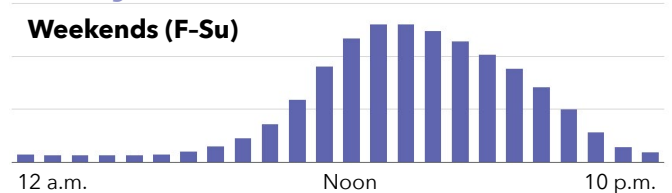
### Hourly Visits

Weekdays (M-Th)

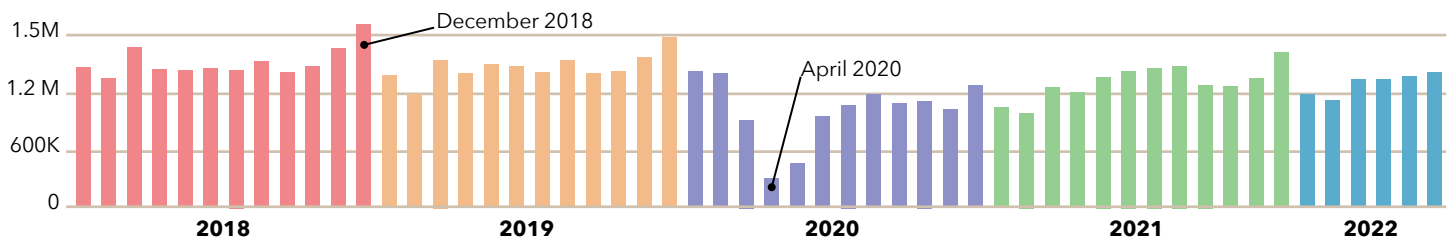


### Hourly Visits

Weekends (F-Su)



### Estimated Number of Monthly Visitors



# Elevate your business

Elevate Business HC planner Tashie George is here to help

## Q: Hi, Tashie! Tell us a bit about yourself.

I am a senior planning analyst and the business resource navigator for Hennepin County. My primary role is managing the county's Elevate Business program and providing support to entrepreneurs in the county.

I have an extensive career in business development, and over my career, I've been privileged to work with small business owners of all cultural backgrounds to equip them with the tools they need to be sustainable and successful. I am also a small business owner; I have my own brand of ginger beer.



## Q: Ginger beer, yum. Sounds delicious. Can you tell us more about how Elevate Business helps small business owners, like yourself?

Elevate Business is a movement to accelerate an inclusive and equitable economy in Hennepin County that impacts those here and far beyond. It's a hub for business guidance and support, connecting entrepreneurs to mentorship, education, access to capital and more. We're a business support ecosystem that is shaping the region to become even stronger and resilient. Whether you're just starting out with a business idea, solving a current challenge or looking to take your success to scale, Elevate Business HC is here for you.

## Q: We understand Elevate Business has supported more than 900 entrepreneurs. Can you tell us more about one of those experiences?

Ice Dreamzzz, a Thai-style rolled ice cream shop in Plymouth, was able to gain business planning support, which led them to successfully finance and open their business. We also helped Cheesecake Funk, a Minnetonka-based business, develop a comprehensive business growth strategy.

## Q: What has the COVID-19 pandemic taught you about business planning?

The pandemic brought to light many obstacles entrepreneurs face on a daily basis. Although we all lead with a business passion, the main lesson learned was that having a solid business plan that is inclusive of your business operations, marketing, financial management, compliance requirements and succession planning is the key to your sustainability, economic growth and building generational wealth.

## Q: Tashie, what's the best piece of advice you have for aspiring business owners?

My best advice is to crawl before you walk. Take the time to meet with a business professional to develop a plan to reach your goal. Make sure that you have a full understanding of what it takes to be successful in the business that you are passionate about.

Learn more about Elevate Business HC at [hennepin.us/economic-development/programs/Elevate-Business-HC](https://hennepin.us/economic-development/programs/Elevate-Business-HC).

Vanessa Drew, owner of Minnetonka-based Cheesecake Funk, is one of the businesses Elevate Business HC has helped grow. Check out the video at [bit.ly/cheesecakefunk](https://bit.ly/cheesecakefunk).

## Loans available to help businesses meet code requirements

### New fund assists with commercial code compliance

In October, the Minnetonka City Council approved the creation of a loan fund to help businesses address required code corrections, safety improvements and other areas of concern identified by city officials.

Eligible businesses must be:

- Located within Minnetonka or in the process of securing a location in the city
- Locally owned and operated
- For-profit
- In compliance with city ordinances, codes (or addressing codes) licensing and any other regulations with the city.

For more information on how to apply, email [bizsupport@minnetonkamn.gov](mailto:bizsupport@minnetonkamn.gov) or visit [minnetonkamn.gov/business](https://minnetonkamn.gov/business).



# Save energy, save money

Businesses large, small and everywhere in between find that improving energy efficiency is an easy way to reduce overhead expenses – and improve productivity.



## Assessments

Get a free assessment from the one-stop efficiency shop to identify how your business uses energy and get suggestions for lighting and HVAC system improvements. The Center for Energy and the Environment, a local non-profit, offers various savings programs. Visit [mncee.org/reduce-your-energy-costs](https://mncee.org/reduce-your-energy-costs) to learn more.

## Rebates

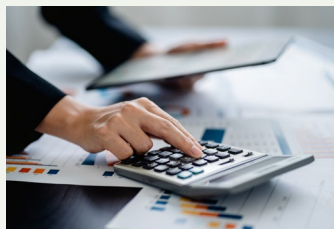
Valuable rebates are available for a wide variety of energy efficiency projects. LED lighting, heating and cooling, foodservice equipment - it's cost effective to make your business more energy efficient. Xcel Energy rebate information is available at [mn.my.xcelenergy.com/s/business/ways-to-save](https://mn.my.xcelenergy.com/s/business/ways-to-save). Learn more by contacting Xcel Energy directly at [energyefficiency@xcelenergy.com](mailto:energyefficiency@xcelenergy.com) or 855-839-8862.



## Financing

Interested in financing opportunities for energy efficiency upgrades? Resources are available to businesses to help make your projects more affordable:

- Property Assessed Clean Energy (PACE), [minnpace.com](https://minnpace.com)
- Trillion BTU Financing, [sppa.com/portfinancing/trillion-btu](https://sppa.com/portfinancing/trillion-btu)
- Energy Savings Fund for Nonprofits, [mncee.org/loans/energy-savings-funds-nonprofits](https://mncee.org/loans/energy-savings-funds-nonprofits)



More energy efficiency questions? Contact Planner Drew Ingvalson at [dingvalson@minnetonkamn.gov](mailto:dingvalson@minnetonkamn.gov) or 952-939-8293.

# NEW EATS IN MINNETONKA

Minnetonka has welcomed a variety of new restaurants in the past year. Visit [minnetonkamn.gov/restaurants](https://minnetonkamn.gov/restaurants) for a sampling of new and coming soon places, including:

## 1 Toma Mojo Grill

12977 Ridgedale Drive

**Date Opened:** August 2021

**Cuisine:** Mediterranean  
(Spanish and Portuguese inspired)

**Did you know?** Features seven homemade sauces.

## 2 Duke's on 7

15600 Hwy 7

**Date Opened:** June 2021

**Cuisine:** American fare, craft cocktails

**Did you know?** Dog-friendly, year-round "Pawtio," serving up a three-course dog menu.

## 3 Kazoku Minnetonka

5445 Eden Prairie Road

**Date Opened:** December 2021

**Cuisine:** Japanese cuisine, sushi

**Did you know?** Kazoku translates to "family" in Japanese. This is the second location in the metro.

## 4 The Tavern Grill

12653 Wayzata Blvd.

**Date Opened:** February 2022

**Cuisine:** American fare, build your own pizzas, burgers and salads.

**Did you know?** Sixth metro location, featuring a fully customizable menu and brunch.



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**Fall 2022**

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

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The City of Minnetonka is hosting a contractor's expo early next year. The half-day expo will take place Thursday, Feb. 2. City staff is designing it to be a one-stop shop for builders and contractors across the region.

"We are really excited to once again offer an event like this," said Community Development Director Julie Wischnack. "It will provide a great overview of everything from permit and inspection requirements to resources for small businesses and sustainability ideas."

The event will be free. Registration and detailed program information will be available later this year at **minnetonkamn.gov**.