



HIRING?

CareerForce can help

CareerForce - formerly Minnesota WorkForce Center - assists employers to attract, hire and retain qualified workers. Through on-site hiring events, panel discussions and presentations for job seekers, recruiters can promote job openings, share industry trends and improve hiring practices.



Services provided by CareerForce include:

- Assistance with **MinnesotaWorks.net**, the state's largest free job posting resource.
- Matching recruiter needs with hiring events in a variety of industries.
- Networking groups to connect with career seekers.
- Informational sessions to help businesses thrive, including labor market information.
- Quarterly panel discussions and networking events to connect health care employers with potential hires.

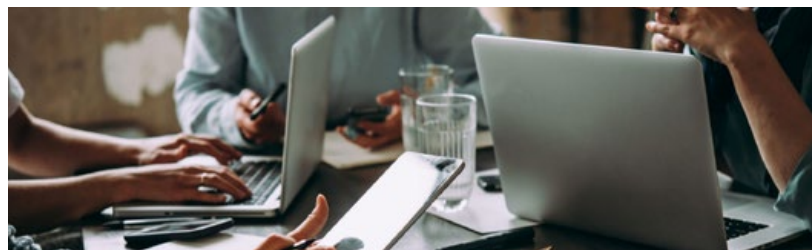
Visit **CareerForceMN.com** for more information about all CareerForce offers to local businesses. Contact Gina Meixner (gina.meixner@state.mn.us) or Stephen Kolcinski (stephen.kolcinski@state.mn.us) with questions or to learn more.

Job Skills Partnership provides path to high-level training

Cybersecurity is an increasingly crucial challenge for businesses in the digital age. A subsidiary of Minnetonka-based UnitedHealth Group (UHG) recognized a growing demand for trained cybersecurity professionals, and they've taken a huge step toward meeting this important need thanks to a partnership with Metropolitan State University and a generous grant.

UHG's subsidiary is collaborating with Metro State on a program that will certify 50 employees in detecting, responding to and resolving computer security incidents. And this tremendous teamwork recently received a huge assist from a Minnesota Department of Employment and Economic Development program.

The Minnesota Job Skills Partnership program, which pairs businesses and educational institutions to train, retrain and expand opportunities, selected the UHG-Metro State partnership to receive a \$161,779 grant to cover the cost of developing the program and certifying 50 employees. Early returns are exceedingly positive and both hope to continue the partnership even after grant funds have been exhausted.



Could this help your business?

Does your business have a need for new or additional training or certification? Consider following this blueprint! Metro State is eager to discuss similar partnerships with Minnetonka businesses. Also, the state's partnership program is open to any business to partner with any accredited Minnesota educational institution.

The City of Minnetonka is also here to help. Contact Rob Hanson at rhanson@eminnetonka.com or 952-939-8234 to learn more about the program, explore funding options or connect with an institution.

Sweet Jules Gifts

Minnetonka businesses thrive in a variety of ways - from huge, global companies to small, independent operations. One recent success story is a proud family partnership that has found its "sweet spot" in Minnetonka.

Sisters Jule Vranian and Hope Klocker come from a family filled with exceptional culinary talent. That acumen inspired and fuels their business - Sweet Jules - which shares their family's delicious hand-made caramels and candies with the masses. The company now calls Minnetonka home, as Sweet Jules Gifts opened in 2017 after selling online and in others' stores since 2009.

"We chose Minnetonka because Jule lives [here]," Klocker said. "[We] love the positive community and the friendly people."

A fun family tradition of holiday caramels is now their work and passion, on full display in their Minnetonka storefront four days a week. Vranian and Klocker personally hand-make each batch of fresh caramels, made with all-natural ingredients highlighted by organic Minnesota cream and butter.



"Sweet Jules Caramels are the product of many years of testing, family critiquing, loving encouragement and high expectations," touts the company's website.

Sweet Jules offers a variety of specialty caramel flavors, including classic vanilla bean, Jules of Paris, Café Italiano, Fleur de Sel, Beer and Pretzel, Scilian Orange and Bananas Foster. There's also a boxed set of Pub Crawl Caramels, which includes flavors from Minnesota Breweries. Vranian's favorite is Jules of Paris, while Klocker leans toward Café Italiano.

The Minnetonka store also sells cookies and pastries. Currently about 70 percent of sales are online, with 30 percent in-store. Holiday seasons are their busy times, with Christmas orders typically sold out by Dec. 7.

"Customers tell us they enjoy shopping at our store because it's a small food business they feel good about supporting," Klocker said. "They love to learn about the things we make with fresh and unique ingredients."

Though success has been sweet, all small businesses face challenges. The sisters said staffing and equipment purchasing and maintenance are three they routinely face, as all current employees were found by word of mouth. Sweet Jules plans to work with the city to identify resources that will assist their continued growth.

Regardless of how Sweet Jules evolves, it's certain they'll continue to provide mouth-watering caramels that meet their family's sky-high criteria.

"Our standards are so high," Klocker said. "Nothing gets put out but the best."

Sweet Jules Gifts

10902 Greenbrier Road
952-545-0019

sweetjulesgifts.com

Open Wednesday to Friday
from 10 a.m. to 5 p.m.,
and Saturday from
9 a.m. to 3 p.m.

The Thrive Minnetonka business spotlight showcases local businesses to foster a sense of pride in our thriving business community. For consideration, email Rob Hanson at rhanson@eminnetonka.com. Include basic information, why you chose Minnetonka and how your business positively impacts the community.

Emerald Ash Borer found in Minnetonka

City foresters have confirmed that two trees along Minnetonka's southeast border are infested with Emerald Ash Borer (EAB).

EAB Management

The City of Minnetonka has been preparing for the arrival of EAB since 2010. As part of those preparations, the city has taken several important steps, including:

- The removal of approximately 1,500 ash trees from city property and the right-of-way
- Planting 850 new trees utilizing a wide variety of tree species
- Preventative treatment of 170 ash trees on city property

Next Steps

Minnetonka's natural resources division will work to limit the spread of EAB and scout for other infested trees throughout the summer.

The city is developing a program to specifically educate businesses with ash tree management and will share details soon. Visit eminnetonka.com/thrive and subscribe for email or text updates.

More Information & FAQs

Visit eminnetonka.com/eab for answers to frequently asked questions about the signs and symptoms of EAB, what you can do to help mitigate the problem, and more.



Construction begins on Southwest Light Rail

Construction is under way on the Southwest Light Rail Transit (SWLRT) project, which will extend the METRO Green Line to connect Minnetonka to Minneapolis, St. Paul, St. Louis Park, Hopkins and Eden Prairie.

The line is expected to open in 2023 with one station in Minnetonka and two just outside the city's borders.



Businesses will continue to see the following construction activity along the line:

- Removal of trees, vegetation, roots, shrubs and stumps; soil excavation; erosion control
- Fence installation and material delivery
- Surveying and staking
- Locating utilities and removal or relocation by utility companies

Portions of trails in Minneapolis, St. Louis Park and Hopkins are closed for up to four years.

Stay informed

Metropolitan Council manages this project. Visit SWLRT.org to sign up for weekly construction updates and learn more. Call the project's 24-hour hotline, 612-373-3933, to report urgent construction issues.

Free resources to promote commuting

Is your business looking to improve its sustainability and impact on the environment? Contact Commuter Services for free resources to encourage employees to commute sustainably, including carpool ride matching, personalized transit itineraries (and two free ride passes), bike trail maps and tips for biking to work.

Commuter Services can also host commuter fairs at worksites, provide a starter bicycle rack at no cost, help enroll in discounted transit pass programs, provide commute information for new hires and much more.

Learn more at 494corridor.org or contact Kate Meredith at Kate@494corridor.org or 952-405-9425.



Summer 2019

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

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A closer look at Minnetonka



53,394 people live in Minnetonka, a seven percent increase since 2010.



Minnetonka has **2,400** businesses with more than **46,000** employees. Since 2010, Minnetonka employment has increased by 4.5 percent.



68 percent of residents have a college degree.



Minnetonka's median household income is **\$83,500**.



Only **2.6** percent of Minnetonka residents are unemployed.

- Finance and Insurance **15%**
- Retail and Trade **13%**
- Health Care and Social Assistance **10%**
- Manufacturing **9%**
- Professional and Technical Services **7%**
- Management of Companies and Enterprises **7%**
- Accommodation and Food Services **6%**
- Administrative and Waste Services **5%**
- Educational Services **5%**
- Information **5%**
- Wholesale Trade **5%**
- Real Estate and Rental and Leasing **4%**



- Other Services, Ex. Public Adm. **3%**
- Construction **3%**
- Arts, Entertainment and Recreation **1%**
- Public Administration **1%**