



## New park adds to Ridgedale's transformation

Earlier this month, city officials cut the ribbon to the recently completed Ridgedale Commons, the latest step in a community that has transformed from a retail center into a neighborhood of the future.

The vision for that transformation began more than 15 years ago, when famed University of Minnesota architect Ralph Rapson and his design center had an idea for connecting the green space surrounding the mall as a way to fuse natural and urban together.



To better understand who would want to live there and how to encourage new development, Minnetonka worked for several years with urban planners and architects to create what has come to be known as the Ridgedale Vision.

"The idea has been to develop a place that is transformative and diversify the uses so that the Ridgedale area remains vital, relevant and exciting," said Julie Wischnack, Minnetonka's community development director.

Fifty years ago, Ridgedale was a new mall on what was then the edge of the Twin Cities. Today, it is home to 5,000 people, 650 apartment units have been built and a network of trails easily connects it to the rest of the city and transit. Ridgedale Center itself is considered one of the top-performing retail centers in the country because it attracts more than 1.3 million visitors per month. But the transformation is not complete.

"We have a commitment to this work," said Wischnack. "It took a long time to create an auto-centric suburban space, and it will take years for it to fully evolve into a walkable, sustainable part of our community."

More information about the park is available at [minnetonkamn.gov/ridgedalepark](http://minnetonkamn.gov/ridgedalepark).



## City seeks feedback for Flood Risk Management Map

The City of Minnetonka is looking for community input regarding updated floodplain maps.

Floodplain maps show what areas are most at risk during a heavy rainfall event. These maps typically illustrate what areas would likely flood during a "100-year storm." Consistent with watershed districts in the area, the city's floodplain maps have been updated for recently adopted precipitation information from the National Oceanic and Atmosphere Administration, updates to infrastructure and more.

Business owners can see the new interactive maps and provide their feedback at [minnetonkamatters.com/flood-risk-management](http://minnetonkamatters.com/flood-risk-management). Feedback on the floodplain map and ordinance updates collected on Minnetonka Matters will be provided to city council prior to its review. Comments will be accepted until July 24.



## BUSINESS SPOTLIGHT:

# Indoor Zoomies

**As dog owners know, Minnesota weather can be unpredictable and uncomfortable.**

But thanks to Minnetonka's new indoor dog park, owners and dogs don't have to compromise their comfort when it comes to rain, cold or heat.

Indoor Zoomies, which opened in December of 2022, works much like an outdoor dog park. Owners can let their dogs run and play, under their supervision, without worrying about weather, bugs or unvaccinated dogs.



"Dogs have a safe, clean and comfortable space to get out their excess energy, year-round," said owner Annelise Brown, a local Hopkins resident.

Indoor Zoomies is exclusively for small dogs 30 pounds and under. Owners purchase daily or multiple visit passes. Registration and proof of vaccinations are required to visit the dog park.

In addition to giving small dogs a safe place to play, Indoor Zoomies also hosts nail trims from local Hopkins groomer Paws on Main and adoption events with local rescues. The facility recently hosted a Mother's Day paw print bouquet painting session and plans to be open late Fourth of July to offer dogs and humans

who are sensitive to fireworks a safe place to enjoy the night.

Brown says Indoor Zoomies has grown primarily through word of mouth. It has built a community of supportive dog owners who want to see it thrive.

"The City of Minnetonka has been unbelievably helpful with the resources they have offered, and the time they take to really help a new business," Brown said. "Minnetonka has embraced Indoor Zoomies and has made me feel welcomed and appreciated, and I love the growing excitement around my dog park."

A grand opening event will be Saturday, June 25 from 11 a.m. to 2 p.m. Please register your dog in advance.



Indoor Zoomies  
10924 Greenbrier Road

Tuesday-Friday 4-8 p.m.  
Saturday-Sunday 8 a.m.-noon

[Indoorzoomiestonka.com](http://Indoorzoomiestonka.com)

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 [bizsupport@minnetonkamn.gov](mailto:bizsupport@minnetonkamn.gov). Include basic information, why you chose Minnetonka and how your business positively impacts the community.

## Join the city's SafeCam program

Minnetonka Police invites businesses to register their private video surveillance systems through the department's SafeCam program. The program creates a database of private camera locations in the city. Should a crime occur in or near where a camera is installed, Minnetonka officers can contact nearby businesses to request potentially valuable video.

SafeCam is 100-percent voluntary and does NOT provide Minnetonka police with access to security camera systems.

- The program only records the address and basic characteristics of the cameras. It does not collect serial numbers, passwords or other identifying camera information.
- Personal information is confidential and will not be distributed except as required by law or court order.
- You can opt out at any time.

SafeCam is a partnership between Minnetonka police, residents and businesses to keep neighborhoods safe. Visit [minnetonkamn.gov/safecam](http://minnetonkamn.gov/safecam) to register.



# Get help bringing your business up to code

Need help getting your property up to code? Minnetonka offers a commercial code compliance program that provides low-interest loans for local businesses.

Minnetonka businesses are eligible to receive a low interest loan to address building issues such as improving safety and structural integrity, improving accessibility or addressing other areas of concern identified by Minnetonka city staff.



## Eligibility

Businesses must be:

- Located within Minnetonka or in the process of securing a location in the city
- Locally owned and operated business
- A for-profit business
- In compliance with city ordinances, licensing and any other regulations with the city

## Repairs

Examples of eligible repairs include:

- Exterior painting
- ANSI/NSF-approved equipment upgrades with approval from the city building official
- Parking lot improvements
- Improving exterior or architectural barriers that restrict the mobility and accessibility of elderly or disabled persons to a premise
- Exterior lighting
- Any other area of concern as determined by city staff

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

# Partnership aims to elevate local businesses

Minnetonka is proud to partner with Hennepin County's Elevate Hennepin<sup>SM</sup> to bring expert advising and other business resources to Minnetonka businesses at no cost.

Designed in consultation with local entrepreneurs and business owners, Elevate Hennepin<sup>SM</sup> provides inclusive access to resources for starting and scaling a business.



Vanessa Drews, owner Cheesecake Funk

Elevate Hennepin<sup>SM</sup> was created to better connect business owners and entrepreneurs to expertise, capital and resources. The program draws together experts, tools and programs intentionally designed to help new and established businesses gain their footing, plan for their next step and take their success to a new level through three types of business services:

- **No-cost expert consulting** covers a wide range of essential business areas including legal, marketing, strategic planning and operations.
- **An events hub** for business owners to find ways to network, connect in peer-to-peer discussions, learn and enhance their businesses.
- **A resource directory** for business owners to explore county, state and federal resources that can empower their business.



All professional consultants, technical expertise, trainings and events are available at no cost to businesses located in Hennepin County. Find the right resources for your business today at [elevatehennepin.org](http://elevatehennepin.org).

## Need help navigating Elevate Hennepin<sup>SM</sup>?

Minnetonka has subcontracted with Open to Business advisors to serve as a resource navigator and help you get the assistance you're looking for. Open to Business also works with entrepreneurs to find financing options you may need to grow your business.

Reach out to Open to Business for one-on-one advising and resource navigation at [opentobusinessmn.org](http://opentobusinessmn.org). Open office hours are available virtually on the second Monday of every month. Assistance is available in Spanish and English.

"I am so grateful for this program and the opportunity to get help expanding my business. The level of support and thoughtfulness is very impactful, and I know they genuinely care."

—Tai Nguyen,  
owner of KT Nails in Minnetonka

"Just a day after meeting my mentors, I have started receiving emails from more people who feel they can help me meet my business goals. It feels so good to not be alone in this adventure, and I have an excellent support team. I'm excited to see the progress in my business and am grateful for this peace of mind."

—Annelise Brown,  
owner of Indoor Zoomies in Minnetonka



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**Summer 2023**

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

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*Don't miss out!*

**Free business energy and restaurant waste assessments**

To help businesses identify the easiest ways to reduce their energy use and waste, the City of Minnetonka has partnered with Energy Smart and Minimize.

**Energy Smart** will provide a free whole-building energy audit to small businesses, assist with identifying energy-saving opportunities and help determine when and where to invest in new, efficient equipment. Once you've completed this free assessment, your energy consultant will:



Minnesota Chamber of Commerce  
**ENERGY SMART**

- Research available rebates;
- Create a customized savings plan;
- Provide operational tips; and
- Recommend upgrades to help you save money.

Sign up at **MNEnergySmart.com** or call 651-292-3902.

**MNimize** will provide a free site visit for food businesses that are interested in reducing their waste. Businesses will also receive:



- A \$500 MNimize rebate toward expenses to reduce single-use plastics;
- Waste reduction funding information and assistance with applications;
- Operational recommendations; and
- Recognition for participating in the program.

Sign up at **mnimize.org** or call 612-428-1480.