



BUSINESS SPOTLIGHT:

Boom Island Brewing

Boom Island Brewing Co. set up shop in Northeast Minneapolis in 2011, just north of the island it's named after. But with business "booming" (pun intended) and the craft beer craze crowding their location, the Boom Island crew eyed a suburban relocation.

In search of more space and a family-friendly community, Minnetonka emerged as an ideal new home.

"We wanted to relocate to an area that was underserved ... with a range of demographics to include growing and established families with children and a dog," said Boom Island Board Director Dan Syverson. "Our location in Minnetonka on Baker Road was available ... and a perfect fit. The city has a great mix of nature, families, professionals and successful businesses that appealed to us."



Moving a brewery and taproom is no easy task. In addition to relocating the equipment, operations and staff, there are seemingly endless details that need attention. That's where Boom Island connected with the City of Minnetonka to begin a mutually beneficial partnership. Syverson said working with the city on permits, licenses and approvals made for a smooth transition, and the city's SAC/REC deferral program helped defer up-front sewer access charges.

"[The city] helped us understand the process in detail, how to best prepare and who to interface with," said Syverson. "It was invaluable ... we were pleasantly surprised by the level of support we received. It really made a difference to have city officials that were responsive to questions and to help us navigate the many challenges."

Despite a tight timeline, Boom Island opened its new Minnetonka location on-schedule in the summer of 2019 and the initial response - and the way the business has integrated into the community - more than confirmed the decision to relocate.

"Opening weekend turned out crazy busy with hundreds of patrons from the area," Syverson said. "Local businesses and families have discovered our private space that can be reserved for casual business meetings or family events," said Syverson. "It is very satisfying to see these groups come together, relax and enjoy themselves."

Learn more

Visit minnetonkamn.gov/business to learn more about resources to help start, relocate or expand your business. Visit Boom Island Brewing at 5959 Baker Road or learn more at boomislandbrewing.com.

For business spotlight consideration, email Rob Hanson at rhanson@minnetonkamn.gov. Include basic information, why you chose Minnetonka and how your business positively impacts the community.



MinnPACE assists with energy improvements

The Minnesota Property Assessed Clean Energy Program, or MinnPACE, is an innovative way to finance energy efficiency and renewable energy upgrades to buildings.

Business owners receive full financing to upgrade HVAC systems, lighting, manufacturing equipment and more. The loan is repaid as a property tax assessment over a period lasting up to 20 years.

MinnPACE is also an excellent resource to finance renewable energy projects, including commercial solar, wind or geothermal projects.

Visit minnpace.com to learn more and apply for financing.



Defer sewer and water charges

Did you know your business can defer sewer and water charges to make them more manageable over time?

Businesses are encouraged to take advantage of the Minnetonka SAC/REC Deferral Program, which allows businesses to pay SAC (Met Council sewer availability charges) and REC (Minnetonka sewer and water charges) incrementally, rather than all at once when the building permit is issued.

The program spreads the charges over 10 years for eligible businesses that have 25 or fewer SAC units. Learn more at minnetonkamn.gov/business under "Financing and resources."



Guiding Opus area revitalization

Minnetonka's Opus 2 area, located near Hwy 169, Hwy 62 and Shady Oak Road, is a unique hub of major employment, residential communities, trails, open space and a unique one-way road network. Light rail transit's impending arrival has sparked revitalization in the area, and the city is helping to guide Opus into this new, exciting phase.

The city is finalizing design guidelines and an implementation plan to help developers, existing businesses and the city work together to guide the Opus area into a cohesive mixed-use community that reflects the area's history while preparing for its future needs.

Key aspects of the guidelines and plan include successfully integrating the coming light rail station; enhancing the area's trail network and aesthetics; creating publicly-accessible, privately-owned spaces; complementing the area's existing businesses; and more.

Visit minnetonkamn.gov/opuspublicspace to learn more and subscribe to email/text updates. Contact Carol HejlStone at chejlstone@minnetonkamn.gov or 952-939-8342 with questions.



Connect with the city

Our business newsletter is just one of many ways the city stays in touch with our business community. Here are other ways we can connect to help your business thrive.



- **Online**

We recently launched a new website and moved to a new web address. Visit minnetonkamn.gov/business to check out our online business information and resources.

- **Email/text**

Visit minnetonkamn.gov/business and subscribe to receive business news and updates via email or text.

- **Visits**

Our staff would love to visit your business and share ways we can help. Contact Rob Hanson at rhanson@minnetonkamn.gov or 952-939-8234 to schedule a visit.

- **Information form**

Please visit minnetonkamn.gov/business/information-form to provide up-to-date information for your business. We'll only use it to contact you directly or share relevant news, programs or assistance.



Our staff can connect your business with financial assistance programs, workforce development and county, state and federal resources. Our contact information is on Page 4 - we'd love to hear from you!

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 the fire department 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 2020; 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 that perform inspections and repairs.

Review adjusted business license fees

Our city doesn't require a general business license, but many business types require a specific city license. Most business license fees are changing in 2020. We encourage you to review the new fees prior to your 2020 renewal at minnetonkamn.gov/business/licenses.

Fee changes are primarily to ensure the rates are comparable to the city's cost of providing services. Fees are also adjusted to remain consistent with the market.

Call 952-939-8274 to learn more, ask questions or request an application.



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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 Admin. **3%**
- Construction **3%**
- Arts, Entertainment and Recreation **1%**
- Public Administration **1%**