



We're here for you

Throughout 2020, the COVID-19 pandemic dealt endless challenges to businesses of all kinds, in Minnetonka and beyond. Though we all hope for a better 2021, uncertainty and issues persist and you - our valued businesses - need our help and support more than ever.

The City of Minnetonka is here for you. Our economic development team is ready with resources and expertise to assist local businesses. We can help with COVID-19-related resources, financial assistance programs, workforce development and more, and we can connect you with state, county and federal programs and assistance.



The city also has planners, inspectors and engineers available to help with technical needs.

Visit [minnetonkamn.gov/business](https://www.minnetonkamn.gov/business) to learn more and find resources, and our staff's contact information is on Page 4. Please don't hesitate to reach out to us. We're here to help!



COVID-19 RESOURCES

Visit [minnetonkamn.gov/our-city/covid-19-resources](https://www.minnetonkamn.gov/our-city/covid-19-resources) to find information and resources to assist businesses during the COVID-19 pandemic.

Hennepin County regularly offers small business relief funds and offers other resources and toolkits. Visit [hennepin.us/economic-development](https://www.hennepin.us/economic-development) to learn more.

The Minnesota Department of Employment and Economic Development (DEED) has relief programs for specific businesses and a loan guarantee program to help small businesses. Visit [mn.gov/deed](https://www.mn.gov/deed) to learn more.

The U.S. Small Business Administration has economic injury disaster loans, bridge loans, debt relief and other COVID-19 relief available. Visit [sba.gov](https://www.sba.gov) to learn more and apply.

Greater MSP has developed the MSP Regional Recovery hub, which tracks economic recovery throughout the region and highlights areas that need the most help. Visit [greatersp.org](https://www.greatersp.org) to find and explore the hub.

MnTAP offers free technical assistance

A free resource that helps businesses reduce energy use and costs, prevent pollution and maximize their resources sounds too good to be true. But that's exactly what the Minnesota Technical Assistance Program (MnTAP) offers Minnesota businesses.



This University of Minnesota outreach program provides no-cost, confidential, industry-tailored technical assistance that can help your business improve efficiency and save money through energy, water and waste reduction.

Visit mntap.umn.edu to learn more about this valuable resource.



Southwest LRT construction update

Southwest LRT construction made significant progress in 2020. At one point, every mile of the project was under construction in all five cities. Half of the 16 stations are under construction, 23 of the 29 bridges are under construction, private utility work is nearly complete and some of the new light rail vehicles are already being tested.



Hwy 62 tunnel construction

Minnetonka construction highlights include:

- Tunnel construction under Hwy 62 is ongoing and will continue throughout the 2021.
- Red Circle and Yellow Circle Drives have been reconnected. Yellow Circle has reverted back to one-way traffic.
- Opus Station construction continues, and Shady Oak Station construction will resume in the spring.
- Multi-year construction on the Minnetonka-Hopkins LRT Bridge will continue in 2021.



Shady Oak Station construction

Visit SWLRT.org to learn more and sign up to receive weekly updates.

Navigate COVID-19 challenges with Elevate Business HC

COVID-19 has impacted businesses in immeasurable ways, and a new local resource is here to help. Elevate Business HC is a new public/private initiative that offers no-cost services to Hennepin County businesses, thanks to a partnership between Hennepin County and the Minneapolis Regional Chamber.

The program's goal is to provide resources to help businesses re-build, re-establish and re-ignite by offering expertise in these areas:

- **Technical assistance** - One-on-one consultations with professionals in financing, human resources, technology and more
- **Peer-to-peer roundtables** - Regular, facilitated, small-group discussions focused on problem solving and best practices
- **Topic-driven webinars** - Experts discuss issues facing employers with a focus on workforce needs during the COVID-19 pandemic

Visit elevatebusinesshc.com to learn more and register.



BUSINESS SPOTLIGHT:

Business Association of Glen Lake

The Glen Lake area, a section of Minnetonka surrounding a small lake of the same name, is one of the city's oldest established districts. It's vibrant, diverse businesses line Excelsior Boulevard and its surrounding streets, offering can't-miss retail, dining, service and entertainment options.

Since 2011, Glen Lake's businesses and organizations have been more than neighbors - they've banded together in a coordinated effort to ensure shared and sustained success. The Business Association of Glen Lake (BAGL) - originally formed as the Glen Lake Business Community Association - promotes the Glen Lake area, with a focus on its 34 businesses and inviting amenities.



"It is truly a community group made up of businesses that have retail fronts at Glen Lake, but also neighborhood schools, churches, senior living facilities and neighbors whose businesses serve the area," said BAGL President Mike Strand. "We all try to support one another and work together to introduce people to the special neighborhood of Glen Lake."



The BAGL also enhances the community through special events and other initiatives. Each summer, Glen Lake Day brings large crowds to enjoy family-friendly activities and discover all the area has to offer, and since 2015 the association's winter lights display at Glen Lake Station has attracted visitors and provided ample holiday cheer.

Strand highlights Glen Lake's closeness and accessibility as yet another reason to visit. "Glen Lake has become one of the few walkable communities in the western suburbs, and it's very welcoming for people of all ages," he said. "Ease of access is similar to downtown Hopkins."

"We'd invite everyone to come visit," said Strand. "Stop at Glen Lake Station Park, enjoy the lake from newly renovated Kinsel Park and grab a bite or a beer at the many restaurants and brewery that anchor the area. It's got a great community feel."

Learn more

Visit minnetonkamn.gov/business to learn more and find resources to help start, improve, relocate or expand your business.

If you'd like a spotlight on your business, email Rob Hanson at rhanson@minnetonkamn.gov and include basic information, why you chose Minnetonka and how your business positively impacts our community.

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 2021; 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.



Winter 2021

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

City Council

Brad Wiersum
Mayor

Deb Calvert
At-Large

Susan Carter
At-Large

Brian Kirk
Ward 1

Rebecca Schack
Ward 2

Bradley Schaeppi
Ward 3

Kissy Coakley
Ward 4

Economic Development Advisory Commission

Charlie Yunker, *Chair*

Melissa Johnston, *Vice Chair*

Ann Duginske Cibulka

Maram Falk

Jay Hromatka

Lee Jacobsohn

Steven Tyacke

Alisha Gray
Staff Liaison

Deb Calvert
Council Liaison

Kissy Coakley
Alternate Council Liaison

Contact us

Alisha Gray, EDFP..... Economic Development and Housing Manager
agray@minnetonkamn.gov
952-939-8285

Rob Hanson, EDFP..... Economic Development Coordinator
rhanson@minnetonkamn.gov
952-939-8234

Julie Wischnack, AICP..... Community Development Director
jwischnack@minnetonkamn.gov
952-939-8282

Planning.....952-939-8290

Permits and Inspections.....952-939-8394

Environmental Health.....952-939-8272

Assessing.....952-939-8220

Engineering.....952-939-8206



14600 Minnetonka Blvd.
Minnetonka, MN 55345
952-939-8200 | minnetonkamn.gov/business

**COVID-19
Minnetonka response and impact**

Forgivable small business loans



38 businesses helped



\$225,000 total, up to \$7,500 per business

Local relief efforts and resources



Loosened outdoor dining restrictions to help restaurants adapt



City website provided COVID-19 news, updates and resources for residents and businesses



Provided thousands of masks to residents and businesses

City financial impact



\$170,000 for COVID-19 supplies

Sanitizer, gloves, masks, barriers, etc.

CARES funding
\$4,046,751
used to help cover these expenses



\$300,000 for mobile technology equipment



More than \$8 million on safety

Staff response, staff schedule reductions to slow spread and HVAC improvements to enhance air filtration