

# **BEMIDJI CITY COUNCIL**

## **Work Session Agenda**

**Monday, September 13, 2010**

**City Hall  
Conference Room  
5:30 P.M.**



1. CALL TO ORDER / ROLL CALL
  
2. CONSIDER QUOTES FOR FF&E – BREC  
- Forklifts, Concourse & Club Level TV's and Network Equipment
  
3. CONSIDER HRDC PROPOSAL FOR MARKETING & DEVELOPMENT OF  
THE SOUTH SHORE
  
4. ADJOURNMENT

# Memo



*Fulfilling promises. Creating success.*

**To:** John Chattin – Bemidji City Manager  
**From:** Robert LeBarron, CFE  
**CC:** Michael Cronin  
**Date:** 09 Sep 10  
**Re:** FF&E Purchase recommendations for City Council

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Please accept the following recommendation for the selection of the various vendors for assorted furniture, fixture & equipment purchases for the Bemidji Regional Events Center:

## Forklifts

<u>Quotes:</u>	<u>QUOTE</u>
* Forklifts of North Dakota	\$45,351.34
Toyota-Lift of Minnesota	\$55,735.31

## Concourse & Club Level TV's

<u>Quotes:</u>	<u>QUOTE</u>
* NLFX Professional	\$21,299.17
Naylor's Brandsource	\$23,860.24

## Network Equipment

<u>Quotes:</u>	<u>QUOTE</u>
* CDW-G (state contract)	\$68,684.11

VenuWorks recommends the City Council approve the purchase of the above stated FF&E items from the lowest responsible quotes from **Forklifts of ND, NLFX Professional, and CDW-G.**

## Proposal to the City of Bemidji, MN

### Marketing and Development of the South Shore of Lake Bemidji Area

July 29, 2010

Contact: David Hengel  
Director of Leadership and Development  
Headwaters Regional Development Commission  
(218) 333-6533  
[dhengel@hrdc.org](mailto:dhengel@hrdc.org)

#### ***Background:***

The Headwaters Regional Development Commission (HRDC) has been asked by the city to submit a concept/proposal for helping the city develop and market the South Shore of Lake Bemidji area. The development is a once-in-a-generation opportunity to change the character and social fabric of the community, as well as become an economic generator for the entire region.

The city has done a outstanding job securing the site, preparing if for development and facilitating the permitting for the planned unit development. The challenge now is threefold:

- *Product Development*- While a substantial amount of predevelopment work has been completed to prepare the site for development, the city needs to develop a incentive package (both financial and other) to further entice developers to consider the area given today's economic climate.
- *Marketing the Site*- A targeted marketing campaign must be completed to sell the vision and bring awareness to the opportunities the area presents. The campaign is not only local, but should include an upper Midwest component, reaching out to potential experienced and successful developers.
- *Process Development*- A process needs to be established, with clear contact people, for developers interested in the site.

#### ***Work Program:***

The HRDC will lead the following:

1. Completing a case study analysis of similar community-led developments nationwide to gain insight into best practices and innovative ideas;

2. Developing a package of incentives that will be used in recruiting reputable developers. This will involve working with the city council to identify what incentives the city wishes to offer, and which ones it will not. Also, it will involve aligning the resources of regional partners such as the Northwest Minnesota Foundation, HRDC, JEDC and others in support of development;
3. Developing a targeted marketing campaign:
  - a. Developing a list of potential developers
  - b. Creating a recruiting packet with site, PUD, market and other data;
  - c. Developing marketing materials, including:
    - i. Brochures
    - ii. Website
    - iii. Video
    - iv. Social media
    - v. PowerPoint presentation
  - d. Presenting the materials (presentation, marketing materials, recruitment package) to local and national developers in an effective way;
4. Developing a specific process internally within the city and HRDC for interested developers to follow, clearly defining contact people and application process; and
5. Providing local advocacy for potential developers.

***HRDC Role:***

The HRDC is confident it has the capacity and skills to market the South Shore of Lake Bemidji and aid in its development. There are a couple areas of additional assistance that might be needed, however. Specifically, the HRDC will likely need the help of an advertising/marketing consultant (to help develop the marketing materials and identify appropriate marketing methods) and a broker who can help the HRDC/City identify and connect with larger, reputable developers.

The HRDC will utilize a staff team approach to the project. Dave Hengel will lead the effort for the HRDC, but will draw on the strengths of the remaining HRDC staff.

***Timeline:***

A majority of the work will be completed in the first six months of the effort. However, the HRDC anticipates being involved in marketing the site with the city until all the available land is sold and developed.

***Expected Cost:***

Marketing and assisting in the development of the site is complex and will require extensive time and effort. The project is estimated to cost \$70,000, including the HRDC's staff time and the development of the marketing materials (brochures, website, video, etc.). Additional costs may be incurred should the city and HRDC deem it necessary to contract with a marketing consultant and/or a commercial broker.

This project is the most significant opportunity facing the economy of the Headwaters Region. The HRDC will commit \$20,000 toward the project through cash and in-kind HRDC staff work. The city's contribution would be limited to \$50,000.