



# BUSINESS & COMMUNITY DEVELOPMENT

## 2019 ANNUAL REPORT



*Preliminary improvement concept for Dykshoorn Park.  
Courtesy of Stantec.*

### ENHANCING COMMUNITY VIBRANCY

Mandan has gone above and beyond to differentiate the community and improve the quality of life for the benefit of current residents and to help attract new residents.

Governor Doug Burgum



# DOWNTOWN TRANSFORMATION

Mandan leaders are embracing the Main Street Initiative by taking several steps to further revitalize Mandan's downtown to be a healthy, vibrant hub where the community comes together. The six blocks from Sixth Avenue NW to Collins Avenue will look and function much better within 2-3 years because of several projects involving both public and private investment.

## Larger Store Reason to Celebrate

Runnings owners Dennis and Adele Reed and local manager Aaron Ova participated in a ribbon cutting ceremony in September for the grand opening of the new and expanded store at 504 W Main St. Joining in the celebration were Mandan Mayor Tim Helbing and Commissioners Scott Davis and Amber Larson along with other city leaders, representatives of the Growth Fund and Renaissance Zone committees that were involved in the project, and members of the Bismarck Mandan Chamber EDC.

The larger store provides Mandan residents and people from the surrounding trade area with better access to clothing, footwear, pet supplies, housewares, tools, farm supplies, lawn and garden supplies, toys, sporting goods and outdoor equipment. In addition to purchasing the property for \$1,025,000, Runnings invested approximately \$1.3 million in building and site improvements. Runnings presence on Main Street should be beneficial for surrounding businesses.



## Spend a Dime, Make a Dollar

The Mandan City Commission voted in June 2017 to purchase the properties ultimately sold to Runnings for \$1.5 million with funding from the Mandan Supplemental Environmental Projects Trust. Proceeds from the sale of the property were returned to the trust. The properties had sat vacant since 2013 and 2014 and previously had an asking price of \$2.5 million.

In making the decision to sell to Runnings, the City received input from a West End Redevelopment Committee comprised of business representatives and citizens. Economic return was considered. An analysis estimated the expansion would result in an additional \$3.2 million over the next 10 years as a result of increased payroll, sales and property tax revenue. The lost opportunity cost for Mandan if Runnings were to have closed its Memorial Highway location and opened a second store in Bismarck instead, was estimated at \$6 million over 10 years. So while there was an immediate loss on the sale of the property, the project will ultimately generate far more in the long run.

## DOWNTOWN REVITALIZATION BY THE NUMBERS

### Renaissance Zone Program

**73** completed projects since 2005

- 39 commercial buildings rehabilitated or newly constructed, 32 business lease projects, and 2 home rehabilitations
- 9 retained businesses, 18 expanded and 17 new businesses
- \$3.5 X increase in value of subject properties from \$4.7 million to \$17 million at time of project finalization

### Storefront Improvement Program

**48** completed projects since 2006, 2 in progress

- \$800,000 in match from the Growth Fund leverages about \$2.5 million in private investment



Copper Dog Café, 218 W Main Street



Old 10 Bar & Grill

Redmann Law

Preliminary plans show ways of enhancing synergies between the library, parks and historic train depot to serve as a catalyst for further private investment in downtown property improvements and business attraction.



## Mandan Gets \$3 Million Donation for Library, Park Improvements



Plans are in process for an addition and upgrades to the Morton Mandan Public Library and the adjacent Dykshoorn and Heritage parks. Improvements will likely be made in phases over the next two to three years. A \$3 million donation by Energy Transfer will help make the projects possible.

A design team is consulting with various stakeholders and receiving guidance from a steering committee that includes representatives of the library, Mandan Progress Organization and Bismarck Mandan Musicians Association plus city officials. In preliminary concept plans, the library addition would include a community meeting space, public restrooms and garage for the bookmobile. Park enhancements may include features to draw community members beyond the days of events and summer evening concerts.

**Consultants assisting with library and park improvements will hold an informational open house Feb. 11 from 5-7:30 p.m. at the Mandan Depot, 401 W Main St.**

## Downtown Streets & Sidewalks to See Improvements

Improvements to Main Street in 2020 will include curb bulb-outs with stamped, colored concrete, street trees, trash receptacles and pedestrian lighting.

Following numerous public information and input opportunities, the Mandan City Commission approved a plan in June 2019 for improvements to Main Street to occur in 2020. The west end of Main Street up to Collins Avenue will be reconfigured from four to three lanes with parking added to the south side of the street. The changes will reduce vehicular speeding while improving the pedestrian experience.



The project includes curb bulb-outs and streetscape improvements on the north side of Main Street at intersections between Collins and Fourth avenues. The project was awarded \$675,000 from the Urban Grant Program through the N.D. Department of Transportation (NDDOT) as part of the governor's Main Street Initiative to improve walkability and vitality of downtown districts. Concrete repairs and traffic signal upgrades will coincide with the project.

NDDOT awarded Mandan another \$2.4 million urban grant in 2019 to help with reconstruction of streets and sidewalks in the downtown area. Planning will commence in 2020 with construction likely to occur in 2021 or 2022. Pavement on many avenues in the area is in poor condition and there are sidewalk conformance issues for people with disabilities. Follow updates at [cityofmandan.com](http://cityofmandan.com) for public information and input opportunities in the year ahead.



## More street repair and maintenance surfaced as the top way to improve Mandan in a 2019 community survey.

**Beautification.** A Chamber Leadership team fundraised for a Mandan flowers project in 2019. Several hanging baskets adorned Main Street light poles. The team aims to add more in 2020.

# BUSINESS RETENTION & EXPANSION

The City of Mandan partners with the Bismarck Mandan Chamber EDC on a business retention and expansion program to help address needs of existing local businesses. Chamber EDC Vice President Nathan Schneider and City of Mandan Business Development Director Ellen Huber annually visit a variety of businesses to better understand their needs, share information, resolve issues, and capitalize on opportunities. The program is important to retaining jobs and investment while fostering growth and development of local firms.

## BUSINESS SPOTLIGHT

### Cloverdale Sends Home the Bacon

Cloverdale Foods Company makes high-quality meat products known for their signature smoky and bold flavors. Now 105 years old, the company is still owned by the Russell family and is one of our community's largest employers. Vice President of Human Resources Scott Staudinger shares Cloverdale has added 175 employees since 2016, now at 418 strong, and is breaking production records routinely. Rising popularity of their bacon, reflected by steady increases in annual sales, is driving plans for expansion. Watch the news for more flavorful developments in 2020!



### Malloy Electric Expands

Malloy Electric started operations in Mandan in 2016, building a 20,000-plus square foot facility at 1401 Action Drive SE to provide sales and service of electric motors, electrical equipment, and power transmission components to the industrial market throughout the region.

The company selected Mandan for an approximate \$2.5 million expansion in 2019. Malloy has 18 employees here and anticipates adding 10-12 more. The City of Mandan assisted in financing the expansion by providing support for an interest buydown under the Bank of North Dakota Flex PACE program, utilizing a low interest loan from the N.D. Opportunity Fund for the required 35 percent local share.



**Redline Plumbing.** Owners Travis Berger and Jacob Hollingsworth moved their expanding business in 2019 to 2716 34<sup>th</sup> St NW in the Mandan Industrial Park. The larger space will allow them to hire more employees and expand their service fleet. A reduction in the interest rate on a loan for the purchase helped make the project possible. The interest buydown is through the Bank of North Dakota Flex PACE program and required a loan for the local share of the buydown from the N.D. Opportunity Fund.



Redline Plumbing

**Midway Lanes.** Jim Mellon can recall hand-setting bowling pins for 9 cents per game when he was 11 years old and is now owner of Midway Lanes, originally built in 1961 with 24 lanes. He added 12 more lanes in 1980 and another 16 in 2005 plus remodeled in 2013. He is adding on to the 63,000 square-foot building again. A commercial remodeling exemption for the approximate 8,000-square-foot addition will keep property taxes steady for three years following construction.



Midway Lanes

### Other Business Expansions

N.D. Farmers Union Insurance  
Runnings  
Shawn's Repair  
Tecta America

### Retention & Transitions

Stage Stop Saloon and Grill re-opened in April 2019 under new ownership following a major remodel with further expansion underway. Blackstone Hotel and Tavern was a reopening under new ownership in the former location of the Ridge Motel.



Stage Stop Saloon & Grill

# USE OF INCENTIVE & ASSISTANCE PROGRAMS



Black Lions



Every Eye



Heritage Exteriors



Kids in Motion Pediatric Physical Therapy

## OTHER NEW BUSINESSES

- AsceND
- Balancing Goat Coffee Co.
- Black Lions
- B's Buff & Stuff
- Copper Dog Café & Mini Gym
- Edward Jones (Vanessa Martell Advisor)
- Every Eye
- Heritage Exteriors
- House of Fade
- Kids in Motion Pediatric Physical Therapy
- Lou's Salon
- Old 10 Bar & Grill
- Radco Truck Accessories
- The Studio: Wellness Community of Mandan
- Zachmeier Accounting

## 2020 ANNOUNCEMENTS

- Latidot Scoop & Gift Shop
- Learning Tree Preschool
- The Paddle Trap
- DaWise Perry Funeral Home (new location, expansion)
- Legacy Law Firm (new location, expansion)



*The Paddle Trap will open at 2500 Pirates Loop in 2020. A major remodel, addition and the purchase of new equipment is being assisted with an interest buydown as well as a commercial remodeling exemption.*

Depending on project benefits to the community and the type of program, assistance is generally structured as a repayable loan, forgivable loan, or a tax reduction or rebate. Business incentive agreements include accountability and clawback provisions such as if a recipient business were to relocate elsewhere or become non-compliant with other requirements.

**GROWTH FUND.** Mandan annually sets aside a portion of its 1% local sales tax revenue for economic development. During 2019, the Growth Fund provided \$196,219 in loans and matching funds to multiple projects, leveraging other private sector and state funding sources.



### Restaurant Rewards

Balancing Goat Coffee Co.

### Retail Incentive Program

Shoezam Shoes

Guitar Lot

### Storefront Improvement

Completed — Al Fitterer Architect, Copper Dog Café, Old Ten Bar & Grill, Redmann Law, Runnings  
In process — 1702 & 1710 E Main St.

### OTHER

#### Renaissance Zone

Completed — Copper Dog Café, Redmann Law, Old Ten Bar & Grill, Runnings

### REVOLVING LOAN FUNDS (LEWIS & CLARK DEVELOPMENT GROUP)

#### North Dakota Opportunity Fund

DaWise Perry Funeral Home  
Redline Plumbing  
Shawn's Repair  
The Paddle Trap

#### USDA Intermediary Relending Program Funds

Balancing Goat Coffee Co.  
Big Muddy Septic  
Culver's  
Old Ten Bar & Grill  
Runnings

# ENTREPRENEURIAL EDUCATION & OUTREACH



Business representatives on the Mandan Tomorrow – Economic Opportunity and Prosperity Committee provide advice and help with activities focused on enticing local investment and strengthening the business community. City of Mandan Business Development and Communications and the Bismarck Mandan Chamber EDC provide staffing services. Sponsorships from more than 20 lenders, accounting and real estate firms cover expenses.

**Social Media Marketing for Small Businesses.** About 90 small business owners and employees attended this training to gain tips from fellow business people.

**Downtown Tour & Social.** Approximately 50 community members left this walking tour of projects and available spaces with an improved impression. One participant wrote, “I thought the tour was great opportunity to learn more about what’s going on downtown and I’m excited to patronize more of the businesses in Mandan.

**Business Start-Up 101.** The seventh annual version of this workshop drew about 30 prospective entrepreneurs to hear from local business owners about their experiences in Mandan and gain information about available resources and services.

**Business Pitch Challenge.** The winner of Mandan’s second annual Business Pitch Challenge is Latidot Scoop and Gift Shop. Proprietor Dot Frank is planning to open a hand-scooped ice cream and gift shop at 104 First St NE. The shop will specialize in unique items such as stationery, greeting cards, toys and novelties plus limited furniture and décor. Other finalists were Third Day Farm, Coal Country Coffee, and Invited Events and Rentals.



2019 Business Pitch finalists.



Coal Country Coffee owner Travis Helfrich presenting his plans to the judges.

# MARKETING & PROMOTION

The Mandan Tomorrow – Leadership, Pride and Image Committee provides guidance on a joint community marketing program. Supporters for 2019-2020 include the City of Mandan, Morton County, Mandan Public Schools, Mandan Parks and Recreation, Mandan Progress Organization and numerous businesses.

**Community Calendar.** Public and private entities collaborated on this first-time project for 2020 to better share important dates and resource information. The calendar has been mailed to Mandan area residents, posted on partner websites and at [mylocalevents.org](http://mylocalevents.org).

**Online Videos.** Five new videos clips showcase young citizens and a few places in the community where they like to shop, eat and otherwise gather with friends and family for entertainment. The new video series adds to an online library at [youtube.com/cityofmandan](http://youtube.com/cityofmandan) that invites to fully explore Mandan’s unique stores, restaurants and fun things to do.

**Business Podcasts.** Six business owners share their stories of starting, operating and growing businesses in Mandan. The purpose of the podcast series is to inspire entrepreneurship and acquaint people who may be interested in opening businesses with area resources and trends affecting location and investment decisions.



My Mandan - Annie at the Copper Dog Café

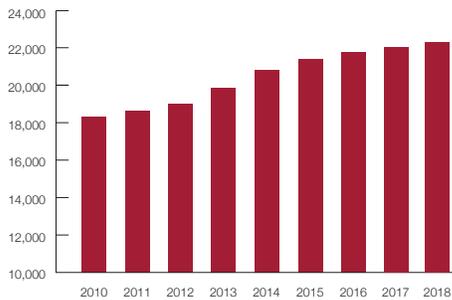


Podcast with Prairie Patriot Firearms owner Josette Severson

# ECONOMIC INDICATORS A DECADE OF PROGRESS

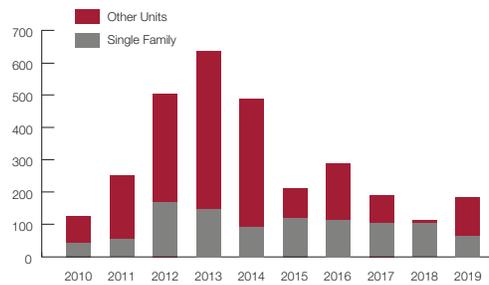
## MANDAN POPULATION

23% increase from 2010, 22,519 as of 2018.



## NEW RESIDENTIAL UNITS

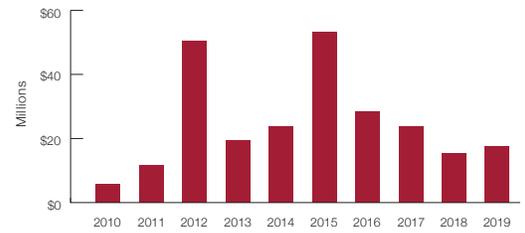
195 units in 2019



## COMMERCIAL & INDUSTRIAL PERMITS

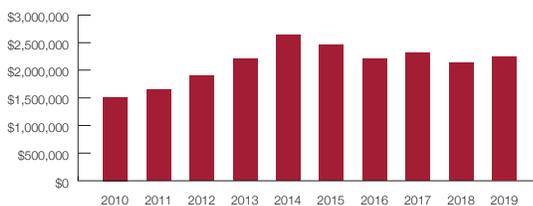
New, Remodel & Additions

About \$18 million in 2019



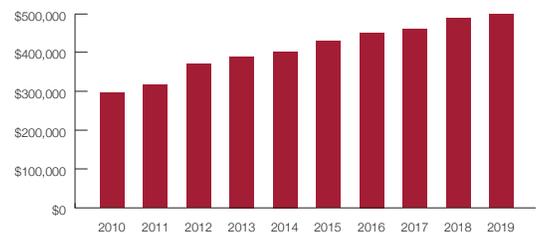
## 1% LOCAL SALES TAX REVENUE

52% growth since 2010



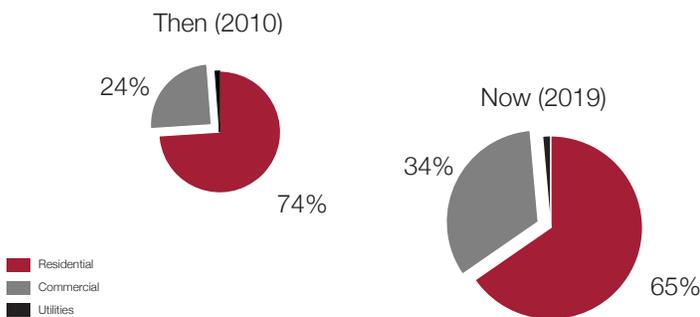
## 1% RESTAURANT & LODGING TAX COLLECTIONS

65% growth since 2010



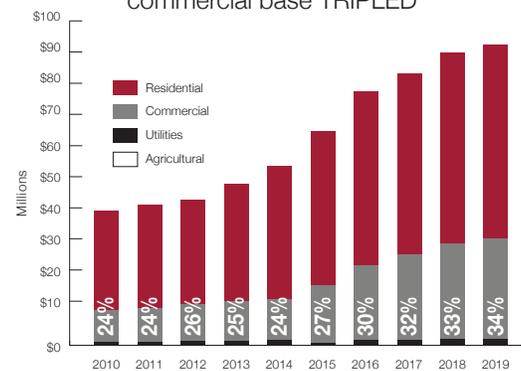
## MANDAN'S COMMERCIAL PROPERTY BASE

A bigger slice of a much bigger pie



## MANDAN'S PROPERTY BASE

Taxable valuations more than DOUBLED since 2010, commercial base TRIPLED

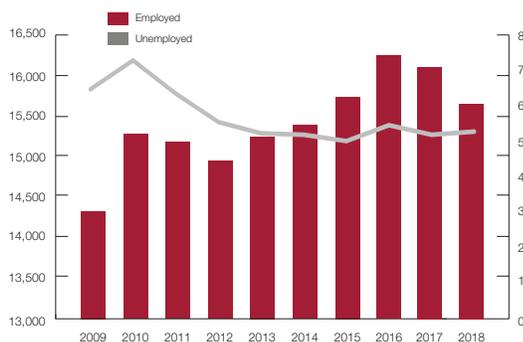


NOTE: Agricultural property accounts for less than 1% of Mandan's property tax base.

Growth in Mandan's commercial/business sector is evidenced in part by the shift in Mandan's property base as measured by taxable valuations.

## MORTON COUNTY LABOR FORCE

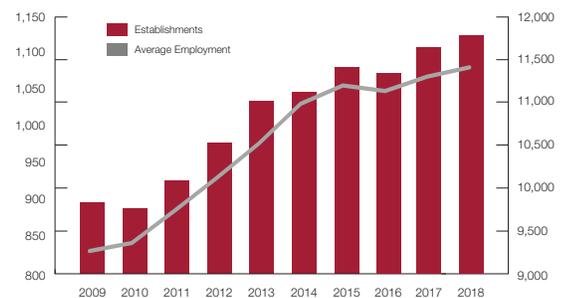
9% more residents employed & 19% fewer unemployed over last 10 years



Source: Labor Market Information Center, Job Service North Dakota, QCEW Unit

## MORTON COUNTY EMPLOYERS

25% growth in employers & 23% larger average employment over the last 10 years



\*Includes only employers liable for unemployment insurance  
Source: Labor Market Information Center, Job Service North Dakota, QCEW Unit

# MORTON COUNTY BY THE NUMBERS

N.D. Job service statistics are proof of business growth in our county over the past decade. Mandan accounts for the vast majority.



**25% GROWTH**

in employers (that are liable for unemployment insurance coverage)

**23%**

larger average employment



**38%** greater average weekly wages



**8%**



bigger labor pool



**9%**

more residents employed



**19%**

fewer residents unemployed

## Mandan City Commission

Tim Helbing (Mayor), Mike Braun, Scott Davis, Amber Larson, Dennis Rohr

## Growth Fund Committee

Mark Weide (Chair), Jeff Erickson (Vice Chair), Don Boehm, David Lehman, Chad Peterson, Rocky Reddig, Maria Walen, Sherwin Wanner, Lee Weisbeck

## Renaissance Zone Committee

Darren Haugen (Chair), Stephanie Bohn, Tim Helbling, Rhonda Mahlum, Darren Schmidt, Karmen Siirtola, Bruce Strinden

## STAFF

**Business Development & Communications Director** .....Ellen Huber

**Communications & Community Services Coordinator** .....Kari Moore

## ROLE OF MANDAN'S BUSINESS DEVELOPMENT & COMMUNICATIONS DEPARTMENT



- Serving as an information resource.
- Marketing the area.
- Fostering entrepreneurship.
- Facilitating business start-ups, retention and expansions.
- Attracting and introducing new businesses to the area.
- Linking business prospects with officials and prospective partners.
- Bringing interests together to ensure all needs are addressed.
- Linking prospects with gap financing sources.
- Tracking business project performance.