



BUSINESS & COMMUNITY DEVELOPMENT

2021 ANNUAL REPORT



**MADE IN
MANDAN**

OPPORTUNITY • COMMUNITY
FUN • ACHIEVEMENT

Photo Credit: LPT Images

Momentum IN MANDAN

MANDAN STRONG



Mandan is moving forward, continually growing, improving, and evolving. Our city is gaining speed in its rate of metamorphosis. Projects for 2022 and coming years include a new high school and Lakewood elementary school, indoor tennis facility, upgraded rodeo arena, new post office, and Memorial Highway reconstruction. These projects ultimately strengthen quality of life, bolstering our ability to retain and attract residents, businesses and visitors.

Our economy is integrated with that of Bismarck and the surrounding region. We mutually benefit or suffer. Mandan and Morton County contribute substantially to the region's economic health with increased population and school enrollment, business expansions and openings, downtown revitalization, and household incomes higher than the national average. Our makeup exceeds national averages on both ends of the age spectrum with larger shares of people younger than 30 and older than 60.

Mandan has accomplished much in the past decade. We need to pause every now and then to celebrate, yet not rest on our laurels. Newton's laws of motion apply. An object at rest stays at rest; an object in motion stays in motion.

Strategic Planning

To maintain and build on Mandan's momentum, the City embarked on an economic and community development strategic planning process in 2021. Fueled with positive attitudes, energy and optimism about future opportunities from steering committee members and community focus groups, we have a framework for continued growth and prosperity. An area of emphasis is infrastructure planning and investment, particularly extension of water, sewer and roadways, all critical to land availability and development for industrial, commercial and residential purposes.

Other action areas are core business development strategies related to retention, expansion and start-ups as well as community vibrancy and engagement, particularly involving young generations. Learn more at cityofmandan.com/strategicplan.

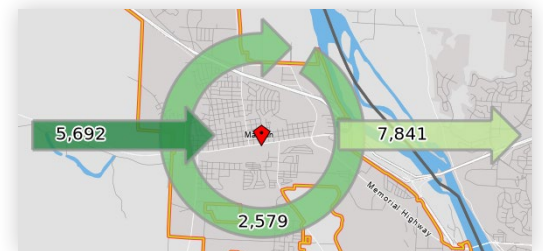


Indoor tennis facility site



Plans for rodeo arena upgrade

AN INTEGRATED AREA



COMMUTING FLOWS. In 2018, about 8,271 people had their base of employment in Mandan: 31% of whom also lived in Mandan; 69% living beyond. There were 10,420 employed people living in Mandan: 75% working elsewhere, 25% working in Mandan. The average commute time in 2019 for Bismarck-Mandan residents was 18.3 minutes.

COMMUNITY VIBRANCY & DOWNTOWN REVITALIZATION

Main Street Better Geared to Pedestrians, Businesses

Traffic cones were abundant in 2021, but short-term pain is leading to long-term gain. Results include calmer traffic speeds, improved safety and walkability.

The entire roadway underwent concrete pavement repair and traffic signals were replaced. A section from Collins Avenue to 10th Avenue W is now three lanes, one in each direction plus a turning lane, with parking restored on the south side. Intersections from Collins to Fourth avenues now have curb extensions, making it easier for pedestrians to cross streets.

Repairs and upgrades were largely funded through federal and state sources. Additional dollars from the Mandan Supplemental Environmental Projects Trust and sales tax revenue allowed the projects to move forward without special assessments.

Next on the horizon? Volunteers and staff are working to add banners on light poles and decorative utility box wraps.

Enhancements to the bulb-outs include colored concrete, trees, sidewalk lighting, and trash receptacles.



Public Investments Lead Private Investment

Downtown Park Upgrades to Debut in 2022

Dykshoorn Park is a hub for outdoor community festivals. The West Main Street public gathering space underwent construction in 2021 to put in place elements to make it more usable for events, day to day, and year-round. A main entrance off Fourth Ave NW and permanent decorative fencing define the admissions area for ticketed events, eliminate volunteer work putting up and taking down unattractive chain link panels, and make the area safer.

Features include a play package with outdoor musical instruments like a large xylophone and drums, meandering walking paths creating a new layout for Art in the Park booths, plus gas fire pits and outdoor rocking chairs. Diseased trees were removed. New trees and sod have been planted. Coming in the spring of 2022 are colorful shade sails in front of the band shell, lighting elements on rustic train rails, and artificial turf beneath playground equipment.

The Mandan Progress Organization and library frequently offer activities in the park, but others may also hold events here.



Library Addition & Remodel Nearly Complete

A re-grand opening for the Morton Mandan Public Library in 2022 will unveil an 8,000-square-foot addition with a new entrance/atrium, public meeting room with restrooms that can be left open for public events, plus staff work spaces and a bookmobile garage with equipment storage. Updates to the existing building, a historic freight house, are the last step. The renovation includes heating, ventilation, air conditioning and electrical upgrades plus door and window replacement, and new floor/wall/ceiling finishes.



The park and library projects are made possible with an Energy Transfer donation, the Mandan Visitor's Fund and Mandan Supplemental Environmental Projects Trust. Additional donations are welcomed for furnishings, equipment and remodeling of a second floor space previously leased to the Rice Bowl restaurant. As funds become available, there are plans for a multi-use pavilion in Heritage Park to the east of Dykshoorn Park. Learn more: cityofmandan.com/libraryparksproject.

COMMUNITY VIBRANCY & DOWNTOWN REVITALIZATION

Building Improvement Programs Entice Re-Investment, Infill & Density

Retrofitting an existing building can be more expensive than new construction of same square footage. The Renaissance Zone program offsets a portion of costs for fixer-upper and infill projects with property and state income tax exemptions for qualifying investments. Storefront matching funds in the form of a forgivable loan leverage investment in exterior facelifts.



Hyundai Dealership & Auto Detail Center
Renaissance, Storefront Improvement & Flex PACE Projects
Bismarck Motor Co. owners are investing about \$3 million renovating 805 and 905 E Main St.



Barney's 2.1
Renaissance Zone Project

A new building encompassing an adjacent vacant lot allowed for expansion of this fuel and service station.



Legacy Law Firm & ICON Architectural Group
Renaissance Zone & Flex PACE Project

Two businesses expanded with locations in this office building that now fills the corner of Main St. and Second Ave NE.



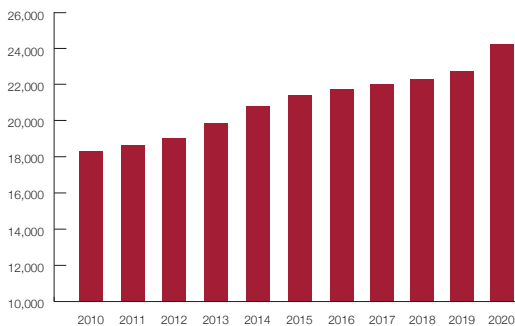
Apex Builders
Renaissance Zone Project

Renovation is planned for the former Quality Service & Repair building and an addition is being constructed at 1311 E First St.

ECONOMIC INDICATORS

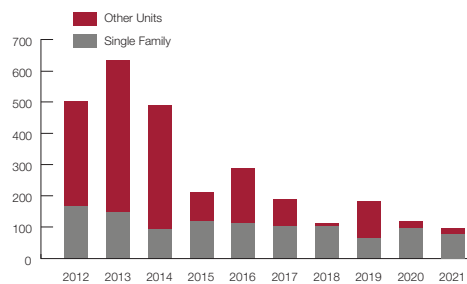
MANDAN POPULATION

24,206 in 2020 – up 32% since 2010



PERMITS FOR NEW RESIDENTIAL UNITS

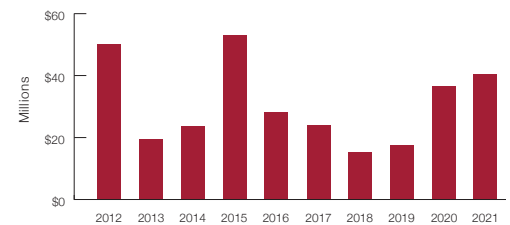
95 units in 2021 – down 21%



COMMERCIAL & INDUSTRIAL PERMIT VALUE

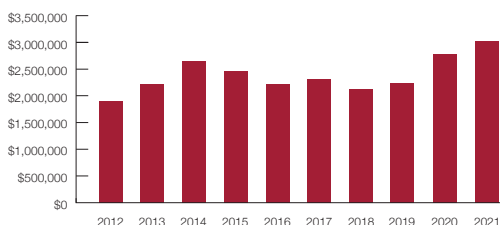
New, Remodel & Additions

\$40 million in 2021 – 3rd highest on record



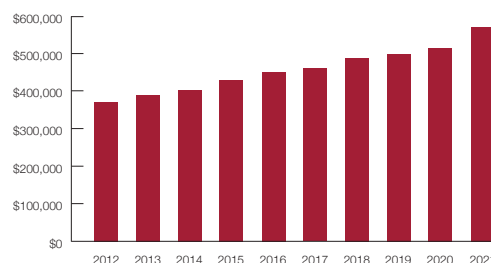
1% LOCAL SALES TAX REVENUE

Record \$3 million in 2021 – up 5%



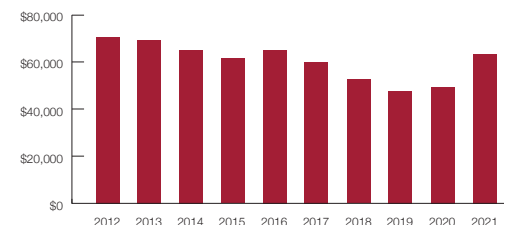
1% RESTAURANT & LODGING TAX

Record \$571,000 in 2021 – up 9%



2% HOTEL OCCUPANCY TAX

\$61,600 in 2021 – up 23%



BUSINESS RETENTION VALUED & APPRECIATED

The City of Mandan and Bismarck Mandan Chamber EDC routinely visit businesses to identify needs, address concerns and assist with opportunities. Outreach helps retain jobs, services and investment while fostering growth and development.

EXPANSIONS

Kramer Subaru Sits High

Flex PACE Project

When Kramer Subaru needed a larger location, the new owner didn't readily find land in Mandan that met its needs. Relocation across the river was being considered. Business development staff learned of the situation, shared information about a site for sale by a homeowner on a hill along Old Red Trail, and connected their development team to the City's planning and engineering director to learn about prospects for water and sewer service. Retention of the dealership is significant to Mandan for its payroll and employment impacts, sales tax generation, attraction of visitors, and more!



Spare Time Arcade

Commercial Remodeling Exemption

Sources of indoor entertainment and recreational activities were among top wants in a 2019 community survey. Midway Lanes proprietor Jim Mellon answered the call in 2021 with an 8,000 square foot addition for expansion of the arcade. It now has more than 70 games plus a pizzeria and larger lease space for The Locker Room, a retail arm of Northern Trophy & Silkscreening.



Lineworker Training Facility Gets \$5 Million Upgrade

The North Dakota Association of Rural Electric Cooperatives is upgrading the Bismarck State College lineworker training facility on Nygren Drive NW. Since 1970, BSC has trained 1,700 graduates of the lineworker program at the Mandan facility. The new, 26,294-square-foot, four-seasons center will be an innovative facility providing enhanced, year-round training for electric industry workforce. A \$4-million grant from the U.S. Department of Commerce's Economic Development Administration is being matched by \$1 million in investment from electric cooperatives.

The NDAREC and its members are also investing in a major headquarters remodel on the same campus. The City of Mandan is assisting with a commercial remodeling exemption.



Easterseals Goodwill ND

ESGWND has new headquarters at 301 First St NE after refacing the building's south side, adding an elevator and carport for improved access. ESGWND provides care, support, training and education for people who are socially and economically disadvantaged and those with disabilities.



New Post Office Planned

The U.S. Postal Service is seeking executive branch approval for a relocation to serve the community from a larger facility, planned for property at the corner of Memorial Highway and 32nd Ave SE. It would open in 2023 or 2024. The existing post office site will then be a redevelopment opportunity.



Existing post office

USE OF INCENTIVE & ASSISTANCE PROGRAMS

Growth Fund. Mandan annually sets aside a portion of 1% local sales tax revenue for economic development. During 2021, the Growth Fund provided \$82,164 to multiple projects, leveraging other private sector and state funding sources.

Baseball, Softball Players Swing Away Retail Incentive Program

Mandan residents Jeff Bowers and Mike Loerch are helping meet demand for indoor entertainment and recreation, the second highest category of desired business development in a 2019 community survey. They opened #SwingAway in Memorial Square Shopping Center in December 2021. The business has three computerized or simulated batting cages. Under the Retail Incentive Program geared toward filling gaps in the community's market profile, the business will receive a stipend at a rate of \$3.75 per square foot allocated over its first 12 months.



OTHER

REVOLVING LOAN FUNDS (LEWIS & CLARK DEVELOPMENT GROUP)

CARES Act Revolving Loan Funds

Local share of Bank of North Dakota Flex PACE interest buydown

- Hugo Home Improvement

North Dakota Opportunity Fund

Local share of Bank of North Dakota Flex PACE interest buydown

- Kramer Subaru
- Malloy Electric

USDA Intermediary Relending Program Funds

- Shawn's Repair
- Legacy Law Firm



Hugo Home Improvement

Rendered Image



NEW TOOLS FOR COMMUNITYWIDE REDEVELOPMENT

Fire Sprinkler Assistance

Fire sprinkler assistance began in 2021 under the Mandan Growth Fund. Matching funds not to exceed \$10,000 for up to 50% of project cost are available in the form of a forgivable loan. The assistance for installation, upgrade or retrofit of fire sprinkler systems is available citywide for buildings constructed before 2004.



An application for assistance by Copper Dog Cafe brought attention to the need for such a program. By installing a sprinkler system, the restaurant can now increase its capacity and will have an outdoor patio open in 2022.

Brownfield Assessment

The City received a \$300,000 brownfields assessment grant from the U.S. Environmental Protection Agency (EPA) in 2021 to inventory sites and conduct environmental site assessments, such as phase I or II studies often needed



to secure a loan for purchase or improvement of a property. The grant can be used for up to 16 site assessments for properties where potential contamination is an obstacle to redevelopment. Learn more at cityofmandan.com/brownfieldsgrant.

NEW TO MANDAN

Mandan's financial service sector is growing, which helps build our commercial tax base, employment opportunities and access. Community banks lend borrowing power to the local economy, often taking into consideration more than account balances and credit scores. They generally re-invest where they locate. Mandan welcomes two additional financial institutions.



First International Bank & Trust



First Community Credit Union

MORE NEW BUSINESSES

- #SwingAway
- 606 Training
- Angelic Effects by Gina
- Bisman BINZ
- Dockside LLC
- Eternally Black Boutique
- Independent Land Survey & Engineering
- Jamrock
- Life of Riley
- Mattress by Appointment
- Memory Makers Old Time Photography & Gifts
- Mighty Joe's Auto Detailing
- Revive Nutrition
- Serenity Health Clinic
- The Barber Barbershop
- Venue Twenty5

2022 ANNOUNCEMENTS

- Salon 1806
- The Sew Connection

ENTREPRENURIAL EDUCATION & OUTREACH

The Mandan Tomorrow – Economic Opportunity and Prosperity Committee strives to entice local investment and strengthen the business community. City of Mandan Business Development and Communications and the Bismarck Mandan Chamber EDC assist. Contributions from commercial lenders, accounting and real estate firms provide support.

Business Pitch Challenge.

The competition is for prospective and start-up businesses to assist in fine-tuning ideas toward securing investment and financing to advance from concept to launch, from early stage to profitability. Intent is to inspire and support a local culture of entrepreneurship. Prizes include up to a \$10,000 forgivable loan from the Mandan Growth Fund plus cash awards and other useful prizes.



The winner of Mandan's 2021 Business Pitch Challenge is Letter the Lawn, a new business started by Rachel Jungling, putting up personalized celebratory displays in recipient yards and properties.

Understanding Financial Statements. Small business owners were the target audience for this August 2021 "business over breakfast" session about types of financial statements and key items to look at when reviewing them. Lending their expertise were a local certified public accountant, commercial lender and small business advisor.

Business Start-Up 101.

The ninth annual workshop drew about 30 prospective entrepreneurs to gain information about available resources and hear from local business owners about their experiences in Mandan.



Downtown Tour of Places & Spaces.

About 75 people participated in September 2021 to see new features and opportunities. Many real estate professionals and other interested parties saw the park and library projects, Main Street enhancements, plus five buildings or spaces available for purchase or lease. They learned about Renaissance Zone and Storefront Improvement projects along the walk. Evaluations indicated improved impressions of downtown Mandan.



Photo Credit: Bismarck Tribune

Workforce Lunch & Learn. Best practices in retaining and attracting employees were the focus of an informational forum December 2021. About 60 small business owners and organization managers gleaned information on topics such as labor force participation and wage rates plus inspiration and ideas for keeping, developing and finding great employees.

SIGN UP TO RECEIVE BUSINESS BRIEF

The Mandan Business Brief is published at least monthly to keep owners, managers and others apprised of community happenings, programs, opportunities and issues. Sign up or find archives at cityofmandan.com/bizupdates.



MARKETING & PROMOTION

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

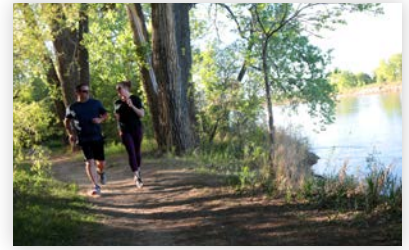
Community Calendar.

The calendar has become a popular and well-received means for residents and others to track dates for various events as well as recycling and household garbage collection. The calendar is mailed in December to Morton county addresses. Find updates throughout the year at mylocalevents.org.



Mandan Photo Contest. Mandan's first competition of this kind had 108 entries from 30 talented photographers. Photos captured Mandan's natural beauty plus sources for recreation, connections with family and friends, personal accomplishment, and business success. The photos are being presented to the public through the community calendar, websites, social media and other promotional materials.

Outdoor Adventure Videos. Eight new online videos are giving people more ideas about more places for outdoor adventure and sources of fun, play and relaxation. The videos feature land-based activities such as archery, hiking, biking, camping and motoring along trails on all-terrain vehicles, plus water-related experiences like fishing, kayaking, paddle boarding and pontooning. Some of the area's wide open spaces are showcased including the Missouri River Natural Area and Trailhead, Travis Hilfer Memorial Archery Range, Harmon Lake, Ft. Abraham Lincoln State Park, Sugarloaf Bottoms and the Roughrider Trail.



Missouri River Natural Trail Area

Support Local. Fifteen new online video interviews with business owners were released to acquaint area residents with products and services available in Mandan, benefits of shopping locally, and the people behind these shops, restaurants and other businesses.

WATCH videos about things to do, places to go and businesses to visit at youtube.com/cityofmandan.

Mandan City Commission

Tim Helbling (Mayor), Mike Braun, Joe Camisa, Amber Larson, Dennis Rohr

Growth Fund Committee

Jeff Erickson (Chair), Maria Walen (Vice Chair)
Jason Arenz, Jake Fisketjon, Jonathan Leonard,
Rocky Reddig, Sherwin Wanner, Lee Weisbeck

Renaissance Zone Committee

Darren Haugen (Chair), Stephanie Bohn,
Tim Helbling, Al Kuntz, Jillian Lagasse,
Darren Schmidt, Karmen Siirtola

STAFF

Business Development & Communications DirectorEllen Huber

Communications & Community Services Coordinator.....Kari Schmidt

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.

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