



**CITY of CRYSTAL**

# Economic Development Authority

## 2023 Work Program

John Sutter  
Community Development Director  
(763) 531-1130  
[john.sutter@crystalmn.gov](mailto:john.sutter@crystalmn.gov)  
[www.crystalmn.gov](http://www.crystalmn.gov)

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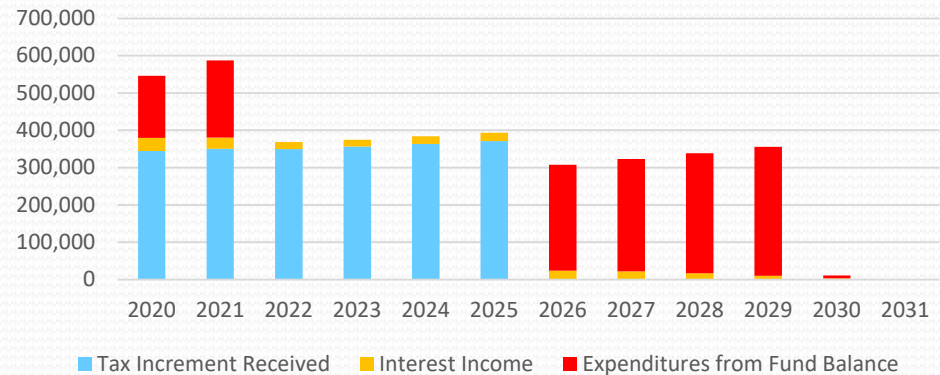


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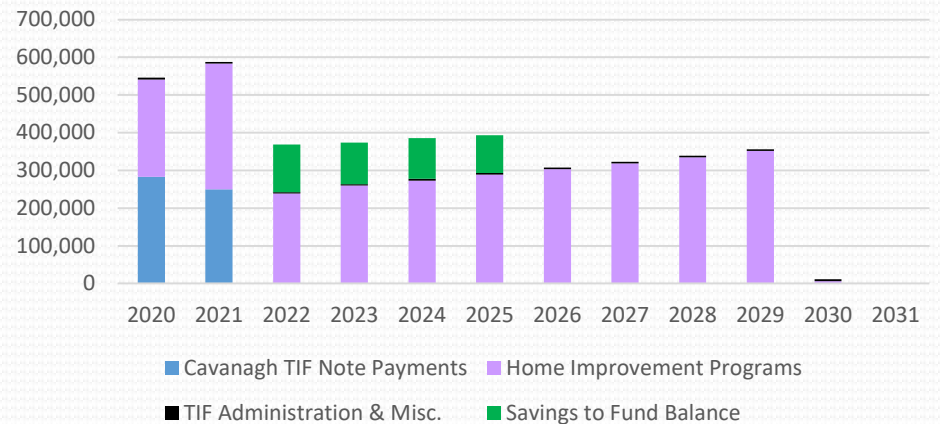
# Home Improvement Grant Program

- Administered by Center for Energy & Environment
- Current CEE contracts through June 2024; EDA considers July 2024 - June 2025 contract in Dec. 2023
- Program budget increased in 2020-2021 to accommodate demand
- Program guidelines changed at end of 2021 to reduce expenditures and bring in line with available revenues
- Program largely funded with increment from housing TIF district that expires at the end of 2025
- TIF fund balance estimated to be sufficient to continue grant program through 2029

TIF District #2155 - Sources of Funds



TIF District #2155 - Uses of Funds





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# Redevelopment

## Developer Meetings

- Staff will continue to meet with developers and promote redevelopment opportunities.
- Significant barrier to new development is the lack of vacant land in Crystal.
- The vacancy rate in Crystal's retail buildings has declined to ~5%, low by any standard, and this reduces owners' incentive to sell.
- Examples: Developers looked at 6000 56<sup>th</sup>, 7000 57<sup>th</sup> and the Crystal Gallery Mall. The numbers didn't work even with 25 years of redevelopment TIF.



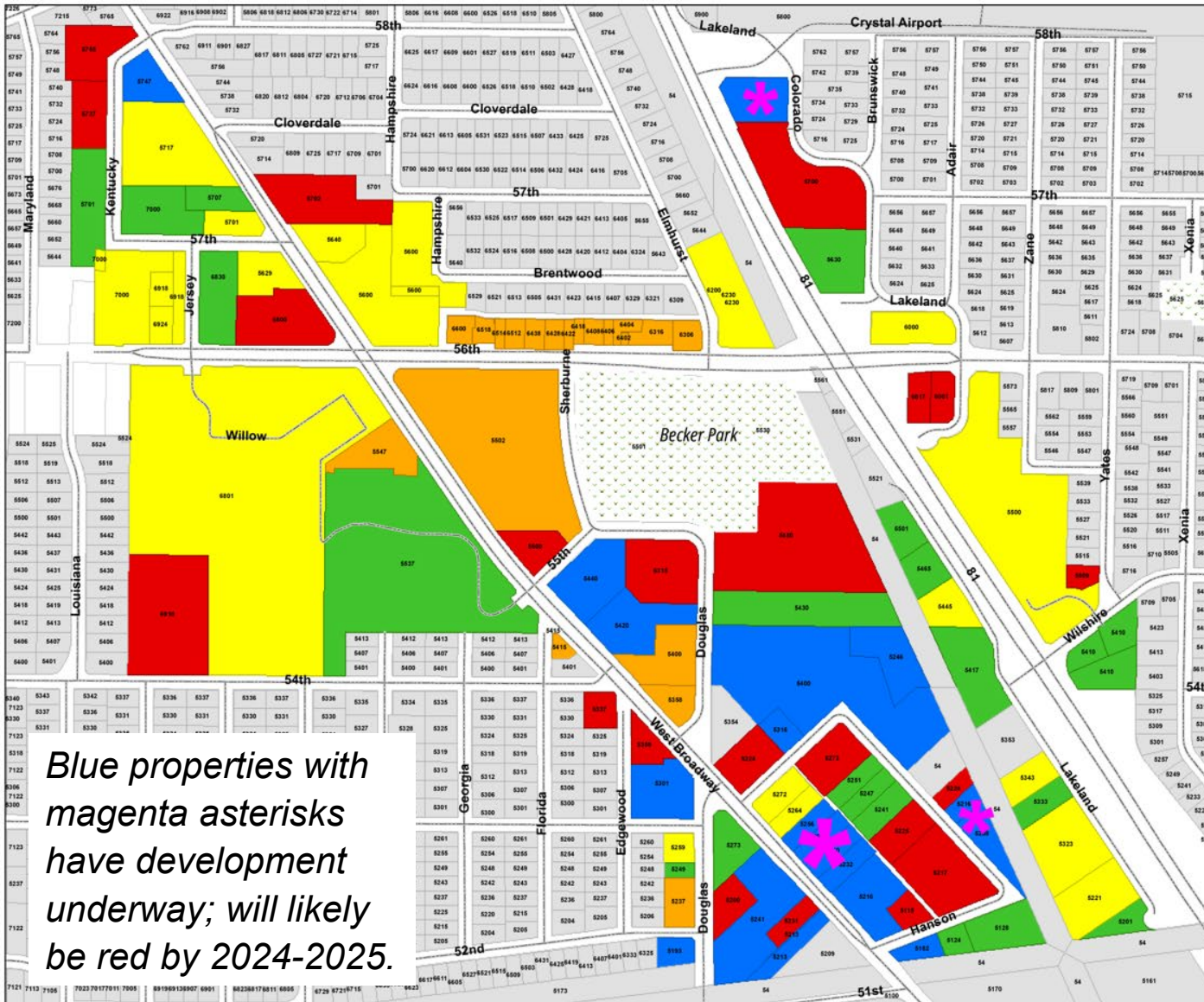
## 2023 activities

- ☐ Continue outreach to property owners and prepare potential development site fliers
- ☐ Follow up with developers from previous discussions and seek out additional developers
- ☐ Goal is to put another development deal together for 2024 construction
- ☐ Continue to seek other agency funding for transformative realignment of Douglas Drive - West Broadway intersection



# Property Tax Value Per Acre

(a very rough - and imperfect - proxy for economic density)



## 2022 Value per Acre in the Town Center Mixed Use Redevelopment Area

### Value Range:

- Under 750k per Acre
- 750k-1m per Acre
- 1-1.25m per Acre
- 1.25-1.5m per Acre
- Over 1.5m per Acre
- Not in Study Area or Data Unavailable
- Park

*The median value per acre in the  
Town Center Mixed Use  
Redevelopment Area is \$1,135,000.*

*In cases where there are multiple adjacent  
parcels that function as a single site, the value  
per acre has been aggregated for the site.*



0 200 400 600 800 1,000  
Feet



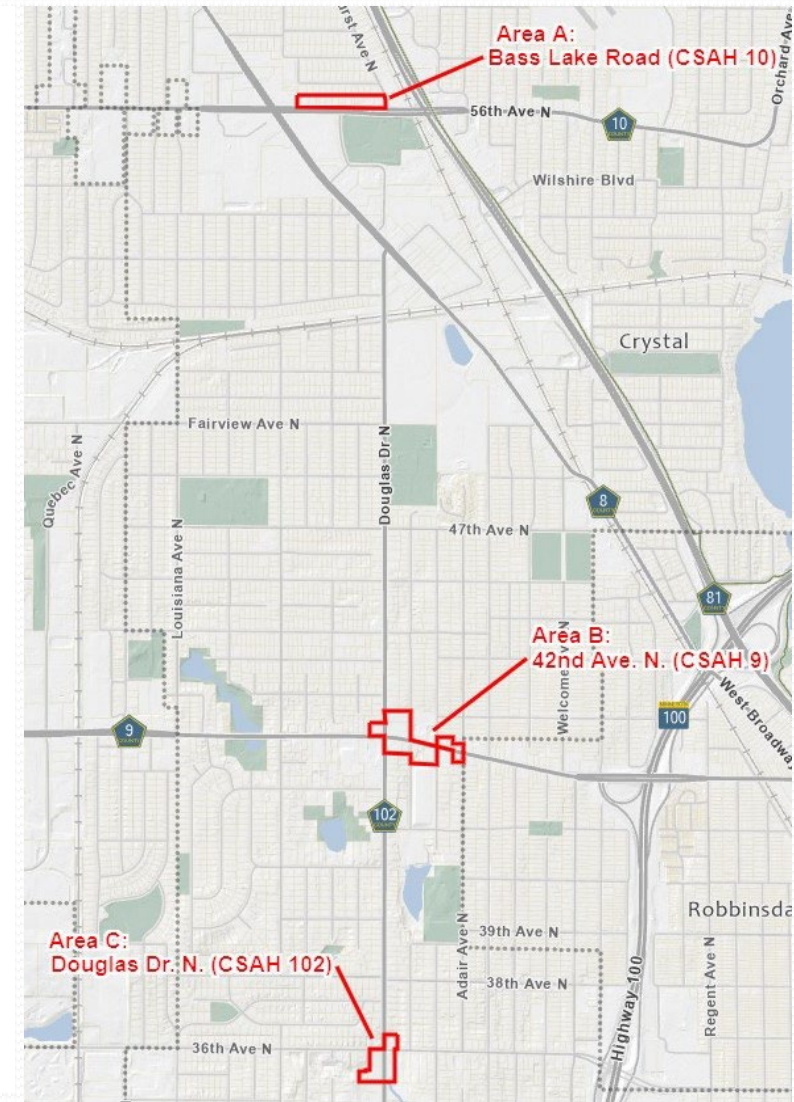
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*Blue properties with  
magenta asterisks  
have development  
underway; will likely  
be red by 2024-2025.*



# Storefront / Façade Enhancement Incentive

- Hennepin County awarded \$30,000 in 2022.
- Available for older buildings on Bass Lake Road, 42<sup>nd</sup> Ave. and Douglas Dr.
  - 2022 project: Elision Playhouse
  - 2023 projects: B&R Transmission (6304 42nd) and Wine Thief and Ale Jail (3600 Douglas Dr)
- Assistance is a no-interest, deferred, forgivable loan for 50% of project cost.
- To continue program, need to make an appropriation from EDA fund balance for 2023 and add to 2024 budget.
- Benefit of using our own funds is not limiting eligibility to these three locations.





# Beautification and Branding

## Continued from 2022:

### • Planter Boxes

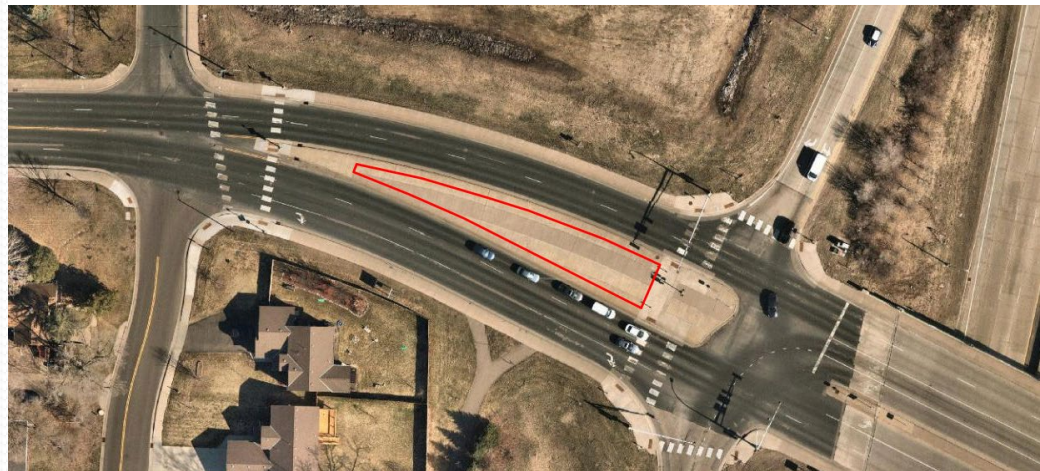
30 boxes will be placed in same areas as last year: Bass Lake Road, 42<sup>nd</sup> Ave. and Douglas Dr.

### • Litter Clean-Up (STS)

- Contract with Hennepin County Sentenced to Service.
- STS crew picks up litter on segments of Bass Lake Road, West Broadway, 42<sup>nd</sup> Ave, Douglas Dr, and Bottineau Blvd from Bass Lake Road to the bridge over CP Rail.
- Clean-ups to occur each week after snowmelt in April, then every two weeks through October.

## New in 2023: Planting the 36<sup>th</sup> Avenue median west of Hwy 100

- Concrete median will be cut out concurrent with 36<sup>th</sup> Avenue overlay project this summer.
- Planting in late summer-early fall with shade trees, shrubs, grasses and low maintenance ground cover.
- To minimize cost, no irrigation or power will be installed. Plants will be watered for first 2-3 years until they are established.
- Cash costs paid by EDA, planting, watering and other maintenance by Public Works (Parks division).





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# Business Development and Promotion



- Provides expertise, capital, and resources to businesses.
- Focused on helping business start up, scale up and expand.
- Services include legal, business plans, operations and marketing.
- Services provided at no cost due to funding primarily from the county
- Secondary funding from local city partners - Crystal will contribute \$5,000 on a trial basis in 2023
- Supplants the \$3,750 we had been providing to Open to Business (MCCD)

## Business Promotion

- Local Business Brainteasers during the Thanksgiving-New Year holiday season.
- Explore advertising options (value-for-money is a big concern).
- Continue to try new things and see what works - and what doesn't.

## Business Networking Group

- Crystal Business Association disbanded at the end of 2022.
- CBA's value was business networking and city-business connections.
- The New Hope Business Networking Group serves that function without any formal structure.
- Some former CBA members have started participating in this group.

# Disposition of EDA Property - 5565 Vera Cruz

## Options:

1. Sell EDA lot to adjacent owner of 5505 56<sup>th</sup> (Rose-Bo flower shop)
  - If Rose-Bo is interested, EDA would need closed meeting to discuss terms
2. Replat both properties
  - Increases Rose Bo's street frontage and space for expansion
  - Creates a buildable lot for EDA to sell for new home construction
  - Basically a property swap - but a much more complicated option than #1

2021 Aerial Photo

