



Cloquet EDA 2020 EDA Work Plan

Goal #1 - Promote the Development & Maintenance of Housing by implementing the 2014 Cloquet Housing Study and Taskforce Recommendations

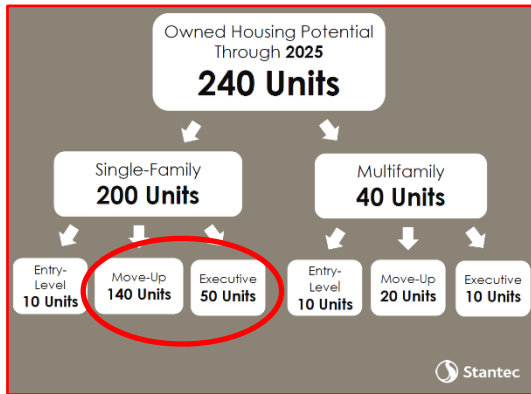
Strategy: **Ensure that the City's housing stock supports the needs of local employers, employees, and targeted businesses including the adequate marketing of the City's housing re/development opportunities.**

Implementation Steps:

1. The EDA will continue housing efforts playing a crucial role in housing development and redevelopment in Cloquet, maintaining clear economic development housing incentives for market and affordable housing projects in Cloquet (e.g. Housing TIF/Abatement Policy) and assistance in securing grant funding (e.g. SCDP) to assist with key community priorities/projects.
2. Support new single-family projects and housing subdivision projects for all age spectrums, especially those that will connect with public utilities. As the EDA works in the realm of single-family/duplex development, creative local options may be required.
3. Work on unique opportunities to create higher finish level apartments for millennials such as new high finish level building, downtown upper story loft apartments or downtown redevelopment projects.

**2014 Cloquet/Scanlon Housing Study
IMPLEMENTATION REVIEW**

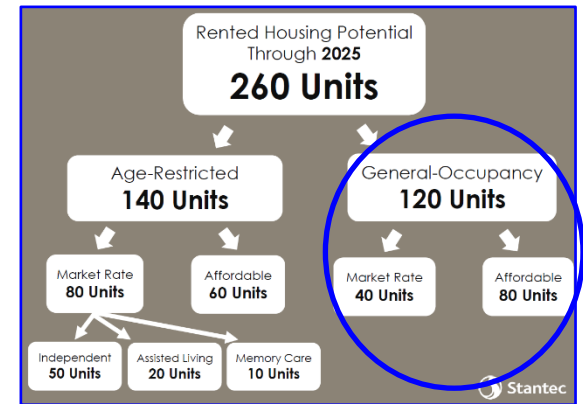
Recommend EDA budget 2023 for a full or update to the 2014 Cloquet/Scanlon Housing Study so that it is ready for 2024 unless a project triggers a state funding application prior.



Single-Family Ownership 2014-2019 **50 Homes (Unmet, Goal 200 Units)**

- 49 Move-up (45 homes in Cloquet: 12 Patio Homes project; 1 home 2019/1 home planned 2020 Water Tower project), 4 homes in Scanlon)
- 1 Executive (Cloquet)

Multifamily Ownership 2014-2019 (e.g. Townhome, Condo, Loft) **0 Units (Unmet, Goal 40 Units)**



General Occupancy Rental 2014-2019 **128 Rental Units (Met, Goal 120 Units)**

- ✓ 47 **Market Rate** Units (Carlton Lofts – 11 Units; 14th ST III TIF, 8 Units held for income restricted occupants, rents not necessarily restricted)
- ✓ 56 **Affordable** Units Shallow Subsidy workforce housing (Carlton Lofts 39 Units, White Pine 17 Units rent & income restricted)
- ✓ 35 **Affordable** Units Deep Subsidy (White Pine 18 Units, Carlton Lofts 7 Units rent & income restricted)

Age-Restricted Rental 2014-2019 **0 units (Unmet, 140 Units)**

- Potential pending 36 units senior independent market/affordable Trails Edge 2 (duplex, slab on grade)



Cloquet EDA 2020 EDA Work Plan

Goal #2 – Childcare

Strategy: Ensure local families and industries have access to quality childcare in the City of Cloquet by maintaining and creating new additional childcare slots.

Implementation Steps:

1. Participate over 2020-2021 in the Carlton County Rural Child Care Innovation Program as a Core Team member and learn about the specific childcare needs in Carlton County.
2. The EDA may consider revamping a gap financing loan program to broaden eligibility criteria to cover childcare (e.g. Fund 202).
3. The EDA will leverage and promote regional and state grant and loan programs that work to sustain and grow quality childcare (e.g. Northland Foundation and First Children's Finance).
4. Leverage relationships with legislators to address local childcare solutions and to work on broader statewide improvements needed to sustain and reform the childcare industry.

Goal #3 – Workforce Development

Strategy: To ensure local industries have the opportunity to educate local students on career opportunities in their community.

Implementation Steps:

1. Further workforce development initiatives between major businesses and ISD 94, work towards career days at ISD 94 focused on both (1) local industrial/manufacturing/engineering/trades and (2) local construction trades. Market regional trades events such as Construct Tomorrow to students and parents at ISD 94. Market regional technical college opportunities and events to students and parents. Continue to promote local and regional manufacturing student facility tours and encourage local industry college and student apprenticeship opportunities.
2. Continue manufacturing promotion of Cloquet within the region, connecting employers with key college workforce opportunities.
3. Engage in manufacturing issues locally as relevant.

Goal #4 - Develop the Cloquet Business Park

Strategy: To increase sustainable business and employment opportunities within the Cloquet Business Park while broadening the commercial/industrial sector and tax base.

Implementation Steps:

1. Follow-up with past inquirers on the site.
2. Conduct BRE (Business Retention Expansion visits) with regional economic development partners to leverage incentives and share marketing information on Cloquet EDA programs and sites such as the Business Park.
3. Hold a non-traditional lenders forum in Cloquet to broaden the knowledge of local lenders on partnership programs on various gap financing programs.
4. Engage in business lead generation activity work with regional economic development partners such as DEED, APEX, MnPower, Carlton County etc.



Cloquet EDA 2020 EDA Work Plan

5. Stay apprised of FDL and NESC broadband fiber opportunities for the Business Park.

Goal #5 - Downtown Revitalization

Strategy: Increase the number and variety of restaurants, breweries/cideries/taprooms etc., retail, office, commercial, and housing mixed-use destinations to maintain Downtown as a vibrant destination and place of commerce. Work to implement the 2017 Downtown Cloquet Revitalization Strategy with detailed recommendations for the Cloquet Avenue and Historic West End Districts.

Implementation Steps:

1. ATTRACT BUSINESS AND RESTORE BUILDINGS
 - a. Market the *Advance West Loan and Grant Program*.
 - b. Determine if the City should apply for a Small Cities Development Program grant with a strategic downtown component.
2. CREATE A DRAW
 - a. Got Beer, Bring it here! Continue working this campaign with leads on taproom, brewery, cidery business opportunities.
 - b. The City of Cloquet was selected as a 2020-2021 MN Artist on Mainstreet Community to implement artist projects and hold special events in the City's Historic West End Business District. Leverage regional artists, Native American artists, and other unique partnerships from this process.
3. ENFORCEMENT
 - a. Recommend to Council the initiation of appropriate tools to enforce against irresponsible property owners that create an ongoing net negative property value drag (e.g. vacant building registry) related to blight/inappropriate land uses. Discuss limited acquisitions to be added into public realm space within the District (e.g. former building tear down sites to create pocket park connections into municipal parking lots etc.)
4. IMPROVE DISTRICT AESTHETICS AND NATURAL/RECREATIONAL AMENITIES
 - a. Leverage and build upon completed Parks and Riverfront aesthetic and streetscaping investments bringing traffic past the West End.
5. Plan and obtain funding to implement a riverfront corridor trail connection to the Munger Trail system from Cloquet, which will be a complex multi-jurisdictional project that needs to be strategically managed for long-term implementation.
6. PROMOTE, ENCOURAGE & EMPOWER:
 - a. Provide meeting space in City Hall for downtown businesses interested in establishing a Downtown Committee.



Cloquet EDA 2020 EDA Work Plan

Goal #6 – Proactively Participate in Private Redevelopment of Underutilized Properties and Land along South Highway 33 for Retail/Office Development and North Highway 33 for Commercial/Mixed-use Development Opportunities

Strategy: To increase the diversity of retail shopping alternatives for the residents of the City and attract others to shop in Cloquet and to craft viable office employment centers in Cloquet stimulating job creation.

Implementation Steps:

1. Work proactively with private developers and businesses on development and redevelopment opportunities that benefit the City. Proactively identify specific properties/sites the EDA could work on to affect transformative redevelopment.
2. Utilize and leverage redevelopment programs to assist property owners and improve facilities that support other redevelopment projects in the future.