



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA

Thursday, June 4, 2026

Broadcast on Cable TV Channel 16
and northmetrotv.com/lino-lakes-stream

ADVISORY COMMITTEE MEETING, 8:00 A.M.

Community Room (not televised)

1. Call to Order and Roll Call
2. Approval of Minutes: May 7, 2026
3. Discussion Items
 - A. Draft 5-Year Economic Development Strategic Plan

ADJOURNMENT

**CITY OF LINO LAKES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
MINUTES**

DATE:	May 7, 2026
TIME STARTED:	8:00 a.m.
TIME ENDED:	9:22 a.m.
MEMBERS PRESENT:	Blakely LaCroix, Patrick Kohler, Nathan Vojtech, Chad Wagner, Sam Bennett, Barbara White, Mark Pfeil, Andrew Cravero, Suzy Guthmueller
MEMBERS ABSENT:	None
STAFF PRESENT:	Michael Grochala, Katie Larsen, Jessica Eller, Marissa Ertel

1. CALL TO ORDER

Mr. Vojtech called the Economic Development Advisory Committee meeting to order at 8:02 a.m. on May 7, 2026.

2. APPROVAL OF MINUTES

Mr. Cravero made a motion to approve the April 2, 2026 meeting minutes. Motion was supported by Mr. Kohler. Motion carried 7 – 0.

3. DISCUSSION ITEMS

A. Town Center Master Plan Update – Market Study Review

Mary Bujold, Maxfield Research and Consulting, presented the Town Center Master Plan Market Study Review.

Mr. Vojtech has questions about the parcel located near the Rookery and whether this was included in the study or if it was still being held for future expansion of the Rookery. Mr. Grochala confirmed that we would want to keep that parcel as part of the future expansion.

Mr. Wagner wanted to know if there would be more of a push for multi-family on Site A to further entice retail to come to the area. Mr. Grochala stated that this would be an important first step to bring retail and restaurants to the area.

DRAFT MINUTES

Mr. Kohler wanted to know more about what the plan for the Rookery would be to make it profitable. Mr. Grochala stated that the City is still waiting on the market study for the Rookery, but in the meantime certain areas of the Rookery are at capacity and would benefit from expansion. Once the City has the completed Rookery market study there are plans to set up a campus plan.

Ms. Guthmueller spoke about the Site A plot and how this should be the “village center” and that multi-family building would limit this. Ms. Guthmueller has concerns about the sites to the West and since the City doesn’t own that land anything could go there. Ms. Guthmueller wants to figure out how the City can drive exactly what residents want to go into these areas. Ms. Guthmueller states that multi-family will not bring more to the area.

Mr. Grochala spoke on previous instances where there was interest in Site A that would not require subsidies but that the City Council requirement that commercial buildings must be built first stopped these developers from completing a purchase agreement.

B. Project Updates

Mr. Grochala provided project updates to the committee.

4. ADJOURNMENT

Mr. Vojtech made a motion to adjourn the meeting at 9:22 a.m. Motion was carried 9 – 0.

Respectfully submitted,
Marissa Ertel, Community Development Administrative Assistant

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
AGENDA ITEM 3A**

STAFF ORIGINATOR: Jessica Eller, Community Development Specialist

MEETING DATE: June 4, 2026

TOPIC: Draft 5-Year Economic Development Strategic Plan

BACKGROUND

As part of the City’s economic development efforts, the Economic Development Advisory Committee (EDAC) is responsible for the preparation of a five-year Economic Development Strategic Plan. The plan was last updated in 2021.

From our past discussion and review of the 2021 Strategic Plan, staff has assembled a draft 2026–2030 5-year plan for EDAC’s review and consideration. The document is intended to be a guide to help prioritize the City’s economic development efforts.

The 2026-2030 Plan identifies six priorities, which included:

Priority 1: Develop Balance of Woods Edge Property

Summary: The site is located at Interstate 35W and Lake Drive. The City retains approximately 9 acres of property. The area is guided and zoned for a mix of commercial and high-density residential uses intended to serve as the City’s “Town Center”. The Rookery Activity Center is a City-owned and operated facility and remains a focal point for community activity and future development opportunities within the area.

In 2026 the City initiated a master planning process to further refine development scenarios, land use mix and overall vision for the site. EDAC recognizes that the private market will prescribe the ultimate development scenario; however, there are key elements which are within the City’s sphere of influence. Lino Lakes ability to be flexible both on land sale pricing and type of development, plus the potential to assist with financing gaps will ultimately assist in the facilitation of a development plan that meets the city’s goals.

Priority 2: Business Retention, Expansion, and Workforce Development Plan

Summary: Retention and expansion of key businesses is an important strategy in promoting continued economic growth. It is an avenue by which communities promote reinvestment and facilitate employment growth. By establishing a

formal Business Retention and Expansion (BRE) Program, Lino Lakes can enhance its relationship with key existing businesses. The BRE is an avenue to gather information about local business activity, anticipate changes in a company's status, and work to retain the businesses that provide the greatest positive economic impact.

Access to skilled labor is also critical to retaining businesses and supporting new economic opportunities. The City will work to connect local businesses with workforce development resources and regional partners to help address workforce needs and support long-term economic vitality.

Priority 3: Identification of potential redevelopment areas and strategic acquisitions

Summary: Reinvesting in underutilized property is a valuable tool for City economic development efforts. The City should also be ready to act when property becomes available to meet long term development and infrastructure needs.

Priority 4: Continue to promote development of the I-35E/Main Street Corridor

Summary: Development of the I-35E/Main Street Corridor remains a priority, leveraging key infrastructure improvements such as the Otter Lake Road extension and the regional Cooperation Agreement with Columbus, Forest Lake, Hugo, and Anoka and Washington Counties. This collaboration supports coordinated planning efforts and enhances the corridor's appeal for industrial and commercial development. Development in this area will continue to be predominantly market driven, with infrastructure readiness, active landowner participation, and regional partnerships serving as key factors in attracting new investment and redevelopment opportunities.

Priority 5: Updating and expanding the city marketing materials

Summary: The development and updating of the marketing materials for the community to be able to readily react to opportunities for new projects and the expansion of existing businesses.

Priority 6: Establish a Housing Maintenance Assistance Program

Summary: Develop a Housing Maintenance Assistance Program to support low-to moderate-income homeowners in maintaining and improving the City's aging housing stock. The program would complement existing County resources and may include grants or low-interest loans focused on exterior home improvements that enhance neighborhood appearance, safety, and long-term property maintenance.

EDAC CONSIDERATION

Discuss plan and recommend its adoption.

ATTACHMENTS


1. Draft 5-Year Strategic Plan



Lino Lakes Economic Development Strategic Plan

June 2026

City of Lino Lakes 600
Town Center Pkwy
Lino Lakes, MN 55014
651.982.2400



Lino Lakes

Economic Development Strategic Plan

The Lino Lakes Economic Development Advisory Committee (EDAC) assists community leaders and staff in the continued development and growth of the City. As part of this assistance, the EDAC develops a strategic plan to identify priorities for the community and the EDAC over the course of the next 5 years.

The EDAC last completed a strategic plan in 2021 to provide focus on the economic development priorities that will provide the greatest value to the community as it continues to grow and develop. The development of these goals and focuses in 2021 provided the basis for the plan but didn't prevent the city from actively working on and responding to project requests from the state, GREATERMSP and other partners. The updated strategic plan will continue to build upon this flexibility in the plan to react to the conditions and opportunities facing the community.



Economic development does not operate in a vacuum and touches several different areas in a community outside of traditionally recognized job and tax base development. These areas can include the development of housing opportunities, workforce development (development of people with the skills for new positions), infrastructure planning, and quality of life issues. The understanding of the complexity of economic development results in the creation of the 3 Ps of economic development. These tenants of economic development are:

Preparation

1. Demographics
2. "Shovel Ready" Sites
3. Zoning Information
4. C/I Market Data
5. Retail Market Data
6. Strategic Planning

Partnerships

1. Cities
2. Industry Groups
3. State
4. Regional Groups
5. Utilities
6. Local Businesses

Promotion

1. Marketing
2. Relationships
3. Multi-Media
4. Available Information
5. Tell our Story

The successful implementation of these principles will result in the community gaining the most coveted of the "Ps" of a new project.

As the EDAC is currently in the process of updating its strategic plan for the next 5 years, the areas that have been identified as the focuses and goals fit within the Ps of economic development. This preparation includes the development of programs and focuses to allow for the city to be successful in the attraction and retention of businesses to the community. In addition, the priorities will also include how the community can improve the quality of life for the residents of Lino Lakes. With the final priority being the development of new and updated marketing materials or the process of telling our story.

As the EDAC knows, over 85% of business growth is from currently existing businesses in the community. The active retention of those businesses is facilitated by the development of relationships with the company, the ability to understand their needs, and how the city can assist in meeting those needs therefore helping the company to grow and prosper. This methodology is used to also advance the other priorities identified with the development of strong relationships with the affected parties and property owners.

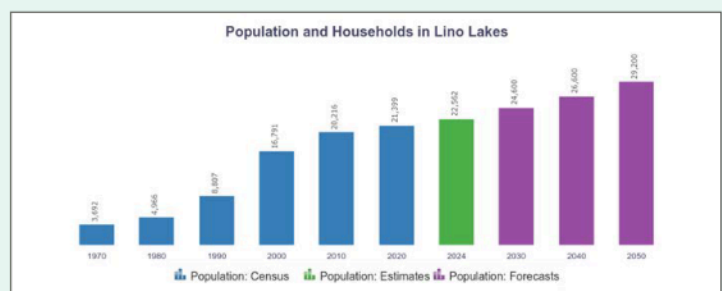


Demographics

The development of these relationships often starts with the understanding of the communities' demographics and how they affect the potential projects and the businesses in the community. This information provides the basis for the objectives that the community will begin to work towards solving in the future. The demographics of Lino Lakes has seen significant change in several demographic areas over the last few years.

POPULATION

The population of Lino Lakes has continued to grow steadily over the past decade. According to the U.S. Census Bureau, the City's population increased from 20,216 residents in 2010 to 21,399 residents in the 2020 Census, representing growth of approximately 5.9%. The City's estimated 2024 population has further increased to 22,562 residents. This continued growth supports the local economy by providing an expanding workforce for existing businesses and attracting new companies to the community. Population growth also increases demand for additional housing and services and may continue to place upward pressure on housing values and affordability.



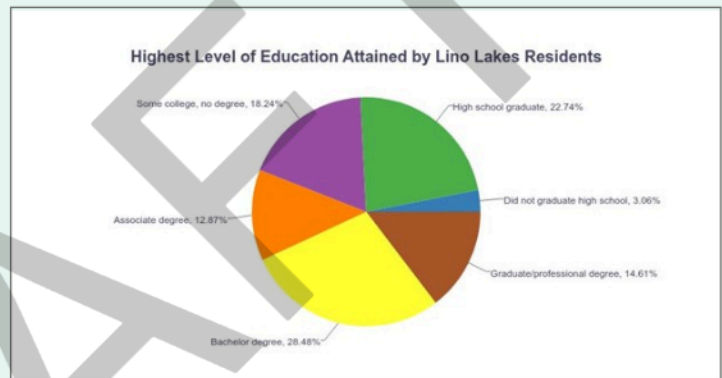
Sources: U.S. Census Bureau Decennial Census, Metropolitan Council Annual Estimates, and Metropolitan Council Forecasts.

MEDIAN AGE

In addition to the continuing growth of the population of the community, the median age also affects many aspects of the economic wellbeing of the City. Lino Lakes currently has a median age of 41.5 years old compared to the state's median age of 39.2 years and is in-line with the Minneapolis/St. Paul MSA's of 38.5 years. The relatively younger median age of the population provides the future opportunity for continued growth of median household incomes as residents reach their peak earning years. The community's age distribution also supports future workforce growth as younger residents graduate and enter the workforce. This demographic balance allows for the development of long-term relationships between residents, local businesses, and the community as a whole.

EDUCATION

The City also has a well-educated workforce, with more than 74% of the workforce having some college experience. This includes 43% with a bachelors or higher degree. Technical Colleges or 2 year degrees are included in the some college number of residents at 31%. This high level of education compared to the state's overall education level of 31.2% with some college and 40% with a bachelors degree or higher.



Source: U.S. Census Bureau Decennial Census or American Community Survey.

INCOME

This higher level of education also provides the additional support of the higher median income for the City. Lino Lakes currently has a median household income of \$127,181 compared to Minnesota's median household income of \$87,117. The City is also significantly above the MSA which is at \$99,800. In addition to the higher household income, the City also has a significantly higher per capita income for the community. In 2026, Lino Lakes has a per capita income of \$53,392 compared to the state's per capita income of \$48,237 and the MSA's of \$52,800. The relatively smaller gap in per capita income reflects the City's younger population profile, with more households supporting children and dependents.

Housing

While population growth and a higher per capita income are a positive for the community, they can present several challenges for the City. One of these challenges is the availability and cost of new housing for new residents and residents looking to move up in the type of housing. This housing market activity can cause an increase in the selling price and value of homes resulting in homes being less affordable for new and younger families.

MEDIAN HOME VALUE

The City currently has a median home value of \$407,200 compared to the Minneapolis/St. Paul MSA value of \$374,000. While this higher value has advantages for the City and current homeowners, it may prevent new families from owning a home.



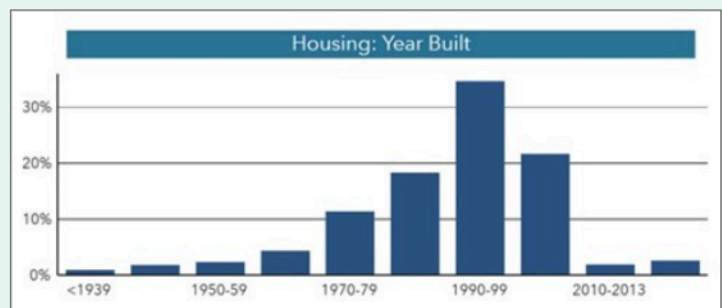
Source: U.S. Census Bureau Decennial Census and American Community Survey.

AFFORDABILITY

When looking at the affordability of housing, the City has a housing affordability index estimated at approximately 180-195 in 2026, compared to the MSA rating at roughly 150-160. The housing affordability index is based on the relationship between median household income and the income required to afford a median-priced home. An index of 100 indicates that a household earning the median income can comfortably afford a median-priced home without being cost burdened.

AGE OF HOUSING STOCK

Lino Lakes is a young community that has seen significant growth over the last 20 years. The City is now seeing an aging of the current housing stock with a majority of the housing being constructed prior to 2000.



The aging of the housing stock will also present opportunities for the community as those moving into those units begin to update and replace systems (e.g., furnaces, air conditioning, and appliances) increasing the need for additional services. Areas with housing stock that has outlived its useful life span may provide the opportunity for redevelopment as the city continues to grow and develop.

Goals

The EDAC has recognized these demographic changes in the community and incorporated them in the updated goals and focuses of the EDAC over the next 5 years. The updated plan has also incorporated the goals from the 2040 Comprehensive Plan as the basis for the areas of focus of the plan:



- **Expand and diversify the City's tax base** by encouraging commercial and industrial development in the Planned Residential/ Commercial, Office Residential, Signature Gateway, and Town Center Areas to lessen the tax burden on residential properties.



- **Work with developers to identify innovative strategies** for attracting entry level and smaller entrepreneurial businesses to Lino Lakes.



- **Attract and encourage** new light industrial, high tech, business and professional services enterprises, and maintain and expand existing businesses in Lino Lakes.



- **Promote efficient, planned commercial and industrial expansion** within the City's growth areas, accessible to public infrastructure and transportation.



- **Promote Lino Lakes' location** within the metropolitan region as an advantage in doing business.

Priorities

Using those goals as a template, the EDAC has developed the following list of priorities to focus on for the implantation of the goals from the comprehensive plan.

PRIORITY 1:

Develop Balance of Woods Edge Property

The site is located at Interstate 35W and Lake Drive. The City retains approximately 9 acres of property. The area is guided and zoned for a mix of commercial and high-density residential uses intended to serve as the City's "Town Center". The Rookery Activity Center is a City-owned and operated facility and remains a focal point for community activity and future development opportunities within the area.

In 2026, the City initiated a master planning process to further refine development scenarios, land use mix and overall vision for the site. EDAC recognizes that the private market will prescribe the ultimate development scenario; however, there are key elements which are within the City's sphere of influence. Lino Lakes ability to be flexible both on land sale pricing and type of development, plus the potential to assist with financing gaps will ultimately assist in the facilitation of a development plan that meets the city's goals.



PRIORITY 2:

Business Retention, Expansion, and Workforce Development Plan Program

Retention and expansion of key businesses is an important strategy in promoting continued economic growth. It is an avenue by which communities promote reinvestment and facilitate employment growth. By establishing a formal Business Retention and Expansion (BRE) Program, Lino Lakes can enhance its relationship with key existing businesses. The BRE is an avenue to gather information about local business activity, anticipate changes in a company's status, and work to retain the businesses that provide the greatest positive economic impact.

Access to skilled labor is also critical to retaining businesses and supporting new economic opportunities. The City will work to connect local businesses with workforce development resources and regional partners to help address workforce needs and support long-term economic vitality.

PRIORITY 3 :

Identification of potential redevelopment areas and strategic acquisitions

Reinvesting in underutilized property is a valuable tool for City economic development efforts. The City should also be ready to act when property becomes available to meet long term development and infrastructure needs.

PRIORITY 4 :

Continue to promote development of the I-35E/Main Street Corridor

Development of the I-35E/Main Street Corridor remains a priority, leveraging key infrastructure improvements such as the Otter Lake Road extension and the regional Cooperation Agreement with Columbus, Forest Lake, Hugo, and Anoka and Washington Counties. This collaboration supports coordinated planning efforts and enhances the corridor's appeal for industrial and commercial development. Development in this area will continue to be predominantly market driven, with infrastructure readiness, active landowner participation, and regional partnerships serving as key factors in attracting new investment and redevelopment opportunities.



PRIORITY 5 :

Updating and Expanding the City Marketing Materials

The development and updating of the marketing materials for the community to be able to readily react to opportunities for new projects and the expansion of existing businesses.

PRIORITY 6 :

Establish a Housing Maintenance Assistance Program

Develop a Housing Maintenance Assistance Program to support low- to moderate- income homeowners in maintaining and improving the City's aging housing stock. The program would complement existing County resources and may include grants or low-interest loans focused on exterior home improvements that enhance neighborhood appearance, safety, and long-term property maintenance.

Implementation

EDAC Strategic Plan Implementation Matrix

PRIORITY 1:

Develop Balance of Woods Edge Property

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Complete and review the Woods Edge Master Plan to refine development scenarios, land use mix, and site vision.			
b. Revisit Master Plan, if necessary, based on information received from Market Study.			
c. Coordinate development opportunities with City/Rec Center development.			
d. Solicit development interest through an RFP process for the site.			

PRIORITY 2:

Business Retention, Expansion, and Workforce Development Plan

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Identify business and industry sectors to target.			
b. Coordinate BRE program with other economic development organizations such as Chambers, Anoka County, and GREATERMSP.			
c. Develop and maintain a formal process and schedule for conducting business retention visits			
d. Develop matrix and schedule for reporting out feedback from the retention visits.			
e. Utilize information gathered through BRE visits to identify workforce challenges and business needs.			

PRIORITY 3 :

Identification of Potential Redevelopment Areas and Strategic Acquisitions

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Identify areas for potential redevelopment and those needed for infrastructure expansion based on land use plan.			
b. Develop strategy for City acquisition of land when available.			
c. Develop policy for the use and type of assistance for redevelopment projects.			
d. Develop and implement strategy to encourage redevelopment of sites.			

PRIORITY 4 :

Continue to Promote Development of the I-35E/Main Street Corridor

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Identify targeted industries for attraction.			
b. Coordinate information from BRE program to help identify businesses considering expansion.			
c. Strengthen relationship with GREATERMSP and DEED to receive "Requests for Information" from national and local site selection firms.			
d. Pursue planning and development of key infrastructure improvements.			

PRIORITY 5 :

Priority 5: Updating and Expanding the City Marketing Materials

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Review current materials and update community profile.			
b. Coordinate marketing efforts and materials with other organizations.			
c. Identify information for targeted industries to include in materials.			
d. Develop material that explains available programs and the City's policy on incentives.			

PRIORITY 6 :

Priority 6: Establish a Housing Maintenance Assistance Program

ACTION STEPS	ASSIGNED TO	DEADLINE	STATUS
a. Research existing housing rehabilitation programs and partnership opportunities.			
b. Develop program guidelines, eligibility requirements, and eligible improvement types.			
c. Coordinate outreach efforts to inform residents about available assistance programs.			
d. Evaluate program effectiveness and future funding opportunities.			