



**Cloquet Economic Development Authority
 REGULAR MEETING AGENDA
 Wednesday April 1, 2026 at 8:00AM
 CITY HALL 101 14th Street Cloquet, MN 55720**

ACTION TAKEN

1. **Call Meeting to Order** _____
 - a. Thank you David Manderfeld for your EDA service! _____

2. **Oath of Office Dan Rahman, USG Interiors** _____
 - a. Welcome and introductions. _____

3. **Elect EDA Position/s** _____
 - a. **President** position now vacant.

 - b. **Vice President** position in the event EDA promotes the current Vice President to President (can be filled by an EDA Commissioner or Councilor).

4. **Announcements, Adjustments, Correspondence, and Other Comments** _____
 - a. Mark your calendars for Tuesday evening **May 5, 2026 from 4pm - 5:30pm** for a tour with City Council of Solem Lofts with C&C Holdings (915 Cloquet Avenue)

 - b. *Please review partner updates Chamber, County, EDA attached*

5. **Public Comments?** _____

Please give your name, and address. Visitors may share concerns on any issue which is not already on the agenda. The Chair reserves the right to limit an individual's presentation if it becomes redundant, repetitive, irrelevant, or overly argumentative. All comments will be taken under advisement by the Commission. No action will be taken at this time. Public Comments will be limited to 10 minutes per topic or 30 minutes total. The Commission may request an item be placed on a future agenda for further discussion as part of the regular meeting.

6. **Approval EDA meeting minutes** _____
 - a. March 4, 2026

7. **Monthly Financials** _____
 - a. February 2026

8. **Action Items:**
 - a. **West Prospect Avenue RFP for Housing Development** _____

 - b. **Imagine Cloquet Campaign Strategy and Messaging Development** _____

Purpose of Initiative: to develop unifying messaging to establish a clear brand statement for Cloquet and its community partners that builds awareness, pride, and engagement around community identity, unique assets, and more. The initiative will define the core message behind Imagine Cloquet as well as the emotional and economic stories around:

 1. **General Economic Development Story** – *Cloquet is Open for Opportunity*
 2. **Residential Growth** – *Why People Choose Cloquet*
 3. **Business and Tourism Attraction** – *Why Businesses and Visitors Choose Cloquet*
 4. **Workforce Development** – *Building the Future Workforce*

9. **Adjourn** _____



OATH OF OFFICE

State of Minnesota

City of Cloquet

County of Carlton

*I, **Dan Rahman**, do solemnly swear that I will support the Constitution of the United States and the Constitution of the State of Minnesota, and that I will discharge faithfully the duties of the office of THE CLOQUET ECONOMIC DEVELOPMENT AUTHORITY (EDA) of the City of Cloquet in the County of Carlton, the State of Minnesota, to the best of my judgment and ability.*

Signature – Dan Rahman

Subscribed and sworn to before me this 1st day of April 2026.

Signature – EDA President



Community Development Department
1307 Cloquet Avenue • Cloquet MN 55720
Phone: 218-879-2507 • Fax: 218-879-6555

To: City of Cloquet Economic Development Authority (EDA)
From: Holly Hansen, Community Development Director
Date: March 24, 2026

ITEM DESCRIPTION: Selection of Officers and Representation 2026

Requested EDA Action

With the retirement of Dave Manderfeld from the Cloquet EDA there is no longer an active EDA President.

President options for the EDA include (a City Councilor should not serve as EDA President):

- Promoting the Vice President into the President position, a standard past practice transition; or
- Nominations from the floor for President and retaining the Vice President as is.

Vice President options (a City Councilor or EDA Commissioner may serve as Vice President):

- If the EDA decides to promote the current Vice President, this position will require nominations from the floor.

Background/Overview

Each year the EDA is required, as part of its bylaws, to select and appoint its officers. There are no term limits for service in these positions. The City Attorney did advise that a Councilor should not serve as President. In January 2026, the EDA nominated and approved David Manderfeld to serve as President and Aaron Peterson to serve as Vice President.

Policy Objectives

The EDA Bylaws require officers to be appointed annually along with other board memberships.

Financial / Budget / Grant Considerations

None at this time.

Staff Recommendations

N/A

Attachments

N/A



**CLOQUET ECONOMIC DEVELOPMENT
AUTHORITY**

101 14th St., Cloquet, MN 55720

March 4, 2026

MINUTES OF THE CLOQUET EDA MEETING

EDA Commissioners Present: Dave Manderfeld, Jenny Blatchford, Aaron Peterson, Lyz Jaakola (EDA Commissioners)

Ex-Officio Staff/Staff Members/Others Present: Shannon Laing, Minnesota Main Streets; Shelly Peterson, Promoting Me, LLC; Bo Allen, Bo Allen Productions; Tim Peterson Holly Hansen, Katie Bloom (City of Cloquet)

EDA Commissioners / Ex-Officio / Staff Absent:

Ryan Pervananze, David Schafroth (County), Kelly Zink (Chamber), Lara Wilkinson, Sue Ryan, Mark Lanigan (EDA Commissioners)

1. CALL TO ORDER

The meeting was conducted at Cloquet City Hall and was called to order at 8:00 a.m.

2. ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER

None.

3. PUBLIC COMMENTS

None.

4. APPROVAL EDA MEETING MINUTES

President Manderfeld asked for any corrections, additions, or deletions to the February 4, 2026, Cloquet EDA Regular Meeting Minutes. Hearing none, he asked for a motion.

Motion: Commissioner Blatchford moved, and Commissioner Peterson seconded, that the EDA approve the February 4, 2026, Cloquet EDA Meeting Minutes. (Motion passed 4-0).

5. APPROVAL OF MONTHLY FINANCIALS: January 2025

Ms. Hansen reviewed the January financials with the board. President Manderfeld asked for motions to approve.

Motion: Commissioner Peterson moved, and Commissioner Jaakola seconded, that the EDA approve the January Financials. (Motion passed 4-0).

6. PRESENTATIONS:

a. Cloquet Marketing Videos/Social Media

Shelly Peterson and Bo Allen unveiled three draft marketing videos for EDA feedback sharing that the tourism one remained under development. Video feedback from EDA was the footage is absolutely great. Ms. Peterson shared that these videos can be uploaded to YouTube, TV ads, LinkedIn etc. and the workforce video could be leveraged and used to promote local manufacturing and education, police department, FDLTCC promotion, and utilized in messaging to applicants giving some community context for potential hires. FDLTCC will examine other footage they have access to.



CLOQUET ECONOMIC DEVELOPMENT AUTHORITY

101 14th St., Cloquet, MN 55720

March 4, 2026

Ms. Hansen requested feedback on the 2016 Imagine Cloquet EDA logo, President Manderfeld responded he likes it and it provides much to work from with ideas for strategic planning. Ms. Peterson said if this is the case, **the EDA needs to then work on what is the EDA's brand strategy, call to action, what is the messaging, what is the hook point? If that is not clearly known, she suggested a facilitated strategy session.**

a. **Minnesota Main Streets – New Directions**

Shannon Laing Manager from Minnesota Main Streets Rethos Duluth Office provided a presentation about her organization and program. She shared that the mission of Rethos is to inspire people to connect with their shared places and spaces through preservation, adaptation, and activation. Their vision is that old buildings, culture, and small businesses are the foundation for communities to flourish. She reviewed their community programs, real estate, and policy institute.

She then reviewed the Minnesota Main Streets program, which is an asset-based economic development program that uses historic preservation as a core strategy to revitalize downtowns and started in 1980 by the National Trust for Historic Preservation. The program provides training, resources, technical assistance, data gathering, and networking. The Main Street Approach offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. Focus areas include downtown design, promotion, vitality, and organization.

Building consensus and cooperation among public and private groups, individuals and identifying sources of funding for revitalization activities. The process gets downtown stakeholders in a room to plan events together and share information with downtown businesses / property owners. The process considers volunteers, city support, messaging, mission matching, and marketing beyond events.

Organized Planning & Data

- Including efforts beyond just those influenced by Main Street
- Stakeholder initiatives may not be in perfect alignment but work in tandem to create directional growth
- Reinvestment Statistics are tracked for downtown in general, not just in Main Street efforts. Currently required only for MSA Designated programs, but all are encouraged to track

Transformation Strategies

A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy and should be organized around the Four Points Approach.

Getting to a Transformation Strategy

- Requires both community input and market analysis
- Quantitative and Qualitative Data should inform stakeholder conversations
- Shorter-term workplan and goals than traditional strategic plan
- Catalyst Strategies: Consumer Based vs. Industry, Product, or Service Based

Annual Work Plans

Each year Designated Main Street Programs must articulate how they're enacting their transformation strategy.



**CLOQUET ECONOMIC DEVELOPMENT
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Minnesota Main Streets

- **Aspiring:** A group has formed to activate downtown with revitalization activities. For cities just entering the Main Street process with an on ramp to Accreditation if desired.
- **Affiliate Community:** Meets most of the Main Street America standards for Accreditation.
- **Accredited Community:** Meets all the Main Street America standards for Accreditation.

Shannon provided an update on new directions for the program informing the EDA that their Network membership would be changing tracking into two different membership options moving forward, **see attached flyers.**

7. ACTION ITEMS:

a. Draft Brenny Dahl Block Request for Proposals and Press Conference Discussion

Ms. Hansen summarized the contents of the RFP and asked if anything was missing? She then shared that the RFP would be available on LMC, MnAPA, and EDAM online and another approach for spreading the word on the opportunity and concepts around holding a Press Conference onsite with the property owner Wednesday March 11th. EDA members thought that was a good idea and shared they would participate.

Motion: Commissioner Peterson moved, and Commissioner Blatchford seconded, the approval of the Brenny Dahl Block Request for Proposals (Motion passed 4-0).

8. EDA INFORMATIONAL UPDATES

Ms. Hansen highlighted project updates.

Adjourn

President Manderfeld adjourned the meeting at 9:10 a.m.

Respectfully submitted,

Holly Hansen, Community Development Director



BY RETHOS



2026 Aspiring Program Levels

Starting January 2026 and moving forward for any new Aspiring* programs.



Benefits:

- On-Site Onboarding to the Main Street Program
- Six Hours of free Technical Assistance each year
- Monthly Directors' Meetings
- Discounted Deep Dive Trainings & Expanded Workshops
- Quarterly virtual onboarding opportunity for new staff and/or board members: 1/27, 4/28, 7/28, 10/27
- Limited Minnesota Main Streets portal access
- Legislative Advocacy (MSA = Federal, MMS = State)
- Discount for you and community stakeholders to the MMS Bi-Annual State Conference (Next State Conference will be held in 2027)
- Ticketed Access to Directors' Retreat **March 24, 2026 in Saint Paul**
- Opportunities to access unused Project Assistance Funds (as available)
- Annual Awards recognition at the Rethos Wrecking Ball Gala
- **NOTE: Additional benefits listed for Affiliate & Accredited programs are available as fee-for-service for Aspiring programs.**



* This level replaces former Network and Associate levels



Requirements:

- Signed MOA for Minnesota Main Streets
- Up to date on Minnesota Main Streets dues
 - **Dues schedule: Year 1 - \$500, increasing by \$150 each year until the maintenance level of \$1,100 is reached with yearly dues of \$1,100 thereafter.**
- Rethos and Minnesota Main Streets logos & program statement in all printed and electronic materials.
- An annual, up-to-date media contact list (names, media source email, phone number and/or any additional information). This will allow us to assist you in getting MMS information out to your sources about awards, etc. that have to do with your program
- Maintain a Main Street Steering Committee
- Attend at least 50% of Directors' Meetings (avg. 4 - 5/yr)
- Attend at least 50% of Deep Dives (avg. 4/yr)
- Attend one MMS-approved workshop/conference/year (Main Street Now, MMS State Conference, C.E.C. Conference, etc.)
- Attend Main Street Capitol Day in odd-numbered years (Training provided). Alternatively, we may be able to schedule meeting with your legislators if you will be at the Capitol for other reasons. Please advise Shannon and Erin (erin@rethos.org) if this will be the case for you.

Additional Requirements for Accreditation-seeking Aspiring Programs:

- Main Street America membership
- Quarterly basic reinvestment statistic reporting
- Meeting with Director and key board/committee members to discuss process and timeline for completion.



Contact for more information:

Saint Paul Office
75 West 5th Street,
Fifth Floor South
Saint Paul, MN 55102
651.293.9047

Duluth Office
222 E Superior Street
Ste 322
Duluth, MN 55802
651.377.8069



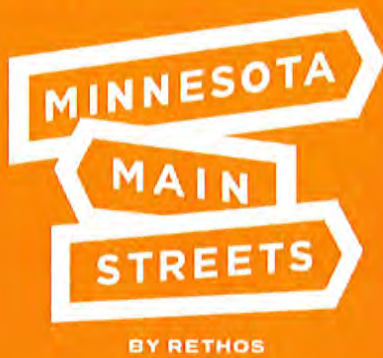
2026 Accredited and Affiliate Program Levels



Benefits:

- On-Site Onboarding to the Main Street Program
- Twelve Hours of free Technical Assistance each year
- Monthly Directors' Meetings
- Free Deep Dive Trainings & Expanded Workshops
- Quarterly virtual onboarding opportunity for new staff and/or board members: 1/27, 4/28, 7/28, 10/27
- Legislative Advocacy (MSA = Federal, MMS = State)
- Discount for you and community stakeholders to the MMS Bi-Annual State Conference (**Next State Conference will be held in 2027**)
- Free Directors' Retreat **March 24, 2026 in Saint Paul**
- Annual Awards recognition at the Rethos Wrecking Ball Gala
- No cost Maestro subscription for MMS/MSA reporting & district data collection
- Full Minnesota Main Streets Portal Access
- One free registration to Main Street Now National Convention
- Bi-Annual on-site progress visit (counts towards MSA Accreditation site visit requirement)
- Program refresh every 5 years (upon request)
- On-demand Onboarding/Training for large board turnover
- **NOTE: Services beyond what is listed above are available as fee-for-service.**





Requirements:

- Signed MOA for Minnesota Main Streets
- Up to date on Minnesota Main Streets dues
 - **Dues schedule: Year 1 - \$5,000, decreasing by \$500 each year until the maintenance level of \$3,000 is reached with yearly dues of \$3,000 thereafter.**
- Rethos and Minnesota Main Streets logos & program statement in all printed and electronic materials
- An annual, up-to-date media contact list (names, media source email, phone number and/or any additional information). This will allow us to assist you in getting MMS information out to your sources about awards, etc. that have to do with your programs
- Maintain a Main Street Board and/or Organization Board with a Main Street-dedicated Steering Committee
- Attend at least 80% of Directors' Meetings (avg. 9/yr)
- Attend at least 80% of Deep Dives (avg 8/yr)
- Attend Main Street Now (Main Street America National Conference) a minimum of every four years
- Attend all Director Retreats and State Conferences (held in opposite years)
- Attend one MMS-approved workshop/year outside of national and/or State conferences (C.E.C. Conference, SHPO conference etc.)
- On-time Quarterly reporting
- Maintain accurate and up-to-date information in Maestro
- Maintain Main Street America Membership (required for Accreditation)
- Attend Main Street Capitol Day every year (Training provided). Capitol Day for 2027 is 3/25. Alternatively, we may be able to schedule meeting with your legislators if you will be at the Capitol for other reasons. Please advise Shannon and Erin (erin@rethos.org) if this will be the case for you.
- Employ Main Street Director (Accredited: FT, Affiliate: PT)



Contact for more information:

Saint Paul Office
 75 West 5th Street,
 Fifth Floor South
 Saint Paul, MN 55102
 651.293.9047

Duluth Office
 222 E Superior Street
 Ste 322
 Duluth, MN 55802
 651.377.8069



Community Development Department
101 14th ST • Cloquet MN 55720
Phone: 218-879-2507 • Fax: 218-879-6555

To: City of Cloquet Economic Development Authority (EDA)
From: Holly Hansen, Community Development Director
Date: March 27, 2026

ITEM DESCRIPTION: EDA Review of Monthly Financial Statements (February 2026)

EDA Requested Action

The EDA is asked to approve the February 2026 EDA financials.

Monthly Review

Attached the EDA members will find the February 2026 cash balances and loans for economic development.

CASH BALANCES

The summary of February 2026 financials **which currently total \$904,959.77** are:

- **Fund 201 (LDO Loan)** there is an increase in the fund balance due to loan repayments.
- **Fund 201 (LDO-Project/Loan)** there is an increase in the fund balance due to revenue from the sale of 106 7th Street.
- **Fund 202 (Fed CDBG)** there is a decrease in the fund balance due to recording fees for SCDP.
- **Fund 203 (ED)** there is an increase in fund balance due to interest and loan repayments into the fund. FB&T offered a construction deferral to JBB Group (Collins Roofing), as a loan participation, payments will be dispursed by FB&T once construction is complete.
- **Fund 206 (Revolved Phase 3 SCDP loan repayments)** Holy Smokes grant funds are being held until project work is complete.
- **Fund 207 (Housing Trust Fund)** there is no change in fund balance.

LOAN STATUS

The total outstanding loan balance for City funds is \$1,384,736.33 (5 business loans) with monthly repayments of \$7,516.16 with one loan deferrals (Collins Roofing). The building formerly owned by the City and sold to a developer in 2012 located at 1111 Cloquet Avenue has sold, however the City's loan payment will continue under original ownership until the term is complete in 2027 per the original terms of that deal.



Community Development Department
101 14th ST • Cloquet MN 55720
Phone: 218-879-2507 • Fax: 218-879-6555

Policy Objectives

As a standalone EDA, the monthly financial statements must be reviewed and approved by the EDA.

Financial Impacts

None at this time.

Staff Recommendation

Staff recommends that the EDA move to approve the February 2026 EDA financial statements.

Supporting Documentation

- February 2026 Cash Balances; February 2026 Loan Balances

City of Cloquet
Cash Balances
February 2026

		<u>Current Month</u>	<u>Previous Month</u>
201	LDO Loan (EDA) - Loan	\$262,148.91 1	\$255,619.60
201	LDO Loan (EDA) - Project/Loan	\$2,600.00 3	\$2,000.00
202	Federal CDBG Loan (EDA)	\$315,450.61 2	\$316,106.27
203	Economic Development Loan (City)	\$212,544.25 1 & 4	\$211,676.43
206	Revolving SCDP (EDA)	\$9,073.00	\$9,073.00
207	Housing Trust Fund (City)	<u>\$103,143.00</u>	<u>\$103,143.00</u>
		<u>\$904,959.77</u>	<u>\$897,618.30</u>

206 Commercial Grant Awards:

3 - \$7,365.59 grant closing & escrow for Holy Smokes (1101 - 1103 Avenue B)

Monthly change explanations:

- 1 - Loan repayments
- 2 - Legal fees
- 3 - 7th ST sale
- 4 - JBB/Collins Interest

**Community Development
Loan Balances
February 2026**

Loan	Loan Date	%	Loan Amount	Monthly Payment	Maturity Date	Balance	*Exp. UCC or FF	
Fund 201 (EDA LDO Fund)								
C&C Holdings LLC	7/24/2024	2.00%	\$ 924,500.00	\$ 6,250.00	7/24/2044	\$ 921,428.68	**	
			Fund 201	\$ 6,250.00			\$ 921,428.68	
Fund 202 (EDA CDBG Fund, all loans are repaid into Fund 201 LDO to revolve restrictions once loaned, interest accrues into 202)								
C&C Holdings LLC	7/24/2024	2.00%	\$ 211,500.00	\$ -	7/24/2044	\$ 230,357.17	**	
GCL Development Group LLC	6/12/2020	2.25%	\$ 75,000.00	\$ 388.36	7/1/2040	\$ 57,400.96		
Hieb Properties LLC	8/19/2024	4.00%	\$ 20,434.00	\$ 279.31	8/19/2031	\$ 16,450.73		
			Fund 202 into 201	\$ 667.67			\$ 304,208.86	
Fund 203 (City)								
CMW Retail Properties	7/1/2012	1.00%	\$ 100,000.00	\$ 598.49	8/1/2027	\$ 10,098.79	*****	
JBB Group LLC	4/25/2025	4.00%	\$ 149,000.00	TBD	4/25/2045	\$ 149,000.00	****	
			Fund 203	\$ 598.49			\$ 159,098.79	
Fund 206 (EDA SCDP Fund no current funds from 208 City SCDP)								
			Fund 208	\$ -			\$ -	
Total Community Development Loans Outstanding				\$ 7,516.16				\$ 1,384,736.33

Notes:

* Can re-file continuation within 6 months of expiration.

** 16-month loan deferral through Nov 2025

**** Interest only payments for 12 months through April 2026

***** Building sold but loan repayments will continue under terms with the developer through 2027

**Request for Proposals to Develop a small infill Subdivision along Prospect Avenue West for Ownership Housing in Cloquet, MN
1100 Prospect Avenue West Cloquet, MN 55720**



Released for proposals: April 2, 2026
Proposals **due:** by 10 a.m. May 29, 2026

REQUEST FOR PROPOSALS TO DEVELOP A TWO ACRE SITE INTO OWNERSHIP HOUSING IN CLOQUET, MN

In collaboration with site property owner, the Cloquet Economic Development Authority (EDA) has issued a request for proposals (RFP) for the development of a 2.00-acre site located at 1100 Prospect Avenue west in Cloquet. A copy of this proposal document may be obtained from the Cloquet EDA website at www.cloqueteda.com, or at the City of Cloquet - City Hall - 101 14th Street Cloquet, MN 55720, or by contacting Holly Hansen, Community Development Director at (218) 879-2507 x4 or hhansen@cloquetmn.gov. The Cloquet EDA reserves the right to reject any or all proposals or waive any informality in the proposals, this RFP is subject to EDA approval and review by legal counsel.

I. INTRODUCTION

Site Overview

The development site is located at 1100 Prospect Avenue West, just southeast of Hawthorne Street in Cloquet, MN and currently has one single family home onsite. The property consists of two platted parcels of land (PIN: 06-610-0260 and 06-610-0180) which total approximately 2.00 acres in size and roughly measures 100' wide, then 150' wide towards the rear, and then 620' long. The parcel is currently served by utilities, however extension of public municipal utilities into the site would be required to develop. The property is surrounded by single-family. As with all development, sites that disturb over an acre of land require onsite treatment of stormwater.

City Vision for the Property

The city and EDA seek to develop housing opportunities and further understand that ownership housing has been the most difficult form of housing to create in the region, state, and country. Ownership housing allows people to build wealth via ownership and manage their housing costs in a non-rental controlled format. The city and EDA feel it is imperative to proactively guide limited development sites in the city for alignment in land use vision. The city recently initiated the Cloquet-Scanlon Housing Study which was completed in October 2024 and describes various housing needs and demands and is viewable here:

<https://www.cloqueteda.com/home/showpublisheddocument/6549/638733117792400000>

The City is seeking proposals from qualified developers for the development of the 2.00 acre site in Cloquet. The types of development must be consistent with City zoning and could include use for affordable ownership (115% of statewide median income) or market rate ownership housing. In proactively seeking out the highest and best use for the site, this RFP will overview development concepts for this site and eligible economic development incentives to assist eligible site development costs.

Price

The site is privately owned and was professionally **appraised at \$255,000, which is the sales price**. The site is currently occupied by one single family home which has the opportunity of being demolished and utilities extended to create a five-lot subdivision site.

II. DEVELOPMENT OPTIONS

Below, the city will outline the potential development approach suggested for this site.

SINGLE-FAMILY SUBDIVISION (5 HOMES)

- Current Zoning R-1: The site is currently zoned R-1 Single-Family Residence.
- Rezoning to R-2: Rezoning to R-2 would allow narrower lot sizes to maximize units as shown on this concept drawing. The standards in this zone allow for 60' wide minimum lots and 8,700 SF lot area.
- Replat required.
- Concept Plan: City Engineering has prepared a concept plan for this site laying out its alignment with public street utilities assuming a 66 ft wide public ROW, the cul-de-sac is 100 ROW diameter, and the length of the cul-de-sac is 500 ft per City Code. This layout assumes public infrastructure (Street, Sanitary Sewer, Watermain, Storm Sewer, Pond).
 - **Sanitary Sewer** – due to shallow grades in this area, it is not feasible to serve this site with gravity sewer, therefore a lift station is needed. Concept map shows a lift Station at the cul-de-sac that pumps to the sewer on Prospect Avenue West.
 - **Watermain** - Watermain is in Prospect Avenue West 14th in front of the development site and would require street excavation to connect a hot tap to the existing watermain and extend 10" DIP to the end of the cul-de-sac where a hydrant is placed. Copper Services would be extended to each lot to serve each house.
 - **Stormwater** – Stormwater would be collected in the street with inlets and routed to a pond at the northwest corner of the site.
 - **Roadway** – The road section assumed in this design is 33 feet wide, B618 concrete curb and gutter on both sides and 5 foot wide sidewalk on the west side only where the homes are located. The section is 8 inches of CL5 Aggregate base and 3 ½ inches of bituminous paving. The site grading will fill the roadway with imported fill suitable for road construction and compacted to 95% std proctor 3 feet below finished grade and 100% proctor within 3 feet of finished grade.
 - **Site Work** – the site will require site grading to provide adequate drainage. Erosion control measures will need to be maintained throughout the course of site development and home building.
 - **Permits required** - A MPCA Construction stormwater permit and city grading permit will be needed to grade the site. A MPCA Sanitary Sewer extension permit will be required to extend Sanitary Sewer. MnDOH watermain Permit is needed to extend watermain. Carlton County will require permits for road and storm sewer connection work within Co. Rd. 7 (Big Lake Road / Prospect Avenue West). Building permits from

the City of Cloquet are required for home construction. Water and Sewer connection permits with the city are required for each building.

- **Plans and Specifications** – Plans and specifications prepared by a licensed Professional Engineer are required for construction of public infrastructure.
- **Cost of Public infrastructure and site development construction** – please contact the Ast. City Engineer John Anderson for information at janderson@cloquetmn.gov or 218-879-6758.

III. LAND USE INFORMATION

A. Land Assembly

The site consists of two platted parcels of land (PIN: 06-610-0260; 06-610-0180) which totals approximately 2.00 acres in size and roughly measures 100' wide, then toward the rear 150' wide by roughly 620' long.

B. Access into the Site

The developer will need to demolish the exiting home along Prospect Avenue West and construct a public roadway into the site that is 500 feet, or less, in length.

C. Infrastructure

Internal site PUBLIC roadway: the city's Subdivision Ordinance requires that the design format and length of a street designed for public roadway be no longer than 500-feet with a cul-de-sac (*ROW 66' required with sidewalks on at least one side*).

D. Stormwater

If the project will disturb more than one acre of land, stormwater must have onsite treatment designed into the project. Please contact the Assistant City Engineer with any questions.

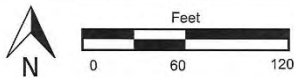
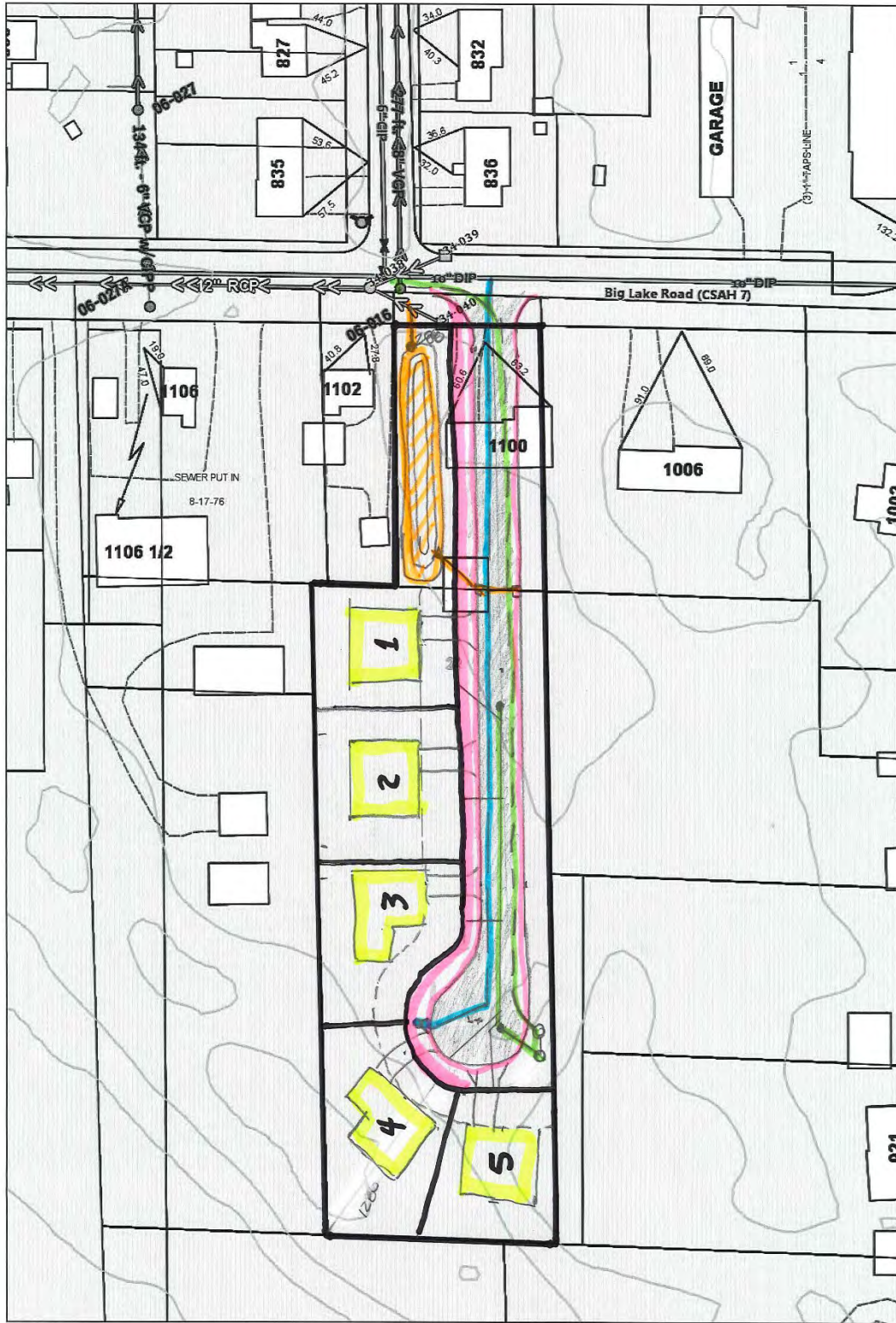
E. Utility Information

- To develop this parcel, the existing home would be demolished and it would require the extension of public water and sewer into the site with adjacency of public utilities.
- Due to the shallow grades in this area, a lift station will be required to pump to Prospect Avenue West.

F. Price

The land is for sale by the property owner for **\$255,000 for 2.00-acres of land** in affiliation with developer commitment to construct a housing project here in procedural collaboration with the city.

GIS Mapping



This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.

DEVELOPER QUALIFICATIONS & CITY ASSISTANCE:

A. Developer Qualifications

The approach by the City is to seek a team that has:

- 1) Expertise and experience with ownership housing projects; and

- 2) Are skilled project managers working seamlessly with contractor teams, are versed in dwelling sales or management of.

Developers are encouraged to consult, or meet with, the City Community Development Department staff to ensure project success. Developers must provide a portfolio of completed operational and successful examples of other past projects, noting housing development financing tools used to accomplish the project and how these facilities are managed.

B. City Assistance Programs

Development assistance is provided when public benefit is ensured from a project as eligible under state law and as guided by City of Cloquet policies. In the case of housing, affordable home ownership is a requirement for eligibility for utilizing tax increment financing as affordability is the public benefit to provide developers assistance.

- Tax Increment Financing (TIF) – Housing District
 - **Ownership Affordable Housing** for persons/families at 115% or less than statewide median income (SMI) which for 2025 is \$134,435 – (updated annually during April – therefore 2026 numbers are forthcoming) - see attached table.

 - **Market Rate Housing** TIF is not allowed for market rate housing, as the public benefit is affordable housing guided by state law.
 - A tax abatement application to consider application to the city council to support economic development incentives to assist eligible site development costs.

 - Limited gap financing loans funds available, contact the city for more information.

- State of MN Housing Programs – as eligible and available, developers may apply for and work collaboratively with the city to pursue State Workforce Housing infrastructure support, or other programs as available. These programs are competitive and evaluated on a statewide basis.

C. Development process

As undeveloped land, this site will follow all standard development processes of the city including by not limited to these permits:

ZONING / SUBDIVISION PERMITS <https://www.cloquetmn.gov/our-city/permits-licenses/commercial-residential-public-works-utility-zoning>

JOHN KELLEY, ZONING ADMINISTRATOR 218-879-2507 X3; JKELLEY@CLOQUETMN.GOV

- Platting process application fees Preliminary Plat \$400 and Final Plat \$300 (plus developer plat preparation costs)
- Rezone from R-1 (Single-Family Residence) to R-2 (One and Two-Family Residence) \$400

ENGINEERING PERMITS <https://www.cloquetmn.gov/our-city/permits-licenses/commercial-residential-public-works-utility-zoning>

CALEB PETERSON, CITY ENGINEER 218-879-6758 CPETERSON@CLOQUETMN.GOV

- Grading Permit/Stormwater Permit if disturbing an acre or more of land/erosion control requirements
- Access Permit there is currently no access from this parcel onto 14th Street which is a county roadway, please contact Carlton County Engineering for more information.
- Right of Way Occupation Permit (to access utilities presumably via directional boring) Carlton County Engineering
- Sewer Connection Permit – City of Cloquet Engineering
 - A Capacity Availability Fee (CAF) will be determined by the Western Lake Superior Sanitary District at the point of connection based on plumbing plans for the proposed development.
- Water Connection Permit – City of Cloquet Engineering
- Water meters are available for purchase from the City of Cloquet.

ECONOMIC DEVELOPMENT APPLICATIONS <https://www.cloqueteda.com/business-incentives/local>

- Tax Increment Financing application and Development Agreement \$15,000
- Loan Funds the Cloquet EDA has a limited amount of loan funding consult city staff with questions on project and fund balance, loan application \$800 plus closing costs.

BUILDING PERMIT <https://www.cloquetmn.gov/our-city/permits-licenses/commercial-residential-public-works-utility-zoning>

- Building Permit/s consult Building Official Matt Munter mmunter@cloquetmn.gov 218-879-2507 x2

IV. PROPOSAL

The proposal should consist of a cover page and a concise narrative responding to the questions below, and attachments. The proposal cover and narrative should not exceed 10 pages. However, additional pages will be allowed for the submittal of one-page resumes for each of the development team members, past project example summaries and other required attachments.

Proposal Cover Page (one page):

- ◆ Include Applicant Information – developer name, address, key contact name/title, telephone number, and email address. Include the Federal ID number and Minnesota tax ID number as applicable.

1. Proposal Summary

- ◆ The developer should fully outline the proposed project.
- ◆ Background and experience of Proposal Team with similar project development, key staff who will be assigned to the project and information on project partners, if any.
- ◆ Description of construction type and materials.
 - Anticipated approach related to energy and environmental conservation including possible innovations or unique opportunities.
- ◆ Outline of Sources and Uses of funding for development and construction.
 - Predevelopment activities and funding sources, if any.
- ◆ Start-up and Operating budgets including how residential sales, rental or office lease payment assumptions are calculated in relationship to the Cloquet market.
- ◆ Demonstration of financial ability to carry out the project successfully.
- ◆ Description of property management firm and related experience, and description of how property will be maintained long-term.
- ◆ Outline of timeframe for development, including approvals from lenders, City, and other entities.
- ◆ Other factors you wish to elaborate on.

V. Timeframe

- Request for Proposals issued: April 2, 2026
- Due date for proposals: 10am May 29, 2026

VI. SUBMISSION REQUIREMENTS

General Requirements:

1. Proposals must be submitted with Applicant's Warranties as:
 - Hard copy (one full copy) or
 - Electronic submission - compressed pdf via email to hhansen@cloquetmn.gov or a USB flash-drive
2. Proposal Contact:
Holly Hansen, Community Development Director City of Cloquet
101 14th ST Cloquet, MN 55720
(218) 879-2507 x4 or hhansen@cloquetmn.gov
3. **Proposals must be received by 10:00 a.m. on May 29, 2026.** Extensions of the closing date will not be granted, unless notice of such extension is provided to all prospective responders.
4. Neither the City nor any other entity is responsible for the expenses that Applicants may incur in preparing and submitting proposals.
5. Copies of all proposals submitted will be considered the property of the City and will be retained by the City and will not be returned to the Applicants.
6. The EDA reserves the right to unilaterally cancel this RFP or to reject in whole or in part, any and all proposals received in response to this RFP. The City further reserves the right to waive any minor informality in any proposals received. The decision as to who shall receive a contract award, or whether or not an award shall be made as a result of this RFP, shall be at the sole discretion of the City.

VII. EVALUATION PROCEDURES

A. Selection Committee:

Development teams representing the top-ranking proposals may be invited to interview with the developer selection team comprised of representatives of the EDA ensuring there are no conflicts of interest between the selection team and development team.

B. Review of Proposals:

The review committee members will complete an independent review of each proposal. After a composite evaluation for each proposal is completed and ranked, the committee may conduct interviews or seek written or verbal clarification to supplement materials submitted in response to the RFP. The committee will recommend the proposal that offers the best response in relation to the evaluation criteria along with the best ability to successfully develop and implement the project.

C. Evaluation Criteria:

Firms meeting the established criteria will have their proposals evaluated and ranked for selection. The following represent the principal selection criteria which will be considered during the evaluation process:

- ◆ The proposal adheres to the instructions in this request for proposals on preparing and submitting the proposal.

- ◆ Expertise and Experience:
 - ✓ Past experience and performance on completed development projects and management of facilities.
 - ✓ The quality of the development team’s professional personnel to be assigned to the development project.

- ◆ Relationship of proposed project to neighborhood.

- ◆ Proposed quality of construction.

- ◆ Financial viability of the development.

- ◆ Long-term capacity for proper maintenance and management (e.g. ownership housing via a CIC Plat with homeowners association, or rental/office management).

D. Oral Presentations:

During the evaluation process, the review committee may, at its discretion, request one or more firms to make oral presentations. Such presentations from the team. Not all firms may be asked to make such oral presentations.

VIII. FURTHER INFORMATION

ATTACHMENTS:

- 1) Attached is a January 28, 2026 **property survey**. The property is generally 100’ wide at the street, then widens to 150’ wide to the rear x 615’ long.

- 2) Property **Valuation** report

- 3) 2025 **Income Limits for Housing Ownership** (updated annually by HUD during April – 2026 numbers are forthcoming)

- 4) **Cloquet – Scanlon Housing Study** (October 2024)
<https://www.cloqueteda.com/home/showpublisheddocument/6549/638733117792400000>

**CITY OF CLOQUET
APPLICANT'S WARRANTIES**

- A. Applicant warrants that it is willing and able to comply with State of Minnesota laws with respect to foreign (non-state of Minnesota) corporation.
- B. Applicant warrants that it is willing and able to obtain Errors and Omissions Insurance, providing a prudent amount of coverage for the willful or negligent acts, or omissions of any officers, employees, or agents thereof.
- C. Applicant warrants that it will not delegate or subcontract its responsibilities under an agreement without the prior written permission of the City of Cloquet.
- D. Applicant warrants that in all work conducted under this contract, it shall be unlawful to discriminate or harass in any manner on the grounds of race, creed, religion, color, sex, sexual orientation, national origin, ancestry, age, disability, marital status, citizenship status, or status with regard to public assistance. (This includes sexual harassment. Sexual harassment is any repeated and/or unwanted sexual attention that a recipient finds objectionable or offensive, regardless of sexual or affectional orientation.) Any charge of harassment or discrimination against the contractor, contractor's employees, subcontractor or subcontractor's employees will result in a thorough investigation and possible termination of this contract. City of Cloquet action is not intended to replace legal recourse for any behavior which violates criminal statutes.
- E. Applicant warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Official: _____

Name: _____

Title: _____

Firm: _____

Date: _____

SURVEY FOR: ROBERT NELSON
 1100 PROSPECT AVENUE WEST-PO BOX 264
 CLOQUET, MN 55720

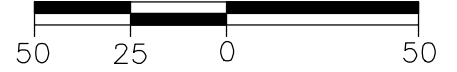
STRAIGHTLINE SURVEYING, INC.

P.O. Box 510, 500 Folz Blvd
 Moose Lake, MN 55767
 E-MAIL: banderson@straightlinesurveying.com

Telephone: (218)-485-4811
 Fax: (218)-485-4811

SURVEY OF: SKETCH MAP OF NELSON PROPERTY LOCATED IN
 LOT 4 OF THE RECORDED PLAT OF "CAMPBELLS
 OUTLOTS TO THE CITY OF CLOQUET" CARLTON
 COUNTY, MINNESOTA.

SCALE 1"=50'



PROSPECT AVENUE WEST



○ DENOTES 1/2" IRON REBAR MONUMENT
 SET AND CAPPED "ANDERSON 45498"
 X DENOTES 60d SPIKE SET

I hereby certify that this survey, plan, or report was prepared by me or under my direct supervision and that I am a duly Licensed Land Surveyor under the laws of the State of Minnesota.

Benjamin H. Anderson
 Benjamin H. Anderson

45498
 License No.

01-28-2026
 Date

2026-021
 Job No.

NONE
 Book No.

SURVEY FOR: ROBERT NELSON
1100 PROSPECT AVENUE WEST-PO BOX 264
CLOQUET, MN 55720

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LOT 4 OF THE RECORDED PLAT OF "CAMPBELLS
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Moose Lake, MN 55767
E-MAIL: banderson@straightlinesurveying.com

Telephone: (218)-485-4811
Fax: (218)-485-4811

LEGAL DESCRIPTION PID 06-610-0260

That part of Lot 4 of the recorded plat of "CAMPBELLS OUT LOTS TO THE CITY OF CLOQUET" on file and of record in the office of the Carlton County Recorder, Carlton County, Minnesota, described as follows:

Commencing at the northeast corner of said Lot 4; thence westerly, along the north line of said Lot 4, a distance of 100.00 feet to the actual point of beginning of the tract of land herein described; thence southerly, at right angles, a distance of 200.00 feet; thence westerly, at right angles and on an assumed bearing of North 89 degrees 22 minutes 12 seconds West, a distance of 26.06 feet; thence North 01 degree 39 minutes 12 seconds West a distance of 180.81 feet; thence North 00 degrees 37 minutes 48 seconds East a distance of 19.34 feet to said north line of Lot 4; thence easterly, along last described north line, a distance of 33.26 feet to said point of beginning.

AND ALSO

That part of Lot 4 of the recorded plat of "CAMPBELLS OUT LOTS TO THE CITY OF CLOQUET" on file and of record in the office of the Carlton County Recorder, Carlton County, Minnesota, described as follows:

Commencing at the northeast corner of said Lot 4; thence westerly, along the north line of said Lot 4, a distance of 27.00 feet to the actual point of beginning of the tract of land herein described; thence continuing westerly, along last described north line, a distance of 73.00 feet; thence southerly, at right angles, a distance of 200.00 feet; thence easterly, at right angles, a distance of 75.17 feet to the intersection with a line that passes through said point of beginning and is parallel with the east line of said Lot 4; thence northerly, along last described parallel line, a distance of 200.00 feet to said point of beginning.

LEGAL DESCRIPTION PID 06-610-0180

All that part of Lot 4 CAMPBELL'S OUTLOTS TO THE CITY OF CLOQUET, described as follows:

The East Half of the following described tract of land of Lot 4; Commencing at the Northwest corner of said Lot 4; thence South along the West line of said Lot 4 a distance of 200 feet to a point of beginning; thence continuing South along said West line of said Lot 4 a distance of 441.9 feet to the Southwest corner of said Lot 4; thence East along the South line of said Lot 4 a distance of 309.2 feet to the Southeast corner of said Lot 4; thence North along the East line of said Lot 4 a distance of approximately 443.5 feet to a point 200 feet South of the Northeast corner of said Lot 4; thence West parallel with the North line of said Lot 4 a distance of approximately 312.8 feet to the point of beginning.

PAGE 2 OF 2

I hereby certify that this survey, plan, or report was prepared by me or under my direct supervision and that I am a duly Licensed Land Surveyor under the laws of the State of Minnesota.

Benjamin H. Anderson 45498 01-28-2026 2026-021 NONE
Benjamin H. Anderson License No. Date Job No. Book No.

JOHN M. VIGEN, SRA, RM
REAL ESTATE APPRAISAL & CONSULTING

218 West Kent Road
Duluth, Minnesota 55812

Telephone: 218-349-8233
Email: jmvigenappraisal@gmail.com

February 21, 2026

Mr. Robert C. Nelson
1100 Prospect Avenue
Cloquet, MN 55720-0264

RE: Real Estate Appraisal
1100 Prospect Avenue
Cloquet, MN 55720-0264

Dear Mr. Nelson,

In accordance with your request for an estimate of most probable market value applicable to the referenced property, the undersigned has observed the property, reviewed available data, and conclusions follow. Predicated on the purpose and intended use of this appraisal, conclusions are summarily presented. This is a Restricted Appraisal report for your sole use to accommodate the purpose and intended use stated herein. The appraisal development and reporting procedures are intended to be compliant with the Uniform Standards of Professional Appraisal Practice (USPAP Standard 1 and 2) as well as the Code of Professional Ethics and Standards of Professional Appraisal Practice.

The real property is reportedly owned in Fee by Mr. Robert C. Nelson. The total ownership consists of two contiguous parts as depicted on a survey dated January 28, 2026, completed by Straightline Surveying Inc (Job # 2026-021) as attached. Due to complexity of property shape, its legal description is defined by metes and bounds. It is summarily defined as follows:

Primary Dwelling: PID# 06-610-0260
That part of the recorded plat of Cambells Outlots to the City of Cloquet
0.48 acres+/-

Surplus Land: PID#06-610-0180
That part of the recorded plat of Cambells Outlots to the City of Cloquet
1.51 Acres+/-

The **purpose** of this appraisal is to estimate a most probable market value of the subject as defined effective, February 6, 2026, the date of property observation. The opinion of market value expressed herein is based the most widely accepted definition of market value being:

The most probable price that a specified property interest should sell for in a competitive market after a reasonable exposure time, as of a specified date, in cash, or in terms equivalent to cash, under all condition's requisite to a fair sale, with the buyer and seller each acting prudently, knowledgeably, for self-interest and assuming neither is under undo duress.

The **intended use** of this appraisal is to assist the client, Mr. Robert Nelson, with his decision making regarding the subject's disposition. Alternate uses are beyond the scope of this Restricted Use appraisal.

The **scope of services for this appraisal** entailed a meeting and discussion with the property owner pertaining to the purpose and intended use of the appraisal. Simultaneously, the primary dwelling and attached garage were observed. The remainder ownership was observed at distance as well as by available public arial imagery. Municipal information pertaining to land use standards and real estate assessment/tax data was also researched. A Carlton County assessor was queried regarding subject specifics as well as general market characteristics. MLS data was researched and analyzed to develop supportive valuation conclusions. Influences of the community's economic, demographics were also considered. All factors relevant to an appropriate valuation process for the subject property, the purpose of the appraisal and its intended use were consider and summarized herein.

Municipal information considered consists of real estate assessment and tax data as well as City of Cloquet zoning.

The Carlton County Auditor's office identifies the whole ownership by two PID#'s. The primary dwelling and its 0.48 Acre+/- land allocation is recorded as **PID# 06-610-0260**. The 2026 assessed value is \$213,200 with proposed 2026 real estate taxes payable of \$3248.00. The abutting, surplus 1.51acre+/- parcel is identified as **PID# 06-610-0180**. Its 2026 assessed value is \$39,100 with proposed 2026 real estate taxes of \$664.00. Combined, the subjects total assessed value equates to \$252,300 with a total 2026 proposed real estate tax obligation of \$3,912.00.

The city of Cloquet Planning Department indicates the subject location is encumbered by a R-1 Single Family Land Use Classification. This requires a minimum lot size of 14,500 sqft with a minimum lot width of 75 feet. The subject exceeds these minimum requirements. The property appears consistent with municipal zoning and neighborhood environs. All municipal services are available.

The Dictionary of Real Estate Appraisal defines **Highest and Best Use** as:

The reasonably probable use of a property that results in the highest value. The four criteria that the highest and best use must meet are legal permissibility, physical possibility, financial feasibility, and maximum productivity.

The subject is a single family, ranch style dwelling of 1950's era whose original layout has been modified over time. It has an attached two car garage as well as a detached two car storage building. Its present use represents a highest and best use of the land.

The **subject ownership** consists of two, contiguous parcels; a 0.48+/- acres parcel improved with the owners dwelling ancillary buildings and a 1.51+/- acre undeveloped parcel which abuts and lay interior of the first.

The primary parcel is improved with a ranch style dwelling which was expanded and extensively renovated in 1956+/- . It has a full basement and attached garage. The modified design/layout was again modified to include a bonus room with full basement. This addition is unique in that its floor level is several feet above that of the primary dwelling. Also, its basement, with independent access from the dwelling interior, is surrounded by but not accessible to the primary basement. The bonus basement area presently functions as den. Further, although the bonus room fronts an interior bedroom/bath hallway, it lacks a permanent wall/door separation. Due to modification of the dwelling's floorplan for the bonus room, the kitchen and rear entryway were also reconfigured. The dwelling contains 1368 sqft of finished living area on the main level. The attached garage is of 480 square feet. A unique feature of the garage space is direct access to the dwelling's basement via a concrete ramp. The full basement features a 1/2 bath, and modern forced air, natural gas furnace and domestic water heater. Electrical service panel of 200 amp is located at the rear entry hall with a separate panel in the detached two car building.

The dwelling's layout accommodates five rooms, two bedrooms plus bonus room and 1-1/2 baths on the main level. The primary basement is unfinished however the bonus basement is. Although unique in some respects, the dwelling appears properly maintained. Flooring throughout, several accent walls and kitchen countertops have been refinished with Bambo products. Wall surfaces have been repainted. Also, the primary bath remodeled to provide space for the addition of a 1/2 bath for the master bedroom. The dwellings exterior appears mostly original in characteristics but maintained. A concrete drive was replaced in the late 1990's. All site improvements appear well maintained and consistent with consumer use expectations.

Most often, a **valuation procedure** used for owner occupied residential properties, is predicated on a rate of exchange in the open market or **sales comparison** process. This process recognizes the range in price expectation for properties considered reasonable competitive in use opportunity to a given subject. This technique provides a basis from which a supportable market value can be estimated. Seldom would a replacement cost or income analysis be applicable.

Unlike ubiquitous dwelling styles found in suburban subdivisions, the subject evidences several unique physical/functional characteristics implemented by the client's father to enhance his family's occupancy needs. This dissuades the opportunity for a one-on-one direct market sale comparison. Therefore, although the subject's physicality of building design differs somewhat from a traditional ranch style dwellings of the mid 1950's era, commonality of purpose and use opportunity prevails. Accordingly, use of a **market survey** which analyzes the range in price expectation for properties in the subject's competitive market and which can be considered reasonably competitive in occupancy / use opportunity is appropriate.

The basis for this market survey is predicated on research of residential sales occurring in Cloquet between January 1, 2025, and current date. Initial observations were filtered with a focus towards dwellings considered reasonably competitive in purpose and use/occupancy opportunity to the subject. Elements considered include, but not limited to design (two story v. ranch), age (newer v. older effective age), finished square feet, bedrooms/baths, amenities, land area, etc. This process resulted in 30 observations. These observations occurred in three to four primary residential sectors of the city inclusive of the subjects. This provides a supportive perspective of a community wide range in price expectation for properties of this type. The observations sold between

\$200,000 to \$297,000 with the average being \$242,000 and median \$238,000. On average they experienced a market time of 8 days. Further, of the 30 observations, 17 (40%) sold for more than asking, 15 (36%) sold on par with asking and 10 (24%) sold below asking. Clearly, the short market time combined with percentage rate exceeding asking evidence positivity of market. Consideration was given to both 2- and 3-bedroom dwellings as the subject's bonus room could be used for the same. On average, the 30-observations contained 1406 sqft of finished living area with the median being 1333 sqft. The subject features 1368 sqft. Over half featured a 2-car garage with the remainder a mix of 1 with a scattering of 3. The subject features a 2-car attached and a second 2-car ancillary structure. None of the observation featured a surplus land area competitive with the subject.

In the analysis of residential property, a common unit of comparison is the price paid per square foot of finished living area. The 30 observations evidenced an average price per sqft of \$178.08 with the median being \$175.10. It must be recognized, although these observations represent competitive properties as it relates to purpose and use/occupancy opportunity, they are individualized to meet their owner's expectation. Some may have fireplaces, or a lower-level family room. Yet others may differ in condition and or décor from being challenged to renovated. Some may have experience kitchen or bath upgrades while others may be basic. Generally, those with challenged elements nearer the lower end of the range while those with finer elements and amenities, the upper.

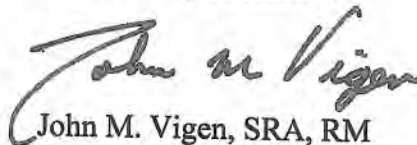
Taking into consideration factors which influence value, inclusive of the subject's unique physicality, and surplus land as well as observed market positivity, it is reasonable to anticipate it may find market acceptance slightly above average, say \$180 to \$190 per sqft. Applying these factors results in the following value range.

1368 sqft @ \$180/sqft = \$246,240

1368 sqft @ \$190/sqft = \$259,920

Stabilized at \$255,000

Respectfully submitted,



John M. Vigen, SRA, RM
Certified General Real Property Appraiser
MN License #4

SURVEY FOR: ROBERT NELSON
 1100 PROSPECT AVENUE WEST-PO BOX 264
 CLOQUET, MN 55720

SURVEY OF: SKETCH MAP OF NELSON PROPERTY LOCATED IN
 LOT 4 OF THE RECORDED PLAT OF "CAMPBELLS
 OUTLOTS TO THE CITY OF CLOQUET" CARLTON
 COUNTY, MINNESOTA.

STRAIGHTLINE SURVEYING, INC.

P.O. Box 510, 500 Fair Blvd
 Moose Lake, MN 55767

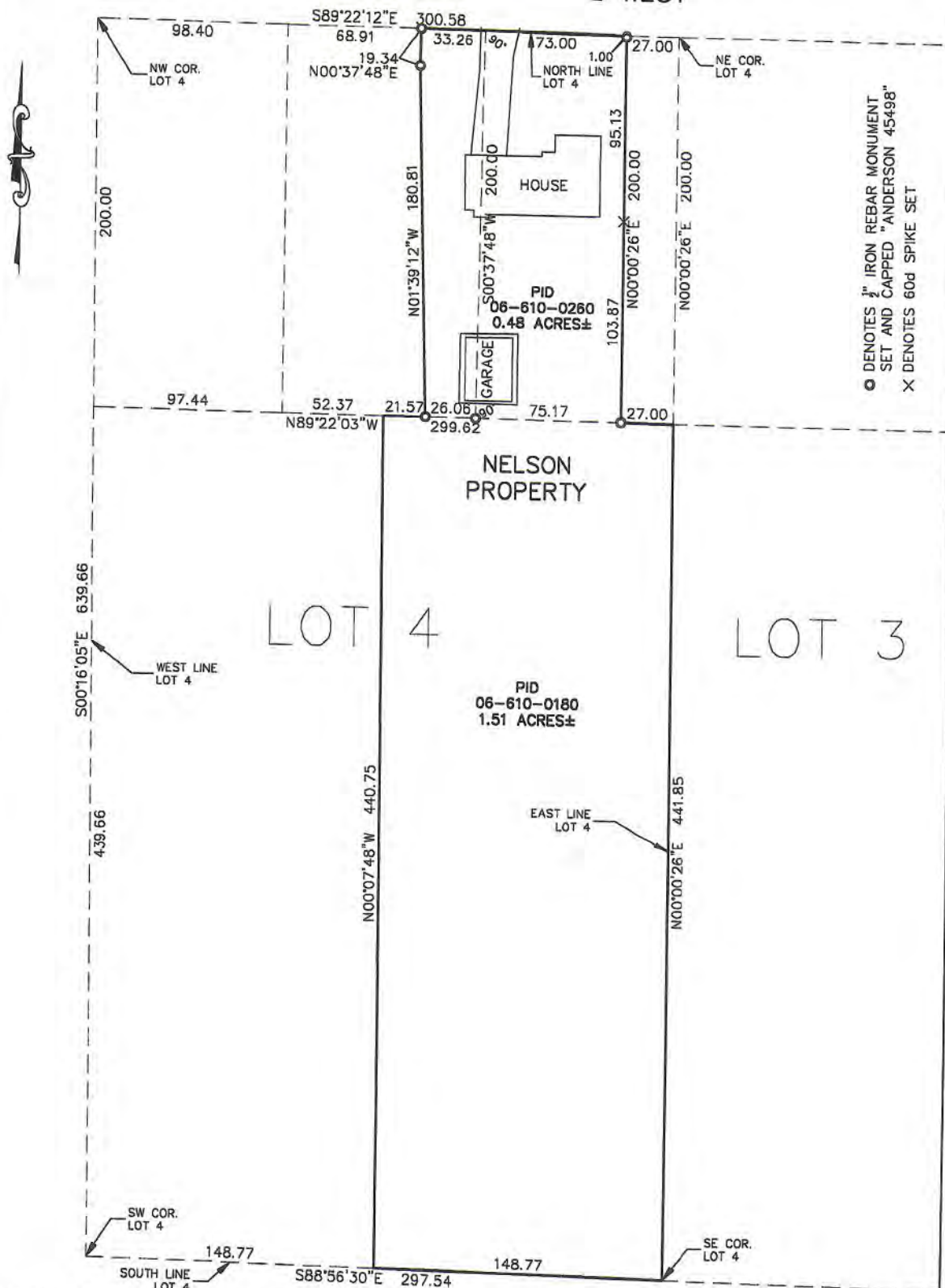
Telephone: (218)-485-4811
 Fax: (218)-485-4811

E-MAIL: banderson@straightlinesurveying.com

SCALE 1"=50'



PROSPECT AVENUE WEST



I hereby certify that this survey, plan, or report was prepared by me or under my direct supervision and that I am a duly Licensed Land Surveyor under the laws of the State of Minnesota. PAGE 1 OF 2

Benjamin H. Anderson
 Benjamin H. Anderson

45498
 License No.

01-28-2026
 Date

2026-021
 Job No.

NONE
 Book No.

SURVEY FOR: ROBERT NELSON
1100 PROSPECT AVENUE WEST-PO BOX 264
CLOQUET, MN 55720

SURVEY OF: SKETCH MAP OF NELSON PROPERTY LOCATED IN
LOT 4 OF THE RECORDED PLAT OF "CAMPBELLS
OUTLOTS TO THE CITY OF CLOQUET" CARLTON
COUNTY, MINNESOTA.

STRAIGHTLINE SURVEYING, INC.

P.O. Box 510, 500 Foltz Blvd
Moose Lake, MN 55767

Telephone: (218)-485-4811
Fax: (218)-485-4811

E-MAIL: banderson@straightlinesurveying.com

LEGAL DESCRIPTION PID 06-610-0260

That part of Lot 4 of the recorded plat of "CAMPBELLS OUT LOTS TO THE CITY OF CLOQUET" on file and of record in the office of the Carlton County Recorder, Carlton County, Minnesota, described as follows:

Commencing at the northeast corner of said Lot 4; thence westerly, along the north line of said Lot 4, a distance of 100.00 feet to the actual point of beginning of the tract of land herein described; thence southerly, at right angles, a distance of 200.00 feet; thence westerly, at right angles and on an assumed bearing of North 89 degrees 22 minutes 12 seconds West, a distance of 26.06 feet; thence North 01 degree 39 minutes 12 seconds West a distance of 180.81 feet; thence North 00 degrees 37 minutes 48 seconds East a distance of 19.34 feet to said north line of Lot 4; thence easterly, along last described north line, a distance of 33.26 feet to said point of beginning.

AND ALSO

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LEGAL DESCRIPTION PID 06-610-0180

All that part of Lot 4 CAMPBELL'S OUTLOTS TO THE CITY OF CLOQUET, described as follows:
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PAGE 2 OF 2

I hereby certify that this survey, plan, or report was prepared by me or under my direct supervision and that I am a duly Licensed Land Surveyor under the laws of the State of Minnesota.

<u>Benjamin H. Anderson</u>	<u>45498</u>	<u>01-28-2026</u>	<u>2026-021</u>	<u>NONE</u>
Benjamin H. Anderson	License No.	Date	Job No.	Book No.

SURVEY FOR: ROBERT NELSON
 1100 PROSPECT AVENUE WEST-PO BOX 264
 CLOQUET, MN 55720

SURVEY OF: SKETCH MAP OF NELSON PROPERTY LOCATED IN
 LOT 4 OF THE RECORDED PLAT OF "CAMPBELLS
 OUTLOTS TO THE CITY OF CLOQUET" CARLTON
 COUNTY, MINNESOTA.

STRAIGHTLINE SURVEYING, INC.

P.O. Box 510, 500 Fair Blvd Telephone: (218)-485-4811
 Moose Lake, MN 55767 Fax: (218)-485-4811
 E-MAIL: benderson@straightlinesurveying.com



PROSPECT AVENUE WEST



○ DENOTES 1" IRON REBAR MONUMENT
 SET AND CAPPED "ANDERSON 45498"
 X DENOTES 60g SPIKE SET

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Benjamin H. Anderson
 Benjamin H. Anderson

45498
 License No.

01-28-2026
 Date

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NONE
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CMA Summary Report

SINGLE FAMILY Summary Statistics

High	Average	Median
LP-\$299,900	\$240,439	\$234,450
SP-\$297,000	\$242,290	\$238,250
Low		
\$189,000		
\$200,000		

SINGLE FAMILY - Sold

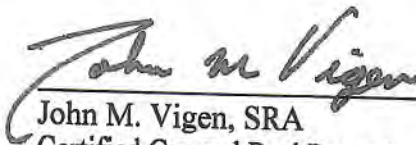
Number of Properties: 30

Num	Address	Close Date	TotalBeds	TotBaths	SqFtAG	GarCap	FinSqFt	DOM	LP	LP/FinSqFt	SP	SP/FinSqFt
1	705 14th St	5/16/2025	3	2	936	2	1,328	3	\$229,900	\$173.12	\$245,000	\$184.49
2	28 16th St	8/1/2025	3	2	1,032	3	1,074	3	\$250,000	\$232.77	\$260,000	\$242.09
3	326 18th St	6/2/2025	2	3	1,004	0	1,004	5	\$211,191	\$210.35	\$237,000	\$236.06
4	432 18th St	9/26/2025	3	2	1,568	1	1,568	5	\$229,000	\$146.05	\$235,000	\$149.87
5	1210 20th St	6/3/2025	3	2	651	2	1,302	18	\$299,900	\$230.34	\$297,000	\$228.11
6	1301 20th St	8/27/2025	3	2	902	2	902	141	\$220,000	\$243.90	\$215,000	\$238.36
7	312 22nd St	11/14/2025	2	2	1,148	2	1,176	7	\$229,900	\$195.49	\$231,900	\$197.19
8	426 22nd St	7/3/2025	3	1	1,224	2	1,455	18	\$269,900	\$185.50	\$251,000	\$172.51
9	809 24th St	12/18/2025	3	2	1,092	1	2,184	6	\$197,500	\$90.43	\$221,000	\$101.19
10	525 27th St	3/5/2025	3	2	996	2	1,598	33	\$279,900	\$175.16	\$274,500	\$171.78
11	600 27th St	2/14/2025	3	2	1,038	2	1,618	6	\$229,900	\$142.09	\$236,000	\$145.86
12	1110 27th St	4/15/2025	3	2	1,158	0	1,158	0	\$200,000	\$172.71	\$200,000	\$172.71
13	214 Ave D	9/15/2025	3	2	1,502	2	1,769	2	\$220,000	\$124.36	\$206,225	\$116.58
14	1207 W Carlton Ave	5/16/2025	2	1	1,092	1	1,092	2	\$209,900	\$192.22	\$215,000	\$196.89
15	1815 Carlton Ave	6/27/2025	3	2	708	1	1,308	10	\$259,900	\$198.70	\$250,000	\$191.13
16	2009 Carlton Ave	2/13/2026	2	2	1,338	1	1,338	31	\$245,000	\$183.11	\$239,500	\$179.00
17	2120 Carlton Ave	8/14/2025	3	2	1,350	2	1,791	29	\$287,000	\$160.25	\$289,000	\$161.36
18	517 Carlton Ave W	6/6/2025	2	2	1,061	1	1,061	2	\$199,900	\$188.41	\$223,000	\$210.18
19	1726 Doddridge Ave	3/18/2025	3	1	1,408	3	1,408	14	\$249,900	\$177.49	\$249,900	\$177.49
20	2301 Doddridge Ave	7/15/2025	3	2	1,060	4	1,472	2	\$259,900	\$176.56	\$265,000	\$180.03
21	515 Elmwood St	11/21/2025	3	2	1,248	2	1,777	3	\$289,900	\$163.14	\$289,900	\$163.14
22	1586 Evergreen Dr	11/3/2025	3	2	865	2	1,583	21	\$275,000	\$173.72	\$250,000	\$157.93
23	334 Lake Ave	8/8/2025	2	1	1,085	2	1,329	7	\$189,000	\$142.21	\$200,000	\$150.49
24	611 Laurel St	10/1/2025	3	1	1,016	2	1,016	94	\$209,900	\$206.59	\$207,000	\$203.74
25	726 Laurel St	5/16/2025	2	2	1,040	2	1,208	4	\$239,000	\$197.85	\$235,000	\$194.54
26	2101 Prospect Ave	8/29/2025	2	2	854	1	1,264	3	\$205,000	\$162.18	\$218,000	\$172.47
27	2212 Sahlman Ave	11/7/2025	3	2	840	2	1,640	6	\$214,900	\$131.04	\$214,900	\$131.04
28	916 Spring Lake Rd	8/13/2025	3	2	1,716	1	1,716	18	\$269,900	\$157.28	\$269,900	\$157.28
29	1008 Spring Lake Rd	10/31/2025	3	2	930	1	1,326	56	\$247,000	\$186.27	\$247,000	\$186.27
30	1024 Spring Lake Rd	12/12/2025	3	2	1,152	1	1,715	6	\$295,000	\$172.01	\$296,000	\$172.59

CERTIFICATION:

I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions and are my personal, impartial, and unbiased professional analyses, opinions and conclusions.
- I have no present or prospective interest in the property that is the subject of this report, and no personal interest with respect to the parties involved.
- I have performed no services, as an appraiser or in any other capacity, regarding the property that is the subject of this report within the three-year period immediately preceding acceptance of this assignment.
- I have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- My engagement in this assignment was not contingent upon developing or reporting predetermined results.
- My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal.
- The reported analyses, opinions and conclusions were developed; and this report has been prepared in conformity with the requirements of the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute.
- The reported analyses, opinions and conclusions were developed, and this report has been prepared in conformity the Uniform Standards of Professional Appraisal Practice.
- The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives.
- I have made a personal inspection of the property that is the subject of this report.
- No one provided significant real property appraisal, appraisal review, or appraisal consulting assistance to the person signing this certification.
- As of the date of this report, I, John M. Vigen SRA, have completed the requirements of the continuing education program for Designated Members of the Appraisal Institute.


John M. Vigen, SRA
Certified General Real Property Appraiser
MN #4000928

ASSUMPTIONS AND LIMITING CONDITIONS:

1. This Appraisal Report is intended to comply with the reporting requirements set forth under Standard Rule 2-2 of the Uniform Standards of Professional Appraisal Practice. As such, it contains discussions of the data, reasoning, and analyses used in the appraisal process to develop the appraiser's opinion of value. Supporting documentation concerning the data, reasoning, and analyses is retained in the appraiser's file. The information contained in this report is specific to the needs of the client and for the intended use stated in this report. The appraiser is not responsible for unauthorized use of this report.
2. No responsibility is assumed for legal or title considerations. Title to the property is assumed to be good and marketable unless otherwise stated in this report.
3. The property is appraised free and clear of any or all liens and encumbrances unless otherwise stated in this report.
4. Responsible ownership and competent property management are assumed unless otherwise stated in this report.
5. The information furnished by others is believed to be reliable. However, no warranty is given for its accuracy.
6. All engineering is assumed to be correct. Any plot plans and illustrative material in this report are included only to assist the reader in visualizing the property.
7. It is assumed that there are no hidden or unapparent conditions of the property, subsoil, or structures that render it more or less valuable. No responsibility is assumed for such conditions or for arranging for engineering studies that may be required to discover them.
8. It is assumed that there is full compliance with all applicable federal, state, and local environmental regulations and laws unless otherwise stated in this report.
9. It is assumed that all applicable zoning and use regulations and restrictions have been complied with, unless a non-conformity has been stated, defined, and considered in this appraisal report.
10. It is assumed that all required licenses, certificates of occupancy, or other legislative or administrative authority from any local, state, or national governmental, or private entity or organization have been or can be obtained or renewed for any use on which the value estimates contained in this report are based.
11. Any sketch in this report may show approximate dimensions and is included to assist the reader in visualizing the property. Maps and exhibits found in this report are provided for reader reference purposes only. No guarantee as to accuracy is expressed or implied unless otherwise stated in this report. No survey has been made for the purpose of this report.
12. It is assumed that the utilization of the land and improvements is within the boundaries or property lines of the property described and that there is no encroachment or trespass unless otherwise stated in this report.

13. The appraiser is not qualified to detect hazardous waste and/or toxic materials. Any comment by the appraiser that might suggest the possibility of the presence of such substances should not be taken as confirmation of the presence of hazardous waste and/or toxic materials. Such determination would require investigation by a qualified expert in the field of environmental assessment. The presence of substances such as asbestos, urea-formaldehyde foam insulation, or other potentially hazardous materials may affect the value of the property. The appraiser's value estimate is predicated on the assumption that there is no such material on or in the property that would cause a loss in value unless otherwise stated in this report. No responsibility is assumed for any environmental conditions, or for any expertise or engineering knowledge required to discover them. The appraiser's descriptions and resulting comments are the result of the routine observations made during the appraisal process.
14. The exhibits found herein are included to assist the reader in visualizing the property. The appraisers assume no responsibility in connection with the accuracy of such items.
15. Any proposed improvements are assumed to be completed in a good, workmanlike manner in accordance with the submitted plans and specifications.
16. The distribution, if any, of the total valuation in this report between land and improvements applies only under the stated program of utilization. The separate allocations for land and buildings must not be used in conjunction with any other appraisal and are invalid if so used.
17. Possession of this report, or a copy thereof, does not carry with it the right of publication. It may not be used for any purpose by any person other than the party to whom it is addressed without the written consent of the appraiser, and in any event, only with proper written qualification and only in its entirety.
18. Neither all nor any part of the contents of this report (especially any conclusions as to value, the identity of the appraiser, or the firm with which the appraiser is connected) shall be disseminated to the public through advertising, public relations, news sales, or other media without prior written consent and approval of the appraiser.
19. The Americans with Disabilities Act, "ADA," became effective January 26, 1992. The appraiser has not made a specific compliance survey/analysis of this property to determine whether or not it is in conformity with the various detailed requirements of the ADA. It is possible that a compliance survey of the property, together with a detailed analysis of the requirements of the ADA, could reveal that the property is not in compliance with one or more of the requirements of the Act. If so, this fact may have a negative effect upon the value of the property. Since there is no direct evidence relating to this issue, non-compliance with the requirements of ADA has not been considered in estimating the value of the property.

QUALIFICATIONS OF THE APPRAISER

John M. Vigen, SRA, RM

- Present Position:** John M. Vigen, SRA, RM
Certified General Real Property Appraiser
218 West Kent Road
Duluth, Minnesota 55812
- Past Real Estate Experience:** Ramsland & Vigen, Inc. Real Estate Appraisers & Consultants
Fifty-One years real estate experience consisting of residential, natural resource land, and commercial appraisals, residential sales and property management.
- Professional Associations:** Appraisal Institute
North Star Chapter
(Past President – 2000)
(Lake Superior Chapter No. 183)

Duluth Board of Realtors
- License:** Minnesota Real Estate Appraiser - #4000928
Certified General Classification
- Member:** RM Designation #1363 (1979)
(Former – American Institute of Real Estate Appraisers)

SRA Designation, Certification #909007 (1980)
(Former – Society of Real Estate Appraiser's)

Certified Instructor, State of Minnesota
Department of Securities, Real Estate Division
- Real Estate Appraisal Education:** Compliant with qualifying and continuing education requirement for:

Appraisal Institute
State of Minnesota

Uniform Standards of Professional Appraisal Practice – (2024)
Business Practice and Ethics – (2025)

Vigen (continued)

Real Estate Appraisal
Education (continued):

National Conservation Training Center – (1999)
Land Conservation Strategies

Federal Land Exchanges & Acquisitions – (2008)
Valuation of Conservation Easements – (2008)
IRS-Valuation of Donated Real Estate – (2014)

Appraisal Seminars/Courses of Diverse Content (1975-2021)

Representative Client List:

3M – Real Estate Department
Conservation Fund
Employee Relocation Council
Federal Deposit Insurance Corporation
Iron Range Resources & Rehabilitation Board
LTV Mining Company, Lands and Minerals Division
Metropolitan Federal Bank
Minnesota Cities of:
Bemidji
Cromwell
Cloquet
Duluth
Grand Marais
Hermantown
Moose Lake
Proctor
Two Harbors
Minnesota Counties: St. Louis, Lake, Cook, Cass,
Koochiching, and Aitkin
Minnesota Department of Natural Resources
Minnesota Department of Transportation
Minnesota Land Trust
Minnesota Parks and Trails
Minnesota Power and Light Company
Nature Conservancy
North Shore Bank of Commerce
Potlatch Corporation
Republic Bank of Duluth
Soo Line Railroad
City of Superior, Wisconsin
Community Development Program
State of Minnesota
Trust for Public Land
United States Forest Service
University of Minnesota
Office of Real Estate Coordinator
U.S. Bank System
USX
Northern Land & Minerals Division
Wells Fargo
Western National Bank

2025 MHFA/HUD Income Limits and Maximum Rents

City: Cloquet
 County: Carlton

Median Income 100,600 Statewide 116,900
 115% of County 115,690 115% of State 134,435

RENT RESTRICTIONS (IF APPLIES)		
Number of Bedrooms	50% of Median Income	60% of Median Income
1-Bedroom	943	1,132
2-Bedroom	1,132	1,359
3-Bedroom	1,308	1,569

INCOME RESTRICTIONS		
Number of Persons	50% of Median Income	60% of Median Income
1-Person	35,250	42,300
2-Persons	40,250	48,300
3-Persons	45,300	54,360
4-Persons	50,300	60,360

Owner Occupied	
100%	116,900
115%	134,435



Todd Hagen, CIPMA
 Municipal Advisor
 651-697-8508
 1-800-552-1171

The two income limit options for rental housing are 20% of the units at 50% of median income or 40% of the units at 60% of median income. There are no rent restrictions for a housing district. For owner-occupied, it is generally no more than 115% of the medium income for 3 or more persons and 100% of that median income for 1 and 2 person households. The median family income is the higher of (1) the area median gross income for the area in which the housing is located (County) and (2) the statewide median gross income (Minnesota).

The income limits for rental apply for the life of the district and the income limits for owner-occupied apply to the first homeowner.



Community Development Department
101 14th ST • Cloquet MN 55720
Phone: 218-879-2507 • Fax: 218-879-6555

CLOQUET ECONOMIC DEVELOPMENT AUTHORITY

To: Cloquet Economic Development Authority Commissioners
From: Holly Hansen, Community Development Director
Date: March 23, 2026

ITEM DESCRIPTION: Imagine Cloquet brand statement and Messaging Development Proposal

Background / Overview

Last month three of the four Cloquet economic development videos were rolled out with the EDA with the exception of the Tourism video which was not yet complete. Since that time, the four “long” marketing videos developed by Promoting Me, LLC and Bo Allen Productions (and “short” clips) have been received covering the topics of:

1. **General Economic Development Story** – Cloquet is Open for Opportunity
2. **Residential Growth** – Why People Choose Cloquet
3. **Business and Tourism Attraction** – Why Businesses and Visitors Choose Cloquet
4. **Workforce Development** – Building the Future Workforce

Last month the Cloquet EDA expressed interest in **brand development and messaging around the Imagine Cloquet logo**. After the meeting concluded staff requested that follow up information and discussed the proposal opportunity with the City Administrator. We decided to continue the momentum and continue work on branding and messaging strategic planning with the EDA during the April meeting. Attached is an Imagine Cloquet Campaign Strategy & Messaging Development Proposal outlining:

- A 90-minute strategy session
- Development of a strong **Imagine Cloquet brand statement**
- Messaging and scripts to support campaign storytelling
- A rollout strategy for introducing the message to the community

The goal is not simply to create a tagline, but to develop a **clear narrative that Cloquet’s leaders, businesses, and partners can use to confidently tell our story**.

Cloquet has a strong story to tell. With the right message and alignment, **Imagine Cloquet can become more than a campaign, it can become a movement around the future of our community**.



Community Development Department
101 14th ST • Cloquet MN 55720
Phone: 218-879-2507 • Fax: 218-879-6555

Policy Objectives

2026 Work Plan / Goals:

Goal #1 – Grow, Attract, and Retain Businesses

Ensure business needs are supported.

Subgoals include: BUSINESS GROWTH / ATTRACTION, BUSINESS RETENTION, DEVELOP THE CLOQUET BUSINESS PARK, DOWNTOWN REVITALIZATION / REDEVELOPMENT SUPPORT. **Throughout these subgoals there are marketing goals. With the initiation of the Cloquet Economic Development Marketing videos, strategic planning around brand development and messaging, and will generate a roll out gameplan and partner alignment.**

Goal #2 - Housing

Facilitate the development of ownership and rental housing projects marketing re/development site opportunities, and promote programs that help maintain existing ownership and rental housing stock.

Goal #3 –Maintain Childcare Slots

Ensure local families and businesses are supported by and have access to quality childcare in the Cloquet by maintaining childcare slots.

Financial/Budget/Grant Considerations

The cost is \$2,950 which will be covered by the Community Development Operating budget.

Supporting Documentation

- Proposal



Proposal: Imagine Cloquet Campaign Strategy & Messaging Development

Prepared for:

Cloquet Economic Development Authority (EDA)
Holly Hansen, Community Development Director

Prepared by:

Promoting Me LLC
Shelly Peterson

Date: March 10, 2026

Overview

Communities today compete not only for business investment, but also for talent, residents, visitors, and entrepreneurs. Cities that succeed are those that clearly define and consistently communicate who they are, what they offer, and why they matter.

The Imagine Cloquet initiative represents an opportunity to unify messaging around:

- Economic Development
- Workforce Development
- Tourism & Community Pride
- Business Attraction and Retention

Promoting Me will partner with the Cloquet Economic Development Authority and Leadership to develop a clear, compelling brand statement and messaging framework that can guide future marketing efforts, economic development storytelling, and campaign rollouts.



Our goal is to help Cloquet confidently communicate:

Why Cloquet is a place to invest, build a career, raise a family, and experience the Northland.

Objectives

The Imagine Cloquet strategy will:

- Establish a clear brand statement and positioning for Cloquet
- Align messaging across economic development, workforce, and tourism
- Create a consistent narrative that partners can use (City, EDA, Chamber, schools, employers)
- Provide messaging for video, digital, and marketing efforts
- Develop a rollout plan that builds awareness, pride, and engagement

Scope of Work

1. Strategic Preparation & Discovery

Promoting Me will conduct background preparation prior to the strategy session to ensure the conversation is focused and productive.

Preparation may include review of:

- Current Cloquet messaging and materials
- EDA priorities and economic development goals
- Workforce development messaging
- Tourism positioning
- Community differentiators and regional competition
- Existing videos or campaign assets



2. 90-Minute Strategy Session

Promoting Me will facilitate a 90-minute guided strategy session with the Economic Development Authority.

Discussion topics will include:

Community Identity

- What makes Cloquet unique
- What differentiates Cloquet from surrounding communities

Economic Opportunity

- Target industries
- Entrepreneur and small business opportunities
- Business recruitment messaging

Workforce & Talent Attraction

- Career opportunities
- Lifestyle benefits
- Workforce partnerships

Tourism & Community Experience

- Recreation and amenities
- Cultural and regional draws
- Visitor experience

Brand Positioning

- Defining the core message behind Imagine Cloquet
- Identifying the emotional and economic story of Cloquet



3. Brand Statement & Messaging Framework

Following the strategy session, Promoting Me will develop a clear brand statement and messaging structure for the Imagine Cloquet campaign.

This will include:

Core Brand Statement

A powerful central statement that captures the essence of Cloquet.

Example:

Imagine Cloquet — Where Opportunity Works, Community Thrives, and Visitors Feel Welcome.

Messaging will be developed around three pillars:

- Economic Development
Why businesses start, invest, and grow in Cloquet.
- Workforce Development
Why people build careers and futures here.
- Tourism & Quality of Life
Why people visit, explore, and choose to stay.

4. Campaign Messaging & Scripts

Promoting Me will create messaging and scripts that can support:

- Economic development
- Workforce attraction content
- Tourism promotion
- Social media and website messaging
- Public presentations



Deliverables:

- **Campaign tagline options**
- **Messaging narratives for each pillar**
- **Key talking points for leaders and partners**

5. Campaign Rollout Strategy

Promoting Me will develop a recommended rollout strategy to launch the Imagine Cloquet campaign.

This may include recommendations for:

- Community announcement strategy
- Website integration
- Video and storytelling launch
- Social media campaign structure
- Partner adoption (EDA, Chamber, employers)
- Community pride and engagement opportunities

Deliverable:

- Imagine Cloquet Campaign Rollout Plan

Deliverables Summary

The City of Cloquet will receive:

- Strategic preparation and briefing
- 90-minute facilitated strategy session
- Strategy summary and insights
- Core Imagine Cloquet brand statement
- Messaging framework and pillars
- Campaign tagline options
- Campaign rollout strategy



Cloquet Economic
Development Authority

AGENDA INFORMATIONAL UPDATES 3-27-26

COUNTY

- County Economic Development is requesting additional funds from the County Board for use on shovel-ready projects necessary to enable accelerated taxbase expansion.

CHAMBER

- Chamber Chat for April will be at the River Inn on Thursday April 9th at 11:30am
- Annual Meeting of the Chamber will be Thursday April 23rd

CITY

- **Staff participated in Minnesota Main Streets at the Capitol March 25th**
- **The Hidden Gems of Cloquet** was able to pack in twelve business features March 19th and patronized a locally owned restaurant in the area we were working in.
- **Thief River Fall's DigiKey Helps MN Community – and Its Workforce – Find Child Care Solutions – see attached article.**
- **Bringing Child Care Dreams to Life - First Children's Finance Loan Fund** is a national nonprofit Community Development Financial Institution (CDFI). They provide innovative, sustainable, and flexible loans and comprehensive business assistance to child care entrepreneurs. They are the only CDFI in the nation that **specializes in lending to both family (home-based) and center-based child care businesses.** For more info visit: <https://www.firstchildrensfinance.org/loan-fund/>
- Windchill and feels like 14 degrees outside? No problem! We had a wonderful and **cold Press Conference at Brenny Dahl Block.** Thank you to all who showed up and to our media partners for helping us spread the word on the **Request for Proposals for Redevelopment of Brenny Dahl Block Plant 901 Hwy 33 South Cloquet, MN 55720**
<https://www.cloqueteda.com/cloquet-eda/spotlight-button-for-articles>



City of Cloquet City Administrator - **Tim Peterson**, Cloquet EDA President - **Dave Manderfeld**, **Brenny Dahl Block owner - Darlene Carlson**, Cloquet EDA Vice President – **Aaron Peterson**, **ARDC Regional Planning Division Director - Beth Ann Teskey**, City Councilor / Cloquet EDA Commissioner – **Lara Wilkinson**, Cloquet EDA Commissioner – **Jenny Blatchford**, City of Cloquet Community Development Development Director – **Holly Hansen** (present but not pictured – **David Schafroth**, Carlton County EDA and **Katie Bloom**, City of Cloquet Finance Director).

FIRST CHILDREN'S FINANCE – Community - March 17, 2026

DigiKey Helps MN Community – and Its Workforce – Find Child Care Solutions

Sitting less than 100 miles from the Canadian border, the people and businesses of Thief River Falls, MN, know that they often need to solve problems for themselves.

The rural town of about 8,800 people is surrounded by excellent walleye fishing, winter activities, and miles of open countryside. It's also home to DigiKey, one of the largest distributors of electronic components and automation products.

DigiKey employs about 3,400 people in Thief River Falls and nearly 5,000 worldwide. It's the largest employer in Minnesota outside of the Twin Cities metro area. DigiKey ships more than 25,000 orders per day to 180 countries out of its more than 2.2 million-square-foot warehouse.

DigiKey started in Thief River Falls in 1972, but having a business that big in a city that small presents unique challenges.



“Child care and housing are things that are constantly on our minds,” says Mark Borseth, Senior Director of Community Development and Corporate Facilities for DigiKey. “We onboard anywhere from 20-50 new employees every month, and they need places to live and child care for their kids.”

Borseth knew the child care need was there, but in order to bring a plan to company ownership, he knew that he needed data. He reached out to Michelle Hutchinson, a senior business development specialist for First Children's Finance, who just happened to live in Thief River Falls.

“We met with First Children's, and they explained the process that they would use to identify the child care supply/demand gap in Thief River and in the surrounding area. The results showed that the need was even greater than we thought,” Borseth said.

That research showed a need of nearly 300 child care slots in Thief River Falls and nearly 600 in the county.

“We knew the issue was there,” Borseth says. “People were leaving jobs and the city for lack of child care; people were turning down positions because of lack of child care; and people were even deciding to not have kids because there was no child care. But we had to prove it.



“The data provided to us by FCF was key,” Borseth says. “Without data, it’s tough to propose a sound

business solution and make a decision.”

When the numbers were presented to company leadership, several options emerged: open an on-site child care center at DigiKey, build a new building, or remodel an existing one in the community.

“The on-site option just had too many unknowns, and the cost for a new build was too high, so we looked for an existing space.”

DigiKey knew it wanted to create a non-profit child care center and needed partners. The city had one existing location that had a waiting list of more than a year.

“We talked with them about how we could partner going forward. We had a workgroup of about 17 people – school, economic development people, businesses, etc. We established smart goals working with FCF that moved us forward,” Borseth said.

“Thief River had a nursing home with an 18,000-square-foot wing that was unused and was about 20 years old. We decided it was a great fit for our vision. DigiKey donated \$1 million and financed other funding.”

Re-modeling work started in 2024 and was finished in August 2025; the new child care center opened in October 2025 with space for 156 children. Combined with the old child care center (which is planned for updates contingent on receiving state funds), the total project has a goal of serving 250 kids.

Borseth says that this is a great win for DigiKey and community, but the problem isn’t solved.

<https://www.firstchildrensfinance.org/digikey/>

“Data show that there are 42,500 child care slots needed in outstate Minnesota. This project ended up costing about \$20,000 per child. That’s an \$850 million problem in outstate alone. There’s not a lot of money for providers in the child care business. DigiKey just felt like it had to actively move this forward to have our community be a success.

“We’re really proud of what we accomplished and proud of the way everyone came together to make this happen. This isn’t just about DigiKey. We don’t have any guaranteed slots in this child care. Digikey is the largest employer, but we wanted everything to be open. That’s what building community is all about.”

<https://www.firstchildrensfinance.org/success-stories/loan-fund-client-and-child-care-center-owner-overcomes-challenges-to-love-on-the-kids/>

Loan Fund Client, Child Care Center Owner Overcomes Challenges to ‘Love on the Kids’

All child care providers face challenges as part of business, but how many can be successful after having major health issues that kept them out for three months or more?

LaDonna Kimbrough of Red, White, and Blue Childcare Center in Eastpointe, MI is proof that even an obstacle like brain surgery can be overcome with the right attitude, teammates, and help from First Children’s Finance.

“When I was out for three months, my staff – with Joan’s help – kept everything running,” LaDonna says. “ She (First Children’s Finance Loan Fund Senior Business Development Specialist Joan Berntson) never corrected me as I had to learn how to put my thoughts together again. She was so patient with me.”



First things first: LaDonna LOVES working with kids.

“It’s the best job ever,” she says. “When I’m out at the store and I hear the kids yell across the store, ‘Miss K!’ that really makes my day!”

When LaDonna was looking at plans for her child care center, she had some other obstacles: She needed to find the right building, and Eastpoint city ordinances only allow signage to be placed around the neighborhood a few times a year.

“I got a loan from FCF, and Joan helped me think about the right location for the center. Joan researched with me – we considered a few different spots – and I ended up in absolutely the best spot. We are wonderfully located.

LaDonna participated in free online session with FCF on marketing and tax deductions, which helped her understand areas where she didn’t have as much experience. But the key piece was thinking beyond the short term and seeing where the future might lead.

<https://www.firstchildrensfinance.org/success-stories/loan-fund-client-and-child-care-center-owner-overcomes-challenges-to-love-on-the-kids/>

“I was a little scared when I started working with Joan, that she might make me feel bad about what I didn’t know. But she doesn’t make anyone feel bad about anything! She always brings my spirits up even when things are tough.”

“LaDonna is a tenacious child care entrepreneur who continually looks for ways to learn about all aspects of her business,” says Joan. “She is a delight to work with as she learns to navigate staffing, taxes, increasing income, and enrollment management and marketing.”

Joan helped LaDonna build a solid business plan by expanding on templates and adapting the plan to fit the center’s location and needs. She also helped LaDonna realize that she could make a little money doing the work she loves.

“Joan made sure that our business could be a successful business that was here to love on our kids. It didn’t have to be one or the other.”

Today, Red, White and Blue Child Care Center serves 45 children aged birth to 12, including afterschool. The center is on the way to its 64-child capacity, and LaDonna is proud of the way the center got there.

“I make sure that I pay competitive wages with the businesses around us, and we welcome every parent as they come in the door. We take care of everyone here! We feed the kids healthy food – especially if we know they might not be getting that at home, I’m even learning sign language so I can better support parents who need that.”

Looking back, LaDonna is proud of how far the center has come but is excited about the future. She also has some advice for other providers.

“All providers should work with FCF and have a plan. It’s so important to know that there are better ways to do the things that we think we’re doing well. I can’t wait to see what comes next.”

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If you are wondering if a loan from the FCF Loan Fund might be right for your child care business, reach out to Haley Ramsey, Lending Support Navigator, at haley@firstchildrensfinance.org. She can answer your questions*

<https://www.pinejournal.com/news/local/cloquet-seeks-redevelopment-of-brenny-dahl-block-plant>

PINE JOURNAL

News Local

Cloquet seeks redevelopment of Brenny Dahl Block Plant

The 28-acre site overlooking the Pine Valley Recreation Area would be ideal for multi-family housing or a hotel, according to Cloquet community development director Holly Hansen.



The Brenny Dahl Block Plant on Wednesday, March 11. Macklin Caruso / Duluth Media Group

By **[Macklin Caruso](#)**

March 12, 2026 at 4:28 PM

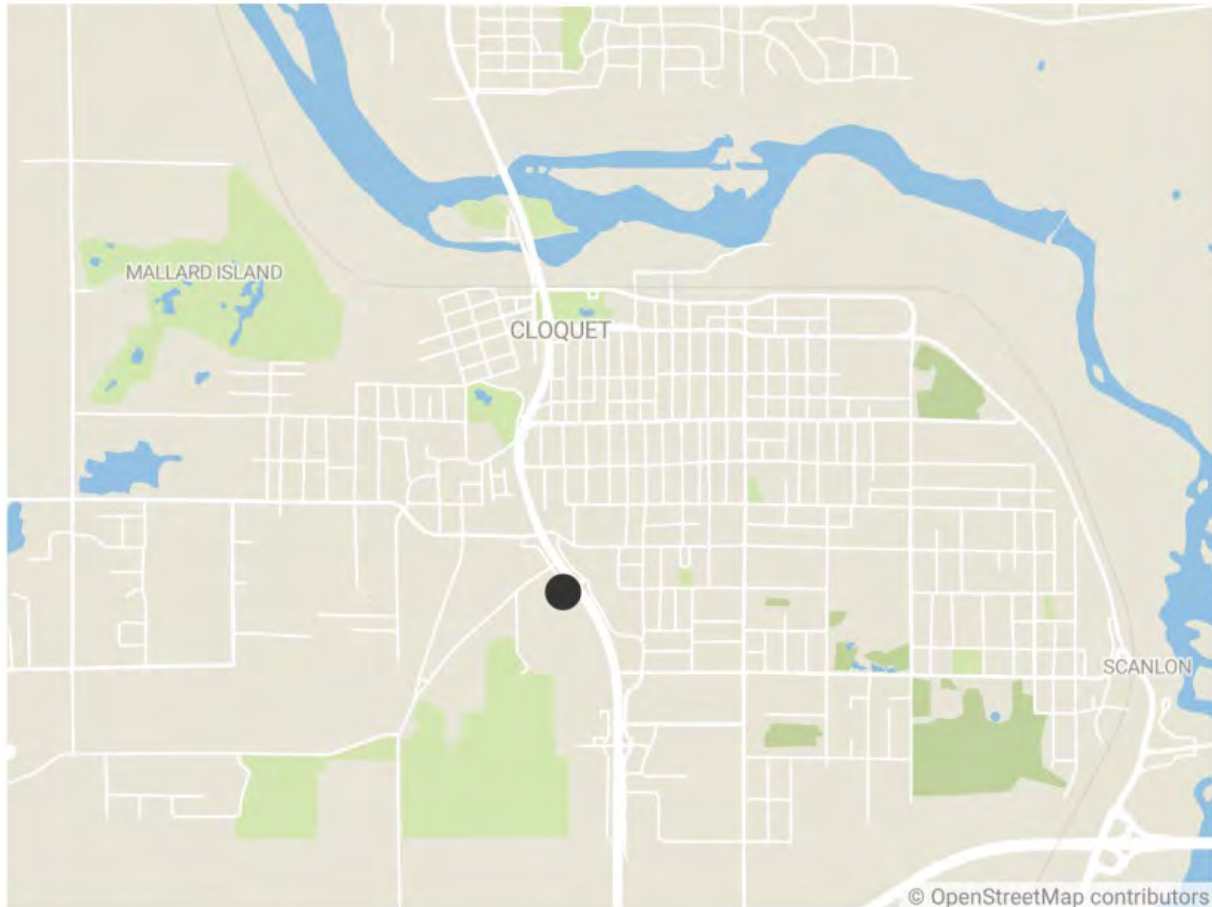
CLOQUET — The city of Cloquet’s Economic Development Authority is seeking proposals for the redevelopment of the former Brenny Dahl Block Plant.

Though the site has been vacant for a decade and is known to contain hazardous building materials like asbestos, Community Development Director Holly Hansen can’t help but notice all of the potential for the site, which sits on 28 acres between Highway 33 and the Pine Valley Recreation Area.

<https://www.pinejournal.com/news/local/cloquet-seeks-redevelopment-of-brenny-dahl-block-plant>

“This really offers that really unique experience, and then to be backed up to really the crown jewel of the city's park system: Pine Valley Rec. Area,” Hansen said.

Brenny Dahl Block Plant



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The location of the Brenny Dahl Block Plant.

Macklin Caruso via Datawrapper

The city is seeking to partner with a qualified long-term development partner with a history of utilizing state and federal funding to remediate hazardous materials and redevelop the site.

“We want then someone who's ready to initiate the interest in cleaning up the site and closing on the property and then working to redevelop the site for those uses,” Hansen said.

<https://www.pinejournal.com/news/local/cloquet-seeks-redevelopment-of-brenny-dahl-block-plant>

The EDA has already spent just over \$105,000 from the U.S. Environmental Protection Agency to study the site for environmental hazards, Hansen said. This is the first time it has been tested for contaminants.

“This is a different beast than we've ever, you know, tackled before,” Hansen said.

A redevelopment master plan for the site drafted by Stantec, a firm consulting the EDA on the project, and the Arrowhead Regional Development Commission, found that the site would be an ideal location for commercial, multifamily housing and hospitality.

“I think in a perfect world, actually, you'd see a little bit of all three of those things,” Hansen said.

The EDA hopes to continue utilizing state resources, such as a contamination cleanup grant through the Minnesota Department of Employment and Economic Development, but securing the funding requires partnering with a private developer.

“The challenge is, of course, finding a developer who's willing to take on a cleanup,” Hansen said.

Hansen believes it would make for great real estate, although it would also be an ideal location for people visiting Cloquet for a hockey tournament or mountain biking. If the property is redeveloped, the standing building would likely need to be demolished, Hansen said.

“People would want to live up against a beautiful park like that and have access out their back door to something like that,” she said.

Redevelopment proposals [are due](#) Friday, May 22.