

Faribault Obtains Minnesota Main Street Designation

The timing was right for Faribault to embrace the Main Street philosophy.

We watched with great concern as a building in the heart of the community nearly collapsed. We got behind the restoration of our historic theater, and we suffered through two long years of construction. Then the building was beautifully restored, and the theater opened, and the much-needed construction was complete. The community was ready to celebrate the downtown! And celebrate it did, by becoming one of only four Minnesota cities to be named a Minnesota Main Street community.

After submitting an extensive application to the Minnesota Main Street Program, Faribault was awarded one of the four coveted spots in the state's newly resurrected downtown revitalization program. The designation provides Faribault with access to \$6,500 worth of technical assistance on an annual basis, which can take the form of training, studies, consulting or other projects. Faribault can also use the Main Street logo as a marketing tool for tourism. Most importantly, it helps the community by providing a framework for the development of programs, events and activities that will strengthen the downtown and ensure that it remains an integral part of the retail, commercial and cultural fabric of the City.

Since becoming a designated Main Street Community in July of 2010, local training has been provided in each of the four points, which include economics, design, organization and promotions. Committees have been formed and goals established. We even had a local business design a new logo for our program.

Going back to the 1970's, local use of the Main Street Program's Four Point Approach is evident in the work being done by the downtown business groups. In 1982 the City of Faribault developed the Heritage Preservation Commission and the ordinances that designated the Preservation District. Throughout this

time City staff has been successful in getting Small Cities Development grants to assist building owners with the restoration of many downtown buildings.

One of the first initiatives of the Main Street Program is to raise funds for the downtown flower baskets through its Flowers on Main Street effort. The initiative encourages individuals, businesses, schools and civic groups to sponsor a flower basket that will be displayed along Central Avenue, portions of 4th Street, Division Street and Heritage Place. These colorful baskets help to beautify the community and improve the quality of life for Faribault residents. A basket can be sponsored for \$80 by

contacting 507-334-4381.

Embracing the comprehensive and proven strategies of the Main Street program has led to greater confidence and ultimately better results for our downtown. The Faribault Main Street Program is supported by the Faribault Area Chamber of Commerce and is open to members and non-members alike. The Main Street Committees are always looking for community members to assist with downtown initiatives. If you are interested in volunteering with the Main Street Program, please contact one of the co-chairs, Peggy Keilen at 507-334-6408 or Bruce Burkhartzmeyer at 507-334-7774.



Snapshots of Growth



Fayfield Hall – Shattuck St. Mary's Campus



Faribault Place



STEM Middle School Village



Flair Furniture



Cashin's Park Avenue Apartments

NEW REHABILITATION LOAN PROGRAM

The Faribault Housing and Redevelopment Authority announces a new rehabilitation loan program for city homeowners. Loans of up to \$15,000 are available to assist approximately nine income-eligible homeowners at 3% interest. Payments are amortized over seven years. Applications will be accepted beginning April 1st and funds are available on a first come, first serve basis. A \$100 non-refundable application fee is due when the application is submitted. Additional restrictions apply. Contact the City of Faribault's Community Development Department at 334-0100 or klang@ci.faribault.mn.us for more information.

Grow Faribault Helps Local Businesses Overcome Challenges

The Faribault Area Chamber of Commerce, in partnership with the Faribault Economic Development Authority and the Faribault Industrial Corporation, is in year nine of a comprehensive Business Retention and Expansion Program. This program is part of the Minnesota Chamber of Commerce's *Grow Minnesota!* Program.

The primary objective is to thank businesses for fueling the economy, recognizing that while some job growth occurs through relocation, the overwhelming majority of job growth occurs when businesses already here choose to grow and expand locally. The Faribault program completed 45 visits in 2010 and has set an ambitious goal of making 60 visits in 2011.

Grow local partners visit local businesses to identify challenges that they can help correct and ask questions about trends, workforce, growth, and other topics so that when businesses are ready to expand, the best choice is right here in Faribault. What is learned is shared with all the partners in an effort to continuously improve economic growth efforts in our community. A strong business retention strategy is the best way to keep and grow jobs and tax base.



PROGRESS

THE NEWSLETTER OF THE CITY OF FARIBAULT
ECONOMIC DEVELOPMENT AUTHORITY

This newsletter is mailed, one copy per residence, to all residential postal customers in the City of Faribault. If you have any comments, give us a call: Kim Clausen • 507-333-0375 kclausen@ci.faribault.mn.us

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Rebounding... More than Just March Madness

Like grass poking through the spring snow, small signs are appearing that the economy is rebounding. It is still slow and tentative and needs to be nurtured along. SAGE Electrochromic's expansion is of course the most visible and a great addition to the Faribault and

Rice County scene. But others may be out there looking for the right moment to take that next step forward in expanding their business, spinning off an idea, starting a new product or service line, or simply looking for a community like Faribault that is ready to work with them.

If you are thinking ahead and have a business opportunity looking for a receptive ear and think now is the time to take that next step, Faribault is ready for you. Contact us and see what we can do!

Charles Whiting
City Administrator

Walls are Going Up at SAGE Electrochromics Facility Expansion



After months of planning, meetings and negotiations SAGE Electrochromics ("SAGE") has started construction on their new 300,000 square-foot high volume manufacturing facility in Faribault's northern industrial park. SAGE, founded in 1989, is the world leader in the development, manufacture and international commercialization of electronically tintable glass for the building industry — and they are headquartered right here in Faribault. The expansion will facilitate affordable, high-volume, low-cost production of SageGlass, enabling more customers to utilize their attractive, innovative and energy-saving products.

Two groups have made significant investments in SAGE to make this new facility a reality. Saint-Gobain, one of the world's largest glass and construction material manufacturers, is making a strategic equity investment in SAGE, whereby Saint-Gobain will contribute its electrochromic glass intellectual property to SAGE, and all manufacturing and R&D efforts will be merged. SAGE will manufacture the next-generation dynamic glass for both companies' product

lines at the new facility. In addition, the U.S. Department of Energy conditionally awarded SAGE loan guarantees in excess of \$72 million for this project.

Numerous local partners have also worked together to make this expansion possible, including the City of Faribault, Faribault Economic Development Authority, Rice County, the Department of Employment and Economic Development, Steele Waseca Cooperative Electric/Great River Energy, Faribault Industrial Corporation, USDA Rural Development and the Southern Minnesota Initiative Foundation. These agencies have provided a combined \$17 million in state and local business assistance in order to bring this project to Faribault. This is the largest business incentive package Faribault has participated in and is currently one of the largest expansion projects in the State of Minnesota. In return, this \$135 million project will retain 93 existing local jobs, create 160 additional full-time green manufacturing and technology jobs and involve more than 200 construction jobs. For more information on SAGE Electrochromics, visit their website at www.sage-ec.com.

Faribault Community Development • Spring • 2011

Small Business Development Center Helping Local Entrepreneurs

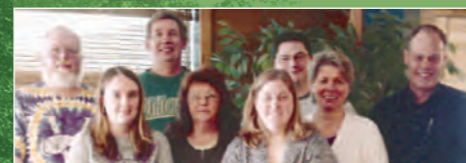
The Rice County Small Business Development Center (SBDC) provides free and confidential counseling to help clients face the challenges of running a successful business. The primary goal of the SBDC is to serve existing businesses with specific challenges in the formative years of their business venture. Long-standing businesses with specific challenges are welcome to tap into the network of professional SBDC counselors. Start-ups are also invited to the Rice County SBDC for help with bringing their concept to reality.

The SBDC has two qualified counselors. Judy Saye-Willis has noteworthy business experience and expertise in business management and marketing. Del Spronk offers expertise in business management and accounting, as well as loan packaging and refinancing. Business counselors and resource materials are also available in Spanish.

In 2010 the Rice County SBDC provided 94 consulting sessions to

30 different client businesses. 76% of the services are for existing businesses seeking assistance in financial management and loan packaging.

One local business that has received counseling from the Small Business Development Center is AGA, makers of banners, signs and decals. According to AGA co-owner Lori Christianson, "With the downturn of the economy in 2009 &



2010, we got to a point where we had to look at options for obtaining financing due to the decrease in sales. Our banker suggested we call Del Spronk with SBDC and see about an SBA loan. After meeting with Del, I knew we were in good hands ~ as a former small business owner himself, he was well aware of the ups and downs of business ownership. With his direction and guidance, we were able to get the SBA loan which gave us the bridge we needed until sales picked up. Del also helped us with some of the bookkeeping issues we were struggling

with at the time. Kudos to the SBDC for this service!"

The Rice County SBDC is located within and managed by the Faribault Area Chamber of Commerce and operates as a satellite office of the Southeast Minnesota Regional Office of the Minnesota Small Business Development Center in Rochester, Minnesota. The Chamber is absorbing the cost of management and overhead for this program. The primary expense in the hourly stipend paid to the counselors.

Your referrals are essential for the continued growth and sustainability of this local resource for business. If you or someone you know could benefit from the services offered by the SBDC please call 507-334-4381.

Economic Development Partners

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