



City of Blaine Anoka County, Minnesota Minutes EDA

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

The purpose of the Blaine Economic Development Authority is to increase the City's commercial/industrial tax base, provide employment opportunities, undertake redevelopment to enhance and maintain neighborhood economic stability, and address special needs, such as senior housing. As authorized under Minnesota State statutes, the Blaine City Council also serves as the Blaine Economic Development Authority.

The council chambers will have limited seating, with audience chairs being set up at least six feet apart. There will be an overflow area where the meeting can be watched in the Cloverleaf Farms Room, also with chairs set up at least six feet apart.

Monday, January 3, 2022

Council Chambers

Meeting will take place immediately following the City Council meeting

1 Call to Order

The meeting was called to order at 9:15PM by President Sanders followed by the Roll Call.

2 Roll Call

PRESENT: President Tim Sanders, Commissioners Wes Hovland, Julie Jeppson, Chris Massoglia, Richard Paul, Jess Robertson, and Jason Smith.

ABSENT: None.

Quorum Present.

ALSO PRESENT: City Manager Michelle Wolfe; Community Development Director Erik Thorvig; City Planner Sheila Sellman; Public Works Director Jon Haukaas; Police Chief/Safety Services Manager Brian Podany; Finance Director Joe Huss; City Engineer Dan Schluender; Communications Manager Ben Hayle; and City Clerk Catherine Sorensen.

Present: 7 - Commissioner Jeppson, Commissioner Robertson, Commissioner Paul, Commissioner Hovland, Commissioner Massoglia, Commissioner Smith, and President Sanders

3 Minutes

3-1

Approval of the December 20, 2021 EDA Minutes

Attachments: [Unapproved Minutes 122021](#)

Moved by Commissioner Smith, seconded by Commissioner Jeppson, that the Minutes of December 20, 2021, be approved.

Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders

4 New Business

4-1

Approving Sponsorship Request for the 3M Open

Attachments: [Schedule of Deliverables](#)

Community Development Director Thorvig stated the 3M Open will be held at the TPC Twin Cities in Blaine July 18 - 24, 2022. The 3M Open is a regular PGA Tour event with 156 of the world's best golfers competing. The inaugural year of the 3M Open was 2019. It was estimated the tournament had an economic impact on the region of over \$50 million. The local, national and worldwide exposure of the event on social media and television was impactful. The four-day tournament has over 15 live hours and over 55 total hours of broadcast time on the Golf Channel and CBS. In 2019, the EDA approved a three-year sponsorship (2019 - 2021). This sponsorship identified an initial sponsorship cost of \$100,000 with a 3% escalator each year. The EDA paid \$103,000 in 2020. In 2021, the EDA paid \$58,000 since fans were not allowed to attend in 2020 and the EDA was not able to benefit fully from the sponsorship.

Mr. Thorvig reported the tournament has requested the City of Blaine enter into a four-year sponsorship agreement through 2025. The tournament is secured as a tour event through 2025. The sponsorship will provide the City of Blaine access to a hospitality tent on the 18th hole, Tuesday - Sunday, and 40 event tickets per day. With the event being high profile locally and worldwide, this is an opportunity to invite and host guests that play a direct role in economic development activity in Blaine. Revenue from the tournament, which includes Blaine's sponsorship, was part of the \$1.5 million in donations the 3M Open fund contributed annually. The three largest recipients were the University of Minnesota Masonic Children's Hospital, Science Museum of Minnesota and National Park Foundation. Local organizations that received donations include The First Tee Blaine, Stepping Stone Emergency Housing, Allina, SBM Fire, Panther Foundation, Blaine Police Explorers and TPC Rose.

Mr. Thorvig commented in 2021, the City of Blaine hosted over 160 guests in the hospitality tent. Guests included real estate developers and brokers, existing and prospective Blaine businesses, financial institutions and other key community stake holders. Staff intends to create a targeted invite list and examine the possibility of themed days (developer day, broker day, Blaine business day, etc.) and review this with the EDA/Council sometime this spring before invitations are sent out.

Moved by Commissioner Robertson, seconded by Commissioner Jeppson, that Resolution No. 22-01, "Approving Sponsorship Request for the 3M Open," be approved.

Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders

5 Other Business

None.

6 Adjournment

Moved by Commissioner Hovland, seconded by Commissioner Smith, to adjourn the meeting at 9:20PM.

Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders