

Be a driving force in a vibrant community.

The City of Elk River is seeking an innovative and talented  
Economic Development Director.



Join the City of Elk River's Leadership Team



Where Business and Community Come Naturally.

**The Elk River Vision:**

*A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity.*

**Elk River City Council Mission Statement:**

*Where council and staff work with citizens to develop a sustainable and prosperous community for all to live, work, and play and to appropriately govern in an ever-changing environment.*

BUSINESS

COMMUNITY



# About Our Community

Elk River is located just 35 miles northwest of Minneapolis-St. Paul between the Twin Cities and St. Cloud on the Mississippi River. As the Sherburne County Seat, the city covers an area of 44 square miles making it one of the largest land-based cities in the state and the largest city within the county with more than 25,000 residents. The city continues to develop while retaining its historical significance and small-town flavor. Highways 10, 169, 101, nearby Interstate 94, and the Northstar Commuter Rail provide fast and easy access to the greater metropolitan area as well as the gateway to Minnesota’s lake country.

Designated as Minnesota’s Energy City, Elk River is internationally recognized for innovative and progressive leadership in energy conservation, alternative energy, public education, and environmental stewardship.

Elk River is a great place to live and work. The city has invested in parks, facilities, and recreation opportunities for all ages to enjoy. Educational opportunities exist at highly regarded public, charter, and private schools serving residents from kindergarten to post-secondary education. The community is proud of its full spectrum of housing options for all ages and lifestyles.

The city has 41 parks totaling nearly 1,444 acres ranging from neighborhood and community parks, playfields, and beaches to vast acres of primitive green space. A river city, the community has public access to the Mississippi and Elk Rivers as well as Lake Orono.

In 2018, the community overwhelmingly approved a local option sales tax to fund \$35 million in recreation facility and park improvements including a state-of-the-art

community event center with hockey rinks, turf training area, meeting rooms, and senior citizen programming areas.

In 2022, the Minnesota Department of Transportation will begin improvements to U.S. Highway 169 which will remove all five signal systems and move the highway to freeway status.

### Community Quick Facts

Population	25,213
Median Age	37.1
Land	44 sq. miles
Water Area	1.52 sq. miles
Parks	41 parks covering 1,444 acres
Trails	35 miles of paved trails



## Position Summary

The Economic Development Director supervises and coordinates economic development planning activities for the city including marketing, analysis of financial assistance resources, and acts as a resource to developers. The director also serves as Executive Director to the Economic Development Authority and Housing and Redevelopment Authority.

### Essential Duties and Responsibilities

- Develops and implements short- and long-term economic development strategies, business development assistance programs for public/private partnerships, and for existing and prospective businesses.
- Achieves the City of Elk River's economic development goals.
- Supervises and coordinates consultants involved in economic development activities.
- Brokers recruitment and assists businesses interested in locating to Elk River to identify suitable properties for their enterprises.
- Negotiates the acquisition/disposition or lease of properties needed for economic development projects.
- Identifies sectorial opportunities for economic development (i.e. retail, dining, information technology, digital media, arts, etc.)
- Understands the city's political environment and sensitivities, and functions effectively within that environment.
- Performs Economic Development Retention and Expansion duties.
- Performs marketing activities to promote economic development.

### Demonstrated Knowledge

- Public and private financing techniques for economic development
- Industrial and commercial development
- Central business district redevelopment
- Community marketing and promotion
- Housing programs
- Growth issues

### Minimum Qualifications

- Bachelor's degree in community development, business administration, public administration, or related field with extensive course work in economics, marketing, and finance.
- Five years' experience in economic development with emphasis on marketing and public/private financing.
- One-year supervisory experience.
- Valid driver's license and good driving record.

### Preferred Qualifications

- Master's degree in community development, business administration, public administration or related field with extensive course work in economics, marketing and finance.
- Experience in municipal government.
- Certified by the National Development Council as an Economic Development Finance Professional.

A comprehensive job description is available on the city's website at [ElkRiverMN.gov/employment](http://ElkRiverMN.gov/employment).

*Applications will be accepted until the position is filled. The first review of complete applications will be April 26, 2021.*

*This position description is not intended to be all-inclusive. It is within the City of Elk River's discretion to assign additional duties and responsibilities or remove duties and responsibilities at any time. This position description does not constitute a Contract of Employment.*

**Salary Range:** \$100,607 to \$118,361 plus an excellent benefits package.

**To Apply:** visit [ElkRiverMN.gov/employment](http://ElkRiverMN.gov/employment), complete the online application, and upload your resume and cover letter.

## Current Economic Development Programs

Elk River's EDA and HRA strive to proactively facilitate business growth, redevelopment, housing diversity, and reinvestment in the community. The Authorities provide multiple microloan programs to incentivize industrial development, energy efficiency, micro-breweries, job growth, and downtown revitalization. The city also utilizes Tax Increment Financing and Tax Abatement to encourage development consistent with EDA and HRA goals.

The EDA adopted a strategic plan in 2020 to guide the authority both short and long term. Key elements of the plan include:

### Economic Development Goals

1. Support Elk River's existing businesses through relationship building, programmatic offerings, and high quality city services.
2. Attract new business development to Elk River to build the City's economic vibrancy, job offerings, and tax base.
3. Support impacted businesses and capitalize on opportunities associated with the 169 Redefine project.
4. Support Elk River businesses through the COVID pandemic and take steps to foster a robust economic recovery.

### Economic Development Strategies

The research and analysis in the strategic plan sets a foundation for considering a menu of strategies for strengthening Elk River's already healthy economic context. The proposed strategies fall under 15 economic development topics, which are themselves grouped under six general headings, as follows:

#### Highway 169 Redefine

1. Highway 169 Redefine

#### Business Attraction & Retention

2. Business Attraction
3. Land Availability
4. Target Industries
5. Business Retention & Expansion
6. Incentives for Business Attraction/Retention

#### Redevelopment & Catalyst Sites

7. Gravel Mining Area
8. Downtown Elk River
9. Great River Energy Site
10. Incentives for Redevelopment

#### Quality of Life

11. Downtown Quality of Life
12. Mississippi River Access

#### Tourism

13. Sports, Mountain Biking, & ERX Tourism
14. Hotel Development

#### COVID Economic Recovery Programs

15. COVID Economic Recovery Programs

The full Strategic Plan can be found online at [EconDev.ElkRiverMN.gov/](http://EconDev.ElkRiverMN.gov/).

