

# PROGRESS PLUS

Urban-Alternative Space Available

**Progress Plus acts as an extension of city staff, saving the city time and money, by providing the following services:**

- Respond to inquiries for facilities or land and qualify interested parties before bringing them to City staff for discussion
- Provide tours of available sites
- Work with existing companies on expansion needs to ensure they remain in the city
- Assist property owners with marketing their vacant buildings
- Provided information and market perspective to policy-makers and others evaluating development proposals
- Conduct retention visits to existing businesses to ensure continued viability in the community.
- Link existing businesses to financial and technical assistance resources, i.e. the Pohlad Family grants, SBA loans, etc.
- Respond to specific business concerns and serve as a conduit between business and the city. i.e. Concord street, McGroarty Park land acquisitions, Heights of Inver Grove building vacancies and Arbor Pointe accessibility.
- Advocates awareness on behalf of select projects that we believe meet the economic development goals of the area to include sharing information with public sector, neighborhood groups, and other partners.

## **Marketing**

**Progress Plus leverages private sector investment to triple the marketing dollars available to spend on business attraction to Inver Grove Heights and South St. Paul through the following ways:**

- Generate more than 40,000 visits to the Progress Plus website annually
- Produce and distribute marketing materials highlighting the location advantages of the area
- Produce and distribute monthly e-newsletter to nearly 400 broker/developers
- Plan and coordinate annual broker event featuring properties in the community
- Participate in broker events to promote the area
- Assist developers with information available as it relates to land use, development, zoning, planning, transportation and other related development inquiries.

## **Research and Assessment**

**Progress Plus provides research and reports as requested on a variety of topics to aid staff and the Council:**

- Produce a comprehensive demographic and economic profile of the city for use in responding to inquiries, on the website, and in economic development and planning

- Prepare a report on business finance programs the city could consider creating and assess tools available in competing cities
- Develop a retail analysis to assist existing retailers with understanding the market for their goods and services
- Provide reports as requested on various topics, including business closures in the city, demographic reports for specific locations, market reports indicating strengths and weaknesses of the city and the South East metro compared to other areas, etc.
- Utilizes contacts in the business community and real estate community to gather input on proposed changes in city policy or city actions that impact area businesses.