



# BUDGET WORKSHOP OCTOBER 2, 2023

Recreation, Special Revenue, & Economic Development

Spring Lake Park Swim Facility, Caswell Sports Fund, Caswell North, Football, Culture & Recreation, Library Endowment Fund, Sales Tax Fund, Charitable Gambling Fund, Joint Economic Development Fund, Revolving Loan Funds, and TIF District Funds



## EXECUTIVE SUMMARY

The purpose of this workshop is to present economic development & recreation fund overviews including information pertaining to the Spring Lake Park Swim Facility, Library Endowment Fund, Caswell Park, Caswell North, Football, Port Authority General Fund, Joint Economic Development Fund, Revolving Loan Funds, and TIF District Funds.

### 2024 Budget Calendar

June 1st	Finance Director distributes SWOT analyses to Department Heads to complete
June 16th	SWOT analyses due back to Finance Director
June 20th	City Administrator sets expectations for budget requests. Finance Director distributes budget calendars, budget worksheets and capital improvement worksheets to all Department Heads.
July 7th	Department Heads submit budget and capital improvement requests.
June/July	CAFR presented to Council. Finance Director assembles preliminary City budget.
End of July	Finance Director presents preliminary City budget to City Administrator
August 7th	Levy overview of all department requests
August 21st	Council Budget Workshop #2 - Tax history & distribution background, relevant strategic plans, proposed tax levy guidance.
September 5th	Council Budget Workshop #3 - Present Tax Levy supported funds (Gen. Fund, Debt Service Fund, Port Authority Gen. Fund)
September 18th	Council Budget Workshop #4 - Present 5 year Capital Improvement Plan, Capital Facilities/Equipment Replacement Fund, and Construction Fund.
September 18th	Council Action #1 - At the regular business meeting the City Council adopts the proposed property tax levy and announces the time and place of a future city council meeting at which the budget and levy will be discussed and public input allowed, prior to final budget and levy determination.
September 30th	Deadline for City to adopt proposed budget by resolution and certify to the county auditor the proposed property tax levy for taxes payable in the following year. (Will already be completed if Council adopts on Sept. 18th)
October 2nd	Council Budget Workshop #5 - Present economic development & Recreation Funds (TIF, Joint Economic Development, Caswell Sports, Caswell North, Spring Lake Park Swim Facility, Football, Library Endowment)
October 16th	Council Budget Workshop #6 - Present Utility funds (Water, Sewer, Solid Waste, Recycling, Stormwater)
November 13 - 24th	Period for county auditors to prepare and county treasurers to mail parcel specific notices of proposed tax levies to taxpayers.
November 29th	Staff publishes notice for December 4th "Truth In Taxation" hearing as required by state statute.
December 4th	Council Action #2 - At a regular business meeting the City Council holds required Public Hearing for 2024 Budget and 2024-2028 Capital Improvement Plan (1st hearing).
December 18th	City Council holds Public Hearing (continuation hearing, if necessary).
December 18th	Council Action #3 - At a regular business meeting the City Council adopts 2024 Budget and Tax Levy and 2024-2028 Capital Improvement Plan.

\$644,880

Spring Lake Park Swim Facility

In 2021, the City of North Mankato established the Spring Lake Park Swim Facility Fund. The Spring Lake Park Swim Facility accounts for the operations of the Swim Facility including all staff, equipment, utilities, supplies, and concessions. The 2024 budget is a \$90,730 increase from the 2023 adopted budget. The increase relates in part to an increase in personnel services, event and concession expenditures, and utilities.

\$601,243

Caswell Sports Fund

In 2018, the City of North Mankato established the Caswell Sports Fund to account for and track sports, recreational, and tourism activities in the City of North Mankato. The Caswell Sports Fund includes the Caswell Park Softball Fields, adult softball leagues, and adult volleyball leagues. The total Caswell Sports Fund's 2024 budget is \$601,243. It is a \$42,424 increase from the 2023 adopted budget related to personnel services, concessions, and supplies.

\$62,933

Caswell North Fund

In 2022, the City of North Mankato established the Caswell North Fund to be separate from the Caswell Sports Fund. This fund covers all activity at the Caswell North Soccer Fields. The 2024 budget is \$62,933 which is an increase of \$367 from the 2023 adopted budget.

\$42,882

Culture & Recreation Fund

In 2022, the City of North Mankato established the Culture & Recreation Fund. This fund includes activities such as wrestling, tennis, soccer, t-ball, golf, and more. This fund accounts for the operations of the programs including its staff, supplies, uniforms, and services. The 2024 budget is \$42,882 which is \$3,874 less than the 2023 adopted budget.

\$172,734

Youth Football Fund

In 2021, the City of North Mankato established the Youth Football Fund. This program offers flag and tackle football for kids ages three to sixth grade. This fund accounts for the operations of the program including its staff, supplies, uniforms, and services. The 2024 budget is \$172,734, which is a decrease of \$75,398 from the 2023 adopted budget. The decrease relates to uniform purchases.

\$56,275

Library Endowment Fund

The Library Endowment was created by a donation from the Glen Taylor Foundation for children's programming. The fund accounts for contributions and activities related to library programs. The 2024 budget is \$56,275 which is \$3,025 more than the 2023 adopted budget.

\$728,700

Local Option Sales Tax

The Local Option Sales Tax Fund is used to track and pay for projects related to the 0.5% North Mankato sales tax. The 2024 budget is \$728,700 which is a \$37,200 increase from 2023. The increase is due to the Debt Service Fund related to the 2021A Caswell Improvement Bond.

\$76,360

Charitable Gambling Fund

The Charitable Gambling Fund was established to account for the 10% of gambling revenues generated from non-profit gambling operations within the City. The 2024 budget totals \$76,360, which is \$35,100 more than 2023 due to moving the Twin Rivers Council and Vine Faith in Action from the general fund into the charitable gambling fund.

\$60,312

Joint Economic Development Fund

The Joint Economic Development Fund was established as a joint effort by the City and BENCO Electric Co-op to establish the North Port Industrial Park in the City. The 2024 budget is \$1,812 more than 2023. This is due to an increase in property taxes.

\$420

Federal Revolving Loan Fund

This fund is used to account for business loans that have been financed with Federal funds controlled by the City. There are 4 active loans with \$474,258 in principal outstanding at the end of 2022.

\$29,550

Local Revolving Loan Fund

This fund is used to account for business loans that have been financed by the Port Authority with local funds. The fund was expanded in 2018 to include grants and loans for homeowners to improve their properties as part of the Northside Revivals Program. The Northside Revivals Program budget is \$29,550 in 2023. The principal outstanding at the end of 2022 was \$30,238.

\$195,916

Debt TIF District Funds

The City of North Mankato has five active debt TIF districts. The TIF districts are each set up as separate funds which track the tax increments collected and the transfers to the associated debt service fund to make debt payments related to the TIF district's project. The total budget for all Debt TIF districts is a \$36,719 increase from 2023 due to three final payments due in 2024.

\$319,525

PAYGO TIF District Funds

The City of North Mankato has three active Pay As You Go (PAYGO) TIF districts. The TIF districts are each set up as separate funds which track the tax increments collected and the increment, less administrative fees back to the property owner. The total budget for all PAYGO TIF districts in 2024 is the same as the 2023 adopted budget.



# REGIONAL SPORTS, TOURISM, & RECREATIONAL PROGRAMS



# SWIM FACILITY

*Reports to – Katie Heintz – Culture, Recreation, and  
Quality of Life Director*

## Description:

Spring Lake Park Swim Facility (SLPSF) is a regional destination for visitors, families, and community members alike. In 2019, renovations replaced the previous sand-bottom facilities with a PVC-lined, 60,000 square foot swimming area. Other improvements include diving wells, a zipline, waterslides, and splash zones for younger visitors. SLPSF also conducts swimming lessons, birthday parties, private rentals, and various, well-attended community events.

## Services:

- Public swimming
- Well attended swimming lessons
- Various concessions
- Facility rentals

## Opportunities:

- Community sponsorships
- Expanded theme nights
- Adaptive and flexible lifeguard training

## Highlights:

- 48,000 Total visitors in 2023
- 133 swimming lesson classes with 893 participants in 2023
- Offered a wide variety of events, such as adult nights, toddler time, and adult water fitness classes
- Held 45 birthday parties at the swim facility

## Future Challenges:

- Yearly hiring of capable and skilled staff as many are young adults in the community

## STRENGTHS

Best swimming facility in Southern Minnesota

## FUTURE CONSIDERATIONS

High yearly turnover of staff

Annual community support and enthusiastic staff





# SWIM FACILITY

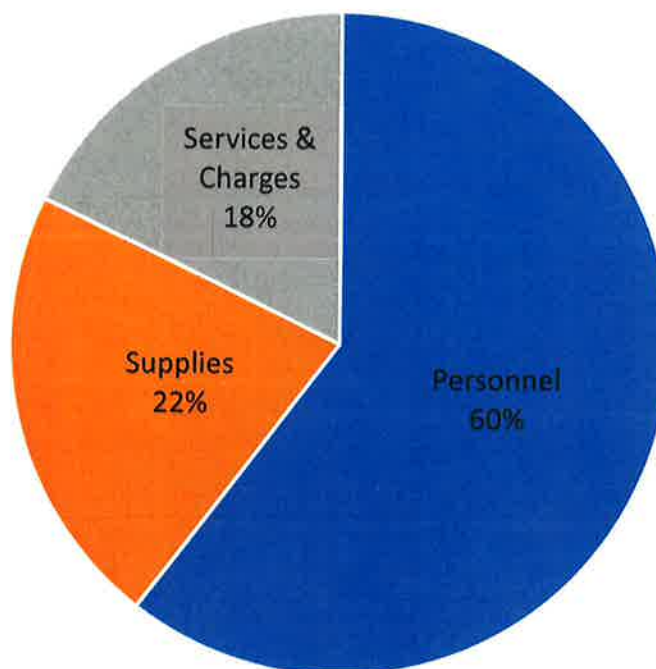
Reports to – Katie Heintz – Culture, Recreation, and  
Quality of Life Director

## PERSONNEL BREAK DOWN:

Department	Job Classification	2023	2024
SWIM FACILITY	Aquatic Manager	1	1
	Lifeguards (38, 0.5 FTE)	19	19
	Concessions/Attendants (55, 0.5 FTE)	27.5	27.5
	Department Total	47.5	47.5

Swim Facility	2022 Actual	2023 Adopted	2024 Proposed	+/- 2023/2024	Comments
Personnel	325,922	320,750	390,130	69,380	Swim facility operations of concessions/chemicals/events Utilities
Supplies	130,089	125,300	139,700	14,400	
Services & Charges	102,918	108,100	115,050	6,950	
Capital Outlay	-	-	-	-	
<b>TOTAL</b>	<b>\$558,930</b>	<b>\$554,150</b>	<b>\$644,880</b>	<b>\$90,730</b>	

2024 Swim Facility



# SWIM FACILITY

Reports to – Katie Heintz – Culture, Recreation, and  
Quality of Life Director

## Swim Facility Event Breakdown

Event	2021	2022	2023	2024 Est.
Adult Night Attendees	665	1,253	702	800
Aqua Fitness Attendees	1,703	1,224	1,075	1,100
Birthday Parties	39	41	45	46
Swim Lesson Registrants	943	893	777	900
Toddler Time Attendees	1,011	839	1,141	1,050
<b>Total</b>	<b>4,361</b>	<b>4,250</b>	<b>3,740</b>	<b>3,998</b>

## Swim Facility Event Revenue Breakdown

Event	2021	2022	2023	2024 Est.
Adult Night Attendees	\$8,816	\$16,000	\$8,718	\$12,000
Birthday Parties	\$6,181	\$6,703	\$8,046	\$8,200
Swim Lesson Registrants	\$39,774	\$40,843	\$38,220	\$41,000
Toddler Time Attendees	\$3,063	\$2,889	\$4,305	\$4,200
Alcohol Sales	\$7,055	\$12,645	\$7,516	\$13,000
Concession Sales	\$97,380	\$107,285	\$140,828	\$145,000
<b>Total</b>	<b>\$162,269</b>	<b>\$186,365</b>	<b>\$207,633</b>	<b>\$223,400</b>

## Swim Facility Pass Breakdown

Event	2021	2022	2023	2024 Est.
Day Pass	23,708	22,626	25,138	25,500
Punch Pass	438	643	550	550
Family Pass	676	629	652	650
Single Pass	38	27	38	35
Additional Member/Babysitter Pass	277	269	243	240
55+ Pass	21	15	37	30
<b>Total</b>	<b>25,158</b>	<b>24,209</b>	<b>24,209</b>	<b>24,795</b>

## Swim Facility Pass Revenue Breakdown

Event	2021	2022	2023	2024 Est.
Day Pass	\$111,670	\$137,218	\$177,186	\$180,000
Season Pass	\$110,980	\$98,702	\$98,702	\$118,000
Private Rental	\$5,678	\$7,149	\$7,149	\$7,500
<b>Total</b>	<b>\$228,328</b>	<b>\$243,069</b>	<b>\$243,069</b>	<b>\$305,500</b>



# SWIM FACILITY

Reports to – Katie Heintz – Culture, Recreation, and Quality of Life Director

## SPRING LAKE PARK SWIM FACILITY BUDGET

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>REVENUES</b>									
<b>CHARGES FOR SERVICES</b>									
STATE TAX - CONCESSIONS	6,694	7,441	7,600	9,900	2,300	9,999	10,099	10,200	10,302
STATE TAX - OTHER	18,031	21,389	23,000	25,500	2,500	25,755	26,013	26,273	26,536
STATE TAX - ALCOHOL	485	896	900	900	-	909	918	927	936
CITY TAX - ALCOHOL	35	65	66	66	-	67	68	69	70
COUNTY TAX - ALCOHOL	35	65	66	66	-	67	68	69	70
FOOD & BEVERAGE TAX - Pool	522	604	650	800	150	808	816	824	832
CITY SALES TAX	1,312	1,555	1,500	1,860	360	1,879	1,898	1,917	1,936
COUNTY TAX	1,312	1,555	1,500	1,860	360	1,879	1,898	1,917	1,936
CITY SALES TAX - CONCESSIONS	487	541	550	725	175	732	739	746	753
COUNTY TAX - CONCESSIONS	487	541	550	725	175	732	739	746	753
<b>TOTAL SALES TAX</b>	<b>29,400</b>	<b>34,654</b>	<b>36,382</b>	<b>42,402</b>	<b>6,020</b>	<b>42,827</b>	<b>43,256</b>	<b>43,688</b>	<b>44,124</b>
<b>CULTURE AND RECREATION</b>									
SWIM PASS - MEMBERSHIPS	110,980	113,658	104,000	118,000	14,000	119,180	120,372	121,576	122,792
SWIM PASS - DAY PASSES	111,670	137,554	140,000	180,000	40,000	181,800	183,618	185,454	187,309
SWIM PASS - PUNCH CARDS	15,842	28,530	30,000	35,000	5,000	35,350	35,704	36,061	36,422
ALCOHOLIC BEVERAGES	7,055	13,037	13,000	13,000	-	13,130	13,261	13,394	13,528
ADVERTISING	-	-	-	-	-	-	-	-	-
SWIM CONCESSION STAND - TAXABLE	97,380	107,770	111,000	145,000	34,000	146,450	147,915	149,394	150,888
SWIM CONCESSION STAND - NON FOOD ITEMS	34	442	500	500	-	505	510	515	520
CLOTHING SALES	-	500	800	500	(300)	505	510	515	520
POOL BIRTHDAY PARTY PACKAGES	6,181	6,865	7,000	8,200	1,200	8,282	8,365	8,449	8,533
WARMING HOUSE RENTAL (JUNE-AUG)	162	278	400	400	-	404	408	412	416
PRIVATE POOL RENTAL	5,678	7,149	7,500	7,500	-	7,575	7,651	7,728	7,805
SPEC PROG - SWIM LESSONS	39,774	40,843	43,000	41,000	(2,000)	41,410	41,824	42,242	42,664
SPEC PROG - TODDLER TIME	3,063	2,889	3,000	4,200	1,200	4,242	4,284	4,327	4,370
SPEC PROG - ADULT FITNESS	-	100	800	500	(300)	505	510	515	520
SPEC PROG - TRAINING PROGRAMS	3,080	2,873	3,000	3,000	-	3,030	3,060	3,091	3,122
SPEC PROG - WATER ACTIVITIES	-	130	500	250	(250)	253	256	259	262
SWIMMING POOL SPECIAL EVENTS	8,816	16,000	18,000	12,000	(6,000)	12,120	12,241	12,363	12,487
SWIM SPONSORSHIPS - NON TAX	20,150	27,915	30,000	31,000	1,000	31,310	31,623	31,939	32,258
REFUND AND REIMBURSEMENT	3,037	2,015	1,000	1,000	-	1,010	1,020	1,030	1,040
OTHER INCOME NON TAXABLE	8,338	1,544	2,000	1,000	(1,000)	1,010	1,020	1,030	1,040
OTHER INCOME	36	349	400	400	-	404	408	412	416
COVID-19 REVENUE	214	-	-	-	-	-	-	-	-
<b>TOTAL CULTURE AND RECREATION</b>	<b>441,489</b>	<b>510,441</b>	<b>515,900</b>	<b>602,450</b>	<b>86,550</b>	<b>608,475</b>	<b>614,560</b>	<b>620,706</b>	<b>626,912</b>
<b>CONTRIBUTIONS AND DONATIONS</b>									
CONTRIBUTIONS/DONATIONS	9,743	647	5,000	2,500	(2,500)	2,500	2,500	2,500	2,500
<b>TOTAL CONTRIBUTIONS AND DONATIONS</b>	<b>9,743</b>	<b>647</b>	<b>5,000</b>	<b>2,500</b>	<b>(2,500)</b>	<b>2,500</b>	<b>2,500</b>	<b>2,500</b>	<b>2,500</b>
<b>TRANSFERS IN</b>									
TRANSFER IN	25,210	13,191	-	-	-	-	-	-	-
<b>TOTAL TRANSFERS IN</b>	<b>25,210</b>	<b>13,191</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL REVENUES</b>	<b>505,842</b>	<b>558,933</b>	<b>557,282</b>	<b>647,352</b>	<b>90,070</b>	<b>653,802</b>	<b>660,316</b>	<b>666,894</b>	<b>673,536</b>

# SWIM FACILITY

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>EXPENDITURES</b>									
FULL-TIME EMPLOYEES-REGULAR	-	30,229	23,374	41,209	17,835	42,445	43,718	45,030	46,381
PART-TIME EMPLOYEES	30,385	5,563	11,000	6,200	(4,800)	6,200	6,200	6,200	6,200
PART-TIME EMPLOYEES-OVERTIME	6,739	-	-	1,000	1,000	1,000	1,000	1,000	1,000
TEMPORARY EMPLOYEES-REGULAR	180,151	221,050	220,000	220,000	-	222,200	224,422	226,666	228,933
TEMPORARY EMPLOYEES-OVERTIME	14,566	13,351	13,000	18,000	5,000	18,000	18,000	18,000	18,000
SEASONAL EMP CONCESSIONS - REGULAR	-	-	-	28,000	28,000	28,000	28,000	28,000	28,000
SEASONAL EMP CONCESSIONS - OVERTIME	-	-	-	-	-	-	-	-	-
FULL-TIME EMPLOYEES-OVERTIME	-	-	-	3,000	3,000	3,030	3,060	3,091	3,122
PERA CONTRIBUTIONS	2,600	2,684	2,025	4,116	2,091	4,157	4,199	4,241	4,283
FICA CONTRIBUTIONS	17,736	20,411	20,000	22,053	2,053	22,274	22,497	22,722	22,949
HEALTH	-	11,298	9,000	14,831	5,831	15,424	16,041	16,683	17,350
LIFE	-	53	51	100	49	101	102	103	104
DISABILITY	-	92	100	181	81	183	185	187	189
VEBA	-	1,100	1,200	1,440	240	1,440	1,440	1,440	1,440
COVID-19 PAYROLL	214	-	-	-	-	-	-	-	-
WORKER'S COMPENSATION	15,056	20,090	21,000	30,000	9,000	30,300	30,603	30,909	31,218
<b>PERSONNEL SERVICES</b>	<b>267,446</b>	<b>325,922</b>	<b>320,750</b>	<b>390,130</b>	<b>69,380</b>	<b>394,754</b>	<b>399,467</b>	<b>404,272</b>	<b>409,169</b>
MERCHANDISE FOR RESALE	67	5,443	5,000	3,000	(2,000)	3,030	3,060	3,091	3,122
CONCESSIONS	42,944	49,169	50,000	69,000	19,000	69,690	70,387	71,091	71,802
ALCOHOLIC BEVERAGES	3,247	5,378	5,000	5,000	-	5,050	5,101	5,152	5,204
OTHER OFFICE SUPPLIES	815	1,059	1,000	500	(500)	505	510	515	520
SPONSOR BANNERS	7,829	2,643	3,000	2,000	(1,000)	2,000	2,000	2,000	2,000
PRINTED FORMS AND PAPER	176	521	300	300	-	300	300	300	300
CLEANING SUPPLIES	871	2,027	2,000	4,000	2,000	4,040	4,080	4,121	4,162
UNIFORM & CLOTHING	4,253	4,377	4,000	2,000	(2,000)	2,000	2,000	2,000	2,000
POSTAGE	281	185	300	300	-	300	300	300	300
CHEMICALS AND CHEMICAL PRODUCT	36,156	29,942	32,000	31,000	(1,000)	31,310	31,623	31,939	32,258
EQUIPMENT PARTS	1,149	289	1,000	1,000	-	1,010	1,020	1,030	1,040
BUILDING MAINTENANCE	4,630	9,660	4,000	5,000	1,000	5,050	5,101	5,152	5,204
SIGN MATERIALS	2,520	553	1,000	500	(500)	500	500	500	500
OTHER MAINTENANCE SUPPLIES	7,670	8,464	8,000	8,000	-	8,080	8,161	8,243	8,325
NON CAPITALIZED EQUIPMENT	12,924	7,074	5,000	4,000	(1,000)	4,040	4,080	4,121	4,162
SPEC PROG - SWIM LESSONS	431	-	200	700	500	700	700	700	700
SPEC PROG - TODDLER TIME	99	30	100	100	-	100	100	100	100
SPEC PROG - ADULT FITNESS	-	116	100	100	-	100	100	100	100
SPEC PROG - TRAINING PROGRAMS	540	797	800	500	(300)	500	500	500	500
SPECIAL PROGRAMS - OTHER	3,809	2,363	2,500	2,700	200	2,700	2,700	2,700	2,700
<b>SUPPLIES</b>	<b>130,412</b>	<b>130,089</b>	<b>125,300</b>	<b>139,700</b>	<b>14,400</b>	<b>141,005</b>	<b>142,323</b>	<b>143,655</b>	<b>144,999</b>



# SWIM FACILITY

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
PROFESSIONAL SERVICES	9,754	9,864	8,000	2,000	(6,000)	2,000	2,000	2,000	2,000
ADVERTISING	1,480	169	300		(300)	-	-	-	-
INTERNET	1,993	1,308	1,500	1,500	-	1,500	1,500	1,500	1,500
LEGAL NOTICES PUBLISHING	-	-	-	-	-	-	-	-	-
IT, SOFTWARE AND EQUIPMENT	10,793	4,783	7,000	7,000	-	7,000	7,000	7,000	7,000
DUES AND SUBSCRIPTIONS	1,890	2,180	2,000	2,000	-	2,000	2,000	2,000	2,000
TRAVEL , TRAINING & MEETINGS	2,173	3,847	3,000	5,000	2,000	5,000	5,000	5,000	5,000
TELEPHONE	600	762	800	800	-	800	800	800	800
CELLULAR SERVICE	306	498	500	500	-	500	500	500	500
ELECTRIC UTILITIES	9,625	10,328	10,000	10,000	-	10,100	10,201	10,303	10,406
GAS UTILITIES	15,579	13,275	15,000	15,000	-	15,150	15,302	15,455	15,610
RENTALS	1,242	552	800	1,200	400	1,200	1,200	1,200	1,200
REMIT STATE TAX	29,393	34,697	33,000	42,000	9,000	42,420	42,844	43,272	43,705
GENERAL LIABILITY	183	200	200	2,050	1,850	2,071	2,092	2,113	2,134
PROPERTY INSURANCE	13,098	8,266	13,000	13,000	-	13,130	13,261	13,394	13,528
MISCELLANEOUS	527	88	500	400	(100)	404	408	412	416
MERCHANT FEES - CREDIT CARD FEES	9,351	12,100	12,500	12,500	-	12,500	12,500	12,500	12,500
COVID-19 EXPENSES	-	-	-	-	-	-	-	-	-
DISCRETIONARY EMPLOYEE EXPENDITURES				100	100	100	100	100	100
<b>SERVICES AND CHARGES</b>	<b>107,988</b>	<b>102,918</b>	<b>108,100</b>	<b>115,050</b>	<b>6,950</b>	<b>115,875</b>	<b>116,708</b>	<b>117,549</b>	<b>118,399</b>
OTHER EQUIPMENT PURCHASE	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-
<b>CAPITAL OUTLAY</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>505,846</b>	<b>558,930</b>	<b>554,150</b>	<b>644,880</b>	<b>90,730</b>	<b>651,634</b>	<b>658,498</b>	<b>665,476</b>	<b>672,567</b>
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	<b>(4)</b>	<b>3</b>	<b>3,132</b>	<b>2,472</b>	<b>(660)</b>	<b>2,168</b>	<b>1,818</b>	<b>1,418</b>	<b>969</b>

# CASWELL SPORTS FUND

*Reports to – Brad Walsh – Parks and Recreation Coordinator*

## Description:

Caswell Sports manages Caswell Park Softball Complex, Caswell North Soccer Complex in upper North Mankato, and Caswell South Complex at South Central College. They are regional destinations for recreation and sporting events. The staff is responsible for running adult leagues, youth and adult tournaments, building and grounds maintenance, and an extensive turf management program. Staff also works with a variety of user groups at the complexes as well as area hospitality businesses to enhance the tournament experience and improve the economic impact to the local economy.

## Services:

- Bidding on tournaments when applicable
- Administering adult and youth recreational leagues
- Running youth and adult tournaments
- Setting up hotel room blocks for events
- Assists with other City sponsored groups and events
- Applying for grants for park improvements

## Opportunities:

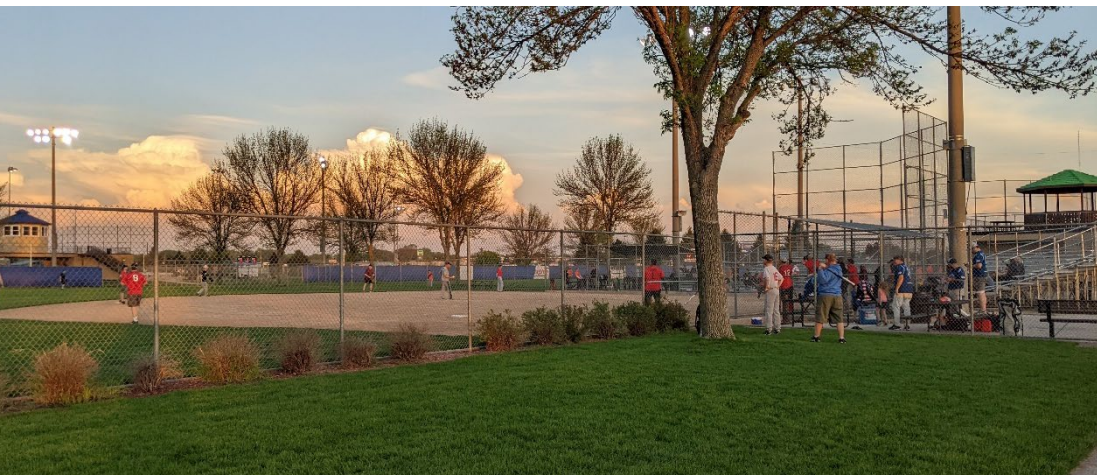
- Create high school events for smaller schools
- Outdoor recreation and educational opportunities for area youth
- Larger soccer tournaments currently hosted in other parts of the Midwest
- Indoor sports facility development

## Highlights:

- Hosted over 25 tournaments including the State High School Tournament, Men's National, several Pepper's events, and an All Star tournament.
- Facilitated a Summer Softball League, Summer Sand Volleyball League, and a Fall Softball League.
- Sold over \$137,000 in concessions and an additional \$15,000 in alcohol sales.

## Future Challenges:

- Limited area to expand in summer months
- Space availability for winter recreational opportunities
- Increased labor costs due to labor shortage in the area
- Increased equipment costs and delay in getting supplies due to supply chain issues.





# CASWELL SPORTS FUND

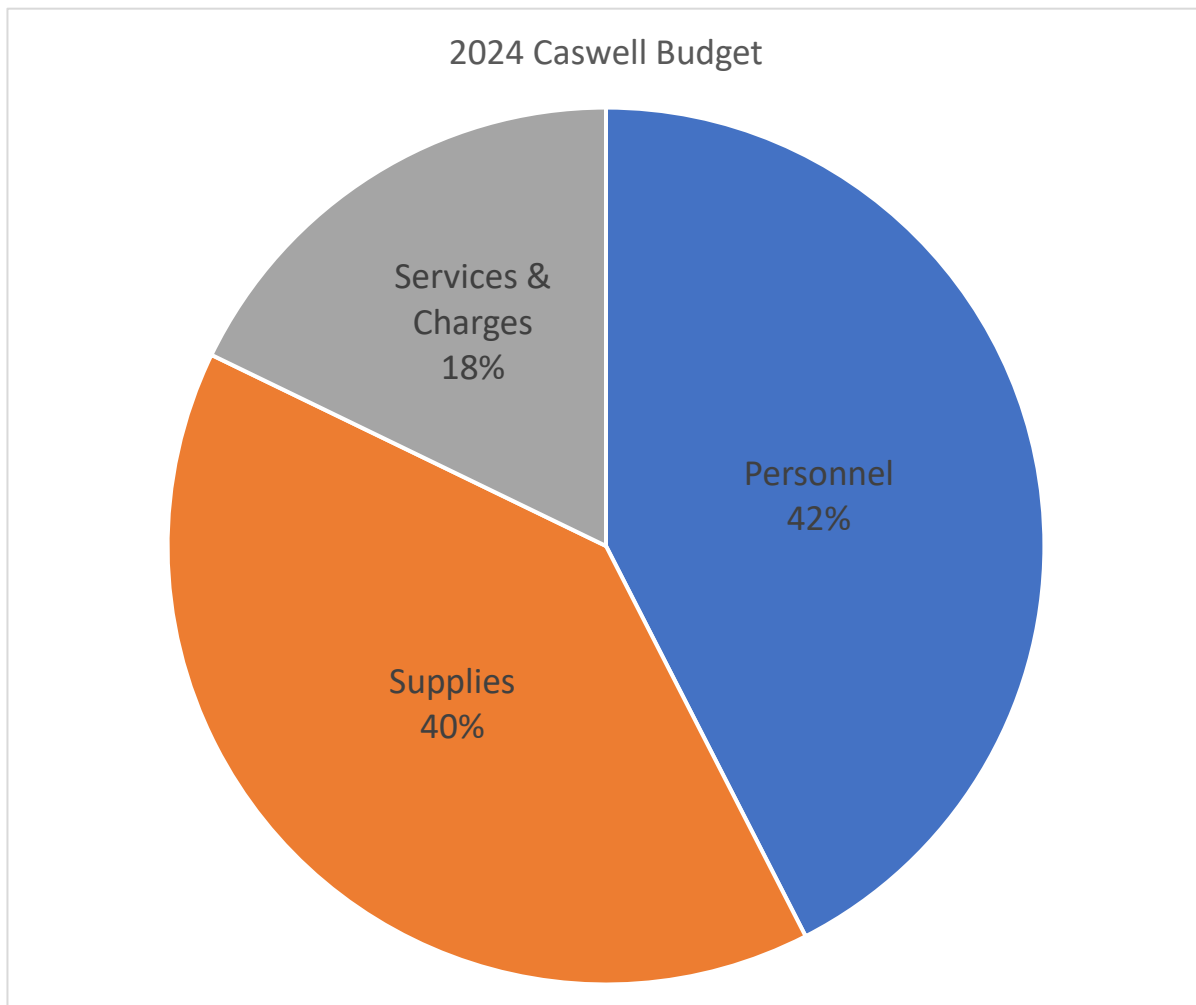
Reports to – Brad Walsh – Parks and Recreation Coordinator

CASWELL SPORTS	2021 Actual	2022 Actual	2023 Budget	2024 Proposed	+/- 2023/2024	COMMENTS
PERSONNEL	169,354	238,564	213,249	254,523	41,274	Includes temporary and seasonal employees
SUPPLIES	165,803	231,152	224,600	243,050	18,450	
SERVICES & CHARGES	147,067	110,224	118,970	103,670	(15,300)	Reduce concession payouts
CAPITAL OUTLAY	-	-	2,000	-	(2,000)	Move to 230 fund
<b>CASWELL SOFTBALL TOTAL</b>	<b>482,224</b>	<b>579,940</b>	<b>558,819</b>	<b>601,243</b>	<b>42,424</b>	

CASWELL NORTH	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	COMMENTS
PERSONNEL	29,203	29,649	30,670	27,586	(3,084)	
SUPPLIES	16,741	19,182	20,700	20,650	(50)	
SERVICES & CHARGES	10,818	10,992	10,696	14,697	4,001	
CAPITAL OUTLAY	-	-	500	-	(500)	
<b>CASWELL NORTH TOTAL</b>	<b>56,762</b>	<b>59,823</b>	<b>62,566</b>	<b>62,933</b>	<b>367</b>	
<b>CASWELL TOTAL</b>	<b>\$538,986</b>	<b>\$639,763</b>	<b>\$621,385</b>	<b>\$664,176</b>	<b>\$42,791</b>	

PERSONNEL BREAK DOWN:

Department	Job Classification	2022	2023	2024
CASWELL SPORTS	Caswell Sports Director	1	1	1
	Caswell Head Grounds Crew	1	1	1
	Seasonal Grounds Crew (11, 0.5 FTE)	2.5	5.5	5.5
	Concessions (23, 0.5 FTE)	7.5	11.5	11.5
Department Total		12	19	19



CITY OF NORTH MANKATO, MINNESOTA CASWELL SPORTS FUND - 201 2024 Budget									
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>REVENUES</b>									
<b>CASWELL PARK UNALLOCATED</b>									
HOTEL-MOTEL TAX	24,818	38,958	35,000	47,000	12,000	47,470	47,945	48,424	48,908
FOOD & BEVERAGE	59,390	60,942	60,000	78,000	18,000	79,560	81,151	82,774	84,429
CONTRIBUTIONS/DONATIONS	1,950	-	-	-	-	-	-	-	-
TRANSFER IN	77,000	77,000	77,000	77,000	-	77,000	77,000	77,000	77,000
<b>TOTAL CASWELL PARK UNALLOCATED</b>	<b>163,158</b>	<b>176,900</b>	<b>172,000</b>	<b>202,000</b>	<b>30,000</b>	<b>204,030</b>	<b>206,096</b>	<b>208,198</b>	<b>210,337</b>
<b>CASWELL PARK</b>									
FOOD AND BEVERAGE TAX	595	678	600	800	200	808	816	824	832
ALCOHOLIC BEVERAGES	9,303	6,280	6,000	16,000	10,000	16,160	16,322	16,485	16,650
SALES TAX-CASWELL	1,656	834	2,000	1,500	(500)	1,515	1,530	1,545	1,560
OTHER INCOME NON TAXABLE	2,484	-	500	-	(500)	-	-	-	-
COVID-19 REVENUE	745	-	-	-	-	-	-	-	-
OTHER TAXABLE	-	80	80	-	(80)	-	-	-	-
CONCESSIONS - SOFTBALL	109,735	124,924	150,000	165,000	15,000	166,650	168,317	170,000	171,700
CLOTHING SALES	5,819	4,313	5,000	5,000	-	5,050	5,101	5,152	5,204
STREAMING REVENUE	-	-	5,000	5,000	-	5,000	5,000	5,000	5,000
FIELD RENTALS AND FEES - CASWELL PARK	3,390	-	-	-	-	-	-	-	-
FIELD RENTALS NON-TAXABLE - CASWELL PARK SOFTBALL	12,161	12,870	13,000	13,000	-	13,130	13,261	13,394	13,528
FIELD RENTALS NON-TAXABLE - PARK/VOLLEYBALL	-	-	-	-	-	-	-	-	-
HOTEL REBATES	-	-	-	-	-	-	-	-	-
FARMERS MARKET	1,517	2,501	2,000	2,000	-	2,020	2,040	2,060	2,081
TOURNAMENT REVENUES	500	500	500	1,000	500	1,010	1,020	1,030	1,040
CASWELL PARK ADVERTISING - TAXABLE	-	-	-	-	-	-	-	-	-
CASWELL PARK SPONSORSHIPS - NON TAXABLE	34,600	48,350	55,000	65,000	10,000	65,650	66,307	66,970	67,640
CASWELL SPONSORSHIPS - NON TAXABLE	-	-	-	-	-	-	-	-	-
CASWELL TOURNAMENT ENTRY FEES - TAXABLE	11,495	-	-	10,000	10,000	10,100	10,201	10,303	10,406
CASWELL TOURNAMENT ENTRY FEES - NON TAX	4,900	18,800	20,000	10,000	(10,000)	10,100	10,201	10,303	10,406
MINNESOTA STATE HIGH SCHOOL LEAGUE BANQUET TICKETS	-	12,175	13,000	-	(13,000)	-	-	-	-
CASWELL GATE FEES (USA NATIONALS & NAFA)	9,196	12,055	12,600	12,000	(600)	12,120	12,241	12,363	12,487
STATE TAX - CONCESSIONS	7,544	8,893	8,500	10,000	1,500	10,100	10,201	10,303	10,406
STATE TAX - ALCOHOL	640	432	600	1,200	600	1,212	1,224	1,236	1,248
CITY TAX - ALCOHOL	47	31	50	100	50	101	102	103	104
COUNTY TAX - ALCOHOL	47	31	50	100	50	101	102	103	104
CITY SALES TAX	120	61	130	130	-	131	132	133	134
COUNTY TAX	120	61	130	130	-	131	132	133	134
CITY SALES TAX - CONCESSIONS	549	647	600	800	200	808	816	824	832
COUNTY SALES TAX - CONCESSIONS	549	647	600	800	200	808	816	824	832
CONTRIBUTIONS/DONATIONS	1,500	-	-	-	-	-	-	-	-
REFUND & REIMBURSEMENT	6,902	4,334	3,000	5,000	2,000	5,050	5,101	5,152	5,204
MIRACLE LEAGUE REVENUE	-	-	-	-	-	-	-	-	-
OTHER NON-TAXABLE	-	-	-	-	-	-	-	-	-
<b>TOTAL CASWELL PARK</b>	<b>226,112</b>	<b>259,496</b>	<b>298,940</b>	<b>324,560</b>	<b>25,620</b>	<b>327,755</b>	<b>330,983</b>	<b>334,240</b>	<b>337,532</b>



**CITY OF NORTH MANKATO, MINNESOTA**  
**CASWELL SPORTS FUND - 201**  
**2024 Budget**

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>ADULT VOLLEYBALL</b>									
STATE SALES TAX	1,766	1,880	1,900	2,301	401	2,324	2,347	2,370	2,394
OTHER INCOME NON TAXABLE	-	-	-	-	-	-	-	-	-
VOLLEYBALL LEAGUE FEES	18,896	19,946	21,000	21,135	135	21,346	21,559	21,775	21,993
VOLLEYBALL PLAYER FEES	7,084	7,400	8,000	12,329	4,329	12,452	12,577	12,703	12,830
CITY SALES TAX	128	137	150	168	18	170	172	174	176
COUNTY SALES TAX	128	137	150	168	18	170	172	174	176
<b>TOTAL ADULT VOLLEYBALL</b>	<b>28,002</b>	<b>29,499</b>	<b>31,200</b>	<b>36,101</b>	<b>4,901</b>	<b>36,462</b>	<b>36,827</b>	<b>37,196</b>	<b>37,569</b>
<b>ADULT SOFTBALL</b>									
STATE SALES TAX	4,402	3,350	3,500	4,132	632	4,173	4,215	4,257	4,300
OTHER INCOME NON TAXABLE	6,500	-	-	-	-	-	-	-	-
OTHER INCOME TAXABLE	-	93	100	-	(100)	-	-	-	-
SUMMER SOFTBALL LEAGUE FEES	30,870	29,600	31,000	28,162	(2,838)	28,444	28,728	29,015	29,305
SUMMER SOFTBALL PLAYER FEES	19,642	19,034	20,000	18,151	(1,849)	18,333	18,516	18,701	18,888
FALL SOFTBALL LEAGUE FEES	10,273	-	10,500	10,707	207	10,707	10,707	10,707	10,707
FALL SOFTBALL PLAYER FEES	2,959	-	3,200	3,082	(118)	3,082	3,082	3,082	3,082
CITY SALES TAX	321	244	300	300	-	303	306	309	312
COUNTY SALES TAX	321	244	300	300	-	303	306	309	312
<b>TOTAL ADULT SOFTBALL</b>	<b>75,288</b>	<b>52,564</b>	<b>68,900</b>	<b>64,834</b>	<b>(4,066)</b>	<b>65,345</b>	<b>65,860</b>	<b>66,380</b>	<b>66,906</b>
<b>ADULT HOCKEY</b>									
STATE SALES TAX	749	-	-	-	-	-	-	-	-
OTHER INCOME NON TAXABLE	-	-	-	-	-	-	-	-	-
OTHER INCOME TAXABLE	-	-	-	-	-	-	-	-	-
LEAGUE MAINTENANCE FEES	10,892	-	-	-	-	-	-	-	-
CITY SALES TAX	54	-	-	-	-	-	-	-	-
COUNTY TAX	54	-	-	-	-	-	-	-	-
CONTRIBUTIONS/DONATIONS	-	-	-	-	-	-	-	-	-
REFUND & REIMBURSEMENT	-	-	-	-	-	-	-	-	-
<b>TOTAL ADULT HOCKEY</b>	<b>11,750</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL REVENUES</b>	<b>504,310</b>	<b>518,459</b>	<b>571,040</b>	<b>627,495</b>	<b>56,455</b>	<b>633,592</b>	<b>639,766</b>	<b>646,014</b>	<b>652,344</b>

**CITY OF NORTH MANKATO, MINNESOTA**  
**CASWELL SPORTS FUND - 201**  
**2024 Budget**

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>EXPENDITURES</b>									
CASWELL PARK UNALLOCATED									
MERCHANT FEES - CREDIT CARDS	10	-	-		-	-	-	-	-
<b>TOTAL CASWELL PARK UNALLOCATED</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>CASWELL PARK</b>									
<b>CASWELL PARK PERSONNEL</b>									
FULL-TIME EMPLOYEES-REGULAR	44,437	64,954	68,824	65,740	(3,084)	67,712	69,743	71,835	73,990
PART-TIME EMPLOYEES	5,235	-	-		-	-	-	-	-
TEMPORARY EMPLOYEES-REGULAR	43,889	54,888	40,000	56,534	16,534	57,099	57,670	58,247	58,829
TEMPORARY EMPLOYEES-OVERTIME	5,743	11,132	1,000	11,307	10,307	11,420	11,534	11,649	11,765
SEASONAL EMP. CASWELL CONCESSIONS	29,724	42,839	41,000	44,124	3,124	44,565	45,011	45,461	45,916
SEASONAL EMP. CASWELL CONCESSIONS - OVERTIME	3,197	975	1,000	1,324	324	1,337	1,350	1,364	1,378
UNEMPLOYMENT - COVID 19	-	-	-		-	-	-	-	-
FULL-TIME EMPLOYEES-OVERTIME	98	2,680	2,000	2,760	760	2,788	2,816	2,844	2,872
PERA CONTRIBUTIONS	3,709	4,867	5,462	6,084	622	6,145	6,206	6,268	6,331
FICA CONTRIBUTIONS	9,836	13,146	12,075	13,906	1,831	14,045	14,185	14,327	14,470
HEALTH	11,473	17,172	12,100	15,780	3,680	16,411	17,067	17,750	18,460
LIFE	92	92	157	150	(7)	152	154	156	158
DISABILITY	172	161	302	289	(13)	292	295	298	301
VEBA	1,200	1,860	1,920	1,200	(720)	1,200	1,200	1,200	1,200
H.S.A.				875	875				
COVID 19 PAYROLL	745	-	-		-	-	-	-	-
WORKER'S COMPENSATION	8,876	7,175	11,209	11,950	741	12,070	12,191	12,313	12,436
<b>TOTAL CASWELL PARK PERSONNEL</b>	<b>168,427</b>	<b>221,939</b>	<b>197,049</b>	<b>232,023</b>	<b>34,974</b>	<b>235,236</b>	<b>239,422</b>	<b>243,712</b>	<b>248,106</b>
<b>CASWELL PARK SUPPLIES</b>									
CONCESSION MISC.	63,995	84,628	85,000	100,000	15,000	101,000	102,010	103,030	104,060
ALCOHOLIC BEVERAGES	5,220	4,289	5,000	13,000	8,000	13,130	13,261	13,394	13,528
OTHER OFFICE SUPPLIES	694	1,129	1,000	1,000	-	1,010	1,020	1,030	1,040
TOURNAMENT/EVENT EXPENDITURES	35,998	58,451	60,000	20,000	(40,000)	20,200	20,402	20,606	20,812
UMPIRES				17,000	17,000				
FARMERS MARKET	1,102	2,530	500	500	-	500	500	500	500
PRINTED FORMS AND PAPER	301	-	500	500	-	500	500	500	500
CLEANING SUPPLIES	2,969	3,848	4,000	5,000	1,000	5,050	5,101	5,152	5,204
UNIFORM & CLOTHING ALLOWANCE	1,389	3,215	1,000	1,500	500	1,515	1,530	1,545	1,560
POSTAGE	-	14	50	50	-	50	50	50	50
MOTOR FUELS	2,155	895	1,100	1,100	-	1,111	1,122	1,133	1,144
LUBRICANTS & ADDITIVES	201	403	900	600	(300)	606	612	618	624
CHEMICALS AND CHEMICAL PRODUCT	-	3,493	4,000	4,000	-	4,040	4,080	4,121	4,162
EQUIPMENT PARTS	13,200	11,285	11,000	11,000	-	11,110	11,221	11,333	11,446
TIRES	566	776	800	800	-	808	816	824	832
BUILDING REPAIR SUPPLIES	6,607	1,432	3,000	3,000	-	3,030	3,060	3,091	3,122
LANDSCAPING MATERIALS	8,355	5,262	5,000	7,000	2,000	7,070	7,141	7,212	7,284
SIGN MATERIALS	926	6,319	3,500	6,500	3,000	6,565	6,631	6,697	6,764
OTHER MAINTENANCE SUPPLIES	21,261	28,027	19,000	26,000	7,000	26,260	26,523	26,788	27,056
NON CAPITALIZED EQUIPMENT	602	4,742	8,000	8,000	-	8,080	8,161	8,243	8,325
COVID 19 EXPENSES					-	-	-	-	-
<b>TOTAL CASWELL PARK SUPPLIES</b>	<b>165,543</b>	<b>220,737</b>	<b>213,350</b>	<b>226,550</b>	<b>13,200</b>	<b>211,635</b>	<b>213,741</b>	<b>215,867</b>	<b>218,013</b>
<b>CASWELL PARK SERVICES AND CHARGES</b>									
CONCESSION % TO TOURNAMENT DIRECTOR	9,387	9,743	10,000	2,000	(8,000)	2,000	2,000	2,000	2,000
PROFESSIONAL SERVICES	7,549	8,757	8,000	8,000	-	8,080	8,161	8,243	8,325
ADVERTISING	1,993	987	2,000	1,000	(1,000)	1,000	1,000	1,000	1,000
INTERNET	1,020	1,020	1,020	1,020	-	1,020	1,020	1,020	1,020
IT, SOFTWARE AND EQUIPMENT	8,603	8,842	8,000	7,000	(1,000)	7,000	7,000	7,000	7,000
DUES AND SUBSCRIPTIONS	2,795	3,966	3,000	3,000	-	3,030	3,060	3,091	3,122

**CITY OF NORTH MANKATO, MINNESOTA  
CASWELL SPORTS FUND - 201  
2024 Budget**

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
TRAVEL EXPENSE	705	1,743	2,000	2,500	500	2,500	2,500	2,500	2,500
TELEPHONE	1,143	1,456	1,100	1,000	(100)	1,010	1,020	1,030	1,040
CELLULAR SERVICE	525	375	500	500	-	505	510	515	520
ELECTRIC UTILITIES	10,496	14,123	11,000	15,000	4,000	15,300	15,606	15,918	16,236
OTHER RENTALS	80	-	-	-	-	-	-	-	-
REMIT STATE TAX	11,866	12,315	12,000	13,500	1,500	13,635	13,771	13,909	14,048
GENERAL LIABILITY	6,349	5,581	6,000	6,000	-	6,060	6,121	6,182	6,244
PROPERTY INSURANCE	11,904	6,197	12,000	8,500	(3,500)	8,925	9,371	9,840	10,332
AUTOMOTIVE INSURANCE	144	139	150	150	-	152	154	156	158
MISCELLANEOUS	3,631	79	700	700	-	707	714	721	728
MERCHANT FEES - CREDIT CARDS	150	136	1,000	1,000	-	1,000	1,000	1,000	1,000
DISCRETIONARY EMPLOYEE EXPENDITURES				100	100	100	100	100	100
<b>TOTAL CASWELL PARK SERVICES AND CHARGES</b>	<b>78,339</b>	<b>75,458</b>	<b>78,470</b>	<b>70,970</b>	<b>(7,500)</b>	<b>72,024</b>	<b>73,108</b>	<b>74,225</b>	<b>75,373</b>
<b>CASWELL PARK CAPITAL OUTLAY</b>									
IMPROVEMENT OTHER THAN BLDG					-	-	-	-	-
OTHER EQUIPMENT PURCHASE	-	-	2,000		(2,000)	-	-	-	-
OTHER	-	-	-		-	-	-	-	-
<b>TOTAL CASWELL PARK CAPITAL OUTLAY</b>	<b>-</b>	<b>-</b>	<b>2,000</b>	<b>-</b>	<b>(2,000)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL CASWELL PARK</b>	<b>412,309</b>	<b>518,134</b>	<b>490,869</b>	<b>529,543</b>	<b>38,674</b>	<b>518,895</b>	<b>526,271</b>	<b>533,804</b>	<b>541,492</b>
<b>ADULT VOLLEYBALL</b>									
TEMPORARY EMPLOYEES-REGULAR	861	15,444	15,000	18,000	3,000	18,000	18,000	18,000	18,000
FICA CONTRIBUTIONS	66	1,181	1,200	1,500	300	1,500	1,500	1,500	1,500
WORKER'S COMPENSATION				3,000	3,000				
TOURNAMENT EXPENSE	-	378	500	500	-	500	500	500	500
PRINTED FORMS AND PAPER	-	-	-	200	200	200	200	200	200
PROFESSIONAL SERVICES	12,408	110	8,000	-	(8,000)	-	-	-	-
OTHER MAINTENANCE SUPPLIES	260	1,158	600	600	-	600	600	600	600
ADVERTISING					-	-	-	-	-
REMIT STATE TAX	2,022	2,153	2,200	2,500	300	2,500	2,500	2,500	2,500
MISCELLANEOUS	629	137	300	300	-	300	300	300	300
MERCHANT FEES-CREDIT CARDS	226	188	300	400	100	400	400	400	400
<b>TOTAL ADULT VOLLEYBALL</b>	<b>16,472</b>	<b>20,749</b>	<b>28,100</b>	<b>27,000</b>	<b>(1,100)</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>
<b>ADULT SOFTBALL</b>									
TOURNAMENT EXPENSES	-	4,407	5,000	5,000	-	5,000	5,000	5,000	5,000
PRINTED FORMS AND PAPER	-	134	150	200	50	200	200	200	200
PROFESSIONAL SERVICES	33,851	21,828	25,000	25,000	-	25,000	25,000	25,000	25,000
OTHER MAINTENANCE SUPPLIES	-	4,308	5,000	10,000	5,000	10,000	10,000	10,000	10,000
REMIT STATE TAX	5,029	3,844	4,000	4,000	-	4,000	4,000	4,000	4,000
MISCELLANEOUS	9,079	-	-	-	-	-	-	-	-
MERCHANT FEES - CREDIT CARDS	606	536	700	500	(200)	500	500	500	500
<b>TOTAL ADULT SOFTBALL</b>	<b>48,565</b>	<b>35,057</b>	<b>39,850</b>	<b>44,700</b>	<b>4,850</b>	<b>44,700</b>	<b>44,700</b>	<b>44,700</b>	<b>44,700</b>
<b>ADULT HOCKEY</b>									
TOURNAMENT SUPPLIES	-	30	-	-	-	-	-	-	-
PROFESSIONAL SERVICES	1,050	1,505	-	-	-	-	-	-	-
OTHER RENTALS	2,960	4,440	-	-	-	-	-	-	-
REMIT STATE TAX	858	-	-	-	-	-	-	-	-
MERCHANT FEES - CREDIT CARDS	-	25	-	-	-	-	-	-	-
<b>TOTAL ADULT HOCKEY</b>	<b>4,868</b>	<b>6,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>482,224</b>	<b>579,939</b>	<b>558,819</b>	<b>601,243</b>	<b>42,424</b>	<b>587,595</b>	<b>594,971</b>	<b>602,504</b>	<b>610,192</b>



CITY OF NORTH MANKATO, MINNESOTA CASWELL NORTH FUND - 204 2024 Budget									
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>REVENUES</b>									
<b>CASWELL NORTH FUND - 204</b>									
STATE TAX - ALCOHOL	-	-	-		-	-	-	-	-
CITY TAX - ALCOHOL	-	-	-		-	-	-	-	-
COUNTY TAX - ALCOHOL	-	-	-		-	-	-	-	-
CASWELL NORTH ADVERTISING	-	500	500	500	-	500	500	500	500
ALCOHOLIC BEVERAGES	-	-	-		-	-	-	-	-
CONCESSIONS - SOCCER	-	-	-		-	-	-	-	-
CONTRIBUTIONS/DONATIONS	-	-	-		-	-	-	-	-
REFUND & REIMBURSEMENT	-	1,773	1,400	350	(1,050)	354	358	362	366
OTHER INCOME NON TAXABLE	-	750	500		(500)	-	-	-	-
FIELD RENTALS AND FEES - CASWELL NORTH (all except Mankato uni	-	-	-		-	-	-	-	-
FIELD RENTALS NON-TAXABLE - CASWELL NORTH (Mankato United)	-	49,258	48,000	48,000	-	48,480	48,965	49,455	49,950
COVID-19 REVENUE	-	-	-		-	-	-	-	-
TRANSFER IN	-	7,543	-	19,375	19,375	19,375	19,375	19,375	19,375
<b>TOTAL MISCELLANEOUS</b>	-	59,824	50,400	68,225	17,825	68,709	69,198	69,692	70,191
<b>TOTAL REVENUES</b>	-	59,824	50,400	68,225	17,825	68,709	69,198	69,692	70,191
<b>EXPENDITURES</b>									
<b>CASWELL NORTH PERSONNEL</b>									
FULL-TIME EMPLOYEES-REGULAR	-	19,755	20,060	16,973	(3,087)	17,482	18,006	18,546	19,102
PART-TIME EMPLOYEES	-	-	-	-	-	-	-	-	-
TEMPORARY EMPLOYEES-REGULAR	-	-	-	1,500	1,500	1,515	1,530	1,545	1,560
FULL-TIME EMPLOYEES-OVERTIME	-	-	-	400	400	404	408	412	416
SEASONAL EMP. CASWELL CONCESSIONS	-	-	-	-	-	-	-	-	-
PERA CONTRIBUTIONS	-	1,472	1,505	1,273	(232)	1,311	1,350	1,391	1,433
FICA CONTRIBUTIONS	-	1,316	1,535	1,298	(237)	1,337	1,377	1,418	1,461
HEALTH	-	6,162	6,122	4,944	(1,178)	5,142	5,348	5,562	5,784
LIFE	-	38	46	39	(7)	39	39	39	39
DISABILITY	-	67	88	75	(13)	76	77	78	79
VEBA	-	600	600	480	(120)	480	480	480	480
FFCRA PAYROLL	-	-	-	-	-	-	-	-	-
COVID-19 PAYROLL	-	-	-	-	-	-	-	-	-
WORKER'S COMPENSATION	-	239	714	604	(110)	610	616	622	628
<b>TOTAL PERSONNEL</b>	-	29,649	30,670	27,586	(3,084)	28,396	29,231	30,093	30,982

**CITY OF NORTH MANKATO, MINNESOTA**  
**CASWELL NORTH FUND - 204**  
**2024 Budget**

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>CASWELL NORTH SUPPLIES</b>									
CONCESSION MISC.					-	-	-	-	-
ALCOHOLIC BEVERAGES	-	-	-		-	-	-	-	-
OTHER OFFICE SUPPLIES	-	-	-		-	-	-	-	-
TOURNAMENT/EVENT EXPENDITURES					-	-	-	-	-
CLEANING SUPPLIES	-	-	1,000	600	(400)	606	612	618	624
UNIFORM & CLOTHING ALLOWANCE	-	-	-		-	-	-	-	-
MOTOR FUELS	-	-	-		-	-	-	-	-
LUBRICANTS & ADDITIVES	-	-	-		-	-	-	-	-
CHEMICALS AND CHEMICAL PRODUCT	-	2,218	4,000	3,000	(1,000)	3,030	3,060	3,091	3,122
SIGN REPAIR MATERIALS	-	-	-		-	-	-	-	-
EQUIPMENT PARTS	-	2,794	1,200	2,350	1,150	2,374	2,398	2,422	2,446
BUILDING REPAIR SUPPLIES	-	37	2,000	2,000	-	2,020	2,040	2,060	2,081
LANDSCAPING MATERIALS	-	5,219	5,000	5,000	-	5,050	5,101	5,152	5,204
SIGN AND BANNER MATERIALS		71		200	200	200	200		
OTHER MAINTENANCE SUPPLIES	-	6,972	7,500	7,500	-	7,575	7,651	7,728	7,805
NON CAPITALIZED EQUIPMENT	-	1,872	-		-	-	-	-	-
<b>TOTAL SUPPLIES</b>	-	19,182	20,700	20,650	(50)	20,855	21,062	21,071	21,282
<b>CASWELL NORTH SERVICES AND CHARGES</b>									
CONCESSION % TO TOURNAMENT DIRECTOR	-	-	-		-	-	-	-	-
PROFESSIONAL SERVICES	-	1,036	1,000	1,200	200	1,212	1,224	1,236	1,248
INTERNET	-	924	800	800	-	800	800	800	800
IT, SOFTWARE AND EQUIPMENT	-	189	300	500	200	505	510	515	520
DUES AND SUBSCRIPTIONS	-	46	50	50	-	51	52	53	54
TRAVEL EXPENSE	-	14	25	25	-	25	25	25	25
CELLULAR SERVICE	-	5	130	130	-	131	132	133	134
ELECTRIC UTILITIES	-	5,298	5,000	8,000	3,000	8,080	8,161	8,243	8,325
GAS UTILITIES	-	809	600	900	300	909	918	927	936
REFUSE DISPOSAL	-	-	-		-	-	-	-	-
RENTALS	-	-	-		-	-	-	-	-
REMIT STATE TAX	-	-	-		-	-	-	-	-
GENERAL LIABILITY	-	51	51	52	1	53	54	55	56
PROPERTY INSURANCE	-	1,138	1,200	1,500	300	1,575	1,654	1,737	1,824
AUTOMOTIVE INSURANCE					-	-	-	-	-
MISCELLANEOUS	-	1,440	1,500	1,500	-	1,515	1,530	1,545	1,560
MERCHANT FEES - CREDIT CARD	-	42	40	40	-	40	40		
<b>TOTAL SERVICES AND CHARGES</b>	-	10,992	10,696	14,697	4,001	14,896	15,100	15,269	15,482
<b>CASWELL NORTH CAPITAL OUTLAY</b>									
OTHER EQUIPMENT PURCHASE	-	-	500		(500)	-	-	-	-
<b>TOTAL CAPITAL OUTLAY</b>	-	-	500	-	(500)	-	-	-	-
<b>TOTAL EXPENDITURES</b>	-	59,824	62,566	62,933	367	64,147	65,393	66,433	67,746
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	-	(0)	(12,166)	5,292	17,458	4,562	3,805	3,259	2,445



# CULTURE & RECREATION FUND

*Reports to – Katie Heintz – Culture, Recreation, and Quality of Life  
Director*

## Description:

The North Mankato Culture and Recreation Fund is a collection of several sports offered to the youth in North Mankato and our surrounding community. New in 2022, it also includes fitness classes such as Active Aging Classes for the seniors in our community. This department hosts culture and recreation classes and events including Trivia Nights, First Aid & CPR Training, and Babysitter Training.

## Services:

- Wrestling
- Tennis
- Soccer
- T-Ball
- Golf
- Sand Volleyball
- Fitness Classes
- Weight Loss Challenge
- Culture and Recreation Classes/Events

## Opportunities:

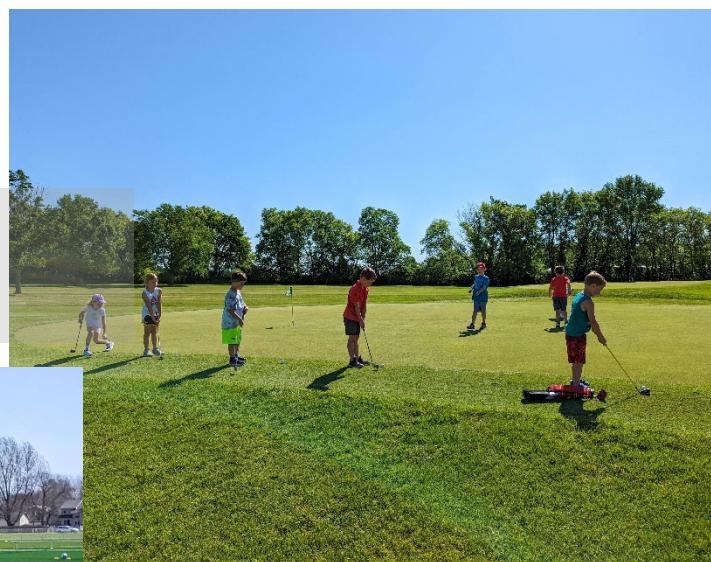
- Pickleball
- Youth Basketball
- Additional Training Camps

## Highlights:

- Created the first Culture and Recreation activity book
- Added Youth Volleyball
- Offered over 70 scholarships while working with Connecting Kids Mankato

## Future Challenges:

- Finding staff or coaches
- Locating alternate areas to hold classes (example: indoor volleyball nets)
- Finding additional classes or activities that the public would like to see offered





# CULTURE & RECREATION FUND

*Reports to – Katie Heintz – Culture, Recreation, and Quality of Life  
Director*

Wrestling				
	2021	2022	2023 BUDGET	2024 Est.
Registrations	77	91	70	95
Revenue		\$12,165	\$9,000	\$13,350
Expense		\$18,103	\$4,300	\$7,200
Revenues Over/Under		\$(5,938)	\$4,700	\$6,150

Tennis				
	2021	2022	2023 BUDGET	2024 Est.
Registrations	88	110	110	80
Revenue		\$9,350	\$9,533	\$6,500
Expense		\$7,583	\$5,030	\$5,540
Revenues Over/Under		\$1,767	\$4,503	\$960

Soccer				
	2021	2022	2023 BUDGET	2024 Est.
Registrations	0	169	169	160
Revenue		\$9,505	\$10,250	\$10,100
Expense		\$7,200	\$5,980	\$8,550
Revenues				
Over/Under		\$2,305	\$4,270	\$1,550

T-Ball				
	2021	2022	2023 BUDGET	2024 Est.
Registrations	41	38	48	40
Revenue		\$2,985	\$4,500	\$3,100
Expense		\$2,001	\$2,100	\$2,710
Revenues Over/Under		\$984	\$2,400	\$390

Golf				
	2021	2022	2023 BUDGET	2024 Est.
Registrations	78	32	80	30
Revenue		\$3,770	\$7,700	\$3,050
Expense		\$2,987	\$4,850	\$2,950
Revenues Over/Under		\$783	\$2,850	\$100

Sand Volleyball			
2021	2022	2023 BUDGET	2024 Est.
Registrations			30
Revenue		\$300	\$1,950
Expense		\$300	\$965
Revenues Over/Under		\$0	\$985

Fitness Classes (Non-Swim)				
	2021	2022	2023 BUDGET	2024 Est.
Revenue		\$73	\$751	\$2,950
Expense		\$314	\$696	\$1,545
Revenues Over/Under		\$(241)	\$55	\$1,405

Culture & Quality of Life Programming			
2021	2022	2023 BUDGET	2024 Est.
Revenue	\$1,744	\$9,000	\$9,000
Expense	\$1,502	\$2,000	\$1,050
Revenues Over/Under	\$242	\$7,000	\$7,950

General Operations				
	2021	2022	2023 BUDGET	2024 Est.
Revenue		\$22,167	\$2,500	\$2,500
Expense		\$22,069	\$21,200	\$12,372

# YOUTH FOOTBALL FUND

*Reports to – Katie Heintz – Culture, Recreation, and Quality of Life Director*

## Description:

The youth football program was acquired by the city of North Mankato in late 2021. The program takes place from August through October, and the players range from age 3 to sixth grade. The goal of the program is to teach the players the values of sportsmanship, hard work, and determination.

## Services:

- Flag Football: Age 3 to 2<sup>nd</sup> grade
- Tackle Football: 3<sup>rd</sup> grade to 6<sup>th</sup> grade

- 1,047 players for the 2023 season
- Registration revenue of over \$152,000
- Additional New Uniforms in 2023

## Opportunities

- Possible expansion to other communities
- Run weeklong spring or summer camps

## Future Challenges:

- Retaining players and coaches
- Purchasing of new helmets and equipment

Department	Job Classification	2022	2023	2024
YOUTH FOOTBALL	Youth Football Director	1	1	0.5
	<b>Department Total</b>	<b>1</b>	<b>1</b>	<b>0.5</b>



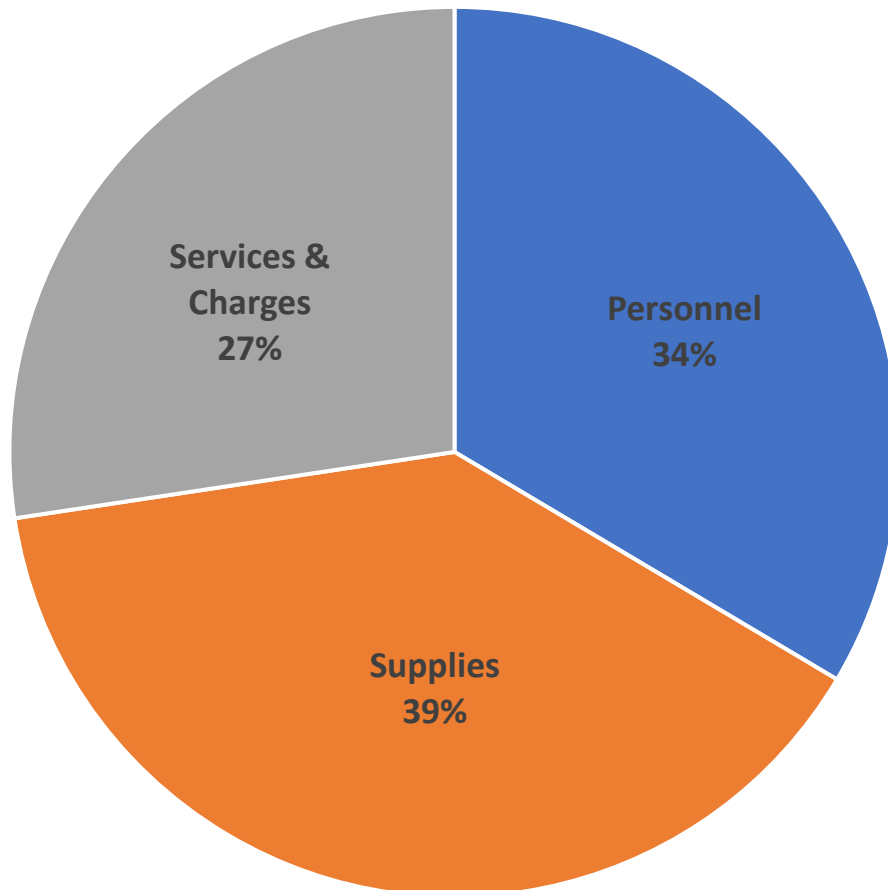


# YOUTH FOOTBALL FUND

*Reports to – Katie Heintz – Culture, Recreation, and Quality of Life Director*

Youth Football	2022 Actual	2023 Budget	2024 Proposed	+/- 2023/2024	Comments
Personnel	79,910	77,122	57,934	(19,188)	Reduce FTE to PTE
Supplies	108,565	143,350	67,500	(75,850)	Decrease in uniform expense
Services & Charges	27,210	27,660	47,300	19,640	Transfer to Caswell North
Capital Outlay	-	-	-	-	
<b>TOTAL</b>	<b>\$215,685</b>	<b>\$248,132</b>	<b>\$172,734</b>	<b>\$(75,398)</b>	

## 2024 Football Budget



# YOUTH FOOTBALL FUND

## Youth Football Player Breakdown

Grade	2021	2022	2023	2024 Est.
Mini Tykes	-	41	54	55
Kindergarten	67	59	57	65
First Grade	100	115	97	105
Second Grade	88	138	153	115
Third Grade	114	151	171	160
Fourth Grade	171	156	174	185
Fifth Grade	157	185	164	185
Sixth Grade	146	151	177	180
<b>Total</b>	<b>843</b>	<b>955</b>	<b>1,047</b>	<b>1,050</b>

## Youth Football Registration Revenue Breakdown

Grade	2021	2022	2023	2024 Est.
Mini Tykes	-	\$3,485	\$5,130	\$5,500
Kindergarten	\$5,025	\$5,015	\$5,415	\$6,500
First Grade	\$7,500	\$9,775	\$9,215	\$10,500
Second Grade	\$6,600	\$11,730	\$14,535	\$11,500
Third Grade	\$17,100	\$22,650	\$29,925	\$28,000
Fourth Grade	\$25,650	\$23,400	\$30,450	\$32,375
Fifth Grade	\$23,550	\$27,750	\$28,700	\$32,375
Sixth Grade	\$21,900	\$22,650	\$30,975	\$31,500
<b>Total</b>	<b>\$107,325</b>	<b>\$125,520</b>	<b>\$154,345</b>	<b>\$158,250</b>

## Youth Football Revenue Breakdown

Revenue	2021	2022	2023 Budget	2024 Est.
Sponsorship	\$39,050	\$61,425	\$57,280	\$60,000
Donation	\$7,224	\$4,000	\$15,000	\$21,000
Other	\$3,416	\$1,204	\$22,775	\$7,350
<b>Total Revenue</b>	<b>\$49,690</b>	<b>\$66,629</b>	<b>\$95,055</b>	<b>\$88,350</b>
<b>Total Football Revenue</b>	<b>\$157,015</b>	<b>\$192,149</b>	<b>\$249,400</b>	<b>\$246,600</b>

# LIBRARY ENDOWMENT FUND

*Reports to - Katie Heintz – Culture, Recreation, and Quality of Life Director*

## Description:

The Library Endowment Fund was created from a donation from the Glen A. Taylor Foundation to fund library programing. The Library Endowment Fund is responsible for the backpack book program, Bookin' on Belgrade, Art Splash, summer reading and other events and programs. The fund is strictly used to operate these events, all staff costs come out of the Library budget in the General Fund.

## Services:

- Bookin' on Belgrade
- Music in the Park
- Adult Spelling Bee
- Backpack for Books
- Community Read
- Art Splash
- Party on the Prairie

## Highlights:

- 55th year of the Summer Reading Program
- 18<sup>th</sup> Annual Art Splash
- 11<sup>th</sup> year of Community Read
- Hosted the Bookin' on Belgrade 5k since 2014
- Coordinated 5th Annual Music in the Park
- Worked with the Backpack Program to put on their Feed and Read program.
- Donated food grown at Taylor Library Garden to the ECHO Food Shelf.
- 6<sup>th</sup> year participating in Trunk or Treat
- Drop-off point for the Sharing Tree

## Future Challenges:

- Donations to fund programs
- Coming up with different and exciting programs for all age groups





# LIBRARY ENDOWMENT - 213

## CITY OF NORTH MANKATO, MINNESOTA LIBRARY ENDOWMENT FUND - 213 2024 Budget

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>REVENUES</b>									
<b>INVESTMENT EARNINGS</b>									
INTEREST EARNINGS					-				
<b>TOTAL INVESTMENT EARNINGS</b>	-				-	-	-	-	-
<b>CONTRIBUTIONS AND DONATIONS</b>									
FOOD & BEVERAGE TAX	12	20	-		-	-	-	-	-
STATE TAX - OTHER	163	277	-		-	-	-	-	-
CITY SALES TAX	12	20			-	-	-	-	-
COUNTY SALES TAX	12	20			-	-	-	-	-
CONTRIBUTIONS/DONATIONS PRIVATE	2,000	1,419	3,000	3,000	-	3,000	3,000	3,000	3,000
CONTRIBUTIONS - SPEC PROGRAMS	13,528	16,128	6,000	8,500	2,500	8,500	8,500	8,500	8,500
CONTRIBUTIONS - SPEC PROG BOOKIN' ON BELGRADE	1,682	2,445	1,000	2,000	1,000	2,000	2,000	2,000	2,000
CONTRIBUTIONS - MUSIC IN THE PARK	1,786	3,467	1,000	2,000	1,000	2,000	2,000	2,000	2,000
CONTRIBUTIONS - SPELLING BEE	953	1,530	1,000	1,000	-	1,000	1,000	1,000	1,000
CONTRIBUTIONS - SPEC PROG BACKPACK FOR BOOKS	110	4,866	5,000	5,000	-	5,000	5,000	5,000	5,000
CONTRIBUTIONS - SPEC PROG COMMUNITY READ			1,000	5,000	4,000	5,000	5,000	5,000	5,000
CONTRIBUTIONS - SPEC PROG SUMMER READ	9,932	11,454	12,000	14,000	2,000	14,000	14,000	14,000	14,000
CONTRIBUTIONS - SPEC PROG ACHF GRANTS					-	-	-	-	-
COVID-19 Revenue	-	-	-		-	-	-	-	-
<b>TOTAL CONTRIBUTIONS AND DONATIONS</b>	30,190	41,647	30,000	40,500	10,500	40,500	40,500	40,500	40,500
<b>OTHER</b>									
OTHER INCOME - NON-TAXABLE - ART SPLASH	481	860	500	850	350	850	850	850	850
<b>TOTAL OTHER</b>	481	860	500	850	350	850	850	850	850
<b>TRANSFERS IN</b>									
TRANSFERS FROM 101 GENERAL FUND	21,750	15,000	15,000	15,000	-	15,000	15,000	15,000	15,000
<b>TOTAL TRANSFERS IN</b>	21,750	15,000	15,000	15,000	-	15,000	15,000	15,000	15,000
<b>TOTAL REVENUES</b>	52,421	57,507	45,500	56,350	10,850	56,350	56,350	56,350	56,350
<b>EXPENDITURES</b>									
<b>SUPPLIES</b>									
SPECIAL PROGRAMS - LIBRARY	30,014	47,705	20,000	19,000	(1,000)	19,000	19,000	19,000	19,000
SPECIAL PROGRAMS - COMMUNITY READ	-	-	5,000	5,000	-	5,000	5,000	5,000	5,000
SPECIAL PROGRAMS - SUMMER READING	8,770	13,156	14,000	14,000	-	14,000	14,000	14,000	14,000
SPECIAL PROGRAMS - ART SPLASH	2,150	3,300	4,500	4,500	-	4,500	4,500	4,500	4,500
SPECIAL PROGRAMS - BACKPACK BOOK CLUB	-	3,896	5,000	5,000	-	5,000	5,000	5,000	5,000
SPECIAL PROGRAMS - BOOKIN' ON BELGRADE	1,677	4,229	4,000	4,000	-	4,000	4,000	4,000	4,000
SPECIAL PROGRAMS - MUSIC IN THE PARK	3,350	3,800	200	3,800	3,600	3,800	3,800	3,800	3,800
SPECIAL PROGRAMS - SPELLING BEE	585	591	500	500	-	500	500	500	500
SPECIAL PROGRAMS - ACHF GRANTS OTHER	1,716	930	-		-	-	-	-	-
REMIT STATE TAX	198	337	-		-	-	-	-	-
MISCELLANEOUS	380	-	-	400	400	400	400	400	400
MERCHANT FEES - CREDIT CARDS	45	58	50	75	25	75	75	75	75
COVID-19 EXPENSES					-	-	-	-	-
<b>TOTAL SUPPLIES</b>	48,885	78,002	53,250	56,275	3,025	56,275	56,275	56,275	56,275
<b>TOTAL EXPENDITURES</b>	48,885	78,002	53,250	56,275	3,025	56,275	56,275	56,275	56,275

# LOCAL OPTION SALES TAX

*Reports to – Kevin McCann – City Administrator*

## Description:

The Local Option Sales Tax Fund is used to track and pay for projects related to the 0.5% North Mankato sales tax. The sales tax was approved by the North Mankato residents in 2008, and the State in 2009 for \$9,000,000 million. The maximum sales tax collection was increased by the residents in 2016 to \$15,000,00. The sales tax can be spent on regional parks, trails, recreational facilities, expansion of the Taylor Library, riverfront redevelopment, and lake improvements.

## Services:

- Account for sales tax receipts from State of MN
- Transfer approved portions to the appropriate debt service funds for current projects
- Appropriate purchases/projects related to the approved list

## Highlights:

- \$832,743 sales tax collected in 2022
- \$808,264 sales tax collected in 2021
- \$695,603 sales tax collected in 2020

## Future Challenges:

- Maintaining consistent sales tax revenues



# LOCAL OPTION SALES TAX - 221

## CITY OF NORTH MANKATO, MINNESOTA SALES TAX FUND(S) - 221 2024 Budget

	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	COMMENTS
<b>REVENUES</b>										
SALES TAXES	808,264	832,743	800,000	950,000	150,000	950,000	950,000	950,000	950,000	
<b>TOTAL REVENUES</b>	<b>808,264</b>	<b>832,743</b>	<b>800,000</b>	<b>950,000</b>	<b>150,000</b>	<b>950,000</b>	<b>950,000</b>	<b>950,000</b>	<b>950,000</b>	
<b>EXPENDITURES</b>										
CASWELL PARK	16,211	-	-		-	-	-	-	-	
NORTH MANKATO TAYLOR LIBRARY					-	-	-	-	-	
SPRING LAKE - LAKE IMPROVEMENTS	2,200				-	-	-	-	-	
TRANSFERS - Debt Service Fund 311	299,850	524,107	691,500	728,700	37,200	493,700	481,300	499,900	630,000	2009C, 2010B, 2021A Bonds
<b>TOTAL EXPENDITURES</b>	<b>318,261</b>	<b>524,107</b>	<b>691,500</b>	<b>728,700</b>	<b>37,200</b>	<b>493,700</b>	<b>481,300</b>	<b>499,900</b>	<b>630,000</b>	
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	<b>490,003</b>	<b>308,636</b>	<b>108,500</b>	<b>221,300</b>	<b>112,800</b>	<b>456,300</b>	<b>468,700</b>	<b>450,100</b>	<b>320,000</b>	
<b>TOTAL ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES</b>					-	-	-	-	-	
CASH, BEGINNING	337,266	822,588	402,849	511,349	-	732,649	1,188,949	1,657,649	2,107,749	
CASH, ENDING	822,588	402,849	511,349	732,649	-	1,188,949	1,657,649	2,107,749	2,427,749	
CASH. AS % OF EXPENDITURES	258%	32%	74%	101%	0%	241%	344%	422%	385%	

2009C Bonds: Issued for regional parks and downtown development

2010B Bonds: Issued for regional parks and downtown development

2021A Bonds: Issued for Caswell Park improvements, Caswell North field improvements, and Caswell indoor rec.



# CHARITABLE GAMING FUNDS

*Reports to – Kevin McCann – City Administrator*

## Description:

The Charitable Gambling Fund is used to account for the 10% of gambling revenues generated from non-profit gambling operations within the City. The funds are then donated to other non-profits and service groups around the area.

## Services:

- Gambling revenue collections
- Donations to non-profits

## Highlights:

- \$32,963 collected in 2022
- \$26,530 donated in 2022

## Future Challenges:

- Consistent revenues from businesses that operate non-profit gambling operations





# GAMBLING 10% FUND-864

CITY OF NORTH MANKATO, MINNESOTA GAMBLING 10% FUND 864 2024 Budget									
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST
<b>REVENUES</b>									
<b>CONTRIBUTIONS AND DONATIONS</b>									
EAGLES AERIE 269	20,022	10,496	20,022	20,000	(22)	20,000	20,000	20,000	20,000
LOYOLA BOOSTER CLUB	16,618	15,211	16,618	13,000	(3,618)	13,000	13,000	13,000	13,000
MANKATO AREA HOCKEY ASSN	4,125	4,699	4,125	5,000	875	5,000	5,000	5,000	5,000
MANKATO AREA YOUTH BASEBALL	10,269	2,557	10,269	4,000	(6,269)	4,000	4,000	4,000	4,000
<b>TOTAL CONTRIBUTIONS AND DONATIONS</b>	<b>51,034</b>	<b>32,963</b>	<b>51,034</b>	<b>42,000</b>	<b>(9,034)</b>	<b>42,000</b>	<b>42,000</b>	<b>42,000</b>	<b>42,000</b>
<b>TOTAL REVENUES</b>	<b>51,034</b>	<b>32,963</b>	<b>51,034</b>	<b>42,000</b>	<b>(9,034)</b>	<b>42,000</b>	<b>42,000</b>	<b>42,000</b>	<b>42,000</b>
<b>EXPENDITURES</b>									
<b>GAMBLING DONATION DISBURSEMENT</b>									
ACE MENTOR PROGRAM	500	500	500	500	-	500	500	500	500
BENCHS (Humane Society)	500	500	500	500	-	500	500	500	500
BETHANY COLLEGE				560		560	560	560	560
BOY SCOUT TROOP #29	500	500	500	500	-	500	500	500	500
BUSINESS ON BELGRADE			1,000	1,000	-	1,000	1,000	1,000	1,000
CHILDREN'S MUSEUM OF SOUTHERN MINNESOTA	2,000	2,000	1,000	2,000	1,000	2,000	2,000	2,000	2,000
COMMUNITY RESOURCE DIRECTORY			2,500	2,500	-	2,500	2,500	2,500	2,500
CONNECTING COMMERCE			1,000	1,000	-	1,000	1,000	1,000	1,000
CONNECTING KIDS	500	500	500	500	-	500	500	500	500
DANCING WITH THE MANKATO STARS				500		500	500	500	500
ECHO FOOD SHELF	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	1,000
FEEDING OUR COMMUNITIES PARTNERS	1,500	1,500	1,500	1,500	-	1,500	1,500	1,500	1,500
GIRL SCOUTS OF MN & WI RIVER VALLEYS	500	500	500	500	-	500	500	500	500
GREATER MANKATO DIVERSITY COUNCIL				1,500		1,500	1,500	1,500	1,500
HIGH SCHOOL GRADUATION CELEBRATION	500	500	500	500	-	500	500	500	500
HOLIDAY SHARING TREE	500	500	500	500	-	500	500	500	500
HOUSE OF HOPE	500	500	500	500	-	500	500	500	500
LASTING IMPRINT	500	500	500	500	-	500	500	500	500
LEEP	1,000	2,000	500	2,000	1,500	2,000	2,000	2,000	2,000
MAGFA	500	500	500	500	-	500	500	500	500
MANKATO AREA LACROSSE PROGRAM	500	500	500	500	-	500	500	500	500
MANKATO AREA PUBLIC SCHOOLS DIST. 77	3,000	2,500	2,000	4,500	2,500	4,500	4,500	4,500	4,500
MANKATO WEST ACTIVITIES DEPT.	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	1,000
MN COUNCIL OF CHURCHES - TAPESTRY PROJECT				6,000		6,000	6,000	6,000	6,000
MRCI	2,000	1,000	1,000	1,000	-	1,000	1,000	1,000	1,000
NORTH MANKATO BUSINESS & ACTIVITIES			5,000	5,000	-	5,000	5,000	5,000	5,000
PARTNERS FOR AFFORDABLE HOUSING	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	1,000
RIVER MEADOWS COMMUNITY GARDEN		500			-	-	-	-	-
SBDC	500	500	500	500	-	500	500	500	500
SOUTH CENTRAL COLLEGE	3,000	3,000	3,000	3,000	-	3,000	3,000	3,000	3,000
SOUTHERN MN INITIATIVE FOUNDATION (SMIF)				500		500	500	500	500
TOYS FOR TOTS	500	500	500	500	-	500	500	500	500
TWIN RIVERS COUNCIL - NicBluCares				2,700	2,700	2,700	2,700	2,700	2,700
TWIN RIVERS COUNCIL - Annual Appropriation				13,000	13,000	13,000	13,000	13,000	13,000
UNITED WAY	2,900	3,530	1,700	4,100	2,400	4,100	4,100	4,100	4,100
VINE FAITH IN ACTION - SUMMIT CENTER				12,000	12,000	12,000	12,000	12,000	12,000
YMCA BROTHERS, SISTERS	1,000	1,000	1,000	1,000	-	1,000	1,000	1,000	1,000
OTHER			1,500	1,500	-	1,500	1,500	1,500	1,500
<b>TOTAL GAMBLING DONATIONS</b>	<b>26,400</b>	<b>26,530</b>	<b>32,200</b>	<b>76,360</b>	<b>35,100</b>	<b>76,360</b>	<b>76,360</b>	<b>76,360</b>	<b>76,360</b>
<b>TOTAL EXPENDITURES</b>	<b>26,400</b>	<b>26,530</b>	<b>32,200</b>	<b>76,360</b>	<b>35,100</b>	<b>76,360</b>	<b>76,360</b>	<b>76,360</b>	<b>76,360</b>
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	<b>24,634</b>	<b>6,433</b>	<b>18,834</b>	<b>(34,360)</b>	<b>(44,134)</b>	<b>(34,360)</b>	<b>(34,360)</b>	<b>(34,360)</b>	<b>(34,360)</b>

# ECONOMIC DEVELOPMENT





# JOINT ECONOMIC DEVELOPMENT FUND

*Reports to – Kevin McCann – Executive Vice President*

## Description:

The Joint Economic Development Fund was started as a collaboration between the North Mankato Port Authority and BENCO Electric Cooperative to develop the North Port Industrial Park in 1990. The fund is used to acquire and develop property and all associated costs with the Northport Industrial Park.

## Services:

- Purchase and sale of land in Northport Industrial Park

## Highlights:

- Sale to Gordini
- Northport Industrial Expansion plan being developed

## Future Challenges:

- Extension of utilities to serve land adjacent to Timm Road
- Utility/street extensions to serve Frederick Trust property
- Wetland delineation as potential development occurs





# JOINT ECONOMIC DEVELOPMENT - 240

CITY OF NORTH MANKATO, MINNESOTA PORT AUTHORITY JOINT ECONOMIC DEVELOPMENT - 240 2024 Budget											
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	2029 FORECAST	COMMENTS
REVENUES											
MISCELLANEOUS											
RENTS AND ROYALTIES	36,275	10,258	11,275	9,000	(2,275)	9,000	9,000	9,000	9,000	9,000	Cropland lease
SALE OF LAND			150,000	150,000	-	150,000	150,000	150,000	150,000	150,000	
REFUND & REIMBURSEMENT					-	-	-	-	-	-	
LOAN INTEREST - LEFEBVRE	2,567	2,468	2,400	2,265	(135)	2,265	2,265	2,265	2,265	2,265	Matures 2038
TOTAL MISCELLANEOUS REVENUES	38,842	12,726	163,675	161,265	(2,410)	161,265	161,265	161,265	161,265	161,265	
TRANSFERS IN											
TRANSFER IN FROM 228 PA GENERAL FUND - FOR RIST PAYMENT					-				-	-	
TOTAL TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	
DEBT											
BENCO OWNER EQUITY (REPAYMENT)			-		-						
TOTAL DEBT	-	-	-	-	-	-	-	-	-	-	
TOTAL REVENUES	38,842	12,726	163,675	161,265	149,920	161,265	161,265	161,265	161,265	161,265	
EXPENDITURES											
ENGINEERING FEES			-		-	-	-	-	-	-	
PROFESSIONAL SERVICES		560	15,450	3,000	(12,450)	3,090	3,183	3,278	3,376	3,477	
MISCELLANEOUS			7,000	7,000	-	7,000	7,000	7,000	7,000	7,000	
PROPERTY TAX	33,276	32,712	36,050	50,312	14,262	51,821	53,376	54,977	56,626	58,325	
SERVICES AND CHARGES	33,276	33,272	58,500	60,312	1,812	61,911	63,559	65,255	67,002	68,802	
LAND PURCHASE			-		-	-	-	-	-	-	
BOND PRINCIPAL - RIST CONTRACT FOR DEED					-	-	-		-	-	MATURES 1/15/19
BOND INTEREST - RIST CONTRACT FOR DEED					-	-	-		-	-	MATURES 1/15/19
CAPITAL OUTLAY	-	-	-	-	-	-	-	-	-	-	
TRANSFERS OUT											
OPERATING TRANSFERS - 316 Bond Reserve					-	-	-				
TOTAL TRANSFERS OUT	-	-	-	-	-	-	-	-	-	-	
TOTAL EXPENDITURES	33,276	33,272	58,500	60,312	1,812	61,911	63,559	65,255	67,002	68,802	
REVENUES OVER (UNDER) EXPENDITURES	5,566	(20,546)	105,175	100,953	148,108	99,354	97,706	96,010	94,263	92,463	

# FEDERAL REVOLVING LOAN

*Reports to – Kevin McCann – Executive Vice President*

## Description:

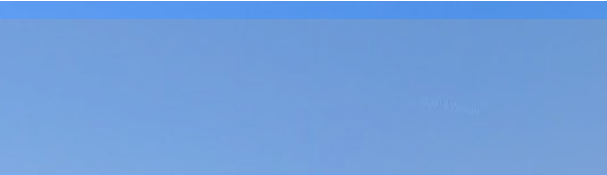
The Federal Revolving Loan Fund began in 1986 as a business loan from the State to the Coloplast. The loan was repaid to the City of North Mankato with the intention of establishing a revolving loan program for future businesses to apply to. The program is tied to the rules and regulations from the federal government.

## Services:

- Loans up to \$300,000

## Highlights:

- Four active loans
- \$474,258 in loans receivable at the end of 2022





# FEDERAL REVOLVING LOAN-229

CITY OF NORTH MANKATO, MINNESOTA FEDERAL REVOLVING LOAN FUND - 229 2024 Budget											
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	2029 FORECAST	COMMENTS
<b>REVENUES</b>											
INTEREST EARNINGS	625	3,877	871	3,400	2,529	3,400	3,400	3,400	3,400	3,400	
UNREALIZED GAIN/LOST - INVESTMENT	2,699	20,244	5,073	15,000	9,927	15,000	15,000	15,000	15,000	15,000	
LOAN INTEREST	1,297	595			-	-	-	-	-	-	
LOAN INTEREST - Equity Supply (Kevin Boerboom)	910	853	475	475	-	475					Matures in 2023 - Paying Slow will continue
LOAN INTEREST - Stanley & Beverly Defries (Countryside Refrigeration)	374				-	-					Complete
LOAN INTEREST - Theuninck Rolling Green Properties LLC	1,242				-	-					Complete
LOAN INTEREST - D&K Powdercoating	5,468	4,878	4,271	3,644	(626)	3,644	2,999	2,999	2,334	1,649	Matures in 2029
LOAN INTEREST - Mankato Brewery	1,966	1,758	1,576	1,372	(204)	1,372	1,162	1,162	945	721	Matures in 2030
LOAN INTEREST - Next Gen RF	10,328	9,664	9,031	8,315	(717)	8,315	7,568	7,568	6,792	5,846	
<b>TOTAL REVENUES</b>	<b>24,910</b>	<b>41,869</b>	<b>21,297</b>	<b>32,206</b>	<b>10,909</b>	<b>32,206</b>	<b>30,129</b>	<b>30,129</b>	<b>28,471</b>	<b>26,616</b>	
<b>EXPENDITURES</b>											
ECONOMIC DEVELOPMENT LOANS					-	-	-	-	-	-	Future Loans
MISCELLANEOUS	420	420	420	420	-	433	446	459	473	487	
UNCOLLECTIBLE-BAD DEBT					-	-	-	-	-	-	
<b>SERVICES AND CHARGES</b>	<b>420</b>	<b>420</b>	<b>420</b>	<b>420</b>	<b>-</b>	<b>433</b>	<b>446</b>	<b>459</b>	<b>473</b>	<b>487</b>	
<b>TRANSFERS OUT</b>											
OPERATING TRANSFERS					-	-	-	-	-	-	
<b>TOTAL TRANSFERS OUT</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>TOTAL EXPENDITURES</b>	<b>420</b>	<b>420</b>	<b>420</b>	<b>420</b>	<b>-</b>	<b>433</b>	<b>446</b>	<b>459</b>	<b>473</b>	<b>487</b>	
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	<b>24,490</b>	<b>41,449</b>	<b>20,877</b>	<b>31,786</b>	<b>10,909</b>	<b>31,773</b>	<b>29,683</b>	<b>29,670</b>	<b>27,998</b>	<b>26,129</b>	
<b>FUND BALANCE BEGINNING</b>	<b>1,862,470</b>	<b>1,886,960</b>	<b>1,928,409</b>	<b>1,949,286</b>		<b>1,981,072</b>	<b>2,012,845</b>	<b>2,042,528</b>	<b>2,072,198</b>	<b>2,100,195</b>	
<b>FUND BALANCE ENDING</b>	<b>1,886,960</b>	<b>1,928,409</b>	<b>1,949,286</b>	<b>1,981,072</b>		<b>2,012,845</b>	<b>2,042,528</b>	<b>2,072,198</b>	<b>2,100,195</b>	<b>2,126,324</b>	
<b>ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES</b>											
<b>(INCREASE) DECREASE IN ASSETS</b>											
INTEREST RECEIVABLE ON INVESTMENT					-						
LOAN RECEIVABLE					-						
LOAN PRINCIPAL - Equity Supply (Kevin Boerboom)	2,090		1,275	1,275	-	1,275	-				Matures in 2023 - Paying Slow will continue
Refrigeration)	13,538				-						Complete
LOAN PRINCIPAL - Theuninck Rolling Green Properties LLC	214,945				-						Complete
LOAN PRINCIPAL - D&K Powdercoating	19,393		20,590	21,216	626	20,539	21,216	21,862	22,527	23,212	Matures in 2029
LOAN PRINCIPAL - Mankato Brewery	6,320		6,711	6,915	204	6,711	6,915	7,125	7,342	7,565	Matures in 2030
LOAN PRINCIPAL - Next Gen RF	16,247		17,597	18,314	717	17,597	18,314	19,060	19,387	20,783	
ALLOWANCE FOR UNCOLLECTIBLE AC					-						
<b>TOTAL ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES</b>	<b>272,533</b>				<b>1,548</b>	<b>46,122</b>	<b>46,445</b>	<b>48,048</b>	<b>49,256</b>	<b>51,560</b>	
<b>CASH, BEGINNING</b>	<b>1,070,261</b>	<b>1,366,041</b>	<b>1,407,490</b>	<b>1,428,367</b>	<b>1,460,153</b>	<b>1,460,153</b>	<b>1,491,926</b>	<b>1,521,609</b>	<b>1,551,279</b>	<b>1,579,276</b>	
<b>CASH, ENDING</b>	<b>1,366,041</b>	<b>1,407,490</b>	<b>1,428,367</b>	<b>1,460,153</b>	<b>1,471,062</b>	<b>1,491,926</b>	<b>1,521,609</b>	<b>1,551,279</b>	<b>1,579,276</b>	<b>1,605,405</b>	



# LOCAL REVOLVING LOAN

*Reports to – Kevin McCann – Executive Vice President*

## Description:

The program is intended to be more flexible than the Federal RLF program, but with less funding available. Loans are typically \$10,000 to \$100,000. The fund has been expanded from time-to-time and now includes the Northside Revivals Program. The Northside Revivals program is for residential home improvement loans for homes over 50 years old for eligible improvements. The fund was also used to create the COVID-19 Assistance Loan Program for businesses struggling during the business shutdown orders.

## Highlights:

- \$30,238 in loans receivable at the end of 2022
- Created Business support loan program for COVID-19 response

## Future Challenges:

- Additional funding may be needed as loan applications increase overtime

## Services:

- Business loans up to \$100,000
- Northside Revival loans up to \$25,000



LOCAL REVOLVING LOAN-234

CITY OF NORTH MANKATO, MINNESOTA LOCAL REVOLVING LOAN & NORTHSIDE REVIVALS FUND - 234 2024 Budget											
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	2029 FORECAST	COMMENTS
REVENUES											
LOAN INTEREST					-						
LOAN INTEREST - Minnesota Truck & Tractor	898	717	711	621	(90)	719	612	510	405	295	MATURES 2030
LOAN INTEREST - Southern MN Surgical	1,572	597	221	140	(81)	198					MATURES 2025
COVID-19 Assistance Loans	1,024	2,220	2,850	2,589	(261)	2,589	1,829	1,046			TOTAL Loans
NORTHSIDE REVIVALS LOAN INTEREST - 1					-	702	632	559	482		
NORTHSIDE REVIVALS LOAN INTEREST - 2					-	770	632	559	482		
NORTHSIDE REVIVALS LOAN INTEREST - 3					-		702	632	559		
NORTHSIDE REVIVALS LOAN INTEREST - 4					-		702	632	559		
NORTHSIDE REVIVALS LOAN INTEREST - 5					-		770	702	632	482	
NORTHSIDE REVIVALS LOAN INTEREST - 6					-		770	702	632	482	
NORTHSIDE REVIVALS LOAN INTEREST - 7					-			770	702	559	
NORTHSIDE REVIVALS LOAN INTEREST - 8					-			770	702	559	
TOTAL MISCELLANEOUS REVENUES	3,493	3,534	3,782	3,350	(432)	5,366	6,649	6,882	5,155	2,377	
TRANSFERS IN											
TRANSFERS					-		-			-	
TOTAL TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	
TOTAL REVENUES	3,493	3,534	3,782	3,350	(432)	5,366	6,649	6,882	5,155	2,377	
EXPENDITURES											
PROFESSIONAL SERVICES		789	1,000	1,000	-	1,000	1,000	1,000	1,000	1,000	
BAD DEBT EXPENSE					-	-	-	-	-	-	
NORTHSIDE REVIVALS											
Grant		-	3,000	3,000	-	3,000	3,000	3,000	3,000	3,000	One \$3k grants/year
Loan		-	25,000	25,000	-	25,000	25,000	25,000	25,000	25,000	One \$25K loans/year
Professional Services - Architect Consultation					-	-	-	-	-	-	
Advertising		-	500	-	(500)	-	-	-	-	-	
Miscellaneous	500	500	-	500	500	500	500	500	500	500	
Credit Card Fees	25	41	25	50	25	50	50	50	50	50	
TOTAL EXPENDITURES	525	1,330	29,525	29,550	25	29,500	29,500	29,500	29,500	1,000	
REVENUES OVER (UNDER) EXPENDITURES	2,969	2,204	(25,743)	(26,200)	(457)	(24,134)	(22,851)	(22,618)	(24,345)	1,377	
FUND BALANCE BEGINNING	233,241	236,209	238,413	212,670		186,470	162,336	139,485	116,867	92,522	
FUND BALANCE ENDING	236,209	238,413	212,670	186,470		162,336	139,485	116,867	92,522	93,899	
ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES											
LOAN PRINCIPAL - Minnesota Truck & Tractor	2,827		2,769	2,859	90	2,761	2,859	2,961	3,066	3,185	MATURES 2030
LOAN PRINCIPAL - Southern MN Surgical	2,011		2,179	2,260	81	2,011	2,267				MATURES 2025
COVID-19 Assistance Loans	12,500				-	24,989	25,749	26,532	26,532		TOTAL Loans
NORTHSIDE REVIVALS - FORGIVABLE LOAN					-						
NORTHSIDE REVIVALS LOAN PRINCIPAL - 1					-	1,728	1,798	1,871	1,948		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 2					-	1,660	1,728	1,798	1,871		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 3					-		1,660	1,728	1,798		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 4					-		1,660	1,728	1,798		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 5					-			1,660	1,728		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 6					-			1,660	1,728		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 7					-			1,660	1,660		
NORTHSIDE REVIVALS LOAN PRINCIPAL - 8					-			1,660	1,660		
TOTAL ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES	17,339	-	4,948	5,119	172	33,150	37,722	43,258	43,790	3,185	
CASH, BEGINNING	57,189	104,717	106,921	81,178		54,978	30,844	7,993	(14,625)	(38,970)	
CASH, ENDING	104,717	106,921	81,178	54,978		30,844	7,993	(14,625)	(38,970)	(37,593)	



# TIF DISTRICT FUNDS

*Reports to – Kevin McCann – Executive Vice President*

Active Districts:

## Description:

Tax Increment Financing (TIF) is a public financing tool as governed by State statute. The use of TIF is done to achieve development and redevelopment goals as overseen by the North Mankato Port Authority in collaboration with private investors to deliver a long-term benefit to North Mankato. When a TIF District is created, a base valuation of the property in the district is established. All taxing authorities (city, county, school district, etc.) continue to receive tax revenue from the based valuation. Taxes from the increase in property value (increment) go to the TIF district. This increment can be used to pay debt service, upfront development costs for additional improvements, or for individual projects on a “pay-as-you-go” basis. After the TIF District is decertified, no more increment is dedicated, and the full taxes go back to the taxing authorities. Each TIF District has a unique district budget fund. For reporting purposes, a total is used for all TIF Districts.

District No.	Business Name	Decertify
IDD 23	D&K Powder Coating	2025
IDD 14	F/X Fusion	2028
IDD 24	Birchwood Cottages	2028
IDD 25	Blue Star Power	2028
IDD 8	Marigold Redev.	2037
IDD 19	422 Belgrade	2039
IDD 26	Belgrade Redev.	2047

## Highlights:

- Two new TIF projects are in progress:  
Gordini and Hotel Redevelopment





	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	2029 FORECAST	COMMENTS
REVENUES											
TAX INCREMENTS											
FUND 250 TIF 1-8 MARIGOLD	77,536	81,783	81,782	96,616	14,834	96,616	96,616	96,616	96,616	96,616	Decertified 2037
FUND 251 TIF 1-14 WEBSTER (F/X Fusion)	26,522	26,525	26,522	26,525	3	26,522	26,522	26,522	26,522	-	Decertified 2027, now 2028
FUND 255 TIF 2 WEBSTER AVE. (Sign Pro)	6,917	6,916	6,914	6,913	(1)	6,912	6,911	6,910	6,909	6,908	Decertified 2036
FUND 258 TIF 1-19 422 BELGRADE	32,059	36,171	36,171	38,302	2,131	-	38,302	38,302	38,302	38,302	Decertified 2039
FUND 264 TIF 1-26 BELGRADE REDEV. (Frandsen)		11,508	11,504	37,100	25,596		37,100	37,100	37,100	37,100	Decertified 2047
FUND 265 TIF 2-1 GORDINI	-	-	-	-	-	86,455	87,373	88,301	89,238	90,184	Decertified 2033
FUND 266 TIF 2-2 HOTEL REDEVELOPMENT	-	-	-	-	-	-	70,152	71,486	72,840	74,214	Decertified 2051
TOTAL TAX INCREMENTS	143,034	162,903	162,893	205,456	42,563	216,505	362,976	365,237	367,527	343,324	
OTHER											
PAYMENT IN LIEU OF INCREMENT - 422 BELGRADE	-					-	-	-	-	-	
TOTAL OTHER	-				-	-	-	-	-	-	
TOTAL TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	
TOTAL REVENUES	143,034	162,903	162,893	205,456	42,563	216,505	362,976	365,237	367,527	343,324	
EXPENDITURES					-						
ECONOMIC DEVELOPMENT					-						
PERSONNEL SERVICES	-	-	-	-	-	-	-	-	-	-	
SUPPLIES	-	-	-	-	-	-	-	-	-	-	
SERVICES AND CHARGES	-	-	-	1,855	1,855	1,855	1,855	1,855	1,855	1,855	
CAPITAL OUTLAY	-	-	-	-	-	-	-	-	-	-	
TRANSFERS OUT											
FUND 250 TIF 1-8 MARIGOLD - 2010D BONDS	70,000	75,000	100,000	107,625	7,625	-	-	-	-	-	FINAL D/S PAYMENT IN 2024
FUND 251 TIF 1-14 WEBSTER - 2010D BONDS	11,194	11,285	10,651	8,064	(2,587)	-	-	-	-	-	FINAL D/S PAYMENT IN 2024
FUND 255 TIF 2 WEBSTER AVE. - 2010D BONDS	6,916	6,917	6,182	6,182	-	-	-	-	-	-	FINAL D/S PAYMENT IN 2024
FUND 258 TIF 1-19 422 BELGRADE	32,090	31,490	30,860	35,090	4,230	34,210	33,310	32,390	36,355	35,180	FINAL D/S PAYMENT IN 2035
FUND 264 TIF 1-26 BELGRADE REDEV. (Frandsen)	-	11,506	11,504	37,100	25,596	36,100	35,100	34,100	33,100	37,000	
FUND 265 TIF 2-1 GORDINI	-	-	-	-	-	86,455	87,373	88,301	89,238	90,184	
FUND 266 TIF 2-2 HOTEL REDEVELOPMENT	-	-	-	-	-	-	70,152	71,486	72,840	74,214	
TOTAL TRANSFERS OUT	120,200	136,198	159,197	194,061	34,864	156,765	225,935	226,277	231,533	236,578	
TOTAL EXPENDITURES	120,200	136,198	159,197	195,916	36,719	158,620	227,790	228,132	233,388	238,433	
REVENUES OVER (UNDER) EXPENDITURES	22,834	26,705	3,696	9,540	5,906	57,885	135,186	137,105	134,139	104,891	
FUND BALANCE BEGINNING	(295,094)	(272,261)	-	-		-	-	-	-	-	
FUND BALANCE ENDING	(272,261)	-	-	-		-	-	-	-	-	
TOTAL ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES	16,500	16,500	16,500	116,000	99,500	116,000	116,000	117,000	28,138	-	Marigold Interfund Loan - Payoff in 2028
CASH, BEGINNING	248,044	254,377	-	-		-	-	-	-	-	
CASH, ENDING	254,377	-	-	-		-	-	-	-	-	

**CITY OF NORTH MANKATO, MINNESOTA**  
**TOTAL PAYGO TIF DISTRICTS**  
**2024 Budget**

[illegible]

# MARIGOLD TIF DISTRICT FUND

CITY OF NORTH MANKATO, MINNESOTA TIF 1-8 MARIGOLD DAIRY - 250 2024 Budget											
	2021 ACTUAL	2022 ACTUAL	2023 BUDGET	2024 PROPOSED	+/- 2023/2024	2025 FORECAST	2026 FORECAST	2027 FORECAST	2028 FORECAST	2029 FORECAST	COMMENTS
REVENUES											
PROPERTY TAXES											
TAX INCREMENTS	77,536	81,783	81,782	96,616	14,834	96,616	96,616	96,616	96,616	96,616	Decertified 2037
TOTAL PROPERTY TAXES	77,536	81,783	81,782	96,616	14,834	96,616	96,616	96,616	96,616	96,616	
OTHER											
OTHER INCOME - CONTRIBUTION FROM 101 GENERAL FUND					-						
SALE OF LAND					-	-	-	-	-	-	
TOTAL OTHER	-	-	-	-	-	-	-	-	-	-	
TRANSFERS IN											
TRANSFERS - 228 PA GENERAL FUND					-						
TRANSFERS					-						
TOTAL TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	
TOTAL REVENUES	77,536	81,783	81,782	96,616	14,834	96,616	96,616	96,616	96,616	96,616	
EXPENDITURES											
ECONOMIC DEVELOPMENT											
MISCELLANEOUS					-	-	-	-	-	-	
SERVICES AND CHARGES	-	-	-	-	-	-	-	-	-	-	
TRANSFERS OUT											
OPERATING TRANSFERS - 379 2010D BONDS	70,000	75,000	100,000	107,625	7,625						FINAL PAYMENT IN 2024
TOTAL TRANSFERS OUT	70,000	75,000	100,000	107,625	7,625	-	-	-	-	-	
TOTAL EXPENDITURES	70,000	75,000	100,000	107,625	7,625	-	-	-	-	-	
REVENUES OVER (UNDER) EXPENDITURES	7,536	6,783	(18,218)	(11,009)	7,209	96,616	96,616	96,616	96,616	96,616	
FUND BALANCE BEGINNING	(388,193)	(380,657)	(373,874)	(392,092)		(403,101)	(306,485)	(209,869)	(113,253)	(16,637)	
FUND BALANCE ENDING	(380,657)	(373,874)	(392,092)	(403,101)		(306,485)	(209,869)	(113,253)	(16,637)	79,979	
ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES											
INCREASE (DECREASE) IN LIABILITIES											
DUE TO OTHER FUNDS - General Fund	16,500	16,500	16,500	116,000	99,500	116,000	116,000	117,000	28,138		FINAL PAYMENT IN 2028
TOTAL ADJUSTMENTS FROM CHANGES IN ASSETS AND LIABILITIES	16,500	16,500	16,500	116,000	99,500	116,000	116,000	117,000	28,138	-	
CASH, BEGINNING	154,945	145,981	152,764	134,546		123,537	220,153	316,769	413,385	510,001	
CASH, ENDING	145,981	152,764	134,546	123,537		220,153	316,769	413,385	510,001	606,617	



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To: Kevin McCann, City Administrator  
From: Anna Brown, Public Information Officer  
Katie Heintz, Culture, Recreation, and Quality of Life Director  
Subject: Darn Nice Area Branding Campaign  
Date: October 2, 2023

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The following report provides a breakdown of the Darn Nice Area campaign implementation, a review of how the campaign is currently utilized, and suggestions for use of the campaign moving forward.

### **Introduction and Implementation**

The Darn Nice Area branding is a tourism and place branding campaign whose design and characteristics were developed from the City's 2019 logo redesign. The campaign was developed by Stacy Straka, Creative Director of PresenceMaker, and City staff, in 2021. **Attachment A** contains more background information for the campaign, which Ms. Straka presented at the March 20<sup>th</sup>, 2023 Council Work Session.

The campaign was launched on October 1<sup>st</sup>, 2021, and the logos, keywords, color schemes & design were integrated into the City's communications and materials. This included updating the City's social media accounts (Facebook, Instagram, Twitter, YouTube), utility bill events stuffer, e-newsletter, street banners, as well as placing advertisements in local magazines and sending out direct mailers. A new website: [www.darnnicearea.com](http://www.darnnicearea.com) was also launched as a host site of the campaign. This site includes descriptive language of the City's sector IDs (Happiness, Fun, Success, etc.), upcoming events, links to City amenities, attractions, and partnering quality of life organizations (City Art, City Center Partnership, Business on Belgrade, etc.), economic development partners (REDA, SBDC, Region Nine, etc.), and a business directory.

**Attachments B through D** show the Initial Launch/Announcement Plan introduced to City staff by PresenceMaker on August 12<sup>th</sup>, 2021, and subsequent updates to the plan on October 21<sup>st</sup>, 2021, and January 13<sup>th</sup>, 2022. **Attachment E** depicts the proofs and examples of the campaign implementation provided to City staff by PresenceMaker. At the time of the initial implementation, previous administration explained that this campaign would be used for approximately 2-3 years. Since that time, PresenceMaker has indicated rather that it this campaign should be used for approximately 10 years.

### **Current Presence**

Currently the Darn Nice Area branding is used in our social media posts, e-newsletter, utility bill events stuffer, magazine advertisements, various event promotional materials, street banners, and clings/wraps at City Hall and the Spring Lake Park Warming House. The Darn Nice Area website is also live, but not actively promoted or utilized.

**Attachment F** lists City campaign expenditures as of 8/1/23. As of August 1<sup>st</sup>, 2023, the City has spent nearly \$43,000 on the implementation of the campaign. A majority of those costs can be attributed to the purchase of postcard mailers and street banners, and the [www.darnnicearea.com](http://www.darnnicearea.com) website design.

### **Potential Use**

The Darn Nice Area campaign has brought a cohesive brand to City communications materials and marketing; however, reception of the campaign has varied. After direction from the Council to review the campaign and its use, staff have identified four options for the City Council to consider moving forward with the campaign.

1. Terminate the Darn Nice Area campaign and remove all logos, keywords, and language from City communications and materials, and no longer implement a tourism branding campaign. City staff believe all agreements and terms in the campaign's contracts with PresenceMaker have been fulfilled, and as such, there would be no repercussions or broken contract terms. There would be additional costs, however, to remove the wraps and branding from the facilities, and to order a new set of replacement street banners.
2. Terminate the Darn Nice Area campaign and remove all logos, keywords, and language from City communications and materials, and develop a budget for a new tourism branding campaign.
3. Remove the "Darn Nice Area" wording and logos only from the branding campaign, but keep the keywords and abbreviated language (i.e. "Happiness, it's in our DNA.").
4. Transfer the ownership and implementation of the "Darn Nice Area" campaign to the North Mankato Activities and Business Association.
5. Keep the Darn Nice Area campaign as is and continue efforts with implementation and use.



# North Mankato Place Branding

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North Mankato City Council Work Session  
3.20.23



## What is Place Branding?

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Place branding builds a **cohesive identity** for a city, region or destination that **authentically describes** and **uniquely positions** the area to differentiate it from others.

It clearly communicates the values, attributes and strengths of the place to **visitors, residents and investors**.

## Why is Place Branding Important?

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Helps us compete for visitors, residents and investors with the goal of **creating economic value**.

**Guides individual audience focus** to specific assets and attributes.

**Influences how visitors, citizens and investors communicate** to others about our city.

## Why is Place Branding Important?

---

Strengthens our community's **sense of place**.

Builds **engagement** and **community recognition and pride**.



# Place Branding Principles

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## Distinctive Positioning

- What makes a place unique in comparison to others.

## Authentic

- Communication of key characteristics inspired by our city.
- How people currently think and talk about our city.
- What people experience in our city.

## Quality Content

- Engaging content that is relevant and useful to individual audiences.

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## North Mankato Place Branding Message Map



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## Place Branding Examples



Visit Omaha  
**It happens on Bob.**  
Bob the Bridge



Faroe Islands  
**Sheep View**



## Place Branding Examples



Duluth  
Love It Like We Do



Nebraska  
Honestly, it's not for everyone.

## Place Branding Examples



Travel Wyoming  
That's WY



Panama  
Not for Tourists

## North Mankato's Place Branding Attributes

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Our place branding allows us to **creatively share our community's personality, stories and information** about our valuable assets with everyone. It genuinely speaks to what is North Mankato.

It is multifaceted and **rooted in what is important to our culture, history, citizen base and economic future.**



## North Mankato's Place Branding Attributes

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North Mankato's place branding campaign is **bold, engaging** and **memorable**. It incorporates a wide range of attributes **pointed to specific audiences** and **initiatives** that align with the strategic vision and plans for North Mankato.

The campaign uses sector identifiers as creative elements in North Mankato's place branding toolkit to help carry brand consistency to individual markets. They are used with messaging to **promote sector awareness, engagement** and **opportunities**.

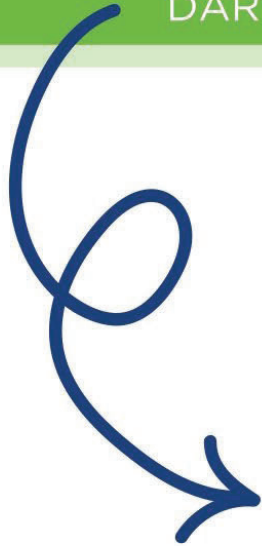
**DARN  
NICE  
AREA**

**NORTH MANKATO**

## What is Place Branding?

Place branding builds a cohesive identity for a city, region or destination that authentically describes and uniquely positions the area to differentiate it from others. It clearly communicates the values, attributes and strengths of the place to visitors, residents and investors.

## DARN NICE AREA (DNA) SECTOR IDS



Our DNA sector identifiers are creative elements in North Mankato's place branding toolkit that help carry brand consistency to individual markets. They are used with messaging to promote sector awareness, engagement and opportunities.

### OVERALL CAMPAIGN & LIVABILITY

**DARN NICE AREA** *Happiness*  
It's in our DNA.  
NORTH MANKATO

### COMMUNITY & CULTURE

**DARN NICE AREA** *Kindness*  
It's in our DNA.  
NORTH MANKATO

### ECONOMIC DEVELOPMENT

**DARN NICE AREA** *Success*  
It's in our DNA.  
NORTH MANKATO

**DARN NICE AREA** *Progress*  
It's in our DNA.  
NORTH MANKATO



## DARN NICE AREA (DNA) SECTOR IDS



Our DNA sector identifiers are creative elements in North Mankato's place branding toolkit that help carry brand consistency to individual markets. They are used with messaging to promote sector awareness, engagement and opportunities.

### DESTINATION MARKETING & ATTRACTION

**DARN NICE AREA** *Fun*  
It's in our DNA.  
NORTH MANKATO

### DESTINATION MARKETING & LIVABILITY

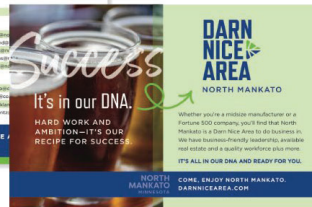
**DARN NICE AREA** *Stories*  
They're in our DNA.  
NORTH MANKATO

### ARTS & CULTURE

**DARN NICE AREA** *Beauty*  
It's in our DNA.  
NORTH MANKATO

### CULTURE & SOCIAL JUSTICE

**DARN NICE AREA** *Togetherness*  
It's in our DNA.  
NORTH MANKATO



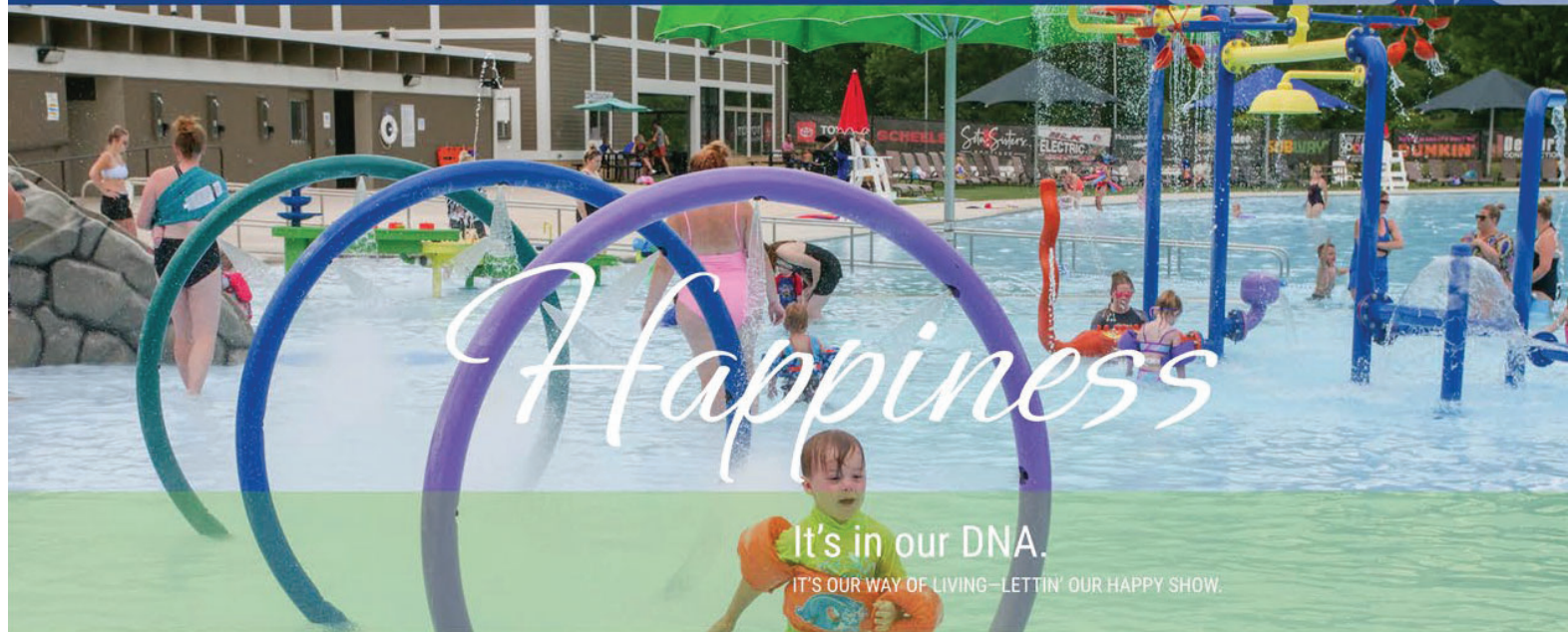
IT'S IN OUR DNA.



UPCOMING EVENTS

**DARN  
NICE  
AREA**  
NORTH MANKATO

VISIT LIVE DOING BUSINESS EAT, SHOP, STAY CONTACT



North Mankato is a Darn Nice Area and we're proud of it. Whether you're a visitor or resident, you'll find our city is fun, welcoming and a great place to do business.

You'll discover our DNA everywhere you turn. From our parks and trails to the neighborhoods and business districts, it's all here for you to enjoy. Happiness, kindness, success, progress, fun, beauty and togetherness is what we're made of.

JOIN US AND LET YOUR HAPPY SHOW.

**DARN  
NICE  
AREA**  
NORTH MANKATO



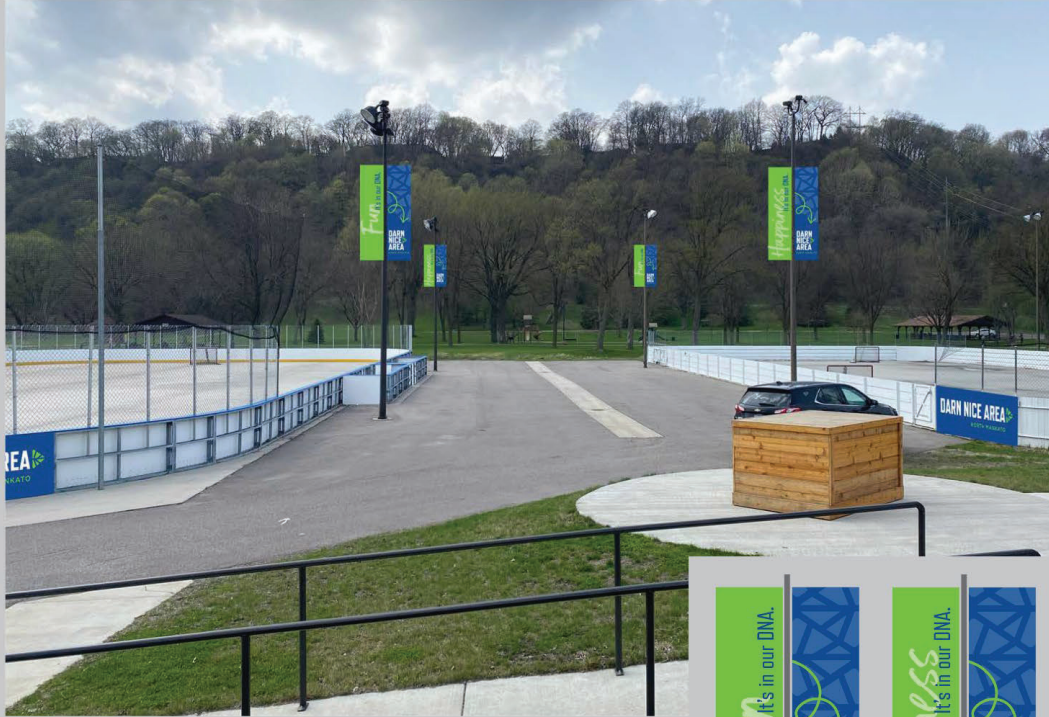




Warming House - ID Sign and Window Graphics – v1

PRESENCMAKER





Size: 29" w x 10' h  
 Ink: Full-Color, Double-Side  
 Material: Vinyl  
 Pole Pocket Size: TBD

Qtys: 4 total sets – 2 each of Fun and Happiness = 8 banners



Spring Lake Park Dasher Boards



Spring Lake Park Ice Rink –Light Pole Banners and Dasher Boards

PRESENCESMAKER



Size: 30"w x 10'h  
 Ink: Full-Color, Double-Side  
 Material: Vinyl  
 Pole Pocket Size: TBD

Qtys: 3 total sets – 1 each of Casewell Sports, Fun and Happiness



Caswell Park – Light Pole Banners

PRESENCMAKER





Size: 29" w x 10' h  
 Ink: Full-Color, Double-Side  
 Material: Vinyl  
 Pole Pocket Size: TBD

Qty's: 5 total sets – Casewell Sports (qty 2), Fun (qty 2), Happiness (qty 1) = 10 banners

Caswell North Soccer Complex – Light Pole Banners

PRESENCESMAKER



Caswell Park Windscreens



Caswell Park – Blue Roofs and Signage, Windscreens and Monument Update

PRESENCMAKER



8.12.21

**RE: North Mankato DNA Launch/Announcement Plan - Draft**

**Direct Mail**

Every Door Direct Mail - 56003 + 56001 Households

DNA Introduction - 10.1.21 ★

Merriment - 11.15.21

Fun (Winter Activities) - 1.15.22

Fun (Summer Activities) - 5.1.22

Partner DNA Introduction Mailer - 10.1.21 ★

Associations + Nonprofits + Others

Business/COI DNA Introduction Mailer - 10.1.21 ★

All North Mankato Businesses + GMG + Others

**Website** - *seperate, destination website*

Launch - 10.1.21

*our website - partner with Presence Maker  
new provide graphics, layouts, etc.*

**Advertisements**

North Mankato Magazine

Happiness Ad full pg. + Neighborly Ad full pg. - 10.1.21

Fun Ad full pg. - 1.1.22

Neighborly Ad full pg. + Success half pg. - 3.1.22

Connect Magazine

Success Ad full pg. - 11.1.21

MVB

Success Ad - half pg. - 10.1.21

Mankato Magazine

Happiness Ad full pg. - 10.1.21

Fun Ad full pg. - 11.1.21

Merriment Ad - full pg. - 12.1.21



## Digital

### Social Integration of DNA Brand Graphics - 10.1.21

Facebook/Instagram/Twitter/LinkedIn  
Others TBD

### eCommunications Integration of DNA Brand Graphics - 10.1.21

Destination eNews — *seperate from citizen e-news*  
Citizen eNews  
Others TBD

### Social/eCommunications Editorial DNA Introduction

Facebook/Instagram/Twitter/LinkedIn  
Destination eNews *W*  
Citizen eNews  
Others TBD

### Social Communications Editorial Ongoing DNA Messaging

Facebook/Instagram/Twitter/LinkedIn  
Destination eNews  
Citizen eNews - Weekly Feature (Happiness, Together, Success, etc.)  
Others TBD

## Printed Suite

### Rack Cards

Institutional (North Kato Companion Brand)  
Event (DNA Brand)  
Others TBD

### Report + Flyer + Insert Templates

Institutional (North Kato Companion Brand)  
Destination, Economic Development (DNA Brand)  
Others TBD

### Visitor Guide - 3.1.22

## Outdoor Advertising

### Local Market Billboards (Hwy 14 + 169)

### Secondary Market Billboards

Rochester  
St. Cloud  
Duluth  
Sioux Falls  
Iowa City

**Misc.**

Pole Banners - 10.1.21 *how many? + size*

Municipal Facility Clings and Posters - 10.1.21

City Hall  
Fire Hall/Library  
Warming House  
Others TBD

Business Clings - 11.1.21

Municipal Facility Permanent Signage

Caswell  
Spring Lake Pool - *four week of August 30<sup>th</sup>*  
Skating Rinks  
Playgrounds - *on equipment*  
Trail Signage - *mat? RFP w/ visit Mamkato*  
Others TBD

Specialties/Wearables - TBD



10.21.21

**RE: North Mankato DNA Launch/Announcement Plan - Update**

**Direct Mail**

Every Door Direct Mail - 56003 + 56001 Households

~~DNA Introduction 10.1.21~~

Merriment - 11.15.21 ✓

Fun (Winter Activities) - 1.15.22

Fun (Summer Activities) - 5.1.22

~~Partner DNA Introduction Mailer 10.1.21~~

~~Associations + Nonprofits + Others~~

Business/COI DNA Introduction Mailer - 10.1.21 All  
North Mankato Businesses + GMG + Others

**Website**

~~Launch 10.1.21 Landing Page~~

Expansion – 3.1.21

**Advertisements**

North Mankato Magazine

~~Happiness Ad full pg. + Neighborly Ad full pg. 10.1.21~~

Fun Ad full pg. - 2.1.22 (due 1.2.22)

Neighborly Ad full pg. + Success half pg. - 5.1.22 (due 4.1.22)

Connect Magazine

~~Success Ad full pg. 11.1.21~~

MVB

~~Success Ad half pg. 10.1.21~~



## Mankato Magazine

~~Happiness Ad full pg. 10.1.21~~

~~Fun Ad full pg. 11.1.21~~

Merriment Ad - full pg. - 12.1.21 (due 11.2.21)

## Digital

~~Social Integration of DNA Brand Graphics 10.1.21~~

~~Facebook/Instagram/Twitter/LinkedIn~~

~~Others TBD~~

eCommunications Integration of DNA Brand Graphics - 10.1.21

Destination eNews

~~Citizen eNews~~

Others TBD

~~Social Editorial DNA Introduction~~

~~Facebook/Instagram/Twitter/LinkedIn~~

~~Destination~~

~~Others TBD~~

Social Communications Editorial Ongoing DNA Messaging

Facebook/Instagram/Twitter/LinkedIn

Destination eNews

Citizen eNews - Weekly Feature (Happiness, Together, Success, etc.)

Others TBD

## Printed Suite

### Rack Cards

~~Institutional (North Kato Companion Brand)~~

~~Event (DNA Brand)~~

Others TBD

### Report + Flyer + Insert Templates

Institutional (North Kato Companion Brand)

Destination, Economic Development (DNA Brand) Others

TBD

### Visitor Guide - 3.1.22

Sell Sheet – 11.15.22

### Facility Literature – ongoing

Swim Facility

Parks

## Maps

- Parks
- Facilities

## Outdoor Advertising

Local Market Billboards (Hwy 14 + 169)

### Secondary Market Billboards

- Rochester
- St. Cloud
- Duluth
- Sioux Falls
- Iowa City

## Misc.

~~Pole Banners 10.1.21~~

Municipal Facility Clings and Posters - 10.1.21

- City Hall Fire
- Hall
- Library
- Warming House
- Others TBD

Business Clings - 11.1.21

Municipal Facility Permanent Signage

- Caswell
- Spring Lake Pool
- Skating Rinks
- Playgrounds
- Trail Signage
- Others TBD

~~Specialties~~/Wearables - Ongoing

~~Video Plates 10.1.21~~

North Mankato Fun Days – 4.1.22

- LogoX
- Poster
- Rack Card
- Social



1.13.22

## RE: North Mankato DNA Launch/Announcement Plan - Update

### Direct Mail

Every Door Direct Mail - 56003 + 56001 Households

~~DNA Introduction 10.1.21~~ Completed

~~Merriment 11.15.21~~ (Cancelled)

Fun (Winter Activities) - 1.15.22

Fun (Summer Activities) - 5.1.22

~~Partner DNA Introduction Mailer 10.1.21~~ (Cancelled)

~~Associations + Nonprofits + Others~~

~~Business Introduction Mailer 10.1.21~~ (Cancelled)

~~North Mankato Businesses + GMG + Others~~

### Website

~~Landing Page 10.1.21~~ Landing Page Completed

Expansion – 3.1.21

### Advertisements

North Mankato Magazine

~~Happiness Ad full pg. + Neighborly Ad full pg. 10.1.21~~ Completed

~~Success Ad 1/2 pg. + Neighborly Ad full pg. 2.1.22~~ Completed

Neighborly Ad full pg. + Fun full pg. = 5.1.22 (due 4.1.22)

Connect Magazine

~~Success Ad full pg. 11.1.21~~ Completed

MVB

~~Success Ad half pg. 10.1.21~~ Completed

## Mankato Magazine

~~Happiness Ad full pg. 10.1.21~~ Completed

~~Fun Ad full pg. 11.1.21~~ Completed

~~Merriment Ad full pg. 12.1.21 (due 11.2.21)~~ Completed

## Digital

~~Social Integration of DNA Brand Graphics 10.1.21~~ Completed

~~Facebook/Instagram/Twitter/LinkedIn~~

~~Others TBD~~

~~eCommunications Integration of DNA Brand Graphics 10.1.21~~ Completed

~~Destination eNews~~

~~Citizen eNews~~

~~Others TBD~~

~~Social Editorial DNA Introduction~~

~~Facebook/Instagram/Twitter/LinkedIn~~

~~Destination~~

~~Citizen~~

~~Others TBD~~

Social Communications Editorial Ongoing DNA Messaging

Facebook/Instagram/Twitter/LinkedIn

Destination eNews

Citizen eNews - Weekly Feature (Happiness, Together, Success, etc.)

Others TBD

## Printed Suite

Rack Cards

~~Institutional (North Kato Companion Brand)~~

~~Event (DNA Brand)~~

Others TBD

Report + Flyer + Insert Templates – In Progress

Institutional (North Kato Companion Brand)

Destination, Economic Development (DNA Brand) Others

TBD

Visitor Guide - 3.1.22

Sell Sheet – 11.15.22

Facility Literature – ongoing

Swim Facility

Parks



## Maps

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- Facilities

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- Duluth
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- Library
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- Others TBD

Business Clings - 11.1.21

Municipal Facility Permanent Signage

- Caswell
- Spring Lake Pool
- Skating Rinks
- Playgrounds
- Trail Signage
- Others TBD

~~Specialties~~/Wearables - Ongoing

~~Video Plates - 10.1.21~~

North Mankato Fun Days - 4.1.22

- ~~Logos - Complete~~
- Poster
- Rack Card
- Social















## PRESENCE

1.5.22

City of North Mankato  
1001 Belgrade Avenue  
North Mankato, MN 56003

### Project Estimate

#### RE: DNA Visitor Guide

Includes creative concept and layout for North Mankato Visitor Guide that features popular citizen/visitor destinations, amenities, DNA stories, hospitality/retail business listings and advertisements.

DESIGN/LAYOUT	\$1,652.00
---------------	------------

Includes design and layout for a 16 to 24 pg. guide. Dimensions tbd.

COPYWRITING	\$944.00
-------------	----------

Includes copywriting for visitor destination and attraction, livability, arts and culture and sports and recreation editorial sections.

ART PRODUCTION	\$708.00
----------------	----------

Includes electronic artwork, proof checks and press checks.

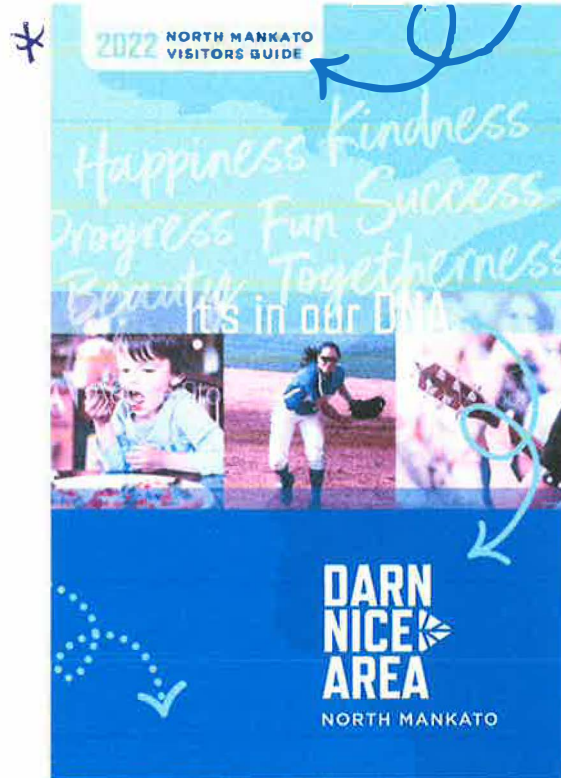
TOTAL	\$3,304.00
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Individual ad layouts, list development, printing, photography, photo retouch and custom illustration, additional, quoted at final creative. Changes and modifications requested after presentation approvals will be considered an additional project cost and will be billed on a time incurred basis. Deliverables are based on client's responsiveness to provide information, materials and approval.

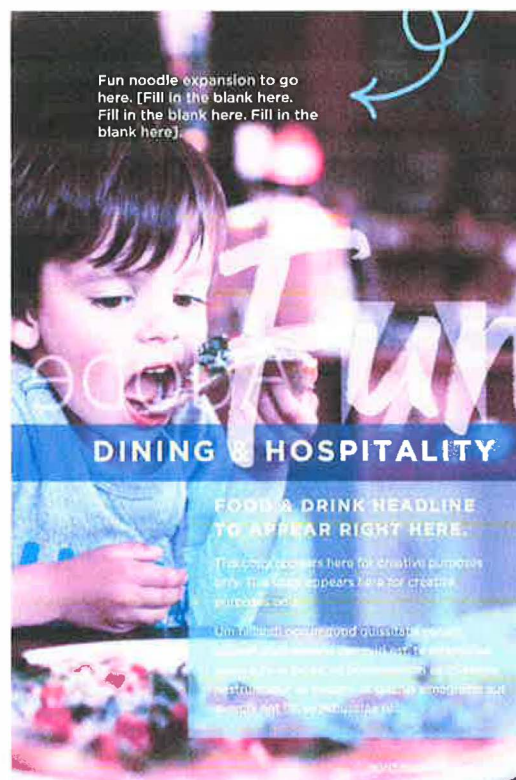
Submitted by: \_\_\_\_\_

Accepted by: \_\_\_\_\_

Above prices valid for 30 days.







## PARKS & RECREATION

253 Belgrade Avenue | North Marketa, MN  
Neutral Grounds | Cafe | [neutralgrounds.com](http://neutralgrounds.com)  
507) 729-0321

223 Belgrade Avenue N | North Marketa, MN  
New Great Wall | Chinese | [newgreatwall.com](http://newgreatwall.com)  
507) 398-9999

253 Belgrade Avenue | North Marketa, MN  
Plea Barthold | Mexican | [pleabarthold.com](http://pleabarthold.com)  
1802 Commerce Drive | North Marketa, MN  
Rothmans 180 | Bar & Grill | [rothmans180.com](http://rothmans180.com)  
507) 397-5711

1006 N River Drive | North Marketa, MN  
Spinnery Bar & Grill | Bar & Grill | [spinnery.com](http://spinnery.com)  
507) 625-9751

301 Belgrade Avenue | North Marketa, MN  
Subway | Sandwiches | [subway.com](http://subway.com)  
507) 398-7823

1750 Commerce Drive | North Marketa, MN

**Art Park** |   
Lower North Mankato, MN

**Bonanza Park** |   
North Mankato, MN

**Bluff Park** |   
188 May Circle | North Mankato, MN

**Casswell Park** |   
1875 Howard Drive W | North Mankato, MN

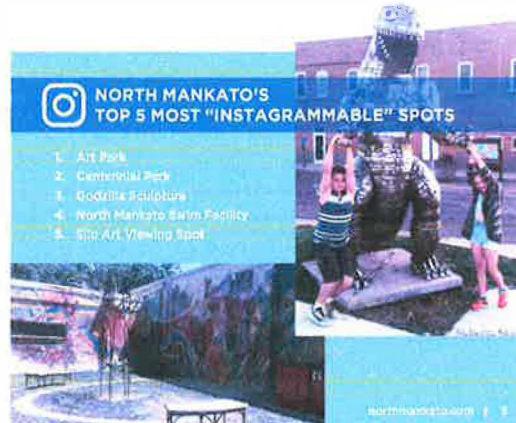
**Casswell North Soccer Complex** |   
Carlson Drive | North Mankato, MN

**Centennial Park** |   
Belygrade Avenue | North Mankato, MN

**Foreberg Field** |   
North Mankato, MN

**Langens Park** | [14](#)  
354 Carol Court | North Mankato, MN  
**North Mankato Senior Facility** | [10](#)  
(507) 388-7767  
651 Webster Avenue | North Mankato, MN  
**Silo & Winery Lazerbe** | [12](#)  
North Mankato, MN  
**Spring Lake Park** | [18](#)  
652 Webster Avenue | North Mankato, MN  
**Stacy Beach Park** | [1](#)  
Grigorie Avenue | North Mankato, MN  
**The Terrace Park** | [16](#)  
North Mankato, MN

 NORTH MANKATO'S  
TOP 5 MOST "INSTAGRAMMABLE" SPOTS



# DARN NICE AREA

NORTH MANKATO

## What is Place Branding?

Place branding builds a cohesive identity for a city, region or destination that authentically describes and uniquely positions the area to differentiate it from others. It clearly communicates the values, attributes and strengths of the place to visitors, residents and investors.

## DARN NICE AREA (DNA) SECTOR IDS

### OVERALL CAMPAIGN & LIVABILITY

**DARN  
NICE  
AREA** *Happiness*  
It's in our DNA.  
NORTH MANKATO

### COMMUNITY & CULTURE

**DARN  
NICE  
AREA** *Kindness*  
It's in our DNA.  
NORTH MANKATO

### ECONOMIC DEVELOPMENT

**DARN  
NICE  
AREA** *Success*  
It's in our DNA.  
NORTH MANKATO

**DARN  
NICE  
AREA** *Progress*  
It's in our DNA.  
NORTH MANKATO

### DESTINATION MARKETING & ATTRACTION

**DARN  
NICE  
AREA** *Fun*  
It's in our DNA.  
NORTH MANKATO

### DESTINATION MARKETING & LIVABILITY

**DARN  
NICE  
AREA** *Stories*  
They're in our DNA.  
NORTH MANKATO

### ARTS & CULTURE

**DARN  
NICE  
AREA** *Beauty*  
It's in our DNA.  
NORTH MANKATO

### CULTURE & SOCIAL JUSTICE

**DARN  
NICE  
AREA** *Togetherness*  
It's in our DNA.  
NORTH MANKATO

Our DNA sector identifiers are creative elements in North Mankato's place branding toolkit that help carry brand consistency to individual markets. They are used with messaging to promote sector awareness, engagement and opportunities.



Billboard



MN Badge



Street Banners



## Magazine Ads



**Happiness**  
It's in our DNA.

IT'S OUR WAY OF LIVING—LETTIN' OUR HAPPY SHOW!

Whether you are a visitor or a resident, you'll find our city is fun, welcoming and beautiful. It's all part of our Darn Nice Area and you'll discover it everywhere you turn. From our parks and trails to the neighborhoods and business districts, it's all here for you to enjoy.

**JOIN US AND LET YOUR HAPPY SHOW!**

**DARN NICE AREA**  
NORTH MANKATO

**NORTH MANKATO MINNESOTA** COME, ENJOY NORTH MANKATO. [DARNNICEAREA.COM](http://DARNNICEAREA.COM)

**Neighborly**  
It's in our DNA.

North Kato Magazine is focused on promoting our Darn Nice Area. This issue includes the history at Caswell Park and 435 Nicollet Avenue, musicians in our community, the Class of 2021 seniors and more! We hope you enjoy learning about our Darn Nice Area through North Kato Magazine.

**DARN NICE AREA**  
NORTH MANKATO

CITY SERVICES		
City Offices	507-625-4141	<a href="mailto:info@northmankato.com">info@northmankato.com</a>
Police Department	507-831-1570	<a href="mailto:tips@nmpd.org">tips@nmpd.org</a>
Taylor Library	507-545-5100	<a href="mailto:khentz@nmlibrary.org">khentz@nmlibrary.org</a>
Building and Inspections	507-625-4141	<a href="mailto:permits@northmankato.com">permits@northmankato.com</a>
Utility Billing	507-625-4141	<a href="mailto:utility@northmankato.com">utility@northmankato.com</a>
Park Department	507-625-1382	<a href="mailto:drader@northmankato.com">drader@northmankato.com</a>
Water Department	507-625-1382	<a href="mailto:drader@northmankato.com">drader@northmankato.com</a>
Street Department	507-545-5370	<a href="mailto:rhoads@northmankato.com">rhoads@northmankato.com</a>
Caswell Sports	507-625-4141	<a href="mailto:photson@caswellsports.com">photson@caswellsports.com</a>

**PUBLIC SCHOOLS**  
Mankato School District 507-387-3017 [isd77.org](http://isd77.org)

**CITY COUNCIL MEMBERS**

Billy Steiner, Council Member	<a href="mailto:billysteiner@nmpd.org">billysteiner@nmpd.org</a>
Diane Norton, Council Member	<a href="mailto:dianenorton@nmpd.org">dianenorton@nmpd.org</a>
James Whitlock, Council Member	<a href="mailto:jwhitlock@nmpd.org">jwhitlock@nmpd.org</a>
Sandra Oechsle, Council Member	<a href="mailto:sandraoechsle@nmpd.org">sandraoechsle@nmpd.org</a>
Mark Dehan, Mayor	<a href="mailto:markdehan@nmpd.org">markdehan@nmpd.org</a>

**STATE & COUNTY REPRESENTATIVES**

County Commissioner Denny Kemp	<a href="mailto:denny.kemp@co.mn.us">denny.kemp@co.mn.us</a>
County Commissioner Jack Kolars	<a href="mailto:jackkolars@co.mn.us">jackkolars@co.mn.us</a>
Representative Susan Alkand	<a href="mailto:rep.susan.alkand@mn.gov">rep.susan.alkand@mn.gov</a>
Senator Nick A. Frentz	<a href="mailto:sen.nick.frentz@mn.gov">sen.nick.frentz@mn.gov</a>

**NORTH MANKATO MINNESOTA** COME, ENJOY OUR DARN NICE AREA. [DARNNICEAREA.COM](http://DARNNICEAREA.COM)

**Success**  
It's in our DNA.

HARD WORK AND AMBITION—IT'S OUR RECIPE FOR SUCCESS.

**DARN NICE AREA**  
NORTH MANKATO

Whether you're a midsize manufacturer or a Fortune 500 company, you'll find that North Mankato is a Darn Nice Area to do business in. We have business-friendly leadership, available real estate and a quality workforce plus more.

**IT'S ALL IN OUR DNA AND READY FOR YOU.**

**NORTH MANKATO MINNESOTA** COME, ENJOY NORTH MANKATO. [DARNNICEAREA.COM](http://DARNNICEAREA.COM)

## Rack Cards

**ORGANIC RECYCLING FOR COMPOSTING**  
A FREE NORTH MANKATO CITY SERVICE

**GETTING STARTED IS AS EASY AS 1-2-3!**

- SIGN UP**  
Call City Hall 507-625-4141. Then stop by 1001 Belgrade Avenue for your starter kit.
- COLLECT**  
Collect your organics and place in paper or compostable bags. Including BPI Certified compostable food service items.  
Look for this logo: 
- DROP OFF**  
Take to the organics dumpster for drop off. The North Mankato location is:  
**Riverbend Recycling Center**  
600 Webster Avenue

More information about composting on other side.

**NORTH MANKATO MINNESOTA** [northmankato.com](http://northmankato.com)

**AUGUST EVENTS**  
**DARN NICE AREA**  
NORTH MANKATO

**2ND COMMUNITY NIGHT**  
August 2, 2021  
5:00-6:00 p.m.  
South Central College - 1920 Lee Blvd  
[facebook.com/northmankatofarmersmarket](https://facebook.com/northmankatofarmersmarket)  
Celebrate Night to Unite with the North Mankato Farmers Market. Stop by for Community Night and visit all your favorite vendors and check out the City Fire Truck, Police Car, Taylor Library Bookmobile and more!

**NIGHT TO UNITE**  
August 3, 2021  
[northmankato.com/night-to-unite](http://northmankato.com/night-to-unite)  
It's time to turn on the front porch lights, gather with neighbors and friends and get to know one another! Catch up on things, play some games with the kids, enjoy a few hot-off-the-press beverages and build a sense of community. Please register your event so representatives from the North Mankato Police and Fire Departments can stop by to visit.  
Contact 507-831-1570.

**6TH MOVIES IN THE PARK**  
August 6, 2021  
Movie starts at Dusk  
Benson Park  
Bring a lawn chair or blanket and join us to watch Scooby in Benson Park. Concessions will be available until 10:00 p.m.  
Questions? Call 507-545-5300.

**CONE WITH A COP**  
August 15, 2021  
2:00-4:00 p.m.  
Culver's - 1680 Commerce Drive  
Join your neighbors and police officers for cones and conversation. No agendas or speeches, just a chance to ask questions, voice concerns and get to know the officer in your neighborhood.

For more event details, visit: [northmankato.com/City/northmankato/events](http://northmankato.com/City/northmankato/events)

**2022 NORTH MANKATO VISITORS GUIDE**

**Kindness**  
**Happiness**  
**Progress**  
**Fun**  
**Success**  
**Beauty**  
**Together**  
**It's in our DNA.**

**DARN NICE AREA**  
NORTH MANKATO

## Mini Visitors Guide

## Facebook Profile Cover and Post

**facebook**

**NORTH MANKATO MINNESOTA**  
City of North Mankato, Minnesota  
[@cityofnorthmankato](https://www.facebook.com/northmankato)

**Happiness**  
It's in our DNA.

**DARN NICE AREA**  
NORTH MANKATO

**CONSERVATION MEAL**

**Community**  
Join your neighbors and police officers for cones and conversation. No agendas or speeches, just a chance to ask questions, voice concerns and get to know the officer in your neighborhood.

**City of North Mankato, Minnesota**

Don't forget, Cone with a Cop is this Sunday, August 15th, at Culver's on Commerce Drive. Join your local law enforcement for cones and conversation from 2:00 - 4:00pm.

**Together**  
It's in our DNA.

**DARN NICE AREA**  
NORTH MANKATO

**CONE WITH A COP**  
AUGUST 15, 2021, 2:00-4:00 p.m.  
Culver's - 1680 Commerce Drive



## DNA Costs

<u>Date</u>	<u>Vendor</u>	<u>Invoice Number</u>	<u>Description</u>	<u>Amount</u>
2/22/2019	Presence Maker	17095	Presentation Boards for Logo Ideas	\$ 648.00
8/1/2019	Presence Maker	17516	Logo Usage Guide	\$ 300.00
8/19/2019	Brick House Graphics	8/19/2019	New Logos for Vehicles	\$ 667.10
6/15/2021	Presence Maker	18938	Branding Initiative Identity	\$ 2,875.00
9/14/2021	Presence Maker	19104	Place Brand Launch Campaign	\$ 1,416.00
9/14/2021	Presence Maker	19103	Street Banners	\$ 6,506.24
10/4/2021	Presence Maker	19136	Landing Page CMS Website Development	\$ 2,300.00
10/11/2021	Fredrikson & Byron	1676399	DNA Logo registration	\$ 268.00
10/12/2021	Presence Maker	19163	DNA Street Banners	\$ 5,812.50
10/12/2021	Presence Maker	19162	Travel Mugs with DNA Logo	\$ 1,219.50
10/22/2021	Presence Maker	19175	Water Bottles	\$ 569.19
10/22/2021	Presence Maker	19174	Postcards	\$ 7,605.87
11/1/2021	Credit Card	9554	Website	\$ 30.00
11/2/2021	Presence Maker	19204	Social Graphics	\$ 708.00
11/5/2021	Fredrikson & Byron	1681096	Logo	\$ 640.00
11/13/2021	Connect Business Magazine	22143	Full Color Ad	\$ 1,240.00
11/15/2021	Presence Maker	19215	DNA Stickers	\$ 335.00
11/15/2021	Presence Maker	19217	Mankato Magazine Ad	\$ 118.00
11/15/2021	Presence Maker	19216	Merriment Ad & Mailer	\$ 236.00
12/1/2021	Credit Card	9548	Website	\$ 30.00
2/1/2022	Credit Card	10012	Website	\$ 30.00
2/22/2022	Presence Maker	19327	DNA Website Phase 2	\$ 3,225.00
3/23/2022	Presence Maker	19381	DNA Destination Signage	\$ 1,416.00
4/1/2022	Credit Card	10323	Website	\$ 30.00
5/1/2022	Credit Card	10320	Website	\$ 30.00
6/13/2022	Credit Card	10675	Website	\$ 30.00
7/1/2022	Credit Card	10867	Website	\$ 30.00
8/1/2022	Credit Card	10863	Website	\$ 30.00
8/22/2022	Fredrikson & Byron	1729599	Logo	\$ 52.50
9/1/2022	Credit Card	11072	Website	\$ 30.00
9/7/2022	Fredrikson & Byron	1733384	Logo	\$ 35.00
10/1/2022	Credit Card	11233	Website	\$ 30.00
11/1/2022	Credit Card	11503	Website	\$ 30.00
11/8/2022	Fredrikson & Byron	1744702	Logo	\$ 70.00
12/1/2022	Credit Card	11508	Website	\$ 30.00
12/19/2022	Presence Maker	19774	DNA Website Phase 2	\$ 3,225.00
12/28/2022	Zibster	11697	Website	\$ 336.00
12/31/2022	Credit Card	11620	Website	\$ 30.00
1/6/2023	Fredrikson & Byron	1755792	Logo	\$ 122.00
2/1/2023	Credit Card	11941	Website	\$ 30.00
3/1/2023	Credit Card	11935	Website	\$ 30.00
3/31/2023	Credit Card	12113	Website	\$ 30.00
4/6/2023	Fredrikson & Byron	1773654	Logo	\$ 380.00
4/30/2023	Credit Card	12371	Website	\$ 30.00
6/1/2023	Credit Card	12471	Website	\$ 30.00
7/1/2023	Credit Card	12723	Website	\$ 30.00
8/1/2023	Credit Card	13033	Website	\$ 30.00
				\$ 42,925.90