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MEMORANDUM

TO: EDA BOARD
FROM: JOSHUA TETZLAFF, CITY ADMINISTRATOR
SUBJECT: FUTURE EDA ENDEAVORS (NEW MEMO)
DATE: DECEMBER 5, 2024

The EDA has been talking at a very high level what the next steps will be for quite some time. With the Comprehensive Plan wrapped up, it is time for the EDA to begin looking at the next steps more seriously. While this is certainly something we can attempt to plan for in house, getting help on how we move forward in an organized way may be worth investing in.

The City's new financial advisors, Ehlers, does offer EDA Strategic Planning within their portfolio of offerings. Lakeville recently went through this exercise with them and Ehlers shared what the Lakeville proposal looked like as well as the final product. I have attached both of those item for your review.

If this is something the EDA is interested in, and I believe it would be a great tool to use as the EDA looks to take its next step, staff can work on drafting a proposal that we can put out. If the EDA was interested in a product similar to Lakeville's, Ehlers has indicated it would be about \$15,000 for a cost.