



City of Shoreview  
4600 Victoria Street  
Shoreview, MN 55126



SPRING 2015 EDITION

A City publication for and about the Shoreview Business community

## Shoreview has **NEW** Business Tools

Learn more about resources available to grow your business.



The City of Shoreview provided business assistance to PaR Systems, a world leader in robotics technology systems for material handling and automation, for their construction of a new manufacturing facility.

The retention of our existing businesses and attraction of new businesses that enhance the tax base and provide jobs are two fundamental goals of the City of Shoreview to support continued economic growth. Towards these core objectives, the City is pleased to announce several new local tools now available to assist businesses looking to grow in our community.

Through recent partnerships that leveraged City financial support with millions of dollars of private investment, Shoreview was able to facilitate the expansion of two key companies, PaR Systems and TSI Incorporated, keeping these global firms in the community and creating hundreds of new highly skilled jobs.

In recognition of these efforts, the City of Shoreview was granted special authority during the 2014 legislative session to develop a pilot program for the purpose of business retention, expansion, and job creation.

Under this legislation the City is allowed to create a special Business Retention and Expansion (BRE) fund that can be used to assist local businesses with expansions for job creation. The

legislature granted the authority under this pilot program for a period of 5 years. The City can also create up to three (3) BRE Tax Increment Districts to help with eligible expansion projects.

The BRE Fund will also be used to provide loans to qualifying manufacturing businesses looking to expand and create jobs in the community. The City recently established the new Advantage Shoreview Business Loan Program, where the Economic Development Authority (EDA) can provide low-interest rate loans up to \$500,000 to eligible businesses interested in building expansion and renovation that result in their retention and creation of new jobs.

"We are excited to have these additional tools to assist companies in growing in Shoreview so that we can continue to strengthen our quality business community and tax base", states Mayor Sandy Martin.

### **Other Available Resources:**

**Department of Employment and Economic Development (DEED):** Small Business Development Center: Provides free confidential consulting on everything from startup assistance to strategic planning, loan packaging and marketing.

**Ramsey County - Business Loan Program:** Business Loan staff provides technical assistance in meeting program requirements and will work with applicants to determine the most appropriate source of funding.

**Greater MSP:** Advancing a coordinated regional economic development strategy, a coordinated regional brand to promote the region's assets and a coordinated regional business retention, expansion, and recruitment program to stimulate capital investment and job creation in the region.

For more information visit:  
[www.shoreviewmn.gov/businessresources](http://www.shoreviewmn.gov/businessresources)

## SMALL BUSINESS WORKSHOP: TALENT RECRUITMENT AND RETENTION STRATEGIES

Would you like to know more about attracting and retaining employees? Please mark your calendars for May 14th! We will have a panel of experts on hand to cover the ins and outs of recruitment and retention in the changing work environment as well as answer your questions.

### **Panelists Include:**

**Jeremy Hanson Willis** - Deputy Commissioner for Workforce Development at MN DEED

**Matt Lewis** - Strategy Manager for Greater MSP

**Jacquelyn Carpenter** - Regional Director for Manpower

**Abby Webber** - Senior Recruiter for Land O' Lakes

**Moderated By: Meghan Murphy** - Co-Executive Director for Pollen

For more information, please visit our website at:  
[www.shoreviewmn.gov/smallbusinessworkshop](http://www.shoreviewmn.gov/smallbusinessworkshop)

## FREE EVENT

THURSDAY, MAY 14TH  
8:00 AM - 10:00 AM

SHOREVIEW  
CITY HALL

CONTINENTAL BREAKFAST  
WILL BE PROVIDED

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## RECYCLING TO BE REQUIRED FOR METRO AREA BUSINESSES

**Business Recycling**  
Things to Know

**Goal**  
Reduce Waste & Increase Recycling

**3 Types of Materials**  
Paper  
Glass  
Plastic  
Metal  
Organics

**Help**  
Starter Grants  
Containers  
Labels  
Facility Upgrades

**BIZRECYCLING**  
LESS TRASH • MORE SAVINGS

### Did you know that State law enacted in 2014 requires most metro area businesses to begin or expand their recycling programs?

Specifically, the statute says by January 1, 2016, the owner of a commercial building that contracts for four cubic yards or more per week of solid waste collection must ensure the building collects at least three types of material for recycling. Ramsey County created BizRecycling® to help businesses reduce waste and increase recycling, and Shoreview businesses can take advantage of this service.

BizRecycling has consultants who will work with your business free

of charge to design and implement a recycling and/or organics collection program. Maybe your company needs a little nudge to start a recycling program. Perhaps you want a helpful hand to guide you through the process of setting up an organics recycling program. Got a program, but want to get better? Whatever your situation, they're here to help.

#### STARTER AND BIN GRANTS

BizRecycling also offers starter grants providing the funding you may need to get a recycling or food waste/organics recovery program up and running at your place of business. Funds can be used for purchasing equipment and supplies, or in creating the educational materials needed to educate staff or inform the public. Already have a program in place but still interested? No problem! These funds are for you too. They know there's always room for improvement. Just need containers? That's an option too. Purchasing the right containers to maximize your recycling efforts can be the most costly part of implementing a new or improved program. Let us help! Our container grants provide the funding you may need to purchase recycling and food waste containers for the collection of these materials.

Plus you may be eligible for up to \$10,000 in grants that can be used for bins, labels and even minor facility upgrades.

Visit [LessTrash.com](http://LessTrash.com) and click on "Take Action," or call 651.299.1199 to arrange for a free consultation or to apply for a grant.

## KNOW THE CODE: Temporary Signage

Signs have an obvious impact on the character, quality, and economic health of our City. As a prominent part of the scenery, signs attract the viewing public and affect the safety of vehicular and pedestrian traffic. The Temporary Sign Code accomplishes a balance between advertising needs, the freedom of expression, and the necessity of regulatory constraints.

The City recently updated temporary business sign regulations to provide greater flexibility to businesses through a permit process.

### QUICK TEMPORARY SIGN FACTS

Which one(s) require a permit? Banner Signs

Permit Cost: \$30

Total Banners Allowed Per Year: 4

Time allowed to display: 14 Days, with at least 7 days between signs

For more information on temporary signs please visit our website: [www.shoreviewmn.gov/temporarysigns](http://www.shoreviewmn.gov/temporarysigns)



## BUSINESS SPOTLIGHT:

### Stillwater Express Solutions

*Business database programs that speak your language*

Out of a small, quiet company in Shoreview come customized solutions that make working with technology a whole lot easier for the end-user—especially non-profits that serve elderly populations.

Jean Houling, President of Stillwater Express Solutions, worked for two decades in the corporate world. She also worked with a non-profit to train the disadvantaged to become programmers before she founded Stillwater Express Solutions.

Clients of Stillwater Express are small to medium sized businesses that need custom programming which can be turned into software that can be sold to other clients.

"We work with clients who need software services but who are not so big that they need their own staff," Houling said. "We've been around for over 15 years, and when we started, there was literally nothing available to purchase [for clients like ours]."

"What we've found is that their goals are never articulated. And 75 percent of software projects fail to meet business goals," she said. "A lot of people hate software and computers. We not only help people find software, but identify their goals and get requirements formalized."

*"We not only help people find software, but identify their goals."*

#### Shoreview

The company assumed its current identity in 1999 and moved from their previous location in Stillwater to look for a more convenient location for its employees. "We liked the central location of Shoreview. The building spoke to us. We love being here—it's accessible by clients, and professional but not intimidating," said Houling. "This location has all the amenities. We're backed up to a residential area so we can go on 'think walks' and the Y is close by."

#### Nationally Recognized

Two of their products are now used nationally. The program for Meals on Wheels, Seniors Express, is used in 22 states. Ride Express, their senior transportation system, is used in half a dozen states. Overall, the company currently has about 100 clients and 7 active projects.

"We're unusual in that we don't stick with a niche—we're not a one-product company. We're customized. Our mission is to make



Above: Jean Houling, President of Stillwater Express Solutions

your computer system part of your work system. It should be easy to work with. Our approach is: 'Whenever you're on the screen you should never feel lost.'

#### Toward the Future

Thinking ahead for Stillwater Express: "We may have to be reengineered to be accessed in the cloud," said Houling. "We'd like to get into the cloud without redeveloping."

Visit Stillwater Express Solutions online at: <http://www.stillwaterexpress.com/>

### WHO WE ARE

**Product:** Custom Programming that can be turned into software and sold to other clients

**Clients:** Small—Medium sized businesses

**Size:** 100+ clients

**Staff:** 3 Full time, 2 Part time

### WHY SHOREVIEW?

Accessible by clients  
Professional but not intimidating  
Has all the amenities  
"Think Walks"

To have your Business Spotlighted in our next issue, please visit: [www.shoreviewmn.gov/businessspot](http://www.shoreviewmn.gov/businessspot)