

HEADSTART TO THE



HEART OF THE CITY

New Ulm Retail Development Corporation

1 North Minnesota St., Box 384, New Ulm, MN 56073 ■ 507-233-4308 ■ nurdc@newulmtel.net

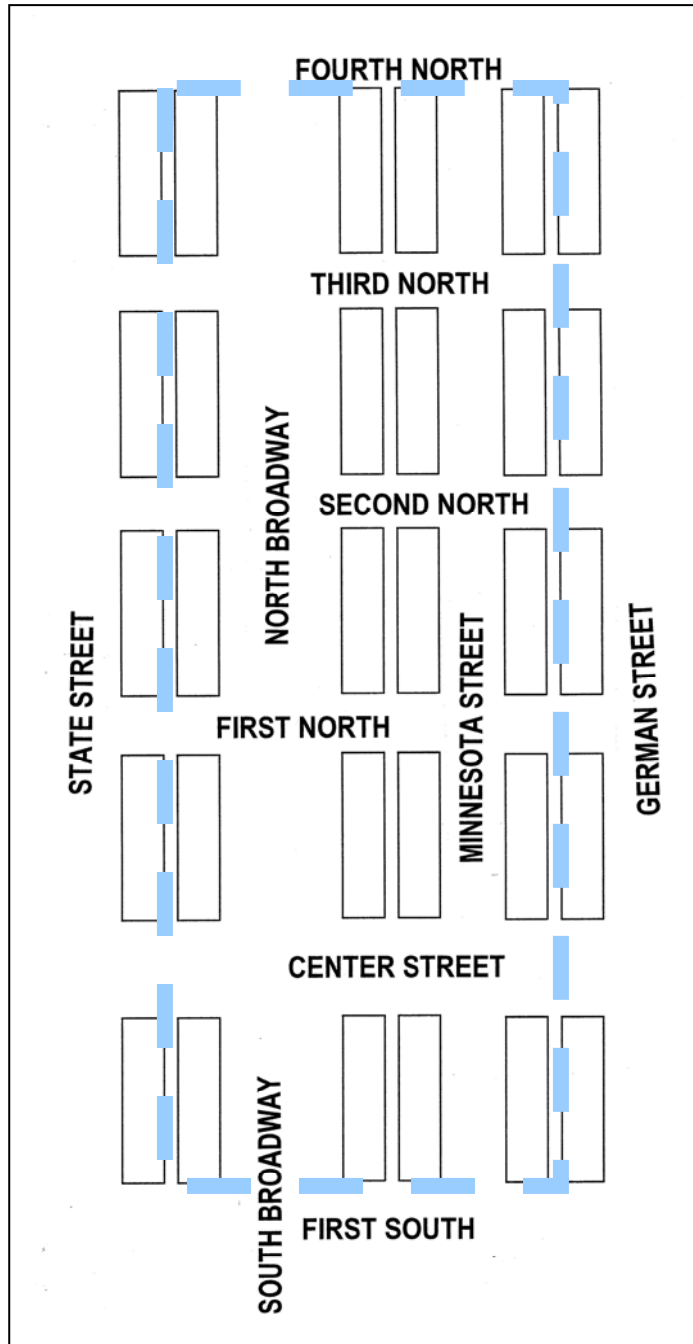
Prepared: January 2009

HEADSTART TO THE HEART OF THE CITY INCENTIVE PROGRAM

HeadStart to the Heart of the City Incentive Program – Under the sponsorship of the New Ulm Retail Development Corporation (NURDC), the purpose of the **HeadStart to the Heart of the City Incentive Program** is to incent retail prospects to expand specifically in the Downtown Area of New Ulm, within the geographic area outlined in the program guidelines. This package of incentives is available to either new retailers creating retail footage or to existing retailers expanding their retail footage in that area.

Incentives range from rent discounts, to bank loans, to discounts on various products and services. Applicants will be screened by the New Ulm Retail Development Corporation as to eligibility. Those applicants that are certified will receive a voucher good at **one** provider of their choice in each category. (This is to prevent aggregating the discounts offered and collecting from more than one.) Voucher eligibility is determined on a case-by-case basis by the NURDC.

To determine if your new retail business or retail business expansion qualifies for this program contact the New Ulm Retail Development Corporation directly by calling us at 1-507-233-4308 or email at nurdc@newulmtel.net.



DOWNTOWN AREA

The **Downtown Area of New Ulm** – The geographic district of the Downtown Area of New Ulm to be covered by the **HeadStart to the Heart of the City Incentive Program** is First South Street to Fourth North Street, from the alley east of German Street to the alley west of Broadway. The Downtown Area is outlined in blue on the map above.

SSTATEMENT OF UNDERSTANDING

Use of this Guide – This document is intended as a guide only. Neither the New Ulm Retail Development Corporation (NURDC) nor any of its collaborating entities, committees, subcommittees, directors, officers, employees or other representatives make any warranty or representation regarding the contents of the materials set forth herein. The programs outlined and explained herein contain specific application eligibility requirements, which may not be fully detailed in the subsequent guide, or which may have been changed since publication. Specific reference must be made to the individual program information in order to determine an applicant’s eligibility and any restrictions on a particular program.

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Landlords / Property Owners

Many of our downtown landlords are participating in the **HeadStart to the Heart of the City Incentive Program**. Because tenant needs can greatly vary, our landlords are willing to work with eligible prospective tenants personally in designing a rent incentive best suited to the particular situation and needs of the prospect. This could take the form of a rent discount, leasehold improvements, or other considerations. Our landlords invite prospects to visit their sites and meet individually with them as to the tailoring of a specific incentive plan.

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Financial

The following New Ulm financial institutions, Alliance Bank, Bank Midwest, Citizens Bank Minnesota, Frandsen Bank & Trust, United Prairie Bank, and SouthPoint Federal Credit Union recognize the importance of sustaining the economic viability of New Ulm's downtown. To that end, these New Ulm financial institutions offer the following loan program as a component of the incentive package being offered by the New Ulm Retail Economic Development Corporation (NURDC).

While this program would likely be just one component in a larger financing package, be assured New Ulm banks have the expertise to provide a host of other financing solutions tailored to your situation. In addition to in-house programs, New Ulm banks are experts at packaging your bank loans with other external loan programs, some of which are described in the New Ulm Retail Resource Guide for Development.

Downtown Area HeadStart to the Heart of the City Loan Program

Loan Purpose: To assist with expenses related directly to either:

- Start-up costs for a new retail business moving into vacant space within the Downtown Area, or
- Costs for expansion in square footage of retail sales space to an existing retail business within the Downtown Area

Amount Available for Downtown Area Loan: Up to 10% of total financing need

Interest Rate: Variable rate, at current prime rate as published from time to time in the Wall Street Journal

Downtown Area Loan Term: Up to 5 years, monthly payments

NOTE: Normal institutional underwriting criteria and eligibility apply.

Upon being certified as a qualified applicant by the New Ulm Retail Development Corporation, bring your certificate to any of the following financial institutions to apply for your Downtown Area loan. Upon receipt of a Downtown Area loan, note that applicant cannot receive additional Downtown Area loans from other institutions. The participating financial institutions are listed on the next page.

Alliance Banks
322 North Minnesota
P.O. Box 757
New Ulm, MN 56073
(507) 354-3133
John Wisniewski, President
john.wisniewski@alliancebanks.com

Citizens Bank Minnesota
105 North Minnesota
P.O. Box 547
New Ulm, MN 56073
(507) 354-3165
Brant Drill, Assistant Vice President
bdrill@citizensmn.com

SouthPoint Federal Credit Union
706 North German Street
New Ulm, MN 56073
(507) 233-5600
Brian Serbus, Branch Manager
brian.serbus@southpointfed.com

Bank Midwest
26 South Broadway
New Ulm, MN 56073
(507)354-8813
Mike Harrington, President
mjharrington@bankmidwest.com

Frandsen Bank & Trust
100 North Minnesota
P.O. Box 109
New Ulm, MN 56073
(507) 233-4700
Randy Schroeder, Vice President
rschroeder@frandsenbank.com

United Prairie Bank New Ulm
200 North Broadway
P.O. Box 37
New Ulm, MN 56073
(507) 359-2001
Shannon Hillesheim, Commercial Banker
shillesheim@unitedprairiebank.com

Other financial information – Shoppers Incentives

Christmas Loan Program

Six-month, interest-free loans available to New Ulm shoppers...The New Ulm Area Chamber of Commerce and the local financial institutions sponsor the Christmas Loan Program as a means of encouraging local shopping during the holiday season. The following financial institutions participate: Alliance Bank, Bank Midwest, Citizens Bank Minnesota, Frandsen Bank & Trust, SouthPoint Federal Credit Union, and United Prairie Bank.

Program features:

- Loans are interest free for six months
- Applications can be processed at any of the above participating institutions.
- Qualifying borrowers will receive Christmas Loan dollars redeemable for merchandise or services at participating Chamber businesses. Some limits may apply.
- Loan dollars must be used before December 25 of the year the loan is made.

Chamber Dollars

Approximately \$200,000 of Chamber Dollars flow throughout the business community each year. These Chamber Dollars are purchased by businesses and individuals to ensure that money is spent and circulated in New Ulm. Chamber Dollars can only be redeemed at Chamber of Commerce member businesses.

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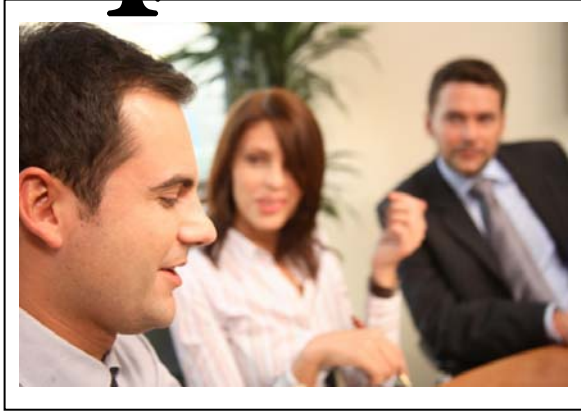


Utilities Reimbursement Grant

Utilities Reimbursement – This grant program offered by the New Ulm Economic Development Corporation (NUEDC) is a component of the **HeadStart to the Heart of the City Incentive Program**. Qualifying applicants starting a new retail business or creating an expanded retail base in the Downtown Area could receive up to \$500 in reimbursement for utilities expenses paid to the New Ulm Public Utilities Commission. The amount is based on the amount of space being added to the Downtown Area retail, the amount of start-up or expansion expenses being incurred, and financial need as demonstrated by the entity’s business plan.

To find out if you qualify for this grant, please contact Brian Tohal, NUEDC, at 507-233-4305 or Barbara Stirling, NURDC, at 507-233-4308.

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Professional Services

Accountants - Offer of 50% off (up to a maximum of \$750) professional accounting services rendered in connection with the establishment of a retail business located in the Downtown Area of New Ulm. Offer is valid for new client relationships only.

Upon being certified as a qualified applicant by the New Ulm Retail Development Corporation, bring your certificate to any of the following professional institutions.

LarsenAllen LLP
108 North Minnesota Street
P.O. Box 696
New Ulm, MN 56073
(507) 233-5200
Rick Christiansen
rchristi@larsenallen.com

Roth, Herzog & Associates, Chtd.
201 North Minnesota Street
P.O. Box 127
New Ulm, MN 56073
(507) 354-7100
Pat Herzog
rothcpa@bcmn.com

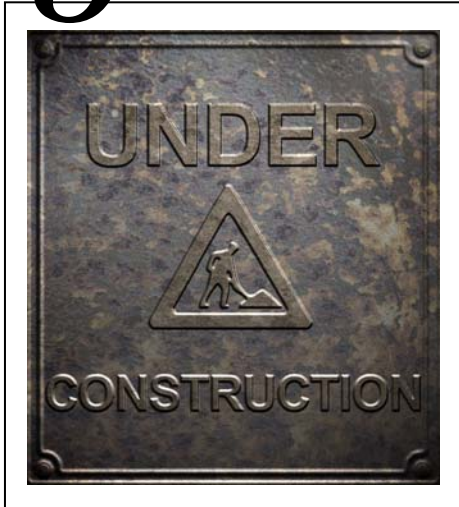
Legal Services – Participating legal firms offer a 50% discount on legal fees up to a maximum discount of \$750 (\$1,500 in total fees) related to legal services necessary to start or expand a retail business located in the Downtown Area of New Ulm.

Upon being certified as a qualified applicant by the New Ulm Retail Development Corporation, bring your certificate to any of the following professional institutions.

Berens, Rodenberg & O'Connor
519 Center Street
P.O. Box 428
New Ulm, MN 56073
(507) 233-3900
Michael H. Boyle

Gislason & Hunter LLP
2700 South Broadway
P.O. Box 458
New Ulm, MN 56073
(507) 354-3111
Dustin J. Cross

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Remodeling & Renovating Resources

Building and Contractor Firms – Incentives are available from local home centers/lumber yards for building and construction materials and services that may be necessary to start or expand a retail business located in the Downtown Area of New Ulm are outlined below.

Design Home Center
Highway 14 West
P.O. Box 55
New Ulm, MN 56073
(507) 233-8440
Contact: Deb Zahn
debz@designhomecenter.com

Incentive offer: 10% discount on building materials for remodeling, five (5) hours of free design service or consulting services, 20% discount on paint, 30% to 50% discount off wall paper (percentage dependent on product selection). All project materials must be purchased for the purpose of remodeling/refurbishing existing retail building for a new start-up retail business or the retail expansion of an existing retail business; all project materials must be purchased at Design Home Center for discounts to apply.

Puhlmann Lumber & Design
301 First South
New Ulm, MN 56073
(507) 354-4914
Contact: Kayla Puhlmann
kayla@puhlmannlumber.com

Incentive offer: 10% discount on building materials for remodeling; five (5) hours of free design, drafting or consulting services; 20% discount on paint; 10% discount on flooring or windows, cabinets or countertops; and five (5) hours free consultation for interior design and decorative. All project materials must be purchased for the purpose of remodeling/refurbishing an existing retail building for a new start-up retail business or the retail expansion of an existing retail business; all project materials must be purchased at Puhlmann Lumber & Design to receive discounts.

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T echnical Communications Services

Telecommunications Services – Discounts from local providers of telecommunications services are available for new retail start-up businesses and any additional services that may be needed for retail expansion purposes for qualified participants. Incentive offers are outlined below:

Comcast
200 North Minnesota Street
New Ulm, MN 56073
(507) 354-4191

Get the first month free! Offering one of the fastest broadband services available in the U.S. today, Comcast business customers now have the choice of three high-speed internet packages:

Starter – 6Mbps download/1Mbps upload

Enhanced - 16Mbps download/2Mbps upload

Extreme – 50Mbps download/5Mbps upload

Comcast Business Class Program Overview:

Business Class Internet:

- Speeds ranging from 6 Mbps download/1 Mbps upload to 50 Mbps download/5 Mbps upload
- Microsoft Communication Services included with your service
 - Share and view calendars and contacts with employees

- Manage tasks and priorities company-wide
- Use Scheduling Assistant to book meetings
- Share content in managed email folders
- Search and access your company's global address list
- Schedule out-of-office messages and send to recipients
- Manage daily tasks with task manager
- McAfee Virus Scan included with your service
- Starter website and domain name services at no additional charge
- Web Hosting and Static IP services available

Business Class TV:

- Entertain your customers and keep your employees informed with a choice of four TV packages designed to fit your business objectives

NU-Telecom, Inc.
 27 North Minnesota
 P.O. Box 697
 New Ulm, MN 56073
 (507) 354-4111
 Kathy Van Roekel, Manager
 kathyvanroekel@nu-telecom.net

Web Design & Hosting – free activation (\$25 value) and one year free (up to 10 MB value \$99/year)
 Networking _ two free hours (\$160 value)
 Computer Sales – 30% off accessory of choice with new computer purchase
 DSL – 3 months free (\$134.85 value), free installation/activation with 12 month commitment (\$75 value)
 Video – free installation with 12 month commitment (\$50 value)
 Voice – 6 months free voicemail (\$27 value)
 The Wall – 10 free slides (\$30 value)
 Phone systems and wiring – free consultation/estimate

CONTACT INFORMATION for reference

New Ulm Retail Development Corporation (NURDC)	1-507-233-4308
New Ulm Economic Development Corporation (NUEDC)	1-507-233-4305
Brown County Economic Development Partners	1-507-794-7992
Minnesota Department of Employment & Economic Development (DEED)	1-888-234-1114
New Ulm Economic Development Authority (EDA)	1-507-359-8303
Preservation Alliance of Minnesota	1-651-293-9047
Region Nine Development Commission (RNDC)	1-800-450-5643
SCORE “Counselors to America’s Small Business”	1-800-634-0245
Southern Minnesota Initiative Foundation	1-507-455-3215
State Historic Preservation Office (SHPO)	1-651-296-5434
The 504 Corporation	1-800-749-9015



STARTING OR EXPANDING A RETAIL BUSINESS?

FREE AND CONFIDENTIAL HELP IS
AVAILABLE THROUGH OUR OFFICE AND
OUR MANY OTHER RESOURCES.

THE NEW ULM RETAIL DEVELOPMENT
CORPORATION CAN PROVIDE YOU
WITH

- CONSUMER SURVEY DATA
- LISTING OF AVAILABLE
PROPERTIES
- RETAIL TRADE ANALYSIS
- RETAIL RESOURCE GUIDE

AND ACCESS TO OTHER RETAIL SALES
DATA AND STATISTICAL INFORMATION

REACH OUT FOR RETAIL...WE ARE HERE
TO HELP.

THE NEW ULM RETAIL DEVELOPMENT
CORPORATION
1 NORTH MINNESOTA STREET
NEW ULM, MN 56073

CALL 507.233.4308 OR CONTACT US AT:
NURDC@NEWULMTEL.NET

