



FOR IMMEDIATE RELEASE

Part 3: LADA's Activity Moving Forward

Battle Lake, MN, May 14, 2008 – This article is the third in a series from the Lakes Area Development Association (LADA) to raise community awareness and support for the economic development that is planned in this region. LADA is a not-for-profit, member association formed to address economic development in the surrounding area. Specifically, the mission of LADA is to:

*“Enable economic development and growth in the lakes area
with business expansion services, new investments, and community enhancements
while preserving our quality of life.”*

In the previous two articles, we described the purpose of LADA and the strategies planned to drive orderly and selective business expansion. This week, we will outline the **activities that are in motion now and those you can expect to see in the future.**

Last week, community, business, and government leaders met as one Large Group Planning team for the final review of the strategies and tactics that were developed by the small planning teams. The plan was completed three weeks ahead of schedule due to the great community participation.

Among the many planners at the meeting, 15 people volunteered their time throughout the summer to assist with the activities called out in the plan. This level of participation speaks to relevance of the plan and the spirit of the people in the lakes area.

The key priorities that will be pursued this summer include a compelling LADA website, which should “go-live” by the first week in June. Key public relations and marketing tactics are in motion to promote the lakes area to telecommuters and commuters across the region and beyond. You will begin to see evidence of LADA’s marketing around the Memorial Day weekend, throughout the summer, and in various news media. LADA is also providing assistive guidance to businesses that are currently considering expansion to the lakes area, and will address others that emerge during the summer.

From an infrastructure perspective, team members are working on a land inventory in the area that would be suitable for the apartment and condominium projects needed in the area. As mentioned in previous articles, the success of business and family attraction to the area cannot be limited by housing shortages. During the past few weeks, the team has learned several useful techniques from surrounding communities about attractive, economical, and expedient housing developments.

Additionally, LADA will be working with the city planners to ensure the planned beach complex at Lion’s Park will integrate nicely with bike trail and senior needs. LADA is also facilitating

discussions with the county and Glendalough regarding a future bike trail system throughout the area.

Longer-term, LADA will evaluate more complex initiatives to sustain economic and community vitality such as; a common lakes area foundation that could serve the many area non-profit organizations and school district from one entity, professional and industrial parks integrated into the townships, Lake Avenue improvements, a lakes area public airport, and a community center to serve families and the aging population.

Next week, you can expect to learn more about a joint powers concept that “may” provide benefit to the area. A unique set of Minnesota statutes is available that may extend certain powers and benefits of a city to surrounding townships in a cooperative entity. Initial findings are very promising. City, township, and school district officials, along with community members are anxious to continue the legal exploration; as such an entity allows the government entities to work on many of the area-wide things mentioned, without dealing with annexation issues and encumbering tax burdens.

Of course, the powers of such an entity would be limited by the represented jurisdictions at formation, and must be subjected to the feedback, and ultimately the approval, of the area residents. A public information and feedback meeting is tentatively planned for early June, as the research and options become clearer.

About Lakes Area Development Association

Lakes Area Development Association enables economic development in the lakes area with business expansion services, new investments, and community enhancements while preserving a superb quality of life. The association’s address is P.O. Box 895, Battle Lake, MN 56515.

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