Oronoco EDA Meeting Agenda

Board of Commissioners
Tuesday, February 25th, 2025 at 6:30 PM
Oronoco City Hall 115 2nd Street NW
(https://us02web.zoom.us/j/88341006498)

I. CALL TO ORDER & ROLL CALL

II. APPROVAL OF FEBRUARY 25th EDA MEETING AGENDA

III. APPROVAL OF JANUARY 28th, 2024 EDA MEETING MINUTES

IV. GUEST/PUBLIC INPUT

V. NEW BUSINESS
A. Commercial Permits Update
B. Community Branding Proposal Review
C. Small Business Surveys

VI. OLD BUSINESS
A. Age Friendly Oronoco Update

VII. EDA DIRECTORS REPORT
A. January Report

VIII. WALK ON ITEMS

IX. ADJOURN

Next meeting is currently scheduled for **Tuesday, March 25th, 2025**, at 6:30 PM

MINUTES OF THE ORONOCO ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MONTHLY MEETING
Tuesday, January 28th, 2025
Unapproved Meeting Minutes

Pursuant to do call and notice thereof, a regular meeting of the Oronoco EDA was held at City Hall this 28th Day of January, 2025 at 6:30 p.m.

The following Commissioners were present: Mayor Ryland Eichhorst (P), Adam Beadling, Kathy Gabel and Danial Spring (council)

Also Present: EDA Director, Rebecca Charles; City Administrator, Jason Baker

Absent: Jan Throndson & Jamie Rothe

Guests: Oronoco Resident Grant Kocer

I. **CALL TO ORDER & ROLL CALL:** Meeting CALLED TO ORDER at 6:31 p.m. by Mayor Ryland Eichhorst.

II. **APPROVAL OF JANUARY MEETING AGENDA:** Following a review of the agenda, **A. Beadling** made a "MOTION TO APPROVE THE DECEMBER 19th MEETING AGENDA". Motion was seconded by **K. Gabel**, with all present members voting "AYE". **Motion Passed: 4-0**

III. **APPROVAL OF DECEMBER 19th, 2024 EDA MEETING MINUTES:** Following a review of minutes from the last regular meeting, **K. Gabel** made a "MOTION TO APPROVE THE DECEMBER 19TH, 2024 MEETING MINUTES". Motion was seconded by **R. Eichhorst**, with all present members voting "AYE".
Motion Passed 4-0

IV. **GUESTS & PUBLIC INPUT:**

V. **NEW BUSINESS**

A. New Commissioners: R. Charles welcomed City Council Commissioner Danial Spring as the second council representative on the EDA. Mayor Eichhorst will remain on the EDA.
At this time R. Charles informed present members that Jeff Schuppe has resigned his position on the EDA effective immediately. The open spot is being announced on the city website and applications are available at the office or online.

B. OEDA Board Elections: Mayor Eichhorst began by addressing the board on the previous year's leadership, as well as current board terms. **K. Gabel** nominated Mayor Ryland Eichhorst and Jamie Rothe to remain the President and Vice President of the EDA for the year 2025. **D. Spring** seconded the nomination.
For the vote, Mayor Ryland Eichhorst abstained. All other members voted in favor

of the nomination.
Nominations Passed: 3-0-1

C. Commercial Permits Update: No new commercial permits since the last meeting.
D. 2024 Annual Report Approval: R. Charles walked the board through the 2024 Annual Report for the EDA. The report included information on board members, EDA enhancement and development, community development, financial performance and 2025 action plan.
There was a discussion about the EDA having its own account to be able to track our dollars for grants and to establishing any financial programming. R. Charles will work with the City Administrator outside the meeting to find a solution for this issue.
R. Charles also informed board members that her plan for moving forward will be to focus on the small business interviews and surveys. She would like to get at least four done each time she is in town, once the surveys are ready. They are currently in development.
Following the final review of the Annual Report, **K. Gabel** made a "MOITON TO APPROVE THE 2024 ANNUAL REPORT OF THE ORONOCO ECONOMIC DEVELOPMENT AUTHORITY AND PROVIDE TO CITY COUNCIL AND THE PUBLIC". Motion was seconded by **D. Spring**, with all present members voting "AYE".
Motion Passed 4-0

VI. OLD BUSINESS

A. Community Branding Update: R. Charles confirmed that the RFP was updated and sent out following its approval at the December 19th EDA meeting. She forwarded the document to six marketing firms she has identified in the region. She also posted the document with the State of Minnesota and her colleagues. All proposals are due back on February 18th so that they can be reviewed at the February 25th EDA meeting and recommended to Council for selection at the March 18th City Council meeting.
K. Gabel expressed her concerns that many on Council do not seem to understand what community branding really is. She would like to see some form of education to help understand the process.
B. Grant & Program Updates
   i. Submitted Grant Applications Awaiting Decision
      - Age Friendly MN Community Grant ($77,340)
   ii. Currenting Being Administered
      - SMIF Small Towns Grant ($10,000)
   iii. Completed Grants
      - Compeer Financial ($5,000)

VII. EDA COORDINATOR UPDATES:

The January Director's Report was included in board packets for review. R. Charles did point out that attend a few meetings with area developers. It was also noted by Mayor Eichhorst that there will be a community input meeting taking place on February 11th for the public to provide input on a potential new condominium development.

J. Rothe requested an update on the Hamilton Project. R. Charles will invite their representatives to attend the January or February EDA meeting.

VIII. WALK ON ITEMS: Three items were asked to be discussed.

A. K. Gabel confirmed that she did attend the January 21st Council Meeting where she was frustrated with the discussion that took place about the Goldrush Crossing developers and the back and forth between our city attorney and engineer and the developers.
She recommends that the city provide a roadmap for developers so that they know what is expected of them and what needs to be done, when.
R. Charles added that the city needs to wait until the city code update is completed.

IX. ADJOURN: A "MOTION TO ADJOURN" was made by **Mayor Eichhorst**. Motion was second by **D. Spring** with all present members voting "AYE".
Motion Passed 4-0

Meeting was adjourned at 7:36 pm.

Next meeting will be held on Tuesday, February 25th, 2025 at 6:30 PM.

Meeting Notes Submitted by: _____
EDA Director, Rebecca Charles

Krakerjak, LLC
18117 Whitetail Lane, The Loft
Elba, MN 55910

February 14, 2025

Rebecca Charles
City of Oronoco
Oronoco EDA
115 2nd St. NW
Oronoco, MN 55960

Subject: Response to City of Oronoco Marketing and Brand Initiative RFP

Dear Rebecca,

Krakerjak is thrilled to submit our proposal in response to the City of Oronoco's Marketing & Brand Initiative Request for Proposal (RFP). Our team at Krakerjak is excited about the opportunity to partner with you in developing a comprehensive and effective marketing plan to promote the City of Oronoco, MN, where "awesome" and Oronoco really do belong.

If Krakerjak is awarded as the agency for this project, we are committed to providing excellent collaboration with all stakeholders involved. Tracy Lauritzen, Krakerjak's Founder and Principal, will personally oversee the development of the marketing plan, ensuring its efficiency, effectiveness, and alignment with your short and long-term goals. With over 20 years of marketing experience, Krakerjak is poised to craft a strategic branding approach that resonates with Oronoco's heritage, fosters local pride, and drives economic vitality.

Thank you for considering our proposal. We firmly believe that successful partnerships thrive on trust and open communication. We are excited about the prospect of partnering with Oronoco. Please do not hesitate to contact us if you have any questions or require additional information.

In response to the RFP, Krakerjak submits the following for your review.
Sincerely,

Tracy Lauritzen, Principal

Krakerjak, LLC
Krakerjak.Marketing
18117 Whitetail Lane, The Loft
Elba, MN 55910

Tracy Lauritzen
Principal
O | 507.932.3884
C | 507.261.8740

Request for Proposal Response

Krakerjak, LLC

18117 Whitetail Lane, The Loft
Elba, MN 55910

Date
February 14, 2025

Services Performed By:
Krakerjak, LLC
18117 Whitetail Lane, The Loft
Elba, MN 55910

Services Performed For:
City of Oronoco
115 2nd St. NW
Oronoco, MN 55960

Request for Proposal (RFP) response summary to develop a comprehensive, Marketing and Brand Initiative to attract and retain businesses, excite residence and position the City of Oronoco as a community of choice.

Executive Summary:

The City of Oronoco, Minnesota, is seeking to develop a strategic branding strategy that promotes the city to the general public, updates its image, and unifies its identity across various municipal and community functions. Our proposal outlines a comprehensive approach to branding—integrating research, stakeholder engagement, creative design, and implementation planning—to ensure Oronoco is positioned as an appealing destination for residents, businesses, and visitors alike.

Key Highlights of Our Approach

- Data-Driven Research: In-depth analysis of Oronoco's strengths, community feedback, and market positioning.
- Collaborative Stakeholder Engagement: Facilitated meetings, focus groups, and surveys to unite diverse perspectives.
- Creative Brand Development: Multiple logo concepts, brand value statements, taglines, and a clear style guide.
- Implementation & Rollout: Actionable strategies, timelines, and measurable metrics for successful brand adoption.
- Long-Term Sustainability: Ongoing support, brand maintenance planning, and alignment with Oronoco's new website design and economic development goals.

By adopting this structured, two-phase approach, we will ensure Oronoco's new brand is authentic, flexible, and resonates with the city's history while highlighting its future potential.

Situational Analysis:

Located just north of Rochester—Minnesota's third-largest city. Oronoco has historically been known for its Gold Rush event. Although the city no longer runs that event, it still takes place within Oronoco's limits, contributing to an association with gold mining heritage. Meanwhile, the city is experiencing growth through new businesses such as Shades of Green, Dollar General,

Infusion, and Two Sisters Kitchen + Bar—to name a few. This growth signals a key opportunity to develop a new brand identity that highlights Oronoco's evolving economy and community spirit.

Current Perception & Need

- Past Identity Ties: Known primarily for the Gold Rush event, Oronoco needs a refreshed brand that stands on its own.
- Emerging Commercial Sector: The city's new businesses and planned developments necessitate a unified brand that fosters economic development and encourages investment.
- Website Redesign: With a new municipal website on the horizon, there is a unique opportunity to align the online presence with a modern brand identity.
- Desire for Simple, Flexible Design: Stakeholders have expressed interest in a clean logo (inspired by the University of Nebraska "O"), potentially incorporating some heritage such as a miner or the city's distinctive bridge.

S.W.O.T. Analysis

Identifying Oronoco's strengths, weaknesses, opportunities, and threats will guide our initial research and inform the brand strategy. A few talking points to consider:

Strengths:

- Proximity to Rochester, MN
- Close-knit community with a strong local identity
- Notable landmarks (e.g., a large bridge)
- Growing commercial sector
- New wastewater treatment system

Weaknesses:

- Limited current brand recognition beyond the Gold Rush association
- Need for cohesive messaging across city departments
- Outdated visual identity that does not reflect new developments

Opportunities:

- Rebranding to differentiate from neighboring Rochester
- Capitalizing on new businesses to highlight economic vitality
- Potential for enhanced tourism, community excitement, and investor interest

Threats:

- Competition from nearby cities and regional attractions
- Risk of confusion if the old Gold Rush identity persists without clear new messaging
- Budget constraints and timing issues if brand rollout is not carefully managed

Persona Development

Creating detailed profiles of the target audience segments to better understand their motivations, preferences, and behaviors. Who, where, and how we speak to them.

Current Residents

- Typically value small-town charm, local events, and a sense of community.

- Appreciate Oronoco's quieter lifestyle yet benefit from proximity to Rochester's amenities.

Future Residents

- May seek affordable housing, community-oriented living, and proximity to job opportunities in Rochester.
- Likely attracted to Oronoco's developing commercial scene and evolving community identity.

Business & Investors

- Interested in growth potential, infrastructure, and supportive local governance.
- Seek brand clarity, visible economic opportunities, and alignment with city planning.

By defining these personas, we will tailor the branding to resonate with both current and prospective residents, as well as potential businesses looking to invest in Oronoco.

Baseline Reporting (where data is available)

During the discovery phase, we will gather and analyze existing data to establish a baseline:

- Website Analytics (if available): Current traffic, bounce rates, and user demographics.
- Social Media Engagement: Page followers, likes, shares, comments.
- Existing Surveys or Feedback: Any prior city-led polls or engagement activities.
- Stakeholder Feedback: Engage with and listen to valuable stakeholders such as the EDA, City Council, and WBA (Engineering Firm).

By delving into these key areas, we will gain a comprehensive understanding of Oronoco and lay the foundation for informed data driven marketing strategies.

Objectives and Goals:

To ensure success, we propose establishing specific, measurable, achievable, relevant, and time-bound (SMART) objectives and goals that align with Oronoco's vision and aspirations. It is essential to collaborate with stakeholders and the marketing team to reach a consensus and ensure a cohesive effort that produces the desired results. All marketing efforts should be aligned with one of the SMART goals, and if they do not contribute to these goals, they should be re-evaluated. These goals will serve as a guiding platform to inform strategic decisions.

It is important to note that short and long-term goals for Oronoco will evolve over time to adapt to changing markets and to celebrate achievements.

After reviewing Oronoco's RFP and specific requirements, here are a few SMART objectives (Specific, Measurable, Achievable, Relevant, and Time-bound) to consider:

1. Uniformity: Create a cohesive brand (logo, color palette, typography, tagline) to be used across all city departments and marketing materials by TBD 2025.
2. Community Energy: Foster a sense of local excitement by unveiling the new brand at a city-wide event, achieving a TBD% positive sentiment on social media within TBD months of launch.

3. Community & Economic Development Promotion: Attract at least TBD new businesses or expansions within TBD post-launch by highlighting Oronoco's unique identity and growth potential.
4. Flexibility: Develop a modular brand system (icons, tagline, color segments, horizontal/vertical logo variants) that can be adapted for departmental use.
5. Endorsement: Achieve widespread stakeholder buy-in through in-person events, online polls, and public feedback prior to brand finalization.

Brand Position:

Position Oronoco as a progressive yet welcoming community that offers the charm of small-town living while benefiting from its proximity to Rochester. The brand should reflect Oronoco's heritage while signaling forward momentum and commercial growth.
Key Messages & Value Proposition:

- A Place to Belong: Oronoco fosters community spirit, unity, and pride.
- Economic Vitality: A city open to new businesses, with opportunities for growth and collaboration.
- Bridging Heritage & Future: Honoring the past (bridge, miner) while forging a bright future.

Implementation Plan:

The plan to implementation Oronoco's marketing and brand initiative outlines each key component of the plan, ensuring a comprehensive and well-rounded approach. The proposed outline allows for thorough research, deliverables, and meticulous implementation. To accomplish this, we propose a two-phase implementation to align with the city's needs.
Timeline & Phases:

<u>Phase I: Fact-Finding & Brand Development (Estimated $7,500)</u>

1. Stakeholder Meetings & Feedback
    - Conduct a stakeholder meeting with the EDA, City Council, and WBA.
    - Conduct a feedback meeting with local businesses, and key residents.
    - Utilize surveys, social media polls, and open forums to capture community insights.
    - Establish final decision-makers team to sign off on brand decisions.
2. Draft a Strategic Plan & Mission/Vision
    - Develop an overarching Strategic Branding Plan detailing objectives, target audiences, and brand direction.
    - Craft a Mission & Vision Statement that encapsulates Oronoco's short- and long-term aspirations.
3. Brand Guide Creation
    - Design logo concepts, color palettes, fonts, taglines, and graphic elements.
    - Provide guidelines for usage in print, digital, apparel (for staff morale), and signage.
    - Incorporate flexible iconography (bridge, miner, stylized "O") to reflect Oronoco's heritage.
4. Draft an Implementation Plan

- Outline specific action items, responsibilities, and timelines for rolling out the brand across city assets.
- Schedule review meetings with decision-makers for iterative feedback before finalizing Phase I deliverables.

5. Finalize Initiative
    - Present the refined brand guide and strategic plan for approval.
    - Conduct a final review meeting with decision-makers
    - Present the finalized brand and strategic plan to stakeholders.

Phase II: Implementation & Rollout (Cost TBD)

1. Execution & Resource Allocation
    - Collaborate with city staff to leverage existing skill sets, reducing external costs.
    - Contract with Krakerjak on specialized tasks (e.g., digital/traditional media placement, graphics, printing) only where internal resources are unavailable.
2. Promotional Campaign
    - Launch brand assets on the new city website, social media platforms, and local media.
    - Develop targeted advertising (SEM, social ads, print campaigns) to raise awareness.
    - Host community events unveiling the brand to boost local excitement and ownership.
3. Brand Maintenance & Staff Training
    - Provide staff training sessions on brand usage and messaging consistency.
    - Establish ongoing brand management practices, ensuring that Oronoco's identity remains cohesive and current.
4. Performance Monitoring
    - Track analytics (website traffic, social media engagement, sentiment analysis) to measure brand reception and ROI.
    - Adjust tactics based on performance data, ensuring maximum impact and cost-effectiveness.

Marketing Strategies and Tactics:

The TBD marketing budget will effectively consider allocations across various channels based on their potential reach and impact. Below is a comprehensive overview samples of how we could reach and engage Oronoco's target audiences across multiple channels.

1. Creative Content
    - Logo & Visual Assets: Provide multiple logo variations (e.g., horizontal/vertical, full-color/monochrome) for flexible use.
    - Infographics: Highlight Oronoco's "healthy economy" and growth potential in easy-to-digest visual formats.
    - Tagline & Messaging: Craft brand messaging that resonates with each persona group, emphasizing Oronoco's unique features.
2. Digital Platforms

    - Website Integration: Incorporate the new brand into Oronoco's upcoming website design, optimizing for user experience and brand consistency.
    - Social Media: Develop a strategic content calendar with relevant hashtags, visuals, and community-driven stories.
    - AI & Analytics: Deploy sentiment analysis to gauge community response and adjust messaging as needed.
3. Traditional Marketing
    - Print Collateral: Distribute branded flyers, brochures, and postcards to local businesses, community centers, and events.
    - Outdoor Signage: Update city entrance signs, banners, and potential billboards to reinforce the brand.
    - Media Outreach: Leverage local newspapers, radio, and potential TV spots to promote Oronoco's new identity.
4. Targeted Advertising
    - Search Engine Marketing (SEM): Capture prospective residents and businesses searching for opportunities in southeastern Minnesota.
    - Paid Social Media Campaigns: Boost brand awareness regionally, focusing on local entrepreneurs and families.
    - Community Partnerships: Cross-promote with local businesses to showcase a united brand front.
5. Strategic Partnerships
    - EDA & City Council: Collaborate on joint initiatives, ensuring brand alignment with economic development goals.
    - Local Chambers & Surrounding Communities: Build relationships that extend brand reach and encourage tourism.

Measure and Evaluation:

The measurement and evaluation of the marketing plan will involve establishing metrics and key performance indicators (KPIs) to track progress and baseline reporting to assess the starting point. Regular reporting and analysis will optimize strategies, identify areas for improvement, and showcase the return on investment (ROI), ensuring we are effectively "moving the needle" towards desired outcomes.

Defining Success

- Online Engagement: Increase website visits and social media followers by a targeted percentage within the TBD timeline post-launch.
- Local Sentiment: Achieve a majority positive feedback (TBD%) from surveys and social media sentiment analysis.
- Economic Indicators: Monitor inquiries from potential businesses, new permits, and expansions.

Tools and Analytics

- Website & Social Analytics: Track changes in user behavior, engagement, and conversions.

- AI-Driven Sentiment Analysis: Gauge public opinion across social media platforms.
- Community Feedback: Conduct periodic polls and in-person events for qualitative insights.

Ongoing Optimization

- Regular Reporting: Provide monthly or quarterly reports to the city council and EDA.
- Data-Driven Adjustments: Modify strategies in real time to maintain brand relevance and effectiveness.

Assets:

All assets furnished to Krakerjak will remain Oronoco's property. The outcome of assets derived from the plan implementation is your property except for Krakerjak's propitiatory assets or materials. Krakerjak's propitiatory assets or materials typically consist of templates such as: Business plans, marketing plans, persona development, etc. All assets that have been customized, will become your property.

Krakerjak is not responsible to "house" assets. It is suggested to keep all assets in a safe on-site area that is easy to access for your administration.

Project Change Request & Cancellation:

A Project Change Request (PCR) is the vehicle for communicating change after an approved project agreement is in place. The PCR will describe the change, the rationale for the change, and the effect the change will have on the services.

A 30-day written cancellation notice will be provided by either party and mutually agreed upon, to terminate the relationship prior to the completion of the project. Upon termination, any outstanding fees to include time, deliverables, out-of-pocket expenses, vendor expenses, and media placement fees will be billed and are due net 10 upon the invoicing date.

Expertise and Experience:

Krakerjak, founded in 2018 in response to client demands for expanded services, has achieved success by offering a wide portfolio of tailored solutions. We prioritize open communication and getting to know our clients' staff, understanding their expertise and passions, to establish lasting partnerships. In fact, Krakerjak still maintains its very first client relationship today.

With a proven track record of successful marketing campaigns across various industries and locations, Krakerjak comprehends business challenges and uncovers opportunities for growth. Our expertise lies in developing innovative strategies that drive tangible results.

Krakerjak's project management and facilitation approach is built on a solid foundation of uniting diverse stakeholders and guiding productive discussions, ensuring that all perspectives are aligned toward shared objectives. Our extensive background in data analysis allows us to transform insights into actionable, measurable strategies that drive effective, city-wide branding initiatives.

What is Krakerjak? Krakerjak is a strategic marketing, sales, and analytics firm. Krakerjak is about implementing a purposeful strategy, by integrating a strategic marketing plan with your company's sales efforts and measuring the results with analytics.

Krakerjak defined: Krakerjak - (Crackerjack) a person or thing that shows marked ability or excellence. of marked ability; exceptionally fine. Noun – A person or thing that is remarkable, wonderful, superior, etc.
Krakerjak is all about "remarkable, wonderful, superior" partnerships.

Tracy Lauritzen, the owner of Krakerjak, possesses over 20 years of marketing experience and diverse skills in areas such as business strategy, management, salesmanship, and analytics. She is a proficient networker and public speaker, having delivered speeches on various marketing topics for esteemed organizations like Bluff County Collaborative, SMIF, CEDA, Energy Issues Summit, and non-profits such as Optimist Club and March of Dimes.

Tracy's broad marketing acumen, operating at a Director Level, enables her to establish and execute effective branding strategies and develop impactful messaging for target audiences. She excels in deploying messages across a wide range of delivery methods available today. Her strong networking skills have fostered enduring relationships with trusted media outlets, allowing her to negotiate high-visibility media placements at competitive prices and maximize opportunities for additional coverage and earned media.

Tracy possesses a comprehensive understanding of business, connecting seamlessly with business owners and ensuring her efforts align with their objectives. She prioritizes measurable returns on investment, employing analytics to assess and optimize campaigns before, during, and after implementation.

Continually staying abreast of emerging trends, Tracy actively seeks knowledge and is frequently invited by trade associations to share insights on marketing and analytics. She is an exceptional communicator and public speaker, adept at conveying complex concepts with clarity.

What business partners say about working with Krakerjak & Tracy:

Brandon Bertsinger, Spectrum Reach, Brandon.Bertsinger@charter.com
I have worked with multiple agencies from national to one person offices. What strikes me as unique and special about Tracy Lauritzen and her agency, Krakerjak is her ability to see the larger, holistic vision for a campaign and her client.

Many times, marketing and agency groups will focus on products they are familiar with, rather than those that will provide the client with the best possible campaign. I have personally seen Tracy speak to a crowd of business owners and express that data driven research as well as knowing who is and isn't their current customer. Often times businesses will think they know who their customer is, but often miss who is not (and why) their customer.

In my opinion, Tracy asks the right questions at the right moment, digging in to the "why" better than most I've seen. I highly recommend Tracy Lauritzen owner of Krakerjak based on her experience, knowledge, and abilities.
Thank you (his is my personal recommendation, and not that of my employer).

Cailin Richard, Executive Director, Lake City Port Authority (previously)
I have had the pleasure of working with Tracy Lauritzen and Krakerjak Marketing on data analytics, business trainings and marketing consultations, and would highly recommend them as a partner in any marketing venture. Tracy has a contagious enthusiasm and is able to build genuine relationships with ease, strengths in which she leverages in her customer-centric marketing approach. She is thoughtful, creative, and strategic in evaluating and developing marketing campaigns, and results-driven and adaptable through a campaign's implementation. Her commitment to people and passion for marketing make her an incredible asset to any team, and I encourage you to partner with Tracy and Krakerjak.

Allison Whalen, Harmony Area Chamber of Commerce, AllisonWhalen414@gmail.com
I worked closely with Tracy and Krakerjak Marketing at F & M Community Bank from January of 2020 to October of 2022. She took our marketing to the next level. She helped us identify our strengths and weaknesses, our target market, and find our voice. We ran several successful campaigns, including social media, television, and website. She helped us understand metrics and the importance of return on investment. We had regular meetings with Tracy to discuss our metrics and current marketing tactics and their performance, which helped us identify when it was time to stay the course or to pivot. I highly recommend Tracy Lauritzen and Krakerjak Marketing, and whole heartedly give a five-star rating!!

Cris Gastner, (previous) Senior Vice President, Community and Economic Development Associates (CEDA)
CEDA and Krakerjak have had a longstanding and successful working relationship spanning several years and many projects. Krakerjak has used the unique ability to combine data analysis and high-quality marketing skills to complete a variety of successful projects for our organization. I would highly recommend working with Krakerjak on completion of a community marketing plan for that exact same reason. I think the ability to incorporate Tracy's quality market data analysis and many years of vast marketing experience into the development your community marketing plan would position you very well to be successful.

Luke Meyer, KTTC Television, LMeyer@kttc.com
I have collaborated with Tracy Lauritzen on numerous marketing projects for over a decade. Tracy is a highly skilled and thoughtful marketer and connector of people and solutions, and I have no doubt she would be a successful partner with the city of Oronoco on this project as well.

Sheryl Barlow, Owner and CEO, Barlow Business Solutions, LLC., srblmnop@gmail.com

I would work with or hire Tracy in a heartbeat. She has a rare mix of salesmanship, business sense and marketing know-how. Her social and moral consciousness is at a high level as well. She works tirelessly and has a high degree of loyalty. She has always been a key contributor to a company's efforts in moving forward. I would highly recommend her. If I could choose one person in this area to develop and execute a marketing strategy for me, I would choose Tracy.

Collaborative Partnership:

At Krakerjak, we highly value collaborative partnerships and open communication. Our commitment is to work closely with your community, gaining a deep understanding of your unique offerings, and incorporating your insights and expertise into the marketing plan. Together, we will ensure that the final deliverables align with your vision and exceed your expectations. We understand that a successful branding initiative depends on widespread endorsement and pride in the final result.

In Summary:

Oronoco stands at a pivotal moment, ready to evolve its identity and embrace a modern, dynamic brand that resonates with current residents, future residents, and investors alike. By implementing a robust, data-driven branding strategy—encompassing thorough research, stakeholder engagement, creative design, and ongoing measurement—we will position Oronoco for long-term success.

At Krakerjak, we firmly believe that our strategic approach, creative ideas, and expertise position us as the ideal partner for Oronoco to achieve its goals. We are confident that our comprehensive marketing plan will captivate your target audience.

We sincerely thank you for the opportunity to submit this comprehensive RFP response. We look forward to collaborating with the City of Oronoco to create a brand that reflects its vibrant community spirit, economic potential, and unparalleled sense of belonging.
Should you have any questions or require further information, please do not hesitate to contact me directly at Tracy.Lauritzen@gmail.com or 507.261.8740.

Thank you once again for considering Krakerjak as your partner.

Economic Development Director's Update – Rebecca Charles
City of Oronoco, MN (16 Hours/Mo.)
January 22nd 2025 – February 18th 2025

I. Outreach and Networking

- Mayor Ryland Eichhorst
- Jason Baker, City Administrator
- Joy Bertsinger, Age Friendly Oronoco
- Roger Sievers, Sievers Creative
- Tracy Lauritzen, Krakerjak Marketing
- Whitney West, Tulip Tree
- Robert Beeman, Realty Growth Inc.

II. New Projects

A. Community Branding Project: One proposal was received by Krakerjak Marketing by the submission deadline. The following firms had also responded with interest when the RFP went out and were sent a reminder to try and get more submissions prior to the February 25th EDA meeting.

1. Neighborly Creative, Rochester, MN
2. Sievers Creative, Red Wing, MN
3. Tulip Tree, Stewartville, MN

B. Oronoco 2024 Annual Report: Annual report was provided to the City Council at their February 18th meeting.

C. Small Business Surveys: surveys are being finalized with questions and details specific to Oronoco businesses. Business interviews should be starting in March. Also working to develop a list of local businesses and collecting contact data for scheduling individual visits.

III. Ongoing Projects

A. Residential/Commercial Development: Fielding some questions about potential tax abatement or other programming for potential incoming developers for both residential and commercial properties.