



**Economic Development Commission Agenda
January 27, 2026 | 7:30 AM
Carver Conference Room
Woodbury Public Works Building
2301 Tower Drive**

Questions regarding this meeting will be taken between the hours of 8:00 a.m. and 4:30 p.m. via planning@woodburymn.gov or by calling 651-714-3533 and leaving a voicemail message.

Please note that the times listed below are estimates and are subject to change.

1. 7:30 AM- Call to order
2. 7:35 AM- Roll call and introductions
3. 7:40 AM- Approval of meeting minutes – December 16, 2026, EDC Meeting
4. 7:45 AM- Overview of 2026 EDC Work Plan and Meeting Schedule
5. 7:50 AM- Destination: Woodbury Update
6. 8:15 AM- 2025 Annual Report (draft)
7. 8:55 AM- Development Update (verbal)
8. 9:00 AM- Adjourn

Attachments:

1. EDC Memo 26-01
2. December 16, 2025, EDC Meeting Minutes
3. 2026 EDC Work Plan and Meeting Schedule
4. Draft 2025 Annual Report

The City of Woodbury is subject to Title II of the Americans with Disabilities Act, which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs and activities. Information regarding the provisions of the Americans with Disabilities Act is available from the City Administrator's office at 651- 714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator at 651-714-3523 (TDD 651-714-3568) to make arrangements.

Economic Development Commission Memorandum 2026-01

Date: January 23, 2026
To: EDC Members
From: Jamie Fritts, Housing and Economic Development Manager
Subject: January 27, 2026 EDC Meeting

The Economic Development Commission (EDC) is scheduled to hold a meeting on January 27, 2026, at 7:30 a.m. **in the Carver Conference Room at the Public Works Building**, 2301 Tower Drive. Please note the new location, as City Hall is a voting site for the special election.

1. Call to order and oath of office for new members
2. Roll call and introductions
3. Approval of December 16, 2025, EDC meeting minutes
4. Overview of 2026 EDC Work Plan and Meeting Schedule

Attached you will find the work plan for the EDC for the coming year, along with the 2026 meeting dates. Staff will provide a quick overview of both at the meeting.

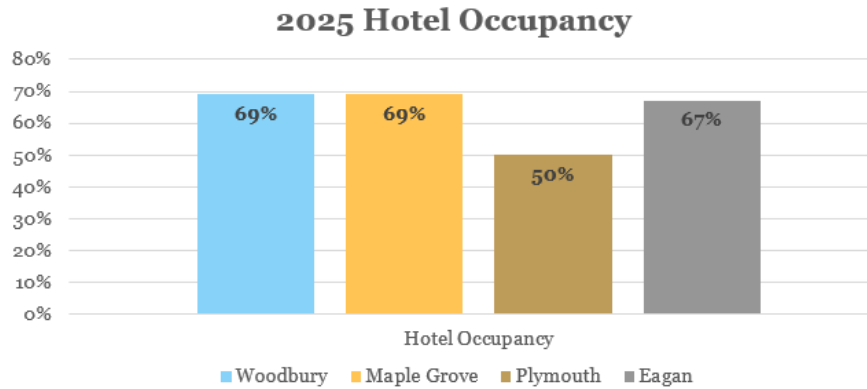
5. Destination: Woodbury Update

Woodbury Hotel Updates

The next quarterly Woodbury hotel leadership meeting is being scheduled as part of the Mayor's Business Outreach program. The EDC discussed having the business outreach meetings include various industry sectors, instead of meetings with individual businesses, and the hotel sector will be the first of these meetings with the mayor.

Several recent changes have occurred within the local hotel market over the past couple of years. As sister hotel properties, the Courtyard and Residence Inn properties were sold in December 2025. The Sheraton Hotel changed management in December 2025, and the La Quinta Hotel was sold in March 2024.

Woodbury hotels continue to perform well. According to CoStar hotel data, Woodbury has an average occupancy of 69 percent in 2025. Compared to other suburban cities, Maple Grove has 69 percent occupancy, Plymouth has 50 percent occupancy and Eagan has 67 percent occupancy last year. These comparisons show that Woodbury performs well in hotel occupancy and is gaining towards pre-pandemic levels.



Performance Measurements and Metrics

The table below provides a review of the 2025 DMO performance measurements.

| DMO Measurement | 2025 Proposed Annual Target | 2025 Actuals | 2024 Actuals |
|-----------------------------------|-----------------------------|-----------------|--------------|
| Lodging Tax Revenue | \$650,000 revenue | \$682,550* | \$628,030 |
| Hotel Occupancy | 66.0% | 69.0% | 64.0% |
| Website Visitors (Sessions) | 60,000 Sessions | 76,180 Sessions | NA |
| Website Session Duration | 1m 30s Duration | 2m 10s Duration | NA |
| Facebook Followers | 500 Facebook Followers | 1,860 Followers | NA |
| Instagram Followers | 250 Instagram Followers | 430 Followers | NA |
| Total Video Views | 5,000 Views | 278,570 Views* | NA |
| Visitor Guide Distribution | 5,000 Guides | 5,000 Guides | NA |
| Parks and Trails Map Distribution | 4,000 Maps | 4,000 Maps | NA |

*Video views from all social media platforms
 Sources: CoStar STR, Google Analytics, Meta

DestinationWoodbury.com Results

In 2025, website data from Google Analytics revealed strong interest in dining, attractions, local events, and things to do, followed by shopping and places to stay. The largest audiences come from Minneapolis, Woodbury, Chicago, Saint Paul and nearby communities. Most website traffic comes from Google searches, followed by social media and direct visits. Meanwhile, very little user traffic was directed to the website from AI tools like ChatGPT or Copilot.

The events calendar continues to be a popular page on DestinationWoodbury.com. A recent example was the two New Year’s Eve celebrations held at M Health Fairview Sports Center—a matinee geared toward young children and a later event for all ages. Both events ranked in the top five for page views for the last week of December, with a combined total of 925 page views. Following the events, staff reported approximately 1,200 attendees across both celebrations, which is slightly higher than last year, demonstrating a strong interest in local events from website users.

Top Pages:

1. Dining
2. Attractions
3. Events Calendar
4. Things to Do
5. Shopping
- 6.Places to Stay**

Top Audiences:

1. Minneapolis
2. Woodbury
3. Chicago
4. Saint Paul
5. Cottage Grove

Top Website Sources:

- 63% Google Search
- 23% Social Media
- 11% Direct
- 3% Other
- <1% ChatGPT/Copilot

DestinationWoodbury.com 2025 Data, Source: Google Analytics

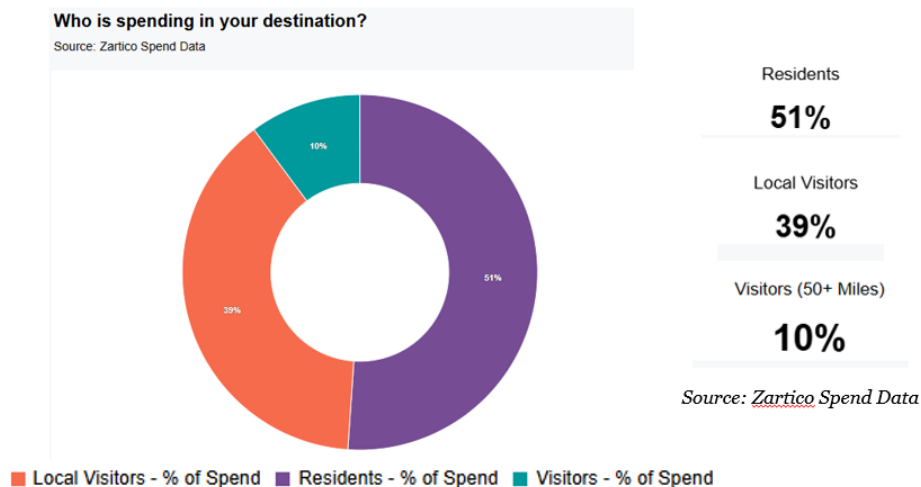
DMO Social Media Updates

After reaching more than 1.1 million views on the DMO social media channels in 2025, staff has paused social media efforts to review performance and next steps. In the meantime, staff have identified Google Photos as an emerging tactic to drive awareness to local amenities and businesses in Woodbury. Staff posted 81 photos, which have received more than 360,000 views, showing interest in Woodbury.

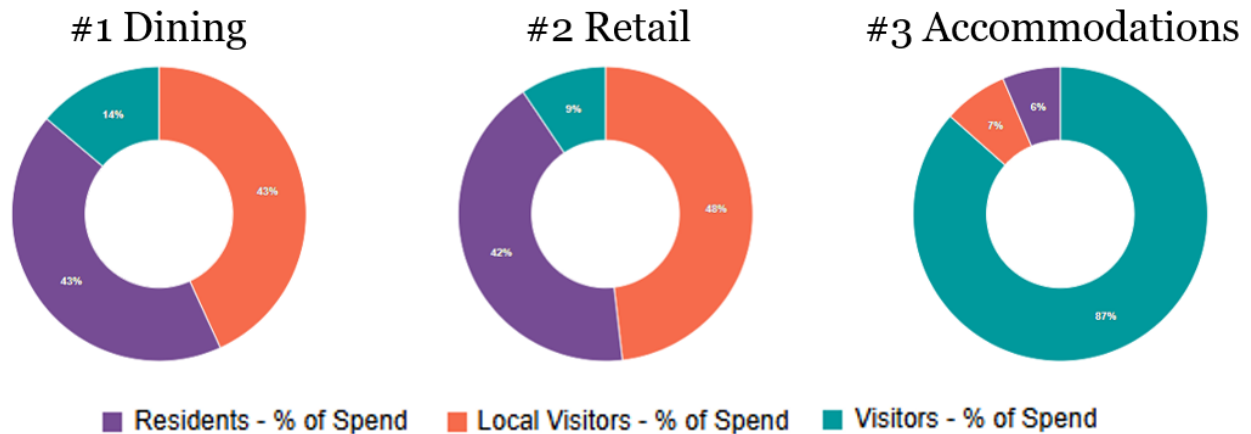
Visitor Spending Data

As staff evaluate data points to inform the DMO’s marketing strategy, data partner Zartico launched a new spending feature, showing how origin markets spend in Woodbury. Audiences are broken down into three areas:

- County Residents: People that live in your home county
- Local Visitors: People that came from within 50 miles of your home county but are not residents of your home county
- Visitors: People that traveled more than 50 miles to your destination



According to Zartico, 51 percent of overall spending comes from County Residents, 39 percent from Local Visitors within 50 miles, and 10 percent from Visitors traveling more than 50 miles.



Source: Zartico Spend Data

County Residents and Local Visitors account for most of the dining and shopping spend, while Visitors make up 87 percent of accommodations spend. These insights emphasize the importance of how all audiences contribute to the local economy. In marketing terms, this presents an opportunity to expand our marketing reach beyond 50 miles and connect Visitors more intentionally to dining, retail and other amenities.

2026 Draft Marketing Plan

At the December meeting, the EDC reviewed draft marketing themes for the coming year. Based on that feedback, staff have further refined these themes to develop goals, strategies and desired outcomes for further EDC discussion.

Overall Goal: Increase awareness, visitation and economic impact in Woodbury by strengthening digital visibility, developing sought after content, expanding partnerships and delivering high-quality visitor experiences aligned with the 2024–2026 Strategic Plan.

- Goal 1: Promote Woodbury as a meeting and events destination
- Goal 2: Grow event visibility and enhance the visitor experience in Woodbury
- Goal 3: Strengthen regional and community partnerships
- Goal 4: Optimize digital engagement and targeted reach
- Goal 5: Leverage visits to Woodbury through robust data analytics

Goal 1: Promote Woodbury as a meeting and events destination

Objective: Leverage Woodbury’s amenities to drive economic impact to the community and its businesses.

- Strategy #1: Launch seasonal digital campaigns promoting Woodbury to meeting and event planners.
 - Tangible outcome: Inquiries and bookings
- Strategy #2: Secure new events in Woodbury.

- Tangible outcome: Number of events and actualized hotel stays
- Strategy #3: Exhibit at local industry tradeshow and expos
 - Tangible outcome: Drive inquiries to local event venues and hotels

Goal 2: Grow event visibility and enhance the visitor experience in Woodbury

Objective: Connect current visitors with local amenities and businesses through marketing tactics.

- Strategy #1: Prior to the largest annual sports tournaments in Woodbury, target top markets with social media advertising promoting local hotels, group-friendly restaurants and group activities.
 - Tangible outcome: Track hotel demand through CoStar YoY and clicks to pages
- Strategy #2: Promote the DMO brand and local amenities to attendees at M Health Fairview Sports Center and Central Park events.
 - Tangible outcome: Increase website traffic from Wi-Fi landing pages
 - Tangible outcome: Customize landing pages to specific groups recommending local amenities and activities to engage in.
- Strategy #3: Launch e-newsletter offering a “first look” at content, exclusive deals and local happenings.
 - Tangible outcome: Number of e-newsletter sign-ups from visitor guide QR code sticker

Goal 3: Strengthen regional and community partnerships

Objective: Advance relationships with hotels, community organizations, businesses and industry groups.

- Strategy #1: Build brand recognition and strengthen loyalty as a trusted source of local tourism information.
 - Tangible outcome: Work with hotels to place signage at front desk, tracking QR code to website landing page detailing local transportation, things to do and discounts at local attractions
- Strategy #2: Continue to build rapport locally and with the broader tourism industry.
 - Tangible outcome: Host quarterly hotel meetings, increasing attendance
 - Tangible outcome: Partner with Minnesota Sports & Events on event RFP opportunities and host client on-site visits

Goal 4: Optimize digital engagement and targeted reach

Objective: Improve the online visitor journey, boost search visibility and use targeted advertising to reach leisure, sports and meetings segments.

- Strategy #1: SEO website enhancements and improve accessibility
 - Tangible outcome: Build website content around top user interests while improving the user website journey and increasing user session duration
- Strategy #2: Engage with content creators to promote itineraries, things to do, places to eat and local events
 - Tangible outcome: Increase followers and engagement on social media channels
- Strategy #3: Grow DMO visual library
 - Tangible outcome: Work with professional service vendors and content creators to secure new photography and video assets

Goal 5: Leverage visits to Woodbury through robust data analytics

Objective: Deliver data-driven reporting to inform marketing strategies

- Strategy #1: Establish core digital audience who will act as brand ambassadors
 - Tangible outcome: Secure first party data through new audiences (e.g. sign-ups from e-newsletter, public events and tradeshow, etc.)
- Strategy #2: Dive deeper into analytics across data platforms
 - Tangible outcome: Continue to measure key performance metrics like hotel performance, top website pages and social media posts, top visitor markets and spending (platforms CoStar, Google Analytics, Zartico)

6. 2025 Annual Report

Each year the Community Development Department creates an annual report to present data to recap the work of the various department divisions and development activity in the community, and to highlight certain projects and achievements from the past year. The report consists of standard recurring sections that provide insight into the work of the department, performance measurements and general development activity in the community. There is typically a ten-year look back which allows data to be compared to previous years and identify trends. In addition to the recurring sections, several “deep dive” topics are selected to further highlight department updates, achievements, projects, or current economic development areas of interest.

The EDC plays an advising role in the development of the annual report by providing recommendations on its content and format. One such task in this process is assisting with the selection of the “deep dive” topics for the report. At the December EDC meeting, staff presented several concepts for consideration and landed on using the guiding principles of the 2040 Comprehensive Plan as the theme for the 2025 report and the “deep dive” topics.

Please review the Draft 2025 Annual Report attached with this packet prior to the upcoming EDC meeting. Commissioners will be asked to provide feedback on the draft report and recommend changes and edits to the document. There may be additional updates to the document that will be presented by staff at the January meeting.

7. Development Update

Staff will provide a development update, if time allows.

8. Adjourn

Respectfully submitted,

Jamie Fritts

Housing and Economic Development Manager

cc: Mayor and Councilmembers
Jeff Dahl, City Administrator
Angela Gorall, Deputy City Administrator
Janelle Schmitz, Community Development Director
Eric Searles, Assistant Community Development Director/City Planner

Eric Satre, Destination Marketing Manager

CITY OF WOODBURY
ECONOMIC DEVELOPMENT COMMISSION MINUTES

December 16, 2025

Pursuant to due call and notice thereof, a meeting of the Economic Development Commission was held at Woodbury City Hall, 8301 Valley Creek Road, on the 16th day of December 2025.

ITEM 1. CALL TO ORDER

Chair Eric Schurr called the meeting to order at 7:30 a.m.

ITEM 2. ROLL CALL

Upon roll call the following members of the EDC were present: Eric Schurr, Emanuel Ekstrom, Silwai Ing, Michael Zoladkiewicz, Philip Rush, Tim Horton, Amy Schmidt, Paul Leindecker, Jory Deloach, and Erich Mische.

Absent: None

Also present: Janelle Schmitz Community Development Director, Eric Satre, Destination Marketing Manager and Jamie Thoen, Administrative Assistant.

ITEM 3. APPROVAL OF MINUTES

MOTION: Woody Leindecker moved to approve the minutes from the October 28, 2025 EDC meeting, with a change to note that Emanuel Ekstrom was absent.

SECOND: Erich Mische

VOTE: All in favor: Emanuel Ekstrom, Silwai Ing, Michael Zoladkiewicz, Philip Rush, Tim Horton, Eric Schurr, Amy Schmidt, Paul Leindecker, Jory Deloach, and Erich Mische.

AGAINST: None

ABSENT: None

ITEM 4: DESTINATION WOODBURY UPDATE

Eric Satre thanked the EDC for advising and supporting the DMO, and noted the DMO is still in its infancy stage, and 2026 will be its first full calendar year as a fully operational DMO which will bring new strategic opportunities.

Mr. Satre gave information on the performance measurements, both internal and external metrics, stating that staff will be providing regular updates to the EDC on these metrics. He reviewed the metrics and goals that the EDC had established earlier in the year, noting that these measurements are common for many DMOs. He said staff have been monitoring these measures since the brand launch in April and are seeking input from the EDC as to the frequency of reporting on these metrics.

Mr. Satre reviewed the external metrics, which are based on hotel performance—lodging revenue and hotel occupancy—as well as the internal metrics which are directly tied to the

DMO's marketing efforts. He noted that most goals were met or exceeded with the exception of the YouTube Video Views.

He added that the DMO has access to additional data analytics from Zartico:

- 78% of all visitors to Woodbury are from out-of-state with top accommodation markets from Wausau-Rhineland WI, Milwaukee WI, Green Bay-Appleton WI, Chicago IL and Fargo ND.
- Overall spending from visitors is up slightly with the highest average spending from La Crosse-Eau Claire WI, Duluth MN-Superior WI and Wausau-Rhineland WI.

Mr. Satre noted that a "visitor" is someone who travels at least 50 miles and spends at least two hours in the destination and that other measurements include geo-location and credit card spend data. He also gave statistics on hotel occupancy from 2016-2024 acknowledging the extreme dip in 2020 due to COVID, and noting that hotels have not quite reached the pre-pandemic occupancy levels.

Feedback from the Commission included:

- What is considered a healthy occupancy rate (goal is 66 percent).
- How can we better engage hotel managers? Should we reach out to ownership as well as, given the employee turn-around?
- Can we ask hotels to collect data from their guests, such as why they are staying in Woodbury?
- What portion of hotel visits are leisure vs. business?
- Do we offer stay and play packages? People come for different reasons including shopping, sports, specialty medicine, etc.
- How do our occupancy rates compare to other east metro cities?
- Where are visitors to the DMO website spending the most time?
- How do we measure success of the visitor guide and parks and trails map; is there a QR code that can be tracked to determine if people are engaging with the DMO?
- Question about the message that pops up regarding leaving the city's webpage when you click on the DMO link; it gives a negative impression.
- Quarterly reporting on the metrics would be appropriate.

Mr. Satre next discussed the 2026 marketing themes for the DMO, which are based on the strategies and goals outlined in the Strategic Plan, which is in its final year. He reviewed the five overall themes:

1. Elevate Central Park as a Signature Destination
2. Grow Sports Tourism & Event Visibility at M Health Fairview Sports Center
3. Strengthen Regional & Community Partnerships
4. Optimize Digital Engagement & Targeted Reach
5. Maintain Transparency & Performance Reporting

Feedback from the Commission included:

- Each of our marketing strategies should have metrics to measure the outcomes and determine if they are successful. Some metrics include number of tours given at Central Park, and how many bookings resulted from our marketing efforts (conversion rate).
- Concern about focus or prioritizing city facilities at the expense of marketing other attractions, things to do or places to visit.
 - Woodbury is known as a shopping destination, has a growing restaurant scene and has outstanding parks and trails and more recently entertainment venues like Topgolf and Main Event; lean into that.
 - Marketing strategies to increase hotel occupancy, since that is the DMO's funding source.
- Strategic Plan should be updated as we are fully operational and have new insights since the original plan was approved. Plans should be nimble to react to new opportunities and changing conditions.
- Insight into the major visitor groups, not only where they are coming from but why they are coming to Woodbury.
- Instead of maintaining transparency and performance reporting, there should be a focus on more robust data and analytics and how we use them to influence marketing strategies.

Mr. Satre said another initiative for 2026 is launching a new e-newsletter, a highly engaging and highly personalized form of marketing. He said staff is asking the EDC to weigh in on potential names for the Destination: Woodbury e-newsletter. He said when considering the name, keep in mind the DMO compass logo and the intent to educate visitors about Woodbury.

1. In The Know by Destination: Woodbury
2. Now We Know by Destination: Woodbury
3. Pointing Places by Destination: Woodbury
4. Going Places by Destination: Woodbury
5. Know & Go by Destination: Woodbury
6. Others?

Feedback was given from the Commission:

- Commissioners stated they like those that have motion (Going Places; Pointing Places; Know and Go, etc.)
- Including information in the newsletter about what's coming or what's next to build excitement.

Mr. Satre stated that one new initiative for 2026 is focused on recruiting new events, meetings and tournaments to Woodbury for the purpose of increasing hotel stays. He said staff are proposing an event rebate program for EDC consideration. He said it is modeled after sponsorship programs that are typical for DMOs, but instead of paying sponsorship fees in advance of an event, the DMO would offer a rebate to events that meet certain qualifications.

He said an event can qualify for the program by meeting specific parameters like being a new event, utilizing a city facility (e.g. Central Park or the Sports Center) and contracting a block of rooms at a Woodbury hotel(s). He said the amount paid would be based on the total number of hotel room nights consumed after the event concludes as reported by the hotel(s). He said by providing a small rebate to the event organization would generate a positive economic impact, including hotel stays, to the community.

Feedback was given from the Commission:

- Liked the concept but thought it could be increased in terms of the rebate amount and possibly expanded beyond city facilities.
- How would this be marketed or promoted?
- Would the event be allowed/required to identify the DMO as a sponsor (use the DMO logo, etc.), which could provide more visibility and brand awareness for the DMO?
- What marketing activities or uses of funds would be impacted if we implement this program? What else could use our funds for if we didn't do this program?
- Is there a way to differentiate between a one-night hotel stay vs. multiple nights or use of local restaurants?
- Would like further refinement of the policy for their consideration.

ITEM 5: ANNUAL REPORT

Janelle Schmitz discussed the 2025 Annual Report advising the Commission that each year the Community Development Department creates an annual report to present data to recap the work of the various divisions in the department, development activity and project highlights and achievements. She said there is typically a ten-year look back which allows data to be compared to previous years and identify trends. Ms. Schmitz said in addition to the recurring sections, several "deep dive" topics are selected to further highlight department updates, achievements, projects, or current economic development areas of interest.

Ms. Schmitz said the EDC plays an advising role in the development of the annual report by assisting with the selection of the "deep dive" topics for the report. She said that staff have developed several concepts for the EDC's consideration. She said that Guiding Principles of the 2040 Comprehensive Plan is the proposed theme for the 2025 deep dive topics and reviewed several possible deep dive topics including school expansions, cannabis legislation, and northeast business park.

Feedback from the Commission included:

- Concern about focusing on cannabis, given the public safety concerns around the topic. This could be included in the body of work of the Community Development department for 2025.
- Agreed with highlighting schools/education and the northeast business park.
- Reinvestment activity may be something interesting to highlight.
- Can the report include information about the large amount of work done on the water treatment plant and pipeline project?

ITEM 6- BUSINESS CELEBRATION DEBRIEF

Ms. Schmitz talked about the Business Celebration that was held on December 9th. She said that even with the heavy snowfall the businesses that attended found the event to be fun and valuable. She noted that while 49 businesses were invited, only 17 businesses responded, despite a lot of follow up by staff.

Feedback was given from the Commission:

- Networking was positive
- Celebratory feeling of the event
- May need to hold every other year to ensure we have adequate number of attendees

Ms. Schmitz discussed the 2026 EDC meeting schedule and acknowledged the outgoing EDC Chair, Eric Schurr, and the new chair and vice-chair for 2026, Emanuel Ekstrom and Amy Schmidt, as well as Jory Deloach being appointed to the 2050 Comprehensive Plan Task Force.

ITEM 7- DEVELOPMENT UPDATE

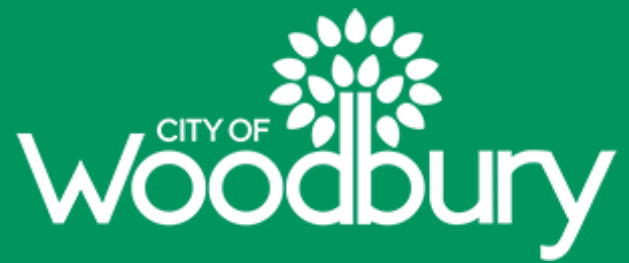
Ms. Schmitz discussed the 2025 year-to-date permit activity. She also discussed the expanded service for Metro Micro as well as the new transit Route 345 that goes to the MSP airport and the Mall of America.

ITEM 7. ADJOURN

The meeting of the EDC adjourned at 9:00 a.m.

Respectfully submitted,

Janelle Schmitz, Community Development Director
Approved by the Woodbury Economic Development Commission January __, 2026.



2025 Community Development Annual Report


Prepared By:
Jamie Fritts

Presented On:
March XX, 2026



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Community Development Staff

Community Development Director

Janelle Schmitz

Assistant Community Development Director/City Planner

Eric Searles

Building Official

Scott Richardson

Inspections Division

Tim Asleson
Pam Christiansen
Kimberly Coulter
Matt Evans
Elissa Golden
Andy Hank
Luke Harvey
Troy Houn
Rich Munson
Courtney Oliart
Derek Quade
Nate Thompson
Casey Underdahl
Ross Westendorf

Planning Division

Yafet Amde
Jamie Fritts
Scott Gay
Jen Hellam
Dan Krumwiede
Gina McCormack
Matt Novak
Eric Satre
Jamie Thoen

Advisory Commissions

Woodbury is fortunate to have committed residents who volunteer on the Economic Development Commission and Planning Commission, helping to guide the city's future.

Economic Development Commission

The general purpose of the Economic Development Commission is to study, review and prepare recommendations for the City Council regarding matters of economic development policy. The Commission acts as a coordinating body and resource agency for economic development matters, including the creation of an economic development strategic plan, and as an advisory body for the Destination Marketing Organization.

| 2025 Economic Development Commission | |
|--------------------------------------|------------------------------|
| Eric Schurr (Chair) | Emanuel Ekstrom (Vice Chair) |
| Tim Horton | Michael Zoladkiewicz |
| Phillip Rush | Amy Schmidt |
| Paul Leindecker | Erich Mische |
| Silwai Ing | Jory DeLoach |

Planning Commission


The Planning Commission supports the City Council by making recommendations regarding subdivision applications, zoning ordinance amendments, rezoning, variances, conditional use permits, interim conditional use permits and site and building plans, consistent with the Comprehensive Plan. The Commission also recommends a Comprehensive Plan for the city.

| 2025 Planning Commission | |
|--------------------------|---------------------------|
| Shannon Olsen (Chair) | John Jarrett (Vice Chair) |
| Thomas Harrington | John Kollm |
| Stephanie Swanson | Marcia Kennedy |
| Saurin Shah | Adrina Ngaling (Student) |
| Daniel Cho (Student) | |



Executive Summary

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Woodbury's Population

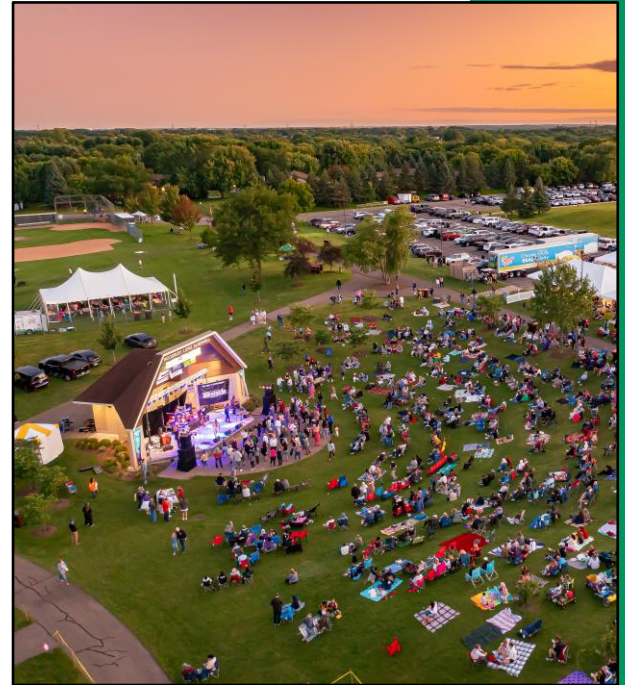
The City's year-over-year population growth is consistent with the 2040 Comprehensive Plan's projection of approximately 400 new housing units per year. Woodbury's steady growth is driven by a strong quality of life that continues to attract both new residents and commercial development.

7th Largest City in Minnesota

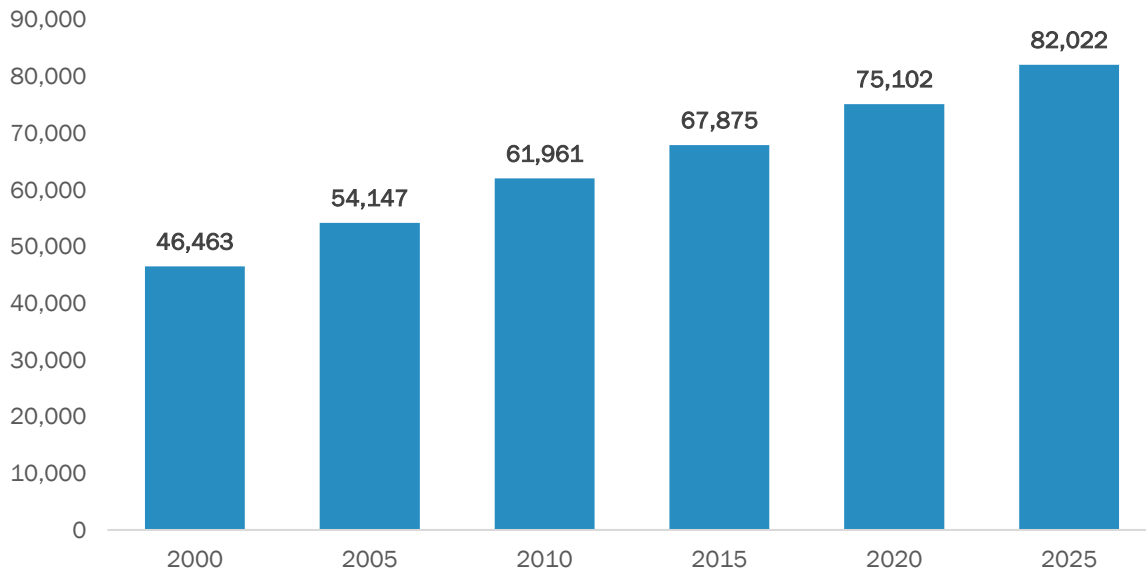
2025 U.S. News "Best Cities to Live"

30,848 Woodbury Households

1.9% Average Annual Population Growth



Woodbury Population



Woodbury's Demographics

The community is made up of a diverse range of household types, ages, ethnicities, and racial identities. This diversity strengthens the city's character and contributes to its reputation as a welcoming and thriving place to live. As the City diversifies, understanding population demographics contributes to a holistic equitable approach to city planning and the provision of city services.



16.5% of Woodbury residents speak a language other than English at home.



The median age of a resident is 37.9, which is on par with the regional median age of 37.8.

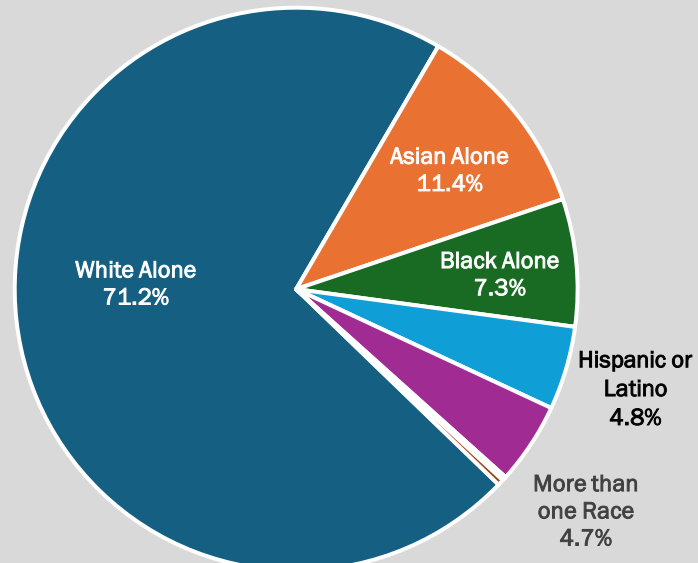


2.9% of residents are age 65 or older. Woodbury's population continues to age experiencing a 1.7% increase from 2018.



Woodbury is home to a highly educated workforce with 63.2% of residents with a bachelors degree or higher.

Race and Ethnicity



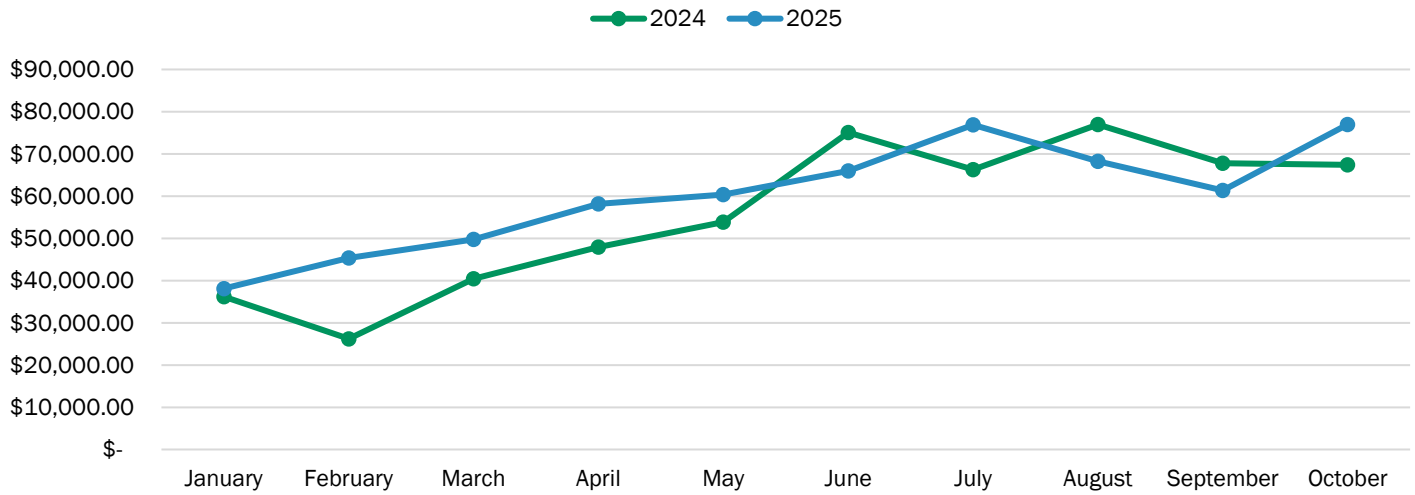
Some Other Race Alone, <1%
Native Hawaiian/Other Pacific Islander, < 1%
American Indian Alone, < 1%



DESTINATION: WOODBURY

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Gross Lodging Tax Revenue Year-Over-Year



»»»
\$601,182
 2025 YTD total tax revenue

»»»
7%
 Revenue increase from 2024

»»»
68.1%
 2025 average hotel occupancy

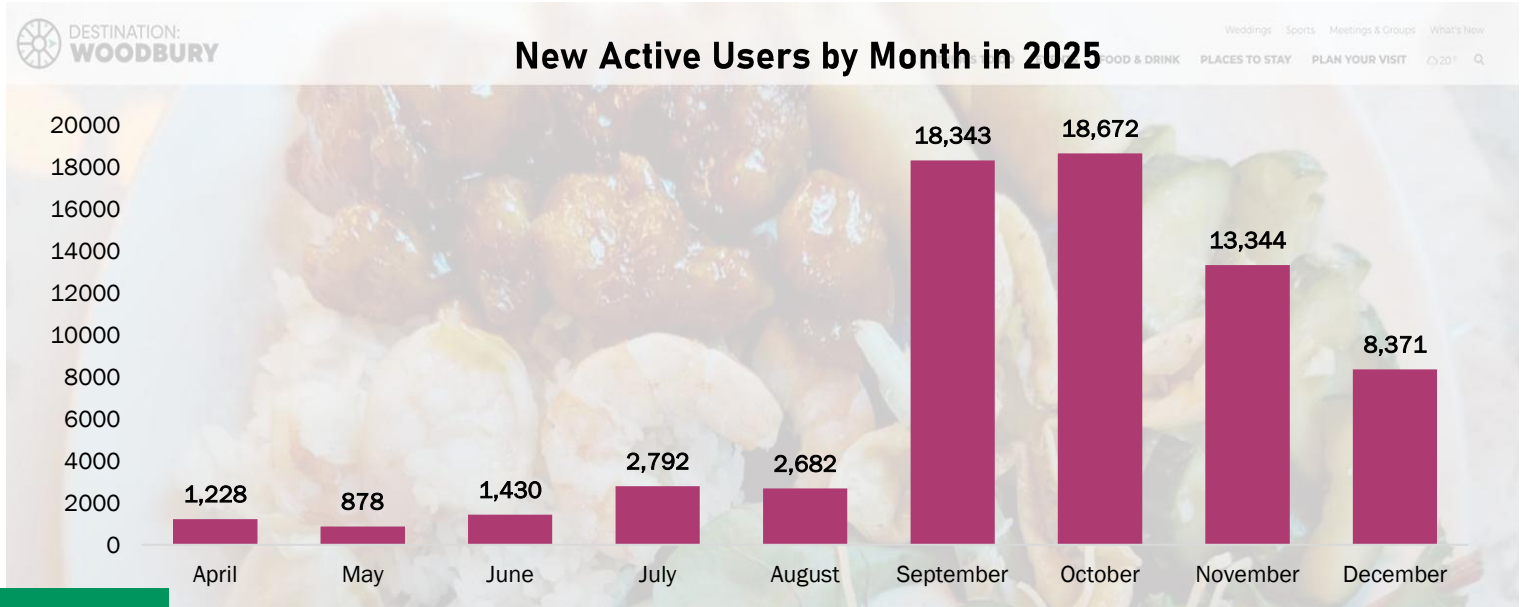
»»»
2.1%
 Occupancy increase from 2024

WOODBURY HOTELS

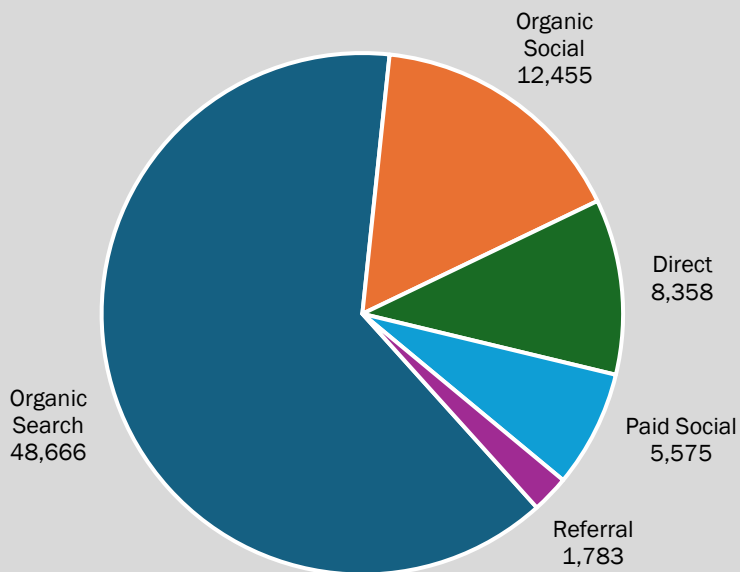
| Hotel Name | Address | Phone | Website | Number of Rooms | Complimentary Breakfast | Pool | Fitness Center | Free Wi-Fi | Pet-Friendly | On-Site Restaurant | Meeting/Event Space |
|-------------------------------------|--|--------------|--|-----------------|-------------------------|------|----------------|------------|--------------|--------------------|---------------------|
| Country Inn & Suites | 6003 Hudson Rd., Woodbury, MN 55125 | 651-739-7300 | choicehotels.com | 153 | • | • | • | • | • | • | • |
| Courtyard Hotel | 185 Radio Dr., Woodbury, MN 55125 | 651-731-5338 | marriott.com | 120 | | • | • | • | | • | • |
| Extended Stay America | 975 Weir Dr., Woodbury, MN 55125 | 763-432-1390 | extendedstayamerica.com | 122 | • | | • | • | • | | |
| Extended Stay America Suites | 10020 Hudson Rd., Woodbury, MN 55125 | 651-501-1085 | extendedstayamerica.com | 104 | • | | | • | • | | |
| Hampton Inn | 1450 Weir Dr., Woodbury, MN 55125 | 651-578-2822 | hilton.com | 63 | • | • | • | • | • | | |
| Holiday Inn Express | 9840 Norma Lane, Woodbury, MN 55125 | 651-600-3003 | holidayinnexpresswoodbury.com | 99 | • | • | • | • | • | | • |
| La Quinta Inn | 700 Bielenberg Dr., Woodbury, MN 55125 | 651-968-0448 | wyndhamhotels.com | 108 | • | • | • | • | • | | • |
| Residence Inn Marriott | 205 Radio Dr., Woodbury, MN 55125 | 651-731-9010 | marriott.com | 116 | • | • | • | • | • | • | • |
| Sheraton Hotel | 676 Bielenberg Dr., Woodbury, MN 55125 | 651-209-3280 | marriott.com | 150 | | • | • | • | • | • | • |

Destination: Woodbury Website

Text Franklin Gothic



Website Traffic Drivers



76,182

Website sessions in 2025.



63,668

Total unique users in 2025.



64%

Website traffic driven by search engines.

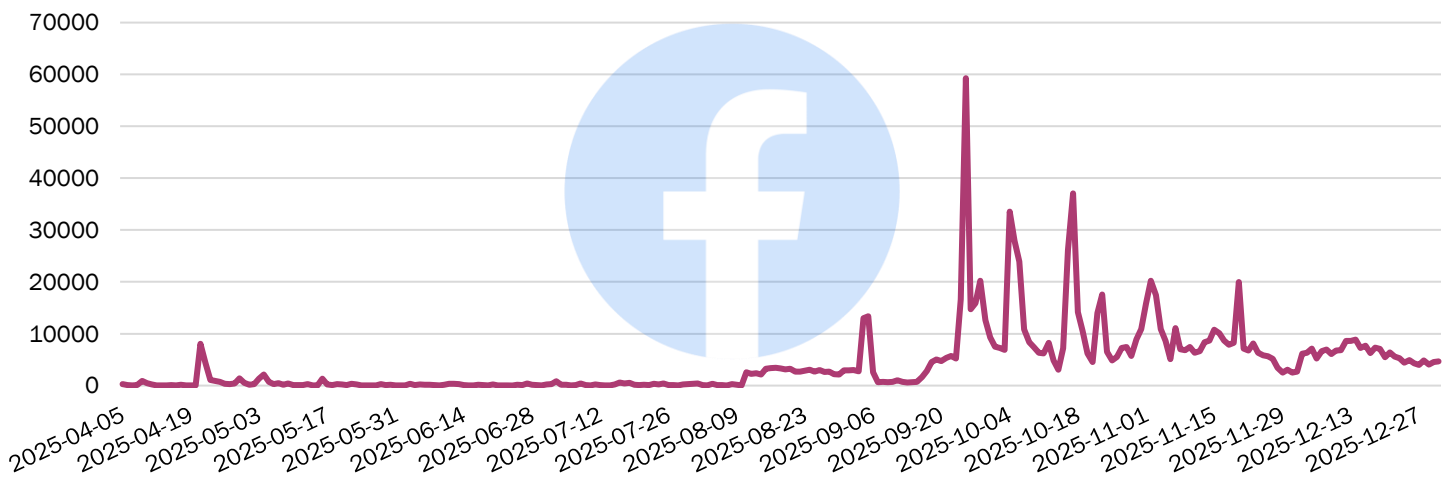


Top Content

Social Media

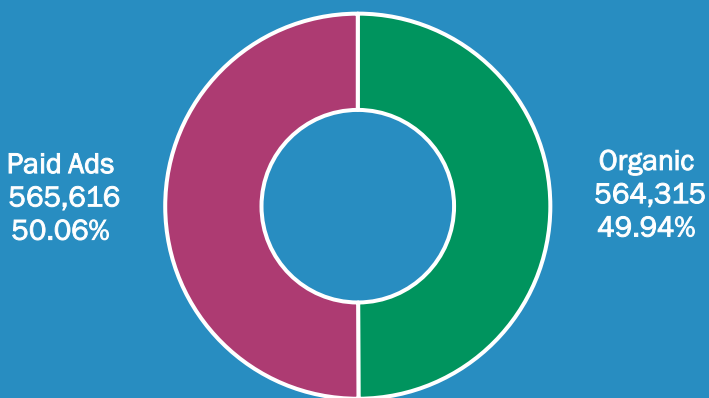
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Facebook Views 4-5-25 Through 12-31-25



1,129,931 DMO Facebook Views April 2025 – December 2025

Facebook Views by Origin



Top content



1,800 DMO Facebook subscribers as of 12-2025.



18,088 Destination: Woodbury website site sessions driven by social media,

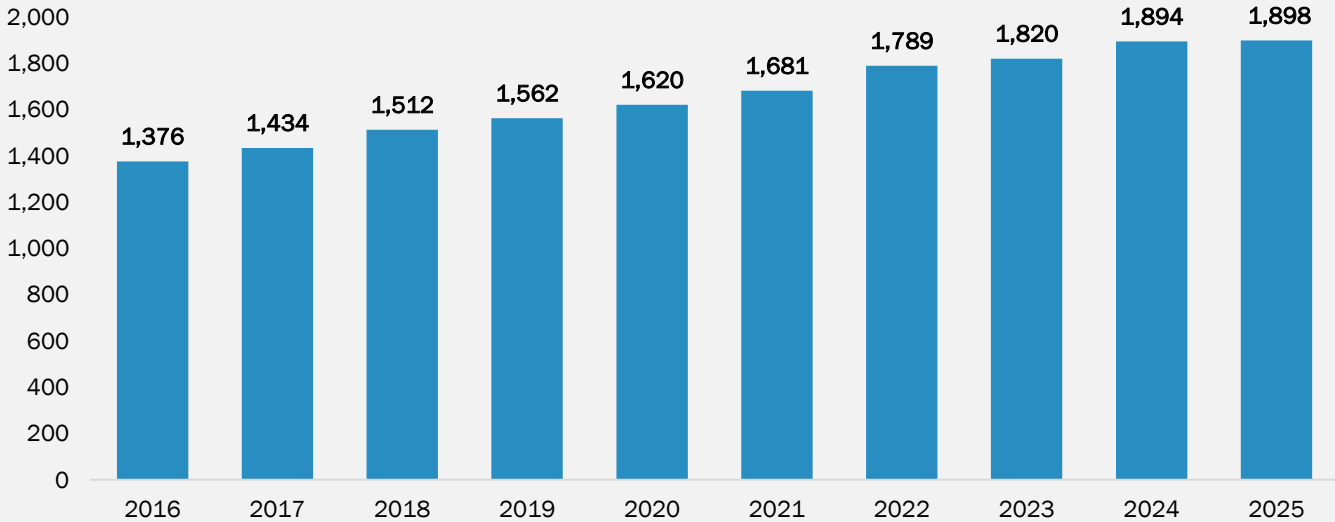


24% of all Destination: Woodbury website sessions in 2025 driven by social media.

Employment Metrics

Woodbury's count of business establishments continues to grow year-over-year with a net increase of 74 businesses in 2024 for a total of 1,894 establishments. The city continues to do well retaining and attracting businesses and currently has an average annual growth rate of 3.4 percent.

Q2 Year-Over-Year Change Business Establishments



3.1%

2025 Unemployment Rate



\$1,167

2025 Average Weekly Wage



26,148

Total Jobs Quarter 2 of 2025



44,900

2025 Total Labor Force

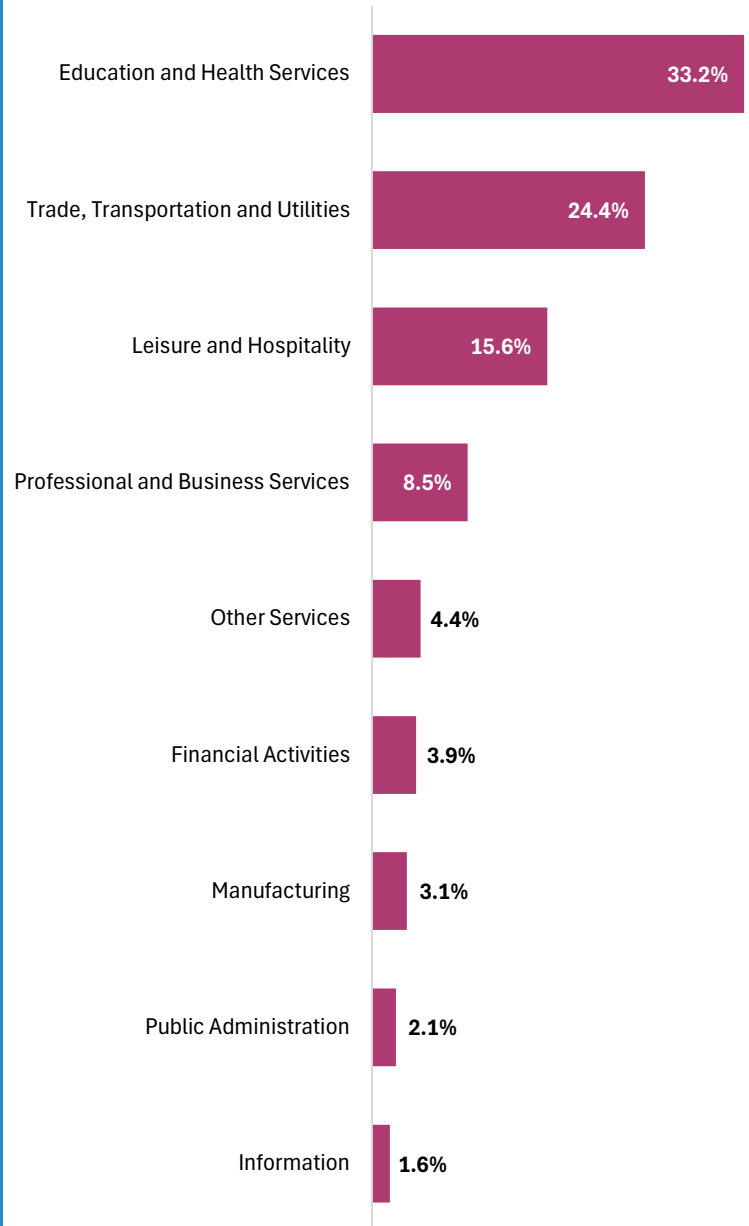
Employment Sectors

The distribution of jobs among employment sectors in Woodbury remained similar to 2024 employment data. The top three employment sectors continue to be education and health services (33.2 percent), trade, transportation, and utilities (24.4 percent), and leisure and hospitality (15.6 percent). Overall, sectors experienced little change from the previous year, with the only notable shifts greater than 0.1 percent occurring in leisure and hospitality and manufacturing, which saw a 0.5 percent decrease and a 0.4 percent increase, respectively.

Industrial space in the Northeast Business Area continues to experience a high level of activity, with nine new businesses now calling Woodbury home. As additional space is leased and upon completion of the new Amazon last-mile facility, the City anticipates growth in the manufacturing and trade, transportation, and utilities sectors. Attracting well-paying jobs in these sectors has been a guiding principle of the City's Comprehensive Plan and focal point of Woodbury's economic development strategy.

Since 2015, education and health services has continued to comprise a larger share of Woodbury's economy. The sector grew from 28.8 percent of total jobs in 2015 to 33.2 percent in 2025, an increase of 2,349 jobs during this period. Growth in education and health services accounted for 56 percent of all jobs added between 2015 and 2025. While some sectors experienced declines as a proportion of total employment, this does not necessarily indicate a loss of jobs; rather, these sectors added jobs at a slower rate than others. Only two employment sectors experienced net job losses between 2015 and 2025, manufacturing and financial activities, which declined by 234 and 635 jobs, respectively.

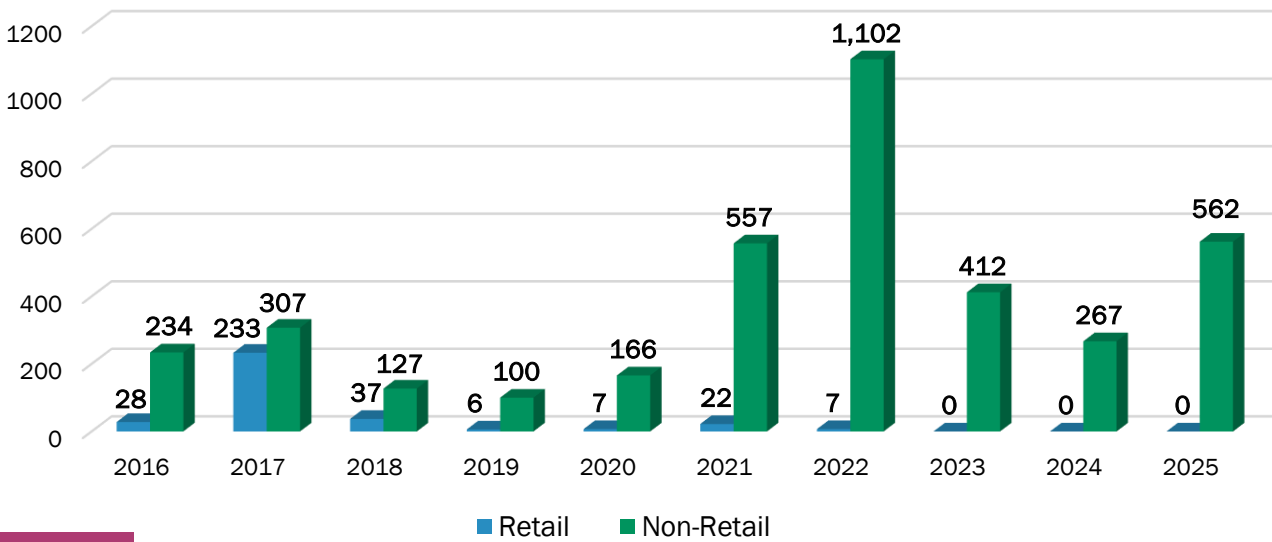
Employment by Sector



New Commercial Construction

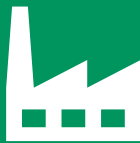
Building permits for seven new commercial buildings were issued in 2025, totaling 561,661 square feet, with a cumulative permit value of approximately \$264 million. The cumulative total includes Woodbury’s water treatment plant project, which had permit value of \$148 million, accounting for 57 percent of 2025’s total value. A commercial highlight is the new Amazon last mile facility currently under construction in the Northeast Business Area. The facility will be a 223,418 square feet warehouse and sorting center that will allow for faster Amazon deliveries to Woodbury residents and surrounding communities.

New Commercial Construction Square Feet (In Thousands)

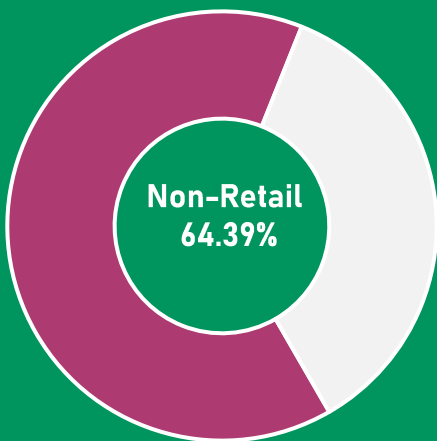


Total Commercial Square Footage
14,122,656

Non-Retail
9,093,846 SF



Retail
5,028,810 SF

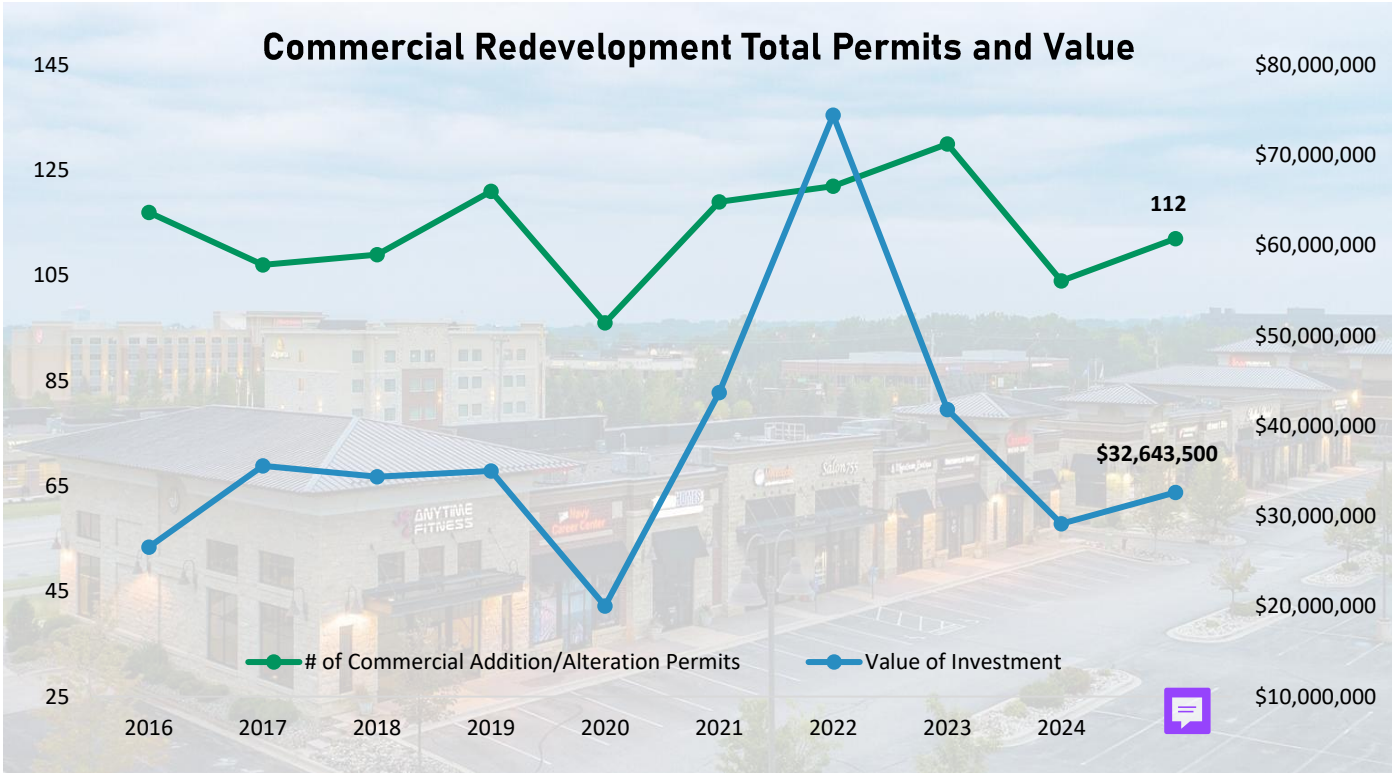


New Commercial Building Permits 2025

| | |
|--------------------------|------------|
| Alma Flor Ada | 14,411 SF |
| Amazon | 223,418 SF |
| The Goddard School | 13,780 SF |
| Kiddie Academy | 10,495 SF |
| Main Event | 48,675 SF |
| Math and Science Academy | 126,159 SF |
| Water Treatment Plant | 124,723 SF |

Commercial Reinvestment

The chart below shows steady commercial reinvestment activity in Woodbury in 2025. The total number of commercial permits increased by 8 from 2024. Furthermore, the value of permits issued in 2025 was also higher than the prior year and included nine permits with values greater than \$1 million. The high value permits included leasehold and landlord improvements to large retail spaces, new businesses in the Northeast Business Area and the Hartford building at 500 Bielenberg Drive.



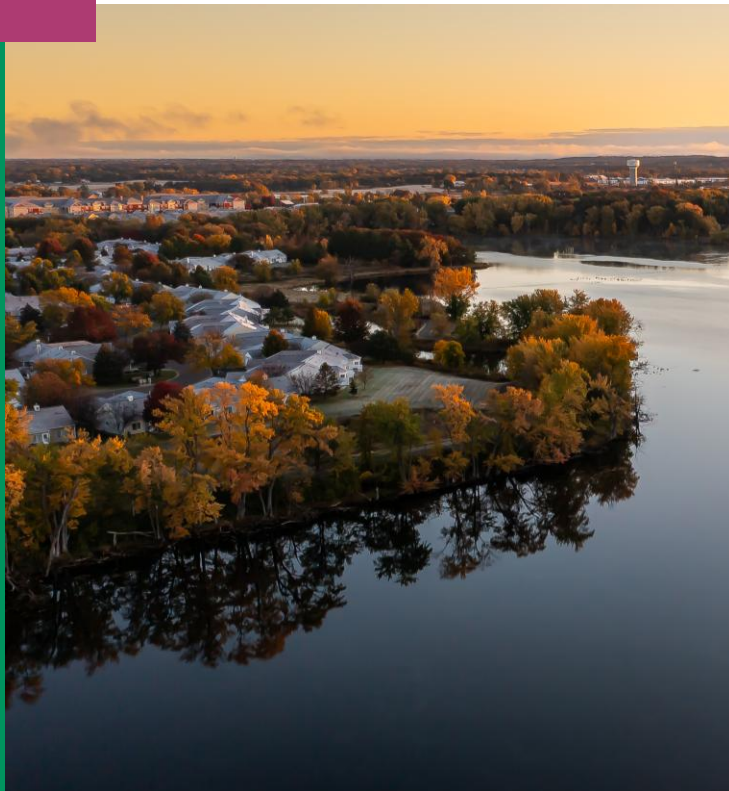
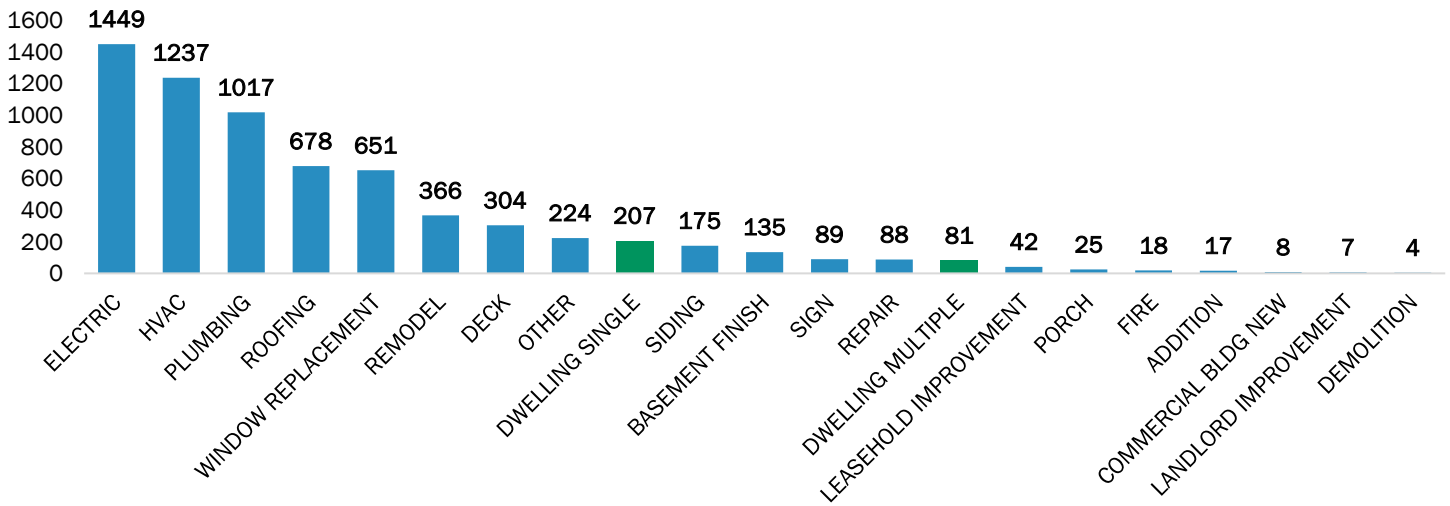
Top Commercial Reinvestment Projects 2025 (Ordered by Value)

| | |
|---------------------------------------|----------------------------|
| Ross Dress for Less | PGA Superstore |
| Schimberg Co. | Gerber Collision and Glass |
| Pipefitters Steamfitters Credit Union | Slick City |
| IronGate Data Centers | Paris Baguette |

Building Permit Activity

Approximately 96 percent of building permits issued in 2025 were connected to reinvestment activity or work done on existing homes and commercial spaces. Over 6,800 building permits were issued in 2025; 452 permits were connected to new residential construction projects. The remainder of the permits were spread across a wide range of construction types, as shown in the chart below.

2025 Permits Issued by Type



\$661 million

2025 Total Permit Value



7.7%

Increase in permits from 2024



22,823

Inspections in 2025



44,900

2025 Total Labor Force

New Residential Construction

Woodbury has been committed to housing choice for decades through multiple comprehensive plans, striving to maintain an approximate 50/50 split between single-family detached housing units and attached housing units obtainable across all income brackets.

As the below charts illustrate over the past ten years, residential development in the city reflects the stated goal of the 2040 Comprehensive Plan to achieve a 50/50 split among single and multifamily units.



Over ten years the City has added 3,152 new single family detached homes accounting for 48% percent of new residential development.



Over ten years the City has added 3,515 new multifamily attached and apartment homes accounting for 52% of new residential development.

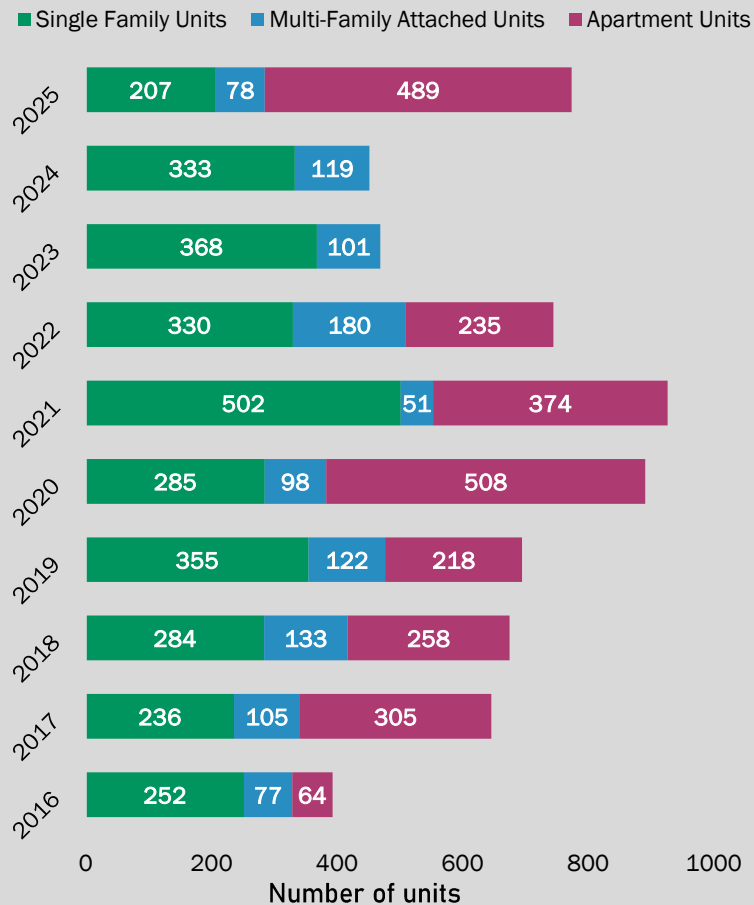


From 2016 through 2025 the City added a total of 6,667 new residential housing units, with a ten-year average of 667 units per year.



In 2025 permits were issued for two new workforce housing developments totaling 489 units that will primarily serve working families with children.

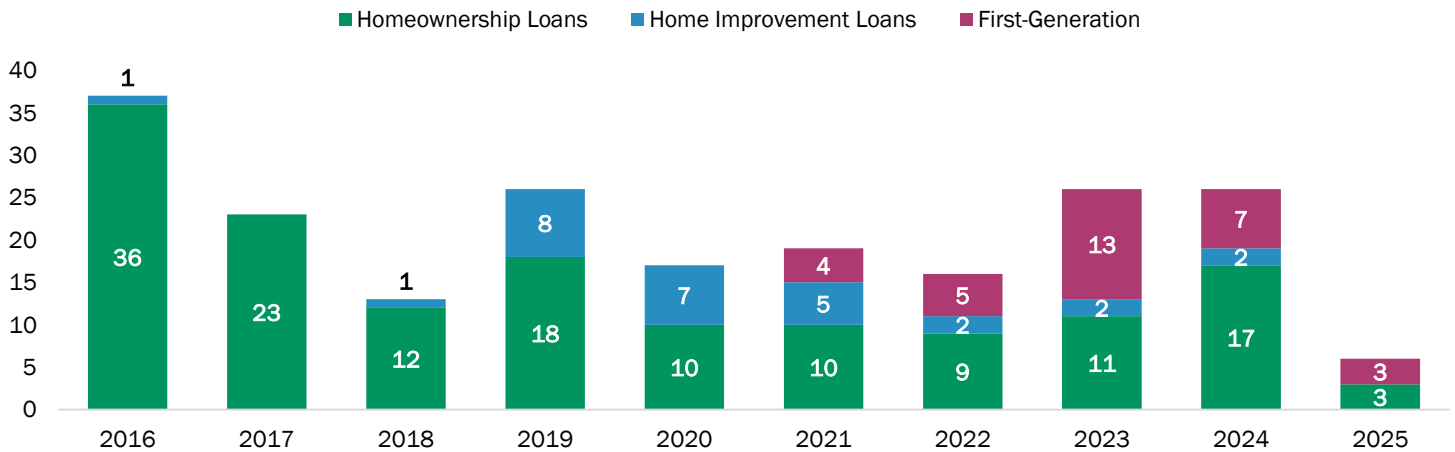
New Housing Units by Type



Woodbury HRA

In 2025 the HRA loan programs underwent substantial changes that were adopted by HRA Commissioners. Changes made were to reduce administrative costs of the programs, establish a targeted approach for maximum assistance amounts to better match the individual need of buyers, and ensure long-term financial sustainability of the HRA. Changes to program include partnering with the Washington County CDA (WCCDA) to administer the program, adjusting the maximum loan amount to 3.5% of the purchase price, and pausing the Neighborhood Reinvestment program for home improvements. Implementing the changes and transitioning to the WCCDA required a pause on all programs for the first half of 2025 due to the time needed to update program documents and train WCCDA staff. The program was relaunched in July of 2025 and ended the year with a total of six loans issued. Staff anticipates 2026 to have a much higher level of activity now that the changes are fully implemented and increased marketing efforts.

HRA Loans Issued by Type



Local Affordable Housing Aid (LAHA)

In 2025 the Council provided direction for the use of the City's LAHA disbursements from the metro area affordable housing sales tax. Council directed staff to develop two policies establishing new HRA programs intended to expand affordable rental opportunities within the City. The new programs are intended to facilitate new development and include land banking and development assistance loans.

Land banking is the acquisition of undeveloped parcels of land, holding the land until conditions are right for development, and then conveying land to a developer at a below market price as an incentive to develop affordable units. Development assistance is financial assistance to affordable housing developers in the form of a low-interest loan to fill development gaps many projects encounter due to the complex nature of financing affordable housing.



Portion of LAHA will be allocated on an annual basis to expand funding for the HRA's homeownership programs.



HRAD-1.06 HRA Land Banking Policy adopted by HRA Commissioners on January 28, 2026.



City staff anticipate presenting a development assistance policy for adoption in quarter two of 2026.

Community Standards

Ensuring that community standards are met is a critical part of maintaining Woodbury's high quality of life for its residents and businesses. While managing active code enforcement cases is an important component of code enforcement, other work priorities include enforcement of the city's sign ordinance and private swimming pool fencing requirements, new construction escrow administration, and permitting of temporary outdoor events within nonresidential areas. Code enforcement staff work collaboratively with residents and businesses to achieve compliance and to provide education about why the various rules and standards exist so as to increase understanding of how these standards contribute to the high quality of life in Woodbury.

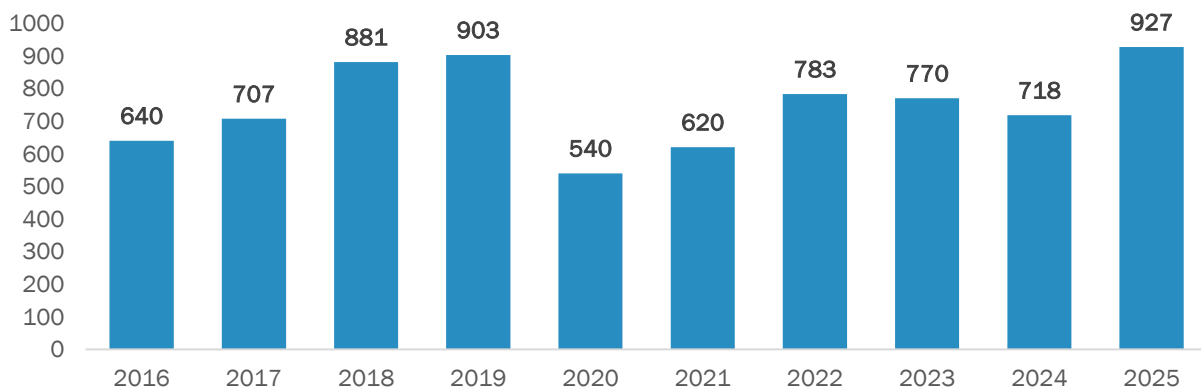


91% of cases opened in 2025 have been closed

75% of cases closed by voluntary compliance

2,027 total enforcement inspections completed

Code Enforcement Cases by Year



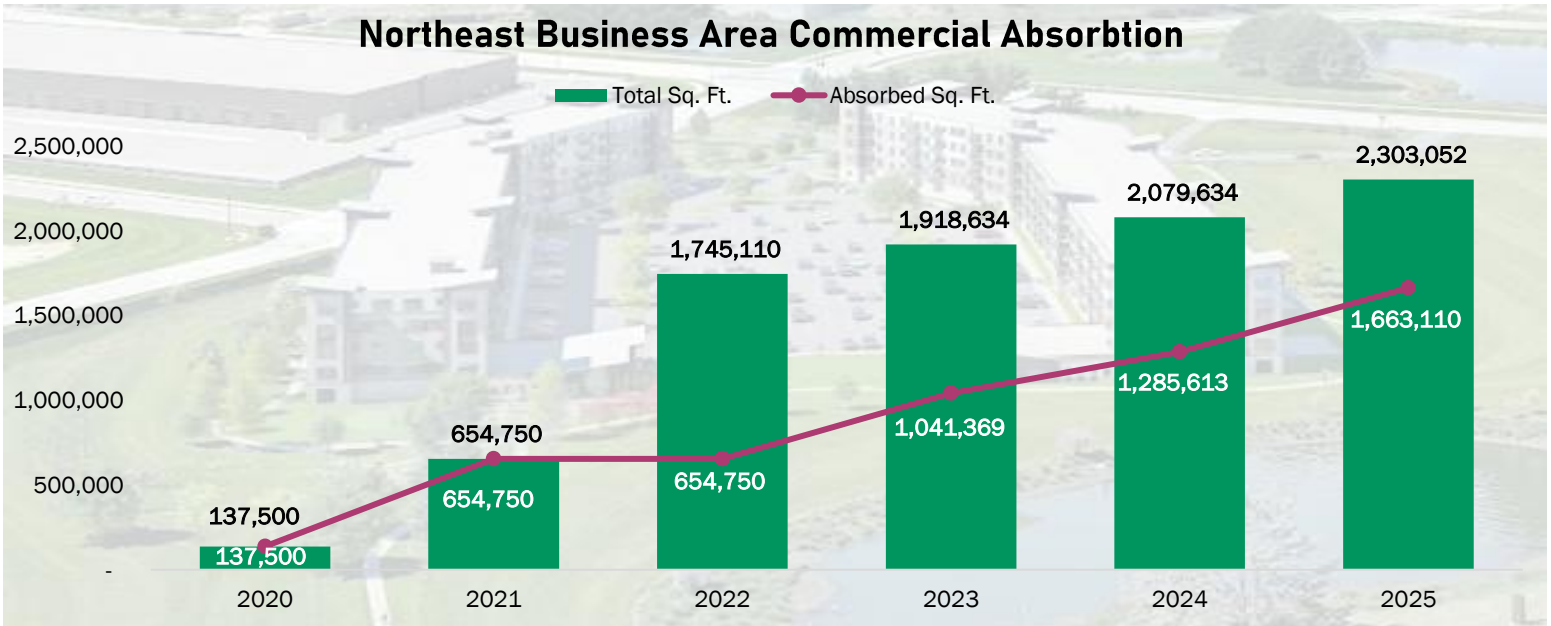
Code enforcement is complaint-based, with actions initiated in response to reports from residents or businesses. The number of cases opened increased from 2024 and reached the highest level since 2019. Growth occurred across all enforcement categories, most notably sign-related cases (101), housing and property maintenance (169), and zoning violations (471). Together, these three categories accounted for 183 of the 209 case increase from the prior year. Increased rental licensing renewals and implementation of the new sign ordinance contributed to the higher case volume in 2025.

Northeast Business Area

With more than 400 acres of contiguous land guided for *Places to Work* in the 2040 Comprehensive Plan, the Northeast Area presented a unique opportunity to diversify the City’s employment and tax base. The area was planned to foster a business environment that would attract industries underrepresented in the City’s tax base, such as warehousing, distribution, and light industrial uses.

Since adoption of the 2040 Comprehensive Plan, the Northeast Area has experienced steady development between 2019 and 2025. Nearly all parcels within the area have either been developed or are currently under development. Currently, the area consists of over 2.3 million Sq. Ft. of commercial space with 72% of space now occupied. Nine new businesses to Woodbury now operate in the area, several of which occupy spaces of 100,000 square feet or more.

Northeast Business Area Commercial Absorption



Land Use

Over time, evolving economic trends and market conditions have also supported the introduction of residential development and commercial recreation uses, transitioning the area into a mixed-use environment that accommodates both employment and housing. In 2025, permits were issued for two workforce housing developments, both proposed on parcels that were particularly challenging to develop for commercial or industrial purposes. The City anticipates that the continued evolution of the Northeast Area into a mixed-use district will enhance the vibrancy of this sector by providing high-quality places to live and work in close proximity, supported by expanded trail connections, green space, and recreational amenities.

Approximate Permit Value

 **\$449 million**
Total investment in NE area to date

 **\$369 million**
Total new commercial and residential investment

 **\$80 million**
Total investment in leasehold improvements

Reinvestment Deep Dive



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Schools



Charter schools – bonds, comp plan amend, high performing,

Public schools – Referendum, value residents place on public education,