

2019



Annual Report

Springbrook Nature Center & Recreation

Springbrook Nature Center

The new Pavilion Activity Center was nearly completed in 2019 and will open in spring 2020. The picnic shelter with enclosed activity room and facilities came together as a result of a positive collaboration between many City of Fridley employees, the Springbrook Nature Center Foundation, the MN DNR, the generosity of the Fridley Lions and several local businesses who provided donations and in-kind services.

Nearly 4,000 visitors and volunteers attended Pumpkin Night in the Park.

There were more than 450 enrollments for the week-long summer day camps, which provided an exciting and fun nature experience for kids ages 5-12.

Thanks to sponsorship by the Springbrook Nature Center Foundation, 678 community members enjoyed free, family-friendly music and educational programs at our summer concert and Friday Night by Firelight series of programs.



Recreation



- 3,297 registrants for youth recreation activities
- 4,327 registrations through new Perfect Mind platform
- 94 ROCKS classes and 11 ROCKS field trips
- 6 special events
- 469 individual field rentals
- 49 adult teams participated in recreation sports
- 6 new summer programs

The Recreation Division hosted the '49er Days pre-parade in conjunction with the '49er Days Committee that included:



- Music
- Inflatables
- Petting Zoo
- Variety of activities provided by local organizations



Community Engagement & Human Resources



Community Engagement

The first New Resident Welcome Mixer was organized to invite new residents to visit the Civic Campus and give them access to various community resources, all in one place. There were representatives from city departments, local watersheds, community organizations and more. As a result:

- 15 new residents were welcomed to the city
- 7 signed up for a Home Energy Squad visit
- 1 new household signed up for organics collection
- 15 community groups and organizations distributed resources

Census 2020

The Census occurs every ten years, and citywide outreach started in late 2019 to raise awareness about this important civic duty. Outreach was done through:

- Fridley Senior Kick-Off
- New Resident Welcome Mixer
- Fire Department Open House
- Mississippi Street Open House
- 53rd Avenue Open House
- Parks Master Plan
- Invitation to 11 community groups, and 6 youth sports associations
- Flyers around community businesses
- Tabling at '49ers Days & Parade
- Youth park design activities at summer recreation programs

Human Resources

As of November 15, 808 job applications were received.

Over the course of the year, 28 different job titles were posted for part or full-time positions.

21 seasonal Public Services Workers were hired.



Thank you for your interest in careers with the City of Fridley. Below is a list of our current openings.

For technical assistance, including password help, please contact NEOGOV at 1-855-524-5627.

For questions regarding current or future openings, contact Fridley Human Resources at 763-572-3504 or DL-Personnel@FridleyMN.gov

Q Search

2 jobs found

Sort

Filter

License & Permit Coordinator New

Fridley, MN

Full-Time - \$23.32 - \$20.76 Hourly

Category: Customer Service / Office and Administrative Support

Department: Community Development

Marketing and Communications

There were 24 City Council meetings, 10 Housing and Redevelopment Authority meetings and six Planning Commission meetings produced for online viewing and cable TV in 2019. Additionally, a new council update feature was added to briefly recap what was discussed at each city council meeting. There were 18 council reviews created in 2019.



Various other productions were done throughout the year:

- 10 Community Connection programs
- 1 Community Development Journal
- Live productions of '49er Days Parade and Night to Unite

In 2019, there were more than 700 social media posts published to our various pages on Facebook, Twitter, LinkedIn and Instagram. This resulted in over 1.4 million impressions (number of times our content was displayed to users) over the course of the year on Facebook and Twitter alone.

More than 75 design projects, including flyers, mailers, posters and graphics, were produced.

A rebranded website was launched in September with an updated look and more efficient navigation structure. The Springbrook Nature Center and Fridley Liquor sites also received updates, and a Public Safety Department website was created.

As of November 14, the City of Fridley website(s) had 395,182 page views.

Top 5 webpages visited:

- Springbrook Nature Center
- Pay Your Utility Bill
- Human Resources
- Fridley '49er Days
- Pumpkin Night in the Park



CITY SPOTLIGHTS

what's new in Fridley



Madsen Park Timberwolves court unveiling party September 19
Now that we've won our new basketball court - courtesy of the Minnesota Timberwolves and U.S. Bank - it is time to break it in!
[Read on...](#)



Tickets for Autumn Sampler now available
Join us on Saturday, September 14th from 5:30-8:30 for the 3rd annual Springbrook Autumn Sampler at Springbrook Nature Center. Your ticket includes live music, food from local vendors, delicious wine and beer samples, door prizes and a silent auction.
[Read on...](#)



Pumpkin Night in the Park is October 19, 2019
Celebrate the Halloween season with the entire family! Marvel at more than 1000 lit pumpkins, interact with costumed characters, dance the night away at the pumpkin patch dance, be amazed by the dancers, enjoy delicious concessions and more!
[Read on...](#)



Community Development & HRA

Community Development

In 2019, development within the City of Fridley was \$1M ahead of 2018, ending the year at approximately \$90,131,720 in development.

Major developments include:

- Construction of Sherman Project underway
- Fridley's Train Station Village
- Old City Hall demolition
- All Pulte patio homes completed
- Lennar began construction on 72 townhomes



The third phase of the Cielo project, an upscale, multi-family housing project was completed in 2019. The final part of the Northern Stacks project was finished with the opening of Forgotten Star Brewing Co. on November 16, 2019.

Also in 2019:

- 13 land use applications were issued
- 10 temporary sign permits and 37 permanent sign permits approved
- 5 new ordinances created
- 1,533 rental inspections completed
- 4,681 violations found and repaired
- 903 rental properties licensed



There were 7 recycling and paper shredding events, and two pop-up events that had 1,772 participants. There was also an 18 percent increase in curbside recycling between 2018-2019 (accounts for first half data only).

247 public trees protected against emerald ash borer.

48 tons of organics recycled.

48 new subscribers to renewable energy programs.

Housing and Redevelopment Authority (HRA)

Two new homes were built as part of the Housing Replacement Program for the purpose of removing older, substandard housing and replacing it with new housing.

More than 15 home improvement loans were approved to help Fridley residents maintain and improve their homes and apartments.

Public Works & Finance

Public Works

1,800 hydrants were flushed and inspected (including private hydrants) as part of the annual spring flushing program.

The Utility division jetted and cleaned 358,998 linear feet of sanitary mains (67.9 miles), which equates to roughly 2/3 of our sanitary program. We are on track to reach our goal of cleaning the entire sanitary system in a two-year cycle.

Received a \$251,000 for inflow and infiltration mitigation improvements.



Finance

- 900 helpdesk tickets and 100 PCs were deployed by the Information Technology (IT) division
- Accounts payable processed over 4,800 invoices
- City's interest and investing earnings came in at over \$830,000
- 445 utility billing account changes in ownership were completed
- Successfully completed 2018 financial audit
- 1,953 inspections and updates to single-family, multi-family, commercial and industrial properties; 479 inspections and updates of single-family permits and 236 multi-family, commercial and industrial properties
- Observed a 10.5 percent increase in average sale price of single-family homes compared to last year
- 25 Tax Court petitions were resolved, including three cases dismissed and one case withdrawn
- Patrick Maghrak obtained the Accredited Minnesota Assessor (AMA) and Senior Accredited Minnesota Assessor (SAMA level) of licensure

Fridley Liquor

For the second year in a row, Fridley Liquor had a record-breaking year with over \$6,200,000 in sales. Last year, they had \$6 million in sales for the first time in history. This year's sales will account for over \$330,000 invested back into the community.



In addition, they processed over 320,000 transactions and co-produced two major events: the third annual Autumn Sampler with the Springbrook Nature Center Foundation and the Winter Warm-up with the Fridley Lions.

Public Safety

Officer Shawn Murphy was recognized three times for his outstanding efforts to lead Anoka County Toward Zero Deaths. He received the Grand Slam Award, was named a DWI All-Star and had a "hat trick" for his number of DWI arrests.

Officer Tyler Abrahamson was selected for the Special Ops position, and Officer Enis Vatres was selected for the Pawn Detective position beginning in 2020.

Rob Belmore received the Firefighter of the Year award and James Lange was presented with the Chief's Award for their dedication and service.

Officer Lusignan and K9 Jager, as well as Officer Roddy and K9 Finnley, passed their annual Run with the Big Dogs testing. Participants must meet the requirements for push-ups, sit-ups and a 2-mile run.

Also in 2019:

- 24,509 calls for service answered (through Nov. 1)
- 8,074 traffic stops completed (through Nov. 1)
- 2,271 fire calls answered
- 1,152 fire inspections conducted
- 62 bikes were donated (as of Nov. 19) to Bike 4 Kids

Our Public Safety Department also participated in more than 60 community events throughout the year:

- Bike Helmet Clinic
- Coffee with Cops
- School presentations
- Station tours
- Fire truck demos
- Fridley High School football escort
- Islamic Center Annual Bazaar
- Wet & Wild Water Party
- Station Open House
- Night to Unite



