



# YOUR SARTELL CITY COUNCIL



**JED MEYER**  
Councilmember



**ALEX LEWANDOWSKI**  
Councilmember



**RYAN FITZTHUM**  
Mayor



**JILL SMITH**  
Councilmember



**TIM ELNESS**  
Councilmember



# YOUR SARTELL CITY STAFF



**JOHN KOTHENBEUTEL**  
Public Works Director



**ROB VOSHELL**  
Finance Director



**ANNA GRUBER**  
City Administrator



**NIKKI SWEETER**  
Engagement Director



**KARI THEISEN**  
Development Project  
Supervisor





Support our Sartell businesses so aggressively that they wouldn't want to be anywhere but here. Support our businesses so much that when new businesses are looking at locations, they pick Sartell because of the overwhelming City, Chamber, and community support.

**- OUR ECONOMIC DEVELOPMENT VISION**



# ACTIVE SARTELL



- **Premier, State of the Art Facilities with National Draw**

- Pinecone Central Park – Baseball, Soccer, Basketball
- Scheels Arena – 2<sup>nd</sup> in Nation with Scheels Brand
- St. Cloud Orthopedics Amateur Baseball Field
- Sartell Community Center – Only GSDC outside of STC with CC
- Sartell Senior High School – Brand new in 2019

- **Committed, Volunteer Athletic Clubs & Associations**



# ACTIVE SARTELL



## County Road 1 Project

- New pedestrian bridge
- Bike and Walking path along County Road 1 on the East side of the road
- Pedestrian System Improvements
- Lighting Improvements
- Veterans and Watab Parks
- Trail connections in conjunction with road projects
- Most comprehensive trail system in the Greater STC Area (40+miles)



# 7<sup>th</sup> St. Trail & 12<sup>th</sup> St. Trail Gaps



# Pedestrian System Improvements

## Push button flasher systems

- Veterans & Watab Park (Pedestrian Island)
- 4<sup>th</sup> Street N.
- North side of 7<sup>th</sup> Street N. (Pedestrian Island)
- 12<sup>th</sup> Street N.

## Cross-Walks

- Sartell Street
- 5<sup>th</sup> Street N.



# Lighting Improvements

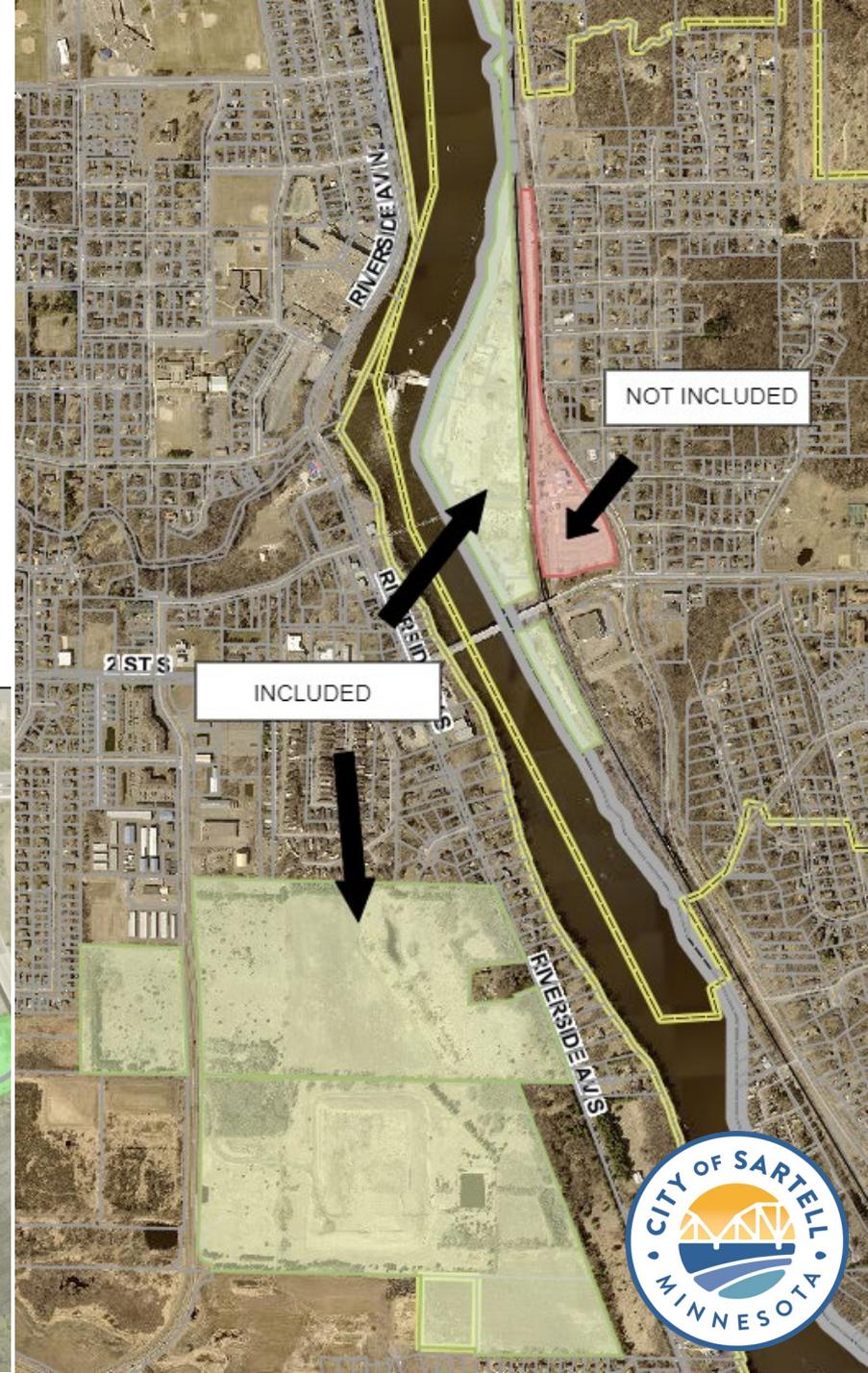
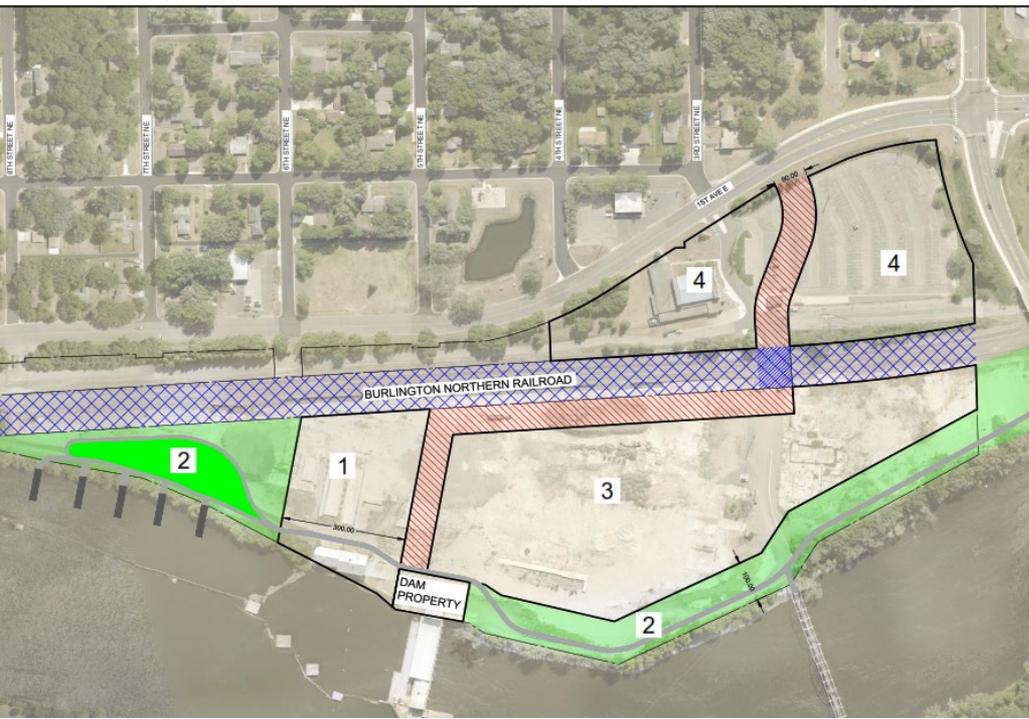


**STEARNS COUNTY**  
MINNESOTA

Building a Better World for All of Us®

# EMERGING SARTELL

- AIM Property
- New Commercial Development
- Expansion of current Commercial Development
- Lobbying Package(s)
- River Crossings
- Residential Homes



# EMERGING SARTELL

## Central Minnesota Healthcare Hub



# ONE Sartell

- Take care of what we have
- Public Safety supporting our community
- Support Local
- #sartellsupport
- Schools and Kids
- Call to Action



# 2020 Census

**Population (as of 2020): 19,351**

98% urban | 2% rural

96.3% increase since 2000

**Median Age of Residents: 34.6 years**

**Median Home Price: \$255,725**

Detached Houses: \$273,806

Townhouses/Attached Units: \$162,793

Mobile Homes: \$26,681

Median Rent: \$1,023

**Foreign-born Residents: 822**

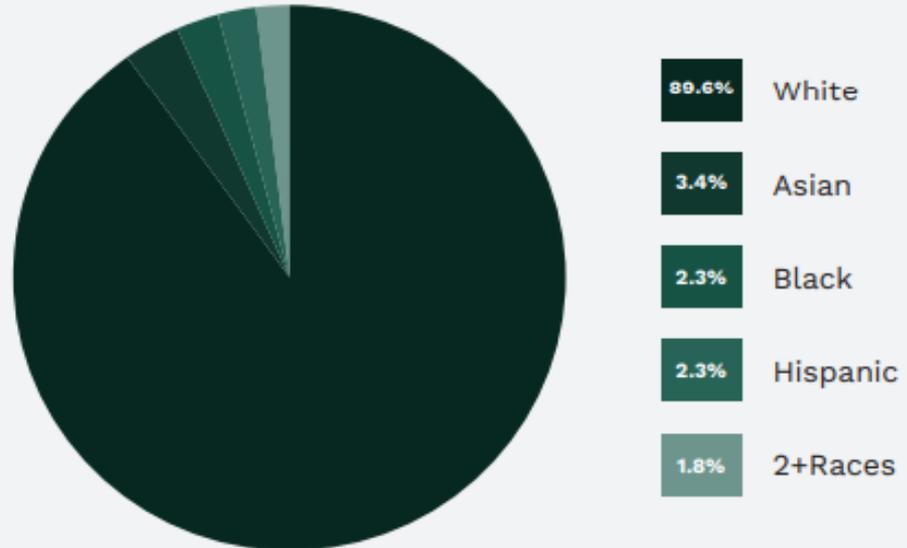
1.6% Africa

**Median Household Income: \$78,621**

**Estimated per capita Income: \$36,635**

**Unemployment Rate: 3.8%**

The City of Sartell sits along the Mississippi River in central Minnesota. Our unique city offers visitors the charm of a small town and a stimulating environment. The City of Sartell is a booming area of growth and innovation—a fantastic place to start a family, grow a business, or have some fun! It's our residents that make Sartell a great place to live and we want our residents to be proud to call Sartell their home.



# Snapshot of Sartell



## Workforce:

### Common Industries:

- Healthcare
- Educational Services
- Construction
- Finance & Insurance
- Accommodation & Food Service
- Professional, Scientific, & Technical Services

### Top Employers:

- DeZurik - Manufacturing
- Toppan Merrill - Technology
- St. Cloud Orthopedics - Healthcare
- Coborn's - Accommodation & Food Service
- City of Sartell - Government
- Walmart / Sam's Club - Accommodation & Food Service
- Country Manor - Healthcare
- Granite Logistics - Professional Services
- Sartell-St. Stephen School District - Educational

## Leisure Activities

### Attractions:

- Scheels Athletic Complex
- Pinecone Central Park
- Sartell Community Center
- St. Cloud Orthopedics Field at Northside Park

### Annual Events:

- Country Lights Festival
- Sartell Community Showcase
- Sartell Summerfest
- Monster Dash
- Sartell Choice Awards

### Recreation:

- North Side Park: Disc Golf Course, Volleyball Court, Basketball Court, and Sledding Hill
- Sauk River Regional Park + Biking Trails - opening Spring 2022
- Watab Park: Splash Pad, Pickleball Court, Tennis Court, Basketball Court
- Celebration Park Wading Pool
- Golf Courses: Blackberry Ridge and Pine Ridge Golf Course
- Val Smith Park: Outdoor hockey rink and Basketball Court
- Sartell Rotary Park Fishing Pier
- Nordic Ski Trails
- Sartell Community Center: Basketball, Volleyball Pickleball Courts, indoor walking track, outdoor walking path

## Public Safety

- 24 Full-time law enforcement employees, including officers
- 21 full-time officers = 1.09 per 1,000 residents

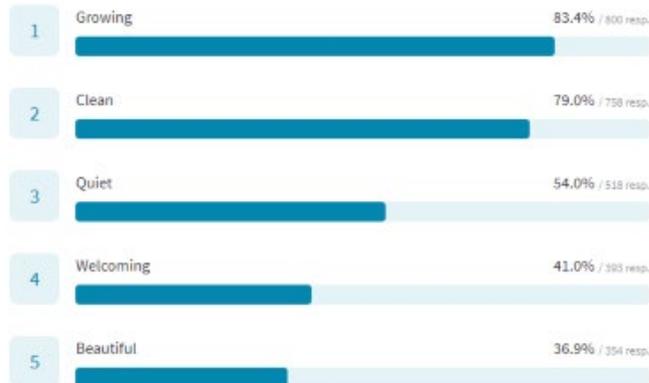
# Small Town Charm, Big Town Opportunities

**The City of Sartell sits along the Mississippi River in central Minnesota. Our unique city offers visitors the charm of a small town and a stimulating environment.**

The City of Sartell is a booming area of growth and innovation—a fantastic place to start a family, grow a business, or have some fun! It's our residents that make Sartell a great place to live and we want our residents to be proud to call Sartell their home.

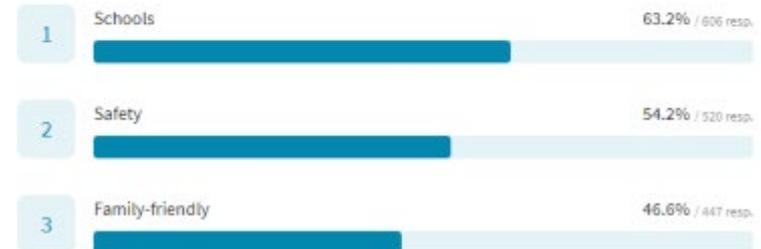
## What **five traits** best describe Sartell?

959 out of 959 answered



## What two (2) things do **you** value the most about Sartell?

959 out of 959 answered





BRAND REVITALIZATION

SARTELL'S DRIVING FORCE

# SO WHY SARTELL?

EDUCATION





BRAND REVITALIZATION

SARTELL'S DRIVING FORCE

# SO WHY SARTELL?

EDUCATION

SPACIOUS

ENERGETIC





# SO WHY SARTELL?

EDUCATION

GROWING

PRIDE

WELCOMING

LOCATION

PRINCIPLED

FLOURISHING

CHARMING

SPACIOUS

LOW  
CRIME

ENERGETIC

SMALL  
TOWN  
FEEL





# SO WHY SARTELL?

EDUCATION

SAFETY

GROWING

PRIDE

WELCOMING

FAMILY FRIENDLY

LOCATION

PRINCIPLED

FLOURISHING

CHARMING

SPACIOUS

LOW CRIME

ENERGETIC

SMALL TOWN FEEL





# SO WHY SARTELL?

EDUCATION

SAFETY

GROWING

CLEAN

PRIDE

QUIET  
& QUAIN

WELCOMING

FAMILY  
FRIENDLY

LOCATION

PRINCIPLED

BEAUTIFUL

FLOURISHING

CHARMING

SPACIOUS

LOW  
CRIME

ENERGETIC

PARKS

SMALL  
TOWN  
FEEL

GOOD





# SO WHY SARTELL?

EDUCATION

SAFETY

GROWING

CLEAN

PRIDE

QUIET  
& QUAIN

WELCOMING

FAMILY  
FRIENDLY

LOCATION

PRINCIPLED

BEAUTIFUL

FLOURISHING

CHARMING

SPACIOUS

LOW  
CRIME

ENERGETIC

PARKS

SMALL  
TOWN  
FEEL

GOOD

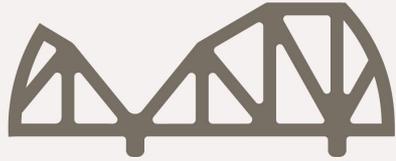
COMMUNITY

**IT'S NOT  
WHERE WE LIVE  
BUT HOW WE LIVE  
THAT MATTERS  
LIVE SARTELL.**

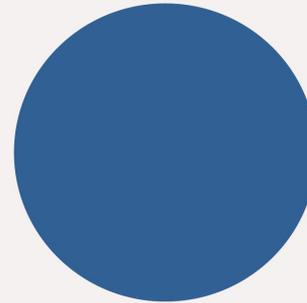


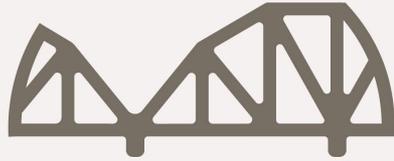
BRAND REVITALIZATION

SYMBOLISM



## THEMES



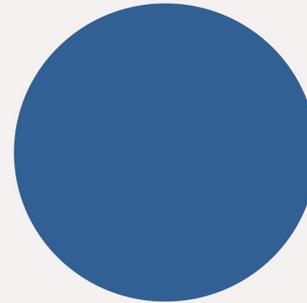


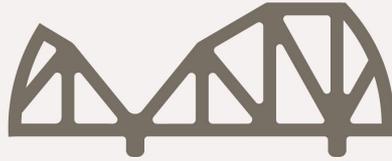
## BRIDGE

- Landmark
- Progress
- Connection



## THEMES





## BRIDGE

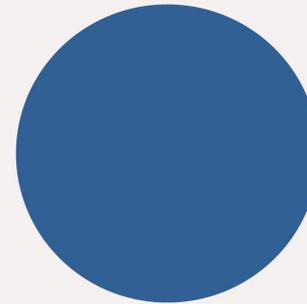
- Landmark
- Progress
- Connection

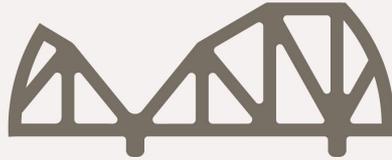


## SUN

- Positivity
- Energy
- Warmth

## THEMES





### BRIDGE

- Landmark
- Progress
- Connection



### SUN

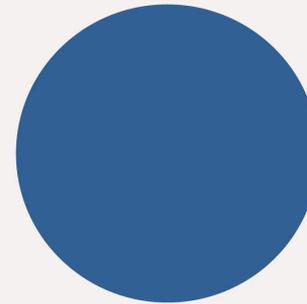
- Positivity
- Energy
- Warmth

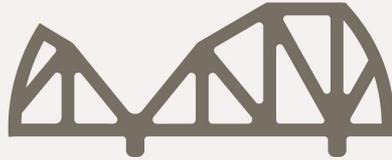
## THEMES



### THREE RAPIDS

- History
- River





## BRIDGE

- Landmark
- Progress
- Connection



## SUN

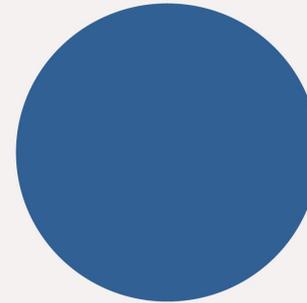
- Positivity
- Energy
- Warmth

## THEMES



## THREE RAPIDS

- History
- River



## CIRCLE

- Community
- Unity
- Growth



# COLOR





BRAND REVITALIZATION

PRIMARY LOGO





BRAND REVITALIZATION

PRIMARY LOGO





BRAND REVITALIZATION

SECONDARY LOGO



G A S L I G H T C R E A T I V E



C I T Y O F S A R T E L L



CITY OF SARTELL  
**Admin & Finance**



CITY OF SARTELL  
**Everything Sartell**



CITY OF SARTELL  
**Building Inspections**



CITY OF SARTELL  
**Fire & Rescue**



CITY OF SARTELL  
**Community Center**



CITY OF SARTELL  
**Planning & Community  
Development**



CITY OF SARTELL  
**Emergency  
Management**



CITY OF SARTELL  
**Police Department**



CITY OF SARTELL  
**Engineering**



CITY OF SARTELL  
**Public Works**





LIVE  
SARTELL.



BRAND REVITALIZATION

SHAPES



CITY OF SARTELL



### City of Sartell

3.7K followers · 56 following

Contact us

Following

Message

- Posts
- About
- Mentions
- Reviews
- Followers
- Photos
- More ▾

#### Intro

Welcome to the City of Sartell!

- Page** · Government organization
- 125 Pine Cone Rd, Sartell, MN, United States, Minnesota
- (320) 253-2171
- info@sartellmn.com
- sartellmn.com
- Open now ▾
- Rating · 3.0 (5 Reviews) ⓘ
- Add diversity info

Suggest Edits

#### Posts

Filters

City of Sartell 18h · 🌐

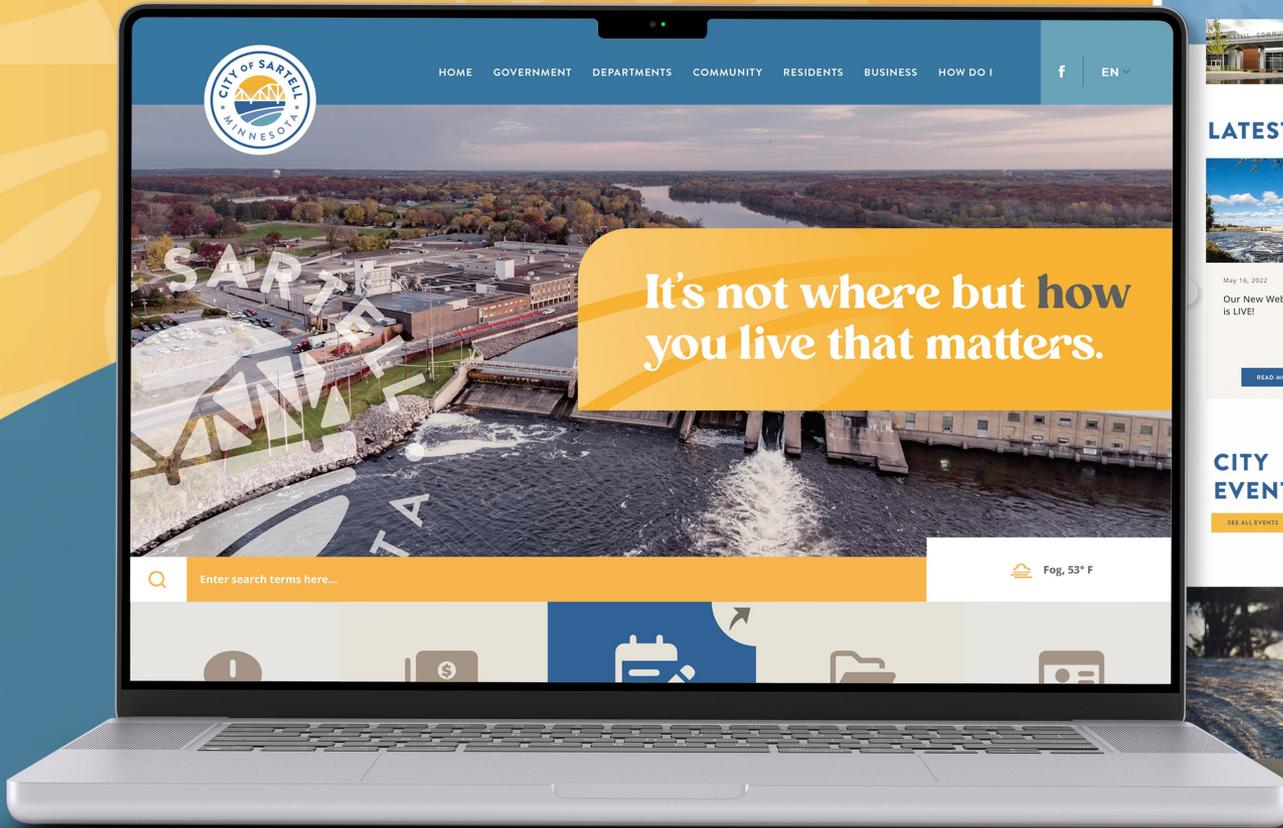
The City of Sartell has taken snowplows off the roadways as of 6 PM and will continue plow routes at 1 AM. Please remember to be courteous of snowplows on the roadways!





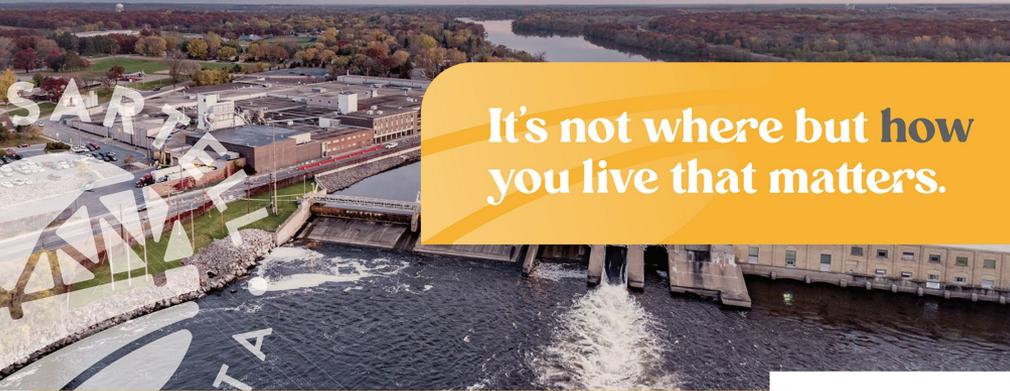
BRAND REVITALIZATION

WEBSITE



HOME GOVERNMENT DEPARTMENTS COMMUNITY RESIDENTS BUSINESS HOW DO I

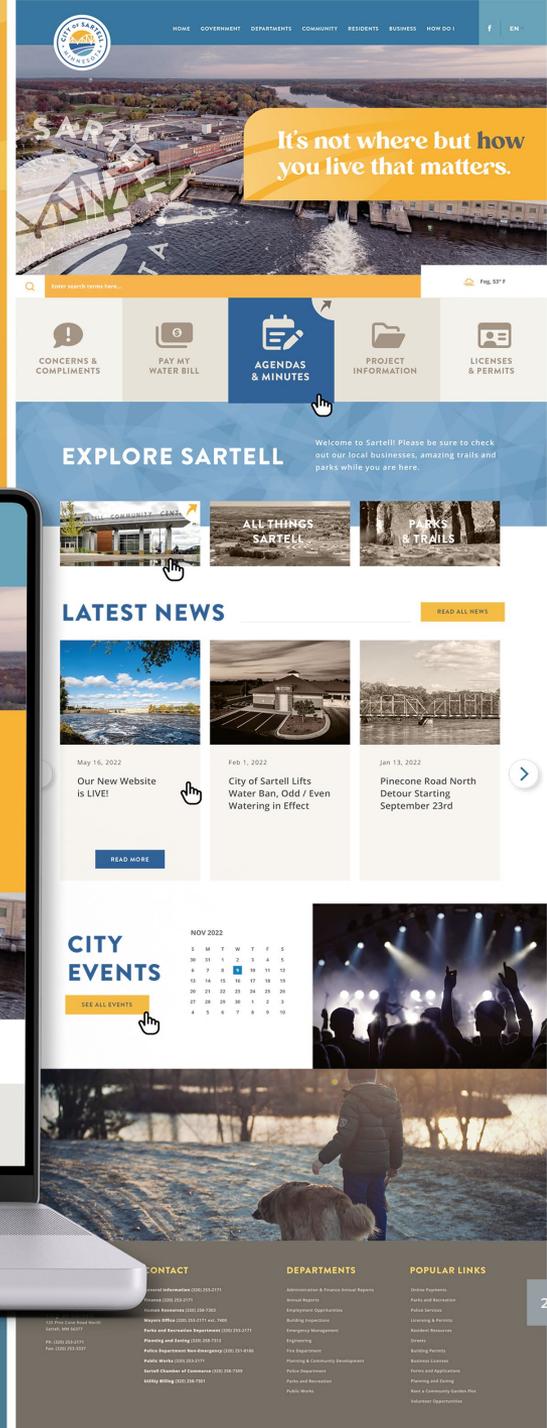
f EN



It's not where but how you live that matters.

Enter search terms here...

Fog, 53° F



HOME GOVERNMENT DEPARTMENTS COMMUNITY RESIDENTS BUSINESS HOW DO I f EN



- CONCERNS & COMPLIMENTS
- PAY MY WATER BILL
- AGENDAS & MINUTES
- PROJECT INFORMATION
- LICENSES & PERMITS

### EXPLORE SARTELL

Welcome to Sartell! Please be sure to check out our local businesses, amazing trails and parks while you are here.



### LATEST NEWS

READ ALL NEWS

- May 16, 2022: Our New Website is LIVE!
- Feb 1, 2022: City of Sartell Lifts Water Ban, Calf / Even Watering in Effect
- Jan 13, 2022: Pinecone Road North Detour Starting September 23rd

### CITY EVENTS

SEE ALL EVENTS

NOV 2022

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10



#### CONTACT

- Administrative Information (202) 215-2171
- Animal Services (202) 215-2171
- Business Inquiries (202) 215-2163
- City Manager (202) 215-2177 ext. 7003
- Public Works Department (202) 215-2171
- Planning and Zoning (202) 215-2173
- Police Department Non-Emergency (202) 215-2176
- Public Works (202) 215-2171
- Board of Commissioners (202) 215-2176
- Utility Billing (202) 215-2161

#### DEPARTMENTS

- Administration & Finance Annual Reports
- Animal Services
- Employment Opportunities
- Building Department
- Business Inquiries
- Engineering
- Fire Department
- Planning & Community Development
- Police Department
- Public Works Department
- Public Works

#### POPULAR LINKS

- Online Payments
- Local and National
- Public Services
- License Renewal
- Private
- Building Permits
- Business Inquiries
- Permit and Application
- Planning and Zoning
- Public Works Department
- Public Works
- Information Opportunities

CASLIGHT CREATIVE

CITY OF SARTELL

# WELCOME HOME

*Let's Keep in Touch*

**RYAN FITZTHUM**  
**SARTELL MAYOR**

[Ryan.Fitzthum@sartellmn.com](mailto:Ryan.Fitzthum@sartellmn.com)  
320-339-1218

**ANNA GRUBER**  
**CITY ADMINISTRATOR**

[Anna.Gruber@sartellmn.com](mailto:Anna.Gruber@sartellmn.com)  
320-292-4046

**NIKKI SWEETER**

**Engagement Director for the City of Sartell and Chamber of Commerce**

[Nikki.Sweeter@sartellmn.com](mailto:Nikki.Sweeter@sartellmn.com)

