



HERO
TRAINING CENTER
COTTAGE GROVE • WOODBURY

2024 Annual Report



Prepared by:
Daniel Anselment
Bri Zeterlu

HERO Center Annual Report

The Health Emergency Response Occupations (HERO) Training Center is owned and operated by the cities of Cottage Grove and Woodbury, Minnesota. The HERO Center is a regional, state-of-the-art, immersive training center for police, fire, and emergency medical services (EMS). The center is staffed with three full-time employees and twelve part-time employees.

Facility Operations Committee Board (FOC)

Clint Gridley, Woodbury City Administrator
Angela Gorall, Woodbury Deputy City Administrator
Jason Posel, Woodbury Public Safety Director*

Jennifer Levitt, Cottage Grove City Administrator
Pete Koerner, Cottage Grove Public Safety Director
Brenda Malinowski, Cottage Grove Finance Director

**2024 FOC Board Chair*

Administrative and Operations Staff

Daniel Anselment, Manager
Brianna Zeterlu, Administrative Training Coordinator (M-W)
James Smith, Administrative Training Coordinator (Th-F)
Joe Montey, Facility Operations Specialist

Range Staff & Instructors

Robert Allickson, Range Safety Officer
Joel Charchenko, Range Safety Officer
Kevin Gjersten, Range Safety Ofc./Instructor
David Kalinoff, Range Safety Ofc./Instructor
Jeanette Nelson, Range Safety Officer
Michael Putz, Range Safety Officer
Vance Arrigoni, Range Safety Officer

Jeff Rossow, Range Safety Officer
Michael Saros, Range Safety Ofc./Instructor
James Smith, Range Safety Ofc./Instructor
Laurel Tollefson, Range Safety Ofc./Instructor
Paul Torguson, Range Safety Ofc./Instructor
Brett Billmeyer, Range Safety Officer
Matthew LaBelle, Range Safety Officer

CONTENTS	
HERO Mission Statement	3
Message from HERO Center Manager	3
Memberships and Contracts	4
Revenue and Expenditures	5
HERO Center by the Numbers	6
Facility Usage vs. Availability	7-8
Public Lane Range Rentals	9
Future and Beyond	10

HERO Mission Statement

To prepare first responders to serve their communities safely and effectively.

Message from the HERO Center Manager

2024 kicked off to be our busiest year at the HERO Center! We had approximately 59 different agencies utilize the HERO Center for their training needs. We brought in some new agencies this year who have been a great addition to the HERO Center. Many of our agencies are repeat customers but we did see several new agencies come onboard and use the HERO Center for their training needs.

Agencies continue to experience a shortage of candidates for law enforcement positions, and this is felt on a national level. We had a noticeable increase in facility use by our owner agencies, Woodbury and Cottage Grove. The primary reason for this is due to additional training needs and the need to run more new-hire academies throughout the year to maintain their staffing levels. The schedule is reserved one year in advance, so Woodbury and Cottage Grove need to reserve additional space in anticipation for their new-hire academies. As a result, this decreases the space available to non-contracted agency users looking for space to use at the HERO Center, because this space is held and often utilized by the owner agencies. These hours are all reflected in our facility usage data on page 6 of this report.

The ongoing maintenance and repairs of the facility are critical to keeping the facility operational seven-days a week. As a training facility, there is constant training which creates a greater risk for damage to equipment and facility given the nature of the training occurring. This has proven to be a daily occurrence, and our facility operations specialist has been an incredibly important position at the HERO Center to keep things operational, safe and clean.

We added some additional part-time range safety officers to the team in the fall of 2024 to continue our weekend coverage for the public range use. This was to help provide consistent coverage and provide some more flexibility to our current range safety officers who wanted to maintain less hours.

We did see approximately a 15% reduction of public lane reservations compared to 2023. We believe this is due to the rising cost of living which impacted people's ability to use discretionary money to come use the range. The average cost for a customer to shoot, including the cost of their ammo, is approximately \$100 for 1-hour of shooting.

The HERO Center is a great place for law enforcement, fire and EMS personnel to get their training needs accomplished. This investment in training is critical to the safety of our first responders and their ability to serve their communities safely and effectively.

Daniel Anselment

HERO Center Manager



Memberships and Contracts

The HERO Center has entered into annual contracts with various government departments to include city, county and federal agencies. Throughout the year, the HERO Center has been utilized by agencies from all levels of government and private industry.

Each tier member pays an annual fee based on the size of the department and total hours of facility space needed for training. Tier members are given priority booking for each upcoming year and select their training space after Woodbury and Cottage Grove (owner agencies).

TIER I Educational Membership
\$190,376 annually



TIER I Membership
\$168,826 annually



Washington County Sheriff's Office

TIER II Membership
\$31,423 annually



Oakdale Police Department

Federal Solicitation Awards
up to \$95,900 annually



U.S. Immigration and Customs Enforcement

2024 Non-Member Users



Not all agencies or organizations are pictured.

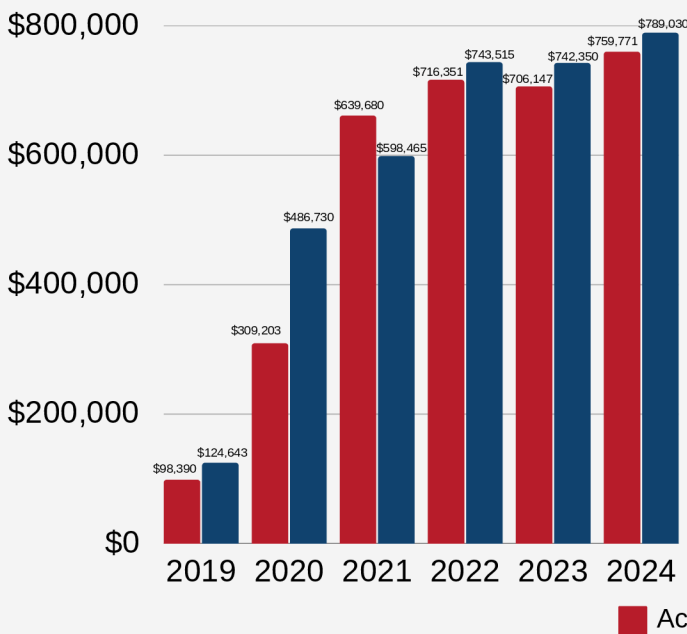
Revenue and Expenditures

The HERO Center staff is responsible for managing the approximately 47,500-square-foot training facility and nearly nine-acre surrounding property (total of approximately 198,000 square feet). The HERO Center staff is responsible for renting facility space, including a 12-lane shooting range, four-lane shooting range, three classrooms, pre-training room, mats room, reality-based training indoor moveable wall system, exterior reality-based training split and rambler style homes, outdoor paved lot, and training simulator. Employees are also responsible for handling all technical troubleshooting, repairs, setup, and cleaning of specific training spaces. The City of Cottage Grove Public Works Department provides after-hours maintenance and mechanical alarm response. Staff coordinate trainings for civilian and any public safety groups, which includes police, fire and EMS personnel.

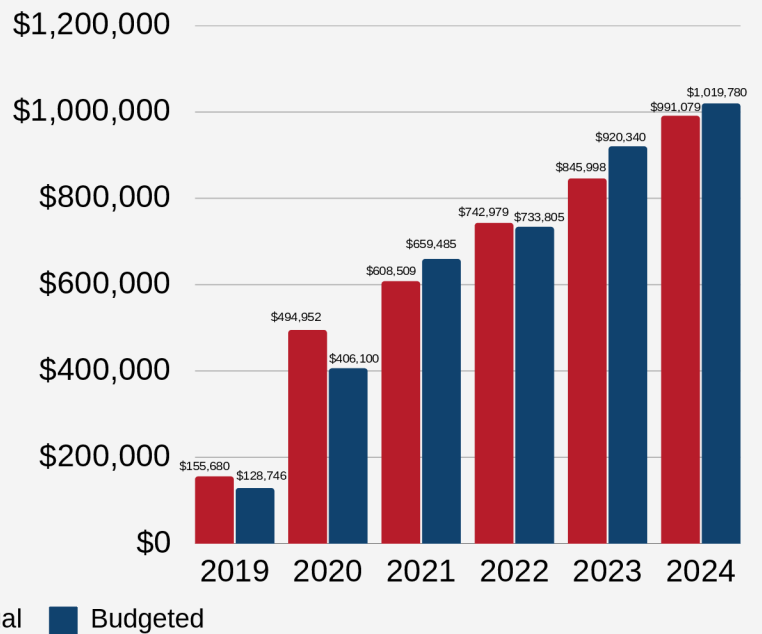
2024 Highlights

- Renewed contracts with Tier I and Tier II agency partners. This includes Rasmussen University as a Tier I Educational member, Washington County Sheriff’s Office as a Tier I member and Oakdale Police Department as a Tier II member.
- Renewed solicitation awards for two federal agencies, with a total possible annual revenue of ~\$95,900.
- Over 59 agencies utilized the facility for training during the 2024 training period.
- Continued to deliver our HERO Civilian Training Academy (CTA) courses for the public.

REVENUES



EXPENDITURES

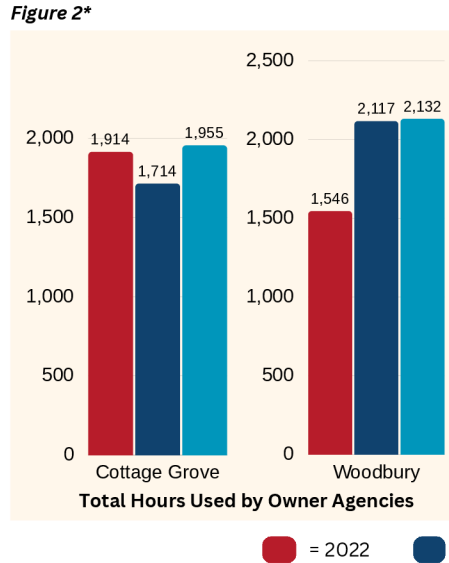
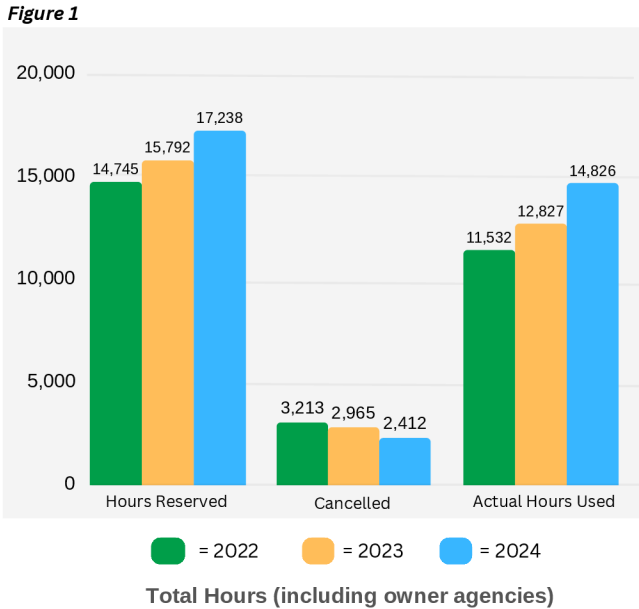


2024 REVENUES OVER/(UNDER) EXPENSES: (\$231,306)*

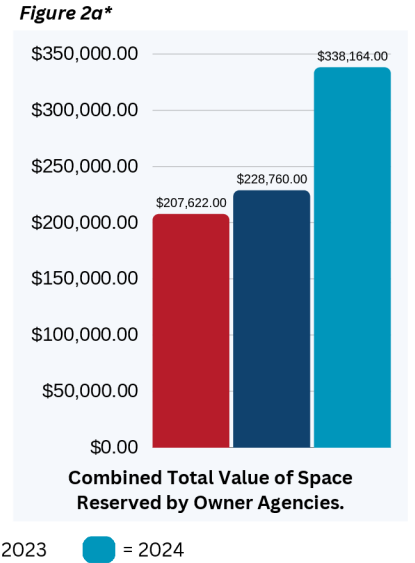
*The \$231,306 is an anticipated cost to the owner agencies (Woodbury & Cottage Grove) annually and is split by a percentage share according to the joint power’s agreement between the two agencies. This averages out to be around \$1,912 per officer to utilize the HERO Center annually. For comparison, the value of the facility space reserved by the owner agencies in 2024 was \$335,981. Additionally, the center sustained wind-damage to the roof, and a \$51,000 deductible was applied to the operating expenses that was not originally anticipated.

HERO Center by the Numbers

The following information (Figure 1) provides a snapshot of the facility reservation space by total hours reserved, total hours cancelled, and total actual hours used in 2024 by owner agencies, tier members, non-tier agencies and limited organizations. The **Actual Hours Used** data below (Figure 1) includes "no-shows" and cancellations. It is important to note that many cancellations were rebooked to new dates, but we still capture this because the cancellations potentially prevented HERO from renting that space, depending on how much notice was given.



*Figure 2 data show the total hours reserved by the cities of Cottage Grove & Woodbury (Owner agencies). This data includes space reserved by the agency's police, fire, police explorers, city hall and public works departments.



*Figure 2a data is an overview of the total value of the space reserved by the owner agencies during the respective years, which provides a glimpse of the total value to the owner agencies utilizing the training center. This data includes police, police explorers, fire department, city hall and public works departments. Each year there has been a 3%-7% fee increase to various spaces included in total amounts above.



59 government agencies, organizations and various owner agency departments used the facility in 2024.



256 people attended firearms/CPR safety courses in 2024 as part of our HERO Civilian Training Academy (CTA).



200+ officers from surrounding agencies attended public safety courses hosted by the HERO Center.

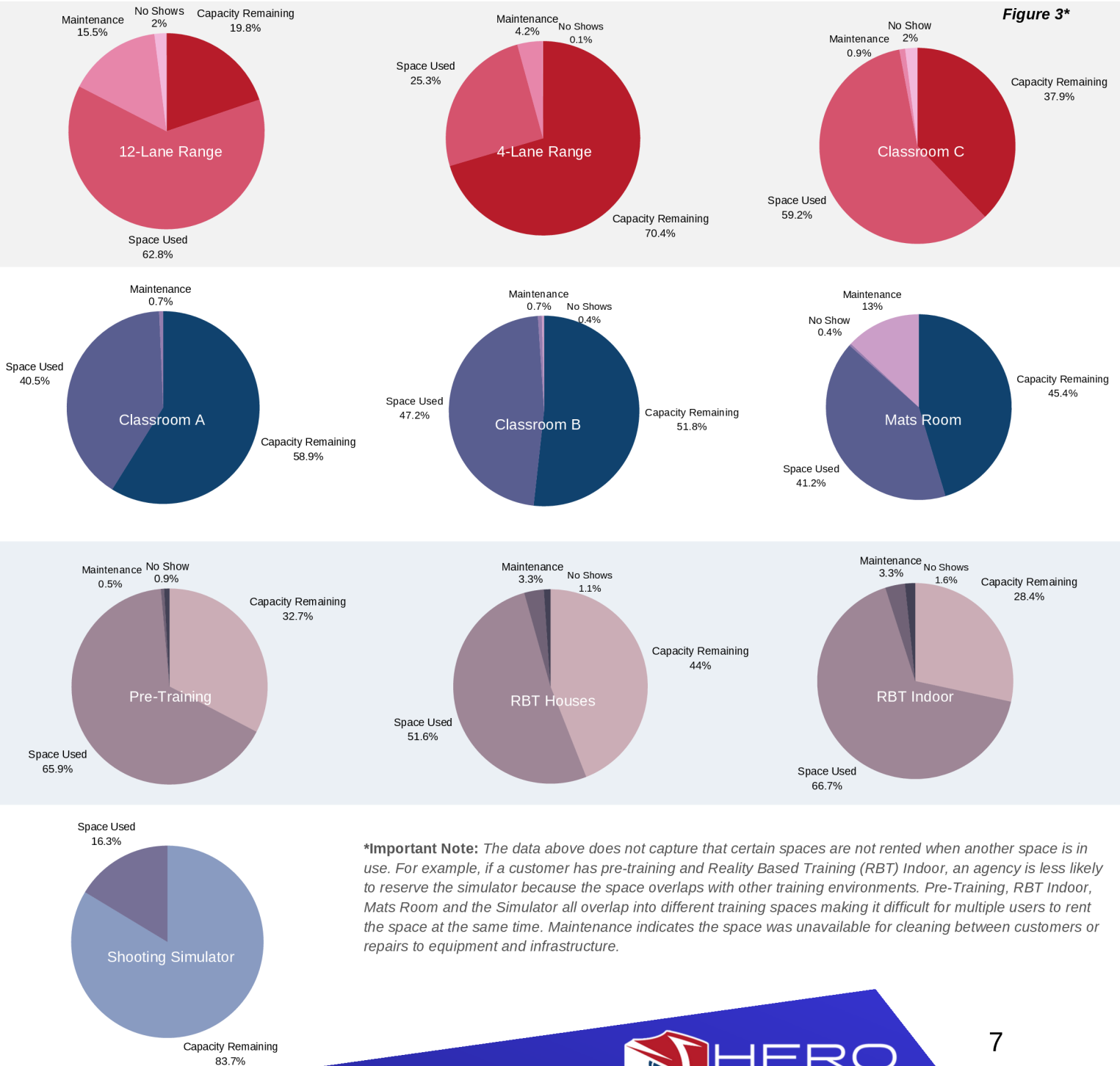


3,633 guests used the public shooting range on the weekends.

HERO Center Facility Usage vs. Availability

The following information provides you a snapshot of the facility usage versus space availability in hours (Fig. 3). General assumptions are based on facility hours: **Monday through Saturday, 8 a.m. to 5 p.m.**, excluding 12-lane range data on weekends because the range is in use by the public and reflected in Figure 5. No Show data includes any agency that cancelled with 30-days or less notice. The weekend data (Fig. 5, pg. 9) includes lane rentals for 2024 from online reservations and walk-ins from the hours of 10 a.m. to 6 p.m.

Figure 3*

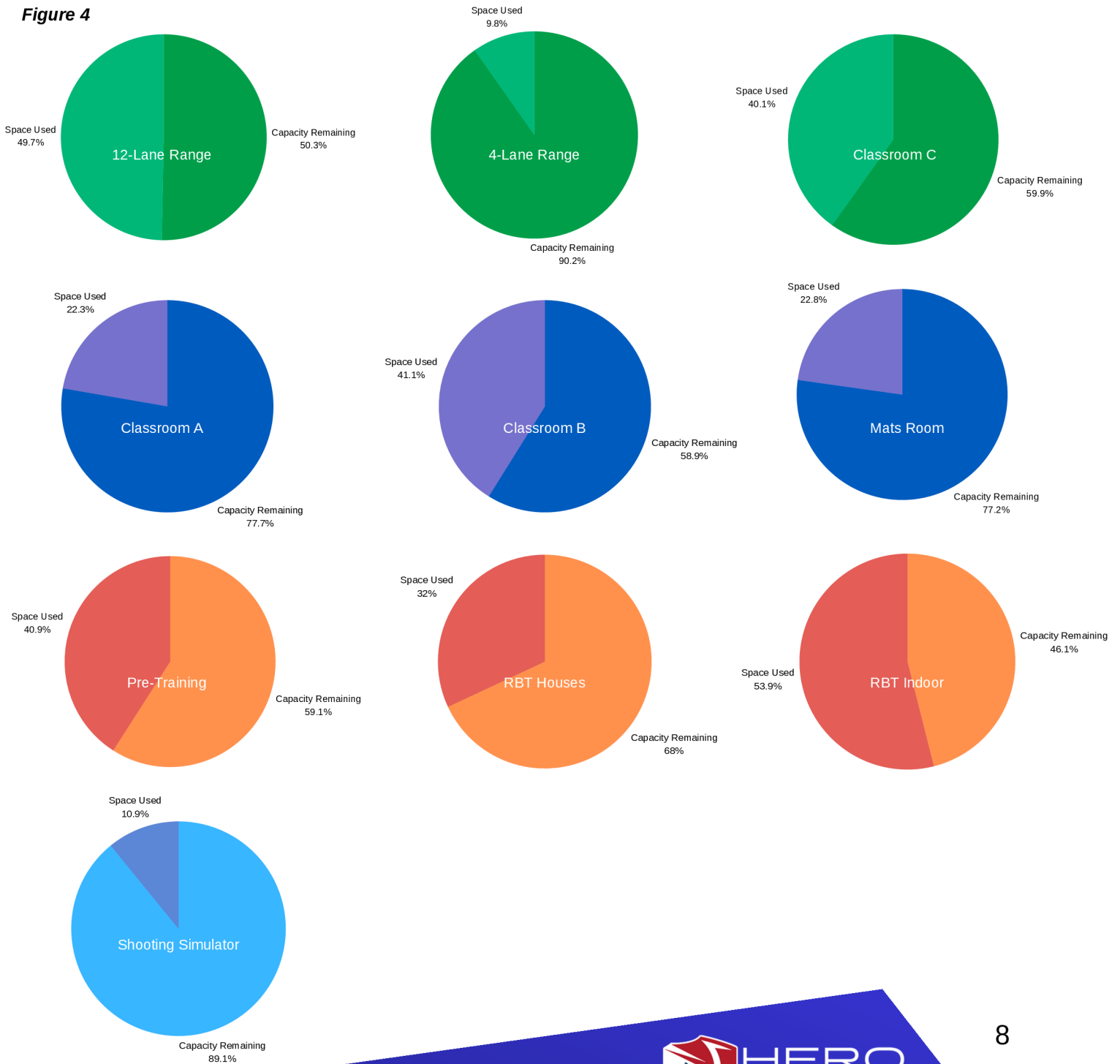


***Important Note:** The data above does not capture that certain spaces are not rented when another space is in use. For example, if a customer has pre-training and Reality Based Training (RBT) Indoor, an agency is less likely to reserve the simulator because the space overlaps with other training environments. Pre-Training, RBT Indoor, Mats Room and the Simulator all overlap into different training spaces making it difficult for multiple users to rent the space at the same time. Maintenance indicates the space was unavailable for cleaning between customers or repairs to equipment and infrastructure.

HERO Center Facility Weeknight Usage vs. Availability

The following information provides a snapshot of the facility usage versus space availability in the evening hours only (Fig. 4). General assumptions are based on facility hours: **Monday through Friday, 5 to 10 p.m.**

Figure 4



Public Range Lane Rentals

The HERO Center shooting range is open to the public on weekends from 10 a.m. to 6 p.m. excluding holidays. The following information provides an overview of the number of lanes rented by the hour. Total overall lanes available for rent each year is 9,984 unless the weekend falls on a holiday or holiday weekend. For 2024, we reduced the lanes available by 192 to account for dates closed for maintenance. Total hours available for rent for 2024 is 9,792.

Saturday and Sundays - Public Lane Rentals

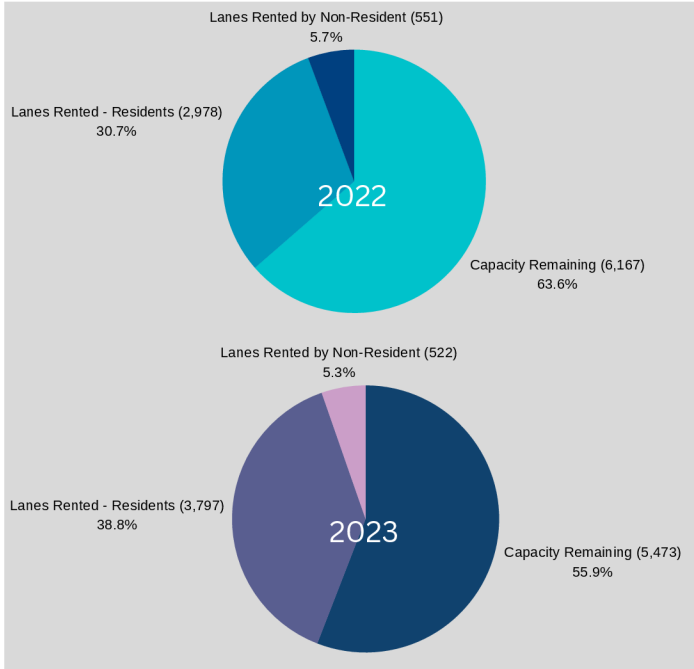
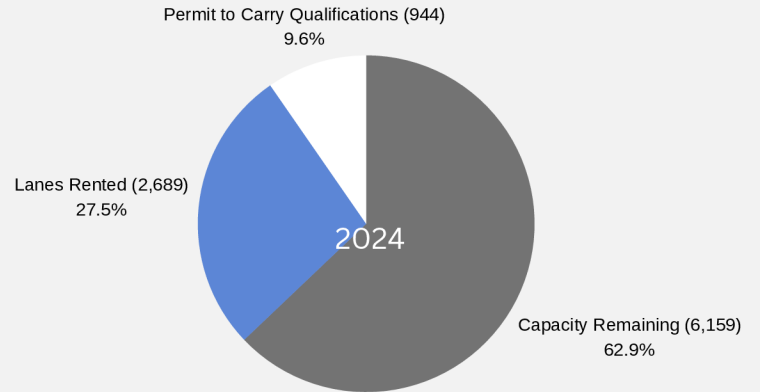


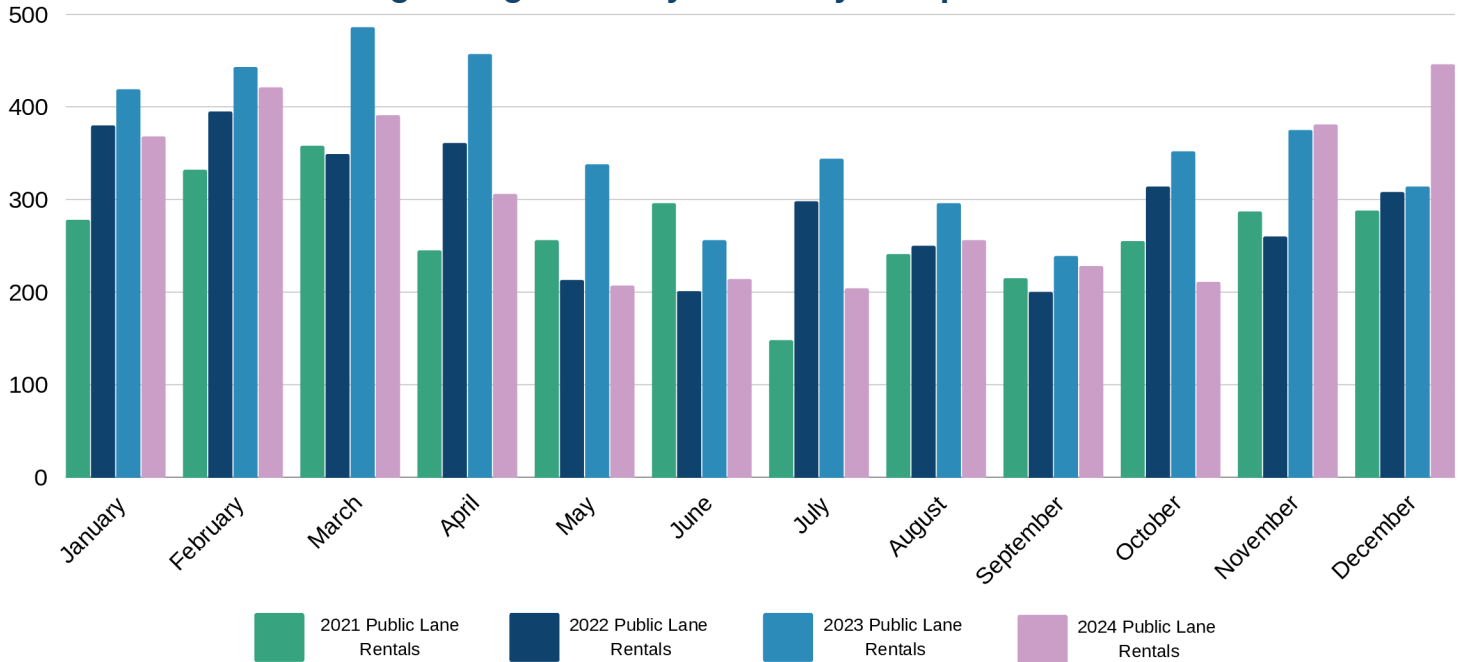
Figure 5



For 2024, we have combined resident and non-resident rates to simplify our data reporting. We have included new data showing permit to carrying qualifications which are from private instructors bringing customers to qualify at the HERO shooting range on weekends. This data was previously included in the resident rates (2022 & 2023 reports) and are now being broken out separately.

Total lane hours available for rent in 2024 = 9,792 (excluding 6/29 & 6/30)

Public Range Usage Monthly Summary Comparison 2021 - 2024



Looking to the Future

As we look to 2025, we have a better understanding of our operational expenses. We will continue to work with our current agency users and look forward to bringing some additional agencies in to utilize the HERO Center. Below are some additional key factors to help us generate revenue and provide the training space necessary for public safety training.

Key factors for 2025



Tier I educational contract for \$196,088 annually. (Pro-rated)



Extension of Tier I membership for \$173,890 and Tier II membership contract for \$37,205 annually.



Extension of federal solicitation award(s) in the amount of up to ~\$95,900 annually.



Facility reservations from new agency customers reserving space that have not used the facility or are returning to the facility after a hiatus.



Partnership with the MN Bureau of Criminal Apprehension (BCA) to host approximately half of their courses at the HERO Center.



Trying to balance the increased usage by the owner agencies and still finding training space for outside agencies to utilize the HERO Center for their training needs.



A rate increase was necessary to keep up with the rising costs to operate and maintain the facility.



Continue to maintain our facility spaces to keep HERO running smoothly 7-days a week.