



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, May 13, 2015

6:30 p.m.

**Oak Grove City Center – Large Conference Room
310 Elm Street West
Norwood Young America, MN**

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Oath of Office –Mike Yeager**
- IV. Approval of Minutes – April 8, 2015**
- V. Unfinished Business**
 - A. Hotel Market Study Update
 - B. Business Survey Results
 - C. Resident/Consumer Survey update
 - D. Commercial Market Study
 - E. 2015 Goals and Strategic Plan Update
- VI. New Business**
 - A. Business Visits/Tours
 - B. Joint Meeting Agenda – June 10th
 - C. Workforce Training Programs
- VII. Project Updates**
- VIII. Miscellaneous Communications**
- IX. Next Meeting – Joint CC/PC/EDC/Chamber Meeting June 10, 2015, 6:30 p.m.**
- X. Adjournment**

*State of Minnesota, ss.
County of Carver*

OATH OF OFFICE

I, Mike Yaeger, do solemnly swear that I will support the Constitution of the United States, the Constitution of the State of Minnesota, and that I will faithfully and impartially discharge the duties of the office of Economic Development Commissioner, of the County of Carver, City of Norwood Young America, to which I have been appointed, to the best of my knowledge and ability, so help me God.

Subscribed and sworn to before me this 11th day of March, 2015

City Administrator

(Seal)



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. Approval of Minutes

Action:
The Commission is asked to approve the enclosed minutes from the April 8, 2015 meeting.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, April 8, 2015 at 6:30 p.m.
Oak Grove City Center – Large Conference Room
310 Elm Street West
Norwood Young America, MN

I. Call to Order and Introductions

Vice Chair Julie Schmidt called the meeting to order at 6:35 p.m.

EDC members in attendance were: Julie Schmidt, Craig Heher, Chris Lund, Tina Diedrick, Mike McPadden, Sarah Molnau and Bruce Mathwig.

Absent were: Kyle Stickfaden and Mike Yager.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Jo Foust.

II. Consideration of the Agenda

A motion was made by Molnau and seconded by Heher to approve the April 8, 2015, meeting agenda as presented. The agenda was approved 7-0.

III. Approval of Minutes

A motion was made by Diedrick seconded by Heher to approve the February 11, 2015 EDC Meeting Minutes and the March 11, 2015 EDC Workshop minutes. Motion carried 7-0.

IV. Unfinished Business

A. Hotel Market Feasibility Study –An update was provided to the EDC regarding Hotel Study being completed by Hospitality Marketers. Preliminary research has been completed. EDC members Chris Lund and Bruce Mathwig, along with staff attended a meeting on March 24, 2015 with Michael Hool, the consultant working on the market study. Items discussed included support services (ie. area restaurants, retail), proximity to area hotels, local and area social and leisure activities and events which would help support a hotel, major employers which may use a hotel, sizes and types of hotels (economy, mid scale, upper mid scale and upper scale). Hool has been in contact with large employers regarding their need for a hotel. According to Hool, a 60% occupancy is required for a hotel to be viable. A study shows four area hotels have averaged a 45% occupancy, with peak occupancy in 2012. The preliminary report will be completed; however, at this time it is not looking favorable for supporting a hotel in the community. A preliminary report will be provided at the May 13, 2015 meeting.

B. EDC Mission and Vision Statements – Commissioners discussed the draft Mission and Vision Statements which were prepared in February.

A motion was made by Diedrick, seconded by Lund to adopt the following Mission and Vision Statements for the EDC

“The Mission of the Norwood Young America EDC is to orchestrate economic growth through promotion and retention of businesses, while identifying and attracting businesses that contribute to a healthy, vibrant community.” and

“Our Vision is to be the premier, comprehensive resource for the diverse and dynamic business community.”

Motion carried 7-0.

C. 2015 Goals and Strategic Plan – Commissioners reviewed the draft goals for 2015.

A motion was made by Lund, seconded by Mathwig to approve the following 2015 Goals and Strategic Plan:

1. Define business needs within the Community
 - Conduct a Business Survey
 - Update a Business Market Study/Analysis
2. Identify ways to expand the role of the EDC
 - Develop a Mission Statement and Vision
 - Review and evaluate existing policies
 - Participate in Trade Shows
 - Develop a Finance Committee and promote EDC programs
3. Encourage collaborative efforts with other stakeholders in the community.
 - Participate in Chamber of Commerce activities
 - Conduct quarterly meetings/bi-annual joint meetings with the City Council, Planning Commission and Chamber of Commerce representatives.
4. Promotion and Marketing
 - Update the tag line, “Not Your Average Community!”
 - Review trade show options
 - Create table tents to display at restaurants to market activities in the city.
 - Include “Coming Events” on the City’s web site.
5. Identify Resources Available for Economic Development
 - Prepare a map with available commercial and industrial site locations
 - Summarize financial programs available for business development.
 - Inform local industries of financial programs available.

Motion carried 7-0.

EDC Commissioners requested updates on the progress made on achieving each goal as a part of the monthly EDC packet.

Helget reported the City Council had reviewed the EDC’s draft goals and approved them at their March meeting.

Strategic Plan Implementation

Quarterly meeting: EDC members requested Wednesday, June 10, 2015 at 6:30 p.m. be established as the next quarterly meeting of the EDC, City Council, Planning Commission and Chamber of Commerce Board. The EDC will facilitate the meeting. Agenda items recommended included; (1) Updates on each group's 2015 Goals and (2) Discussion regarding "Where do we see our Downtowns going?" including future allowed uses in buildings in these areas (ie. light industrial or residential). It was noted owners have inquired about having residential on the first floor behind commercial space. An agenda will be finalized in May and sent out in advance to each group.

Marketing-Expo/Trade Show: Commissioners discussed marketing opportunities to promote Norwood Young America and its available commercial and industrial spaces. Information on MnCAR's Expo was presented.

A motion was made by Molnau, seconded by Heher to approve \$1,000 to MnCAR for participation in their October 28, 2015 Expo from 3:00-7:00 p.m. at the Depot Downtown Minneapolis; and to further research and develop brochures, information on available sites and a booth; with funding to come from the Capital Economic Recovery fund. Motion carried 7-0.

Marketing Available Sites: Foust provided an update on posting of available sites on LocationOne, which is a free posting through the MN Department of Employment and Economic Development as well as opportunities through MnCAR. A current listing on the EDA's web site was provided. Letters will be sent to building and land owners requesting updated information on their sites in order to maintain current contacts and pricing information.

- D. Business Survey** – The Business Survey and cover letter will be sent out to its membership, by the Chamber of Commerce. It will also be promoted at the April 15th Chamber meeting. It was suggested the link to the survey also be posted on the City Facebook Page.
- E. Resident Survey** – An updated copy of a Resident Survey was included in EDC packets. Marketing of the survey was discussed including post cards to all utility customers, table tents at area restaurants, posting of the link on the city web site and Facebook, notices in local church bulletins and distribution of copies at the library and city hall.

A motion was made by Diedrick, seconded by Molnau, to offer three \$50.00 Chamber Dollar prizes as a part of a drawing for participants who submit a completed survey by June 1, 2015. Motion carried 7-0.

V. New Business

A. PPI Funding Request – An update was provided on the status of PPI's pending purchase of the Young America Corp. Building. Foust also noted that once bank financing is committed, Lee Hall with the MCCD will complete the loan review on behalf of the EDC, however City approval will still be required.

A motion was made by Diedrick, seconded by Heher to recommend to the City Council the sponsorship of an application to DEED for the Job Creation Fund, upon receipt of the completed application materials and review by staff. Motion carried 7-0.

A motion was made by Diedrick, seconded by Molnau to authorize the Finance Committee to review loan applications from PPI, on behalf of the EDC, and prepare a recommendation for the City Council. Motion carried 7-0.

B. Business Tours/Visits - Foust reported that Waconia Manufacturing and Vickerman have offered to provide tours of their facilities to EDC members. Tours will be coordinated with management and information will be sent to EDC members.

C. Commercial Market Analysis – Commissioners discussed the Retail Trade Analysis which was completed in 2008 by the U of M Extension Service. Commissioners requested quotes be obtained to complete a Commercial Market Analysis. It was requested this information be presented at the May EDC meeting.

VI. Project Updates –Helget and Foust provided an update on the following projects:

- **The Haven** –The Haven held their ground breaking event on March 31, 2015. It was very well attended.
- **PPI** – Staff continues to remain in contact with the owners, their bank and Carver Co. CDA.
- A business toured the Duebers building. There is currently a tenant in the building with a lease which continues until June, 2015; followed by a month to month lease and 90 day notice. The business is obtaining quotes to renovate the facility.
- A business in a neighboring community has expressed an interest in a site in town. Staff continues to follow-up with the company.
- **Family Dollar's** building permit was approved.

VII. Miscellaneous Communications –

Diedrick reported that she had attended a program on importing and exporting. Carver County CDA would be the resource for businesses. She suggested contacting John Sullivan for more information on this program.

It was also requested that research be completed on offering Job Training Programs locally. It was requested this information be included in the May EDC meeting.

VIII. Next Meeting Date

The next EDC meeting will take place on Wednesday, May 13, 2015 at 6:30 p.m.

IX. Adjourn

A motion was made by Lund and seconded by McPadden to adjourn the meeting. The motion passed.
The meeting adjourned at 8:22 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V.A. Hotel Market Study

Background:

Following receipt of information and consultation outlined below, HMI has completed Phase I of a hotel market study.

- Information on the City's 2010, 2014 and projected 2019 Demographics (from Greater MSP) was provided to Hospitality Marketers, along with traffic count information and the preferred sites.
- EDC members Chris Lund and Bruce Mathwig, Administrator Helget and I attended a meeting on March 24, 2015 with Michael Hool, the consultant working on the market study. Items discussed included support services (ie. area restaurants, retail), proximity to area hotels, local and area social and leisure activities and events which would help support a hotel, major employers which may use a hotel, sizes and types of hotels (economy, mid scale, upper mid scale and upper scale).
- We contacted major employers and provided Mr. Hool with contact information for those willing to participate in discussions related to the hotel market study. He has started contacting those industry representatives.

Please find attached the Phase I analysis. Unfortunately HMI has concluded the City of NYA is not likely to be able to support a hotel at this time due to inadequate demand factors. While social/leisure demand generators were rated as 'good', the corporate/commercial demand sector was only rated as 'fair'. This means while demand at certain times of the year (primarily during summer) could generate sufficient lodging demand to support a limited-service hotel, the projected demand doesn't translate to a sufficient amount of demand year round.

Action:

Action to accept the Phase I Field Research Report as completed by Hospitality Marketer's International is kindly requested.



Hospitality Marketers
International, Inc.

Management

Research

Marketing

Gregory R. Hanis, ISHC
President

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Hotel Service Network

FIELD RESEARCH REPORT

**Norwood Young America, Minnesota
APRIL, 2015**

Prepared Exclusively For:

City of Norwood Young America, Minnesota

Prepared By:

Hospitality Marketers International, Inc.

**Gregory R. Hanis, ISHC
President**

**Michael R. Hool, ISHC, CPA
President, SHR**

An HMI Network Representative

The following observations and recommendations are based on the initial Field Research performed for completing the Phase I Field Research Phase for a potential hotel development in the Norwood Young America, Minnesota market area. The intent of this document is to provide a recommendation for the direction of moving on to completing either a Community Hotel Overview Report or a Comprehensive Hotel Market Study.

The scope of the market research was to assess the potential market feasibility of developing a limited-service or select service style hotel in the Norwood Young America market area. Research findings and recommendations will be provided in this Field Research report.

The Field Research was performed by Michael Hool on March 24, 2015. During this Field Research, meetings were held with community representatives. The subject market and the possible development sites for the hotel were toured.

Field Research was performed for the potential development of a midscale to upper midscale limited service style hotel. Discussions did not indicate that a specific brand/franchise or specific size had been identified at the time of the Field Research for the proposed hotel. Recommendations for the size and hotel brand are to be included in a future hotel market study report.

RECOMMENDATIONS

- At the time of this Field Research, and based on the research findings received and presented above, it is recommended that proceeding with completion of either a Community Overview Hotel Report or a Comprehensive Hotel Market Study be placed on hold.
- This recommendation is based on the fact that the Norwood Young America, Minnesota market does not appear to offer the consistent lodging demand required on a nightly basis throughout the year to support the development of a new hotel.
- This market could be reviewed in the future to assess the growth and diversity of lodging demand generators and support for hotel development. This growth and diversity needs to be developed in both the Corporate/Commercial and the Social/Leisure market segments. Lodging demand volume also needs to be established.

The following information in this report will support these recommendations. HMI will be available to review our findings and discuss what led us to this recommendation. We regret informing you of this recommendation. However, we felt it was in your best interest to report this accordingly.

POTENTIAL SUBJECT SITE REVIEW

Three separate sites were identified as potential sites for consideration. All three are located along US Route 212. Two are located at the intersection of Faxon Road and US 212. The third is less than one-half mile east of this intersection on the south side of US 212 in the West Metro Industrial Park. They are listed in no particular order of preference:

- The first site is approximately 1.5 acres. It is located in the West Metro Industrial Park's highway commercial lots along Railroad Drive on the south side of US Route 212. It is on the east side of the greater Norwood Young America market area.
- The second site is situated on Faxon Road in the northeast quadrant of the intersection of Faxon Road and US Route 212. It is comprised of two lots totaling approximately 2.45 acres and is currently occupied by a NAPA store and the vacant site behind NAPA.
- The third site is situated in the northwest quadrant of the intersection of Faxon Road and US Route 212. It is the current Sinclair Gas Station situated at this intersection and is approximately 1.92 acres.
- More details regarding these subject sites would be presented in a full Comprehensive Hotel Market Study. These details would include site description, land preparation, accessibility, visibility, support services, etc. At that time, a more specific recommendation of the preferred site could be made.
- However, based upon the preliminary research, the preferred subject site would be the third site described above because it is at the intersection of Faxon Road and US Route 212.

MARKET RESEARCH FINDINGS

The following are preliminary research findings for the greater Norwood Young America market area. This information would be presented in more detail in the Comprehensive Hotel Market Study. At that time, the Economics of the area, Lodging Demand characteristics, and Competitive Lodging Supply details would be presented. At this time, only a preliminary analysis of this data was performed.

- A significant part of the Field Research included meeting with city officials and key business leaders as well as a phone interview with the major employers in the Norwood Young America market area. The results of these discussions are presented in the chart below. It highlights the Market Segmentation Profiles identified on an annual basis for the greater Norwood Young America market area.

MARKET SEGMENTATION PROFILES		
	Demand Potential	
	Transient = T Extended = E Group = G	Subject Property Potential
Social/Leisure Markets		
Visiting Friends & Relatives	T, E	Very Good
Area Sites & General Tourism		
Area Events	T	
Stiftungsfest - 3 day event in August	T	Very Good
Area Recreation- (Boating, Hiking, Biking, Hunting, Fishing, etc.)	T	Fair
US Route 212	T	Good
Weddings	G	Good
Reunions	G	Good
Other	G	Fair
Amateur Youth Sports	T, G	Fair
	Potential	Good
Corporate/Commercial Markets		
Agriculture	T	Fair
Mining, Quarrying & Oil and Gas Exploration	N/A	N/A
Utilities	T, E, G	Good
Construction	T, E	Good
Manufacturing	T, E	Good
Wholesale Trade	T	Fair
Retail Trade	T	Fair
Transportation and Warehousing	N/A	N/A
Information	N/A	N/A
Finance, Insurance and Real Estate	T	Fair
Real Estate, Rental & Leasing	T	Fair
Services		
Professional, Scientific & Technical	T, E	Fair
Management of Companies and Enterprises	T	Fair
Administrative, Support, Waste Management and Remediation	T	Good
Educational	T, E	Good
Health and Social Assistance	T	Fair
Arts, Entertainment & Recreation	G	Fair
Accommodation & Food Services	T	Fair
Other	N/A	N/A
Public Administration	N/A	N/A
	Potential	Fair
	Overall Potential	Fair

Source: HMI

- The ratings in the previous chart are based on ***Annual Lodging Demand***.
- The discussions with local officials indicated that while certain sectors within the Social/Leisure market segment would be rated *Very Good* in summer, the Overall rating would be *Good* for the entire year due to the seasonality of this market. One major event occurs in summer that may generate Social/Leisure lodging demand, Stiftungfest, at 153 years old, is the longest running event in the State of Minnesota. The limited number of significant events in the subject market indicates a lack of diversity and makes it difficult to sustain this type of lodging demand on a year round basis.

The overall Fair rating in the Corporate/Commercial market segment is due to several factors:

- Discussions with local major employers, including a new employer that is in the process of locating in Norwood Young America, indicated a desire for a hotel in the immediate market area. However, the total room demand was estimated to be 200 rooms at best.
- A review of the most recent NAICS industry sector data (2011) indicates that 57.3% of the total employees in the Norwood Young America market area were comprised of three industries:
 - Retail Trade – 10.8%
 - Administrative and Support Services – 27.2%
 - Educational Services – 19.3%

Typically three sectors should total less than 50% to indicate good diversity of employment. The total for these three sectors (at 57.3%) indicates reduced employment diversity in the Corporate/Commercial market segment of Norwood Young America historically.

- The Overall rating of Fair in the previous chart indicates that while certain times during the year (primarily during the summer) could generate sufficient lodging demand to support the proposed limited-service hotel, this does not translate to a sufficient amount of year round lodging demand.

- A **Competitive Set of Hotels** was identified and deemed appropriate for the proposed hotel. It is comprised of the following four closest hotels surrounding Norwood Young America:
 - The 82-room Grandstay Suites in Chaska – 18 miles east on US 212.
 - The 29-room Super 8 in Chaska – 18 miles east on US 212.
 - The 33-room Super 8 in Glencoe – 12 miles west on US 212
 - The 61-room AmericInn in Waconia – 8 miles northeast on Minnesota Route 5.
- The performance results of these four hotels (per a Trend Report from Smith Travel Research) indicated the following:
- During the five-year period 2009 – 2014, Occupancy ranged from 40.1%-50.9%.
- The average annual rate of increase in Occupancy during this same period was 2.3%. During this same period, two of the five years experienced a decrease, including 2014 at a rate of (9.2%).
- The average annual rate of increase in Lodging Demand for the **Competitive Set of Hotels** from 2009-2014 was 2.0%. This is a reasonable rate of increase per year. However it will take several years to achieve an acceptable level of Occupancy to support increasing the room supply with a new hotel.
- During this same period, ADR ranged from \$71.14-\$80.73 with two out of the five years experiencing decreases in ADR. The five-year average annual rate of growth in ADR achieved by the **Competitive Set of Hotels** was 1.98%.
- In order to sustain a 30 to 40-room hotel on an annual basis, the subject market needs to generate an annual Occupancy of 60.0% to 62.5%.
 - To achieve this level of performance, a 30-room hotel needs to generate 18.0-18.8 rooms on average every night.
 - A 40-room hotel would need to generate on average 24.0 to 25.0 rooms every night.
 - Based upon the research performed and the information received so far, the attainment of these levels is hard to justify in Norwood Young America.
- It could be assumed at this time that the Average Daily Room rate could be competitive with other limited-service, mid-priced hotels in the greater market area including the previously discussed potential **Competitive Set of Hotels**. A complete competitive rate analysis would need to be performed.

ECONOMICS OF THE MARKET

Preliminary review of the economic research data revealed the following results:

- The Population has increased at an average annual rate of 0.7 for the period 2010- 2015.
- The Average Per Capita Income increased at an average annual rate of 3.0%-3.2% for the same time period.
- Unemployment in Norwood Young America averaged an annual rate of 5.0% over the ten year period 2005 – 2014. This is lower than the 5.5% rate of the State of Minnesota for the same period of time.

Again, we regret presenting the information in this report, and in our opinion and based upon the Field Research performed, the Norwood Young America market does not support a new hotel at this time. However, we feel it is important to understand this fact before additional investment and development dollars are spent on this project.

If possible, we would like to discuss this Field Research Report with you and any other interested party. At that time, we could answer any questions you have and present a few options for the future. We will contact you to arrange this discussion.

Sincerely,

Sincerely,
HOSPITALITY MARKETERS INTERNATIONAL, INC.

Gregory R. Hanis

Gregory R. Hanis, ISHC
President

Michael R. Hool

Michael R. Hool, ISHC, CPA
President, SHR
An HMI Network Representative



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. B. Business Survey

Background:

The EDC is in the process of obtaining input from local businesses through a Business Survey which is available in paper form or on-line at: <https://www.surveymonkey.com/s/NYAbusinesssurvey>

Copies of the survey were distributed at the April 15, 2015 Chamber meeting. The Chamber also emailed its membership and other businesses, asking them to participate.

As of May 4, 2015 there were eight on-line responses, from the following businesses:

1. Edward Jones
2. Southwest Eye Care
3. Norwood Young America Times
4. Donna Stacken, Ameriprise Financial
5. Lano Equip of Norwood
6. Lano Equip. of Norwood
7. Chameleon Salon
8. TechStar Solutions

According to the MN Department of Employment and Economic Development's 2014 Business Statistics, there were 97 businesses in the NYA zip code as of December, 2014.

Attached is a business list from the Chamber of Commerce. Businesses which have responded to the survey are highlighted in yellow. Businesses to be contacted regarding participation are included, with contact information.

Action:

EDC Members are asked to each select five businesses that have not yet responded, to visit and request their participation. The list of businesses will be divided up among EDC members at the meeting.

#	Company Name	Address	City	State	Zip	Contact Name	Email	Phone
1	Ameriprise Financial	510 Faxon Rd PO Box 534	NYA	MN	55368	Donna Stacken	donna.j.stacken@ampf.com	952-467-3061
2	Apple Agency	515 N Faxon RD	NYA	MN	55368	David Elling	appleagency@embarqmail.com	952-467-2400
3	Brand Lake TH Assoc	397 Emma Street	NYA	MN	55368	Sandy Kroells	skroells@embarqmail.com	952-467-3938
4	Carquest Auto Parts	PO Box 297	NYA	MN	55368	Pete Buckentine	carquestnya@yahoo.com	952-467-2500
5	CenterPoint Energy	PO Box 428	Mankato	MN	56002-0428	Neol Hibbard	neol.hibbard@centerpointenergy.com	507-387-1912 800-387-5800
6	Central Public School	PO Box 247	NYA	MN	55368	Brian Corlett	bcorlett@central.k12.mn.us	952-467-7000
7	Chameleon Salon	PO Box 480	NYA	MN	55368	Linda Sons	lsons18582@aol.com	952-467-2255
8	Church of Peace	424 Franklin Street N	NYA	MN	55368	Donna Fuglsang	churchofpeace@embarqmail.com	952-467-3946
9	Church of the Ascension	323 N. Reform	NYA			Jack Lano	ascensionnya.embarqmail.com	952-467-3548
10	Citizens Asset Strategies	PO Box 180	NYA	MN	55368	Matt Brakefield	mbrakefield@fintegra.net	952-467-3276
11	Citizens Insurance Services	PO Box 98	NYA	MN	55368	Jeff Hebeisen	jeff@cisnya.com marsha@cisnya.com kristin@cisnya.com	952-467-2535
12	Citizens State Bank NYA	PO Box 789	NYA	MN	55368	Perry Forst	wecanhelp.com	952-467-3000
13	City of Norwood Young America	PO Box 59	NYA	MN	55368	Diane Frauendrenst	tsimmons@cityofnya.com cityclerk@cityofnya.com	952-467-1800
14	Creative Hair	640 Railroad Dr. Ste 400	NYA	MN	55368	Jessica Dehn	creativehairnya@yahoo.com	952-467-4005
15	Draperies By Carol	PO Box 636	NYA	MN	55368		dbc222@embarqmail.com	952-467-3587
16	Econo Foods	508 Faxon Rd PO Box 277	NYA	MN	55368			
17	Edward Jones	515 Faxon Rd, PO Box 357	NYA	MN	55368	Chris Lund	chris.m.lund@edwardjones.com	952-467-2380
18	Good Time Liquors	PO Box 144	NYA	MN	55368	Dale Bruers		952-467-2429
19	Holiday Station Store #371	502 Faxon Rd	NYA	MN	55368	Lacey Reder	laceyreder1@gmail.com	952-467-3075
20	Home Solutions	PO Box 549	NYA	MN	55368	Eric Dietel	homesolutions11@embarqmail.com	952-467-2404

21	Image Graphics Premier Applicators, Inc.	13320 106th St	NYA	MN	55397	Eldon Young	eldon@imagegraphicspremier.com	952-442-6411
22	Klein Bank	PO Box 839	NYA	MN	55368	Dar Mondor	d.mondorW@kleinbank.com b.mathwig@kleinbank.com t.vogel@kleinbank.com j.fahey@kleinbank.com	952-467-2313
23	Kohls Foam Systems Inc	10945 Sunset Rd	NYA	MN	55368	Jon	jon@kohlsfoamsystems.com	612-708-4100
24	Kwik Trip	520 Reform St	NYA	MN	55368	Justin Murphy	murphy.e.justin@gmail.com	952-649-0661
25	Lakeview Clinic	406 Faxon Road	NYA	MN	55368	Robert Wilcox	administration@lakeviewclinic.com	952-442-4461
26	Lano Equipment of Norwood Inc.	PO Box 299	NYA	MN	55368	Jack Lano	boblano@lanoequipnya.com jacklano@lanoequipnya.com	952-467-2181
27	Lano Lanes	PO Box 326	NYA	MN	55368	Curt Wilson	cmw300@embarqmail.com	952-467-3500
28	Linds Home Town Hardware	PO Box 127	NYA	MN	55368	Dean Lind	lindshometownhardware	952-467-2281
29	Marsden Health Mart Pharmacy	402 Faxon Rd N	NYA	MN	55368	John Marsden	rxmarsden@hotmail.com	952-467-2100
30	McDonalds	410 Faxon Rd N	NYA	MN	55368	Gene and Sonya Borg	dawn.alt@partners.mcd.com	952-467-4495
31	Mid-Town Family Restaurant	PO Box 706	NYA	MN	55368	Jim Richter	richterjames78@yahoo.com	952-467-2721
32	NAPA Auto Parts	PO Box 461	NYA	MN	55368	Russ Smith		952-467-3344
33	Norwood Veterinary Clinic P. A.	PO Box 97	NYA	MN	55368	Cindy Lenzen	lenzendvm@hughes.net	952-467-3785
34	Norwood Young America Library	314 Elm St W	NYA	MN	55368	Heidi Hoks	hhoks@co.carverlib.org	952-467-2665
35	Norwood Young America Times	PO Box 10	NYA	MN	55368	Adam Gruenewald	adam.gruenewald@ecm-inc.com	952-467-1891
36	Oak Grove Senior Residence/CDA	114 Reform Street	NYA	MN	55368	Nancy	oakgrove@carvercda.org	952-373-2200
37	Peace Villa Inc	308 N Faxon Rd	NYA	MN	55368	Brenda Schmitz	peacevilla@mediacombb.net	952-467-2167
38	Pro Auto & Transmission	324 Railroad Street W	NYA	MN	55368	Kevin Eiden		

39	Sacred Health Family Chiropractic	306 W Hwy 212	NYA	MN	55368	Meghan Kramin	frontdesk@mysacredhealthchiro.com	952-467-2132
40	Schad, Lindstrand and Schuth, LTD	PO Box 664 214 W. Elm	NYA	MN	55368	Kristina Krohn	kristinak@slscpa.com	952-467-2407
41	Schmidt Chiropractic Center	PO Box 215	NYA	MN	55368	Julile Schmidt		
42	SJB Masonry	415 Park Circle	NYA	MN	55368	Steve Bunn	steve@sjbmasonryllc.com	952-217-9174
43	Smith Oil & Tire Co Inc	PO Box 187	NYA	MN	55368	Russ Smith	ssmithle@embarqmail.com	952-467-2640
44	Simple Grace Promotions	13361 County Rd 51	NYA	MN	55397	Shelley Jagow	shelley.jagow@simplegracepromo.com	612-759-1807
45	Southwest Eye Care	304 Hwy 212 W.	NYA	MN	55368	Rhonda Bates Deb Kes	rbates@southwesteyecare.net dkes@southwesteyecare.net knarum@southwesteyecare.net	952-467-2250
46	Sport Cars	PO Box 430	NYA	MN	55368	Bruce Kleman	info@sportcarsmn.com	952-467-3800
47	Subway - Norwood	404 Faxon Rd	NYA	MN	55368	Teresa Siewert	sandy@westmetrocycle.com	952-467-2224
48	Tanglez Salon	10880 Sunset Road	NYA	MN	55397	Jamie Smith	tanglezsalonny@gmail.com	952-467-2708
49	TechStar Solutions	319 West Elm St. Suite 2	NYA	MN	55368	Paul	paul@techstars.us	952-467-9655
50	The Flower Mill	PO Box 234	NYA	MN	55397	Karen Hallquist	karen@theflowermilldesignandgifts.com	952-467-4100
51	The Harbor at Peace Village	300 North Faxon Rd	NYA	MN	55368	Laurie Hilgers	lauriehilgersecumen.org bonitaheilman@ecumen.org	952-467-9683
52	The Preserve of NYA	662 Meadow Lane	NYA	MN	55397	Bill McMahon		952-412-4246
53	The Pour House Pub	PO Box 806	NYA	MN	55368	Ryan Finnerty John Barnes	finnertyryan@msn.com jrbarnes1@embarqmail.com	952-467-2112
54	Thomas Collision	15400 Hwy 5 & 25	NYA	MN	55397	Mark Thomas	thomascollisionframe@yahoo.com	952-467-2555
55	Unhinged Pizza	PO Box 117	NYA	MN	55368	Kody Teslaa	kteslaa77@hotmail.com nyaranch@embarqmail.com shonnak@centurylink.net	952-467-4010
56	Waconia Deputy Registrar Inc	222 W. Main St	NYA	MN	55387	Marlene Robins	marlenerobins@embarqmail.com	952-442-4038

57	Willkommen Heritage & Preservation Society of NYA	PO Box 113	NYA			LaVonne Kroells	lkroells@embarqmail.com	952-467-4227
58	Xtreme Electrical Services	311 W Rail Road St	NYA	MN	55368	Adam Glander	adam@xtremeelectricalservices.com	952-467-5777
59	Yeager Machine Inc	415 Tacoma Circle	NYA	MN	55368	Michael Yeager	heather@yeagermachine.com mike@yeagermachine.com	952-467-2800
60	Yellow Ribbon Campaign	109 1st Ave Se	NYA	MN	55397	Richard Tellers	billandsheilhart@gmail.com r.tellers@mchsi.com	952-467-3274
61	Young America Corporation	717 Faxon Road	NYA	MN	55339	Janet Fahey	janet.fahey@young-america.com	952-693-4844
	PRESPECTIVES							
62	Gails	514 Faxon Road	NYA	MN	55368			952-467-4001
63	Auto Body Specialties	215 Reform St N	NYA	MN	55368	Kermit & Paulette Moe		
64	Central Raiders Bus Service	PO Box 247	NYA	MN	55368		inlawsrepair@hotmail.com	952-467-7009
65	Farmers Insurance Barry Bowden	522 Faxon Rd PO Box 756	NYA	MN	55368			
66	Simons Bros of Young America Inc	305 SE 1st Ave	NYA	MN	55397			
67	Bongards Creameries	13200 Co Rd 51	NYA	MN	55368			
68	Braunwarth Plumbing & Heating	16120 Co Rd 135	NYA	MN	55397	John Braunwarth		
69	Central Printing	PO Box 10	NYA	MN	55368	Doug Lueck		
70	Countryside Vet & Feed	13950 Hwy 5	NYA	MN	55397	Lyle Braun	lyle.countrysidefeed@gmail.com	952-442-4200
71	Dairy Queen Grill & Chill	3515 1st Ave S Apt 1	Minneapolis	MN	55408	Tom Haubrich		
72	Door Power Sales	11755 Urban Avenue	NYA	MN	55368			
73	Dr.Dan's Refrigeration and Electric	11383 County Road 33	NYA	MN	55397			

74	Expert Construction	250 Industrial Blvd	NYA	MN	55368			
75	Fahey & Associates Inc.	PO Box 188	NYA	MN	55368			
76	Family Dollar Store	640 Railroad St	NYA	MN	55368	Michelle Goette		
77	Hilgers Plumbing, Heating & AC	PO Box 114	NYA	MN	55397	Lenny Hilgers		
78	Hillcrest Café & Catering	13350 Hwy 5 & 25	NYA	MN	55368	Lori Manthey		
79	Wisnack Meats	209 E Main St	NYA	MN	55397	Butch Mackenthun		
80	Maggies Material World	225 Elm Street W	NYA	MN	55368			
81	Norwood Sports Cars	PO Box 430	NYA	MN	55368	Roger Kleman		
82	Progressive Insurance - Debner Agency	124 Elm Street	NYA	MN	55368			
83	St. Johns Lutheran Church & School	101 2nd Ave SE	NYA	MN	55368			
84	Statewide Gas Service	220 Industrial Blvd	NYA	MN	55368			
85	Studio West Designs	320 West Railroad St	NYA	MN	55368			
86	Tamarack Landscaping	13575 Hwy 212	NYA	MN	55368			
87	TechStar Solutions	319 West Elm St. Suite 2	NYA	MN	55368			
88	The Pour House Pub	325 Elm St W	NYA	MN	55368	John Barnes		
89	Trocke Monuments	443 Park Circle	NYA	MN	55368	John Trocke		
90	Vickerman Inc.	675 Tacoma Blvd	NYA	MN	55368			
91	Principal Manufacturing	118 Railroad Street W	NYA	MN	55368			
92	Bruesehoff Seed Inc	12975 County Road 50	NYA	MN	55368			
93	Franks Sanitation	131 Casper St	NYA	MN	55368			
94	Hard Stuff Masonry	13275 Salem Ave	NYA	MN	55368			
95	United States Postal Services	400 Merger Street	NYA	MN	55368			952-467-2341
96	Wuetherich Excavating	HWY 5 & 25	NYA	MN	55368			
97	Waconia Manufacturing	33 East 8th Street	Waconia	MN	55387	Troy Willems		
98	Widmer Farms	13955 138th St	NYA	MN	55368			
99	Allan R. Debner Insurance Ag	PO Box 309	NYA	MN	55368			
100	Anthony Consulting & Associa	PO Box 245	NYA	Mn	55368			
101	Auto Body Specialists	215 Reform St N	NYA	MN	55368			

102	Barry Bowden - Farmers Insu	PO Box 756	NYA	MN	55368
103	Bongards Creameries	13200 CR 51	NYA	MN	55368
104	Braunwarth Plumbing & Heati	16120 CR 135	NYA	MN	55397
105	Central Auto Repair	PO Box 179	NYA	MN	55368
106	Countryside Vet Clinic	13950 Hwy 5	NYA	MN	55397
107	Creative Hair	640 Railroad St E	NYA	MN	55368
108	Curfman Trucking	PO Box 179	NYA	MN	55368
109	D&L Detailing	13315 Co Rd 33	NYA	MN	55368
110	Dairy Queen	PO Box 731	NYA	MN	55368
111	DH Excavating	210 1st St NE	NYA	MN	55397
112	Dr. Dan's Refrigeration	11383 Co Rd 33	NYA	MN	55397
113	Dueber's Warehouse	300 Industrial Blvd	NYA	MN	55397
114	Dvorak Brother's Construction	10810 Sunset Rd	NYA	MN	55397
115	Expert Construction	250 Industrial Blvd	NYA	MN	55397
116	Fahey, Inc.	PO Box 188	NYA	MN	55368
117	Family Dollar	640 Railroad DR	NYA	MN	55368
118	Foley's Hardware	PO Box 127	NYA	MN	55368
119	Franck's Sanitation	PO Box 405	NYA	MN	55368
120	Gasthouse	223 Main St E	NYA	MN	55397
121	Gavin, Olson & Winters LTD	PO Box 69	NYA	MN	55368
122	Gemini Glass	PO Box 82	NYA	MN	55397
123	Gordon Dietel Construction	13715 Hwy 212	NYA	MN	55368
124	Hardstuff Masonry	13275 Salem Ave	NYA	MN	55368
125	Harms Bar	PO Box 104	NYA	MN	55368
126	Hilgers Plumbing, Heating & A	PO Box 114	NYA	MN	55368
127	Hillcrest Café	13350 Hwy 5 & 25	NYA	MN	55368
128	Holiday Station Store #371	502 Faxon Rd	NYA	MN	55368
129	Home Solutions	PO Box 549	NYA	MN	55368
130	Hydro Engineering	PO Box 300	NYA	MN	55368
131	Maggie's Material World	PO Box 338	NYA	MN	55368
132	Noeldner Insurance Agency	204 4th St SW	NYA	MN	55397
133	Northern Marketing, Inc.	16135 Co Rd 34	NYA	MN	55368
134	Norwood Electric	PO Box 157	NYA	MN	55368
135	McBride - Hantge Funeral Cha	PO Box 38	NYA	MN	55368
136	PC Management	15035 118th St	NYA	MN	55397
137	Central Printing	PO Box 659	NYA	MN	55368
138	Principle Manufacturing	118 Railroad St W	NYA	MN	55368
139	Randy Clark - SeMent	408 Shady Ln	NYA	MN	55397
140	Rich's Barber Shop	205 Main St E	NYA	MN	55397
141	Robb's Custom Woodworking	13050 Stewart Ave	NYA	MN	55368

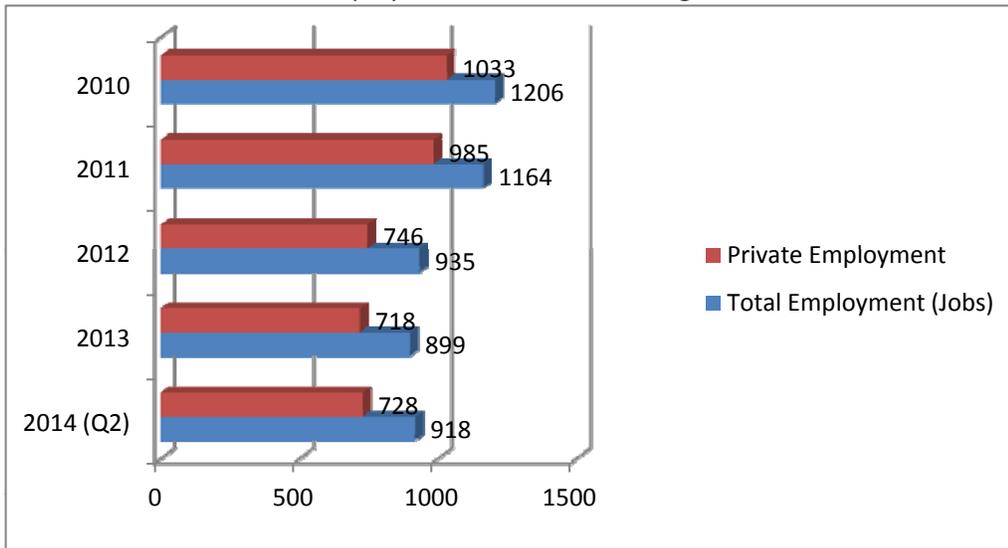
142	Robert Kroells Construction	427 Elm St W	NYA	MN	55368
143	Ron Kroells Construction	403 SW 5th CT	NYA	MN	55397
144	Schneider Excavating	405 Central Ave S	NYA	MN	55397
145	Schrupp Construction	112 Central Ave N	NYA	MN	55397
146	Shanahan Construction, LLC	15020 Tacoma Ave	NYA	MN	55368
147	Simon Brothers	305 1st Ave SE	NYA	MN	55397
148	Snap Fitness	308 Hwy 212 W	NYA	MN	55368
149	Southwest Paving	770 Railroad St W	NYA	MN	55368
150	Statewide Gas Services	220 Industrial Blvd	NYA	MN	55368
151	Steven's Manufacturing	309 4th St SW	NYA	MN	55397
152	Studio West Designs, Inc.	320 W Railroad St	NYA	MN	55368
153	Trocke Monuments	443 Park Cir	NYA	MN	55368
154	Vickerman Company	675 Tacoma Blvd	NYA	MN	55368
155	Vogelin Optical	PO Box 360	NYA	MN	55368
156	Wilson Electric	PO Box 368	NYA	MN	55368
157	Wuetherich Excavating	13380 Hwy 5 & 25 S	NYA	MN	55368
158	Zellmann Bros.	16340 94th St	NYA	MN	55397
159	Unkle Thirsty's	105 Main St E	NYA	MN	55397
160	Elite Dance	640 Railroad Dr #600	NYA	MN	55368
161	Steinhagen Enterprises	8815 Tiller Ave	NYA	MN	55397
162	Old Pro Carpentry Services L	410 Central Ave S	NYA	MN	55397
163	Advanced Electrical Services,	PO Box 427	NYA	MN	55368

Norwood Young America Business and Employment Trends

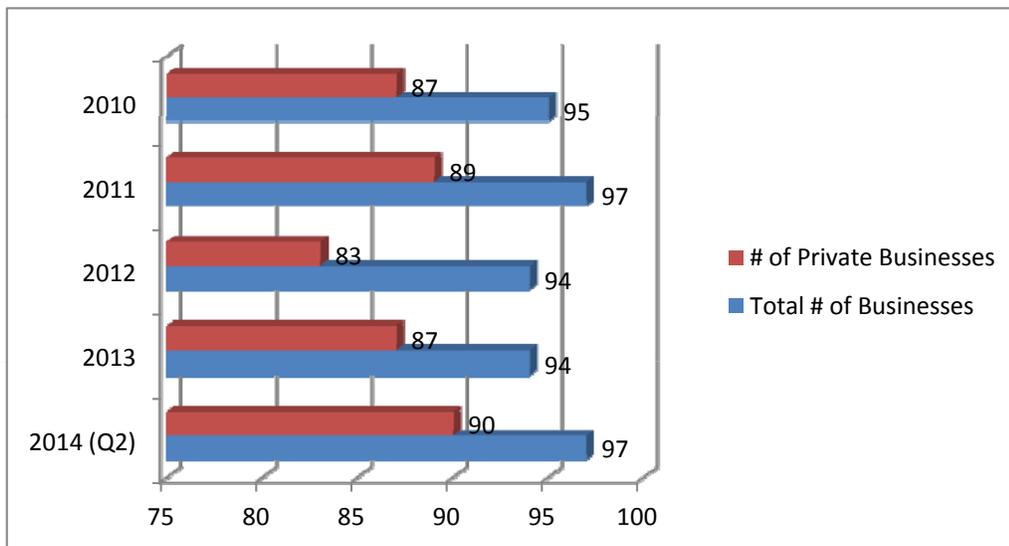
Year	Total # of Businesses	# of Private Businesses	Total Employment (Jobs)	Private Employment	Wages
2014 (Q2)	97	90	918	728	
2013	94	87	899	718	\$ 33,638,620
2012	94	83	935	746	\$ 33,018,199
2011	97	89	1164	985	\$ 31,960,160
2010	95	87	1206	1033	\$ 37,756,324

Source: MN Department of Employment and Economic Development

Employment in Norwood Young America



Number of Businesses in Norwood Young America





DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. C. Resident/Consumer Survey

Background:

The resident/consumer survey is ready to be released for execution. Printed copies of the survey will be made available at City Hall and the library. Post cards about the survey will be mailed out to utility account holders. This link has been added to the City's Facebook page <https://www.surveymonkey.com/s/NYAedc>

Table tents will be brought to the EDC meeting for members to distribute as they see fit.

Action:

EDC Members are asked to distribute table tents as they deem appropriate.

Norwood Young America Consumer Survey

1.

The City of Norwood Young America's Economic Development Commission would like to know the types of businesses and services you would like to see in the community as well as obtain your input on a potential community center. Please take the next 10 minutes to answer the next 39 questions to let us know how we can make this a better place to live and shop! This information will be valuable in the recruitment of new businesses and retention of existing businesses. **SUBMIT A COMPLETE SURVEY BY FRIDAY, JUNE 5, 2015th TO BE ELIGIBLE TO WIN ONE OF THREE \$50 CHAMBER PRIZES!**

The information in this survey will not be tied to individuals. A consolidated summary of the information will be provided, with individual responses remaining confidential.

If you have any questions regarding the purpose and use of the survey, please contact Steve Helget, City Administrator at: 952-467-1800 or Economic Development Consultant Jo Foust, MDG Inc. at: 952-758-7399 or foustmdg@gmail.com.

Thank you for your participation!

* 1. Household Size: How many people reside in your household?

- | | |
|-----------------------------|-----------------------------|
| <input type="radio"/> One | <input type="radio"/> Five |
| <input type="radio"/> Two | <input type="radio"/> Six |
| <input type="radio"/> Three | <input type="radio"/> Seven |
| <input type="radio"/> Four | <input type="radio"/> Eight |

Other (please specify)

2. Ages of Household Members: How many people reside in your household in each category?

	1	2	3	4
0-9 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10-18 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19-25 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26-35 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36-40 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41-45 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46-55 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
56-65 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
66+ years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Are you male or female?

- | | |
|----------------------------|------------------------------|
| <input type="radio"/> Male | <input type="radio"/> Female |
|----------------------------|------------------------------|

Norwood Young America Consumer Survey

4. What is your marital status?

- Married Divorced/widowed/separated
 Single, never married Civil union/domestic partnership

5. What is the highest level of formal education you have completed?

- Less than high school graduate College graduate
 High school graduate Masters Degree
 Some college

6. How many years have you lived in Norwood Young America?

- 0-3 years 11-20 years
 4-6 years 21+ years
 7-10 years

7. Which location best describes your neighborhood?

- Within City Limits Outside City Limits

Other (please specify)

8. Would you and/or your family utilize a community center in Norwood Young America?

- Yes
 No
 Uncertain

Other (please specify)

Norwood Young America Consumer Survey

9. What amenities would interest you in a community center? Please check all that apply.

- Indoor swimming pool
- Gym/multiple basketball courts
- Community rooms (i.e. facility for birthday parties/gatherings of 50 people or less)
- Weight room
- Exercise room
- Kids play zone
- Walking track
- Laser Tag
- Batting cage
- Senior area
- Yoga studio
- Space for Community Ed classes
- Computer facilities/Tech hub
- Indoor soccer/softball/football field
- Hockey rink
- Racquetball court
- Indoor tennis court
- Rock wall
- Gymnastics area
- Community kitchen
- Drop in child care

Other (please specify)

10. How often would you attend a community center if it was located in the Norwood Young America area?

- 1-2 times per week
- 3-4 times per week
- 5 plus times per week
- Never

Other (please specify)

Norwood Young America Consumer Survey

11. Would you be interested in attending informational meetings about a community center in Norwood Young America?

- Yes
- No
- Uncertain

12. If yes, please provide information (email or mailing address) for the best way to contact you.

13. Commuting Patterns: How many miles do you commute to work each way?

- 0-1 mile
- 2-5 miles
- 6-10 miles
- 11-15 miles
- 16-25 miles
- 26+ miles

14. Household Income: Please select the annual gross income for your household. This will assist us in responding to businesses conducting market research on communities. (Optional)

- Under \$20,000 per year
- \$20,001 to \$30,000 per year
- \$30,001 to \$50,000 per year
- \$50,001 to \$75,000 per year
- \$75,001 to \$100,000 per year
- Over \$100,000 per year

15. Types of Businesses Desired: What type of retail or service businesses would you like to see in Norwood Young America, that you would shop at and support?

- | | | |
|-------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Agriculture related | <input type="checkbox"/> Dentist | <input type="checkbox"/> Pharmacy/Drug Store |
| <input type="checkbox"/> Auto Parts | <input type="checkbox"/> Dry Cleaner | <input type="checkbox"/> Restaurant-family/sit down |
| <input type="checkbox"/> Auto Dealership | <input type="checkbox"/> Fast Food Restaurant | <input type="checkbox"/> Restaurant-fast food |
| <input type="checkbox"/> Beauty related | <input type="checkbox"/> Fitness | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Child Care | <input type="checkbox"/> Florist | <input type="checkbox"/> Transit |
| <input type="checkbox"/> Clinic | <input type="checkbox"/> Hotel/lodging | <input type="checkbox"/> Variety Store |
| <input type="checkbox"/> Computer parts/service | <input type="checkbox"/> Medical Clinic | <input type="checkbox"/> Veterinarian |
| <input type="checkbox"/> Craft | <input type="checkbox"/> Pet Store | |

Other (please specify)

Norwood Young America Consumer Survey

16. If there is a specific store/business you believe the EDC should try to recruit, please list the business name here:

17. Do you own/operate a home-based business?

Yes

No

18. If you do own/operate a home-based business, are you interested in expanding and learning more about commercial or industrial space that is available in the City of Norwood Young America?

Yes

No

Not Applicable

19. If you would like assistance in locating commercial/industrial space, please provide your contact information below, or contact Economic Development Consultant Joanne Foust at: 952-758-7399 or via email at: foustmdg@gmail.com.

20. What are your primary forms of media to obtain information on local businesses and their goods and services?

NYA Chamber of Commerce Web Site

City of NYA Web Site

Company Web Site

Direct Mailers

Facebook

Newspaper

Radio Ads

Twitter

Word of Mouth References

Norwood Young America Consumer Survey

21. What form(s) of Social Media would you recommend local businesses use to reach consumers?

- Company website
- Facebook
- Twitter
- LinkedIn

Other (please specify)

22. How often do you visit the City of Norwood Young America's Web Site?

- Never
- Once a year
- Two (2) to Six (6) times per year
- Seven (7) to twelve (12) times per year
- Thirteen (13) or more times per year

23. How would you rank the overall customer service at businesses in Norwood Young America?

- Excellent
- Very good
- Good
- Fair
- Poor

Other (please specify)

24. On average, how much money do you spend shopping per week on professional, retail or businesses services EVERYWHERE?

- More than \$500
- Between \$300 and \$499
- Between \$200 and \$299
- Between \$100 and \$199
- Between \$0 and \$99

Norwood Young America Consumer Survey

25. On average, how much money do you spend per week shopping on professional, retail or business services IN NORWOOD YOUNG AMERICA?

- More than \$500
- Between \$300 and \$499
- Between \$200 and \$299
- Between \$100 and \$199
- Between \$0 and \$99

26. Why Shop Outside NORWOOD YOUNG AMERICA? If you shop or obtain services outside of Norwood Young America please select the reasons why:

- Selection
- Price
- Convenience (on my way home/to work)
- Unaware of goods and services offered in Norwood Young America
- Items not offered in Norwood Young America. Please note items in the other category.

Other (please specify)

27. Shopping Locations: Other than Norwood Young America, which communities do you visit to shop? Select all that apply.

- Chaska
- Glencoe
- Waconia
- Eden Prairie
- Hutchinson

Other (please specify)

28. Why do you shop in these communities?

29. When do you primarily do your shopping?

- In the mornings
- During the day
- In the evenings
- Weekdays
- Weekends

Other (please specify)

Norwood Young America Consumer Survey

30. Are you more likely to shop for:

	Professional Services	Retail products	Business services
Where I work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where I live (Norwood Young America)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I live and work in Norwood Young America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Day and time you shop: What days of the week and times do you most often do your shopping or use professional services?

<input type="checkbox"/> Sunday morning	<input type="checkbox"/> Tuesday afternoon	<input type="checkbox"/> Thursday evening
<input type="checkbox"/> Sunday afternoon	<input type="checkbox"/> Tuesday evening	<input type="checkbox"/> Friday morning
<input type="checkbox"/> Sunday evening	<input type="checkbox"/> Wednesday morning	<input type="checkbox"/> Friday afternoon
<input type="checkbox"/> Monday morning	<input type="checkbox"/> Wednesday afternoon	<input type="checkbox"/> Friday evening
<input type="checkbox"/> Monday afternoon	<input type="checkbox"/> Wednesday evening	<input type="checkbox"/> Saturday morning
<input type="checkbox"/> Monday evening	<input type="checkbox"/> Thursday morning	<input type="checkbox"/> Saturday afternoon
<input type="checkbox"/> Tuesday morning	<input type="checkbox"/> Thursday afternoon	<input type="checkbox"/> Saturday evening

32. What is your opinion of the current business climate in Norwood Young America?

Favorable
 Unfavorable
 No Opinion

33. If you feel the local business climate is unfavorable, please explain why and provide suggestions to improve it.

Norwood Young America Consumer Survey

34. Letter of Support/Interest: We would like to use comments from our residents to target market various businesses. If you are willing to submit comments or quotes that we can use in marketing materials, please submit the "letter" or comments below. If you are willing to include your name, that would be helpful as well.

Example:

"Dear XXX (type of business),

As a resident of Norwood Young America, I strongly encourage you to consider locating your business in our community. I feel it would be supported and successful for the following reasons...."

35. What do you think the City should do to assist existing businesses?

- | | |
|---------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Offer low interest/no interest loans | <input type="checkbox"/> Provide technical assistance to businesses |
| <input type="checkbox"/> Offer grants | <input type="checkbox"/> Nothing |

Other (please specify)

36. Where do you feel the City's Economic Development Commission should focus its efforts? Please rank the importance of the EDC's efforts in the following:

	Assist existing businesses	Recruit new highway commercial businesses	Redevelop the two commercial districts	Recruit manufacturing/industrial businesses	Promote tourism and events which encourage tourism
1st priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2nd priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4th priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5th priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

37. What one or two things would make Norwood Young America a better shopping or service area?

Norwood Young America Consumer Survey

38. Contact Information: If you would like to be eligible for one of two \$50 prizes in NYA Chamber of Commerce Dollars please provide your name and contact information below. You must be 18 years of age to qualify and complete the survey.

Name (first and last)	<input type="text"/>
Address	<input type="text"/>
Phone #	<input type="text"/>
Email:	<input type="text"/>

39. Other Comments/Suggestions: If you have other comments or suggestions you would like to share regarding Norwood Young America's business climate please note these below:



DATE: May 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. D. Commercial Market or Trade Analysis

Background:

One of the 2015 EDC goals is to update the Retail or Commercial Market Analysis. At the April meeting, the EDC requested quotes be obtained for completion of this study. Two firms were contacted.

Enclosed please find two proposals;

- Maxfield Research with a proposed fee of \$5,500 for a commercial market analysis, with an additional optional \$2,500 for an industrial market analysis (total \$8,000)
- Keith Wicks & Associates, with a proposed fee of \$8,750, plus expenses.

We could check with AgSTAR regarding their support of a grant for this study.

Action:

If Commissioners would like to proceed with a Commercial Market Analysis or Commercial/Industrial Market Analysis, a MOTION is in order to approve one of the two proposals.

Commercial Planning Proposal



Norwood Young America, Minnesota

Prepared for:

Norwood Young America Economic Development

April 20, 2015

By Keith Wicks & Associates

Introduction

Keith Wicks & Associates (KWA) has been requested to submit a proposal to conduct a commercial market survey of Norwood Young America (NYA), in coordination with NYA Economic Development.

KWA (Keith Wicks) is a retail development planning consultant with over 40 years of experience in retail and commercial planning matters for retailers, chains, wholesalers, developers, community business cooperatives and local government. KWA's experience has been throughout North America.

Project objective – define NYA's retail market and make recommendations for a forward strategy to upgrade existing businesses and for new businesses to enter the market.



Specifically the survey will:

- **Identify NYA's primary retail/commercial market** in terms of number of consumers and expenditures by business category. The estimated market potential will be related to the total market and to incremental areas of radius reach and drive-times (i.e., convenience area, competitive market and extended reach).
- **Present demographic overview of the market** and assessment of how the consumer profile is suited for the recommended forward business development strategy. The review is based on the market's residents but will include overview of the daytime sector demand.

Specifically the survey will (continued):

- **Review of NYA’s infrastructure in support of the current situation and forward strategy;** market access and business exposure, including traffic volume and pattern analysis.
- **Evaluate competitive structure** by commercial category, focusing on key retail categories with reported consumer expenditures.
- **Create the NYA commercial market models** as a tool in assessing the current situation and for forecasting the changes in businesses services and business districts. The models conclude with a recommended, forward strategy scenario for existing businesses upgrade and new business entries, including suggested store size and first-pass performance forecasts for those categories with reported, market expenditures.

Recommended Market Development Model									
Tenants	Individual Tactics								
	Market Share	Annual \$/Volume	Annual \$/SF	Weekly \$	Weekly \$/SF	Projected Facility TSF	Example \$/SF Rent	Annual Rent	Comments

See detailed examples at end of this proposal

- **Review community identity and marketing** with regard character, events, business attractions, competitiveness and support of the forward strategy.
- **Review NYA’s portfolio of sites** for development and assess those location’s feasibility with this project’s recommended forward strategy.
- **Conclude the results in a formal report** complete with Executive Summary, Current Market Assessment, Recommended Forward Market Strategy, and supportive information, community and site maps, imagery and other illustrations.

Survey Process

KWA will conduct first-hand market investigation in order to complete the process and make recommendations for the community.

Step 1

Initial work sessions with NYA Economic Development and associate community officials, for insight of the current market, tour of sites and thoughts toward forward strategy including development incentives/grants/funding options; similar discussions and information gathering with available key, local businesses.

Step 2

Current market evaluation via driving the community, evaluating local and competing markets, and evaluating NYA’s portfolio of sites for development.

Survey Process (continued)

Step 3

Other information gathering; demographics, consumer expenditure and regional trends.

Step 4

Create NYA's commercial market model, make recommended forward strategy and forecasts. Present preliminary results to NYA Economic Development for feedback and alterations as needed.

Step 5

Draft the formal report delivered in PDF file version and in personal presentation if desired.

Step 6

Review with NYA Economic Development the most logical business candidates to pursue for the recommended retail/commercial strategy. Option to assist in presentations to prospects, if desired.

Project Timeline

To be confirmed upon approval of this proposal, but 6-8 weeks from the field study start date. Dependent to some degree on KWA's schedule and NYA's need.

Project Fee

\$8,750 plus expenses related to the field study and for demographic information as needed.

Next step

Upon confirmation of the objective understood with this proposal and NYA's acceptance of the proposal, KWA will draft a contract and invoice for down payment equal to 1/3 of the fee. Remaining fee and expenses due upon completion of the project and delivery of the report.

References

Clifton Market Cooperative, Cincinnati (Clifton), Ohio. Marilyn Hyland, Board Director; 513-284-4192. <https://cliftonmarket.com/>

Marketplace of Salisbury, Connecticut. Ward Belcher, Board President. 860-436-0773.

Grant County, Kansas Economic Development. Bob Dale, president. gcecodevo@gmail.com

City of Rockford, MN. Nancy Carswell. www.cityofrockford.org

Louisville Downtown Dev. Corp. Clark Welch. www.louisvilledowntowndevelopmentcorp.org/

Switzerland County Economic Development. John Bond. www.switzerlandusa.com/

Kroger Louisville KMA. Todd Metzmeier; real estate; 502-423-4933.

Marion County Kentucky Economic Development. Tom Lund. www.marioncountyky.com/

Example of Market Overview Model (by commercial/retail categories)

Households: 3,861 Population: 11,016 Expenditures	Today's Market Potential by Category				Competitor Structure			Subject Market's First-pass Projected Potential					
	% HHD Expenditures	Annual HHD Expenditures	Monthly Potential	Weekly Potential	Est. Primary Competitors	Aver. Weekly \$ per Comp.	Aver. Mkt Shr	Mkt Shr	Annual \$	Weekly \$	Est. Store Size	Weekly \$/SF Productivity	Business Description
Example Retail Category	100.00%	\$219,268,014	\$18,272,335	\$4,216,693									
Food At Home*	14.31%	\$31,382,468	\$2,615,206	\$603,509	7	\$75,439	12.50%	13%	\$3,942,484	\$75,817	14,000	\$5.42	New grocery store.
Alcohol Beverages	0.89%	\$1,945,678	\$162,140	\$37,417	3	\$9,354.22	25.00%	30%	\$648,559	\$12,472	2,000	\$6.24	New liquor store.
Food Away From Home	5.43%	\$11,911,199	\$992,600	\$229,062	10	\$22,906.15	10.00%	Projecting breakfast, lunch & dinner restaurant format.					
Breakfast	0.38%	\$841,746	\$70,146	\$16,187				8%	\$1,058,773	\$20,361	3,000	\$6.79	Fast food chain.
Lunch	1.69%	\$3,707,057	\$308,921	\$71,290				4%	\$529,387	\$10,181	1,500	\$6.79	Specialty food chain.
Dinner	2.87%	\$6,282,773	\$523,564	\$120,823				7%	\$926,427	\$17,816	3,000	\$5.94	Indep., full service dining.
Snacks/Non-alcoholic	0.49%	\$1,079,499	\$89,958	\$20,760				2%	\$264,693	\$5,090	1,000	\$5.09	Indep.coffee shop
Furnishing/Home Equip.	3.14%	\$6,874,488	\$572,874	\$132,202	Not recommended for the market.								
Furniture	0.73%	\$1,592,707	\$132,726	\$30,629									
Major Appliance	0.42%	\$918,765	\$76,564	\$17,669									
Small Appliance	2.13%	\$4,671,958	\$389,330	\$89,845									
Health Care:	2.37%	\$5,187,771	\$432,314	\$99,765	No local retailer			15%	\$864,629	\$16,627	3,000	\$5.54	Indep. Pharmacy
Drugs	0.93%	\$2,031,130	\$169,261	\$39,060						230	Est. scripts/week @\$65 per		plus retail sales floor.
Personal Care Prod./Serv.	1.20%	\$2,632,395	\$219,366	\$50,623									
Medical Supplies	0.24%	\$524,247	\$43,687	\$10,082									
Vehicles, new & Used	5.57%	\$12,206,251	\$1,017,188	\$234,736	Not recommended for the market.								
Gasoline/Motor Oil	4.79%	\$10,511,596	\$875,966	\$202,146	4	\$50,537	25.00%	19%	\$2,550,366	\$49,046	Using example \$3.50/gal.		Groc. related fuel prog.
Maintenance & Repairs	1.52%	\$3,333,375	\$277,781	\$64,103					728,676	14,013	Gallons		
Apparel & Services	3.51%	\$7,704,080	\$642,007	\$148,155	Not recommended for the market.								
Men (16+)	0.10%	\$229,691	\$19,141	\$4,417									
Women (16+)	1.16%	\$2,553,764	\$212,814	\$49,111									
Children	0.18%	\$398,611	\$33,218	\$7,666									
Footwear	0.64%	\$1,394,394	\$116,200	\$26,815									
Home/Garden Supplies	1.31%	\$2,879,697	\$239,975	\$55,379									
Entertainment	5.66%	\$12,409,153	\$1,034,096	\$238,638	Not recommended for the market.								
Fees & Admissions	1.24%	\$2,709,041	\$225,753	\$52,097									
TV/Radio/Sound Equip.	2.06%	\$4,520,898	\$376,741	\$86,940									
Pets, Toys & Play Equip.	1.46%	\$3,203,150	\$266,929	\$61,599									
Dollar store	Multiple categories of Non foods, soft wear and food				No local competitor.			0.3%	\$548,170	\$10,542	2,500	\$4.22	Multiple categories.
Child & Elderly Care	0.96%	\$2,102,714	\$175,226	\$40,437	No local, commercial competitor.			35%	\$367,975	\$7,076	2,000	\$3.54	Child care + play yard.

Example Recommended Market Development Model									
Tenants	Projected Potential								
	Mkt Shr	Annual \$/Volume	Annual \$/SF	Weekly \$	Weekly \$/SF	Projected Facility TSF	Example \$/SF Rent	Annual Rent	Comments
Conventional Grocery	13%	\$3,942,484	\$281.61	\$75,817	\$5.42	14,000	\$9.00	\$126,000	New, independent retailer.
Pharmacy	15%	\$864,629	\$288.21	\$16,627	\$5.54	3,000	\$12.00	\$36,000	New independent pharmacist; possibly w/in gro
Liquor	30%	\$648,559	\$324.28	\$12,472	\$6.24	2,000	\$15.00	\$30,000	New full format, independent liquor store.
Fast Food A	8%	\$1,058,773	\$352.92	\$20,361	\$6.79	3,000	\$15.00	\$45,000	Nt'l. chain; suggesting co-brand w/fuel center.
Full Service Restaurant	7%	\$926,427	\$308.81	\$17,816	\$5.94	3,000	\$12.00	\$36,000	Indep.; suggesting end cap for patio option.
Coffeehouse	2%	\$264,693	\$264.69	\$5,090	\$5.09	1,000	\$18.00	\$18,000	Independent; w/snacks & wi fi.
Fuel Center (gas only; no retail)	19%	\$2,550,366	\$1,275.18	\$49,046	\$24.52	2,000	\$20.00	\$40,000	Suggesting co-brand w/grocery store. If
Gallons Forecast		728,676		14,013					separte then add to \$15k inside sales.
"Dollar" store	0.3%	\$548,170	\$219.27	\$10,542	\$4.22	2,500	\$10.00	\$25,000	Smaller format chain like Dollar Tree.
Daycare	35%	\$367,975	\$183.99	\$7,076	\$3.54	2,000	\$7.00	\$14,000	Facility and play yard (rent accordingly).
Identified Retail Totals		\$11,172,076		\$214,848		32,500		\$370,000	6 primary tenants depending on co-branding
Averages			343.76		\$6.61		\$11.38		strategyAverage rent plus CAM
Other Suggested Options									
Fast Food Option B	4%	\$529,387	\$352.92	\$10,181	\$6.79	1,500	\$18.00	\$27,000	Subway, Cousins Subs, etc.; suggesting co-bran
Bank Out Parcel	Performance not projected (not a defined retail category)						Real estate sale		Est. 4,000 sf branch bank format; out parcel.
General Shops	Performance not projected (undefined retail category).					4,500	\$15.00	\$67,500	Prof. services; maybe including local business
					(3 shops at 1,500 sf each)				incubator if w/subsidized program.
Mixed-use development	Consideration given a broadened devleopment plan including residential and/or senior liv								

Norwood Young America EDC 2015 Strategic Plan

Goal & Implementation Steps	Status	Responsible Party(ies)
1. Define business needs within the Community		
A. Conduct a Business Survey	<ul style="list-style-type: none"> • Survey form approved at Feb. EDC meeting • Cover letter and info. shared with Chamber 3/18/15 • Survey underway 4-1-15 • Survey promoted at the 4-15 Chamber meeting. • As of 5-1-15 there were 8 responses. 	Foust – development of survey Chamber of Commerce & EDC distribution
B. Update a Commercial Market Study/Analysis	<ul style="list-style-type: none"> • Proposals were sought from two market research firms – Maxfield Research and Keith Wicks & Associates. • The EDC will review proposals at their May 8, 2015 meeting. 	Foust – request proposals. EDC- to evaluate and determine which firm to use, if it is determined to move ahead.
C. Complete a Hotel Market Study	<ul style="list-style-type: none"> • Hospitality Marketers retained in February, 2015 • Meeting held with consultant and information provided March 24, 2015 • Preliminary report completed. Finding is NYA can't support a hotel at this time. COMPLETE 	EDC/Council approval Mathwig, Lund, Helget & Foust attending Hospitality Marketers
2. Identify ways to expand the role of the EDC		
A. Develop a Mission Statement and Vision	<ul style="list-style-type: none"> • Draft Mission statement and Vision developed at the Feb. EDC meeting. • Adopted at the 4-8-15 EDC meeting. <p style="text-align: center;">COMPLETE</p>	EDC Commission
B. Review and evaluate existing policies.		
C. Develop a Finance Committee and promote EDC programs	<ul style="list-style-type: none"> • A Finance Committee was established at the January, 2015 meeting. 	Commissioners Strickfaden and Mathwig, along with Helget and Foust are on the committee.
3. Encourage collaborative efforts with other stakeholders in the community.		
A. Participate in Chamber of Commerce activities.	<ul style="list-style-type: none"> • EDC members Lund, Mathwig and Schmidt, along with EDC Consultant Foust attended the Chamber meeting April 15th. 	EDC members and staff

Norwood Young America EDC 2015 Strategic Plan

	<ul style="list-style-type: none"> The Chamber is also working with the EDC to distribute and promote completion of the Business Survey. 	
B. Conduct quarterly meetings/bi-annual joint meetings with the City Council, Planning Commission and Chamber of Commerce representatives.	<ul style="list-style-type: none"> A joint meeting was held January 7, 2015. A second quarter meeting has been scheduled for Wed. June 10, 2015. 	EDC, City Council, Planning Commission and Chamber of Commerce
4. Promotion and Marketing		
A. Update the tag line, "Not Your Average Community!"		
B. Review trade show options.	<p>The EDC approved \$100 to attend and participate in the MNCAR Expo on October 28, 2015 3:00 – 7:00 PM -at THE DEPOT DOWNTOWN MINNEAPOLIS.</p> <p>Booth and marketing materials need to be finalized!</p>	EDC Commission
C. Create table tents to display at restaurants to market activities in the city.		
D. Include "Coming Events" on the City's web site.		
E. Market available sites to business prospects and be responsive to business inquiries.	<ul style="list-style-type: none"> The EDC and staff are working with PPI on the Young America Corp. building. 218 Wilson was leased by a massage therapy service business in Feb. 2015. Information has been provided to a business interested in looking at the Duebers Building. They toured in April and are working on construction cost estimates. A business from Waconia indicated on 4-16-15 that they made an offer on the bldg at 250 Industrial Blvd. 	Staff and EDC
5. Identify Resources Available for Economic Development		
A. Prepare a map and links to information with	<ul style="list-style-type: none"> A summary of available sites is currently posted on the EDC web 	Foust

Norwood Young America EDC 2015 Strategic Plan

<p>available commercial and industrial site locations.</p>	<p>site. A summary was also included in the April 8, EDC packet.</p> <ul style="list-style-type: none"> • Outreach to 12 contacts with lease or purchase real estate (structures or land) was conducted on May 4, 2015. The purpose is to update information on available sites in order to maintain current contact and pricing information. This is as requested at the April EDC meeting. 	
<p>B. Summarize financial programs available for business development.</p>	<ul style="list-style-type: none"> • Financial resources are listed on the EDC web site. 	<p>Foust</p>
<p>C. Inform local industries of financial programs available.</p>	<ul style="list-style-type: none"> • Information has been provided to PPI and other business leads, as financial needs are identified. 	<p>Foust Helget EDC</p>



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI.A. Business Visits/Tours

Background:

We have reached out to Troy Williams, President Waconia Manufacturing and Peter Vickerman with Vickerman regarding touring of their facilities. We have requested availability on June 1st (Monday) between noon and afternoon.

Action:

Volunteers who are available to tour the businesses are kindly requested.



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI.B. Joint Meeting Agenda

Background:

A joint meeting with the City Council, EDC, and Planning Commission has been scheduled for Wednesday, June 10th at 6:30 p.m.

Action:

Discussion regarding focused agenda topics is kindly requested.

Area businesses make plans for Dunwoody training center

March 24, 2014

Share  1

By Starrla Cray
Staff Writer

WINSTED, MN – Finding good employees isn't always easy, but manufacturing companies in Wright, McLeod, Carver, and Meeker counties are taking steps to increase the number of skilled workers available in the region.

This fall, area businesses plan to enter a partnership with Dunwoody College of Technology to offer a training center in Winsted.

"It will give students the option to stay in the region, receive accelerated training, and have 100 percent job placement," said Trevor Millerbernd, CEO of Millerbernd Manufacturing in Winsted.

About 20 businesses from Litchfield, Maple Lake, Annandale, Mound, and other cities within a 30-mile radius of Winsted attended an informational session about the proposed training center Tuesday.

Millerbernd presented a few details, stating that supporting businesses would be able to help customize the curriculum to meet their specific needs.

Welding and machining

"To start with, we're looking at a welding course, and a CNC machining course," Millerbernd said.

Instead of the typical two-years, the program would be about 18 weeks long.

Classes would take place in the former NAPA location in downtown Winsted. The 3,000-square-foot building has room for 10 to 14 students to receive hands-on training, with a welding booth or CNC machine for each student.

Supporting businesses will help cover the cost of equipment and day-to-day operations. Millerbernd said that with the ideal number of sponsors (10 to 12), each one would pay about \$5,000 per year.

'Sign me up'

So far, Dunwoody College of Technology has visited two schools (Holy Trinity High School in Winsted and Litchfield High School) to recruit students for the program.

"The interest is there," said Barb Obershaw of Dunwoody College of Technology. "At Holy Trinity, we had about six boys in the back of the classroom raise their hands and say 'sign me up.' In Litchfield, we've probably got about nine seniors and another dozen juniors."

Obershaw said the accelerated training program is a great option for students who might not otherwise be interested in pursuing post-secondary education.

Cost and value

The tuition cost per student is estimated at \$8,000 to \$10,000. Supporting businesses will need to decide if they are interested in offering reimbursement.

Millerbernd commented that requiring students to pay the tuition fee themselves could help filter out those who are not truly motivated.

"The people we want in our shop are the ones who find a way," he said.

Winsted City Council Member Tom Ollig added that the program is substantially less expensive than a four-year college. And, unlike a four-year college, students who complete the program are guaranteed a job in the region.

"About half of the college grads right now are either unemployed or under employed – they're not at that job they thought they would get," Millerbernd added.

Students who'd like to enroll in the Dunwoody training center in Winsted need to score at an acceptable level on the National Career Readiness Certificate (NCRC) assessment. Obershaw said there is no charge for the test, which measures reading comprehension, basic math skills, and ability to locate information.

"We're very excited about being here, and we would love to get out into this part of the state," Obershaw said.

Dunwoody College of Technology's main campus is in Minneapolis. To learn more about Dunwoody's workforce training and continuing education, call (612) 381-3327.

What: An 18-week program through Dunwoody College of Technology to train welders and CNC machinists.

When: Classes could start this fall. The schedule has yet to be determined.

Where: The planned location is the former NAPA building in downtown Winsted.

Who: Recent high school graduates as well as non-traditional students are eligible to apply for the program.

Why: Area manufacturing companies hope to increase the number of skilled workers in the region.



DATE: May 4, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI.C. Corporate & Community Workforce Training

Background:

At the April meeting the EDC requested research be completed on offering job training programs locally. The information was to be presented to the EDC at the May meeting.

We have reached out to Winsted City Administrator Clay Wilfahrt and Debra Kerrigan, Dean of Workforce Training and Continuing Education at Dunwoody Institute regarding the Winsted training center for welders and CNC operators.

Wilfahrt reports the City was supportive of the venture but not the instigator of the effort. The effort was organized by about a dozen employers who ultimately contracted with Dunwoody to provide training. Please find attached an overview of the program.

We are awaiting input from Ms. Kerrigan on the training program effectiveness and whether or not similar efforts are underway in other communities.

The Southwest Initiative Foundation is an administrative partner in the effort in Winsted but doesn't contribute financially to the program.

In addition, please find information on the Workforce Center location nearest to NYA. Workforce centers are located throughout the state and coordinated by DEED. The Workforce Centers help job seekers find employment, help businesses find workers, and help anyone at any stage explore and plan careers

Action:

This item is for information and discussion.

Welding Technician Program Offered in Winsted

swifoundation.org/opportunities-in-welding/

Winsted is home to about a dozen manufacturing companies—and many “Now Hiring” signs posted outside of them.

MOVE, LLC is a recent brainchild of 14 area manufacturers to help fill these jobs. The present partners alone currently have openings for more than 35 welders and over 15 machinists.

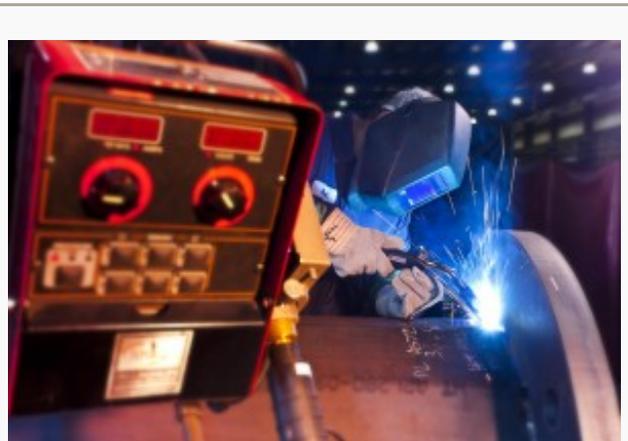
“This is a regional issue,” President & CEO of [Millerbernd Manufacturing Company](#) Trever Millerbernd said.

The group partnered with Dunwoody Institute to offer a specialized “fast track” 16-week welding and machining course. There are financing options and job placement available for those who complete the course. SWIF is an administrative partner to help keep this program moving forward.

But, more students are needed to start the course.

“Everyone we talk to—students, companies—say it’s a great opportunity,” Millerbernd said. “This would be a great opportunity to stay close to home, get training and get connected to 14 solid companies to get a job. Welding is a great opportunity by itself, but it can also be a lead-in for other positions.”

For more information about the welding program check out [Dunwoody College](#) or your local [Minnesota Workforce Center](#).



Welding jobs throughout our region, including at Millerbernd Manufacturing Company in Winsted, present great career opportunities.

DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT

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