



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, July 13, 2016

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. Approval of Minutes**
 - A. June 8, 2016 Regular Session
 - B. June 20, 2016 Special Joint Session
- IV. Unfinished Business**
 - A. Branding and Marketing
 - B. 2016 Goals & Implementation Report
 - C. Carver County Commercial Broker Event
- V. New Business**
 - A. MnCAR Expo
 - B. 2017 Goals & Budget
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
 - A. Wednesday, August 10, 2016
- IX. Adjournment**



DATE: July 6, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item III. A. Approval of Minutes

Action:
 The Commission is asked to approve the enclosed minutes from the June 8, 2016 regular EDC meeting and June 20, 2016 Special Joint City Council/EDC/Chamber meeting. Please see the enclosed minutes

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, June 8, 2016 at 6:30 p.m.

Oak Grove City Center – Large Conference Room

310 Elm Street West

Norwood Young America, MN

I. Call to Order

Chair Strickfaden called the meeting to order at 6:30 p.m.

EDC members in attendance were: Chris Lund, Doane Baber, Mike McPadden, Charlie Storms, Kyle Strickfaden and Bruce Mathwig (6:35 p.m.)

Absent: Sarah Molnau, Julie Schmidt and Tina Diedrick.

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

II. Consideration of the Agenda

It was the consensus to accept the agenda as presented.

III. Approval of Minutes

A motion was made by Lund, seconded McPadden to approve the May 11, 2016 EDC Meeting Minutes as presented. Motion carried 5-0.

IV. Unfinished Business

A. Marketing and Branding Proposals.

Interviews were conducted with two firms that submitted proposals to assist with branding and marketing; Flora Fauna and OrangeBALL Creative.

Commissioner Mathwig arrived at 6:35 p.m.

Sherwin Schwartarock of FloraFauna was present. He emphasized the importance of the discovery process and creating and evolving a brand that conveys the “why”. His firm would assist in identification of the one or two things that make the community’s value better or unique. He noted the organization is a collective of experienced, independent writers, programmers and graphic designers. Commissioners thanked Mr. Schwartarock for his presentation.

Commissioner Storms excused himself at 7:27 p.m.

OrangeBALL Creative representatives discussed their approach to branding. They noted they “Bring bounce to your message, creativity to the message and build connections to the brand.” Their Mission is to help their customers stand out and have the competitive edge. The company referenced a social media campaign they assisted with last year. Commissioners expressed appreciation for the presentation.

During Commissioner discussion, it was acknowledged that both firms are very experienced and have completed quality work. It was the consensus of the EDC to request a second interview with OrangeBALL Creative, along with the City Council and Chamber of Commerce representatives, as the firm appears to be a better fit with more local experience. Completion of Phases 1 and 2 are estimated at \$8000, which is available in the EDC professional services line item of the budget.

It was requested that a summary of the Commercial Market Study also be presented to City Council with a report on how the EDC is going to use the data. It was noted that defining the community is the next building block.

A joint meeting will be established the week of June 20th.

- B. Shovel Ready Sites.** An update was provided on the Shovel Ready Site program. DEED has indicated if the site was used for only used for agricultural purposes in the past, they waive the requirement for a Phase I Environmental Survey, which is estimated to cost \$6,000A letter from the City Engineer is required. Foust also noted she confirmed the certification application cost is \$3,250 per industrial park versus per lot.

Foust reported that communities that were contacted that participate in the program had positive comments as it helped them become prepared and helped expedite sales.

Due to other expenditures anticipated in 2016, relating to branding and marketing, the EDC requested the Shovel Ready Site program be included as a preliminary 2017 Goal and included in the 2017 preliminary budget.

- C. 2016 Goals.** The goals established for 2016 and implementation steps completed to date were reviewed. Helget reported there is a new business in the old Hydo Engineering building. Tim and Wayne Anderson have opened Pioneer Storage and Rental.

V. New Business

- A. Community Growth Partner Initiative Grant Program, Carver Co. CDA.** An overview of the grant program being offered by the Carver County CDA was provided. The EDC does not have current initiatives which appear to fit the criteria. As a result, it was the consensus to pass on the program this round.
- B. Second Quarter Newsletter.** The draft newsletter for the second quarter was reviewed.
Moved by Lund, seconded by Mathwig to approve the second quarter EDC newsletter for distribution to local businesses, with changes noted. Motion carried 5-0.
- C. Carver County Commercial Broker Event.** – A Commercial Broker event has been tentatively scheduled for Wednesday, September 7, 2016 at the Curling Center in Chaska. The cost is estimated at \$500 per community. Each city is asked to provide photos and summary statements. The Carver County CDA will be funding a marketing video which will provide an overview of the county. Metro MSP will provide flash drives in which each community may include information on available sites, etc.
Moved by Lund, seconded by Baber to approve approximately \$500 for participation in the Carver County Commercial Broker event. Motion carried 5-0.

VI. Project Updates –EDC members were provided updates on business projects.

VII. Miscellaneous Communications
None.

VIII. Upcoming Meetings

A special joint session of the EDC, City Council and Chamber of Commerce Board will be scheduled in June, 2016.

The next regular EDC meeting will be July 13, 2016 at 6:30 p.m. It was suggested the EDC begin discussing projects for 2017 in order to assist with budget development for 2017.

IX. Adjourn

A motion was made by Baber, seconded by McPadden to adjourn the meeting at 9:00 p.m. Motion carried 5-0.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, LLC.

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
CITY COUNCIL JOINT MEETING**

**Minutes from the Meeting on Wednesday, June 22, 2016 at 6:30 p.m.
Oak Grove City Center – Large Conference Room
310 Elm Street West
Norwood Young America, MN**

I. Call to Order

Mayor Diedrick called the meeting to order at 6:30 p.m.

Council members in attendance were: Mayor Diedrick, Craig Heuer, Dick Stoltz, Carol Lagergren and Mike McPadden.

EDC members in attendance were: Tina Diedrick, Chris Lund, Mike McPadden, Charlie Storms and Bruce Mathwig. EDC members absent: Sarah Molnau, Julie Schmidt, Kyle Strickfaden and Doane Baber

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

II. Consideration of the Agenda

It was the consensus to accept the agenda as presented.

III. Business

A. Commercial Market Study.

Foust provided a summary of the Commercial Market Study which was completed by KWA. An overview of the trade area, gap market analysis and implementation plan was shared. She noted one of the recommendations which resulted was the development of a community identity to build programs and business themes around.

B. Marketing and Branding Proposal and Interview.

Beau Norby, John Gamades and Jessica Klaustermeier of OrangeBALL Creative were present to share their approach in assisting the community with branding and subsequent marketing. An exercise was completed in which those present identified key phrases which relate to Norwood Young America. These included: parks and natural resources, German heritage, small town feeling of community, two downtowns, transportation/roadways, well educated, connections and low crime. The importance of branding the City as a whole, with committees using the future logo was discussed.

It was requested that the July City Council meeting include the retainer of OrangeBALL Creative, for the completion of Phases 1 and 2, at an estimated cost of \$8000, to be funded through the EDC budget. If there is time and funding available, the update of the web site was also noted as a priority.

C. Highway 212 Feasibility Study. Administrator Helget provided an update on the Highway 212 Feasibility Study, completed by SRF Consulting. He noted this includes sidewalks and landscaping. The 2020 project may include the closing of Morse Street. A matching grant opportunity, for up to \$1 million, to assist with a underpass was discussed by the Council. The City Council will discuss the grant at a future meeting.

D. Miscellaneous Communication.

It was reported the City has issued building permits for 12 new homes in the first six months of 2016.

The Solar Power Plant, which is proposed outside of the city limits was discussed.

IX. Adjourn

The Joint Meeting adjourned at 8:50 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, LLC.



DATE: July 6, 2016
MEMO TO: Norwood Young America Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. A. Branding and Marketing

Background:

The EDC has discussed the need to establish an identity to market the community around. The Commercial Market Study, recently completed, recommends the branding and marketing of the City with the application of the theme within future commercial design standards recruitment of businesses, etc.

The EDC interviewed two firms on June 8, 2016, to assist the City with establishing an identity to build a branding and marketing program around. OrangeBall Creative participated in a second interview at a joint City Council, EDC and Chamber meeting. Following the interview, those present recommended the City retain OrangeBall Creative to assist with the following:

Phase 1: Internal Discovery • Overall Strategy/Brand Voice Development - \$2,970

Phase 2: Brand Development

- Logo Design - \$2,160
- Tagline Development - \$1,680
- Style Guide Development - \$1,145

Total Investment for Phases 1 and 2: \$7,955.

The EDC has funding within their budget for Phases 1 and 2, in 2016.

Timeline: OrangeBall Creative has identified a timeline for completion of Phases 1 and 2. Attached is more detailed information on each of the Phases:

- Phase 1: Brand Discovery 3-4 week (July-August)
- Phase 2: Logo Development 3-4 weeks (August – September)
- Phase 2: Tagline Development 3-4 weeks (September – October)
- Phase 2: Style Guide (October-early November)

This timeline would allow for the launching of the new marketing information for the 20th Anniversary of the merger of Norwood Young America, which will occur in 2017.

Future Phases: In the future additional marketing may be completed. Following are cost estimates provided as a part of the 2016 proposal:

Phase 3: Additional Deliverables (the City could select which item(s) to complete):

- Brand Stationary/Collateral - \$1,080

- Print Piece Development (1) - \$1,350
- Website Landing Page - \$1,755
- Billboard (2) - \$810
- Social Media Strategy - \$1,620

Total Phase 3 Investment: \$6,615. The EDC will be asked to identify items from Phase 3 to include in the 2017 budget.

Action:

At the June 8, 2016 meeting, the EDC recommended the City Council authorize retaining OrangeBall Creative for Phases 1 and 2. The City Council will take action on the recommendation at their July 11, 2016 meeting. It is recommended a Marketing Committee be established to work on the project. It was suggested this include representation from the City Council, EDC and Chamber of Commerce.



OUR VISION FOR YOUR PROJECT

OBJECTIVE

The goal of this project is the development of new branding for the NYA Economic Development Commission including logo, tagline, brand voice and messaging. These items will provide a foundation for the Commission's communications and public interaction, and will serve to promote NYA as a destination for business and development.

PHASE 1: BRAND DISCOVERY PROVIDING DIRECTION FOR THE JOURNEY



Internal Discovery (3-4 Weeks)

The first stage of the project would begin with an internal discovery session between OrangeBall and the NYA Economic Development team. The discussion would be facilitator-led using OrangeBall tools and would focus on the following elements:

- Identifying existing brand perceptions
- Establishing brand values
- Discovering brand vision
- Determining organizational goals
- Reviewing competitive landscape

This discovery process provides the foundation to all work moving forward. Our goal in this work, which is extensive, is to understand where you are, where you have been, and where you want to go. Then, based on those answers and the information we collect, the voice of the NYA Economic Development group will begin to define itself and create the building blocks for all of the elements to follow. This is where all of the brand development begins and sets the tone for where we will go together as we enter in to logo development, taglines and defining additional marketing strategies.

PHASE 2: BRAND DEVELOPMENT TRAVELING FROM POINT A TO POINT B



Logo Development (3-4 Weeks following Phase 1)

Phase 2 begins using the findings of Phase 1 as foundational elements. Based on those elements, OrangeBall will begin development of the new NYA Economic Development logo and associated tagline. We will launch this portion of the project by designing 6-8 initial options for the main logo in black and white. Based on feedback from those initial options, we will go through 2-3 more rounds of refinement. By the third round, we will begin introducing colors to the design. Once the logo is finalized, OrangeBall will provide working files for use in all print and digital communications.

Tagline Development (3-4 Weeks following Phase 1)

Based on the results of Phase 1, and a collection of OrangeBall tools designed to facilitate the discovery of a brand's voice and message, we will begin refining our suggestions for a new NYA Economic Development tagline. We will begin by introducing a set of relevant keywords, and based on those, 6-8 versions of a tagline. Conversations will be had between OrangeBall and Economic Development team, and we will distill those 6-8 down to 3 taglines that everyone is on board with. At that point, we would suggest serving those options out to a larger group of local decision makers for their input. Once we land on a final tagline, we will design options of the new logo that include it.

Style Guide (1-2 Weeks following the completion of the logo and tagline development)

Having developed the logo and associated tagline, along with the basic building blocks of the NYA Economic Development voice and message, OrangeBall will develop a 4-6 page Style Guide to be used by all involved in the group's communications and marketing. This will include defining logo usage, the tagline, colors, fonts, brand voice and messages, etc. This will be provided to the group in print and digital formats.

2016 Norwood Young America EDC Goals & Implementation Steps



1. Marketing

- a. Identity: Establish an identity to market the community around
- b. Logo/Slogan: Update the City/EDC Logo and Slogan/tag line
- c. Website: update available sites and other relevant info. Include photos
- d. Billboards: review cost and content to determine required updates
- e. Marketing Sub-committee: Establish a subcommittee of the EDC to prepare recommendations
- f. Contact commercial/industrial land and building owners to verify status of available sites.
- g. List available sites on DEED's Location One, MnCAR's listings and the EDC website
- h. Conduct ground breakings and ribbon cuttings, as applicable, for new businesses and/or expansions.
- i. Target market to businesses identified in the Commercial Market Study as feasible in the community.
- j. Begin planning for the 20 year anniversary of the NYA merger, to be celebrated in 2017.
- k. Produce videos to promote residential and business growth
- l. Work with the newspaper to develop Business Spotlights or newspaper articles highlighting local business successes or unique facts
- m. Develop a quarterly EDC Newsletter to be sent to businesses including the EDC meeting schedule, information on financing, Open to Business, Annual Report, etc.,
- n. Utilize Social Media including Facebook, Twitter, etc.

Steps taken to implement this goal:

- **Commercial market study suggested several themes for the identity including a German theme.**
- **An RFP was sent to several marketing firms with two firms interviewed June 8th and a second interview on June 22nd. The City Council will act on a recommendation to retain OrangeBALL Creative, at their July 11th meeting.**
- **Available sites are on the EDC web site and listed with MnCAR and LocationOne.**
- **Business articles have been coordinated with the newspaper including Quilting Grounds, Dollar General, Storms Welding & Manufacturing and Vickerman Companies.**
- **Two Quarterly Newsletters have been prepared.**
- **The EDC will be participating in the Carver County Commercial Real Estate broker event, to be held on September 7, 2016.**
- **The EDC will discuss participation in the November 9, 2016 MnCAR Expo, at their July 13th meeting.**

2. Business Retention and Expansion - General

- a. Continue tours of and/or meetings with existing businesses
- b. Promote the EDC loan program and business resources available through Carver Co. Open for Business

- c. Support the Chamber of Commerce and its events such as Small Business Saturday, Shop Local Campaign, etc.

Steps taken to implement this goal:

- **EDC members visited with Quilting Grounds and Dollar General and conducted ribbon cuttings in February. This was coordinated with the Chamber of Commerce.**
- **A ground breaking was held at Vickerman Companies in May to help them celebrate their 28,800 square foot addition.**
- **A Ribbon Cutting was held at Storms Welding & Manufacturing in May, to welcome them to the community.**
- **The Open to Business Program information has been shared with business leads. A current prospect noted they had utilized the services.**
- **The EDC and Chamber hosted a Breakfast Seminar on “The Power of Marketing” was held on May 4, 2016. The event was attended by approximately 15 business people.**
- **A Commercial Market Study was completed by KWA. The EDC is starting to identify the implementation steps and has requested a meeting with a key anchor in the commercial district.**
- **Quarterly newsletters have been mailed to local businesses.**

3. Industrial Development

- a. Participate in the MnCAR Expo in October to promote the City and Tacoma West Industrial Park.
- b. Respond to MnCAR industrial prospects/realtors and market the Tacoma West Industrial Park lots
- c. Continue relationships with Carver County CDA, MCCD, Positively Minnesota (DEED), Southwest Initiative Foundation, etc.
- d. Host a “Manufacturers Week” event in October.
- e. Remain in contact with local industries and assist with expansions, as applicable.
 - **Information has been emailed to 12 MnCAR Realtors who have requested information on sites for their clients, as of July 6, 2016.**
 - **The EDC investigated the benefit of pursuing Shovel Ready Site Certification for Tacoma West Industrial Park, and will consider budgeting for this in 2017.**
 - **Vickerman has started a 28,000 square foot addition.**
 - **The building at 300 Industrial Boulevard was purchased by Storms Welding and Manufacturing.**
 - **Information on Tacoma West Industrial Park was provided to a business prospect in May.**

4. Commercial (Re) Development

- a. Investigate a “No Interest Loan” program to assist with façade improvements to Downtown buildings.
- b. Review permitted and conditional uses in the commercial districts and provide input to the Planning Commission regarding any recommended modifications.
- c. Promote the available commercial spaces for lease and/or sale

Steps taken to implement this goal:

- **A No Interest Loan Program has been discussed at the February, April and May EDC meetings with draft guidelines and a business survey.**
- **The Planning Commission has been working on zoning ordinance amendments to address the Young America Corp. building's reuse.**
- **Information on available commercial sites has been distributed to business leads. Two businesses are in the process of negotiating purchase agreements.**

5. General

- a. Explore relevant economic development grant opportunities such as DEED's Small Cities Development Program, DEED's – Minnesota Investment Fund (requires business prospect co-applicant) and DEED's – Customized Training Program
- b. Coordinate and facilitate at least one joint meeting between the NYA City Council, EDC, Planning Commission and the NYA Chamber of Commerce.

Steps taken to implement this goal:

- **The EDC received information from Carver Co. CDA regarding their grant program for cities, but determined there were no active projects which fit the grant criteria.**
- **A joint meeting of the City Council, EDC, Planning Commission and Chamber was held on March 22, 2016 (2015 Reports and 2016 Goals) and on June 22, 2016 (Branding and Marketing)**
- **Several EDC representatives attended a workshop on PACE funding to assist with building energy efficiency improvements.**
- **Several EDC members, and staff, have attended Chamber of Commerce meetings.**
- **The EDC and Chamber jointly sponsored the National Small Business Breakfast Workshop.**



DATE: July 6, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. C. Carver County Broker Event

Background:

At the June meeting, the EDC approved participation in the **September 7, 2016** Carver County Broker event, which will be held from **9 a.m.-11 a.m. at the Curling Center in Chaska**. Attached is a sample “Save the Date” flyer to be sent to local realtors and brokers and MnCAR’s data base. Also enclosed is an agenda for the event. Megan Livgard of Metro MSP is working on an application to allow continuing education credits for real estate brokers who attend the event. The County CDA is working on the video to provide an overview of the county for economic development purposes.

Cities are asked to begin compiling marketing materials including brochures, available sites, etc. to provide to Metro MSP for thumb drives which will be distributed at the event. This information is needed by the beginning of August. In addition, Cities are asked to plan to have a booth. Marketing items to give away are suggested.

Action:

The EDC is asked to provide input on:

- Any information they would like included on the thumb drive
- Booth “give-away” item.
- Realtors, brokers, etc. you would like to be invited; and
- If EDC members are interested in attending, please let us know as well.

Carver County Commercial Broker Event

Date: Wednesday, September 7, 2016
Time: 9am – 11am
Location: Chaska Curling Center, followed by golf at Chaska Town Course

8:30-9:00am Registration

9:00 – 9:05am Welcome – by County Commissioner – WHO??

9:05 – 9:30am Keynote Speaker - Phyllis Roth Elkay – Medallion Cabinetry

9:30- 9:45am Virtual Tour Video / Development Opportunities in Carver County
** WHO?? is going to review opportunities in Carver County?

9:45-10:00am Networking Break / City Exhibit Exchange

10:00 – 10:30am Business Resources:

- Gene Goddard, GREATER MSP
 - Perspectives on Closing deals from local to global
- Mike Mulrooney, CMDC
 - Viable financing

10:30 – 11:00am Entrepreneur Business Speaker - John Hayes, ENKI Brewing



CARVER
COUNTY



Carver County Community Development Agency



SAVE THE DATE

Wednesday, September 7
8:30 am - 11:30 am
Chaska Event Center
3210 Chaska Boulevard

Tips and Tools for Closing Deals in Carver County!

Hear from CEO Phyllis Roth of ELKAY Medallion Cabinetry, business entrepreneur John Hayes from ENKI Brewing, along with city and county insiders about doing business in Carver County.

Breakfast and refreshments will be provided, plus complementary afternoon tee times at Chaska Town Course.

Earn Real Estate
Continuing
Education
Credits (CEU's)



DATE: July 6, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. D. Carver County BRE Results

Background:

Greater MSP, Grow! MN and DEED completed business retention and expansion visits in 2015. This included 44 businesses in Carver County. Enclosed for the EDC's information is a summary PowerPoint of the results of their survey for Carver County businesses. This is being included to provide the EDC with an idea of how other companies in the county are doing and have a pulse on the local economy.

Action: No action is required. This is for the EDC's information.



CARVER COUNTY BR | E COLLABORATION MEETING

Thursday, March 10, 2016

10:00am – 11:30am



Agenda:

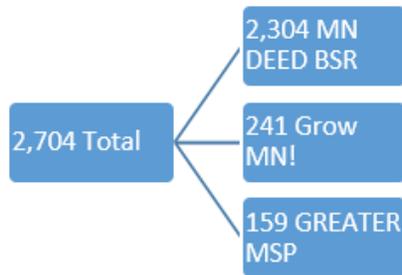
- Review 2015 Regional BR|E Data
- 2016 GREATER MSP BR|E Strategy
- Carver County Broker Event
- Check-ins



2015 Regional BR | E Data

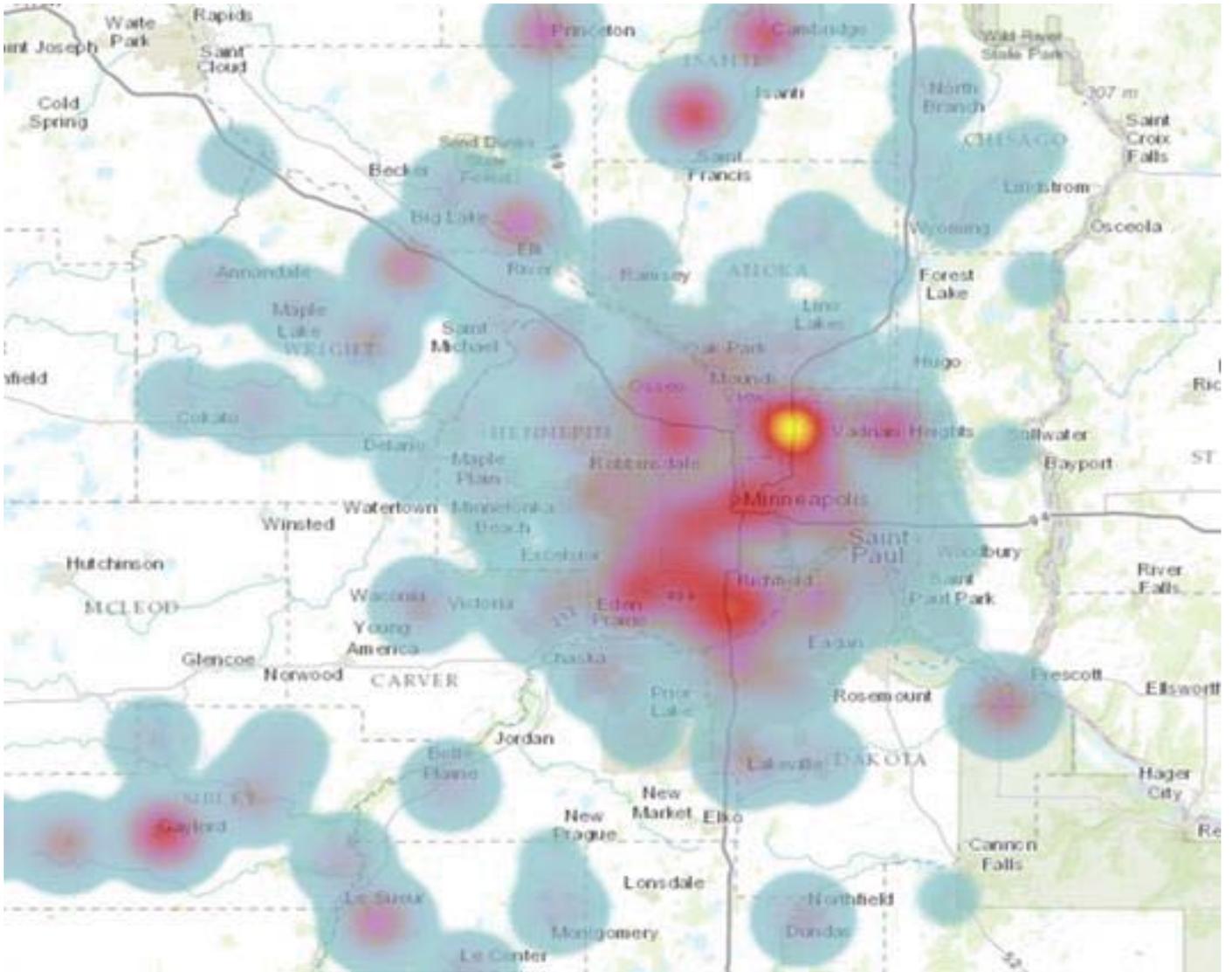


2,704 total business visits throughout metro in 2015



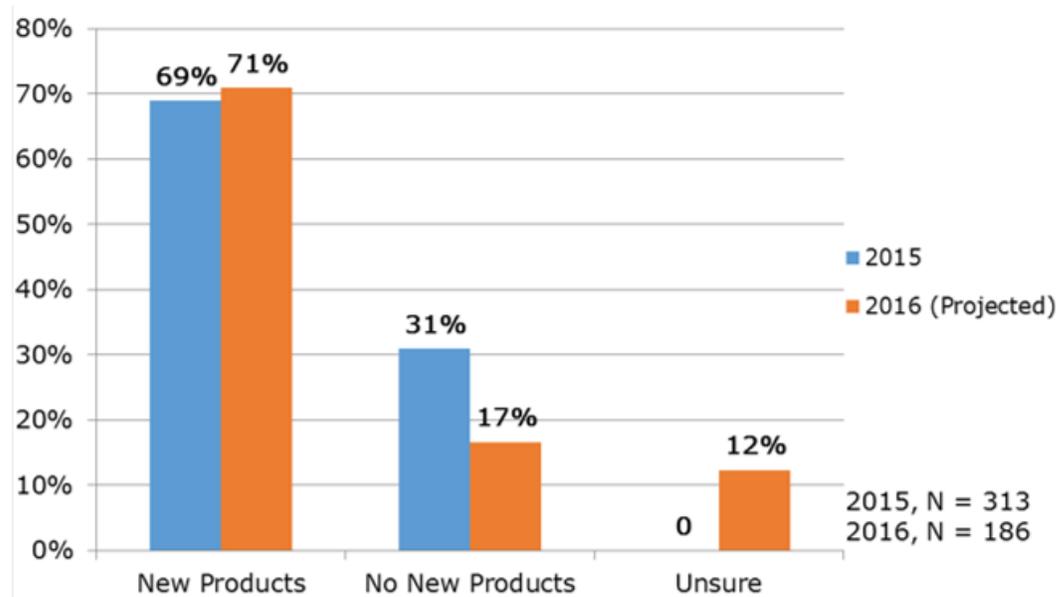
Carver County Visits

DEED BSR: 35 • Grow MN!: 9 • City:





Innovation: Companies Adding New Products



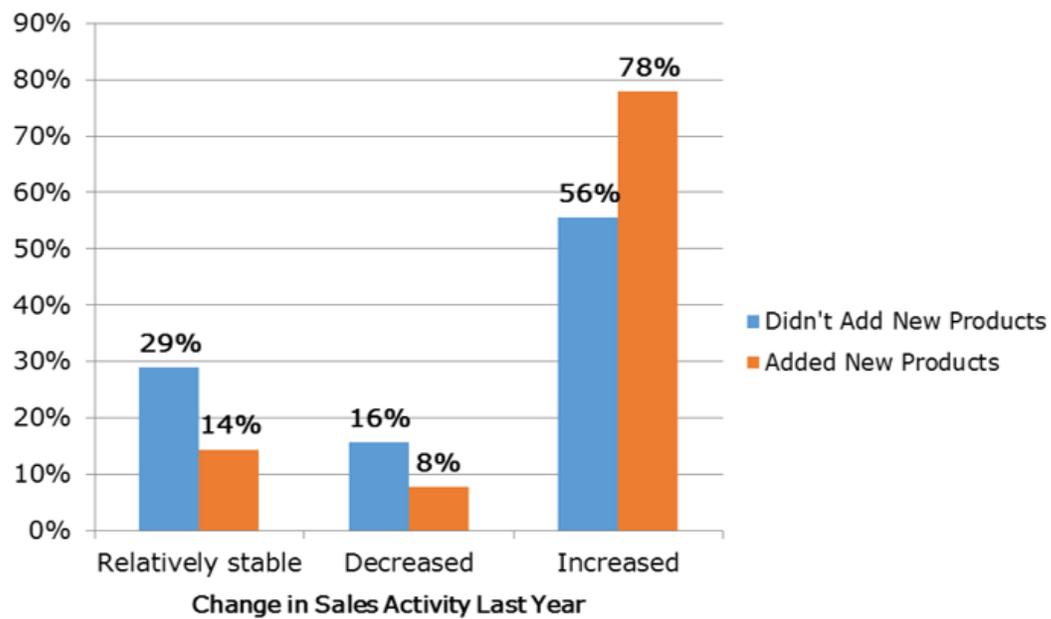
As these results indicate, businesses in the Greater MSP region innovate at a high rate, with over two thirds of businesses adding new products or services in the past year. This is particularly true in the manufacturing sector where 72% of businesses added new products in 2015.

NOTE: 2016 projections are from Grow MN! data only.



3

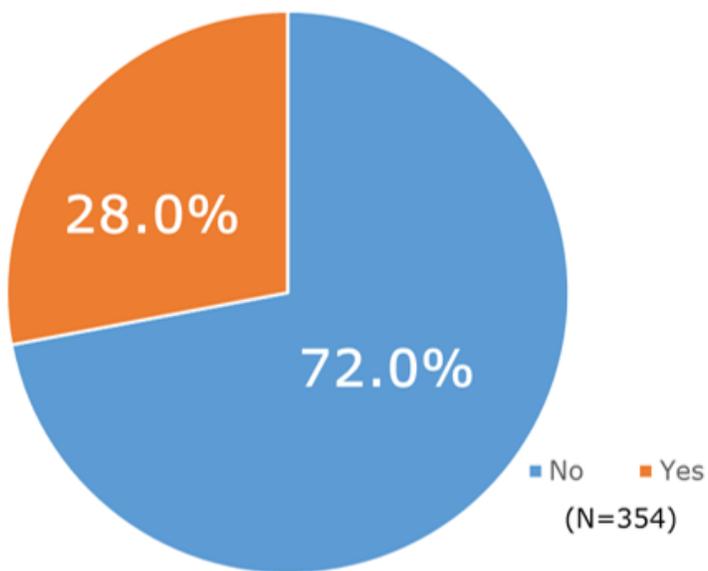
Link between Innovation and Performance



Our results consistently show that companies that added new products in the previous year report higher rates of sales increases than companies that didn't add new products



Does your Company Export?



Approximately 28 percent of companies visited reported that they export.

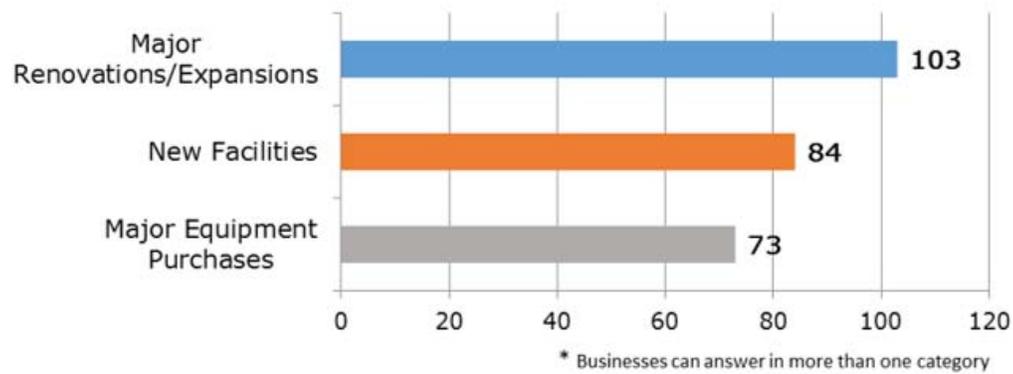
35 companies, or about 35 percent of the companies visited that say they export, identify international markets as their fastest growing market

Only four companies indicated that while they do not currently, they are interested in exporting.



NEW INVESTMENT

What Types of New Investment?

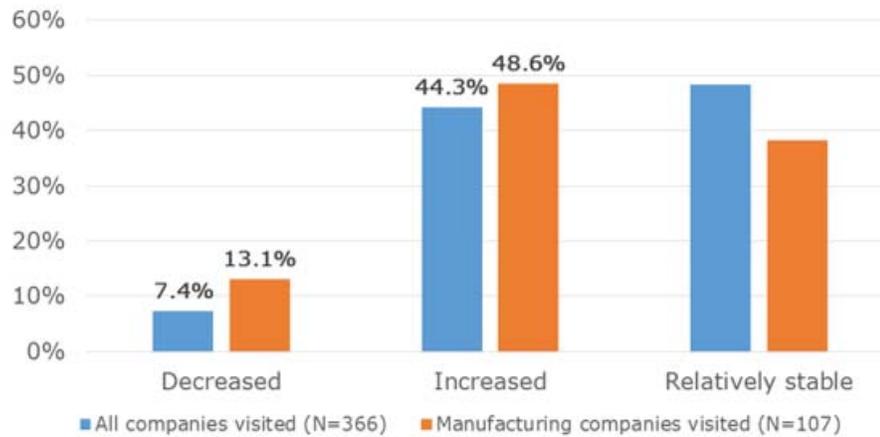


61% of businesses visited in the metro are planning a major new investment.*



WORKFORCE

Reported 2015 Jobs Change

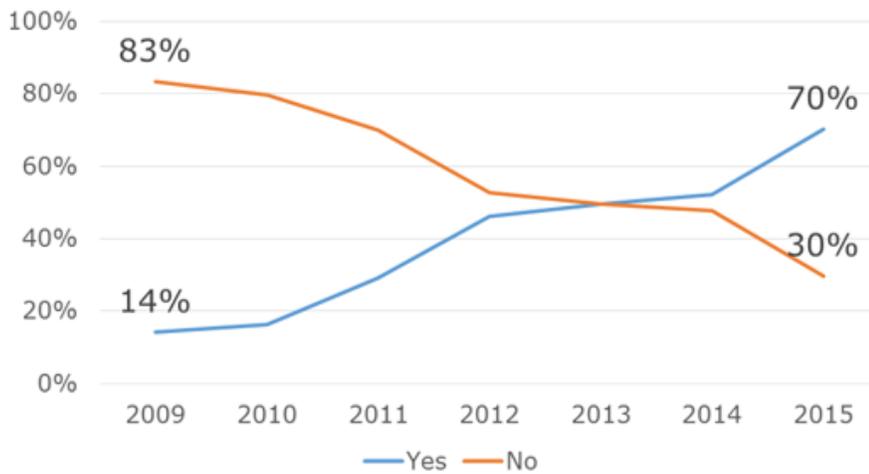


Less than 8 percent of companies visited in 2015 reported a decrease in their headcount, while 45 percent reported an expanding workforce.

Interestingly, manufacturing companies reported higher variability in headcount over the past year – while 13 percent reported a loss in jobs over the past year, nearly 49 percent reported an expanded headcount.



Have you Experienced Difficulty in Finding Employees over the Past Year?

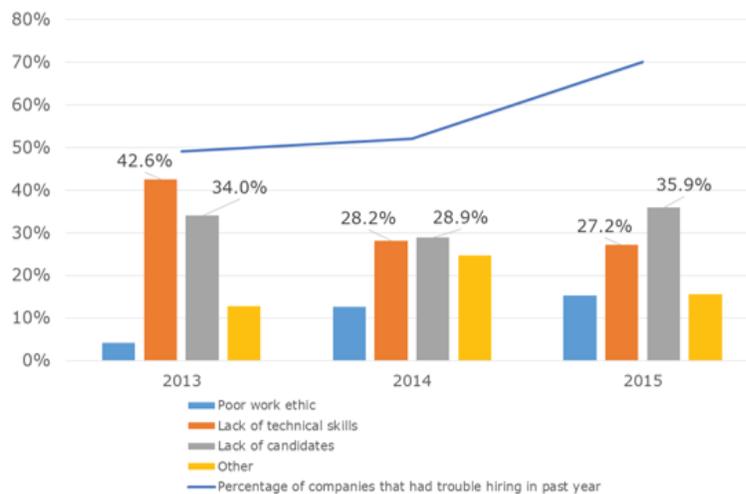


The proportion of companies reporting difficulty in finding employees has increased significantly since 2009, rising to 70 percent in 2015.

NOTE: Grow MN! data used 2009-2015; GREATER MSP data used 2013-2015



Types of Hiring Challenges Faced, 2013-2015



*Businesses can answer in more than one category

Lack of candidates is the primary challenge facing companies visited who wish to add employees, followed by lack of technical skills and poor work ethic.

The proportion of companies identifying lack of candidates as a challenge they face in hiring employees has increased since 2013, while the number of companies reporting lack of technical skills as a barrier has decreased dramatically during that same time period.

The proportion of companies citing poor work ethic as a barrier to hiring has steadily increased over the past three years.



2016 GREATER MSP BR | E STRATEGY



VISIT 300 MEDICAL DEVICE COMPANIES



NEW SURVEY TOOL

Medical Device Sector BR|E Questions

TALENT:

1. Do you have current talent acquisition needs? If yes, how many people, what jobs are you hiring and what skill sets are needed?
2. Are you experiencing any talent acquisition challenges? If yes, what are the challenges?
3. Are you experiencing any retraining challenges? Have you utilized any public funding retraining dollars?

EXPORT:

1. Do you currently export or have clients outside of the United States? If yes, where do you currently export?
2. Do your customers export or send product outside of the U.S.? If yes, where?
3. Do you have any plans to expand your current exporting footprint? If yes, where do you plan or desire to export?
4. If do not export, do you plan to within the next few years or would you like to explore opportunities to export?

Infrastructure

1. What are your future facility needs both company needs and community needs? (i.e. wet lab space,



COMPANIES IN CARVER COUNTY

CARDIOCOM, LLC (Medtronic)	7980 Century Blvd	Chanhassen	Carver County
Physical Electronics Usa, Inc.	18725 Lake Dr E	Chanhassen	Carver County
Wound Care Technologies, Inc.	1721 Lake Dr W	Chanhassen	Carver County
Beckman Coulter, Inc.	322 Lake Hazeltine Dr	Chaska	Carver County
Chaska Orthodontic Specialist	1475 White Oak Dr	Chaska	Carver County
Lake Region Manufacturing, Inc.	340 Lake Hazeltine Dr	Chaska	Carver County
Lifecore Biomedical, Inc.	3515 Lyman Blvd	Chaska	Carver County

OTHER SUGGESTIONS WELCOME



WHY MEDICAL DEVICE COMPANIES?



IMCP FEDERAL DESIGNATION

Focus on the Medical Manufacturing Industry





CARVER COUNTY BROKER EVENT



DATE: June 25, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item V.A.. MNCAR Expo

Background:

The EDC participated in the MnCAR Expo in October of 2015 with a booth/display. Coasters were distributed with the NYA logo. Four representatives attended the educational session and evening activities and felt it was a beneficial event to participate in again.

The 2016 10th Annual MNCAR EXPO will be held on Wednesday, November 9th at The Depot Minneapolis, 225 3rd Ave. S. Please note, this is the same evening as the regular EDC meeting in November.

Below is a description of the event, from MnCAR staff:

“The MnCAR Expo is a great event with over 500 attendees – mostly licensed commercial real estate brokers, but we also have attendees from several other industries including construction, development, property management, banking, law firms, architects and designers, title companies, etc. Our 70+ exhibitors represent these same types of businesses I listed above. We have several cities and counties that sign up for exhibitor booths each year also and EDAM always has a booth as well.

From 3 – 4pm, we host a program for continuing educational credits.

From 4 – 7pm, we have our Expo portion of the event with exhibitors, prizes and giveaways, free drinks and food and lots of fun. Guest registration in 2016 was \$45 and exhibitor booth registration is \$1,000 and includes:

- 8' x 10' display booth at event, with an anticipated attendance of commercial real estate professionals from across Minnesota.
- Recognition in all event print and e-mail promotional materials, including media advertising, distributed to 9,000+ commercial real estate industry professionals.

- Company name recognition on MNCAR website, August - October 2016. Website receives 3,000+ unique visitors monthly.
- Recognition at event on exhibitor banner and expo program.
- Two complimentary event tickets. Additional tickets may be purchased for \$45 each.”

Action:

1. The EDC is asked to approve the participation in the 2016 Expo at a cost of \$1000, plus promotional products.
2. The EDC is asked to designate who will attend and man the booth. If more than two representatives plan to attend, it is requested the EDC approve the additional tickets at \$45 each.
3. If the EDC wishes to distribute promotional products, a MOTION is in order to approve the expense, and select the item and quantity. The EDC has coasters remaining from 2015, but those could be distributed at the Carver County Commercial Broker Event in September.



The premiere commercial real estate event of the year. Hands-down.

Join us for a lively afternoon with 500+ commercial real estate deal-makers, food, drinks, giveaways, prizes, debauchery AND a continuing education program to boot!

The 2016 10th Annual MNCAR EXPO will be held on **Wednesday, November 9th** at the Mpls Depot.

Exhibitor Info

Each year in the fall, our Expo hosts over 70 exhibitors to educate, entertain and enlighten our broker members in The Depot's Exhibit Hall. If you'd like your business front and center before 500+ CRE pros, sign up to become an exhibitor at the next Annual MNCAR Expo!

SIGN UP HERE TO BE AN EXHIBITOR

If you've already reserved an Exhibitor Booth for 2016, you can find an Electrical and Internet Service Order Form [here](#).

For other info including the Exhibitor Schedule (load-in and load-out), what each booth includes and instructions on renting additional items, please click [here](#).

Thank you to our incredible 2015 EXPO COMMITTEE VOLUNTEERS!

Jeff Hart, KW Commercial - Committee Chair

Ann Stahley, Cushman & Wakefield/NorthMarq

Barb Chirinos, Old Republic Title

Bill Wolfson, Bill Wolfson Commercial

Dan Herman, Fluid Interiors

Greg LaMere, Metro Equity

Hudson Brothen, Cushman & Wakefield/NorthMarq

Jeff Swanson, Paramount Real Estate

Leif Aronsen, TaTonka RE Advisors

Mike Bowen, CBRE

Scott Gilbertson, Prevolv

Tate Krosschell, Cushman & Wakefield/NorthMarq

Tom Hayhoe, CBRE

THE PREMIER COMMERCIAL REAL ESTATE EVENT IN MINNESOTA

November 9, 2016

THE DEPOT DOWNTOWN MINNEAPOLIS

For a \$1,000 investment, as an exhibitor you receive:

- 8' x 10' display booth at event, with an anticipated attendance of commercial real estate professionals from across Minnesota.
- Recognition in all event print and e-mail promotional materials, including media advertising, distributed to 9,000+ commercial real estate industry professionals.
- Company name recognition on MNCAR website, August - October 2015. Website receives 3,000+ unique visitors monthly.
- Recognition at event on exhibitor banner and expo program.
- Two complimentary event tickets.

MNCAR Expo Exhibitor Package

Amount: \$1,000.00



DATE: July 6, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. B . 2017 Budget and Goals

Background:

The City begins its budgeting process in July and August with a preliminary budget required to be certified to the County in September. The budget may be lowered before final certification to the County in December, but not increased. A copy of the 2016 Budget is enclosed for your info.

The EDC has discussed a few projects for 2017, which should be discussed as a part of the 2017 Goals and Budgeting process. To summarize these include:

1. Branding and Marketing: The optional items which could be considered for 2017 and beyond includermation.

a. Brand/Stationary development:	\$1080
b. Print pieces	\$1350
c. Web landing page	\$1750
d. Billboards (2)	\$ 810
e. Social media program	<u>\$1620</u>
Total for all marketing and branding items	\$6615

*Note: the EDC may select ala carte from the above versus the full Phase III.

2. Shovel Ready Site Designation \$3000
3. No Interest Loan Program for Businesses To be determined
4. Professional Services \$
5. MNCAR Expo -fee, attendees, give-aways \$2000
6. Manufacturers Week Event
7. Small Business Week Event
8. Newsletters – Quarterly
9. Excelligent (MnCAR subscription)
10. Other

Action:

The EDC is asked to provide input on:

- Goals for 2017
- A preliminary budget to recommend to the City Council

EXPENDITURES	Account Code	Line Item Description	2013 Actual	2014 Actual	2015 Budget	2015 YTD	Balance	% of Budget	2016 Budget
DEPT 46500									
ECONOMIC DEV.	101-46500-101	Full-Time Employees Regular	\$ -	\$ -	\$ 8,800	\$8,754	\$ 46	99%	\$ 8,950
	101-46500-102	Full-Time Employees Overtime	\$ -	\$ -	\$ -	\$0	\$ -	-	\$ -
	101-46500-121	PERA/ICMA	\$ -	\$ -	\$ 660	\$653	\$ 7	99%	\$ 670
	101-46500-122	FICA/Medicare	\$ -	\$ -	\$ 700	\$651	\$ 49	93%	\$ 700
	101-46500-131	Medical/Disability Insurance	\$ -	\$ -	\$ 600	\$803	\$ (203)	134%	\$ 950
	101-46500-151	Workers' Comp. Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
	101-46500-200	Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
	101-46500-207	Training Instructional	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
	101-46500-210	Operating Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ 500
	101-46500-303	Engineering Fees	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
	101-46500-304	Legal Fees	\$ -	\$ 111	\$ -	\$ -	\$ -	-	\$ -
	101-46500-305	Other Professional Fees	\$ 6,574	\$ 16,302	\$ 25,000	\$22,118	\$ 2,882	88%	\$ 34,000
	101-46500-321	Telephone	\$ 749	\$ 518	\$ 200	\$431	\$ (231)	216%	\$ 400
	101-46500-322	Postage	\$ -	\$ -	\$ -	\$301	\$ (301)	-	\$ -
	101-46500-331	Travel/Meeting Expense	\$ 1,626	\$ 1,157	\$ -	\$15	\$ (15)	-	\$ 200
	101-46500-350	Print/Publishing/Postage	\$ -	\$ 500	\$ 300	\$57	\$ 243	-	\$ 300
	101-46500-351	Legal Notices Publishing	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
	101-46500-430	Miscellaneous	\$ 46	\$ 64	\$ 100	\$ 939	\$ (839)	-	\$ 100
	101-46500-433	Dues and Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ 500
	101-46500-452	Block Grant	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
			\$ 8,995	\$ 18,652	\$ 36,360	\$ 34,722	\$ 1,638	95%	\$ 47,270



DATE: July 6, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. Project Updates

Project updates will be provided at the EDC meeting