



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, April 8, 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 – February 11, 2015**
- V. **Unfinished Business**
 - A. Hotel Market Study Update
 - B. EDC Mission/Vision and Establishment of 2015 Goals and Strategies
 - C. Business Survey
 - D. Resident/Consumer Survey
- VI. **New Business**
 - A. PPI Loan Request & Job Creation Grant Sponsorship
 - B. Business Visits/Tours
 - C. Retail Trade Analysis
- VII. **Project Updates**
- VIII. **Miscellaneous Communications**
- IX. **Next Meeting – May 13 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: April 1, 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 February 11, 2015 meeting.

There was not a quorum at the March meeting; however, EDC Commissioners present met with representatives from the business community to discuss economic development. Notes from the workshop session are enclosed for your information.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, February 11, 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

Chairman Kyle Strickfaden called the meeting to order at 6:33 p.m.

EDC members in attendance were: Julie Schmidt, Craig Heher, Chris Lund, Tina Diedrick, Kyle Strickfaden, Mike McPadden and Bruce Mathwig (7:03 p.m.).

Absent were: Mike Yeager and Sarah Molnau.

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

II. Consideration of the Agenda

A motion was made by Schmidt and seconded by Diedrick to approve the February 11, 2015, meeting agenda as presented. The agenda was approved 6-0.

III. Oath of Office

The Oath of Office was administered to Mike McPadden. The EDC welcomed Mike to the Commission.

IV. Approval of Minutes

A motion was made by Schmidt, seconded by Diedrick to approve the January 21, 2015 EDC Meeting Minutes. Motion carried 6-0.

V. Unfinished Business

Hotel Market Feasibility Study –An update was provided to the EDC regarding the City Council's approval of proceeding with Hospitality Marketers for the Hotel Study. Subsequent to approval, the City of Cologne also decided to proceed with a hotel market study and inquired about a joint study. Hospitality Marketers indicated this option could include a couple sites from each community. The cost would be approximately \$8,000 or \$4,000 per community. After discussion, it was the consensus of the EDC to proceed with an independent market study versus a joint study.

An overview of potential sites for a hotel, to include in the study, was provided. It was the consensus of the EDC to include the following sites: (1) Sinclair Gas Station Site (2) NAPA Store site and lot behind it, (3) The West Metro Industrial Park's middle parcel on the south side of Highway 212, and (4) the 5.1 acre site currently located outside of city limits, on the south side of the intersection of Highway 212 and Tacoma Avenue. It was noted this site would need to be annexed and utilities would need to be extended to the parcel.

EDC Mission and Vision Statements – Commissioners submitted individual input on key terms and phrases, items which make the Norwood Young America EDC unique and proposed Mission and Vision Statements prior to the meeting. A summary of the comments was distributed at the meeting.

Commissioners conducted a work session to develop the following proposed Mission Statement 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.

The EDC also discussed the Vision for the Commission and where the Economic Development Commission aims to be in the future. The following draft Vision Statement was developed:

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

Commissioners requested the Mission and Vision Statements be brought back to the March EDC meeting at which time they would be acted on.

2015 Goals and Strategies – Commissioners discussed goals for 2015. The following draft goals and implementation steps were identified:

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.

The EDC requested an opportunity to review and amend Goals and Strategies at their March, 2015 meeting.

VI. New Business

PPI Loan Request and Grant Sponsorship – Helget provided an update on a tour of the Young America Corporation building which was conducted with PPI and their construction contractor and engineer, the City Building Inspector and Fire Chief. Based on current plans, a sprinkler system will not be required which will reduce the proposed project costs by approximately \$500,000. If the use of the building changes in the future to include cabinet construction, that portion of the building would be required to be sprinkled.

Foust noted PPI is finalizing their overall project costs and financing. A formal application for funding has not yet been submitted therefore EDC action is not required at this time. Information on the MN Department of Employment and Economic Development's "Job Creation Fund" was provided to EDC members.

It was the consensus of the Commission to have the Finance Committee review the application information once it is submitted and prepare a recommendation for the City Council's formal action.

Business Survey – A draft Business Survey which was developed on SurveyMonkey was included in the EDC members' agenda packets. Commissioners Chris Lund and Tina Diedrick offered to work with the Chamber of Commerce to obtain input from businesses that are members of the Chamber as well as those that are not. A pdf copy of the survey, as well as a web site link will be forwarded to the Chamber with a request to email to their membership. A deadline of March 31, 2015 was proposed for completion of the survey.

Resident or Consumer Survey – A draft Resident or Consumer Survey was included in the agenda packets and reviewed. It was suggested additional questions be included relating to the Community Center. Commissioner Schmidt will provide questions. It was also suggested the opening narrative note responses to questions are optional; #7 be modified to ask if the respondent lives inside or outside the city limits; and #15 be modified to allow selection of more than one form of media for obtaining information on the community. It was the consensus of the Commission to postpone distribution of the Consumer Survey until after the Business Survey is complete.

VII. Project Updates -Foust provided an update on the following projects:

- ***Family Dollar*** –The City Council approved the site plan at their January 26, 2015 meeting.
- ***The Haven*** –The City Council approved a Comprehensive Plan amendment, PUD, rezoning and lot split at their January 26, 2015 meeting. Helget noted The Haven is planning a March 31, 2015 ground breaking ceremony from 11 a.m. to 1 p.m.
- ***PPI*** – The company is proceeding with their purchase agreement.
- ***Joyful Spirit Massage & Wellness*** – Joy Cook has now opened her massage therapy business at 218 Wilson Street E in Norwood Young America.
- ***2015-E***. A business is seeking four to five acres of land. Information on sites and programs were forwarded to the business with follow-up afterward.
- ***2015-F***. A warehouse/trucking business is seeking an existing building of 120,000 square feet. Staff has been in contact with the company.

VIII. Miscellaneous Communications

It was noted the Chamber of Commerce Chili Cook-off will be held on Saturday, February 21, 2015 from 4-7 pm. at the Pavilion. Cost is \$5.

IX. Next Meeting Date

The next EDC meeting will take place on Wednesday, March 11, 2015 at 6:30 p.m. Schmidt noted she will not be able to attend.

X. Adjourn

A motion was made by McPadden and seconded by Schmidt to adjourn the meeting. The motion passed.
The meeting adjourned at 9:17 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the EDC Workshop on Wednesday, March 11, 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

EDC members in attendance were: Craig Heher, Tina Diedrick, and Mike McPadden.

Others in attendance were: Tim Fahey, Fahey & Associates, Kevin Eiden of Pro Auto, Perry Forst from Citizens State Bank, and Paul Lano, Lano Lanes.

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

II. Economic Development Initiatives and Suggestions

Mayor Diedrick provided an overview of the EDC's direction and current initiatives.

A list of 31 buildings or businesses for sale was provided to the group by Paul Lano. He expressed concern that additional efforts are needed to market the sites and community. Suggestions included a billboard on Highway 212, full time staff to call business prospects, attendance at trade shows, expansion of the local newspaper readership, etc.

Perry Forst inquired if the planning process is too restrictive requiring hurdles for businesses to move into existing spaces. He encouraged a friendly approach to help businesses through the process, for planning and building inspection.

The sales prices of recent building sales were discussed along with the challenge of two commercial districts and the re-use of buildings within them.

It was noted Winsted now offers classes for welding from Dunwoody College in the city, to assist local industries with filling job vacancies.

The group agreed an active marketing plan and positive approach to business retention and recruitment is needed. The EDC will be discussing their strategic plan at their April meeting and will discuss input received at the workshop.

III. Adjourn

The meeting adjourned at 9:10 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V.A. Hotel Market Study

Background:

Following is an update on the status of the Hotel Market Study:

- The City executed the engagement letter with Hospitality Marketers and submitted the \$4300 retainer.
- 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.

The first phase of the market study is estimated to take 30 days to complete.

Action:

At this time, there is no additional information or required action. A preliminary report should be ready for the May 8, 2015 EDC meeting.



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V.B. EDC Mission / Vision and Establishment of Goals

Background:

At the February meeting, Commissioners developed a draft Mission Statement and Vision Statement, as well as began to develop a 2015 Strategic Plan.

Mission Statement – The Mission Statement defines the purpose and primary objectives related to customer needs and team values. The proposed Mission Statement for the Norwood Young America EDC is...

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.

The EDC also discussed the **Vision** for the Commission and where the Economic Development Commission aims to be in the future. The following draft Vision Statement was developed:

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

Commissioners requested the Mission and Vision Statements be brought back to the March EDC meeting at which time they would be acted on.

2015 Goals and Strategies – Commissioners discussed goals for 2015. Attached are the draft goals and implementation steps which were identified, followed by updates on the status of each goal. Items which are in Bold print are items for discussion or action at the April EDC meeting.

Action:

The EDC is asked to:

1. Finalize and act on the Mission Statement and Vision Statement.
2. Review the 2015 Strategic Plan and Adopt or Amend.
3. Identify a meeting date for a second quarter meeting with the Planning Commission, City Council and Chamber of Commerce.
4. Review the enclosed two options for exhibits/trade show participation: MN Real Estate Journal and MnCAR
5. Discuss available sites and marketing strategy.

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 • <i>Survey underway 4-1-15</i> 	Foust – development of survey Chamber of Commerce & EDC distribution
B. Update a Business Market Study/Analysis	<ul style="list-style-type: none"> • 	
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 • Report anticipated by May 13, 2015. 	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. • Adoption to be considered at the 4-8-15 EDC meeting. 	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"> • The next Chamber meeting is Wed. April 15th at 12 noon at Unhinged Pizza. • The Chamber is also working with the EDC to distribute and promote completion of the Business Survey. 	EDC members and staff
B. Conduct quarterly meetings/bi-annual joint meetings with the City Council, Planning Commission and Chamber	<ul style="list-style-type: none"> • A joint meeting was held January 7, 2015. • A second quarter meeting has not yet been scheduled. 	EDC, City Council, Planning Commission and Chamber of Commerce

Norwood Young America EDC 2015 Strategic Plan

of Commerce representatives.		
4. Promotion and Marketing		
A. Update the tag line, "Not Your Average Community!"		
B. Review trade show options.	<ul style="list-style-type: none"> • Two options are enclosed for consideration at the 4-8-15 EDC meeting. MN Real Estate Journal and MnCAR 	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 service business in Feb. 2015 • Information has been provided to a business interested in looking at the Duebers Building. • A meeting is being held with a business looking at 321 Elm Street. 	Staff and EDC
5. Identify Resources Available for Economic Development		
A. Prepare a map and links to information with available commercial and industrial site locations.	<ul style="list-style-type: none"> • A summary of available sites is currently posted on the EDC web site. A summary was also included in the April 8, EDC packet. 	Foust
B. Summarize financial programs available for business development.	<ul style="list-style-type: none"> • Financial resources are listed on the EDC web site. 	Foust
C. Inform local industries of financial programs available.	<ul style="list-style-type: none"> • Information has been provided to PPI and other business leads, as financial needs are identified. 	Foust Helget EDC

City of NYA Web Site: <http://expand2nya.com/>

AVAILABLE LAND AND BUILDINGS

In addition to the Tacoma West Industrial Park, the city of Norwood Young America has other commercial and industrial sites and buildings available for sale or lease throughout the community. Information regarding available sites and buildings is available via the LOIS, or the LocationOne information system. Please see the links below:

[LOCATIONONE – Buildings Results List](#)

[LOCATIONONE – Sites Results List](#)

The City of Norwood Young America also does its best to maintain an accurate an up to date listing of available land and buildings in the community. Below is a current list of available commercial and industrial property in Norwood Young America.

INDUSTRIAL PROPERTY FOR SALE

Young America Industrial Park – There are two lots remaining for sale in the Young America Industrial Park, which is located just north of US Highway 212 along Industrial Blvd. One lot is almost 2 acres and the other is just under 2.5 acres in size. The buildable area for both lots would accommodate an approximately 6,000 to 10,000 square foot building.

[Young America Industrial Park Plat](#) – PDF

Please contact the Norwood Young America Economic Development Coordinator at (952) 467-1993 for information on price and incentives.

INDUSTRIAL / COMMERCIAL BUILDINGS FOR SALE

- **180 Industrial Blvd** - for sale, \$275,900. 2,280 square feet. For more information, please contact Brenda L. Schmitz – Realtor at (952) 467-3799 (Office); (612) 282-5977 (Cell), or b.schmitz@faheyraa.com (E-Mail).
- **170 Industrial Blvd** - for sale, \$529,900. 4,200 square feet. For more information, please contact Brenda L. Schmitz – Realtor at (952) 467-3799 (Office); (612) 282-5977 (Cell), or b.schmitz@faheyraa.com (E-Mail).
- **250 Industrial Blvd** – for sale, \$630,000. 9,000 square feet. For more information, please contact Steve Fisher at Strategic LLC at (952) 232-0255, or Tony Camp at Strategic LLC at (952) 232-0366.
- **300 Industrial Blvd** - for sale, \$900,000. 19,600 square feet. For more information, please contact Kris Smeltzer at Northmarq at (952) 837-8575, or kris.smeltzer@northmarq.com.
- **717 Faxon Road** – for sale, 1,500,000. 166,078 square feet. For more information please contact Tom Bennett (952) 924-4897; Brent Karkula (952) 924-4637; or Tom Hayhoe (952) 924-4804 at CB Richard Ellis.
- **600 Railroad St. W.** – for sale \$550,000. For more information, please contact Anne M. Fridrych, Senior Manager, Real Estate Waste Management, Inc., at afridryc@wm.com or (630)572-2492.

COMMERCIAL LAND FOR SALE



Metro West Industrial Park - The Metro West Industrial Park has frontage along US Highway 212 with vehicle access available off of Railroad Street. Despite the plat name, this land is zoned commercial. There are five lots remaining in this development, ranging in size from just over two to just over five acres.

[Metro West Industrial Park Plat](#) – PDF

For more information, please contact Tim Fahey at (612) 282-5832, or Brenda Schmitz at (612) 282-5977.

COMMERCIAL BUILDINGS FOR SALE

- 18 Third Avenue SE (The Mill) – for sale, \$929,500. For more information, please contact Doris Mielke at 612-910-2365 (cell); 952-467-3598 (office); or dorismielke@att.net.
- 205 Main Street E – for sale, \$50,000. For more information, please contact Doris Mielke at 612-910-2365 (cell); 952-467-3598 (office); or dorismielke@att.net.
- 209 Main Street E (Wischnack Meats) – for sale, \$25,000. For more information on this property please contact: Brenda Schmitz – Realtor @ 612-282-5977 e-mail: bschmitz@faheyraa.com, or Timothy E Fahey – Realtor @ 612-282-5832, or Office: 952-467-3598.
- 210 Elm Street West – for sale, \$149,900. For more information on this property please contact: Scott Haubrich at Scott@BuyRentSellMN.com, or 612-298-5400.
- 215 Elm Street West – for sale, \$39,000. For more information on this property please contact: Scott Haubrich at Scott@BuyRentSellMN.com, or 612-298-5400.
- 227 Elm Street West (Harms Bar)- for sale, \$138,500. For more information on the great business opportunity please contact Brenda Schmitz – Realtor @ 612-282-5977 or 952-467-3598, or b.schmitz@faheyraa.com.
- 221 Elm Street West (former CarQuest building) – for sale, \$87,500. For more information, please contact Doris Mielke at 612-910-2365 (cell); 952-467-3598 (office); or dorismielke@att.net.
- 224 Elm Street West (former Palace Drug building) - for sale, \$139,900. For more information, please contact Mark Hulseley at RE/MAX Results at (651) 755-2068, or mark.hulseley@results.net.
- 315 Elm Street West – for sale, \$85,000. For more information, please contact Brenda Schmitz at Fahey & Assoc., at (612) 282-5977, or Tim Fahey, at Fahey & Assoc., at (612) 282-5832.
- 305 Wilson Street East (Lano Lanes) – for sale, \$379,000. For more information, please contact Doris Mielke at 612-910-2365 (cell); 952-467-3598 (office); or dorismielke@att.net.
- 508 Faxon Road N (NAPA Auto Parts) – for sale, \$749,000. For more information, please contact Michael Palm at Coldwell Banker Commercial at (612) 904-7814, or mpalm@cbcgriffin.com.

COMMERCIAL BUILDINGS FOR LEASE

- 640 Railroad Street East – Heritage Pointe – for lease. For more information, please contact Perry Forst at (952) 467-3000.
- 321 Elm Street West – for lease. For more information, please call (952) 392-1310.
- 232 Main Street East – for lease. For more information, please call (952) 467-2671, or (612) 868-0540.
- 522 Faxon Road- for lease. For more information, please contact Justin Stueve, at (952) 392-1307, or by email at justin@copperwood-realestate.com.

RESIDENTIAL LAND FOR SALE

- xx County Road 31, Norwood Young America. For sale, 9.5 acres for \$170,000. For more information, please contact Tim Fahey at (612) 282-5832.
- xxx County Road 31, Norwood Young America. For sale, 29.653 acres. For more information, please contact Tim Fahey at (612) 282-5832.
- Brand Lake. Residential lots for sale in the city of Norwood Young America. Walkout lots selling for \$60,100 and no walkout lots selling for \$46,800. For more information, please contact For more information please contact Doris Mielke, Realtor @ 612-910-2365 (cell); 952-467-3598 (office); dorismielke@att.net, or Tim Fahey at (612) 282-5832.

REDEVELOPMENT OPPORTUNITIES

503 Faxon Road – northwest corner of the US Highway 212 and Faxon Road intersection.
For more information about this property, please contact the Norwood Young America Economic Development Coordinator at (952) 467-1993.

Marketing Available Commercial and Industrial Sites In NYA

1. Greater MSP (www.greatermsp.org) has a contact through LoopNet for listing Commercial and Industrial Properties

A. LoopNet Options: (www.loopnet.com)

Basic Membership – FREE service for listing, but only available to 1-2% of those who view.

Premium Membership- To list one property, the cost is \$70 per month, 10 properties \$250 per month and 15 properties \$300 per month.

- Premium membership includes ability to create flyers and brochures from the web site, links to post on web or email,.
- Distributed to landANDfarm.com
- Prospect list is developed
- Activity Report is provided to you. I.e. Rockford Mall listed March 13, 2015. By March 26th, 230 people tried searching for it; none were able to access as it was a basic membership. 100 people are in the “prospect list” that have searched for a similar space. With Premium Membership a prospect list is emailed to you.

GreaterMSP Web Site – Property Search included two (2) properties; Mill House and Econo Foods. I have been in contact with David Griggs, at GreaterMSP (651-287-1358) regarding listing of additional properties as their membership is \$900 per month for multiple listings.

LoopNet Web Site – Seven (7) properties are listed, but only two can be seen without a premier membership.

2. MN Department of Employment and Economic Development –

www.mn.gov/deed/business/locating-minnesota/land-bldg/statewide/index.jsp

This is a statewide listing of commercial and industrial properties that are available. DEED contracts through:

- A. LocationOne – www.locationone.com. Cities can load buildings and sites which are uploaded to the state’s website. In addition, the city can connect this as a viewer on their own websites. A username and password are required.

NYA has six (6) buildings listed on LocationOne and eleven (11) sites listed.

Six (6) sites are listed on DEEDs property search site. I requested the login to update and add properties 3/26/15.

3. MNCAR – www.mncar.org

“MNCAR is the pre-eminent commercial real estate brokerage organization in Minnesota. We provide members with a collaborative community of real estate professionals, the highest quality information

and research, bold leadership on industry issues and essential products and services, like commercial real estate listings in Minneapolis, Saint Paul, the Twin Cities and all of MN through the MNCAR Exchange.

We are a highly respected and valued resource for the commercial real estate industry in Minnesota, including licensed brokers, commercial REALTORS, and business professionals that serve the brokerage community;

- We have a long track record of unmatched access to the most accurate data and research to support the industry; and
- We have unmatched technology to help you find retail space for lease and sale, office space for sale, and a variety of other commercial properties.
- We create and present interesting, informative, fun programs and networking events that draw the largest crowds in our profession and keep our licensed brokers up-to-date with continuing education credits.”

Norwood Young America has 23 sites listed on MnCAR’s website.

4. Carver County CDA web site: <https://carvercda.org/economic-development/featured-available-properties/> This web site provides a direct link to the City’s web site listing of available sites.
5. City’s Web Site <http://expand2nya.com/available-land-buildings/> This web site has a very complete listing of available sites.

TRADE SHOW/EXPO Opportunities

The **MnCAR Expo** is an event with over 500 attendees; mostly licensed commercial real estate brokers, but also attendees from several other industries including construction, development, property management, banking, law firms, architects and designers, title companies, etc.

The event includes 70+ exhibitors from the same types of businesses listed above. Several cities and counties also have exhibitor booths each year as well as the Economic Development Association of MN (EDAM).

The "MN World's Fair 2023." Minnesota is campaigning to host the World Fair here in 2023. This event would have a huge impact on our state since a world's fair brings 10- 15 million visitors!

THE PREMIER COMMERCIAL REAL ESTATE EVENT IN MINNESOTA

October 28, 2015 3:00 – 7:00 PM -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.

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!

Source: www.mncar.org

6. MN Real Estate Journal Conference – Sponsorship and Exhibit

\$2500 for sponsorship of an event: included booth display, speaker on a panel discussion, marketing materials at booth and on tables, article or ad in the MN Real Estate Journal publication.

FINANCIAL ASSISTANCE



There is no such thing as “**free money**” when it comes to economic development finance. It is important to begin this page by emphasizing that statement.

Most economic development projects are funded through a combination of owner equity and bank financing.

Cities generally do not have grant dollars available for land or building acquisition, equipment or inventory purchases, or working capital.

Cities and economic development authorities typically only provide “gap financing,” or a loan to bridge the gap between what the bank is willing to lend and the total cost of the project.

With that said, the City of Norwood Young America does have a number of financial resources available to assist existing businesses, as well as those looking to relocate, or expand within the community.

NYA Small Business Development Loan Program

Looking for money to start or expand your business? The City of NYA Economic Development Authority recently entered into a partnership with the Metropolitan Consortium of Community Developers (MCCD) to administer the City's revolving loan program. This program provides affordable gap financing. It is designed to leverage private resources provided by the commercial banking industry, as well as other non-traditional lending programs. The City of NYA will contribute a maximum of \$10,000 to a project and MCCD will match the City's contribution. Eligible borrowers can use the loan funds for such things as the acquisition of land or buildings; the expansion or renovation of a building; the purchase of machinery or equipment; inventory and working capital. The loan term and the interest rate will be determined on a case by case basis, depending on the use of the funds.

For more information about the NYA Small Business Loan Program, please call Lee Hall at the Metropolitan Consortium of Community Developers. He can be reached at 612-789-7337 ext. 817. You can also contact NYA Economic Development Coordinator Jo Foust at: 952-758-7399 ext. 1 or foustmdg@gmail.com

Tax-Increment Financing

The City of Norwood Young America Economic Development Authority will consider using Tax Increment Financing (TIF) for eligible projects.

Eligible projects must pass what is called the “but-for” test. Meaning that unless Tax Increment Financing is utilized, the project will not be economically feasible. In other words: if the project can be done without TIF, then it is ineligible for this assistance.

What is TIF? Essentially, the difference between a property's original property taxes and the property taxes due on a property after it has been improved (called the “tax increment”) can be captured and used to help finance the project. There are two types of TIF districts: **Economic Development TIF districts** for new developments and **Redevelopment TIF districts** to help with the costs of renovating or replacing substandard buildings. Different rules apply to each type of TIF district (see below):

Economic Development TIF District

- 9-year district that can provide funds for land acquisition, infrastructure (street, water & sewer, parking, etc.), grading & excavating and / or site improvements.
- Primarily used for industrial-type projects.

Redevelopment TIF District

- District that can go up to 25 years and provides funds for the removal of blighting conditions on a lot (sub-standard buildings, site clean-up, etc.).
- At least 70-percent of the area must be occupied by buildings or other improvements.
- At least 50-percent of the buildings must be **substandard**, based upon an **internal** inspection.

- A building is considered substandard if it would cost at least 15% of a new building to bring the existing building up to current building code requirements.
- As long as the above requirements are met, any type of commercial, retail or industrial is eligible.

For more information, please contact the NYA Economic Development Coordinator at 952-758-7399.

Minnesota Business Finance Corporation – SBA 504 Loan Program

Minnesota Business Finance Corporation (MBFC) is a Certified Development Company authorized by the U.S. Small Business Administration to originate and service SBA 504 loans. The SBA 504 loan program is "the money that makes America work."

The SBA 504 loan program is economic development financing specifically designed to stimulate private-sector investment in long-term fixed assets to increase productivity, create new jobs and increase the local tax base. This is done by providing long-term, low down payment, reasonably priced, fixed-rate loans to businesses, which have the highest probability of successfully creating new jobs and competing in the world marketplace.

Eligibility

- Operate as a for-profit business entity, and have a tangible net worth of less than \$7 million, and an average net income that is less than \$2.5 million after taxes for the preceding two years.

Requirements

- Loans must be for fixed asset projects such as purchasing land and / or buildings; the construction of new facilities; and / or modernizing, renovating or converting existing facilities; or purchasing machinery and equipment.
- Funds cannot be used for working capital, or inventory or for consolidating, repaying or refinancing existing debt.
- Must have a private sector lender commitment for up to 50 percent of the total project cost.
- Must provide an equity injection of 10 to 20 percent of the total project cost.
- Must create and / or retain jobs, or meet community development or public policy objective.

Rates / Terms

- Interest rates are pegged to an increment above the current market rate for five year and 10 year U.S. Treasury issues.
- Terms of 10 or 20 years are available.
- Fees typically total three percent of the total debenture.

Advantages of a 504 Loan

- Long-term, fixed-rate financing.
- 20 years on real estate, 10 years on equipment.
- Low equity injection – 10 to 20 percent preserves working capital and increases return on equity.

For more information, please contact the Norwood Young America Economic Development Coordinator at (952) 467-1993. Otherwise you can contact MBFC directly:



Minnesota Business Finance Corporation

Nadine M. Kruike

Minnesota Business Finance Corporation

616 Roosevelt Road, Suite 200

St. Cloud, MN 56301

Phone: (320) 255-1685

E-mail: nkruike@mbfc.org

Local Financing

Norwood Young America is fortunate to have two community-based financial institutions available to assist businesses with their commercial lending needs.



Citizens State Bank
409 Faxon Rd N
Norwood Young America, MN 55368-9507
(952) 467-3000
www.citizensstatebanknya.com



KleinBank
800 Faxon Road
Norwood Young America, MN 55368
(952) 467-2313
www.kleinbank.com

Six Strategies to Help Ensure Business Loan Success

1. Know the ground rules: You didn't start your business on a whim, and applying for a loan is no different. You need to do your homework to make sure you understand all the ins and outs of the loan approval process. Knowing what information the lender will be asking for – such as a well thought out business plan that specifically addresses the amount of funding you will need, how the funds will be used and how soon you intend to pay the loan off – is critical for establishing yourself as a credible loan candidate.

2. Polish your personal credit rating: While your business is new, your own personal credit history can be a determining factor for business loan qualification. Because improving your personal credit score takes time, you need to become proactive in this area before applying for a new business loan. First off, you need to obtain a credit history from a legitimate source, such as Annual Credit Report. For other reputable credit report sources, consult a qualified accountant. Once you've obtained the report, look it over to make sure there are no errors or omissions, and then go to work to improve your score by paying down excess credit card balances and limiting future charges. If you're carrying high rate cards in your wallet then you'll want to focus on paying those down first. You'll also want to contact the creditor to see if you can establish a lower rate to help pay the card down faster. Once a card is paid off, avoid using it, but do not close the account, as this will have a negative effect on your credit rating.

3. Start establishing business credit: The sooner you can start establishing a positive credit history specific to your business the better. As most banks require businesses to be up and running at least 18 months before they will issue a business credit card, there are other ways to begin the process. One way is to establish a "business only" bank account to run all your business purchases through. If you need to make a large purchase, such as buying a car, you can help to establish a business track record by buying the car with personal credit and then making all the payments through the business account. Another strategy is to designate one of your current credit cards for business purchases only, making sure to consistently pay off the balance on time. Purchasing office equipment and supplies from companies such as Staples and Office Depot, which are now working with small business owners by offering small lines of credit, is also an effective and relatively easy way to start establishing business credit.

4. Research the pool of potential lenders: Before contacting any lending institution, do all you can to determine which lender is best suited to your needs. Contacting other successful business owners in parallel or complimentary industries and asking them for lender leads can improve your chances of finding a more willing lender, because they may have a positive track record of loaning money to businesses closely related to yours. Local banks are a good place to start, as they can be more objective and motivated to loan money to small businesses in the community. Be aware that many lenders who currently fund small business loans, especially loans less than \$100,000.00, now use a standardized automated credit scoring system, making the loan process impersonal and subjective.

5. Consider online lending options: With today's technology, borrowing for your business no longer has to be all about the "brick and mortar" lending institution. By exercising caution in your search, the web can lead you to reputable companies set up to either loan money directly or match business owners with prospective lenders that best suit their unique financial needs. When choosing an online loan company, try to avoid those that offer secured loans. While these loans are often easier to qualify for, they frequently come with higher interest rates and require business equity and assets for collateral, meaning that defaulting on the loan could cause you to lose your business.

6. Determine a realistic loan amount: If and when the need for a small business loan arises, be realistic in determining how much money is needed as opposed to how much is wanted. With advances in technology, the ability to hire online help and take care of other aspects of business "virtually" can be an effective tool for keeping funding expectations more conservative and improving the chances of obtaining a small business loan.



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. C. Business Survey

Background:

At the February meeting, Commissioners reviewed a Business Survey. This survey has been forwarded to the Chamber of Commerce, with a request to assist in distribution. The survey is also available on-line at: <https://www.surveymonkey.com/s/NYAbusinesssurvey>

A Friday, April 3, 2015 deadline was included with the survey; however, it is recommended this be extended as there are no responses at this time.

Action:

The EDC is asked to help promote completion of the survey by local businesses!



March 18, 2015

Norwood Young America Businesses:

The Norwood Young America Economic Development Commission (EDC) would like to thank you for being a part of our business community! We value your input, as business owners/operators, on local issues and hope to learn from your experience in the community.

The Norwood Young America EDA, an advisory group, with council representation, has a mission to orchestrate economic growth through promotion and retention of businesses, while identifying and attracting businesses that contribute to a healthy, vibrant community. In order to accomplish this mission, we would like your input.

The EDA has received a grant to assist us with the coordination of a Business Retention and Expansion (BRE) survey, which is available on-line at: <https://www.surveymonkey.com/s/NYAbusinesssurvey> (Note: this is case sensitive).

We request your participation by Friday, April 3, 2015.

If you prefer a paper copy, please contact me at the email or phone numbers below. If there are questions you wish not to respond to, please do not disregard the entire survey. Your comments and input is appreciated. If you would like to meet with me and/or an EDC member to discuss the survey or other business items, we would be happy to coordinate a site visit to your business.

Information obtained will be used to assist the EDC in goal setting, marketing of available sites and hopefully in assisting our existing business base with expansion projects. A summary of the survey's compiled results (without specific ties to individual business responses) will be sent to participants as well as provided to the EDC and City Council for their information.

If you have any questions on the on-line survey or have other items you'd like to discuss please feel free to contact me at foustmdg@gmail.com or at 952-758-7399, or you may contact City Administrator Steve Helget at: 952-467-1805.

Thank you in advance for your participation and input!

On behalf of the Norwood Young America Economic Development Commission,

Jo Foust, Economic Development Consultant
Municipal Development Group, Inc.

NYA Business Survey 2015

The Norwood Young America Economic Development Commission (EDC) is seeking input from local businesses. Please take a few minutes to answer the following survey questions. If completing a paper survey, please return to City of Norwood Young America City Hall, Oak Grove City Center, 310 Elm Street West, Norwood Young America 55368 by Friday, April 3, 2015. If you have any questions, please contact Jo Foust at: foustmdg@gmail.com or 952-758-7399 ext. 1. We appreciate your participation and input! Thank you!

1. Business Name

2. Business Address

Street Address

City

State

Zip code

3. Phone Number

4. Email Address

5. Type of business

- Construction
- Finance/Insurance/Real Estate
- Manufacturing/Industrial
- Personal Services (i.e. hair salon)
- Professional Services (ie. attorney)
- Restaurant
- Retail
- Transportation
- Utilities

Other (please specify)

NYA Business Survey 2015

6. How long have you been operating this business in Norwood Young America?

- Less than one year
 1-4 years
 5-9 years
 10 years or more

7. How many employees work at your Norwood Young America location?

Full time:

Part time:

8. Please list up to three advantages or strengths you associate with having a business in Norwood Young America:

- Available labor
 Building/land availability
 Building/land affordability
 Business Mix
 Customer Base - Loyal
 Low Crime Rate
 Parks/Trails and Natural Resources
 Progressive Community
 Proximity to the Metro
 Quality of Life/Small Town
 School System
 Transportation System
 Work ethic of employees/labor base

Other (please specify)

NYA Business Survey 2015

9. Please share/describe any disadvantages or barriers to having a business in Norwood

Young America:

- Availability of employees
- Availability of telecom services
- City / County/ State Codes or regulations
- Cost of land/property/rent
- Current economic conditions
- Lack of branding or marketing
- Limited market area
- Local regulations
- Outdated technology
- Parking
- Taxes
- Transportation issues

Please describe your concern(s) below:

10. How would you characterize your current business' activity level (i.e. last 12 months of operation)?

- Declining business activity (fewer clients, fewer sales and/or less income)
- Holding our own (same level of business, fairly steady)
- Business is growing at a moderate pace, increasing
- Business is rapidly expanding

Other (please specify)

NYA Business Survey 2015

11. Which description below best characterizes your plans to expand or reduce your operation in the next one to two years?

- Plan to expand operations
 Plan to reduce operations
 Plan to sell business
 Plan to relocate business
 Plan to close business
 No plans to change
 Uncertain

Other (please specify)

12. Please select all of the investments or improvements you have made in your business during the past two years:

- Physical improvements (interior/exterior remodeling)
 New / expanded products, services, inventory
 New / expanded marketing and promotional activities
 New / additional employees
 System improvements
 None

Other (please specify)

13. Please select all of the investments or improvements you plan on making in the next two years.

- Physical improvements (Store design/layout, interior / exterior remodeling)
 New / expanded products, services, inventory
 New / expanded marketing and promotional activities
 New / additional employees
 Systems improvements
 None

Other (please specify)

NYA Business Survey 2015

14. In addition to a strong economy, what are critical factors for the success and expansion of your business? Please select all that apply.

- Qualified labor
- Tourism
- Up-to-date equipment / technology
- Financing
- Public access
- Foot traffic
- Addition of complimentary business (Please specify business below)

Type of complimentary business(es) to recruit:

15. To keep your business healthy and competitive, which of the following types of information or assistance are important to your company's growth?

- Business expansion / relocation information
- Employee hiring / specialized training
- Market identification
- Marketing / advertising programs
- Business planning and cash flow
- Using the internet for e-commerce
- Assistance with loan application preparation
- Business management training
- Property and facade improvements
- Computer / technology assistance
- Lean business practices and efficiencies

Other (please specify)

NYA Business Survey 2015

16. Would you be interested in attending a business seminar on the following topics?

Please select all that you would attend if offered.

- Social Media for Business - Learn ways to use social networking to grow your business.
- Marketing Basics - Learn what is working in small business and what is not.
- Business Finance - Learn about financing tools available to small businesses.
- Customer Service - Learn the importance of great customer service and the impact on your business.

Other (please specify)

17. Are you interested in participating in a cooperative business marketing effort to attract customers to Norwood Young America or to encourage residents to shop locally?

- Yes
- No
- Uncertain

18. Are you currently a member of the Norwood Young America Area Chamber of Commerce?

- Yes
- No

19. If you are not a member of the Chamber of Commerce, would you like information on becoming a member?

- Yes
- No

Please provide email or contact information

NYA Business Survey 2015

20. What are your office/store hours? Please select the opening and closing times for your business on each day. If hours vary from options provided, please explain in the "other" category.

	6 a.m.	7 a.m.	8 a.m.	9 a.m.	10 a.m.	11 a.m.	12 noon	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.	8 p.m.	Closed this day
Sunday	<input type="checkbox"/>															
Monday	<input type="checkbox"/>															
Tuesday	<input type="checkbox"/>															
Wednesday	<input type="checkbox"/>															
Thursday	<input type="checkbox"/>															
Friday	<input type="checkbox"/>															
Saturday	<input type="checkbox"/>															

Other (please specify)

21. What methods of marketing do you currently use to reach your customers?

- Billboard Advertising
- Direct Mailings
- Newspaper Advertising
- Facebook Site for Business
- Radio Advertising
- Trade Publication Advertising
- Twitter
- Web Site for Business
- Word of Mouth Advertising

Other (please specify)

22. What could the Norwood Young America business community do to attract more local resident shoppers?

NYA Business Survey 2015

23. What are some things that the City of Norwood Young America and the Norwood Young America Area Chamber of Commerce can do that they are not already doing to help businesses succeed?

1. 2. 3.

24. Please feel free to provide us with additional thoughts or ideas. Thank you for participating!



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. D. Resident/Consumer Survey

Background:

Enclosed is an updated copy of a draft resident/consumer survey, with changes incorporated from the February meeting as well as questions relating to the proposed Community Center.

This survey is also available on line at: <https://www.surveymonkey.com/s/NYAedc>

Action:

If Commissioners have any other additions or changes, please advise. Input is requested on the timing for the marketing of the survey and deadline for participation.

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.

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?

- One
 Five
 Two
 Six
 Three
 Seven
 Four
 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?

- Male
 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 \$100 and \$199
 Between \$300 and \$499
 Between \$0 and \$99
 Between \$200 and \$299

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

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

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
 Weekdays
 During the day
 Weekends
 In the evenings

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?

- Offer low interest/no interest loans
 Provide technical assistance to businesses
 Offer grants
 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	○	○	○	○	○
2nd priority	○	○	○	○	○
3rd priority	○	○	○	○	○
4th priority	○	○	○	○	○
5th priority	○	○	○	○	○

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)

Address

Phone #

Email:

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: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI. A. PPI Loan Request & Job Creation Fund Grant Sponsorship

Background:

PPI has submitted financial information relating to their acquisition and rehabilitation of the Young America Corp. building. We are currently working with PPI, their bank, the Carver Co. CDA and Lee Hall at the MCCD.

The MCCD has indicated they will do the underwriting work for the city. The EDC Finance Committee will still need to review and approve its participation with the City's loan fund. The MCCD will have drafts all of the documents for the loan, and will service the city's portion of any loan including the distribution of notices, collection of payments, etc.

At this time, the applications are not quite complete, but are getting closer.

Action:

A motion is in order to authorize the Finance Committee of the EDC to review the final application and prepare recommendations on (1) approval of the sponsorship of the Job Creation Grant Application to the City Council, (2) the Application to the Carver Co. CDA loan program and (3) the approval of the NYA loan program.

**RESOLUTION IN SUPPORT OF PRESENTATIONS PLUS, INC. AND PRESENTATIONS PLUS OF AMERICA, INC.
APPLYING TO THE JOB CREATION FUND PROGRAM**

CITY OF NORWOOD YOUNG AMERICA, MINNESOTA
RESOLUTION NO. 2015-___

**RESOLUTION REGARDING THE SUPPORT OF A JOB CREATION FUND APPLICATION IN CONNECTION WITH
PRESENTATIONS PLUS, INC. AND PRESENTATIONS PLUS OF AMERICA, INC.**

WHEREAS, the City of Norwood Young America, Minnesota (the "City"), desires to assist Presentations Plus, Inc. and Preservations Plus of America, Inc. an industry, which is proposing to construct a facility in the City; and,

WHEREAS, the City of Norwood Young America understands that Presentations Plaus, Inc. and Preservations Plus of America, Inc., through and with the support of the City, intends to submit to the Minnesota Department of Employment and Economic Development an application for an award and/or rebate from the Job Creation Fund Program; and,

WHEREAS, the City of Norwood Young America held a city council meeting on _____ to consider this matter.

NOW, THEREFORE, BE IT RESOLVED that, after due consideration, the Mayor and City Administrator of the City of Norwood Young America, Minnesota, hereby express their approval of the project proposed by Presentations Plus, Inc. and Preservations Plus of America, Inc. and its application for an award and/or rebate from the Job Creation Fund Program.

Sworn and Executed Under My Hand this ___ day of _____, 2015.

Tina Diedrick, Mayor

ATTEST:

Steve Helget, City Administrator



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI. B. Business Tours/Visits

Background:

In order to remain in contact with local businesses and learn more about their operations and needs, business tours have been suggested by staff.

I have contacted our industries to request tours. Vickerman Company and Waconia Manufacturing have indicated they would be willing to provide a tour. I hope to have optional times and dates for the EDC meeting.

In addition, Steve Helget and I visited with the manager, Joe at Econo Foods, Perry at Citizens State Bank and Paul regarding Lano Lanes, on March 27, 2015.

Action:

If Commissioners would like to join staff on tours, please advise us on your interest and availability.



DATE: April 1, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI. B. Retail Trade Analysis

Background:

One of the goals discussed by the EDC in February was to update the Retail Trade Analysis which was completed in 2008 by the U of M Extension Service. Commissioners requested a copy of the study to review prior to moving forward with the implementation of this goal. A copy is attached for your information. This analysis provides information on business activities in 2008.

If the study is to be update, I would recommend a Market Analysis which identifies an initial market assessment for commercial space in Norwood Young America, identification of the primary draw area or "Trade Area" and incorporates current and projected households. It is also suggested the Market Assessment include information on available sites, interviews with real estate brokers and a summary of the demand for office and retail space and types of businesses which would be successful in the Norwood Young America market. A sample study with this content will be brought to the meeting.

Action:

If Commissioners would like to proceed with an update to the Retail Trade Analysis or a Market Analysis, please advise and I will seek quotes for the May meeting.