



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, April 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. March 9, 2016 Regular Meeting
  - B. March 22, 2016 Special Joint Session
- IV. Unfinished Business**
  - A. Commercial Market Study
  - B. Marketing & Branding Proposals
  - C. Newsletter & Contact Info.
  - D. Low Interest Loan Program
  - E. 2016 Goals
- V. New Business**
  - A. Shovel Ready Sites
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
  - A. Wednesday, May 11, 2016
- IX. Adjournment**



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item III. A. & B. Approval of Minutes

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**Action:**  
 The Commission is asked to approve the enclosed minutes from the March 9, 2016 regular EDC meeting and the March 22, 2016 Special City Council/EDC/Planning Commisison/Chamber meeting.

## NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, March 9, 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

Vice Chair Schmidt called the meeting to order at 6:33 p.m.

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

Absent: Kyle Strickfaden and Sarah Molnau.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Jo Foust. Also present: Keith Wicks of KWA & Associates.

### II. Consideration of the Agenda

McPadden moved, seconded by Mathwig to adopt the agenda as presented. Motion carried 7-0.

### III. Approval of Minutes

*A motion was made by Lund, seconded Baber to approve the February 24, 2016 EDC Meeting Minutes, as presented. Motion carried 7-0.*

### VI. Unfinished Business

#### A. Commercial Market Study.

Keith Wicks of KWA was present to provide an overview of the Commercial Market Study. The “Gap Analysis”, or overview of the market demands and the supply within the market was discussed. The study indicates there is a surplus of gasoline sales in the community, but gaps in the various other categories including grocery, liquor, food service and dining, health care, building materials and supplies, clothing and accessories, shoes, sporting goods, home furnishings, electronics, general merchandise, office, gifts, etc. Wicks noted 25% leakage of sales within a category, to other communities, is typical.

Wicks suggested meeting with existing businesses including the grocery store to discuss ways to work with them to address other market gaps they may be able to fill, such as floral. He suggested the EDC share with them plans to brand and market the community and prepare a game plan on how the city is going to help businesses improve their sales. He suggested the EDC create presence along the highway through signage, landscape, or an actual gateway to the highway commercial businesses.

Along with physical improvements, the EDC discussed assisting businesses with a presence on their web site, newsletter, and social media. Develop a timeline for implementation of various strategies. i.e. four year plan – you are a key player. Arrange a meeting to explain how they can benefit from it and know what the upsides are.

Suggestions to assist local grocery efforts included branding the store, focusing on fresh, locally sourced produce, and community involvement by management.

Wicks suggested a work session with businesses as a “community team” to help with branding, tactics for marketing, etc. He also suggested bringing in speakers for Business Development Work Sessions including web designer, store planner, etc. He recommended asking businesses for input on the branding, and what they would like a funding programs so these are designed around would work for them, etc.

Opportunities with MnDOT’s year 2020 mill and overlay of Highway 212 improvements were discussed including additional lighting, sidewalks, gateway with electronic signage were discussed. The City is in the process of completing a feasibility study on Highway 212 improvements.

McPadden excused himself from the meeting at 7:30 p.m.

*Motion* by Storms, seconded by Lund to accept the Commercial Market Study with changes noted. Motion carried 6-0.

#### **B. Joint Meeting with City Council, Planning Commission and Chamber.**

A joint meeting with the City Council, Planning Commission and Chamber will be held on Tuesday, March 22, 2016 at Oak Grove Community Room at 6:30 p.m. The purpose of the meeting is to ensure open communication and discuss methods of working together on over-lapping goals and projects.

The agenda for the Joint Meeting was discussed. It was suggested each group be allotted up to 15 minutes. Strickfaden will present the EDC information.

EDC updates suggested included: highlighting what the EDC has been doing and where we are heading with the 2016 goals and implementation strategies.

A facilitator for the event discussed. Foust and Helget will work on this.

#### **C. Marketing & Branding**

A sample RFP for branding and marketing was referenced. It was suggested that additional metropolitan firms that specialize in municipal branding and marketing be contacted. Foust will check with the League of MN Cities.

The dates within the RFP will be adjusted prior to the distribution.

### **VII. New Business**

#### **A. Property Assessed Clean Energy (PACE) Program**

Diedrick, Helget and Foust attended a meeting regarding the PACE program. Information on the Property Assessed Clean Energy Program was shared with the EDC. Carver County is a participant. This is an opportunity for local businesses to obtain an energy audit to determine improvements which could improve energy efficiency. Financing is available for the improvements at 100%, for a 4½ %

rate and 10 year term. The EDC is asked to help market the program to local businesses and building owners. Information will be shared with the Chamber of Commerce and owner of the Young America Corp. building.

### **VIII. Project Updates** –EDC members were provided updates on business inquiries.

The Planning Commission conducted a workshop to discuss the zoning regulations for the Young America Corp. building. Light industrial uses were discussed. The owner is planning exterior improvements to the building.

Fahey Sales dropped off flyers for the Hydro Engineering former buildings, noting they are available for sale. The EDC will assist in marketing their availability.

### **IX. Miscellaneous Communications**

It was noted when the city updates its web site, the City, EDC and Fire Department should be combined under one web sites.

Diedrick referenced “Crazy Dash” as a possible Chamber activity to get people moving throughout the city.

Diedrick indicated Highway 212 improvements will be discussed with requests for state and federal funding. This could include an under-grade or over-grade passing. Diedrick, Helget and Baber plan to go to the State Capitol to advocate for funding on March 16, 2016. It was noted we do not have press packets on the benefits to the community, for safety, for economic development, support from the industries, the school for Safe Routes to School, the community, etc. She suggested it include a cover page, short explanations and letters of support. She inquired if the EDC is open to coordinating this effort. Helget has requested letters of support from businesses and the Chamber.

### **X. Upcoming Meetings**

The next meeting will be the Joint meeting will be Tuesday, March 22, 2016 at the Oak Grove Community Room. The next regular EDC meeting will be April 13, 2016 at 6:30 p.m.

### **XI. Adjourn**

*A motion was made by Storms and seconded by Baber to adjourn the meeting at 9:14 p.m. Motion carried 6-0.*

Respectfully submitted,

Jo Foust, Economic Development Consultant  
MDG, Inc.

**Norwood Young America**  
**City Council Special Meeting Minutes**  
 March 22, 2016

**Council Present:** Tina Diedrick, Craig Heher, Mike McPadden, and Dick Stolz.

**Council Absent:** Carol Lagergren.

**City Staff Present:** Steve Helget, City Administrator, and Joanne Foust, Economic Development Coordinator.

**Others Present:** Kyle Strickfaden, Doane Baber, JR Hoernemann, Charles Storms, Bill Grundahl, Kaarin Foede, Jen Storms, Chris Lund, Timothy Fahey, and Perry Forst.

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

**Approve Agenda**

Mayor Diedrick stated the purpose of the meeting was for the City Council, EDC, Planning Commission, and Chamber of Commerce to share their respective 2016 Goals & Objectives and to have a discussion on possible ways to assist each other on over-lapping goals.

**Introductions, Presentations, Proclamations, Awards, and Public Comment:** None

**Consent Agenda** None

**Old Business** None

**New Business**

**2015 Accomplishments and 2016 Goals/Projects**

SH provided a report on the City Council's 2016 goals highlighting the City's Financial Plan and its efforts with Jaguar Communications to provide Cable TV and internet services through fiber in the community.

CH provided a report on the Planning Commission's 2016 goals which includes a review of sign regulations, consideration of accessory dwelling units, preparing for the required 2018 comprehensive plan update, reviewing Chapter 11 of the City Code, and zoning map review.

KS provided a report on the EDC's 2016 goals which includes marketing activities, business retention and expansion efforts, industrial development initiatives, and exploring commercial development/redevelopment possibilities.

CL provided a report on the Chamber of Commerce's 2016 goals which includes efforts to increase membership, promoting local business activities, increasing communication to membership, and creating opportunities to promote Chamber sponsored events such as through social media.

Some discussion was held on the number of vacant commercial buildings. TF stated there has been more potential buyer activity lately. KS expressed the need to define our identity to market desirable businesses and making NYA a destination place. DB provided information about the commercial study the EDC recently completed and the potential to utilize that data to advertise where a business potential exists in NYA. Discussion was also held on who to call when potential businesses contact the City and/or its representatives. DB suggested a resource or contact list be created and provided to all appropriate parties so if they're approached they can readily provide that information.

JS stated the Chamber has been discussing establishing new resident packets, placing "stand-ups" in local restaurants, banks, etc. with information about NYA.

CL suggested we need to ask businesses about what businesses they believe would complement them. Need to ask when we're out visiting them. Some discussion was held on "occasional stores."

**Council Member Reports** None

**Mayor's Report** None

**Adjournment**

Mayor Diedrick adjourned the meeting at 7:59 p.m.

Respectfully Submitted,

Kelly Hayes  
City Clerk/Treasurer



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item IV. A. Commercial Market Study

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**Background:**

Keith Wicks of Keith Wicks & Associates, presented the Commercial Market Study at the March 9, 2016 meeting. Enclosed is an updated market study, for the Commission's information. Changes include:

- Updated figures in the first column of the commercial categories table...the category's percent to total household expenditures.
- A further explanation of how to understand the tables and how use the report for approaching businesses. Keith made revisions of the table's column labels and to the table's footnotes.
- An updated overall Conclusion in support of the new explanation.

**To recap: key points of the Study include but are not limited to:**

- **Trade Area**-The Norwood Young America Trade Area has been defined on a map on page 3. The trade area includes a 2015 population of 10,850. This is anticipated to grow to 11,345 by 2020. Demographic information on the population in the trade area is provided including age, income, education and household statistics.
- **Traffic Patterns** – Traffic counts in the city are provided for various roadways within the city. Counts range from 9,000 to 11,500 ADT along Highway 212, 4,550 ADT along Highway 5 and 1,650 ADT along CR 33.
- **Economic Overview** – Employment and wage statistics, provided by the Met Council are included. This includes current statistics as well as some forecasts to the year 2040.
- **Market Demand /Gap Analysis** – The study identifies market demand that is currently leaking to other markets or opportunities in various business categories.
- **Need to Establish an Identity.** The need to market the community around an identity is stressed in the study. The City's German heritage, location at the crossroads of 212/5, Bongards, etc. are suggested.

**Recommended Implementation Steps are included with three proposed phases.**

1. Phase I steps include:
  - a. New community identity
  - b. Assistance to existing businesses including working with Econo Foods, True Value, Sinclair Site Redevelopment, Marsden Pharmacy, Good Time Liquor and other small shops to support upgrades and redevelopment.
  - c. New business recruitment.
  
2. Phase II steps include:
  - a. Continued assistance to existing businesses
  - b. New retail/commercial business recruitment
  - c. Review of options to revitalize the downtown districts
  - d. Repositioning the Sinclair property as a new, strong business attraction
  - e. Development of the "Triangle Lot" at 212/5/33 across from Kwik Trip
  - f. Phase III calls for the launching of the Downtown Plan.
  
3. Phase III: Continue to work on projects in Phases I and II, needed extended timelines for planning, financing and further market development.

**Mr. Wicks has recommended the following steps to move forward:**

1. Prepare an outline and ideas for the community support program.
  
2. Define the concept of a coop business plan for helping NYA's small businesses prepare for the forward strategy.
  
3. Outline a plan for one-on-one meetings with key businesses to explain forward strategy and specifics to their situation and opportunity. That same outline applies to marketing for new businesses.
  
4. Form task groups to list prospective new businesses that warrant investigation of company and contacts, feasibility criteria for their business model and presenting the opportunity and options in NYA.

**Action:**

The EDC is asked to take action on the implementation steps recommended by Mr. Wicks as a result of the Market Study.



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item IV. B. Marketing & Branding

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**Background:**

At the March 9, 2016 meeting the EDC approved the distribution of a Request for Proposals to marketing firms to assist with branding and marketing for the EDC and City. The RFP was sent to six firms.

Two firms noted the project did not fit their scope or focus or that they did not have time. One did not respond.

**Alveo Digital** plans to submit a proposal- after the deadline, which will be distributed at the EDC meeting.

**FloraFauna** noted the full project would be around \$20,000 with the following cost estimates:  
Discovery: \$3k (your RFP didn't ask for this phase, but it would be essential to doing the following work properly)

Logo Design: \$5k

Tag Lines: \$3k-\$5k

Messaging: \$5k

Brand Strategies (in this context, this doesn't make sense to me. Do you mean a visual identity system? If so, I would include this in the style guide)

Style Guide: \$4k-\$5k

**Action:**

The EDC is asked to provide input on how the group would like to proceed. A community survey to obtain input on the brand and tag line could be completed in April/May to help reduce costs and complete portions of the work in house.



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item IV. C. Newsletter and Contact Info.

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**Background:**

As a part of the 2016 Goals, the EDC requested the development of a quarterly newsletter, which could be distributed to local businesses.

Attached is a draft newsletter for the 1<sup>st</sup> Quarter.

At the Joint EDC, City Council, Planning Commission and Chamber of Commerce meeting, it was suggested that a one-page Contact Sheet be developed.

Attached is a draft copy of this information. If there are other contacts or items the EDC would like to include on a back page, please advise.

**Action:**

The EDC is asked to provide input on the newsletter and Contact Sheet.



City of Norwood Young America  
**ECONOMIC DEVELOPMENT COMMISSION**

Oak Grove City Center  
 310 Elm Street West  
 Norwood Young America, MN 55368  
<http://expand2NYA.com>



*Business Resources*

The Norwood Young America EDC offers new and existing businesses a variety of FREE resources.

The EDC works directly with the Carver County CDA to offer the "Open for Business" program free of charge. Lee Hall, the City's Business Consultant can assist you with business and financial planning as well as identifying financial programs to help your business!

Funding sources include the Metropolitan Consortium of Community Developers (MCCD) funds, Carver County CDA funds and the EDC's low interest loan fund. These programs are intended to compliment private financing programs.

For more information contact Lee Hall at Open for Business at the Carver County CDA offices, 705 Walnut St., Chaska, on Wednesdays or by appointment at: (612) 789-7337 ext. 817 or via email at: [lhall@mccdmn.org](mailto:lhall@mccdmn.org).

For general assistance including identification of available sites, etc. please contact EDC Consultant Jo Foust at: 952-758-7399 or via email at: [foustmdg@gmail.com](mailto:foustmdg@gmail.com) or Steve Helget, City Administrator at: 952-467-1800.

*Recent Ribbon Cuttings*

The Norwood Young America Economic Development Commission (EDC) and the Chamber of Commerce recently conducted ribbon cuttings to celebrate new business ventures. The Quilting Grounds, opened the first quarter of 2016 at 224 W. Elm St. The store offers quilting classes, clubs and quilting supplies for sale. We would like to welcome Stacey Horton to the business community! A coffee shop will be added to the store in the near future!

Family Dollar celebrated their grand opening at their new facility on Faxon Road, in February. The EDC and Chamber of Commerce thank the company for its investment in the community!

Congratulations to both of these businesses!

The EDC and Chamber of Commerce would like to help local businesses celebrate their milestones. Please contact the NYA EDC with your activities and events via email at: [foustmdg@gmail.com](mailto:foustmdg@gmail.com) or call City Hall at: 952-467-1800.



Participants included: Charlie Storms, Julie Schmidt, DC., Tina Diedrick, Chris Lund, Bruce Mathwig, Brad Droege and Kaarin Foede.



## EDC 2015 Accomplishments

The EDC met on a monthly basis in 2015 in an effort to expand economic development efforts in the community. Below is a summary of activities:

- \* Conducted a Business Survey, with 27 businesses participating
- \* Completed a Resident/Consumer Survey, with 128 households responding.
- \* Completed an initial Hotel Market Study
- \* Developed a Finance Committee and assisted 180 Collision with a low interest loan
- \* Conducted business tours at four local manufacturing firms.
- \* Hosted a Manufacturer's Week Breakfast event
- \* Participated in the MnCAR Expo and on-line marketing to promote Norwood Young America and its available industrial and commercial sites.
- \* Developed a marketing brochure.
- \* Provided numerous businesses with information on sites, programs, etc.
- \* Welcomed Joyful Spirit Massage & Wellness, Rogomobiles, 180 Collision LLC., and new mini-storage to the community and Peace Villas commenced construction of the 37 unit assisted living/memory care facility, The Haven.

## 2016 EDC Goals

A brief summary of top EDC Goals for 2016 include:

- \* **Branding & Marketing of the Community.** Business input is welcomed on a theme to brand the community around! Updates to social media and a community video are planned!
- \* **Business Retention & Expansion.** The EDC would like to work with local businesses. If you are willing to provide a tour - please contact us! A No-Interest Loan is being considered to assist with facade improvements in the downtown areas.
- \* **Industrial Development.** Continued marketing of Tacoma West Industrial Park, participation in Expos and on-line marketing is planned along with assistance to existing industries.
- \* **Business Development & Assistance.** Continue to serve as a resource for existing and new businesses, providing technical and financial assistance to expand our commercial base and fill vacant buildings.

## Contact Us!

### 2016 Economic Development Commissioners

Kyle Strickfaden, Chair  
Julie Schmidt, DC., Vice Chair  
Tina Diedrick, Mayor  
Mike McPadden, Council liaison  
Doane Baber  
Chris Lund, Chamber liaison  
Bruce Mathwig  
Sarah Molnau  
Charlie Storms, Planning  
Commission liaison

### Staff

Steve Helget, City Administrator  
Jo Foust, Economic Development  
Consultant

## Mission & Vision

**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.

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



City of Norwood Young America  
**Economic Development Commission**  
Oak Grove City Center  
310 Elm Street West  
Norwood Young America, MN 55368  
<http://expand2NYA.com>



*Helping you get  
Connected!*

### *City Hall*

310 Elm Street W  
PO Box 59  
NYA, MN 55368  
(952) 467-1800 phone  
(952) 467-1818 fax  
Email: [info@cityofnya.com](mailto:info@cityofnya.com)

Office Hours:  
Mon. – Fri.: 8:00 AM – 4:30 PM

### *Economic Development Consultant*

Jo Foust, Municipal Development  
Group, LLC.  
952-758-7399  
[foustmdg@gmail.com](mailto:foustmdg@gmail.com)

### *Open for Business/ Carver Co. CDA*

Lee Hall is available at the Carver  
County CDA offices (705 Walnut  
St., Chaska) every Wednesday,  
and by appointment.  
(612) 789-7337 ext. 817  
[lhall@mccdmn.org](mailto:lhall@mccdmn.org)

### *NYA Chamber of Commerce*

P.O. Box 292  
NYA, MN 55368  
952-467-4003  
[info@nyachamber.org](mailto:info@nyachamber.org)

### *Planning Consultant*

Cynthia Smith Strack  
Strack Consulting, LLC  
612-232-7399

### *Building Inspection*

Metro West Inspection: 763.479.1720

### *Fire Department*

Chief Steve Zumberge, Fire Chief  
310 Elm Street West, P.O. Box 85  
Norwood Young America, Minnesota 55368  
[stevez@locherbros.com](mailto:stevez@locherbros.com)  
Phone: 952-467-1845

### *Public Works - Water & Sewer Utilities*

The Public Utilities Department is located at 510 Elm Street East; their  
hours of operation are from 6:30 am – 3:00 pm.  
Public Works Director Brent Aretz  
Phone: (952) 467-1830 Fax: (952) 467-1818

### *Telephone*

Century Link (952) 556-5679  
DIRECTV 1-877-373-9168  
Vonage (888) 218-9015

*Cable:* MediaCom (800) 332-0245 [www.mediacomcc.com](http://www.mediacomcc.com)

HughesNet <http://internet.hughesnet.com>  
Exede Satellite Internet [www.exede.com](http://www.exede.com)

### *Garbage*

Randy's Environmental Service (763) 972-3335,  
Waste Management (800) 450-9378

### *Electricity*

Xcel Energy (800) 895-4999 [www.xcelenergy.com](http://www.xcelenergy.com)

### *Gas*

Center Pointe(800) 245-2377 [www.centerpointenergy.com](http://www.centerpointenergy.com)  
Power outage (800) 332-7143

### *Police*

Carver County Sheriff's Department and a Town Deputy.  
(952) 361-1231 (non-emergencies).



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item IV. D. No Interest Loan Program

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**Background:**

As a part of the 2016 Goals, the EDC requested the investigation of a No Interest Loan Program to encourage façade improvements in the C-3, Downtown Commercial Districts. In February, the EDC reviewed sample programs for matching grants and no interest loans in other communities and selected program components which may work for Norwood Young America.

In order to obtain input from the business community on a program, to ensure it is a fund which will be used, the EDC may wish to conduct a business survey to obtain input. Attached is a sample survey.

Also attached is a DRAFT program flyer which could be used or amended, based on comments received.

The EDC does have \$10,000 available for implementation of a program, if you wish to proceed. A promissory note and loan agreement would be required with the loans.

**Action:**

The EDC is asked to provide input on the survey and Loan Program Guidelines.



# Commercial No Interest Loan Survey

The Norwood Young America EDC is researching options for the development of a financial incentive program to assist building and business owners in the Central Business Districts with improvements to their buildings and sites.

Your input is requested to ensure the program which is established is tailored to the needs and desires of our business community. We request you take a few minutes to complete the following survey, as your input is important to us.

Please submit your survey to City Hall: 310 Elm St. W Norwood Young America by May 1, 2016 or fax to: 1-888-763-4462 or email to: foustmdg@gmail.com

For additional information contact:  
Jo Foust, EDC Consultant  
952-758-7399  
foustmdg@gmail.com

*Your input is appreciated!*

1. Do you have any current plans for building improvements or site improvements (windows, doors, awnings, parking lot paving, landscaping)?  
YES NO

If yes, estimated cost: \_\_\_\_\_  
Description: \_\_\_\_\_

2. If the City offered an incentive program, would you utilize it?  
YES NO MAYBE

3. If the City offered an incentive program, would you consider an improvement you may not have planned at this time?  
YES NO MAYBE

4. Please rank the desirability of the following potential funding programs, using a scale of 1 if you would not use the program or do not believe it would be used by others, three if uncertain and 5 if you would use the program or believe it would encourage others to make improvements:

No interest loan (3-5 yr term, \$5,000 maximum)  
1 2 3 4 5  
1 2 3 4 5  
No interest loan (5 yr term, \$10,000 maximum - matching)

Low interest (3%) loan (projects over \$10,000)  
(i.e. Small Cities Development Grant program)  
1 2 3 4 5  
1 2 3 4 5

5. Should the City develop Design Standards for downtown commercial buildings, and require these be met to be eligible for No interest Funds?  
YES NO MAYBE

6. What other options or items would you like the EDC to consider when developing an incentive program?

\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_



# Downtown Commercial No Interest Loan Program - DRAFT -

**Eligible Applicants:** include building owners and tenants of downtown businesses within Norwood Young America. Applicants may be individual owners, partnerships, corporations, tenant operators or contract for deed purchasers of property with Norwood Young America's downtown, but must provide all documentation of entity status requested on the application form.

The applicant's property must be of a conforming use or legal non-conforming use under the Norwood Young America Zoning Ordinance. Matching grants are available to properties within the C-3 Zoning District which are making visible changes to the facades or exteriors of buildings including parking and landscaping improvements .

**Required Match:** All applicants must provide matching funds on a minimum 1:1 ratio. Equity or borrowed funds are eligible matches.

**Number of Grants:** Each applicant is generally eligible for one matching grant per calendar year; however, if grant funds remain available after October 1st, applicants may re-apply for a second project/phase.

**Design Standards:** All projects must meet the criteria identified in the Norwood Young America Design Standards Manual.

**For More Information Contact:**  
Jo Foust at: foustmdg@gmail.com  
or 952-758-7399

The City of Norwood Young America EDC has set aside \$10,000 for NO interest business loans for 2016. All applications will be ranked according to the points system established, below. Applications are considered on a First-Come First-Serve Basis.

**Minimum Loan Amount** \$1,500    **Maximum Loan Amount** \$5,000

Loans will be paid back to the City of Norwood Young America EDC as follows:

\$1500	12 monthly payments of \$125.00
\$2,000	18 monthly payments of \$111.11
\$3,000	24 monthly payments of \$125.00
\$4,000	30 monthly payments of \$133.33
\$5,000	36 monthly payments of \$138.88

Any loan amounts in between these listed above will be set at the same monthly payment which is closest to the loan. For example a \$3,500 loan will make 30 monthly payments or a \$2,100 loan will make 18 monthly payments unit the original loan amount is paid in full. For unique circumstances, the City may consider the deferral of loan payments for up to 6 months.

**Eligible projects:** Exterior building improvements including: siding, awnings, signs, paint, stucco, new windows, decorative cornice, entryway, and exterior decorative lighting.

The City may also consider the use of loan proceeds for demolition of blighted and/or substandard structures to accommodate future commercial (re) development.

The city has established standards for commercial buildings and all proposed improvement projects must comply with these standards.

The project may not be completed or started prior to notice of loan approval. All receipts for the project must be submitted to the City Administrator.

**Points:** A minimum of 30 points are required.

- 15 Owner of the building (not renting)
- 15 Business owner at the improvement location for 5+ years in the City of Norwood Young America
- 15 Downtown Business Owner
- 15 Business owner's good past credit rating
- 10 Handicap Accessible Improvement
- 10 Proposed project reflects a much needed visible improvement
- 10 Proposed project incorporates German theme
- 5 Improvement complies with city standards
- 5 Has never been approved for a previous city loan or matching grant

## 2016 Norwood Young America EDC Goals



### 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 (due in April)**
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### 4. Commercial (Re) Development

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

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- **A No Interest Loan Program has been discussed at the February and April 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

- 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
- 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:**

- **Information on DEED’s Shovel Ready Site Program was shared with the EDC at the April meeting.**
- **Staff remains in contact with the Carver Co. CDA regarding their proposed grant program for cities.**
- **A joint meeting of the City Council, EDC, Planning Commission and Chamber was held on March 22, 2016.**



**DATE:** April 7, 2016

**MEMO TO:** NYA Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item V. A. Shovel Ready Sites

\*\*\*\*\*

**Background:**

A goal of the EDC is to market the City's industrial lots in Tacoma West Industrial Park. The property is currently listed through the MnCAR on-line marketing site and is listed on the City's web site. Information on the available lots has been emailed to various MnCAR realtors seeking sites for clients.

Another program the EDC may wish to explore is the MN Department of Employment and Economic Development's Shovel Ready Site Program. This is a "certification process" which deems lots ready for development without the need for platting, re-zoning, infrastructure improvements, etc. DEED includes these sites on their web site as well as trade shows. There is an application process (accepted April and August annually) and a fee of \$3200.

Enclosed is information on the program, for EDC members' information and discussion.

**Action:**

The EDC is asked to provide input on the Shovel Ready Sites Program for the lots in Tacoma Industrial Park. If additional information is desired, please advise.

## What is a Shovel-Ready Site?

Shovel-ready sites are in growing demand among companies and site selection consultants, and they are an increasingly popular tool for communities to attract new business and industry. While definitions vary from state to state, the term 'Shovel-Ready' generally refers to commercial and industrial sites that:

- Have had all of the planning, zoning, surveys, title work, environmental studies, soils analysis and public infrastructure engineering completed prior to putting the site up for sale.
- Are under the legal control of a community or other third party.

See the [Shovel-Ready Fact Sheet](#).

Our Shovel-Ready Certified Site program takes into consideration the factors that are most important to site selectors and includes the criteria listed below.

### Ownership Status

It is important for prospective buyers to know that sites can be purchased without undue complications.

Ownership status documentation must include:

- A description of the current owner
- Documentation of title to the property

### General Site Information

Site selectors need a wide variety of information to determine whether a location is suitable. General site information must include:

- A description of all parcels that make up the site.
- A site map and schedule for site plan approvals and permits.
- A zoning description of the site plus current and future planned zoning of adjacent sites. Land use maps must be provided.
- Information about whether the site or adjacent sites fall within the boundaries of special Economic Development Zones.
- Aerial photos noting site boundaries.
- The current price offering for land.
- Current real estate taxes and special assessments on all parcels that make up the site.
- Identification of current and former land use of the site and adjacent sites.

### Specific Tests and Assessments

Site selectors need to know whether the ground on a particular site is suitable for specific structures or uses. Certain tests and site assessments must be completed and documented, including:

- Geotechnical soil tests.
- Phase I Environmental Assessment and Phase II (if required).

### Utility Services

The availability of utilities is an extremely important factor that site selectors consider. The types of services available at the site and the names of the providers must be documented, including:

- Electric power
- Sanitary sewer
- Natural gas

- Telecommunications
- Water and wastewater treatment
- Municipal storm sewer

### **Transportation Access**

The ability to receive raw materials and components and move finished products to market is crucial to manufacturers. Transportation access documentation includes:

- Distances to major state highways and Interstates
- Access to navigable river, inland or sea ports
- Rail access to site

## **Benefits**

Shovel-ready sites are a benefit to companies and site selectors because they take much of the time, expense, unpredictability and risk out of development.

Because the sites are more likely to catch the eye of corporate site selectors or site selection consultants, they're also a distinct competitive advantage for site owners and communities.

### **Benefits to communities:**

- Certification offers several benefits for communities and site owners, but let's start with the most important: increased visibility in a very crowded marketplace.
- Minnesota's Certified Shovel-Ready sites will be heavily marketed at national conferences and trade shows as well as on the property search tool we provide for site selectors. The result is improved visibility for both the community and the site.
- Certified shovel-ready status is fast becoming a standard for sites being marketed throughout Minnesota. Having certified sites demonstrates that communities are progressive, business-oriented, and prepared for new development.
- For communities serious about taking their efforts to attract new commercial and industrial growth to a whole new level, our Shovel-Ready Certified sites are the natural next step.

### **Benefits to companies**

- Certified shovel-ready sites are extremely attractive to companies looking to expand, relocate or start up. The reasons are simple:
- Global economic forces are pushing companies to make market decisions faster than ever before. They no longer have the luxury of spending six to 12 months on a site search. Shovel-ready sites can be purchased quickly.
- Companies need sites that are ready for development and can match the construction completion date with customer product delivery demands.
- Shovel-ready sites simplify the development process and greatly reduce risk by eliminating most of the unknowns from the site selection decision and increasing the predictability of getting the land developed, the building constructed and the business up and running.

- Finally, shovel-ready sites lower development costs, a very important factor at a time when all companies are more cost-conscious.

## How Site Selectors Choose a Location

Location selection takes on different approaches depending on the situation and the experience of the project team. However, in the end it is a process of elimination that takes place in two phases.

The process begins with either an initial list of preferred locations or specific criteria for which to build a list. Location lists are frequently based on counties for manufacturing and distribution projects and on cities (metropolitan statistical areas or MSA's) for headquarters, back office and R&D projects. The county-level analysis allows for more defined geography that can be better differentiated (e.g., locations near Interstates).

It is important to note that the local economic development agencies are usually not contacted until Phase II for site visits unless the project team does not have experience in data collection. Also note that real estate-related information is required at several points in the process.

When making real estate decisions, many companies will first seek the availability of existing buildings (unless the building they need is highly specialized) and then consider potential sites in an attempt to reduce startup time, minimize risks and reduce cost.

## What Site Selectors Want Most

Economic development organizations spend a lot of time and money on surveys to understand the kinds of information site selectors want and the ways they want to receive it.

The indexes vary somewhat, ranking things differently from one to the next. But generally speaking, the Most Wanted list includes:

- Data, including labor market information
- Details on available land, sites and buildings
- Major companies and employers
- Major industries and sectors
- Incentives
- Workforce data
- Utility and infrastructure capacity
- Education and training programs
- Quality of life

## Application Process

The application fee for the Minnesota Certified Shovel-Ready Site program is \$3,250. The fee covers the cost of initial review, onsite inspection, final certification, marketing and annual maintenance of the Shovel-Ready program.

View an [Approval Process for Shovel-Ready Certification Program flowchart](#).

*The application is a seven-step process.*

**Step One**

Download and save the [Shovel-Ready Site Application](#) to your computer. The application is in an Excel file format. Next, view the [Instruction Sheet](#) that will guide you through the application.

**Step Two**

Gather the required support documentation requested in the application. If not all the information, site tests, and assessments are immediately available but will be complete within four to six weeks, finish the application and note when the supporting documentation is expected to be available.

**Step Three**

Submit electronic copies of the completed application and supporting documentation by email to [Kevin.Kelleher@state.mn.us](mailto:Kevin.Kelleher@state.mn.us) and [john.rhodes@msbconsulting.com](mailto:john.rhodes@msbconsulting.com)

It is also acceptable to provide the electronic documents on CD and send them by mail to the addresses below.

**Step Four**

After all necessary documents have been sent electronically AND accepted by John Rhodes, mail a check for \$3,250 payable to the State of Minnesota to:  
Minnesota Department of Employment and Economic Development  
1st National Bank Building  
332 Minnesota Street, Suite E200  
St. Paul, MN 55101-1351  
Attn: Kevin Kelleher

Mail a paper copy of the completed application and supporting documentation to:

Moran, Stahl & Boyer  
8374 Market Street 422  
Lakewood Ranch, FL 34202  
Attn: John Rhodes

**Step Five**

Moran, Stahl & Boyer will review the application and telephone the contact listed in the application to schedule an onsite visit.

**Step Six**

A consulting team from Moran, Stahl & Boyer will conduct the onsite visit and discuss aspects of the site. This also is an opportunity to bring together local economic development stakeholders and have a question-and-answer session with the consulting team.

**Step Seven**

Within six weeks of the onsite visit, Moran, Stahl & Boyer will issue a letter either certifying the site or providing a list of what needs to be completed in order to obtain certification.

## Certification Schedule

There will be two site certification sessions. Eight to ten site certification applications will be accepted during each session.

### Session I

- Application deadline: April 30.
- Field visit the first or second week of June
- Certification issued early July

### Session II

- Application deadline August 31
- Field visit the first or second week of September
- Certification issued early October

## FAQs

Here are some of the most commonly asked questions about the certification process.

### **May communities or site owners submit more than one site at a time?**

Yes. You may submit multiple sites. However, each is considered separately and requires its own application and processing fee. Note that a site consists of parcels that are contiguous.

### **May I contact Moran, Stahl and Boyer (MS&B) during the review process**

Absolutely. The MS&B project team expects to have regular contact with you throughout the review process.

### **Are there minimum or maximum limits on site size?**

No, there are no size limits.

### **What happens if my application does not initially qualify for certification**

Your application is valid for 18 months. If you meet the standards within that period, you will receive certification.

### **Once a site is certified, how do I maintain certification?**

You will be notified every 120 days to confirm that the site is still available and the information listed in [Minnesota's Land and Buildings Database](#) is still accurate. If the site has been sold or has undergone any material changes, you must notify DEED.

## Partners

These Minnesota communities, companies and organizations have provided support, information and materials to help develop our Shovel-Ready Certified Site Program.

- Minnesota Marketing Partnership
- Briggs & Morgan PA
- City of Chaska
- City of Maple Grove
- City of St. Cloud
- Pope Associates - Architects
- HDR Engineering Environmental
- Pinnacle Engineering
- First American Title Insurance Company
- Short Elliott Hendrickson, Inc. - civil
- Progressive Railroad
- Union Pacific Railroad
- Xcel Energy

- **Shovel-Ready Certified Sites**

- Alexandria
- Becker
- Big Lake
- Brainerd Lakes
- Cambridge
- Centerville
- Cottage Grove
- Dayton-Rogers
- Fairmont
- Fergus Falls
- Gaylord
- Grand Rapids
- Hutchinson
- International Falls
- Isanti
- Little Falls
- Lonsdale
- Monticello
- New Prague
- North Branch
- Pine City
- Princeton
- Red Wing
- Rosemount
- Sherburne County/Elk River
- St. Charles
- St. Cloud
- Stewartville
- Windom

## 2016 Norwood Young America EDC Goals



### 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.

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# GRAND-OPENING

29

Sunday, April 24

Come see the newest addition to  
the Peace Village Campus.

The Haven at Peace Village features 25 assisted living  
apartments and 12 memory care apartments.

1:00 pm - Program

1:30 pm - 3:30 pm - Tours, Entertainment & Refreshments



## THE HAVEN AT PEACE VILLAGE

CATERED SENIOR LIVING



# 952-467-9683

600 Railroad Drive, Norwood Young America, MN 55368

[www.peacevillagenya.org](http://www.peacevillagenya.org)

ECUMEN

The Haven is an equal opportunity provider and employer.

