



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 11, 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 and Mike McPadden**
- IV. Approval of Minutes – January 21, 2015**
- V. Unfinished Business**
 - A. Hotel Market Study Update
 - B. EDC Mission/Vision and Establishment of 2015 Goals and Strategies
- VI. New Business**
 - A. PPI Loan Request & Grant Sponsorship
 - B. Business Survey
 - C. Resident/Consumer Survey
- VII. Project Updates**
- VIII. Miscellaneous Communications**
- IX. Next Meeting – March 11, 2015, 6:30 p.m.**
- X. Adjournment**



DATE: January 15, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item III. Oath of Office - EDC

Background:
 The City Council has appointed Mike Yeager and Mike McPadden to the Economic Development Commission.

Action:
 Mr. Yeager and Mr. McPadden will be administered the Oath of Office at the February 11, 2015 meeting. We welcome our new members to the EDC!

*State of Minnesota, ss.
County of Carver*

OATH OF OFFICE

I, Mike McPadden, 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 February, 2015

City Administrator

(Seal)

*State of Minnesota, ss.
County of Carver*

OATH OF OFFICE

I, Mike Yeager, 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 February, 2015

City Administrator

(Seal)



DATE: February 5 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 January 21, 2015 meeting.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, January 21, 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 Julie Schmidt called the meeting to order at 6:30 p.m.

EDC members in attendance were: Julie Schmidt, Craig Heher, Chris Lund, Tina Diedrick, Kyle Strickfaden and Bruce Mathwig.

Absent were: Mike Yeager and Sarah Molnau.

Staff attending were: City Administrator Steve Helget, Economic Development Coordinator Jo Foust and Carver County CDA Director John Sullivan.

II. Consideration of the Agenda

A motion was made by Heher and seconded by Diedrick to approve the January 21, 2015, meeting agenda with the removal of the Oath of Office and discussion on Business Prospect moved, prior to the Election of Officers. The agenda was approved, as amended.

III. Business Development

The EDC welcomed Carroll Shipman of Presentations Plus, Inc. (PPi). Mr. Shipman indicated they have a letter of intent to purchase the Young America Corporation building at 717 Faxon Road. He provided an overview of his company and plans for the Norwood Young America facility. He noted the building and workforce are positive attributes contributing to their relocation. There will be substantial investment in the building with a new sprinkler system and remodeling of showroom space.

John Sullivan, Carver Co. CDA, noted he, Helget and Foust toured the PPi facility in Long Lake and met with a representative from the Department of Employment and Economic Development (DEED). Carver Co. CDA is willing to assist the City and company with the relocation and rehabilitation project.

Foust indicated the company may be seeking the City's sponsorship of an application to DEED's Job Creation Fund Program as well as applications to Carver Co. CDA and the City's loan fund. A meeting has been held with the MCCD to discuss the project as well. Year-end financial statements are being prepared at this time with submittal of applications anticipated in February, 2015.

Helget expressed his appreciation to Mr. Shipman and support for the project and positive impact it will have on the community. Commissioners discussed the use of local contractors and their support of the project as well.

Commissioners Strickfaden and Mathwig offered to serve on a Finance Subcommittee with Helget and Foust to review financial requests and prepare a recommendation for the EDC.

IV. Election of Officers

A motion was made by Schmidt, seconded by Heher to nominate Kyle Strickfaden as Chair. Motion carried 6-0.

A motion was made by Strickfaden, seconded by Heher to nominate Julie Schmidt as Vice Chair. Motion carried 6-0.

A motion was made by Heher, seconded by Lund to nominate Craig Heher as Secretary. Motion carried 6-0. Staff person Foust will maintain monthly meeting minutes.

V. Approval of Minutes

A motion was made by Lund, seconded by Diedrick to approve the December 9, 2014 EDC Meeting Minutes with the correction to the spelling of Commissioner Heher. Motion carried 6-0.

VI. Unfinished Business

Hotel Market Feasibility Study Proposals – Commissioners discussed the two proposals for the completion of a Hotel Market Study which were identified as finalists in 2014. The merits of both Hospitality Marketers and H&LA were discussed.

A motion was made by Lund, seconded by Strickfaden to recommend the City Council retain H&LA for a cost of \$9000 to conduct a hotel market study for Norwood Young America, noting H&LA would offer a different perspective from area studies which have been completed by Hospitality Marketers. Motion carried 4-2 with Mathwig and Heher opposed.

Commissioners discussed an opportunity to apply for grant funds through AgStar's Rural Feasibility Grant Program. It was the consensus to apply for the grant to assist with the Hotel Study.

The Commission requested Helget and Foust identify three commercial sites, ranging in size from 1 ½ to 2 ½ acres to include in the Hotel Study.

Business Survey Results – Foust referenced the results of a Business Survey which was completed in 2010. The Commission recommended working with the Chamber of Commerce to distribute a survey to businesses in 2015, as it has been five years since information was last obtained. It was recommended the survey be updated to include questions relating to the use of social media in marketing, input on other businesses which would complement the current business community, etc. It was also requested that research be conducted on the nine businesses who indicated they planned to expand in 2010. A 2015 Business Survey will be drafted and discussed at the February EDC meeting.

Commissioners requested a **Resident or Consumer Survey** also be prepared for review and discussion at the February meeting. Input from residents on the types of businesses desired, sources of learning about local businesses, etc. was suggested.

VII. New Business

2015 Goals and Strategies – Commissioners discussed goals for 2015 including marketing and branding collaborative activities with the Chamber and Carver Co. CDA, etc. Strickfaden recommended the EDC identify their Mission and Vision prior to establishing a strategic plan and goals for 2015. Foust will email information to Commissioners prior to the February meeting. Commissioners are asked to respond

with goals which will be compiled for discussion at the next meeting. The Mission and Vision will also be developed over the next couple of months.

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

- **Family Dollar** – The Planning Commission reviewed the site plan and has recommended approval. The City Council will act on the recommendation at their meeting on January 26, 2015
- **The Haven** – The Planning Commission conducted public hearings and prepared recommendations supporting the construction of the 37 unit assisted living/memory care facility. The City Council will act on the recommendations at their January 26, 2015 meeting. Helget noted The Haven is planning a March 31, 2015 ground breaking event, from 11 a.m. to 1 p.m. He noted this is a \$6.7 million project.
- **Joyful Spirit Massage & Wellness** – Joy Cook is planning to open a massage therapy business at 218 Wilson Street E in Norwood Young America. Information will be forwarded to the Chamber of Commerce to coordinate a ribbon cutting and help promote the new business opening in the community.
- EDC members were asked to email any business prospects or leads to both Helget and Foust.

VIII. Miscellaneous Communications

Schmidt provided an update on the Community Center project.

IX. Establishment of Regular Meeting Date

It was the consensus of the group to establish the second Wednesday of each month at 6:30 p.m. as the regular meeting date and time.

The next EDC meeting will take place on Wednesday, February 11, 2015 at 6:30 p.m.

X. Adjourn

A motion was made by Heher and seconded by Lund to adjourn the meeting. The motion passed.
The meeting adjourned at 9:11 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: February 5, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item V.A. Hotel Market Study and Grant Application

Background:

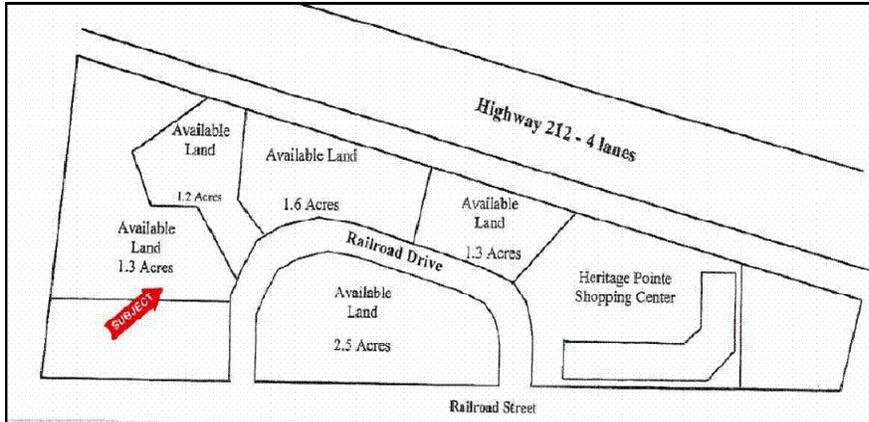
At the January 21, 2015 EDC meeting, Commissioners evaluated proposals from Hospitality Marketers and H&LA for a Hotel Market Study. The EDC recommended the City Council engage the services of H&LA at a cost of \$9,000. Subsequent to that meeting, an agreement was received which included up to \$1,500 for travel and reimbursement. At their meeting, the Council supported the EDC's request to proceed with a hotel market study but approved working with Hospitality Marketers for a fee of \$7,150.

Grant Application: The City Council also supported the submittal of an application to AgSTAR for their Rural Feasibility Grant program. The application was prepared and submitted January 29, 2015. Unfortunately, we received notice on February 5, 2015 that the grant was not being funded.

Joint Study: Hospitality Marketers contacted staff on February 5, 2015 and indicated the City of Cologne had contacted their firm regarding a hotel market study. When made aware a study was planned for Norwood Young America, Cologne staff inquired about a joint study which would include both communities. Hospitality Marketers has estimated a joint study would cost about \$8,000 or \$4,00 per community as there is economies in market research, but site data from both communities would be included. Hospitality Marketers has inquired if this joint study is of interest to the City of Norwood Young America.

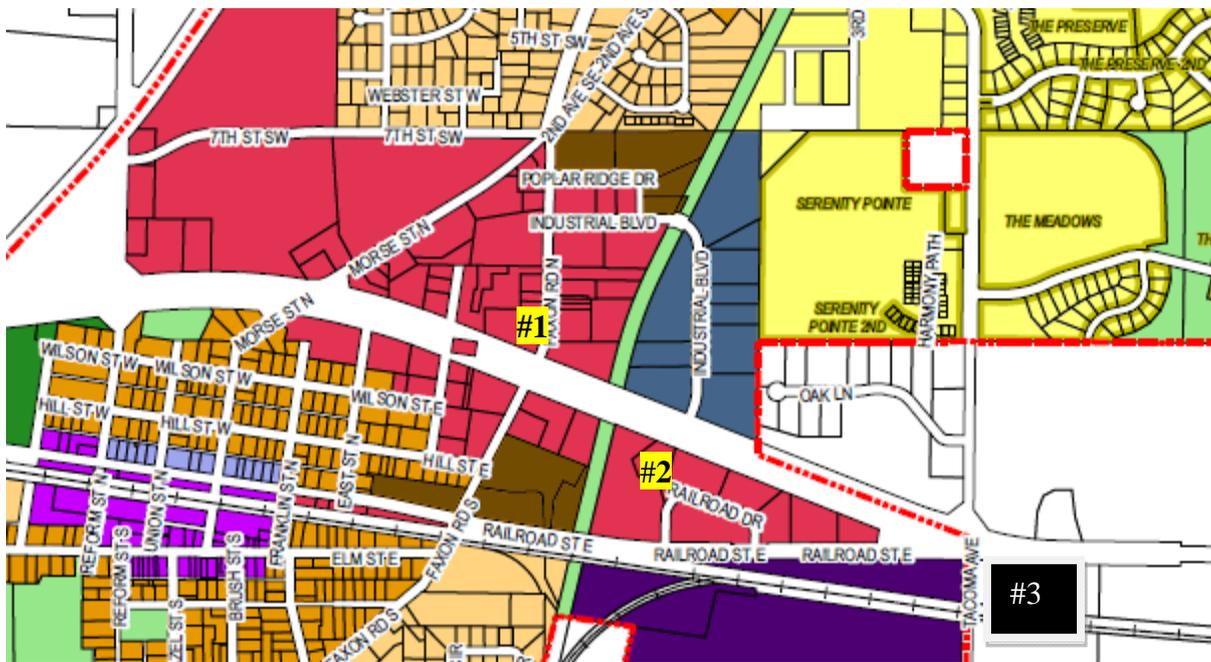
Identification of Sites: Based on a meeting in early 2014, a hotel representative recommended the EDC identify two to three sites, zoned highway commercial and 1.5 to 2.5 acres in size, to include in the study. Staff met on January 27, 2015 and identified the following three potential areas:

1. NW corner of Highway 212 and Faxton Road N (1.53 acre lot) as a potential redevelopment site. (503 Faxton Road North and 508 Faxton Road North). Traffic counts are 8,600 ADT in this area, based on MnDOT's 2008 Highway 212 counts (most recent available).
2. West Metro Industrial Park's Highway Commercial lots along Railroad Drive and Highway 212. Lots range in size from 1.2 acres to 2.5 acres, with the ability to combine lots. Traffic counts are 8,600 ADT in this area, based on MnDOT's 2008 counts (most recent available).



3. A 5.1 acre lot at the SE corner of Tacoma Avenue and Highway 212, owned by the Gladys Luebke Rev. Trust. This site is currently outside city limits but could be annexed. Traffic counts are 10,000 ADT in this area, based on MnDOT’s 2008 counts (most recent available).

The map below identifies the locations of the three proposed sites to include in the study.



Action:

Commissioner input is requested on whether or not you would like to proceed with a stand-alone hotel market study for Norwood Young America, or if you would like to consider a joint study with the City of Cologne, at a cost savings.

If you would like to modify the scope of the study to include Cologne, a MOTION is in order to recommend to the City Council this change.



DATE: February 5, 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 January 21, 2015 EDC meeting, Commissioners expressed a desire to define the group's Mission and Vision prior to establishing Goals and a Work Plan for 2015.

Attached is information on the development of a Mission and Vision Statement. Commissioners are asked to complete this and email it by Tues. Feb. 10th. A summary of results will be brought to the EDC meeting to further discussions.

According to City Code Section 255.04 Duties and Responsibilities of the Economic Development Commission shall be as follows:

- A. Advise the City Council on matters concerning commercial and industrial development within the city.
- B. Assist the City with preparations and advice regarding economic development marketing plans, programs, and strategies.
- C. Help to coordinate economic development efforts with various groups active in the city.
- D. Aid and advise the City Council and Planning Commission regarding the orderly development of areas suitable for commercial and industrial development.
- E. Recommend to the City Council and Planning Commission policies and actions regarding commercial and industrial expansion, development, and attraction.
- F. Develop long and short-term strategies for commercial and industrial development within the city.
- G. Review proposed development proposals.
- H. Assist in the preparation and implementation of plans for business retention.
- I. Perform other duties, functions, and studies as directed by the City Council.
(Amended by Ord. 115, 7-27-1998).

Once a Mission Statement and Vision are identified, the EDC will be asked to establish goals for 2015. **In order to begin this process, EDC members are asked to individually identify their top five goals for 2015, identify strategies for achieving the goals, EDC members and/or staff or organizations to assist in accomplishing the goals and an estimated cost to achieve the goal. If there is an area you would like to be involved with please let us know.**

Goals discussed at the joint meeting with the Council on January 7, 2015 included:

- Business Recruitment – filling downtowns and industrial lots

- Branding the north and south business districts
- Hotel market study
- Marketing/promoting the City and its location
- Promoting success stories and business of the month
- Community events such as a Blues Fest
- Update of a Market Study (or review of 2008-09 U of M Study results) and/or identification of business needs.
- Trade Show attendance
- Joint meetings and ventures with the City Council and Chamber of Commerce
- Business Visits/Tours
- Continued marketing of financial programs available

Below is a template which may be used for goal setting. If EDC members have their five goals for the meeting, we will share thoughts and rank goals identified.

Short term goal	Estimated Cost	Responsible Party(ies)
1.		
Implementation Steps to Achieve Goal		
a.		
b.		
c.		
Short term goal	Estimated Cost	Responsible Party(ies)
2.		
Implementation Steps to Achieve Goal		
a.		
b.		
c.		
Short term goal	Estimated Cost	Responsible Party(ies)
3.		
Implementation Steps to Achieve Goal		
a.		
b.		
c.		
Short term goal	Estimated Cost	Responsible Party(ies)
4.		

Implementation Steps to Achieve Goal		
a.		
b.		
c.		
Short term goal	Estimated Cost	Responsible Party(ies)
5.		
Implementation Steps to Achieve Goal		
a.		
b.		
c.		

Action:

The EDC is asked to complete the worksheets for the development of a Mission Statement, Vision and 2015 Goals and Work Plan. Please submit your individual comments prior to the EDC meeting. A summary will be presented to assist the group in moving forward in group discussion.

Mission Statements, Vision Statements and Strategic Planning

A Mission Statement defines the **purpose and primary objectives** related to your customer needs and team values.

- It defines **what you do** and **what makes you different**.
- Mission Statements are the inspiring words chosen by successful leaders to **clearly and concisely convey the direction of the organization**.
- By crafting a clear mission statement and vision statement, you can powerfully communicate your intentions and motivate your team or organization to realize an attractive and inspiring common vision of the future.
- Its prime function is **internal** – to define the key measure or measures of the organization's success – and its prime audience is the leadership team.

Mission Statement Samples

- **Carver, MN City Council Mission**
We will advocate for the City of Carver by being accountable to the community stakeholders, maintaining infrastructure, protecting resources, respecting our history and planning for the future.
- **City of Des Moines, IA Mission Statement**
We protect, preserve, promote and improve the community by providing leadership and services reflecting the pride and values of Des Moines.
- **Springfield MO Mission Statement**
The people of our community are the only reason we are here. Therefore, we are committed to Working With the Community to provide ethical and responsible local government so that everyone can enjoy the benefits of living and working in Springfield
- **City of Pasadena, CA City Mission**
The City of Pasadena is dedicated to delivering exemplary municipal services responsive to our entire community and consistent with our history, culture and unique character.
- **Spokane, WA "Best in Class" – Strategic Plan - 2007 and Beyond**
City's mission: "To deliver efficient and effective services that facilitates economic opportunity and enhances quality of life."
- **HIGHLANDS CHAMBER OF COMMERCE MISSION STATEMENT**
The mission of the Highlands Area Chamber of Commerce is to provide leadership that supports the existing business community while promoting favorable economic growth.
- **Grand Prairie & District Mission Statement**

“The mission of the Grande Prairie & District Chamber of Commerce is to enhance the economic well being of our members, community and region.”

- **Queen’s Chamber of Commerce**

Our Mission is: "With a century of leadership, we foster economic growth and prosperity in the most diverse community in the country by promoting the interests of business through advocacy, networking and education."

NYA EDC Mission Statement Exercise

List three words or terms which define what the group does or its purpose:

1. _____

2. _____

3. _____

List three things that makes the NYA EDC unique

1. _____

2. _____

3. _____

Using the above information, draft a Mission Statement which you feel clearly identifies the Mission of the NYA EDC:

Your **Vision Statement** answers “Where do we aim to be?”

- It looks to your future. It shapes your understanding of why your organization exists.

Sample Vision Statements

- **City of Des Moines, IA Vision**
An inviting and safe waterfront community embracing the future while preserving our past.
- **City of Pasadena, CA City Vision**
Pasadena will combine world class events, science and technology, arts and culture, history and architecture with great neighborhoods and opportunities for all.
- **Spokane, WA**
Vision statement: "A city near nature, unequaled for living, working, learning and leisure."
- **Highlands Chamber of Commerce -VISION STATEMENT**
To work together as a community of businesses (profit and non-profit) and residents whose goal is to serve as the stewards of positive future growth while maintaining the great traditions and personality unique to Highlands.
- **Queen’s Chamber of Commerce**
Our Vision is to: "Become the premier comprehensive resource for the diverse Business Community in Queens"
- **Grande Prairie Vision Statement**
“The Grande Prairie & District Chamber of Commerce is recognized by the community, as an effective representative of business, which acts to improve our economy and quality of life.”

NYA EDC Vision Statement Exercise

What is your Vision for the future of the EDC? Write three words which describe the EDC in the year 2030:

The NYA EDC is....

1. _____
2. _____
3. _____

Using the above information, draft a Mission Statement which you feel clearly identifies the Mission of the NYA EDC:

Strategic Planning – Implementation Steps

Individually, identify your top three short term priorities for the NYA EDC:

- 1. _____

- 2. _____

- 3. _____

As a group reach a consensus on the top three short term priorities.

- 1. _____
- 2. _____
- 3. _____

Identify three+ methods of achieving Goal #1 (implementation steps)

- 1a. _____

- 1b. _____

- 1c. _____

Responsible Person/committee/department: _____

Identify three+ methods of achieving Goal #2 (implementation steps)

- 2a. _____

2b. _____

2c. _____

Responsible Person/committee/department: _____

Identify three+ methods of achieving Goal #3 (implementation steps)

3a. _____

3b. _____

3c. _____

Responsible Person/committee/department: _____

Identify 3+ long term goals to achieve the mission/vision:

1. _____

2. _____

3. _____



DATE: February 5, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. A. PPI Loan Request and Grant Sponsorship

Background:

At the January meeting, Carroll Shipman of PPI was present to discuss their plans to acquire the building located at 717 Faxton Road. The company has a letter of intent and is working on finalizing the Purchase Agreement. Mr. Shipman has expressed an interest in applying for funding through the Carver County CDA, City’s Loan Fund and is requesting EDC/City sponsorship of a grant application to the MN Department of Employment and Economic Development’s Job Creation Fund.

At the time of this packet preparation, application information was being finalized, along with easement agreements, etc.

The EDC established a finance sub-committee consisting of Commissioners Strickfaden and Mathwig and staff members Helget and Foust. It is anticipated this group would meet to prepare a recommendation prior to EDC action.

Enclosed for EDC member’s information is a summary of the Job Creation Fund Program.

Action:

If prepared, the EDC may be asked to review and take action on the loan and grant sponsorship requests. As an alternative, the EDC may be asked to call a special meeting to review the information.

Job Creation Fund

How to Apply

Applications for the Job Creation Fund are accepted year-round. Businesses *must* apply through the local government unit (city, county or township) where the project will be located.

In consultation with DEED, the local government unit will determine whether the business meets minimum program requirements. To assist with the process, complete this [Job Creation Fund Eligibility and Application Checklist](#). Projects that meet the minimum requirements complete the following four-step process:

Step One

With assistance from the local government, the business submits the [Job Creation Fund Application Form](#) and required supporting documents to DEED. Completed applications may be emailed to [Emily Johnson](#) or mailed to the following address:

Emily Johnson
Program Manager
Office of Business Finance
332 Minnesota Street, Suite E200
St. Paul, MN 55101

Step Two

DEED evaluates the application and notifies the local government and business of approval or denial. If approved, DEED will formally designate the business as a Job Creation Fund business and determine an award amount. Awards in excess of \$500,000 require DEED to hold a public hearing.

Step Three

After a public hearing (if applicable), DEED drafts a business subsidy agreement specifying project goals and duration for the agreement and sends it to the business for signature. The business then returns the agreement to DEED for final signature by the DEED commissioner.

Step Four

Through the duration of the business subsidy agreement, the local government will continue to provide assistance to the designated JCF business. This includes collecting required reporting information and submitting progress reports, annual reports, requests for payment, and providing updates to the business regarding updates to annually adjusted wages.

Application Materials

Select the links below to view, download or print these forms:

- [Job Creation Fund Eligibility and Application Checklist](#)
- [Job Creation Fund Application](#)
- [SAMPLE: Job Creation Fund Local Government Resolution of Project Support](#)



Job Creation Fund (JCF) Program Application

APPLICATION PROCEDURES

The Job Creation Fund (JCF) Program provides job creation awards and capital investment rebates to designated businesses that retain or create high-paying, full-time permanent jobs and invest in real property improvements. The program is available statewide for manufacturing, distribution, warehousing, and other eligible business activities.

Applications are accepted on a year-round basis as funds are available.

To become a designated JCF business and receive benefits, a business must work in conjunction with the local government where the JCF business will be located. A JCF application must be completed and submitted to the Department of Employment and Economic Development (DEED) by the local government. Step-by-step instructions are listed below and applications may be submitted by mail or email to:

Emily Johnson
Program Manager – Job Creation Fund
332 Minnesota Street, Suite E200
St. Paul, MN 55101
Emily.a.johnson@state.mn.us

Completing the Job Creation Fund (JCF) Program Application: Step-by-Step Instructions

In consultation with DEED, the local government will make a preliminary determination about whether a business meets the minimum program requirements. Use the Job Creation Fund Eligibility and Application Checklist on the program website for guidance. If a business is potentially eligible, the following steps are completed:

1. The business provides the information to the local government needed to complete JCF Application. A local government resolution in support of the project must be included. Local officials must submit the application to DEED.
2. DEED evaluates the application and notifies the local government and business of approval or denial. If approved, DEED will formally designate the business as a JCF business and determine a job creation award and/or capital investment rebate amount. Awards and/or rebates of \$500,000 or more require DEED to hold a public hearing.
3. Jobs created and/or capital investment expenditures may be counted after the business is formally notified by DEED that it has been designated as a JCF business.
4. DEED will draft a business subsidy agreement specifying the award and/or rebate to be provided after required job creation and capital investment goals are met. The JCF business and the DEED commissioner sign the business subsidy agreement.
5. The local government will assist the business with submitting required annual progress reports, payment request documentation, and other information requested by DEED. The local government will also provide information on annual changes in wage requirements.

JOB CREATION FUND

Thank you for investing in Minnesota and participating in the state's Job Creation Fund (JCF) program. JCF has helped more than 25 businesses that expect to create nearly 1,500 new full-time positions within Minnesota. I am writing today to show my appreciation for your past investment and to provide an annual update on JCF wage requirements.

- For the 2015 calendar year, **\$12.61 / Hr.** in total compensation (i.e. cash wage and benefits not mandated by law) must be paid for a position to count toward the program eligibility requirement of creating at least 10 NEW full-time positions. This level was \$12.45 in 2014 and will increase annually.
- For the 2015 calendar year, the annual cash wage that must be paid to new positions in order to receive a job creation fund award payment from the program will change to:

2015 Annual Total Cash Wage	2014 Annual Total Cash Wage	Award Schedule
\$26,335 - \$35,450	\$26,000 - \$35,000	\$1,000
\$35,450 - \$45,579	\$35,000 - \$45,000	\$2,000
\$45,579 +	\$45,000 +	\$3,000

The change in the total compensation program eligibility and annual cash wage award levels are based on the increase in the federal poverty level for a family of four as provided by the United States Department of Health and Human Services. These increases are mandated by law to ensure JCF wages continue to increase with inflationary measures.

If you have questions about the wage requirement update, please contact Emily Johnson at [651-259-7450](tel:651-259-7450) or Tom Washa at [651-259-7483](tel:651-259-7483).

Sincerely,

Bob Isaacson, Director
Office of Business Finance

Tom Washa, MBA | Business & Community Development Representative

Minnesota Department of Employment and Economic Development

Office of Business Finance

1st National Bank Building, 332 Minnesota Street, Suite E200 St. Paul MN 55101

Direct: [651-259-7483](tel:651-259-7483)

Web: www.mn.gov/deed

Job Creation Fund (JCF) Program Eligibility and Application Checklist

Determining Potential Eligibility for a Business

The business must meet all of the following conditions to apply to the Job Creation Fund Program:

- 1. Business is engaged in an eligible business activity (manufacturing, warehouse, distribution, information technology, finance, insurance, or professional or technical services); and
- 2. Business will expend a minimum of \$500,000 in real property improvements (construction, renovation, etc.) within one year of JCF designation; and
- 3. Within two years of JCF designation, business will create a minimum of 10 new permanent, full-time jobs (2080 hours annually) that will be paid at least \$12.61 in wages and benefits; and
- 4. The project could occur outside of Minnesota; and
- 5. The business can demonstrate that the project would not occur to the extent planned without JCF Funding; and
- 6. The project has not yet started (i.e., no building permits, bids, construction).

**The above qualifications determine potential eligibility and indicate if a business should apply - this does not guaranty eligibility or benefits.*

Completing the Application

If the above conditions are met and the business would like to apply, the following must be completed as part of the application process:

- 1. Business must consult with the local government where the project will take place.
- 2. A resolution of support from the local government where the project will take place must be included with the application.
- 3. Application Section 1: Completely fill out all applicant information.
- 4. Application Section 2: Completely fill out all project overview information.
- 5. Application Section 3: All questions from Parts A-D must be thoroughly answered and separated by number with following items included:
 - two years historical financials and projections
 - commitment letters from each funding source (if available)
 - quarterly payroll reports from the last year showing existing full-time permanent employees
 - job creation form listing projected new permanent, full-time employees
- 6. Application Section 4: Business Acknowledgement and Certifications must be signed by business official and local government contact.
- 7. If applicable, a letter from the local government not objecting to the business moving from their community to another location in Minnesota must be attached.



DATE: February 5, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. B. Business Survey

Background:

At the January joint meeting of the EDC and City Council, discussion occurred relating to a Business Survey. At the January 21, 2015 EDC meeting, the Commission discussed the results of a 2010 Business Survey which had 42 businesses participating. The Commission expressed a desire to conduct another business survey, as it has been five (5) years since the last one was completed.

Enclosed is a copy of a draft business survey. This contains most of the questions contained in the 2010 survey, along with some additional questions relating to number of employees, hours of operation and methods of marketing.

The EDC also requested follow-up be completed to identify the businesses which noted plans to expand or relocate. A list of the 12 businesses has been compiled. Three of these did not include their company name or contact.

Action:

The EDC is asked to provide input on the draft Business Survey, the questions to include, method of distributing or promoting to businesses (ie. working with the Chamber of Commerce), etc.

NYA Business Survey 2015

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, March 6, 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 telcom 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: February 5, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. C. Resident/Consumer Survey

Background:

At the January 21, 2015 meeting the EDC expressed a desire to conduct a resident or consumer survey to obtain input from the community.

Enclosed is a copy of a draft resident/consumer survey. This includes information such as how customers learn about businesses, their shopping hours, etc. Demographic information is also included to obtain additional information on participants and their ages, incomes, etc.

Action:

The EDC is asked to provide input on the draft Resident/Consumer Survey, the questions to include, method of distributing or promoting to residents (ie. direct mail), etc.

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. Please take the next 10 minutes to answer the next 34 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

4. What is your marital status?

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

Norwood Young America Consumer Survey

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

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

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

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

7. Which location best describes your neighborhood?

- North of Highway 212
- South of Highway 212

Other (please specify)

8. 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

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

- 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

Norwood Young America Consumer Survey

10. 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)

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

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

- Yes No

13. 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

14. 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.

Norwood Young America Consumer Survey

15. What is your primary form 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

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

- Company website
- Facebook
- Twitter
- LinkedIn

Other (please specify)

17. 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

Norwood Young America Consumer Survey

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

- Excellent
 Very good
 Good
 Fair
 Poor

Other (please specify)

19. 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

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

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

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

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

Other (please specify)

Norwood Young America Consumer Survey

22. 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)

23. Why do you shop in these communities?

24. When do you primarily do your shopping?

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

Other (please specify)

25. 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"/>

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

- Sunday morning
 Tuesday afternoon
 Thursday evening
 Sunday afternoon
 Tuesday evening
 Friday morning
 Sunday evening
 Wednesday morning
 Friday afternoon
 Monday morning
 Wednesday afternoon
 Friday evening
 Monday afternoon
 Wednesday evening
 Saturday morning
 Monday evening
 Thursday morning
 Saturday afternoon
 Tuesday morning
 Thursday afternoon
 Saturday evening

Norwood Young America Consumer Survey

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

- Favorable
 Unfavorable
 No Opinion

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

29. 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...."

30. 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)

Norwood Young America Consumer Survey

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

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

Other (please specify)

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

33. 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:

34. 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: February 5, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VII. Project Updates

Background:

Following are updates on business projects:

- **2015-A. Family Dollar (Retail)** – Faxon Road N. The City Council approved the site plan for Family Dollar at their January 26, 2015 meeting.
- **2015-B. The Haven (Residential)** – The City Council approved the Comprehensive Plan Amendment, Planned Unit Development, Rezoning and Lot split at their January 26, 2015 meeting. This project will include 37 residential units with 25 assisted living units and 12 memory care units. They will employ 10 individuals. The ground breaking is scheduled for March 31st from 11 a. m.-1 p.m.
- **2015-C. PPI –(Manufacturing)** - We are continuing to work with PPI on their planned acquisition of the Young America Corporation facility at 717 Faxon Road. This project is proposed for spring 2015.
- **2015-D. Joyful Spirit Massage & Wellness (Service)** –We have been in contact with the business owner via email and phone on January 16th, 21st and 29th as well as follow-up February 5th. They have indicated plans to lease the space at 218 Wilson.
- **2015-E. (Vehicle Repair/Warehousing)** This business is in need of four to five acres of land and a 14,000 to 20,000 square foot building. This would result in relocation with 13 to 15 jobs. Information on sites and financing programs was emailed the company on February 1st. A follow-up call was placed February 5th to ensure they received the data.
- **2015-F. (Warehousing/Trucking).** This company contacted the city January 13th. They toured one location in NYA and inquired about zoning on the site. The end of January the company indicated they submitted a Letter of Intent on a site. I follow-up with a phone call on February 5th. The company is in need of a 120,000 sq. ft. Information on alternative available industrial sites was emailed to them; however, they appear more interested in an existing facility.

Action:

If the EDC has any other business prospects, or questions on the above, please advise.