



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, May 11, 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. April 13, 2016 Regular Session
- IV. Unfinished Business**
 - A. Commercial Market Study
 - B. Marketing & Branding Proposals
 - C. Newsletter & Contact Info.
 - D. Low Interest Loan Program
 - E. Shovel Ready Sites
 - F. 2016 Goals
- V. New Business**
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
 - A. Wednesday, June 8, 2016
- IX. Adjournment**



DATE: May 4, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item III. A. Approval of Minutes

Action:
 The Commission is asked to approve the enclosed minutes from the April 13, 2016 regular EDC meeting. Please see the enclosed minutes

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, April 13, 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 6:30 p.m.

EDC members in attendance were: Charlie Storms, Tina Diedrick, Bruce Mathwig, Julie Schmidt, Doane Baber, Sarah Molnau and Mike McPadden (7:15 p.m.).

Absent: Kyle Strickfaden and Chris Lund.

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

II. Consideration of the Agenda

A motion was made by Molnau, seconded by Mathwig to adopt the agenda with the addition of National Small Business Week, under New Business. Motion carried 6 -0.

III. Approval of Minutes

A motion was made by Storm, seconded Baber to approve the March 9, 2016 EDC Meeting Minutes, as presented. Motion carried 6-0.

A motion was made by Molnau, seconded by Diedrick to approve the March 22, 2016 Special Meeting Minutes, as presented. Motion carried 6-0.

VI. Unfinished Business

- A. Commercial Market Study.** An overview of the commercial Market study implementation steps suggested by Wicks was reviewed. This included meeting with local businesses that may have opportunities for cooperative ventures. Discussion included hosting a joint meeting of the Chamber of Commerce, EDC and business community. It was suggested the EDC provide the template for a discussion at a workshop and ask business people if they would like to serve on task forces to address goals for each area. Discussion points include the theme for the community, programs that can assist them.

It was the consensus of the Commission to begin with an invitation to SpartanNash to join the May EDC meeting to discuss ways the EDC and grocer may work together and to share the Market Study plan. Including an information kiosk in the grocery store, additional complimentary businesses and services, etc. were noted.

- B. Marketing and Branding Proposals.** Requests for proposals to assist the EDC with marketing and branding were distributed in March. One proposal was received. It was the consensus of the EDC to extend the timeline and seek additional proposals.

- C. **Newsletter and Contact Information.** A draft newsletter and contact information sheet were reviewed. Commissioners provided input on the documents. It was suggested the newsletter include information on EDC meeting dates, times and locations. The Commission requested information on local banks and realtors be added to the contact information sheet.
- D. **No Interest Loan Program.** Commissioners discussed a potential No Interest Loan Program. It was noted it is important to identify the intent of the program such as aesthetic improvements to facades and/or capital improvements to buildings. The overall budget for the program and list of eligible expenses were also discussed. The Commission requested a survey of local businesses to determine their interest in using the program and the items they would seek funding for.

Commissioner McPadden arrived at 7:15 p.m.

- E. **2016 Goals and Implementation Steps.** A summary of the EDC's 2016 Goals and the action items completed to date to accomplish the goals was reviewed.

Vice Chairperson Schmidt excused herself from the meeting at 7:19 p.m. Secretary Molnau presided over the remainder of the meeting.

VII. New Business

- A. **Shovel Ready Sites.** Information on the MN Department of Employment and Economic Development's Shovel Ready Site Certification Program was reviewed. The cost is \$3,250 which includes the certification process and listing of the site on DEED's marketing materials. Commissioners requested staff investigate if a Phase I Environmental Study has been completed on Tacoma West Industrial Park. Additional information relating to on-going fees for the program and feedback from cities participating in the program were requested for the May meeting. No action was taken.
- B. **National Small Business Week.** May 1-7th has been proclaimed National Small Business Week by the Small Business Administration. Commissioners requested a breakfast seminar be planned, in conjunction with the Chamber of Commerce, with all local businesses invited to attend. May 4, 2016 at the Oak Grove Community Center were identified as the tentative date and location. Staff was asked to proceed with coordinating the event.

- VIII. **Project Updates** –EDC members were provided updates on business inquiries. Storms Welding and Manufacturing has a planned closing for the former Duebers' building on April 27, 2016. Vickerman Co. is planning a 28,000 square foot addition. A party is planning to purchase the bowling alley and add a brewery and sand volleyball courts. A party is looking at 309 1st Street. A summary of MnCAR leads was also provided. It was noted the fitness center moved to the former Family Dollar space in the mall.

IX. Miscellaneous Communications

An update on Jaguar Communication construction was provided by Helget. Installation will begin mid-May.

X. Upcoming Meetings

The next meeting will be the National Small Business Week Breakfast, tentatively scheduled for May 4, 2016.

The next regular meeting will be Wednesday, May 11, 2016 at 6:30 p.m.

XI. Adjourn

A motion was made by Baber and seconded by Storms to adjourn the meeting at 7:52 p.m. Motion carried 6-0.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: May 4, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. A. Commercial Market Study

Background:

At the April meeting, the EDC discussed the implementation of the Commercial Market Study. Commissioners requested an invitation be extended to SpartanNash to join the May EDC meeting. Two invitations to join were extended.

The Commission also discussed meeting with commercial businesses in a group setting and seeking their input on branding as well as smaller focus groups, as a second step. If the Commission would like, we can begin planning for this event.

A reminder, 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: May 4, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. B. Marketing & Branding

Background:

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 seven firms.

The EDC has received quotes from two firms: OrangeBall Creative and FloraFauna.

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

OrangeBall Creative has submitted the attached proposal. An a la carte option of marketing items has been provided to allow the EDC to select from. To summarize:

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

Phase 2: Brand Development

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

Phase 3: Additional Deliverables

- Brand Stationary/Collateral - \$1080
- Print Piece Development (1) - \$1,350
- Website Landing Page - \$1,755
- Billboard (2) - \$810
- Social Media Strategy - \$1,620

TOTAL Phase 1 + Phase 2 (Requested items within RFP): \$7,955

TOTAL Phase 1 + Phase 2 + Phase 3 (Includes Requested Items + Additional Deliverables): \$14,570

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 to help reduce costs and complete portions of the work in house.



**NYA ECONOMIC
DEVELOPMENT**
BRANDING & MARKETING
PROPOSAL
5.4.16



HELLO.

We're OrangeBall Creative, a full-service creative firm that believes your brand should move forward with agility and confidence.

It should be full of energy and personality. It should have **BoUnCe!** Large clients or small, we are experts in bringing BoUnCe to your brand.

PRINT

- Branding and Identity
- Full Campaigns
- Packaging
- Ads
- Brochures
- Media Kits
- Presentation Materials
- Promotions
- Event Graphics
- Outdoor
- Style Guides



DIGITAL

- Websites
- App Development
- Social Media
- Email Blasts
- Banner Ads
- Video
- Animation
- Copywriting
- Content Management Systems
- Tracking and Results

THE 3Cs OF BRANDING

CREATIVITY

We believe that there are “3Cs” that define every great brand. At the core is Creativity. It has the power to spark curiosity, start conversations, grab someone’s attention and hold on to it. Let’s face it, no one ever says “Let’s be less creative.” It’s what differentiates the memorable from the easily forgotten. We think it matters so much we put it in our own name.



CONSISTENCY

Consistency is the second of the 3Cs. It’s one of the key elements consumers look toward in developing trust and confidence in you and your brand. It simply involves delivering one consistent message, with one voice, to ensure that all your marketing efforts strengthen one another.

CONNECTIONS

Your company has a story to share. From the words and visuals you choose, to where you decide to share that story, you have the opportunity to create real experiences for your customers. Think for a moment... How is your brand currently connecting with your customers? Are you stirring curiosity, launching conversations and creating interaction through your marketing?

**CREATIVITY,
DELIVERED
CONSISTENTLY,
INSPIRES
CONNECTION.**

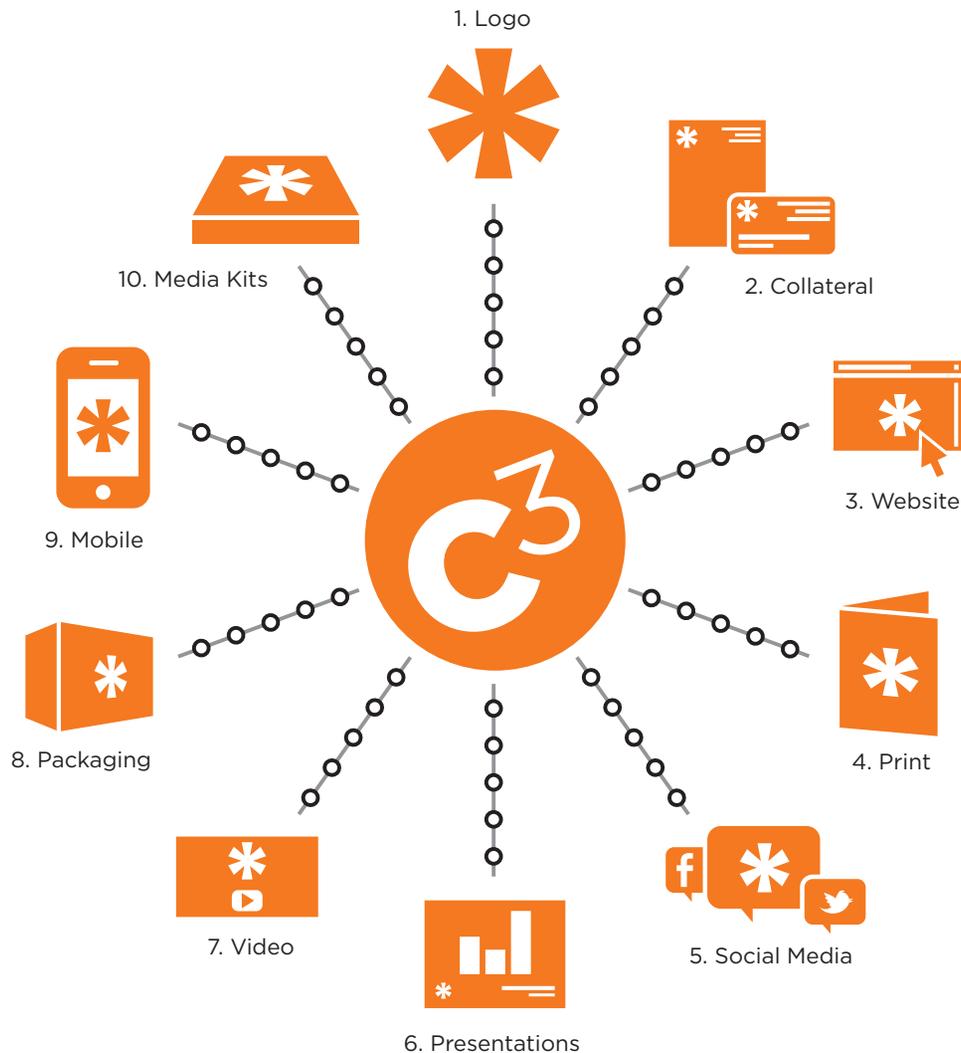


ABOUT ORANGEBALL CREATIVE

OrangeBall is a boutique strategy and marketing firm with its original roots in Waconia. The three partners who make up OrangeBall Creative all originally came together while employed by ValuSoft, a video game and entertainment publisher that resided in Waconia in the early 2000s.

Today, two of the three partners reside in Victoria and Norwood Young America, so they have a very current knowledge of the area and are patrons of many local businesses. That knowledge provides OrangeBall with an intimate understanding of the local communities, how they work and what makes them attractive. OrangeBall recently completed a project with the Waconia Chamber of Commerce over the summer of 2015, developing a multi-strategy Shop Local campaign and working beside them to drive local business as they dealt with numerous road improvement projects.

THE 3Cs OF BRANDING



The 3Cs directly affect the success of your brand. They're at the core of everything we do, and we carry them through every piece of work we design. It begins with your logo, as the foundation. Then we carry that identity through your website, your print materials, your email communications... literally everything. That's where your brand comes to life.

OUR PROCESS



LISTEN.

It all begins with listening. We want to find out what your goals are, who your customer is, what they want and how you address that need every day.



EXPLORE.

Next, we look closely at your competitors and current trends within your industry. What words are they describing themselves with, what visuals are they using to build their brands and where are they connecting with their customers?



STRATEGIZE.

Then, we develop a strategy for your branding based around the elements of the 3Cs - Creativity, Consistency and Connections. We focus in on your message, the relationships you want to create and how we are going to accomplish that with you.



DESIGN.

With a strategy in place, concepts are implemented and then refined as we dial in on a solution that addresses all of your branding needs. Here we explore everything from fonts and colors to the visual icons that will build your brand, ultimately creating your company identity.



DEPLOY.

Once your identity is finalized, we launch the final phase of the process, deployment. At this point, the roll out of your brand takes shape in everything from your business cards and print marketing to your online presence and everything your brand touches.



OUR VISION FOR YOUR PROJECT

OBJECTIVE

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

PHASE 1: BRAND DISCOVERY PROVIDING DIRECTION FOR THE JOURNEY



Internal Discovery (3-4 Weeks)

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

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

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

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



Logo Development (3-4 Weeks following Phase 1)

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

Tagline Development (3-4 Weeks following Phase 1)

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

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

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

PHASE 3: ADDITIONAL DELIVERABLES CONTINUING THE BRAND CONVERSATION



Based on the work completed in Phase 2 and the overall brand strategy, OrangeBall would consider the following marketing components as additional deliverables to build on the brand foundation we have laid.

Brand Stationery/Collateral (1-2 Weeks following Phase 2)

Letterhead, envelope, business cards, mailing labels, generic notecards. If you require print partners for these assets, OrangeBall has existing relationships with local partners that may be of interest.

Print Materials (3-4 Weeks following Phase 2)

Depending on your needs and what we discover in Phase 1, we would look to design a one sheet, postcard or brochure that can be used as a leave-behind or mailer to prospective targets.

Website/Landing Page (Timing TBD)

It is very likely that once an initial introduction is made, potential targets will look for you online. We would look to develop a scrolling, one-page landing site for those prospects to go to learn more and find links to local areas of interest.

Billboards (3-4 Weeks following Phase 2)

If supported by the overall strategy, we would include the design of 2 billboards.

Social Media (3-4 Weeks following Phase 2)

OrangeBall would assist with the development of an overall social media strategy, constructing a basic month-to-month calendar, and design of some initial branded posts that can be used by the Economic Development team.



ESTIMATED PROJECT PRICING

PROJECTED COST BREAKDOWNS BY PHASE

Based on the information included on the previous pages and what we know today, we anticipate the following costs:

Phase 1: Internal Discovery

- Overall Strategy/Brand Voice Development - \$2,970

Phase 2: Brand Development

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

Phase 3: Additional Deliverables

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- Social Media Strategy - \$1,620

TOTAL Phase 1 + Phase 2 (Requested items within RFP): \$7,955

TOTAL Phase 1 + Phase 2 + Phase 3 (Includes Requested Items + Additional Deliverables): \$14,570

NOTE: This list is intended to be an a la carte menu, where you can pick what you want to move forward with based on budget and priorities. Our goal would be to work with you to define the right strategy and direction to ensure the best use of your resources.

OUR REFERENCES



Kellie Sites

Waconia Chamber of Commerce
ksites@destinationwaconia.org
952-442-5812

If small businesses are the backbone of America, then this is even more true for businesses in a small town. A summer of road improvements was looming over the city of Waconia and would affect access to many businesses. Waconia's Chamber of Commerce came to OrangeBall to help promote shopping local and increase support for the city's economic engine during this time of construction and for years to come. We took a grassroots approach to the solution, centering around the idea of people and patience. During construction, getting to the shops only took a minute (or two) longer, but it meant everything to the owners. With that, the campaign was born. "What will you do with your Waconia Minute?" From singing a song in the car with your kids to an impromptu ice cream stop, the opportunities to "take a minute to make a moment" were endless. Social media networks provided a perfect platform to help spread the word and share the moments. The hashtags #WaconiaMinute and #ShopWaconia were used to tag Facebook posts, Tweets and Instagram photos - shared by both business owners and patrons. In Waconia, "Small Business Saturday" has turned into "Small Business Summer" and beyond... #WaconiaMinute



Shonna Caswell

Unhinged Pizza
shonna@unhingedpizza.com
952-797-2706

Unhinged Pizza is truly a "soup to nuts" client. Or should we say, "dough to toppings." From branding to website to menus to delivery car wraps to interior signage to napkin holders to... you get the idea. There are a lot of layers to building a pizza franchise from the ground up. It's loaded with planning, topped with creativity and stuffed with hard work. The end-result, delicious. (Those were pizza puns.) Stop in sometime and get "unhinged."



Paul Batz

Good Leadership Enterprises
paul@goodleadership.com
612-234-1644

Good Leadership Enterprises came to us with the beginnings of a brand. It was a good start, but needed some BoUnCe. Once the logo was polished and a style guide was created, it was time to bring that "goodness" to their various print needs, website, leadership training tools and most importantly... their must-have coffee mugs. The Good Leadership projects are perfect examples of how an identity permeates every aspect of a brand. On top of it all, we love their Goodness Movement. Carpe Diem.



DATE: May 5 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. Newsletter and Contact Info.

Background:

Attached are an updated newsletter and contact information sheet, incorporating comments from the April EDC meeting.

Action:

If further changes are desired, please advise.



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.

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 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 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! 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
952-467-1805 or
shelget@cityofnya.com
Jo Foust, ED Consultant
952-758-7399 or foustmdg@gmail.com

Meetings: EDC meetings are held the 2nd Wednesday of each month at 6:30 p.m. at City Hall.

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

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

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

NYA Chamber of Commerce

P.O. Box 292
NYA, MN 55368
952-467-4003
info@nyachamber.org

Planning Consultant

Cynthia Smith Strack Strack
Consulting, LLC
612-232-7399
csmithstrack@gmail.com

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 or 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
(952) 467-1830 or baretz@cityofnya.com or for new service: 763-467-1800
Public Utilities Director Ryan Winter
952-201-3466 or rwinter@cityofnya.com

Telephone

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

Cable: MediaCom (800) 332-0245 www.mediacomcc.com

HughesNet <http://internet.hughesnet.com> Exede Satellite Internet
www.exede.com

Jaguar Communications (800) 250-1517. www.jagcom.net

Garbage

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

Electricity

Xcel Energy (800) 895-4999 www.xcelenergy.com

Natural Gas

CenterPoint Energy (800) 245-2377 Power outage (800) 332-7143
www.centerpointenergy.com

Police

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



Helping you get Connected!

Local Financing Resources

Citizens State Bank Norwood Young America
PO Box 789
Norwood Young America, MN 55368
952-467-3000

Klein Bank
800 Faxon Road
Norwood Young America, MN 55397
952-467-2313

NYA EDA Revolving Loan Fund & Carver County Loan Fund
Carver County CDA
705 Walnut St., Chaska MN
Office hours: Wednesdays and by appointment.
(612) 789-7337 ext. 817
lhall@mccdmn.org

Area Realtors

Fahey & Associates
Tim Fahey
Real Estate Broker & Appraiser,
Auctioneer
612-282-5832

Brenda Schmitz
Realtor,
612-282-5977

Looking for a commercial or industrial site?

Contact: Economic Development Consultant Jo Foust, MDG, LLC. 952-758-7399 or foustmdg@gmail.com or Steve Helget, City Administrator at: 952-467-1805.

For property listings: <http://expand2nya.com/available-land-buildings/>

Other resources:

The MN Department of Employment and Economic Development's Small Business Assistance Office: <http://mn.gov/deed/business/help/sbao/> 651-296-3871 or 1-800-657-3871. The FREE publication, "A Guide to Starting a Business in Minnesota" is available by contacting this number as well.

The Small Business Administration web site provides helpful information for developing a business plan, permitting, financing, etc. Please see: <https://www.sba.gov/starting-business>

Business Licenses: Certain types of businesses require a license, while others do not. For local licensing requirements contact the City offices. For state licenses you may contact the Bureau of Business Licenses at: www.dted.state.mn.us or check the index of "A Guide To Starting A Business In Minnesota", which may be obtained free of Charge from the MN Small Business Assistance Office at: 651-296-3871 or 1-800-657-3858.

State Tax ID Number: To apply for a Minnesota Tax Identification Number, please call: (651) 282-5225 or 1-800-657-3605 or you may visit the Minnesota Department of Revenue's website by logging on to: www.taxes.state.mn.us/regs/busreg/html.

Federal Tax ID Number: In order to apply for a Federal Tax Identification number, you will need to submit Form SS-4, Application for Employer Identification Number (EIN) to the Internal Revenue Service. The IRS may be reached at: 1-800-829-1040 or at: Department of the Treasury, Internal Revenue Service, Kansas City, MO 64999.

State Unemployment Tax (SUTA): All business entities, except sole proprietors or single-member liability companies are required to pay MN Unemployment Tax. Form MDES-13, Report to Determine Liability, must be completed within 30 days of business. The Department of Economic Security will advise businesses of their liability. The forms and more information are available from the Department of Economic Security at: (651) 296-2919 or www.des.state.mn.us.

Federal Unemployment Tax (FUTA): Form 940 or 940-EZ is required to be filed on an annual basis, typically the first month after year-end. The Internal Revenue Service administers this fund. Forms may be obtained by calling: 1-800-829-3676 or access their web site at: www.irs.gov.



DATE: May 4, 2016

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. E. Shovel Ready Sites

Background:

At the April meeting, the EDC discussed the MN Department of Employment and Economic Development's Shovel Ready Site Program as a method of marketing 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.

The Shovel Ready "certification process" 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 \$3250.

At the April meeting, the EDC requested information be obtained from cities that participate in the program. Following is feedback received from three cities which were contacted:

- It has been very beneficial from a marketing perspective to be certified shovel ready. This includes the listing on the DEED website and internal marketing materials. In addition, it helped the city get all its ducks in a row to have all the information necessary for purchasers to make informed decisions and reduce development deadlines.

The city has two lots in negotiations at this time to sell and both mentioned the shovel ready certification as reasons they were interested or that it came in google searches. The City does not have a broker helping us sell, so that's huge for us. Definitely worth it in our opinion.

- A business locating in the business park had a very quick timeline. Without it being shovel ready certified, I do not think the deal would have been completed. It was great to be able to say all the tasks required to sell the lot and close were done. On the other hand, no one is rushing to get here because it is shovel ready certified. Because everyone's timeline is yesterday, I would say it is beneficial to be part of the program. One new business pays for the program.
- "We can attest to its value. In fact, tonight the City Council is considering the first site plan for development on the Shovel Ready portion of the park. A company, which

employs about 90 people, is planning to break ground this summer. Having some of the “red tape” removed was important for them because they wanted to move quickly.”

The EDC also asked that staff research whether or not a Phase I Environmental Study had been completed, as this is one of the requirements for certification. Based on staff research, this has NOT yet been completed.

Finally, the EDC requested additional information on the fee. The cost is a one-time \$3,250 application fee. DEED has confirmed there are not annual renewal fees. DEED indicated the Florida based firm which completes the analysis, is expecting to be in Minnesota in June, if the City is interested in pursuing the program.

Action:

The EDC is asked to provide input on the Shovel Ready Sites Program for the lots in Tacoma West 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 and 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.

Steps taken to implement this goal:

- **Commercial market study suggested several themes for the identity including a German theme.**
- **An RFP was sent to several marketing firms with two proposals received.**
- **Available sites are on the EDC web site and listed with MnCAR and LocationOne.**
- **Business articles have been coordinated with the newspaper including Quilting Grounds and Dollar General.**
- **A first draft of the 1st Quarter Newsletter has been prepared for the April EDC meeting.**

2. Business Retention and Expansion - General

- a. Continue tours of and/or meetings with existing businesses
- b. Promote the EDC loan program and business resources available through Carver Co. Open for Business
- c. Support the Chamber of Commerce and its events such as Small Business Saturday, Shop Local Campaign, etc.

Steps taken to implement this goal:

- **EDC members visited with Quilting Grounds and Dollar General and conducted ribbon cuttings in February. This was coordinated with the Chamber of Commerce.**

- **The Open to Business Program information has been shared with business leads. A current prospect noted they had utilized the services.**
- **The EDC and Chamber hosted a Breakfast Seminar on “The Power of Marketing” was held on May 4, 2016. The event was attended by approximately 15 business people.**
- **A Commercial Market Study was completed by KWA. The EDC is starting to identify the implementation steps and has requested a meeting with a key anchor in the commercial district.**

3. Industrial Development

- a. Participate in the MnCAR Expo in October to promote the City and Tacoma West Industrial Park.
 - b. Respond to MnCAR industrial prospects/realtors and market the Tacoma West Industrial Park lots
 - c. Continue relationships with Carver County CDA, MCCD, Positively Minnesota (DEED), Southwest Initiative Foundation, etc.
 - d. Host a “Manufacturers Week” event in October.
 - e. Remain in contact with local industries and assist with expansions, as applicable.
- **Information has been emailed to 11 MnCAR Realtors who have requested information on sites for their clients, as of May 4, 2016.**
 - **The EDC is investigating the benefit of pursuing Shovel Ready Site Certification for Tacoma West Industrial Park.**
 - **Vickeman is planning a 28,000 square foot addition in the spring 2016.**
 - **The building at 300 Industrial Boulevard is being purchased by Storms Welding and Manufacturing.**

4. Commercial (Re) Development

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

Steps taken to implement this goal:

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

5. General

- a. Explore relevant economic development grant opportunities such as DEED’s Small Cities Development Program, DEED’s – Minnesota Investment Fund (requires business prospect co-applicant) and DEED’s – Customized Training Program

- b. Coordinate and facilitate at least one joint meeting between the NYA City Council, EDC, Planning Commission and the NYA Chamber of Commerce.

Steps taken to implement this goal:

- **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.**
- **Several EDC members, and staff, have attended Chamber of Commerce meetings.**
- **The EDC and Chamber jointly sponsored the National Small Business Breakfast Workshop.**

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