



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, August 10, 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. July 13, 2016 Regular Session
- IV. Unfinished Business**
 - A. Branding and Marketing
 - B. Carver County Commercial Broker Event
 - C. 2017 Goals & Budget
 - D. 2016 Goals & Implementation Report
- V. New Business**
 - A. Manufacturers Week – Oct. 2nd-8th, 2016
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
 - A. Wednesday, September 14, 2016
- IX. Adjournment**



DATE: August 3, 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 July 13, 2016 regular EDC meeting. Please see the enclosed minutes

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, July 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

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

EDC members in attendance were: Charlie Storms, Kyle Strickfaden, Sarah Molnau, Julie Schmidt, Tina Diedrick, Bruce Mathwig, and Doane Baber (6:37 p.m.).

Absent: Mike McPadden

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

II. Consideration of the Agenda

It was the consensus to accept the agenda as presented.

III. Approval of Minutes

A motion was made by Diedrick, seconded by Storms to approve the June 8, 2016 EDC Meeting Minutes and June 20, 2016 Joint EDC/City Council meeting as presented. Motion carried 7-0.

IV. Unfinished Business

A. Marketing and Branding

Foust reported that *OrangeBALL Creative* has been retained to assist the City with branding and marketing. The EDC has been asked to initiate the process by selecting a marketing committee to work with the firm. EDC members Molnau, Strickfaden and Diedrick volunteered to assist. Commissioners also suggested a number of individuals representing various segments of the community including business, residential, school, etc. Foust will develop a list for the EDC to vote on prior to contacting the individuals.

B. 2016 Goals. The goals established for 2016 and implementation steps completed to date were reviewed. Ribbon cuttings will be planned with the following new businesses invited to participate in August: Lazy Loon, who moved into the bowling alley, Waconia Dodge who is in the former Hydro building, Fitness RX USA who expanded in the mall, Pioneer Storage and Rental and Farmers' Insurance, who moved into the strip mall by Kwik Trip.

An event for Manufacturers Week event was briefly discussed. Foust will contact local industries and inquire about the type of venue they would like. Tours of Storms Welding, Hydro Engineering or Principle Manufacturing were suggested. This topic will be further discussed in August.

Relating to EDC Goals and the work plan, Administrator Helget requested a mid-year update on EDC projects be presented to the City Council at the Monday, July 26, 2016 meeting. Chairman Strickfaden offered to present the EDC mid-year report.

- C. Carver County Commercial Broker Event.** – A Commercial Broker event has been scheduled for Wednesday, September 7, 2016 at the Curling Center in Chaska. The Carver County CDA will be funding a marketing video which will provide an overview of the county. Metro MSP will provide flash drives in which each community may include information on available sites, etc. The EDC is asked to be present with a booth at the event and provide marketing information on the city. Commissioners concurred the booth utilized at the MnCAR Expo in 2015 should be used with city coasters distributed. Commissioners Diedrick, Molnau and Baber expressed an interest in attending. A draft agenda was shared with the EDC.

V. New Business

- A. MnCAR Expo.** This year’s MnCAR Expo is Wednesday, November 9, 2016 at The Depot in Minneapolis. Discussion was held regarding the pros and cons of waiting one year to develop a brand and marketing materials. After discussion, the Commission felt it would be best to have a continued presence. Molnau offered to develop a basket for a drawing at the EDC booth.

A motion was made by Molnau, seconded by Mathwig to approve the MnCAR Expo fee of \$1000 to participate with a booth at the MnCAR Expo event on Wednesday, November 9, 2016. Motion carried 7-0.

- B. 2017 Budget.** A draft budget for 2017 was discussed. Categories included at this time include employees, professional services, travel and meeting expenses, and printing. It was suggested the EDC consider including \$15,000 for implementation of the marketing campaign in 2017. This includes completion of Phase III with OrangeBALL Marketing, estimated at \$6,615. Discussion on updating the gateway signs, adding banners over the streets to advertise community events and banners for businesses on the streetlights were also discussed. Other expenditures suggested included billboard updates with the new brand; Shovel ready site designation for \$3,000; the MnCAR Expo for \$2,000, Professional Services, an event for the 20 year merger celebration, newsletters, manufacturers’ week and small business week events. It was suggested an “Education and meeting” category be added to include expenses such as expos. The preliminary budget will be revised and revisited at the August 10, 2016 meeting.

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

Molnau reported there is office space is available at TechSTAR IT Solutions, as the dentist is vacating his space. She also noted TechSTAR has added another employee and an intern.

It was noted the hardware store building is for sale.

Helget reported Vickerman’s expansion is going well. They hope to be completed in August.

It was suggested the EDC contact 180Collision for their one year anniversary.

VII. Miscellaneous Communications

The Fire Department is working on their calendar for 2017. They are willing to list community events for free. If Commissioners are aware of activities, they were encouraged to contact the Fire Department.

VIII. Upcoming Meetings

The next regular EDC meeting will be August 10, 2016 at 6:30 p.m. Mathwig noted he will not be able to attend.

IX. Adjourn

A motion was made by Storm, seconded by Molnau to adjourn the meeting at 7:54 p.m. Motion carried 7-0.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, LLC.



DATE: August 3, 2016

MEMO TO: Norwood Young America Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. A. Branding and Marketing

Background:

At the July EDC meeting, Commissioners identified a number of potential committee members to serve on a Branding & Marketing Committee. A survey was developed with six responses to help narrow the list of potential members from 21 to about 10. Following are individuals who have been contacted regarding their participation with the effort. We are waiting on confirmation from a couple of them.

- Sara Eischens, School Board and Resident (pending)
- Perry Forst, Business/Bank Representative (pending)
- Tim Fahey, Business/Realtor Representative (only meetings winter months due to work schedule)
- Josh Kroells, Resident (accepted)

EDC members who have expressed an interest and also received votes included:

- Doane Baber, EDC Representative/Resident
- Tina Diedrick, Mayor/EDC/Resident
- Mike McPadden, City Council/EDC/Business/Resident
- Sarah Molnau, EDC/Business/Resident
- Charlie Storms, PC/EDC/Resident

Staff to participate

- Steve Helget, City Administrator/Resident
- Jo Foust, EDC Consultant

There are a number of other potential candidates who were recommended; however, they have not yet been contacted as we are attempting to keep the committee to a workable size. OrangeBALL Creative has suggested 5 to 7 members plus staff.

A kick-off meeting is suggested for **Monday, August 15th**. This will be confirmed once committee members are finalized.

Project Scope and Timeline:

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

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

Action:

The EDC is asked to discuss the number of representatives they would like on the committee vs. outside members and establish the Branding and Marketing Committee accordingly.



DATE: August 3, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. B. Carver County Broker Event

Background:

The Carver County Broker Event **will be held on** Wednesday, September 7, 2016 from 8:30 AM to 11:30 AM at the Chaska Event Center - 3210 Chaska Blvd, Chaska, MN

As noted on the event website,

“The purpose of the event is to showcase Carver County as a great place to live, work and do business. The cities of Carver County want to let real estate brokers and site selectors know about the great economic development opportunities available in Carver County.

See how deals get done in Carver County, and by done, we mean CLOSED!

Learn how to access information about available workforce, properties and the incentives offered by cities in Carver County. Get the tools, tips and tricks you need to close deals in Carver County. Hear from two local businesses about why they live and have their headquarters located in Carver County. Plus earn Real Estate CE credits!

The agenda will include presentations from Phyllis Roth from ELKAY Medallion Cabinetry and John Hayes from ENKI Brewing telling their stories on why their respective businesses chose to locate in Carver County.

Additional guest speakers include Gene Goddard from GREATERMSP and Scott Schake from CMDC Business Financing. Goddard will review the state of economic development in the metro area, and what the future might hold. Schake will review a number of economic development financing programs available for businesses seeking to grow or expand in Carver County.

In addition, the real estate brokers and representatives from the cities will be able to engage in conversation in the afternoon during a round golf at the Chaska Town Course.

There are nine participating cities: Carver, Chanhassen, Chaska, Cologne, Mayer, Norwood Young America, Victoria, Waconia and Watertown. All of the cities will have an information or exhibit booth at the event. This will allow the real estate brokers to network with representatives from the cities during the morning registration and mid-event break. There will also be a video tour hosted by a Carver County Commissioner that highlights the economic development opportunities available in the County.”

The invite RSVP URL is available at: <https://2016-carver-county-commercial-broker-event.eventbrite.com>. RSVP's are due on August 31, one week prior to the event. If you plan to attend, please RSVP for the event as they are taking numbers for the meal.

Carver County CDA is coordinating a marketing video for the county. They will be taping on Friday, August 12th at 3 p.m. at Waconia Manufacturing and including information on why they selected Norwood Young America and Carver Co. to do business. We are hopeful shots of Tacoma West Industrial Park will be included as well. The videographer, Tony Smith has started working on the project. Three speakers will be included in the video: Lee Hall from the Open to Business Program; Troy Williams from Waconia Manufacturing and entrepreneur Mike Webb, owner of the Chaska Dunn Brothers.

The contact list of Realtors and commercial and industrial building owners in Norwood Young America has been provided. Marketing materials are being compiled at this time. The EDC will have a booth at the event.

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

Enclosed is additional information on the event.

Action:

If EDC members are interested in attending, please let us know and RSVP on the web link.

MNCAR
Commercial Real Estate Opportunities in Carver County, MN
September 7, 2016

Course Description:

The focus of this program is to educate the commercial broker community on current development opportunities, business resources, and financial programs that will assist brokers in closing deals. Business leaders, community and economic development experts, and financing experts will provide valuable information to commercial brokers. The goal of this program is to provide an educational opportunity for commercial brokers to learn about commercial real estate development opportunities and available business resources so they are equipped to meet the needs of their clients.

Content Outline	Scheduled Time	# of Minutes
I. Welcome County Commissioner Gayle Degler	9:00 am – 9:15 am	15 minutes
II. Key Note Speaker Phyllis Roth Elkay, Medallion Cabinetry	9:15am – 9:30 am	15 minutes
III. Virtual Tour & Updates of Carver County County Commissioner Gayle Degler	9:30 am – 9:45 am	15 minutes
IV. City and Broker Information Exchange	9:45am – 10:00 am	15 minutes
V. Business Resources & Financial Tools		
a. Gene Goddard, GREATER MSP	10:00 am – 10:15 am	15 minutes
b. Scott Schake, CMDC	10:15 am – 10:30 am	15 minutes
VI. Business Entrepreneur Key Note Speaker John Hayes, ENKI Brewing	10:30 am – 10:45 am 10:45 am – 11:00am	15 minutes 15 minutes

Total hours: 2.0 hour



CARVER
COUNTY



Carver County Community Development Agency

**YOU'RE INVITED
TO JOIN US!**

Tips and Tools for Closing Deals in Carver County!

Plus, enjoy **FREE** afternoon golf at Chaska Town Course!

**EARN TWO
REAL ESTATE
CONTINUING
EDUCATION
CREDITS**



705 N Walnut St, Chaska, MN 55318

Tips and Tools for Closing Deals in Carver County!

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

See how deals get done in Carver County. And by done, we mean CLOSED! Learn how to access information about workforce, properties and incentives.

- Hear from CEO Phyllis Roth of ELKAY Medallion Cabinetry, business entrepreneur John Hayes from ENKI Brewing, along with city and county insiders about doing business in Carver County. Additional guest speakers include Gene Goddard from GREATERMSP and Scott Schake from CMDC Business Financing.
- Information will be available from the cities of Carver, Chanhassen, Chaska, Cologne, Mayer, Norwood Young America, Victoria, Waconia and Watertown.
- Two CRE continuing education credits applied for by MNCAR
- Breakfast and refreshments will be provided, plus complementary afternoon tee times at Chaska Town Course.

MNCAR | MINNESOTA COMMERCIAL
ASSOCIATION OF
REAL ESTATE/REALTORS®

PLEASE REGISTER BY WEDNESDAY, AUGUST 31

<http://2016-carver-county-commercial-broker-event.eventbrite.com> (Please indicate if you'd like to play golf in the afternoon at Chaska Town Course)



DATE: August 3, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. C. 2017 Budget and Goals

Background:

The EDC discussed a preliminary budget for 2017, at the July meeting. The Commission requested the item be included for further discuss at the August 10, 2016 meeting. A copy of the 2017 Preliminary Budget is enclosed for your information. The 2016 Year to Date (YTD) column is through June, 2016. The City Council held a budget workshop on Thursday, August 4th. Expenditures through the first ½ of 2016 are \$22,537.

Categories included at this time include:

- Full Time employees and related benefits
- Operating Supplies
- Other Professional services (Market studies, EDC Consultant, etc.)
- Telephone
- Travel/meeting expenses
- Print/Publishing/Postage
- Miscellaneous and
- Dues and Subscriptions.

At the July meeting, it was suggested by the EDC that the following be included:

- Marketing at \$15,000 for implementation of the marketing campaign in 2017. This includes completion of Phase III with OrangeBALL Marketing, estimated at \$6,615. Discussion on updating the gateway signs, adding banners over the streets to advertise community events and banners for businesses on the streetlights and billboard updates were also discussed.
- Shovel ready site designation for \$3,000
- The MnCAR Expo for \$2,000
- An event for the 20 year merger celebration \$??
- Newsletters: \$??
- Education and Meetings including Manufacturers' week and Small Business Week event.

The Preliminary 2017 Budget includes \$50,710 for the above items. A majority has been included under the category "Other Professional Fees" with \$36,000 for these services.

Action:

The EDC is asked to provide input on the 2017 preliminary budget to recommend to the City Council.

EXPENDITURES	Account Code	Line Item Description	2014 Actual	2015 Actual	2016 Budget	2016 YTD	Balance	% of Budget	2017 Budget
DEPT 46500	101-46500-101	Full-Time Employees Regular	\$ -	\$ 8,754	\$ 8,950	\$ 4,119	\$ 4,831	46%	\$ 9,110
ECONOMIC DEV.	101-46500-121	PERA/ICMA	\$ -	\$ -	\$ 670	\$ 309	\$ 361	46%	\$ 700
	101-46500-122	FICA/Medicare	\$ -	\$ 653	\$ 700	\$ 302	\$ 398	43%	\$ 700
	101-46500-131	Medical/Disability Insurance	\$ -	\$ 651	\$ 950	\$ 590	\$ 360	62%	\$ 1,500
	101-46500-210	Operating Supplies	\$ -	\$ 803	\$ 500	\$ -	\$ 500	0%	\$ 500
	101-46500-304	Legal Fees	\$ 111	\$ -	\$ -	\$ -	\$ -	0%	\$ -
	101-46500-305	Other Professional Fees	\$ 16,302	\$ 20,963	\$ 34,000	\$ 16,974	\$ 17,026	50%	\$ 36,000
	101-46500-321	Telephone	\$ 518	\$ 431	\$ 400	\$ 243	\$ 157	61%	\$ 500
	101-46500-322	Postage	\$ -	\$ 301	\$ -	\$ -	\$ -	0%	\$ -
	101-46500-331	Travel/Meeting Expense	\$ 1,157	\$ 15	\$ 200	\$ -	\$ 200	0%	\$ 300
	101-46500-350	Print/Publishing/Postage	\$ 500	\$ 57	\$ 300	\$ -	\$ 300	0%	\$ 400
	101-46500-430	Miscellaneous	\$ 64	\$ 939	\$ 100	\$ -	\$ 100	0%	\$ 100
	101-46500-433	Dues and Subscriptions	\$ -	\$ -	\$ 500	\$ -	\$ 500	0%	\$ 900
			\$ 18,652	\$ 33,567	\$ 47,270	\$ 22,537	\$ 24,733		\$ 50,710



DATE: August 3, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. D. 2016 Goals and Implementation Report

Background:

Attached is a summary of Goals established by the EDC for 2016 and updates on activities undertaken or planned to help achieve these goals. This is the report provided to the City Council by Chairman Strikfaden at the July 25, 2016 meeting.

Action:

No formal action is required.



2016 Norwood Young America EDC Goals and Report (As of August 2, 2016)

The Norwood Young America EDC established five primary goals for 2016, with a number of implementation steps identified to accomplish the goals. The five goals include (1) Marketing Norwood Young America, (2) Business Retention and Expansion, (3) Industrial Development, (4) Commercial Redevelopment and (5) General Economic Development Coordination with other Agencies.

Following is a summary of activities completed or underway to accomplish the five goals:

1. Marketing

- Following a Request for Proposals and interviews, OrangeBALL Creative, was retained to assist the City with branding and marketing. A committee is being formed and the process to establish and brand a community identity will begin in August.
- Available sites are on the EDC web site and listed with MnCAR and LocationOne.
- Business articles have been coordinated with the newspaper including Quilting Grounds, Dollar General, Storms Welding & Manufacturing and Vickerman Companies.
- Two Quarterly EDC Newsletters have been prepared. Two more are planned for 2016.

2. Business Retention and Expansion

- Ribbon cutting events were held at Quilting Grounds and Dollar General in February.
- A ground breaking was held at Vickerman Companies in May to help them celebrate their 28,800 square foot addition.
- A Ribbon Cutting was held at Storms Welding & Manufacturing in May, to welcome them to the community.
- The 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.
- Additional ribbon cuttings are planned for August, 2016.

3. Industrial Development

- Information on sites in NYA has been emailed to twelve (12) MnCAR Realtors, who requested information on sites for their clients (January –July, 2016)
- The EDC investigated the benefit of pursuing Shovel Ready Site Certification for Tacoma West Industrial Park, and is considering budgeting for this in 2017 (\$3000).
- Vickerman’s 28,000 square foot addition is under construction.
- The building at 300 Industrial Boulevard was purchased by Storms Welding and Manufacturing.
- Information on Tacoma West Industrial Park was provided to a business prospect in May, along with TIF projections, etc. They decided to renew their lease in Chaska.
- The EDC will be participating in the Carver County Commercial Real Estate broker event, to be held on September 7, 2016, at the Curling Center in Chaska (\$500 est).

- The EDC will participate in the November 9, 2016 MnCAR Expo, at the St. Paul Depot, with a booth and marketing materials. (\$1000)

4. Commercial (Re) Development

- A Commercial Market Study was completed by KWA. The EDC will be working on implementation as the branding and community identity are solidified.
- A No Interest Loan Program has been discussed at EDC meetings with draft guidelines and a business survey developed. Business input will be sought.
- Information on available commercial sites has been distributed to business leads.
- New commercial business ventures in 2016 include the Quilting Grounds, relocation of the Dollar General, Fitness RX USA (expansion in the east strip mall), Lazy Loon (in bowling alley), Waconia Dodge (in former Hydo building), Pioneer Storage & Rental, a new Farmers' Insurance agent, Lisa Valient (in the commercial strip mall by Kwik Trip) and Dave's Transmission at 210 Railroad St. W.

5. General-Coordination with other Economic Development Agencies

- The Open to Business Program information has been shared with business leads. Lee Hall has attended a couple of Chamber meetings.
- A joint meeting of the City Council, EDC, Planning Commission and Chamber was held on March 22, 2016 (2015 Reports and 2016 Goals) and on June 22, 2016 (Branding and Marketing)
- Several EDC representatives attended a workshop on PACE funding to assist with building energy efficiency improvements.
- Several EDC members, and staff, have attended Chamber of Commerce meetings.
- The EDC and Chamber jointly sponsored the National Small Business Breakfast Workshop in May.
- Ribbon cuttings and ground breakings have been coordinated with the Chamber of Commerce.



DATE: August 3, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item V. A. Manufacturers Week

Background:

Manufacturers' Week is scheduled for October 2nd-8th, 2016. In 2015, the EDC hosted a Manufacturer's Week breakfast on a Wednesday morning from 8 a.m.to 9:30 a.m., with a guest speaker, Jeff Rossate, Executive Director, Office of Business Development, MN Department of Employment and Economic Development. He provided information on DEED programs, initiatives, marketing and industry trends. Certificates of Commendation, signed by the Commissioner of DEED were also provided to local manufacturers.

EDC members are asked to provide input on an event for 2016. In the past the event has been held at a local manufacturing company, with a tour provided. If the EDC prefers this venue, we can contact manufacturers regarding their willingness to host.

Suggestions on activities, from DEED, are attached as well.

Action:

EDC input on a 2016 Manufacturer's Week event is requested.

Planning Your Manufacturing Week Events



Raising public awareness about the importance of manufacturing in your community or region is an essential part of Minnesota Manufacturing Week. Consider enlisting public officials and business leaders to issue press releases, submit opinion columns to area publications, or speak at public events during the week.

- **Events and Outreach**

Here are some ideas to help you organize Manufacturers Week events in your community to raise public awareness of the importance of manufacturing to the state and local economy and recognize local companies

Arrange Plant Tours

Encourage local manufacturers to invite their legislators or local officials to tour their facilities to see the kinds of manufacturing operations taking place in their district. Contact the Secretary of State to find your legislators and other officials. Facility Tour Talking Points will get them started.

For information on hosting a tour for the "Dream It! Do It!" statewide tour of manufacturing, contact your local DEED [Business Services Representative](#).

Sponsor an Event or Forum

Sponsor a chamber of commerce lunch or dinner to recognize local industry leaders or legislative candidates. Or ask the local Rotary Club or other civic groups to invite manufacturers to speak at one of their meetings and to invite local businesses to attend.

Sponsor an informal breakfast or lunch and invite local legislators or other officials to listen to manufacturers concerns about their business, their issues and the jobs they provide in the community. Recognize local manufacturers for their high-skill, high-wage jobs.

Engage Elected Officials

Arrange for your mayor, legislators and officials to spend a morning --even the entire day -- at different companies job shadowing employees or participating in a manufacturing company quality or team

meeting. Host a lunch or dinner afterward and have participants share perspectives and what they learned. Ask the mayor to declare Minnesota Manufacturing Week in your community, using the provided template.

Reach Out to Media

There are many ways to reach out to the media and spread the news about the important of manufacturing. Here are a few:

- Contact local newspapers, radio and television stations and ask them to do mini-profiles on manufacturing companies in the community.
- Recognize local manufacturers with a Governor's Certificate of Commendation.
- Buy a print or online ad and use social networking (Facebook, Twitter, LinkedIn) to inform your community of manufacturing-related events and the importance of manufacturing and technology to the state and community.
- Write an article, commentary or letter to the editor for your local newspaper or trade association publication.

Plan a Public Event

The possibilities are nearly endless for interesting public events. Here are a few to consider:

- Enlist a speaker to discuss manufacturing and technology and its importance to the state.
- Encourage local manufacturing companies to open their facilities to employees' families, school groups and/or the public for facility tours.
- Organize a locally-led Parade of Manufacturers modeled on the popular Parade of Homes tours.

Plan an Educational Event

Work with area schools to educate and inform students on the career benefits of manufacturing in Minnesota. Use the Minnesota Manufacturers Quiz to stimulate discussion.

CAREERwise Education, a comprehensive career, education and job resource, devotes a section to manufacturing careers that is particularly good for young adults and teens.

Ask the local public and school libraries to showcase books on math and science careers, quality, and new-product inventions during Minnesota Manufacturers Week.

Sponsor a product showcase or training trade fair at the community center or shopping mall. Ask local factories to loan product samples for the showcase. For a training trade fair, invite local colleges to set up a display highlighting manufacturing training and programs, including opportunities for exploration such as Camps to Careers, Zap Camps, and FIRST Robotics available to youth throughout Minnesota.



DATE: August 3, 2016
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item VI. Project Updates

- The building at 210 Railroad Street West has been sold to Dave's Transmission.
- Vickerman's addition is well underway with completion anticipated in August, 2016
- Fitness RX USA, 640 Railroad Drive, Ste. 700, has been contacted regarding a ribbon cutting. They would like to coordinate this with a fall membership drive toward the end of August.
- Lazy Loon, 305 East Wilson Street, has been contacted about a ribbon cutting. This will be set in the near future.
- Pioneer Storage and Rental, 309 1st Street NE, has been contacted regarding a ribbon cutting. They have suggested a date after August 16th (ie. the 17th or 18th after 3:30 p.m.).
- Waconia Dodge has moved into 115 Main Street East.
- Information on available sites has been provided to a commercial business.

Additional updates will be provided at the EDC meeting.