



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**  
**Wednesday, August 12, 2015**

**12:00 noon**

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 8, 2015 Regular EDC Meeting
- V. Unfinished Business**
  - A. Commerical Market Study –Presentation: Maxfield Research
  - B. Business Survey
  - C. Resident/Consumer Survey Summary
  - D. MNCAR Membership/Trade Show
  - E. Joint Meeting Agenda Discussion.
  - F. 2015 Goals and Strategic Plan Update
- VI. New Business**
  - A. Business Visits/Tours
- VII. Project /Business Updates**
- VIII. Miscellaneous Communications**
- IX. Next Meeting – September 9, 2015 6:30 p.m.**
- X. Adjournment**



**DATE:** August 3, 2015  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item III. A. Approval of Minutes

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**Action:**  
The Commission is asked to approve the enclosed minutes from the July 8, 2015 EDC meeting.

## **NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Minutes from the Meeting on Wednesday, July 8, 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**

Chair Kyle Strickfaden called the meeting to order at 6:34 p.m.

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

Absent: Mike McPadden

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

### **II. Consideration of the Agenda**

*A motion was made by Diedrick and seconded by Heher to approve the July 8, 2015, meeting agenda as presented. The agenda was approved 7-0.*

### **III. Oath of Office**

The Oath of Office was administered to Doane Baber. The EDC welcomed Doane to the Commission.

### **IV. Approval of Minutes**

*A motion was made by Diedrick seconded by Heher to approve the June 10, 2015 EDC Workshop Minutes. Motion carried 8-0.*

*A motion was made by Lund, seconded by Molnau to approve the June 16, 2015 Special EDC Meeting Minutes. Motion carried 8-0.*

### **V. Presentation**

Jon Holm of Xceligent was present to share information on the marketing program they coordinate for MnCAR. He noted the system is accessed by all commercial/industrial real estate brokers in the metropolitan area and major markets including Rochester, St. Cloud, Mankato and Duluth. He illustrated the search tools, ability to email brokers and compile reports on comparable sales.

Commissioners requested additional information on listing statistics including average listing time, number of sales, etc. Commissioners also requested available sites be added to the listings.

### **VI. Unfinished Business**

- A. **Business Survey** –Foust reported 25 business surveys have been completed. Commissioners reviewed the Business List and made modifications. Commissioners each selected one to four businesses they will contact and encourage to participate in the survey, before the August meeting.
- B. **Resident/Consumer Survey** – Foust reported the EDC received 128 responses, or a 9% household response, to the Resident Survey. A press release was prepared and sent to the newspaper announcing the three winners of the Chamber Dollars drawing; Lori Lemke, Lowell Stender and Alan Ische. Letters were also sent to the recipients with their prizes.

Commissioners requested Foust prepare an executive summary and PowerPoint highlighting key findings from the survey.

C. **Commercial Market/Trade Analysis.**

Keith Wicks & Associates and Maxfield Research have submitted proposals to conduct a Commercial Market Study.

Keith Wicks & Associates presented information on their approach and contents at a workshop session in June, 2015. The proposed cost is \$8,750 and includes an initial meeting with EDC and staff, windshield survey of businesses, gathering of demographic and market data, analysis of consumer and trend data, creation of business model, meeting with EDC to review a draft report and a final meeting with EDC to present final report. This is only a commercial market analysis. It does not include the industrial market.

The Maxfield proposal was broken out into two components: commercial and industrial market analysis. For the commercial analysis the fee would be \$5,500. The industrial component would be \$2,500 for a total of \$8,000.

Commissioners discussed both proposals and felt it would be beneficial to meet with a representative from Maxfield Research. The focus on the commercial market was also identified as a listing service with MnCAR may cover industrial needs.

*It was the consensus of the EDC to table action and invite a representative from Maxfield Research to attend the August EDC meeting.*

D. **Joint Meeting Agenda Discussion.**

*It was the consensus of the EDC to delay a joint meeting with the City Council, Planning Commission and Chamber of Commerce until the fall of 2015.*

E. **2015 Goals and Strategic Plan Update.**

The 2015 Goals and Implementation Steps were reviewed. Updates were provided on activities completed to assist in accomplishing the goals.

VII. **New Business**

- A. **Business Visits/Tours** – Foust reported that business tours have been completed at Waconia Manufacturing and Vickerman over the past two months. An overview of information learned at the tours was provided by those who were able to attend. Commissioners requested additional tours be arranged at Yaeger Machine, Inc. and Hydro Engineering in the future.

**B. Workforce Training** –An update was provided on the Dunwoody Program in Winsted. It was noted that Waconia Manufacturing utilizes this service. it as suggested Yaeger Machine and Hydo Engineering be contacted to see if they also participate in this workforce training program.

**VIII. Project Updates** –Updates on various business contacts were provided. It was noted the closing on the MCCD and EDC loan for 180 Collision LLC. is scheduled for July 15, 2015. Commissioners requested the new business owners be invited to join the Chamber of Commerce meeting that day. Lee Hall of the MCCD will also be invited to attend.

**IX. Miscellaneous Communications** – None.

**X. Next Meeting Date**

The next EDC meeting will take place on Wednesday, August 12, 2015 at 12 noon.

**XI. Adjourn**

*A motion was made by Molnau and seconded by Heher to adjourn the meeting. The motion passed.*  
The meeting adjourned at 8:08 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant  
MDG, Inc.



**DATE:** August 3, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V. A. Commercial Market or Trade Analysis

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**Background:**

As a part of the June 10, 2015 workshop, four EDC members interviewed Keith Wicks from Wicks Associates and discussed his proposal to conduct a commercial market study. The EDC has also received a proposal from Maxfield Research to conduct a commercial and industrial market analysis.

At the August 12, 2015 meeting, Matt Mullins of Maxfield Research will be present to provide an overview of his proposal and respond to questions of the EDC. Suggested questions include:

1. Examples of other commercial market studies similar to Norwood Young America
2. How their market studies have been used to implement projects
3. How the study would address the two downtowns and the highway commercial area

At the July meeting, Commissioners discussed focusing on the commercial component and using the MnCAR posting for the industrial site marketing.

Pricing for the two options are:

- Keith Wicks proposal is limited to the commercial sector. Keith Wicks & Associates has a proposed fee of \$8,750, plus expenses.
- Matt Mullins from Maxfield Research has indicated their proposal would not include absorption rate projections/analysis or a trade area map but it would include inventory of existing commercial and industrial businesses and available land/building inventory. Maxfield Research has a proposed fee of \$5,500 for a commercial market analysis, with an additional optional \$2,500 for an industrial market analysis (total \$8,000)

Copies of the proposals are attached for EDC members.

MDG has reached out to AgSTAR regarding their support of a grant for this study. AgSTAR has indicated a grant is available for this type of study. In order to apply, the EDC must have a firm selected to complete the work and have committed to completing the study.

**Action:**

If Commissioners would like to proceed with a Commercial Market Analysis or Commercial/Industrial Market Analysis, a MOTION is in order to approve one of the two proposals, and authorize submittal of the grant application to AgSTAR.



**DATE:** August 3, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V. B. Business Survey

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**Background:**

The EDC is in the process of obtaining input from local businesses through a Business Survey which is available in paper form or on-line at: <https://www.surveymonkey.com/s/NYAbusinesssurvey>

Copies of the survey were originally distributed at the April 15, 2015 Chamber meeting. The Chamber also emailed its membership and other businesses, asking them to participate.

We received three additional responses since the last EDC meeting. As of July 30, 2015 there were 27 on-line responses, from the following businesses:

- Roots Landscaping
- Advanced Electrical Services, Inc.
- Home Solutions
- Draperies by Carol
- SJB Masonry LLC
- Creative Hair
- Linds Hardware
- Hydro Engineering
- Schad Lindstrand & Schuth LTD
- The Harbor at Peace Village
- Xtreme Electrical Services
- Schmidt Chiropractic
- Edward Jones
- Southwest Eye Care
- Norwood Young America Times
- Donna Stacken, Ameriprise Financial
- Lano Equip of Norwood
- Lano Equip. of Norwood
- Chameleon Salon
- TechStar Solutions
- Klein Bank
- Simple Grace Promotions, Inc.
- Sacred Health Family Chiropractic
- Vickerman Company
- Citizens State Bank
- Schneider Excavating and Grading
- Norwood Electric

According to the MN Department of Employment and Economic Development's 2014 Business Statistics, there were 97 businesses in the NYA zip code as of December, 2014. Responses thus far represent an approximate 28% participation rate.

**Action:** Attached is a list of businesses that have not yet responded. EDC Members are asked to continue to select 3 to 5 businesses to contact before the September meeting, and request their participation.

	<b>Business Name</b>	<b>Survey Complete</b>	<b>EDC Contact</b>	<b>Business Address</b>
1	Advanced Electrical Services	X		
2	Allan R. Debner Insurance Agency			<b>PO Box 309</b>
3	Always Sunny Inc			
4	American Community Newspaper LLC			
5	Ameriprise Financial, Donna Stacken	X		
6	Anthony Consulting & Associates			PO Box 245
7	Bernard Or Rita Beyer			
8	Bongards Creameries			13200 Co Rd 51
9	Braunwarth Plumbing & Heating			16120 Co Rd 135
10	Bruesehoff Seed Inc		S.M.	12975 County Road 50
11	Car Quest Auto Parts		K.S.	
12	Cassualty Assurance			
13	Centerpoint Energy - Minnegasco			
14	Central Auto Repair			PO Box 179
15	Central Printing			PO Box 659
16	Chameleon Salon	X		
17	Citizen Asset Strategies			PO Box 180
18	Citizen Insurance Services			
19	Citizen State Bank	X		
20	Classic Creations			
38	Creative Hair	X		
39	D&L Detailing			13315 Co Rd 33
40	DH Excavating			210 1st St NE
41	Draperies By Carol	X		
42	Dvorak Brother's Construction, Inc.			10810 Sunset Rd
43	Edward Jones	X		
44	Elite Dance		T.D.	640 Railroad Dr #600
45	Gails			514 Faxon Road
46	Gasthouse			223 Main St E
47	Gavin, Olson & Winters, LTD.			
48	Good Time Liquors			
49	Hard Stuff Masonry			13275 Salem Ave
50	Hauser Homes			
51	Hillcrest Café & Catering			13350 Hwy 5 & 25
52	Hilgers Plumbing, Heating & AC		C.L.	PO Box 114
53	Holiday Station Store #371			502 Faxon Rd
54	Home Solutions	X		PO Box 549
55	Hydro Engineering Inc	X		
56	Image Graphics Premier Applicators, Inc.			13320 106th St
57	Kleinbank	X		
58	Kohls Foam Systems Inc			
59	Kwik Trip		D.B.	520 Reform St
60	Lakeview Clinic		S.H.	
61	Lano Equipment Of Norwood Inc	X		
62	Lano Lanes Inc	X		
63	Linds Hardware	X		
64	Maggies Material World		T.D.	225 Elm Street W
65	Marsden Health Mart Pharmacy			402 Faxon Rd N
66	McDonald's			

	<b>Business Name</b>	<b>Survey Complete</b>	<b>EDC Contact</b>	<b>Business Address</b>
67	Melchert Hubert Sjodin			
68	Metropolitan Eye Care Specialists P A			
69	Midtown Family Restaurant		T.D.	
70	NAPA		J.F.	PO Box 461
71	Nash Finch Company			
72	Norwood Electric Inc	X		
73	Norwood Sports Cars			PO Box 430
74	Norwood Veterinary Clinic P. A.		T.D.	PO Box 97
75	Norwood Young America Library			314 Elm St W
76	Norwood Young America Times	X		
77	Oak Grove Senior Residence/CDA			114 Reform Street
78	Old Pro Carpentry Services LLC			410 Central Ave S
79	McBride - Hantge Funeral Chapel			PO Box 38
80	PC Management			15035 118th St
81	Peace Villa Inc			308 N Faxon Rd
82	Plato C Store			
83	Principal Manufacturing			118 Railroad Street W
84	Pro Auto & Transmission		K.S.	324 Railroad Street W
85	Progressive Insurance - Debner Agency			124 Elm Street
86	R E Smith Oil & Tire Co Inc			
87	Randy Clark - SeMent			408 Shady Ln
88	Radio Shack			
89	Rich's Barber Shop			205 Main St E
90	Ridgeview Medical Center			
91	Robb's Custom Woodworking			13050 Stewart Ave
92	Robert Kroells Construction			427 Elm St W
93	Ron Kroells Construction			403 SW 5th CT
94	Roots Landscaping	X		
95	Sacred Health Family Chiropractic	X		
96	Schad Lindstrand & Schuth LTD	X		
97	Schmidt Chiropractic Center	X		
98	Schneider Excavating	X	C.L.	405 Central Ave S
99	Schrupp Construction			112 Central Ave N
100	Shanahan Construction, LLC			15020 Tacoma Ave
101	Simons Bros Of Young America			305 1st Ave SE
102	Simple Grace Promotions, Inc.	X		
103	SJB Masonry LLC	X		
104	Snap Fitness			308 Hwy 212 W
105	Southwest Eye Care	X		
106	Southwest Paving			770 Railroad St W
107	Sport Cars			PO Box 430
108	Statewide Gas Service			220 Industrial Blvd
109	Steinhagen Enterprises			8815 Tiller Ave
110	Steven's Manufacturing			309 4th St SW
111	Studio West Designs			320 West Railroad St
112	Subway		C.L.	
113	Tamarack Landscaping			13575 Hwy 212
114	Tanglez Salon		S.M.	10880 Sunset Road

	<b>Business Name</b>	<b>Survey Complete</b>	<b>EDC Contact</b>	<b>Business Address</b>
115	TechStar Solutions	X		319 West Elm St. Suite 2
116	The Flower Mill Design & Gifts LLc			
117	The Harbor At Peace Village	X		
118	The Pour House Pub			325 Elm St W, Box 806
119	The Preserve of NYA			662 Meadow Lane
120	Threes' Company Hair Stylists			
121	Thomas Collision			15400 Hwy 5 & 25
122	Trocke Monuments			443 Park Circle
123	Unhinged Pizza		K.S.	PO Box 117
124	Unkle Thirsty's			105 Main St E
125	Vickerman Company	X		675 Tacoma Blvd
126	Vogelin Optical			PO Box 360
127	Waconia Deputy Registrar Inc			222 W. Main St
128	Waconia Manufacturing			
129	Waldron & Associates			
130	Waste Management			600 Railroad St W
131	Widmer Farms			13955 138th St
132	Wigfield Design			
133	Willkommen Heritage & Pres. Society of NYA			PO Box 113
134	Wilson Electric			PO Box 368
135	Wuetherich Excavating			HWY 5 & 25
136	Xtreme Electrical Services	X		
137	Yeager Machine Inc			415 Tacoma Circle



**DATE:** August 3, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V. C. Resident/Consumer Survey

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**Background:**

The resident/consumer survey was conducted in May and June, 2015. The survey was marketed through the direct mail of post cards to all utility billing customers, mailed and printed copies of the survey available at City Hall and the library and distribution of table tents. The survey link remains on the City's Facebook page at: <https://www.surveymonkey.com/s/NYAedc>.

As of July 30, 2015 the EDC received 131 responses. According to the MN State Demographer's 2013 estimate, there are 1420 residential units suggesting an approximate 9% household response rate.

Enclosed is an Executive Summary of the responses.

**Action:**

A PowerPoint presentation highlighting the findings will be presented at the meeting.



# Norwood Young America Consumer Survey

Thursday, July 30, 2015

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## Who Responded?

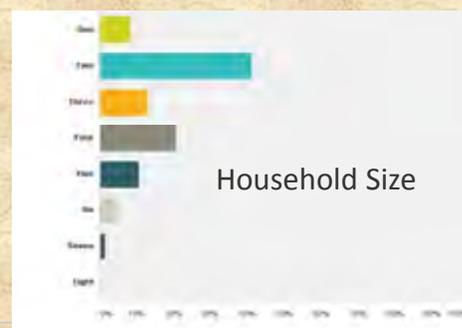
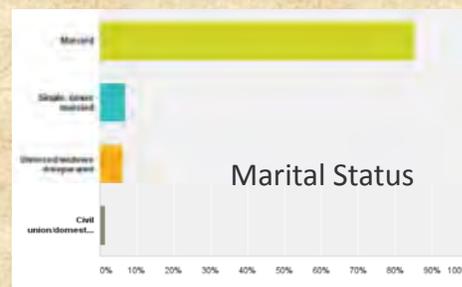
131 Responses

9% household response rate

41% were two-person households,  
20.6% were four person households

65% females/35% males responded.

85% of respondents are married.



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### Ages of Household Members:

Answered: 129 Skipped: 2

261 people in the 129 households that responded.

Wide representation from the various age groups with the smallest age group represented: 19-25 years of age.

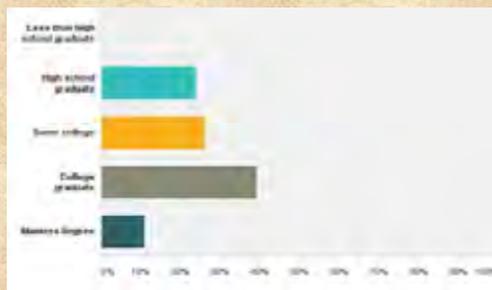
	1	2	3	4	Total
0-9 years old	68.57% 27	28.95% 11	5.28% 2	5.26% 2	45
10-18 years old	46.47% 21	35.56% 16	11.11% 5	6.87% 3	45
19-25 years old	80.00% 12	20.00% 3	0.00% 0	0.00% 0	15
26-35 years old	42.42% 14	57.58% 19	0.00% 0	0.00% 0	33
36-40 years old	52.38% 11	42.86% 9	0.00% 0	4.76% 1	21
41-45 years old	65.22% 15	34.78% 8	0.00% 0	0.00% 0	23
46-55 years old	35.71% 10	64.29% 18	0.00% 0	0.00% 0	28
56-65 years old	27.78% 10	66.67% 24	2.78% 1	2.78% 1	36
66+ years old	45.45% 10	54.55% 12	0.00% 0	0.00% 0	22

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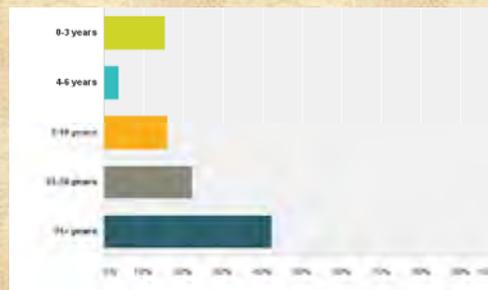
### Information on Respondents

50% of respondents have a college degree or higher; with an additional 26% reporting completed some college courses.  
 42% have lived in NYA 21+ years, with 15% less than three years  
 127 of the 131 respondents live in City limits.

Education Level



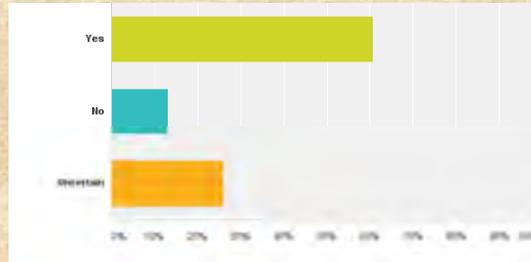
Years lived in NYA



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## Community Center Use

61% noted they would use a community center in NYA (79) with 13% (17) noting they would not and 26% (34) uncertain.



81% indicated they would use the center one to four times per week.

Answer Choices	Responses	Count
1-2 times per week	40.34%	49
3-4 times per week	40.34%	49
5 plus times per week	6.88%	8
Never	13.45%	16
<b>Total</b>		<b>119</b>

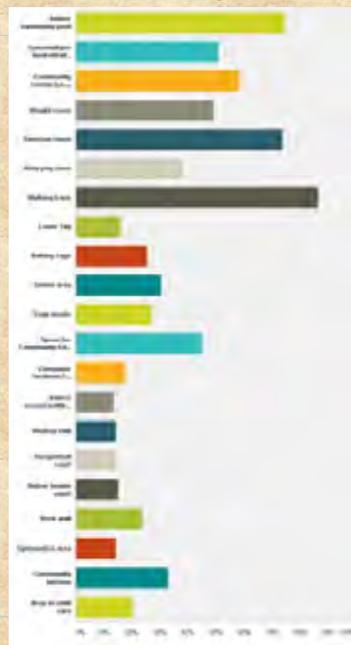
28% noted they would be interested in attending a meeting to learn more.

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## What amenities would interest you in a community center?

### Top 5 items

1. Walking track
2. Indoor swimming pool
3. Exercise room
4. Community rooms
5. Weight room



Answer Choices	Responses	Count
Indoor swimming pool	36.44%	102
Community rooms	25.42%	30
Community rooms (i.e. facility for birthday parties/celebrations of 10 people or less)	25.42%	30
Weight room	25.42%	30
Exercise room	25.42%	30
Kids play zone	25.42%	30
Walking track	25.42%	30
Laser Tag	25.42%	30
Batting cage	25.42%	30
Senior area	25.42%	30
Yoga studio	25.42%	30
Space for Community Ed classes	25.42%	30
Computer facilities/Tech hub	25.42%	30
Indoor soccer/softball/football field	25.42%	30
Restroom	25.42%	30
Placemat court	25.42%	30
Indoor tennis court	25.42%	30
Pool table	25.42%	30
Climbing wall	25.42%	30
Community kitchen	25.42%	30
Drop in child care	25.42%	30
<b>Total Respondents</b>		<b>119</b>

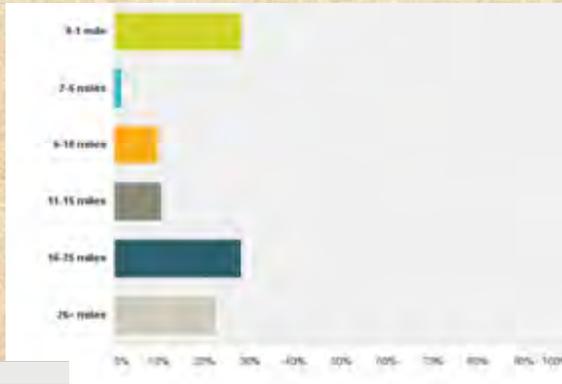
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## Commuting Patterns: Miles traveled each way to work

Answered: 125 Skipped: 6

28% of respondents work in town!

22% are traveling over 26 miles each way to work.



Answer Choices	Responses	Count
0-1 miles	28.00%	35
2-5 miles	3.20%	4
6-10 miles	3.20%	4
11-15 miles	16.80%	21
16-25 miles	24.80%	31
26+ miles	22.40%	28
<b>Total</b>		<b>125</b>

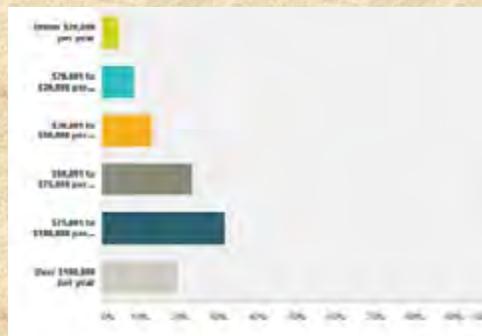
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## Household Income:

Answered: 108 Skipped: 23

The 2010 Census reported a median income of \$ 66,413.

50% of survey participants report a gross income of over \$75,000; suggesting a good disposable income



Answer Choices	Responses	Count
Under \$20,000 per year	4.6%	5
\$20,001 to \$29,999 per year	8.3%	9
\$30,001 to \$39,999 per year	12.9%	14
\$40,001 to \$49,999 per year	25.1%	27
\$50,001 to \$74,999 per year	31.0%	33
Over \$75,000 per year	18.9%	21
<b>Total</b>		<b>108</b>

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### Types of Businesses Desired:

Answered: 123 Skipped: 8

#### Top 10 responses

1. Restaurant-family or sit down
2. Variety store
3. Fast food
4. Theater
5. Hotel/lodging
6. Dry cleaner
7. Craft
8. Beauty related
9. Dentist
10. Florist

Answer Choice	Percentage	Count
Agribusiness/related	8.87%	11
Auto Parts	16.75%	21
Auto Grouping	8.87%	11
Beauty related	14.37%	18
Cash Store	16.87%	21
Child	18.37%	23
Child Care	18.19%	23
Craft	25.20%	31
Dentist	23.58%	29
Dry Cleaner	25.20%	31
Fast Food Restaurant	42.28%	52
Fitness	18.70%	23
Florist	24.86%	31
Hotel/lodging	26.82%	33
Medical Clinic	21.14%	26
Pet Store	20.33%	25
Pharmacy/Drug Store	43.98%	54
Produce/Meat/Fish Store	11.86%	15
Hardware/Tool Store	18.77%	23
Restaurant	46.87%	58
Theater	17.87%	22
Tyroid	11.77%	15
Veterinary Clinic	11.77%	15
Wine/Beer	11.28%	14

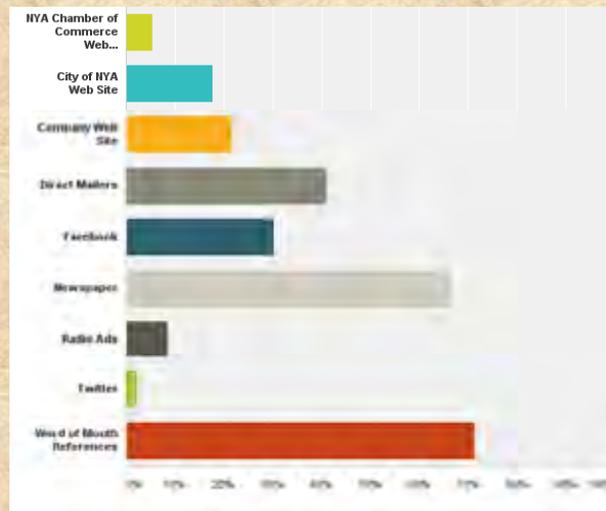
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### Primary forms of media to obtain information on local businesses

Answered: 129 Skipped: 2

Word of mouth, newspapers and Direct mailers are the top methods residents learn about businesses & their offerings.

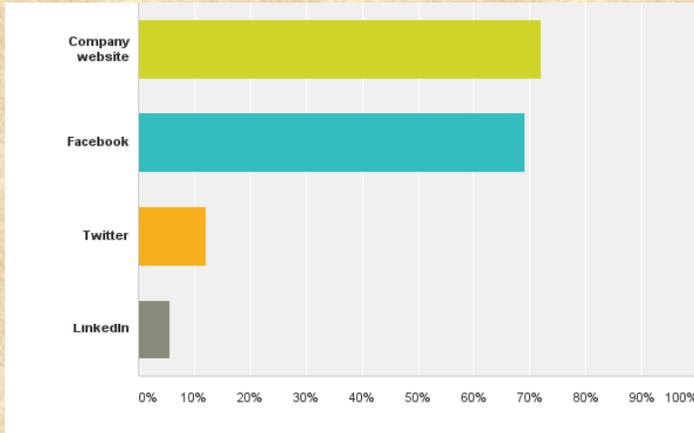
Answer Choice	Percentage	Count
NYA Chamber of Commerce Web Site	6.20%	8
City of NYA Web Site	14.80%	19
Company Web Site	21.39%	28
Direct Mailers	41.89%	54
Facebook	26.27%	34
Newspapers	34.97%	45
Radio Ads	4.65%	6
Twitter	2.25%	3
Word of Mouth/Referrals	21.39%	28



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### Recommended forms of Social Media for businesses

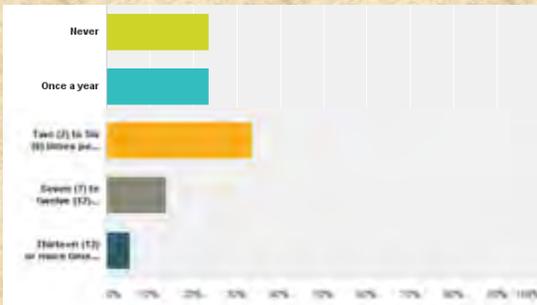
Answered: 107 Skipped: 24



72% recommend a company website and 69% recommend a business Facebook page.

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### How often do you visit the City of Norwood Young America's Web Site?



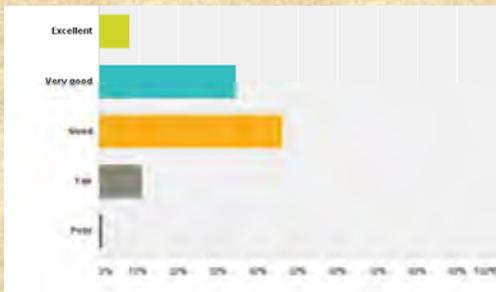
1/3 visit the City's web site two to six times per year.

Answer Choices	Responses
Never	23.66% 11
Once a year	23.66% 11
Two (2) to six (6) times per year	33.69% 16
Seven (7) to twelve (12) times per year	13.74% 6
Thirteen (13) or more times per year	6.34% 3
Total	100%

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## Customer Service

Answered: 128 Skipped: 3



47% rate customer service as "good"

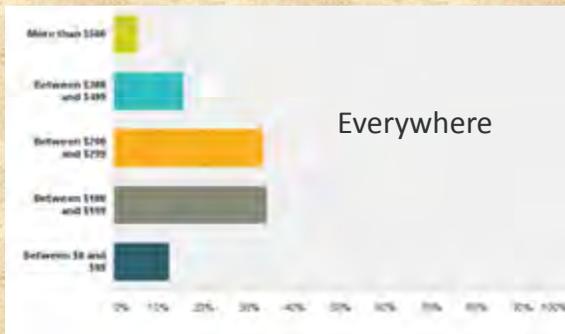
40% rate customer service as very good to excellent

Answer Choices	Responses
Excellent	2.31% 10
Very good	14.28% 44
Good	36.88% 108
Fair	18.88% 51
Poor	8.77% 3
<b>Total</b>	<b>128</b>

Powered by SurveyMonkey

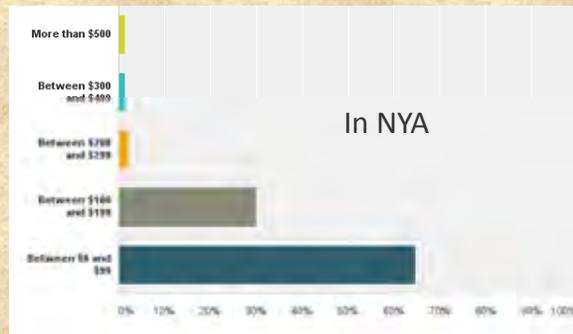
## Consumer Spending

Consumers were asked, "On average, how much money do you spend shopping per week on professional, retail or businesses services EVERYWHERE? And How much they spend in NYA"



Everywhere

Answer Choices	Responses
More than \$500	5.28% 7
Between \$300 and \$499	15.28% 20
Between \$200 and \$299	33.48% 43
Between \$100 and \$199	33.48% 43
Between \$0 and \$99	12.31% 15
<b>Total</b>	<b>128</b>



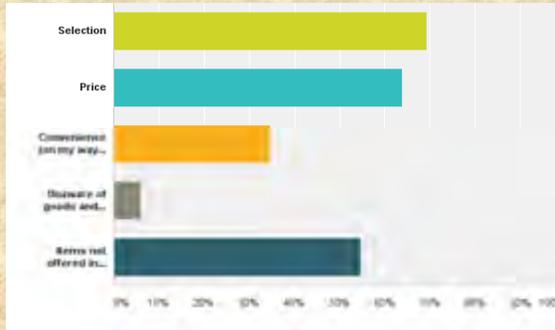
In NYA

Answer Choices	Responses
More than \$500	1.54% 2
Between \$300 and \$499	1.54% 2
Between \$200 and \$299	2.31% 3
Between \$100 and \$199	28.88% 37
Between \$0 and \$99	64.67% 84
<b>Total</b>	<b>128</b>

Powered by SurveyMonkey

## Why Shop Outside NYA?

The top reasons residents shop outside of NYA are for selection, price and convenience.

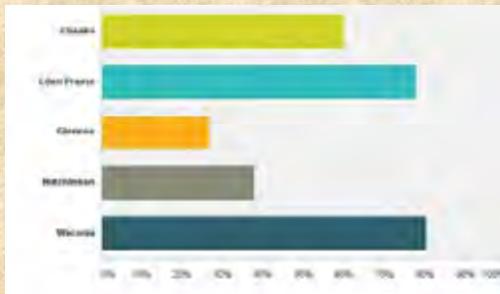


Answer Choice	Percentage	Count
Selection	43.27%	10
Price	43.85%	10
Convenience (on my way home)	34.42%	8
Unaware of goods and services offered in Norwood (Young America)	4.15%	1
Items not offered in Norwood (Young America) Please note items in the other category	34.42%	8

Total Responses: 139

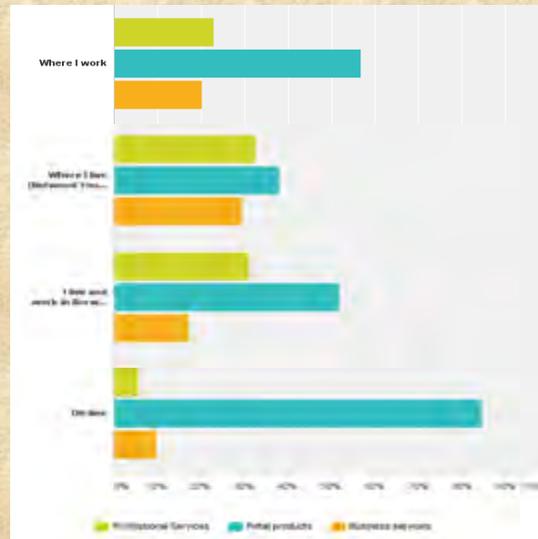
Powered by SurveyMonkey

## Where they shop



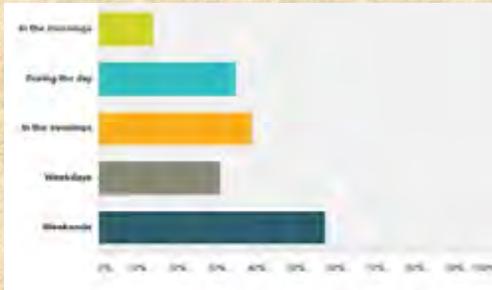
Answer Choice	Percentage	Count
Online	45.39%	11
Retail	71.81%	18
Grocery	36.77%	9
Convenience	33.89%	8
Pharmacy	48.17%	12

Total Responses: 141



Powered by SurveyMonkey

### When they shop

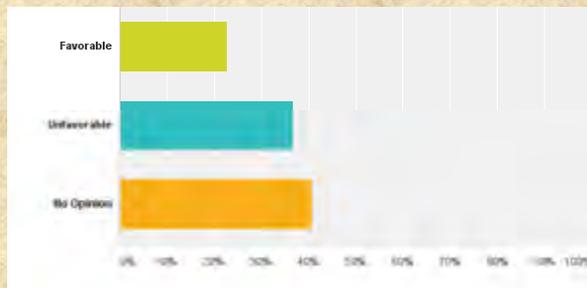


Answer Choices	Responses
In the mornings	11.1%
During the day	14.8%
In the evenings	18.7%
Weekdays	20.6%
Weekends	34.8%
<b>Total Respondents</b>	<b>121</b>



Powered by SurveyMonkey

### Opinion of the current business climate in Norwood Young America



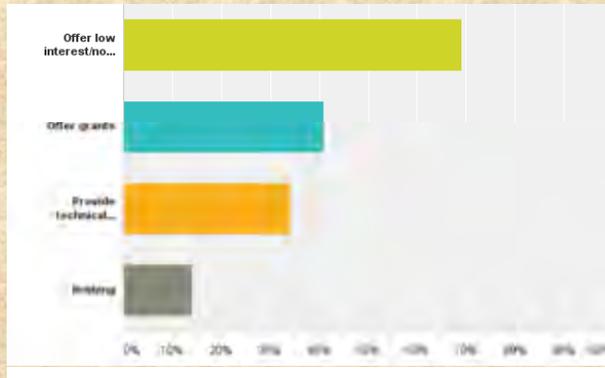
Answer Choices	Responses
Favorable	22.6%
Unfavorable	36.7%
No Opinion	40.6%
<b>Total</b>	<b>121</b>

Powered by SurveyMonkey

### What do you think the City should do to assist existing businesses?

Answered: 100 Skipped: 31

- Over 2/3 feel the EDC should offer low interest or no interest loans to businesses.
- 41% suggest offering grants.
- 1/3 recommend providing technical assistance
- 14% do not feel the EDC should do anything to assist businesses.
- The EDC offers low interest loans & through the MCCD offers technical assistance.



Answer Choice	Response
Offer low interest/no interest loans	55.0% (55)
Offer grants	41.0% (41)
Provide technical assistance to businesses	34.0% (34)
Nothing	14.0% (14)
<b>Total Responses: 100</b>	

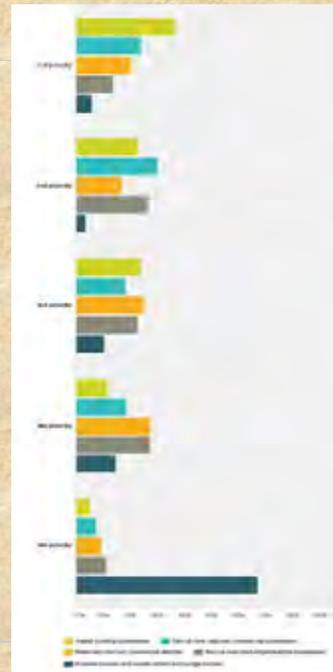
Powered by SurveyMonkey

### Ranking of importance of the EDC's

Answered: 119 Skipped: 12

	Assist existing businesses	Recruit new highway commercial businesses	Redevelop the low commercial districts	Recruit manufacturing/industrial businesses	Promote tourism and events which encourage tourism	Total
1st priority	36.94% (43)	23.73% (28)	28.34% (34)	13.54% (16)	5.83% (7)	119
2nd priority	23.81% (28)	30.89% (37)	16.81% (20)	26.55% (32)	3.54% (4)	119
3rd priority	23.81% (28)	18.16% (22)	24.79% (30)	22.86% (28)	16.60% (20)	100
4th priority	11.76% (14)	18.43% (22)	27.45% (33)	27.45% (33)	14.71% (18)	100
5th priority	5.15% (6)	7.22% (9)	9.28% (11)	11.34% (14)	67.01% (81)	97

Average Score 5 highest-1 lowest	Assist existing businesses	Recruit new highway commercial businesses	Redevelop the low commercial districts	Recruit manufacturing/industrial businesses	Promote tourism and events which encourage tourism
	3.8	3.5	3.2	3.1	1.8



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Questions?



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**DATE:** August 3, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V. D. Xceligent/MnCAR Membership

\*\*\*\*\*

**Background:**

A representative from Xceligent was present at the July 8<sup>th</sup> to discuss marketing opportunities with their company and MnCAR including listing of commercial and industrial sites, ability to search comparable sites in the area, sending email blasts to commercial realtors, etc. The cost is \$165 per month or \$1980 per year (minimum one year contract).

Enclosed is a copy of the proposed contract. Jon Holm with Xceligent has indicated if the EDC signs up soon, they will provide two months free or 14 months for the \$1980.

Information on Tacoma West Industrial Park has been emailed to Xceligent to include on their website. Attached is a listing form we would suggest for the inclusion of other available sites, as the owners/realtors would need to understand and be open to paying a commission to the realtor for the buyer.

**Action:**

If the EDC would like to proceed, a MOTION is in order to approve \$165 per month or \$1980 for a 14 month contract with Xceligent, execution of the agreement and mailing of forms to available sites



- 2.2 **CDX (Commercial Data Exchange):** The CDX Application and the Database Content that is available as part of the CDX Service.
- 2.3 **CDX Application:** Xceligent's proprietary software application used to provide the CDX Service.
- 2.4 **CDX Service:** Xceligent's standard web-based commercial real estate service offered by Xceligent that provides subscribers a means to profile commercial real estate property, listing and transaction information and exchange such information with other subscribers.
- 2.5 **Database Content:** Any commercial real estate property listings, including but not limited to, transaction information, attachments, and images entered into the CDX by Subscriber, Subscriber's Users and/or Xceligent.
- 2.6 **Derivative Works:** Reports or any other products produced utilizing or derived from Database Content.
- 2.7 **Users:** Those designees of Subscriber with Access Codes registered to access the CDX.

### 3. FEES AND PAYMENT

- 3.1 To the extent that the Subscription Fees for the CDX Service are quoted as a monthly rate, Subscriber will be invoiced in advance for such Subscription Fees. All fees are non-refundable.
- 3.2 If Xceligent terminates this Agreement pursuant to Section 4.2 or 4.3 of this Agreement, all fees due by Subscriber through the end of the current term are accelerated and immediately due and payable.
- 3.3 The Monthly Subscription Rate for any Renewal Term may be changed by Xceligent by providing Subscriber with written notice of such change at least ninety (90) days prior to the end of the then current Term. Xceligent will directly bill Subscriber for all of its Users.
- 3.4 The following personnel associated with Subscriber are required to be Users : (i) All licensed real estate professionals that derive the majority of their annual income from the sale or lease of commercial real estate, as well as administrative personnel; (ii) if Subscriber's primary focus is commercial real estate development, all real estate professionals engaged in the sale or lease of real estate, regardless of whether they hold real estate licenses are required to be Users, as well as administrative personnel, and (iii) if Subscriber is not a real estate brokerage firm (considered an "Affiliate Subscriber"), all personnel associated with an Affiliate Subscriber who are issued an Access Code by Xceligent.
- 3.5 Subscriber shall, in addition to paying its Subscription Fees, pay all sales taxes, use fees, excise fees, tariffs and any other charges by governments related to its use of the CDX Service, excluding those based upon Xceligent's net income.
- 3.6 Late payments will accrue interest at 1½% per month (or, if lesser, the maximum rate permissible by law) measured from the date the amount was due until the date such amount is paid by Subscriber. If Xceligent commences collection proceedings to recover past due amounts, Subscriber shall pay all reasonable collection costs incurred, including reasonable attorney's fees.
- 3.7 Subscriber may request Users to have access to the CDX Service in addition to the number of Users set forth on page 1 of this Agreement, on the terms described herein. Upon enabling the additional Users requested by Subscriber, no further documentation will be required between Subscriber and Xceligent. Xceligent will automatically incrementally bill Subscriber at the then applicable monthly rate per User per additional User on the next applicable invoice. It is understood and agreed that the number of Users may be increased during the term of this Agreement, but may not be decreased without the prior written consent of Xceligent. Upon any renewal of the term of this Agreement, with respect to each additional User who was added during the immediately preceding term, Subscriber will continue to be billed by Xceligent for such additional User at the then applicable monthly rate per User.
- 3.8 If Subscriber's account is thirty (30) days or more overdue then, in addition to any of its other rights or remedies, Xceligent reserves the right to suspend Subscriber's access to the CDX Service, without liability to Subscriber, until such amounts are paid in full.

### 4. TERM AND TERMINATION

- 4.1 The Term of this Agreement shall commence on the execution date by Xceligent and shall remain in effect for a period no less than stated on page 1 of this Agreement (the "Initial Term"). **IF NOT OTHERWISE TERMINATED AS HEREIN PROVIDED, THIS AGREEMENT SHALL AUTOMATICALLY RENEW FOR SUCCESSIVE ONE-YEAR PERIODS FOLLOWING THE END OF THE INITIAL TERM (EACH, A "RENEWAL TERM, AND TOGETHER WITH THE INITIAL TERM, THE "TERM"). EITHER PARTY MAY TERMINATE THIS AGREEMENT WITH WRITTEN NOTICE SIXTY (60) DAYS PRIOR TO THE END OF THE CURRENT TERM.**
- 4.2 Either party may provide notice of termination of this Agreement and exercise its rights and remedies provided in this Agreement and by law in the event of a material breach by the other party which remains uncured after 30 days written notice of such breach. The cure period will not apply to any breach by Subscriber of Sections 5.1, 5.2 or 7.1 of this Agreement. Additionally, Subscriber shall not have more than two (2) notice and cure opportunities in any twelve month period.
- 4.3 Either party may terminate this Agreement if any of the following occurs: (a) the other party becomes insolvent, (b) voluntary or involuntary proceedings by or against the other party are instituted in bankruptcy or under any insolvency law, (c) a receiver or custodian or similar agent is appointed for the other party, (d) proceedings are instituted by or against the other party for corporate reorganization or the dissolution of such party, which proceedings, if involuntary, shall not have been dismissed within 30 days after the date of filing, (e) the other party makes an assignment for the benefit of creditors, (f) all or substantially all of the assets of the other party are seized or attached and not released within 30 days thereafter, or (g) the other party has ceased its on-going business operations.
- 4.4 Except as specifically provided herein, termination of this Agreement shall be without prejudice to any right of the party seeking termination to also sue for damages resulting from any breach of this Agreement.
- 4.5 Upon the expiration or termination of this Agreement: (a) all rights granted to Subscriber under this Agreement will cease, except the following Sections of this Agreement will survive: 2, 3.1, 3.2, 3.6, 4.5, 7, 8, 9, 10 and 11, (b) Subscriber shall immediately pay all amounts owed under this Agreement, and (c) Subscriber shall and shall cause all of its User's to cease using the CDX Service and no longer utilize and promptly destroy all Database Content not entered into by Subscriber or Subscriber's Users received hereunder.

### 5. CDX SERVICE

- 5.1 Xceligent will give an Access Code to each User. It is understood and agreed that in order to receive an Access Code, a User must accept Xceligent's terms and conditions on the CDX web site.
- 5.2 Subscriber and/or Subscriber's User's shall comply with all Xceligent's security procedures to maximize the security of the CDX Service, including prevention of sharing Access Codes and unauthorized access to the CDX Service. Each Access Code is personal to the User and such User is obligated to keep the Access Code confidential and may not share the Access Code with any other employee of Subscriber or any third party. Subscriber shall be responsible for any breach of such obligations by any of its Users. Subscriber shall immediately notify Xceligent if any third party gains or has the potential to gain access to any of Subscriber's User's Access Codes, and shall be fully responsible for any and all activities that occur under any Access Code, whether conducted by a User or a third party.
- 5.3 Xceligent may from time to time change, update or enhance the CDX Service, by posting a notice of the change on the CDX web site.
- 5.4 Subscriber is solely responsible for acquiring and installing all equipment, hardware, software (including web browser software), telecommunications lines, Internet access connections and other items (the "Access Systems") necessary to use the CDX Service.

### 6. NON-COMPETE AND COMMITMENTS

- 6.1 During the Term, Subscriber agrees not to compete with Xceligent in the development and marketing of a software or database application that will offer a computerized data service for commercial real estate.
- 6.2 Xceligent represents and warrants that the up-time for User's access to the CDX Service will be 99.7% measured on a monthly basis for all Users accessing the CDX Service in the preceding calendar month. The up-time computation under this Section 6.2 shall exclude: (i) down-time resulting from factors beyond the reasonable control of Xceligent, including but not limited to actions or inactions of any User or any third parties not affiliated with Xceligent or failures that resulted from any User's equipment and/or third party equipment; and (ii) down-time resulting from scheduled maintenance or upgrades. Subscriber's sole remedy for service outages for the CDX Service will be a prorated credit on the next invoice. Any unused credits at the end of the end of the Term shall extend the Term until such unused credits are reduced to zero (by applying such credits against the then applicable monthly rate).
- 6.3 No more than twice in any 12 month consecutive period, Xceligent may audit Subscriber during normal business hours for the purpose of ensuring Subscriber's compliance with the terms and conditions of this Agreement, upon at least ten days prior written notice; provided, however, that the limit on the number of audits per year shall not apply if an audit indicates any Subscriber non-compliance under this Agreement. If the audit indicates there is a breach in Subscriber's compliance with this Agreement: (i) Xceligent may, if the breach is not curable, immediately terminate this Agreement and pursue its legal remedies or if the breach is curable, terminate this Agreement and pursue its legal remedies if such breach is not cured within 15 days or such additional time as mutually agreed upon by the parties if such breach is not curable in fifteen 15 days.

### 7. CONTENT AND PROPRIETARY RIGHTS

- 7.1 Subscriber may not submit any image to the CDX if Subscriber has granted exclusive rights to the image to a third party, nor may Subscriber submit any image to the CDX and thereafter grant exclusive rights to the image to a third party. Subscriber may not submit any image obtained from the CDX to a third party if a requirement of submitting the image is the granting of exclusive rights to the image. Xceligent may reject or refuse to use, distribute or display any Database Content that it considers to be defective, libelous, inaccurate, incomplete or that violates, misappropriates or infringes any rights of any third party. Neither Subscriber nor any User may submit any property descriptions, photographs, images, financial, transactional, tenant, contact or other information to the CDX unless Subscriber has legal rights to publish, advertise and distribute that information.
- 7.2 Subscriber hereby grants to Xceligent a non-exclusive license to develop, use, display, distribute, exploit and sell Derivative Works utilizing Database Content entered into the CDX by or on behalf of Subscriber and Subscriber's Users.
- 7.3 If an error in the Database Content or in any information contained in the CDX is caused by Xceligent, Subscriber's sole remedy will be the correction of the error after notice to Xceligent.

- 7.4 Xceligent may modify or suspend access to the CDX Services (a) as necessary to comply with any law or regulation as reasonably determined by Xceligent, (b) to comply with any court order or instruction or (c) if deemed reasonably necessary by Xceligent to prevent substantial harm to Xceligent or their businesses.
- 7.5 Xceligent shall retain all right, title and propriety interest (including without limitation all copyrights, trademarks, patents, and trade secrets) in and to the CDX Service (other than Subscriber's Database Content), CDX Application and CDX including the designs, user interfaces, protocols, the "look and feel" of all screens and the organization and presentation of any of its components and Subscriber shall not acquire any proprietary rights thereto. Subscriber acknowledges that the development of the CDX Service, CDX Application and CDX involved the expenditure of substantial time and money. Except as expressly provided herein, Xceligent does not grant any rights to Subscriber or any Users under any patents, copyrights, trademarks or trade secret information. Subscriber shall not alter or remove Xceligent's name, trademarks, copyright notices, disclaimers or other restrictive legends on the CDX Service, CDX Application and CDX, any component thereof.
- 7.6 Without limiting any other provision in this Agreement, Xceligent grants Subscriber a limited, non-exclusive, non-transferable, non-assignable, revocable license to use the CDX Service (and the Database Content not entered into by Subscriber or Subscriber's Users) solely for internal use including the provision of services to its clients or marketing its services to prospective clients in accordance with the terms, restrictions and limitations set forth herein (including without limitation, the prohibitions set forth in Section 7.7).
- 7.7 Subscriber acknowledges that the following are strictly prohibited: (i) the license, grant, transfer, sale, assignment, and distribution of the CDX Service (and the Database Content not entered into by Subscriber or Subscriber's Users) or otherwise making the CDX Service (and the Database Content not entered into by Subscriber or Subscriber's Users) available to, or utilizing for, any third party; (ii) redistribution to any third party any Database Content not entered into by Subscriber or Subscriber's Users; and (iii) developing a competitive product or service or building a product using the same features and functions of the CDX Service or similar ideas, features, functions, or graphics.

## 8. WARRANTIES

- 8.1 Subscriber represents, warrants and covenants that, and Subscriber will comply with all applicable laws, rules and regulations. Subscriber represents, warrants and covenants that (i) neither the execution of this Agreement by Subscriber nor its performance of its obligations hereunder violates any agreement to which it is a party or by which it is bound, (ii) it has the right to enter into this Agreement and perform its obligations hereunder and to grant to Xceligent the rights set forth in this Agreement and the rights in the Database Content submitted by Subscriber and its Users, (iii) no submission of Database Content will violate the rights of any third party, whether those rights arise by contract or otherwise, and (iv) Subscriber will comply with all applicable laws, rules and regulations with regard to the performance of its obligations hereunder and the use of the CDX Service.
- 8.2 **EXCEPT AS OTHERWISE EXPRESSLY PROVIDED IN THIS AGREEMENT, XCELIGENT DISCLAIMS ALL WARRANTIES OR REPRESENTATIONS WITH RESPECT TO THE SERVICES PROVIDED, WHETHER EXPRESSED OR IMPLIED, ARISING BY LAW, CUSTOM, ORAL OR WRITTEN STATEMENTS OR OTHERWISE, INCLUDING BUT NOT LIMITED TO WARRANTIES OF NON-INFRINGEMENT, FREEDOM OF INTERFERENCE WITH ENJOYMENT, MERCHANTABILITY, QUALITY, ACCURACY, COMPLETENESS, FITNESS OF RESULTING WORK PRODUCT AND FITNESS FOR A PARTICULAR PURPOSE OR THAT THE CDX APPLICATION OR THE CDX WILL GENERATE CERTAIN RESULTS, WORK IN COMBINATION WITH OTHER COMPONENTS OR AS AN INTEGRATED SYSTEM OR WILL FULFILL ANY SUBSCRIBER'S PARTICULAR NEEDS.**
- 8.3 Access by Subscriber and Users to Database Content and modifications or additions thereto and related documentation, regardless of form, is provided "as is" and with all faults and the entire risk as to satisfactory quality, performance, accuracy and effort is with Subscriber.

## 9. INDEMNITIES

- 9.1 Subscriber shall indemnify Xceligent and its directors, officers, employees and affiliates (collectively, the "Covered Entities") and defend and hold harmless the Covered Entities from and against any and all losses, damages, expenses and liabilities suffered by any of them or to which any of them become subject, resulting from, arising out of or relating to: (1) any claim, action or demand with respect to the business, resources, technology or services of Subscriber (including the Database Content of Subscriber) for: (a) infringement or misappropriation of any intellectual property rights; (b) defamation, libel, slander, obscenity, pornography or violation of the rights of privacy or publicity; or (c) spamming or any other offensive, harassing or illegal conduct or violation of the acceptable use guidelines of the CDX; or (2) the business, resources or services of Subscriber (including the Database Content of Subscriber). Subscriber shall not enter into any settlement that adversely affects Xceligent's rights or interests without first obtaining the prior written consent of Xceligent, as applicable.
- 9.2 Xceligent shall defend, indemnify and hold Subscriber harmless Subscriber from and against any and all losses, damages, expenses and liabilities suffered by Subscriber or to which Subscriber become subjects, resulting from, arising out of or relating to any completed third party claim, demand or action that the CDX Service (excluding the Database Content and any information or technology provided by any Subscriber and excluding any combination of Database Content with other products or information not a part of the CDX) infringes the United States patents, trademarks, copyrights, trade secrets or other intellectual property rights of any third party. In no event will the obligations of Xceligent under this Section 9.2 apply to any claim which arose from (i) a use of the CDX Service by Subscriber or any of its Users which was not in accordance with the terms of this Agreement, or (ii) a modification to the CDX Service not consented to in writing by Xceligent. Without limiting the generality of the foregoing, should the CDX Service or any part thereof become, or in Xceligent's opinion be likely to become, the subject of a claim of infringement or the like, Xceligent may, in its sole discretion procure for Subscriber the right to continue using the CDX Service, or replace or modify the CDX Service without changing its functional capabilities, so that the CDX Service becomes non-infringing. If Xceligent determines in its discretion that the foregoing are not reasonable, Xceligent may terminate this Agreement and refund to Subscriber the entire fees paid to Xceligent by Subscriber prorated to reflect use of the CDX Service by Subscriber prior to commencement of the claim or proceeding described herein.

## 10. LIMITATIONS OF LIABILITY

- 10.1 XCELIGENT'S LIABILITY UNDER THIS AGREEMENT WILL NOT EXCEED, IN THE AGGREGATE, THE AMOUNT OF SUBSCRIPTION FEES PAID BY SUBSCRIBER PURSUANT TO THIS AGREEMENT FOR THE TWELVE MONTH PERIOD PRECEDING THE DATE OF THE ACTION OR OMISSION GIVING RISE TO SUBSCRIBER'S CLAIM.
- 10.2 Xceligent will not be liable for any indirect damages, consequential damages, damages for loss of profits or revenues, lost data, business interruption or loss of business information arising in connection with this Agreement, even if informed of the possibility of such damages by the Subscriber.

## 11. GENERAL

- 11.1 Subscriber may not assign this Agreement or any of Subscriber's rights or obligations hereunder without Xceligent's prior written consent.
- 11.2 This Agreement may not be amended or modified except in a written document signed by an authorized representative of both parties.
- 11.3 Subscriber agrees to allow Xceligent to use Subscriber's name and logo for the purpose of indicating Subscriber is a client of Xceligent without indicating any endorsement of any services provided.
- 11.4 Subscriber acknowledges that a violation of this Agreement by it may cause substantial and irreparable injury to Xceligent for which Xceligent's remedies at law may not be adequate. Accordingly, Subscriber agrees that Xceligent shall be entitled to seek injunctive relief with respect to any breach, or threatened breach, of this Agreement, and that such right shall be in addition to, and not in limitation of, any other rights or remedies to which Xceligent may be entitled at law or in equity. The rights and remedies provided for in this Agreement are cumulative and shall be in addition to any other rights and remedies provided by law or in equity.
- 11.5 All notices relating to this Agreement must be in writing and either delivered personally, mailed (first class mail, postage paid) certified mail, return receipt requested), by overnight courier or transmitted by facsimile to the addresses set forth herein or to such other address as any party may substitute by written notice to the other.
- 11.6 This Agreement and all of the transactions contemplated hereby will be governed by and construed in accordance with the laws of the state of Missouri, without regard to any conflict or choice of law principles. The parties expressly agree to submit all disputes concerning this Agreement to the exclusive personal jurisdiction and venue of the federal and state courts sitting in Kansas City, Missouri.
- 11.7 If any provision of this Agreement is for any reason held unenforceable or invalid, then this Agreement shall be construed as if such provision were not contained herein.
- 11.8 The parties to this Agreement are independent contractors. No party has any right or authority to act on behalf of any other party.
- 11.9 This Agreement constitutes the entire agreement, and supersedes all prior agreements, between the parties with respect to the subject matter hereof. In the event of a conflict between the terms of this Agreement and any other source, the provisions of this Agreement shall control.
- 11.10 Neither Xceligent nor Subscriber will be liable for delays or failure in performance where the delay or failure is due to an event beyond either's control, including acts of God, war, terrorism, civil disturbance or otherwise.
- 11.11 Neither party may disclose the terms and conditions of this Agreement to any third party.



<b>Company Name:</b> City of Norwood Young America	
<b>Contact:</b> Steve Helget	
<b>Metro:</b> MSP	
SUBSCRIBER PAYMENT METHOD	
Credit Card	
<input type="checkbox"/> Monthly	<input type="checkbox"/> Semi-Annual
<input type="checkbox"/> Quarterly	<input type="checkbox"/> Annual
<input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> AMEX	
ACH (Bank Draft)	
<input type="checkbox"/> Monthly	<input type="checkbox"/> Semi-Annual
<input type="checkbox"/> Quarterly	<input type="checkbox"/> Annual
<b>Cardholder's Name:</b>	<b>Name of Financial Institution:</b>
<b>Card Billing Address:</b>	<b>FI – Account Number:</b>
<b>Card Billing City/ST/Zip:</b>	<b>FI – ABA / Routing Number:</b>
<b>Account #:</b>	(Voided check required.)
<b>Exp Date:</b>	<b>CCV:</b>

I authorize Xceligent, Inc. to process payment for services based on the information I have provided above.



\_\_\_\_\_  
 Name (Print):

\_\_\_\_\_  
 Date:





## Property Listing Options

Whether you have a building for sale or lease, or you have land for sale, the City can assist in the following ways:

- The City of Norwood Young America can place your property listing information on the City's web site for advertising. A current list of available properties can be found at <http://expand2nya.com/available-land-buildings/>
- The Minnesota Department of Employment and Economic Development (DEED) has an interactive web site and map of available buildings and land in Minnesota. The City can enter your property listing on DEED's website for viewing by a larger audience. The currently available properties can be found at <http://mn.gov/deed/business/locating-minnesota/land-bldg/other-sites/index.jsp>
- The City of Norwood Young America, lists properties with the Minnesota Commercial Association of Realtor (MnCAR). The vast majority of commercial real estate brokers in Minnesota use this organization's database to list and search for commercial / industrial properties. The City can enter your property in this database for viewing by a larger audience.\*\*

If you are interested in having your property advertised by the City of Norwood Young America through one of the methods described above, or would like to continue advertising a current property listed, please place a check mark next to the appropriate box(es), sign on the line below, and fill out the appropriate forms attached (*Available Building* or *Available Site*).

- SITE VISIT: I would be interested in having a representative of the City visit my property, prior to listing, so additional on-site information can be provided. (This is encouraged to assist Staff in becoming more familiar with your property). Please contact me via the e-mail or phone number listed below.

---

Property Representative (Please print) Owner?  Yes  No  
*Relationship to Property if not the Owner:*  Real Estate Broker  Family  Other: \_\_\_\_\_

---

Property Owner/Representative Signature Date

---

E-mail Phone

*\*\*Please be advised that if a real estate professional brings a client to rent or purchase your property, they may expect to negotiate a real estate commission from the property owner. These negotiations are strictly between the property owner of the real estate professional, and do not involve the City of Norwood Young America.*



**DATE:** July 30, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V.E. Joint Meeting Agenda Discussion

\*\*\*\*\*

**Background:**

The EDC voted to host a fall joint meeting with the City Council, Chamber of Commerce and Planning Commission, perhaps September, in hopes of learning business and residential survey results and gaining input from a commercial market study.

**Action:**

1. It is requested a couple of optional dates in September be selected.
2. Discussion regarding focused joint meeting outcomes is kindly requested
  - Presentations by each group (the Council, EDC, Planning Commission and Chamber) regarding 2015 Goals and status of reaching those goals.
  - EDC updates may include results of the Hotel Study, results of the resident survey, summary of the commercial market study (if completed), update on the status of marketing efforts (Trade Show, MnCAR advertising, etc), business project updates.
  - Discussion on future uses in the downtowns (commercial, mixed use, residential, etc)
  - Other

## Norwood Young America EDC 2015 Strategic Plan

Goal & Implementation Steps	Status	Responsible Party(ies)
<b>1. Define business needs within the Community</b>		
A. Conduct a Business Survey	<ul style="list-style-type: none"> <li>• Survey form approved at Feb. EDC meeting</li> <li>• Cover letter and info. shared with Chamber 3/18/15</li> <li>• Survey underway 4-1-15</li> <li>• Survey promoted at the 4-15 Chamber meeting.</li> <li>• As of 5-1-15 there were 8 responses.</li> <li>• <b>As of 07-30-15 there were 26 responses.</b></li> </ul>	Foust – development of survey Chamber of Commerce & EDC distribution
B. Update a Commercial Market Study/Analysis	<ul style="list-style-type: none"> <li>• Proposals were sought from two market research firms – Maxfield Research and Keith Wicks &amp; Associates.</li> <li>• The EDC interviewed KWA at their June 10, 2015 workshop meeting.</li> <li>• <b>An interview with Maxfield Research is scheduled for Aug. 12<sup>th</sup>.</b></li> <li>• <b>The EDC will take action at the Aug 12, 2015 meeting.</b></li> </ul>	<b>MDG – arrange interviews and provide sample questions for EDC.</b>  <b>EDC to recommend a firm to the Council.</b>
C. Complete a Hotel Market Study	<ul style="list-style-type: none"> <li>• Hospitality Marketers retained in February, 2015</li> <li>• Meeting held with consultant and information provided March 24, 2015</li> <li>• Preliminary report completed. Finding is NYA can't support a hotel at this time.</li> </ul> <p style="text-align: center;"><b>COMPLETE</b></p>	EDC/Council approval  Mathwig, Lund, Helget & Foust attending  Hospitality Marketers  <b>COMPLETE</b>
<b>2. Identify ways to expand the role of the EDC</b>		
A. Develop a Mission Statement and Vision	<ul style="list-style-type: none"> <li>• Draft Mission statement and Vision developed at the Feb. EDC meeting.</li> <li>• Adopted at the 4-8-15 EDC meeting.</li> </ul> <p style="text-align: center;"><b>COMPLETE</b></p>	EDC Commission  <b>COMPLETE</b>
B. Review and evaluate existing policies.		
C. Develop a Finance Committee and promote EDC programs	<ul style="list-style-type: none"> <li>• A Finance Committee was established at the January, 2015 meeting.</li> </ul>	Commissioners Strickfaden and Mathwig, along with

## Norwood Young America EDC 2015 Strategic Plan

	<ul style="list-style-type: none"> <li>The Finance Committee met on June 10, 2015 and recommended approval of a \$5000 loan participation, which the EDC and Council subsequently approved (180 Collision LLC)</li> </ul>	Helget and Foust are on the committee.
<b>3. Encourage collaborative efforts with other stakeholders in the community.</b>		
A. Participate in Chamber of Commerce activities.	<ul style="list-style-type: none"> <li>EDC members Lund, Mathwig and Schmidt, along with EDC Consultant Foust attended the Chamber meeting April 15<sup>th</sup>.</li> <li>The Chamber continues to work with the EDC to distribute and promote completion of the Business Survey.</li> <li><b>A number of EDC members &amp; staff attended the July Chamber picnic.</b></li> </ul>	EDC members and staff
B. Conduct quarterly meetings/bi-annual joint meetings with the City Council, Planning Commission and Chamber of Commerce representatives.	<ul style="list-style-type: none"> <li>A joint meeting was held January 7, 2015.</li> <li>At the May meeting the EDC decided to postpone the second quarter joint meeting. It is suggested the September EDC meeting date be targeted for a joint meeting. Meeting postponed in favor of receiving additional input from pending surveys and studies.</li> <li><b>At the Aug. meeting the EDC is to begin discussing what outcomes they would like to achieve at a joint meeting in September.</b></li> </ul>	EDC, City Council, Planning Commission and Chamber of Commerce
<b>4. Promotion and Marketing</b>		
A. Update the tag line, "Not Your Average Community!"		
B. Review trade show options.	<p>The EDC approved \$100 to attend and participate in the MNCAR Expo on October 28, 2015 3:00 – 7:00 PM -at THE DEPOT DOWNTOWN MINNEAPOLIS.</p> <p><b>Booth and marketing materials need to be finalized!</b></p>	EDC Commission
C. Create table tents to display at restaurants to	Table tents with information about the resident survey were distributed by	

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market activities in the city.	EDC Members.	
D. Include "Coming Events" on the City's web site.		
E. Market available sites to business prospects and be responsive to business inquiries.	<ul style="list-style-type: none"> <li>• <b>Project updates are included as a part of the monthly EDC discussion. We have been in contact with 12 business leads in the first ½ of 2015.</b></li> </ul>	Staff and EDC
<b>5. Identify Resources Available for Economic Development</b>		
A. Prepare a map and links to information with available commercial and industrial site locations.	<ul style="list-style-type: none"> <li>• A summary of available sites is currently posted on the EDC web site. A summary was also included in the April 8, EDC packet.</li> <li>• Outreach to 12 contacts with lease or purchase real estate (structures or land) was conducted on May 4, 2015. The purpose is to update information on available sites in order to maintain current contact and pricing information. This is as requested at the April EDC meeting.</li> <li>• <b>Listing update finalized on 05-18-15, by MDG. Input of amended information onto website is needed.</b></li> </ul>	Foust
B. Summarize financial programs available for business development.	<ul style="list-style-type: none"> <li>• Financial resources are listed on the EDC web site.</li> </ul>	Foust
C. Inform local industries of financial programs available.	<ul style="list-style-type: none"> <li>• Information has been provided to PPI and other business leads, as financial needs are identified.</li> </ul>	Foust Helget EDC



**DATE:** August 3, 2015

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item VI. A. Business Tours/Visits

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**Background:**

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

So far this year, tours have been conducted at Vickerman Company and Waconia Manufacturing.

Kevin at **Hydro Engineering, 301 Industrial Boulevard**, has graciously offered to provide a tour to the EDC and staff on **Wed. August 12<sup>th</sup> at 1:30 p.m.** (following the EDC meeting). If EDC members have not yet responded to the calendar e-vite, would you please do so at your earliest convenience and I will provide them with an anticipated number of attendees.

A tour of Yeager Machine has also been requested. Information on this will be provided as it becomes available.

**Action:**

If Commissioners have recommendations on other businesses to visit/tour please advise. Input for Manufacturers Week is also appreciated.



**DATE:** August 3, 2015  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item VII. Project Updates

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**Background:**

Following are updates on business projects. New updates are in **bold** font.

- **2015-A. Family Dollar** (Retail) – Faxon Road N. Construction is underway, with footings constructed in June, 2015.
- **2015-B. The Haven** (Residential) –The ground breaking was held on Tuesday, March 31, 2015. Several EDC/Council and City representatives attended. Footings were installed in June, 2015. Construction is underway.
- **2015-C. PPI** –(Manufacturing) - **PPI was scheduled to close on the Young America Corporation facility at 717 Faxon Road the end of June. The company indicated on July 17<sup>th</sup> that the deal fell through for a variety of reasons. They may still move, but it has been delayed. We have been in contact with Young America Corp. and left messages for the company representatives inquiring if we can assist to resurrect the deal.**
- **2015-D. Joyful Spirit Massage & Wellness** (Service) –Joy Andrews opened her business at 218 Wilson on February 3, 2015.
- **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. The company toured the Duebers building but found it was cost prohibitive to rehab. the building. Information on the industrial park was emailed to them in June. **A follow-up call and email were placed July 1, 2015 and August 3, 2015.**
- **2015-F.** (Warehousing/Trucking). This company contacted the city January 13<sup>th</sup>. They toured the Young America Corp building and inquired about zoning on the site. Information on alternative available industrial sites was emailed to them; however, they appear more interested in the existing facility which is being purchased by PPI. **No updates at this time.**
- **2015-G.** (Mini-Storage). Grady Kruse received rezoning approval of the property at 28 Industrial Blvd from C-2 to B-1, to accommodate the construction of a 2,000 sq ft. mini storage building. A 4,803 sq ft. building is adjacent. A new mini storage building is proposed.

- **2015-H (Light Manufacturing/Assembly).** This company contacted us on March 31<sup>st</sup>. They looked at the buildings at 321 Elm St. and had a purchase agreement for 250 Industrial Boulevard. On July 1<sup>st</sup> they noted they have postponed their relocation plans as they are too busy with production. **They will keep the building at 250 Industrial Boulevard in mind.**
- **2015-I (Auto Body).** 180 Collision LLC. is opening their business at 180 Industrial Boulevard. The EDC and MCCD approved loan requests in June and closed on a loan with the business on July 15<sup>th</sup>. The owners also joined the Chamber meeting that day.
- **2015-J (Retail –Auto).** Mid-June this contact inquired about zoning regulations for 508 Faxon. He is investigating opening a business at the site.
- **2015-K (Service/Light Industrial).** This contact requests confidentiality. He is just beginning to research a new business. He was referred to the MCCD. We discussed the EDC and MCCD loan programs on July 2<sup>nd</sup>. **MCCD staff met with the business contact in July.**
- **2015-L (Service).** This contact inquired about zoning for 170 Industrial Boulevard (former greenhouse). Information was provided on July 31<sup>st</sup>.
- In March, 2015, we received a notice from Greater MSP re: a company seeking only existing buildings between 125,000 and 150,000 sq ft, for lease only for nutrition/pharma. We did not respond as we did not have a facility meeting the criteria. Land sites were not being considered.

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