



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, September 9, 2015

6:30 p.m.

Oak Grove City Center – Large Conference Room

310 Elm Street West

Norwood Young America, MN

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
 - A. August 12, 2015 Regular EDC Meeting
- IV. Unfinished Business**
 - A. Commercial Market Study
 - B. Business Survey
 - C. Resident/Consumer Survey Summary
 - D. MNCAR Trade Show
 - E. Joint Meeting Agenda Discussion.
 - F. 2015 Goals and Strategic Plan Update
- V. New Business**
 - A. Manufacturer's Week
- VI. Project /Business Updates**
- VII. Miscellaneous Communications**
- VIII. Next Meeting – October 14 , 2015 6:30 p.m.**
- IX. Adjournment**



DATE: September 3, 2015
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 August 12, 2015 EDC meeting.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

**Minutes from the Meeting on Wednesday, August 12, 2015 at 12 noon
Oak Grove City Center – Large Conference Room
310 Elm Street West
Norwood Young America, MN**

I. Call to Order and Introductions

Vice Chair Julie Schmidt called the meeting to order at 12:25 p.m.

EDC members in attendance were: Julie Schmidt, Sarah Molnau, Bruce Mathwig, Tina Diedrick, Chris Lund

Absent: Mike McPadden, Kyle Strickfaden, Doane Baber and Craig Heher.

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

II. Consideration of the Agenda

It was the consensus of the EDC to accept the agenda for the August 12, 2015 meeting as presented.

III. Approval of Minutes

A motion was made by Diedrick, seconded by Mathwig to approve the July 8, 2015 EDC Meeting Minutes, with an amendment to include Mathwig and Schmidt as absent. Motion carried 5-0.

IV. Unfinished Business

A. Commercial Market/Trade Analysis.

Matt Mullins of Maxfield Research presented a PowerPoint summarizing information on the company and their approach to Commercial Market Studies. He noted their approach would include seven components: site evaluation, demographic analysis, employment and business growth, commercial real estate supply and demand, economic analysis and conclusions.

Mullins noted they would like access to the County Assessor database; they would also look at locations of available sites and have direct contact with lenders and property owners. Timing for the study was discussed with completion anticipated within 45 to 60 days of commencement.

Mullins inquired what is driving the need for a study. Commissioners expressed a desire to tie the two downtowns together. Identity, branding and connectivity were discussed. Mullins stressed the importance of following up with implementation steps following the study with marketing efforts. He suggested a group of stakeholders assist with that process including representatives from the EDC, City, school, Chamber and a commercial broker.

EDC members requested sample copies of market studies completed by Maxfield Research.

It was the consensus of the EDC to table action on the Commercial Market Study until sample studies were obtained from both Maxfield Research and Keith Wicks & Associates.

D. MnCAR/Xceligent Contract

At the July workshop, the EDC had a presentation from Jon Hall of Xceligent regarding an on-line real estate marketing program to list commercial and industrial properties on the City, generate real estate reports, etc. A fourteen (14) month contract was presented to the EDC for consideration, at a cost of \$1980.

Motion by Diedrick, seconded by Mathwig to approve a 14 month contract with Xceligent for the MnCAR on-line commercial real estate listing service for \$1980. Motion carried 5-0.

B., C., E., and F. Due to time limitations, it was the consensus of the EDC to table agenda items relating to the business survey, resident survey, joint meeting and 2015 Goals and Strategic Plan were tabled until the September 9, 2015 meeting.

V. New Business

A. Business Visits/Tours – Foust reported that a business tour of Hydro Engineering will be held at 1:30 p.m. Commissioners Lund, Mathwig and Diedrick, along with Helget and Foust plan to participate. Commissioners noted the next event should be focused around Manufacturer’s Week.

VI. Project Updates –EDC members were made aware that PPI withdrew their offer on the Young America building. The building is being marketed by CBRE. Other updates were provided in the packet.

VII. Miscellaneous Communications – None.

VIII. Next Meeting Date

The next EDC meeting will take place on Wednesday, September 9, 2015 at 6:30 p.m.

IX. Adjourn

A motion was made by Mathwig and seconded by Lund to adjourn the meeting. The motion passed.
The meeting adjourned at 1:22 p.m.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. A. Commercial Market or Trade Analysis

Background:

The EDC has identified the completion of a commercial market study as one of the goals for 2015. Proposals were obtained from two firms, with presentations made by both organizations. At the August meeting, the EDC tabled action and requested sample market studies from each firm. This information is attached for your review.

Proposed Process:

- Keith Wicks & Associates presented information on their approach and contents at a workshop session in June, 2015. His process 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.
- Matt Mullins of Maxfield Research presented his proposal at the August, 2015 meeting. He noted their process includes seven components: site evaluation, demographic analysis, employment and business growth, commercial real estate supply and demand, economic analysis and conclusions. There are options of a commercial market study with an additional industrial component.

Pricing:

- 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 were included with the July and August packets. Please let me know if you would like another copy.

AgSTAR Rural Feasibility Grant:

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.

A draft application has been prepared and can be completed as soon as a firm has been selected by the EDC/City.

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: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. B. Business Survey

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 September 3, 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.

	Business Name	Survey Complete	EDC Contact	Business Address
1	Advanced Electrical Services	X		
2	Allan R. Debner Insurance Agency			PO Box 309
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			

	Business Name	Survey Complete	EDC Contact	Business Address
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

	Business Name	Survey Complete	EDC Contact	Business Address
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: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

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

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

Powered by SurveyMonkey

Who Responded?

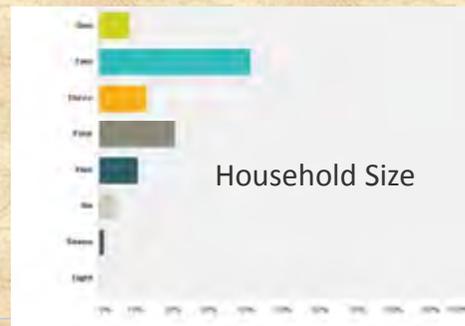
131 Responses

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.

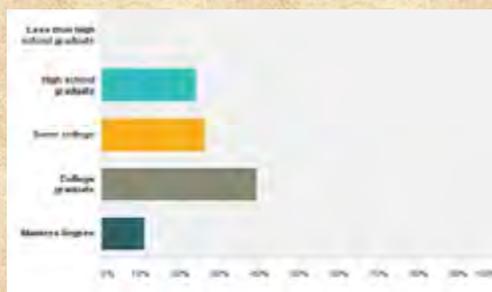
	1	2	3	4	Total
0-9 years old	68.57% 27	28.95% 11	5.28% 2	5.26% 2	45
10-18 years old	46.47% 21	35.56% 16	11.11% 5	6.87% 3	45
19-25 years old	80.00% 12	20.00% 3	0.00% 0	0.00% 0	15
26-35 years old	42.42% 14	57.58% 19	0.00% 0	0.00% 0	33
36-40 years old	52.38% 11	42.86% 9	0.00% 0	4.76% 1	21
41-45 years old	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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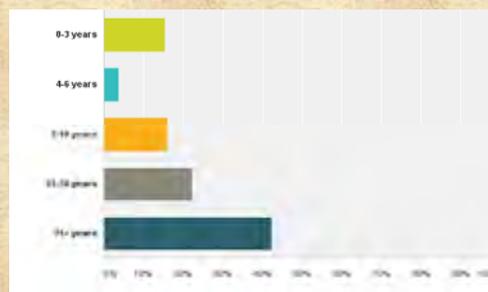
Information on Respondents

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



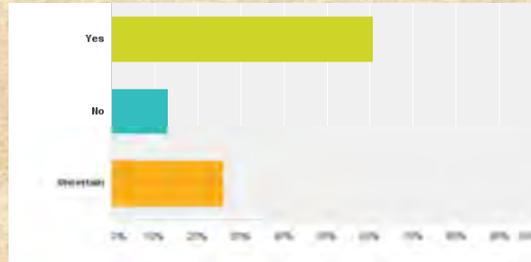
Years lived in NYA



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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
Total		119

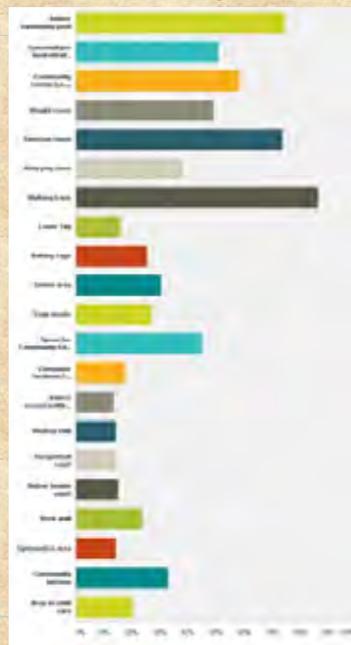
28% noted they would be interested in attending a meeting to learn more.

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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
Total Respondents		119

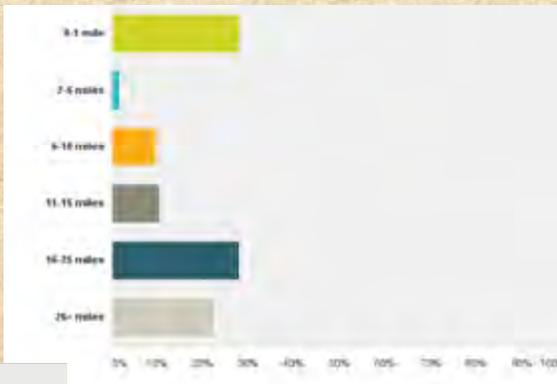
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Commuting Patterns: Miles traveled each way to work

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	2.50%	3
2-5 miles	3.60%	4
6-10 miles	12.80%	12
11-15 miles	19.20%	17
16-25 miles	28.00%	35
26+ miles	22.40%	28
Total		125

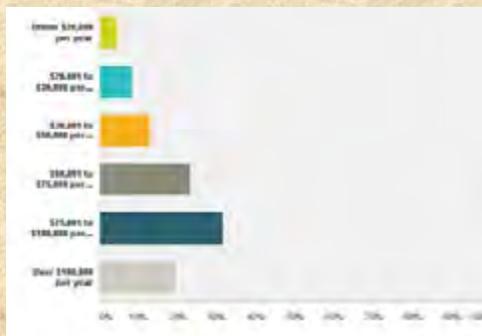
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Household Income:

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 \$25,000 per year	4.6%	5
\$25,001 to \$50,000 per year	8.3%	9
\$50,001 to \$75,000 per year	12.9%	14
\$75,001 to \$100,000 per year	25.1%	27
\$100,001 to \$150,000 per year	21.0%	23
Over \$150,000 per year	18.9%	21
Total		108

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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%	1
Auto Parts	16.75%	21
Auto Grouping	8.87%	11
Beauty related	14.37%	18
Cash Store	16.87%	21
Child Care	28.22%	35
Child Care/Preschool	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	38.77%	48
Restaurant	46.87%	58
Theater	17.87%	22
Tyroid	11.77%	15
Veterinary Clinic	11.77%	15
Wine Shop	11.28%	14

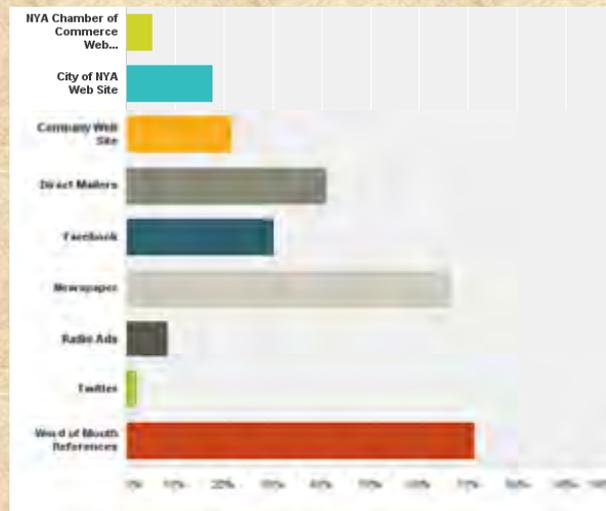
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Primary forms of media to obtain information on local businesses

Answered: 129 Skipped: 2

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

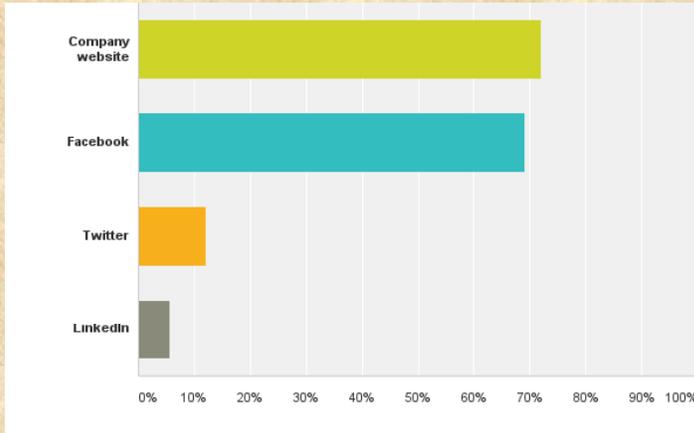
Answer Choice	Percentage	Count
NYA Chamber of Commerce Web Site	6.42%	8
City of NYA Web Site	14.84%	19
Company Web Site	21.37%	27
Direct Mailers	41.89%	54
Facebook	28.27%	36
Newspapers	34.97%	45
Radio Ads	4.53%	6
Twitter	2.22%	3
Word of Mouth/Referrals	21.37%	27



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Recommended forms of Social Media for businesses

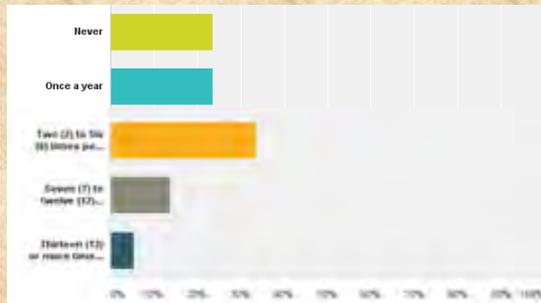
Answered: 107 Skipped: 24



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?



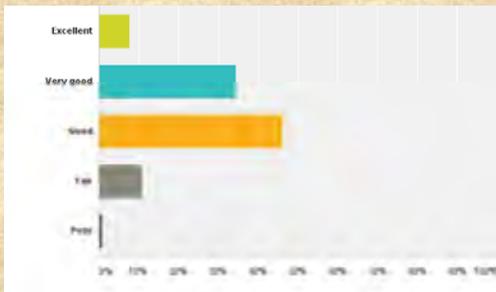
1/3 visit the City's web site two to six times per year.

Answer Choices	Responses
Never	23.66% 11
Once a year	23.66% 11
Two (2) to six (6) times per year	33.59% 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% 58
Poor	8.71% 3
Total	128

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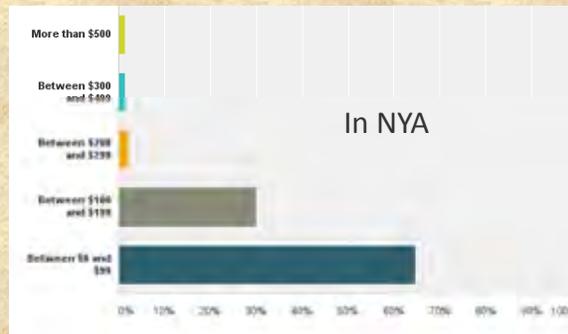
Consumer Spending

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% 5
Between \$300 and \$499	15.28% 15
Between \$200 and \$299	33.48% 43
Between \$100 and \$199	33.48% 43
Between \$0 and \$99	12.51% 10
Total	108



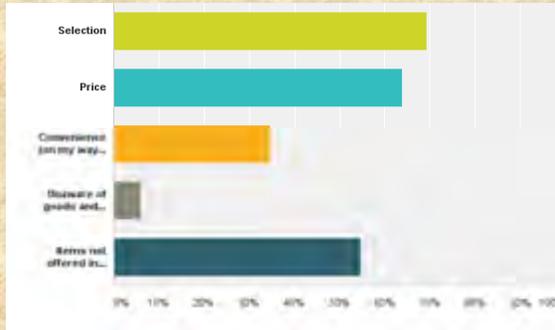
In NYA

Answer Choices	Responses
More than \$500	1.84% 1
Between \$300 and \$499	1.84% 1
Between \$200 and \$299	2.31% 1
Between \$100 and \$199	28.88% 18
Between \$0 and \$99	44.67% 38
Total	58

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Why Shop Outside NYA?

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

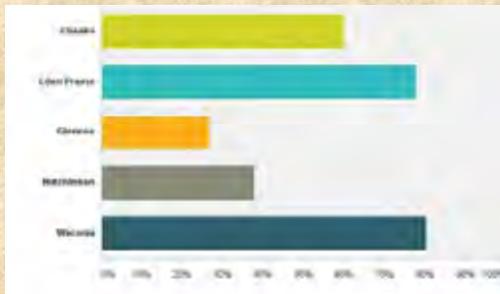


Answer Choice	Percentage	Count
Selection	43.27%	60
Price	42.85%	60
Convenience (on my way home)	34.42%	47
Unaware of goods and services offered in Norwood (Young America)	4.15%	6
Items not offered in Norwood (Young America) Please note items in the other category	34.42%	47

Total Responses: 139

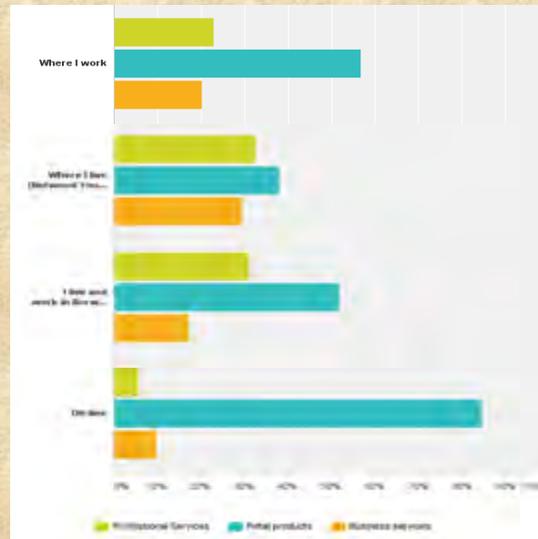
Powered by SurveyMonkey

Where they shop



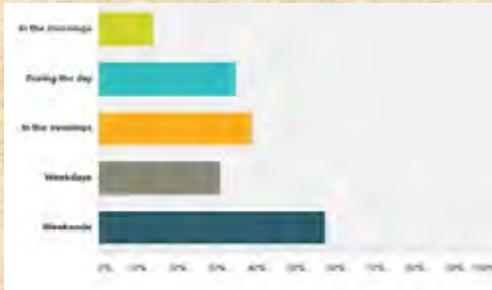
Answer Choice	Percentage	Count
Online	45.32%	63
Retail	71.81%	100
Grocery	36.77%	51
Convenience	33.89%	47
Pharmacy	48.21%	67

Total Responses: 139

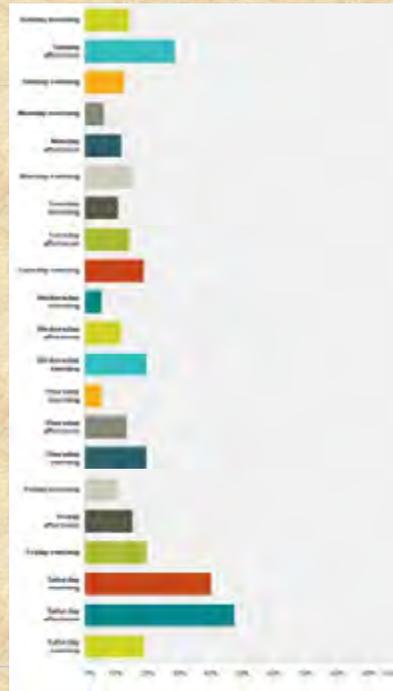


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When they shop

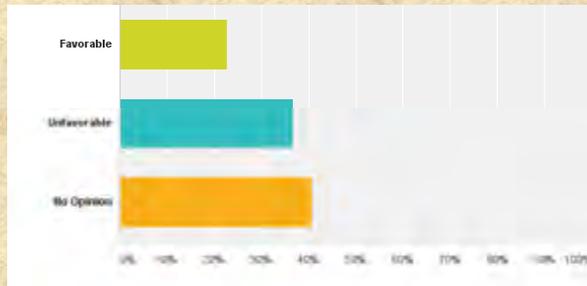


Answer Choices	Responses
In the mornings	11.1%
During the day	15.6%
In the evenings	15.7%
Weekdays	20.6%
Weekends	36.9%
Total Respondents	121



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Opinion of the current business climate in Norwood Young America



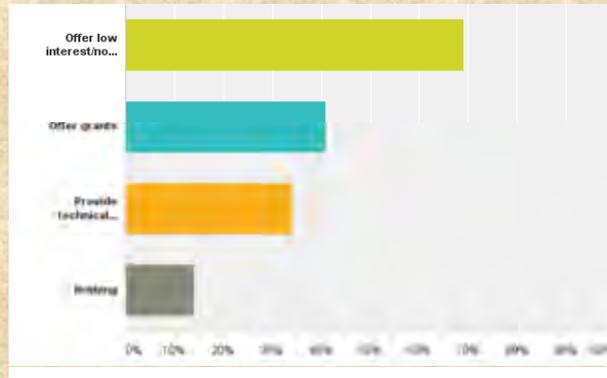
Answer Choices	Responses
Favorable	22.64%
Unfavorable	36.72%
No Opinion	40.63%
Total	121

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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	Percentage	Count
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
Total Responses: 100		

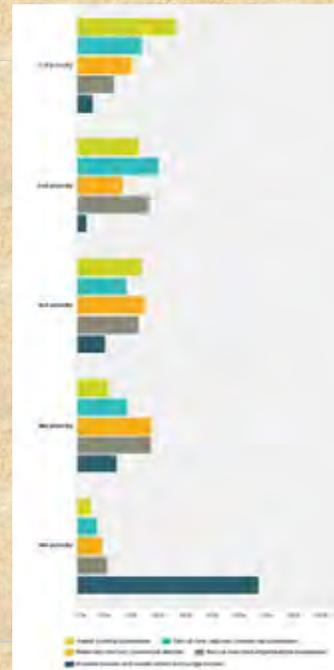
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Ranking of importance of the EDC's

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%	23.73%	28.34%	13.54%	5.83%	119
2nd priority	23.81%	30.89%	16.81%	26.55%	3.54%	119
3rd priority	23.81%	18.10%	24.70%	22.69%	16.68%	100
4th priority	11.76%	18.43%	27.45%	27.45%	14.71%	100
5th priority	5.15%	7.22%	9.28%	11.34%	67.01%	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: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. D. MNCAR Trade Show

Background:

The EDC approved participation in the MnCAR Expo this fall. This year's event will be held on **Wednesday, October 28, 2015 from 3:00-7:00 p.m.** at The Depot Minneapolis, 225 3rd Ave. S.

Below is a description of the event, from MnCAR staff:

“The MnCAR Expo is a great event with over 500 attendees – mostly licensed commercial real estate brokers, but we also have attendees from several other industries including construction, development, property management, banking, law firms, architects and designers, title companies, etc. Our 70+ exhibitors represent these same types of businesses I listed above. We have several cities and counties that sign up for exhibitor booths each year also and EDAM always has a booth as well. From 3 – 4pm, we host a program for continuing educational credits and this year our topic is “MN World’s Fair 2023.” Yes, there is still a World’s Fair and our state is campaigning to host it here in 2023. This event would have a huge impact on our state since a world’s fair brings 10- 15 million visitors!

From 4 – 7pm, we have our Expo portion of the event with exhibitors, prizes and giveaways, free drinks and food and lots of fun. Guest registration is \$45 and exhibitor booth registration is \$1,000 and includes:

- 8' x 10' display booth at event, with an anticipated attendance of commercial real estate professionals from across Minnesota.
- Recognition in all event print and e-mail promotional materials, including media advertising, distributed to 9,000+ commercial real estate industry professionals.
- Company name recognition on MNCAR website, August - October 2015. Website receives 3,000+ unique visitors monthly.



- Recognition at event on exhibitor banner and expo program.
- Two complimentary event tickets. Additional tickets may be purchased for \$45 each.

Attached are optional promotional items which could be ordered to distribute at the booth. Sample flash drives (which could be loaded with information about the City), key ring flash lights and pens have been provided as examples with pricing ranging from \$190 to over \$2000.

Over the next month we will work with staff to prepare marketing materials and the booth layout.

Action:

1. The EDC is asked to designate who will attend and man the booth. I am available. If more than two representatives plan to attend, it is requested the EDC approve the additional tickets at \$45 each.
2. If the EDC wishes to distribute promotional products, a MOTION is in order to approve the expense, and select the item and quantity.

Optional Promotional Products

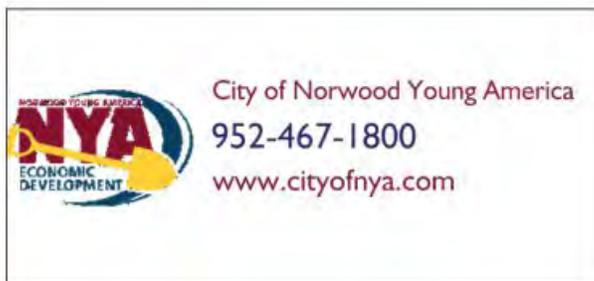


Flash Drives: Quantity 144 = \$2016 (\$14.00 each). Quantity 240 = \$2880 (\$12 each) Vistaprint (above)

4Imprint: Quantity 144 = \$743.04 (Swing flash 4 GB) top right.



Keychain Flashlights: Quantity 144=\$ 332. Quantity 240 = \$525. Vistaprint (above) and 4Imprint: Quantity 144 = \$226.08



Pens: Quantity 100= \$190. Quantity 250=\$415 VistaPrint (above)

4Imprint: Minimum order is 300. Price\$255. (To the right)





DATE: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV.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, in order to keep lines of communication open with other economic development agencies.

Action:

1. It is requested a couple of optional dates in October/November 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)
1. Define business needs within the Community		
A. Conduct a Business Survey	<ul style="list-style-type: none"> • Survey form approved at Feb. EDC meeting • Cover letter and info. shared with Chamber 3/18/15 • Survey underway 4-1-15 • Survey promoted at the 4-15 Chamber meeting. • As of 5-1-15 there were 8 responses. • As of 6-3-15 there were 21 responses (est. 22%). • EDC members to conduct outreach directly with businesses following May 13th EDC meeting. • On 5-18-15 MDG emailed all contacts in Chamber list with email addresses re: survey completion. • As of 09-03-15 there were 27 responses. 	Foust – development of survey Chamber of Commerce & EDC distribution
B. Update a Commercial Market Study/Analysis	<ul style="list-style-type: none"> • Proposals were sought from two market research firms – Maxfield Research and Keith Wicks & Associates. • The EDC interviewed KWA at their June 10, 2015 workshop meeting. • The EDC interviewed Maxfield Research at the August 12, 2015 meeting. • The EDC will make a recommendation at the Sept. 9, 2015 meeting 	MDG – sought proposals and arranged interviews EDC to recommend a firm to the Council. MDG to prepare application for grant to AgSTAR
C. Complete a Hotel Market Study	<ul style="list-style-type: none"> • Hospitality Marketers retained in February, 2015 • Meeting held with consultant and information provided March 24, 2015 • Preliminary report completed. Finding is NYA can't support a hotel at this time. <p style="text-align: center;">COMPLETE</p>	EDC/Council approval Mathwig, Lund, Helget & Foust attending Hospitality Marketers COMPLETE
2. Identify ways to expand the role of the EDC		
A. Develop a Mission Statement and Vision	<ul style="list-style-type: none"> • Draft Mission statement and Vision developed at the Feb. EDC 	EDC Commission

Norwood Young America EDC 2015 Strategic Plan

	<p>meeting.</p> <ul style="list-style-type: none"> Adopted at the 4-8-15 EDC meeting. <p style="text-align: center;">COMPLETE</p>	COMPLETE
B. Review and evaluate existing policies.		
C. Develop a Finance Committee and promote EDC programs	<ul style="list-style-type: none"> A Finance Committee was established at the January, 2015 meeting. 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) 	Commissioners Strickfaden and Mathwig, along with Helget and Foust are on the committee.
3. Encourage collaborative efforts with other stakeholders in the community.		
A. Participate in Chamber of Commerce activities.	<ul style="list-style-type: none"> EDC members Lund, Mathwig and Schmidt, along with EDC Consultant Foust attended the Chamber meeting April 15th. The Chamber continues to work with the EDC to distribute and promote completion of the Business Survey. 	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"> A joint meeting was held January 7, 2015. A second quarter meeting has been scheduled for Wed. June 10, 2015. At the May meeting the EDC decided to postpone the second quarter joint meeting. It is suggested the October EDC meeting date be targeted for a joint meeting. Meeting postponed in favor of receiving additional input from pending surveys and studies. 	EDC, City Council, Planning Commission and Chamber of Commerce
4. Promotion and Marketing		
A. Update the tag line, "Not Your Average Community!"		
B. Review trade show options.	The EDC approved \$1000 to attend and participate in the MNCAR Expo on October 28, 2015 3:00 – 7:00 PM -at THE DEPOT DOWNTOWN	EDC Commission

Norwood Young America EDC 2015 Strategic Plan

	MINNEAPOLIS. Booth and marketing materials need to be finalized!	
C. Create table tents to display at restaurants to market activities in the city.	Table tents with information about the resident survey were distributed by 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"> 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. 	Staff and EDC
5. Identify Resources Available for Economic Development		
A. Prepare a map and links to information with available commercial and industrial site locations.	<ul style="list-style-type: none"> A summary of available sites is currently posted on the EDC web site. A summary was also included in the April 8, EDC packet. 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. Listing update finalized on 05-18-15, by MDG. Input of amended information onto website is needed. 	Foust
B. Summarize financial programs available for business development.	<ul style="list-style-type: none"> Financial resources are listed on the EDC web site. 	Foust
C. Inform local industries of financial programs available.	<ul style="list-style-type: none"> Information has been provided to PPI and other business leads, as financial needs are identified. Business Tours of local industries has occurred in 2015 with the City/EDC offering to assist as needed. 	Foust Helget EDC



DATE: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item V. A. Manufacturers Week

Background:

The MN Department of Employment and Economic Development, along with the Governor, proclaim the third week in October as MN Manufacturer's Week. They encourage communities to also join in recognizing the impact local industries have on the local employment and tax base.

Suggested activities include:

- Mayor's proclamation of Norwood Young America's Manufacturers Week
- Certificates of Commendation for local manufacturers, signed by the Governor
- A breakfast or lunch with local manufacturers
- Tours of manufacturing facilities, etc.

It is recommended the EDC work with the Chamber of Commerce to coordinate an event. This could include lunch and possibly a tour of an industrial facility.

In addition, it is suggested the City Proclaim October 19th-23rd Manufacturers Week and Certificates of Commendation be distributed to the manufacturers in the City. A draft proclamation and sample Certificate of Commendation is enclosed.

Action:

A MOTION is in order from the EDC recommending:

- the Mayor Proclaim October 19th-23rd Manufacturers Week,
- Certificates of Commendation be distributed to the manufacturers in the City and
- The EDC work in cooperation with the Chamber of Commerce to coordinate a lunch meeting.



CERTIFICATE OF COMMENDATION

*In recognition of the outstanding contributions to the Minnesota economy
and your commitment to making Minnesota a better place to live and work.
Therefore, with the appreciation and respect of the people of Minnesota,
this certificate is presented to:*

I have hereunto set my hand and caused the Great Seal of the
State of Minnesota to be affixed at the Capitol in the
City of Saint Paul, October 19 – 25, 2014

GOVERNOR

STATE OF MINNESOTA
OFFICE OF THE GOVERNOR



**City of Norwood Young America, MN
Mayor's Proclamation**

- Whereas The manufacturing industry is a dynamic part of Norwood Young America's economy, and promotion of this sector's strength, success and high quality of life is an integral part of Norwood Young America's economic development strategy; and
- Whereas Norwood Young America's manufactures contribute to the tax base of the city contributing to the economic vitality; and
- Whereas Norwood Young America manufacturers provide quality employment opportunities and wages to its employees; and
- Whereas Manufacturing produces \$43.7 billion in state economic impact or 16 percent of our gross domestic product; and
- Whereas Manufactured exports bring nearly \$20 billion into Minnesota's economy.

Now, therefore, I Tina Diedrick, Mayor of the City of Norwood Young America, do hereby proclaim that, the week of October 19 to October 25, 2015 shall be observed as:

MINNESOTA MANUFACTURERS WEEK

in the City of Norwood Young America on this 12th day of October, Two Thousand and Fifteen.

Tina Diedrick, Mayor



DATE: September 3, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. Project Updates

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 17th 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 13th. 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-I, 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 31st. They looked at the buildings at 321 Elm St. and had a purchase agreement for 250 Industrial

Boulevard. On July 1st 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 15th. 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 2nd. **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 31st.
- **2015- M. (Retail-Auto)** The Planning Commission held a public hearing on accessory outdoor auto sales/display for Nick Rogosienski (dba Rogomobiles) and Charles L. Dueber (Property Owner) on Tuesday, August 25, 2015. Rogomobiles will lease 15 vehicle parking stalls and four customer service parking stalls at 300 Industrial Blvd for auto sales/display. Nick will also lease up to 1,800 sf in the Duebers bldg (equates to all office space) in conjunction with used auto sales/display. The remainder of the 19,600 sf bldg is still leased and occupied warehouse space. The Planning Commission voted to recommend the City Council approve the CUP for accessory outdoor storage in conjunction with used auto sale/display. The City Council will take action on September 14th.
- **2015-N. (Service/Light Industrial).** On August 20th, Commissioner Yaeger, Administrator Helget and I met with a business seeking 1,000 to 1,500 to square feet. Information was emailed to him on the Car Quest building. Follow up occurred September 3, 2015.
- **2015-O. (Service).** An individual called on August 28th to discuss the building at 210 Elm Street. Information on Open to Business assistance was provided as well as zoning requirements.
- **2015-P.** An individual called to inquire about the Young America building. They were seeking information on zoning and building requirements. They noted they look at buildings to acquire, remodel and lease out. Data was provided, but they did not leave contact information.

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