



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, March 9, 2016**

**6:30 p.m.**

**Oak Grove City Center – Large Conference Room  
310 Elm Street West  
Norwood Young America, MN**

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
  - A. February 24, 2016
- IV. Unfinished Business**
  - A. Commercial Market Study
  - B. Joint Meeting – City Council, Planning Commission, Chamber, EDC
  - C. Marketing & Branding
- V. New Business**
  - A. Property Assessed Clean Energy (PACE) Program
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
  - A. Wednesday, March 23, 2016- Joint Meeting
  - B. Wednesday, April 13, 2016
- IX. Adjournment**



**DATE:** March 3, 2016  
**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 February 24, 2016 EDC meeting.

## NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, February 24, 2016 at 6:30 p.m.  
*Oak Grove City Center – Large Conference Room*  
310 Elm Street West  
Norwood Young America, MN

### I. Call to Order

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

EDC members in attendance were: Tina Diedrick, Chris Lund, Julie Schmidt, Bruce Mathwig, Doane Baber, Kyle Strickfaden and Charlie Storms.

Absent: Mike McPadden and Sarah Molnau.

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

### II. Consideration of the Agenda

It was the consensus of the Commission to adopt the agenda as presented.

### III. Oath of Office

The Oath of Office was administered to Commissioner Kyle Strickfaden. The Commission thanked him for his continued commitment.

### IV. Approval of Minutes

*A motion was made by Strickfaden, seconded by Baber to approve the January 13, 2016 EDC Meeting Minutes, with change to VI. Highway 212 and 5. Motion carried 7-0.*

### VI. Unfinished Business

#### A. Commercial Market Study.

An updated copy of the Market Study was distributed to EDC members. Mr. Keith Wicks will be present at the March 9, 2016 meeting to present the final report. The revised trade market area was reviewed along with the population and household projections. It was noted Met Council projections are greater than those within the report.

Moved by Diedrick, seconded by Baber to table action on the Commercial Market Study until the March 9<sup>th</sup> meeting. Motion carried 7-0.

#### B. 2016 Goals and Strategies

Commissioners discussed the five general goals and the 27 implementation strategies which were approved for 2016, at the January meeting. The importance of addressing items in all categories was

noted with a consensus to make community identify and marketing a priority. The use of a survey with an incentive was suggested for selecting a theme and tag line. A survey could be included in the City's newsletter which will be distributed in June and end of the year. A Town Hall meeting was also suggested, with the survey available at the meeting. The need for a Social Media Policy was noted, prior to expanding social media efforts.

Continued industrial development and MnCAR participation were also noted as priorities.

It was suggested the EDC publish the results of Consumer Survey in 2015 and Business Survey so the public is aware of the responses from last year.

The involvement of a marketing consultant to assist with the branding and marketing was discussed. Subcommittees were discussed to assist in accomplishing the goals.

Helget noted that the Council would like an update from each Commission on the goals which were established and the accomplishments and items being addressed.

It was also suggested goal setting for 2017 begin in September of 2016 to coincide with annual budgeting.

#### **C. Joint Meeting with City Council, Planning Commission and Chamber.**

A joint meeting with the City Council, Planning Commission and Chamber was discussed. A tentative date of Tuesday, March 22, 2016 was set at Oak Grove Community Room or the Harbor at 6:30 p.m.

The agenda for the Joint Meeting was discussed and will be finalized at the March EDC meeting.

#### **D. Small Business Revolution.**

An update was provided on the Small Business Revolution Application. There were 9,305 nominations for more than 1,100 towns across America. There were nominations for cities in all 50 states with the most nominations for cities in Minnesota, New York, Kentucky, Pennsylvania and Michigan. The three finalists will be announced during National Small Business Week, May 1<sup>st</sup>- 7<sup>th</sup>. Several Commissioners noted they submitted nominations. No action was required.

Discussion was held on National Small Business Week, May 1-7<sup>th</sup>. A proclamation declaring it Norwood Young America Small Business Week was suggested.

### **VII. New Business**

#### **A. Marketing and Branding.**

Commissioners discussed the feasibility of engaging a marketing company to assist with the identity, marketing and branding for the City. It was recommended a Request for Quotes be developed.

**Website** – It was noted there are currently two web sites; one for the city and one for the EDC. The EDC site is in need of updating. TechStar IT Solutions had OrangeBall update their website. It was suggested the EDC have a page as a link on the City's web site versus a separate web address.

**Billboards** – The City owns two billboards on Highway 5 and 212. The City is able to update these if new information is desired. The cost associated is for this is for the new panel production. There is no monthly fee. After a marketing theme is developed, the billboards could be updated.

**Available Sites** – A listing form has been developed and sent to Fahey and other realtors. Listings for Tacoma Industrial Park were updated on MnCAR. LocationOne has multiple listings along with LoopNet.

**Ribbon Cuttings** – Two ribbon cuttings were conducted today at Family Dollar and Quilting Grounds. Several EDC and Chamber of Commerce members attended.

**Marketing Videos** – It was suggested a Request for Quotes be prepared for the March meeting.

**Coordination with the Newspaper** – Foust noted she has been in contact with Adam Gruenewald at the newspaper. He recently ran the article on the Small Business Revolution. He also met with Quilting Grounds and will be writing an article. Photos from the ribbon cuttings were provided to the newspaper as well.

**Quarterly newsletter** – It was recommended a quarterly newsletter be developed to share information on EDC programs and business news.

## **B. Carver Co. CDA**

Foust and Helget reported that they had met with the Carver Co. CDA. The CDA is developing a program to provide direct grants to the cities they serve. A strategic planning session will be held in the near future to obtain input on the application process. The annual budget is \$300,000. These funds will be provided as grants to cities for projects which further the CDA's mission.

## **C. Loan or Grant Program.**

Examples of downtown grant and/or loan funds from other communities were provided. Committee members expressed support for a “No Interest Loan” to avoid the depletion of funds and allow funds to be revolved. The development of design standards to comply with, for the use of funds was identified as a positive program requirement. Commissioners felt it would be appropriate to require receipts from contractors versus paying contractors directly.

Helget noted the City has approximately \$130,000 in the revolving loan fund at this time. There is potential to dedicate a specific amount of this for a “No Interest Loan Program” or request separate funds for this program through the budgeting process.

Diedrick recommended developing information on why the fund is being developed and how it will assist in achieving EDC goals. It was also suggested use of the fund be tied in with the development of an identity for the city and its commercial districts.

## **VIII. Project Updates** –EDC members were provided updates on business inquiries.

Zoning of the Young America Corp. building, at 717 Faxon Road, was discussed. Helget reported that the Planning Commission is open to amending the highway commercial zoning district interim uses to allow light manufacturing for buildings over 100,000 square feet in size. There were some concerns with heavy industry in the highway commercial district and potential conflicts with adjacent properties.. The City Attorney is drafting draft language to address the use of the building. A special meeting will

be held by the Planning Commission on March 8, 2016. The owner of the building has been invited to attend.

The Haven is anticipating occupancy the third week in March with an open house on April 24, 2016.

Updates on other prospects were provided.

#### **IX. Miscellaneous Communications**

A meeting will be held on Wednesday, March 2, 2016 from 9 a.m.-10 a.m. at Victoria city hall. Information on financing available for businesses for PACE clean energy improvements will be provided. EDC members are invited to attend. Diedrick, Helget and Foust plan to attend.

#### **X. Upcoming Meetings**

The next regular EDC meeting will be Wednesday, March 9, 2016 at 6:30 p.m.

A joint meeting with the City Council, Planning Commission and EDC will be held March 22, 2016 at 6:30 p.m.

#### **XI. Adjourn**

*A motion was made by Mathwig and seconded by Diedrick to adjourn the meeting at 8:42p.m. Motion carried 7-0.*

Respectfully submitted,

Jo Foust, Economic Development Consultant  
MDG, Inc.



**DATE:** March 3, 2016

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item IV. A. Commercial Market Study

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**Background:**

Keith Wicks of Keith Wicks & Associates, will be present at the March 9, 2016 meeting to provide an overview of the Commercial Market Study for Norwood Young America.

Enclosed is the updated document, which was also distributed on February 24, 2016.

**Key points of the Study include but are not limited to:**

- **Trade Area**-The Norwood Young America Trade Area has been defined on a map on page 3. The trade area includes a 2015 population of 10,850. This is anticipated to grow to 11,345 by 2020. Demographic information on the population in the trade area is provided including age, income, education and household statistics.
- **Traffic Patterns** – Traffic counts in the city are provided for various roadways within the city. Counts range from 9,000 to 11,500 ADT along Highway 212, 4,550 ADT along Highway 5 and 1,650 ADT along CR 33.
- **Economic Overview** – Employment and wage statistics, provided by the Met Council are included. This includes current statistics as well as some forecasts to the year 2040.
- **Market Demand /Gap Analysis** – The study identifies market demand that is currently leaking to other markets or opportunities in various business categories (See page 24)
- **Need to Establish an Identity.** The need to market the community around an identity is stressed in the study. The City’s German heritage, location at the crossroads of 212/5, Bongards, etc. are suggested.
- **Recommended Implementation Steps are included with three proposed phases.**
  1. Phase I steps include:
    - a. New community identity
    - b. Assistance to existing businesses including working with Econo Foods, True Value, Sinclair Site Redevelopment, Marsden Pharmacy, Good Time Liquor and other small shops to support upgrades and redevelopment.
    - c. New business recruitment.
  2. Phase II steps include:

- a. Continued assistance to existing businesses
  - b. New retail/commercial business recruitment
  - c. Review of options to revitalize the downtown districts
  - d. Repositioning the Sinclair property as a new, strong business attraction
  - e. Development of the "Triangle Lot" at 212/5/33 across from Kwik Trip
  - f. Phase III calls for the launching of the Downtown Plan.
3. Phase III: Continue to work on projects in Phases I and II, needed extended timelines for planning, financing and further market development.

**Action:**

Following a presentation and discussion, the EDC is asked to accept the Commercial Market Study, with any changes identified at the meeting as needed.



**DATE:** March 3, 2016

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item IV. B Joint Meeting, March 23rd

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**Background:**

A joint meeting of the EDC, City Council, Planning Commission and Chamber of Commerce has been scheduled for Wednesday, March 23, 2016 at 6:30 p.m. in the Oak Grove Community Room.

The EDC is asked to finalize the agenda. Following is a draft.

**Norwood Young America  
 City Council ~ EDC ~ Planning Commission ~ Chamber of Commerce  
 Joint Meeting Agenda  
 Wednesday, March 23, 2016 6:30 p.m.  
 Oak Grove Community Room**

1. Welcome & Introductions
2. 2015 Accomplishments and 2016 Goals/Projects
  - o City Council
  - o Planning Commission
  - o EDC
  - o Chamber of Commerce
3. Discussion on methods of working together on over-lapping goals/projects
4. Adjournment

EDC 2015 updates may include results of the:

- The 2015 Hotel Study results
- Results of the resident survey
- Summary of the Business Retention and Expansion Survey
- Summary of the Commercial Market Study
- 2015 marketing efforts (MnCAR Trade Show, etc),
- The 2015 Annual Report may be used as the guideline.

EDC 2016 Goals/Projects. The recently adopted five (5) goals and the 27 implementation steps may be used as the guideline for the presentation on 2016 Projects as well as an update on the Small Business Revolution effort.

Other?

**Action:**

The EDC is asked to

- Finalize the agenda
- Identify a meeting facilitator
- Select EDC Commissioner(s) to present the 2015 accomplishments and 2016 goals/projects.



**DATE:** March 3, 2016

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item IV. C. Marketing & Branding

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**Background:**

At the February 24, 2016 meeting the EDC discussed the need to identify the cost associated with retaining a marketing firm to assist with branding and marketing. It was suggested a Request for Proposals RFP) be developed.

Enclosed is a DRAFT RFP for the EDC's review and comment. A timeline has been included which would require deliverables by the July EDC meeting.

Firms to mail the RFP to could include, but are not limited to:

- Queen Bee Media, <http://qbeemedia.com/>, Woodbury MN. Email: [info@qbeemedia.com](mailto:info@qbeemedia.com); 651-330-6331. Providing: websites, videoproduction, social media.
- Alveo Digital, 1500 Jackson Street NE, Studio 402, Minneapolis MN 55413 [info@alveodigital.com](mailto:info@alveodigital.com); 612-338-6448. Providing: Branding and video production including aerial services.
- Run with Scissors, Inc. web: <http://www.runwithscissors.net/#>, 18420 20<sup>th</sup> Ave. North, Plymouth, MN 55447, 612-703-5202, email: [info@runwithscissors.net](mailto:info@runwithscissors.net). Contact: Brett. Providing: branding, video & animation, web, logo & design.
- Sherwin Schwartzrock, FloraFauna, 227 Colfax Ave. North Suite 210 Minneapolis, MN 55405. 612-759-7575. Full scale design and branding collective.

**Action:**

The EDC is asked to provide input on the contents of the RFP and proposed timeline. If EDC members are aware of other firms to send the RFP to, please advise.



## REQUEST FOR PROPOSAL (RFP) MARKETING AND BRANDING CONSULTANT

March 15, 2016

**DRAFT – March 3, 2016**

### Background

The Norwood Young America Economic Development Commission (EDC) is a nine (9) member board which:

- Advises the City Council of the City of Norwood Young America on matters concerning commercial and industrial development within the city.
- Assists the City with preparation of and advice regarding economic development marketing plans, programs, and strategies.
- Helps to coordinate economic development efforts with various groups active in the city.
- Aids and advises the City Council and Planning Commission regarding the orderly development of areas suitable for commercial and industrial development.
- Recommends to the City Council and Planning Commission policies and actions regarding commercial and industrial expansion, development, and attraction.
- Develops long and short-term strategies for commercial and industrial development within the city.
- Reviews proposed development proposals.
- Assists in the preparation and implementation of plans for business retention.

### Project Description

In an effort to achieve their goal to assist with marketing plans, programs and strategies, the Norwood Young America Economic Development Commission (EDC) is seeking a qualified individual or organization to assist in development of branding strategy, creation of a logo, tag line, and graphics standards for the Norwood Young America EDC. The EDC is also seeking to utilize the information to update its web site, billboards, a marketing video and other social media. Specifically, the work should provide the following deliverables:

1. A project plan and timeline for all deliverables
2. Logo design including three potential designs
3. Tag lines, including three potential options. Note: The EDC will conduct a community survey to obtain input on tag lines and branding.
4. Message development to introduce the new brand publicly
5. Brand strategies
6. Written guide of graphics standards/style guide

## **Design Requirements**

Throughout the design process and message development, the successful bidder will work with a subcommittee of the EDC. All work submitted for consideration or review must be submitted in a format that allows the designs to be used for further concept development, operational considerations, and marketing and planning activities. All logo designs, reports, and supporting documents should be delivered in electronics format and two hard copies. All work will be fully owned by the Norwood Young America EDC.

Estimated Project Duration The project must be completed by July 13, 2016.

## **Submission Information**

When responding to the above request, the bidder should elaborate on what type or types of design methods are recommended and why. Consideration should be given for cost and time when making any recommendations. Please include the following in your submission:

1. Statement of the projects objectives
2. Design philosophy and methodology
3. Qualifications of the person or firm
4. Portfolio of similar past work including logo design, naming, messaging, brand strategy, and the development of graphics standards
5. Project activities and timeline
6. Budget with estimates for printing if applicable
7. A minimum of three references including the type of work done for each reference and date of execution. Past projects must be within the last 3 years.
8. All submissions should be in PDF format
9. The length of the proposal should not exceed 10 pages PLUS the portfolio examples.

## **Basis for Award of Contract**

1. Relevant experience with similar projects preferred.
2. Ability of the consultant to meet the stated needs in the time frame.
3. Price.

## Anticipated Schedule

Request for Proposals Distributed:	Tuesday, March 5, 2016
Proposals Due by:	Monday, April 4, 2016 at 4:30 p.m.
Committee Meets with Finalists:	Wednesday, April 16, 2016
Successful Bidder Notified:	Tuesday, April 26, 2016
Contract Signed:	Friday, April 29, 2016
All Deliverables Due by:	Wednesday, July 13, 2016

## Submit Cover Letter and Proposals Electronically to:

Steve Helget, City Administrator  
 City of Norwood Young America  
[shelget@cityofnya.com](mailto:shelget@cityofnya.com)

or via mail to:

Steve Helget, City Administrator  
 City of Norwood Young America  
 310 Elm St. W  
 PO Box 59  
 Norwood Young America, MN 55368

**Please label as:** NYA EDC Marketing Proposal

## Statement of Limitations

This RFP, submissions from Respondents to this RFP, and any relationship between the EDC and Respondents arising from, or connected or related to this RFP, are subject to the specific limitations and presentations expressed below, as well as the terms contained elsewhere in this RFP. By responding to this RFP, Respondents are deemed to accept and agree to this Statement of Limitations.

1. The issuance of this RFP and the submission of a response by any firm or the acceptance of such response by the EDC does not obligate the EDC in any manner whatsoever. Legal obligations will only arise upon execution of a formal contract.
2. The EDC reserves the right to:
  - A) Amend, modify, or withdraw this RFP;
  - B) Require supplemental statements or information from any Respondent;
  - C) Accept or reject any or all responses thereto;
  - D) Extend the deadline for submission of responses thereto;

- E) Negotiate or hold discussions with any Respondent and to correct deficient responses which do not completely conform to the instructions contained herein;
- F) Cancel, in whole or part, this RFP, for any reason or for no reason.

The EDC may exercise the foregoing rights at any time without notice and without liability to any Respondent or any other party for its expenses incurred in the preparation of responses hereto or otherwise. Responses hereto will be prepared at the sole cost and expense of each Respondent.

3. All information submitted in response to this RFP is subject to the Minnesota Government Data Practices Act, which generally mandates the disclosure of documents in the possession of the EDC upon the request of any person, unless classified by statute, or temporary classification pursuant to Minnesota Statute §13.06, or federal law, as nonpublic or protected nonpublic.
4. The EDC reserves the right, in its sole discretion, without liability, to utilize any or all of the RFP responses, including late responses, in its planning efforts. The EDC reserves the right to retain and use all the materials and information, and the ideas, suggestions therein, submitted in response to this RFP, and each Respondent must grant an unconditional and perpetual license without charge to the EDC to use any copyright or other legally protected rights in and to the response information.
5. This RFP shall not be construed in any manner to implement any of the actions contemplated herein, nor to serve as the basis for any claim whatsoever for reimbursement of costs for efforts expended in preparing a response to the RFP. The EDC will not be responsible for any costs incurred by Respondents related to preparing and submitting a response to this RFP.



**DATE:** March 3, 2016

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda item V. A. Property Assessed Clean Energy Program

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**Background:**

On March 2, 2016 a meeting was held regarding Property Assessed Clean Energy (PACE) financing. Carver County has a Joint Powers Authority (JPA) allowing all cities and businesses in the county to access program funding offered at the St. Paul Port Authority. Twenty (20) Counties in the state are currently participating in this program.

PACE financing allows businesses, which are property owners, to finance energy-related improvements to their buildings with affordable (4 ½ %), long term (10 year) financing. This program allows energy related improvements to be 100% financed.

Enclosed is a flyer on the program. A marketing tool-kit will be provided to cities within Carver Co. The information may be shared with local businesses to encourage them to investigate cost savings measures to upgrade windows, doors, water heaters, lighting, etc.

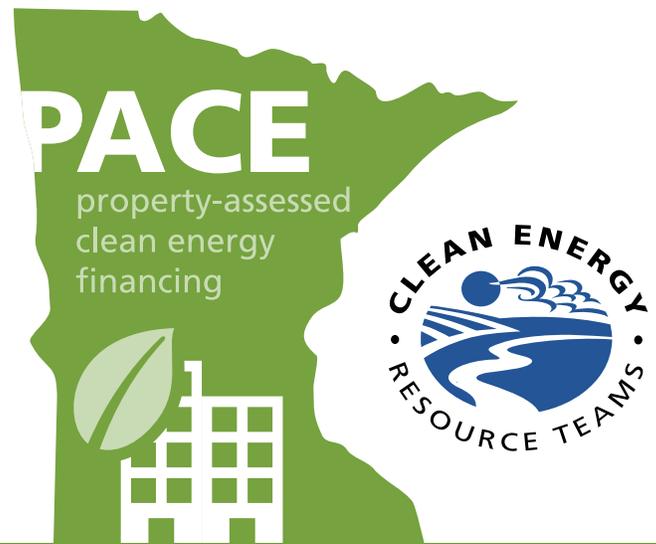
An energy audit is completed prior to financing to ensure cost savings will exceed the loan payments.

**Action:**

No formal action is required. This information is included as an additional resource the EDC may share with existing and future businesses.

**PACE is a new way to finance energy efficiency and renewable energy upgrades to the buildings of commercial property owners.**

Energy-saving measures pursued by the owners receive project financing and are repaid as a separate item on their property tax assessment for a set period. PACE eliminates the burden of upfront costs by providing low-cost, long-term financing.



## Why PACE, and how does it work?

**PACE financing helps overcome several barriers to making energy improvements:**

- Eliminates high up-front costs
- Reduces dependence on credit
- Allows for comprehensive retrofits
- Allows programs to recoup their costs

Property Assessed Clean Energy (PACE) financing allows property owners to finance energy-related improvements to their buildings with affordable, long-term capital.

### PACE PROJECT PROCESS



### HOW THE MONEY FLOWS



**Learn more on reverse**

Minnesota state law allows local units of government to enter into joint powers agreements to create PACE programs. Under this innovative arrangement, commercial, industrial, nonprofit and multi-housing property owners can take on voluntary special assessments to finance energy efficiency, renewable energy, or electric vehicle infrastructure improvements to their properties.

PACE allows companies the opportunity to maintain a positive cash flow while investing in energy upgrades at no cost to taxpayers. PACE financing can also make it easier for building owners to transfer financed improvement repayment to the next owner upon sale, as the repayment resides with the property tax assessment.

## Basic qualifications for PACE financing:

- Property owners must be current on mortgage and property taxes
- No federal or state liens against the property
- Must not be in bankruptcy proceeding
- Lender acknowledgement or "consent" from current mortgage lender
- Term of financing may not exceed weighted average useful life of improvements
- Improvements may not exceed 20% of assessed property value

## What programs exist in Minnesota?

There are currently two commercial PACE programs available to Minnesota cities and counties that want to help finance building energy improvements in their jurisdictions.

### Rural Minnesota Energy Board

Available to entities in the Rural Minnesota Energy Board's counties. The program is administered by the Southwest Regional Development Commission. Learn more at <http://mncerts.org/pace#rmeb>.



### Saint Paul Port Authority

Available to entities in any city or county in Minnesota. Interested local governments can work with the Saint Paul Port Authority to authorize the program. Learn more at <http://mncerts.org/pace#sppa>.



## Ready To Get Started?



**Dig a little deeper:** Visit the CERTs website resource page on PACE, which includes program details, a map of all participating cities and counties, and interviews with business owners who have completed projects at <http://mncerts.org/pace>.

**Go further:** Contact Pete Lindstrom with the Clean Energy Resource Teams at [plindstr@umn.edu](mailto:plindstr@umn.edu) or 612-625-9634.