



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, October 4, 2017**

**6:30 p.m.**

**City Hall – 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. September 13, 2107 Regular Session
  - B. September 13, 2017 Joint Meeting
- IV. Unfinished Business**
  - A. Website Update – Steve Gasser, Vivid Image
  - B. Follow-up from Joint Meeting
  - C. Entrance Signs Update
- V. New Business**
  - A. 2018 Goals
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
  - A. Wednesday, October 11, 2017, 3:00-7:00 p.m.: MNCAR Expo
  - B. November 8, 2017 Joint Meeting 6:30 p.m.
- IX. Adjournment**

# NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, September 13, 2017 at 6:00 p.m.

*Oak Grove Senior Center – Community Room*

310 Elm Street West

Norwood Young America, MN

## I. Call to Order

Schmidt called the meeting to order at 6:05 p.m.

EDC members in attendance were: Julie Schmidt, Mike McPadden, Carol Lagergren, Tina Diedrick, and Kaarin Foede.

Absent: Kyle Strickfaden, Bruce Mathwig, and Theresa Meis.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Holly Kreft.

## II. Consideration of the Agenda

*A motion was made by McPadden, seconded by Foede to approve the agenda. Motion carried 5-0.*

## III. Approval of Minutes

*A motion was made by Diedrick, seconded by McPadden, to approve the minutes of the August 16, 2017 EDC Meeting, as presented. Motion carried 5-0.*

## IV. Unfinished Business.

### A. Website Update.

Economic Development Coordinator Kreft provided an update on the quotes received to create a new website. She referenced the PowerPoint presented by Kelly Hayes, City Clerk, at the previous meeting. She also provided comments from Ms. Hayes regarding the updates that had been completed to the current website. Ms. Hayes recommended that the City continue to do updates in house and to purchase the upgraded version of WordPress due to the cost and low usage of the website.

Commissioner Diedrick said the updates that Ms. Hayes completed are good. She also referenced the Carver County website as an interactive website and hoped that in the future residents would be able to sign up for City updates via the website. Chair Schmidt noted that the intent of upgrade the website is to drive more people to the website. Mayor Lagergren noted that the money is budgeted. Karen Hallquist, Chamber Director, noted that the Chamber uses Wordpress and it has not been user friendly. Mayor Lagergren said there wouldn't be a lot of major changes to the City website, but update it and make it more user friendly. She said it would also be important to market the updated website.

*A motion was made by Lagergren, seconded by Foede to recommend Vivid Image as the vendor to the City Council for the upgrades to the City website.*

**B. Expo Banners.**

Economic Development Coordinator Kreft provided examples of the expo banners from the Herald Journal. Commissioner Foede noted that she liked the colors. Chair Schmidt thought the layout looked very elementary. Mayor Lagergren asked to continue the blue border around the logo portion of the sign.

Karen Hallquist, Chamber Director, suggested different pictures. Chair Schmidt recommended banner pictures instead of smaller pictures and she also recommended more pictures and professional ones. The direction of the Commission was that the font should match the font of the logo. Commissioner Diedrick recommended the logo on the top of the banner. Economic Development Coordinator Kreft suggested that she could ask Herald Journal if they could take photos. Director Hallquist recommend a larger picture of an aerial photo of the park and new building photos. She suggested having birds eye view showing property lines for the industrial park.

Mayor Lagergren suggested having a photography contest that could be led by the Chamber and the winner announced in at the holiday event. Chair Schmidt referenced photo from State Baseball tournament that is on the City website.

The consensus of the Commission was to have the industrial park banner updated at this time to have it completed for the MnCAR expo. Coordinator Kreft will contact the Herald Journal with the requested updates and send out another mock-up electronically for review before placing the order.

**C. Entrance Signs.**

Economic Development Coordinator Kreft provided an update on the quotes received to date for the entrance signs. Coordinator Kreft reviewed the sign companies and discussed the pricing. Chair Schmidt suggested that the logo be as large as possible and have a raised metal sign. Coordinator Kreft suggested that the sign subcommittee meet with Mark Severson from American ArtStone on-site and ask his opinion on size of name and location. The Commission agreed with this recommendation.

The EDC then discussed the existing billboards. Coordinator Kreft noted that Lamar did not charge for the design and set-up of the new signs which include the logo. Administrator Helget was unsure of the current cost for the billboards.

**V. New Business.**

**VI. Project Updates.**

Due to time constraints, this was not discussed.

**VII. Upcoming Meetings.**

Manufacturer's Week is the first week of October. The consensus of the EDC was Wednesday, October 4<sup>th</sup> from 11:30 a.m. to 1:00 p.m. at 212 Business Center with the same menu as last year.

The regular meeting of the EDC is October 11<sup>th</sup>, which is the same evening as the MnCAR Expo. EDC will meet at 6:30 p.m. on Wednesday, October 4<sup>th</sup>.

**IX. Adjourn.**

*A motion was made by McPadden, seconded by Foede to adjourn the meeting at 6:44 p.m. Motion carried 5-0.*

Respectfully submitted,

Holly J. Kreft  
Economic Development Coordinator  
Municipal Development Group LLC

**NORWOOD YOUNG AMERICA CITY COUNCIL  
NORWOOD YOUNG AMERICA PLANNING COMMISSION  
NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Minutes from Joint Meeting on Wednesday, September 13, 2017 at 6:30 p.m.  
*Oak Grove City Center – Community Room*  
310 Elm Street West  
Norwood Young America, MN**

**I. Call to Order**

Mayor Lagergren called the meeting to order at 6:45 p.m.

Council members in attendance were: Charlie Storms, Dick Stolz, Craig Heher, and Mike McPadden.

No Planning Commission members in attendance.

EDC members in attendance were: Kaarin Foede, Tina Diedrick, Theresa Meis, and Julie Schmidt.

Member of the Chamber of Commerce included Karen Hallquist,

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Holly J. Kreft.

**II. Consideration of the Agenda**

*The agenda was approved as presented.*

**III. New Business**

Economic Development Coordinator Kreft provided information on updates since the last meeting that included updates to all of the available property fliers and contact of the listing agents and owners. She noted that some of the out of town owners did not respond to the letters.

Coordinator Kreft provided an overview of the three small group exercises from the last meeting and the responses. She also reviewed the 2030 Comprehensive Plan Land Use map, which included the north downtown as the Civic Center and the south downtown as the Central Business District.

She also noted that the EDC had requested research on other communities that have downtowns in close proximity to others or other consolidated cities. Coordinator Kreft provided information from North Mankato and then communities through the U.S. She noted that North Mankato recently approved a Belgrade Avenue Redevelopment Plan. Commissioner Foede requested that it be sent out to the group for review.

Coordinator Kreft then distributed a survey with questions relative to the 2030 Comp Plan and how the land use designations should be considered for the 2040 Comprehensive Plan. Chamber Director Hallquist said that she felt people still connect to the original downtowns and the original communities. She said maybe the City should embrace that those were the historic downtowns of each community. She recommended Historic Norwood Downtown and Historic Young America Downtown and allowing similar uses in each district.

The group discussed having niche businesses locate in the downtowns, so those that don't need highway exposure. Some examples of artist areas, community kitchens, and other destination businesses could be a focus. Commissioner Diedrick stated she felt that design standards are important and gave the example of what the City of Annadale did with their downtown and streetscaping. The group discussed that they would be interested in trying to find a way to compel property owners with vacant businesses to market or fix up their buildings. Coordinator Kreft noted that typically design standards aren't enforceable unless the property owner requests some type of permit or change in use.

EDC Chair Schmidt noted that Faxon Road should also be consider a commercial district since many consider that the "new" downtown. There was discussion about calling this district the central commercial district since it ties in geographically and to the School District. The group briefly discussed loans or grant for design standards to assist businesses with updates.

The group discussed the type of uses which would be allowed and this included niche commercial, small industrial, and residential units in the upstairs and back of buildings, but not entire buildings converted to rental. There was also a general discussion about rental units within the community and the inspection process.

The consensus of the group was to invite Doug Thomas from Henderson to discuss what they have done to revitalize the downtown and review sample design standards at the next meeting.

The next meeting was set for Wednesday, November 8<sup>th</sup> at 6:30 p.m. Coordinator Kreft will invite Mr. Thomas to the meeting for a presentation.

#### **IV. Adjourn**

*A motion was made by McPadden, seconded by Stolz to adjourn the meeting at 8:03 p.m. Motion carried.*

Respectfully submitted,

Holly J. Kreft, Economic Development Consultant  
MDG, LLC.



**DATE:** October 4, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. A. Website Update – Steve Gasser

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**Background:**

The City Council approved hiring Vivid Image of Hutchinson at their September 25<sup>th</sup> meeting. The first step in the process is to review the proposal with Vivid Image to determine which services are needed. Please find attached the proposal from Vivid Image.

Steve Gasser, owner, will be in attendance at the EDC meeting to review the proposal and gain feedback on the website in order to start making the updates.

**Action:**

Direction on needed updates for the City website.



Dear Kelly Hayes:

Thank you for the opportunity to support your community. My team and I are very passionate about all of our clients and helping them take small, consistent steps forward. Below are the top seven reasons I am confident we are the right choice for you and your online needs.

**A platform for all your online activities.** This is not just a website – it is a ‘platform’ that all your online initiatives are built on. As a platform, you will get the best in search engine friendliness, ease of maintenance, and community engagement with social media integration.

**Upgradable website.** We will upgrade your platform monthly to ensure your site is running on the most secure system and allows for the most feature rich experience on the web. Your site will never fall out of date again and always be compatible with new social media experiences.

**Simplicity in every detail.** From automatic photo resizing to dynamic ‘pushing’ of your website content to Google, we make your life easier.

**Getting things done.** After working with over a thousand unique businesses and non-profits, one thing is absolutely clear - our clients value our *responsiveness* and consistently rate *our ability to get things done* as reasons they stay with us long term.

**Our team.** We have a team of seventeen web specialists with experience in a variety of IT, marketing, web, design, search engines, social media, copywriting, project management, programming, and online process specialties. You’ll experience the difference our team will provide in both in value and consistency.

**Training.** From personalized one-on-one training to online videos and training manuals that are always up to date, we take pride in giving you the support and education you need.

**We are local.** My entire team is passionate about their local communities and making a difference. We want to continue making a difference.

I look forward to working with you!

Sincerely,

Steve Gasser  
President

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# City of Norwood Young America

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## Online Marketing Solutions

*Submitted by:*

Steve Gasser, President

(320) 587-8974 x101 | [steve@vimm.com](mailto:steve@vimm.com)

**February 20, 2017**

**Prepared for:**

Kelly Hayes, City Clerk and Treasurer

City of Norwood Young America

PO Box 59

310 Elm Street West

Norwood Young America, MN 55368

952/467-1807

[cityclerk@cityofnya.com](mailto:cityclerk@cityofnya.com)

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## Company Executive Summary

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When you hire Vivid Image, you are **{not just hiring a web or marketing guy}** but rather an entire orchestra of online marketing and communications professionals with unique talents and abilities.

- ✓ Your **{Account Director}** is the **{central point of contact}** throughout your entire process. They will work with you on defining your goals and creating the vision for your communications foundation.
- ✓ Your **{Graphic Designer}** will also be with you every step of the way to ensure the look, feel, and personality of your brand that was envisioned at the beginning of the process is carried through until the end.
- ✓ Your **{Programmer}** will build all of the pieces of the puzzle together to make the vision a reality.
- ✓ Your **{IT Specialist}**, will work with you to ensure your site and/or email is running optimally on the servers. They are also available to assist you with email set up and maintenance.
- ✓ If you need help writing great content, your **{Content Specialist}** will craft professional copy and blogs.
- ✓ If social media is part of your marketing strategy, your **{Social Media Community Manager}** will help you set up, build, grow, and engage with your online community

Please take some time to get to know the talent at Vivid Image, Inc. and **{thank you for this opportunity!}** Vivid Image is owned and operated by Steve and Beth Gasser, a husband and wife team with long term hopes to incorporate their children when they are grown into this world of marketing.



### **Steve Gasser, Owner**

I am always looking for ways to inspire new ideas with others so that we can continue to help others achieve their business dreams. Even after 20 years in business, I continue to be as passionate about inspiring possibilities for those around me as the day Vivid Image first opened its doors. As President of Vivid Image and a certified Social Media Consultant, I can often be found strategizing with business colleagues, experimenting with new technologies, or assisting our team with initiatives that will have a profound impact on how we will provide value to our clients and community.



### **Beth Gasser, Owner/Vice President**

Anyone who has worked with me knows I am all about producing results and getting things done very quickly. I love being a copywriter and a source of social media inspiration for our team and clients. After 20 years, I'm still very enthusiastic about our company purpose "to experience the joy of making small daily differences in our clients' lives that lead to a brighter future."

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**Kori Sanders, Managing Director**

In addition to heightening project workflow and internal company processes, my focus is on being a resource for tackling complex online projects. When research on new technologies and solutions is needed, I am excited to identify the best tool for the job. Using our team's strengths and matching them up with client needs, I can help make just about anything happen seamlessly online. I am so fortunate to spend the day with the amazing team here at VI – I'm constantly blown away at what we can do when we put our heads together.

## ***Account Directors – Marketing Managers***



**Kristal Ehrke, Account Director**

As the old saying goes, "you only get one chance to make a good first impression". That's still true, and probably even more important today given the fast-paced online world we live in! I am dedicated to making my clients look their best and ensure they get the results they want and need. I take time to get to know each client, their unique challenges, and together we work to develop a customized marketing plan that's right. I focus on helping my clients take the small steps in order to achieve great things. When we partner together, you have my promise to be innovative, creative, and resourceful. Time is of the essence and I will make sure your initiatives stay on track, are measurable, focused, and effective.



**Danielle Vander Ploeg, Account Director**

Your business needs a website and online strategy that works as hard as you do. My experience in marketing and ecommerce has taught me that a solid online presence is not only a powerful way to generate leads and get found, but can also help establish trust with potential customers and build stronger relationships with your existing base. Not sure where to start or where to go next? My goal is to provide exceptional service to our clients by partnering with them to help clearly define their goals, and then develop customized strategies and solutions to achieve them. I'll work diligently to ensure your experience is insightful, enjoyable, manageable and successful!



**Amber Munoz, Project Manager**

Positive thinking is pivotal to how I approach all aspects of my life, including business and client relationships. I'm driven to put my clients first and do what it takes to help them be successful. I'm always excited for a new challenge, which helps me fit the role of Project Manager perfectly. Whether you need a simple website update or you're ready to tackle a new marketing endeavor, I'm ready to help you define your goals and get you where you want to be. I'll be here every step of the way as your business grows.

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**Cory Dammann, Account Director**

Every business has a goal and every business has a story to tell. My passion and role is to assist my clients in doing both extraordinarily well. As an Account Director, I am my client's biggest fan and will work with you to make your consumers lifelong fans as well. We are living and working in a digital world which is providing us with countless methods to achieve our goals and communicate our stories and I am here to assist in selecting and executing the perfect method[s] for your business.

## **SEO and Social Media Marketing Department**



**Beth Gasser, Owner and Vice President**

Anyone who has worked with me knows I am all about producing results and getting things done very quickly. While my title is Vice President, I can usually be found writing articles, inspiring new ways of using social media, working with small businesses to implement social networking, and teaching workshops and seminars. *I love being the Vivid Image representative who is active in the Mom Blogger community, connecting, blogging, and putting into practice all the social networking tasks that I advise others to do.*



**Jackie Kaufenberg, Community Manager**

Social media has changed how people are doing business. Marketing is no longer a one-way conversation. The beauty of social media marketing is how it lets people engage with brands, and then share their passion for the brand with others online. I can help your company determine the best strategy for social media, from researching what your competitors are doing, to developing goals and strategies, and creating content that aligns with your brand messaging. From there, we will determine how to measure the success of your social media goals, and how to continue to engage with your customers online to

reach your company's core goals.



**Steve Slater, SEO Specialist**

Everyday people use the Internet to research companies, find information, and make transactions. Today's consumers are savvy searchers online, expecting to find what they want using search features that deliver quality results. The growing use of search engines, tied with social media and mobile technology, makes it more important for people like me to dedicate time to understanding how search engines work. In order to effectively use them as a marketing tool, it's my role to stay on top of the ever changing SEO trends, guidelines, and information. I'll help make sure your customers can easily find and do

business with you online. I will never settle for just achieving a high page rank in search engines; my #1 goal is to make sure that you are growing your business.

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**Heidi Arndt, Online Marketing Specialist**

Communication is key in personal and professional situations. I enjoy creating content whether writing a blog post, website material, personal letter, case study or social media post. The information generated in these pieces can drive business and represent values. There are many components to a brand presence. You'll find me making sure your online existence is accurate, consistent and complete. I strive to build positive, personal experiences through writing and communication, ensuring that every interaction is as

impactful as possible. Why not be the best that you can be?

## **Design Department**



**Margaret Diggins, Graphic Designer**

Every business has goals and online expectations. I love to work with clients to design their web presence to reflect their brand and company culture. How I design a website will impact their target market and how they interact online. The design, layout and functionality of a website build the foundation for ongoing relationships with customers. I bring a sense of peace and passion to the design process and look forward to working with you.



**Karlie Mosher, Graphic Designer/Photographer**

Having an online presence is pretty important in this day and age. Having a solid online presence that expresses your company, identity, and mission is even more important. In today's world with so many companies and products, it can be hard to get yourself noticed. As a graphic designer it is my job to help better your company and attract customers via web and print design, whether that is by website or by brochure. I want to help you make your company a successful and a visually attractive one. I don't think there is any company

that is too small to have a great designed identity and website.



**Shayla Johnson, Graphic Designer**

"I love getting to work with various clients in different industries. The clients at Vivid Image make every day fun and exciting, with a vast variation of projects. Whether I'm creating a newsletter, designing a website or keeping up with coding and technology, I enjoy the change in tasks, creative design, and technical problem solving." Having grown up on a farm, she loves to spend her time being outside. When she's not at work, you can find Shayla in the garden, hiking, fishing, shooting bow, or helping out around the family farms.



**Shannon Streich, Graphic Designer**

Being a Hutchinson native, I have been fortunate enough to be able to return to Hutchinson and raise my family in this great "hometown community". For many years, I have enjoyed being able to design pieces for a number of the businesses that make up this community. I enjoy designing because it is both challenging and very rewarding." Shannon has extensive experience in newspaper and print design. Assisting Vivid Image clients with building a strong brand identity is important to Shannon, as it's an especially important way to help them get noticed.

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## ***Programming Department***



### **Deanna Schwint, Programmer**

The possibilities are endless with online applications but without taking the time to define requirements and take small steps, the goals of an online application may not be achieved. I spend my time learning the in's and out's of how businesses work in order to move these processes online. This can range from a simple contact form to a complex ordering system. Either one produces results that make a difference for businesses and that is what makes my position rewarding.



### **Justin McGuire, Programmer**

Technology is more than a job; it's my passion. Few things get me more excited than seeing how new and emerging technologies are helping businesses to accomplish their goals and make a better and longer lasting connection with their customers. Living in both the worlds of today and tomorrow allows me to help clients get the most out of current technology for short term goals and to help clients develop long term strategies to grow their business in the future.

## **Support**



### **Melissa Goldstein, aka Administrative Super Hero**

I have a passion for working with businesses and organizations, and making them feel proud of what they do. I'm here to direct you to how we can help you create an image you love. My goal is to put clients first, listen to their needs, follow through and communicate effectively. I am motivated to add to your overall experience at Vivid Image joining a team of top-notch professionals who work in a creative and encouraging environment. Ready, willing and able... How may I help you?



## {Portfolio Links}

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We understand how to make each client's image unique to their target market. We don't focus on any particular vertical industries; rather, we take the time to **listen to each of our client's unique needs** through our strategy process and build custom solutions based on their needs. Here are just a few of the sites Vivid Image has created through this process:

- <https://glencoecitycenter.com/>
- <https://glencoechamber.com/>
- [www.prariewaters.com](http://www.prariewaters.com)
- [www.mnrivervalley.com](http://www.mnrivervalley.com)
- <http://hutchinsonpublicarts.com/>
- <http://ci.hutchinson.mn.us>
- [www.explorehutchinson.com](http://www.explorehutchinson.com)
- [www.arlingtonmn.com](http://www.arlingtonmn.com)
- [www.carvercda.org](http://www.carvercda.org)
- <http://litch.com>
- <http://www.hutchinsonhra.com/>
- <https://chlss.org/>
- <http://hutchhealth.com>
- <http://icl.org>
- <http://www.goldleafsurety.com>

## Qualifications – Work Samples



<http://www.mnrivervalley.com/>

Things to DO | Places to EAT | Places to STAY | News & EVENTS | First Out MORE

## Western Minnesota PRAIRIE WATERS



**Relax, Kick Back, Enjoy.**

Explore the serene prairies, meandering canoe routes on our breathtaking rivers, and indulge in the rich ethnic & culture heritage, festivals and recreational opportunities. **ENJOY THE KICK BACK EXPERIENCE.**

**REGIONAL TOURISM**

### EXPLORE THE AREA View All



Hunt, Eat, Sleep, REPEATS

**TAKE NOTE**

Don't forget! Prairie Waters offers free discs for use for anyone interested in disc golfing.

[READ MORE →](#)

### UPCOMING EVENTS View All

**NOV 27**

**Appleton Extravaganza**  
Parade of Lights 6:00 p.m. Holiday Open House/Simorghboard following the parade until 8:00 p.m. at businesses and the Appleton Fire Hall Stop by Don's Food Pride after the Parade of Lights to get your picture [...] [READ MORE →](#)

**NOV 28**

**Santa Visits Granite Falls**  
GRANITE FALLS  
Small Business Saturday - Santa visits Granite Falls [READ MORE →](#)

**NOV 28**

**Merry Montevideo Christmas: Jolly Jump-Start Week**  
MONTEVIDEO  
Love Local: Merry Montevideo Christmas, Jolly Jump-Start Week starts November 28th-December 5th with around town Open Houses, Holiday Lighted Parade and Santa comes to town on Thursday, Dec. 3rd, Fruit Cake Toss, Hot dish Cook-Off, [...] [READ MORE →](#)

**NOV 30**

**Christmas Kickoff/Parade**  
Madison will kickoff the holiday season with a lighted parade down main street ending at the courthouse where the Tree of Hope will be lit for the season. Come and bring the family for a [...] [READ MORE →](#)

Prairie Waters is the winner of the Southwest Initiative Foundation's Collaboration Award!

<http://prairiewaters.com/>



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### Pay Your Bills



Taking care of your bills is easy! Now you can pay them online.



City Administration



Public Safety



Community Development



Community Living



Community Center

### Latest Arlington News



**Hydrant Flushing September 21-30**  
PeopleService staff plan to start flushing hydrants within the city ...



**2015 Seal Coating**  
The 2015 seal coating project is to be completed by late August early ...

### Upcoming Events



**City Council**  
October 5 @ 6:30 pm - 8:00 pm



**KMC Dance**  
October 7 @ 4:30 pm - 8:00 pm

### Get In Touch With Us

**City of Arlington**  
204 Shamrock Drive  
Arlington, MN 55307

**Phone:** 507-964-2378 (Mon-Fri 8am - 5pm)  
**On-Call:** 507-327-6601 (After Hours, Weekends, and Holidays)

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Website URL: [www.arlingtonmn.com](http://www.arlingtonmn.com)



Rental / Housing

Economic Development

**The Carver County CDA housing opportunities and economic development**

In addition, we are one of the strongest housing markets in the most affordable in the region during the recent housing crisis. Let us help you find your home.

- Map of CDA Owned Properties
- Subsidized Rentals
- Housing Counseling Programs
- Homebuyer Seminars
- FRAMEWORK™
- Community Land Trust
- Housing Loans & Grants
- Rental Property Rehab Loans
- Housing Study
- HousingLink
- Federal HUD
- MHFA

**Rentals/Housing**

Providing affordable housing opportunities for residents throughout Carver County.

- Map of CDA Owned Properties >
- Subsidized Rentals >
- Housing Counseling Programs >
- Homebuyer Seminars >
- FRAMEWORK™ >
- Community Land Trust >
- Housing Loans & Grants >
- Rental Property Rehab Loans >
- Housing Study >
- HousingLink >
- Federal HUD >
- MHFA >

**Economic Development**

Helping with needs of businesses interested in expanding or locating in Carver County.

- CDA Business Loan Fund Program >
- CDA Open to Business >
- Featured & Available Properties >
- Upcoming Events >
- Resources >
- Carver County >
- Business & Developers >
- Alternative Energy Projects >
- Success Stories >
- Greater MSP In Carver County >
- State of Minnesota DEED >



Hutchinson is home to world class precision high-tech manufacturing!

## Welcome

Thanks for visiting the economic development website of Minnesota's manufacturing city! Here you'll be able to learn why and how Hutchinson has become a center of high-technology manufacturing in Minnesota – and why you should consider becoming a part of this dynamic industry cluster! On this site you can read stories and testimonials from Hutchinson's family of precision, high-tech manufacturers as they describe in their own words the factors that contributed to their success. There are a multitude of reasons why world-class companies such as 3M, NuCrane Manufacturing, Warrior Manufacturing, Hutchinson Manufacturing, Goebel Fixture Company, Hutchinson Technology Inc. (and many others!) call Hutchinson home. You'll find them all here. Read on – and discover how your company will benefit from being located in Minnesota's manufacturing city!

## Top 12 Reasons to Consider Hutchinson



Find out what makes Hutchinson Minnesota's Manufacturing City.

[Click Here](#)



[Hutchinson EDA](#)

[Chamber of Commerce](#)

[City of Hutchinson](#)

## Success Stories

### Business and Property Ownership in Hutchinson, MN

Jeff and Scott Haag are two brothers from Hutchinson, MN who are business and property owners offering their perspective on the life-blood of Hutchinson. Jeff Haag owns property in Hutchinson and has a different perspective than his brother, Scott, but they come together ... [Read More](#)



### Pedaling Forward with Outdoor Motion

After changing from a career in social studies to owning a cycling shop, Chad Czarnowski has been a business owner, a City Council Member and has participated in numerous community committees for the City of Hutchinson. Chad purchased Outdoor Motion from the original owners ... [Read More](#)



### The Advantages of a Manufacturing City

Here in Hutchinson, we know a lot about building things and making things better. The diverse workforce uses the latest technology to build the products of tomorrow. After speaking to Tom Daggett of Hutchinson Manufacturing, he has a keen outlook on the advantages a ... [Read More](#)

## More Stories



Improve Your Bottom Line



Strong Past, Stranger Future



A City of Opportunities



The Next Big Idea



Where the Right Introductions Happen



New Ventures Take Root



 Home & Rental Improvements

 Park Towers Apartments

 Area Rental Information

 Policies



## WELCOME TO OUR NEW WEBSITE

The Hutchinson HRA invites you to visit our new and improved website. Whether you are looking for more information on available rental rehab ...

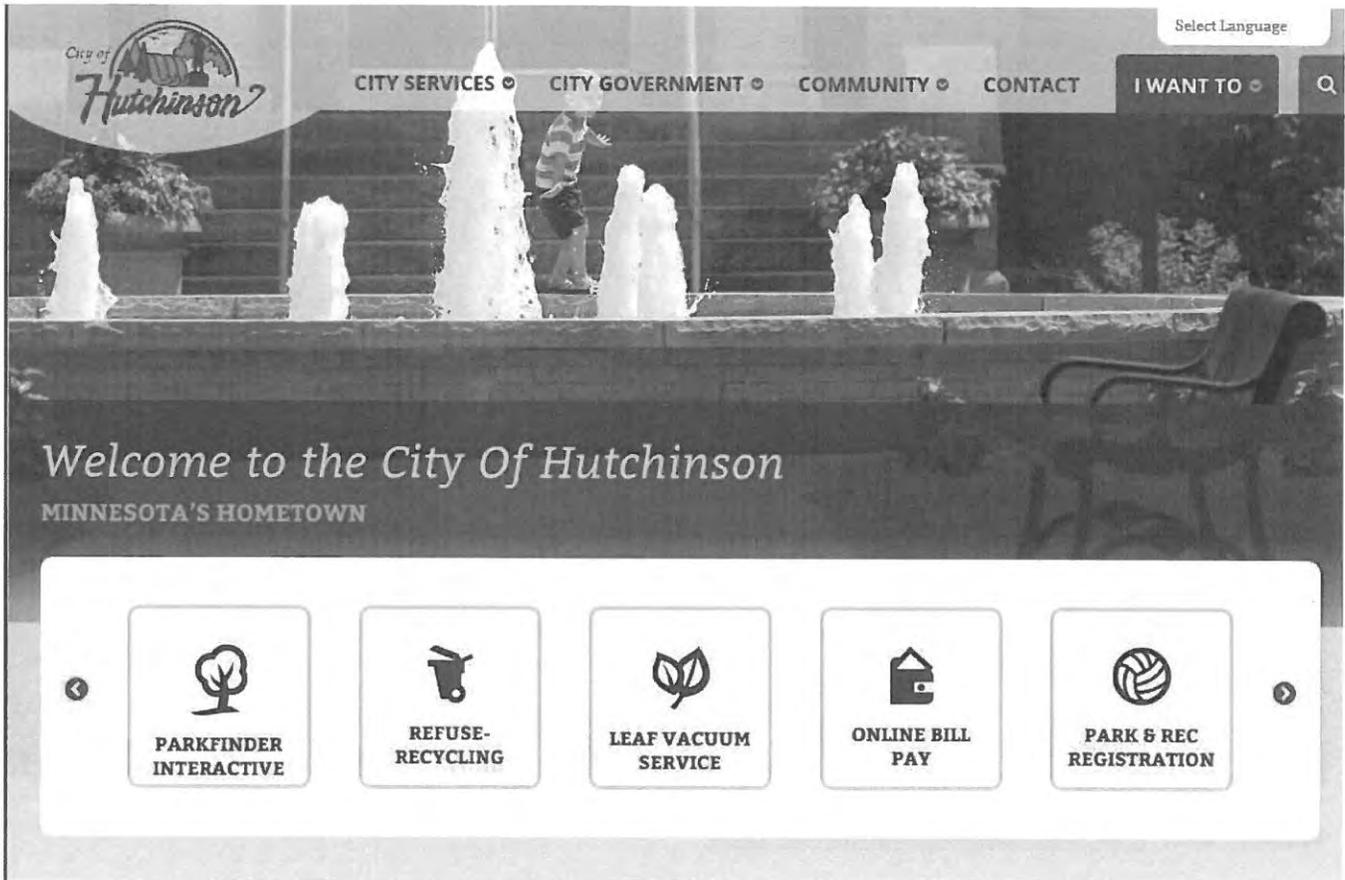
[READ MORE](#)

## Housing that is...

- Affordable
- Efficient
- Beautiful
- Available

We are a proactive advocate for housing in Hutchinson.

**Website URL:** <http://www.hutchinsonhra.com/>



Website URL: <http://www.ci.hutchinson.mn.us/>



More summer fun coming your way!  
**NEW AQUATIC CENTER**

Opening of new pool/aquatic center is tentatively scheduled for May/2017.

**Website URL:** <http://hutchinsonaquaticcenter.com/>

# {V} VIVID IMAGE



**Website URL:** <http://www.hutchinsonprce.com/>

*Special Note: We are currently in the process of upgrading 7 website for the City of Hutchinson. Each website will bring some consistency, yet personality to each individual website.*



## References to Contact}

---

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## Project Approach {Planning | Strategy Meeting}

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Our most satisfied clients are those who invest in our planning and strategy process, because we can ensure that their goals and expectations are also accompanied with a detailed plan of action to make it happen. Experience has taught us that the value of the planning process is tremendous, as it **{helps minimize unexpected expenses, reduce roadblocks, and most importantly, focus on not just today's goals, but your long term future.}**

It all starts when we assemble your personal success team that includes your **{Account Manager, Graphic Designer, Programmer and IT Specialist}**. This team is assigned to you and remains constant through-out the project.

Our first meeting revolves around three items: **{Content, Functionality and Branding}**. We will make design and layout recommendations that will work best with your existing or new content, and help you create a new and simplified site map.

Results from the meeting define your needs in the three core areas:

- **Content**
  - Create a site map based to organize your content
- **Functionality**
  - Review and outline how the site will function and interact with your target market
- **Branding**
  - Discuss and recommend the visual design necessary to carry out your brand

## Project Approach {Design and Programming}

---

With the plan in place for your core needs, we will begin design concepts of your home page and sub-page(s). In this step, you will have the opportunity to review the concepts, recommend changes, and approve the concepts. Once the concepts are approved, your programmer will take over and create all of the online functionality including:

- ✓ An **{Interactive Home Page}** – includes important calls to action to attract your target market and sets the stage for your brand
  - ✓ A **{Personalized Style Sheet}** to keep all your pages looking professional
  - ✓ **{Online Contact Forms}** – to capture critical visitor contact information. Contact information is stored safely online in one place so you don't have to worry about losing your precious leads.
  - ✓ **{Media Tools}** to manage your images, video content, and document files in ONE place
  - ✓ **{Google Maps}** integration
  - ✓ A **{Social Media Friendly}** platform to help you share important news and information with your followers, existing customers, and prospects
-



- ✓ A **{Search Engine Friendly}** platform – *the major search engines can read your page and blog post content so when people are looking for your company, your products, and services – your site is set up with best practices for search engines*

## Quote Estimate:

---

There are three variables in website pricing.

1. Content – who is developing the content, optimizing it for search, and building the pages?
2. Functionality – what functionality is needed? Are there third party tools we are integrating?
3. Branding – how many concepts are need? Are we making revision to your existing brand?

These three areas will be explored in the planning session.

<p><b>Planning/Strategy Session</b></p> <p>What we will provide:</p> <ul style="list-style-type: none"> <li>✓ 60-90-minute facilitation of strategy session</li> <li>✓ The primary goal of the strategy session is to help you "bring it all together" in a comprehensive plan.</li> <li>✓ Site Map</li> <li>✓ Wireframes</li> <li>✓ Style Tiles</li> <li>✓ Initial Home Page Design</li> <li>✓ Final Budget allocation</li> <li>✓ Outline of responsibilities</li> </ul> <p>What we need from your team:</p> <ul style="list-style-type: none"> <li>✓ Answer pre-strategy questions</li> <li>✓ 90-minute meeting</li> <li>✓ 60-minute presentation of findings and planning moving forward</li> </ul>	<p>\$1500</p>
<p><b>Website Build</b></p> <p>What we will provide:</p> <p>WordPress Standard Functionality+ Vivid Image Exclusive Functionality to make your site easier to use!</p> <ul style="list-style-type: none"> <li>• Ability to add/remove/edit pages</li> <li>• Ability to edit page content in content area</li> <li>• Ability to insert media (PDF's, images, video) and create hotlinks in content area</li> <li>• Search Engine friendly platform</li> </ul>	<p>\$4500- \$7500</p>

<ul style="list-style-type: none"> <li>• Intuitive navigation - We will address navigation through the strategy/planning session.</li> <li>• Clean responsive design - All sites are developed with a mobile first approach. We will work with you to first think about the experience your end user will expect on their device. We like to use the word 'experience' because people expect different things from your website depending on the device they are using. Your site will be a mobile optimized site that will work on tablets, phones, widescreen monitors and more.</li> </ul> <p>What we need from your team:</p> <ul style="list-style-type: none"> <li>• Quick response to email inquiries</li> <li>• 30 minute meeting to review and provide feedback</li> </ul>	
<p><b>Google Analytics Setup</b> We will help you with setup of a {Google Analytics Account} – the most comprehensive site traffic tracking available - that ties in with your website so you can read and access a user friendly, easy to read analytics dashboard.</p>	Included
<p><b>Social media integration (share buttons, follow buttons, etc.)</b></p>	Included
<p><b>ADA compliant review (optional)</b> If Federal dollars are used for a project, an ADA assessment is usually required. Our staff has gone through special training to review your site and provide solid guidance on ADA compliance.</p>	\$500
<p><b>2 training sessions</b> Everything we do revolves around the idea of making things easy for you. These training sessions are critical to understand how to maintain your website. We are always here to support you after your site goes live. We are here for you long term!</p> <ul style="list-style-type: none"> <li>• Your training plan includes 2 personal training sessions</li> <li>• A complete online manual</li> <li>• 30+ Video training tutorials available in your personal dashboard</li> <li>• Access to VI's WordPress group classes at no additional cost as part of your hosting package</li> </ul> <p>Your Account Director remains with you permanently even after your website is finished to be your ongoing contact for support or future projects needed.</p>	Included

## 'Safe & Sound' Hosting & Management

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<p><b>VIP 'Safe &amp; Sound Plan' Hosting, Management &amp; Backup</b></p> <p>Unlike other web design companies, we provide comprehensive web hosting and management. Once your site goes live, you don't have to worry! We have invested a lot behind the scenes, so we can proactively monitor the performance of your site and take care of keeping it safe, secure, and running optimally.</p> <ul style="list-style-type: none"><li>a. Website Platform with our Safe &amp; Sound Plan Hosting, Management &amp; Backup:<ul style="list-style-type: none"><li>i. Hosting on our dedicated servers for a Wordpress site</li></ul></li><li>b. The Vivid Image Difference- All hosting plans include:<ul style="list-style-type: none"><li>a. EXCLUSIVE WordPress "Safe and Sound Plan" keeping your website updated with the latest version of WordPress.</li><li>b. Quarterly WordPress software upgrades to ensure your website is secure and updated with the latest editor features and secure functionality plugins</li><li>c. Plugin functionality security upgrades</li><li>d. Includes access to a library WordPress video tutorials/training</li><li>e. Access to our WordPress/Blog refresher courses for one year with an unlimited number of attendees</li></ul></li></ul>	<p><b>\$480 - \$720/year all-inclusive package</b></p>
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## Project Schedule

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We have found that an 8-10 week timeline works the best. Anything shorter than 8 weeks, it is hard to collect all the details needed. Anything longer than 10 weeks, we have found everyone loses momentum. Momentum is important!

### **Weeks 1-2: Planning and Design Intake**

The first week starts with a web conference to begin working on the online strategy, site structure, and content needed for the website. This week will lay the foundation for your online presence. All of your main stakeholders should be in attendance. With a clear idea of the structure of the website and your goals, our lead graphic designer will guide your team through a design intake. This meeting may be performed over the phone, or in person.

### **Weeks 3-4: Design Revision**

After we deliver the initial designs, we will ask you for feedback. We will setup a test URL for you to view your designs. This URL will be available to show all the members of your team. Based on your feedback, we will revise the concepts and prepare them for a conversion to WordPress.

### **Weeks 5-6: Website Development**

This week the magic continues. Our programmers will take the approved design, and make it work. We will be requesting website content from you this week that we will use next week when we continue building your website.

### **Week 7-8: Testing/Content Population**

This is the week when things really start to take shape. We will add the initial content to the website and continue to test it for compatibility with the various browsers

### **Week 9: Training**

Now it is your turn. We will schedule the first training session. After this training session, you will be able to add, edit, and delete pages within your new website.

### **Week 10: Go Live!**

### **Week 11: Start the next phase**

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**DATE:** October 4, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. B. Follow-up from Joint Meeting

\*\*\*\*\*

**Background:**

The draft minutes of the Joint Meeting held on September 13<sup>th</sup> are included in this packet. The group discussed identifying the downtowns by their historic names, so Historic Young America Downtown and Historic Norwood Downtown. The group also discussed that the uses in each district would be the same and would focus on niche businesses along with light industrial and residential, but not in the front of commercial buildings.

The group also discussed having a speaker from the City of Henderson at the next meeting to present ideas they have used to revitalize their downtown. Doug Thomas and Jeff Steinborn are confirmed for the November 8<sup>th</sup> meeting.

The group also discussed having sample design standards to review at the next meeting. Those will be presented along with examples other communities have used to revitalize downtowns.

Staff presented a brief overview of the North Mankato example and their recently adopted Belgrade Avenue Master Plan. Please find attached a copy of that plan.

This information has also been shared with the consultant completing the 2040 Comprehensive Plan so it can be worked into the Future Land Use plan.

**Action:**

No action needed, for update only.

2016

# Belgrade Avenue Master Plan



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## Acknowledgements

We would like to thank all who contributed to the Belgrade Master Plan effort. Your desire to enhance the business environment, citizen experience, and aesthetic quality of this very important district in the City has been invaluable to the success of the effort.

### A special thanks to:

#### **North Mankato City Staff**

John Harrenstein,  
City Administrator

Michael Fischer,  
City Planner  
April Van Genderen,  
City Clerk

#### **Business on Belgrade**

Jim Whitlock,  
Director

#### **City Center Partnership**

Megan Flanagan,  
Director

#### **Belgrade Master Plan Steering Committee**

Brad Potter  
Lynn Schriener  
Tom Nuebert  
Randy Zellmer  
Jon Hammel  
Linda Myron  
Jim Whitlock  
Max DeMars  
Barb Church  
Dillon Petrowitz  
Adrian Person  
Rebecca DeYonge  
Christopher Person  
Matthias Leyrer  
Corrie Vihstadt  
Tom Hagen  
Nicole Goebel  
Dan Cronn-Mills  
Thomas Bohrer  
Sheila Skilling  
Jennifer Chelstrom

## Executive Summary

The purpose of the Belgrade Master Plan is to achieve a framework for investment in the Central Business District (CBD) and to achieve a shared vision of the future of the CBD by the City, citizens and property owners in the downtown area. Issues were identified for discussion about the designated planning area through a public process extending back to December of 2014. Citizens and business owners in the district worked with City staff and consulting staff to identify a way forward for the district. This plan should serve as a guide for both public and private redevelopment and streetscape improvements throughout the CBD into the near future. Both public and private sectors play a vital role in this process and should use this plan as outlined below.

### Public Sector

1. This document should be adopted as an addendum to the North Mankato Comprehensive Plan.
2. City departments should refer to the components in this document to coordinate, design, and budget for capital improvements.
3. Citizens should look to this plan to understand how the City hopes to enhance the downtown and make it a stronger destination.

### Private Sector

1. Developers should work with City Staff and refer to this document prior to generating design concepts, in order to better understand the overall goals of the community and how their proposed project fits into the context of the Belgrade Master Plan.
2. Entrepreneurs and business owners looking for a place to set up or relocate a retail establishment should consult this plan to gain an understanding of what businesses exist and how consumers in the region spend their money.
3. Existing business owners and organizations should look to this plan for guidance on business expansion that will best serve the identified goals and to become aware of potential funding sources that could assist with the success of their businesses.

The key 5, 10 and 20-year implementation initiatives of this plan are outlined below:

### 5-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers.
- Extend the commercial/mixed use environment north and south of Belgrade Avenue along Range Street.
- Implement short-term traffic calming, streetscaping and other improvement recommendations from the 2016-2017 Belgrade Corridor Study along Belgrade Avenue.

### 10-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers and look to expanding redevelopment toward the center of blocks along Belgrade facilitating the conversion or redevelopment of existing residential dwellings and/or blighted properties.
- Implement long-term traffic calming, streetscaping and other improvement recommendations from the 2016-2017 Belgrade Corridor Study along Belgrade Avenue.

### 20-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers and look to expanding redevelopment toward the center of blocks along Belgrade facilitating the conversion or redevelopment of existing residential dwellings and/or blighted properties.
- Promote and participate in the further western expansion of mixed use throughout the CBD.
- Accept opportunities for expansion of 200 Block south of Nicollet.

## Section 1 – Introduction

### 1.1 Plan Purpose

The purpose of this document is to achieve an identifiable plan for investment in the Central Business District (CBD) by the City of North Mankato, and to achieve a shared vision of the future of the CBD by the City, citizens and property owners in the downtown area.

As the gateway to the North Mankato, the CBD located along Belgrade Avenue is a critical part of the community. The City provides this document as an implementation plan for the goals, objectives and policies presented in the North Mankato Comprehensive Plan which suggest that the future downtown should be memorable, vibrant, attractive and welcoming to pedestrians.

Attributes that are vital to a vibrant commercial center will include a mix of retail stores, unique dining experiences, service providers, residential opportunities and welcoming public gathering spaces in the form of plazas and green space. In pursuit of this cause, this plan aims to:

- Focus redevelopment efforts to solidify the identity of the downtown by blending commercial activity with a variety of residential uses to create a unique urban atmosphere in the City.
- Provide guided implementation for the defined Goals, Objectives and Policies in the North Mankato Comprehensive Plan. The Comprehensive Plan outlines the major issues facing the downtown and this plan aims to provide answers to those issues through recommended land use suggestions.
- Draw visitors to the area by supporting land use decisions, infrastructure investment, and beautification efforts that make the area more attractive to those activities and maintain the downtown as a magnet for community gathering, shopping and dining through added green and open gathering spaces, unique shopping options, and dining options.

### 1.2 Planning Process

Business owners within the CBD have repeatedly expressed the desire to work with the City to acquire economic development tools to enhance the Downtown as a destination providing unique shopping, dining and gathering opportunities. The business owners are the primary stakeholder group within the District, including those that make up the Business on Belgrade organization; a group of businesses that, through partnership, pursue enhanced marketing efforts and facilitate events in the downtown such as Blues on Belgrade, Bier on Belgrade, Bumpers on Belgrade, and Bells on Belgrade. Members from the Business on Belgrade organization gathered with City Staff leadership to begin brainstorming efforts early in the planning process.

Previous efforts for Downtown planning were reviewed to include the results of the public participation processes and to incorporate relevant, conceptual ideas from those efforts into this plan.

### 1.3 Previous and Related Planning Efforts

Since 2010, there have been several planning efforts for the downtown with community engagement ranging from small focus groups to large community open houses. Those efforts are listed here and the overall public response from each is outlined in Appendix A.

### Comprehensive Plan (2015)

The North Mankato Comprehensive Plan was completed in 2015 and was the result of two years of work completed by WSB and Associates and other consulting firms as well as City Staff. This is the first comprehensive planning document for the City and serves as the basis for the actions implemented in this plan.

Focus group meetings were held with specific stakeholders including local government representatives, the business community, institutional stakeholders and other various organizations and government agencies. A community wide open house was held early in the process as well as informational booths at local events. Student bodies from local schools provided younger stakeholder feedback in the process.

The goals, objectives and policies outlined in Chapter 3 – Land Use, Chapter 9 – Downtown Redevelopment, and Chapter 10 – Community Design represent the results of those public input endeavors that are relevant to this plan. These goals and objectives can be seen in Section 2 of this document.

### I & S Downtown Study (2012)

Considered within the Comprehensive Plan is the Downtown Planning Study conducted in 2012 by the I & S Group in Mankato. The study considered a vision for the downtown offering design concepts, façade and streetscape improvements, parking enhancements and guidance on next steps. This Belgrade Master Plan moves forward with some of the concepts from that study and includes the themes that developed through the public process.

### Business on Belgrade (BoB) Focus Group (2010)

A mix of six Business on Belgrade/business community members and eight North Mankato residents gathered for a focus group meeting on January 12, 2010 led by the Kluender Consulting Group to discuss the future of North Mankato's downtown area. There were several major themes outlined through this meeting that were supported by the majority of the participants including the pursuit of branding efforts, creation of a gateway to downtown, a unique shopping environment, building restoration, a pedestrian friendly environment, and wayfinding signage for parking among other things.

### Mankato Area Planning Organization (MAPO) – Belgrade Corridor Study (2016-2017)

In 2015, the Mankato/North Mankato Area Planning Organization created the MAPO 2045 Transportation Plan geared toward translating identified multimodal needs into specific actionable projects in the area. The plan prioritizes improvements to coordinate preservation needs with mobility, safety, freight, and congestion needs to accommodate planned growth. That effort identified the need to further study the Belgrade corridor to address projected insufficiencies. The Belgrade Corridor Study identifies future transportation improvements to increase the function and safety for all modes of traffic on Belgrade Avenue between Lee Boulevard and the Veteran's Memorial Bridge. The study covers transportation considerations that are absent in the Belgrade Avenue Master Plan and will be completed in April of 2017.

## **1.4 Summary of Issues and Themes**

### Walkability and the Pedestrian Realm

As stated in the Comprehensive Plan, safety, comfort and an inviting atmosphere lend to attractiveness and walkability. While the CBD is well served by the existence of sidewalks on both sides of Belgrade as well as most side streets, existing pedestrian infrastructure may benefit from improvements.

- Opportunities to cross Belgrade Avenue in the 200 Block are seen as lacking or unsafe.
- Excessive public and private access on the north side of Belgrade Avenue in the 200 Block
- Increases in mixed use buildings will likely increase pedestrian movement in the downtown elevating the need for enhancements to the pedestrian realm.
- Public gathering and open space downtown are seen as lacking.

### Parking

As the downtown density increases with additional businesses and creates a draw for residents and patrons to businesses, parking resources will need to increase as well. 2015 parking lot additions just north of the Belgrade Avenue 200 block have alleviated near term parking needs.

- Current parking options can sustain the existing conditions within the district. Suitable parking that will service an expanding downtown business existence will need to be included in the vision.

### Land Use, Design and Downtown Character

Both commercial and residential properties within the CBD have been identified as having desirable design elements that lend to the overall character of the district. Steps should be taken to maintain the desirable characteristics and encourage new construction efforts to achieve designs that integrate well within the district.

- Buildings don't follow a consistent theme in the CBD regarding design.
- The streetscape should be enhanced to reflect community character and to accommodate public gatherings.
- The existing art sculpture walk in the downtown is valued in the community. Other efforts to improve sidewalks and encourage pedestrian movement should be explored.
- The City should adopt design guidelines for the CBD.

### Circulation Issues

- The current state of circulation in the Central Business District provides patterns and roadway characteristics that may not be conducive to an enhanced pedestrian realm and more inviting sense of place in the district.
- Access, traffic volumes and speeds, and other criteria will need to be addressed to accommodate future change in the district and achieve the goals of the Comprehensive Plan.
- Wayfinding signage should be added in the district.

### Economic Development Issues

- Several existing buildings along the corridor have been identified as having the potential to be better utilized through redevelopment as mixed use buildings accommodating more business, office, and residential opportunities while providing an enhanced downtown atmosphere. Buildings include those close to major intersections along the corridor.
- Is the current business mix sustainable for the future success of the downtown?

## **1.5 How the Plan is used**

The Belgrade Master Plan has been created to inform and guide both public and private redevelopment within the North Mankato CBD. The Master Plan contains guiding principles for success of the business environment, enhanced character,

integration of residential and commercial uses, revitalization, and building key partnerships that will work together to achieve a common vision.

This document should serve as a guide for both public and private sectors.

#### Public Sector

1. This document should be adopted as an addendum to the North Mankato Comprehensive Plan.
2. City departments should refer to the components in this document to coordinate, design, and budget for capital improvements.
3. Citizens should look to this plan to understand how the City hopes to enhance the downtown and make it a stronger destination.

#### Private Sector

1. Developers should work with City Staff and refer to this document prior to generating design concepts, in order to better understand the overall goals of the community and how their proposed project fits into the context of the Belgrade Master Plan implementation.
2. Entrepreneurs and business owners looking for a place to set up or relocated a retail establishment should consult this plan the gain an understanding of what businesses exist and how consumers in the region spend their money.
3. Existing business owners and organizations should look to this plan for guidance on business expansion that will best serve the identified goals and to become aware of potential funding sources that could assist with the success of their businesses.

## **1.6 Guiding Principles**

As the community is pursuing downtown revitalization in the future, it should consider the following guiding principles when evaluating efforts and proposals for reinvesting, redesigning and redeveloping the CBD:

### *1. Utilize the CBD as a gathering place and place for businesses to succeed*

The CBD should serve as the community's priority location for major activities and celebrations to attract and accommodate a wide variety uses by residents, employees and visitors. Examples of activities include: Blues on Belgrade, Bier on Belgrade, Bookin' on Belgrade, Bells on Belgrade, Bumpers on Belgrade and City Art.

### *2. Strengthen the variety and vitality of the CBD*

The CBD's economy and vibrancy as a community destination should be revitalized by attracting more retail, restaurant and service businesses. This plan promotes downtown as a home to a variety of destinations for citizens and visitors. In order to attract people downtown, there needs to be a concentration or critical mass of destinations to fully realize the downtown as one of the community's gathering places.

Parking in the CBD should be provided and managed to meet the needs of existing businesses and to accommodate future businesses.

### *3. Establish flexible Design Guidelines for new construction and rehabilitation efforts*

As part of this planning effort, design guidelines have been including to guide the exterior design of new construction and rehabilitation efforts in the CBD. Working off of the CBD's unique character and connection to the former Wheeler Brickyard, design guidelines should be used to promote the community's unique heritage of brickmaking and community building. The presence of North Mankato brick buildings remaining in the CBD significantly contributes to the visually unique CBD environment. The focus will be on attracting more retail, restaurant, entertainment and service businesses to both new and renovated storefronts.

#### *4. Revitalization of neighborhoods in and near the CBD*

Due to the age and condition of the residential dwellings in and adjacent to the CBD, the opportunity for housing rehabilitation exists. Rehabilitation of existing housing and the addition of new housing options is encouraged to strengthen the CBD as a complete district with desirable housing options and amenities. Both public and private efforts should be made to target revitalization of the housing stock to become great places to live.

#### *5. Create inviting streets and sidewalks within the CBD*

The streets and sidewalks with the CBD should be designed and reconstructed to create a desirable and balanced environment for vehicles and pedestrians, creating a Complete Street network.

#### *6. Strengthen CBD partnerships to achieve common goals*

The City cannot achieve successful revitalization of the CBD and adjacent properties on its own. It is imperative that strong partnerships are established that enable the City to identify common goals with other downtown stakeholders and leverage their resources. These partnerships will involve public and private entities.

## Section 2 – Vision, Goals and Objectives

### 2.1 Vision

Throughout past public meetings and previous planning efforts, several ideas have been generated about the ideal future of the CBD. While there have been many positive characteristics associated with Belgrade Avenue today such as active, historic, beautiful, and recreational, some negative characteristics have been expressed as well. Some thought the district was ugly, not inviting, and dangerous in certain locations.

A listing of characteristics the community would like to experience in the downtown in a five-year period was generated through public process. It is with these characteristics in mind that a vision for the downtown is generated.

#### *A Vision for the North Mankato Central Business District*

The North Mankato Central Business District is a growing and safe district characterized by cohesive architectural design, pedestrian friendly streetscapes, and new destinations all contributing to a beautiful, thriving, and inviting area and serving as the core for community convention.



*Figure 1. Revitalization efforts in the downtown will assist with achieving the vision for the downtown. This graphic illustrates areas of potential redevelopment in orange. The full implementation plan can be seen in Section 5 - Implementation. Source: City of North Mankato, ESRI.*

### 2.2 Goals and Objectives

The North Mankato Comprehensive Plan serves as the vision and roadmap for where the community is headed with ideas and goals aimed at reflecting the community's values and the desire for what North Mankato is to become. Several chapters within the plan identify goals that are pertinent to ensuring a vibrant downtown in the City. The following goals and objectives from the Comprehensive Plan were designed as specific guidelines to incorporate into the Belgrade Master Planning process.

### CHAPTER 3 – LAND USE:

Goal 1: Maximize the use of land within the City of North Mankato in a way that strengthens the local economy, preserves natural resources, and ensures a high-quality of life for all residents.

Objective 1.1: Preserve and enhance the small business environment of the downtown.

### CHAPTER 9 – DOWNTOWN REDEVELOPMENT:

Goal 1: Expand the number and variety of businesses and residential varieties in the downtown.

Objective 1.1: Redevelop underutilized parcels or outdated and deteriorating buildings.

Objective 1.2: Increase the number of businesses and residents in the downtown.

Objective 1.3: Ensure adequate parking for all businesses.

Goal 2: Create a safe and inviting pedestrian realm.

Objective 2.1: Improve safety for pedestrians

Objective 2.2: Improve the appearance of the streetscape and façades in the downtown.

### CHAPTER 10 – DESIGN:

Goal 1: Enhance the livability of North Mankato through quality design.

Objective 1.1: Make enhancements that improve the functionality of the public realm.

Objective 1.2: Make decisions that enhance the appearance and attractiveness of the public realm.



## Section 3 - Public Involvement

### 3.1 Business on Belgrade (BoB) Meetings

Early meetings began in December of 2014 for the development of ideas among members of the Business on Belgrade Organization and City Staff. Discussions were focused on problem areas within the district regarding land use, traffic and streetscape, as well as desires and opportunities for business expansions or property redevelopment.

Early Meeting topics included:

1. What draws people into the downtown to stay and spend time?
2. What do we want the Central Business District to look like?
3. What will potential funding sources be?
4. What are concerns for further consideration?

These early meetings led to a BoB stakeholder meeting held on March 5<sup>th</sup>, 2015 where City Staff conducted a visioning exercise with a larger group of BoB members. The group was divided into smaller groups to generate discussion on existing materials and themes presented for 5, 10, and 20 year concepts. Small groups identified items to add, items to remove, and best ideas in the existing materials provided.

Major themes collected from this meeting:

- Slow traffic in the district
- Spread mixed use throughout the district and not just in the 200 block
- Convert homes to businesses
- Maintain the historic feel
- Focus redevelopment efforts on the corners of blocks

Participants often spoke of striving for a feel similar to Grand Avenue in St. Paul where there is a historic feel and homes have been maintained as businesses. These preferences have been supported by participants throughout this process.

### 3.2 Belgrade Master Plan Steering Committee

The public process for this plan ramped up in early 2016 with leadership provided by the City Center Partnership and the development of a steering committee to guide efforts for public involvement. Two steering committee meetings were held to assess the major issues and gain a better understanding of topics that should be discussed at future meetings.

### 3.3 Community Survey Results

In 2015, a public survey was administered to garner public input from residents and business owners regarding the status of North Mankato's business environment as a place to work, live and operate a business. Approximately 350 people responded to the survey which was initially distributed at the 2015 Bier on Belgrade event and successively



*Figure 2. City Staff engages with members of the Business on Belgrade group early in the planning process. Photo Source: Eric Harriman.*

placed on the City's website for further comment opportunity. The nine question survey and results can be seen in Appendix B.

86% of participants in the survey either lived in Lower North Mankato or within five minutes of the downtown and 62% of participants work in the Mankato/North Mankato area. When asked why they live and/or spend time in Lower North Mankato, 24% of participants said they have family or friends that live nearby, 21% suggested that Lower North provided the sense of place/community character, 17% associated this with recreation opportunities, and 14% associated this with affordable/quality housing stock. This response illustrates the various reasons that people frequent Lower North Mankato and identifies specific areas where improvement efforts might be focused such as sense of place/community character, recreation, and quality housing options.

Participants were then asked to grade how they value the historic character of Lower North Mankato on a scale of one to five with five being "highly value." 40% assessed a grade of five and 28% gave this a four. These results identify that 68% of participants value the historic look of the downtown that should be reflected in design guidelines adopted for the district.

To assess the types of businesses that patrons would frequent in Lower North, participants were asked to choose from various business types and state which they would frequent most often. The following received the highest support:

- 20% - Grocery store/farmer's market
- 18% - Ice cream parlor/bakery
- 17% - Coffee shop/bistro
- 10% - Hardware store

Participants were then asked perceptions regarding the ability of certain infrastructure changes to benefit the economic stability of Lower North. 25% chose expanded public parking, 22% chose expanded commercial opportunities, 16% chose expanded green spaces, and 15% chose bicycle friendly facilities/infrastructure as enhancements that would best benefit economic stability.

Finally, participants were asked what actions would positively impact the economy in Lower North Mankato. The following percentages of participants found the associated action to have the greatest potential to positively impact the economy in Lower North:

- 27% - Rehabilitation of Dilapidated Buildings
- 23% - Redevelop Underutilized Buildings
- 15% - Improve Marketing Efforts
- 14% - Improve the Appearance of Belgrade Avenue
- 14% - Provide Financial Incentive to Businesses to create more jobs
- 7% - Increase Housing Options

Overall, the community survey results support the efforts of this plan to identify areas of potential redevelopment for the expansion of commercial resources and improvements to the overall functionality of Lower North Mankato as a whole. Though the survey was focused on Lower North as a whole, the questions were inadvertently focused on topics specific to the CBD.

The findings of the survey also support the findings from various meetings with the project steering committee, business owners, the general public, and previous planning efforts.

Staff then used this feedback as the foundation for plan development and compared and contrasted this information with previous planning efforts. Meeting and Survey summaries can be seen in Appendix C.

## Lower North Community Input Survey

As part of its public outreach efforts, the City of North Mankato requests you to participate in the following survey to assist in identifying our community's strengths, weaknesses and opportunities as they relate to the local economy in Lower North Mankato and our community's ability to stimulate economic development.

The City is soliciting community input from residents and business owners regarding the status of North Mankato's business environment as a place to live, work and play.

This survey is designed to be anonymous. This is a public opinion survey and your participation is voluntary. The cumulative results of the survey, and the individual responses of each participant, will be available as a public record to the media and others. You are not required to answer all the questions contained herein. You may skip a question for any reason.

Thank you in advance for your participation!

Lower North Mankato Central Business District



## Section 4 – Existing and Emerging Conditions

A solid understanding of the existing conditions within the CBD is vital to achieving a successful future. The following section describes existing conditions in the downtown considering demographic and social conditions, land use considerations, transportation and circulation, utility infrastructure, community events, design guidelines, and market analysis.

### 4.1 Demographic and Social Conditions

#### Population

North Mankato is part of a larger statistical area designated by the US Census Bureau as the Mankato-North Mankato Metropolitan Statistical Area (MSA). The Mankato-North Mankato MSA overall shows growing population trends exhibiting 12.9% growth between 2000 and 2010. Centrally located within this statistical area, and close to the Mankato urban core, the North Mankato CBD is positioned well to take advantage of that population growth and expand its commercial and residential offerings. This is reflected in chapter 9 of the North Mankato Comprehensive Plan, Goal 1, Objective 2 which strives to increase the number of businesses and residents in the downtown.

Within that same 2000-2010 timeframe, the City of North Mankato exhibited 7% growth in population (Figure 3). In 2015, the City had an estimated 13,591 residents and this is projected to grow to nearly 14,500 by 2020. Increased population means potential for increased patronage to area retail and community gathering places.

#### Age

City wide, age group population totals remained fairly consistent between 2000 and 2010. The city has seen the largest increases in those age groups consisting of 25 to 34 years and 55 to 64 years of age (Figure 2). Those in age groups within 25 to 54 years old represented the largest percentage of the population in 2010, representing

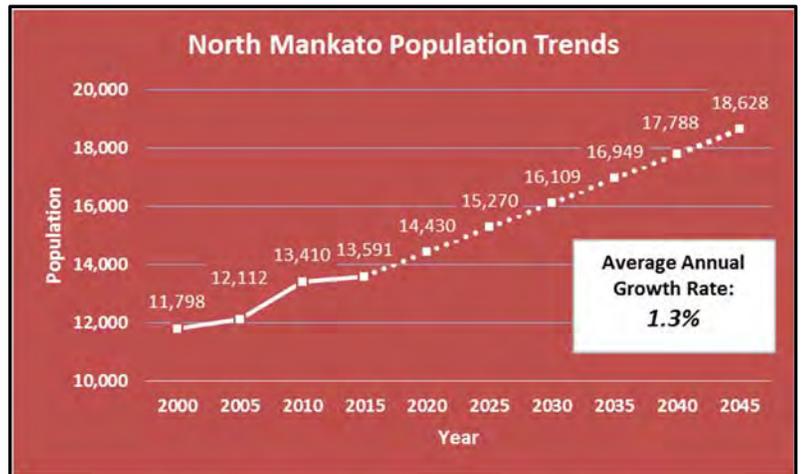


Figure 3. North Mankato general population trends. Population projections developed by multiplying the number of future housing units by the existing ratio of residents per household of (2.3). **Source:** US Census Bureau, North Mankato Comprehensive Plan, WSB & Associates.

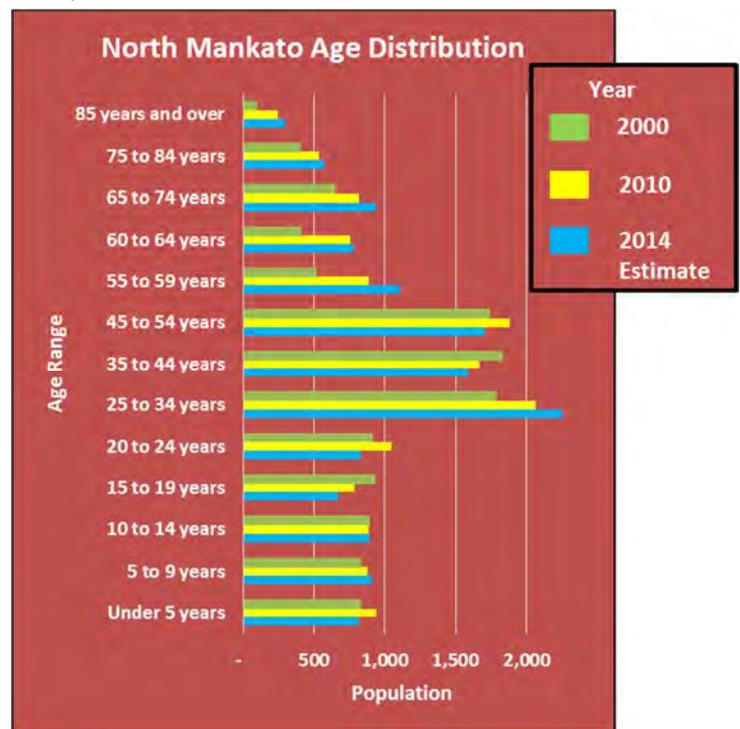


Figure 3. Comparison of Age Distribution in North Mankato from 2000 to 2014. **Source:** US Census Bureau.

roughly 5,600 people or 42%. This is a large percentage of the population at an age that will likely engage in community events and activities in the downtown, visiting the downtown to shop, dine-out, and socialize among groups. Downtown revitalization should strive to provide more of a destination for that active population and others as well.

Location Demographics

The area immediately surrounding the CBD is contained within three US Census Block Groups with a total of 2,615 residents with median ages ranging from 34 to 36 years old (Figure 5). Lower North Mankato is known as an area coveted by new families looking for a first home as well as young working professionals who like to live near the urban core. Additional retail offerings in the downtown will likely attract more of this younger population to use the downtown for socializing, entertainment and shopping. More information on US Census Blocks in North Mankato is included at the end of this section.

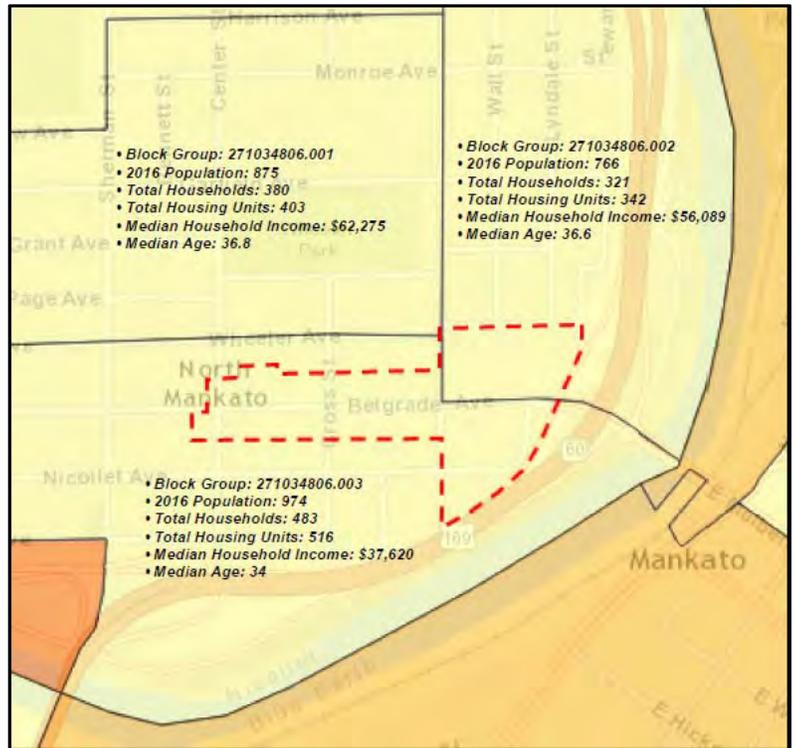


Figure 5. US Census Block Groups surrounding the CBD. Source: ESRI Business Analyst, US Census Bureau.

Market Area Demographics

Below is a snapshot of market area demographics for the downtown within 10, 20, and 30 minute drive times. While there is little to no population growth within the area immediately surrounding the CBD, steady population and income growth is projected beyond the CBD to the greater Mankato-North Mankato Area. This presents an opportunity for the CBD to position itself as a destination that provides unique shopping, dining, and gathering experiences to leverage that growth and expand patronage.

Demographic	10 Minute Drive Time			20 Minute Drive Time			30 Minute Drive Time		
	2015	2020	Growth	2015	2020	Growth	2015	2020	Growth
Population	58,063	59,946	3.24%	88,922	91,833	3.27%	112,197	115,695	3.12%
Population 18+	47,673	49,101	3.00%	71,652	73,648	2.79%	89,474	91,896	2.71%
Households	22,710	23,557	3.73%	33,824	35,112	3.81%	43,097	44,658	3.62%
Median Household Income	\$49,002	\$56,376	15.05%	\$53,252	\$61,702	15.87%	\$54,572	\$63,041	15.52%

Table 1. Area demographics within 10, 20, and 30 minute drive times from the CBD. Source: ESRI Business Analyst, Greater Mankato Growth.

Overall growth in and surrounding North Mankato as well as area demographics indicate opportunity for the CBD to attract more users in the future. The right steps will need to be taken to maintain it as a place worth visiting.

## 4.2 Land Use and Structures

The North Mankato CBD extends from the properties on the west side of the Belgrade Avenue/Center Street intersection east to the Veteran’s Memorial Bridge. In the 200 Block, the CBD extends north to Wheeler Avenue and south to US Highway 169. West of the 200 Block, the CBD contains only those properties adjacent to Belgrade Avenue on the north and south sides of the roadway.



Figure 6. North Mankato Central Business District. *Source: City of North Mankato*

Along Belgrade, there is a mix of commercial with single- and multi-family housing giving the corridor an integrated feel with some single-family residences having converted to commercial uses. Figure 6 illustrates structure use within the CBD.

A full mix of commercial and residential uses exist throughout North Mankato’s Central Business District. The age and architecture of many of the structures in the district contribute to a historic feel, though, as identified in the Comprehensive Plan, structures in the CBD are in various states of physical condition. The major goals in the CBD include the renovation and rehabilitation of existing buildings, ensuring adequate parking, and working with property owners and businesses to identify redevelopment areas. Early planning efforts were highly focused on the 200 Block of Belgrade Avenue and citizens have expressed a desire to spread new commercial and mixed use development throughout the district to the west rather than maintaining focus exclusively on obtaining greater density in the 200 block.



Figure 7. Homes converted to businesses on Grand Avenue, St. Paul, MN.

45 single-family residential homes exist in the district, some mixed among the businesses and some whose lots are contiguous (Table 2). As mentioned, some of the homes have incorporated small businesses further expanding the commercial environment. The incorporation of commercial uses in homes can prove successful in providing a unique shopping experience. Some of these in home businesses can be seen along the 300 and 400 Blocks of Belgrade Avenue. Citizens have expressed that this type of conversion should continue to maintain the character of the district and revitalize some of the old homes that have aesthetically pleasing characteristics.

Existing Land Use (2015)	Number of properties					
	200 Block	300 Block	400 Block	500 Block	District Totals	% of Total
Commercial	12	5	7	3	27	28.13%
Mixed (Residential/Commercial)	8	4	1	0	13	13.54%
Parking	4	0	0	0	4	4.17%
Residential: Multi-Family	2	3	1	0	6	6.25%
Residential: Single Family	22	17	5	1	45	46.88%
Vacant Lot	1	0	0	0	1	1.04%
<b>Total Number of Properties</b>	<b>49</b>	<b>29</b>	<b>14</b>	<b>4</b>	<b>96</b>	<b>100.00%</b>
<b>% of Total</b>	<b>51%</b>	<b>30%</b>	<b>15%</b>	<b>4%</b>	<b>100%</b>	

Table 2. Existing Land Use in the CBD by block. Source: ESRI, City of North Mankato, Nicollet County.

Table 2 shows the existing distribution of land use per block within the district. Most of the properties slated for redevelopment are currently used as commercial and redevelopment could enhance the character of the buildings, provide a higher number of business opportunities and provide increase residential opportunities.

Expanded business space available in mixed use buildings could offer opportunities to fill the gaps in retail and other businesses identified in Section 4.7 of this document. A listing of acceptable uses for the district can be found in Appendix D.

### 4.3 Transportation and Circulation

The Mankato/North Mankato Area Planning Organization (MAPO) initiated the Belgrade Avenue Corridor Study in June of 2016. Though incomplete at the time of this planning effort, that study serves as an addendum to this plan and contains in depth analysis of existing and future conditions while providing recommendations for corridor improvements. MAPO and the City of North Mankato, in partnership with the Minnesota Department of Transportation (MnDOT), identified future transportation improvements to increase the function and safety for all modes of traffic on Belgrade Avenue between Lee Boulevard and the Veteran’s Memorial Bridge. This section illustrates the issues explored through that study.

#### Traffic Operations

Belgrade Avenue is a minor arterial roadway carrying nearly 9,000 vehicles per day through the CBD. As a minor arterial, the corridor has to serve the dual functions of moving traffic and providing land access. Pedestrian friendliness is a major desire for those that participated in the public process for this and other planning efforts. In order to create a corridor that works for all modes of transportation, a balance between access and mobility will need to be achieved.

Concerns have been raised considering excessive access locations along the north side of Belgrade Avenue within the 200 Block (Figure 8). Meeting participants have expressed that walking on the sidewalk can be unsafe in peak hour traffic times with vehicles entering and exiting businesses.



Figure 8. Excessive access locations in 200 Block of Belgrade.

Another area of concern is the entrance to the public parking lot adjacent to the American Legion. Vehicles have been observed pulling onto Belgrade from Range Street and stopping in the intersection. Figure 9 illustrates this movement.

Pedestrian Realm

Citizens have repeatedly expressed a desire for improvements to the pedestrian environment along Belgrade Avenue. Pedestrian safety is a concern that has surfaced on several locations. While vehicular crashes have not been significantly high along the corridor, there have been some occurrences of pedestrian/bicycle crashes at certain intersections. One bicycle crash occurred at the intersection of Belgrade and Range Street in 2013. This intersection has been perceived as unsafe by owners of nearby businesses and citizens who regularly use and observe the intersection.



Figure 9. This figure illustrates problem movements for vehicles accessing the public parking lot adjacent to the American Legion.

Outside of the 200 Block, sidewalks line both sides of the corridor throughout the CBD with a boulevard and vehicle parking separating sidewalks from the vehicle throughway. Within the 200 Block, citizens would like to see wider sidewalks in areas where the sidewalk serves as the building frontage, primarily the 200 Block. Wider sidewalks will also need to be a consideration as redevelopment occurs within the CBD.

Walkability

Spanning only 3.5 blocks, Belgrade Avenue within the CBD can be walked within approximately eight minutes from the Veteran’s Memorial Bridge to the western extent just beyond Center Street. Figure 11 shows walking times from the intersection of Belgrade Avenue and Range Street which is perhaps the busiest pedestrian section of the district. Numerous residences, businesses and parks as well as downtown Mankato can be reached within a seven minute walk from this intersection.



Figure 11. Walking times from the Range St/Belgrade Avenue intersection. Source: ESRI, City of North Mankato

Parking

Public parking in the CBD has been increased with the addition of two public lots; one located at the intersection of Wall Street and Wheeler Avenue and one located north of the public parking lot located at the intersection of Range Street and Belgrade Avenue.

Participants in the various past and current planning efforts have expressed that there is a shortage of public parking, especially on the southern portion of the intersection at Range and Belgrade. The I & S Downtown planning study and the Comprehensive Plan both identify this as a perceived shortage. Most businesses have private parking and on-street parking to supplement. However, discussions on parking availability have shifted from number of spaces to location. Most believe current parking is too far or isolated from destinations in the downtown. Walking distances from public parking located at the Wheeler Avenue/ Wall Street intersection are shown in Figure 12.

A parking inventory of the entire CBD will be included in the 2016-2017 Belgrade Corridor Study. This parking inventory will be useful for future assessment of how parking resources serve the area businesses.

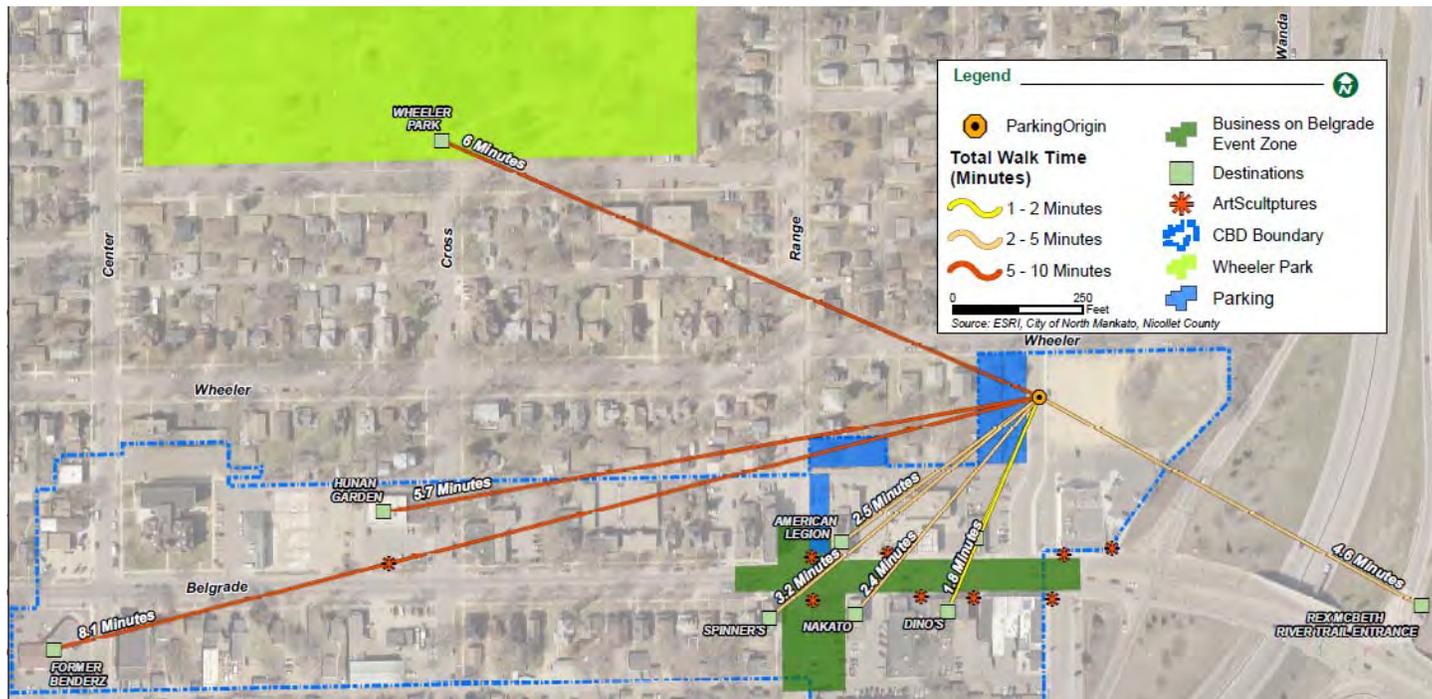


Figure 12. Walking times from public parking to various points of interest in the CBD. Source: ESRI, City of North Mankato, Nicollet County

Intersection Traffic Control

Traffic speeds in the 200 Block of Belgrade have been observed as being too fast to accommodate a safe pedestrian environment. Early in the process for this plan, different suggestions were generated regarding methods for slowing traffic along the 200 Block. In 2015, Mankato, North Mankato and MnDOT completed efforts to enhance pedestrian access over the Veteran’s Memorial Bridge by narrowing the lane widths and providing wider sidewalks to accommodate both pedestrians and cyclists. In spite of these changes, meeting participants still expressed concerns that the Bridge is designed to look and feel like a highway and this encourages speeding traffic entering the 200 Block. As part of the 2016-2017 Belgrade Corridor Study, an Intersection Control Evaluation (ICE) Study will be conducted at the US 169 Southbound ramp intersection that will identify appropriate traffic control at this intersection based on traffic data analysis.

**4.4 Infrastructure**

The excellent condition of the existing utility infrastructure under the roadway will facilitate streetscape reconstruction initiatives that may occur as a result of this plan by removing the costs of replacement from projects.

Streets

The road surface on Belgrade Avenue will be due for replacement within the next 10 to 15 years. Roadway improvements can be greater justified with impending pavement surface improvements creating an opportunity to reshape the streetscape in compliance with the initiatives of this plan. Furthermore, the roadway will not require total reconstruction as it can utilize existing aggregate under the pavement.

### Water, Waste Water and Stormwater

City Staff has concluded that the existing sewer and drainage were installed within the last 50 years and are expected to last until approximately 2036. This further removes construction costs from roadway changes. Updates were implemented in 1986. All sewer and water infrastructure are size appropriately to handle any future growth within the district.

### Electrical Utilities and Lighting

Overhead power lines pose concerns to not only the envisioned pedestrian realm but also to all users of Belgrade. City Staff and members of the Business on Belgrade Association have expressed a desire to bury overhead lines on Range Street from Nicollet Avenue to Wheeler Avenue.

The City also has plans to upgrade the lighting in the CBD to meet the community design guidelines seen in Appendix E of this document.

## 4.5 Community Events

### Business on Belgrade Community Events

- Blues on Belgrade
- Bells on Belgrade
- Bier on Belgrade
- Bumpers on Belgrade
- North Mankato Fun Days Parade

The Business on Belgrade (BoB) organization works together to create community events that are held along Belgrade Avenue (Figure 13). This creates a draw for residents into the CBD for entertainment and exposure to district businesses. The successes of previous year's events have stimulated the launching of new events with indelible success. The City will often close Belgrade and portions of side streets to accommodate and provide a unique gathering common for residents and visitors. Streetscaping enhancements along Belgrade could assist with creating this unique event zone by utilizing special pavement markings, unique pavers, seating nodes, and other elements.



Figure 13. Blues on Belgrade held at the intersection of Range Street and Belgrade Avenue. Source: City of North Mankato.

## 4.6 Historic Preservation and Design Guidelines

Goal 2, Objective 2.2 of chapter 9 in the North Mankato Comprehensive Plan is to improve the appearance of the streetscape and facades in the downtown. Participants in the public process for this plan have expressed a desire for the City to maintain a consistent architectural design in the area that acknowledges some of the district's historic features and encourages preservation of historically significant properties.

The City should consult with the State Historic Preservation Office (SHPO) to create an inventory of any historic properties in the CBD and to help the City consider a process to protect and preserve them as appropriate, which may include the establishment of a Historic Preservation Commission or similar program.

Participants in the planning process suggested informational plaques or signs on historic properties and the creation of walking tours to inform residents and visitors of the area's history.

To maintain consistent architectural design and accomplish some level of historic preservation in the CBD, it is recommended that design guidelines be adopted as part of this plan to provide guidance for consistent, attractive and compatible design for all remodeling, renovations, and future development in the CBD. Developers, designers, and business owners should consult these guidelines for design characteristics to include in new development or revitalization efforts. The Design Guidelines can be found in Appendix E of this plan.

## 4.7 Downtown Market Analysis

A policy of the North Mankato Comprehensive Plan is to consider a market study to determine commercial and residential needs, existing capacity, and areas for growth within the downtown (See Chapter 9 – Downtown Redevelopment).

The Mankato-North Mankato MSA has achieved accolades such as being ranked number three in the nation on Forbes 2014 Best Small Places for Business and Careers and eighth in the nation for work-life balance by nerdwallet.com among many others. The awards and accolades support a strong business environment and may be an indicator that the area could accommodate even more businesses.

As part of this report a market analysis was completed and is included in Appendix G.

### Industry Distribution

The North American Industrial Classification System (NAICS) is the standard for industrial sector classification created and used by the Bureau of Economic Analysis, the U.S. Department of Commerce and the U.S. Bureau of the Census among others. With the help of the U.S. Census Bureau's Economic Census, the CBD businesses were evaluated to identify industry distribution throughout the district. The results of which can be seen in the graph in figure 14.

The downtown is strongest in the Other Services sector with 12 businesses including barber shops, beauty salons, dry cleaners and animal grooming services to name a few. This is followed by Accommodation and Food Services and Retail Trade with each sector represented by eight businesses including a handful of restaurants and drinking places as well as women’s clothing stores, a liquor store and a convenience store. A full inventory of the businesses and there NAICS classifications can be seen in Appendix F.

A Retail Marketplace Profile completed by the Greater Mankato Growth using ESRI software shows an analysis of retail potential within the CBD as well as within 10, 20 and 30 minute driving distances seen in Figure 15. The report is broken into two major parts; Retail Market Potential and Retail Market Profile.

Retail Market Potential

The report outlines product and consumer behavior within each service area distance allowing for a snapshot of what consumers have purchased within a specified timeframe. A Market Potential Index (MPI) was calculated for behavior criteria in the report which measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average and MPI’s over 100 show a greater propensity for consumers to use various products and services, applied to local demographic composition. Table 3 identifies product consumer behaviors analyzed in the report.

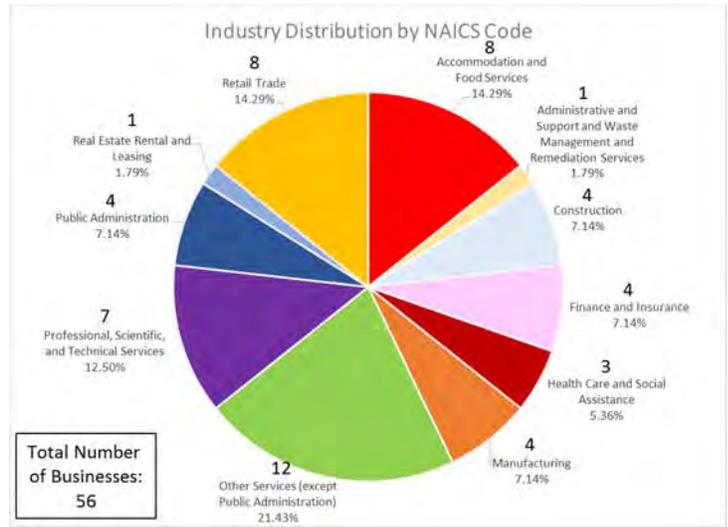


Figure 14. Industry Distribution in the CBD by NAICS Code. Source: US Census Bureau.

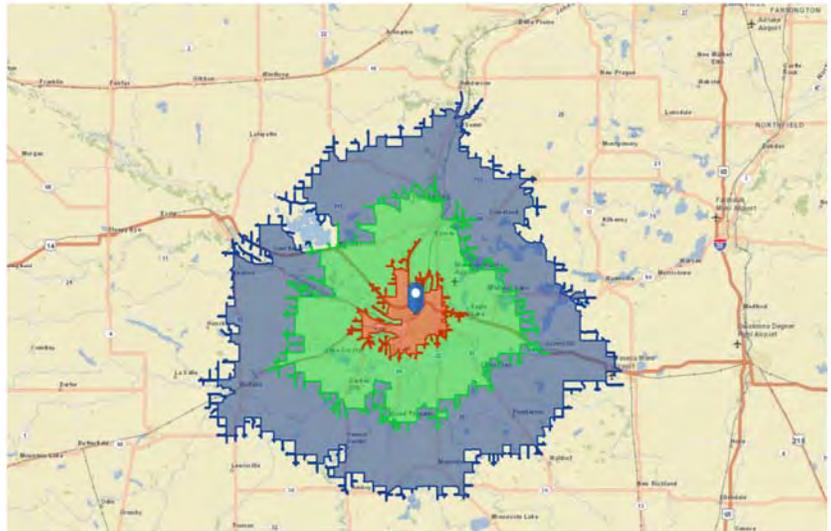


Figure 15. This figure represents a 10, 20 and 30 minute radius centered around the NM Central Business District (CBD) on Belgrade Avenue. Local market analysis is based on information within these bounds. The figure in the top right represents the CBD. Source: ESRI Business Analyst, Greater Mankato Growth.

Product/Consumer Behavior		
• Apparel	• Convenience Store	• Insurance (Adults/Households)
• Automobiles	• Entertainment (Adults)	• Pets (Households)
• Automotive Aftermarket (Adults)	• Financial (Adults)	• Psychographics (Adults)
• Beverages (Adults)	• Grocery (Adults)	• Reading (Adults)
• Cameras	• Health (Adults)	• Restaurants (Adults)
• Cell Phones (Adults/Households)	• Home (Adults)	• Television and Electronics (Adults/Households)
• Computers		

Table 3. Product/Consumer Behaviors observed in the Retail Market Potential Report seen in Appendix G. Source: ESRI Business Analyst, Greater Mankato Growth.

Retail Market Profile

The Retail Market Profile identifies strengths and weaknesses within the CBD trade area by estimating sales to consumers by establishments (Supply) and by estimating the anticipated amount spent by consumers at retail establishments (Demand) to identify gaps in retail as well as leakage and surplus of retail opportunities. Table 4 breaks down retail gaps identified within 10, 20, and 30 minute drive times from the CBD.

Retail Market Profile - Retail Gaps within 10 Minute Radius		
• Lawn & Garden Equip & Supply Stores	• Health & Personal Care Stores	• Electronic Shopping
• Specialty Food Stores	• Other Miscellaneous Store Retailers	• Vending Machine Operators
• Beer, Wine & Liquor Stores	• Nonstore Retailers	• Direct Selling Establishments
Retail Market Profile - Retail Gaps within 20 Minute Radius		
• Lawn & Garden Equip & Supply Stores	• Clothing Stores	• Nonstore Retailers
• Specialty Food Stores	• Miscellaneous Store Retailers	• Electronic Shopping
• Beer, Wine & Liquor Stores	• Office Supplies, Stationery & Gift Stores	• Vending Machine Operators
• Health & Personal Care Stores	• Other Miscellaneous Store Retailers	• Direct Selling Establishments
Retail Market Profile - Retail Gaps within 30 Minute Radius		
• Furniture Stores	• Clothing Stores	• Other Miscellaneous Store Retailers
• Specialty Food Stores	• Shoe Stores	• Nonstore Retailers
• Lawn & Garden Equip & Supply	• Department Stores Excluding Leased Depts.	• Electronic Shopping
• Beer, Wine & Liquor Stores	• Miscellaneous Store Retailers	• Vending Machine Operators
• Health & Personal Care Stores	• Office Supplies, Stationery & Gift Stores	• Direct Selling Establishments
• Clothing and Accessory Stores	• Used Merchandise Stores	• Full-Service Restaurants
		• Limited-Service Eating Places

Table 4. The Retail Market Profile identified retail gaps within 10, 20, and 30 minute drive times. Source: Greater Mankato Growth, ESRI

These are estimates for the designated areas within those drive times and some of the identified retail establishments are present along Belgrade Avenue. A gap existing within certain distance radius from the CBD does not necessarily indicate a gap in the CBD. The full Retail Market Potential and the Retail Market Profile report can be seen in Appendix G.

Household Budget Expenditures

Household budget expenditures for North Mankato are also an indicator of how residents are spending their money for not only housing but also for goods and services. Household budget expenditure

Household Budget Expenditures						
Product/Service	MSA		City-Wide		CBD Census Blocks	
	% of Income	SPI	% of Income	SPI	% of Income	SPI
Food Away from Home	4.8%	95	4.7%	101	4.7%	81
Alcoholic Beverages	8.0%	95	0.8%	100	0.8%	83
Apparel and Services	3.1%	94	3.0%	99	3.0%	81
Entertainment and Recreation	4.4%	93	4.4%	100	4.3%	79
Personal Care Products and Services	1.1%	92	1.1%	100	1.1%	79
Smoking Products	7.0%	104	0.6%	101	0.7%	88

Table 5. Household Budget Expenditures for the MSA, City, and within census blocks surrounding the CBD. The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

reports were generated for the MSA, the City of North Mankato, and for the three block groups surrounding the CBD to provide an indication of how these three areas are spending money. The full reports can be seen in Appendix H.

Table 5 shows a comparison of the area bounded in the MSA (Figure 16) as well as the City and block group areas restricted to the US Census Block Groups (Figure 17). These areas exhibit similar behavioral characteristics. However, the Spending Potential Index which is a comparison to the national average shows that people in this area spend less on those products than do people similarly situated in the US. According to this data, aside from essential food and shelter expenditures, consumers in the greater Mankato/North Mankato MSA spend the largest percentages of their income on dining out, apparel & services, and entertainment & recreation.

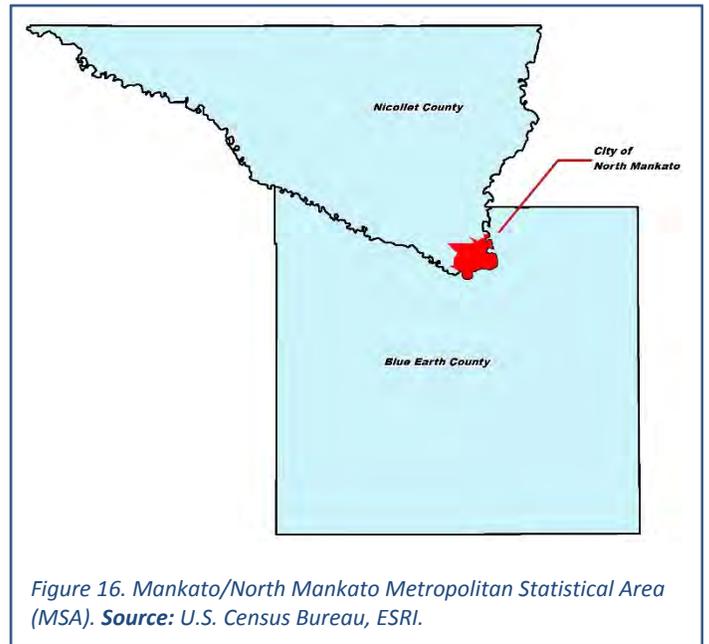


Figure 16. Mankato/North Mankato Metropolitan Statistical Area (MSA). Source: U.S. Census Bureau, ESRI.

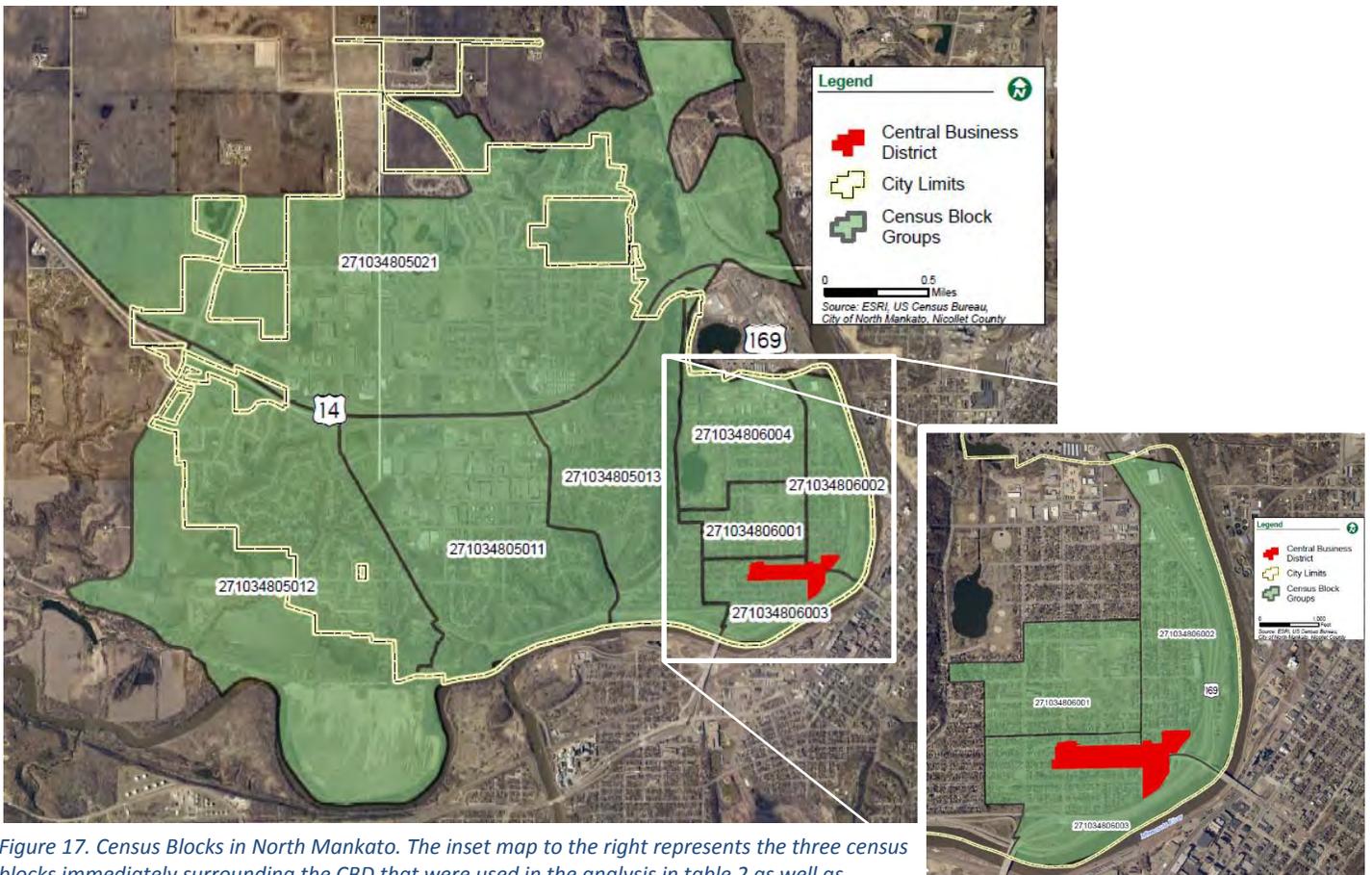


Figure 17. Census Blocks in North Mankato. The inset map to the right represents the three census blocks immediately surrounding the CBD that were used in the analysis in table 2 as well as Section 4.1. Source: US Census Bureau, ESRI, City of North Mankato, Nicollet County.

Citizen Survey Preferences

Citizens expressed specific desired businesses within the community survey distributed in 2015. This may be useful to gain a better understanding of the type of business that could thrive if added to the district. Figure 18 shows the level of response for each type of business mentioned. According to this, it appears that citizens have a higher preference toward the establishment of a coffee shop/bistro, ice cream parlor/bakery, grocery store/farmer’s market, and a hardware store. The entire survey can be seen in Appendix C.

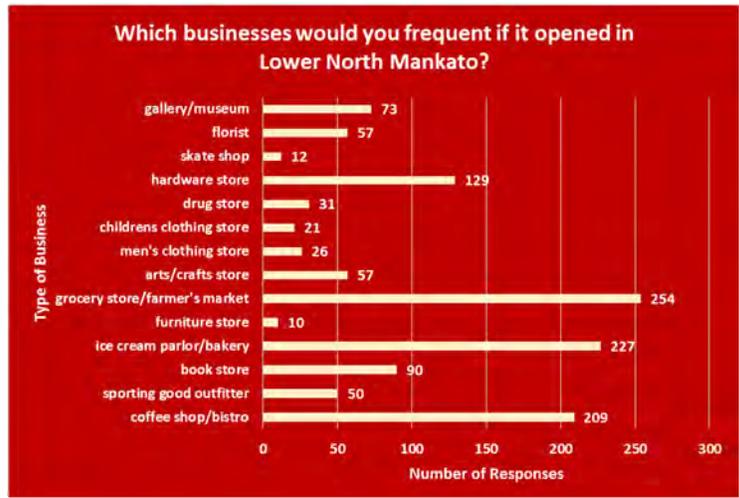


Figure 18. Community Survey Results for citizen business preferences in the CBD. Source: City of North Mankato.

## Section 5 - Implementation

The elements of this plan will not be implemented all at once, rather will be spread over time as financing opportunities become available, both in the public and private sectors. With that in mind, an implementation plan has been created based on community engagement that will serve to guide redevelopment and revitalization efforts in the next 5, 10, and 20 years.

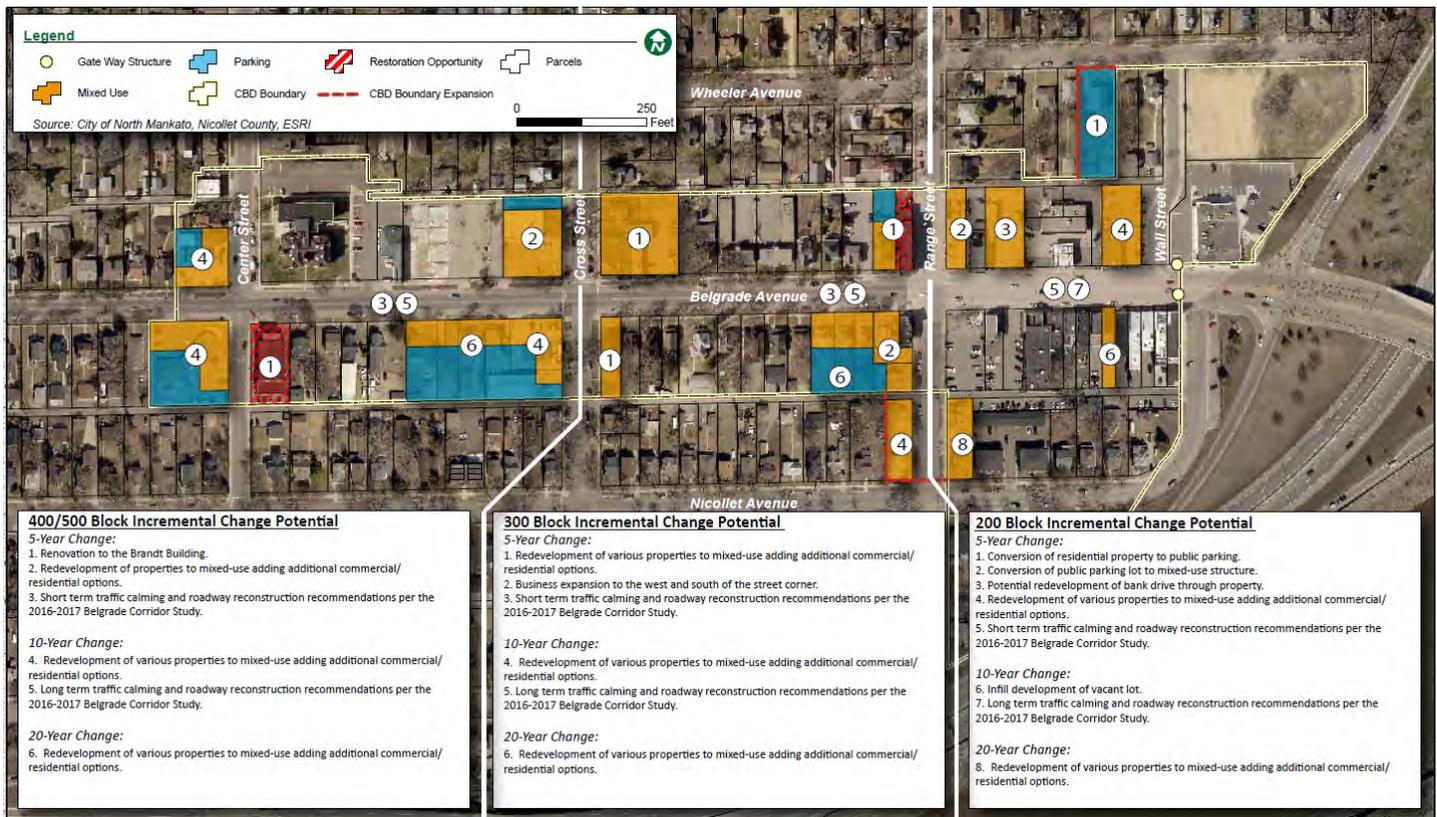


Figure 19. CBD Implementation Plan for 5, 10, and 20 years (See full size map in Appendix I). Source: City of North Mankato, ESRI, Nicollet County.

### 5-Year Implementation

The City would like to see the corners of the intersections throughout the CBD redeveloped as mixed use buildings including the intersections of Range Street and Cross Street. Redevelopment should closely consider design guidelines that have been developed as part of this plan and buildings should be two to three stories and contain a mix of commercial uses along the street front and office or residential uses on the second and third floors. Existing businesses along Belgrade displaced by mixed use development would be invited into new building structures to continue to thrive in the enhanced downtown environment.

As the Range Street intersection is the site of major public events as well as the heaviest foot traffic, efforts to extend mixed use to the north and south at this intersection could provide some depth to the downtown experience while expanding commercial and residential offerings.

Citizens and stakeholders have expressed that they would like to see traffic calming, streetscaping, and other pedestrian improvements incorporated into the CBD. Specific recommendations regarding these enhancements will be

recommended through the 2016-2017 Belgrade Corridor Study. Enhancement of the pedestrian environment and slower traffic should create a more inviting destination for public gathering.

**10-Year Implementation**

Within 10 years, redevelopment/revitalization should begin expanding toward the center of blocks whether through the renovation/conversion of residential dwellings to commercial establishments or overall redevelopment of underutilized parcels. Infill development of vacant lots should also be considered to maximize mixed use potential.

Long term corridor improvements through the Belgrade Corridor Study should be implemented to further improve district circulation.

**20-Year Implementation**

Within 20 years, the City would like to see the further expansion of mixed use development throughout the CBD to the western portions. This will ensure that redevelopment efforts are not focused just on the 200 Block and will maximize the potential of the district to become a place of enhanced public gathering and commerce.

The Implementation Plan seen in Figure 19 can be seen in Appendix I. A breakdown of the 5, 10, and 20 year use per parcel (Figure 20) is also in Appendix I.



Figure 20. Parcel specific Implementation Plan – identifies proposed uses for specific properties within 5, 10, and 20 years. Source: City of North Mankato, ESRI, Nicollet County.

## Section 6 – Funding Strategies

### Short Term Funding Strategies

A number of tools for financing redevelopment and public infrastructure for redevelopment are available to the City of North Mankato. Success in identifying and utilizing available funding sources will contribute greatly to the success of achieving North Mankato's redevelopment objectives. Part of North Mankato's approach to financing redevelopment should include constant monitoring of federal, state, county, and private foundation and non-profit sources for grants that can be applied to public and private costs for redevelopment activity. The primary financial tools available for redevelopment at this time include:

#### *Tax Increment Financing (TIF):*

TIF can provide assistance for land write-down, public infrastructure and/or site improvements. Redevelopment TIF Districts are established based on blight and functional obsolescence criteria and may be 25 years in length. Public hearings are required by the governmental unit for review and approval of a TIF District budget and spending plan as well as a Development Agreement.

#### *Tax Abatement:*

Tax Abatement can be established to operate in a fashion similar to TIF, but with potentially more flexibility in the use of funds. The state statute establishing tax abatement allows political subdivisions to grant an abatement of the taxes they impose to be used for increasing or preserving tax base, providing employment, acquiring or constructing public facilities, redeveloping blighted areas, or financing or providing public infrastructure. Revenue from abated taxes is used to fund bonds for improvements in a fashion similar to the typical use of TIF revenue, but without the stricter use limitations applied to TIF districts. Tax Abatement may be applied for periods up to 15 years for the purposes outlined above. The City of North Mankato could request that other political subdivisions such as the County or School District also abate taxes within a district established by the City, but the other jurisdictions are not obligated to do so. Tax abatement cannot be applied within an active TIF District. North Mankato would need to establish a policy for the utilization of Tax Abatement to finance redevelopment activities.

#### *USDA Rural Development Community Facilities Grant and Loan Program:*

These funds are used to assist communities with population less than 20,000 in developing/redeveloping essential public facilities and/or infrastructure. Grants require other funding sources to be involved; the grant amount is based on a community's economic capacity & economic distress data. Loans generally carry favorable interest rates and long payback periods of 25 to 30 years. Applications must be submitted to the USDA staff/offices. The USDA staff will work closely with applicants via a pre-67 application process to ensure that projects meet the eligibility guidelines and the goals and risks are understood by the involved parties.

#### *Minnesota DEED Redevelopment Grant Program:*

Grant funding can be used in Downtown Redevelopment efforts/projects for land acquisition, demolition, infrastructure and other redevelopment project related improvements. The Grant dollars may total up to 50 percent of the costs for the eligible items. A Redevelopment Grant application must be submitted to the Minnesota Department of Employment and Economic Development (DEED) per the application schedule/deadline.

### *Community Development Block Grant Entitlement Program:*

The Community Development Block Grant (CDBG) Entitlement Program provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. The program is authorized under Title 1 of the Housing and Community Development Act of 1974, Public Law 93-383, as amended; 42 U.S.C.-5301 et seq.

This is an annual allocation of funds from the HUD entitlement program which could be used in the CBD.

### *Minnesota Legacy Grants:*

In 2008, Minnesota voters passed constitutional amendment dedicating an additional 3/8 of one percent of sales and use tax to Clean Water, Wildlife, Cultural Heritage and Natural Areas for a 25-year period beginning July 1, 2009. These funds can provide a key source of funding for parks and trail connections, history and history preservation, and arts and cultural projects (Figure 21) associated with North Mankato's downtown revitalization effort. In 2011, \$10.5 million was available for Arts and Cultural Heritage – this represents about 20% of the total funding available each year. Applications are submitted through different state agencies based on funding category. Agencies involved include the MN Department of Natural Resources, MN Historical Society and MN Arts Board.

### *Small Business Administration 'SBA 504' Loans:*

The Small Business Administration provides direct loans to qualifying for-profit businesses for fixed assets (land, building and equipment) for 40% of total project costs. They require 10% equity, 50% loan participation from a private lender as well as job creation. SBA 504 loans provide an attractive option for small businesses seeking to own their own facility. Benefits include a low down payment (10%), longer term (20 years for loans that consist primarily of real estate); and a fixed interest rate, at a low rate (currently less than 5%).

### *Small Business Administration Loan Guarantee 'SBA 7A':*

The Small Business Administration encourages private lenders to lend to small businesses by providing a loan guarantee which reduces the lenders exposure if there is a default. These loans can be used for equipment purchases and/or working capital; the bank completes the application steps with the borrower and makes the loan to the borrower.

### *Commercial Grant and Loan Funds:*

Many communities involved in downtown revitalization establish revolving loan funds to support façade improvements and/or renovation activities related to bringing older buildings up to current code building code standards. Examples of this approach include:

- Façade improvement loan programs which may carry no/low interest rate and be subordinated to bank and may require a matching contribution from a bank or the business or property owner. They may be structured to provide an incentive for property owners to freshen up the exterior appearance in accordance with design guidelines.



*Figure 21. Minnesota's Legacy Fund 2010-2016 appropriations. Source: Minnesota's Legacy: <http://www.legacy.leg.mn/>.*

- Loan funds targeted to code related building renovation (e.g. electrical, mechanical, handicap access, etc.) In all other respects they are structured similar to the façade improvement loans.

The Port Authority and North Mankato City Council would need to establish a policy for the utilization of designated loan funds to assist in financing building renovations. Staff recommends adopting the Commercial Grant and Loan Fund as outlined in Appendix J in this study.

*MnDOT Transportation Economic Development Pilot Program (TED):*

This program is an example of grant initiatives that appear from time to time through MnDOT to address transportation-related issues like economic development, safety, roadway beautification, and other, similar issues. The TED program was set up in 2011 to provide \$39 million in MnDOT funds for transportation improvements that would improve the statewide transportation network while promoting economic growth through the expansion of an existing business, or development of a new business. Grants of up to \$10 million dollars were available under this program. Proposals were solicited from applicants that were required to be governmental entities as defined by state law, but governmental entities were allowed to partner with private concerns. Typical of most state funding programs, a local match for a portion of the funds was required, so governmental units applying for a grant must have some local funding available for the proposed project. North Mankato should actively monitor funding programs offered by MnDOT and other state agencies.

Long-Term Funding Strategies

*Business or Area Association Membership*

Downtown business, and property owners, including cultural and educational institutions, banks and government agencies, would pay a fee to fund program activities and events. Fees can be calculated on a sliding scale based on size of business or level of membership.

*Special Service District (SSD):*

SSDs (known in some states as Business Improvement Districts or Special Improvement Areas) are a tool for improving, managing, and maintaining a commercial district. Businesses pay for these services through service charges, which may be collected as part of property tax collection or other means. Several dozen such districts have been established, although no comprehensive survey of results is available. The following list includes some of those MN cities that have SSDs:

- |              |              |                     |                |
|--------------|--------------|---------------------|----------------|
| 1. Crookston | 2. Duluth    | 3. Mankato          | 4. Minneapolis |
| 5. New Ulm   | 6. Rochester | 7. Saint Louis Park | 8.             |

The pros and cons of this approach can be summarized as:

Advantages:

- Steady revenue stream for a variety of downtown improvements, revenue should also be sufficient to provide dedicated staff support.
- Flexibility in use of funds, including for operating expenses. Organizing process can build support for downtown improvements.

Disadvantages:

- Organizing process requires gaining support of property owners, not business tenants, and this group may be more difficult to reach.

- Organizing process can result in opposition from some property owners who view the district service charge as a 'tax.'
- Establishment process requires time and effort, as well as a strong City commitment to establish and help manage the district.



# Appendices

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## Appendix A:

# Public and Stakeholder Input

**Appendix B:**  
**Community Survey**

**Appendix C:**  
**Meeting Summaries**

## Appendix D:

# Acceptable Land Uses in CBD

**Appendix E:**  
**Design Guidelines**

## Appendix F:

# North American Industrial Classification Map

**Appendix G:**  
**Retail Market Analysis**

**Appendix H:**  
**Household Budget Expenditures**

**Appendix I:**  
**Implementation Plan**

**Appendix J:**

**Commercial Grant and Loan Fund Policy Resolution**



**DATE:** October 4, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. C. Monument Entrance Signs

\*\*\*\*\*

**Background:**

The Sign Sub-committee has an onsite meeting scheduled with Mark Severson from American ArtStone on Tuesday, October 3<sup>rd</sup>. A verbal update will be provided at the meeting.

**Action:**

No action needed, for update only.



**DATE:** October 4, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. A. 2018 Goals

\*\*\*\*\*

**Background:**

The EDC sets goals every year and then creates a report to present to the City Council. Please find attached the 2017 and below are the details on the current status of each goal. The highlighted goals are suggested to carryover to 2018 for completion.

**Marketing Goals**

Planning for updates for gateway signs – A Sign Sub-committee has been formed and is working with American ArtStone, the builder of the New Ulm sign. The Council has budgeted \$50,000 for 2018 for the construction of at least two signs along Hwy 212.

Investigate banners on streetlights and over streets – This was included in the marketing plan, but a lower priority than the website, entrance signs, and billboard. With the recent discussions about the naming of the two downtowns, a street banner plan could be incorporated into a large streetscaping plan.

Update City billboard with new logo – The billboard was updated in September after the Stiftungsfest billboard was replaced. The billboards are owned by Lamar and the City has four lease agreements with Lamar. The agreements are 10 year agreements that expire in August of 2019. Two of the agreements include signs in lieu of rent. The other two agreements include \$1,900 annually in rent that Lamar pays the City. Lamar does not charge for the design services.

Continue to update the EDC page on the City website – The available property fliers were updated with the new logo. The EDC page will be updated with the new City website. Staff would recommend an available properties page similar to Belle Plaine's:

# Commercial Buildings for Sale or Rent

[View commercial / industrial land available](#)

[View residential land available](#)

## 139 East Main Street - For Lease



### R/T Garage

Troy & Laura Martinson

[612-327-6722](tel:612-327-6722)

[952-356-4969](tel:952-356-4969)

[thertgarage.inc@gmail.com](mailto:thertgarage.inc@gmail.com)

[Property Details](#)

**Usage:** Office

**Zoning:** B-3 Central Business District

**Size:** 1,000 sf

**Year Built:** 1905

**Rent:** \$995.00

**Price Notes:** Includes electricity and heat

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Second story office space for rent.

## 215 North Meridian Street - For Lease



Arvin Ernst

[952-492-6690](tel:952-492-6690)

[612-805-0564](tel:612-805-0564)

[Property Details](#)

**Usage:** General, Office, Retail

**Zoning:** B-3 Central Business District

**Size:** 660 sq. ft.

**Year Built:** 1920

**Rent:** Varies

---

Three (3) offices available. Approx. 220 sq ft each. Two (2) front window offices available, one (1) of which is accessible to third available office space. Office rent includes most utilities. Telephone & internet not included.

[Continue to post on EDC Facebook page](#) – Staff continues to post any ribbon cutting or event updates on the Facebook page. So far in 2017, we have 154 followers of the page. The largest likes are typically generated after posts about ribbon cuttings:

Published	Post	Type	Targeting	Reach	Engagement
08/29/2017 7:16 am	 Seeking Citizen Input! The City is in the process of updating the No			697 	12 2
08/18/2017 8:51 am	 Thank you to John Anderson, owner of MI-Box, for providing a tour			1.5K 	143 32
08/01/2017 7:57 pm	 Celebrating a ribbon cutting at Lionshead Wheel and Tire on Thurs			671 	59 16
07/03/2017 2:51 pm	 Norwood Young America Goes Global! The Chamber of Commerce			1.5K 	293 38
06/19/2017 9:42 pm	 Sam Weyandt, owner of Dune Buggy Supply, had the honors of cut			1.8K 	306 37
05/04/2017 8:05 pm	 John McHugh, Director of Corporate Communications at Kwik Trip,			192 	25 5
04/28/2017 8:19 am	 In recognition of the positive impact small businesses have on the c			134 	11 4
04/21/2017 10:08 pm	 We welcome The Olde Mill House back to the community! Stop by			433 	68 12
04/21/2017 2:27 pm	 Norwood Young America Economic Development			0 	11 1
04/21/2017 2:24 pm	 Norwood Young America Economic Development's cover photo			51 	6 3
04/21/2017 2:22 pm	 City and Chamber representatives welcomed Tim Conyard, owner			2.6K 	833 75
03/14/2017 10:01 pm	 The City of Norwood Young America has approved a new logo and			322 	29 14

**Continue quarterly newsletters** – There have been three newsletters so far in 2017. Two of the newsletters were done jointly with the City newsletter to reach a wider audience. The next newsletter will be in December of 2017.

**Work with the newspaper to develop Business Spotlights** – EDC member Mike McPadden and Chamber Director Karen Hallquist met with the NYA Times to discuss a monthly Business Spotlight. With the new editor, Cole White, on board, he has indicated that starting in January of 2018 would work best.

## **Industrial Development Goals**

Pursue Shovel Ready designation for Tacoma West Industrial Park – Staff researched most of the information needed for the application; however, DEED staff required that an ALTA survey be prepared. Due to the estimated cost of the survey (\$15,000), the EDC voted not to pursue the designation at this time.

Participate in the Carver County Real Estate Expo – Staff confirmed with the Carver County CDA that a local expo will not be held this year.

Participate in the MnCAR Real Estate Expo – The City of Norwood Young America will again have a booth at the MnCAR Real Estate Expo on Wednesday, October 11<sup>th</sup>. The City is one of nine cities to participate in the expo and the only one in Carver County.

Promote the available sites in the Tacoma West Industrial Park – The City currently promotes the sites through the website and at events. With the information that was collected as part of the DEED Shovel Ready process and the new website, a more robust listing of available lots could be created.

Host Manufacturer's Week – Manufacturer's Week is the first week of October. The annual luncheon was held today at the 212 Business Center. Due to the number of manufacturers participating, it did make tours brief. Discussion should be held on potential location(s) for 2018.

Remain in contact with existing manufacturers – City Administrator Helget does a great job of staying in touch with local manufacturers. For 2018, the EDC may want to consider a more formal outreach with 3-5 manufacturers to have a sit down meeting to see how things are going and any assistance needed.

## **Commercial Development Goals**

Host National Small Business Week event – This event is held in May and has been a breakfast with a speaker for the past two years. Discussion should be held on a potential speaker for 2018.

Conduct ribbon cuttings and ground breakings – The EDC and Chamber have conducted seven ribbon cuttings this year with more planned in the fourth quarter. These ribbon cuttings and new businesses were highlighted on the Facebook page, shared with the NYA Times, and the focus of the recent City newsletter insert.

Investigate the feasibility of a No Interest Loan Program – The EDC discussed this and reviewed a draft policy over a number of meetings before deciding to better market the existing loan program with Open to Business.

**Promote the EDC Loan Program and Open to Business** – A brochure highlighting business assistance was created and made available at the Small Business Breakfast and Manufacturer's Luncheon. It could be printed and mailed to every business in 2018.

**Investigate the possibility of applying for a Carver County CDA grant** – The grant program was not available in 2017, but there are grant funds available for 2018. The application deadline is February 1, 2018. There are grants available in two categories – Redevelopment Planning Grant and Redevelopment Incentive Grants. The maximum amount for the Redevelopment Planning Grant is \$7,500 and requires a 1:1 match. The maximum amount for the Redevelopment Incentive Grant is \$60,000 and requires a 2:1 match. This will be on a future agenda as a separate item, but please start thinking of potential projects.

**Actively promote commercial sites and work with owners/realtors** – The available property fliers have been updated and all real estate agents have been contacted. The new website could include updates to the layout of the available properties section.

**Respond to business leads in a timely manner** – Staff replies to business leads with 24 hours either via phone call or email. City Administrator Helget and I work closely to follow-up with businesses.

### **Collaboration Goals**

**Support the Chamber of Commerce and events** – The EDC and Chamber have worked jointly on a number of events in 2017 including ribbon cuttings, the Small Business Breakfast, and the Manufacturer's Week luncheon.

**Coordinate at least one joint meeting with the Council, Planning Commission, and Chamber** – Joint meetings have been held in April and September with the focus being on the redevelopment of the downtowns.

**Continue to work with the CDA and Open to Business** – Staff participated in the annual CDA and Open to Business meeting. Lee Hall from Open to Business presented at the Small Business Breakfast and is invited to ribbon cuttings.

### **Action:**

Discussion on draft goals for 2018.

## 2017 Economic Development Commission Goals

	A	B	C	D
1	<b>Marketing Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
2	Planning for updates to gateway signs		Sign Sub-committee	In process
3	Investigate banners on streetlights and over streets			In process
4	Update City billboard with new logo	Sept. 2017		Completed
5	Continue to update EDC page on City website			Update with new website
6	Continue to post on EDC Facebook page			On-going
7	Continue Quarterly newsletters			October City newsletter included insert
8	Work the newspaper to develop Business Spotlights		McPadden	In coordination with Chamber
9				
10	<b>Industrial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
11	Pursue Shovel Ready Designation for Tacoma West			Decided not to pursue due to costs
12	Participate in Carver County Real Estate Expo			Not held in 2017
13	Participate in MnCAR Expo	October 11th		Registration is complete
14	Promote the available sites in Tacoma West			On-going
15	Host Manufacturer's Week	October 4th		212 Business Center
16	Remain in contact with existing manufacturers			On-going
17				
18	<b>Commercial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
19	Host National Small Business Week event	May 3		Completed
20	Conduct ribbon cuttings and ground breakings			On-going
21	Investigate the feasibility of a No Interest Loan program			Better market existing program
22	Promote the EDC loan program and Open to Business			Brochure
23	Investigate the feasibility of applying for Carver County CDA grant			Next available in 2018
24	Actively promote commercial sites and work with owner/realtors			On-going
25	Respond to business leads in a timely manner			On-going
26				
27	<b>Collaboration Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
28	Support the Chamber of Commerce and events			On-going
29	Coordinate at least one joint meeting with Council, EDC, Planning and Chamber Board			On-going
30	Continue to work with CDA and Open to Business			On-going



**DATE:** October 4, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly Kreft, Economic Development Consultant  
**RE:** Agenda Item VI. Project Updates

\*\*\*\*\*  
Following are project updates from the past month:

1. **Plumbing and Heating Company** - We are working with the owner of Diversified Plumbing and Heating, currently located in Chaska. They are working with Steve Curfman on his existing building. The property has been rezoned to allow for expansion without variances.
2. **Curfman Trucking and Repair** – Steve received approval to relocate his business to the former Waste Management site. He is in the process of doing the necessary site work.
3. **Serv-a-dock** – Serv-a-dock received approval to relocate to the former greenhouse property. We will be working with them to schedule a ribbon cutting in November.
4. **Ribbon Cuttings** – Staff attended the ribbon cutting at The Granary, an occasional store located on a rural property south of Norwood Young America.