



more than a place, it's home.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, January 8, 2020

5:30 p.m.

City Hall Council Chambers, 310 Elm Street West

AGENDA

1. **Call to Order**
 - A. Pledge of Allegiance
2. **Adoption of Agenda**
3. **Election of Officers**
4. **Approve Minutes**
 - A. December 11, 2019 EDC meeting
 - B. October 9, 2019 Joint meeting
5. **Introductions, Presentations, and Public Comment**

(Citizens may address the Economic Development Commission about any non-agenda item of concern. Speakers must state their name, address, and limit their remarks to three minutes. The Economic Development Commission will take no official action on these items but may refer the matter to staff for a future report or direct that the matter be scheduled for a future meeting.)
6. **Unfinished Business**
 - A. Elm Street Municipal Parking Lot
 - B. Mural
 - C. Decorative Streetlights – 200 Block of Main Street
 - D. 2020 Business Survey
7. **New Business**
 - A. NYA Market Enrichment Grant Program
 - B. NYA Event Grant Program
 - C. Commercial Market Study
 - D. 2019 Secretary of State Business Filings
8. **Project Updates**
 - A. Small Cities Development Program Grant
 - B. Hotel
 - C. Hwy 212 Construction Marketing Plan
9. **Miscellaneous Reports**
 - A. NYA Area Chamber of Commerce Updates
10. **Upcoming Meetings**
 - A. Next EDC meeting – 6:00 p.m., February 12, 2020
 - B. Joint Meeting – 6:30 p.m., April 8, 2020
11. **Adjournment**

Norwood Young America

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, December 11, 2019

6:00 p.m.

City Hall Council Chambers, 310 Elm Street West

Minutes

Present: Tonya Noeldner, Mike McPadden, Sarah Molnau, Kaarin Foede (6:10pm), Jason Winter, Mike Eggers

Absent: Carol Lagergren

Staff Present: Karen Hallquist, Economic Development Marketing Director, Steve Helget, City Administrator

1. Call to Order

Council member Mike McPadden called the meeting to order at 6:05pm

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: Winters/Eggers to approve the agenda with the addition of Commercial Property Listings to New Business "C."

Vote 5-0. Motion carried.

3. Approve Minutes

A. November 13, 2019 meeting

Motion: Molanu/Noeldner to approve. Vote 5-0. Motion carried.

4. Introductions, Presentations, and Public Comment - none

(Citizens may address the Economic Development Commission about any non-agenda item of concern.

Speakers must state their name, address, and limit their remarks to three minutes. The Economic

Development Commission will take no official action on these items but may refer the matter to staff for a

future report or direct that the matter be scheduled for a future meeting.)

5. Unfinished Business

A. Elm Street Municipal Parking Lot

Responses have been received from both Linda Sons of Chameleon Salon and Mona Platt of SLS, Inc. Both parties have expressed concerns of lighting, parking lot conditions and the approval of landscape updating for the Elm Street parking lot. Staff will have multiple bids at the January meeting.

B. Mural

Staff has contacted the City of Belle Plaine and City of LeSueur to research the process of their community murals. Belle Plaine created a contract with the building owner for supplies and maintenance upon completion with the city paying the labor of the artist. LeSueur was able to utilize a Southern MN Initiative Foundation grant and city paid remaining. Both cities hired artist Lana Beck. Staff will continue to research MN Legacy grants and update at January meeting.

C. Decorative Streetlights – 200 Block of Main Street

Staff is working with Jake Saulsbury of Bolton & Menk and Damon Johnson of Xcel Energy Outdoor Lighting on a design plan and estimate. Johnson anticipates a quote by the end of the year.

D. Holiday Decorations

All decorations are placed throughout the town. Eggers is working on storage containers. Hallquist is confirming with Xcel Energy on their pole decoration policy as it may be possible to add to the decorations for Central and Faxon for next year.

6. New Business

A. Downtown Redevelopment Financial Incentives

The City of Norwood Young America Downtown Redevelopment Plan was implemented in December 2018. The purpose of this plan is to "establish the framework to accomplish the vision, identifying short and long range implementation tools" to ultimately redevelop the downtowns of Norwood Young America. Commissioners discussed current and suggested financial incentives and resources the city offers. Currently there is \$135,000 in the EDC Revolving Loan Fund. Staff recommended looking a program similar to the Small Cities Development Program Grant that is open to businesses in all areas of the city. A similar program was drawn up in 2015-16 with no EDC recommendation to proceed. Staff was

Norwood Young America

directed to bring back the language of that program for review. Commissioner also agreed to have staff research programs and criteria for establishing a Mini Grant program available to financially assist organizations in new events for the community. Discussion was held about reducing building permits and water/sewer hook ups for new businesses. Commissioners agreed this is not feasible at this time. After the new incentives are researched and reviewed, the EDC will ultimately make a formal recommendation to the city council to approve the list of updated available financial incentives.

B. 2020 Business Survey

As part of the NYA Economic Development 2020 Goals, the EDC is to improve on the communication between the city and all building owners, business owners and realtors. The action plan is to create a survey which asks financial needs, longevity of the business and development questions. Commissioners reviewed suggested questions and will email Hallquist any additional questions. The goal is to have the survey out via Survey Monkey and a mailed survey at the beginning of the new year.

C. Commercial Property Listings

Hallquist reported that Allison Kampbell, Carver Co GIS Analyst, has been working on an interactive map for the city website that will show available properties in categories of commercial, industrial and development. A preview of this will be given at the next EDC and Joint meeting in January. Staff is also creating an updated available property list for the EDC and new informational fliers for each site.

7. Project Updates

A. Small Cities Development Program Grant

The NYA Small Cities Development Program Grant received final approval on Friday, December 6, 2019. All of the Notice of Intent to Request Release of Funds have been posted and the Informational Meeting for property owners is set for Friday, December 20, 2019 at 7:30am at the city hall council chambers. Hallquist shared an update of information on the 20% required contribution of property owners for the grant. These monies can be capital improvements done to the property that are non-eligible for the grant funds. Brenda Lano, Carver Co CDA, will be administering the grant and will be hosting the meeting on December 20th. All property owners, business owners, and contractors will be invited to attend. Winters suggested contacting Lee Hall of Open to Business to attend. Staff will follow up.

B. Hotel

Hallquist reported nothing at this time, however, there are monies budgeted in 2020 should there be an interest.

C. Hwy 212 Construction Marketing Plan

Hallquist and Helget have a meeting scheduled with MnDOT officials on Thursday, December 12, 2019 to get a updated schedule for the construction project. OrangeBall Creative will be updated on the meeting and will proceed with the marketing plan in early January.

8. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Foede reported on a ribbon cutting welcome at Communication Consulting at 223 W Elm Street on Wednesday, December 18, 2019 at 5pm. The 2020 Chamber Membership information has been sent out to all local businesses. The annual chamber banquet will be held on Tuesday, January 28, 2020 at Northside Grill with speakers Lee Hall, Open to Business and representatives from OrangeBall Creative. Both will be presenting information on creative ideas on "How to Survive Road Construction."

9. Upcoming Meetings

A. Next EDC meeting – 6:00 p.m., January 8, 2020

Motion: McPadden/Eggers to change the meeting time of the January 8, 2020 meeting to 5:30pm. Vote 6-0. Motion carried.

B. Joint Meeting – 6:30 p.m., January 8, 2020

10. Adjournment

Motion: Eggers/Winter to adjourn. Vote 6-0. Motion carried.

Respectfully Submitted,

Karen Hallquist, Economic Development Marketing Director

Norwood Young America

**NORWOOD YOUNG AMERICA JOINT MEETING Minutes of the
Norwood Young America City Council, Norwood Young America Economic Development Commission,
Norwood Young America Planning Commission, Norwood Young America Parks & Recreation
Commission and NYA Area Chamber of Commerce
Wednesday, October 9, 2019 - 6:30 p.m.
City Hall Council Chambers, 310 Elm Street West, NYA MN 55368**

1. Call to Order

Mayor Lagergren called the Joint Meeting of the City Council, EDC, Planning Commission, Parks & Recreation Commission and Chamber of Commerce to order at 6:30pm.

Council Members in attendance: Carol Lagergren, Dick Stolz, Craig Heher

Planning Commission members in attendance: Bob Smith, Bill Grundahl, Mike Eggers

EDC members in attendance: Tonya Noeldner, Theresa Peterman, Jason Winter

Parks & Recreation members in attendance: Sharilyn Feltmann

Chamber of Commerce members in attendance: Kaarin Foede

Heritage Center members in attendance: none

Staff members in attendance: Steve Helget, City Administrator, Karen Hallquist, Economic Development Marketing Director

Others Present: Ally Clark, Mark Lagergren

2. Adoption of Agenda – Meeting was held in discussion as there was no quorum of city council members

3. Business

A. Vision of the Downtown Redevelopment Plan: The vision of the city of Norwood Young America is to build upon the history of the two downtown areas, by enhancing the unique characteristics and architectural features of the buildings, resulting in vibrant small-town downtowns with commercial, residential and governmental uses.

a. **Review Implementation Plan** – Lagergren created a color-coordinated breakdown by commission of eight focus areas in the Downtown Redevelopment Plan.

i. Commission responsibilities - (Planning Commission (PC), Economic Development Commission (EDC), Parks & Recreation Commission (P&RC), Willkommen Heritage Center (WHC) These areas are currently being worked on if not otherwise marked:

- Focus on the history of the downtowns and buildings
 - Short-term: Inventory history of buildings and share with property owners – WHC
- Adopt design guidelines which build on the German, Danish and Scandinavian character
 - Short-term: Adopt design guidelines
- Aesthetics are important – maintain public and private infrastructure
 - Short-term: Add benches to Historic Downtown YA and Norwood – P&RC
 - Short-term: Add fence or hedge to Municipal Park Lot – EDC
 - Short-term: Review enforcement procedures for nuisance violations – PC
 - Long-term: Add additional decorative streetlights in Historic Downtown YA – EDC
 - Long-term: Add missing trees to Historic Downtown YA and Norwood – P&RC
- Expand sidewalks and trails and commercial district connectivity
 - Short-term: Work with MnDOT on wayfinding signage changes & additions – EDC
 - Long-term: Identify gaps in connectivity with existing trails and sidewalks – P&RC
- Develop a sense of space for community gatherings & events to bring people downtown –
 - Short-term: Plan Downtown Air Fair and/or Music – Springfest – done!
- Provide financial incentives to encourage redevelopment
 - Short-term: Pursue Small Cities Development Grant – EDC
- Preserve the commercial character of main levels of downtown buildings
 - Short-term: Contact building owners regarding window displays – done!
- Expand commercial business opportunities by target marketing complimentary uses
 - Short-term: Gather business input on potential financial incentives – EDC

Other focus areas discussed:

1. Allowing benches/tables for restaurants on sidewalks – Helget commented that city ordinances do not allow alcoholic beverages in an unfenced area.
2. Playground by the library – Lagergren stated that this is not a priority.
3. Mural (SLS building) – Hallquist reported that she was advised by Barb Hone and Janet Fahey, both of the Arts Consortium of Carver County to talk with Lana Beck from Belle Plaine as she has created community murals in LeSueur, Belle Plaine and New Prague. Lana charges a \$25/hour

research fee and \$100/hour painting fee which includes insurance and hardgoods but not paint. Hallquist will check on potential art grants and mural maintenance.

4. Holiday Decorations – Hallquist has a meeting set up with Vickerman to discuss a potential partnership for city decorations.
5. PopUp Sales – Hallquist shared information provided by Elise Durbin, Economic Development Manager for Carver County CDA, in regard to pop-up sales or “incubator” sales. Vacant buildings are temporarily rented, with the financial assistance of the EDC, to home-based business owners who want to try a brick and mortar retail spot. The hope is the business owner would eventually open their own permanent retail store and the vacant building would receive the advertising it would need to either sell or be leased. City staff will research more before the next meeting.
6. Old Town – Feltmann reported the Parks & Recreation Commission has discussed renovations of old town the past few years due to mold issues and structural damage. Commissioners agreed that old town is an important part of Willkommen Park. More information will be reported at the next meeting.

- b. Jordan Drone Tour video** – Lagergren showed the City of Jordan drone tour and noted the video highlights their businesses, community, neighborhoods, leisure activities, parks, schools and sites. The joint members commented on the video at how well done and simple it was in that it showed all of the major amenities. They commented on the timing of doing something like this for NYA. Hallquist reported she is working on updating information about NYA on social media and results are favorable. Next joint meeting she will bring data showing the positive responses on the website and Facebook. Adding a video tour of the town could be used on the website plus the local access channel. Commissioners were in agreement to have city staff should look into a media communications company for a video. Hallquist stated she will also have some pricing for local photographers. Marketing information needs to be updated with professional photos.

Lagergren also explained the City of Jordan’s Historic Walking Tour information on their website. This is a brochure project the Willkommen Heritage Center could work on with pictures of all the buildings and brief historical descriptions. Each building could then be numbered to correspond with their locations noted on a downtown map.

- i. Highlights of NYA community – Lagergren asked Commissioners to list highlights of NYA that they would feature on a video tour:
 1. Small town feel
 2. Beautiful ballparks and parks
 3. Gateway to the Metro
 4. Close proximity to the Metro
 5. Close to wineries
 6. Senior housing
 7. Baylor Park
 8. Local celebrations and events (Stiftungsfest, Music in the Park, Springfest, etc.)
 9. Willkommen Heritage Center
 10. Schools
 11. City Hall
 12. Highway 212 & Highway 5

c. What does “more than a place, it’s home” mean to you?

1. Our heritage
2. Stiftungsfest
3. Supporting local businesses
4. Traditions
5. Community pride
6. Our churches and schools
7. Knowing our neighbors

4. Adjournment – Meeting was adjourned at 7:30pm

Next Joint Meeting: Wed, January 8, 2020 6:30pm City Hall
Respectfully Submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: January 8, 2019
SUBJECT: NYA Market Enrichment Grant Program

Background

To continue revitalization efforts, the EDC Commissioners requested staff to review the 2016 No Interest Loan Program and update accordingly to resemble the Small Cities Development Program Grant as another financial incentive to our local businesses. The two historic downtowns were focused on specifically for the SCDPG award, whereas the NYA Market Enrichment Grant Program would be available to any Norwood Young America business located in the C-2 General Commercial, C-3 Downtown District or B-1 Business Industrial districts. Property owners or tenants are only allowed one matching grant per calendar year. The EDC has revolving loan funds in the amount of \$135,000 in which these grant dollars will be used from.

Action

The EDC is asked to provide input on the development of the NYA Market Enrichment Grant Program for 2020. A draft is included. Items to be addressed include:

- Dollar amount to be set aside for the program
- Minimum and maximum amounts (i.e. \$2,000 minimum, \$10,000 maximum)
- Percentage of required contribution (i.e. 20% match)
- Term of loan – 3 years? 5 years?
- Project completion requirement – 6 months? 9 months? 1 year?
- Limited to owners or tenants with property owner as a co-signer?
- Can the owner of the building be a bank?
- Eligible improvements
- Vacant buildings – lease requirement or could program be used to entice the sale or lease of the property with the improvements?
- Operating capital for new businesses?
- Should applicants be reimbursed after making payments or should the EDC make payments directly to the vendor?

Norwood Young America



NYA Market Enrichment Grant Program Guidelines

Purpose

The City of Norwood Young America is offering a grant opportunity to NYA businesses for building improvements. The purpose of this program is to provide financial assistance to property and business owners to stimulate investment in the NYA business districts. The goal of this program is to provide an incentive to businesses and property owners to make permanent physical improvements to their buildings, strengthen the vitality of NYA business districts, and beautify buildings through revitalization efforts, which will have a lasting impact on the entire NYA business community.

Program Eligibility

The intent of the NYA Market Enrichment Grant Program is to focus on those buildings and properties that need improvement due to age, a desire to improve the overall impression of the property and increase the value of buildings. Commercial structures and mixed-use commercial/rental dwellings in the C-2 General Commercial, C-3 Downtown District, and B-1 Business Industrial Districts are eligible for the Program.

All improvements must result in permanent building improvements that add to the goals above. Due to the limited amount of funds, all applications are subject to a competitive selection process which will be based on project goals, impact, and readiness of the project. All applications and plans are subject to the review and approval of the City. Submitting the application and improvement plan does not guarantee approval.

Eligible Applicants:

- The applicant must be the property owner or a tenant with written permission from the property owner to make improvements to commercial or retail buildings
- There must be no delinquent bills, charges, or taxes due to the City
- Projects must be located in the designated zoning area of eligibility
- All projects must result in permanent building improvements
- Property must have conforming uses
- Property owner or tenants are only allowed one matching grant per calendar year. If grant funds remain after the first year, additional grants may be applied for on a case-by-case basis.
- All improvements must follow the principles and guidelines of the Norwood Young America Building Code, Zoning Code and the NYA Market Enrichment Grant Program Guidelines

Eligible Improvements:

- Exterior painting
- Surface treatment (i.e. siding, stucco replacement/repair)
- Masonry repairs and tuckpointing
- Decorative awnings or canopy installation
- Window and/or door replacements or entrance modifications
- Exterior lighting
- Installation or repair of exterior signage
- Outdoor patios and decks
- Landscaping – when part of a larger project (not to exceed more than 10% of total project cost)
- Replacement of roofs
- ADA compliance improvements and/or C-2, C-3, or B-1 building code violations
- Improvements to building access for pedestrians and people with disabilities
- Mechanicals and HVAC systems

Ineligible Improvements:

- Improvements in progress or completed prior to preliminary approval
- Site furnishings, non-permanent structures or improvements, or movable equipment
- Billboards or temporary signage
- Security systems
- New construction
- Purchase of property
- Parking area improvements
- Fencing (unless part of a landscaping project)
- Purchase or rental of tools and equipment or for labor performed by the building or business owner, family members, employees or any other person with a financial interest in the property or business. Grant funds may be used to pay for materials.
- Any renovations that are solely the result of ordinary repair and maintenance are not eligible for funding through this program. *Ordinary repair and maintenance is defined as "any work, the purpose and effect of which is to correct or prevent any deterioration or decay, or damage to, a structure, site or any part thereof and to restore the structure or site as nearly practicable, to its condition prior to such deterioration, decay, or damage using materials that are of a design, color, and outer appearance as close as practicable to the original."* Roof will be considered under extenuating circumstances.

Exclusions to this clause may be made when a new owner purchases a structure and is renovating the structure and the deterioration has not been caused by the new owner or any affiliate or agent.

Grant Terms & Conditions

The NYA Market Enrichment Grant Program reimburses business or property owners for the following funding requirements:

1. The Program provides a one-time loan for eligible expenses. Grants range from \$2,000 to \$10,000 with a 3-year deferred loan with 0% interest
2. 80% NYA Market Enrichment Grant Program funds/ 20% Owner Funds (May be non-eligible improvements)
3. If applicant is not the property owner, a signed letter of support from the property owner is required. The property must be up to date on all property taxes, utilities and assessments at the time of application submittal.
4. The applicant must maintain the property during the repayment period. Failure to do so will cause the loan to become payable in full.
5. If the benefitting property is sold within the period of the loan, the loan must be repaid in full.
6. Business owners and property owners are only allowed one matching grant per calendar year. If grant funds remain after the first year, additional grants may be applied for on a case-by-case basis.
7. This is a reimbursement program. Applicants must complete all improvements within nine (9) months from the award date of the loan. All loan funds will be paid to the applicant upon receipt of evidence of paid invoices for the project along with a release of any and all mechanics or contractor's liens.

Application Process

Step 1: Ensure project eligibility

Before applying, be sure your proposed project is eligible for the program.

- The property is located within the zone areas of C-2 General Commercial, C-3 Downtown District, and B-1 Business Industrial Districts of Norwood Young America.
- The property is up to date on all property taxes, utilities and city assessments.
- All construction management is your responsibility.
- Review the Downtown Redevelopment Plan Design Guidelines.
- This is a reimbursement program; you must complete and pay for the improvement for the work before the program administrator will issue a reimbursement check

Step 2: Meet with program administrator

Schedule a meeting with the program administrator to discuss your project.

Step 3: Complete and submit application

Submit the grant application to the program administrator, including:

- A written description of the project, including drawings, photographs of the building and other supporting materials that accurately represent scope and intent of project improvements.
- At least two contractors' bids that meet the following guidelines:
 - Evidence the contractors are licensed, bonded and/or insured.
 - Bids must be for identical scopes of work.
 - If qualified to do so, you may perform the work yourself. However, grant funds can only be used to compensate for materials, not for labor or the purchase or rental of tools and equipment. Sweat equity labor includes that of a friend, relative or anyone with a financial interest in the business or property.
 - Grant amounts are based on the lower bid; however, applicants are free to accept the higher bid.
- All complete applications are reviewed and approved by a grant committee, the makeup of which varies. Incomplete applications will be returned to the applicant.

Step 4: Grant award

The applicant will receive a signed copy of the grant application from the program administrator after the project has been approved. Before proceeding, the applicant must obtain all necessary city permits for the project or ensure your contractor pulled the necessary permits. Payment verification for permits and taxes is required prior to grant disbursements.

If the application is not approved, a meeting can be scheduled with the applicant and the program administrator to further discuss project eligibility. If other, more appropriate applications are pending, they will take precedence. However, efforts will be made to help applicants succeed.

Step 5: Submit required documents after project completion

Complete the project and submit documentation to the program administrator within nine (9) months of the start date stated on the application.

Grant funds will be disbursed to the applicant by the program administrator upon receipt of the following items:

- Proof of final inspection by the City of NYA building inspector for work requiring a city permit.
- Final invoice from the contractor clearly indicating the total project cost.
- Proof of payment paid to contractor in the form of a lien waiver and invoice of payment in full. Applicants should be totally satisfied with the work performed prior to payment.
- Before and after photos highlighting the improvement project.

Note: If more than one contractor is used, you must submit all items for each contractor.

Step 6: Grant reimbursement

Grant reimbursements will occur after the work is completed in accordance with the grant requirements. Please be aware that once work is finalized and the required documentation is submitted to the city for reimbursement, it can take up to 21 days for reimbursement. Reimbursement may take longer if additional documentation is required.

Contact

Karen Hallquist
Economic Development Marketing Director
City of NYA
(952)467-1810
Economicdev@cityofnya.com



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: January 8, 2019

SUBJECT: NYA Event Grant Program

Background

The Downtown Redevelopment Plan identifies new financial programs that could be implemented to assist in the encouragement of redevelopment for the two downtowns. One of the new programs listed is a "Tourism mini grant." This grant would allow local organizations and groups limited financial support for the development of new events and community gatherings within the city limits of Norwood Young America.

Currently, the Economic Development Commission 2020 Budget includes \$1,000 to be awarded to the annual Springfest Artisan Fair which is held the third Saturday in May. This event is organized by the NYA Area Chamber of Commerce and Economic Development Commission. This would be the second annual award for this event.

The EDC Commissioners requested staff to develop language in creating a formal "mini grant" that will encourage and support new events in Norwood Young America.

Action

The EDC is asked to provide input on the development of the NYA Event Grant Program for 2020. A draft is included. Items to be addressed include:

- Minimum and maximum amounts (\$1,000 per event, \$3,000 per year)
- Event criteria and covered expenses
- Who can apply? Organizations, private parties, school groups, etc.
- Requirements for receiving the award

Norwood Young America



NYA Event Grant Program

Purpose

The Norwood Young America Event Grant Program gives local organizations and groups limited financial support for the development of new events and community gatherings within the city limits of Norwood Young America.

Program Eligibility

The intent of the NYA Event Grant Program is to assist local organizations and groups in their efforts to build and share community comradery and fellowship with residents and visitors through events that help to promote Norwood Young America and its area attractions.

Due to the limited amount of funds, all applications are subject to a competitive selection process which will be based on event goals, impact, and readiness of the project. All applications and plans are subject to the review and approval of the City. Submitting the application and improvement plan does not guarantee approval.

Event Grant Criteria

- The event will be held in a public area where a significant number of guests are expected to pass through or reside.
- Event Grant applications must be submitted 60 days before the event occurs.
- Events held as fundraisers or intended to generate revenue are not eligible for funding.
- Events cannot solicit donations or admission from attendees (event must be free to attend).

Expenses that MAY be Funded

- Travel expenses for speaker
- Advertisements for the event
- Technical Support
- Facilities Rental
- Supplies for Event
- Up to 50% of food costs

Expenses that will NOT be Funded

- Travel (other than bringing in the speaker)
- Administrative Expenses (i.e., paying an event coordinator)
- Preprinted publications
- Salaries/stipends

Uniqueness of Program

- The event allows for a high potential of interaction between the presenters and the attendees.
- If the event has been funded by an Event Grant in the past, the group must make improvements to the event and explain these improvements in the application for the grant.
- The event is accessible to all guests, free of charge, without regard to race, creed, gender, sexual orientation, nationality or ethnic origin, disability, status as a veteran, public assistance status, age, or any other distinguishing characteristic.
- Alternative or unique methods of advertising will be attempted in the promotion of the event. This also includes efforts in advertising beyond the community of Norwood Young America.

Grant Terms & Conditions

- Grants are limited up to \$1,000
- Groups/organizations may not be awarded more than \$1,000 per year from the NYA Event Grant Program
- Requests must be made at least 60 days prior to the event itself to allow time for EDC review and City Council approval.
- The first 50% of the awarded money will be given to the group prior to the event.
- The last 50% will be given upon successful completion of the audit/evaluation form. This form must be completed 30 days after the end of the event.
- Only one grant request per an event is allowed.

Application Process

Step 1: Meet with program administrator

Schedule a meeting with the program administrator to discuss your event.

- Review any potential codes/city requirements/road closure requests for the event

Step 2: Complete and submit application

Submit the grant application to the program administrator, including:

- A generalized budget statement for the event should be submitted with the application, showing anticipated total costs and the planned use of the NYA Event Grant funds and any other sponsorships or contributing funds.
- A clear description of how the event/activity will benefit the City of Norwood Young America.

All complete applications are reviewed by the Economic Development Commission and ultimately approved by the City Council. Incomplete applications will be returned to the applicant.

Step 3: Grant award

The applicant will receive a signed copy of the grant application from the program administrator after the project has been approved. If the application is not approved, a meeting can be scheduled with the applicant and the program administrator to further discuss project eligibility. If other, more appropriate applications are pending, they will take precedence. However, efforts will be made to help applicants succeed.

Step 4: Submit required documents after event completion

Complete the event and submit documentation to the program administrator within 30 days from the day of the event. Grant funds will be disbursed to the applicant by the program administrator upon receipt of the following items:

- Summary of event suitable for advertising on the City of NYA's social media outlets.
- Budget summary document detailing the actual use of the awarded funds.

Step 5: Grant reimbursement

Grant reimbursements will occur after the work is completed in accordance with the grant requirements. Please be aware that once work is finalized and the required documentation is submitted to the city for reimbursement, it can take up to 21 days for reimbursement. Reimbursement may take longer if additional documentation is required.

Contact

Karen Hallquist
Economic Development Marketing Director
City of NYA
(952)467-1810
Economicdev@cityofnya.com



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: January 8, 2020

SUBJECT: Commercial Market Study

Background

At the November 13, 2019 EDC meeting, Commissioners approved the recommendation to present the city council with information on a Retail Market Study. After reviewing the 2016 Commercial Market Study, staff would like further direction on the scope of content for the study prior to presenting information to city council.

City staff originally spoke with Ryan Pesch, U of M Extension Retail Analysis and Development Department, regarding information on a Retail Market Study given the closing of the local grocer. Pesch sent a proposal (included) which addresses the project approach, timelines and cost options.

City staff also communicated with Keith Wicks of Keith Wicks & Associates who developed the 2016 NYA Commercial Market Study. Wicks has also submitted a proposal (included) and options for an updated Commercial Market Study.

Elise Durbin, Director of Community and Economic Development with Carver County CDA confirmed with city staff that a Commercial Market Study/Retail Market Study would qualify for the Carver County CDA Community Growth Partnership Pre-Development Grant. This is a 1-1 matching grant and applications are taken on a monthly basis.

Action

1. Discussion on the scope of content for the study – Retail Market Study, Updated Commercial market Study or both.
2. Recommendation to City Council for proceeding with hiring either Ryan Pesch, U of M Extension Retail Analysis & Development Department or Keith Wicks of Wicks & Associates for a market study.

Norwood Young America



COMMUNITY ECONOMICS PROGRAM AREA

Customized Market Area Profile

PROJECT TITLE

Norwood Young America Area Study

CLIENT

Karen Hallquist
Economic Development & Marketing Director
City of Norwood Young America
310 Elm St W, PO Box 59
Norwood Young America, MN 55368
(952)467-1810

PROJECTED START - END

December 15, 2019 - March 1, 2020

KEY STAFF

University of Minnesota Extension:

Ryan Pesch— Community Economics Extension Educator West Central and Market Area Profile Program Manager

Michael Darger, Community Economics Extension Educator

PROJECT OVERVIEW

To try and better understand the retail purchasing needs of area residents, the City in partnership with University Of Minnesota Extension, would like to undertake a survey of area residents in the Norwood Young America trade area. The City of Norwood-Young America, local businesses and community members will be able to use this information to make effective local business decisions regarding future retail sectors to develop.

PROJECT APPROACH AND METHODOLOGY

The City of Norwood Young America has asked The University of Minnesota Extension Center for Community Vitality to assemble a project proposal for market area profile work in the Norwood Young America area. After an initial conversation with the client on desired outcomes and uses for the project data, Extension staff proposes the following method for analyzing the local retail trade area:

Household Survey of Local Residents

We suggest using a mixed-method survey approach of both online and mailed surveys and include an incentive to increase participation in the mailed survey. We would sample households living in a trade area defined in consultation with a local retail study group. A tentative schedule for implementing this approach to implementing the survey is outlined below¹:

- Create & finalize resident list 1 week
- Write up survey instrument and protocol 1 week
- Mail out first postcard 1 week
- Mail out paper surveys with cover letter 1 week
- Mail out second reminder postcard 1 week
- Compile returned survey information 1 week
- Analyze results of survey 1 week
- Analyze ESRI data for same market area 2 weeks
- Draft report 2 weeks
- Revise report based on prelim community review 1 week
- Finalize report 1 week
- Present findings to larger community 1 week

This survey will focus on current shopping patterns, what types of businesses they do patronize and spending levels, and how much money their household spends to purchase retail items among other questions. The survey results will provide an estimate for potential retail demand by local consumers. Considering the interest in the loss of the local grocery store, the survey instrument will be customized to inquire about grocery shopping habits in particular in addition to shopping patterns in general within reason. The instrument will ideally stay to 2 pages in length.

Extension will also gather secondary data about the local business community to determine market potential for business to businesses in the chosen communities. Compiling retail data and determining the buying potential of the individual communities will help shape project recommendations and be useful for community groups to involve the business community in future planning needs.

STUDY AREA

The study area, a reasonable trade area for the community, will be defined by a local study group of key informants who understand local business traffic and patterns.

PROJECT DELIVERABLES

A report of the results from the "Project Approach and Methodology" section will be developed for the community of Norwood Young America. The report will also include other secondary data such as demographics and retail trends for the Norwood Young America area. Extension will

¹ Some tasks could run concurrently.

deliver a public workshop based on the results in the community open for the client, stakeholders, and local business operators.

PROJECT COSTS

Project Costs	Details	Total
Household Survey Mailing	<ul style="list-style-type: none"> • A mailing to an estimate sample of 1,000 to get 350 responses. • Data Entry 	\$3,000 (Extension does it) \$0 (City does it)
Survey Incentive	<ul style="list-style-type: none"> • \$2/ mailing 	\$2,000
Direct costs, Analysis and Write-up	<ul style="list-style-type: none"> • Staff time to write report and do analysis • Up to 3 trips to Norwood Young America • Secondary data from ESRI if necessary 	\$3,000
	<ul style="list-style-type: none"> • 	
Total Cost to community		\$3,000 - \$8,000

CLIENT RESPONSIBILITIES

In order to complete this analysis, Extension will need the City of Norwood Young America to (1) dedicate a small working group to develop the surveys and review and assist with report recommendations, (2) provide a mailing list for a survey, and (3) potentially administer the survey both via traditional mail and online.

~ Email Transmission ~

1 of 2; Confidential

December 9, 2019

Karen Hallquist
Economic Development & Marketing Director
City of Norwood Young America
310 Elm St W, PO Box 59
Norwood Young America, MN 55368

RE: Commercial Market Survey

Karen,

I understand there is interest to update NYA's March 2016 survey and commercial development model especially following the closing, this past September, of Family Fresh/Econofoods. As mentioned, I'm not surprised the store closed. SpartanNash also closed a similar store, at the same time, in Farmington. I've assessed both situations and found them underperforming due to limits of that corporate operation.

I also understand that NYA has accomplished some of the goals suggested in the survey, regarding community identity and branding.

In my opinion...at this point of insight...there are two matters for situation assessment and outlook:

1. First, the supermarket matter and objective of bringing back a full-service grocery store. Objective of either re-opening the closed store (presuming equipment package remains in place and is reasonable) or to develop another site in the community.
2. Upon identifying a grocery store strategy, then refresh the NYA Commercial Development Model. Supermarket strategy would provide direction for NYA's overall commercial strategy, regarding where the anchor business would be situated for benefits of associate retail and business exposure.

Either option would begin with field meetings/work sessions to understand the current situation and development opportunities.

The following overviews the project costs. This is early into understanding NYA's situation and objectives, so I feel it might be best to arrange a discussion of this matter to help determine the best approach.

Survey options & costs

- **Supermarket survey:**

- **Option A - Comprehensive Retail Food Survey.** \$8,000.00 plus expenses (project travel and demographics). The supermarket industry's typical methodology for market assessment, sales forecasts and development assumptions. An approximate 40-page survey with Executive Summary, Current Market Assessment and Projected Market sales reports. Provides aggregate sales forecasts and explanation of how a forecast is achieved in terms of the retail model (mix of retail services and contributions to total performance). Provides key figures for proforma analysis of project financial viability.
- **Option B - Demographic Market Survey.** \$5,000 plus expenses (project travel and demographics). Methodology is typically for early assessment and determining conceptual development plans. Often ahead of an identified retailer and site. Basis is a demographic model of a location's market reach (e.g. 1-mile, 3-mile 8-mile) and an initial set of development assumptions, i.e. location, size, format and operation. Up to (3) sites.

The methodology is also for feasibility assessment of a **community owned food co-op**. That model is a trending solution for the nation's *food deserts*, both rural and urban. As mentioned in our email exchange, Minnesota has more food co-ops per capita than anywhere else in the nation. I find it to be the new *independent retailer*. St. Peter Food Co-op is an agri-community example, but a natural & organic format; there is alternative of a conventional store, i.e. everyday familiar products.

The most logical approach for NYA's grocery store matter is to investigate feasibility of acquiring and converting the closed supermarket facility. I also recommend comparing other sites to cover the bases of possibilities for what is most beneficial for long-term community service and development goals.

- **Updated Commercial Market Study:**

- The original survey established a recommended, NYA Commercial Development Model. Since the situation has changed with the closed supermarket, it's possible...depending on further insight of the situation...that original model can be updated as defined in 2016 but tailored to results of a supermarket survey. Cost to update: **\$5,000 plus expenses** (project travel and demographic/commercial reports).
- If NYA's market situation beyond the supermarket, significantly changed, it would require rebuilding the model and in effect the survey. \$8,500.00 plus expenses as stated above.

I'll look to your lead for our next contact. With feedback to these options, I can further provide visuals for the supermarket survey models with understanding what you feel is best for the objective. Quick note: I head to Florida Feb. 4 for two-months but working in that situation. Just an FYI.

Keith



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: January 8, 2020
SUBJECT: 2019 Secretary of State Business Filings for NYA

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Background

One of the 2020 Goals for the Economic Development Commission is to “Improve EDC Commissioner’s knowledge of the scope of business opportunities by including in the monthly meeting packets, a list of available building sites, properties for sale and redevelopment sites, and also monthly Secretary of State notices of newly formed businesses in NYA.”

Attached is the list of all 2019 business filings for Norwood Young America. Staff is in the process of updating the current list of available properties and will have available at the February EDC meeting and going forward.

Action

Information purposes only.

Norwood Young America

2019 Secretary of State Business Filings for Norwood Young America

Business Filing Type	Business Name	Filing Date	Address 1	City	Regid	Zip Code	Party Full Name
Limited Liability Company (Domestic)	Clean Cut Tile LLC	12/27/2018	865 Lakewood Trail	NVA	MN	55397	
Business Corporation (Domestic)	DPH Leasing (LLC) Professional Corporation	12/12/2018	125 E Railroad St	NVA	MN	55368	T Allan Auld
Business Corporation (Domestic)	DPH Holding, Inc Professional Corporation	12/12/2018	125 E Railroad St	NVA	MN	55368	T Allan Auld
Business Corporation (Domestic)	DPH Management, Inc PROFESSIONAL CORPORATION	12/12/2018	125 E Railroad St	NVA	MN	55368	T Allan Auld
Nonprofit Corporation (Domestic)	Norwood Young America Wrestling Club, Inc.	3/5/2019	895 Barnes Lake Drive	NVA	MN	55397	Melissa Honl
Limited Liability Company (Domestic)	BMK Apparel LLC	4/13/2019	224 Main St E	NVA	MN	55397	Terrill Dshawm Coleman
Limited Liability Company (Domestic)	Q's Critters LLC	4/12/2019	119 Wilson St East	NVA	MN	55368	Chelsea M Spearman
Limited Liability Company (Domestic)	Martens Mosquito Management LLC	6/17/2019	231 S OAK ST	NVA	MN	55368	JASON SCOTT MARTENS
Limited Liability Company (Domestic)	Noeldner Insurance Agency LLC	6/24/2019	1055 Preserve Blvd	NVA	MN	55397	Kimberly D Eggers
Limited Liability Company (Domestic)	Martens Mosquito Management	6/17/2019	231 S OAK ST	NVA	MN	55368	Jason Scott Martens
Assumed Name		7/12/2019	14720 142nd Street	NVA	MN	55368	Kevin Harms
Limited Liability Company (Domestic)	Dirty Deeds Excavating LLC	7/12/2019	14720 142nd Street	NVA	MN	55368	
Limited Liability Company (Domestic)	Sunlight Small Business Solutions L.L.C.	7/29/2019	19135 102ND ST	NVA	MN	55397	
Limited Liability Company (Domestic)	Carlson Storage L.L.C.	9/9/2019	9770 Stewart Ave.	NVA	MN	55397	
Assumed Name	Curman Snow Removal	9/23/2019	119 East Railroad Street	NVA	MN	55368	Central Auto Inc
Limited Liability Company (Domestic)	Floral Defined LLC	9/12/2019	12515 Salem Ave	NVA	MN	55368	Tricia N Mackenthun