more than a place, it's home.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, April 8, 2020

5:30 p.m.

City Hall Council Chambers, 310 Elm Street West

AGENDA

1. **Call to Order**
   A. Pledge of Allegiance

2. **Oath of Office – Commissioners Connor Smith & Andrea Gerth**
   Welcome - Julie Wigfield as NYA Area Chamber of Commerce representative

3. **Adoption of Agenda**

4. **Approve Minutes**
   A. January 8, 2020 EDC meeting
   B. January 8, 2020 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
   E. NYA Market Enrichment Grant Program
   F. NYA Event Grant Program
   G. Hotel Market Study

7. **New Business**

8. **Project Updates**
   A. Small Cities Development Program Grant
   B. 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., May 13, 2020
    B. Joint Meeting – 6:30pm – May 13, 2020 (tentative)

11. **Adjournment**

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, March 11, 2020
5:30 p.m.
City Hall Council Chambers, 310 Elm Street West
Work Session Minutes

Present: Tonya Noeldner, Mike McPadden, Carol Lagergren
Absent: Mike Eggers, Jason Winter
Staff Present: Karen Hallquist, Economic Development Marketing Director, Steve Helget, City Administrator
Others: Andrea Gerth

1. **Call to Order – No Quorum – Meeting was held as a work session starting at 6:30pm.**
   A. Pledge of Allegiance

2. **Adoption of Agenda**

3. **Approve Minutes**
   A. January 8, 2020 EDC meeting
   B. January 8, 2020 Joint meeting

4. **Introductions, Presentations, and Public Comment**
   Andrea Gerth was present. She will be applying for one of the open commissioner positions on the EDC.

5. **Unfinished Business**
   A. Elm Street Municipal Parking Lot
   Noeldner questioned if this is a landscape project or complete parking lot project as the full lot needs improvement including pavement and lighting. Hallquist will talk with Tony Voigt, Public Service Director, about this.
   B. Mural
   Lana Beck, mural artist from LeSueur, will be in attendance at the April 8, 2020 Joint Meeting to discuss and present how she worked with neighboring communities on their mural projects.
   C. Decorative Streetlights – 200 Block of Main Street
   Lagergren requested staff to have a meeting with Xcel Energy actually at the site to show the current lighting situation and what changes and additions are needed to mimic the rest of the downtown blocks.
   D. 2020 Business Survey
   Hallquist will have the results at the April meeting.
   E. NYA Market Enrichment Grant Program
   All updates have been made from the conversations and suggestions from the January meeting. There are two interested businesses in town for this program. After approval at the April 8, 2020 meeting it will go directly to the Council meeting on April 13, 2020.
   F. NYA Event Grant Program
   Discussion was very favorable about this program which could also include an event like the Thursday Night Family Night at Stiftungsfest. This will have to be approved for recommending to the Council.

6. **New Business**
   A. Hotel Market Study
   Hallquist reported that she and Mayor Lagergren have been meeting with a real estate developer for the past few months. The developer is very interested in building a hotel in NYA and requested a City commitment of funding a Comprehensive Hotel Study, which is that next step in researching information about needed amenities and other offerings the hotel could bring. Staff received proposals from two companies – HMI, Inc. and H&LA. HMI, Inc. has done a previous hotel feasibility study for NYA.
   B. NYA Food Resource Guide – "Let's Talk Food" Community Event hosted by City and Carver Co Public Health – Thursday, April 2, 2020 @ 6pm at Willkommen Memorial Park Pavilion
   Carver County Public Health will be facilitating this event plus there will need to be City representatives to field questions and talk about what the City has been doing in efforts for a grocery store.

7. **Project Updates**

A. Small Cities Development Program Grant

There are six applications submitted and in review. Brenda Lano will be meeting with them soon to go over their scope of work.

B. Hwy 212 Construction Marketing Plan

Hallquist has been working with OrangeBall and MnDOT to fine tune details on a map rendering being sent out in the City newsletter at the end of the month. Additional marketing materials for businesses and online postings are set to begin the middle of April.

8. **Miscellaneous Reports**

A. NYA Area Chamber of Commerce Updates

There are no events in March. The General Membership meeting including all NYA area businesses is scheduled for Wed, April 15, 2020 at the Pavilion starting at 6:00pm. MnDOT will be giving an update along with information about a text advertising company called SentText. The Springfest Artisan Fair committee has been meeting and will start ramping up advertising efforts soon.

9. **Upcoming Meetings**

A. Next EDC meeting – 6:00 p.m., April 8, 2020 **Adjust to earlier time**

Commissioners discussed the need to change the time of the next EDC meeting to 5:30pm as the Joint Meeting starts at 6:30pm. All agreed.

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

10. **Adjourned** – Meeting ended at 7:31pm.

Respectfully Submitted,

_____

Karen Hallquist, Economic Development Marketing Director

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, January 8, 2020
5:30 p.m.
City Hall Council Chambers, 310 Elm Street West
Minutes

Present: Tonya Noeldner, Mike McPadden, Sarah Molnau (5:58pm), Kaarin Foede, Carol Lagergren, Jason Winter
Absent: Mike Eggers
Staff Present: Karen Hallquist, Economic Development Marketing Director, Steve Helget, City Administrator
Others Present: Perry Forst

1. Call to Order

Foede called the meeting to order at 5:30pm

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: Winter/McPadden to approve the agenda as written. Vote 5-0. Motion carried.

3. Election of Officers

Motion: Foede/Winter to appoint Tonya Noeldner as Chairperson. Vote 5-0. Motion carried.
Motion: Lagergren/Foede to appoint Sarah Molnau as Vice Chairperson. Vote 5-0. Motion carried

4. Approve Minutes

A. December 11, 2019 meeting

Motion: Winter/McPadden to approve. Vote 5-0. Motion carried.

B. October 9, 2019 Joint meeting

Motion: Lagergren/Winter to approve. Vote 5-0. Motion carried.

5. **Introductions, Presentations, and Public Comment**

Perry Forst, President of Citizens State Bank was present to comment on the NYA Market Enrichment Grant Program.

6. Unfinished Business

A. Elm Street Municipal Parking Lot

Staff will be reaching out to additional landscape contractors for ideas and bids on the project.

B. Mural

Hallquist attended a Community Engagement seminar in Bloomington which shared info on "Goodspace Murals" and their concept of more community involvement with the mural project. She will do more research and bring back to the February meeting. Staff had also contacted the City of Belle Plaine and City of LeSueur to find out the process of their community murals. Both of these communities hired contractor Lana Beck to complete the project.

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 recently responded that he will have a bid by the end of January.

D. 2020 Business Survey

Hallquist reported there were no additional questions submitted by Commissioners from the list given at the December meeting. The joint meeting discussion will involve some potential questions talking about the process of starting a business in NYA. The business survey will go out in February.

7. New Business

A. NYA Market Enrichment Grant Program

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.

Perry Forst, President of Citizens State Bank, was present to comment on a few details of the grant including language clarification in grant vs. loan and "permanent physical improvements." In discussion with the suggested eligible improvements, the Commissioners were also favorable of using the monies to fix parking lot/payment damage. Staff will update the guidelines to state the program is for an up to $10,000 grant with a 20% owner equity contribution which can be monetary or additional improvements. For the year 2020, the EDC will fund up to $50,000 and track demand for future programs. Added discussion was on the need for this first round of the program to have properties have a lease in place in order to apply for the grant. This concept will be re-evaluated for 2021 with the possibility of utilizing the grant monies to entice the lease or sale of a vacant property.

Once the grant program is approved, the EDC will create a subcommittee to review the applications and make recommendations to the EDC and ultimately to the city council. Changes will be updated and ready for review at the February meeting.

B. NYA Event Grant Program

This was tabled until the February meeting due to time.

C. Commercial Market Study

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 asked Commissioners for further direction on the scope of content for the study prior to presenting information to city council. Commissioners discussed the options of an overall commercial market study, which could include information on grocery needs, or a retail study specifically on grocery needs. Based on the timeframe of the study and the opportunity to use the information competitively with future business growth it was recommended to further a new overall commercial market study. Staff requested the recommendation to hire Keith Wicks & Associates over the U of M Extension Retail Analysis Department due to the previous work and knowledge Wicks has with our community.

Motion: Winter/Foede to recommend to the city council the hiring of Keith Wicks & Associates for a Commercial Market Study. Vote 6-0. Motion carried.

D. 2019 Secretary of State Business Filings

Staff will be providing monthly Secretary of State Business filings for NYA along with available business and development sites.

8. Project Updates

A. Small Cities Development Program Grant

Applications are now available at city hall for property owners to pick up or they can contact Brenda Lano at Carver County CDA office. To date, seven applications have been picked up and two returned.

B. Hotel

Hallquist reported that she and Lagergren have meet with a potential hotel developer in the past few months. Hallquist will be seeking bids for a hotel study in preparation.

C. Hwy 212 Construction Marketing Plan

A joint meeting of OrangeBall, MnDOT and city staff has been set for Monday, January 27, 2020 at 1pm to discuss updates on the project. OrangeBall has been in contact with staff about marketing materials.

9. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Foede reported the 2020 Year of Events for the chamber is available with some new events. The annual chamber banquet is also set for Tuesday, January 28, 2020 at Northside Grill. RSVPs are requested.

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

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

Respectfully Submitted,

_____

Karen Hallquist, Economic Development Marketing Director

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, January 8, 2020 - 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 6:33pm.

Council Members in attendance: Carol Lagergren, Charlie Storms, Craig Heher, Mike McPadden
Planning Commission members in attendance: Mike Eggers
EDC members in attendance: Tonya Noeldner, Sarah Molnau, Jason Winter
Parks & Recreation members in attendance: none
Chamber of Commerce members in attendance: Kaarin Foede
Heritage Center members in attendance: LaVonne Kroells
Staff members in attendance: Steve Helget, City Administrator, Karen Hallquist, Economic Development Marketing Director
Others Present: Julie Wigfield, Perry Forst

2. **Adoption of Agenda**

Motion: Storms/Heher to adopt the agenda as written. Vote 4-0. Motion passed.

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 Focus Areas (see attached)**
         i. 2020 Commission Goals - (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
    - Elm Street properties are finished. Goal is to complete Main Street buildings for Stiftungsfest.
- Adopt design guidelines which build on the German, Danish and Scandinavian character
  - Short-term: Adopt design guidelines
    - Heher confirmed the City Council adopted guidelines in March 2019.
- Aesthetics are important – maintain public and private infrastructure
  - Short-term: Add benches to Historic Downtown YA and Norwood – P&RC
    - P&RC is continuing to work on the trail/sidewalk plan in 2020.
  - Short-term: Add fence or hedge to Municipal Park Lot – EDC
    - Staff is acquiring bids for landscaping changes in parking lot.
  - Short-term: Review enforcement procedures for nuisance violations – PC
    - Helget confirmed timeline for enforcement of nuisance violation is 14 days.
  - Long-term: Add additional decorative streetlights in Historic Downtown YA – EDC
    - Xcel Energy outdoor lighting coordinator is to have a bid to the city by the end of the month.
  - Long-term: Add missing trees to Historic Downtown YA and Norwood – P&RC
    - P&RC is working with city public service staff on tree replacement and maintenance responsibility. Discussion on the visual connectivity of the two downtowns with potential of planter containers, waste receptacles and benches.
- Expand sidewalks and trails and commercial district connectivity
  - Short-term: Work with MnDOT on wayfinding signage changes & additions – EDC
    - EDC staff is continuing to work with MnDOT, especially with Hwy 212 construction starting this summer.
  - Long-term: Identify gaps in connectivity with existing trails and sidewalks – P&RC

        - P&RC will continue to work on the trail/sidewalk plan in 2020.
- 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
        - Applications are currently available. Deadline for grant is Sept 2022. EDC is currently looking at using the Revolving Loan Fund to create a Market Enrichment Grant Program that will offer the same benefits of the Small Cities Grant to businesses in any of the C-2, C-3 and B-1 Business Districts.
- 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
        - EDC will be sending out a survey to local businesses.

b. Review other opportunities

i. Mural –

Hallquist attended a Community Engagement seminar in Bloomington which shared info on "Goodspace Murals" and their concept of more community involvement with the mural project. She will do more research and bring back to the February meeting. Staff had also contacted the City of Belle Plaine and City of LeSueur to find out the process of their community murals. Both of these communities hired contractor Lana Beck to complete the project.

ii. Holiday Décor

There has been great feedback from the community about the new holiday décor. Xcel Energy outdoor lighting coordinator confirmed with staff that the city is able to put décor on their light poles. The décor can be added to each year.

iii. Pop Up Sales

Hallquist has met with two local homebased business owner who are both interested in the concept of a pop up sale. The next step would be to talk with vacant building owners on utilizing their space. The Springfest committee is hoping to be able to have some of their featured vendors in a select few of vacant buildings.

iv. Old Town

Storms reported the Parks & Recreation Commission is planning on the repair of the buildings in fall of 2020. The Commission is also seeking the contact information for local organizations to be able to call on them for future projects.

v. Historic Walking Tour

Kroells and Hallquist have met to discuss the possibility of applying for a Partnership Program Grant through the Minnesota Historical Society to assist in paying for a consultant to compile the historical information about the buildings in the two historic downtowns. This information can then be digitized and used for virtual walking tours along with easier access for brochures and paper materials.

vi. Drone Video Tour

Winters suggested contacting the City of Jordan to inquire who they hired for their video. OrangeBall Creative will be sending a proposal plus staff contacted two other video companies. OrangeBall suggested waiting until fall of 2020 when construction and underpass is completed.

c. Discuss the process of starting a business in NYA

Lagergren asked for discussion on the process and potential hurdles of new businesses coming to NYA and how the City as a whole, can improve.

i. First Contact – comments/suggestions/perceptions/hurdles
- Follow up email or phone call must be done and in a timely manner
- Find opportunities when there are concerns shared
- New businesses scared off with too many questions
- Clear and consistent message – eliminate conversations of "you can't" but instead a message of "how can we make this work."
- Language of options – not roadblocks
- Language staff uses must be positive "Not what you say, but how you say it."
- Need to show interest

ii. Location – comments/suggestions/perceptions/hurdles
- Lots of paperwork
- Everything feels like a slow process
- CUP process, applications and fees are cumbersome. Fees are not high, however, can be for a small business.
- There seems to be so many requirements for CUPs and IUPs. Seems like owners are asking for permission to run their businesses.

- The current industrial park covenant seems to limit future expansion
- Better communication with the industrial park businesses with potential new businesses coming in
- Is NYA comparable to other cities in their CUP and IUP requests?
- NYA requires too many "extras"
- Rights of the individual, rights of the neighbors, rights of the community
- Specificity required before they are ready
- So many steps required before opening a business
- Labeling and use questions (primary & accessory)
- Is the building inspector aware of city codes?
- There needs to be city presence of support
- Review city code as it could be restricting new businesses

iii. Finance

- Better understanding of Open to Business and available resources to all

4. Adjournment – Meeting was adjourned at 7:40pm

Motion: Storms/McPadden to adjourn. Vote 4-0. Motion passed.

Next Joint Meeting: Wed, April 8, 2020 6:30pm City Hall

Respectfully Submitted,

_____

Carol Lagergren, Mayor

_____

Karen Hallquist, Economic Development Marketing Director

Norwood Young America

more than a place, it's home.

TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: April 8, 2020

SUBJECT: NYA Market Enrichment Grant Program

Background

At the January 8, 2020 EDC meeting, details of the NYA Market Enrichment Grant Program were discussed. The attached guidelines have been updated to reflect the proposed changes as recommended. Changes have been highlighted.

Action

Motion to recommend to the City Council for the approval and implementation of the NYA Market Enrichment Grant Program effective April 14, 2020.

Motion and selection of two Economic Development Commissioners to serve as members of an application review panel for the NYA Market Enrichment Grant Program.

Norwood Young America

more than a place, it's home.

TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: April 8, 2020

SUBJECT: Unfinished Business

Elm Street Municipal Parking Lot

Public Service Director Tony Voigt and I will be meeting this week to talk about the scope of work for the parking lot. There are five local landscapers that I will be reaching out to after the conversation with Tony.

Mural

Lana Beck will be giving her presentation at the next Joint Meeting tentatively scheduled for Wednesday, May 13th. Central Schools and the City will be partnering for an art project for the new underpass. There could be an opportunity for another mural along with other forms of art. This conversation will continue in the next few months as the construction season starts.

Decorative Streetlights – 200 Block of Main Street

It was recommended at the EDC Work Session on March 11, 2020 to invite a representative from Xcel Energy Outdoor Lighting Department to meet at the site to show the current lighting situation and what changes/additions need to be made in order to mimic the rest of the downtown blocks. Staff is waiting to hear back from Damon Johnson at Xcel Energy.

2020 Business Survey

The EDC Business Survey was set up in SurveyMonkey.com, distributed to all NYA Area Chamber members and posted on social media for more business feedback. Over the course of 3 weeks there were 14 responses of which 11 of the responses were from business owners 11 years in business or older.

- 10 of 14 businesses were in the retail/service industry
- 8 of 14 businesses own their buildings
- Common theme was customers value their customer service, availability and quality of knowledge and product
- Constraints of their business have to do with staffing, building needs and marketing assistance with signage and online presence

- Current financial assistance needs/wants has to do with low interest loans to help with building repairs/signage and concern for Hwy 212 construction. Make it noted that 5 of the businesses had "NA" response along with 2 more stating there are financially stable.
- Financial assistance wanted/needed at the beginning of their business life could have included low/no interest loans or grants to help with construction, updates and signage.
- All businesses but one commented on their businesses growing in the future due to NYA growing.
- The majority of them chose to have their businesses in NYA due to the small community, close to where they live and marketing opportunities (the need for their business here).

The results from the business survey are very favorable to what the EDC has set for their 2020 Goals and the City is currently providing with the Small Cities Development Program Grant and the new Market Enhancement Grant Program. It will also be important to deepen the relationship with Central Public School and their students in an effort to encourage opportunities with local industrial, manufacturing and healthcare businesses.

NYA Event Grant Program

Given the required social distancing Minnesota Shelter order in Place by Governor Walz, it is recommended to table this discussion until further notice.

Hotel Market Study

Due to the uncertainty of the local economy, it is recommended to table this discussion until further notice.

2020 NYA EDC Business Survey Results

Total Responses - 14

Q1 – How many years have you been in business?
1-10 years – 3
11-19 years – 2
20-30 years –3
25 + years – 6

Q2 – What kind of business are you in?
Retail - 6
Healthcare - 1
Service - 4
Administrative - 1
Other – 2

Q3 – Do you own your own building or lease your space? If you are leasing, would you like to own your own building? Maybe the building you are currently leasing?
Own – 8
Lease – 5 lease of which one would like to own the building they are in and one would not
Other – 1

Q4 – What is your business niche? What do you customers value about your business:
Humane Services & Availability
Nothing
Auto Detailing
Senior Housing, safe, well cared for apartments. Warm, friendly, family environment. Active lifestyle.
Pizza and chicken...delivery and drive thru. Party room.
Our customers value the atmosphere being positive, inviting, great customer service & quality product.
Great customer service, clean building, quality care.
Financial Services.
Full service. Sales, service and parts from lawn & garden to cash crop equipment. Bobcats for ag and construction
Quick service, availability
We can find what kind of vehicle they want.
Service and knowledge
Customer service.
Personal like knowing people.

Q5 – What are the constraints of your business today?
**Wanted to expand and open another business in NYA. When I inquired about buildings and codes, I received NO! Why invest a half a million when NO is the first words – not let's see how we can make something work.
**Really don't have one, mostly lack of ability to find staff.
**We have an aging community – business is good. Local businesses are very important to our residents.
**Number of people working in town during lunch time is too low. Many residents work outside of the community and we believe they are shopping more and more where they work. When they shop outside of town they eat where they shop.
**We think our building smells, we do a lot of upkeep to it. That could drive customers away. We also have false signs outside that represent a bar and not our business. We have poor heating and cooling control and lack of windows for fresh air.
**Finding the right employees that want to work and are here for the right reasons for our business line. We also run short of employees wanting to work in healthcare.
**No street signage.
**Economy. Need for mechanics.
**Online presence of others.
**Do not really have any.
**Space and finding employees
**Marketing and exposure. Not having a valid newspaper source hurts our opportunity to advertise locally.
**Good staff.

Q6 – What kind of financial assistance would help you right now?
**Renovation of building for access and appeal.
**This is a great program
**We have outside sources for assistance and financing at the State and Federal levels. You do not have to financially assist us.
**Low interest loans to get through this period and the Hwy 212 detour and construction.
**If we had the opportunity to get financial assistance we would use it to update our internal space to create a better environment for the customers. We could benefit from off setting some of the larger updates like new flooring or a duct clean out for better air.
**We are doing fine and meeting budget right now so nothing presently.
**If I had financial assistance I would use it for better signage. Being in my building for 20 years, and people don't know I'm here makes me frustrated.
**NA – 5 responses

Q7 – What kind of financial assistance would have been beneficial when you started your business or initially purchased your building?
**Grants and low interest loans. Open to new business not the existing businesses that could not take the time and money to keep the property appealing.
**None.
**Maybe something to help with better signage or to make our building look more appealing as a restaurant.
**Financial assistance is an excellent way to off set expenses when starting a business because of the larger start up costs. Specials like signage or helping with construction.
**Cheap interest.
**Small loan with affordable interest.
**Low interest loan.
**Updating the building inside – we had some construction to do to make it work for us. And all that is costly when you first start out.
**Did seller financing.

Q8 – Based on current economic trends – where do you see the future of your business going?
**It is growing by 500% in 2 years. I expect to see the trend to level off when I cannot handle the work by myself.
**Yes, we could do more if we really worked on advertising our detail business.
**As long as the boomer generation is out there we will be in good shape. Once that passes, we might have to get creative.
**As the population of the metro continues to push this direction, we are optimistic that more businesses will come as well. We are also planning on adding a coffee and breakfast segment to our current establishment, after the road construction, utilizing our drive-thru for the morning traffic and our dining room for the significant senior age customer mid-day and the student population afternoon.
**We see our future as a GROWING & THRIVING business. We continue to send out team to quarterly training on business etiquette & customer service to keep our customers loving our business.
**More demand for caregivers as the baby boomers age in place and we will find that there is not enough.
**More demand for caregivers as the baby boomers age in place and we will find that there is not enough in the younger generation to care for all of them. Costs for healthcare will continue to rise. We will need to offer competitive wages and benefits to retain good, quality staff.
**Potentially changing locations within the city of NYA.
**Ag business will drop and non ag will increase.
**Being offered direct or solely online.
**Growing as the town grows.
**It will continue to grow, since people need my service and advice.
**We will continue to grow.

Q9 – Who are your local customers (check all that apply)?
Local - 13
Online - 5
Contract - 2
Non-local - 14
Other – 3

Q10 – Why did you choose to have your business located in NYA (check all that apply)?
Building Location - 4
Small Community - 9
Hwy 212 Accessibility - 3
Close to where I live - 8
Market Opportunity (the need for my business here) - 8
Financial Benefit (i.e. affordable rent) - 3
Other - 1

Norwood Young America
more than a place, it's home.

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

DRAFT

City of Norwood Young America * PO Box 59 * Norwood Young America, MN 55368 * www.cityofnya.com

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

DRAFT

Norwood Young America

more than a place, it's home.

NYA Market Enrichment Grant Program Application

Date_____

Business Name_____

Business Owner Name_____

Property Address_____

Property Owner Name_____

Property Owner Address (if diff from applicant) _____

Home Phone_____ Mobile Phone_____

Grant Application Name_____

Type of Business_____

Business Phone_____ Mobile Phone_____

Email_____ Website_____

Lease Agreement Expiration Date (if applicant is leasing) _____

**If the applicant is NOT the property owner, the owner must sign on page 3 to approve the proposed improvements and provide letter of support. If applicant is leasing the building, indicate expiration date of current lease.)

**The property must be up to date on all property taxes and assessments

Application Requirements

- Review program terms and conditions
- Completed application form and signature(s)
- Property owner letter (if applicable)
- Description of proposed project
- Photo of current conditions
- Bid estimates

Description of Proposed Improvements

_____

_____

_____

Total Improvement Cost__$_____

Grant Request Amount__$_____ **The amount of the grant request should not exceed $10,000.

What will you contribute the 20% requirement? _____

Timeline for Completion_____

City of Norwood Young America * PO Box 59 * Norwood Young America, MN 55368 * www.cityofnya.com

Submit two written bids/estimates/quotes for the project cost

- If two bids cannot be supplied, provide evidence of that multiple bids were sought.
- Verify contractors are licensed, bonded and insured.
- Grant amounts are based on the lower bid; however, you are free to accept the higher bid.

Contractor Information

1. Contractor Name_____

Address_____Phone_____

Bid Amount__$_____

2. Contractor Name_____

Address_____Phone_____

Bid Amount__$_____

Review Terms

The grant applicant will receive a grant in the amount specified pending grant applicant's compliance with this agreement and grant program guidelines and available funding. Final determination of eligibility rests with the City of Norwood Young America.

1. The grant applicant certifies that he/she is an owner of record of the property where the funds will be used to finance repairs and/or improvements; or where not the owner of record of the property, has obtained the owner's written authorization to cause the repairs or improvements to be made. The property owner certifies that all property taxes are paid and up to date and will remain so throughout the entire project, until grant funds are disbursed.
2. Work performed at the property shall be as stated in the contractor(s) bid(s) obtained by the grant applicant and as state in this application.
3. Any contractor(s) who performs work at the property must meeting City of Norwood Young America licensing, building permit and building code requirements.
4. If the grant applicant is performing any work, the grant applicant understands that upon completion (1) all work must meet City of Norwood Young America zoning code, building permit and building code requirements, and (2) grant funds can only be used to compensate for materials, not for the purchase or rental of tools and equipment or the labor of the grant applicant, a relative or someone with financial interest in the business or property receiving the grant funds.
5. All improvements must be complete and reimbursement request documents provided to the program administrator within nine months of the grant approval date. The grant applicant is responsible for ensuring that the work has been completed satisfactorily before paying the contractor(s).
6. Grant funds will be disbursed to the grant applicant by the program administrator based upon the receipt and review of the items below. The grantee must submit the following items to the program administrator upon completion of the work. If more than one contractor is used, the items listed below must be provided for each contractor:
    a. Proof of final inspection by the City of Norwood Young America for work requiring a city permit (send a copy of the permit signed by the building inspector). For work NOT requiring a city permit, call the program administrator at 952-467-1810 to notify them work is complete.
    b. Final invoice from the contractor(s) showing the total project cost.

I hereby affirm that all information above is true and accurate to the best of my knowledge. I have read and agree to the NYA Market Enrichment Grant Program.

Applicant Signature_____Date_____

Owner Signature_____Date_____

Application Submittal

Submit application and attachments to program administrator by mail or email to:

Karen Hallquist
City of NYA
PO Box 59
Norwood Young America, MN 55368
(952)467-1810
Economicdev@cityofnya.com

Internal Use Only – to be completed by program administrator

Date application received_____

Grant amount requested_____

Private 20% match_____

Total project cost_____

Grant approval date_____

Project completion date_____

Program administration signature_____
Karen Hallquist, EDMD – Program Administrator