



more than a place, it's home.

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, August 12, 2020**

6:00 p.m.

City Hall Council Chambers, 310 Elm Street West

AGENDA

1. **Call to Order**
 - A. Pledge of Allegiance
2. **Adoption of Agenda**
3. **Approve Minutes**
 - A. July 8, 2020 EDC meeting
4. **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.)
5. **Unfinished Business**
 - A. Elm Street Municipal Parking Lot
 - B. Decorative Streetlights – 200 Block of Main Street
 - C. Business Subsidy Resolution
6. **New Business**
 - A. 2021 EDC Budget
 - B. Mural – Historic Downtown Young America
7. **Project Updates**
 - A. Mural – Historic Downtown Norwood
 - B. Small Cities Development Program Grant
 - C. NYA Market Enrichment Grant Program
 - D. Hwy 212 Updates
 - E. Commercial Market Study – Keith Wicks
8. **Miscellaneous Reports**
 - A. NYA Area Chamber of Commerce Updates
9. **Upcoming Meetings**
 - A. Next EDC meeting – 6:00 p.m., September 9, 2020
10. **Adjournment**

Norwood Young America



Attendance:

Commission Members Present: Mike Eggers, Andrea Gerth, Carol Lagergren, Mike McPadden, Tonya Noelder, Connor Smith, Jason Winter

Staff Present: Karen Hallquist (Economic Development/Marketing Director)

Others Present: None

1. Call Meeting of City Council to Order:

Chair Noelder called the meeting to order at 6:00 PM. Five members present.

2. Approve Agenda

Motion: MM/ME to adopt the agenda as presented. Motion passed 7-0.

3. Approve Minutes of June 10, 2020

Motion: JW/MM to approve minutes as presented. Motion passed 7-0.

4. Introductions, Presentations, and Public Comment

None

5. Unfinished Business

A. Elm Street Municipal Parking Lot

Hallquist shared proposals from three local landscapers. Each proposal was significantly different. Commission recommended creating new specs to provide a more equitable comparison between bids. Walking paths through the area would be accessible by senior citizens. No additional fencing would be included. Total cost to be no more than \$10,000. Goal is to complete the project this fall.

B. Mural – Contracts

Hallquist shared that the Council approved the hiring of Lana Beck with some suggested additions to the mural design. Contracts are being reviewed by the City Attorney and SLS with work to begin the week of July 27th.

C. Decorative Streetlights – 200 Block of Main Street – Layout Review

Hallquist shared total cost of replacing five decorative and typical cobra street lights at approximately \$70,000. This does not include work on restoration of the sidewalk and any additional electrical work required. Commission recommends searching for additional bids.

D. Business Subsidy Resolution

Hallquist, Gerth and Lagergren started an initial discussion on an updated policy. Goal is to come up with a policy that is user friendly but aligns to current statute.

6. New Business

None

7. Project Updates

A. Small Cities Development Program Grant

Hallquist shared that construction will start soon on several projects.

B. NYA Market Enrichment Grant Program

Hallquist shared that another project was approved with several projects completed or in progress. Projects include roofs, inside updates, parking lot. Lagergren shared that an additional \$2000 was approved by the Council.

C. Highway 212 Construction Marketing Plan

Hallquist shared that information continues to be shared on social media and newsletters. Information is shared as soon as it becomes available from MnDOT.

D. Commercial Market Study

Hallquist shared new information on updated and increased costs (\$500) due to COVID19. The updated study would focus more on the needs of a retail food market. Hallquist shared that 50% of the cost will be reimbursed through a Carver County grant. Commission requested verification that the study would include Retail businesses as well as Food Market.

Motion: JW/ME to recommend to City Council to update the quote to Ken Wicks and Associates for a price of \$8500 with an additional amount not to exceed \$1000 for expenses. Motion passed 7-0.

8. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Hallquist shared new social media classes available for small businesses. Chamber is also asking for a road closure for the Saturday of Citywide Garage Sales (August 6-8) for food trucks and a sidewalk sale.

9. Upcoming Meetings

A. Next EDC meeting at 6 PM on August 12, 2020.

10. Adjournment

Motion: MM/ME to adjourn at 7:05 PM. Motion passed 7-0.

Respectfully submitted,

Karen Hallquist, ED/Marketing Director



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: July 8, 2020
SUBJECT: Elm Street Municipal Parking Lot Landscape Project

Background

Landscape Project - At the July EDC meeting, Commissioners discussed the proposals from three local landscapers - Turfworx Landscaping, Fritz Bobcat & Landscaping, and Top Tier Landscaping. It was decided to have the companies re-bid the proposals with the following design update per the Commissioner's request:

- River rock covered area with fabric underlay
- Curbed on the north side to assist with snow removal
- 12 ft diameter paved sitting area with sidewalk extensions from the parking lot to the street sidewalk
- Strategically placed boulders and low maintenance perennials
- Benches and/or pergola could be added at a later time

Attached are the updated proposals for review.

Parking Lot - As for the blacktop parking lot itself, City Public Service Director Tony Voigt estimates a total reconstruction of between \$20,000-40,000 given the conditions of the lot.

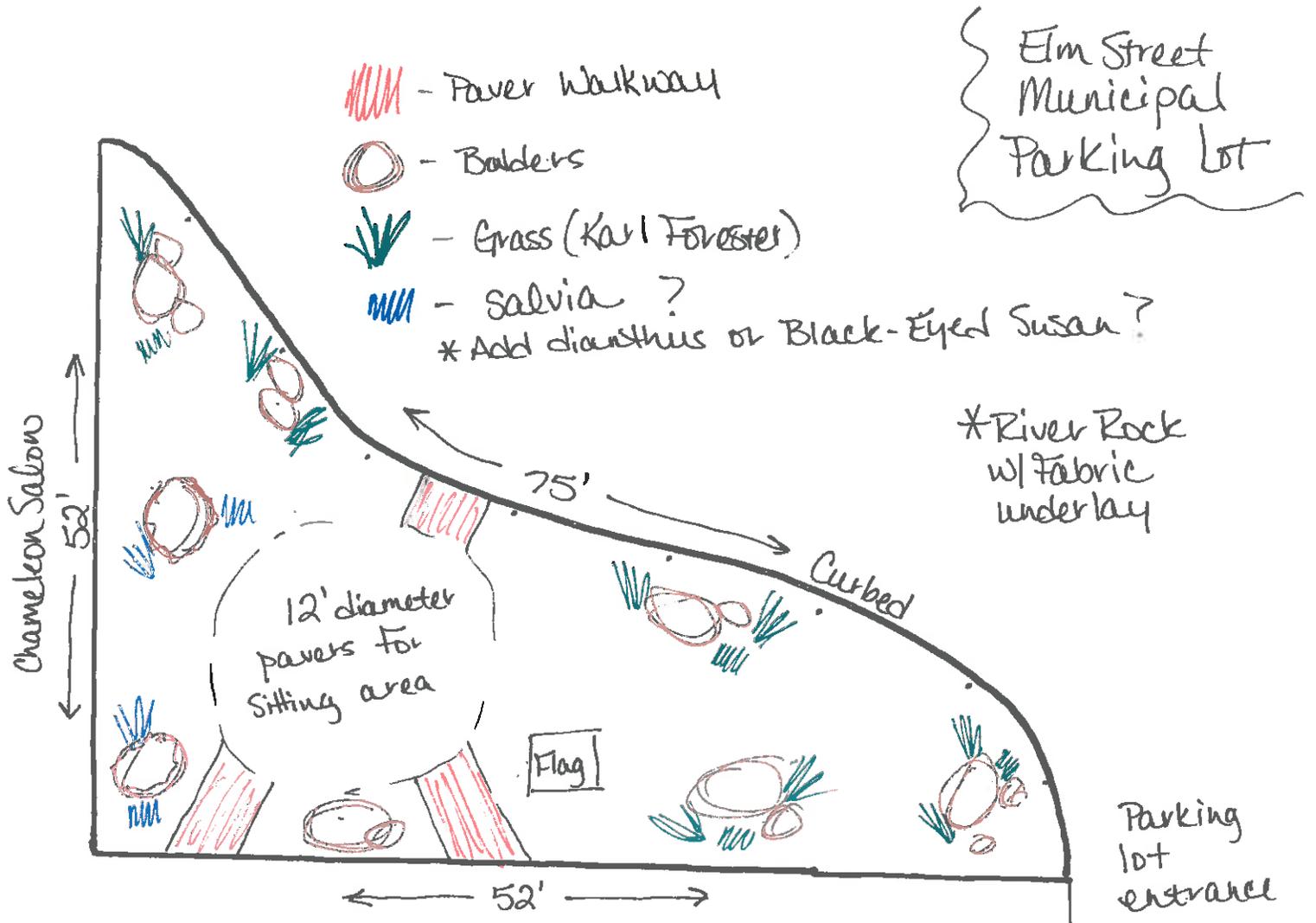
Lighting - Staff is working with Xcel Energy to have an additional light installed on the northwest light pole in the parking lot/alley. There are currently two electric poles in that area of which only one has a streetlight installed. Additional information will be presented at the September meeting.

Action

Motion to recommend the contracted work of Fritz Bobcat & Landscaping for the Elm Street Municipal Parking Landscaping Project in the amount of \$9,257.00.

Norwood Young America

* Updated Design per Commissioners Request July 2020



Fritz Bobcat & Landscaping LLC

15808 County Road 9

Lester Prairie, MN 55354

Ph. 612-790-7542

email fritzllc@broadband-mn.com

Estimate

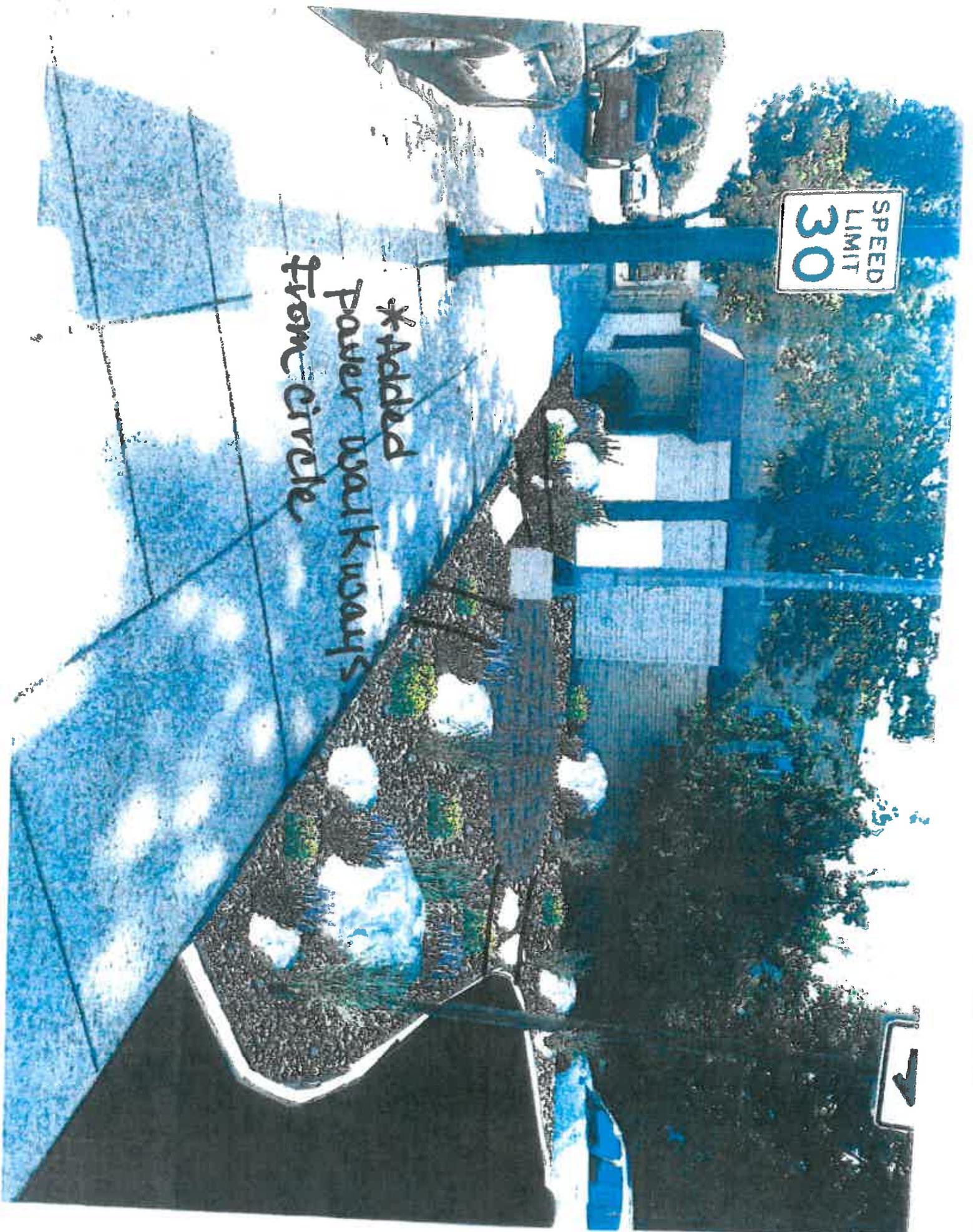
Date	Estimate #
7/30/2020	567

Name / Address
City of NYA 310 Elm St West PO Box 59 NYA, MN 55368

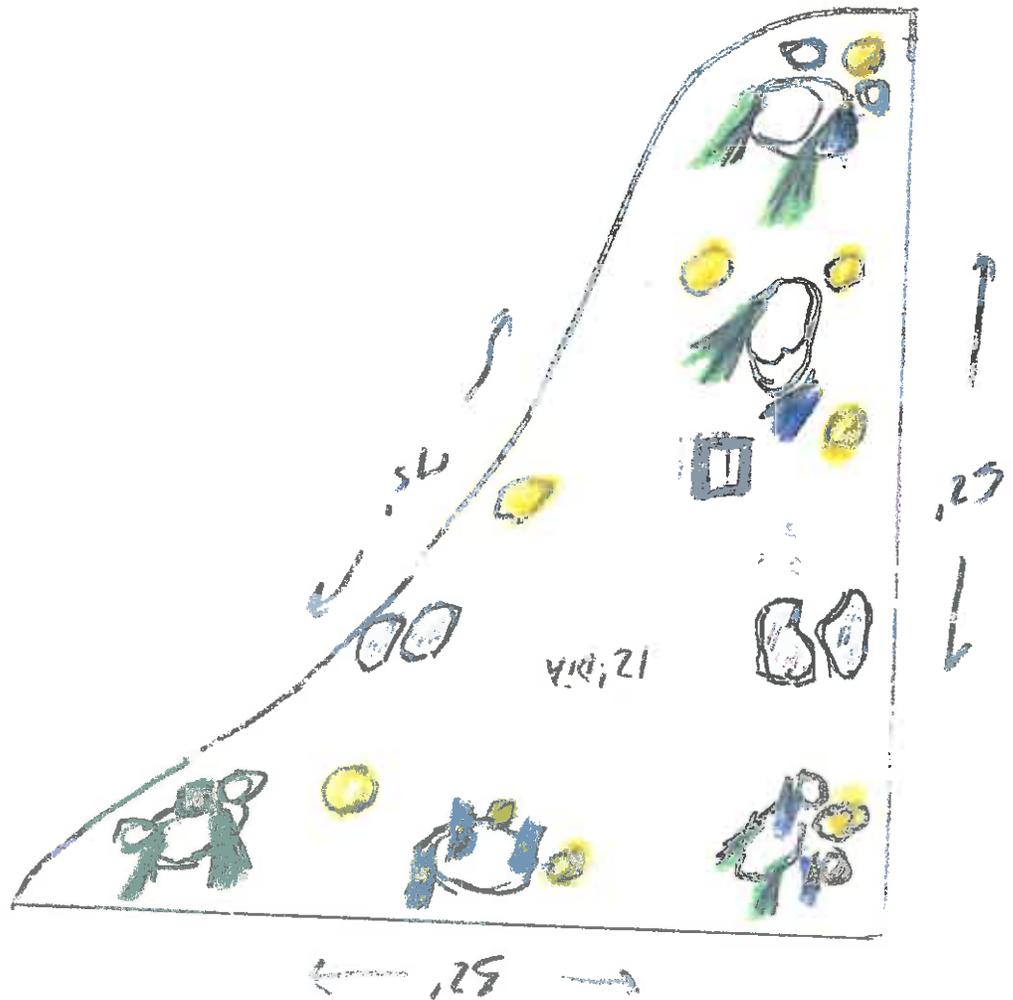
			Project
Description	Qty	Rate	Total
Elm Street Municipal Parking Lot			
demolition of existing landscaping / blacktop and dispose of	1	775.00	775.00
75ft curbing (still waiting on estimate)	1	1,875.00	1,875.00
Rochester Colonial 12' circle Paver per SQFT installed 7-8" base, 1" sand, snap edge, joint stabilizer sand	1	3,202.00	3,202.00
(added 3 - 3.5 x 6' paver walkways)			
boulders 5-36" 6-18"	1	525.00	525.00
2"-4" river rock delivered / installed 11-yards (upgrade heavy duty fabric)	1	2,285.00	2,285.00
24 perennials Karl foerster grasses May night salvia Yellow coreopsis	1	595.00	595.00
Total			\$9,257.00

SPEED
LIMIT
30

*Added
Power Walkways
from circle



Fritz Bobcat & Landscaping
*original proposal 7/2020



Landscape Proposal



Owner Information

Contractor Information

Name _____
 Address _____
 City, State ZIP _____
 Phone _____
 Email _____
 Project name _____

Company _____
 Name _____
 Address _____
 City, State ZIP _____
 Phone _____
 Email _____
 Completion date _____

Scope of Work

Curbing	\$5,100.00	Initial for approval	
Removal of existing landscape and asphalt	\$2,860.00	Initial for approval	
Installation of Paver Sitting Area, steel edging and , self binding gravel walk way	\$2,780.00	Initial for approval	
Installation of river rock, landscape fabric and plants	\$3,449.00		
2 years of maintenance	\$0.00		

Project Total \$14,209.00
 Down Payment \$7,104.50
 Final Payment upon completion \$7,104.50

Company Proposal

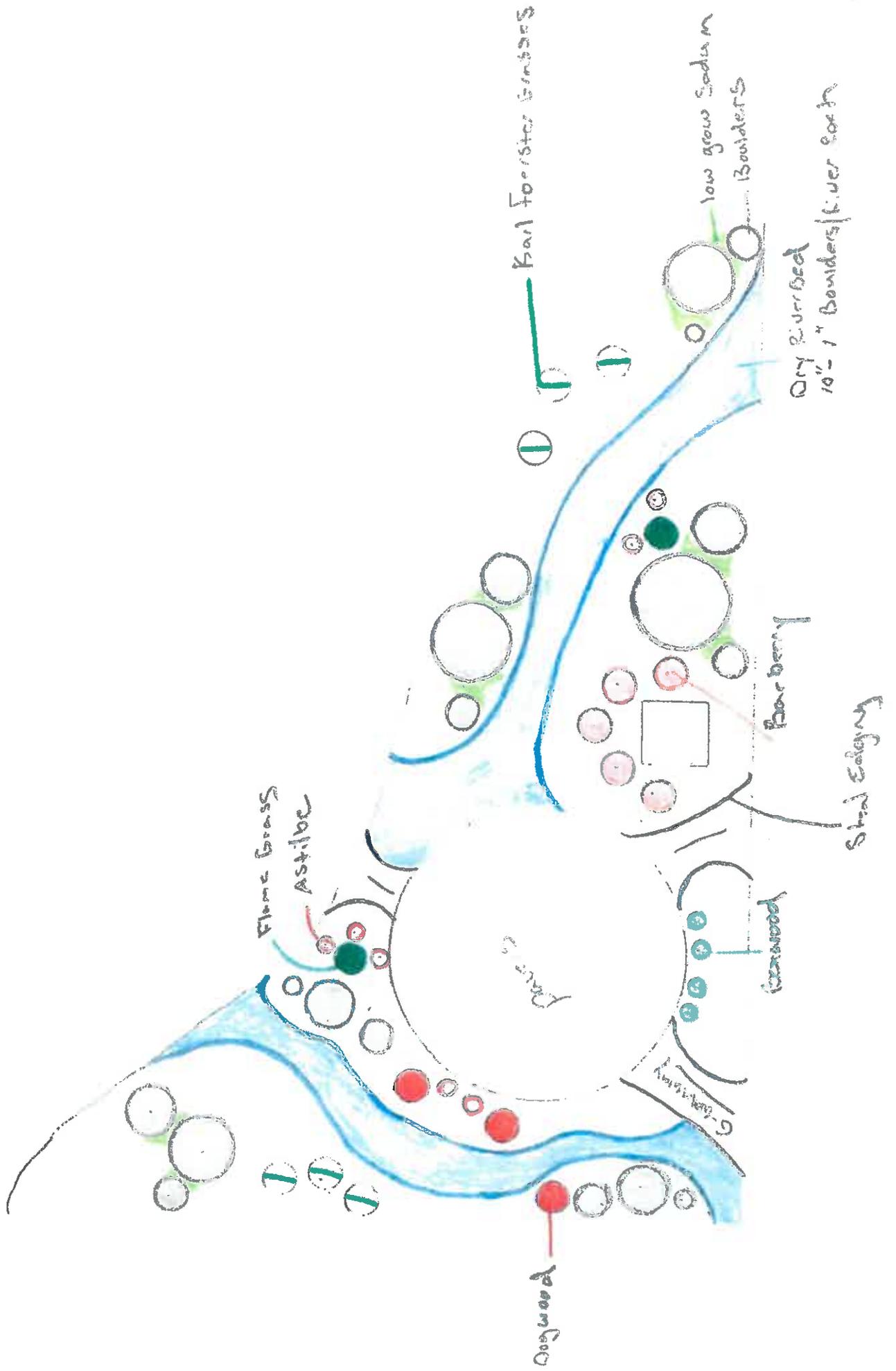
I, Jesse Flury, Owner of Turfwork LLC agree to the scope of work For dollar amount indicated in scope of work . A 50% down payment will be required on the start date. Job will be completed by date stated above at which point both parties will do a final walk through and remainder of balance will be due.

Submitted by (Company Representative) _____

Date _____

Accepted by (home owner or authorized representative) _____

Date _____



Boulders 4'-1'

Dry River Bed 12"-1"

#2 Barberry (Concorde)

#2 Boxwood (Chicagoland Green)

#3 Dogwood (Arctic Fire)

#2 Karl Foerster (Feather Reed)

#2 Miscanthus Flame (Maiden Grass)

#1 Astilbe (Visions)



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: August 12, 2020
SUBJECT: Unfinished Business

Decorative Streetlights - 200 Block of Main Street

Staff has contacted Matt Yaeck with Choice Electric of Shakopee. Public Service Director Tony Voigt referred Choice Electric as they are working on the new trail lighting on Highway 212 and the underpass. Yaeck is reviewing the scope of work and will be meeting with Hallquist the week of August 10th.

Business Subsidy Resolution

Hallquist, Commissioners Lagergren and Commissioner Gerth are working on a draft for the updated Business Subsidy Resolution. The draft will be ready for review in September.

Norwood Young America

310 Elm Street West PO Box 59 – Norwood Young America, MN 55368 – (952)467-1800 – www.cityofnya.com



TO: Economic Development Commission
 FROM: Karen Hallquist, Economic Development Marketing Director
 DATE: August 12, 2020
 SUBJECT: 2021 EDC Budget

Background

Staff is currently looking at potential projects/expenses in preparation for the 2021 EDC budget. Below are Capital Outlay projects completed by the EDC for the last few years. This list does not include feasibility, pre-development or market studies as those are budgeted under Professional Services/Fees.

EDC Capital Outlay Projects

Date	Yearly Budget	Project	Project Expense
2017	\$25,000	Marketing/Branding for City of NYA	7,500
		New Website	9,800
		Decals/logos/signage for City vehicles, buildings	1,500
2018	\$50,000	Downtown Banners	4,900
		Gateway Monuments (paid for with 2018/2019 monies)	73,000
2019	\$50,000	Holiday Decorations for downtowns/public buildings	12,000
2020	\$25,000	Mural - Historic Downtown Norwood	4,900
		Elm Street Municipal Parking Lot Landscape Project	TBD

Projects that were budgeted for in 2020, but not completed:

1. Small Business Week Recognition (\$3,500) – Due to COVID, Small Business Week was not recognized in the traditional manner with a social seminar and brunch. Additional recognition/anniversary awards were to be presented as well.
2. New Business Packets (\$1,500 – This project was not as much of a priority this year because of few new businesses in NYA. More attention was put on business retention and assisting current property owners with the Small Cities Grant and the Market Enrichment Grant. This project can be completed in 2021.
3. Drone Video (\$15,000) – This project was budgeted for in late 2019, however, given the construction and structural improvements of properties around the community in 2020, the project was postponed for 2021.

Additional Projects mentioned through discussions in EDC meetings:

- Mural in Historic Downtown Young America \$5,000-8,000
- Reconstruction of Elm Street Parking Lot \$20,000-40,000
- Main Street Lighting Project \$70,000
- Industrial Boulevard signage off Highway 212 west

Norwood Young America

EDC Revolving Loan Fund

Date	Current Fund Balance	Program/Project	Approved Funding	Awarded Funds	Funds Remaining
2020	145,000	Market Enrichment Grant Program	70,000	50,000	20,000

As of August 1, 2020, there have been five (5) Market Enrichment Grant Program applications approved for \$10,000 each. There are two (2) remaining for the 2020 budget. The EDC Revolving Loan Fund balance at the end of 2020 will be \$75,000.

Action

Commissioners are to discuss projects for the 2021 EDC budget including the potential for additional funds to be dedicated to the Market Enrichment Grant Program or other loan/grant programs.



TO: NYA Economic Development Commissioners
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: August 12, 2020
SUBJECT: Mural Project – Historic Downtown Young America

Background

The mural project in Historic Downtown Norwood on the west side of the SLS, Inc. building was completed on Tuesday, August 4, 2020. This project was identified as a goal in the Downtown Redevelopment Plan for efforts in revitalizing and improving upon the two Historic Downtowns.

The Economic Development Commission has previously discussed a second mural in the Historic Downtown Young America. Two sites have been identified as a potential canvas for the mural – Willkommen Memorial Park Grandstand or 201 Main Street E (blue apartment building on the corner of Main St E & 2nd Ave SE) with the grandstand being the most favorable.

Upon approval of the EDC, and should the grandstand location be chosen, the Historic Downtown Young America Mural Project would be presented to the NYA Parks & Recreation Commission for their approval. Given this location, other parties to give input on the theme would be the Willkommen Heritage Center, Young America Cardinals and Stiftungsfest representatives.

Discussion Only

Norwood Young America



TO: NYA Economic Development Commissioners
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: August 12, 2020
SUBJECT: Mural Project – Historic Downtown Norwood

City Public Service staff cleaned and primed the west wall of the SLS, Inc. building the week of July 20th. Staff was also able to remove the random cement slab from the parking lot which was located against the wall.

Artist Lana Beck started the "All Tracks Lead Home" mural on Monday, July 27th at 8:30am. She completed the painting of the mural on Friday, July 31st at 2:30pm. Ms. Beck returned on Tuesday, August 4th to apply two coats of the anti-graffiti clear adhesive. All invoices are attached along with copies of the Mural Project Agreement with owners of SLS Properties and a Service and Artwork Agreement with Lana Beck.

The following is a breakdown of expenses in completing the mural:

29x22' design and painting of mural by Lana Beck	\$4100.00
Anti-Graffiti clear coat adhesive/Sherwin Williams	648.00
Primer/Rollers/Glencoe Fleet Supply	53.12
Primer/Paint Tape/Home Solutions	56.64
Scissor Lift usage – Xtreme Electric	No chg
<u>Total Cost of Mural Project</u>	<u>\$4857.76</u>

No action requested.

Norwood Young America

Services and Artwork Agreement

July 27, 2020

between

The City of Norwood Young America Economic Development Commission, known as "Client"

And

Lana Beck, Artist/Owner of lkb, etc., known as "Contractor"

The Client agrees to hire artist Lana Beck to paint a mural at 214 Elm Street West, Norwood Young America, MN 55368.

The size of the mural will be approximately 29' x 22' foot design.

Client has agreed to the final design concept of "All Tracks Lead Home" with the intentions of embracing the railroad connectivity between the former towns of Norwood and Young America. Details will include the representation of three trains, three depots, and historic elements from the communities of both Norwood and Young America.

Preparation work at the property will be completed by the Client by July 24, 2020. Preparation work is to include the cleaning and priming of property with the recommended supplies by the Contractor.

Contractor work will commence on or around July 27, 2020, or on the next mutually agreeable date. The estimated painting will take between 4 to 7 days to complete.

Client agrees to pay Contractor a fee of \$100.00 per hour which includes all of travel, time, and paint.

Contractor agrees to apply provided anti-graffiti clear coat upon completion of the cured mural at \$100.00 per hour.

Client agrees to make payment in full to Contractor within 5 days of the submitted invoice for the completed project.

Client shall own all rights of the mural design upon completion. Contractor does have the rights to post photos of the mural on her business page.

IN TESTIMONY WHEREOF, the parties have executed this Agreement as of the day and year first written above.



Lana Beck, Artist

City of Norwood Young America

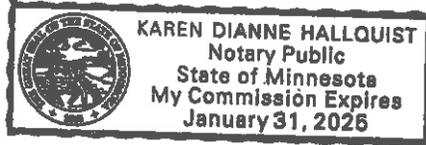
City Administrator

Steve Helget
By: Steve Helget, its
City of Norwood Young America, MN

K Hallquist
Notary Public

State of Minnesota)

County of Carver)



On the 27 day of July, 2020, before me, a Notary Public with and for the said County, personally appeared Lana Beck, to me known to be the person(s) described in and who executed the foregoing instrument and acknowledging that they executed the same as their free act and deed.

K Hallquist
Notary Public

State of Minnesota)

County of Carver)



On the 27 day of July, 2020, before me, a Notary Public with and for the said County, personally appeared Steve Helget, City Administrator to me known to be the person(s) described in and who executed the foregoing instrument and acknowledging the he executed the same as his free act and deed.

Mural Project Agreement

July 6, 2020

between

The City of Norwood Young America Economic Development Commission, known as "City"

And

SLS Properties, LLC, 214 Elm Street West (west wall), Norwood Young America, MN 55368,
known as "Property"

Mona Platt, Timothy Schuth, Thomas Anderson, known as "Property Owners"

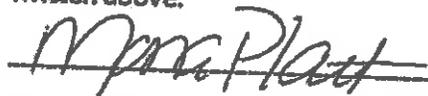
The City reached out to the Property Owners of 214 Elm Street West regarding a potential public visual art project involving the Property. Specifically, the City proposes a public mural be painted on the west wall of an existing structure on the Property. The mural project is intended to enhance beautification efforts and improvements according to the Downtown Redevelopment Plan for Historic Downtown Norwood.

The Property Owner has offered the use of the Property provided the City follow through with the following acts:

1. Purchase required materials for preparation of the Property
2. Hire local artist Lana Beck of lkb, etc. to design and create the mural
3. Purchase and apply anti-graffiti product to Property
4. Maintenance of Property

In the event the Property Owners determine to sell the Property, the Purchase Agreement must include a disclosure of the Mural Project Agreement. The said agreement would transfer and continue with future property owners upon sale of the Property.

IN TESTIMONY WHEREOF, the parties have executed this Agreement as of the day and year first written above.



Owner of Property



Owner of Property



Owner of Property

City of Norwood Young America

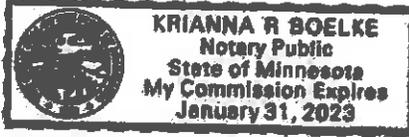
City Administrator

Steve Helget
By: Steve Helget, Its

City of Norwood Young America, MN

State of Minnesota)

County of Carver)



Krianna Boelke

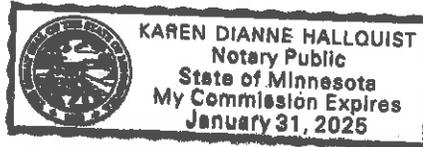
On the 13th day of July, 2020, before me, a Notary Public with and for the said County, personally appeared Mona Platt, Timothy Schuth, Thomas Anderson, to me known to be the person(s) described in and who executed the foregoing instrument and acknowledging that they executed the same as their free act and deed.

Hallquist

Notary Public

State of Minnesota)

County of Carver)



On the 17 day of July, 2020, before me, a Notary Public with and for the said County, personally appeared Steve Helget, City Administrator to me known to be the person(s) described in and who executed the foregoing instrument and acknowledging the he executed the same as his free act and deed.

Fleet Supply

101-46500-500

722-20
THANK YOU FOR SHOPPING AT
GLENCOE FLEET SUPPLY
3105 10TH ST
GLENCOE, MN 55336
(320) 864-4304

THANK YOU FOR SHOPPING AT
GLENCOE FLEET SUPPLY
3105 10TH ST
GLENCOE, MN 55336
(320) 864-4304

This Receipt is REQUIRED for return or
Exchange of Merchandise!!
07/21/20 2:20PM BRANDON 594 SALE

669754 2 EA 19.99 EA
KILZ 2/SEALR/PRIMR/GAL/INT- 39.98
697803 1 EA 9.49 EA
MPSELECT 3PK9"1/4" COVER 9.49

SUB-TOTAL:\$ 49.47 TAX:\$ 3.65
TOTAL:\$ 53.12
CHARGE AMT: 53.12

==>> JRNL#A74174 INV# 49430 <<==
CUST NO:671800
Customer Copy

~~MEMORIAL WALL~~
memorial wall
Randy Clay

Name: X
RANDY CLAY
Acct: CITY OF NORWOOD YOUNG AMERICA

PAYMENT WITH CHECK MUST WAIT 10
DAYS FOR RETURN

Brian Schneewind

Thank You!
"Give us a call, We have it all"

HOME SOLUTIONS - TRUE VALUE
520 FAXON RD
NYA MN 55368
952-467-2404

Transaction#: 6155490
Associate: Leah
Date: 07/21/2020 Time: 08:29:35 AM
Due Date: 08/31/2020
*** SALE ***

Bill To:
Customer # 1800
CITY OF N Y A
P O BOX 59
NYA, MN 55368

GAL Lacquer Thinner
204354
2.00 EACH @ \$17.091 N \$34.18
(Reg Price \$18.99)
Subtotal: \$34.18
TAX EXEMPT
TOTAL: \$34.18
INVOICE: \$34.18
CHANGE: \$0.00

Randy Clay

(X) Randy Clay

Thank You!
"Give us a call, We have it all"

HOME SOLUTIONS - TRUE VALUE
520 FAXON RD
NYA MN 55368
952-467-2404

Transaction#: 6209316
Associate: Leah
Date: 07/22/2020 Time: 02:04:41 PM
Due Date: 08/31/2020
*** SALE ***

Bill To:
Customer # 1800
CITY OF N Y A
P O BOX 59
NYA, MN 55368

1.4260YD Paint Tape
198692
2.00 EACH @ \$4.941 N \$9.88
(Reg Price \$5.49)
076708724818
1.8960YD Paint Tape
198692
2.00 EACH @ \$6.291 N \$12.58
(Reg Price \$6.59)
076308724825
Subtotal: \$22.46
TAX EXEMPT
TOTAL: \$22.46
INVOICE: \$22.46
CHANGE: \$0.00

(X) Randy Clay

Thank You!
"Give us a call, We have it all"



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: August 12, 2020
SUBJECT: Commercial Market & Retail Food Study

Background

Keith Wicks of Keith Wicks & Associates will be meeting with Hallquist on Wednesday, August 12th to do a site tour of all commercial districts and visit about the current business market of NYA. He will also be present at the EDC meeting at 6pm to discuss the study and models of the current food market.

Prior to his visit staff sent him an update of the accomplishments and strengths of our business community and challenges we currently face (attached). Additional information provided included:

- 2019 Economic Development Commission Annual Report
- 2020 Economic Development Commission Goals
- Downtown Redevelopment Plan
- Website link to City of NYA Newsletters

Discussion Only

Norwood Young America

310 Elm Street West PO Box 59 – Norwood Young America, MN 55368 – (952)467-1800 – www.cityofnya.com



Keith Wicks & Associates
Minneapolis, MN

Dear Keith,

Thank you for taking on the Norwood Young America Commercial Market & Retail Food Study. The community of NYA has accomplished great things and faced some challenges since your Commercial Market Study in 2016.

Accomplishments/Strengths of NYA:

- **New community identity** – The EDC hired OrangeBall Creative branding company to create a new identity and theme for NYA. “Norwood Young America – more than a place. It’s home.” came out of many months of reviewing who we are as a community. From this came a new logo, new gateway signs, park signs, logo’d city correspondence, a new website, etc.
- **Collaboration of City Commissions** - All City Commissions, including the City Council, Willkommen Heritage Society and Chamber, have met on a quarterly basis for the last three years to work toward the common goal of revitalizing the downtowns. Because NYA essentially has “three” downtowns, the joint group decided to use look at this as a positive rather than negative – essentially celebrating the assets that NYA has. All three of the downtown districts have history – the old Young America downtown on Main Street, the old Norwood downtown on Elm Street and a “newer” business district along Hwy 212. Because of the new branding and the conversation about history, tradition, family, small business support, the Joint group worked to develop a Downtown Redevelopment Plan in Dec 2019 which focuses on short and long term projects/goals specifically for the revitalization of our Historic Downtown Norwood and Historic Downtown Young America.

Projects were identified for each commission which included financial incentives for property owners with building development needs, connectivity improvements, ordinance review and aesthetic enhancements for public spaces. Accomplishments of the plan:

- Received a Small Cities Development Program Grant in the amount of \$556,000. To date, ten local property owners within the C-3 Downtown Districts are working on projects of approximately \$40,000 each to assist in structure improvements and rental unit improvements.
- Implemented a new program NYA Market Enrichment Grant Program – allows seven businesses in the C-2 General Commercial, C-3 Downtown Districts, and B-1 Business Industrial District to receive up to \$10,000 each for structure improvements/maintenance needs.
- Purchased new downtown light pole banners for both the Historic Downtown Norwood and Young America
- Purchased new holiday decorations for both downtowns, Willkommen Memorial Park, Veterans Memorial Park and three public rental facilities.
- Added a new community event – Springfest Artisan Fair – held in Historic Downtown Norwood (as Stiftungsfest is held in Historic Downtown Young America)

Norwood Young America

- Reviewed downtown ordinances – Planning Commission reviewed and implemented ordinances about outdoor storage, 50% main floor commercial property requirement, window coverings, CUP timelines.
- Created a sidewalk/trail connectivity plan and budgeted for subsequent years
- Hired artist to create a mural for both downtowns – Historic Downtown Norwood is complete “All Tracks Lead Home” which elaborates on the history of NYA with the connectivity of the railroad system throughout the years. Historic Downtown Young America theme and location is in the process of being determined.
- Efforts are being taken on improvements for an under-utilized parking lot – sitting area, new landscaping which is adjacent to the new mural. Research is also being done on increased and cohesive lighting on Main Street.
- **New Businesses** - Since 2016 there has been at least twenty new businesses to open within city limits and the expansion of the following commercial development:
 - Family Dollar expanded to a new location on Faxon Rd
 - Peace Village opened The Haven – 37 unit assisted living/memory care facility
 - Vickerman Company built a 120,000 sq ft warehouse in Tacoma West Industrial Park
 - Curfman Trucking expanded to a new location on Railroad Street
 - Annexation request in July 2020 for a 60.69 acre property east of town for future mixed-use development.
 - Phase 2 of Tacoma West Industrial Park identified south of current Industrial park
- **Residential Development** - There have been over 60 new homes and 40 new townhomes built within city limits.
- **Hwy 212 & Hwy 5/CR 33 Construction Project** in summer 2020 which includes:
 - Total mill and overlay of Hwy 212 from west NYA to Cologne
 - Grant from Safe Routes to School for underpass through Hwy 212 which safely connects north and south town via a walking/bike bath
 - Updated stoplights and wider intersections in preparation for increased traffic
 - Roundabout constructed at the intersection of Hwy 5 and Hwy 212 merger – safety measures for increased truck traffic – also bridges a gap for more commercial and residential real estate west of town and a safer route to Baylor Regional Park.
- **2020 Comprehensive Plan** – The Comp Plan has been completed which identifies new commercial property areas along Hwy 212 east and west of city limits.
- **Economic Develop Marketing Director** – The previous EDC coordinator Municipal Development Group did not renew their contract for Jan 2019 because of other commitments. Given the amount of current business development and in preparation for future development (due to the expansion of Hwy 212), the City Council elected to hire a fulltime Economic Development Marketing Director. Unfortunately, due to the pandemic, new business development has slowed, however, NYA's current businesses are showing signs of growth with expansions and structural improvements. The shift from new development to increased outreach to current businesses for retention efforts.
- **Marketing of NYA** - There has been a significant increase in all marketing efforts. The social media presence has increased with an updated website, Facebook and Instagram accounts. Page followings have increased by over 300%. The City provides a monthly newsletter with City happenings, events, resident notices, and now, COVID updates. Since April 2020, the NYATV local access channel viewership has gone up due to cable access franchise agreements with both MediaCom and Jaguar Communications. All city meetings, local church services and community announcements are shown. The increased transparency of the City has significantly changed the overall support of projects and City happenings.
- **NYA Area Chamber of Commerce** – Our local chamber has become extremely active over the last three years with increased membership, more events/outreach, better networking opportunities and significantly more communication between members and the City. Their membership has jumped from 70-95 within those three years. They have organized and welcomed all new businesses, new

business construction/expansion and new business owners with Ribbon Cutting Welcomes and announcements.

- **Carver Co CDA** – The Carver County CDA has a new Economic & Community Development Director (Elise Durbin). Elise has reached out and built relationships with all municipalities and chambers within Carver County. The increased communication from the County about financial programs and incentives for our businesses has been very much welcomed. She has also worked with the City's and chambers to develop a tourism plan and website for Carver County. Our County is unique in that it is very metro to the east and very rural to the west – and utilizing the sort of "Day-cation" of a nature walk at Baylor Park in NYA, tour a winery/brewery in Waconia and then visiting the Prince mural in Chanhassen is the ultimate idea – something for all ages and all walks of life. The website is set to launch in August 2020.

Economic Development Challenges in NYA

- **Econofoods Closed** – With an approximate 30-day notice to both the property owner and community, Econofoods closed in September 2019. This has been quite a hardship for the community, especially for the 60-80 year old population who still live in their homes, do not use online services or do not travel out of town.
- **Vacant Commercial Buildings** – There are still a significant number of vacant buildings in both historic downtowns. The push with the Small Cities Development Program Grant is to improve on the structures of properties with a current business/tenant in the hopes of increasing the value of the "area" to attract more businesses. There are approximately 12 vacant store fronts between the Historic Downtown Norwood and Young America – of which 3 of them are the Mill property.
- **Heritage Strip Mall** – This property is still quite vacant with only three businesses leasing space. The Family Dollar had leased approximately 10,000 sq feet, which converted to a fitness center once Family Dollar moved out and built their own store more in the heart of NYA. The fitness center changed ownership a couple times and closed in winter 2019. There is a local interested party in establishing a new bar/restaurant, however, is currently on hold.
- **COVID** –
 - One of NYA's prominent restaurants is still not open since the start of the pandemic. They are not ready to close permanently, yet, have no commitment of reopening.
 - There is a business that is interested in pursuing the purchase of the Mill property. This business would bring extreme value to not just the property but also the whole community. Because of the COVID they have had to reformat their whole operation because of the social interaction needed for business.
 - **Hotel** – A hotel feasibility study for NYA was done in 2016-17 with the recommendation to hold off on pursuing a developer due to the lack of hotel traffic needed during the business week. In Oct 2019, the City was contacted by the President of Grandstay Hotels John Kennedy and an interested developer to bring a hotel to NYA. They were aware of the future Hwy 212 four-lane expansion and the vacancy of hotels along Hwy 212 and western Carver County. Bi-monthly meetings and conversations were had with the developer and approximate timelines were made. Unfortunately, the developer backed off once the pandemic hit. This relationship could continue once the economy and COVID becomes a bit more stable.
- **Housing/Residential Development** – New construction in NYA has increased in 2020 from 2019 with only a dozen or so lots available.

I look forward to our visit and tour of NYA on Wed, August 12, 2020 at 2pm.

Best regards,

Karen Hallquist

Economic Development

Norwood Young America