



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, March 10, 2021

**6:00pm - <https://us02web.zoom.us/j/83725814399?pwd=aTRrUURaVS9VLzQ0ejE2QXowMUhudz09>
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. February 10, 2021 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. New Business**
 - A. NYA Business Activity
 - B. Small Business Breakfast - May 2021
- 6. Old Business/Updates**

Develop opportunities for new businesses and expansions for current businesses.

7.1 Business Subsidy Guidelines

7.2 Review progress of NYA Market Enrichment Grant Program

7.3 Discuss Industrial Blvd Business & Tacoma West Industrial Park Signage

Increase outreach and enhance relations with current businesses.

7.4 Discuss Carver County CDA - Emergency Business Support Program

Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Implementation Plan.

7.5 Discuss Historic Downtown Young America Mural

Market Norwood Young America to current and new residents and businesses.

7.6 Review progress of Drone/Video/Photography Services for NYA Community

7.7 Review progress of Historical Walking Tour

Enhance partnerships with Carver County and local schools.

7.8 Review Carver County CDA - Small Cities Development Program Grant

7.9 Review progress of Underpass Artwork (with Central Schools)

Continue and investigate the enhancement of relationships and partnerships with local organized groups.

7.10 Review updates from Chamber of Commerce

7.11 Review updates from West Carver County Food Retail Committee (WCCFRC)

7. Upcoming Meetings

- A. Next EDC meeting - 6:00 p.m., April 14, 2021

8. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 10, 2021

6:00 p.m. <https://us02web.zoom.us/j/2334975750>

Minutes

Commission Members Present: Mike Eggers, Carol Lagergren, Mike McPadden, Connor Smith, Andrea Gerth, Greg Kummer, Tonya Noeldner, Jason Winter, Julie Wigfield (ad-hoc Chamber Rep)

Absent Commission Members: all present

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

1. Call to Order

Vice Chair Smith called the meeting to order at 6:01pm.

A. Pledge of Allegiance

2. Oath of Office

Jason Winter gave his Oath of Office for his renewed Commissioner seat on the Economic Development Commission.

3. Adoption of Agenda

Motion: ME/GK to approve the agenda with the addition of 6.1 Business Development Activity. Motion passed 8-0.

4. Approve Minutes

Motion: ME/MM to approve the minutes of January 13, 2021 EDC meeting. Motion passed 8-0.

5. Introductions, Presentations, and Public Comment - None

6. New Business

6.1 Business Development Activity

Hallquist shared the business ATS (Automated Target Systems) recently purchased the 304 E Main and 232 E Main Street properties. Mike Barto is the owner of the company. They are relocating from Waconia. His business makes the automated targets at shooting ranges for law enforcement. Another property that is seeking a CUP with the Planning Commission is 221 W Elm Street. Tom Christensen is intending on purchasing the property upon CUP approval. He will be opening a powder coating business.

7. Old Business (Updates)

7.1 NYA Market Enrichment Grant Program

The following project is still left to be completed from the 2020 awards:

- Central Auto Repair, Inc.

Staff has received an inquiry from a new business in town for one of the two grants available for 2021. As a reminder, projects are to be completed within one year of the award date.

7.2 Industrial Blvd Business & Tacoma West Industrial Park Signage

Hallquist shared that there is \$15,000 budgeted for this project and requested guidance of which project should take priority. Commissioners agreed that #6 or #2 in the sign examples would meet the needs of advertising for Industrial Blvd businesses. They also agreed that the Industrial Blvd signage is priority over the Tacoma West Industrial Park Signage. Discussion points about the signage included:

- Finding out placement of other business signage along Hwy 212 including the 212 Business Center
- Signage does not need to be illuminated as it should not compete with the NYA gateway signs
- The look of the signs should complement the gateway signs
- Business logo/signs need to be easy to update or change
- Depending on location, landscaping needs to be looked at – potential for cost and upkeep

It was suggested to staff to look at location first including Storm Welding land and Hydro Engineer land. Other items to consider are visual barriers with overgrown trees/bushes and also Right of Way requirements with MnDOT.

7.3 Carver Co CDA – Emergency Business Support Program

Hallquist, Mayor Lagergren and City Administrator Helget met with Carver Co CDA representatives Elise Durbin and new Community Development Director Michelle Vojacek on Wednesday, February 10, 2021. Durbin will email with updates.

7.4 Historic Downtown Young America Mural

Hallquist shared that she will be reaching out to the Parks & Recreation Commission, Willkommen Heritage Center, YA Cardinal Baseball Team and Stiftungsfest Committee to get input on a theme/ideas for the mural project. Commissioners listed the following ideas for the mural to include baseball, Stiftungsfest, previous businesses, feed mill, old city hall, Singers Hall. All agreed that the theme should be historical in nature. McPadden commented that the back of the grandstand will give much visual interest with the windows and doors within it. Smith commented that the dumpsters will need to be moved permanently. After all the feedback is gathered, the City Council will be presented with the collected information for further direction. The timeline for completion will be by Stiftungsfest in August.

7.5 Drone/Video/Photography Services for NYA Community

Staff is currently setting up meetings with the following three video businesses:

1. OrangeBall Creative – developed branding for City of NYA
2. Captivate Media + Consulting – currently working with Central Schools for promo video
3. Richter Picture Company – created the City of Jordan video

The goal is to create a 2-3 minute video and 30 second commercial to be used for marketing purposes on social media, NYA-TV, theater ads, gas station videos and more. Staff will prepare a RFQ for submitting to the three production companies. Commissioners added the underlined items to the list of highlights and branding logo:

What are the highlights of the NYA community?

- Small town feel
- Beautiful ballparks and parks
- Gateway to the Metro
- Close proximity to the Metro
- Close to wineries
- Senior housing
- Baylor Park
- Local celebrations and events (Stiftungsfest, Music in the Park, Springfest, etc.)
- Willkommen Heritage Center
- Schools
- City Hall
- Highway 212 & Highway 5
- West Carver Community Pool
- New businesses/Industrial Park
- Walking on the trails
- Baseball games
- Stiftungsfest Parade
- Senior Housing

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

- Our heritage
- Stiftungsfest
- Supporting local businesses
- Traditions
- Community pride
- Our churches and schools
- Knowing our neighbors
- Family
- Authentic place to be
- Recreational artwork

7.6 Historic Walking Tour

Hallquist shared the "Walking Tour of Historic Downtown Chaska" brochure which included a map with landmarks and pictures/descriptions of their downtown buildings. Commissioners agreed on pursuing means to create a walking tour brochure that can be available at City Hall, local businesses and the Willkommen Heritage Center. Other things to consider during research would be adding parks, artwork and trails. Locations can also be linked with QR codes and could consider geocaching. There would be an extreme amount of legwork to be done with this project. Staff was directed to research Minnesota Legacy Grants or suggestions from the Carver County Historical Society.

7.7 Small Cities Development Program Grant

Hallquist, Mayor Lagergren and City Administrator Helget met with Carver Co CDA representatives Elise Durbin and new Community Development Director Michelle Vojacek on Wednesday, February 10, 2021. Vojacek will be scheduling meetings with all applicants in the coming weeks to review every project. Hallquist will be participating.

7.8 Underpass Artwork (with Central Schools)

Hallquist shared that she and Mayor Lagergren have started conversations about the underpass artwork with Superintendent Tim Schochenmaier and Central Schools Art Teacher Ashley Willems. Because of the location of the underpass under Highway 212, the City is required to follow MnDOT Policies with the "Art on Trunk Highway Right of Way." The process requires an application with project details such as theme, application of art, maintenance, and removal. Central Schools is able to take a lead role with this and use the project as junior/senior art curriculum, therefore, able to use their funding sources for art supplies. The City would be responsible for maintenance including anti-graffiti means.

Willems will be presenting a proposal for the project at the February 22, 2021 City Council meeting. The proposal will include the idea of "student lead" artwork with the theme of "Kindness, Community and Current Events," criteria for design, timelines for artwork turnover within the tunnel. All of these details will need to meet specific guidelines to satisfy MnDOT's policy, and ultimately, City Council approval.

7.9 NYA Area Chamber of Commerce Updates

Wigfield shared the following updates from the NYA Area Chamber of Commerce:

- Carver Co Dairy Expo is on Monday, Feb 15th. Virtual event this year.
- Citywide Garage Sales April 21-24th
- Springfest Artisan Fair May 15th – there will be a quilt show in the library with limited numbers for viewing
- Golf outing in June
- Taste of NYA and Chamber banquet are still a "maybe" for the summer

7.10 West Carver County Food Retail Committee (WCCFRC) Update

Smith shared information on the food survey from WCCFRC. It will be included in the February City Newsletter. This survey was recently distributed to those who participated in the food distribution on Wednesday, February 3, 2021. So far they have received 53 mail in responses and 17 via the survey link. Both Smith and Wigfield are attending are a part of this committee as citizens of the NYA community. The committee is meeting two times per month.

8. Upcoming Meetings

- A. Next EDC meeting – 6:00 p.m., February 10, 2021 – This meeting may be in person as the City Council is reviewing in-person meetings at the next meeting.

9. Adjournment

Motion: MM/JW to adjourn. Motion passed 8-0.

Respectfully Submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: March 8, 2020
SUBJECT: New Business

5A. NYA Business Activity

- 221 W Elm Street (former CarQuest building)
 - Tom Christensen, new owner
 - Powder coating business
 - CUP approved at City Council meeting on February 22, 2021
- 710 N Faxon Rd (former Econofoods building)
 - Planning Commission recommended Zoning Amendment approval to go to City Council on March 22, 2021
 - CUP application submitted by Troy & Jo Eiden, owners of Modern Design Cabinetry
 - Cabinet maker
 - Expansion location
- 13050 Stewart Ave (current Molnau Trucking location)
 - Planning Commission recommended CUP approval to go to city Council on March 22, 2021
 - CUP application submitted by Aaron & Angie Bean, owners of GreenMarina
 - Boat storage and repair
 - Expansion location

5B. Small Business Breakfast

The NYA EDC and NYA Area Chamber of Commerce typically partner to host a Small Business Breakfast and seminar the first Wednesday of May in recognition of Small Business Week. Last year the event was cancelled due to COVID.

This year, the event would be held on Wednesday, May 5, 2021. Commissioners are requested to discuss if the event should happen this year, and if it does, at what measures.

Norwood Young America



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: March 10, 2021

SUBJECT: Old Business/Updates

7.1 Business Subsidy Guidelines

The NYA Economic Development Authority and City Council approved Resolution 2021-05 Business Subsidy Revisions at the February 22, 2021 council meeting. *Attached is the formal "City of Norwood Young America Business Subsidy Guidelines"* that will be provided to new or expanding businesses seeking a financial subsidy of more than \$150,000.

7.2 NYA Market Enrichment Grant Program

The following project is still left to be completed from the 2020 awards:

- Central Auto Repair, Inc.

To date, there have been no applications for 2021.

7.3 Industrial Blvd Business & Tacoma West Industrial Park Signage

Staff reached out to Luke Bottenhoff, owner of the 212 Business Center (former YAC) to ask about his Hwy 212 signage vendor. There are no other updates at this time.

7.4 Carver Co CDA – Emergency Business Support Program

The Carver Co CDA Emergency Business Support Program is providing over \$4M of financial support to Carver County businesses who were affected by the Executive Order shutdowns in Nov 2020. To date, the following financial support was given to NYA businesses located within city limits:

- 13 (brick & mortar) businesses received a total of \$186,500
- 3 (homebased) businesses received a total of \$19,000

Representatives from Carver Co CDA confirmed that they are still working on administering over 60 applications.

7.5 Historic Downtown Young America Mural

Staff contacted the following individuals/organizations for their feedback in preparation for the Historic Downtown Young America Mural (*attached email*):

1. Willkommen Heritage Center – LaVonne Kroells
2. Young America Cardinal Baseball Team – Jeremy Stender
3. Stiftungsfest Committee – Paul Lano

The organizations were given until Friday, March 19th to respond. Once gathered, the City Council will be presented with the collected information for further direction. ***EDC Commissioners are requested to give input on theme/mural ideas.***

7.6 Community Video Project

Staff has met with three potential production companies for the community video project: OrangeBall Creative, Captivate, and Tyler Richter Productions. Based on those conversations, staff prepared a RFQ for the project (attached). Requested in the RFQ include production examples for the EDC to review at different financial scenarios. The RFQ has been sent to all three companies with a quote submission deadline of March 31, 2021. The EDC will be able to review the quotes and view examples at the April meeting. ***A copy of the RFQ is attached.***

7.7 Historic Walking Tour

Minnesota Historical Society has Heritage Tourism grants available to assist in such projects as this. Eligible projects include but are not limited to:

- Gathering research materials to lay the groundwork for a solid history
- Drafting text for exhibits, books, websites, scripts for films, and more
- Editing to improve writing for greater accessibility
- Graphic design and layout

Staff submitted a pre-application with the description of the project as to be able to formally apply for the Minnesota Arts & Cultural Heritage Fund. Should the MHS approve this pre-application, the next round of grant applications is due the end of July 2021.

7.8 Small Cities Development Program Grant

Community Development Director Michelle Vojacek and Hallquist have been reviewing each application and meeting with all project owners the last three weeks. The meetings include discussing the next steps of each project – inspections, lead base testing (rentals only), scope of work, bidding process, matching funds requirements/escrow, construction, completion of deferred loan. MN DEED also found some compliance issues and Vojacek is working with DEED to correct them. At this point, there are no more funds available for new projects. The following is a list of total projects:

- CPS/Waconia Dodge (Main St) – completed
- Northside Grill (Main St)
- Ernst Rental Properties (Main St – 2 properties)
- Laundromat/Rental Properties (Main St – 2 properties)
- Pour House (Elm St)
- Trusted Insurance building (Elm St)
- OnPoint Nutrition building/rental (Elm St)
- Quilting Grounds (Elm St)
- Tom Christensen building (Elm St)

7.9 Underpass Artwork (with Central Schools)

Art Instructor Ashley Willems presented the Hwy 212 Underpass Artwork Project at the February 22, 2021 City Council meeting. The proposal included the idea of “student lead” artwork with the theme of “Kindness, Community and Current Events,” criteria for design, timelines for artwork turnover within the tunnel. The City Council approved the project and instructed staff to proceed with the MnDOT “Art on Trunk Highway” application, joint agreement with Central Public Schools and City resolution. ***Attached is the project description.***

7.10 NYA Area Chamber of Commerce Updates

The NYA Area Chamber of Commerce is planning the Springfest Artisan Fair event on May 15, 2021. The Chamber is requesting the EDC financial contribution of \$1,000. This contribution is included in the 2021 EDC Budget.

Motion to approval a \$1,000 contribution to the NYA Area Chamber of Commerce Springfest Artisan Fair to be held on May 15, 2021.

7.11 West Carver County Food Retail Committee (WCCFRC) Update



*City of
Norwood Young America
Business Subsidy Guidelines*

Amended February 22, 2021

City of Norwood Young America Business Subsidy Guidelines

General Purpose

Economic development incentives are financial tools that enable the City of Norwood Young America and the Norwood Young America Economic Development Authority to provide opportunities and benefits for its businesses and residents. All references in this document to the "City of Norwood Young America" or "City of NYA" shall be understood to include the Norwood Young America Economic Development Authority. Incentives can take a variety of forms, including, but not limited to: grants, tax increment financing, tax abatement and sewer access credits. The City of Norwood Young America provides economic development incentives in order to achieve its long-range vision of creating a diverse and sustainable economic base. This is achieved in part through the creation and retention of quality, high paying jobs. A diverse and sustainable economy offers opportunity for improved quality of life for the residents of Norwood Young America. Economic development projects may also achieve other worthwhile goals. For instance, some projects provide value to the community in the forms of infrastructure improvements, stabilization of business districts or neighborhoods, or concentration of selected industries.

The City of Norwood Young America reserves the right to approve or reject subsidies for projects on a case-by-case basis, taking into consideration established policies, project criteria, and demand on City services in relation to the potential benefits from the project. Meeting the guidelines in this document does not guarantee the award of business assistance to the project. Approval or denial of one project is not intended to set precedent for approval or denial of another project.

The City of Norwood Young America can deviate from these guidelines for projects that supersede the objectives identified herein. Any applicant who is not in good standing with the City, in regard to licenses, fees or other specific charges, will not be considered for business subsidies.

Objectives

The City of Norwood Young America may consider offering a business subsidy of more than \$150,000 to new or existing development with certain requirements. The City may also offer financial incentives or programs at a lesser amount with specific guidelines for that program. In order for a project to qualify for a \$150,000 or more business subsidy, it must achieve one or more of the following objectives:

- To increase the City's tax base.
- To retain local jobs and/or increase the number and diversity of jobs that offer stable employment and/or attractive wages and benefits. Preference will be given to higher paying jobs that also provide benefits such as health care coverage.
- To support projects that provide value in the forms of needed transportation and other utility infrastructure improvements that would be completed in conjunction with the project.
- To encourage additional unsubsidized private development in the area, either directly or indirectly through "spin off" development.
- To facilitate the development process and to achieve development on sites which would not otherwise be developed but for the use of a business subsidy.
- To remove blight and/or encourage redevelopment of commercial and industrial areas that will result in high-quality redevelopment and private reinvestment.

- To offset increased cost of redevelopment (i.e. contaminated site clean-up) over and above the costs normally incurred in development.
- To create opportunities for a diversification of housing stock available within the community.
- To support a project that will improve the quality of life in the City by providing a desirable good or service and addressing an unmet demand in the community.
- To contribute to the implementation of other public policies, as adopted by the City from time to time, such as the promotion of energy conservation, and decreasing capital and/or operating costs of local government.
- To support the retention and/or adaptive re-use of buildings of historical or architectural significance.

Economic Development Incentive Programs

The application and subsequent use of these programs is at the discretion of the NYA City Council, and may include additional applications, policies and procedures.

1. **MN DEED Programs:** There are a variety of programs available through the State of Minnesota DEED division. They include the Job Creation Fund and Minnesota Investment Fund, among others. In order for a business to utilize these programs it is typical for MN DEED to ask for support and cooperation from the city. NYA has worked with MN DEED in the past on projects and would consider the use of these programs in the future on a case-by-case basis.
2. **Tax Increment Financing:** The City of NYA is granted the power to utilize tax increment financing (TIF) by the State of Minnesota. The fundamental purpose of TIF is to encourage desirable development or redevelopment that would not otherwise occur but for the assistance provided through TIF. The City utilizes "pay-as-you-go" TIF, which relies on the developer to pay for the up-front project costs with reimbursement from tax increment.
3. **Tax Abatement:** The City of NYA is granted the power to utilize tax abatement by the State of Minnesota. The fundamental purpose of tax abatement is to encourage desirable development or redevelopment that would not otherwise occur but for the assistance provided through the tax abatement. The City utilizes "pay-as-you-go" Tax Abatement, which relies on the developer to pay for the up-front project costs with reimbursement from tax abatement.
4. **Other:** State or local programs

Guidelines for Subsidies

Municipal

- Municipal subsidies may be used for on-site retail or service businesses if the project demonstrates that it will result in a substantial increase in tax base and a significant improvement in quality employment.
- The project must be consistent with the City's Zoning and Comprehensive Plan.
- The project must result in the retention of existing jobs that would be lost "but for" the proposed development or result an increase and diversification in local jobs. Specific wage and job goals will be determined by the City on a case-by-case basis giving consideration to the nature of the development, the purpose of the subsidy, local economic conditions and similar factors.

Project Type	Commercial	Industrial
Job Creation Goal	At least 3 FT or FTE	1 FT or FTE for each \$25,000 in assistance provided
Wage Goal	At least 125% of State or Federal Minimum Wage*	At least 150% of State or Federal Minimum Wage*

*Whichever is higher

- Municipal subsidies will not be used for speculative non-owner-occupied projects that have letters of intent or pre-leasing agreements for less than 80 per cent of the available leasable space.
- Municipal subsidies will not be used for commercial/industrial projects that have a history of inconsistent compliance with applicable environmental rules and regulations.
- The developer shall be responsible for all costs incurred by the City.
- A recipient of a municipal subsidy must make a commitment to continue in the City for at least five years after the benefit date.

Housing

- Municipal subsidy may be utilized to assist the city in meeting its commitment, to the Met Council Livable Communities Initiatives for new housing units developed to meet defined long-term affordability requirements.
- Projects must meet Minnesota Housing Finance Agency (MHFA) tax credit development requirements.
- The management company must be approved by the City for the length of the district.
- A change in project ownership requires prior written approval by City for the length of the district.
- Municipal subsidy may be utilized only to leverage MHFA tax credits or similar assistance.
- Minimum of 30% equity investment in the project by the owner is required.
- Payment of a non-refundable application will be required.
- Reserve requirement for long-term capital improvements - \$300 per unit/per year.
- A developer must have previous favorable experience developing and operating affordable housing developments.
- Maximum term of 10 years to 15 years dependent on rent requirements (e.t the lower the rent, the longer the term).
- The developer shall be responsible for all costs incurred by the City.

Application Process

1. Applicant should retain and be assisted by qualified financial consultants and/or underwriters, and legal counsel.
2. Prior to approval of a business subsidies financing plan, the developer shall provide any required market and financial feasibility studies, appraisals, soil boring, information provided to private lenders for the project and other information or data that the City or its financial consultants may require in order to proceed with an independent underwriting.
3. Construction of the project shall not be commenced until the City has given preliminary approval to the application for financing. Any advanced planning or construction completed will be done at the sole risk of the applicant.

4. Applicants should complete the appropriate planning application, and include a plan and/or narratives that outline the following:
 - a. The specific request (program, amount)
 - b. The reasoning and need for assistance
 - c. Description of the company
 - d. A concept plan and description of the project
 - e. The number of jobs created and total compensation (breakdown of wages and benefits)
 - f. Impact to the tax base
 - g. Other impacts to the community
 - h. Traffic demands
 - i. Infrastructure demands and/or needs
 - j. Any additional information that would be helpful to staff and City Council
5. Development must be of the highest quality with high quality building materials and landscaping as agreed between the City of the Developer.
6. If establishing a TIF district, the developer must pay all costs of establishing the district unless the City agrees to allow costs to come out of the district.
7. All projects must be consistent with NYA's Comprehensive Plan and any other similar plan or guide for development of the community.
8. The City reserves the right to:
 - a. Request additional information
 - b. Deny any application
 - c. Select a third-party administrator to assist in the management of the process.

Additional Information

1. City staff will review the data and make preliminary recommendations to the City Council as to compliance of the application and proposed project with City objectives, and business subsidy criteria, and Comp Plan.
2. After evaluation of the formal recommendation, the City Council will consider approval of the establishment of the Business Subsidy and hold the appropriate hearings.
3. All applications and the supporting materials and documents shall become the property of the City.

From: Karen Hallquist
Sent: Tuesday, February 23, 2021 2:57 PM
To: LaVonne Kroells; Paul Lano; Jeremy Stender
Subject: Historic Downtown Young America Mural

Greetings, Willkommen Heritage Center, Stiftungsfest Committee and Young America Cardinals!

The NYA Economic Development Commission continues to set goals for additional artisan tourism attractions within the community of NYA. These attractions along with the new trails, park improvements and street/highway repairs add visual value to our growing community. All of these efforts bring visitors, families, new housing developments, new businesses, and ultimately, increased economic growth for the entire community.

The Historic Downtown Norwood Mural "All Tracks Lead Home" was completed in August 2020. The American Legion and VFW "Freedom Rock" in Veteran's Park was completed in September 2020. The next set of goals include a community mural in Historic Downtown Young America and artwork in the newly constructed Hwy 212 underpass. The underpass artwork project will be a partnership between Central Public Schools and the City. The school is able to use this project as part of their high school art curriculum.

In preparation for the Historic Downtown Young America Mural, I am reaching out to you and your organizations for input on this community project due to the nature of the proposed location – the north side of the Willkommen Memorial Park grandstand. It is the most ideal spot as it would obviously bring a huge attraction to the park, plus it is the largest "blank canvas" on the north side of town for a mural. We are hoping for design or theme ideas from all parties that will help to capture the essence of historic Young America – baseball, Stiftungsfest, FD, Singers Hall, old City Hall, etc. At this point all ideas are welcome! The Parks & Recreation Commission has been presented with this request and will be giving their feedback as well.

Once gathered, staff will be presenting all collected information to the City Council for further direction. I will be in touch with your organizations throughout the whole process – proposed design, timeline and application logistics. The goal is to have the project completed by Stiftungsfest in August.

Please email back (or call to discuss) your ideas by Friday, March 19th. Thank you all for your help and partnership in this community project!

Be well, chat soon,
Karen

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 direct
www.cityofnya.com





REQUEST FOR QUOTES

City of Norwood Young America Community Marketing Video and Commercial

City of Norwood Young America
310 Elm Street W.
P.O. Box 59
Norwood Young America, MN 55368

I. GENERAL PROVISIONS

- A. The City of Norwood Young America is accepting quotes to produce a Community Marketing Video and Commercial. Responses submitted must provide complete information as indicated in this request. Please submit quote by 4:00pm on **March 31, 2021**.

City of Norwood Young America
Attention: Karen Hallquist
P.O. Box 59
Norwood Young America, MN 55368

- B. Questions and inquiries regarding this request should be directed to:

Karen Hallquist
Economic Development Marketing Director
P.O. Box 59
Norwood Young America, MN 55368
(952)467-1810
economicdev@cityofnya.com

C. Scope of Work

The City of Norwood Young America is accepting quotes for the planning and production of a Community Marketing Video and Commercial. The goal is to use the 2-3 minute video for formal presentations to developers and realtors as well as on the City of Norwood Young America website front page. The 30 second commercial would be used for advertising purposes on the NYA-TV access channel, local theaters and gas station monitors.

At the direction of the Norwood Young America City Council and Economic Development Commission, the following information should be considered in the planning of the video and commercial:

What are the highlights of the Norwood Young America community?

- Small town feel
- Beautiful ballparks and parks
- Gateway to the Metro
- Centrally located in MN (the heart of MN)
- Close proximity to the Metro (within 30 miles)
- Outdoor community pool
- Senior housing
- Baylor Regional Park (in our backyard)
- Local celebrations and events (Stiftungsfest, Music in the Park, Springfest, etc.)
- Willkommen Heritage Center
- Schools
- City Hall
- Crossroads of two major highways – Hwy 212 & Hwy 5/25
- Tacoma West Industrial Park
- Walking Trails & Underpass
- Town team baseball games
- Four artisan murals

What does “more than a place, it’s home” mean?

- Our heritage
- Stiftungsfest town celebration
- Supporting local businesses
- Traditions
- Community pride
- Our churches and schools
- Very active civic groups
- Knowing our neighbors
- Sense of feeling connected – a good fit for families
- Ability to “age in place”
- Recreational
- Where you feel safe

Video to include:

- Voiceover narrative
- Background music
- On-screen graphics
- City logo w/tagline “more than a place, it’s home”

Project Schedule Request

Production Timeline – Two visits

1. Afternoon/early evening on a Thursday in late June
2. Afternoon/early evening in early September

Quote Submission

The Contractor shall provide the following information along with the quote submission:

1. Schedule and narrative of pre-production, production, editing, completion
2. Requirements/time commitment of city staff throughout the project
3. References of completed video projects at different financial scenarios (good, better, best) – other municipality projects if possible

The scope of work is to be completed before November 1, 2021.

D. Insurance

The successful Contractor shall carry the following minimum limits of insurance coverage and provide proof of such to the City. The City shall be listed as an Additional Insured.

Commercial General Liability per occurrence for bodily injury and property damage	\$1,000,000
Aggregate	\$2,000,000
Automobile Liability	\$1,000,000

Workers Compensation
and Employers' Liability

\$500,000

E. Quote

Quotes should be provided as a whole dollar amount for the entire scope of work.

F. Disclaimer

The City of Norwood Young America shall not be liable for any costs incurred by a contractor in responding to this request for quotes or for any costs associated with discussions required for clarification of items related to this quote.

Firm's Quote

Company Name _____

Contact Person _____

Title _____

Address _____

Phone _____

Email _____

Quote\$ _____

Signature _____ Date _____

Hwy 212 Underpass Artwork Project
Partnership of the City of Norwood Young America and Central Public
Schools, Norwood Young America, MN

- 1. An artist's statement, including a description of the proposed artwork, including size specifications, materials used, colors, shapes, and other defining and/or unique characteristics:** During spring semester students at Central High School in DPP I & II (Draw, Paint, Print) will create a mural design/mural in the 212 Underpass. Students will work in groups of 4-5 and complete one of the 6x10ft tiles in the underpass. Each group will be responsible for coming up with a design idea that reflects the theme of the project as well as painting it together during the last 2-3 weeks of school. The design will be approved by the City through a design proposal process. Each year, depending on the number of course sections and students in the class, an average of 8-16 tiles will be completed. This means the entire project/underpass will be completed in murals within 3-4 years.

The purpose of the project is to create ties to the community and Central Public Schools to prevent graffiti and tags going in the underpass. The thought is that if community members and students are in some way connected to the murals/designs, it will not be as likely to be tagged. The other purpose of the artwork is to spread kindness and beauty throughout the community. For the students that are involved in the process of creating the design/mural it teaches them all about being connected, involved, and giving back to the community.

- 2. Your guidelines/criteria for the "student-lead" annual curriculum and how the students will be making a formal proposal to the City for approval:** The design may not contain any elicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity (Must be school appropriate and follow Central Public School's handbook). The design of each tile must also reflect "Community, Kindness, and Local History/Events." Students will need to complete the formal proposal guide* as a group, as well as complete a detailed and colored sketch of their design to be submitted to the City for approval. Once approved from the City, students will be able to start painting their design in the underpass under the supervision of Central Public School's Art Instructor. This fits into the courses curriculum and will cover how artists create proposals for project grants, art shows, or commissioned work. Students will also be furthering their knowledge on color mixing, composition, idea generation, and painting techniques that have been previously covered in the course. Students will also be playing an active role in the community by designing and creating this artwork, which is a lesson and experience many will hold onto for a lifetime.

(*See attached Hwy 212 Underpass Student Design Proposal form).

5. A cost estimate, source of funding for the proposed artwork, application process, timeline, maintenance:

Cost Estimate/Source of Funding:

- Anti-Graffiti Coating- Sherwin Williams: \$104.42/gallon (10 gallons*): \$1,044.22 (funded by City)
- Colored paint: Sherwin Williams Resilience Exterior Paint- recommended by Sherwin Williams Rep. as well as mural artist Lana Beck. 2-3 gallons of each- red, blue, yellow, black, white. (funded by Central Public Schools) \$73.49/gallon \$728.40- 1,092.60 for the entire project.
- Mineral Spirits: For removal of anti-graffiti coating (10 gallons) \$187.80 (funded by city)

*Note: The 10 gallons of anti-graffiti coating does not include the amount of coating it would take to cover the empty tiles while they are unpainted, remove the coating, paint the artwork, and re-coat. If we protect the empty tiles with the coating, we will need more anti-graffiti coating than the expected 10 gallons to coat the artwork. The decision of whether to paint the anti-graffiti coating on empty walls of the underpass is up to the City to decide.

City of NYA estimated materials total: \$1,232.02

Schools estimated material total: \$728.40 - 1,092.60

Other materials that may be needed for the maintenance of the artwork would be a pressure washer- this would be needed in the event of the artwork or walls of the underpass being vandalized/tagged. Pressure washing should remove the vandalism over the anti-graffiti coating. If the pressure washer does not take the undesired marks off the artwork or walls mineral spirits will take it off as well.

Application Process: Application for Art on Highway Right-of-way form will be completed by the City. CPS will help by providing clarification or any information needed on the application.

Timeline: Each year depending on the number of course sections and students in the class an average of 8-16 tiles (6x10ft) will be completed. This means the entire project/underpass will be completed in murals within 3-4 years.

Maintenance: The school will maintain the artwork in the tunnel and be responsible for replacing artwork that is deteriorating or in need of touch ups. The City will be responsible for the removal of vandalism or tags on top of the artwork or unpainted sections of the underpass.



March 04, 2021

RE: Springfest Artisan Donation Request

Dear Administrator Helget, Mayor Lagergren & EDC Members,

The NYA Area Chamber of Commerce, along with members of the NYA EDC and Chamber, are currently planning the 2nd Annual Springfest Artisan Fair on Saturday, May 15, 2021. This event will be held in the Historic Downtown Norwood in the hopes of bring positive attention and celebration to our small town. We have invited local artists, food enthusiasts, musicians, quilters, etc. to participate in this event.

We are asking that the City of Norwood Young America EDC Committee Donates \$1,000 to this event to help offset some of the cost to putting this event together.

Thank you for your consideration.

Respectfully,

Julie Wigfield, ED
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