



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, April 14, 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. March 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. Zoning Districts**
- 6. Old Business/Updates**

*Develop opportunities for new businesses and expansions for current businesses.*

**6.1 Discuss Industrial Blvd Business & Tacoma West Industrial Park Signage**

*Increase outreach and enhance relations with current businesses.*

**6.2 Update on Small Business Seminar & Breakfast – Wed, May 5, 2021 @ 8am @ Pavilion**

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

**6.3 Discuss Historic Downtown Young America Mural**

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

**6.4 Review RFQs of Drone/Video/Photography Services for NYA Community**

**6.5 Review progress of Historical Walking Tour**

**6.6 Present Final Commercial Market & Retail Food Study report**

*Enhance partnerships with Carver County and local schools.*

**6.7 Review Carver County CDA - Small Cities Development Program Grant**

**6.8 Review progress of Underpass Artwork (with Central Schools)**

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

**6.9 Review updates from Chamber of Commerce**

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

**7. Upcoming Meetings**

- A. Next EDC meeting – 6:00 p.m., May 12, 2021**

**8. Adjournment**

# NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, March 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

Absent Commission Members: Julie Wigfield

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 6:03pm.

#### A. Pledge of Allegiance

### 2. Adoption of Agenda

*Motion: ME/GK to approve the agenda. Motion passed 8-0.*

### 3. Approve Minutes

*Motion: JW/MM to approve the minutes of February 10, 2021 EDC meeting. Motion passed 8-0.*

### 4. Introductions, Presentations, and Public Comment - None

### 5. New Business

#### 5.A Business Development Activity

Hallquist shared that Tom Christensen recently purchased 221 W Elm Street property after City Council approval of the CUP for his light industrial powder coating business. Troy and Jo Eiden, owners of Modern Design Cabinetry applied for a zoning amendment to change 710 Faxon Rd from a C-2 to B-1 district in order to purchase the building and expand their cabinet making business. Aaron and Angie Bean, owners of Greenwood Marina applied for a Conditional Use permit to allow outdoor storage of their boat storage and repair business at 13050 Stewart Ave. Their intentions are to build a new structure after they have reached a certain capacity of outdoor storage.

#### 5.B Small Business Breakfast – May 2021

Commissioner gave the go-ahead to staff and NYA Area Chamber of Commerce to host the Small Business Seminar on Wed, May 5, 2021 at the Pavilion. Breakfast will be offered as a to-go item. Hallquist will inquire if the same speaker who was booked last year – Victor Garcia of Victor's PC Solutions – would be available to be the guest presenter.

### 6. 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 Battenhoff, 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 Willkommen Heritage Center, YA Cardinal BB team and Stiftungsfest Committee for their feedback in preparation for the Historic Downtown Young America. The organizations were given until Friday, March 19<sup>th</sup> to respond.

Commissioners commented that the mural should have historical connections. They directed staff to contact the artists, have them contact LaVonne Kroells at Willkommen Heritage Center and come up with an artist interpretation/theme of the project to present to the EDC and Council.

#### **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 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.

#### **7.7 Historic Walking Tour**

Hallquist shared that the 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.

#### **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.

#### **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. Staff will research how the last contribution was motioned in order to be legally recorded for auditing purposes. Other upcoming chamber events include:

- Citywide garage sales on April 21-24 which will include a business shopping night
- Potential golf outing in June
- Taste of NYA – decision on the event will be in May

#### **7.11 West Carver County Food Retail Committee (WCCFRC) Update**

Smith shared the WCCFRC is meeting twice a month. Their recent survey has produced 720 responses. Committee members are visiting local organizations and Hamburg to share more information about the platform of the group.

### **7. Upcoming Meetings**

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

### **8. Adjournment**

**Motion: MM/ME to adjourn. Motion passed 8-0.**

Respectfully Submitted,

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Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: April 14, 2021

SUBJECT: New Business

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### 5.1. NYA Business Activity

- 710 N Faxon Rd (former Econofoods building)
  - Purchasing party: Troy & Jo Eiden, Modern Cabinetry Design
  - Zoning Amendment approval by City Council on March 22, 2021
  - Cabinet maker
  - Expansion location
- 13050 Stewart Ave (current Molnau Trucking location)
  - Purchasing party: Aaron & Angie Bean, owners of Greenwood Marina
  - Received CUP approval for outdoor storage by City Council on March 22, 2021
  - Variance request to Planning Commission on April 6, 2021 to build an accessory building larger than the primary building – Planning Commission recommended to approve the request and go to City Council for approval on April 12, 2021
  - Boat storage and repair
  - Expansion location

### 5.2 Zoning Districts

One job of the Economic Development Commission is to “advise the City Council on issues concerning commercial and industrial development within the City.” In the last six months there has been a lot of business activity within city limits. It is beneficial for all members of the Commission to have a refresher look at the City of NYA Zoning Map along with information recently obtained of the Current Availability of Lots by Zoning District. **See attached.**

The City Council reviewed this information at a work session in March. Staff was directed by City Council to obtain commercial appraisal quotes from two appraisers for further discussion on what to do with the City-owned greenspace on Industrial Blvd. This is the only buildable lot left in the B-1 Business Industrial District.

Also, several businesses have approached the City regarding opening an auto repair business along Railroad Street. Currently, major auto repair is a “Permitted Use” in B-1 (Business/Industrial – blue section) and minor auto repair is a “Conditional Use” in C-2 (General Commercial District – red section) and RC-1 (Residential/Commercial – pink section). Council will be having discussion on Monday, April 12, 2021 about asking the Planning Commission to consider rezoning Railroad Street (on the south side) to align to RC-1. See comparison chart below for additional information.

<b>Zoning District</b>	<b>Permitted Uses</b>	<b>Conditional Uses</b>
<b>C-3</b> <b>(Downtown Commercial)</b>  <b>**Magenta area**</b>	<b>General commercial</b> <b>Professional services</b> <b>Finance, Insurance, Real Estate</b> <b>Public Facilities</b> <b>Retail trades</b> <b>Dwelling units</b> <b>Specialty Shops</b> <b>Standard restaurants</b> <b>On and off sale liquor</b> <b>Public parks</b>	<b>Contractor operations</b> <b>Lodging services</b> <b>Entertainment services</b> <b>Licensed Daycare</b> <b>Custom/Limited Manufacturing</b> <b>Auto dealership (sale/display)</b> <b>Veterinary clinics</b>
<b>RC-1</b> <b>(Residential/Commercial)</b>  <b>**Pink area**</b>	<b>Single family dwellings</b> <b>Twin homes</b> <b>Two-family dwellings</b> <b>Townhomes</b> <b>Residential Facility</b> <b>Public Parks</b> <b>Professional Services</b> <b>Finance, Insurance, Real Estate</b> <b>Personal or Business Services</b> <b>Retail Trade</b> <b>Specialty Shops</b> <b>Standard Restaurants</b>	<b>Churches and schools</b> <b>Condominiums</b> <b>Contractor operations</b> <b>Licensed Daycare</b> <b>Hotels/Motels</b> <b>Multi-family</b> <b>Custom/Limited Manufacturing</b> <b>Minor Auto Repair</b>

Action: Discussion Only



This chart is an overview of the current availability of lots by zoning district.

District	Description	Total vs Available Lots
R1	<b><u>Low density single family</u></b> <ul style="list-style-type: none"> <li>Single family dwelling</li> </ul>	<b>426 total/22 available</b> <ul style="list-style-type: none"> <li>8 lots on Emma St</li> <li>4 lots on Oak Ln</li> <li>10 open townhomes on Meadow</li> <li>Land available in city limits but <u>no infrastructure</u>: <ul style="list-style-type: none"> <li>61.32 acres - Kloth land off Elm</li> <li>60.60 acres - JAM Properties off Tacoma</li> <li>22.66 acres - STP Enterprises in Preserve</li> <li>13.59 acres - SINMACO Properties north of Hwy 5 across from Central Ave</li> </ul> </li> </ul>
R2	<b><u>Medium density single family</u></b> <ul style="list-style-type: none"> <li>Single family dwelling</li> <li>Twin homes</li> </ul>	<b>405 total/0 available</b> <ul style="list-style-type: none"> <li>The "original" Norwood and Young America residences surrounding the two historic downtowns</li> </ul>
R3	<b><u>Medium density mixed residential</u></b> <ul style="list-style-type: none"> <li>Single family dwelling</li> <li>Twin homes</li> <li>Two family dwelling</li> <li>Townhomes</li> </ul>	<b>479 total/1 available</b> <ul style="list-style-type: none"> <li>312 1st St NE (by Stolz)</li> <li>Areas include neighborhoods around Casper, Martingale, Central Schools, Friendship Park, Devonshire, Trilane and 5th St.</li> </ul>
R4	<b><u>Multiple family residential</u></b> <ul style="list-style-type: none"> <li>Multiple family dwelling of 5-18 units</li> <li>Nursing homes/assisted living</li> </ul>	<b>30 total/1 available (trailer lot)</b> <ul style="list-style-type: none"> <li>Includes the trailer park, Peace Village, Harbor, Central Apts, Poplar Ridge and Country Cove Apts</li> </ul>
RC1	<b><u>Residential/Neighborhood Commercial</u></b> <ul style="list-style-type: none"> <li>Single family dwelling</li> <li>Twin homes</li> <li>Two family dwellings</li> <li>Townhomes</li> <li>Professional services</li> <li>Finance/Insurance/Real Estate</li> <li>Personal or Business Services</li> <li>Retail trade</li> <li>Specialty shops</li> <li>Standard restaurants</li> </ul>	<b>14 total/0 available</b> <ul style="list-style-type: none"> <li>North side of Railroad Street (four blocks including ProAuto, Gemma Floral, Principal Mfg, and random residential housing)</li> </ul>

C2	<p><b><u>General commercial</u></b></p> <ul style="list-style-type: none"> <li>• Banking/financial institutions</li> <li>• Churches and schools</li> <li>• Commercial recreational uses</li> <li>• Convenience stores</li> <li>• Daycare centers</li> <li>• Dwelling units (above street level)</li> <li>• Funeral homes/Mortuaries</li> <li>• Garden centers</li> <li>• Grocery stores</li> <li>• Medical, professional and commercial</li> <li>• Motels/hotels</li> <li>• Personal services</li> <li>• Retail trade</li> <li>• Standard restaurants</li> </ul>	<p><b>57 total/4 available</b></p> <p>All located by Haven/Heritage Strip Mall</p> <ul style="list-style-type: none"> <li>• 610 Railroad Dr</li> <li>• 620 Railroad Dr</li> <li>• 625 Railroad Dr</li> <li>• 630 Railroad Dr</li> </ul>
C3	<p><b><u>Downtown districts</u></b></p> <ul style="list-style-type: none"> <li>• General commercial office space</li> <li>• Professional services</li> <li>• Finance, insurance, real estate</li> <li>• Personal or business services</li> <li>• Public facility (city hall/library)</li> <li>• Retail trade</li> <li>• Dwelling units (above street level)</li> <li>• Specialty shops</li> <li>• Standard Restaurants</li> <li>• On and off-sale liquor establishments</li> <li>• Dwelling units (back 50% of street level)</li> </ul>	<p><b>65 total/10 available (vacant lots)</b></p> <p>Historic Downtown YA:</p> <ul style="list-style-type: none"> <li>• 216 E Main</li> <li>• 10 2nd Ave SE</li> <li>• 12 3rd Ave SE (Masonic Bldg)</li> <li>• 18 3rd Ave SE (Mill buildings)</li> </ul> <p>Historic Downtown Norwood:</p> <ul style="list-style-type: none"> <li>• 114 W Elm (Wilson Electric)</li> <li>• 118 W Elm (vacant lot)</li> <li>• 219 W Elm (KJS Prop)</li> <li>• 225 W Elm (Central Printing)</li> <li>• 319 W Elm (former bakery)</li> <li>• 323 W Elm (vacant lot)</li> </ul>
B1	<p><b><u>Business Industrial</u></b></p> <ul style="list-style-type: none"> <li>• Automobile repair (major)</li> <li>• Contractor yards</li> <li>• Office complexes</li> <li>• Garden and landscaping services</li> <li>• Mini storage facilities</li> <li>• Retail with contractor yard/wholesale</li> <li>• Vocational and technical schools</li> <li>• Warehouses</li> <li>• Wholesale trade and showrooms</li> </ul>	<p><b>9 total/1 available</b></p> <ul style="list-style-type: none"> <li>• 31 Ind Blvd (all wetland - not buildable)</li> <li>• City-owned greenspace</li> </ul>
I1	<p><b><u>Light Industrial</u></b></p> <ul style="list-style-type: none"> <li>• Contractor operations</li> <li>• Laboratories</li> <li>• Light industry</li> <li>• Utilities (public, sewer, water)</li> <li>• Warehousing</li> <li>• Wholesale trade and showrooms</li> </ul>	<p><b>16 total/8 available</b></p> <ul style="list-style-type: none"> <li>• 800 Railroad St</li> </ul> <p>Tacoma West Industrial Park:</p> <ul style="list-style-type: none"> <li>• 710 Railroad St</li> <li>• 211 Tacoma Ave</li> <li>• 740 Tacoma Blvd</li> <li>• 419 Tacoma Cir</li> <li>• 420 Tacoma Cir</li> <li>• 416 Tacoma Cir</li> <li>• 410 Tacoma Cir</li> </ul>



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: April 14, 2021

SUBJECT: Old Business/Updates

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#### **6.1 Industrial Blvd Business & Tacoma West Industrial Park Signage**

Staff had a conversation with Brian Holtberg at HydroEngineering about the proposed location of a new Industrial Blvd business sign on the northwest quadrant of Industrial Blvd and Hwy 212. Mr. Holtberg is currently reviewing the project. Should Mr. Holtberg agree to this proposal, there would need to be a joint agreement with the City and HydroEngineering given the location of the project. **EDC Commissioners are asked to review additional items to consider prior to sending out an RFQ.**

#### **6.2 Small Business Seminar & Breakfast (To-Go!) – May 5, 2021**

The Small Business Seminar and Breakfast (To-Go!) is scheduled for Wed, May 5, 2021 starting at 8am at the Willkommen Memorial Park Pavilion. Guest Speaker is Victor Garcia of Victor's PC Solutions, LLC. Mr. Garcia runs and operates Victor's PC Solutions which has been serving McLeod county and the surrounding areas for the past 5 years. Mr. Garcia will be presenting information about how businesses can stay up to date on the latest computer systems and how to drive more social media traffic – at low or no costs - using Google My Business and Facebook. Flyers will be sent out to all local businesses this week. This event is a joint collaboration with the NYA Area Chamber of Commerce and free to all those in attendance.

#### **6.3 Historic Downtown Young America Mural**

Staff reached out to two local artists – Lana Beck and Ashley Williams – to gauge interest in the project. Formal RFQs will be sent out within the next week. The RFQ will provide the artists with feedback from the NYA EDC, Stiftungsfest Committee, and YA Cardinals baseball team on ideas for the mural and direct them to contact LaVonne Kroells at the Willkommen Heritage Center to set up a meeting to discuss further historical topics/happenings in regards to the former Young America community. The goal is to have the artist's interpretation/theme of the mural, along with a drafted sketch of the mural, to be presented to both the EDC and City Council in May.

#### **6.4 Community Video Project**

Responses to the RFQs were received from all three companies OrangeBall Creative, Captivate, and Tyler Richter Productions by the submission deadline date of March 31<sup>st</sup>. Attached are the quotes. Staff will show provided examples of productions done by all three companies at the meeting.

#### **Action necessary:**

**Motion to recommend the approval for the contract of \_\_\_\_\_ in the amount of \$\_\_\_\_\_ to the City Council for the production of the City of Norwood Young America Community Marketing Video and Commercial.**



### **6.5 Historic Walking Tour**

Minnesota Historical Society approved the pre-application narrative for the historic walking tour. The City of NYA now has access to the grant portal page with a variety of Heritage Tourism grants available to assist in such projects as this. Staff's next step is to contact the team member assigned to the City to ask the "next step" questions. LaVonne Kroells, President of the Willkommen Heritage Center will be invited to participate with this meeting as well.

### **6.6 Final Commercial Market & Retail Food Study report**

Attached is the memo and final report of the Commercial Market & Retail Food Study that was provided to the City Council for approval at their meeting on Monday, April 12, 2021.

### **6.7 Small Cities Development Program Grant**

Community Development Director Michelle Vojacek and Hallquist have been reviewing each application. Vojacek will be sending certified letters to those property owners who have not responded to meeting requests and asking for final participation commitments. These property owners will be given until May 1, 2021 to respond. Should there be additional funds available, other property owners will be able to apply. All funds of the entire program must be awarded out by September 2022.

### **6.8 Underpass Artwork (with Central Schools)**

The Art on Truck Highway Right of Way application for the Hwy 212 Underpass Artwork Project has been Submitted to MnDOT officials. The application was previewed by both Diane Langenbach, MnDOT Project Manager (for the Hwy 212 project) and Ryan Wilson, PE AICP South Area Manager, MnDOT Metro District and they both gave the thumbs up. Ms. Langenbach noted her approval for the "Community, Kindness & Current Events" theme, the partnership with the City and school, and how it will enhance the entire area for NYA. Staff is waiting on the approval process.

### **6.9 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 an EDC donation of \$1,000 in support of the event.

#### **Action Necessary:**

***Motion to approval a \$1,000 donation to the NYA Area Chamber of Commerce according to the State of MN State Auditor: Statement of Position Public Expenditures Donations and Dues, section "Gifts/Donations to Private Individuals/Organizations" for an Artistic Organization and/or event as Springfest Artisan Fair to be held on May 15, 2021.***

### **6.10 West Carver County Food Retail Committee (WCCFRC) Update**



## City of Norwood Young America Industrial Blvd Business Sign

### Examples of potential industrial park signage:



#### Three companies to solicit RFQs from:

- Spectrum Sign Systems, Blaine MN
- Vector Sign Solutions, Woodbury MN
- Designer's Outlook, Minnetrista, MN

#### Items to consider by the EDC:

1. 1st Location—NW quadrant of Ind Blvd/Hwy 212
2. 2nd location? Corner of Faxon Rd & Ind Blvd
3. One sided or two sided signage
4. Would the City be willing to pay for Hydro's plex plaque if they agree to allow the structure on their property?
5. Guesstimates for business plex plaques w/ vinyl logos can be \$70-250 depending on size/color—for clarification, the EDC would be asking Ind Blvd businesses to pay for their own plaque.



## **CITY OF NORWOOD YOUNG AMERICA**

### **PROPOSAL FOR: COMMUNITY MARKETING VIDEO AND COMMERCIAL**

**PREPARED FOR:**

Karen Hallquist, Economic Development Marketing  
Director City of Norwood Young America

**PREPARED BY:**

Jake Sturgis, Captivate Media + Consulting

**PREPARED DATE:**

March 23, 2021



[www.captivatemedi.us](http://www.captivatemedi.us)  
612.314.3314

# YOUR STORY. OUR EXPERTISE.

At Captivate Media + Consulting, we craft compelling communications that move people to action. Our dedicated team of digital content creation and storytelling strategists are passionate about uncovering opportunities to make your mission like no other.

We don't just do video; we are passionate about leveraging what video does. It's about starting a conversation, sharing an experience and making an emotional connection that inspires change.

Our award-winning visual storytellers will partner with you to discern the best perspective from which to tell your stories and develop the concept with you.

It's our mission to make audiences feel like they're a part of something special — something bigger than themselves. That's how you create a community of supporters who evangelize your organization and brand.



# PROJECT BRIEF:

Population growth in the city of Norwood Young America is one of the reasons Carver County is the fastest growing county in Minnesota. Norwood Young America is a semi-rural small town community located on the fringe of the Twin Cities Metropolitan Area. Many residents love the area because of its small town values. It is a place where you can raise your family, where businesses thrive, and you live each day to the fullest. It is a place where a high quality of life still exists, relationships are formed, and opportunities are found.

City leaders have a desire to create high impact, heartfelt video content that brings to life how Norwood Young America is "more than a place, it's home".

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

Per your request for quotes, 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. The 30 second commercial would be used for advertising purposes on the NYA-TV access channel, local theaters and gas station monitors.



# OUR STORYTELLING PROCESS:

We divide our video work into three main areas: story development, production, and post-production. Our most successful projects are when we have a true partnership with our clients and everyone feels invested in the video we are crafting. We'll bring our creative ideas and recommendations to the project, but we'll always keep your needs and goals at the forefront.

## STORY DEVELOPMENT

After we've thoroughly listened to your wants and needs, we'll start crafting your story. Our research guides an internal brainstorm session. We'll pair your provided insights and our expertise in order to align on a creative vision.

In order to foster a partnership built on clarity and structure, we will connect with you on three milestones during the story development phase. This will create clear opportunities for client input and feedback during the early stages of the project.

**Milestone One:** Defining our purpose through five keywords

**Milestone Two:** Choosing the characters, what we call the heart of the story

**Milestone Three:** Building the story structure

## PRODUCTION

With approval of the story, we can proceed to production with confidence knowing that we share a clear and aligned vision for the project. This process varies depending on the concept of the video. Whether the script calls for community footage and interviews or a detailed shot list, you can count on our expertise to make your vision come to life.

At this point, we estimate needing two days of production to get the needed elements on-location for the project. This assumes a best-effort will be given to group the videography together during the specified time-frame. A one or two-person will be present for the production, depending on the production needs. All of our equipment - professional HD cameras, tripods, audio equipment, lighting gear and everything else Captivate Media owns is included.

## POST-PRODUCTION

**Editing:** We'll take all the assets gathered in production and begin cutting together a version of the video based on the approach we established in the story development phase.

**Motion Graphics:** Our in-house motion graphic design team takes your visual assets to another level by animating logos and creating brand consistency throughout the entire video series.

**Revisions:** Your input is very important to us, we'll work closely with you to craft the best possible version of the videos. We typically include two rounds of revisions for each video as long as the changes are consistent with the agreed-upon key messages and original video scope.

**Deliverables:** Captivate Media will create one 2-3 minute video and one 30 second commercial. This will be a series of videos that are script or story-driven and include interviews, narration, b-roll footage, royalty-free music and graphic animation.

Our goal is to make your video as accessible as possible. We'll deliver two versions of the video, one optimized for web usage and a larger version meant for presentations and playback on larger screens. We'll also attach an .srt file with captions which you can use when uploading the video online.



## OUR WORK

Here are a few video examples that showcase different creative directions we could take your project. These are arranged in order of "good, better, best".

1. Client: Excelsior-Lake Minnetonka Chamber of Commerce



**SHOP. EAT. ENJOY.** *Local.*

[www.Excelsior-LakeMinnetonkaChamber.com](http://www.Excelsior-LakeMinnetonkaChamber.com)

2. Client: Eastern Carver County Schools





3. Client: Flint Hills Resources



4. Client: Forest Lake Area Schools









# PROPOSED TIMELINE:

<b>1. CONTRACT IS SIGNED</b>	Karen Hallquist designee from City of Norwood Young America will sign contract	<b>BY APR 30</b>
<b>2. STORY DEVELOPMENT MEETING</b>	We will meet schedule a meeting to discuss roles and expectations for the project. We will also discuss story direction and the elements needed for production. (One hour kick-off meeting with city staff)	<b>BY MAY 14</b>
<b>3. STORYTELLING MILESTONE 1</b>	We will develop Milestone 1 of the Storytelling Process: Keywords. (30-60 minute meeting to discuss keywords and email confirmation needed from city staff lead)	<b>BY MAY 21</b>
<b>4. STORYTELLING MILESTONE 2</b>	We will develop Milestone 2 of the Storytelling Process: Characters. (30-60 minute meeting to discuss characters and email confirmation needed from city staff lead)	<b>BY JUNE 4</b>
<b>5. STORYTELLING MILESTONE 3</b>	We will develop Milestone 3 of the Storytelling Process: Story Structure. (30-60 minute meeting to confirm story structure and schedule production with city staff lead)	<b>BY JUNE 11</b>
<b>6. PRODUCTION BEGINS</b>	Video production for the project is scheduled to begin (City staff will need to help schedule the people and places needed on production days. City staff can be present during the production days, but that is not required)	<b>BY JUNE 21</b>
<b>7. PRODUCTION ENDS</b>	Video production for the project is scheduled to end	<b>BY SEPT 10</b>
<b>8. FIRST DRAFT OF VIDEOS</b>	We will deliver the first draft of the videos for you and your team to review	<b>BY OCT 1</b>
<b>9. FEEDBACK DUE</b>	City of Norwood Young America staff will review video and send requested edits and feedback of the first version of the video by this date (60 minutes to view videos and gather feedback)	<b>BY OCT 8</b>
<b>10. SECOND DRAFT OF VIDEOS</b>	We will deliver the second draft of the videos for you and your team to review	<b>BY OCT 15</b>
<b>11. FEEDBACK DUE</b>	City of Norwood Young America staff will review video and send requested edits and feedback of the second version of the video by this date (up to 60 minutes to view videos and gather feedback)	<b>BY OCT 20</b>
<b>12. FINAL VERSION OF VIDEOS</b>	We will deliver the final version of the videos for you to review	<b>BY OCT 26</b>
<b>13. VIDEO DELIVERY</b>	We will deliver the final version of the videos along with closed caption files in English (30 minutes to download videos and upload to city communications channels)	<b>BY OCT 29</b>

This timeline can be moved forward depending on your needs and our ability to schedule the production days. The latest we would deliver this project would be October 29, 2021.



# INVESTMENT:

**\$2,500** Pre-Production planning and project management.

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**\$5,000** Two days of on-site video production with two videographers

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**\$4,500** Editing of one 2-3-minute presentation video

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**\$1,500** Editing of 30-second commercial

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**\$13,500** Total Investment

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**The rates in this proposal will be honored for one month.**

The final videos will be provided as digital files of your choice (.mov, .wmv, .mp4, etc.). We will provide a closed caption version in English of the project. All raw footage would be the property of City of Norwood Young America and could be transferred to a client-supplied external hard drive or Captivate Media + Consulting can provide a hard drive for an additional cost.

Thanks for this opportunity. Please let me know if you have any questions.



orangeballcreative.com

**DATE**  
03.31.2021

**ORANGE I.D.**  
NYA004

**PROJECT**  
**Name** Norwood Young America Community Marketing Video and Commercial

**SUBMITTED BY**

Beau Nordby  
651.336.6747  
beau@orangeballcreative.com

**CLIENT INFORMATION**

Karen Hallquist  
Economic Development Marketing Director  
(952)467-1810  
economicdev@cityofnya.com

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**OVERVIEW**

OrangeBall Creative, in collaboration with the City Council and the Economic Development Commission, will produce a Community Marketing Video and Commercial for the City of Norwood Young America.

The main objective of the videos is to convey the heart of the city's tagline, "more than a place, it's home" by capturing all that NYA has to offer through the items highlighted in the RFP.

OrangeBall Creative was able to help NYA develop the new logo, tagline, and the city's brand messaging. We would build off of that experience and continue telling "the NYA story" through these videos.

We will do everything we can to make these videos "evergreen." Meaning, we'll avoid the display or mention of dates or timestamps. This will extend the videos' shelf-life to be used for years to come.

We understand that these videos will be foundational to showcasing Norwood Young America as a place to live, work, and play - now and in the future. Just as we were able to achieve with the city's branding and messages, we'll make sure these videos have OrangeBall Bounce as well.

**PRE-PRODUCTION**

- Scout potential locations in June and September with a NYA representative
- Generate a shot list for each of the 2 filming days
- Provide a shoot schedule for each shoot day
- Schedule extras that are provided from the city of NYA for each scene. The plan is to use NYA citizens in the videos.
- Secure crew for filming

**Estimate: \$1500**

**PRODUCTION**

- Scriptwriting for both the 2-3 minute video and the :30 commercial.
- Filming 2 days - June and September for a 2-3 minute video and a :30 commercial. A filming day is up to 10 hours.

Crew includes:

- An OrangeBall Creative partner to oversee creative direction
- Producer that will see the project all the way through from pre-production to editing and delivery
- Cameraman equipped with a drone camera, 4K video camera, and a GoPro
- Grip to help with lighting and carry camera gear. This person helps to get to more locations quicker in a day.

**Estimate: \$7900**

**POST-PRODUCTION**

The items below are for both the 2-3 minute and the :30 commercial.

- Editing
- Graphics and animation

## EXAMPLES

Below are examples of video projects we've helped produce that showcases the crew's work.

Lion Hotel - (City, Lifestyle, Drone)

<https://vimeo.com/user4501988/review/389092354/bcb975ffc6>

Drone Reel

<https://vimeo.com/user4501988/review/389075663/66a62faf90>

KOA - (Lifestyle, Activities - all footage was provided by client)

<https://youtu.be/9U0Sxm6qXJo>

## TERMS AND CONDITIONS

**FINAL ARTWORK** Fee quoted includes delivery of digital assets. Changes to final artwork will be provided at an additional cost based on the extent and complexity of the changes, at a mutually agreed upon fee, TBD.

**RIGHTS** The undersigned parties hereby agree that all work done is considered work for hire and all rights, copyrights, titles and interest in any design work performed by OrangeBall Inc on behalf of Client, belong solely and exclusively to the Client free from any claims whatsoever.

**RUSH** Rush, holiday and weekend work necessitated by Client's directive is billed in addition to the fees quoted at a mutually agreed upon fee, TBD.

**CHANGE ORDERS** Work change orders will be issued for additional work and changes requested after approvals or commencement of work. WCO's include a description of the change/addition requested, estimated additional costs, and changes to work schedules/project completion. Client's signature is required on WCO's to proceed with changes/additions.

**PURCHASING** All purchases made on client's behalf will be billed to client. In all cases, such prices will reflect a markup of 10%. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event client purchases materials, services, or any items other than those specified by the designer, the designer is not liable for the cost, quality, workmanship, condition, or appearance of such items.

**TERMINATION POLICY** Client and Designer may terminate project based upon mutually agreeable terms to be determined in writing, either prior to signing of this proposal or within the final Client-Designer Contract. Ownership of all copyrights and original artwork shall be retained by OrangeBall Inc.

**MODIFICATIONS** Modification of the Agreement must be written, except that the invoice may include, and Client shall pay, fees or expenses that were authorized via email in order to progress promptly with the work.

**LIMITATION OF LIABILITY** Client agrees that it shall not hold OrangeBall Inc liable for any incidental or consequential damages that arise from their failure to perform any aspect of this project over the amount paid for this job. OrangeBall will not be held accountable for any liability caused by client's use of OrangeBall's design to infringe on the rights of others. To the best of their knowledge, all work created by OrangeBall is original and has not been previously published. Client agrees that it shall not hold OrangeBall Inc liable for any incidental or consequential damages that arise due to intentional or negligent acts or omissions by a third party. Regarding "cyber attacks" on the client's website, several security measures will be put into place to safeguard from cyber attacks. However, if an attack is successful OrangeBall Creative will not be held liable for any losses or damages.

**SCHEDULE OF PAYMENT** All invoices are payable within 15 days of receipt. Fee Billing: 100% upon completion of project. 3% convenience fee will be added to all Credit Card and PayPal payments.

**DEFAULT IN PAYMENT** The client shall assume responsibility for all collection of legal fees necessitated by default in payment.

**TERM OF PROPOSAL** The information contained in this proposal is valid for 30 days. Proposals approved and signed by the Client are binding upon the Designer and Client beginning on the date of Client's signature.

**All information in this proposal is subject to the Terms and Conditions listed herein.**

**If the information in this Proposal meets with Client's approval, Client's signature below authorizes OrangeBall Inc to begin work. Kindly return a signed copy of this Proposal/Agreement to your OrangeBall design associate.**

OrangeBall Authorized Signature/Date



03.31.2021

Client's Authorized Signature/Date

Client's Name and Title

- Various rounds of editing and adjustments
- Professional voiceover for both videos
- Royalty-free music tracks for both videos
- A version with subtitles
- Delivery of final rendered video files

**Estimate: \$4500**

## INSURANCE

OrangeBall Creative has confirmed with American Family Insurance (our provider) that our General Liability, Workers Comp, and Auto policies will cover the aspects of this project. We will request and provide documentation for shoot days, once scheduled.

## TOTAL ESTIMATE

**\$13,900**

## PAYMENTS

**Milestone Payment One:** \$4633 - Down payment to start project. Due upon receipt of invoice.

**Milestone Payment Two:** \$4633 - Mid-project payment after June shoot day. Net 15.

**Milestone Payment Three:** \$4634 (plus any client-approved additional time spent and purchases made on behalf of client). Invoiced upon completion of the items listed above. Net 15.

## ENHANCEMENT OPTIONS

Below are ideas for you to enhance the video project.

### 1. Early Version Video

Since we'll be capturing key events and locations during the June shoot day, we could create a first version of the video which would allow you to start using it for promotions before the final is created by, or before, November 1, 2021.

**Estimate: \$2000** (in addition to the total estimate)

### 2. Illustrated Map

A great addition to the videos would be an illustrated map of NYA that we could animate and use as an element to lead into the parts of the video that talk about locations. We could start with a wide shot of the full city map and "zoom in" to the location to be highlighted. This map would have several other uses in: tourism, marketing, and presentations.

Includes:

- Map illustration
- Animating within the video(s)

**Estimate: \$1500** (in addition to the total estimate)

### 3. Multiplying the Investment

This project will provide you with a library of footage for city buildings, locations, and events that you can use to create videos that highlight any of those individually. The website would be a great place to showcase these videos. Voiceover and editing would be required for each.

Includes:

- Scriptwriting
- Graphics and animation
- Editing
- Professional voiceover
- Royalty-free music track

**Estimate: \$2500/video**

Firm's Quote

Company Name: OrangeBall Creative

Contact Person: Beau Nordby

Title: Partner

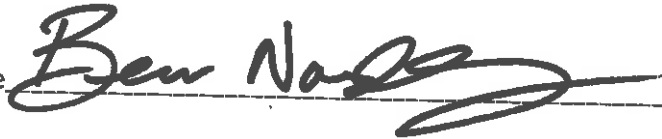
Address: 223 West Court, NYA, MN 55368

Phone: 651-336-6747

Email: beau@orangeballcreative.com

Quote\$: \$13,900

Signature

A handwritten signature in black ink, appearing to read "Beau Nordby", written over a horizontal line.

Date: 03-31-2021



## **Community Marketing Video & Commercial Scope of Work**

presented by  
Richter Picture Company  
March 30, 2021



## SUMMARY

Richter Picture Company (RPC) is pleased to partner with Norwood Young America (NYA) to produce a video shoot and deliver a short marketing video alongside a 30-second spot.

The following scope of work outlines the roles and responsibilities of each party throughout the process of pre-production, production, and post-production.

It also affirms the guidance provided by NYA regarding deliverables, schedules, and specific production and post-production elements that have been requested.

Thank you for the opportunity to present our services and work with you on this project.

## WORK SAMPLES

Cinematography Reel (wide variety of projects)

<https://vimeo.com/426325871/1cad653f26>

Under \$10,000 Budget

City of Jordan

<https://vimeo.com/206070649/c6f37bd715>

Under \$25,000 Budget

Minnesota's Future Award

<https://vimeo.com/253744204/de46af257c>

# SCOPE OF WORK

## CREATIVE & PRE-PRODUCTION

- NYA will provide all participants.
- NYA will provide all locations.
- NYA will provide all artwork, design, props, and set decor, in consultation with RPC.
- RPC will prepare production scripts, in consultation with NYA.
- RPC will prepare a production schedule and shot list, in consultation with NYA.

## PRODUCTION

- RPC will provide two production days local to NYA.
- RPC will provide all production crew and equipment.
- NYA will secure talent and location releases.
- Participants will provide their own wardrobe and styling, in consultation with RPC.
- Deviations from the scripts at NYA's direction may result in overages.
- RPC carries the commercial liability coverage as outlined in the RFQ, and will upon the start of production provide a COI indicating appropriate limits and naming NYA as additional insured.

## POST-PRODUCTION

- NYA will provide all content and assets not captured in production, including but not limited to media clips, stock assets, and logos, fonts, and colors.
- RPC will provide voiceover talent with rights buyout.
- RPC will provide basic on-screen graphics to highlight important information.
- RPC will provide premium royalty-free music.
- Music requiring license beyond royalty-free can be purchased or provided by NYA.
- RPC will provide each edit for review by a secure Dropbox link.
- NYA will provide feedback in a single written summary within 3 days of receiving each edit.
- RPC will provide one round of review & revision per edit (i.e. the second version is final).
- Further revisions or iterations will be billed additionally at \$300/hour plus \$100/file.

## DELIVERY

- RPC will deliver the final edits via Dropbox link in the following electronic file formats:  
1920x1080 HD 23.98p H.264 MPEG-4 .MP4 video file (web/streaming use)  
1920x1080 HD 23.98p ProRes .MOV video file (broadcast use)
- Additional formats are available for \$100/file.
- Delivery to physical formats (DVD, hard drive, etc.) is not provided.
- Raw footage and data storage & backup is not guaranteed beyond delivery.

## EXPENSES & OVERAGES

- NYA will pay out-of-scope expenses and overages incurred at the direction of NYA.

## DELIVERABLES

- (1) 2 to 3-minute (approximate) video
- (1) 30-second edit

## SCHEDULE

Production will be scheduled on mutually agreeable dates in 2021, with a focus on one day in June, and a second day in September.

Edits will be available for review within two weeks of the second production date.

Delivery will be scheduled no later than November 1.

## BUDGET

RPC will complete this project as described for \$ 14,885.

## PAYMENT SCHEDULE

- \$ 4,000 is due upon authorization and before securing production resources.
- \$ 4,000 is due upon the first day of production.
- \$ 4,000 is due upon the second day of production.
- \$ 2,885 is due upon delivery.

## AUTHORIZATION & CONTRACT TO PROCEED

Norwood Young America

Richter Picture Company, LLC

By: \_\_\_\_\_

By: \_\_\_\_\_

/S/: \_\_\_\_\_

/S/: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## TERMS & CONDITIONS

As part of the above Scope of Work, you agree to the terms and conditions posted at <http://www.richterpicture.com/terms/> and current as of the date of this agreement.



TO: Mayor Lagergren and City Council

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: Monday, April 12, 2021

SUBJECT: Approval of Commercial Market Study by Wicks & Associates

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### Background

Keith Wicks of Wicks & Associates was contracted in August 2020 to conduct an updated Commercial Market and Retail Food Study for the City of Norwood Young America. The study objective was to update the assessed market and the recommended NYA commercial development strategy. The purpose of the study will be to use the findings to improve the community's competitiveness as a rural and bedroom community in the western metro, strengthen the current NYA business community and identify market opportunities.

Section One of the study focuses on the Grocery Store/Retail Food Study and the feasibility of another full-service grocer coming to Norwood Young America. An overview of Mr. Wicks' findings include:

- A trade area demand of approximately 7 miles including NYA, New Germany, Plato, Hamburg, Green Isle, Cologne
- 710 Faxon Rd – old Econofoods – was oversized, at about 25,000 sf, for the trade area with only capturing about 20% of the market share as it was primarily used for convenience shopping; retail productivity was under \$5/sf which ideally, should be about \$8/sf for a successful first year store
- Identifying three sites for a potential location for an approximate 13,000 sf full-service “fresh market” grocer – all along the Highway 212 commercial district for visibility in attracting upward of 5,000 consumers per week; it should be noted that there could be additional commercial properties available with the ever-changing market and land sales.
- A proposed market model to include a traditional/conventional store with the format of either an independent grocer or member-owned food co-op; chain grocers do not have a market retail model that would cater a small rural community structure; and with the internet influence and the Pandemic, businesses models must adapt to modern times
- The outlook for opening an independent retailer could take 18 months or more for development planning, funding, construction and operations.
- Food Co-ops can take three years or longer due to the need for a board, incorporating, proforma reports, store development, retail trailing, business tracking, and ultimately funding, construction and operations
- A Grocery Store Forecast which shows that a market share of at least 17.1% of the trade area can feasibly support the proposed 13,000 sf grocery store at the suggested locations

*Norwood Young America*

Section Two of the study proposes updates for the Norwood Young America Commercial Development Strategy. Mr. Wicks reviewed the NYA market profile, the current business structure, gap analysis, and growth strategies. An overview of Mr. Wicks' findings include:

- The importance of Hwy 212 and future expansion
- Suggesting a work session with local businesses to discuss what the gap analysis is and how they can increase their market share with tailoring to the needs of the demand
- Recommendations to prepare marketing packages/incentives for prospective business sites
- Phases of organization for presenting business development which includes breaking down growth options (resources, marketing, upgrades, attractions) in each of the three business districts
- Developing a conceptual plan for the downtowns for marketing efforts
- Continue to develop the "more" in the NYA tagline with overall marketing efforts
- An NYA Commercial Market Sales Model which identifies different retail categories, market demand, NYA supply and the opportunity/gap surplus.

Immediate plans for the study are to share results with the West Carver County Food Retail Committee in furthering their efforts in sharing and gathering information from the community on grocery store wants and needs. Staff will be working with the NYA Area Chamber of Commerce to share pertinent information about the proposed gap analysis models for potential growth opportunities to our current businesses. Mr. Wicks has also offered to assist with tailoring the study information for individual businesses to identify the gap and marketing changes needed to increase development (at no additional cost).

Going forward, information from the study will be used for continued efforts for a grocery store, retention/expansion of local businesses and overall marketing strategies for the community of Norwood Young America.

The NYA Economic Development Commission reviewed and has made a recommendation to approve the Commercial Market & Retail Food Study to the City Council.

#### Action

Motion to accept the Commercial Market Study as presented by Keith Wicks of Wicks & Associates.