



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, October 13, 2021 - 6:00pm**  
**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. September 8, 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 Dashboard

B. 2022 Goals

**6. Old Business/Updates**

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

**6.A Discuss Industrial Blvd Signage**

**6.B Discuss Revolving Loan Fund**

**6.C NYA Market Enrichment Grant Program**

*Increase outreach and enhance relations with current businesses.*

**6.D Manufacturer's Day – October 15, 2021**

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

**6.E Downtown Streetscape Project**

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

**6.F Update on NYA Community Marketing Video & Commercial**

**6.G Review progress of Historical Walking Tour**

*Enhance partnerships with Carver County and local schools.*

**6.H Review Carver County CDA - Small Cities Development Program Grant**

**6.I Review progress of Underpass Artwork (with Central Schools)**

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

**6.J Review updates from Chamber of Commerce**

**6.K Review updates from West Carver County Food Retail Committee (WCCFRC)**

**6.K.1 Let's Talk Food**

**7. City Council & Other Commission Updates**

**8. Upcoming Meetings**

A. Next EDC meeting – 6:00 p.m., October 13, 2021

**9. Adjournment**



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, September 8, 2021**

**Council Chambers**

**Minutes**

**Commission Members present:** Mike Eggers, Andrea Gerth, Greg Kummer, Carol Lagergren, Tonya Noeldner (arrived at 6:10), Connor Smith, Julie Wigfield. Jason Winter  
**Commission Members absent:** Mike McPadden,  
**Other:** Kaarin Foeder, West Carver County Food Retail Committee  
**Staff Present:** Karen Hallquist (Economic Development/Marketing Director)

**1. Call to Order**

Meeting was called to order at 6:02 PM by Chair Smith.

**2. Adoption of Agenda**

*Motion by Kummer, Second by Eggers to approve the agenda as submitted. Motion passed 6-0.*

**3. Approve Minutes of August 11, 2021 Meeting**

*Motion by Kummer, Second by Eggers to approve the minutes as submitted. Motion passed 6-0.*

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

**5. New Business**

**A. NYA Business Dashboard**

Hallquist shared updates on businesses moving into the community, reviewing three new businesses in the Industrial Park, 4.0 Bus Company and a new business along Elm Street and Railroad Street. She emphasized continued growth in development and inquiries for both commercial and residential properties.

**B. 2021 Goal Review**

Hallquist reviewed the goals set for 2021 with accomplishments highlighted in red.

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

- Utilize updated Commercial Market Study and Retail Food Study for pursuing a local grocer.
- Increase visual awareness of the Industrial Park and the businesses on Industrial Boulevard by investing in location signage.

- Improve EDC Commissioner's knowledge of the scope of business opportunities by including, in the monthly meeting packets, a list of available building sites, properties for sale, and redevelopment sites, and also monthly Secretary of State notices of newly formed businesses in NYA. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts - NYA Dashboard.

*GOAL: Market NYA to current and new residents and businesses.*

- Create a mural in the Historic Downtown Young America.
- Create a community video.
- Research and work with the Willkommen Heritage Center to create a Historic Walking Tour.

*GOAL: Enhance partnerships with Carver County and local schools*

- Work with the local schools to create artwork opportunities within the new underpass.
- Investigate a collaborative opportunity with the high school and local businesses to create a training apprenticeship, and /or hiring pipeline program - Manufacturers Week

## **6. Old Business/Updates**

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

### **A. Discuss Industrial Blvd Business Park Signage**

Hallquist shared that RFQs have been sent to four companies and only was received. Since the quote was over-budget, she will meet with the company to visit about more budget friendly choices.

### **B. Discuss Revolving Loan Fund**

Hallquist shared information on the Revolving Loan Fund - its original and purpose. That information will be shared with the Commission as well as requesting recommendations to the Council on the maximum amount available to individuals as well as the interest rates.

*Increase outreach and enhance relations with current businesses.*

### **C. Update on Manufacturer's Day - October 2021**

Hallquist is waiting for additional information from the schools. Currently the proposed date will be on a Friday. Hallquist has been invited to the next school meeting of the manufacturers and school partnership group.

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

### **D. Review Downtown Streetscape Project**

Hallquist shared that staff will be working with MN DEED to complete a grant application. The application is due in November 2021.



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

**E. Update on NYA Community Marketing Video and Commercial**

Hallquist shared the second video shooting date as Thursday, September 30th from 10AM to 8PM. Hallquist asked that any volunteers willing to be "extras" contact city staff.

**F. Review progress of Historic Walking Tour**

Hallquist shared that her goal is to provide a draft of the information at the October meeting.

*Enhance partnerships with Carver County and local schools*

**G. Review Carver County CDA - Small Cities Development Program Grant**

Hallquist shared that an extension is anticipated to the September 2022 completion date due to the lack of available contractors to finish projects.

Hallquist also shared information on two properties that have not followed through on the application process. In similar situations, the Carver County CDA sends notice to property owners with a timeline of 30 days to move the project forward or the application will be closed. *Motion by Winter, Second by Kumemr to recommend to City Council that a letter be sent to businesses who have not moved forward on their application with a 30 day notice to initiate progress or the application will be closed. Motion passed 7-0.*

**H. Review progress of Underpass Artwork (with Central Schools)**

Hallquist shared no new information at this time.

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

**I. Review updates from Chamber of Commerce**

Wigfield shared information on the upcoming Golf Scramble and NYA Marketplace. The General Meeting will be on Wednesday, October 13th at the Pour House. Final update - the plans for the Holiday Extravaganza are starting.

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

Kaarin Foede updated the Commission on the ongoing work of the Committee and reiterated her invitation for Commission members to attend future tours, including a visit to SPROUT on or around November 13th.. She highlighted an upcoming Let's Talk Food event which is intended to engage the community in discussions regarding current food retail choices and future food retail options.

**7. City Council and Other Commission Updates**

Lagergren shared information on the following: Information from the workshop meeting on Sports Courts in homes and recreational facilities and a comparison of ERUs in the city and neighboring communities. Information from Council meetings on the end of the Emergency Order, a Conditional Use Permit request approved for 4.0 Bus Company, a change in city ordinance on Adult Stores, the potential partnership with Central Schools for a walking track and the results of the 2020 Census.

**8. Upcoming Meeting - next EDC meeting on October 13, 2021 at 6 PM.**

**9. Adjournment**

*Motion by Winter, Second by Kummer to adjourn at 6:44 PM. Motion passed 5-0.*

Respectfully submitted,

Karen Hallquist  
Economic Development/Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: October 13, 2021

SUBJECT: NYA Business Dashboard

<b>Business Development</b>	<b>Location</b>	<b>Status</b>
Modern Design Cabinetry	710 Faxon Rd	Approved for MEG program for new garage doors 10/04/2021
Sackett Waconia	Tacoma West Industrial Park	Purchasing 14.44 acres of land for future expansion – working with City financial advisor & GM of SW
Yeager Machine	Tacoma West Industrial Park	Purchasing 2.09 acres of land for future expansion – City atty drafting purchase agreement
Greenwood Marina	Tacoma West Industrial Park	Purchasing 8.49 acres of land (last three lots) for building a boat maintenance and indoor storage facility – goal for sale is Oct 2022 – City atty drafting PA
Mfg Business Expansion	Xxxxx	Has three-year lease in town – wants permanent home – working with business
4.0 Bus Company	16050 Salem Ave	Purchasing Molnau Trucking property – CUP for outdoor storage of buses approved at City Council meeting on 08/23/2021. Closing on property set for late 2021.
Professional Service – Attorney office	206 E Main Street	Wes Harvey, moving attorney business to NYA
Retail/Mixed Use	18 3 <sup>rd</sup> Ave SE (Mill Bldg)	Pending Sale
<b>Business Inquiries</b>		
Motel/hotel	C-2 General Commercial	Working with prospect –
Laundromat	C-2 General Commercial	Working with prospect –
Indoor Storage	RC-1	Working with prospect
Mini Storage	B-1 Business Industrial	Provided info on City owned lot
Event Center	C-3 Downtown District	Project on hold
Motel/hotel	C-2 General Commerical	Working with prospect
Specialty service business	RC-1 or C-3	Working with prospect
<b>Housing Development Opportunities</b>		

Kloth Property **for sale**	16810 CR 31	61.32 acres of R-1 Residential – listed for \$1.6M - single family land available –
Preserve/Meadow Property **for sale**	N 700 block of Lakewood Trl	22.66 acres of R-1 Residential recently listed for \$1.2M – plotted for single family homes and townhomes **talked with interested Developer**
JAM Property **Looking for developers**	NE Corner of Tacoma/Hwy 212	60.69 acres of Transitional Ag land – Comp Plan has property listed for R-1 and C-2 **talking with interested developer**
Wenlund Property	13620 CR 33 (south of NYA)	Recently re-listed land – 80+ acre parcel – Comp Plan has land dedicated for single family homes **talked with interested Developer**
<b>Misc Projects</b>		
Trail Lighting	Keher Park & Hwy 212	Waiting for main electrical board to be installed
2 <sup>nd</sup> Ave & Lift Station	Five way stop to N Devonshire	Oct 15 <sup>th</sup> completion goal, Nov 1 <sup>st</sup> deadline
Oak Lane Project	Oak Lane (off Tacoma)	Fall 2022 completion
Heritage Strip Mall		New face on highway sign
Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Parks Commission requesting public input at Oct mtg
NYA Senior Center	Willkommen Pavilion	Open 1 <sup>st</sup> & 3 <sup>rd</sup> Wed of ea month
Industrial Park Expansion		Staff researching concepts and financial options for Industrial park expansion **Potential for TEDI Program (Transportation Economic Development Infrastructure) grant thru DEED – pre application submitted 08/27/2021
City Bus		Weekly shopping trips and “Out & About” trips twice a month – schedule online

### Commercial/Industrial Buildings for Sale

- [503 Faxon Rd](#)

### Commercial Land for Sale

- [12 1st Street NE](#) – empty lot near Mau Cemetery
- [Metro West Industrial Park](#) – The Metro West Industrial Park has frontage along US Highway 212 with vehicle access available off of Railroad Street. Despite the plat name, this land is zoned commercial. There are four lots remaining in this development, ranging in size from 1.28 – 2.52 acres.
- 420 W Railroad Street – bare lot w drainage ditch, no water/sewer access

### Commercial Buildings for Sale or Lease

- [522 Faxon Road](#) – Timm Law office w/additional office space for lease
- 209 Main Street E – former meat market for lease

- 232 Main Street E – former Clark building - owned by Mike Barto – for lease

#### **Residential Land for Sale**

- 16810 CR 31
- 7xx Lakewood Trail
- 13620 CR 33 – south of NYA (not annexed)

#### **Redevelopment Opportunities**

- 503 Faxon Rd – Sinclair site





TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: October 13, 2021

SUBJECT: 2022 Goals Review

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The Norwood Young America Economic Development Commission is requested to review and approve the 2022 Goals as presented.

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

- a. Create a plan for expanding a second industrial park
- b. Increase visual awareness of the Industrial Park and the businesses on Industrial Blvd by investing in location signage
- c. Increase marketing for vacant commercial properties
  - i. Use GIS mapping capabilities to create an interactive map with available sites
  - ii. Communication with owners on the details of the property
  - iii. Social media
- d. Improve communication with all building owners and realtors by:
  - i. Making sure they are on the city newsletter list
  - ii. Brainstorming with them about building use
- e. Improve EDC Commissioner's knowledge of the scope of business opportunities by including monthly updates with the NYA Dashboard which includes a list of business inquiries, available building sites, properties for sale, and redevelopment sites, and monthly Secretary of State notices of newly formed businesses in NYA. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts.
- f. Identify small-scale, or occasional, or incubator, business ideas used in other cities; seek existing business owners' and property owners' opinions on the topic; conduct further research to determine feasibility and potential funding; and report.

**2. Increase outreach and enhance relations with current businesses**

- a. Provide financial access to businesses grant opportunities
  - i. Work with Carver County CDA Economic Development Manager
  - ii. Work with Carver County CDA SCDPG Advisor
  - iii. Work with Next Stage
  - iv. Share information about Minnesota DEED and the United States Small Business Administration, and their respective website resources
- b. Promote the NYA Market Enrichment Grant Program
- c. Research how to utilize the Revolving Loan Fund for gap financing opportunities for new and existing businesses.
- d. Celebrate Small Business Week, Manufacturer's Week and any other SBA endorsed recognitions
- e. Continue to communicate with property owners and businesses that express concerns about problem properties, alleged zoning violations, inadequate inspections of rental properties, and illegal activities.
- f. Continue monthly ribbon cutting welcomes with the NYA Area chamber of Commerce
- g. Continue to encourage City's participation, involvement in, presence at, or support of, community events
- h. Celebrate anniversaries of local businesses

**3. Schedule quarterly Joint Commission meetings with the City Council, all Commissions, NYA Area Chamber of Commerce and Willkommen Heritage & Preservation Society**

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

- i. Main Street Lighting Project
    - b. Identify needs/wants for future projects which will add to the vitality of the community
      - i. Faxon Road Streetscape Project 2023/24
  - 4. **Market Norwood Young America to current and new residents and businesses**
    - a. Work with the West Carver County Food Retail Committee on efforts for pursuing food resources with the ultimate goal of a local grocer.
    - b. Advertise the new community video in local movie theaters
    - c. Advertise the Historical Walking Tour with brochures and an interactive map on the city website
    - d. Create Welcome Packets for developers, new businesses and residents.
    - e. Continue online presence through Facebook, website, Instagram
    - f. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
    - g. Increase Live technology options on NYA-TV Local Access Channel
    - h. Create professional photos of the NYA area community
    - i. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
    - j. Maximize affordable opportunities for promotions in print, advertising media and radio
    - k. Continue monthly City newsletters
    - l. Continue to explore, with the CDA, the concept of a Carver County Real Estate Exposition
  - 5. **Enhance partnerships with Carver County and local schools**
    - a. Work with Central Schools to implement the Hwy 212 Underpass Artwork project
    - b. Collaborate with the Central Trades Advisory Group with Mfg Week and other business events
  - 6. **Continue and investigate the enhancement of relationships and partnerships with:**
    - a. NYA Area Chamber of Commerce
    - b. American Legion & Auxiliary
    - c. VFW & Auxiliary
    - d. Norwood Young America Beyond the Yellow Ribbon Campaign
    - e. NYA Community Improvement Program
    - f. NYA Lions
    - g. NYA West Carver Lions
    - h. Faith organizations
    - i. District 108 Community Education
    - j. Carver County Sheriff's Department
    - k. Arts Consortium of Carver County
    - l. Willkommen/Carver County Historical Society
- 

**Recommended Motion:**

**Motion to approve the 2022 Goals as written.**



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 8, 2021

SUBJECT: Old Business/Updates

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#### **6.A Industrial Blvd Signage**

Charlie Storms and I met with Cathy Nielsen, a representative from CD Products from Waconia to find out details on why the quote was so high at \$39,000. She confirmed that the solid cement base was the majority of the cost and could research the cost of sono-tubes and a direct set. Even with the elimination of the cement base, the sign cost was over \$27,000. Storms, Mike Eggers and I met about the signs and reducing the price by separating out the work (base, body, placards, logos). Storms will come up with specific specs for all of the jobs and bring back to EDC for review. Timewise, this project will need to be completed in early spring.

#### **6.B Revolving Loan Fund**

Staff is working with Angela Brumbaugh in researching the Revolving Loan Fund.

#### **6.C. NYA Market Enrichment Grant Program**

Modern Design Cabinetry submitted an application for the MEG program on September 22, 2021. They are installing two garage doors on the building at 710 Faxon Rd N for a total of \$8,651. The grant amount requested is \$6,920.80. Their private match of 20% is \$1,730.20. The MEG approval committee reviewed the application, which met all of the requirements. Staff notified Jo Eiden with Modern Design on Oct 4, 2021 that her application was approved. Eiden confirmed that the work will be completed by the end of the year. She also commented that they will be painting the building and changing out the existing pillar signage with their company logo in the coming months.

Steve Curfman confirmed that his project at Central Auto Repair, 119 Railroad St E, is completed. He is just waiting for the invoice to pay and then will submit to the City for payment. Curfman is aware that the deadline for his MEG payment is the end of November.

#### **6.D Manufacturer's Day - October 2021**

Julie Wigfield, Executive Director of the NYA Area Chamber and I were invited to attend the Central Trades Advisory Group meeting. I presented the idea of tours at local manufacturing companies along with a presentation about the partnership with Central Schools and local trades/manufacturers for Manufacturer's Day recognition. All parties present at the meeting were in favor of the event. Attached is the flyer. All EDC members are welcomed to attend.

#### **6.E Downtown Streetscape Project**

Staff will be working with MN DEED and city engineers to prepare a scope of work for the pre-application process which is due in November 2021.

#### **6.F Community Video Project**

The second video shooting date was Thursday, September 30<sup>th</sup> and went very well. The following draft script was submitted this week. Beau Nordby from OrangeBall Creative provided a draft of the script to be narrated by a hired voiceover. Beau's comments on the script:

- It uses the messaging work OrangeBall developed, during the branding, as a foundation.
- It hits many of the notes from the RFP.
- Where possible, it includes the notes that Karen provided during our shoot days.
- It highlights both "sides" of the city. i.e. downtowns, churches, fire stations.
- The section headlines are just to indicate what's being covered, not to be read.
- It should clock in at about a 2:30 read-time.

I'm hoping to have examples of the voiceover for the meeting. **Commissioners are requested to provide feedback on the script.**

#### **6.G Historic Walking Tour**

Staff will have a rough draft of the brochure at the October meeting. Alison Kampbell, GIS Analyst with Carver County, will be creating an interactive map of the information within the brochure. She created the map for Historic Downtown Chaska.

#### **6.H Small Cities Development Program Grant**

Staff continues to work with the Carver County CDA on project.

#### **6.I Underpass Artwork (with Central Schools)**

To date there is no updated from MnDOT. Staff has talked with Ashley Williams, art instructor at Central Public Schools. Hopefully the approval will be completed by Spring 2022 when she would like to start the project.

#### **6.J NYA Area Chamber of Commerce Updates**

#### **6.K West Carver County Food Retail Committee (WCCFRC) Update**

The Let's Talk Food event was held on Wed, September 22, 2021 from 6-8pm at the pavilion. This event was hosted by Carver County Public Health, City of NYA and the WCCFRC. Representatives from the three, including Caitlin Hurias, Jim Mesik, Kaarin Foede and Mayor Lagergren, spoke about the past, the present and future resources of food in Norwood Young America. Attached is the presentation given and results of conversation held by 21 people in attendance for the event. The meal was provided by Northside Grill and paid for by Carver County Public Health courtesy of SHIP funds. Results from the event will be used along with the Commercial Market Study and FRC Survey to further efforts in finding grocery needs in the area.



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PROOF DATE 9/14/2021

Job Description

Monument Sign

Customer

City of NYA

Sales Person

Catherine Nielsen

Notes

see --> and quotation provided

file:

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# INDUSTRIAL BOULEVARD

HYDRO

SERV-A-DOCK

EXPERT

MODERN DESIGN

180 COLLISION, INC.



Dimensional letters  
3/8" thick solid blue acrylic  
approx 12" tall

Sign Cabinet  
108" tall x 144" wide x 16" deep  
Stucco Finish

Tenant Panels  
15" tall x 60 wide  
aluminum panels  
painted PMS 281C blue  
with white vinyl graphics  
(changeable)

Overall height  
of monument - 11.5'

Decorative Ledge  
6" tall x 154" wide x 28" deep

Base -  
24" tall x 144" wide x 24" deep  
Brick finish to coordinate  
with existing signs

Direct Set  
Double pole mount

\*\*\* Double Sided

■ = Pantone 281C



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## ----- QUOTATION -----

**DATE:** 9/14/21

**COMPANY:** City of Norwood Young America

**CONTACT:** Karen Hallquist / Charlie Storms

[economicdev@cityofnyc.com](mailto:economicdev@cityofnyc.com)

[charliestorms75@gmail.com](mailto:charliestorms75@gmail.com)

**SHIP DATE:** tbd

**SHIP VIA:** Installed

**TERMS:** 50% down / 50% net 10 days

Monument Sign	Quantity	Unit Cost	Total Cost
<b>"Industrial Boulevard" monument sign</b>	1	27,455.00	27,455.00
Please review with proof attached.			
Price includes, design, production and installation of 1 sign			
<b>Additional costs:</b>			
- sign permit and related fees			
- all site work to prepare for sign installation			
and any landscaping needed after installation			
- sales tax, if required			

Quoted By Catherine Nielsen

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



## **Community Video Voiceover Script**

*Approximately 2:30 read-time.*

### **Opening**

In life, there are places that instantly feel familiar. Where you are in the moment and energized. Where the best is brought out of you.

Places like Norwood Young America. More than a place, it's home.

Norwood Young America is a thriving community in the West Metro, just 30 minutes from the Twin Cities, centrally located on major highways with opportunities to work... play... and live.

### **Community**

We're a generational community, grounded in tradition, yet progressive by nature, built on long-lasting relationships, getting involved, and working side-by-side with neighbors and friends.

### **Families**

Proudly rooted in small-town values, Norwood Young America is a growing community ideal for raising your family. It offers best-in-class education, convenient healthcare, safe tree-lined streets, and a high quality of life.

We're also the perfect place to "age in place," taking in the golden sunsets during your golden years. Our senior and assisted living centers offer first-class, personal service for you and your loved ones.

### **Business**

Norwood Young America has a vibrant business environment with affordable space, and a highly educated workforce that values hard work and integrity in all they do.

From the historic downtowns of both Norwood and Young America, lined with small businesses, to the industrial park that distributes products nationwide, there's something for everyone.

## **Small Town - Authentic and Real**

We are small town. This isn't something you can create, and you can't fake it. It's authentic and real. Many communities try to be "small-town." Here, in Norwood Young America, we are. We own it and build around it.

It's the banker who knows your name.

The mechanic who knows your vehicle.

The restaurant server who knows your favorite dinner.

The neighbor who waves hello.

It's home to the American Legion, VFW, and the brave servicemen and women who've fought for the freedoms that we're all thankful for each day.

From Minnesota's oldest celebration, Stiftungsfest, to a baseball game. To the churches and the fire stations... This is where relationships are forged for a lifetime.

## **Closing**

Norwood Young America is a growing community rooted in small town values where you can raise your family, where businesses thrive, and where you can live each day to the fullest. A place where a high quality of life still exists, relationships are formed, and opportunities are found.

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



# Welcome to Let's Talk Food!

Please use the conversation  
starter questions at your table.



# Let's Talk Food



**Public Health**  
Prevent. Promote. Protect

Healthy Carver for a Lifetime



**west carver county  
food retail committee**

## Timeline of Food Retail in NYA

- **Retail Grocery Store:**  
Lehrke's Foods (corner of Second Avenue and Main Street)
- Tipka's Foods (moved to NAPA Building)
- Don's Foods (moved to Econo Foods Building)
- Econo Foods (closed by Nash Finch)

### Other Foods Options:

- A and M Processing (southwest of Hamburg)
- Mackenthun's Meat Market (Main Street)
- Family Dollar
- Holiday Store
- Kwik Trip



**west carver county  
food retail committee**



**Public Health**  
Prevent. Promote. Protect.

## West Carver County Food Retail Committee: Food Retail Survey Results

- Survey conducted February 12 – March 31, 2021
- Purpose: to assist the WCCFC in identifying and pursuing food retail options for West Carver County residents
- Outreach
  - Social media (WCCFRC, District #108, City of NYA)
  - Word of mouth
  - Churches
  - Food distribution event in February

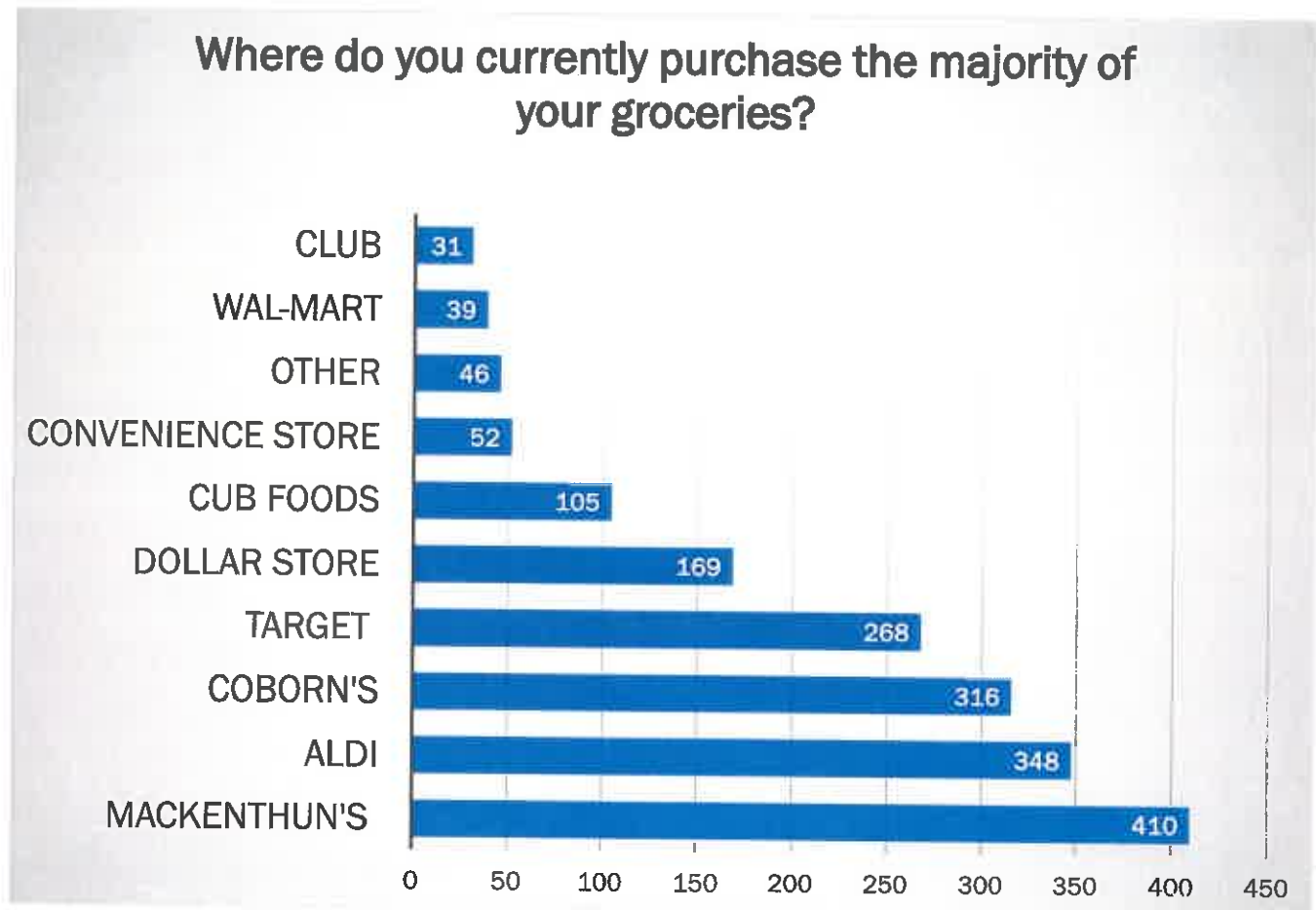


## Survey Results – Demographics

- 897 responses
- 78% of respondents live in area codes 55397 or 55368
- Good sampling of different ages, but skewed older
  - 30% ages 65+



## Survey Results



## Survey Results

Most important factors for determining food purchases:

1. Variety of products (95%)
2. Location of store (94%)
3. Store hours (71%)
4. Availability of specific brands (70%)



**west carver county  
food retail committee**



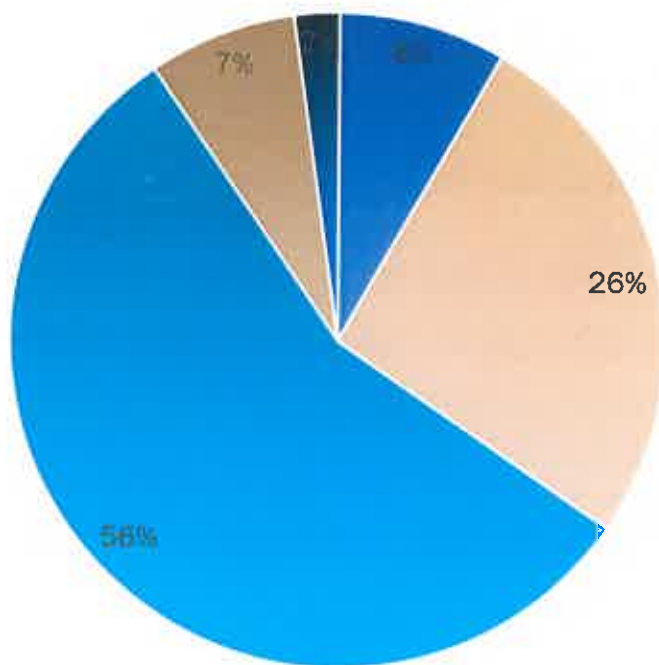
**Public Health**

Prevent. Promote. Protect.

Healthy Carver for a Lifetime

## Survey Results

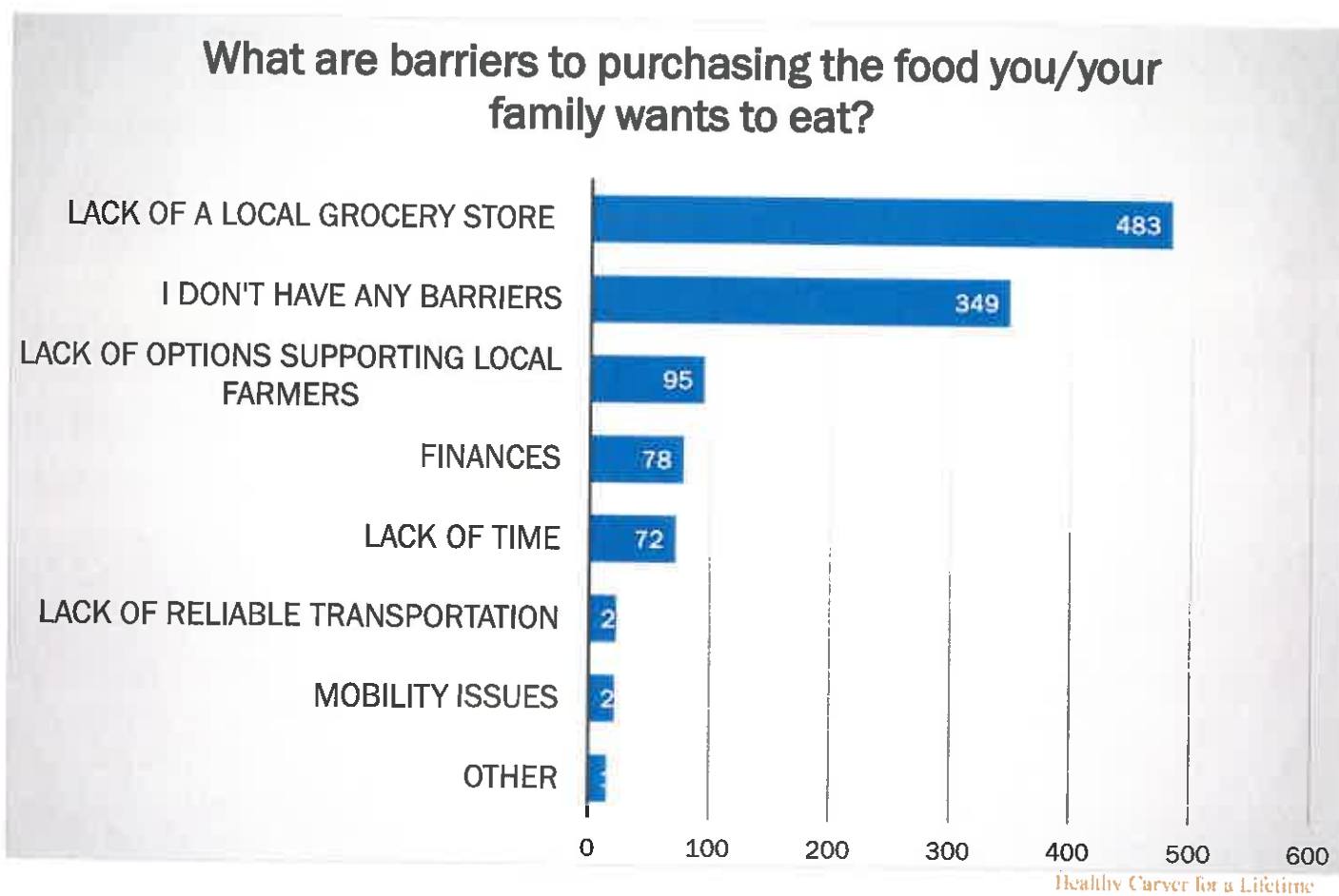
If a grocery store returned to NYA, I would most likely...



- Not only shop there, but be willing to invest time/energy into making the business a success
- Shop there exclusively to keep money in our local community
- Shop there weekly, but shop sales at other stores as well
- Still shop elsewhere to get the most competitive prices
- Not change my shopping routine, as I am happy with my current grocery option



## Survey Results



## Survey Results

Categories of food purchased at least once a week:

Dairy products	87%
Fresh fruit and vegetables	86%
Meat/poultry/seafood	66%
Grocery items (canned goods, cereal, etc.)	65%
Frozen foods	60%
Fresh baked goods	46%
Deli/Ready-to-eat meals	39%



## Small Group Discussion

Prior to the closing of Econofoods...

- Where did you purchase groceries?
- What items did you buy?
- How often did you shop?



## Current Grocery Trends

COVID-19 changed consumer food retail behavior:

- Eating more at home
- Purchasing food online
- Increased interest in health and wellness

Source: Food Industry Association; US Grocery Shopper Trends, 2021



## Current Grocery Trends

Fewer people using supermarket as primary store

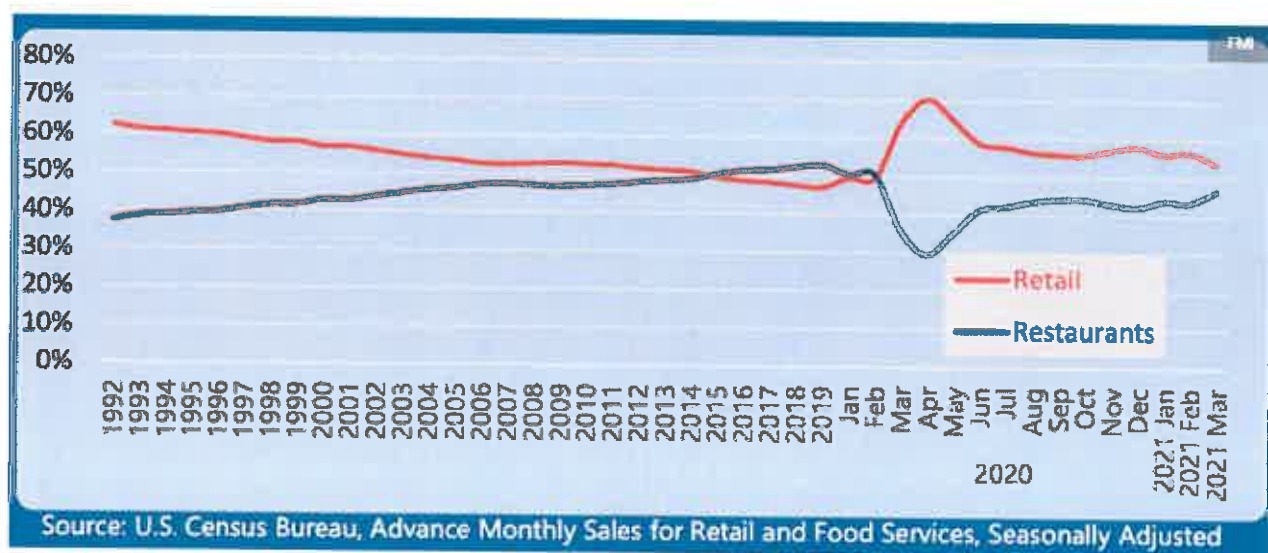
- Increase use of “big box” stores (Target, Amazon, etc.)
- Increase use of clubs (Sam’s Club, Costco)
- Increase use of primarily online shopping



## Current Grocery Trends

COVID-19 reversed decades long-trend of increase in food spending at restaurants and decrease at food retail

Share of food spending for retail and foodservice, 1992-2021



## What's the Future of Grocery

- “Hybrid shopper” – people will shop for groceries online *and* in the store
- Food retailers will need to compete for customers
- Loyalty programs are more critical than ever
- Shoppers are invested in health and wellness



## City's Efforts

- Made cold calls to current grocery store owners
- Approved a retail food study
- Researched incentive programs to open a business
- Worked with a retail food broker (Nash Finch)
- Supported the creation of WCCFRC





## Current Challenges

- Finding a suitable location (optimal site along the highway)
- Recognizing the tight profit margin of retail food stores (high turnover)
- Dealing with the risks of opening a store during a pandemic
- Honoring the changes in purchasing behaviors (online and delivery)



## Small Group Discussion

- Where do you currently purchase food?
- What types of food do you purchase (e.g., produce, local meat, take-home meals, dairy, etc.)
- Who in this community needs assistance with accessing food? What type of assistance is needed?



## Small Group Discussion

What options for purchasing food would  
you like to have in NYA?



## Next Steps

- Join the West Carver County Food Retail Committee (WCCFRC)
  - [westcarvercountyfrc@gmail.com](mailto:westcarvercountyfrc@gmail.com)
  - <https://wccfrc.org/>
- Gather and share ideas with the City and WCCFRC
- Support your neighbors by helping them get food
- Spread facts; call the City with questions:  
952-467-1800



## **NYA Let's Talk Food Event: Community Engagement**

**September 22, 2021**

### **1. Prior to the closing of Econofoods, where did you purchase groceries?**

Prior to its closing, most attendees reported shopping often at Econofoods, especially for staple items such as produce, dairy and eggs. Other stores mentioned included Mackenthun's, Lakewinds, Trader Joe's and Coborn's, but there wasn't a particular store that was frequented more often than others. People shopped for groceries at traditional grocery stores (i.e., not "big box stores" like Target or Walmart). The concept of "shopping local" was mentioned by attendees—they liked the convenience of having a local grocery store and supporting the local economy.

Local restaurants and churches frequented Econofoods to purchase items needed immediately (e.g., if running out of deli meat for a funeral luncheon or if more buns were needed for a menu special).

### **2. Prior to the closing of Econofoods, what items did you buy?**

Attendees purchased a variety of products from Econofoods prior to its closing. Fresh produce, meat, dairy and other staples were purchased most often. Several people also reported purchasing other supplies from Econofoods, such as stamps and cleaning products.

Multiple people shared that they purchased meat from a local meat market or directly from a farmer.

### **3. Prior to the closing of Econofoods, how often did you shop?**

Most participants reported shopping for groceries weekly or more often.

### **4. Where do you currently purchase food?**

Participants report shopping at Mackenthun's most often. This is consistent with the results from the West Carver County Food Retail Committee's (WCCRFC) survey. Other stores where people currently shop are Kwik Trip, Coborn's and Family Dollar. Unlike the WCCFRC results, few participants reported shopping at Aldi or Target for their groceries. Participants also reported shopping at local meat markets, including A&M and one in Lester Prairie.

Participants shop at a variety of stores and noted that they look at store flyers to find the best deals. The practice of shopping at multiple stores is much more common now that there is not a grocery store in NYA. Millennials like the convenience of online shopping and local pickup.

### **5. What types of food do you purchase?**

Participants purchase similar items now to what they purchased prior to the closing of Econofoods, including produce, dairy and other staple items. However, participants also mentioned they purchase frozen and take-home meals. This change in purchasing behavior aligns with grocery trends during the COVID-19 pandemic; people are eating more food at home and eating out less often.

### **4. Who in this community needs assistance with accessing food? What type of assistance is needed?**

Attendees noted that seniors, people with disabilities and people without vehicles may have difficulty accessing food. However, there was not much conversation about barriers to accessing food.

#### **5. What options for purchasing food would you like to have in NYA?**

Participants want a grocery store with staple items. Many noted that a smaller footprint store would be ideal; although there would be less variety, it's more important to have the basics, sell quality products, and be affordable. Unlike the WCCFRC survey results, participants did not note that a full-service grocery store (i.e., one with a deli, meat counter, etc.) was necessary.

One participant noted that the younger generations are using online shopping and curbside pickup, and said these services are considered necessary for this population. Participants also want local delivery (versus using delivery services such as Amazon).

Attendees vocalized concerns about the food supply chain, noting that distributors cannot find enough delivery drivers and certain food and supplies are hard to source, such as certain types of meat and aluminum cans. The challenges with the supply chain may impact food retailer's decisions to open new stores.