



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, December 8, 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. November 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 Dashboard**
  - B. **2021 EDC Report**

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 **Discuss "New Year" letter to local businesses**

*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 **Discuss ideas for Joint Commission meeting**
- 6.G **Update on NYA Community Marketing Video & Commercial**
- 6.H **Review progress of Historical Walking Tour**

*Enhance partnerships with Carver County and local schools.*

- 6.I **Review Carver County CDA - Small Cities Development Program Grant**
- 6.J **Review progress of Underpass Artwork (with Central Schools)**

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

- 6.K **Review updates from Chamber of Commerce**
- 6.L **Review updates from West Carver County Food Retail Committee (WCCFRC)**

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

8. **Upcoming Meetings**
  - A. Next EDC meeting – 6:00 p.m., January 12, 2022

9. **Adjournment**



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, November 17, 2021**

**Council Chambers**

**Minutes**

**Commission Members present: Mike Eggers, Andrea Gerth, Greg Kummer, Carol Lagergren, Mike McPadden (left at 6:45), Tonya Noeldner, Connor Smith, Jason Winter**

**Commission Members absent: Julie Wigfield**

**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 6:01 PM by Chair Smith.

**2. Adoption of Agenda**

*Motion by McPadden, Second by Eggers to approve the agenda as submitted. Motion passed 8-0.*

**3. Approve Minutes of October 13, 2021 Meeting**

*Motion by Kummer, Second by McPadden to approve the minutes as submitted. Motion passed 8-0.*

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

**5. New Business**

**A. Review NYA Business Dashboard**

Hallquist shared updates on the following businesses: Sackett Waconia is working on a predevelopment agreement; Yeager Machines is working on a purchase agreement and Greenwood Marina has worked through a purchase agreement, CUP and variance and site plan.

**B. Update on Available Residential/Commercial Sites**

Hallquist presented a chart on available sites throughout the city. Hallquist also presented information on two available sites with utility concerns.

- 420 Railroad Street West (listed at \$69,000 with no utility access at this time)
- Parcel #110130500 SE Corner of Tacoma and Highway 212 (not annexed and no utility at this time)

Eggers recommended the city consider adding sewer and water trunk lines along Highway 212 during the Highway 212 expansion process.

**C. Discuss Joint Commission Meetings**

Hallquist highlighted accomplishments from past Joint Council/Commission sessions and recommended that the meetings resume in January. Recommendation to have quarterly meetings prior to the EDC meetings. Agenda to be determined.

*Motion by Kummer, Seconded by McPadden to recommend to Council to resume Joint Council/Commission meetings starting in January. Motion passed 8-0.*

**6. Old Business/Updates**

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

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

Hallquist shared no new information at this time.

**B. Discuss Revolving Loan Fund**

Hallquist shared that city staff are continuing to research the origins and purpose of this fund.

**C. NYA Market Enrichment Grant Program**

Hallquist shared that a grant was approved to Tricia Mackenthun, owner of Floral Defined LLC for a flag roof replacement with insulation. Goal is to complete the project by the end of the year.

*Increase outreach and enhance relations with current businesses.*

**D. Review Downtown Incubator Facility Opportunity**

Hallquist shared information on incubator businesses within Watertown (privately owned Workshops of Watertown with 18 bays for lease) and Hutchinson (owned by CDA with 4 bays for lease). Recommendation to continue to research opportunities and available spaces within or near the city (e.g., property ##110130500).

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

**E. Review Downtown Streetscape Project**

Hallquist shared that a Mn DEED Streetscape Grant application for \$254,000 was submitted. Communities with preliminary proposals that are deemed "competitive" or "marginally competitive" will be allowed to submit a full application which is due on February 25, 2022.

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

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

Hallquist shared the draft video (approximately 2:48 minutes) as well as the shortened version (approximately 0:30 minutes) with the Commission. Commission approved of the final product but suggested reviewing the rapid pace of the changing pictures.

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

Hallquist shared no updates at this time.



*Enhance partnerships with Carver County and local schools*

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

Hallquist shared that two businesses have withdrawn from the program (one formally and the other with a lack of response). Two other property owners are interested in applying at this time.

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

No updates at this time.

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

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

Hallquist shared information from Wigfield through email: Chamber will have a booth at the Craft Fair; Holiday Extravaganza will be November 27th which is also Small Business Saturday; Shop Local Program will run from November 27 through January 2nd; Chamber Banquest is tentatively scheduled for January 20th; Springfest Artisan Fair is set for June 4th.

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

Foede shared some information on a site visit to Little Falls to visit Spouts MN and The Purple Carrot Market. More information will be coming at a future meeting.

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

Lagergren shared information on the following: end of year contracts with consultants are being finalized; public lake access research continues; Oak Lane and 2nd Avenue projects are completed; a contract with 4 Paws has been approved as an impound site for straw dogs and cats; and a new city administrator (Andrea Aukrust) has been hired.

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

**9. Adjournment**

*Motion by Eggers, Second by Winter to adjourn at 6:55 PM. Motion passed 7-0.*

Respectfully submitted,

Karen Hallquist  
Economic Development/Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: December 8, 2021

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Modern Design Cabinetry	710 Faxon Rd	Approved for MEG program for new garage doors 10/04/2021
Sackett Waconia	Tacoma West Industrial Park	Option Agreement going to City Council 12/13/2021
Yeager Machine	Tacoma West Industrial Park	Purchase Agreement approved by City Council on 11/22/2021
Greenwood Marina	Tacoma West Industrial Park	Purchase Agreement going to City Council 12/13/2021
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 - Closing on property set for late 2021.
Retail/Mixed Use	18 3 <sup>rd</sup> Ave SE (Mill Bldg)	Pending Sale - Researching Redevelopment TIF
Floral Design, LLC	225 W Elm St	Approved for MEG program for new roof 11/2021 - Opening Jan 2022
<b>Business Inquiries</b>		
Motel/hotel	C-2 General Commercial	Working with prospect -
Laundromat	C-2 General Commercial	Building plans submitted
Indoor Storage	RC-1	Working with prospect
Mini Storage	B-1 Business Industrial	Provided info on City owned lot
Grocery	C-2 General Commercial	Working with prospect
Incubator Facility	I-1 Light Industrial	Ready to commit to 2 <sup>nd</sup> Industrial Park
Specialty service business	RC-1 or C-3	Working with prospect
Mfg - waterbased solutions	I-1 Light Industrial	Ready to commit to 2 <sup>nd</sup> Industrial Park
Mixed-use Commercial/Residential	C-3 Downtown District	Working with prospect - Market value housing
<b>Housing Development Opportunities</b>		
Kloth Property **interested developer**	16810 CR 31	61.32 acres of R-1 Residential - listed for \$1.6M - single family land available -
Preserve/Meadow Property **interested developer**	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
JAM Property **interested developer**	NE Corner of Tacoma/Hwy 212	60.69 acres of Transitional Ag land - Comp Plan has property listed for R-1 and C-2
Wenlund Property **interested developer**	13620 CR 33 (south of NYA)	Recently re-listed land - 80+ acre parcel - Comp Plan has land dedicated for single family homes

Emma Street Lots (7)	Emma Street, NYA	Talking w/developer to build on all seven lots
Misc Projects		
2 <sup>nd</sup> Ave & Lift Station	Five-way stop to N Devonshire	Completed
Oak Lane Project	Oak Lane (off Tacoma)	Completed
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Working with Voigt and P&R Commission to develop a plan
Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Parks Commission requesting public input at Oct mtg
Community of Belonging Initiative	NYA	Researching new initiative through Carver County Public Health
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
Community Growth Partnership Initiative 2022 Grant Application	Through Carver County CDA	Researching for 2 <sup>nd</sup> industrial park
City Bus		Scheduled monthly to service the NYA Senior Center

#### Commercial/Industrial Buildings for Sale

- [503 Faxon Rd](#) - Sinclair Site

#### Commercial Land for Sale

- [312 1st Street NE](#) - empty lot near Mau Cemetery
- [Metro West Industrial Park](#) - frontage along US Highway 212 with vehicle access available off of Railroad Street. 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
- Industrial Blvd City-Owned Greenspace
- 118 W Elm Street - vacant lot

#### 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
- 111 Railroad St E - warehouse/office for lease
- 310 W Hwy 212 (Resto/office) building for lease
- 319 W Elm Street - former bakery building - office/retail/rental dwelling - for sale or 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



## Norwood Young America Economic Development Commission 2021 Annual Report

The Norwood Young America EDC had six primary categories of goals for 2021, with a number of implementation steps identified to accomplish the goals. Following is a summary of activities completed in 2021 to accomplish the six goals:

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

**Commercial Market Study and Retail Food Study** - The final report for this study was presented in January by Keith Wicks. Results showed that NYA can support grocery models of either an independent store or food co-op. Wick also made suggestions for improvements to the community which the city can utilize to attract more businesses. Total cost of the study was \$9,000. This study was approved for a 1-1 grant in the amount of \$4,500 from the Carver County Community Growth Improvement Pre-Development Grant which was paid to the city.

**Industrial Blvd Signage & Tacoma West Industrial Park Signage** - The EDC concentrated efforts on the Industrial Blvd sign project with intentions of looking at the Tacoma West signage in 2022. Due to high bids on signage materials, the EDC will be working with Council Member Charlie Storms and Commissioner Mike Eggers to come up with a new plan for the Industrial Blvd signage in 2022.

**Communication with Business Owners and Realtors/Market Vacant Commercial Properties** - City staff continues to have conversations with potential businesses and current property owners on a regular basis. These conversations include discussions on funding opportunities, zoning awareness, and lease/sale details.

**NYA Business Dashboard** - This monthly report was developed to improve EDC Commissioner's knowledge of the scope of business opportunities by including a list of available building sites, properties for sale, and redevelopment sites, updates with business development, business inquiries, housing development and miscellaneous city projects. Monthly discussions on new businesses or expansions happened and included: Tin Roof Powder Coating, Modern Design Cabinetry, Sackett Waconia, Yeager Machine, Greenwood Marina, 4.0 Bus Service, Floral Design, LLC.

**Zoning Districts** - EDC Commissioners reviewed and had discussion about the city zoning districts.

**Business Subsidy Policy** - The EDC received approval by the City Council for updates to the City of NYA Business Subsidy Guidelines which will be provided to new or expanding businesses seeking a financial subsidy of more than \$150,000.

**NYA Strategic Plan** - The EDC reviewed the NYA Strategic Plan that was developed from the City Council and management staff. With the review, the EDC incorporated the Plan goals into their 2022 goals.

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

**Carver Co CDA with Small Cities Development Program Grant** - Staff continues to work with the Carver Co CDA representative to assist in progress.

**NYA Market Enrichment Grant Program** - The EDC awarded two MEG grants to Modern Design Cabinetry (two new garage doors) and Floral Defined, LLC (new roof) for the 2021 year. Curfman Properties Holdings, LLC finished their 2020 project and was paid in December 2021.

**Manufacturer's Week** - The EDC and NYA Area Chamber celebrated Manufacturer's Week 2021 with organizing five local manufacturer tours and a luncheon/speaker at the Pavilion.

**Carver County CDA** – City staff worked with Carver Co CDA and Lee Hall with NextStage to monitor the Emergency Business Support Program to help support local businesses with financial hardships due to the pandemic. There were 13 (brick & mortar) businesses who received a total of \$186,500 and 3 (homebased) businesses who received a total of \$19,000 of assistance.

**Small Business Week** – The EDC and NYA Area Chamber partnered to host a Small Business Breakfast and Seminar with guest speaker Victor Garcia from Victor’s PC Solutions the first week in May. Approximately 20 people were in attendance. Ribbon cutting welcomes with the NYA Area Chamber of Commerce – Staff and EDC Commissioners participated in two ribbon cutting welcomes in 2021 – The Pour House Pub (renovation) and Balanced Life Wellness Center.

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

**Historic Downtown Young America Mural** – The mural project was a beautification project brought from the Downtown Redevelopment Plan. Artist Lana Beck was hired to complete a piece of artwork that depicted the history of Young America from the past to the present. Input was gathered from the Willkommen Heritage & Preservation Society, Stiftungsfest Committee, YA Cardinals and NYA Parks & Rec Commission. The mural was completed in time for the 2021 Stiftungsfest celebration.

**Holiday Decorations** – Commissioner Eggers and Commissioner Noeldner both participated in holiday decorating at Willkommen Memorial Park with NYA Area Chamber representatives.

**Downtown Main Street Lighting Project** – The EDC reviewed the 200 block of Main Street and the need to include new lighting, sidewalks, trees, etc. to finish the “look” of the downtown. The DEED Small Cities Streetscape Program preliminary application was filled out and submitted on November 17<sup>th</sup>. Staff will know December 20, 2021 if the project qualifies for a full application process. The Council has \$100,000 budgeted for this project in 2022 and \$100,000 in 2023. Total approximate cost of the project is \$350,000.

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

**Social Media Presence** – The City has social media presence on Facebook (@cityofnya), Instagram (@cityofnyamn) and the City website ([www.cityofnya.com](http://www.cityofnya.com)). Staff aims to post 5-7 times or more per week.

- o Facebook page followers increased from 868 in December 2020 to 1,028 in December 2020. On average about 400 people view every post.
- o Instagram page followers increased from 155 followers in December 2020 to 226 in December 2021.
- o City Website [www.cityofnya.com](http://www.cityofnya.com) – The following comparisons show the increase in website presence with 31% returning visitors and 69% new visitors:

	Sessions	Users	Pageviews
Jan - Dec 2020	26,403	18,416	53,943
Jan - Dec 2021	28,523	19,962	57,633

**Collaboration with Carver County CDA – Tourism** – Staff continues to work with Carver Co CDA, other Carver Co municipalities and chambers to bring tourism to Carver County as a whole. Carver Co CDA has funded a “Visit Carver County” website.

**Local Access Channel Presence** – Five local churches continue to submit services for showings during the day. Staff has incorporated senior productions, food shows, school meetings, local happenings and school events on a monthly schedule that is posted in the city newsletter. Bulletin board announcements have included topics as COVID reminders, health resources, meeting times, church services, school showings, construction updates, City maintenance (i.e. hydrant flushing), community events and opportunities.

**Community Video** – The EDC hired OrangeBall Creative to produce a community video and commercial to be used for marketing and advertising purposes for attracting new businesses, developers and to share with visitors what NYA has to offer.

**Monthly City Newsletter** – The monthly city newsletter continues to be a great resource for city residents, specifically seniors in our community. The newsletters are posted on the city website and also provided to new businesses and developers looking at our community.



**Willkommen Heritage Center and Historical Walking Tour** – EDC staff is continuing to work with Willkommen Heritage Center staff and the Carver County GIS analyst on a community brochure that will be available as a hard copy, PDF online and an interactive map.

**Joint Commission Meetings** – The EDC discussed scheduling Joint Commission Meetings again starting in January 2022. The majority of the Downtown Redevelopment Plan goals have been met, so it is time to start the conversation on the “next steps” for the NYA community.

## **5. Enhance partnerships with Carver County and local schools**

**Partnership with Central Public Schools** - The EDC partnered with the NYA Area Chamber of Commerce, Central Public Schools and their Manufacturer's and Trades Advisory Group to promote local manufacturing jobs by organizing tours of five local manufacturers. About 70 students and 20 community members participated in the tours and luncheon that included Superintendent Tim Schochenmaier speaking about partnership opportunities for students and local manufacturers.

**Underpass Art Project** - The EDC worked with Central Public Schools to develop an Underpass artwork project with students creating murals with the guidance of the school art instructor. This project is pending per MnDOT approval.

## **6. Continue and investigate the enhancement of relationships and partnerships with:**

**NYA Area Chamber of Commerce** – The EDC contributed \$1,000 to the annual Springfest Artisan Fair in May 2021 and partnered on the Small Business Breakfast/Seminar and Manufacturer's Week event.

**Civic Organizations** – City staff has increased communications with the local civic organizations, particularly due to city newsletter information and their event updates: American Legion & Auxiliary, VFW & Auxiliary, Norwood Young America Beyond the Yellow Ribbon Campaign, NYA Community Improvement Program, NYA Lions, NYA West Carver Lions, Faith organizations, District 108 Community Education, Carver County Sheriff's Department, Arts Consortium of Carver County.

**Willkommen/Carver County Historical Society** – EDC staff continues to work with the Willkommen Heritage & Preservation Society on the historic walking tour.

**West Carver County Food Retail Committee** – Representatives from the WCCFRC have been present at all EDC meetings to share updates on efforts for gathering information and educating citizens on grocery options for the community. The WCCFRC, Carver Co Public Health and EDC partnered in September to do the “Let's Talk Food” event which about 20 people participated in to talk about local grocery needs and what efforts are being done. The WCCFRC also included the EDC in a day trip to Little Falls to hear about their food resource ventures.



TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: December 8, 2021  
SUBJECT: Old Business/Updates

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

Charlie Storms and Mike Eggers are working on details of the project. A proposal will come to the EDC in January 2022.

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

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

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

Curfman Properties Holdings, LLC submitted their paid invoice for improvements at 119 E Elm Street. Funding assisted in a new roof and siding. Additional upgrades on the property included new garage doors, windows and cement driveway. The deferred loan check for \$10,000 will be an approved claim at the December 13, 2021 council meeting.



#### **6D. "New Year" Letter to Local Businesses (outreach and enhance relations w/current businesses)**

Staff will be drafting a letter to send out to all local businesses to share:

- 2021 accomplishments such as the number of Market Enrichment recipients, new businesses, community video
- Currently working on historic walking tour, website updates, Small Cities applicants
- 2022 goals of Industrial Blvd signage, Main Street Lighting project, 2<sup>nd</sup> industrial park, underpass artwork project

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

On or about December 20, 2021 staff will be notified if the Main Street Lighting Project was deemed "competitive" or "marginally competitive" in order to be allowed to submit a full application due February 25, 2022. If the preliminary proposal is deemed "not competitive," DEED will over technical assistance for a future submission.

#### **6F. Joint Commission Meeting**

It is recommended by staff that the first Joint Commission meeting agenda should include:

- Review of the Downtown Redevelopment Implementation Plan (attached) and celebrate the accomplishments of the Council and Commissions
- Start the review of the 2021-2026 NYA Strategic Plan (attached) that was created from a strategic planning session with the City Council and City management staff in June 2021. Plan and develop detailed goals to assist in "Building a Thriving Community" and "Creating Business Opportunities" as listed.

#### **6.G Community Video Project**

Staff is working with the website company to get the video downloaded to the front page of the City website.

#### **6.H Historic Walking Tour**

Staff will have a rough draft of the brochure at the December meeting.

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

Staff continues to work with the Carver County CDA on projects. No new applicants to date.

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

To date there is no updated from MnDOT. Staff continues to contact MnDOT Associate Legal Counsel Angela Forsythe and MnDOT Project Representative Diane Langenbach for updates with the application process. Next step is daily phone calls.

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

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



# Implementation Plan

## Downtown Redevelopment Plan—Norwood Young America



### Implementation Plan

Goals identified as part of the Redevelopment Plan include both short-term and long-term projects. Short-term projects could take place in the next 2-3 years. Long-term projects may take 5-10 years to implement. The joint committee may begin work on both short-term and long-term projects, but recognizing that long-term projects will take longer to implement and may require approval from other jurisdictions. Following are action items to guide the implementation of the Downtown Redevelopment Plan. It is recommended regular meetings be held to follow-up on the status of these items and adjust as deemed appropriate by the groups.

### Short-term Projects

Category	Project	Responsible Party	Action Items
Design /Aesthetics	Adopt Design Guidelines	EDC/Planning Commission/ City Council	<ol style="list-style-type: none"> <li>EDC and Planning Commission Recommendation to adopt the Design Guidelines, as recommended as a part of the Redevelopment Plan – <b>Done</b></li> <li>City Council adoption of Design Guidelines – <b>Done</b></li> <li>Education of Guidelines to building and business owners – <b>Constant</b></li> </ol>
Historic Designation	Inventory Buildings	Willkommen Center/City	<ol style="list-style-type: none"> <li>Use Property Template to inventory information about buildings –<b>Constant</b></li> <li>Share information with building owners – <b>Constant</b></li> </ol>
Vacant Spaces	Window Displays	EDC/Chamber	<ol style="list-style-type: none"> <li>Contact building owners (vacant and storage) about window displays – <b>Done</b></li> <li>Work with Willkommen Center and School District to create historic window displays – <b>In Progress</b></li> <li>Review current sign ordinances which regulate the percent of front commercial windows which may be covered, and address plastic window coverings in commercial store fronts. – <b>Done</b></li> </ol>
Maintenance	Add Benches	Parks/Public Works	<ol style="list-style-type: none"> <li>Inventory existing benches – <b>Done</b></li> <li>Determine location for new benches – <b>Done</b></li> <li>Order benches – <b>Done And revitalized the Bench Program</b></li> <li>Place benches in identified locations – <b>Done!</b></li> </ol>



# Implementation Plan

## Downtown Redevelopment Plan—Norwood Young America

### Short-term Projects

Maintenance	Add Fence or Hedge to Municipal Parking Lot	City/Public Works	<ol style="list-style-type: none"> <li>1. Determine best solution (fence or hedge) – <b>Done</b></li> <li>2. Install fence or hedges at the front perimeter of vacant parcels, as identified in the Design Guidelines to create a clearly defined street frontage and pedestrian walkway – <b>Done</b></li> </ol>
Maintenance	Review Enforcement Procedure	Planning Commission/City Council	<ol style="list-style-type: none"> <li>1. Determine if timeframe for compliance should be shortened – <b>Done</b></li> <li>2. Amend ordinance (if needed) – <b>Done</b></li> <li>3. Review outdoor storage ordinances including parking of trailers. – <b>Done</b></li> </ol>
Financial Incentives	Business Input	EDC/Chamber	<ol style="list-style-type: none"> <li>1. Host a joint meeting with the Chamber to gain greater input from businesses on financial incentives – Done via survey</li> <li>2. Continue to pursue a Small Cities Development Grant – <b>Done and in progress</b></li> </ol>
Tourism and Events	Downtown Arts Fair/Music	EDC/Chamber	<ol style="list-style-type: none"> <li>1. Meet with members of Arts Consortium of Carver County regarding festival in western Carver County – Done! Springfest Artisan Fair</li> <li>2. Reach out to local artists and dance theatres about interest – <b>Done</b></li> </ol>
Connectivity	Wayfinding Signage	Parks	<ol style="list-style-type: none"> <li>1. Work with MNDOT staff on signage changes and additions – <b>Done</b></li> <li>2. Work with MNDOT to have signage installed – <b>Done</b></li> </ol>
Maintenance	Street Trees	City/Public Works	<ol style="list-style-type: none"> <li>1. Identify locations of where trees were removed – <b>Done</b></li> <li>2. Determine if trees can be replaced in those locations – <b>In progress</b></li> <li>3. Have concrete removed and soil remediated – <b>In progress</b></li> <li>4. Plant trees - <b>TBD</b></li> </ol>
Maintenance	Maintenance/Aesthetics	EDC/City Council	<ol style="list-style-type: none"> <li>1. Identify and work with local organizations, such as Boy Scouts, National Honor Society, etc. to assist with projects in the downtown. – <b>Constant</b></li> </ol>

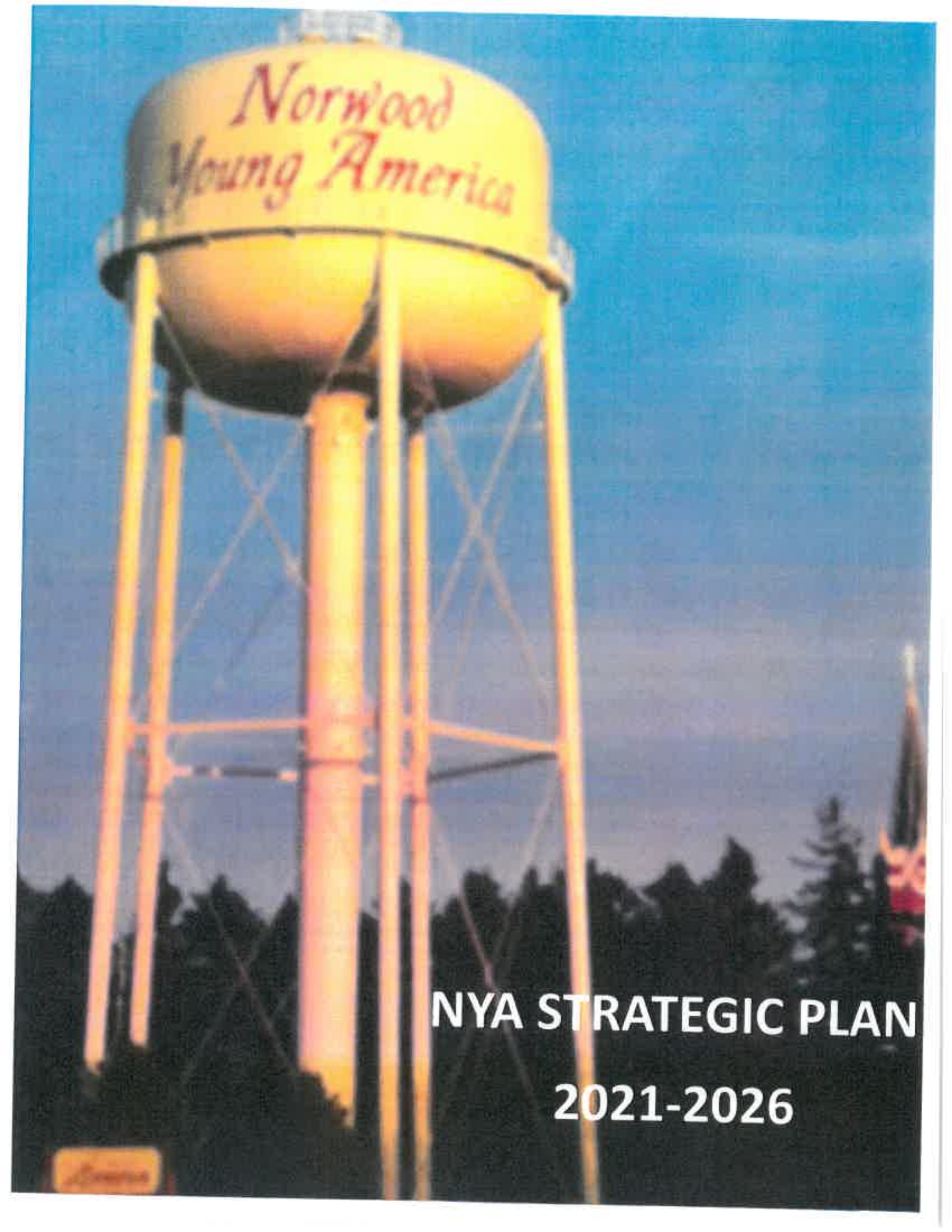


# Implementation Plan

## Downtown Redevelopment Plan—Norwood Young America

### Long-term Projects

Category	Project	Responsible Party	Next Steps
Maintenance	Decorative Streetlights	City	<ol style="list-style-type: none"> <li>1. Identify locations for additional decorative streetlights in Historic Downtown Young America – <b>In progress</b></li> <li>2. Obtain costs for streetlights – <b>In progress</b></li> <li>3. Include in subsequent year budget - <b>Done</b></li> <li>4. Have lights installed - <b>TBD</b></li> </ol>
Connectivity	Trails/Sidewalk	City	<ol style="list-style-type: none"> <li>1. Identify gaps in connectivity between existing trails and sidewalks - <b>Done</b></li> <li>2. Budget for new trails or sidewalks in subsequent years – <b>In progress</b></li> <li>3. Research application for DNR Local Connections grant to help offset costs – <b>In progress</b></li> <li>4. Explore applications to the MN Department of Natural Resources (DNR) for Local Trail Connections Grants, and coordinate with the installation of the Hwy 212 underpass. See: <b>In progress</b></li> <li>5. <a href="https://www.dnr.state.mn.us/grants/recreation/trails_local.html">https://www.dnr.state.mn.us/grants/recreation/trails_local.html</a></li> </ol>



*Norwood  
Young America*

**NYA STRATEGIC PLAN**

**2021-2026**

# Norwood Young America VISION 2026

*Visioning looks into the foreseeable future and imagines what is possible.*

## Building a Thriving Community



In 2026, NYA has  
Infrastructure which  
Supports Expansion  
and Reflects  
Community Pride



In 2026, NYA  
has Housing  
Opportunities for  
all



In 2026, NYA  
has Healthy  
Outdoor  
Activities for All

## Creating Business Opportunities



In 2026 NYA has an  
Attractive  
Commercial  
Gateway



In 2026, NYA has  
Thriving Historic  
Downtowns



In 2026, NYA has  
an Economically  
Stable Community  
Through Industry





## Building a Thriving Community

This strategic direction is designed to continue to build upon what has made the community a place to build a home, experience life, and build a business. This is done through creating housing opportunities, ensuring water resources and other infrastructure needs are met, and creating outdoor recreation that meet the needs of the whole community.



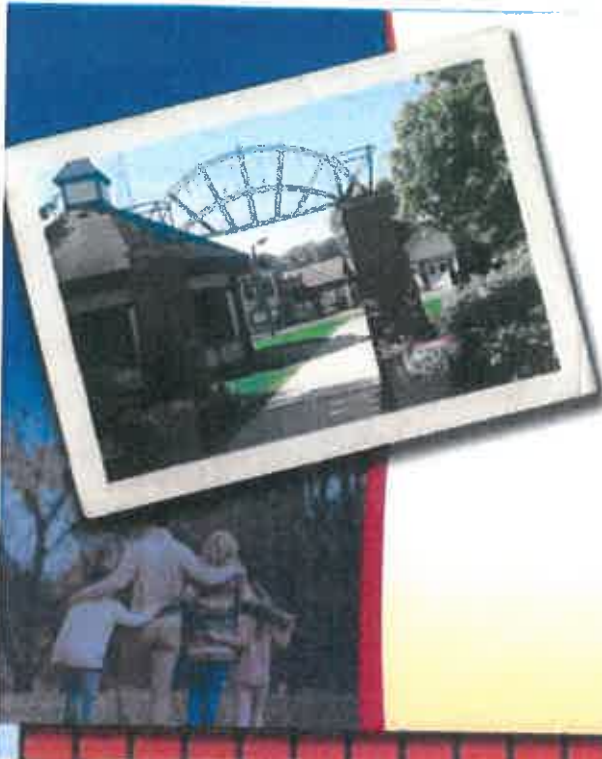
### First Year Actions

1. Review orderly annexation plan (work session) (Steve) Completed by Aug 2021
2. Keep contact with elected representatives for expansion of 212 (Mayor) -ongoing
3. Developers recruited and agreements drafted (Karen/Steve) Completed by Dec 2021
4. New well drilling project scoped (Tony) Completed by Mar, 2022
5. Splash pad is scoped (Parks) Completed by June 2022
6. Outlot A is scoped for Dog Park and Water Access (Storms) Completed by Dec 2022

### Two-Year Results

1. Hwy 212 is started
2. Dog Park is Open
3. Lake Access established (outlot A)
4. New Housing Development is open and lots are being sold
5. Location established for a new well
6. More land is scheduled for annexation
7. Splash Pad is open

## Creating Business Opportunities



# WILLKOMMEN TO



# Norwood Young America

more than a place. it's home.

- Beautiful Parks
- Welcoming Neighborhoods
- Available Sites for New Businesses

### Creating Business Opportunities

NYA is positioned to grow substantially now through the next couple of decades. It is hoped the 'small-town' feel and high quality of life will be part of all the new commercial and industrial development that will want to thrive in the City. . The high quality of life has made the community an attractive place to make a home. The City's Historic Downtown, industrial lots, and commercial growth will ensure the economic vitality of the community.



### First Year Imperatives

1. Clear and quick communication that is ongoing and positive (Karen) - ongoing
2. Industrial park 2—scoping study with options (location, layout, size, cost) (Steve and Karen) Completed by Dec 2021
3. Economic Dev Summit/Workshop to establish objectives for business dev (parameters for incentives (Karen/Steve) Completed by Dec 2021
4. BRE (business retention and expansion) plan for all businesses (Karen) Completed by Dec 2021
5. Scope Downtown streetscape completion (lights, trees, sidewalks, etc.) (Karen) Completed by Nov 2021

### Two-Year Results

1. Strip mall on east side of town is full
2. Second industrial park is open with (B-1 zoning)
3. First industrial park is full
4. Downtown Streetscape is done
5. Economic Development Parameters are established and being used
  - Defined Economic Development Packages (tool-kit and parameters set)
  - Objectives for business development established
  - Business ranking system established for staff action (Red—Discourage, Yellow—Caution. Green—Encourage)