

## **2011 WORK PLAN IDEAS FOR THE RAMSEY ECONOMIC DEVELOPMENT AUTHORITY**

The 2011 Work Plan for the Ramsey EDA should outline priority focus areas, existing economic development policies, and proposed long-term strategies for implementation.

### **Guidelines for the 2011 Work Plan for the Ramsey EDA:**

- Work to sustain moderate growth or recovery of industrial, commercial, retail, and housing activities in the City.
- Target family-wage to high salary employment opportunities in a variety of industries.
- Continue to target businesses in specific industries, including medical, precision manufacturing, aerospace, and other high tech fields.
- Encourage the retention and growth of existing local firms.
- Ensure quality growth and land use by streamlined, effective regulations and code enforcement.
- Continue to respond to specific requests for assistance from local companies.
- Use infrastructure investment to attract new firms and for development of designated areas.
- Maximize private, local, state, and federal funding for projects.

### **Priority Focus Areas for 2011:**

- Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the railroad station.
- Support the work of the Development Management (DM) Team to bring potential developers, retailers and office users to sites in the Center of Ramsey (COR); and provide regular updates about the COR to the EDA.
- Follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- Review the financial obligations and resources of the City's TIF districts and submit modifications as necessary.
- Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- Move forward with new Village Profile map of the City of Ramsey, as well as the new Anoka Area Chamber of Commerce map.
- Utilize the City's website and a software provider (such as E-Gov Link or Co-Star) to improve the community's real estate and business intelligence platform.
- Facilitate the Falls Coffee and Deli/Wells Catering project moving forward with its relocation to the COR.
- Although Ramsey does have a variety of fast-food restaurants, there is a strong desire for additional "sit-down" or full-service restaurants in the community. Develop a coherent Full-Service Restaurant subsidy policy.

- Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.
- Begin work on the redevelopment of the 167<sup>th</sup>/Hwy 47 commercial node, including the potential land acquisition of available lots, the design of infrastructure, creation of TIF District, and additional residential development to support commerce.
- Work with other City Departments to submit an application to DEED to seek the designation of the area near the transit station as a Transit Improvement Area (TIA).
- Support efforts by EDAM and other statewide organizations to seek funding for Brownfields Redevelopment and for TIA Loan Programs.
- Work with the new owner of the property formerly known as the Diamonds Sports Bar & Grill (an 15.5 acre parcel south of Highway 10) in terms of redevelopment and infrastructure requirements.
- Expand, retain and create new employment in the City's existing industrial parks.
- Consider the feasibility of a Medical-related or Biotech Business incubator in the City of Ramsey. This could include working with Genesis Business Centers, UEL or other entities.
- Pursue a separate Zip Code and Post Office for the City of Ramsey.
- Consider the establishment of new industrial/business park in the City of Ramsey. This could include doing a site evaluation of the industrial area south of LCA or the Pearson farm.
- Develop a plan to recapitalize the Ramsey Revolving Loan Fund.
- Develop long-term marketing strategy to improve area businesses and to attract new businesses.

**Other Ideas for 2011:**