

Economic Development Services

April 11, 2011

To: Northstar Transit Oriented Development Tour Participants

Fm: Janna King

RE: City Participation in Northstar TOD tour - Thursday May 5, 2011

To create a great experience for the developers and brokers who participate in the tour, while managing the logistics of the bus and train schedule and the capacity of the bus (49 passengers), it's important to set some clear parameters for city participation. After all – it's the brokers and developers that we really want sitting on that tour bus!

On board the bus

One staff member from each city is invited to ride the bus. Guests will board the **Northstar Commuter Coach at the the 5th Street Transit Center** (one block east of Target field) at 12:14 pm. As part of the host delegation, please **plan to arrive 11:50 am**. Several of you will be deployed with signs – since way finding in the area is tricky. Others will help with sign-in, greeting, nametags, box lunches, beverages, notebooks, etc.

The bus will have a microphone. You can take some drive time on the way to your community to orient participants to your community and your section of the notebook. That will provide some context as they approach the station area. You are welcome to have other staff or elected officials meet the group at the station area. If the weather is good, we may step off the bus and you can use the time allocated to your station area (20 minutes for existing station areas). On the tour last year, Big Lake mounted a graphic of the station area plan on a foam core board and did a presentation on the platform – that was effective...but is weather dependent.

Reception - Friendly Buffalo (6722 198th Ave NW Big Lake)

The reception is scheduled for **3:47 – 4:55 pm**. Each community is invited to have 3 participants at the reception. This may be a combination of staff and elected officials. **Please provide the names to Leslie Dingmann** at 763.263.2107 or lpchmi@ci.big-lake.mn.us **no later than noon on Monday May 2** so she can coordinate the headcount for the reception and work with the City of Fridley regarding nametags. Please plan to have the **participants who are not riding the bus arrive around 3:35** to get nametags and set up your community's easel & board(s). You may have one easel and multiple boards. City and county officials will be given drink tickets for non-alcoholic beverages. There will be appetizers, an opportunity to network, and guests can participate in the drawing for Twins tickets.

Bus tour participants (guests and 1 staff member per city) will be given a "go" card and depart Big Lake on the Northstar train at 5:06 pm, arriving at Target Field Station Area at 5:54 pm. (one block from the 5th St. Transit Center). The time on the train is an opportunity for continued conversation with the developers and brokers. Additional staff or elected who choose to ride the train, will need to take care of their train fare.