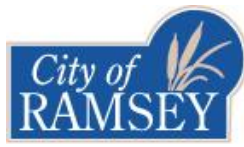


STRATEGIC INITIATIVES



Strategic Planning • Organization Development • Board and Team Development
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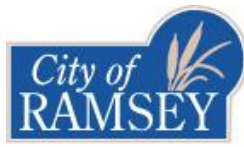


TOP 11 STRATEGIC INITIATIVES

(Next 3 years)

- 1. Establish entire funding for Hwy. 10**
 - Pick 3 of its projects (top priorities) to focus on.
 - Plan both Phase 2 and Phase 3 initiatives → completion.
- 2. RE-Brand Ramsey**
 - Reflect a broader image of our city and community.
- 3. Sell COR land**
 - Focus on all city-owned property listed.
 - Add two major retailers in the community.
- 4. Secure one major tenant anchor / destination**
- 5. Improve image of Hwy. 10 and Hwy. 47 (167th street is one point along the corridor). Clean up commercial districts**
 - Focus on viewshed.
 - Ideally complete both in Phase I.
 - The 167th project could be a Phase 2 initiative.
- 6. Develop comprehensive recreation plan for Ramsey and surrounding communities.**
 - Be a connector to other recreational opportunities.
- 7. Initiate / facilitate a new industrial business park**
 - Make it shovel ready.
- 8. Develop plan for Hwy. 5 improvements**
- 9. Make strategic hires / resource allocation/ grant writing, other**
- 10. Develop a more formal, robust communication plan.**
- 11. Continue to implement process improvement initiatives.**





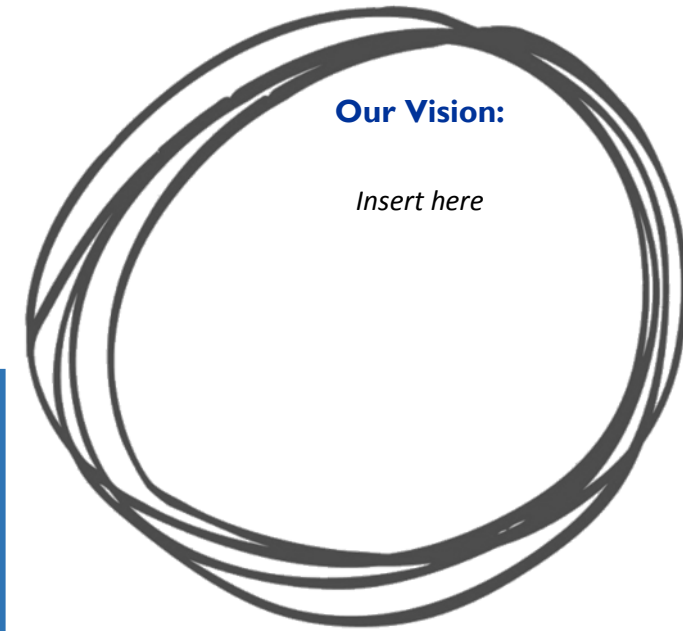
VISION





OUR VISION

STRATEGIC MILESTONES – Next 10 Years...



PHASE I: 2016 - 2018

TEAM 1

- Secure funding for 3 major transportation projects
- Secure 2 major retailers in the community
- Secure 2 businesses for new business park
- Develop a comprehensive recreation plan that goes beyond our borders
- Complete a plan for CSAH 5

TEAM 2

- Sell all currently marketed city-owned land
- Access plan study for Highway 10 and improvements to Highway 47 for safety / aesthetic / traffic management
- Create a destination

TEAM 3

- Improve image of Highway 10 (program of business loan/match for improvements)
- Make new business park “shovel ready”
- Ramsey branding (zip code, signage, etc.)

TEAM 4

- Establish funding for Highway 10
- Sell COR properties
- Complete new business park

PHASE II : 2019-2022

TEAM 1

- Complete 2 projects of Highway 10 Study
- Develop plan and secure funding for water supply
- Fill out new business park
- Implement comprehensive recreation plan
- Complete 2 CSAH5 projects
- Complete 47 options in concept

TEAM 2

- Develop land previously owned by the city
- Implement transportation plan
- Connect existing natural resource destinations (rivers, national and regional parks, trails)

TEAM 3

- Improve image of Highway 47 and improvement of 47 & 167th

TEAM 4

- Make decision about Highway 47 and implement
- Develop COR properties
- Build out new business park

PHASE III: 2023 - 2025

TEAM 1

- Complete all projects of Highway 10 Study
- Substantially complete the COR
- People come to the recreational opportunities and destinations
- Complete all CSAH5 projects
- Complete a 47 project
- Break ground on Guthrie North

TEAM 2

- Increase in population and tax base
- Decrease congestion, increase safety and investment
- Utilize and market recreation resources

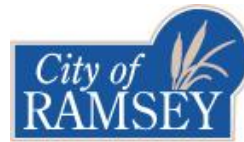
TEAM 3

- Complete mobility improvements on Highway 10


TEAM 4

- Community center
- New public works facility

1. Create a community that connects a variety of quality destinations that balance the gifts of natural beauty, rural character and economic vitality.
2. HUB and sustainable community.
3. A national leader in municipal services.
4. Move the reputation of Ramsey as a sleepy bedroom community toward vibrant workplace destination community.



CITY OF RAMSEY VISION

	TEAM 1	TEAM 2	TEAM 3	TEAM 4
<p>BHAG</p> <p>Big, hairy, audacious goal that revs up our city (goal that may take 10-30 years to achieve).</p> <p>VIVID DESCRIPTIONS</p> <p>Paint a picture of what it will be like to achieve the BHAG.</p>	<p>Create a community that connects a variety of quality destinations that balance the gifts of natural beauty, rural character and economic vitality.</p>	<p>HUB and sustainable community.</p> 	<p>A national leader in municipal services.</p>	<p>Move the reputation of Ramsey as a sleepy bedroom community toward vibrant workplace destination community.</p>
	<ul style="list-style-type: none"> • Highways 10, 47 and river crossing. • Sustained tax rate. • Design and viewshed. • Some rural, some urban. • Quiet, safe neighborhoods and privacy. • Trees and yards. • Close, but not too close. • Mix of uses and destinations. • Sustained and well-maintained landscape. • Variety of design. • Pedestrian crossing. • Trust Brook Greenway. • Engaged citizens. 	<ul style="list-style-type: none"> • Safety – maintain level of safety and grade crossings. • Key part MRT and other river recreation activities, athletics, game fair, and golf. • COR developed, vibrant. • In demand business parks. • Transportation corridors upgrade and smoothly – Highways 10 and 47. 	<ul style="list-style-type: none"> • Higher than the national benchmark in all quality of life measures. • Nationally recognized (e.g. money, magazine, #1 “Best Places to Live” Fortune). 	<ul style="list-style-type: none"> • Tax base growth of 3%. • Population growth by X% yearly – influenced by market. • Infrastructure to support safety response in line with growth. • Parks and recreation become life cycle experiences. • Shift the balance ratio of commuter population with workforce population from 80/20 to 60/40.