

**City of Ramsey**  
**Agenda**  
**Economic Development Authority (EDA)**  
**Thursday December 3, 2015**  
**7:30 am**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

- 1. Call to Order**
- 2. Approve Agenda**
- 3. Approve Minutes**
  1. Approve the Following Meeting Minutes:
    - 1) EDA Regular Meeting - November 5, 2015
- 4. EDA Business**
  1. Review Draft EDA Workplan
  2. Continued Discussion Related to Annual Ramsey EDA Business Expo
- 5. Member/Staff Input**
  1. Updates
- 6. Adjournment**

**Economic Development Authority (EDA)**

**3. 1.**

**Meeting Date:** 12/03/2015

**Submitted For:** Jo Thieling, Administrative Services

**By:** Jo Thieling, Administrative Services

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**Title:**

Approve the Following Meeting Minutes:

1) EDA Regular Meeting - November 5, 2015

**Purpose/Background:**

Purpose: The purpose is to approve the meeting minutes for the EDA meeting held the prior month.

Background: The meeting minutes are attached for review and approval.

**Notification:**

**Observations/Alternatives:**

**Funding Source:**

**Recommendation:**

**Action:**

Motion to approve the following EDA meeting minutes:

1) EDA Regular Meeting - November 5, 2015

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**Attachments**

EDA Mtg Mts

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**Form Review**

Form Started By: Jo Thieling  
Final Approval Date: 11/23/2015

Started On: 11/23/2015 04:34 PM

**ECONOMIC DEVELOPMENT AUTHORITY  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, November 5, 2015, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Chairperson Jim Steffen  
                          Member Philip Brunt (arrived at 7:35 a.m.)  
                          Member Brian Burandt (arrived at 7:35 a.m.)  
                          Member Chris Riley  
                          Member Wayne Skaff  
                          Member Kristine Williams

Members Absent:     Member Glen Hardin

Also Present:         Patrick Brama, Econ. Dev. Mgr/Assistant City Administrator  
                          Kurt Ulrich, City Administrator  
                          Councilmember John LeTourneau

**1.     CALL TO ORDER**

Chairperson Steffen called the Economic Development Authority meeting to order at 7:30 a.m.

**2.     APPROVE AGENDA**

Motion by Member Skaff, seconded by Member Williams, to approve the agenda as presented.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Williams, and Riley. Voting No: None. Absent: Members Brunt, Burandt, and Hardin.

**3.     APPROVE MINUTES**

**3.01:   Approve Meeting Minutes Dated October 8, 2015**

Motion by Member Riley, seconded by Member Skaff, to approve the October 8, 2015, minutes as presented.

Motion carried. Voting Yes: Chairperson Steffen, Members Riley, Skaff and Williams. Voting No: None. Absent: Members Brunt, Burandt, and Hardin.

**4.     EDA BUSINESS**

**4.01:   Consider Support of Anoka Area Chamber of Commerce Manufacturer's Coalition**

Economic Dev. Mgr/Assistant City Administrator Brama presented the staff report.

Members Brunt and Burandt arrived at 7:35 a.m.

Councilmember LeTourneau and Anoka Area Chamber of Commerce representative Pete Turok made a presentation to the EDA.

Councilmember LeTourneau stated the City of Ramsey has been asked to help with providing support to the manufacturing businesses in the City. He asked what would be important to the EDA in order to form a partnership with the Anoka Area Chamber of Commerce.

Chairperson Steffen asked for clarification on bringing students into manufacturing businesses.

Mr. Turok stated the student will work in the manufacturing businesses for six weeks.

Councilmember LeTourneau stated the high school has a responsibility to provide an education and a responsibility to the businesses. He stated the students will get soft training and understand how to show up, present themselves and interview better.

Chairperson Steffen asked if the business wants to do this to help the student or to get the work done. He wondered if bringing students in for six weeks, a couple times a week would be enough time to teach and train them before they leave.

Councilmember LeTourneau stated he was not sure but they are not going to do this unless it benefits everybody but if the business sees value in this then they are going to go there and try to find that value.

Mr. Turok stated to start on that level is ideal and Anoka Tech College puts programming around specific needs of the manufacturer. The goal of the business is to keep them forever.

Councilmember LeTourneau stated there is a cultural element attached to this and the perception right now is that manufacturing is not a favorable employment opportunity and that is not the reality. Those jobs are high skilled and have career letters attached to them. They are wonderful opportunities for people to make some changes in their life.

Member Riley stated when they discussed this a month ago they did decide this is a good use of economic development for the City and there is a purpose that the City would do. He thought the part where they ran into a question was they were not sure what kind of momentum or buy-in from manufacturers or if this group was actually waning so he wondered if they could talk about the makeup of the group and their momentum.

Councilmember LeTourneau stated yearly they do a planning session which involves getting information from the manufacturers. Ultimately, the goal was to get 20 to 25 people in manufacturing to meet as a group and collaborate. They intentionally kept the group small for

better discussion. The meetings have been self-populating and this is not having an issue of waning.

Chairperson Steffen asked whether there are members and do they pay dues.

Councilmember LeTourneau stated this group is all inclusive and anyone in the manufacturing business can attend and hopefully will join the Chamber.

Member Skaff asked what the EDA's \$5,000 would do for the coalition.

Councilmember LeTourneau reviewed what the Chamber would do to help the manufacturing businesses in Ramsey get qualified workers.

Member Burandt stated at Connexus Energy, they are members and they are carving time out of their day to come to the meetings they are finding of value.

Chairperson Steffen asked outside of funding the staff, where would the \$5,000 go.

There was discussion regarding where and how the \$5,000 funding would be used.

City Administrator Ulrich thought Ramsey manufacturers are good attendees of this group.

Member Skaff indicated he had all of his questions answered and made a motion to support the Anoka Area Chamber Manufacturers Coalition with a \$5,000 donation.

Economic Dev. Mgr/Assistant City Administrator Brama stated when this item was discussed at the last EDA meeting the Chamber was not at the meeting and this was intentional for the sake of perception being that Councilmember LeTourneau is a member of the City Council and also works for the Anoka Chamber of Commerce and he wanted to make sure that was transparent and on the record. The last meeting the EDA asked for the Chamber to be present at the next meeting so this item could be further discussed before a decision was made so if the group wanted to make a decision on this item they can excuse the Chamber before they get into the discussion.

Chairperson Steffen asked Councilmember LeTourneau and Mr. Turok if they would leave the meeting so the EDA could discuss this item further. Councilmember LeTourneau and Mr. Turok left the meeting.

Further discussion:

Member Brunt stated this subject is near and dear to his heart because he was in manufacturing all of his life. He thought this is a good thing and they need to partner with the schools. The whole problem is the schools have gotten away from the manufacture training and trade schools and they need to start focusing on this again. He thought the emphasis on the Tech schools is training the students on manufacturing and right now the manufacturers are doing all of the training. He thought this was a worthwhile project.

Chairperson Steffen thought it is still too early in the process for the EDA to jump in and indicated his issue is this is not funded by the manufacturers. He thought the \$5,000 would be better used elsewhere.

Member Brunt asked if the Manufacturing members pay money to belong to the Chamber.

Chairperson Steffen stated they pay their membership dues just as the EDA does but he did not see many manufacturing companies are stepping forward beyond that and if they have a workforce issue they should budget for it and help solve it. He stated as far as Councilmember LeTourneau being a Councilmember, this budget is his salary and from what he can see most of this will be staff time and right or wrong he thought this was a perception issue with him. He felt the City of Ramsey should not jump on this just yet as they are trying to get the program off the ground.

Member Williams thought this is a great program. She agreed with Member Brunt's comments because it is changing the culture and the perception of manufacturing and manufacturing is an important market within their community but at the same time commerce does not stop at the City borders so having a strong region and a strong support for their high school students coming out of Anoka High School is going to make Ramsey a stronger community. She thought this program is very much in its infancy and unproven and thought that the resources required to make this program successful, \$5,000, is a small piece to contribute and the potential return on their investment as a community and as an Economic Development Authority within this community could be huge if they can develop this program and that is exciting. She thought this could positively impact the lives of the residents in the community and she would be willing to support this.

Member Brunt stated he had talked to Councilmember LeTourneau a long time ago when he was first getting involved in the community and he was under the impression that the manufacturers were making a contribution to be a part of this group.

Chairperson Steffen stated he saw four partners, including Connexus, and assumed they wrote a check, but if there are thirty other members attending he did not hear any contribution from those.

Member Burandt stated that was correct; they could be chamber members and come in. He agreed with Member Williams comments. He stated if they look at the \$5,000 compared to the taxes the businesses that belong pay; that is less than half of what they pay. He stated there are State Agencies but businesses are not going to the DEED reps for a reason. We need a third party to represent our business community. Councilmember LeTourneau is doing what the DEED reps are doing but with more success and he is getting people to attend. The members do not see a benefit to going to the DEED reps and they would go if they saw a return.

City Administrator Ulrich stated this group of manufacturers typically do not join chambers so it is an influx of membership to the chambers and the Chamber gives their contributions back to this organization.

Member Riley stated they are the EDA and their job is to support businesses and support Economic Development and he thought this is a small price to pay to make it better. He stated as far as the Councilmember LeTourneau issue, it has been disclosed and the Board is making this decision and he felt this was not a large amount and not an issue and he would support this as well.

Economic Dev. Mgr/Assistant City Administrator Brama stated as far as the conflict of interest, they did work with the City Attorney to investigate whether or not there was some sort of legal conflict of interest in this particular item and they did some research and because of the fact that they would be making a check out to the Chamber and if they did decide to move forward with this, the Chamber employs CO2 Partners, who Councilmember LeTourneau works for at will and there is not a direct relationship there as far as the City writing a check out directly to Councilmember LeTourneau and would go to a company that is not owned by Councilmember LeTourneau. He stated the perception of a conflict of interest is there; and sometimes the perception is all that matters. They have had quite a bit of communication come from EDA Member Hardin and his feeling on the case today is if the EDA wanted to move forward with supporting this effort he would prefer to investigate other opportunities, other initiatives, other organizations before they make a decision on this and that could potentially include inviting other people and hearing what they had to say before a decision was made.

Motion by Member Skaff, seconded by Member Brunt, to support the Anoka Area Chamber Manufacturers Coalition with a \$5,000 donation.

Motion carried. Voting Yes: Members Skaff, Brunt, Burandt, Riley, and Williams. Voting No: Steffen. Absent: Member Hardin.

#### **4.02: Check in on EDA Workplan Item: 167/Highway 47**

Economic Dev. Mgr/Assistant City Administrator Brama presented the staff report.

Chairperson Steffen agreed and asked if anyone is planning on making improvements or making changes to their property at this time.

Economic Dev. Mgr/Assistant City Administrator Brama stated at this time no one has a project on the docket and is all conceptual at this time.

Chairperson Steffen stated if there is currently not a need for it he would prefer not to spend the time on amending their revolving loan fund and making a policy if there is not a need for it.

The EDA agreed.

#### **4.03: Authorize Marketing Efforts in Reaction to the Armstrong Interchange Construction Project Completion Date Extension**

Economic Dev. Mgr/Assistant City Administrator Brama presented the staff report.

Member Skaff asked if they are assured this next deadline is going to be met or are they going to be pushed back even further.

Economic Dev. Mgr/Assistant City Administrator Brama stated as far as the timeline this is not something the City or the County can guarantee, the contractor is incurring penalties daily after they passed up the original deadline which was October 30<sup>th</sup> and outside of that they do not have any way to physically force them to get the job done.

Chairperson Steffen thought this was a perception case and tended to this being positive although he did not know if the signs or postcards will make people shop at those businesses more. He thought this was a goodwill effort and shows that the City of Ramsey is doing something to try to help the businesses during the tough times.

Member Riley stated he agreed this would be a perception/goodwill item and he wondered if this would buy any goodwill. He asked if sending out postcards and putting up signs make the businesses any happier. He also wondered if they have asked the County EDA if they have any ideas.

Economic Dev. Mgr/Assistant City Administrator Brama stated as far as if this will work or address and provide goodwill, they cannot predict this and will not solve anything but from a goodwill perspective they have had discussions with some of the businesses and they are very appreciative of the fact that the City is trying to be proactive and do something. He stated he has not checked with the County EDA to see if they could contribute something.

Member Burandt asked if the businesses have made any suggestions or recommendations when they have called in to complain.

Economic Dev. Mgr/Assistant City Administrator Brama stated signage has been the biggest complaint and request for improvement throughout the entire process. He stated they still receive more requests and inquiries for additional signage.

City Administrator Ulrich stated the businesses are interested in the City playing a role in trying to help keep their businesses going.

Economic Dev. Mgr/Assistant City Administrator Brama stated the number one request they have received is for City financial assistance but the City is not in the position to do that.

Chairperson Steffen asked if they could use the postcard to inform residents in the City of the opening of the bridge and also to visit businesses in the area.

City Administrator Ulrich thought that was a good idea.

Motion by Member Steffen, seconded by Member Brunt, to proceed with staff recommendation of signage and postcards not to exceed \$3,500.

Further discussion: Member Williams asked Economic Dev. Mgr/Assistant City Administrator Brama to follow up with the County EDA on how they can assist the businesses in the area.

Motion carried. Voting Yes: Chairperson Steffen, Members Brunt, Burandt, Riley, Skaff, and Williams. Voting No: None. Absent: Member Hardin.

#### **4.04: Review Update on the City's Potential Future Business Park – Economic Development Analysis**

Economic Dev. Mgr/Assistant City Administrator Brama presented the staff report.

Mr. Mike Mulrooney made a presentation to the EDA.

Commissioner Riley stated the executive summary indicates Brooklyn Park was not looked at but should be looked at. He wondered why it was not considered.

Mr. Mulrooney stated it was not included in the scope of work but he thought this was something they should take a look at as they collect additional information relative to feasibility. For this reason the City of Brooklyn Park has property that has been attractive to industrial development in the last couple of years. The location of most of that property is at the intersection of 610 and 169. The 169 corridor comes up into Ramsey and any business that is interested in the 169 corridor that Ramsey is would have to take into consideration available property in Brooklyn Park. He thought it would be important to have the EDA look at this because knowing what the competition currently is at that particular location is important.

Chairperson Steffen asked if Mr. Mulrooney had a big take away as he was gathering information, something he did not previously know before.

Mr. Mulrooney stated he did to the degree that his perception was that there is not a lot of property available and knew that was a fact in Ramsey and Anoka but as he visited Elk River it was somewhat surprising to him how little property is available there as well. He stated the industrial industry is picking up in the northern metro and a lot of what has impeded the development of many of these projects has been the shortage of labor to build them.

Member Burandt left the meeting at 9:24 a.m.

Chairperson Steffen asked for an update on the cost benefit analysis.

Mr. Mulrooney stated that will be ready for the next EDA meeting. He stated they will look at alternatives and all options including working with existing property owners to reduce expense and risk associated with any business park development.

#### **5. MEMBER / STAFF UPDATE**

The EDA reviewed the Staff Update.

**6. ADJOURNMENT**

Motion by Member Skaff, seconded by Member Williams, to adjourn the meeting.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Williams, Brunt, and Riley.  
Voting No: None. Absent: Members Burandt and Hardin.

The regular meeting of the Economic Development Authority adjourned at 9:28 a.m.

Respectfully submitted,

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Kurtis G. Ulrich  
City Administrator

ATTEST:

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Patrick Brama  
Econ. Dev. Mgr/Assistant City Administrator

Draft by Sue Osbeck  
*TimeSaver Off Site Secretarial, Inc.*

**Economic Development Authority (EDA)**

4. 1.

**Meeting Date:** 12/03/2015

**Submitted For:** Patrick Brama, Administrative Services

**By:** Patrick Brama, Administrative Services

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**Title:**

Review Draft EDA Workplan

**Purpose/Background:**

**Purpose:**

Review and amend the 2016 City of Ramsey Economic Development Workplan (attached to case).

**Background:**

The purpose of an EDA workplan is:

*to provide a functional plan that prioritizes the work of the City's economic development department and Economic Development Authority (EDA). This plan highlights both day-to-day and long term economic development priorities and goals for the City of Ramsey. The City Council's 3-year strategic action plan includes economic development initiatives; which have been reflected in this plan.*

Attached to this case are workplans from previous years. Also attached is an annual economic development activity report. Lastly, for reference, the EDA dashboard is attached.

**Notification:**

**Observations/Alternatives:**

NA

**Funding Source:**

NA

**Recommendation:**

Provide feedback and amendments.

**Action:**

Provide feedback and amendments.

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**Attachments**

2011

2012

2013

2014

2015

2016

Annual Activity Report (2015)

EDA Dashboard 08 2015

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## Form Review

**Inbox**

Kurt Ulrich

Form Started By: Patrick Brama

Final Approval Date: 11/30/2015

**Reviewed By**

Kurt Ulrich

**Date**

11/30/2015 10:53 AM

Started On: 11/20/2015 09:40 AM

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

The 2011 Work Plan for the Ramsey EDA outlines existing guidelines for economic development policies, and priority focus areas delineating the highest and the next highest priorities for the current year.

### **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.
- 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.
- 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:**

#### **Highest Priorities**

- Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- 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.
- 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.
- Expand, retain and create new employment in the City’s existing industrial parks.
- 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.
- Review the financial obligations and resources of the City’s TIF districts and submit modifications as necessary.

### **Moderately High Priorities**

- Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.
- Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the railroad station.
- Follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- 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.
- Develop long-term marketing strategy to improve area businesses and to attract new businesses.
- 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.

### **Medium Priorities**

- Develop a plan to recapitalize the Ramsey Revolving Loan Fund.
- Move forward with new Village Profile map of the City of Ramsey, as well as the new Anoka Area Chamber of Commerce map.
- 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.
- 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.
- 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.

## **2012 WORK PLAN FOR THE RAMSEY ECONOMIC DEVELOPMENT AUTHORITY**

The 2012 Work Plan for the Ramsey EDA outlines existing guidelines for economic development policies, and priority focus areas delineating the highest and the next highest priorities for the current year.

### **Guidelines for the 2012 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.
- Endeavor to seek a positive business environment, quality growth and land use.
- Consider and make recommendations to the City Council regarding the streamlining of City regulations that impact development.
- 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 2012:**

#### **Highest Priorities**

- Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- Expand, retain and create new employment in the City's existing industrial parks.
- Research and encourage the City to join the Twin Cities Gateway Convention & Visitors Bureau (CVB) in order to promote the Comfort Suites Hotel and the community's events (e.g. Happy Days and Game Fair) and venues (e.g. Fountains of Ramsey).
- 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.
- Review the financial obligations and resources of the City's TIF districts and submit modifications as necessary.
- Consider joining the Minnesota Commercial Association of Realtors (MNCAR) Exchange. This would provide access to the Exchange's commercial property database and the ability to list Ramsey properties on the Exchange.

### **Moderately High Priorities**

- Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the Armstrong Interchange.
- Continue to follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- Consider and make recommendations to the City Council regarding the redevelopment of 167<sup>th</sup> Ave//Hwy 47 commercial node, including potential land acquisition of available property, the design of infrastructure, the potential creation of a TIF District, and the encouragement of residential development to support retail and other commercial ventures.
- Pursue a separate Zip Code with the U.S. Postal Service for the City of Ramsey.
- Develop long-term marketing strategy to improve area businesses and to attract new businesses.
- Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.
- 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.

### **Medium Priorities**

- Develop a plan to recapitalize the Ramsey Revolving Loan Fund.
- Move forward with new Village Profile map of the City of Ramsey.
- Continue to work with Al Pearson regarding the sale of his property north of Hwy 10 and to the west of Puma Street and Legacy Christian Academy.
- 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.
- 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 south of Highway 10.

Ramsey Economic Development Authority  
**2013 WORK PLAN**

**1. FIRST PRIORITY**

- A. **Relationship Management & Networking**  
Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- B. **Business Retention & Expansion**  
Expand, retain and create new employment in the City's existing industrial parks.
- C. **The COR**  
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.
- D. **Tax Increment Financing**  
Request Finance officer to present TIF updates annually.
- E. **Minnesota Commercial Association of Realtors (MNCAR)**  
Consider joining MNCAR Exchange. This would provide access to the Exchange's commercial property database and the ability to list Ramsey properties on the Exchange.

**2. SECOND PRIORITY**

- A. **Transportation**  
Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the Armstrong Interchange.
- B. **Buxton Study**  
Continue to follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- C. **167 Ave NW & Trunk Highway 47 Node**  
Consider and make recommendations to the City Council regarding the redevelopment of 167 Ave//Hwy 47 commercial node, including potential land acquisition of available property, the design of infrastructure, the potential creation of a TIF District, and the encouragement of residential development to support retail and other commercial ventures.
- D. **Zip Code**  
Pursue a separate Zip Code with the U.S. Postal Service for the City of Ramsey.

E. **Marketing**

Develop long-term marketing strategy to improve area businesses and to attract new businesses.

F. **Grocery Store Recruitment**

Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.

G. **Bio-Tech Business Incubator**

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.

**3. THIRD PRIORITY**

A. **Village Profile**

Move forward with new Village Profile map of the City of Ramsey.

B. **Al Pearson Land Sale**

Continue to work with Al Pearson regarding the sale of his property north of Hwy 10 and to the west of Puma Street and Legacy Christian Academy.

C. **Transit Improvement Area**

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.

D. **New Industrial/Business Park**

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 south of Highway 10.

E. **Convention & Visitors Bureau (CVB)**

Research and encourage the City to join the Twin Cities Gateway CVB in order to promote the Comfort Suites Hotel and the community's events (e.g. Happy Days and Game Fair) and venues (e.g. Fountains of Ramsey).

## 2014 Ramsey EDA Work Plan

### Purpose:

Provide a functional work plan that prioritizes the strategies/tactics of the EDA, alongside the vision of the Council through the working Strategic Plan: *A New Day, A New Beginning*. This work plan will guide Staff and EDA through 2014. The plan highlights the objectives used to create the strategies/tactics as well as identifies the strategies/tactics to achieve those objectives.

### Objectives:

- Sustain moderate growth of industrial, commercial, retail, and housing activities in the City
- Encourage and work towards the retention and expansion of local firms
- Maintain and improve a positive business environment
- Effectively plan to support growth
- Maximize private, local, state, and federal partnerships and funding for projects

### Strategies/Tactics:

#### **FIRST PRIORITY**

1. Business Retention and Expansion
  - Develop survey that meets local and regional criteria, visit businesses, analyze data, and set priorities based on that analysis.
2. 167<sup>th</sup> Ave NW & HWY 47 Business Node
  - Work within "Statement of Goals" to create action behind boosting the viability of the business node. Continue to involve public and landowners in determining next steps as it relates to the Statement of Goals.
3. Business Park Development
  - Continue communicating and defining next steps in developing a business park near and at the Al Pearson and Hageman Holdings properties.
4. Marketing of Entire Community
  - Work with Staff to develop objectives of the marketing effort, define strategies to fulfill those objectives, and thereby define tactics to achieve those strategies. This strategy includes economic development specific marketing.
5. Old Municipal Center Redevelopment
  - Continue supporting the public input process for redevelopment of the Old Municipal Center. Upon completion, fully support redevelopment effort.
6. Sale of Property
  - Work with preferred broker to sell City owned properties; effort includes background research on all parcels to remove all unknowns, work collaboratively to market the properties, identify users for properties, etc.

#### **SECOND PRIORITY**

1. Transit Improvement Area
  - Monitor status of funding for the program to utilize in the TIA designated area.
2. Transportation/Infrastructure
  - Promote multiple modes of transit and promote improvement of existing infrastructure
3. Zip Code
  - Pursue a separate zip code for the City of Ramsey
4. Relationship Management & Networking
  - Continue to communicate with businesses through the Ramsey Resident newsletter, business networking events (Expo, Breakfast, and Golf Tourney), and general correspondence.
5. Resource Database/Guide
  - Gather all technical and financial assistance program information and compile in one holistic, interactive guide to be distributed to businesses, lenders, developers, and leads.
6. Assessment of Community
  - SWOT, competitive realities, incorporate information from BR&E visits, statistics, etc. More thoroughly understand the community and its competitive advantages and disadvantages.

## **Economic Development Workplan**

### **Purpose**

Provide a functional plan that prioritizes the work of the City's economic development department and Economic Development Authority (EDA). This plan highlights both day-to-day and long term economic development priorities and goals for the City of Ramsey. The City Council's 3-year strategic action plan includes economic development initiatives; which have been reflected in this plan.

### **Objectives**

1. Encourage, and plan for, growth of industrial, commercial, retail and housing activities
2. Foster the retention and expansion of existing Ramsey businesses
3. Support and maintain a positive local businesses environment
4. Leverage use of outside economic resources, partnerships and funding for economic development initiatives

### **Outcomes**

1. Growth of the City's tax base
2. Growth in the City's quantity of jobs
3. Improved quality of life

### **Priorities**

1. Priority #1:  
Primary expectation of City staff. Highest priority economic development functions and initiatives for the EDA.
2. Priority #2.  
Secondary expectations. When workloads permit, staff will bring forward secondary priorities for discussion and direction.

## First Priority

Tactics	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>Deliver Quality Customer Service:</u> Respond to existing and prospect Ramsey businesses' inquiries and requests in a timely and professional manner.</p> <p>Common topics include relocation and expansion inquiries, questions regarding government services or infrastructure, questions and issues regarding proposed, existing and former contracts/agreements with the City, and property management inquiries and issues.</p>	<p>Ongoing: This is a primary function and expectation of the City's economic development staff.</p> <p>Spring/Summer 2015, bring this item back for updates and discussion.</p>	<p>Situational: Customer requests and inquiries are typically received in waves. Current Staffing levels are sufficient to respond to peaks in customer service demands. However, a peak in customer service requests consumes a large majority of staff time; which results in little or no time to complete other important economic development initiatives.</p> <p>Commonly, Staff utilizes third party resources to aid completion of this work (ACG, Briggs, Ehlers, CBRE, Premier, Loucks, other city staff). If the trend of inquiries and development within Ramsey continues to grow, the need for additional permanent resources may need to be discussed.</p>	<p>Meet customer expectations of quality and responsive local government customer service.</p> <p>This tactic fits within objectives 1, 2, and 3.</p>
<p><u>Business Retention &amp; Expansion:</u> The majority local economic growth comes from existing Ramsey businesses. The purpose of this goal is to develop and maintain positive relationships with existing Ramsey businesses (establish trust). This goal is implemented through quality customer service, businesses visits and facilitating business events.</p>	<p>Ongoing: This is a primary function and expectation of the City's economic development staff.</p>	<p>Currently Sufficient: Staff has the resources required to sufficiently complete this tactic.</p>	<p>Complete 24 business visits annually.</p> <p>Execute EDA business expo, business appreciation golf tournament, and fall networking event.</p> <p>This tactic fits within objectives 2 and 3.</p>
<p><u>Future Business Park:</u> Continue to move along the City's future business park initiative. Below are major work items to be addressed:</p> <ol style="list-style-type: none"> <li>1. Rezone property</li> <li>2. Complete RFQ for arterial infrastructure</li> <li>3. Consider implication of nearby train tracks; including the cost/benefit of said work.</li> <li>4. Develop profile of "target" customer.</li> <li>5. Attain shovel ready status.</li> <li>6. Develop and solidify the City's position/ involvement/ policy.</li> </ol>	<ol style="list-style-type: none"> <li>1. Winter 2014 (done)</li> <li>2. Spring 2015</li> <li>3. Spring 2015</li> <li>4. Summer 2015</li> <li>5. Summer 2015</li> <li>6. Fall 2015</li> </ol>	<p>Currently Sufficient: Assuming normal customer service demand levels, sufficient resources exist to complete this tactic as outlined in the proposed timeline.</p>	<p>"Ready-to-go" business park and clear position of City involvement.</p> <p>This tactic fits within objectives 2 and 3 and the City's strategic plan.</p>

<p><u>Old Municipal Center Redevelopment:</u> Facilitate redevelopment of old municipal center site. Below are major work items to be completed:</p> <ol style="list-style-type: none"> <li>1. Rezone property</li> <li>2. Execute purchase agreement</li> <li>3. Remove Fire Station #2 and clean site</li> <li>4. Close on sale of property</li> </ol>	<ol style="list-style-type: none"> <li>1. Spring 2015</li> <li>2. Spring 2015</li> <li>3. Spring 2016</li> <li>4. Spring 2016</li> </ol>	<p>Currently Sufficient: Assuming normal customer service demand levels, sufficient resources exist to complete this tactic as outlined in the proposed timeline.</p>	<p>Old municipal center site sold (closed) to private sector for redevelopment by spring 2016.</p> <p>NOTE: may be completed in phases. Phase one targeted for completion by spring of 2015.</p> <p>This tactic fits within objectives 1 and the Council's strategic plan.</p>
<p><u>167 Ave/Highway 47 Redevelopment:</u> Utilize the City's adopted "statement of goals" to guide participation. Below are major work items:</p> <ol style="list-style-type: none"> <li>1. Respond to Rum River Hills 2<sup>nd</sup> request</li> <li>2. Implement availability of EDA RLF</li> </ol>	<ol style="list-style-type: none"> <li>1. Spring 2015</li> <li>2. Summer 2015</li> </ol>	<p>Currently Sufficient: Assuming normal customer service demand levels, sufficient resources exist to complete this tactic as outlined in the proposed timeline.</p>	<p>Implement City's adopted Statement of Goals.</p> <p>This tactic fits within all ED objectives and the Council's strategic plan.</p>
<p><u>Sell Surplus City Owned Land:</u> The City owns a large inventory of surplus land available for development. Below are major work items:</p> <ol style="list-style-type: none"> <li>1. Establish inventory of surplus land</li> <li>2. Market inventory of surplus land</li> <li>3. Sell surplus city owned land</li> <li>4. Establish new land sale policy</li> <li>5. Consider shovel ready status for all listed City owned property</li> </ol>	<ol style="list-style-type: none"> <li>1. 2012 (completed)</li> <li>2. 2014 completed and ongoing.</li> <li>3. Ongoing</li> <li>4. Spring 2015</li> <li>5. Summer 2015</li> </ol>	<p>Currently Sufficient: A Assuming normal customer service demand levels, sufficient resources exist to complete this tactic as outlined in the proposed timeline.</p>	<p>Land sales are closed. Staff shall provide an annual overview to the EDA and City Council.</p> <p>This tactic fits within objective 1. This tactic fits within the City's strategic plan and Council policy discussions.</p>
<p><u>Performance Measurements:</u></p> <ol style="list-style-type: none"> <li>1. Define Council strategic plan balanced scorecard matrixes</li> <li>2. Establish other performance measurements</li> </ol>	<ol style="list-style-type: none"> <li>1. Summer/Fall 2015</li> <li>2. Summer/Fall 2015</li> </ol>	<p>Currently Sufficient: Assuming normal customer service demand levels, sufficient resources exist to complete this tactic as outlined in the proposed timeline.</p>	<p>EDA and Council attain data to help evaluate economic development performance.</p> <p>This tactic fits within the City's strategic plan.</p>

## Second Priority

Tactics	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<u>Workforce Issues:</u> Manufacturing businesses located in the City of Ramsey have expressed a strong and common concern related to a lack of available workforce. The City should consider a role in assisting Ramsey businesses address this issue.	TBD	TBD	TBD
<u>Perception of Ramsey:</u> The perception of the City of Ramsey has been identified as a concern by residents, businesses and the City Council alike. The City should consider an initiative to address this concern.	TBD	TBD	TBD
<u>Transportation Improvements:</u> Poor traffic flow along U.S. Highway is a barrier for existing and prospect Ramsey businesses. The EDA should consider what options are available to the City Council address this concern.	TBD	TBD	TBD
<u>Marketing Materials &amp; Community Profile:</u> The City should consider updated marketing materials and/or developing a community profile. Marketing materials may include updated brochures for The COR and the future business park, new ED and housing marketing boards, an updated COR map, a community profile, etc.	TBD	TBD	TBD
<u>Updated COR Sign Plan &amp; Policy:</u> A need exists for the City to create/ update/ enforce a plan/ strategy/ policy for monument and way findings located within The COR. Additionally, a funding source should be secured.	TBD	TBD	TBD

## 2016 Economic Development Workplan (DRAFT)

### Purpose

Provide a functional plan that prioritizes the work of the City's economic development department and Economic Development Authority (EDA). This plan highlights both day-to-day and long term economic development priorities and goals for the City of Ramsey. The City Council's 3-year strategic action plan includes economic development initiatives; which have been reflected in this plan.

### Objectives

1. Encourage, and plan for, growth of industrial, commercial, retail and housing activities
2. Foster the retention and expansion of existing Ramsey businesses
3. Support and maintain a positive local businesses environment
4. Leverage use of outside economic resources, partnerships and funding for economic development initiatives

### Outcomes

1. Growth of the City's tax base
2. Growth in the City's quantity of jobs
3. Improved quality of life

### Priorities

Priority #1:

Primary expectation of City staff. Highest priority economic development functions and initiatives for the EDA.

Priority #2.

Secondary expectations. When workloads permit, staff will bring forward secondary priorities for discussion and direction.

## First Priority

<b>Tactics</b>	<b>Timeline</b>	<b>Additional Resources &amp; Tools Required</b>	<b>Key Outcomes/Metrics</b>
<p><u>Quality Customer Service</u> Respond to existing and prospect Ramsey businesses' inquires and requests in a timely and professional manner.</p> <p><i>Common topics include relocation and expansion inquiries, questions regarding government services or infrastructure, questions and issues regarding proposed, following up on existing and former contracts/ agreements with the City, RALF property management inquiries/ issues, business welcoming blasts, and managing communications to businesses for major construction projects.</i></p>	<p>Ongoing: This is a primary function and expectation of the City's economic development staff.</p>	<p>Customer requests and inquiries are typically received in waives. Current Staffing levels are sufficient to respond to peaks in customer service demands. However, a peak in customer service requests consumes a large majority of staff time; which results in little or no time to complete other important economic development initiatives.</p> <p>Commonly, Staff utilizes third party resources to aid completion of this work (ACG, Briggs, Ehlers, CBRE, Premier, WSB, other city staff). If the trend of inquiries and development within Ramsey continues to grow, the need for additional permanent resources will need to be discussed.</p>	<p>Meet expectations of quality and responsive local government customer service.</p> <p><i>This tactic fits within EDA objectives 1, 2, and 3.</i></p>
<p><u>Business Retention &amp; Expansion</u> The large majority local economic growth comes from existing Ramsey businesses. The purpose of this goal is to develop and maintain positive relationships with existing Ramsey businesses (establish trust). This goal is implemented through quality customer service, businesses visits, and facilitating business events.</p>	<p>Ongoing: This is a primary function and expectation of the City's economic development staff.</p>	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>In 2015, staff did not have enough time available to complete the EDA's goal of 24 visits. This was due large volume of deals completed in 2015 (tactic #1, quality customer service). If this trend continues in 2016, Staff will provide the EDA with alternatives to address this item.</p>	<p>Complete 24 business visits annually.</p> <p>Execute EDA biz expo, biz appreciation golf tournament, and fall networking event. Participate in Anoka County Broker Event and MN Marketing Partnership.</p> <p><i>This tactic fits within EDA objectives 2 and 3.</i></p>
<p><u>Future Business Park</u> Continue to move along the City's future business park initiative. Below are major work items to be addressed:</p> <ol style="list-style-type: none"> <li>1. Finalize Economic Development Analysis</li> <li>2. Develop and solidify the City's position/ involvement/ policy.</li> <li>3. Attain shovel ready status.</li> </ol>	<ol style="list-style-type: none"> <li>1. Winter 2016</li> <li>2. Spring 2016</li> <li>3. Summer 2016</li> </ol>	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed. This work item does require use of third-party professional services.</p>	<p>"Ready-to-go" business park and clear position of City involvement.</p> <p><i>This tactic fits within EDA objectives 2 and 3 and the City's strategic plan.</i></p>

<p><u>Old Municipal Center Redevelopment</u> Facilitate redevelopment of old municipal center site. Below are major work items to be completed:</p> <ol style="list-style-type: none"> <li>1. Remove Fire Station #2 and clean site</li> <li>2. Close on sale of property, phase #2</li> </ol>	<ol style="list-style-type: none"> <li>1. Spring 2016</li> <li>2. Spring 2016</li> </ol>	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p>	<p>Old municipal center site sold (closed) to private sector for redevelopment by summer 2016.</p> <p><i>This tactic fits within EDA objectives 1 and the Council's strategic plan.</i></p>
<p><u>Recruit new industry and major retail businesses to Ramsey</u></p>	<p>Fall 2017</p>	<p>Currently Sufficient: this tactic requires assistance from the City's real estate broker CBRE; and demand from the development market.</p>	<p>Secure two new 30,000 square foot retail, and two new 30,000 square foot industrial facilities.</p> <p><i>This tactic fits within EDA objective 1. This tactic fits within the City's strategic plan and Council policy discussions.</i></p>
<p><u>Sell Surplus City Owned Land</u> The City owns a large inventory of surplus land available for development. Below are major work items:</p> <ol style="list-style-type: none"> <li>1. Attain shovel ready status for all listed City owned property (including cut/fill estimations and identifying major costs for development)</li> </ol>	<p>Summer 2016</p>	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p>	<p>Land sales are closed. Staff shall provide an annual overview.</p> <p><i>This tactic fits within EDA objective 1. This tactic fits within the City's strategic plan and Council policy discussions.</i></p>
<p><u>Consider Discontinuing Ramsey EDA Spring Business Expo</u></p>	<p>January 2016</p>	<p>NA</p>	<p>Decision to eliminate or continue annual Ramsey EDA Business Expo.</p> <p><i>This tactic fits within the City's strategic plan.</i></p>

## Second Priority

Tactics	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>RALF</u> The Metropolitan Council reinstated the RALF (revolving acquisition loan fund) program in 2015 with eligibility modifications which significantly affect the City of Ramsey's ability to use this program. Staff would like the EDA/ City Council to consider pursuing amendments/ exceptions to the RALF program criteria. Staff is receiving requests/ inquiries from Highway 10 property owners RE this subject; which are intensifying with time. Staff would also like to put together an informational document (FAQ) for Ramsey businesses affected by proposed improvements to U.S. Highway 10.</p>			
<p><u>Business Incubator</u> Consider utilizing the vacant space on the second floor of the Ramsey Municipal Center for a business incubator program—or a cowork space, COCO).</p>			
<p><u>COR Story</u> Consider creating a professional and comprehensive document outlining the history, current conditions, and outlook of The COR. The purpose of this document would be to highlight the success of The COR to taxpayers and outsiders. Staff commonly receives inquiries from various parties related to the history and outlook of The COR. This is an opportunity for the City to control our message and story.</p>			
<p><u>ZIP Code</u> In 2015, the City of Ramsey did open its doors to the first ever Ramsey substation USPS Post Office. Although this is a positive step for Ramsey, the need for an independent zip code still exists. The purpose of this tactic is to consider pursuing an independent zip code for our community.</p>			

# Ramsey Economic Development

## 2015 ACTIVITY REPORT

### ECONOMIC DEVELOPMENT EVENTS

1. EDA Spring Business Expo
2. Ramsey Happy Days Festival, Business Expo
3. EDA Fall Networking Event
4. MN Marketing Partnership Familiarization Tour
5. EDA Business Appreciation Golf Tournament
6. Anoka Area Chamber Golf Tournament
7. Anoka County Developer/ Broker Event
8. Multiple Highway 10 Lobbying Tours
9. Armstrong Interchange Ground Breaking (December)

### BUSINESS VISITS

Formal (3): Riverside Manufacturing, Waltek, Zero Zone

Informal (10): Life Fitness, Dedicated Networks, Molin Concrete, RJM, JBT, All Seasons Garage, Sil-Pro, Country Side Services, Sil-Pro, In'Tech, PSD LLC, M&G Trailer.

### BUSINESS WELCOME BLASTS

9: Stoney River, The Lunch Box, USPS Mail Substation, Molin Concrete, All Seasons Garage Door, China Dragon, GNC, Country Side Services, Quality Forklift.

### CITY OWNED LAND TRANSACTIONS

- PSD LLC---\$1.89M (13.97 acres)
  - Common Bond---\$435K (1.85 acres)
  - Casey's---\$596K (1.36 acres)
  - GS Land---\$616K (14.86 acres)
  - Meadow Creek---\$0 (land swap)
- TOTAL--\$3.58M GROSS (32.04 acres)

### PROJECTS WITH CITY/ STATE INCENTIVES

- PSD LLC---\$500K FV TIF
  - Life Fitness---\$350K FV TIF
  - Life Fitness---\$441K FV DEED
  - Dedicated Networks---\$130K FV DEED
  - Dynamic Group---\$250K FV DEED
- TOTAL--\$1.672M FV, PAYGO

### NEW CONSTRUCTION VALUES, MAJOR PROJECTS

- Dedicated Networks---20K SF (\$915K)
  - PSD LLC---121 Units (\$13.9M)
  - Common Bond---47 Units (\$7M)
  - Casey's General Store---5K SF (\$2.3M)
  - Life Fitness---48K SF (\$3.2M)
  - NTI---2K SF (\$150K)
  - Coborn's---Remodel (\$492K)
- TOTAL--\$28M New Const. Val. (Major Projects Only)

### MISCELLANEOUS

1. Creation of business advocacy Group for improvements to U.S. Highway 10.
2. Now leading communication efforts to businesses effected by construction projects: Armstrong Interchange Project and Highway 47/142<sup>nd</sup> Ave Project. EDA authorized marketing blast RE Armstrong Interchange in November of 2015.
3. Drafted and executed 13 lease agreements/ amendments for City owned properties along U.S. Highway 10, for use of City owned land in connection to various construction projects, and for use of the City's former municipal center campus.
4. Closed out F&C (Residence at The COR) agreements; and transfer to Weidner Properties.
5. Future Business Park: completed infrastructure study and economic development study (December/ January). Next step, policy discussion/ direction.
6. Old Municipal Center: phase one sold, and currently under development. Phase two requires demolition and site cleanup—expected to be ready by summer 2016. Demolition will likely be funded by the Anoka County HRA.
7. Future public works space needs analysis completed; which may have an effect on the future business park discussion due to excess land that will be available for redevelopment.
8. Replaced COR real estate signs.
9. Development of in-depth COR article began in December.
10. Development of Highway 10/ RALF fact and FAQ began in December.
11. 167 Avenue/ Highway 47 *EDA Workplan item* dropped (consider grant program).
12. Spring Business Expo *EDA Workplan item* discussion initiated. Was requested to be brought back for further discussion.
13. EDA began sponsoring the Anoka Area Chamber of Commerce, Manufacturers Coalition.
14. New TIF district created—TIF District 15, for demolition of the former Health Quest building.

# Ramsey EDA Dashboard: 08/18/2015

## FUNDS & ACCOUNTS

<b>EDA Fund</b>	\$	795,000
<i>Utilized for project costs associated with EDA initiatives. Examples include property acquisition, site preparation, demolition, professional services, other.</i>		
<b>Revolving Loan</b>	\$	291,500
<i>Fill financing gap between project costs and private debt financing Typically, low or even zero interest rate; entices recruitment and expansion in Ramsey.</i>		
<b>Anoka Country HRA</b>	\$	994,034
<i>All purpose redevelopment and economic development dollars OMC redevelopment targeted (\$200-\$500K), Future Biz Park?</i>		
<b>Sub Total</b>	\$	<u>2,080,534</u>

## ASSETS (future land proceeds)

<b>Nordvick Property #45, 1.43 Acres (147th/Armstrong)</b>	\$	436,036
<i>Purchased for by City for \$800,000, \$600,000 from EDA fund. Listed for \$10 psf (\$622,908) Building demolition and site clean up, EDA Fund (23,550).</i>		
<b>Industrial Park Property #28, .95 Acres (Basalt/Bunker)</b>	\$	61,950
<i>Purchased for by City for \$211,200 in 2006, 11% of proceeds must payback CDBG County Currently listed by CBRE for \$105,000</i>		
<b>Industrial Park Property #37, 4.14 Acres (Ramsey/Jasper)</b>	\$	315,000
<i>Purchased for by City for \$XXXXX in XXXX. Proceeds will go back to TIF Account #1 Currently listed by CBRE for \$450,000</i>		
<b>Former Bookstore Property #40, 1.23 Acres, Dolomite/Hwy 10</b>	\$	150,500
<i>Purchased for by City for \$XXXXX in XXXX. Proceeds are open to EDA use (w/Council approval) Currently listed by CBRE for \$215,000</i>		
<b>Former Amoco Station Property #08, 1.01 Acres, Hwy 47/142nd</b>	\$	123,200
<i>Purchased for by City for \$XXXXX in XXXX. Proceeds will go back to XXXXXX. Currently listed by CBRE for \$176,000</i>		
<b>Sub Total</b>	\$	<u>1,086,686</u>

## ANNUAL EDA BUDGET

<b>Miscellaneous Operating Supply</b>	\$	10,750
<i>Primary Fund for EDA events and miscellaneous costs. Examples Include expo, golf tournament, networking event, business of the years costs.</i>		
<b>Miscellaneous Professional Services</b>	\$	45,000
<i>Primary fund to supplement EDA initiatives with professional services. Examples: site investigation, ED consulting, Financial consulting, site concepts.</i>		
<b>Marketing (starting in 2016)</b>	\$	3,500
<b>Sub Total</b>	\$	<u>59,250</u>

**Economic Development Authority (EDA)**

4. 2.

**Meeting Date:** 12/03/2015

**Submitted For:** Patrick Brama, Administrative Services

**By:** Patrick Brama, Administrative Services

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**Title:**

Continued Discussion Related to Annual Ramsey EDA Business Expo

**Purpose/Background:**

**PURPOSE**

The purpose of this case is to consider the proposal below:

Combine the annual EDA Business Expo with the annual Happy Days Business Expo. This discussion was listed on the City Council's adopted strategic plan (as originally suggested by staff).

**BACKGROUND**

From a preliminary perspective, this case was reviewed by the EDA in September. The EDA provided staff direction to bring back a second case in the future; to include additional information (background, numbers, proposal for Happy Days, etc.). Attached are the September EDA meeting minutes.

**Notification:**

NA

**Observations/Alternatives:**

NA

**Funding Source:**

NA

**Recommendation:**

***Why is staff proposing the annual EDA Business Expo be dissolved?***

**(1)** Considering the three annual EDA events (expo, golf tourney, networking), staff believes the business expo provides the lowest value to the community (based on attendance and informal verbal feedback). Attached to this case is the City's 2014 citizen survey. Page 11 depicts rankings of City sponsored events. The EDA Business Expo ranks 6 of 7.

**(2)** Staff believes the EDA business expo is "losing momentum" for a two major reasons.

**(A)** through 2012, the EDA business expo was combined with the annual EPB Environmental Expo--which provided various positive overlaps and momentum between both events (for customers and vendors alike; and for coordination/ marketing). The EPB expo was dissolved in 2013. The EPB decided to shift their resources to Happy Days.

**(B)** the competing Ramsey Happy Business Expo has seen greater success in attracting vendors and patrons than the EDA business expo.

**(3)** The EDA Business Expo and the Happy Days Business Expo are City organized, executed, and funded events. Both events serve similar businesses/vendors. Both events serve similar patrons. By eliminating one of these events, the City is able to reallocate its limited resources (specifically human capital). Eliminating

one of these events is a large savings in staff time. Additionally, it will allow staff to concentrate efforts on one business expo, rather than two--which will hopefully improve the end product. Please see attached proposal and data sheet. NOTE: the attached data sheet includes event attendance estimations--these estimations are anecdotal (from staff's viewpoint only).

**Action:**

**Provide staff direction on EDA Business Expo**

--does the EDA want to move forward with an EDA expo in 2016?

--if no, how would the EDA like to reallocate the EDA expo budget in 2016?

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**Attachments**

09 03 2015 EDA Meeting Minutes

Ramsey Business Expo Proposal

Background DATA

2014 Resident Survey

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**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Kurt Ulrich	Kathy Schmitz	11/23/2015 08:41 AM
Patrick Brama	Patrick Brama	11/23/2015 11:40 AM
Form Started By: Patrick Brama		Started On: 11/20/2015 10:26 AM
Final Approval Date: 11/23/2015		

**ECONOMIC DEVELOPMENT AUTHORITY  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, September 3, 2015, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:   Chairperson Jim Steffen  
                          Member Brian Burandt  
                          Member Philip Brunt  
                          Member Chris Riley (arrived at 7:37 a.m.)  
                          Member Wayne Skaff  
                          Member Kristine Williams (arrived at 7:40 a.m.)

Members Absent:   Member Glen Hardin

Also Present:       Patrick Brama, Econ. Dev. Mgr/Assistant City Administrator  
                          Kurt Ulrich, City Administrator  
                          Mike Mulrooney, ACG  
                          Jason Aarsvold, Ehlers

**1.     CALL TO ORDER**

Chairperson Steffen called the Economic Development Authority meeting to order at 7:35 a.m.

**2.     APPROVE AGENDA**

Chairperson Steffen indicated he would like Case 4.03 moved up to Case 4.02.

Motion by Member Skaff, seconded by Member Steffen, to approve the agenda as amended.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Burandt, Brunt. Voting No: None. Absent: Members Hardin, Riley, and Williams.

**3.     APPROVE MINUTES**

**3.01:  Approve Meeting Minutes Dated August 13, 2015**

Motion by Member Skaff, seconded by Member Burandt, to approve the August 13, 2015, minutes as presented.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Burandt, Brunt. Voting No: None. Absent: Members Hardin, Riley, and Williams.

#### **4. EDA BUSINESS**

##### **4.01: Consider Multiple Actions Related to a Potential Life Fitness Expansion Project**

Econ. Dev. Mgr/Assistant City Administrator Brama presented the staff report and reviewed the background of the project, TIF Plan and TIF Agreement with the Board.

Member Riley arrived at 7:37 a.m.

Member Williams arrived at 7:40 a.m.

Mr. Jason Aarsvold, Ehlers reviewed the Development Agreement with the Board.

Chairperson Steffen asked if the purchase price was \$425,000 as a part of the budget.

Mr. Aarsvold stated budgets are usually an estimate but he believed that was taken from an actual TIF application figure.

Econ. Dev. Mgr/Assistant City Administrator Brama stated the purchase agreement on this deal is supposed to be signed this week and the amount he was told for the purchase price was \$425,000.

Chairperson Steffen asked if the budget in the packet was the EDA budget or the Life Fitness budget.

Mr. Aarsvold stated this was the TIF budget so in a sense it is the EDA budget.

Chairperson Steffen asked how they calculate the \$135,000.

Mr. Aarsvold stated that is located in the big documents in the back where there is a cash flow and every year there is an amount of TIF that is generated. He reviewed the process with the Board.

Member Riley asked if there were funds available in TIF District 1 rather than creating a new TIF District within it.

Econ. Dev. Mgr/Assistant City Administrator Brama stated there is \$200,000 to \$300,000 available within that fund.

Member Riley asked if there was a reason why they would want to create a new TIF District rather than utilize the existing one.

Econ. Dev. Mgr/Assistant City Administrator Brama stated he would need to look at this. He indicated the TIF District was created back in the 80's or 90's so the money should be available for other projects but would need to research this.

Mr. Mulrooney explained to the Board the reason why they would want to create a new TIF District rather than use the money in the current TIF District.

Chairperson Steffen asked where Life Fitness is at in terms of projects.

Econ. Dev. Mgr/Assistant City Administrator Brama stated they have not and cannot start their project until this process is complete.

Chairperson Steffen thought staff and the advisors explained why this is the best solution.

City Administrator Ulrich stated he could see if the City Finance Director would be available to come down to discuss with the Board the options available.

Mr. Aarsvold stated they can help on what the pooling requirements would be.

Chairperson Steffen stated he liked the idea that this project fits into the District and they will have extra funds to use elsewhere.

Motion by Member Skaff, seconded by Member Burandt, to recommend the City Council adopt the Resolution to Modify Development District 1, Establish TID District 15, and adopt a Plan for TIF District 15 and finalize and adopt the attached Development Agreement between the City of Ramsey and Brunswick Corporation.

Further discussion: Chairperson Steffen indicated he would like the additional piece available for the City Council.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Burandt, Brunt, Riley, Williams. Voting No: None. Absent: Member Hardin.

#### **4.03: Consider Authorizing Economic Development Analysis for the City's Potential Future Business Park**

Econ. Dev. Mgr/Assistant City Administrator Brama presented the staff report to the Board and asked Mr. Mulrooney to discuss the analysis with the Board.

Mr. Mulrooney reviewed the three phases of the project with the Board. He believed they could complete each phase within a 90-day timeline.

Chairperson Steffen asked if they decided to proceed would he envision being back before the Board in October with a market analysis. Mr. Mulrooney indicated that was correct.

Econ. Dev. Mgr/Assistant City Administrator Brama stated to note in the recommendations section, when they consider the funding source for this work, the EDA annually does budget as significant dollar amount for miscellaneous professional services and staff would consider this in line with that work. They do have nearly sufficient funding left in that account to complete this

work for the remainder of the year. If there is a spill over that can be accounted for in a different account within the EDA's budget next year for this exact type of work.

Chairperson Steffen asked if they lean on the Bolton and Mink work they just wrapped up to complete this.

Mr. Mulrooney indicated they would and it is valuable information.

Member Riley asked if the alternatives are part of the scope they are being given and is there any thinking outside of the box.

Mr. Mulrooney stated that is part of the scope they are being given to look at in order to find out what would work best for the City.

Chairperson Steffen thanked Mr. Mulrooney for taking the time to discuss this item with the Board and indicated they will look forward to hearing from him in October.

Motion by Member Brunt, seconded by Member Burandt, to authorize the ACG to complete the work outlined in the attached proposal, not to exceed 170 hours.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Burandt, Brunt, Riley, and Williams. Voting No: None. Absent: Members Hardin.

#### **4.02: Select Date and Speaker for EDA Fall Networking Event**

Econ. Dev. Mgr/Assistant City Administrator Brama presented the staff report to the Board.

Chairperson Steffen asked if there is a well-known business owner or entertainer such as Famous Dave or Dick Enricho that they could invite to speak. He thought someone that would be of interest would bring more people out to the event. He stated he would like to stay away from having a person from the State or MnDOT or Highway 10 Representative.

Member Burandt stated it depends on what the goal is of the event, is it to entertain or educate.

Member Skaff thought a Congressman might be interesting as a speaker.

Member Williams would prefer they focus on content because she thought that would add value to the business community. She stated one of the themes she has heard since last year was businesses looking for employees. She thought they should try to focus around that angle of employment and provide tools from many of their local businesses on how to find and retain the skills needed and provide some connections of local tech schools and other ways they can give their community something they can take away with them. She would like to see something along the lines of content rather than entertainment.

Chairperson Steffen thought the information that Mr. Mulrooney will be putting together may be of interest to the group.

Member Skaff thought the group would want an overview of what the City is doing but he thought they would also need a keynote speaker to make it worthwhile.

Member Williams thought in order to make this a success they need to pick a topic and then find a panel that has a similar theme. They could incorporate some other points into the presentation. She found a turn off is having a lot of different speakers because that makes people feel disjointed.

City Administrator Ulrich stated what comes to mind is they might have an overall Archeon theme, building your business in Ramsey with three different components with a speaker for each one.

Member Burandt thought those are good options and what he has heard recently from people is how they are fixing transit. He thought that was a common theme they have heard that should be addressed.

There was discussion regarding the date of the event. The EDA moved the meeting date to November 12, 2015 with a contingency of November 19, 2015 if needed.

Econ. Dev. Mgr/Assistant City Administrator Brama recapped the discussion of the EDA.

#### **4.04: Preliminary Decision Related to Annual Ramsey EDA Business Expo**

Econ. Dev. Mgr/Assistant City Administrator Brama presented the staff report to the EDA Board.

Member Skaff stated they would have to have some type of tent structure available for the vendors to use rather than asking them to bring their own tent like canopy. He stated they would have some mixed messages from craft people but it could work and would bring more people to the front table of some businesses that that will come over to the Fountains. He thought it was worth looking at.

Chairperson Steffen asked if there was some overlap of vendors from both events.

Econ. Dev. Mgr/Assistant City Administrator Brama indicated there would be. He stated they do have a budget and could get some large tents that would cover the expo.

#### **5. MEMBER / STAFF UPDATE**

The EDA reviewed the Staff Update.

Econ. Dev. Mgr/Assistant City Administrator Brama indicated there is a need for assistance from the City of Ramsey from PSD, LLC. in order to move forward with the project. He stated staff intends to bring an initial case for an initial reaction from the City Council, to the Council on the

8<sup>th</sup>. If the Council does give them the nod then the EDA will need to review this and put together a recommendation for the City Council.

Chairperson Steffen asked why the project has not moved forward.

Econ. Dev. Mgr/Assistant City Administrator Brama stated the reason the project has not moved forward is by choice from PSD, LLC, and not by lack of City support or cooperation. Their proforma came in lower than what was expected and they have chosen to stop the project. One of the major costs miscalculated was fill for the project along with construction costs. They are at a point now that they are pumping the brakes on the project until they hear from the City as to whether or not the proforma can be subsidized so they can move forward with the project. They do not have a building permit today. Their plans are completed for the project and they are ready to go but financially they are on pause right now.

Member Skaff recommended if there needed to be a special meeting he would be in favor of that to keep the project going.

Econ. Dev. Mgr/Assistant City Administrator Brama stated the other update for the group is they authorized training for him through the National Development Council. Previous to this year all of the training took place nationally around the County and next year it is available in Minneapolis. There will be an update in the budget to reflect the decrease in funds needed.

Member Riley stated the Super Value sign is being taken down.

Member Burandt stated Minnesota Marketing Partners will be having a fan tour for members. There will be a helicopter flight showing the region and he will be sure to point out Ramsey.

City Administrator Ulrich updated the Board on activities happening in the City.

## 6. ADJOURNMENT

Motion by Member Steffen, seconded by Member Skaff, to adjourn the meeting.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Burandt, Brunt, Riley, Williams. Voting No: None. Absent: Member Hardin.

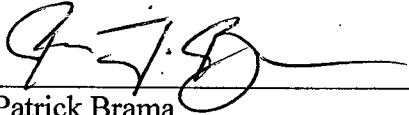
The regular meeting of the Economic Development Authority adjourned at 9:12 a.m.

Respectfully submitted,



Kurtis G. Ulrich  
City Administrator

ATTEST:



---

Patrick Brama  
Econ. Dev. Mgr/Assistant City Administrator Brama

Draft by Sue Osbeck  
*TimeSaver Off Site Secretarial, Inc.*

# Ramsey Business Expo

## Options for Reallocation of EDA Resources

2016 EDA Business Expo Budget: \$4,000

### Happy Days

#### BIZ EXPO TENT OPTIONS

60 x 120, \$3,240 (44 vendors)

60 x 90, \$2,475 (32 vendors)

#### MARKETING OPTIONS

Postcard, \$2,500

Color, delivered to 10,000 households

Highway 10 Billboard, \$2,500

\$500 per month, production \$200-\$1,000, 10'x23'

#### **NOTE on The Draw Event Series**

The EDA began donating \$1,500 per year to The Draw Summer Event Series in 2014. This donation was pulled from the *EDA Miscellaneous Operation Supply* account (event account for the EDA budget). This is the same account that is used to pay for the Ramsey EDA business expo. The *Miscellaneous Operation Supply* account was "over budget" in 2015; partially because of The Draw Event Series, and partially because of the new Anoka County Broker Event sponsorship/ participation.

The Draw Event Series donation is not a regularly budgeted item (to-date). Moving forward, if the EDA wishes to continue supporting The Draw Event Series, dissolving the Ramsey EDA business expo could help offset said sponsorship.

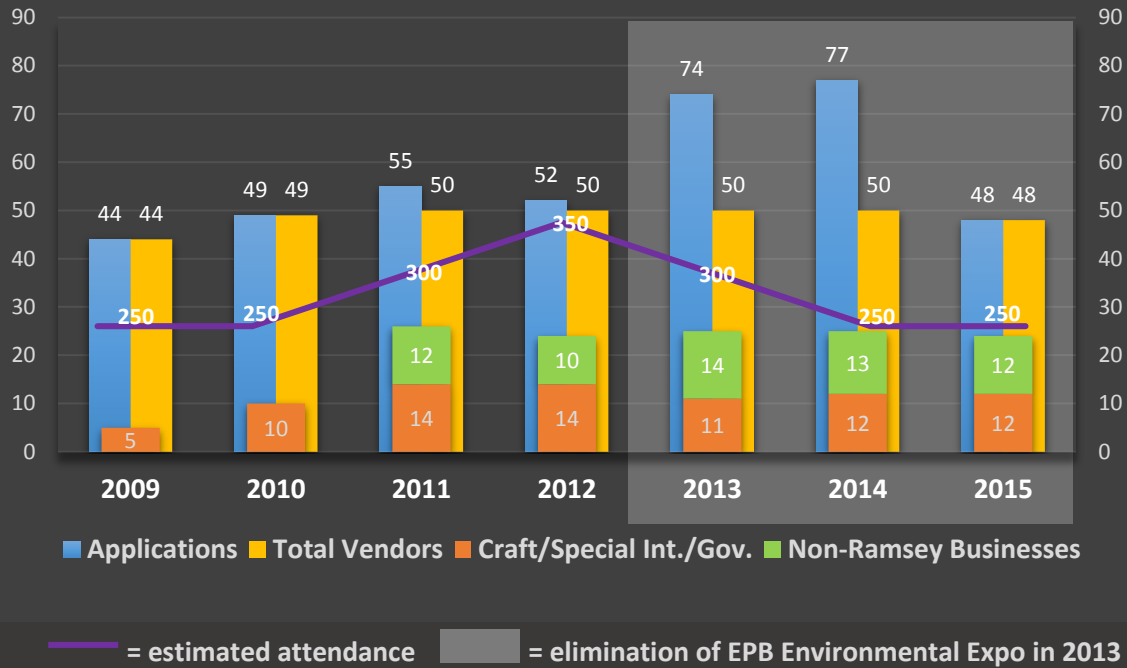
#### **STAFF PROPOSAL**

1. \$3,250 for Happy Days Biz Expo.
2. \$750 remains in the *Miscellaneous Operation Supply* account to help offset The Draw Event Series 2016 sponsorship. In 2017, staff will make proper adjustments within this account.

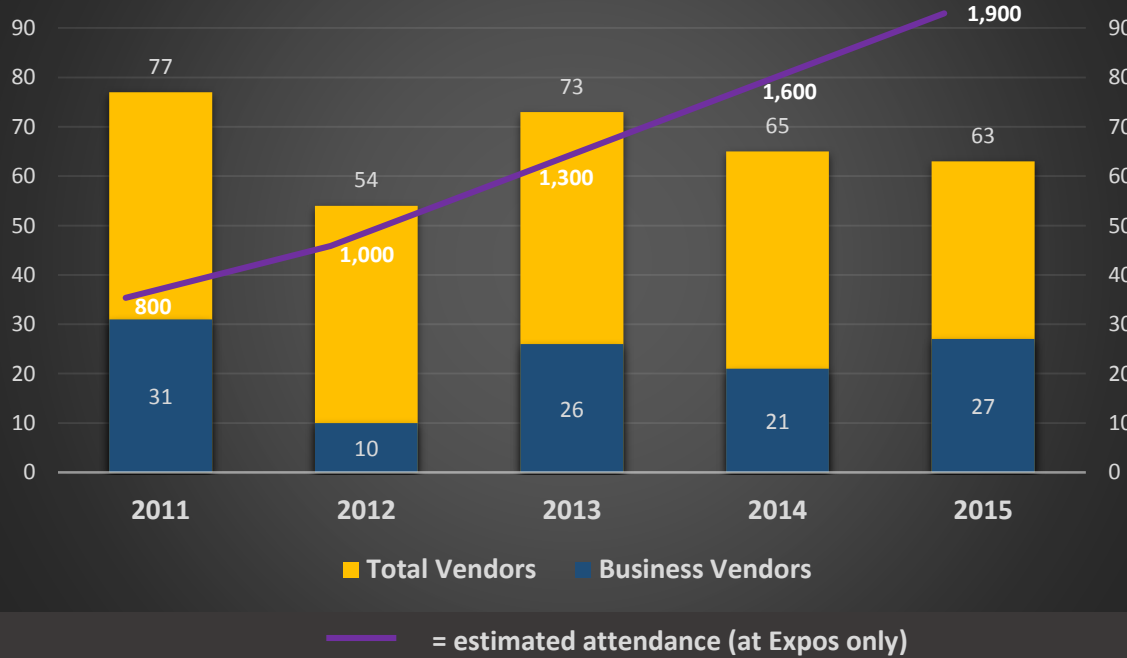
#### **ALTERNATIVE**

1. \$2,500 cut from the EDA budget.
2. \$1,500 remains in the *Miscellaneous Operation Supply* account to offset The Draw Event Series 2016 sponsorship.

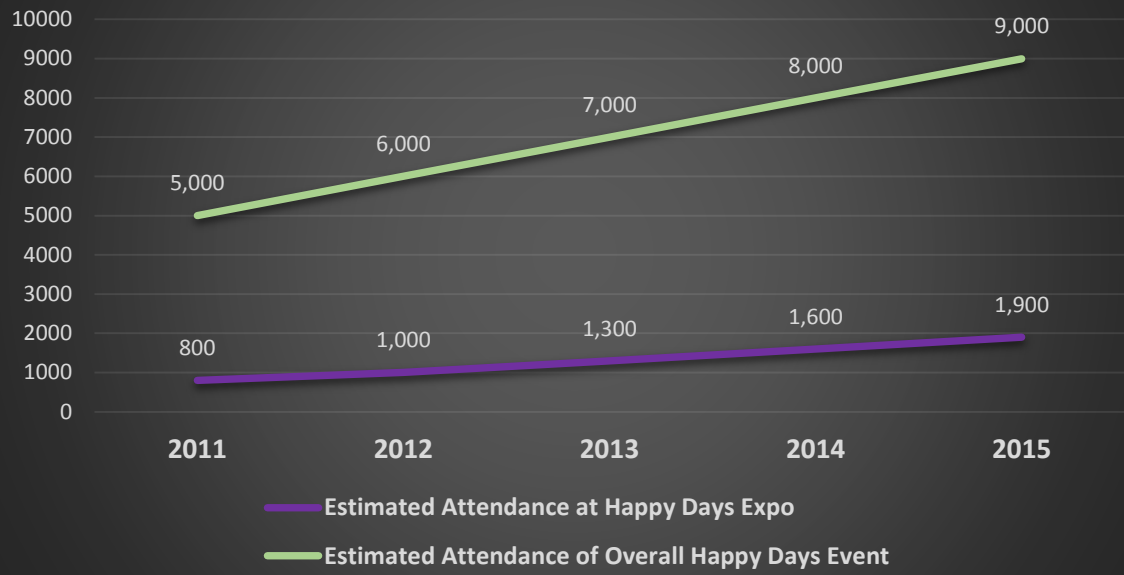
## Ramsey Business Expo



## Happy Days Expo



## Estimated Happy Days Attendance



# **The National Citizen Survey™**

## **Ramsey, MN**

Community Livability Report

2014

# Contents

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The National Citizen Survey™  
© 2001-2014 National Research Center, Inc.

National Research Center, Inc.  
2955 Valmont Road, Suite 300  
Boulder, CO 80301  
www.n-r-c.com • 303-444-7863

International City/County Management Association  
777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
www.icma.org • 202-289-ICMA

# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Ramsey. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

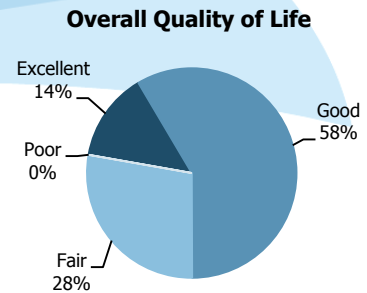
The Community Livability Report provides the opinions of a representative sample of 430 residents of the City of Ramsey. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Ramsey

Most residents rated the quality of life in Ramsey as excellent or good and this was similar to the benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).




Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.




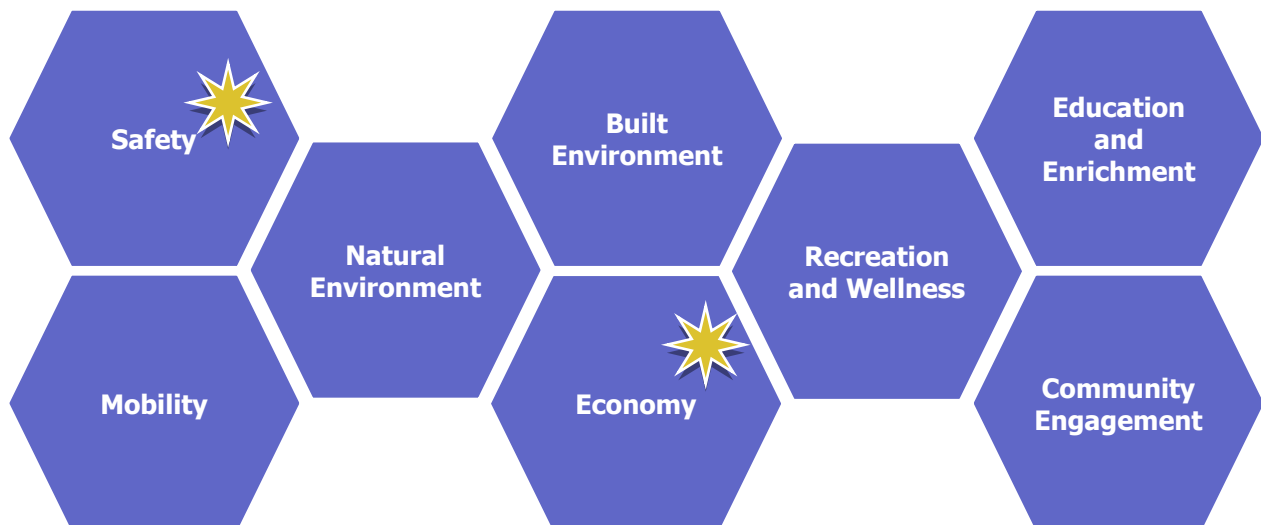
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Ramsey community in the coming two years. It is noteworthy that Ramsey residents gave favorable ratings to these facets of community. In fact, ratings for all facets including Mobility, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Ramsey's unique questions.

## Legend

-  Higher than national benchmark
-  Similar to national benchmark
-  Lower than national benchmark

 Most important



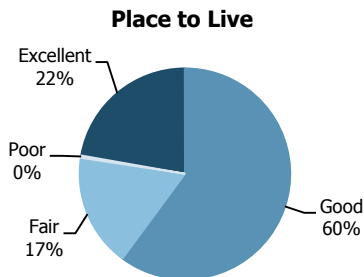
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Ramsey, 82% rated the City as an excellent or good place to live. Respondents' ratings of Ramsey as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Ramsey as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Ramsey and its overall appearance. Most residents felt that the overall appearance of Ramsey, Ramsey as a place to raise children and their neighborhood as a place to live were excellent or good. Although a majority felt that this was true of Ramsey as a place to retire and of Ramsey's overall image, these were less than the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 30 features of the community within the eight facets of Community Livability. Safety and Natural Environment were the facets with the highest ratings, with at least 8 in 10 residents giving positive ratings to each measure in these categories. Conversely, Economy was the facet having the lowest ratings; every item in this area received positive ratings from half or fewer of residents. Overall, most Community Characteristics rated similarly to other communities. Of the seven measures with ratings lower than the benchmark, five related to Ramsey's Economy. Two characteristics of the community rated higher than the benchmark and were in the area of Built Environment: affordable quality housing and housing options.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

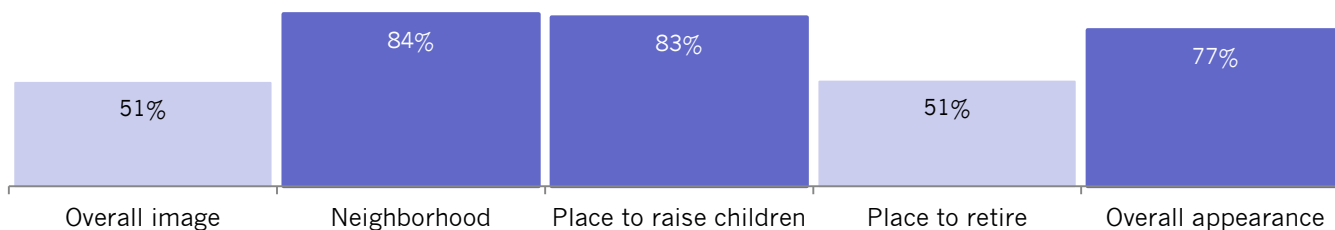
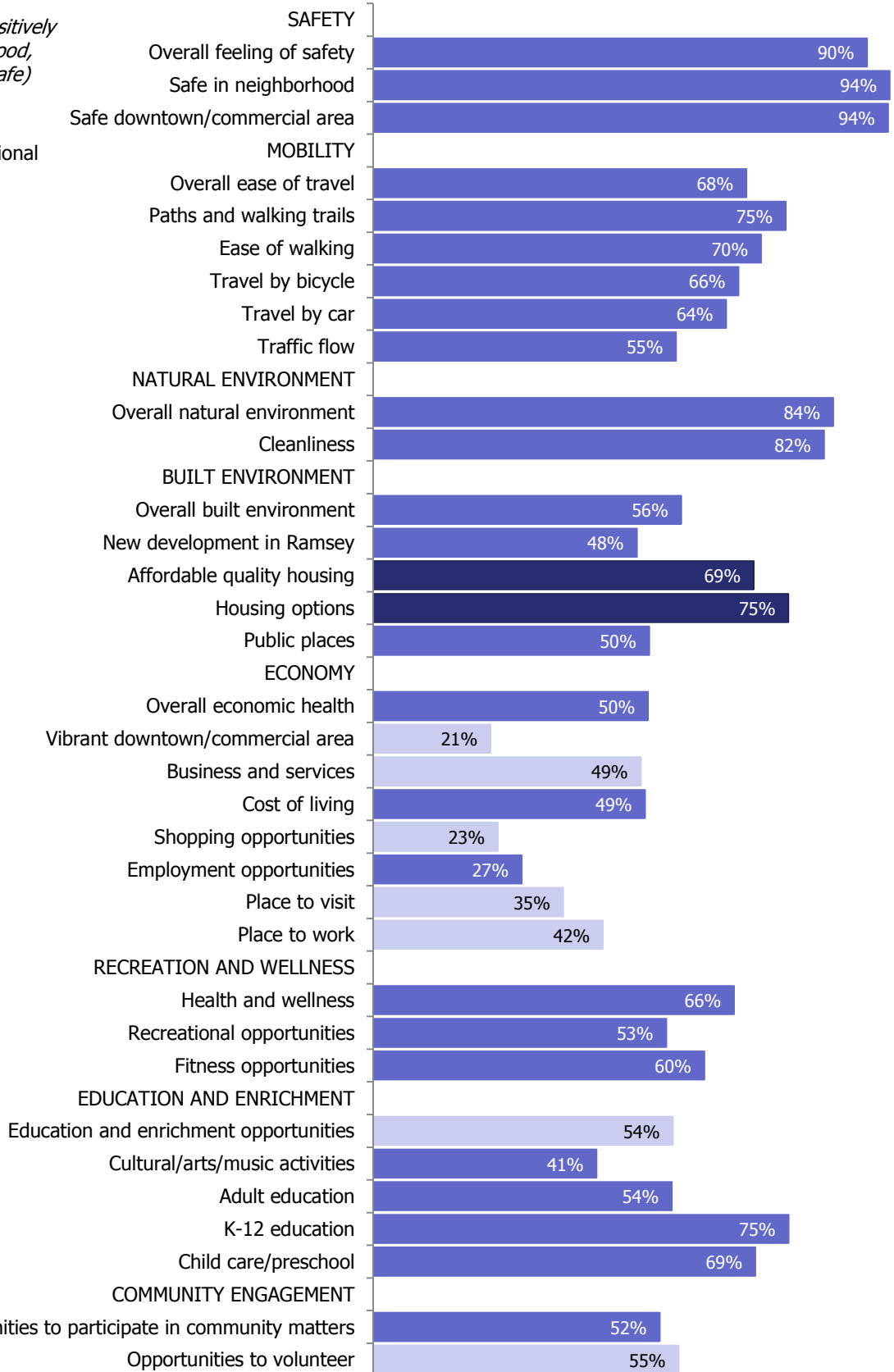


Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

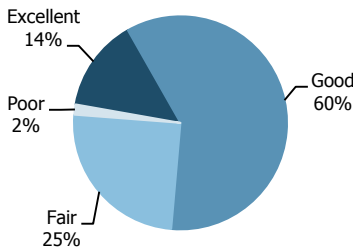
*How well does the government of Ramsey meet the needs and expectations of its residents?*

The overall quality of the services provided by Ramsey as well as the manner in which these services are provided are a key component of how residents rate their quality of life. On par with other communities, three-quarters of Ramsey residents rated the overall quality of City services as excellent or good.

Survey respondents also rated various aspects of Ramsey’s leadership and governance. All measures of general government performance were similar to the benchmark, including value of services for taxes paid, the City’s overall direction, welcoming citizen involvement, acting in the best interest of the community, being honest, treating residents fairly and customer services. Each of these aspects of government performance received ratings of excellent or good from at least 4 in 10 respondents. Customer service was the most highly rated aspect in this area and received positive ratings from 8 in 10 respondents.

Respondents evaluated nearly two dozen individual services and amenities available in Ramsey. Nearly all of the ratings were similar to ratings in communities elsewhere; only recreation centers received ratings that lagged below the benchmark. Similar to Community Characteristics, the most positively rated services were related to Safety, where all but one of the services received positive ratings from 8 in 10 residents, and the least positively rated service was within Economy (43% excellent or good for economic development). Services related to Natural Environment fared well, with 7 in 10 residents rating drinking water and natural areas preservation well.

## Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

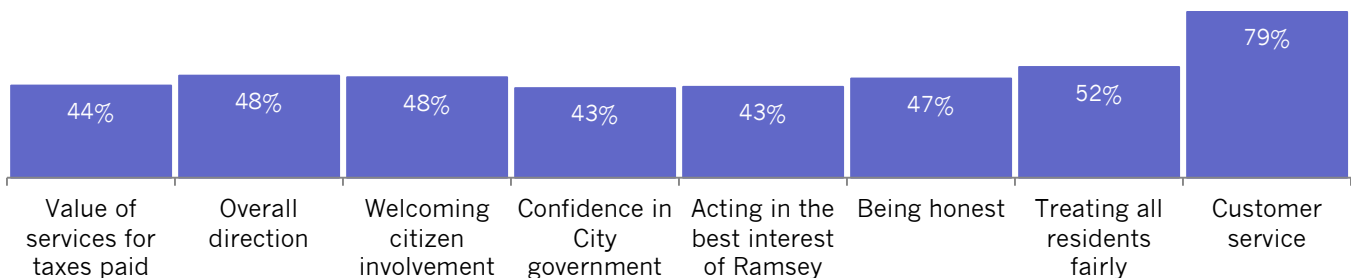
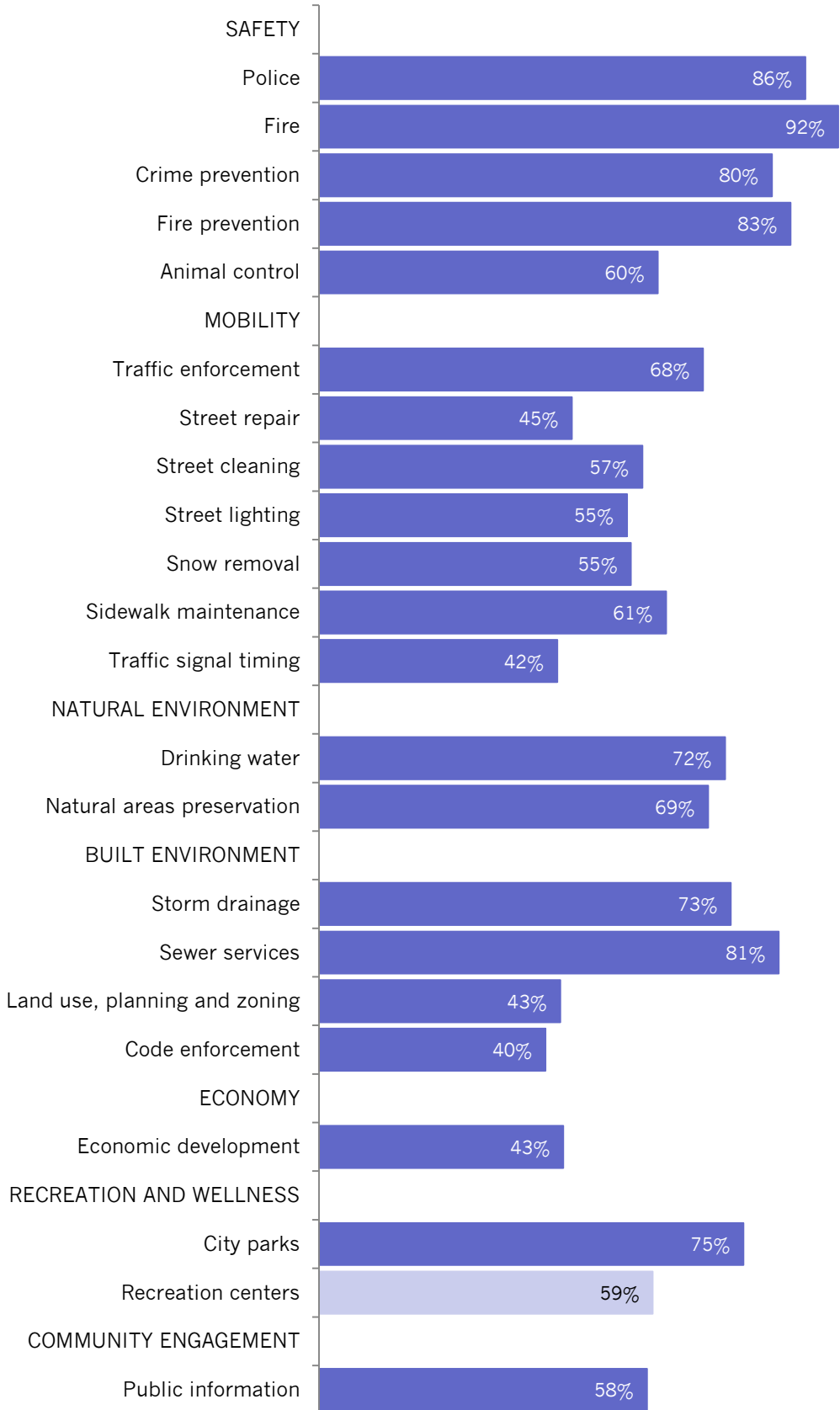


Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

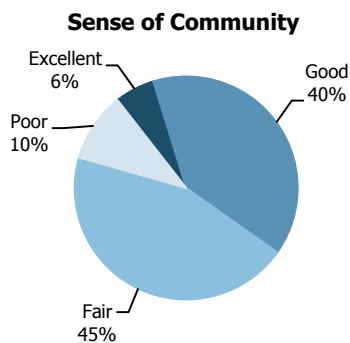


# Participation

*Are the residents of Ramsey connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Compared to other communities, fewer residents of Ramsey rated the sense of community as excellent or good (46%). Still, the vast majority of residents said that they would recommend living in Ramsey and had plans to remain living there.

The survey included almost 20 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Overall, measures of Participation varied in relation to the benchmark. Areas where resident participation and experiences rated better than elsewhere were in Natural Environment (recycling), Safety (fewer residents had reported a crime) and Built Environment (fewer residents experienced housing cost stress). Although similar to the benchmark, the rate of purchasing goods or services, visiting City parks, being in good health and voting were high and nearly all residents reported that they had not been the victim of a crime. Most of the measures where Participation fell below the norm were under Community Engagement for campaigning, volunteering and attending public meetings. Under Economy, residents of Ramsey were less likely to work in the City where they lived than residents of other communities.



*Percent rating positively  
(e.g., very/somewhat likely,  
yes)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

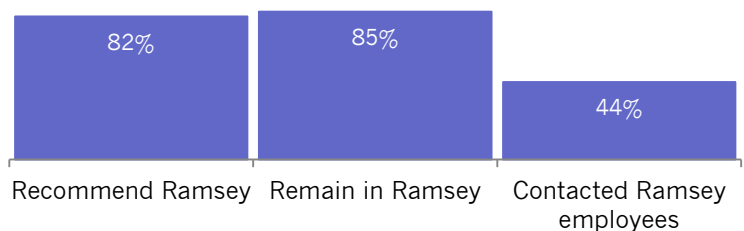
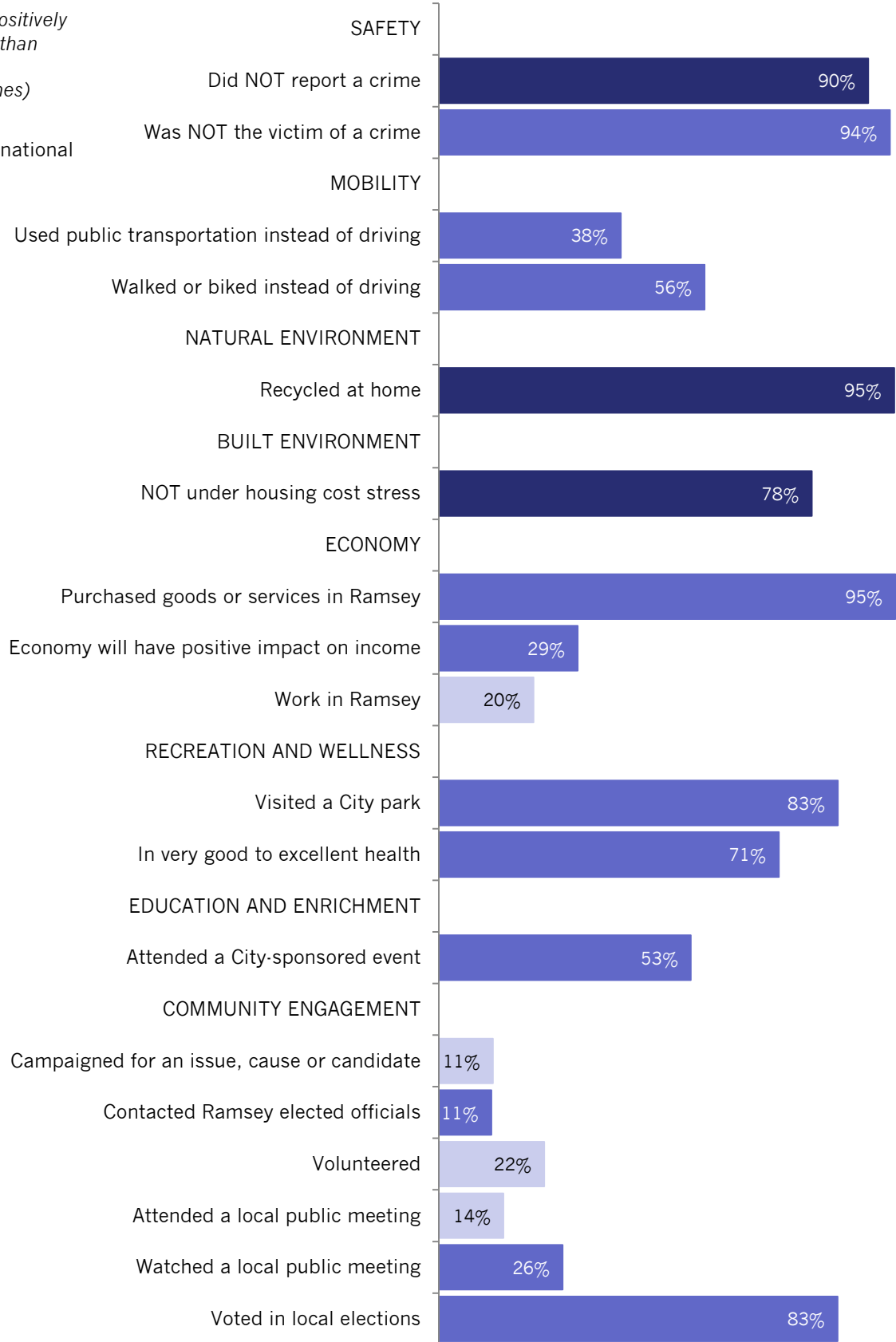


Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

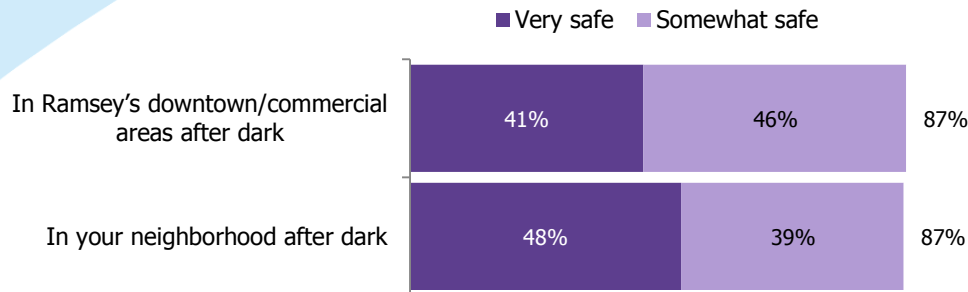


# Special Topics

The City of Ramsey included several questions of special interest on The NCS. These questions covered the topics of safety, sources of information about the City, community events, street construction and other characteristics and services in the community.

In addition to asking about safety in various parts of Ramsey during the day, the survey asked residents about feelings of safety at night. Most residents (87%) reported that they felt somewhat or very safe at night in Ramsey’s downtown/commercial areas and in their neighborhoods.

Figure 4: Safety after Dark  
Please rate how safe or unsafe you feel:



Residents rated the quality of trail maintenance and strategic plan development. Two-thirds of residents gave favorable ratings to the quality of trail maintenance. Less than half of residents rated the City’s strategic planning as excellent or good and one-third rated it as fair.

Figure 5: Trail Maintenance  
Please rate the quality of each of the following services in Ramsey: Trail maintenance

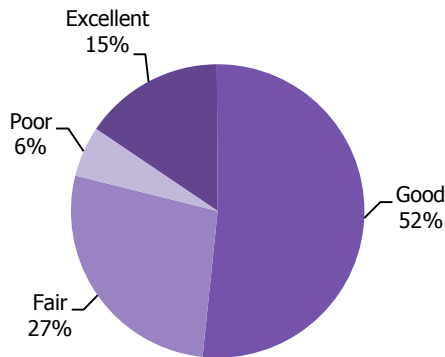
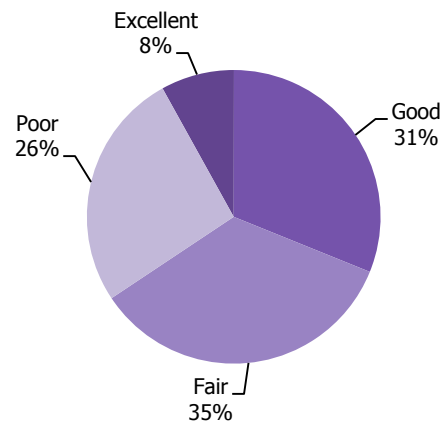


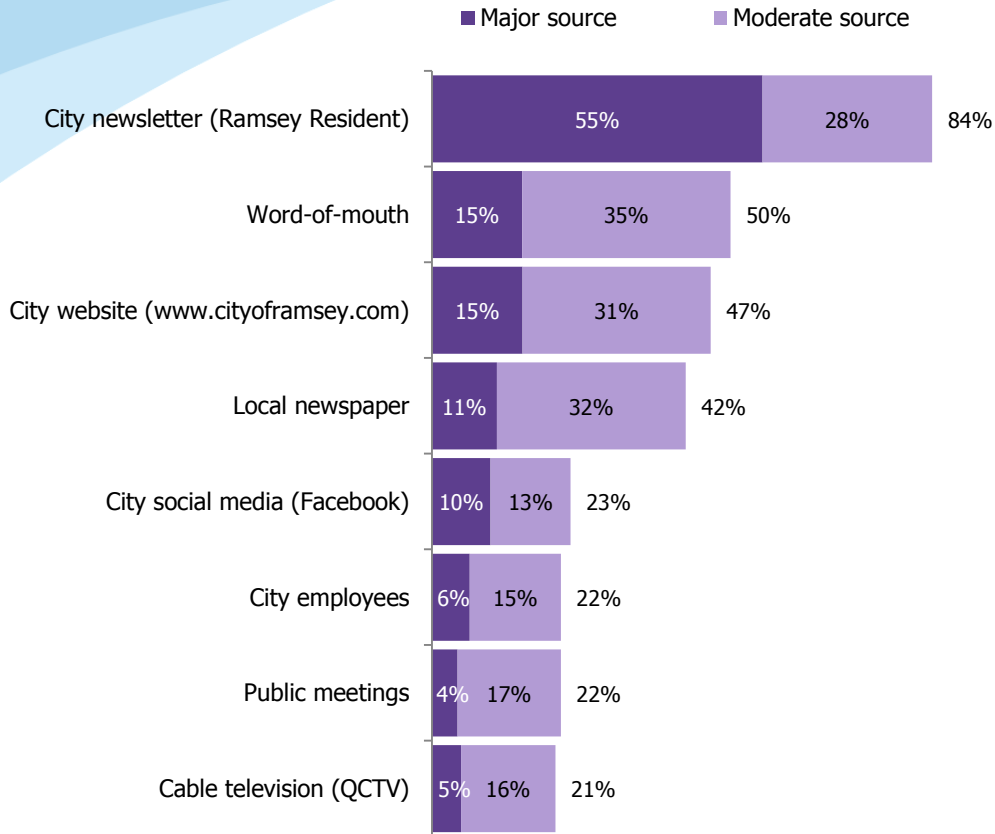
Figure 6: Strategic Planning  
Please rate the following categories of Ramsey government performance: Development and success of a strategic action plan



Residents reported using a variety of sources for information about the City. Most residents (84%) said that they used the City newsletter (Ramsey Resident) as a major or moderate source of information. About half relied on word-of-mouth, the City website and the local newspaper for information about the City of Ramsey. About one-quarter said that the City’s Facebook page, City employees, public meetings and QCTV were at least a moderate source of City information for them.

Figure 7: Sources of Information about the City

*To what extent are each of the following a source of information for you about Ramsey city government and its activities?*



A majority of residents rated each of the listed community events favorably. The most positively rated events were Kids Safety Camp (93% excellent or good) and at least 8 in 10 residents rated The Draw music in the park series, Happy Days Festival, Spring/Fall recycling events and pet clinics as excellent or good and two-thirds felt as positively about the Spring Business Expo and Annual Nite to Unite event. Three-quarters of residents said that they liked the current name of the hometown festival, Happy Days; about one-third at least somewhat agreed that it should be changed.

Figure 8: Community Events

*Please rate the quality of each event listed below:*

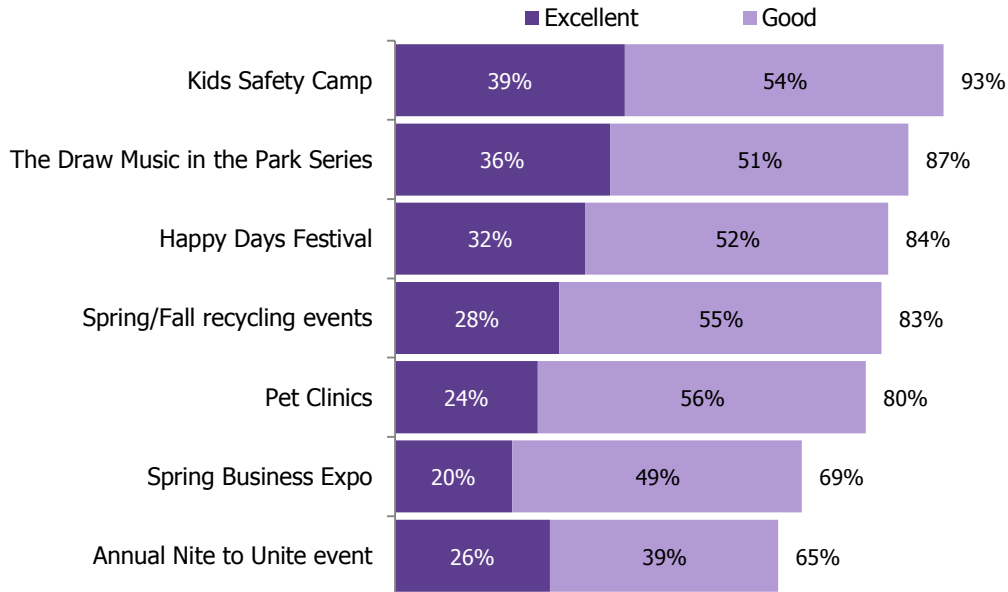
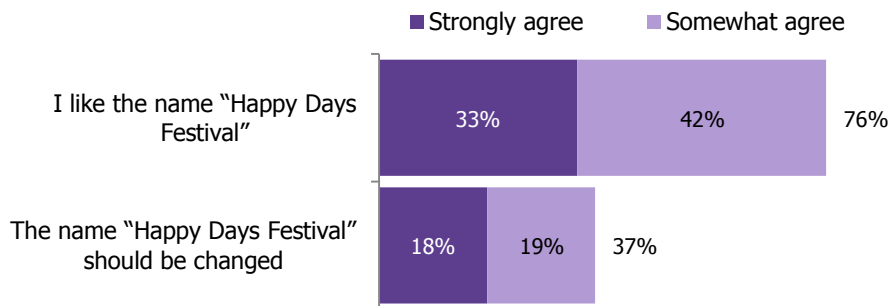


Figure 9: Happy Days Festival

*Ramsey's hometown festival, Happy Days, is organized by the volunteer Happy Days Committee. To what extent do you agree or disagree with each of the following statements about the event?*



A majority of residents rated the overall condition of City streets as excellent or good and one-third rated it as fair. When asked about potential approaches to funding a long-term street reconstruction program, 40% of residents at least somewhat supported special assessments of benefitting properties, versus 33% for electric and/or gas utility fees and 29% for property tax increases.

Figure 10: Overall Condition of Streets

*Please rate each of the following characteristics as they relate to Ramsey as a whole: Overall condition of City maintained streets*

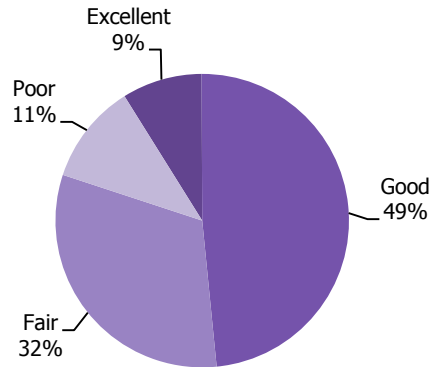
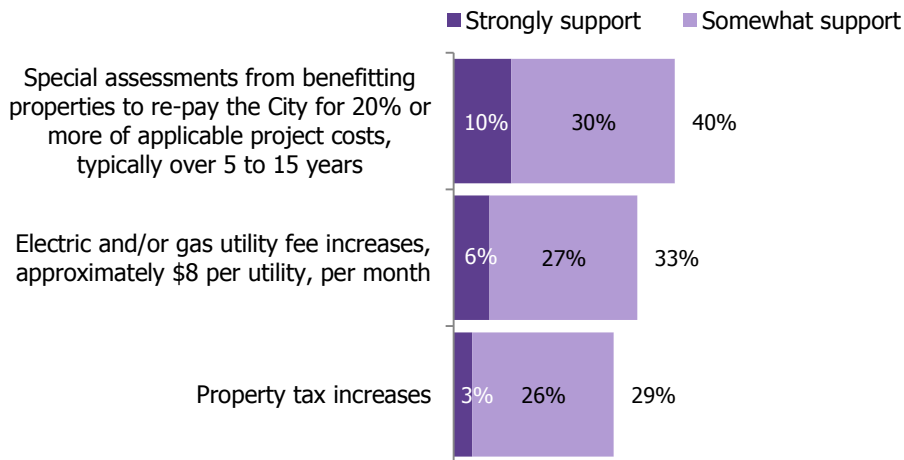


Figure 11: Street Reconstruction

*The City is developing a long-term street reconstruction program for maintaining over 174 miles of public streets throughout Ramsey which will require a reliable funding source. Please indicate to what extent you would support or oppose each of the following funding options for this purpose:*



# Conclusions

## **Ramsey residents enjoy a high quality of life.**

Most residents felt positively about the overall quality of life in Ramsey and the city as a place to live. Ramsey residents also valued the quality of life in their neighborhoods, the city as a place to raise children and its overall appearance; ratings in each of these areas were similar to other communities in the U.S. Ramsey as a place to retire was not perceived as positively as other aspects of the community. While residents of the community appreciated the city, they felt that outside opinion lagged; they rated the overall image or reputation of the city lower than the benchmark. The vast majority of residents would recommend living in the community and planned on staying.

## **Ramsey's Economy is an important focus area for the community.**

Residents identified Ramsey's Economy as a priority for the community. Residents rated Ramsey favorably for its overall economic health, employment opportunities, cost of living and economic development services. The quality of its businesses and services, Ramsey as a place to work, the vibrancy of its downtown/commercial area, Ramsey as a place to visit and the availability of shopping opportunities were rated somewhat less favorably. Still, the number of residents who felt that the economy would have a positive impact on their income in the future was comparable to other communities.

## **Residents feel safe in Ramsey.**

Residents felt that Safety was a positive feature of the community and identified it as another important area to focus on. Residents had a solid feeling of safety in Ramsey overall, in their neighborhoods and in downtown/commercial areas. Similar to residents of other communities, most had not been the victim of a crime, and a lower proportion of Ramsey residents had not reported a crime compared to elsewhere. Residents gave positive ratings to Safety services, including police, fire, crime prevention and fire prevention.

**Economic Development Authority (EDA)**

**5. 1.**

**Meeting Date:** 12/03/2015

**Submitted For:** Patrick Brama, Administrative Services

**By:** Patrick Brama, Administrative Services

---

**Title:**

Updates

**Purpose/Background:**

Update Items:

1. Future Business Park (Step #2, tax projections, job projections, concept map will be presented at meeting)
2. Life Fitness Project (Health Quest Property)
3. EDA Fall Networking Event
4. Holiday Party
5. Holiday Tree Lighting Ceremony

**Notification:**

NA

**Observations/Alternatives:**

NA

**Funding Source:**

NA

**Recommendation:**

**Action:**

NA

---

**Attachments**

*No file(s) attached.*

---

**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Kurt Ulrich	Kurt Ulrich	11/30/2015 10:54 AM
Form Started By: Patrick Brama		Started On: 11/30/2015 10:20 AM
Final Approval Date: 11/30/2015		