

**City of Ramsey**  
**Agenda**  
**Economic Development Authority (EDA)**  
Thursday, May 25, 2017  
**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 - April 13, 2017
- 4. EDA Business**
  1. Review Planning Commission Recommendation for The COR Interim Development Plan
  2. State of Minnesota Economic Development Marketing Initiative
  3. Business of the Year
- 5. Member/Staff Input**
- 6. Adjournment**

**Economic Development Authority (EDA)**

**3. 1.**

**Meeting Date:** 05/25/2017

**By:** Katie Schmidt, Administrative Services

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**Title:**

Approve the Following Meeting Minutes:

- 1) EDA Regular Meeting - April 13, 2017

**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 - April 13, 2017
- 

**Attachments**

041317 Minutes

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**Form Review**

**Inbox**

Patrick Brama

Kurt Ulrich

Form Started By: Katie Schmidt

Final Approval Date: 05/03/2017

**Reviewed By**

Patrick Brama

Kurt Ulrich

**Date**

04/28/2017 11:20 AM

05/03/2017 10:32 AM

Started On: 04/27/2017 11:56 AM

**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, April 13, 2017, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Chairperson Jim Steffen  
                          Member Philip Brunt  
                          Member Brian Burandt  
                          Member Glen Hardin  
                          Member Chris Riley  
                          Member Wayne Skaff  
                          Member Kristine Williams

Members Absent:     None

Also Present:         Patrick Brama, Econ. Dev. Mgr/Assistant City Administrator  
                          Tim Gladhill, Community Development Director  
                          Kurt Ulrich, City Administrator

**1.     CALL TO ORDER**

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

**2.     APPROVE AGENDA**

There were no changes or additions

Motion by Member Skaff, seconded by Member Burandt, to approve the agenda.

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

**3.     APPROVE MINUTES**

**3.01:   Approve Meeting Minutes Dated March 9, 2017**

Motion by Member Riley, seconded by Member Skaff, to approve the March 9, 2017, minutes as presented.

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

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

##### **4.01: PSD LLC Business Park Proposal: Accept Business Subsidy Request Application and Call for Public Hearing**

Economic Dev. Mgr/Assistant City Administrator Brama stated the EDA was asked to consider multiple actions related to the PSD LLC business park proposal.

Economic Dev. Mgr/Assistant City Administrator Brama stated step one is regarding this case. He asked the EDA to formally accept a business subsidy application from PSD LLC and begin the process to establish a new TIF district. The purpose of this case is not to “award” any financial incentives to PSD LLC. However, this case begins the State required public process to allow the City to award financial incentives to PSD LLC.

Economic Dev. Mgr/Assistant City Administrator Brama stated step two is in regard to future case of reviewing underwriting or project pro-forma, consider authorization to establish a new TIF district, and consider awarding TIF agreement/business subsidy agreement, which will include a specific amount of TIF.

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

Mr. Jim Deal, PSD commented the work done on this project. He reviewed the process they have been through to get to this point in the project and what the project consists of.

Chairperson Stephen asked if the research indicates it will take three to five years to fill up the first building.

Mr. Deal hoped not. He stated they are starting with 60,000 square feet but if someone wants more they will build it. Their plan on the 60,000 is to start out with 10,000 foot bays. Once things get started it will go pretty fast but it is slow to get started. He did not think it would take three to five years.

Economic Dev. Mgr/Assistant City Administrator Brama noted the application shows three years.

Mr. Jason Aarsvold, Ehlers and Associates stated this is kicking the project off and he thought the EDA and City Council will want to approve the TIF Plan and the eventual development agreement.

Manager Skaff thought this was a good project.

Motion by Member Skaff, seconded by Member Burandt, to recommend the City Council adopt Resolution #17-04-091, to call for a public hearing on June 27, 2017, to modify Development District #1, to establish TIF District #16 (PSD Business Park A), and to adopt a TIF Plan.

Further discussion: Member Riley stated this group has been discussing this for a time and the fact that this will be moving forward is a step in the right direction.

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

#### **4.02: MOU: Arterial Infrastructure to Serve Ramsey's Future Business Park & Capstone Homes Development**

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

Member Hardin asked if there was a sunset clause for the ACHRA money or did it go on forever.

Economic Dev. Mgr/Assistant City Administrator Brama indicated he was not aware of any sunset on this and it is the City's money to use at their discretion, subject to Anoka County approval.

Member Hardin asked if the money was used mostly for commercial property or residential property.

Economic Dev. Mgr/Assistant City Administrator Brama stated it was for both.

Mr. Steve Bona, Capstone Homes stated they do not have any further comments to make but would be happy to answer questions from the EDA.

Member Riley stated a comment was made the last time the City Council looked at this about not having a good inclination to option A, general bonds, charging their existing residents an increase in tax to bring in new residents and it did not feel like a great idea and would still be his inclination.

Chairperson Steffen asked if the City Council was agreeable with the current MOU.

Member Williams agreed with Member Riley and believed the Council was generally in favor.

Member Riley stated he would like to hear what the rest of the EDA thinks of this item.

Chairperson Steffen thought the MOU was similar to how it was laid out a month ago with updates as suggested and it was agreeable last month and he felt the EDA was agreeable with it this month as well and felt this was one of the last steps to get this project going.

Member Skaff stated he was in favor of this but he did not think they should be putting any burden on existing homeowners.

Motion by Member Skaff, seconded by Member Brunt, to recommend the City Council adopt the attachment MOU between the City of Ramsey, Capstone Homes, and Hageman Holdings; subject to final review and amendments by the City Attorney.

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

**4.03: Anoka Area Chamber of Commerce: Manufacturers Cohort: 2017 Partnership Subscription Renewal**

Economic Dev. Mgr/Assistant City Administrator Brama stated the City of Ramsey is a member of the Anoka Area Chamber of Commerce. The Anoka Area Chamber of Commerce has a rich history of success in catering to the needs of retail, food, and professional service industries. The Chamber specializes in events, marketing and networking.

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

Economic Dev. Mgr/Assistant City Administrator Brama stated staff would suggest next year the EDA taking a step back and look at the rate of return on investment and a little detailed analysis.

Mr. John LeTourneau, Anoka Area Chamber of Commerce, stated the cohort was assembled a number of years ago and has good energy and continues to build. It is very much relationship building so they are continuing to build stronger relationships with manufacturing. They are also very interested in being known or recognized as the content manager around work force, work force acquisition and the support of manufacturing and he saw that as continuing to build. He stated their mission has become a catalyst for strengthening community manufacturing, accelerating a transformation into a more efficient and powerful engine of innovation, job creation and economic growth. The things they are committed to, the three buckets they are focusing on are work force acquisition, work force or recumbent development and continuous improvement. Those are the three things manufacturers have reached out to the Chamber and indicated that is what they absolutely need to have help with. They are prepared to address all those issues and show value and continue to do that.

Mr. LeTourneau stated the Chamber thought for sure that this would not have any connection whatsoever to the local chamber because of the way the manufacturers think more regionally, nationally and globally. However, what they are finding is they do have quite a bit of relative value for them. He reviewed some of the companies they have relationships with in Ramsey. He asked the EDA for their continued support.

Manager Brunt asked for more information for the EDA regarding workforce acquisition and working with the Chamber. He stated he supported this because as a community he felt they needed to reach into places like Anoka Technical College to provide people. Many manufacturers today complain that they can't get enough qualified people, and he thought part of the problem was they are looking in the wrong place.

Mr. LeTourneau thought workforce acquisition was one of the top items they are focusing on right now. He stated the Chamber does not set the direction, the manufacturers in the group set it. He reviewed the workforce acquisition definition with the EDA.

Mr. LeTourneau stated if they are going to support manufacturing and the acquisition of a workforce they need to address the aging workforce, low interest in working with manufacturing, the general awareness of manufacturing, job knowledge, screening practices, discuss temp agencies being used and how to better utilize them. They also need to work on perception, wages, assessment, communication, culture, reliability of the workforce and the generational factors and the actual low workforce inventory.

Mr. LeTourneau stated on May 16, 2017 they will be talking about a manufacturing camp. He stated in February they had a career signing day which was a commitment to manufacturing through the High Schools and college. They are also doing monthly tours of manufacturing companies. He reviewed some of the upcoming events they will be holding.

Member Brunt stated one of the concerns he has is that the manufacturers go to the State Labor representatives and they wind up being presented with a bunch of bodies which is not solving their problem. A lot of manufacturing companies need people who are properly trained through some type of tech training.

Member Skaff asked if there was any way for the Board to see a proof of investment.

Mr. LeTourneau indicated there are statistics that talk about employment, specifically in Anoka County and he could provide those numbers. He stated he would love to work with staff and identify what that looks like in Ramsey and find a way to attach their name to the success.

Chairperson Steffen asked how many members are there.

Mr. LeTourneau stated currently the membership in manufacturing is around 35. When they started, they had 14 manufacturing members with 600 members in the Chamber. He stated the goal is to increase membership and serve the manufacturing industry.

Chairperson Steffen asked if the 35 manufacturing members pay dues above the Chamber dues.

Mr. LeTourneau indicated they did not.

Chairperson Steffen asked who this is funded by beside cities.

Mr. LeTourneau noted their trusted partner list is Connexus Energy, Anoka Municipal Utility, Anoka Technical and Community College, Anoka County, First Minnesota Bank, City of Ramsey, Klein Bank and for many years The Bank of Elk River, but they have decided not to participate this year.

Chairperson Steffen asked if there were plans to go around to other cities for support.

Mr. LeTourneau stated everyone is welcome and they want to be all inclusive. They have a funding need and a mission they are trying to drive but they are not necessarily taking direction from cities that say every city has to participate or they won't. They are only looking for cities that are looking for the value of what they offer and when the value is seen then join.

Motion by Member Burandt, seconded by Member Brunt, to support the Anoka Area Chamber Manufacturers Coalition in 2017.

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

Chairperson Steffen stated he would like to see Mr. LeTourneau come to the meeting to update them on the coalition.

#### **4.04: Continue Discussion Regarding Strategy for Marketing and Selling City Owned Land**

Economic Dev. Mgr/Assistant City Administrator Brama requested the EDA continue discussion regarding the City's strategy for selling city-owned land and marketing The COR. Regarding this case specifically, staff would like to review the "feedback logs" with the EDA, and the process outline. Staff would like to forward these documents back to the City Council on 4/25/17.

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

Chairperson Steffen asked if staff asked three companies and they came forward or were more companies asked and bowed out. He wondered how they arrived at the list of three companies.

Economic Dev. Mgr/Assistant City Administrator Brama stated there was a mixture of the two. The direction of the EDA was to schedule two to three interviews with developers and/or value-added broker.

Member Williams noted she put staff in contact with a number of developers that she has through networking professionally and the idea was not to pick specific developers to come and talk to them and then choose based on what services they offered. It was more of an opportunity to bring in different types of developers. She stated every type of deal they can imagine someone in the marketplace might be willing to do. The idea was to have people come in who do this every day who might share little bits of wisdom about this site specifically. However, in general to talk about their process and how they would approach a chunk of land and how they would take it to market. Also, to see what things they would want to consider as they move forward and decide if they want to have an RFP, that it is specific to the appropriate industry with the City doing some of the work or someone who comes in and purchases the property and does everything themselves.

Member Williams stated it was her intent to invite all of these people to the meeting so the Board could have some idea of where she is coming from when she says they can structure this however they want. She thought that was the next step in their process.

Member Riley thought they needed to start this and is great place to start. He stated The COR has a long history and even just in the short history, they have tried a couple different approaches

like the all-inclusive developer that apparently, people did not like so they went with a traditional broker which was frustrating also. He thought it was a great idea that they try to figure out what they really want. He stated he is a fan of pushing this idea to figure out what they want to do. He stated the City is not a developer and he would like to see a real developer get involved.

Chairperson Steffen stated he did not get the impression of the three developers that came to talk to them were really interested in buying the land or building anything on the land.

Member Williams indicated she did not think the developers were ever asked.

Chairperson Steffen stated he did not feel any excitement that they wanted to do anything in Ramsey so how can they partner with them if they do not see the same vision as the EDA does.

Member Williams thought that was an important consideration, because one of the things that she is looking for is a partner. She wants someone who is as excited as she is about Ramsey, and that comes in with ideas that the EDA have not thought about. She stated as a Councilmember she would like to see coming out of this body what types of compensation structures they would be comfortable with, and what would they not be comfortable with.

Member Hardin thought every one of the groups they talked to had pointed out their barriers and they have to deal with barriers. The EDA has to decide how they want to market the property and then find someone who can help them to do it correctly.

Member Burandt stated when he thinks of partner he thinks of invest money with them versus hire. He stated if there are barriers they need to acknowledge it and try to work through it.

#### **4.05: QUICK CASE: Appoint Ad-Hoc Subcommittee Members to Update Housing Plans**

Community Development Director Gladhill stated the purpose of this case is to appoint a member of the EDA to an ad-hoc housing sub-committee to update the City's Housing Plan. A Housing Plan is a required component of the 2040 Comprehensive Plan Update. Two Planning Commissioners have been appointed from the Planning Commission. The City Council requested that one EDA member be appointed. The group is following a three-member structure that was utilized in 2012 to update housing plans and policies.

Community Development Director Gladhill presented the staff report.

Chairperson Steffen asked if anyone was interested in taking this on.

Member Brunt stated he would be interested in finding out more about it, to see if he could make a contribution to it.

Community Development Director Gladhill thought any member on the EDA would be an asset to the sub-committee.

Member Burandt indicated if Member Brunt did not take the position then he would volunteer for it.

Community Development Director Gladhill stated he would discuss this further with both Member Brunt and Member Burandt.

#### **4.06: Set Date for Annual EDA Golf Tournament and Fall Networking Event**

Economic Dev. Mgr/Assistant City Administrator Brama stated the EDA is asked to set a date for the Annual EDA Golf Tournament and Fall Networking Event.

Member Burandt suggested setting the start time at 10:00 a.m. and end around 6:00 p.m.

Member Skaff supported the time change.

Consensus of the EDA was to set the date of August 15, 2017 for the Golf Tournament and November 16, 2017 for the Networking Event.

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

#### **5.01: Update: Shovel Ready Reports Completed**

Econ. Dev. Mgr/Assistant City Administrator Brama indicated WSB & Associates was retained by the City to complete/prepare/obtain various documents related to the future development of various city-owned properties. (survey, title work, phase I ESA, if needed phase II EDA, utility information, site pics, soil borings, etc). This information, as a whole, is often times referred to as “shovel-ready” pre-development information. This information is very useful for a developer considering the purchase and development of land.

Economic Dev. Mgr/Assistant City Administrator Brama stated the State of Minnesota has a program known as “Minnesota Shovel Ready Sites” which certifies this work, and plugs said certification into the State of Minnesota’s marketing pipeline.

Economic Dev. Mgr/Assistant City Administrator Brama notes WSB & Associates has completed all work necessary to apply to the State Shovel Ready Program, including pre-filling applications.

Mr. Jim Cromberg and Eric Moss, WSB, were at the meeting to answer questions.

Mr. Cromberg stated this took a lot longer than it should have but the good thing that came out of it was the City now knows what they have. He stated they now have good title work and surveys which will make it easier to sell the land. He noted the rules will be changing for certification.

Chairperson Steffen asked if the City wants to certify their small sites before the rules change.

Mr. Cromberg stated he would certify them as soon as possible. The problem with that is the information becomes dated.

Chairperson Steffen asked what the next step in the process is.

Mr. Cromberg stated they will need to fill out the application for certification and get it filed.

The EDA and WSB discussed the cleanup of dirty sites and selling the clean sites at market value.

### **5.02: Update: Purchase of Former Sunfish Lake Gas Station**

Economic Dev. Mgr/Assistant City Administrator Brama updated the EDA on the purchase of Former Sunfish Lake Gas Station.

Member Hardin asked if they have done the environmental work on this property.

Economic Dev. Mgr/Assistant City Administrator Brama stated they have done it and are good to go on the property.

### **5.03: Update: Aeon PA Extension**

Economic Dev. Mgr/Assistant City Administrator Brama stated staff has received a request from Aeon to extend the closing date on this PA by two months. Like other agreement, staff requested an additional \$5,000 non-refundable earnest money from Aeon in exchange for the proposed extension. That request is anticipated to reach the Council on 4/25/17. Staff met with Aeon recently and they are moving forward with this project. They are excited about working in Ramsey. They are currently finalizing the plans and specs, and preparing to apply for a Plat/Site Plan.

### **5.04: Update: GS Land PA Extension**

Economic Dev. Mgr/Assistant City Administrator Brama stated this PA is for the two-phased residential project, on the former municipal center campus, known as Harvest Estates. Staff has received a request from GS to extend the closing date on this PA by one year. Like other agreements, staff requested an additional non-refundable earnest money from GS Land in exchange for the proposed extension. The Council pre-arranged this potential extension in 2016 via a formal resolution. GS Land will be providing \$20,000 earnest money, \$5,000 will be non-refundable immediately. That request is anticipated to reach the Council on 4/25/17. Staff connected with GS Land recently and they intend to move forward with the Phase II of this project however, they need to make a little more progress with land sales on Phase I.

### **5.05: Update: Platinum Properties PA**

Economic Dev. Mgr/Assistant City Administrator Brama noted staff has been told by Platinum Properties that they intend to bring back a new PA this week. The new PA will be very similar,

if not identical, to the existing PA. However, with that said, staff has not received a final/formal request.

Economic Dev. Mgr/Assistant City Administrator Brama stated if the project is to move forward, it will need to move fast because this building needs to be constructed before January 1, 2018. If the PA that comes back to the City is the same as originally proposed, staff doesn't intend to bring the PA back through the EDA due to timing, however, if the PA that comes back has substantial changes, staff will bring it back through the EDA for review. In that situation, staff anticipates a request for a special EDA meeting.

**5:06: Other Business**

City Administrator stated he is meeting with McDonald's attorney and are meeting with County Commissioners to talk about the application for EDA funds to the County which has to be approved by the County HRA.

**6. ADJOURNMENT**

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

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

The regular meeting of the Economic Development Authority adjourned at 9:03 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

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

**Economic Development Authority (EDA)**

**4. 1.**

**Meeting Date:** 05/25/2017

**By:** Tim Gladhill, Community Development

**Title:**

Review Planning Commission Recommendation for The COR Interim Development Plan

**Purpose/Background:**

The purpose of this case is to review a final recommended policy framework for a document to be known as The COR Interim Development Plan, which essentially puts into motion a more formal amendment to the master plan. Details of the recommendations prepared by the Planning Commission over a series of workshops are attached to this case.

If the attached format is approved, the City will then host a series of public workshops as well to gain feedback on any potential changes as a part of the 2040 Comprehensive Plan Update, including impacted stakeholders/property owners.

**Notification:**

**Observations/Alternatives:**

This document is certainly a working document. Ideas on how to better phrase and format this document are appreciated.

**Funding Source:**

This case is being handled as part of normal Staff duties.

**Recommendation:**

The Planning Commission recommends adoption of the attached policy document, and the Park and Recreation Commission has previously recommended the Parks and Public Realm Framework for The COR as well.

**Action:**

Motion to recommend that the City Council approve The COR Interim Development Plan for public comment.

**Attachments**

DRAFT - The COR Interim Development Plan

DRAFT - The COR Parks and Public Realm Plan

**Form Review**

**Inbox**

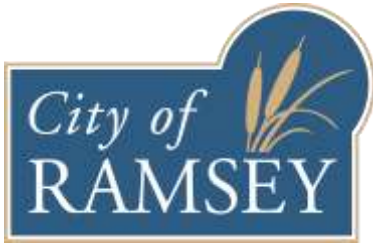
Tim Gladhill (Originator)  
Patrick Brama  
Form Started By: Tim Gladhill  
Final Approval Date: 05/18/2017

**Reviewed By**

Tim Gladhill  
Patrick Brama

**Date**

05/17/2017 10:50 AM  
05/18/2017 11:30 AM  
Started On: 05/17/2017 10:48 AM



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# The COR Interim Development Plan

Anticipated Adoption: May, 2017

## City Council

Mayor Sarah Strommen  
Councilmember At-Large John LeTourneau  
Councilmember At-Large Kristine Williams  
Ward 1 Councilmember Jill Johns  
Ward 2 Councilmember Mark Kuzma  
Ward 3 Councilmember Melody Shryock  
Ward 4 Councilmember Chris Riley

## Planning Commission

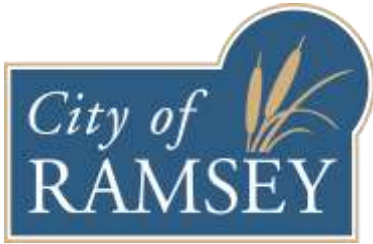
Chairperson Randy Bauer  
Vice-Chairperson Gary Van Scoy  
Bruce Anderson  
Ralph Brauer  
Cheri Gengler  
Cindy Nosan  
Patrick Surma  
Former Chairperson Gary Levine (in memory)

## Economic Development Authority

Chairperson Jim Steffen  
Vice-Chairperson Wayne Skaff  
Philip Brundt  
Brian Burandt  
Glen Hardin  
Chris Riley (Council Representative)  
Kristine Williams (Council Representative)

## Parks and Recreation Commission:

Shane Bennett, Chairperson  
Russell Bayer  
Andrew Fyten  
Jennifer Lestico  
Brandon Sis  
Charles Tchuinkwa  
Jon Trappen



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Environmental Policy Board

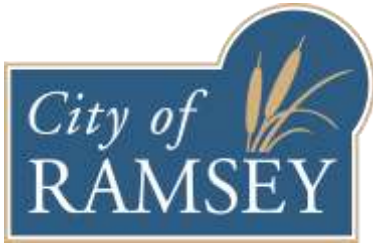
Thomas Stadola, Chairperson  
Michael Valentine, Vice-Chairperson  
Colleen Anderson  
Reid Bernard  
Jane Covart  
Michael Hiatt  
Lucas Trossen

Staff Team:

Tim Gladhill, Community Development Director  
Kurt Ulrich, City Administrator  
Patrick Brama, Asst. City Administrator/Economic Dev. Manager  
Chris Anderson, City Planner  
Bruce Westby, City Engineer  
Mark Riverblood, Parks and Asst. Public Works Superintendent

Version: I:\The Cor\2015 Vision Clarification\Vision Document 2017\Interim Development Plan\The COR Interim Development Plan.Docx 4/3/2017 2:07 PM

DRAFT



## Purpose of Interim Plan

The purpose of this document is to set into motion potential land use policy changes for The COR. In 2015, the City's Planning Commission described a need to evaluate and clarify the vision for The COR in response to several project approvals.

## Common Terms

**The COR Development Plan.** This is the existing land use plan for The COR circa 2011. This is the official control and legal basis for land use decisions within The COR. Also referred to as the 'Development Plan'. This is the 'second generation plan' for the development, preceded by the Ramsey Town Center Master Plan.

**The COR Interim Development Plan.** This is the document you are reading now. While the City continues to refine land use recommendations and feasibility analysis for The COR, this document is intended to be a guiding policy document to review quality projects that do not meet the strict adherence to The COR Development Plan. Also referred to as the 'Interim Development Plan'.

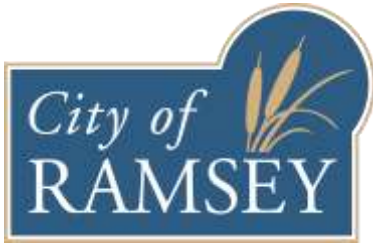
**The COR Development Plan Amendment.** This is a future document. This will be the document that updates the Zoning Code, otherwise known as the official controls, for The COR. This will replace existing Comprehensive Plan, Zoning Code, and Design Framework. Also referred to as the 'Plan Amendment'. This will be considered the 'third generation plan' for The COR.

## Using this Document

This land use plan is an interim plan that will guide land use decisions prior to a formal amendment for The COR. Uses currently allowed in The COR Development Plan shall be allowed consistent with applicable law. Projects consistent with options contained within this Interim Development Plan, but conflict with the existing plan, may proceed forward, but shall require a formal Plan Amendment. The policy directives of this document are advisory in nature, and are not binding. If a proposed project meets the minimum requirements of the existing Development Plan, it shall be considered consistent with the Development Plan and Zoning Code and shall be approved.

## Vision

The Vision Statement was created for the purpose of crafting update land use scenarios and is not intended to approve or disapprove individual projects. Projects must be reviewed using the City's Zoning Code as the official land use control. The Vision Statement is not a regulatory tool, yet a visionary tool.



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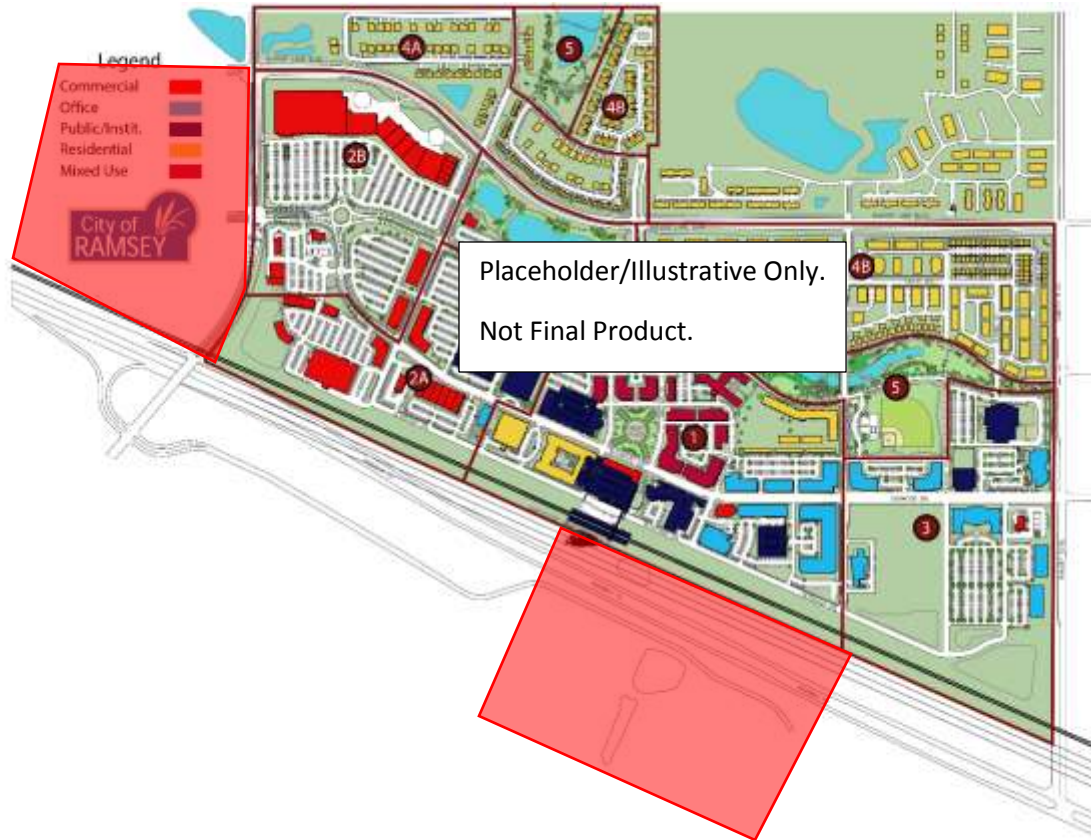
*The COR will serve as a City Center primarily to bring people of Ramsey together. The COR will also attract energy from the surrounding region. It will be a unique destination, technology-oriented, and serve as a gathering place. It will feature unique architecture stressing historical feel and function.*

## Development-Wide Assumptions

1. The development is part of a broader **GROWTH MANAGEMENT STRATEGY** that protects the City's primary land use goal to respect the **BALANCE OF RURAL AND URBAN CHARACTER**.
2. The development shall take a **MIX OF USES** within the development, which is also known as **HORIZONTALLY MIXED USE** approach versus a strict adherence to traditional mixed-use definitions to require vertically mixed-use buildings. The mix of land use districts and land use types within the development as a whole shall guide success of mixed use, not strictly mix of uses within a building, block, or individual district. These types of mixes although not required, are encouraged. The 'mix of uses' approach shall not preclude flexible first floor and vertically mixed use buildings.
3. Our vision includes significant areas guided for a variety of **RETAIL OFFERINGS**. **HOUSING DENSITY** is important to that vision.
4. The emphasis of the master plan concepts is to **GUIDE LAND USE**, and is **NOT SPECIFIC SITE PLAN REVIEW**. Future developers shall have the creative freedom to propose other concepts that are generally in line with **OVERALL VISION**.

Insert overall land use map here. This will include expanding the boundary west of Armstrong and south of Highway 10 to illustrate full retail guiding. Overall map not yet completed. Existing Map shown for illustrative purposes only.

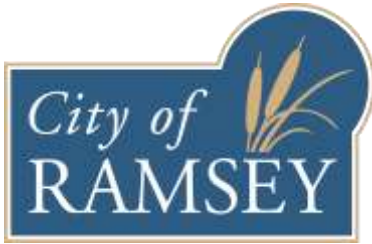
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## Land Use District (Sub-District) Descriptions and Requirements

The COR is divided into five (5) distinct land use districts that ensure a mix of uses and guides quality private and public development. These districts are considered sub-districts and can be amended easier than traditional zoning districts. The overall land use mix shall be provided. Amending sub-districts shall be approved by resolution of the City Council after recommendation by the Planning Commission, but shall not require a Public Hearing. Amending sub-district boundaries shall not require a Comprehensive Plan Amendment so long as the over land use balance is preserved.

1. Downtown District (COR-1)
2. Retail District (COR-2)
3. Office District (COR-3)
4. Residential District (COR-4)
5. Parks and Open Space District (COR-5)



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### The Downtown District (COR-1)

**Downtown District Description.** The Downtown District shall be a high-density district with a mix of uses. Vertically mixed use buildings are not required, but are encouraged. The Downtown District shall be predominantly high-density residential to support existing transit and City growth-management goals, but is not required. Shared parking districts are an integral part of the success of this district. Urban design shall also emphasize build-to lines and pedestrian interaction. The district shall have the most robust architectural design standards amongst all City land use districts.

This district is the focal point of the development. This quarter-mile radius is key to land use supportive of transit and other City land use goals. The City of Ramsey and its funding partners (Anoka County, CTIB-Counties Transit Improvement Board, and Metropolitan Council) invested nearly \$14 Million Dollars on the Northstar Commuter Rail – Ramsey Station, relying on The COR Development Plan. This district is described as predominantly high-density residential, with a number of commercial uses along Sunwood Drive. There should be a **MIX OF USES** within this district.

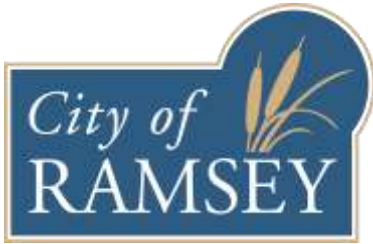
**Planning Commission Recommendation:** The City should focus on original visions to better manage parking and maximize land use of individual parcels. This includes reverting back to a **FLOOR AREA RATIO (FAR) OF 0.75** and retaining a strict adherence to **MAXIMUM PARKING** standards and shared **PARKING DISTRICT** requirements. Minimum density shall be fifteen (15) units per acre with no maximum density required.

### The Retail District (COR-2)

**Retail District Description.** The Retail District shall be focused on providing retail offerings to support the community and beyond. This district shall focus on smaller, unique shops, while allowing larger format retailers along Highway 10 where visibility and access is best.

Places to eat, shop, and be entertained were a key component of the original development. While other land uses have succeeded in continued growth, retail goals have struggled to keep pace. The City has continued to evaluate our retail marketing strategy, and amendments to this plan represent a broader effort to advance these goals.

Citywide, the community has over 150 acres of undeveloped or redevelopment areas guided for future retail growth. In comparison, the Riverdale shopping center in Coon Rapids is approximately 200 acres. Coupled with proximity to Elk River and physical barriers such as the Mississippi River and Rum River, it is not likely that the City will be successful in developing this amount of retail within this 20 year



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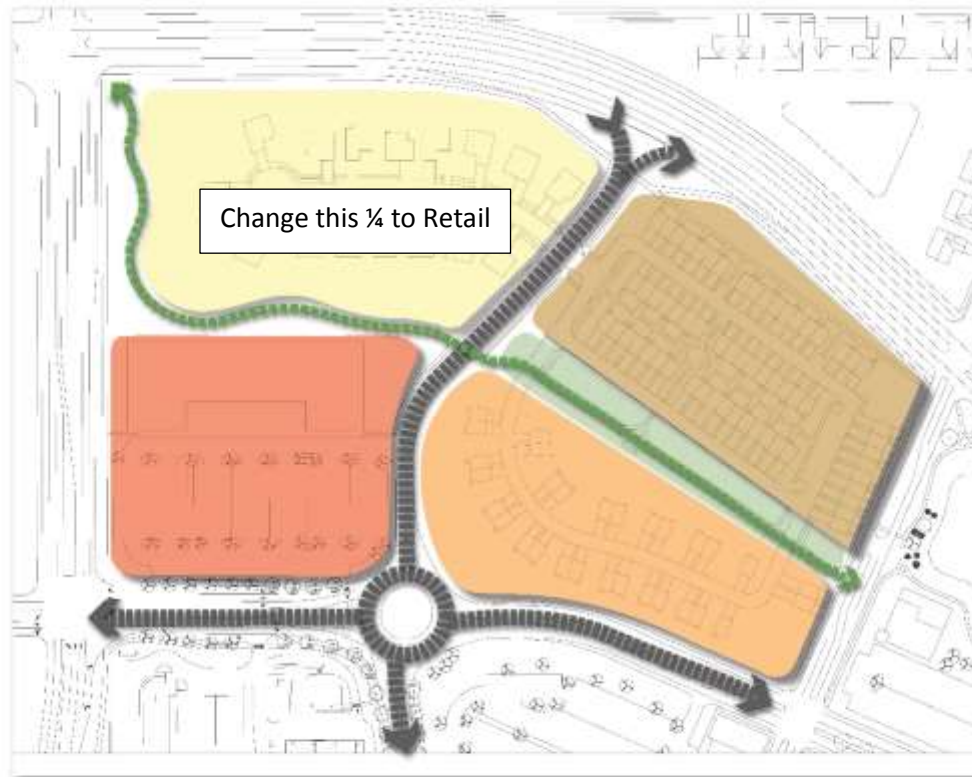
planning period, if at all. Additionally, the market for larger retail users is quickly changing with adapting technologies. The City's market experts have encouraged the City to re-evaluate its retail strategies.

EMPHASIS: The City continues to plan for a significant amount of retail growth within The COR and throughout the community. The recommendations below are not intended to de-emphasize our retail goals, yet strengthen said retail goals and focus on more appropriate areas for future growth.

**Planning Commission Recommendation:** The northwest quadrant of the development (bordered by Armstrong Boulevard, Bunker Lake Boulevard, Zeolite Street, and Sunwood Drive) should be amended to strengthen the **LAKE ITASCA GREENWAY**, create **SMALLER DESTINATION RETAIL USERS**. Half of this quadrant should be re-guided for an **APPROPRIATE RESIDENTIAL USE**, with **DENSITY** appropriate for the type of overall land use plan for The COR.

This is the area of **MOST SIGNIFICANT CHANGE** recommended by the Planning Commission. The Planning Commission collaborated on developing multiple land use scenarios. The overall approach was to divide the northwest quadrant into four (4) smaller sub-quadrants divided by future public roadways and greenways and allocating half the quadrants to smaller, destination retailers and the other half to residential uses. Based on feedback and reconciling multiple angles of consensus, the land use map below represents the primary recommended land use map.

Primary NW Quadrant Land Use Map – Vertical Split (this will be the model of the actual land use map [focus on polygons per land use, less focus on detailed site planning])





Continued on next page.

### NW Quadrant Acceptable Alternatives

The alternatives listed below would require a future plan amendment, but are afforded certain policy feedback in advance. These can be viewed as 'pre-screened' alternatives.

### NW Quadrant Horizontal Split



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NW Quadrant All Retail



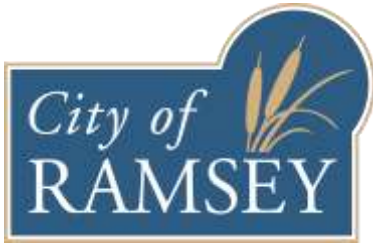
The Office District (COR-3)

This district represented the area of highest consensus amongst the Planning Commission.

**Planning Commission Recommendation:**

**NO AMENDMENTS** to this district are recommended. However, the City should look at strategies to encourage parking districts within this land use district as well.

Note. During the January 24, 2017 Joint Work Session between the City Council and Planning Commission, it was noted that an office user may be possible in the northeast quadrant currently guided for retail use. Staff's recommendation, while a potentially positive amendment, would be to consider



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this possibility under a separate amendment, as the overall plan currently has a good balance of office planned, and a more comprehensive look would be needed for such an amendment.

### The Residential District (COR-4)

The Residential District is further divided into three (3) categories. The descriptions below include recommended adjustments to density ranges.

- 'Low' Density (COR-4a). This is predominantly detached single-family located north of Bunker Lake Boulevard. The minimum density shall be four (4) units per acre and densities up to fifteen (15) units per acre shall be allowed.
- Medium Density (COR-4b). These predominantly include townhomes, both attached and detached. Minimum density shall be eight (8) units per acre with a maximum density of fifteen (15) units per acre. Additional density may be allowed via Conditional Use Permit.
- High Density (COR-4c). These areas are focused immediately north of The Draw Park and Amphitheater and provide a unique opportunity for interaction and transition. The emphasis on mix of uses is muted compared to the Downtown District. The minimum density of this district shall be fifteen (15) units per acre with no cap of maximum density.

#### **Planning Commission Recommendation:**

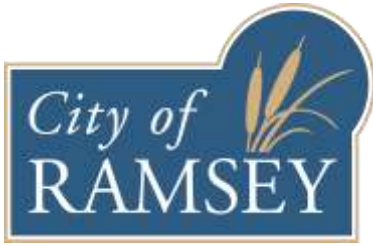
The remaining undeveloped area immediately north of The Draw currently owned by K Hovnanian Homes shall be re-guided to High Density Residential. The Planning Commission recognizes the success of high density residential abutting The Draw on the south side (Parkview East) and sees this as an opportunity for consistent design when coupled with the future Aeon Apartment Development (north side).

### Parks and Public Spaces (COR-5)

This district is governed by The COR Parks + Public Spaces Plan, and is included by reference as an integral part of The COR Interim Development Plan. Neither document shall be interpreted as a wholly separate document, and neither document shall be adopted or otherwise amended unless coinciding with each other. An amendment to one plan shall be considered an amendment to the other. This document has been adopted as a 'working draft' by consensus of the City Council. The intent is to adopt as a formal plan as part of the overall COR Development Plan Amendment.

### Implementation Plan

The Interim Development Plan represents Phase I of a three (3) phase project.



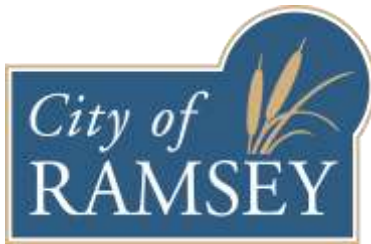
7550 Sunwood Drive NW • Ramsey, MN 55303

City Hall: 763.427.1410 • Fax: 763.427.5543

[www.cityoframsey.com](http://www.cityoframsey.com)

- 
1. Interim Development Plan (this step)
  2. System Plans (roads, utilities, parking structures, infrastructure, etc.).
  3. Development Pro-Forma (funding and financing options)

DRAFT



### Major Planning COR Planning Efforts

**EFFORT #1**  
**COR Re-Visioning**

**PURPOSE**  
Update/ amend the vision for The COR.

1. Update COR Master Plan (map that shows vision, how the COR will look, how buildings will be oriented, where infrastructure should be located, etc.)
2. Update zoning district map (underlying land use regulations that will ensure the master plan will be implemented at the time individual projects come forward for review by the City)
3. Direction on outstanding major policy items:
  - Is vertically mixed use development a requirement?
  - appropriate size and location of retail uses?
  - Is there flexibility in location of zoning district borders?
  - Define basic vision and policy for community center.
  - Define basic vision and policy for parking ramps.

**RESPONSIBLE BOARD**  
Planning Commission will draft a recommendation for Council consideration.

**TIMING**  
Anticipated to have draft completed by April 2017. Once a draft is completed, it should be checked against COR System Plans and COR Pro-Forma. May need to be adjusted.

**EFFORT #2**  
**COR System Plans**

**PURPOSE**  
The City purchased The COR with two goals in mind (a) recover previous public investments, and (b) ensure the vision of The COR is implemented.

As a result, the City of Ramsey has taken the role of master developer for The COR. With the role, various assumed responsibilities are assigned to the City. Developers, businesses, and residents expect the city to have concept plans/ policies in place for the following items:

1. Storm water plan (regional)
2. Road plan (public roads)
3. Sign plan (development signs, way finding signs, etc.)
4. Park & Trails plans
5. Community Center plan/ policy
6. Parking Ramp(s) plan/ policy
7. Cut/fill basic plan

There are many benefits to having this preliminary information ready—please see system plan dashboard for details. These plans are intended to be preliminary/ concept level only—for the sake of planning and budgeting.

**RESPONSIBLE BOARD**  
Likely, all boards will be involved with this process. However, for the sake of efficiencies, the EDA will lead this effort. Findings will be presented to the Planning Commission and City Council.

**TIMING**  
Upon completion of 1<sup>st</sup> draft of COR re-vision, staff would like to order this work for completion (i.e. begin May 2017). This work will take 6-9 months. Once draft is completed, it should be checked against COR Master Plan and COR Pro-Forma. May need to be adjusted.

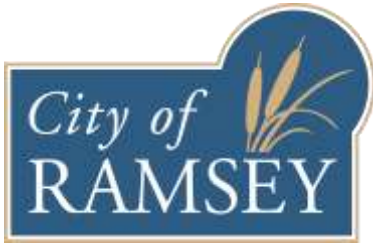
**EFFORT #3**  
**COR Pro-Forma**

**PURPOSE**

1. Update COR pro-forma based on updated vision and system plans. COR pro-forma will display the city's financial performance forecast/ project cash-flow over time (expenditures/ obligations versus revenues/ available funding).
2. Update COR TIF plan/ TIF analysis previously completed by Ehlers. This plan plays a major role in the "funding" side of the COR pro-forma. Because actual TIF revenues are based on actual completed projects, it would be helpful to update periodically. NOTE: TIF can only be used for projects completed before 2021.
3. Update COR land proceeds policy. Staff would like to (a) clearly identify what previous expenditures the City wishes to repay itself, (b) consider using land proceeds only for non TIF eligible costs, and (c) update the City's land sale proceeds forecasts.

**RESPONSIBLE BOARD**  
EDA will draft a recommendation for Council consideration.

**TIMING**  
Upon completion of COR re-vision and COR system plans, staff will complete this work (i.e. begin late 2017). This work will take 1-2 months. Once draft is completed, it should be checked against COR Master Plan and COR system plans. May need to be adjusted.



The group then formulated a broad work plan to accomplish the many steps to complete an overall plan amendment and update.

The COR Development Plan Update Plan of Action																	
	2017																
	January	Quarter 1		March	April	Quarter 2		June	July	Quarter 3		September	October	Quarter 4		November	December
<b>Task 1: Land Use Plan Update (Planning Commission)</b>																	
Draft Vision Statement																	
Draft Land Use/District Map																	
Draft District Descriptions																	
Draft Development and Design Standards																	
Draft Development Plan Update (Zoning Code)																	
Adopt Final Version of Development Plan																	
<b>Task 2: System Plan/Infrastructure Study (EDA)</b>																	
Stormwater Plan																	
Road Plan																	
Sign Plan																	
Parks and Recreation Plan																	
Community Center Plan or Policy Statement																	
Parking Ramp/District Plan or Policy Statement																	
Cut/Fill Plan (Grading)																	
<b>Task 3: Project Pro Forma (EDA)</b>																	
Pro-Forma																	
Tax Increment Financing (TIF) Plan																	
COR Land Sale Proceeds Policy																	

### Public Engagement

A key component of any policy decision is collaboration amongst its residents. These processes are part of natural and organic community conversations around key policy topics. The City will couple this policy discussion with ongoing workshops and community events as part of its overall Comprehensive Plan Update. For more information on this effort, please visit [www.cityoframsey.com/ramsey2040](http://www.cityoframsey.com/ramsey2040).

### Mobile Comprehensive Plan Tour

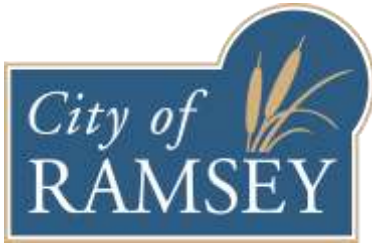
The City is planning a Mobile Comprehensive Plan Tour for policy makers that will include local examples of plans and policies being discussed in the Comprehensive Plan Update. The tour is planned to include examples discussed in this Interim Development Plan as well.

### Market Analysis

The Planning Commission recommends completion of a market analysis to confirm the policy directives of this document as it relates to the planned retail area. The Planning Commission continues to stress the importance of attracting retail uses to the Development, but want to ensure that there is not too much areas guided for retail growth beyond what the community can sustain.

### Community Center

The Planning Commission desires to continue to plan for a Community Center in The COR. The Planning Commission feels that this type of use would benefit the community and be a draw for other users within the development. This analysis will be completed as a separate planning process.



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## Detailed Vision/Zoning Check List for Future Decision-Making

THE COR WILL BE A CITY CENTER THAT WILL SERVE AS A GATHERING PLACE FOR ALL PEOPLE.

### CHECKLIST:

- IT WILL ATTRACT A DIVERSE AUDIENCE
- IT WILL HAVE SOMETHING OTHER CITIES DO NOT
- IT WILL STRESS SMALL SHOPS, NOT BIG BOX
- IT WILL BE FAMILY ORIENTED
- IT WILL APPLY MULTIPLE USES
- IT WILL BE TECHNOLOGY-ORIENTED

**THE MAIN PURPOSE OF THE COR SHOULD BE TO BRING THE PEOPLE OF RAMSEY TOGETHER.**

**A SECONDARY PURPOSE WILL BE TO BRING IN PEOPLE FROM OUTSIDE THE CITY.**

***THE COR SHOULD SERVE AS A CITY CENTER PRIMARILY TO BRING THE PEOPLE OF RAMSEY TOGETHER AND, IF POSSIBLE, BRING PEOPLE FROM OUTSIDE.***

### **TO REALIZE THIS VISION**

→ IT WILL ATTRACT A DIVERSE AUDIENCE BY:

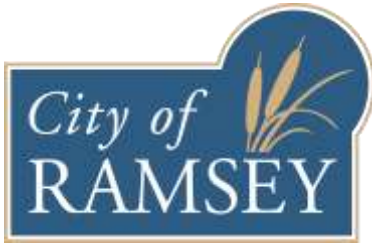
- ✓ WELCOMING ALL CULTURES
- ✓ BEING OPEN TO ALL TYPES OF BUSINESSES
- ✓ ATTRACTING A WIDE AUDIENCE

→ IT WILL BE UNIQUE; A DESTINATION BY:

- ✓ HAVING SOMETHING OTHER CITIES DO NOT
- ✓ BEING TECHNOLOGY-ORIENTED
- ✓ SERVING AS A COMMUNITY CENTER & GATHERING PLACE
- ✓ FEATURING UNIQUE ARCHITECTURE (COULD BE "HISTORICAL" AND STRESS FUNCTIONS)
- ✓ BEING FAMILY-ORIENTED; NOT BIG BOX

**TEN PRINCIPLES (borrowed from Urban Land Institute)**

### **1. GREAT STREETS NEED GREAT CHAMPIONS**



- 
2. **IT TAKES A VISION**
  3. **THINK RESIDENTIAL**
  4. **HONOR THE PEDESTRIAN**
  5. **PARKING IS POWER**
  6. **MERCHANDISE & LEASE PROACTIVELY**
  7. **MAKE IT HAPPEN**
  8. **BE SAFE, CLEAN, FRIENDLY**
  9. **EXTEND DAY INTO NIGH**
  10. **MANAGE FOR CHANGE**

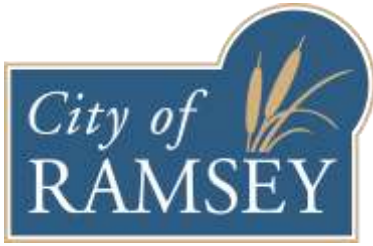
### Architectural Standards

A key component of the policy discussion for The COR has been architectural design standards. The Planning Commission believes several recent projects fell short of community expectations. While originally intended to be part of Phase I of The COR Development Plan Update, the Planning Commission continues to refine these recommendations and will continue throughout Phase II and Phase III to bring a quality recommendation forward with a full Plan Amendment.

The standards below are not an exhaustive list of current design requirements, yet a focus on key topics that have been raised for future discussion. Upon final amendment, the City will prepare a side-by-side comparison of all existing and proposed design requirements. The final version of this Interim Development Plan will also include drawings/illustrations to illustrate the narrative being discussed.

#### **Planning Commission Recommendation:**

In the interim, the Planning Commission shall serve as an ad-hoc architectural review committee. Projects shall complete an architectural review prior to official Site Plan Review. The Planning Commission reserves the right to establish an ad-hoc sub-committee to serve as this Architectural Review Committee. The Planning Commission recommends that the City supplement the Development Review Team with the services of a licensed architect to help develop updated design standards and review development proposals. This will add value to the process, hopefully streamline review,



**Additional Discussion Points:**

and is in line with other professional services the City employs in development review. The cost of these services are the responsibility of the Developer.

\* The intent of design requirements is to maintain a consistent development look and acknowledge the pride and planning that went into the vision of this development. The tradeoff of a more densely developed areas was an acknowledgement of the need to 'step up' architectural design.

\* All single-family homes in The COR shall include/not include a porch that protrudes from the front of the home, even with the garage, and not a recessed entry in the middle of the home.

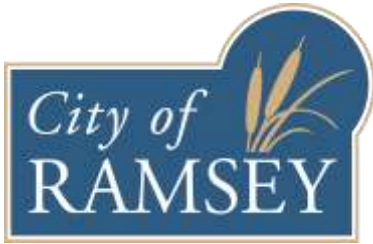
\* Over the next several months, the Planning Commission will better define front porches and if any additional design requirements or restrictions (i.e. split entry homes) are warranted. .

\* Buildings in the Downtown District shall include a minimum of 50% brick. Vinyl siding shall not be allowed. Fiber cement panels shall be allowed as a complimentary material.

\* Buildings in the Residential District shall have a minimum of 35% brick or stone on the front façade. Vinyl siding is allowed.

**Private Open Space and Stormwater Design**

The Planning Commission has expressed a concern over a perceived lack of private open space in medium density development as well as depth and steep slopes of stormwater ponds within the development due to the higher density nature. This concern has not yet been resolved, but will continue to be discussed during Phases II and III of the Plan Amendment. The City shall take into account sidewalks, greenways, and other private and innovative improvements (such as wonerfs).



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## Site Selection Process

The City is in a unique situation as Property Owner and Regulatory Authority. This presents opportunity, but also requires special attention to remain accountable to the public. In order to balance this approach without creating burdensome processes, the following steps shall be followed when considering a Purchase Agreement with the City in The COR.

Any perspective buyer of City-Owned Property in The COR shall first meet with City Staff to discuss appropriate sites. This is known as the Site Selection Process. The City and Buyer shall review multiple sites before selecting a preferred location. Depending on the complexity of the project, the City reserves the right to take this Site Selection Process to the Planning Commission, EDA, and City Council before reviewing a specific site.

The Buyer shall provide a site concept to be reviewed by the Planning Commission, EDA, and City Council before approving a Purchase Agreement. When a single-user proposes to purchase a portion of an undeveloped block or area, a series of 'site concepts' shall be developed before reviewing with any City board or commission. These site concepts shall demonstrate at least one reasonable concept for the remaining portion of the site that fits the vision and requirements of that area/district.

The Buyer must still complete the official Site Plan Review (and Subdivision) process after the Purchase Agreement Phase.

## History of Policy Discussion

This Interim Development Plan is the result of a Planning Commission initiative dating back to 2015. The City has invested a significant amount of time, energy, and resources in order to ensure a **MARKET RELEVANT PLAN** that balances **COMMUNITY VISION**.

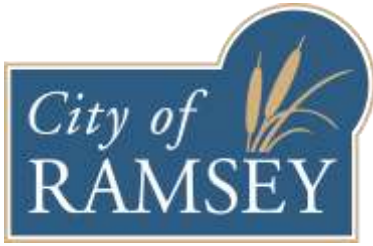
## Joint Work Sessions

The City Council and Planning Commission have met on multiple occasions to frame the policy question, discuss strategies, and identify solutions.

- March 26, 2015 = Joint Work Session
- July 12, 2016 = Joint Work Session
- January 24, 2017 = Joint Work Session

## Surveys

In 2016, the City surveyed its Board and Commission Members on key topics related to The COR Development Plan.



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The key directive coming out of review of these results on July 12, 2016 was to create a forum for policy makers to ask questions and receive direct feedback from developers and market experts, rather than completing another market study.

### Market Panel Event

On October 27, 2016, the City hosted several market experts to respond to a wide range of policy topics raised by community policy makers. The output from this event served as an important foundation for land use recommendations developed by the Planning Commission.

### Planning Commission Work Sessions

The information gleaned from the steps above were utilized to begin important policy discussions about the future of The COR. Following review of the Market Panel Event, the City Council authorized the Planning Commission to begin formulating land use recommendations for The COR. The Planning Commission met Work Sessions dedicated to The COR on multiple occasions.

- January 5, 2017 (to prepare for the January 24, 2017 Joint Work Session with the City Council)
  - Develop a Vision Statement
- February 2, 2017
  - Refine the Vision Statement
  - Collaborate on a Future Land Use Map
- March 2, 2017
  - Refine the Vision Statement
  - Refine the Future Land Use Map and Alternative Future Land Use Maps
- April 18, 2017
  - Refine the Vision Statement
  - Refine the Future Land Use Map and Alternative Future Land Use Maps

The Interim Development Plan is anticipated to be adopted in May, 2017.



### DEVELOPMENT STATUS

- EXISTING DEVELOPMENT
- PROPOSED DEVELOPMENT
- ACTIVE DEALS
- UNDER CONTRACT
- COMPLETED

Parks and Public Realm Plan Working Document

### ACCESS

- EXISTING SIGNALIZED INTERSECTION
- FUTURE SIGNALIZED INTERSECTION
- FULL INTERSECTION
- NO LEFT OUTBOUND MOVEMENTS
- PARKING RAMP

### TRAFFIC INFORMATION

ADT INFORMATION TAKEN FROM 2009 ACTUAL COUNTS AND 2030 PROJECTED VOLUMES



## Economic Development Authority (EDA)

4. 2.

**Meeting Date:** 05/25/2017

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

**By:** Patrick Brama, Administrative Services

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### **Title:**

State of Minnesota Economic Development Marketing Initiative

### **Purpose/Background:**

#### **PURPOSE**

Authorize staff to utilize \$5,000 of the EDA budget to select, design, and publish an ad in the MN DEED annual publication.

#### **BACKGROUND**

In 2015, the State of Minnesota, Department of Employment and Economic Development (DEED), began utilizing "Business Climate" (now Livability Media) magazine as their official general marketing publication, for economic development purposes. This magazine is published in print (10,000 copies), hosted on a website, and available electronically. This magazine is used by the State to respond to prospects/ developers/ site-selectors/ etc. interested in Minnesota, and at business development events/ trade-shows/ meetings/ etc. (throughout the U.S. and globally).

The DEED/ Business Climate publication includes an opportunity for local units of government to place advertisements. For example, the 2017 publication included ads from Elk River, Blaine, Coon Rapids, Otsego, Brooklyn Park (attached is a full list). City's that participate receive the year-long benefit of:

- Online magazine presence (Business Climate Magazine, 300,000 visits in 2016).
- Electronic, sharable, linkable, copy (City website, forward via emails, etc.).
- Magazine is mailed to company owners and corporate level decision makers for all Fortune 500 companies, entrepreneurs, talent prospects, site selectors, relocation professionals, law firms, CPA firms, realtors, etc. commercial real estate professionals nationally (sent from Business Climate on behalf of Minnesota).
- Publication is used extensively by DEED (various outlets, as described previously).
- Business Climate will create artwork for City--can be used for other advertisements/ copied.

### **Notification:**

NA

### **Observations/Alternatives:**

#### **LINKS**

<http://livability.com/>

2016 publication: <http://www.businessclimate.com/state-of-minnesota-economic-development-digital-magazine/>

### **EXAMPLE ADS**

- Full page - \$4,085 with (1) online medium rectangle (Top) – \$4,985 also with MN Livability Home Page (Top) online medium rectangle Ad - \$5,885.
- Two-Thirds Page Bleed (only ad on page) - \$3,565 with (1) online Leaderboard (top) - \$4,465 also with MN Livability Home Page (Top) online Leaderboard Ad - \$5,365.
- Half-page vertical - \$2,985 with (1) online leaderboard (top)– \$3,885 also with MN Livability Home Page (Top) online Leaderboard Ad - \$4,785.

- Half-page horizontal - \$2,480 with (1) online leaderboard (top) – \$3,380 also with MN Livability Home Page (Top) online Leaderboard Ad - \$4,280.
- Third page Vert. or Horiz - \$1,955 with (1) online leaderboard (middle) – \$2,675 also with MN Livability Home Page (middle) online medium rectangle Ad - \$3,395.

**Funding Source:**

**EDA Budget:** Marketing Account (not to exceed \$5,000).

**Recommendation:**

Staff believes this marketing opportunity is worth considering. It provides a unique "bang-for-the-buck" when considering how much the *State of Minnesota pushes this publication*, and when considering how *staff can re-use the Business Climate ad for other purposes*. Based on feedback from neighboring cities (Elk River and Coon Rapids), they are happy with how this publication plays into their overall/ comprehensive marketing strategies (largely about creating positive perception). Both cities recommend Ramsey get involved; however, both have indicated it's unlikely this one specific ad will generate an influx of calls from prospects.

UPDATE: staff is excited for the national audience that this publication will reach in 2018 due to the super bowl being hosted in Minneapolis. After 2018, staff believes it would be worth reevaluating this investment. However, 2018 appears to be a unique opportunity.

**Action:**

**Motion to:** [authorize/ not authorize/ amend]

Authorize staff to utilize \$5,000 of the EDA budget to select, design, and publish an ad in the 2018 MN DEED/ Business Climate annual publication.

**Attachments**

[Overview](#)

[Contract](#)

[Participating Cities](#)

[Distribution List](#)

[How does Ramsey market our available property](#)

**Form Review**


<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Kurt Ulrich	Kathy Schmitz	05/19/2017 10:23 AM
Form Started By: Patrick Brama		Started On: 05/04/2017 07:58 AM
Final Approval Date: 05/19/2017		

# MINNESOTA

Thriving in the North

- »  Print
- »  Web
- »  Digital
- »  Mobile




 [businessclimate.com/minnesota](https://businessclimate.com/minnesota)

## MINNESOTA

THRIVING IN THE NORTH

- » Foreign firms find world of opportunity in Minnesota
- » Research prowess, intellectual capital drive health IT growth



## GAME CHANGER

Innovation, talent, quality of life write Minnesota's success story

SPONSORED BY THE MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT | 2017



Dear Business and Community Leaders,

We are pleased to announce that work has begun on development of the 3rd annual *Minnesota: Thriving in the North* magazine and its new digital extensions, sponsored by the Minnesota Department of Employment and Economic Development (DEED).

We are working in collaboration with Livability Media to encourage business investment and talent recruitment to Minnesota by reaching corporate executives and site-selection professionals, entrepreneurs and talented individuals attracted to our quality of life. We will also use this publication and digital content to globally promote the many aspects of our state that appeal to visitors as well as corporate executives and entrepreneurs.

**In a significant expansion of our digital marketing efforts** Livability.com, a rapidly growing national website reaching more than 10 million visitors annually, will host a content-rich home page devoted to Minnesota Economic Development. A digital version of the print magazine, also viewable on mobile devices, will be visible on the home page and in multiple other locations on the site.

Distribution of the upcoming print edition will target industry decision-makers, site selectors, corporate real estate professionals, talent prospects and economic development and government partners. In addition, DEED and its partners will utilize the magazine as a primary marketing tool at events, trade shows and meetings.

DEED uses digital content in the publication to push out information about the state through our website and social media channels. The content is used to expand awareness of statewide activity and further market Minnesota as a prime location to live, work and play.

Matt McWhorter, our Livability Media representative will be contacting you soon to discuss how your business can participate in this program and gain year-round exposure to a vital target audience. You may also email [mmcwhorter@livmedia.com](mailto:mmcwhorter@livmedia.com) or call (615) 957-8347 for more information.

Thank you for your continued support in this joint effort to promote Minnesota.

Sincerely,

**KEVIN MCKINNON**

*Deputy Commissioner Economic Development*

Minnesota Department of Employment and Economic Development (DEED)



## THE PROGRAM'S PURPOSE:

Recruit and attract new businesses to the state by reaching a highly targeted audience including site selectors, relocation professionals, c-level executives and talent prospects. We actively promote key topics, such as business climate, innovation, infrastructure talent, health care and quality of life.

### PROGRAM COMPONENTS

- Presence on Livability.com, a national quality of place and relocation website reaching more than 10 million viewers annually.
- A newsstand-quality publication with engaging photography highlighting your business climate and quality of place.
- An easily sharable digital magazine that's accessible on computers, tablets and mobile phones.

### PRINT DISTRIBUTION

Print magazine that is distributed throughout the year by the sponsor and additional channels, including:

- Direct mailings to site selectors and corporate relocation professionals
- Fast-growth companies in target markets
- Trade shows, conferences and events
- Targeted mailing to c-level decision-makers in key industries
- Major employers
- Mailing to prospects inquiring about the state
- Regional partners
- Distribution in high-trafficked venues, such as business hotels and corporate airports

### ONLINE DISTRIBUTION

An inbound marketing model that consistently produces engaging business and quality of place content on Livability.com, driving readers back for more information.

Includes:

- Search Engine Optimization (SEO)
- Social media campaigns (Facebook, Twitter, LinkedIn, etc.)
- Email marketing campaigns
- Content engagement campaigns
- 25% increase in traffic since 2015
- 64% of traffic comes from mobile devices



### REACH

This program reaches a targeted audience – c-level executives, site selectors and corporate relocation professionals. The publication is also sent out to talent prospects seeking more information about the overall business climate and quality of place before relocating to the area.

### IMPACT

The publication allows the sponsor and surrounding communities to be more effective at promoting the state's amenities. The program allows your organization to get in front of key decision-makers earlier in the site-location process.

### ADVERTISER ADVANTAGES

- **Relative Exclusivity:** A limited number of advertisers helps increase your exposure.
- **Competitive Advantage:** Opportunities to be in front of new business prospects earlier in the decision-making process.
- **Linkability:** Multiple links from the digital magazine and Livability.com route prospects back to your website.

# Your Integrated Marketing Program

Extend your brand across multiple platforms with the LIVABILITY.COM integrated marketing program



## HIGH-QUALITY PRINT MAGAZINE

- The magazine mirrors national business publications in design and content to create a credible outbound marketing vehicle.
- Allows the state to be more effective at promoting key industries.
- Upgraded in design to reflect changes in reader habits: more visuals, more graphics, more engaging editorial content.



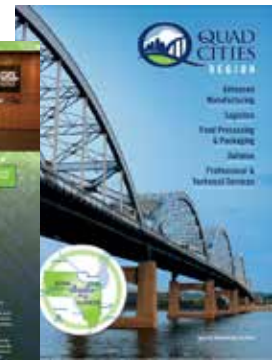
## NATIONAL ONLINE EXPOSURE

- Your content, including your advertisement, featured on Livability.com.
- Dedicated pages on a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design provides an optimal viewing and interactive experience.



## INTERACTIVE DIGITAL MAGAZINE

- Users have instant access to your publication whenever they want and wherever they are.
- Links throughout the digital magazine help direct readers to more information.
- An effective tool to use in talent recruitment.



### RISING STAR PREMIUM UNITS

*These opportunities deliver web page dominance alongside content that complements your brand message.*

- **Billboard:** Expand to fill top of page horizontal position
- **Half Page:** Expand to fill dominant vertical position

### PREMIUM CUSTOMIZATION: SPONSORED CONTENT SECTION

*A custom magazine within a magazine – in both print and digital:*

- Sponsored multipage publication that showcases your company or organization
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes 1,000 overrun copies
- Stand-alone digital magazine with a unique URL
- In-feed promotion on Livability.com pages
- Paper upgrade and additional overrun quantities available



**Affluent and active investors are heavy print magazine readers.**

*(Source: MPA; Magazine Media Factbook 2015)*

## TARGET AUDIENCE

- Corporate decision-makers
- Corporate site location consultants
- Corporate facilities managers
- Prospective business and industry investors
- Entrepreneurs
- Fast-growth companies
- Relocating talent

## DIGITAL PROMOTION

- Digital publication on dedicated Minnesota page on Livability.com
- Digital publication on select Minnesota communities on Livability.com
- Content promotion campaigns through social media including Facebook, Twitter and LinkedIn
- Digital publication on Minnesota DEED website
- Content highly optimized for organic search

## STRATEGIES FOR DISTRIBUTION

- Targeted mailings to proprietary database of business decision makers in key industry categories
- Targeted mailings to fast-growth companies and entrepreneurs
- Targeted mailings to Fortune 1000 facilities managers
- Targeted mailings to site location consultants
- Targeted mailings to corporate real estate professionals
- Mailings to key prospects
- Distribution at major conferences and events



### Client Testimonial



**“We use our publication and digital content to globally promote the many aspects of our region that appeal to tourists as well as corporate executives and entrepreneurs.”**

– John Chaffee  
President & CEO  
NCEast Alliance

# Get to Know Livability.com



## GROWING WEBSITE

The story of your state will be showcased on Livability.com, a rapidly growing website that highlights the assets of cities and regions nationwide.

## DOMAIN AUTHORITY

Leveraging the domain authority of Livability.com yields search and traffic benefits coupled with a strategic social media campaign.

## ORIGINAL CONTENT

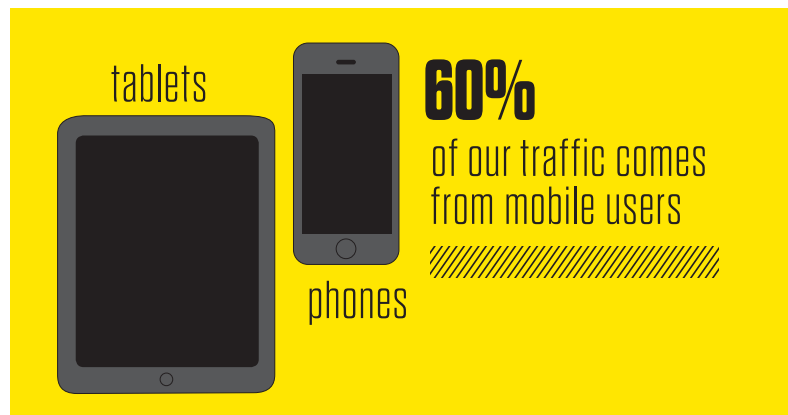
Livability showcases original content related to both economic development and quality of place and regularly receives national media attention for its data-driven lists and city rankings.

**37,000,000+**  
Pageviews

**2:35**  
Average Session Duration

**3.9**  
Pages per Session

**9,500,000**  
Sessions



## TOP 5 CITIES VISITING LIVABILITY.COM

- New York
- Chicago
- Dallas
- Houston
- Los Angeles

## TOP 5 COUNTRIES VISITING LIVABILITY.COM

- United States
- Canada
- United Kingdom
- India
- Australia

## LIVABILITY.COM HIGHLIGHTS

- 35% increase in sessions from 2015 to 2016.
- 80% of traffic comes from new visitors as we continue to attract more readers to the website.

## LIVABILITY.COM AUDIENCE

- The website splits almost evenly male and female
- Visitors are well-versed in our content topics and are likely to visit other resources on: travel, politics, regional/local news, religion, online trading and science/nature.

# Livability.com: What's New

Livability is a nationally recognized web platform highlighting quality of place and business climate assets of cities and regions nationwide



While business expansion and retention remain primary goals of most economic development efforts, talent recruitment and talent retention have become economic development imperatives. Content related to those themes is a staple on Livability's global and local pages.



In August 2016, Livability partnered with *Entrepreneur* magazine to create and showcase "The 50 Best Cities For Your Startup."



Livability's widely referenced annual Top 100 Best Places to Live was created in partnership with Richard Florida's Martin Prosperity Institute and ranks cities based on more than 40 data points in categories including demographics, amenities, education and others.

## LIVABILITY.COM AS SEEN ON

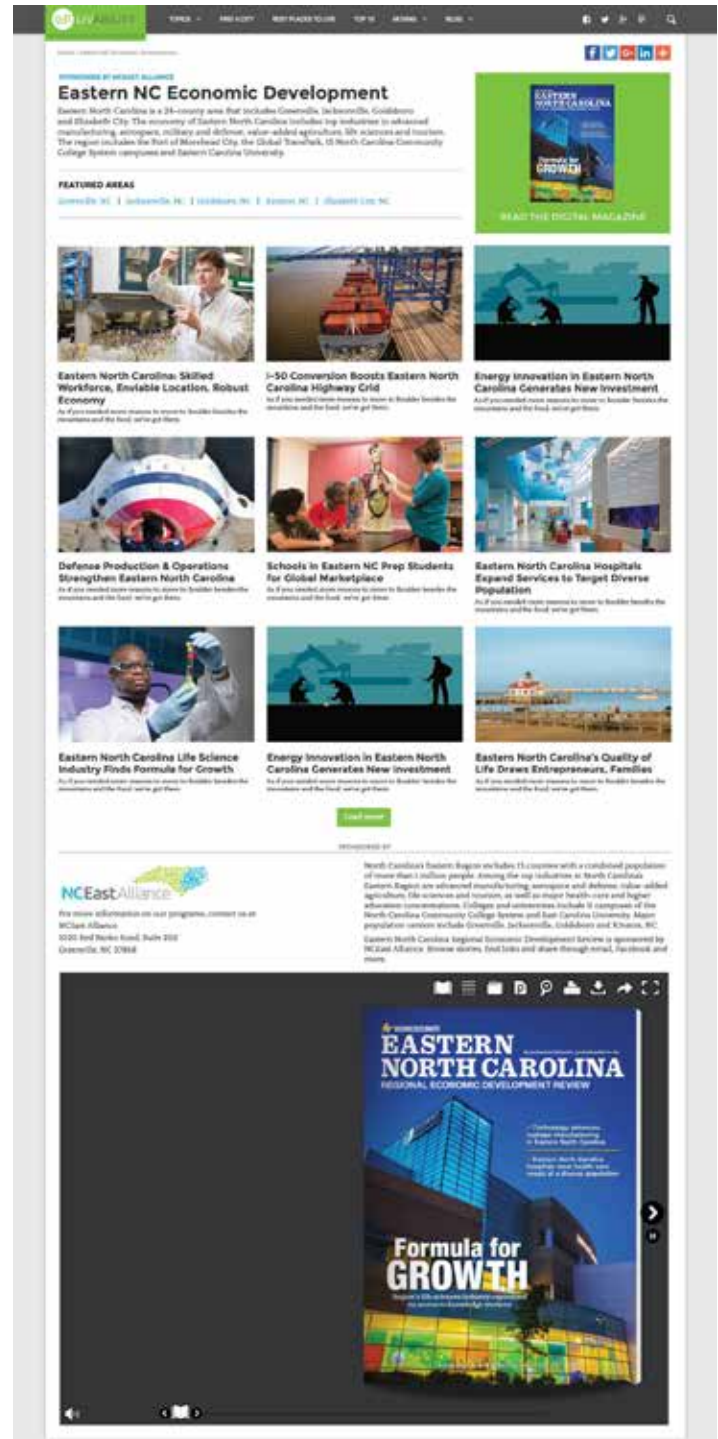


## LIVABILITY DATA AND CONTENT PARTNERS



# How We Tell Your Story

- **Content about your state will be displayed on Livability.com as a branded home page** and on sections of the site devoted to specific regions within the state page. As a result there are far more entry points to lead viewers to your state's content.
- Capitalizing on Livability's success in building traffic through content promotion, **specific articles about the region's assets will be promoted digitally** to promote your state's content.
- **Articles about the state or specific attributes of its business community will be displayed in other strategic locations on the site**, meaning some articles may also display on primary cities within the state or as business content on the well-trafficked Livability state pages.
- **Content promotion strategies have proven effective to engage readers** with the state's content and will continue to attract visitors to specific articles about the state. Linking strategies will also attract them to the home page for a rich overview of the state's assets.
- **Expanded visibility for the digital magazine.** In addition to strategically placed articles and photographs, the digital version of the print magazine, also viewable on mobile devices, will be displayed on the branded home page, primary city home pages and the region's state page.
- Constituent cities will be eligible for **content upgrades** to showcase their assets on Livability's city pages.
- **Advertisers benefit by having a rotating presence on multiple pages** displaying the region's contents, including the city pages of all primary cities in the region. Wherever the magazine content is published, your ads will display. The equivalent of a billboard being on every road leading into town.



Branded Home Page Example

# Connect Directly to Your Target Market

The Livability Media program focuses on trends and insights that affect talent recruitment, site location, economic development, job creation and quality of place. Get your message out to an audience primed for talent recruitment and business relocation. Livability.com offers engaging content – articles, photography, a digital magazine – all extending time spent with your brand.

## DISPLAY ADS

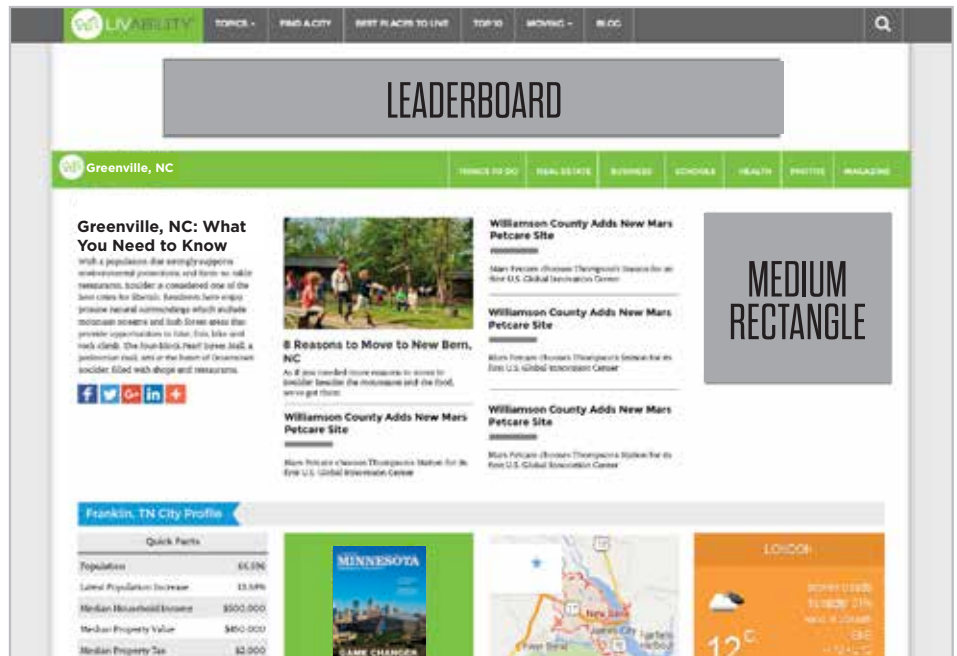
Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Leaderboard
- Medium Rectangle

*(Display ads appear alongside state content in multiple locations)*

## INCLUSION IN DIGITAL MAGAZINE

Your ad not only appears in the digital magazine but also clicks through to your designated website – increasing your exposure across multiple platforms.



## PREMIUM RUN OF STATE PLACEMENT

Positions are available throughout the popular Minnesota state pages where visitors may begin their search for information about locations in the state.

# Rising Star Ad Units: Tap Into Technology

Rising star units provide new tools that resonate with consumers and serve as powerful advertising vehicles.

Development of these new IAB\* units has started the next generation of interactive advertising.

## BILLBOARD

- Billboards are designed to highlight key messages and provide increased presence.
- Your display ad fills the width of the website, providing horizontal dominance without disrupting the viewer experience.
- General placement showcases your ad above all content related to the state accessed by site visitors.

## HALF PAGE

- Positioned beside the editorial content, the sidebar has generous, dominant dimensions – allowing ample space for design and copy related to your message.
- This unit also expands to comfortably fit in its designated position on the page.
- General placement showcases your ad beside content about your state viewed by site visitors.

\*The Interactive Advertising Bureau (IAB) develops industry standards and conducts research for the online advertising industry.



# Telling Your Story, Promoting Your Brand

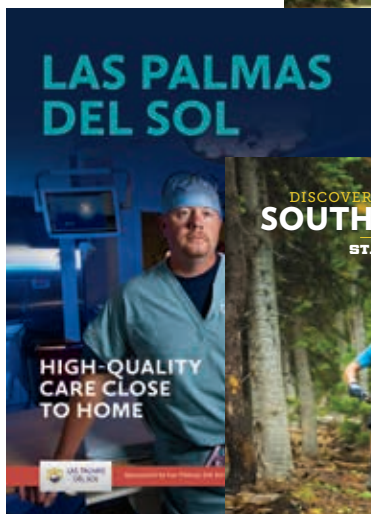
Content Marketing: informing and engaging a target audience by selling without selling

Let a Livability Media team of writers, photographers, editors and designers tell your story in a custom publication designed for print and online exposure. An 8- or 16-page section will be inserted in your magazine, strategically posted online and promoted via in-feed editorial display. In addition, the digital version of your section can enrich your own website with high-quality, shareable content.

## CHOOSE FROM FULL OR DIGEST SIZE SECTIONS TO FIT YOUR MARKETING GOALS:

### Choose from:

- Community Profile
- Economic Development
- Major Community Stakeholders
- Tourism



## HOW CAN I USE THESE MARKETING TOOLS?

Your sponsored content section is a great tool to promote your business and your cause, and can be used in a variety of ways, including:

- Recruiting staff, students, relocating businesses and/or families
- Showcasing new or enhanced facilities and programs
- Educating business' decision-makers and site-location professionals
- Enriching web communications and social media profiles
- Extending branding in print and online at places such as trade shows and events
- Sending out as a direct mail piece to customers and prospects
- Providing content for reports and newsletters to customers and/or constituents
- Highlighting the region's individuality and vitality – its quality of place

Content marketing is creating high-quality, valuable content to attract, inform and engage an audience, while also promoting your brand. The key word here is “valuable.”

*Forbes*

**1 PRINT**

In addition to the exposure you'll receive through the targeted print distribution network, you will receive 1,000 copies of the sponsored content section to use as your stand-alone marketing piece. Choose from:

- 8 or 16 pages
- Two sizes (full magazine or digest size)
- Four content categories: Community Profile, Economic Development, Major Community Stakeholders and Tourism



**2**

**2 DIGITAL MAGAZINE**

A digital version of your sponsored content section will be posted prominently and also displayed inside the digital magazine as an interactive stand-alone feature.



**3 MARKETING LANDING PAGE**

Turnkey development of a marketing landing page on a dedicated page on Livability.com is included. This page features photographs and short copy blocks that link to full articles about your region.



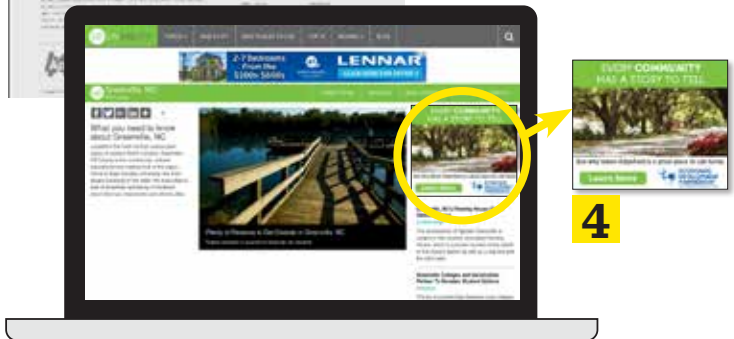
**3**

**4 MEDIUM RECTANGLE DISPLAY AD CAMPAIGN**

We will create an attractive rotating medium rectangle ad to be placed on pages pertaining to your region.

**5 IN-FEED PROMOTION**

Your digital sponsored content section promotion will be labeled and displayed alongside editorial content on relevant pages pertaining to your region.



**4**

**Interested in thicker paper copies?** Our standard copies print on magazine paper, but we offer a paper upgrade if you're looking for a more substantial brochure.



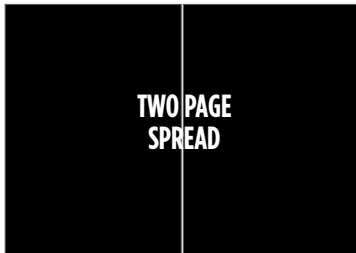
**5**

# Product Specifications

Maximize your impact when selecting ad sizes. You have to show up to be seen ... and be seen to be remembered.

Email: ads@livmedia.com | Ad Resource Center: livmedia.com/ads

## PRINT SIZES



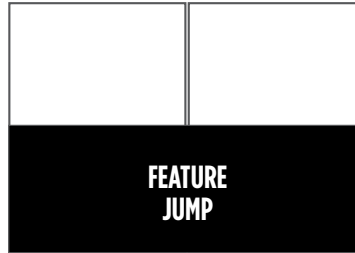
**TWO PAGE SPREAD**

Bleed size: 16" w x 11.125" h  
Trim: 15.75" w x 10.875" h  
Live area: 15.25" w x 10.375" h  
Allow .25" for gutter on each side



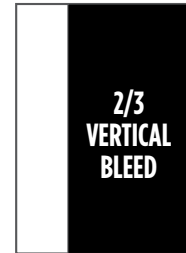
**FULL PAGE BLEED**

Bleed size: 8.125" w x 11.125" h  
Trim: 7.875" w x 10.875" h  
Live area: 7.375" w x 10.375" h



**FEATURE JUMP**

Bleed size: 16" w x 5.625" h (left/right side & bottom)  
Trim: 15.75" w x 5.5" h  
Live area: 15.25" w x 4.625" h  
Allow .25" for gutter on each side



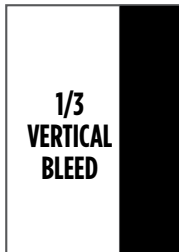
**2/3 VERTICAL BLEED**

Bleed size: 5.28" w x 11.125" h  
Trim: 5.03" w x 10.875" h  
Live area: 4.53" w x 10.375" h



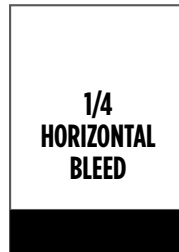
**1/2 HORIZONTAL BLEED**

Bleed size: 8.125" w x 5.625" h (Left/right side & bottom)  
Trim: 7.875" w x 5.5" h  
Live area: 7.375" w x 5.25" h



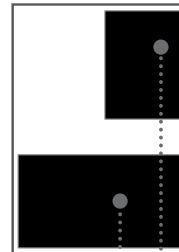
**1/3 VERTICAL BLEED**

Bleed size: 3.06" w x 11.125" h  
Trim: 2.81" w x 10.875" h  
Live area: 2.31" w x 10.375" h

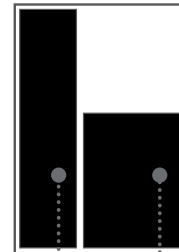


**1/4 HORIZONTAL BLEED**

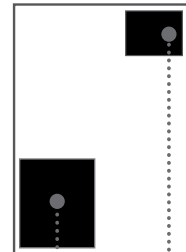
Bleed size: 8.125" w x 3.125" h (Left/right side & bottom)  
Trim: 7.875" w x 3" h  
Live area: 7.375" w x 2.75" h



**1/2 Horizontal**  
6.5" w x 4.625" h  
**1/3 Vertical**  
4.125" w x 4.625" h

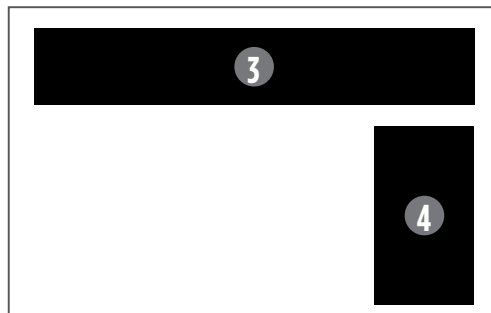


**1/3 Vertical**  
1.937" w x 9.375" h  
**1/2 Vertical**  
4.125" w x 6.5" h



**1/4 Vertical**  
3.167" w x 4.625" h  
**1/8 Horizontal**  
3" w x 2.25" h

## ONLINE SIZES



- 1 Leaderboard**  
728 pixels wide x 90 pixels high
- 2 Medium Rectangle**  
300 pixels wide x 250 pixels high

- 3 Billboard**  
Desktop: 970 pixels wide x 250 pixels high  
Tablet: 728 pixels wide x 90 pixels high  
Mobile: 320 pixels wide x 50 pixels high

- 4 Half Page**  
Desktop: 300 pixels wide x 600 pixels high  
Tablet: 160 pixels wide x 600 pixels high  
Mobile: 300 pixels wide x 250 pixels high

# Digital Submission Guidelines

## VIA FTP: WWW.JNL.COM/FTP

- **Username:** ads; **Password:** client
- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

## VIA EMAIL: (ADS@LIVMEDIA.COM)

- Include business name, magazine name and ad size in your email message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Email your files to [ads@livmedia.com](mailto:ads@livmedia.com).

## VIA DISK

- We accept Mac-formatted CDs/DVDs. Please email PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

## PRODUCT INFORMATION

- A color PDF proof will be sent for approval prior to publication (ads set by JCI only).
- Basic typesetting and layout included in rate.
- Custom production will be subject to additional charges.
- Please note: The quality of materials is the responsibility of the supplier.

## ADS PRODUCED BY LIVABILITY MEDIA

### – PHOTO/LOGO SCANS, IMAGES AND ARTWORK MUST BE:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality)
- Set up grayscale or CMYK.
- Saved as TIFF, JPEG, EPS or high-resolution PDF files.

## SUPPLIED FILES POLICY

- Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

## PROOFING POLICY

- We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to Journal Communications.
- Please provide a color proof for content reference (SWOP preferred).

## PRINT AND ONLINE SUBMITTED ADS

- Print ads submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- Online ads submitted in one of the following formats: GIF, Animated GIF, JPEG or Flash. If submitting Flash, also supply a backup GIF for users who do not have the Flash plug-in. Files may not exceed 45 KB. Additionally, the linking URL must be provided.

## ANIMATED WEB AD SPECIFICATIONS

- **Required Files:** All rich-media ads must be submitted as a .swf or .fla file with a backup GIF or JPEG file. The .fla file is used for troubleshooting only. If users do not have a Flash player installed on their machine, a backup GIF or JPEG will be served.
- **ClickTAG:** All ad units must be coded properly for clickTAGS and launch a new browser window when clicked on. If files do not contain the proper coding or deviate from the specifications on this form, the file will be rejected and must be resubmitted.
- **DoubleClick supports ActionScript 2** in the following environments: Flash 8, Flash 9 and Flash 10 (Adobe CS5 and CS6), and ActionScript 3 in Flash 9 and Flash 10 (Adobe CS5, CS5.5 and CS6).
- **Adding a clickTAG to a Flash ad:** Go to [www.flashclicktag.com](http://www.flashclicktag.com) for information on how to insert a clickTAG ActionScript into a Flash file.



A Division of  Journal Communications

[sales@livmedia.com](mailto:sales@livmedia.com)  
(800) 333-8842 ext. 292  
725 Cool Springs Blvd., Suite 400  
Franklin, TN 37067

**ADVERTISING CONTRACT/INVOICE**

This is an order and authorization to secure advertising space with Journal Communications Inc. All advertising orders are accepted subject to the terms and provisions of this contract and/or the current pricing.

**MINNESOTA THRIVING IN THE NORTH** Rev. 7/14

Issue:  V3 2017-2018     \_\_\_\_\_     \_\_\_\_\_     \_\_\_\_\_     \_\_\_\_\_     \_\_\_\_\_

Materials Deadlines: 6/22/17

**Note:** If materials are not received by this deadline, we will produce an ad containing company name and address to be inserted in contracted space. See Terms and Conditions on reverse side of Contract.

**BILL TO:  ADVERTISER/CLIENT**

Company Name City of Ramsey  
Street Address 7550 Sunwood Dr. NW  
City/State/ZIP Ramsey, MN 55303  
Billing Address Same as above  
City/State/ZIP \_\_\_\_\_  
Contact  Mr.  Ms. Patrick Ramsey  
Name \_\_\_\_\_  
Phone (763) 433-9868 Fax ( ) \_\_\_\_\_  
Email Pbrama@cityoframsey.com  
Web Address www.cityoframsey.com

**BILL TO:  AGENCY/OTHER P.O./I.O. # \_\_\_\_\_**

Company Name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Contact  Mr.  Ms. \_\_\_\_\_  
Name \_\_\_\_\_  
Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email \_\_\_\_\_  
Web Address \_\_\_\_\_

Product/Service  Government  
History  Renewal    Status  Member

**TRAVEL PUBLICATIONS**  
Section/Category  Select

**AD SPACE**

Ad Type  Print  
Number of Issues  1

	PER ISSUE	TOTAL
<b>PRINT</b>		
• Ad Size <input checked="" type="checkbox"/> Full Page	\$ 4,795.00	\$ 4,795.00
Print Paid Location <u>Facing Digital Mag.Guide</u>	\$ _____	\$ 0.00
Print Paid Location _____	\$ _____	\$ 0.00
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Print Paid Location _____	\$ _____	\$ 0.00
Print Paid Location _____	\$ _____	\$ 0.00
<input type="checkbox"/> Direct Marketing (DM Addendum)	\$ _____	\$ 0.00
<input type="checkbox"/> Map Sponsorship	\$ _____	\$ 0.00

<b>ONLINE</b>		
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Paid Placement _____		
Video _____		
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Paid Placement _____		
• Ad Size <input checked="" type="checkbox"/> Select One (Default)	\$ _____	\$ 0.00
Paid Placement _____		
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Paid Placement _____		
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Paid Placement _____		
• Ad Size <input checked="" type="checkbox"/> Select One	\$ _____	\$ 0.00
Paid Placement _____		
Video _____		

<input type="checkbox"/> Additional Advertising Listing	\$ _____	\$ 0.00
Advertiser _____		
URL _____		
<input type="checkbox"/> Additional Advertising Listing	\$ _____	\$ 0.00
Advertiser _____		
URL _____		
<input type="checkbox"/> Listings Total (Attach Listing Addendum)	\$ _____	\$ 0.00
<b>SUBTOTAL</b>		\$ 4,795.00
Other <input checked="" type="checkbox"/> 25 Print Publication included in rate	\$ 0.00	\$ 0.00
Other _____	\$ _____	\$ 0.00
Other _____	\$ _____	\$ 0.00
Other _____	\$ _____	\$ 0.00

<b>Shipping &amp; Handling</b>	
# of Magazines _____	\$ 0.00
<b>TOTAL CONTRACT DUE</b>	\$ 4,795.00
Less Payment w/Contract _____	\$ _____
<b>BALANCE DUE</b>	\$ 4,795.00

**OFFICE USE ONLY**  
Order# \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

**PRINT AD SUBMISSION INFORMATION** (see reverse for guidelines)

- Digital Ad – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form\*)
  - JCI Set Ad – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form\* if submitting files digitally.)
  - Repeat As Is – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
  - Repeat with Changes – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted print ready the previous year.)
- Instructions:  
No charge to update ad.

**ONLINE AD SUBMISSION INFORMATION**

- Digital Ad – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form\*)
  - JCI Set Ad – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form\* if submitting files digitally.)
  - Repeat As Is – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
  - Repeat with Changes – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted the previous year.)
- Instructions:  
\_\_\_\_\_

**NOTES**

Please submit files to ads@jnlcom.com (No proof will be provided for print-ready files).  
Visit ads.jnlcom.com for digital submission form, ad worksheets and specifications.

**OFFICE USE ONLY**    Account #: \_\_\_\_\_

Entered by: \_\_\_\_\_ Sales Rep #: 183

Check Date: \_\_\_\_\_ Check #: \_\_\_\_\_

Check Amount: \_\_\_\_\_

**\*\*Payment required with Contract:**

50% due upon acceptance of Contract    Remaining balance will be billed upon publication in: 100% by 6/15/2017

I have read and agree to the terms and conditions on the reverse side of this document.

**X** Authorizing Signature (please sign) \_\_\_\_\_ Title \_\_\_\_\_ Signature Date (required) \_\_\_\_\_

*John A. Swartz*    5/3/2017

Sales Rep Signature    Signature Date

## TERMS

NET 20 DAYS FROM DATE OF INVOICE. Rates are net unless otherwise indicated. Finance charge at a MONTHLY RATE of 1.5% is added to contracted balance if unpaid for 30 days. This is an annual percentage rate of 18%.

## CONDITIONS

This is an order and authorization to secure advertising space with Journal Communications Inc. In the event the Advertiser or Agency needs to cancel the contracted advertising space, the Advertiser or Agency is required to submit written notice of cancellation within 7 days of contract, via certified mail, to Publisher.

***In the event the Advertiser or Agency fails to adhere to the deadline for submitting ad materials as stated, Publisher will run a previous ad or run the Advertiser's name and address in the space committed for.***

Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable to Publisher. It is further agreed that the Agency and/or Advertiser will pay a reasonable collection/attorney's fee in the event that it is necessary to place this account in the hands of a collection agency/attorney for collection for any reason. Venue for any disputes arising hereunder shall be at Williamson County, Tennessee. Tennessee Law shall govern all provisions of this contract. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract. Agency shall be liable for payment of sums due hereunder.

Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full. The Publisher is not responsible for any errors in type set by the Publisher for advertisements that have been proofed and approved by the Advertiser or its Agency.

## PROOFING POLICY

A PDF color proof will be emailed for approval prior to publication for all original ads. Changes requested by the Advertiser and/or Agency on this proof will be provided at no charge, and a second proof will be emailed if requested. ***Any changes requested by the Advertiser subsequent to the second proof will be billed for production time at an hourly rate (minimum \$50).***

Journal Communications Inc. does not provide a proof for ads submitted digitally or as film. Ad content subject to Publisher's approval. It is understood the Advertiser and/or Agency has approved the material prior to its receipt. Publisher will conclude that the files are set up as Advertiser and/or Agency intends them to be produced and we will output the ad as supplied. Publisher is not responsible for the final quality of the ad. If there is a pre-press problem with the submitted digital file, any extra charges incurred will be billed to the Advertiser and/or Agency with a detailed explanation of the problem.

## PRODUCTION SPECIFICATIONS

### SUBMITTING A DIGITAL AD

For submitted digital files, our free services include checking Advertiser- and/or Agency-submitted files to ensure they meet our specifications for magazine printing. Journal Communications is not responsible for enhancing your digital files, resizing to match ad space purchased or proofreading for spelling and grammatical errors. The quality of submitted digital files is the responsibility of the submitter.

If files deviate from the size or specifications on the Digital Submission form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the Advertiser intended and were approved prior to submission to Journal Communications Inc.

Any extra charges incurred by Journal Communications Inc. due to problems with supplied files will be billed to the Advertiser with a detailed explanation of the problem.

### ORIGINAL ADS

Journal Communications Inc. can assist in producing an original ad. Advertiser and/or Agency should provide a basic layout with all necessary materials to produce ad. The advertising salesperson will assist in this process. The ad created by the JCI Ad Production belongs to the Publishers. The ads can be purchased for an additional \$300.

Journal's Ad Production division provides basic typesetting and design services for original ads free of charge. **These do not include services that an advertising agency would provide.** Journal Communications' free basic typesetting and design services include:

- typing customer-provided text
- choosing a visually pleasing, professional font
- placing a logo and/or photos in a box in a layout program
- adding a customer-provided color to an ad

Custom production work, such as cleaning up rough logos, resetting logos, drawing maps and outlining photos, can be performed at an extra charge. Custom work is billed at \$75/hour.

Custom photo work, such as feathering, fading or custom edging, can be performed at a fixed rate per photo.

***Please note: All charges/rates listed are subject to change.***

### FORMATTED ADS

- All ads produced by the Publisher are formatted in the style approved by the magazine client.
- Visit ads.jnlcom.com for specifications and submission guidelines.
- A low-resolution color PDF proof will be emailed prior to publication.
- Custom production work available at an hourly rate of \$75/hour.

*Please note: All charges/rates listed are subject to change.*

### ONLINE ADS

- Visit ads.jnlcom.com for submission guidelines.

### LISTING ENHANCEMENTS

For enhancements that include a logo, new logos must be submitted by the materials deadline on the contract. Logos that are not received by the deadline will receive a standard logo to be determined by the Publisher.

### ACCOUNTS PAYABLE CONTACT

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

Notes \_\_\_\_\_

# Participating Cities

- **Greater St. Cloud Economic Development Corp.** – Front Gatefold & Online Home Page Full Banner
- **City of Elk River** – Page 1
- **Scott County** – 2 Page Feature Jump
- **City of St. Louis Park & Discover St Louis Park & Excelsior Development**-Full Page #2 Table of Contents
- **GREATER Mankato Growth** – Full Page Following Table of Contents
- **City of Brooklyn Park** – Full Page Facing Online Table of Contents
- **Red Wing Port Authority** – 2/3 Page Following Online Table of Contents
- **City of Edina** – 1/3 Page Following Online Table of Contents
- **City of Ramsey** – Full Page Facing Digital Magazine Guide
- **City of Hutchinson Economic Development Authority** – Full Page Overview Section
- **City of Cottage Grove** – Full Page Facing Business Climate Section
- **Greater MSP** – ½ Page Talent Section Sponsor
- **Destination Medical Center Economic Development Authority** – Center 2 Page Spread
- **MSP International Airport / Metropolitan Airports Commission** – Full Page Transportation Section Sponsor
- **Koochiching County EDA** – ½ Page Infrastructure Section Sponsor
- **Dakota County CDA** – 2 Page Spread Following Transportation Section
- **City of Chaska** – ½ Page Health Section Sponsor
- **City of Isanti** – Full Page Facing Energy Technology Section Sponsor
- **City of Otsego** – ½ Page Energy / Technology Section
- **City of Coon Rapids** – ½ Page Energy / Technology Section

- **University of Minnesota (statewide system)** – Full Page Higher Education Section
- **City of Fairbault** – ½ Page Livability Section
- **City of Cambridge EDA** – Full Page Facing Economic Profile
- **City of Farmington** – ¼ Page Economic Profile Section
- **City of Princeton** – 2/3 Page Top 100 Hospitals Section
- **City of Owatonna** – 2/3 Page Top 100 Golf Courses
- **City of Fairmont** – 2/3 Page
- **New Ulm Chamber of Commerce** – 2/3 Page
- **Short Elliott Hendrickson Inc.** (SHE) – 1/3 Page
- **City of Windom** – Full Page
- **Kandiyohi County & City of Wilmer** – Full Page Facing Inside Back Cover
- **Carver County CDA**– Back Gatefold
- **Minnesota Department of Employment and Economic Development** – “Back Cover”

2017 Minnesota Thriving in the North  
 Distribution Summary  
 Print Run: 12,500 Copies

Industry Mailings		ATL	BOS	CA	CHI	NY	PHL	PHO	RAL	SEA	TX	WIS
Biotechnology and Life Sciences	677	17	47	300	28	33	92	19	47	24	58	12
Medical Device Manufacturing	280	12	48	80	48	11	37	6	4	3	28	3
Energy Technology/Renewable Energy	267	7	2	25	2	48	23	3	1	7	143	6
Data Centers/Data Processing/Computers	983	87	99	271	76	210	41	22	8	35	117	17
Food Manufacturing	610	135	34	113	107	52	41	13	4	22	72	17
Aerospace Production/Instrument Manufacturing	752	25	126	295	44	21	44	21	9	23	115	29
Pharmaceuticals	612	16	69	169	47	77	136	9	20	22	33	14
<b>Total Industry 4181</b>												

Fast Growth	1247	81	99	210	119	147	56	110	120	136	116	53
Fast Growth Tech	490											
Fortune 1000 Facilities Managers (non MN)	909											
<b>Total 2646</b>												

Site Selection Professionals	798
Corporate Real Estate Specialists	437
<b>Total 1235</b>	

Minnesota Dept. of Employment & Economic Development	500
Minnesota Trade Office-South America	125
Minnesota Trade Office-Korea	100
Minnesota Trade Office-Europe	5
DEED Mailing List	230
DEED Second Shipment	600
Library List	378
<b>Total DEED 1938</b>	

<b>Total Print</b>	<b>12500</b>
Industry Mailings	4181
Fast Growth/Fortune 1000	2646
Site Selection	1235
MN DEED Shipments and Mailings	1938
<b>Total DEED 10000</b>	
Advertiser Copies	2050
JCI Promotional Copies	450

# How does Ramsey market our available property?

1. City website
2. City printed materials
3. City ground signs
4. MN Shovel Ready Program (pending)
5. MN Marketing Partnership
6. Greater MSP Prospect Network
7. Advertisements (\$2,000 budget)
8. Online listings: Loopnet, MNCAR, COSTAR (via CBRE)
  
9. Relationships (and good customer service):
  - Anoka County
  - Neighboring City's (Elk River, Coon Rapids, Anoka, Blaine)
  - Various Developers, Builders, Property Owners, Bankers (local and regional)
  - BR&E with existing Ramsey businesses
  
10. Coordination, participation, and attendance of various events
  - EDA Golf Tournament
  - EDA Networking Event
  - EDA Business Expo and City of Ramsey Happy Days Business Expo
  - Minnesota Familiarization Tour
  - Anoka County Developer/Broker Event
  - Various Anoka Area Chamber Events
  
11. CBRE
  - CBRE website
  - CBRE email blast list
  - CBRE event attendance (various)
  - CBRE contacts/ connections/ cold calls
  - CBRE ground signs
  - CBRE online listings (Loopnet, MNCAR, COSTAR)

## ***Where do prospects typically come from?***

Commercial/Industrial: 70-90% come from item #9

Residential: mix of everything

Retail: 70%-90% come from CBRE

Office: mix of everything

**Economic Development Authority (EDA)**

4. 3.

**Meeting Date:** 05/25/2017

**By:** Katie Schmidt, Administrative Services

**Title:**

Business of the Year

**Purpose/Background:**

The purpose of this case is to select the *2017 Business Ramsey of the Year*, an annual selection made by the EDA.

The *Ramsey Business of the Year* is selected from a list of 3-6 candidates (known as the "*small list*"). The purpose of the *small list* is to narrow down the voting/ analysis process to a small pool of candidates. Said candidates are asked to answer a set of questions. The *small list* makes for a more efficient and effective process for the EDA.

The *small list* of candidates is derived from a "*large list*." The *large list* was updated by the EDA in 2016. Both lists are attached to this case.

**Notification:**

NA

**Observations/Alternatives:**

NA

**Funding Source:**

EDA misc. operating supply

**Recommendation:**

NA

**Action:**

Motion to select \_\_\_\_\_ as the 2017 EDA Business of the Year.

**Attachments**

The Lists

Business of the Year Answers

**Form Review**

**Inbox**

Patrick Brama

Form Started By: Katie Schmidt

Final Approval Date: 05/19/2017

**Reviewed By**

Patrick Brama

**Date**

05/19/2017 03:04 PM

Started On: 05/11/2017 03:36 PM

**Small List**, updated in 2016

Staff follows up with a set of interview questions for each candidate on the small list. Responses to these questions are provided to the EDA in one comprehensive document. The EDA utilizes said document to select a business of the year. At this point, nominees are not listed in any particular order or ranking.

1. Zero Zone
2. Diamond Graphics
3. PACT Charter School
4. Dedicated Networks
5. Dynamic Group
6. Capstone Homes

**Large List**, updated in 2016

The large list is simply a running list of staff, EDA, Council, and community recommendations. Staff has no criteria/ policy for this list. At this point, nominees are not listed in any particular order or ranking.

1. MultiSoucre Manufacturing
2. Jimmy John's
3. Hanson Building Materials
4. RM Golf Carts
5. Comfort Suites of Ramsey
6. Molin Concrete
7. B&F Fastener Supply
8. Anderson Dahlen
9. Panther Precision Machining
10. Do-All-Printing
11. Premier Commercial Realty
12. In"Tech
13. Will McCoy's
14. Armstrong Kennels
15. Commercial Asphalt Company
16. Trott Brook Financial (added per staff's request- 2/6/2017)

## 2017 Business of the Year Answers:

### 1. When did you become a physically established business in Ramsey?

**Zero Zone:** 2000

**PACT Charter School:** PACT Charter School moved to Ramsey in 2004.

**Dedicated Networks:** Dedicated Networks, Inc. began doing business at 14000 Unity St. NW, Ramsey on 04/01/2012.

**Dynamic Group:** 2000

**Capstone Homes:** Capstone Homes was established in Ramsey in 2006. We are grateful for the wonderful collaboration with both the city and their TIF program who granted us the opportunity to build an office building which has allowed for exponential growth over the past decade.

### 2. What is your estimated number of employees/FTE (2017)?

**Zero Zone:** 225+

**PACT Charter School:** PACT has 53 full time employees, 42 Part time employees, 19 Substitute teachers and 13 coaches.

**Dedicated Networks:** The estimated number of employees/FTE that we anticipate by year end 2017 is 107.

**Dynamic Group:** 100

**Capstone Homes:** The year of 2017 has graced us with the ability to employ 17 additional employees from our 2016 count bringing us to a total of 40 full-time employees. We also employ, on average, a total of 300 subcontractors.

**3. How does your business positively affect the community, besides job creation (i.e. community involvement, donations, sponsorships, memberships, etc.)?**

**Zero Zone:** We are an annual Gold level sponsor of the Happy Days Festival. We are an annual Silver level sponsor of the Kids Safety Camp. We support the Volunteer Fire Department.

**PACT Charter School:** We affect the next generation by setting high academic standards and intentionally teaching nine character qualities, while helping students develop a love for lifelong learning. Our goal is to instill in students a desire to help the community and world around them. In addition our facility offers a playground and basketball court used during off school hours by the community.

**Dedicated Networks:** In addition to job creation, Dedicated Networks positively affects the community by our participation at Feed My Starving Children; participating in the Autism 5K, Warrior Dash, and Tough Mudder charitable walks that support campaigns; and being a gold sponsor of the City of Ramsey Happy Days Festival in 2016.

**Dynamic Group:** We support our industry and the community through combined efforts. We are very involved with the local technical colleges with several of our employees serving on boards. Through tours, open houses and attending community events, we try to engage with youth and the schools as much as possible to help them better understand precision manufacturing and the career opportunities. Beyond that, we do our best to support local community efforts through sponsorships and donations through our employees' causes.

**Capstone Homes:** In addition to job creation and the hundreds of homes we have built in Ramsey over the last decade, our mission is to not only build quality homes at an exceptional value, but also serve others and our community. We have implemented a group called "Capstone Community" whose purpose is to have a direct positive impact on the lives of our employees and community by serving them. We do this in a multitude of different ways, such as coordinating groups to serve at Feed My Starving Children, packaging sandwiches for the homeless, bringing out lunch to our subcontractors and holding diaper and food drives. We also serve on an individual level such as Ben Minks, Capstone's Owner, serving on the board of Legacy Christian Academy and coaching youth sports, and Polly Schmeidel, Capstone's Interior Designer, who serves as a Court Appointed Special Advocate (CASA) and a voice for the abused and neglected. Some local organizations that we partner with are Anoka Community Mission who provides financial and material assistance to low income families in need; Piercing Hearts Ministry that brings hope, food and faith to our homeless community and various different adoption agencies like New Life Ministry and Abba Pregnancy Center. We also provide office space and help support the building campaign for Connections Church located in Ramsey.

4. What is unique about your business, what is noteworthy or what makes your business different from your competitors (i.e. innovative product/building, significant job retention/creation, overcoming a significant obstacle, etc.)?

**Zero Zone:** We are unique in our industry in that our customers recognize us as "the responsive company." We respond faster than the competition in terms of quotes, orders, assembly, and on-time delivery. Yet, our quality is second to none. We build genuine relationships with our customers that create "peace of mind" and form the basis for collaboration and true partnership. As a responsible environmental steward, we are actively developing and testing new refrigeration systems which utilize natural refrigerants. We are concerned about perfecting "Green" technologies to solve our customers' current and future refrigeration requirements, while protecting the planet we all share.

**PACT Charter School:** PACT's vision is "to develop educationally excellent, engaged citizens, who value lifelong learning and are committed to making exceptional contributions to their ever changing world."

**Dedicated Networks:** At Dedicated Networks, Inc. we buy, refurbish and sell used networking equipment with customers across the globe. As a family business, we work to help people to become their best, whether they are our customers by using our products or our employees by assisting them to continuously improve and grow. Dedicated Networks strives to employ quality team members who agree with and live by the following core values:

**Be Coachable**

Know that you can improve.

Have a desire to improve.

Make it easy for others to help.

Anti-value: "It's just the way I am." This is a choice to not improve.

**My Pleasure**

Treat others like volunteers.

Say "please" and "thank you."

Anti-value: Preventing a small return could mean losing out on future sales just to prevent that small return.

**Customer First**

Be easy to deal with.

Treat your job as if it's your own service corporation.

Anti-value: Short-term thinking to win the battle but losing the war. Think Department of Motor Vehicles Licensing Lines and hours of operation.

**Consider It Done**

Start with "yes."

Do what you say you are going to do.

Do it well.

Anti-value: Over promising and not being able to deliver.

Our company has been founded on culture as culture has been important since day one. We evaluate each applicant based on whether we believe they can live our core values and those employees who are not able to follow these are no longer a part of our company. We would like to say we put a lot of effort into instilling these values, but they come naturally to our employees, which creates a great work environment.

Along with our core values, our company's success has been driven by our focus on having great customer service. We strive to be easy to work with and be a provider of quality products. We have been very intentional about reinvesting in the company: in our people, technology, and expanding our inventory. We do business the old-fashioned way by working hard to earn your business and we believe in long-term relationships. Last but not least, we have integrity – again, with our customers and with our employees. We do what we say we are going to do.

**Dynamic Group:** We have two halves to our business; one is precision mold building for plastic and metal injection molding. The other is precision plastic injection molding and assembly. We are one of the largest and most capable mold-building shops in the country, holding extremely tight tolerances with highly complex molds for the medical, dental and firearms industry. Combining that with our precision plastic injection molding and assembly primarily for medical devices, we are able to service our customers with a flexible, responsive and highly capable offering. But most importantly, we have one of the best teams of people that is highly capable and dedicated.

**Capstone Homes:**

- Capstone Homes is unique in the way that we choose to do business. We are guided by our core values of Integrity, Humility, Service, Excellence, Trustworthiness and Growth. Our commitment to serve the housing industry, homeowners, employees and the community is our most prominent feature. We are also the largest locally owned builder in Minnesota by number of units built per year and provide a quality product and experience to our homeowners. Our honorable employees, efficient processes,
- 7,000 sq. foot Design Center and affordable pricing packaged with our commitment to serve give us the edge over our competitors.

## Additional/Extra:

**Zero Zone:** Zero Zone produces refrigeration systems for grocery stores and other industrial applications. We have two manufacturing locations in Ramsey, and have been located in Minnesota since our founding in 1974, when we were known as Systematic Refrigeration. We changed our name to Zero Zone, when we were purchased by Zero Zone, Inc. Our main facility on Bunker Lake Boulevard is on an 11 acres plot. We recently completed an internal remodeling project and are currently planning for a 6,500 sq. ft. expansion to our main manufacturing plant. Zero Zone, Inc. also has two manufacturing plants located just outside Milwaukee, Wisconsin, which house our corporate offices and which are where we design and build refrigerated display cases for the retail food industry. Zero Zone, Inc., established in 1961, markets its display cases and refrigeration systems in the U.S., Canada, Mexico, Central and South America.

**PACT Charter School:** The PACT mission is "to partner as parents, students and staff to cultivate an academically rigorous environment that challenges students to develop positive character qualities as a foundation for personal and intellectual growth." Our students and staff work with the community through community clean-up days and field trips. PACT was recognized by the Anoka County Board of Commissioners for our commitment to recycling. In 2016, we implemented a single stream recycling and organics program that resulted in diverting 66% of our waste.

**Dedicated Networks:** Dedicated Networks, Inc. has been awarded the following:

**Inc.500 Fastest Growing Private Companies in America:** 2014 - #2558, 2015 - #2497, 2016 - #1821

**MN Business Magazine:** 2014 – Top 100 Places to Work, 2014 – Enlightenment Award for Self-Improvement

**Business Excellence Forum:** 2014 – Best Company Culture, 2015 – Best Manufacturer/Wholesaler and Best Overall Company, 2016 – Best Manufacturer/Wholesaler and CEO of the Year

**Minneapolis/St Paul Business Journal:** 2016 - #11 on Fast 50 (50 Fastest Growing Metro-Area Private Companies)

**Dynamic Group:** A few bits of information

- a. Fall of 2015, we were awarded a Minnesota Job Skills Partnership training grant which we are finishing up this fall. The grant was \$250,000 that allowed us to partner with Anoka Ramsey CC along with other local institutions to provide all of our employees with specialized training over a two year period above and beyond what we would be able to typically pursue
- b. We are well into the transition to our 2nd Generation Ownership. The two original founders that built Dynamic Group over 40 years ago (Dave Kalina & Peter McGillivray), are now mostly retired and the 2nd Generation has taken over operations of the business and began the buy-out process.
  
- c. We were recently featured in the New York Times in an article on automation. We were fortunate to partner with Universal Robots for a case study that has landed us in several magazines as well as a Fox News feature.

**Capstone Homes:** We are currently working with the city of Ramsey to provide a 300-home development, Riverstone, to meet the needs of the target demographic. This development will increase revenue and job growth and also give The COR the resident population it needs to succeed by encouraging retail development and community involvement.

Some of the most recent Ramsey developments we have completed are Brookfield 6th and 7th addition, Villages of Sunfish Lake and Sweetbay Ridge equating to 100+ homes over the past 3 years. We are investing further into this community with Brookfield 8th addition by providing another 25 future homes.