

2014 Ramsey EDA Work Plan

Purpose:

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

Objectives:

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

Strategies/Tactics:

FIRST PRIORITY

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

SECOND PRIORITY

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