

2016 Economic Development Workplan

Purpose

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

Objectives

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

Outcomes

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

Priorities

Priority #1:

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

Priority #2.

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

First Priority

Tactics	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>Business Retention & Expansion</u> The large majority local economic growth comes from existing Ramsey businesses. The purpose of this goal is to develop and maintain positive relationships with existing Ramsey businesses (establish trust). This goal is implemented through quality customer service, businesses visits, and facilitating business events.</p>	<p>Ongoing: This is a primary function and expectation of the City's economic development staff.</p>	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p>	<p>Complete 24 business visits annually.</p> <p>Execute EDA biz expo, biz appreciation golf tournament, and fall networking event. Participate in Anoka County Broker Event and MN Marketing Partnership.</p> <p><i>This tactic fits within EDA objectives 2 and 3.</i></p>
<p><u>Future Business Park</u> Continue to move along the City's future business park initiative. Below are major work items to be addressed:</p> <ol style="list-style-type: none"> 1. Finalize Economic Development Analysis 2. Develop and solidify the City's position/ involvement/ policy. 3. Attain shovel ready status. 	<ol style="list-style-type: none"> 1. Winter 2016 2. Spring 2016 3. Summer 2016 	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>This work item does require use of third-party professional services (Shovel Ready Certifications, Economic Development Analysis, and subsequent due-diligence). TIF #1 and the EDA Fund have been identified as funding sources for this work in the past by the EDA and City Council.</p>	<p>"Ready-to-go" business park and clear position of City involvement.</p> <p><i>This tactic fits within EDA objectives 2 and 3 and the City's strategic plan.</i></p>
<p><u>Old Municipal Center Redevelopment</u> Facilitate redevelopment of old municipal center site. Below are major work items to be completed:</p> <ol style="list-style-type: none"> 1. Remove Fire Station #2 and clean site 2. Close on sale of property, phase #2 	<ol style="list-style-type: none"> 1. Spring 2016 2. Spring 2016 	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>The Anoka County HRA account has been identified as a funding source for the demolition and site clean-up work in the past.</p>	<p>Old municipal center site cleaned and ready for sale by Summer 2016.</p> <p>Old municipal center site sold by Summer 2016.</p> <p><i>This tactic fits within EDA objectives 1 and the Council's strategic plan.</i></p>

Tactics	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>Recruit new industry and major retail businesses to Ramsey</u></p>	Fall 2017	Currently Sufficient: this tactic requires assistance from the City's real estate broker CBRE; and demand from the development market.	<p>Secure two new 30,000 square foot retail, and two new 30,000 square foot industrial facilities.</p> <p><i>This tactic fits within EDA objective 1. This tactic fits within the City's strategic plan and Council policy discussions.</i></p>
<p><u>Sell Surplus City Owned Land</u> The City owns a large inventory of surplus land available for development.</p> <p>Attain shovel ready status for all listed City owned property (including cut/fill estimations and identifying major costs for development—such as required extension of public infrastructure).</p>	Summer 2016	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>This work item does require use of third-party professional services (Shovel Ready Certifications and subsequent due-diligence). TIF #1 was identified as a funding source for this work in the Council's strategic plan.</p> <p>This work item will include CBRE, the City's real estate broker, completing a MEMO outlining recommendations for each City property listings. Goal: identify barriers/constrains and potential solutions to development on City owned property (land sales).</p>	<p>Land sales are closed. Staff shall provide an annual overview.</p> <p><i>This tactic fits within EDA objective 1. This tactic fits within the City's strategic plan and Council policy discussions.</i></p>
<p><u>Consider Discontinuing Ramsey EDA Spring Business Expo</u></p>	January 2016	NA	<p>Decision to eliminate or continue annual Ramsey EDA Business Expo.</p> <p><i>This tactic fits within the City's strategic plan.</i></p>

Second Priority

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

APPENDICES

APPENDIX A

Ramsey Economic Development 2015 ACTIVITY REPORT

ECONOMIC DEVELOPMENT EVENTS

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

BUSINESS VISITS

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

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

BUSINESS WELCOME BLASTS

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

CITY OWNED LAND TRANSACTIONS

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

PROJECTS WITH CITY/ STATE INCENTIVES

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

NEW CONSTRUCTION VALUES, MAJOR PROJECTS

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

MISCELLANEOUS

1. Creation of business advocacy Group for improvements to U.S. Highway 10.
2. Future Business Park: completed infrastructure study and economic development study (December/ January). Next step, policy discussion/ direction.
3. Old Municipal Center: phase one sold, and currently under development. Phase two requires demolition and site cleanup—expected to be ready by summer 2016. Demolition will likely be funded by the Anoka County HRA.
4. Replaced COR real estate signs.
5. 167 Avenue/ Highway 47 *EDA Workplan item* dropped (consider grant program).
6. Spring Business Expo *EDA Workplan item* discussion initiated. Was requested to be brought back for further discussion.
7. EDA began sponsoring the Anoka Area Chamber of Commerce, Manufacturers Coalition.
8. New TIF district created—TIF District 15, for demolition of the former Health Quest building.