



Building a legacy – *your* legacy.

701 Xenia Avenue South
Suite 300
Minneapolis, MN 55416
Tel: 763-541-4800
Fax: 763-541-1700

November 15, 2018

Sean Sullivan, EDFP
Economic Development Manager
7550 Sunwood Drive NW
Ramsey, MN 55303

Re: Proposal for Economic Development Marketing Services

Dear Mr. Sullivan,

Thank you for considering WSB to work with the City of Ramsey to assist City Staff in its marketing efforts. We understand that the City would like assistance in the updating of its marketing materials that are used in telling the story of the City of Ramsey and all that it has to offer businesses, residents, and prospective developers.

Scope of Services:

1. Marketing Materials:

Option A. This would include the creation of a PDF that would showcase updated data points and maps which are currently shown in the cities marketing flyer. The deliverable for option A would be a packaged Indesign File as well as a static PDF file that could be posted online as well as printed.

Option B. This would also include the updating of existing data points and maps as indicated under Option A, but the PDF deliverable would be created in such a way that when viewed digitally it would be interactive and allow for various data points, testimonials, or mappings to be interactive. A packaged Indesign file would also be included.

Option C. This would involve the deployment of updated data points and mappings into a GIS Story Map. An example Story Map that was completed by the City of Brooklyn Park is included at the end of this proposal. A GIS Story Map provides added capabilities not available to PDF's including interactive maps, text, images, and multimedia content, all available over the internet. A URL address would be provided for the Story Map which could be deployed on the City's website and social media accounts as well as distributed to various economic development prospects. The GIS Story Map is something that could be updated in the future by the City using its ArcGIS Online account. WSB would also produce a PDF of the data and mappings for offline distribution.

For each of the options listed above, WSB would update all existing mappings and data points and organize those data points and mappings into the selected marketing option. The associated fee would include one round of revisions for mappings and data points and one round of revisions for the finished marketing piece.

2. COR Mapping Update:

WSB understands that the City would also like to see an update completed for its rendered illustration of The COR. This illustration would show planned development, development under construction, and completed development. While this map could be included in marketing materials it's also desired that this rendered illustration service as a standalone marketing piece and is being called out separately. WSB will utilize its existing AutoCAD file of the COR and gather AutoCAD files of newly approved projects as well as roadway alignments and merge them into a fully updated file. The deliverable of this effort would be the updated AutoCAD file as well as a pdf of the rendered illustration.

Basis of Payment:

Each of the options described above are proposed as a fixed fee.

Marketing Materials:

- ___ Option A - \$3,000.00
- ___ Option B - \$5,000.00
- ___ Option C - \$7,000.00

COR Mapping Update:


- ___ \$1,500.00

Acceptance / Notice to Proceed:

A signed copy of this proposal, mailed or emailed to our office, will serve as acceptance of this proposal and our notice to proceed. Please indicate which marketing materials option you would like to move forward with by indicating on the line provided above.

We sincerely appreciate your consideration of this proposal and look forward to working with you! If you have any questions or need additional information, please feel free to contact us.

Sincerely,
WSB & Associates, Inc.


Ben Maurer, Principal
VP of Marketing and Communications
Ph. 763-512-5252
BMaurer@wsbeng.com


Eric Maass, AICP
Project Manager
Ph. 763-270-3463
EMaass@wsbeng.com

ACCEPTED BY:
City of Ramsey, MN

Sean Sullivan, EDFP,
Economic Development Manager

Date

Links:

Example Story Map – [City of St. Anthony Village](#)

November 15, 2018

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Example Story Map – [City of Brooklyn Park](#)

Attachments:

City of Ramsey Current Marketing Materials

City of **RAMSEY** 



CITY OF RAMSEY

Located in the northwest Twin Cities Metro, the City of Ramsey boasts an urban downtown, incredible outdoor recreation opportunities, an impressive manufacturing sector, and a stable, pro-active local government.

The City of Ramsey has experienced strong and steady development over the past 20 years. This trend is expected to continue—Ramsey has well over 1,000 acres of developable land located near U.S. Highway 10.

Included in this document is an overview of development activity in Ramsey; including sections on Residential, Business Parks, and *The COR*.

OVERVIEW

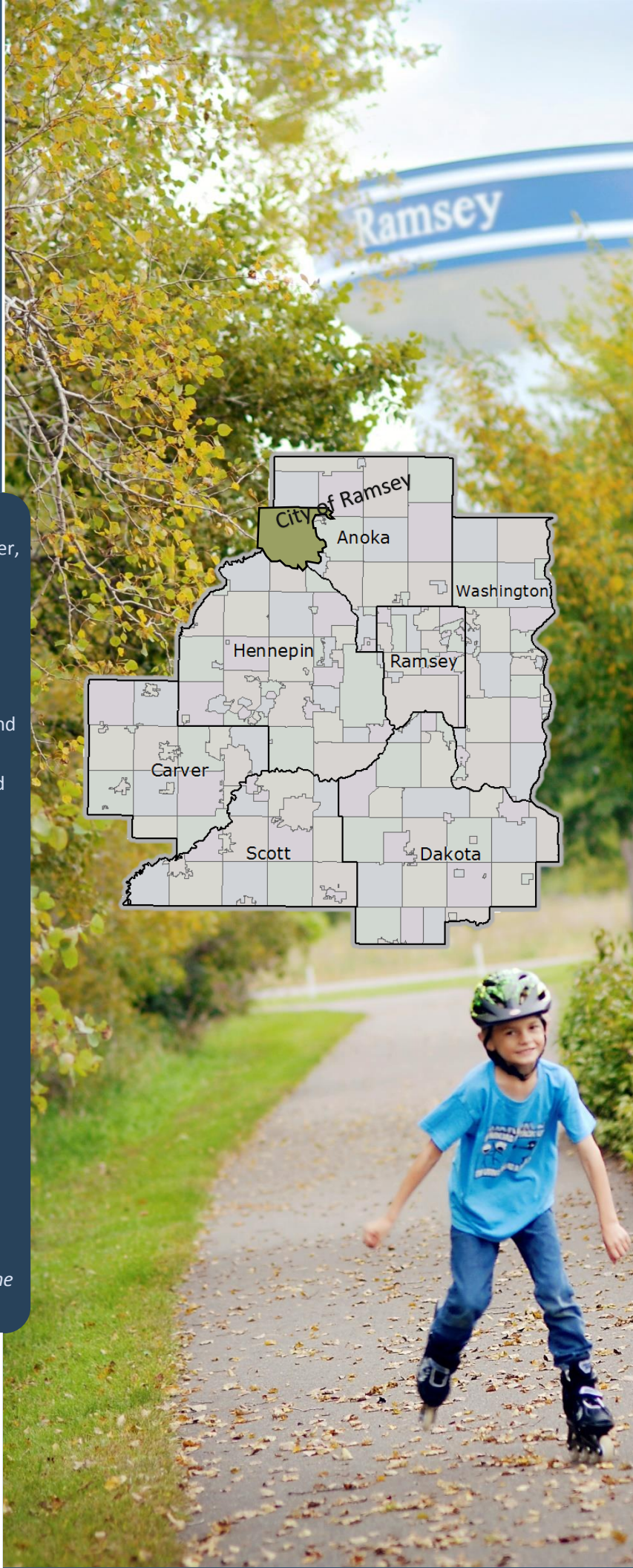
- Bordered by both the Mississippi River and the Rum River, offering unique outdoor amenities
- Second fastest growing city in Anoka County
- Located along major transportation corridors: U.S. Highway 10, U.S. Highway 169, State Highway 47, and Northstar Commuter Rail
- Manufacturing hub: 33% of businesses in Ramsey; second highest percentage in Anoka County
- Home to *The COR*, Ramsey's downtown, transit oriented development with a wide mix of uses.

DEMOGRAPHICS

- 2017 estimated population: 26,462
- Median household income: \$88,300
- Nearly 1,300 businesses and non-profit organizations
- 6,150 jobs

LIVABILITY

- 565 acres of parkland, extensive trail system, 15% protected wetland, two championship golf courses, 160 acre regional scouts camping reserve
- Diverse housing stock: single family, apartments, townhomes, assisted living, and rural lots
- K-12 Education, Anoka Ramsey Technical College
- Exceptional community events: Game Fair (50,000+ attendees), Happy Days Festival (10,000+ attendees), *The Draw* Summer Event Series (600+ attendees, 12 events)





RESIDENTIAL

The City of Ramsey was the second fastest growing community in Anoka County from 2001-2010. That trend is anticipated to continue from 2011-2020. Residents find the wide variety of housing options, the long list of local amenities, access to the Twin Cities, and connection to Minnesota's natural assets an attractive offering.

RESIDENTIAL DEVELOPMENT PATTERNS

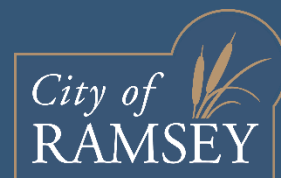
Average roughly 200 new housing units annually

| | |
|------|--|
| 2012 | 295 total housing units. Single Family 57, Townhomes 8, APT 230 |
| 2013 | 234 total housing units. Single Family 96, Townhomes 66, APT 72 |
| 2014 | 66 total housing units. Single Family 66, Townhomes 0, APT 0 |
| 2015 | 290 total housing units. Single Family 83, Townhomes 39, APT 168 |
| 2016 | 86 total housing units. Single Family 67, Townhomes 19, APT 0 |
| 2017 | 200 total housing units. Single Family 78, Townhomes 68, APT 54 |

MAJOR ACTIVE SF DEVELOPMENTS

- Single-Family Construction – Brookfield (70 lots) by Capstone Homes
- Single-family Construction – Harvest Estates (44 lots) developed by G S Land, LLC.
- Single-family Construction – Woodlands (85 lots) developed by Lennar Homes.
- Single-family Construction – Riverstone (297 lots) developed by Capstone Homes.

NOTE: various other multi-family projects are outlined in *The COR* section of this document.



BUSINESS PARKS

The City of Ramsey is proud to be a pro-economic development community. This is not only demonstrated by its rich history of successfully developing business parks, it is exemplified by Ramsey's commitment to the future of economic development. The City has placed an emphasis on encouraging economic development within its Council strategic plan, EDA work plan, and Comprehensive Plan.

The Cities of Ramsey and Anoka share a large **BUSINESS PARK SPANNING ACROSS 1,000 ACRES OF LAND**. This business park includes various office, warehouse, assembly, and a wide-variety of manufacturing users. **OVER 10,000 JOBS** have been created by this business park. The City of Ramsey and Anoka share a major economic engine that serves not only the Twin Cities, but also the national and global market place.

MAJOR RECENT DEVELOPMENTS

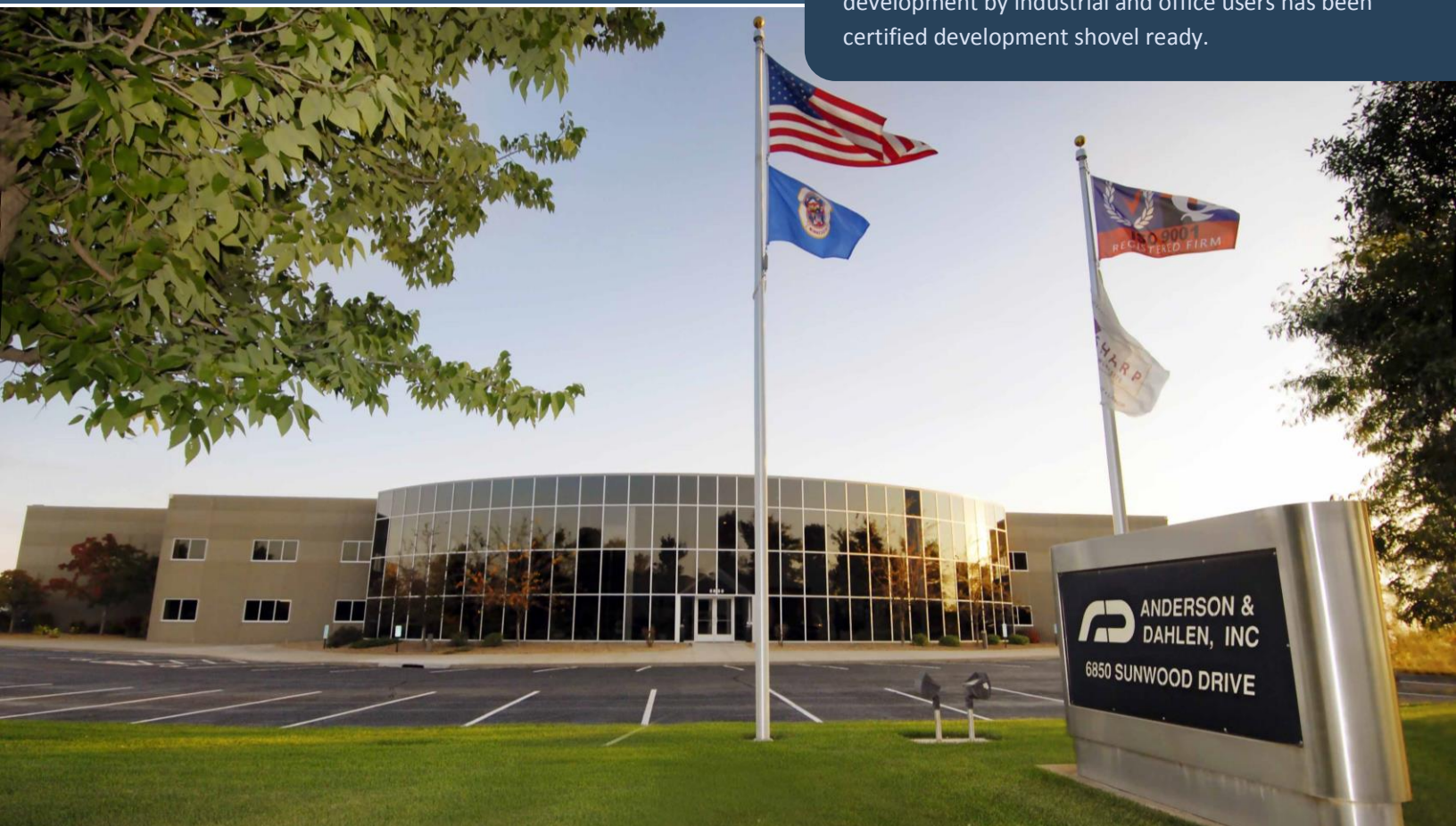
- Manufacturing Expansion – Life Fitness (Brunswick Corporation) expands existing 280,000 sf facility by 48,500 sf in 2016.
- Office Expansion—Anderson Dahlen expands 84,000 sf facility by 100,000 sf in 2017.
- New Business Park—115-acre green-field business park located just northwest of the new full-access grade-separated Armstrong Boulevard/ U.S. Highway 10 Interchange. The new business park has 45 acres of land shovel ready today, owned by PSD. PSD has developed and constructed the following projects:
 - 64,000 sf PSD Adrenaline Sports Center, 2018
 - 54,000 sf PSD Multi-tenant Industrial, 2018

TOP EMPLOYERS

| | |
|---------------------------|---------------|
| 1. Life Fitness | 457 employees |
| 2. Vision Ease Lens | 349 employees |
| 3. Connexus Energy | 250 employees |
| 4. Anderson Dahlen | 175 employees |
| 5. Zero-Zone | 174 employees |
| 6. Green Valley | 165 employees |
| 7. Diamond Graphics | 160 employees |
| 8. In'Tech Industries | 148 employees |
| 9. Ramsey Elementary | 135 employees |
| 10. Altron Manufacturing, | 112 employees |
| 11. Ace Solid Waste | 100 employees |
| 12. NAU Country | 100 employees |

SHOVEL READY SITES

The City's 125+ acre inventory of land available for development by industrial and office users has been certified development shovel ready.



THE COR

The COR (Center of Ramsey) is the City of Ramsey's downtown development. This 300+ acre development is a true, transit oriented and walkable, urban development. *The COR* is centered on U.S. Highway 10/ U.S. Highway 169 and the Ramsey Northstar Commuter Rail Station. This development with a mix of uses is home to a long list of successful projects including residential, retail, office, recreation, government facilities, and much more.

The COR, known formerly as *Ramsey Town Center*, was purchased by the City of Ramsey in 2009. About 130 acres of land is available for development in *The COR* today; about 90 acres is City-owned. Located directly adjacent to *The COR* is 90 acres of additional land available for commercial (retail) development.

RECENT MAJOR ACTIVITY

- Affinity at Ramsey - 174 unit market rate senior (55+) amenity-rich housing project. Construction underway in September 2018
- Stone Brook Children's Academy & Childcare Center— 9,200 sf 144 student slots, located on Sunwood Drive just east of Coborn's. Construction completed 2018.
- Rental apartments— 121 units of market rate apartments developed by PSD LLC in *The COR*, near *The Draw* park and amphitheater. Construction completed in 2016.
- Rental apartments - 54 units of workforce housing developed by Aeon in *The COR*, north of *The Draw*. Construction in 2018.
- Convenience Store – 4,500 sf convenience retail store completed by Casey's Retail Company, near Ramsey Boulevard and Sunwood Drive. Construction completed in 2016.
- Armstrong Blvd. Interchange – new full-access interchange at U.S. Highway 10 and Armstrong Blvd. Construction completed in 2016.
- Townhomes – 77 additional units platted and under construction by D.R. Horton near *The Draw* park and amphitheater.
- Renovation – Coborn's completed a half million dollar remodel and upgrade to their convenience and liquor spaces in 2016.
- Single-Family Residential Development – 25 total units. 12 developed by Morning Sun Homes and 13 developed by Purmort Homes.



PRE-2016 PROJECTS

- 95,000 sf Coborn's anchored multi-tenant retail center
- PACT Charter School (K-12)
- Ramsey Municipal Center (60,000 sf)
- Veterans Affairs Outpatient Clinic (40,000 sf)
- Ramsey Office Plaza (80,000 sf)
- Midwest Medical Examiner's Office
- NAU County Insurance Office (42,000 sf)
- Northgate Church & Comm. Performance Center (500 seats)
- Allina Medical Clinic (25,000 sf)
- 230-unit luxury apartment complex (Residence at The COR)
- 47-unit workforce housing by Common Bond (Sunwood Village)
- \$3M *The Draw* park & amphitheater
- Ramsey Rail Station: connected to 800-stall covered parking ramp by skyway with service to Minneapolis
- Various single family and townhome developments totaling over 1,000 households





CONTACTS



Kurt Ulrich
City Administrator
763.433.9845
kulrich@cityoframsey.com



Tim Gladhill
Community Devel. Director
763.433.9826
tgladhill@cityoframsey.com



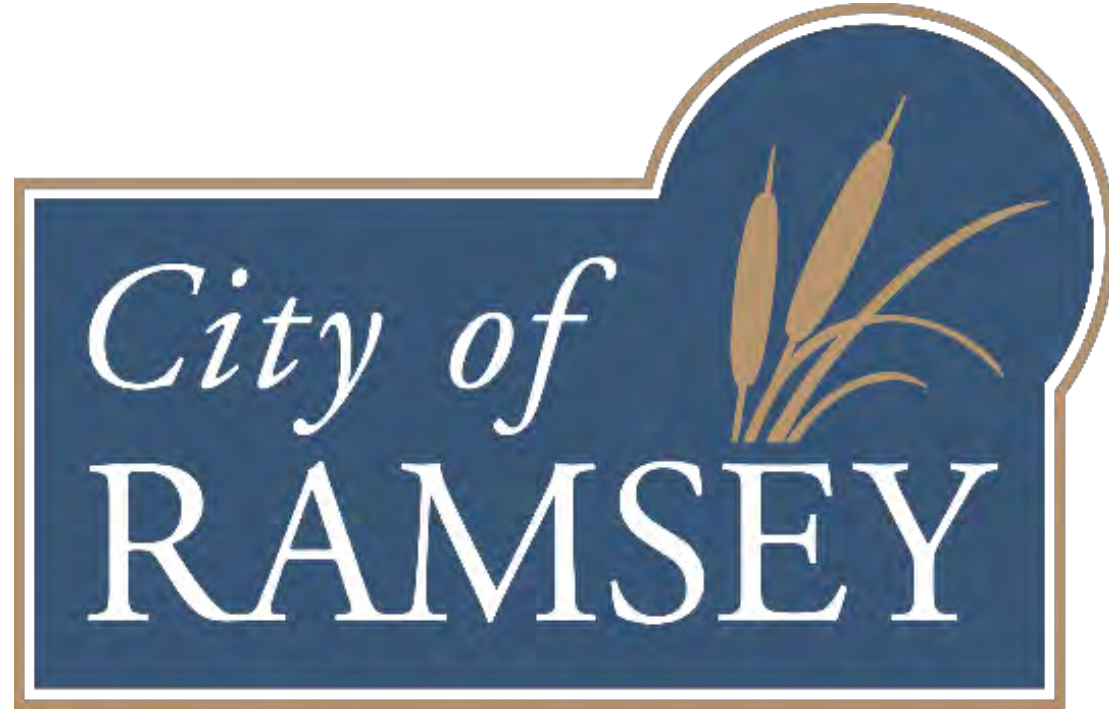
Bruce Westby
City Engineer
763.433.9825
bwestby@cityoframsey.com



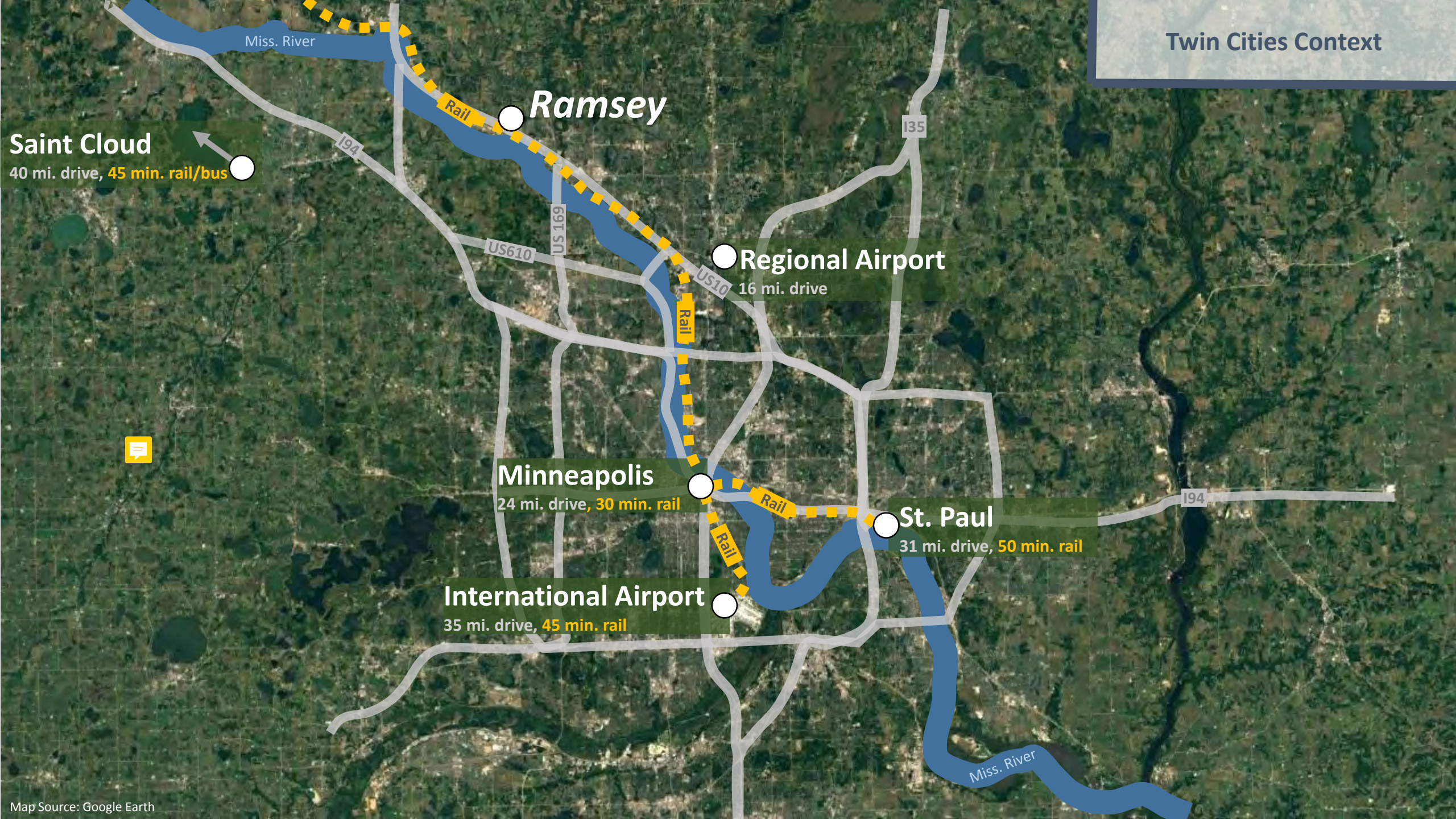
Sean Sullivan
Economic Devel. Manager
763.433.9868
ssullivan@cityoframsey.com



7550 Sunwood Drive NW, Ramsey, MN 55303
763.427.1410, www.cityoframsey.com



Insert Audience



Saint Cloud
40 mi. drive, 45 min. rail/bus

Ramsey

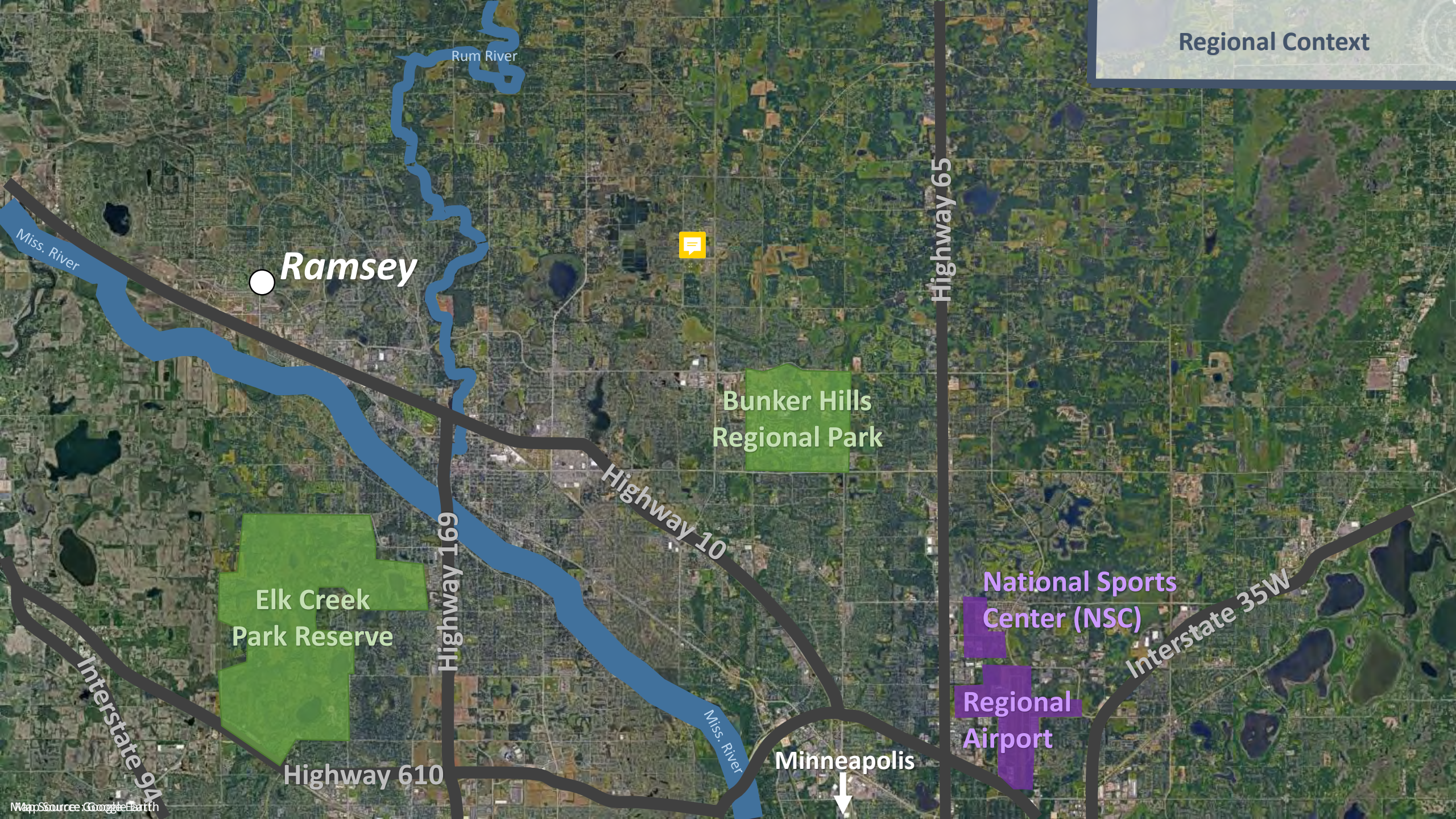
Regional Airport
16 mi. drive

Minneapolis
24 mi. drive, 30 min. rail

St. Paul
31 mi. drive, 50 min. rail

International Airport
35 mi. drive, 45 min. rail





Ramsey



**Bunker Hills
Regional Park**

**Elk Creek
Park Reserve**

**National Sports
Center (NSC)**

**Regional
Airport**

Minneapolis

Existing Biz Park

Ramsey/ Anoka Business Park (red)

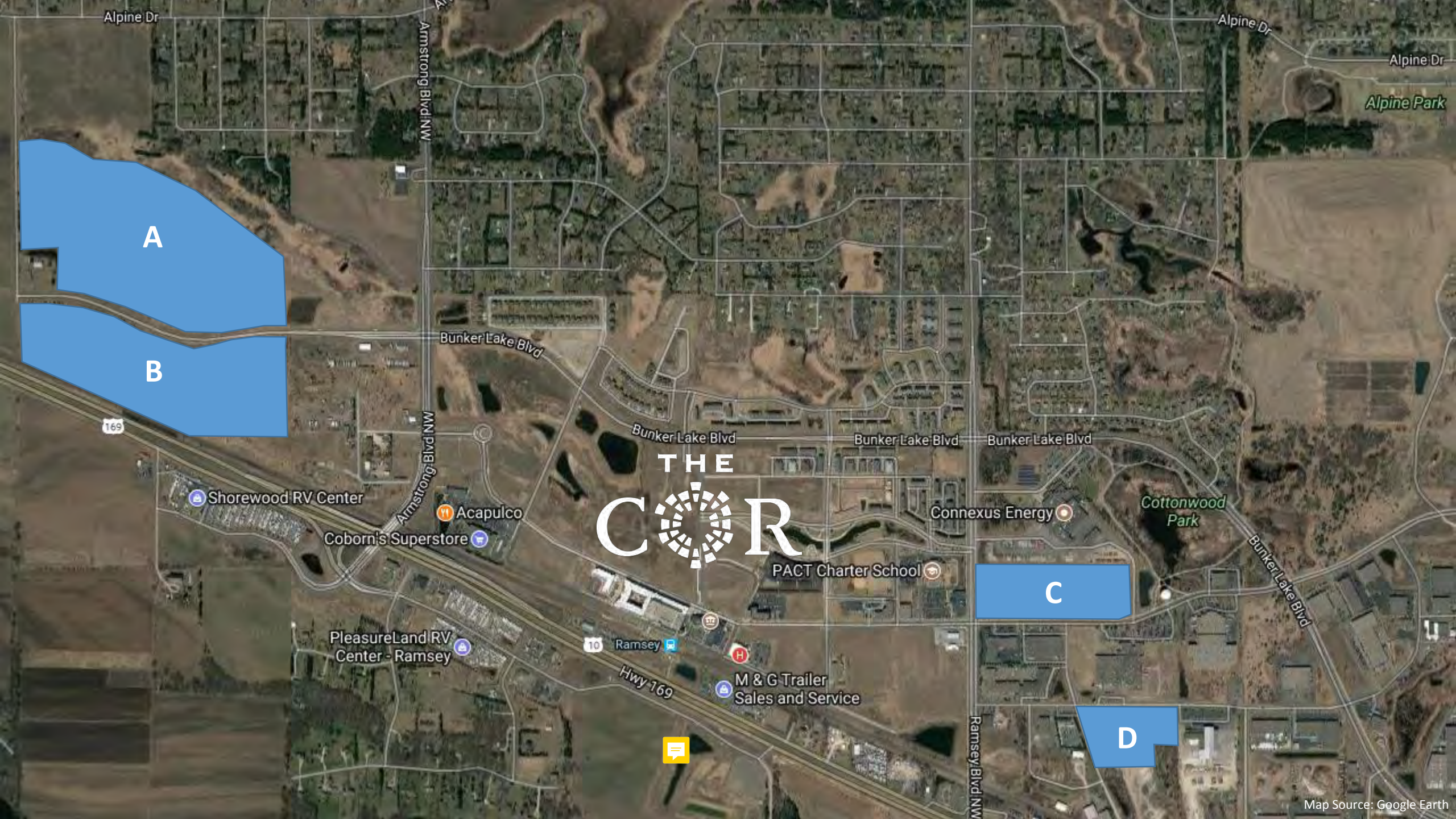
- 1,000+ acres, 15,000 jobs, operations from Fortune 500 Companies
- Ramsey takes pride in developing long lasting positive relationships with local businesses
- Ramsey recently established a new 115 acre green-field business park in response to demand from existing business community (located west of The COR)
- Ramsey has several business events, business networks, and business training/ employee recruitment systems in place to help local businesses succeed



The COR

The COR (green) is Ramsey's urban, high-density, mixed-use, downtown development (living, transit, restaurants, retail, education, health, government, amenities).





A

B

THE COR

C

D

Alpine Dr

Armstrong Blvd NW

Alpine Dr

Alpine Dr

Alpine Park

Bunker Lake Blvd

Bunker Lake Blvd

Bunker Lake Blvd

Bunker Lake Blvd

169

Shorewood RV Center

Acapulco

Coborn's Superstore

Connexus Energy

Cottonwood Park

PACT Charter School

PleasureLand RV Center - Ramsey

10

Ramsey

Hwy 169

M & G Trailer Sales and Service

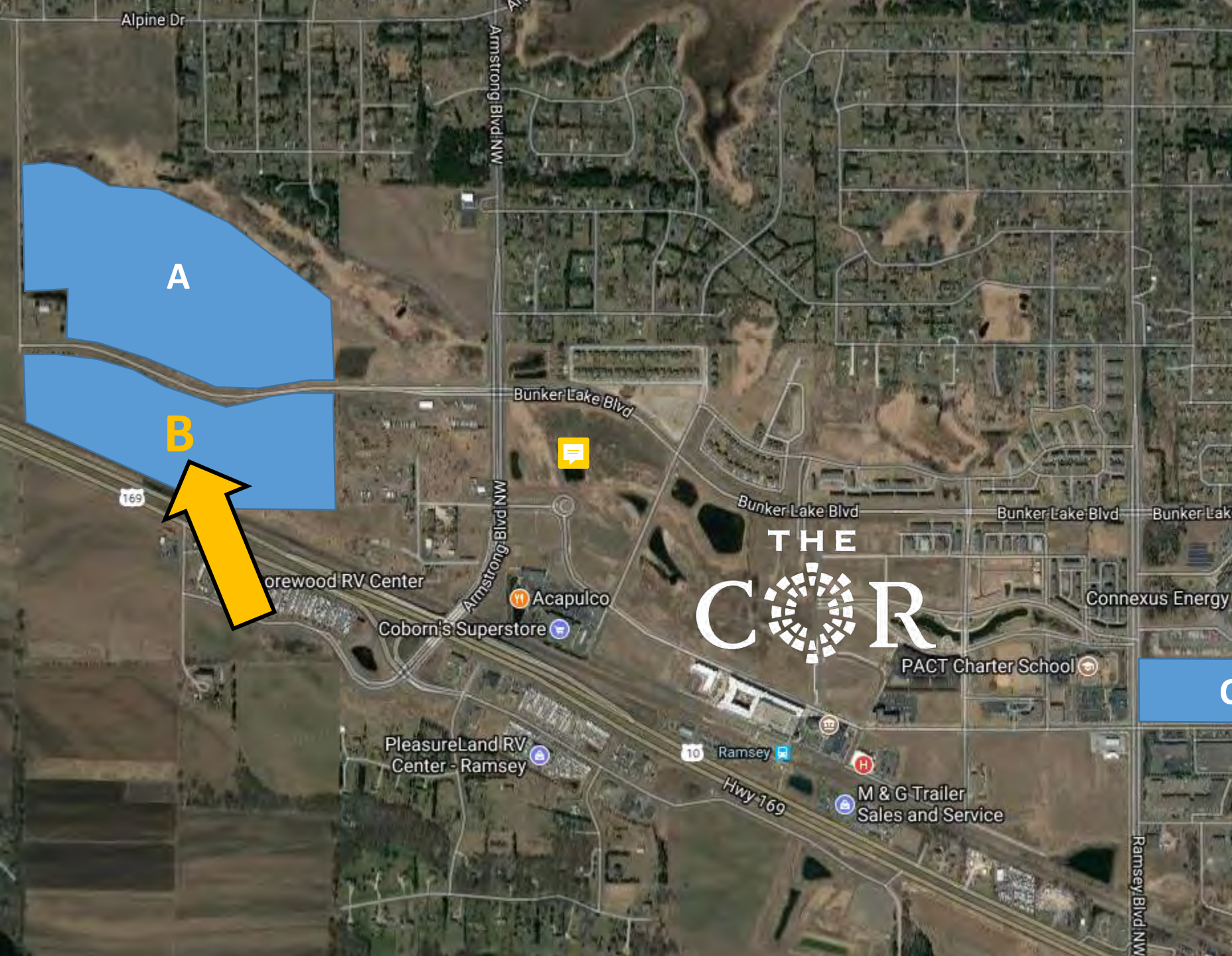
Ramsey Blvd NW

Bunker Lake Blvd









B

Bunker Lake Industrial Park (north side):

- 30 acres
- Pad ready upon request (unique)
- Greenfield
- Good visibility
- Interchange access

Infrastructure

- Infrastructure in Bunker Lake Blvd/ access from Bunker Lake Blvd

Utilities (adjacent to sites)

- Water
- Sewer
- Electric

Ownership/ Title

- PSD LLC (real estate professional)
- Title work completed
- Survey completed

Zoning

- E1 or E2

Incentives

- TIF
- RLF
- MIF
- Dept of Ag Loan

C

D

Alpine Dr

C

Connexus Energy Biz Park:

- 16 acres
- Shovel ready, ideal site, existing biz park
- Greenfield
- Good visibility
- May be walkable to train station

Infrastructure

- Infrastructure in Sunwood Drive/ access from Sunwood Drive

Utilities (adjacent to sites)

- Water
- Sewer
- Electric

Ownership/ Title

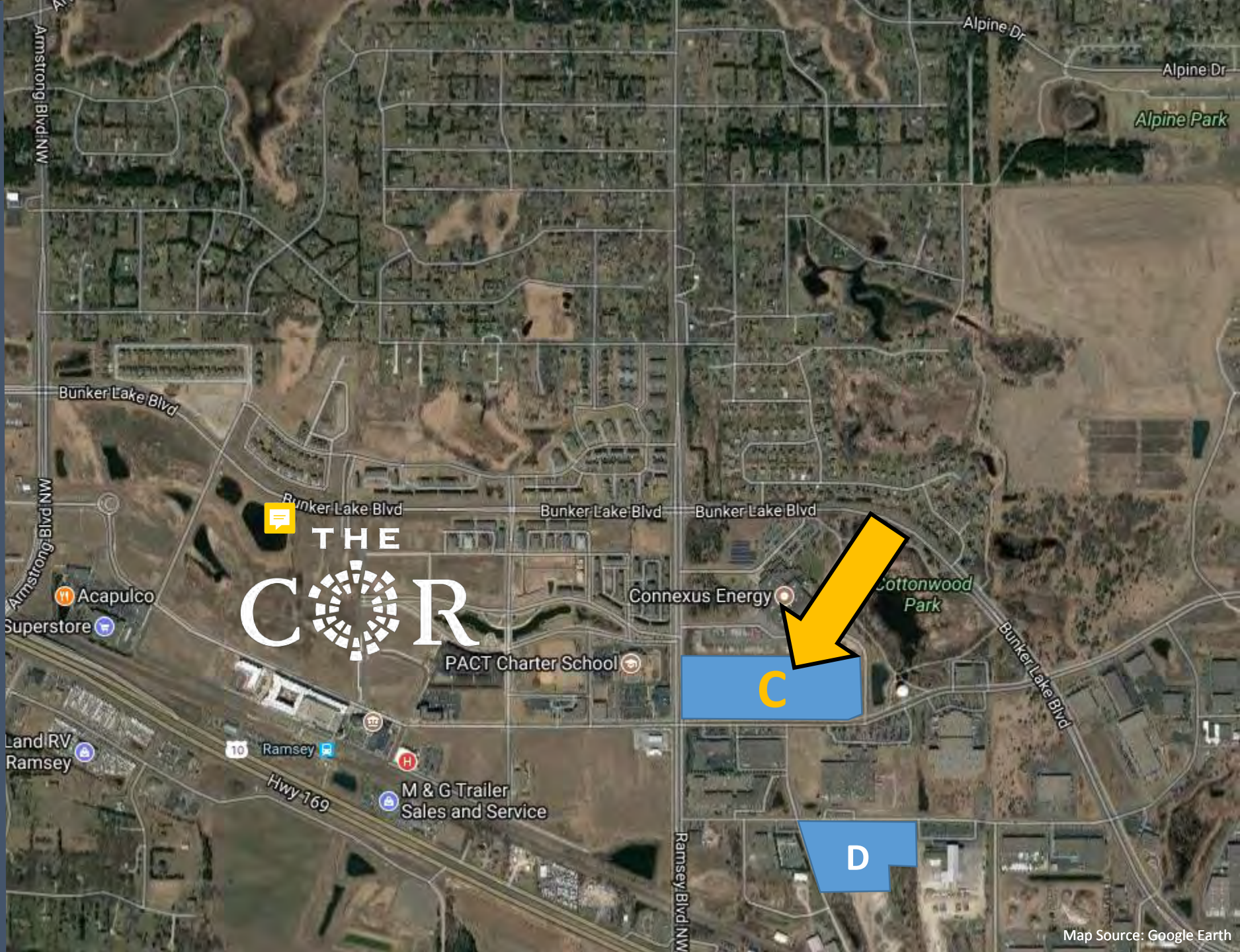
- Connexus Energy

Zoning

- E1 or E2

Incentives

- TIF
- RLF
- MIF



D

City Owned Biz Park:

- 9.33 acres
- Shovel ready, existing biz park
- Greenfield
- May be walkable to train station

Infrastructure

- Infrastructure in 143rd Ave/ access from 143rd ave

Utilities (adjacent to sites)

- Water
- Sewer
- Electric

Ownership/ Title

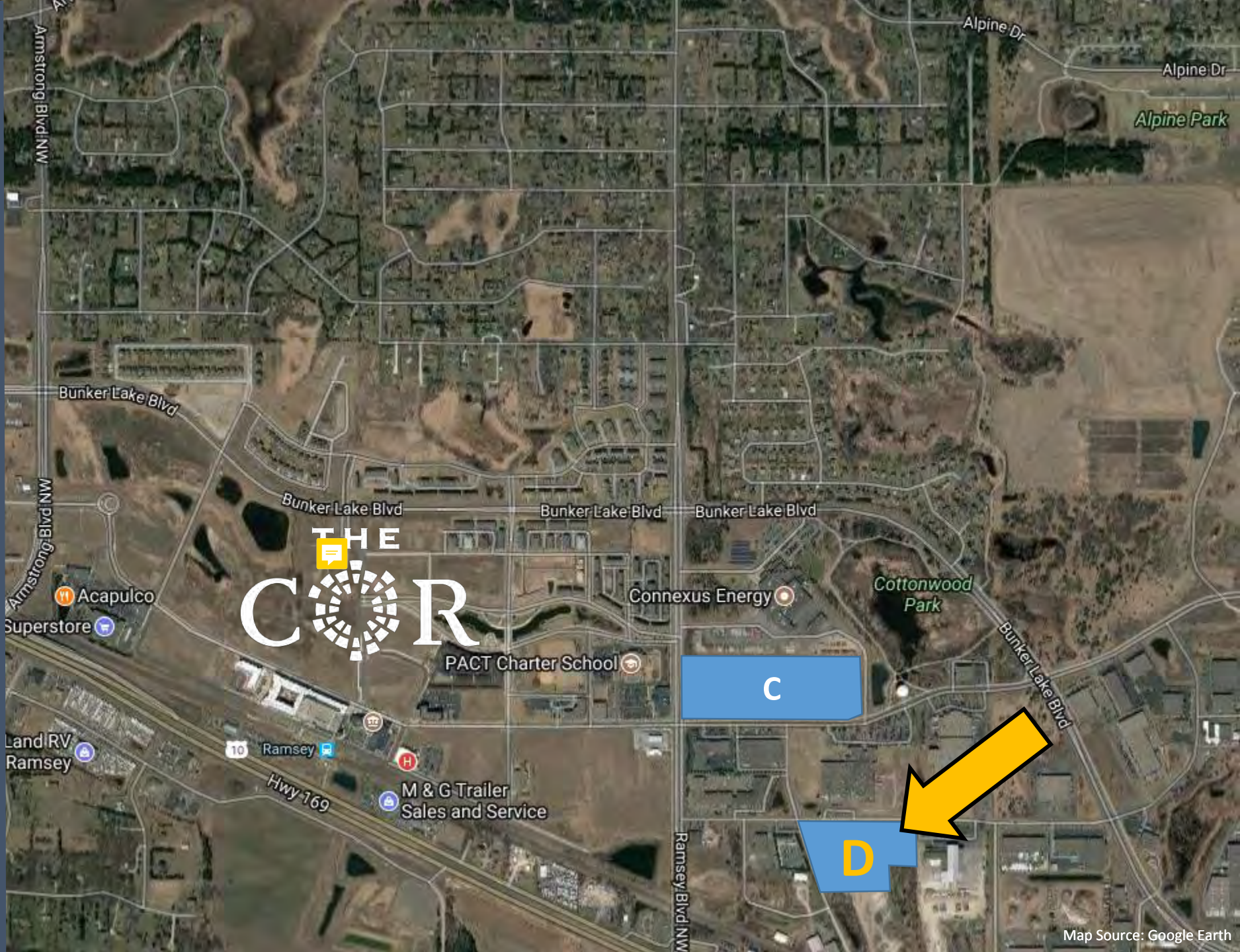
- Connexus Energy

Zoning

- E1 or E2

Incentives

- TIF
- RLF
- MIF
- City land write down (unique)



Parks & Natural Resources

Proposed sites are near amenities for employees.

1. The Draw: park, amphitheater, and baseball field
2. North Commons Park
3. Municipal Plaza Park (planned)
4. Lake Ramsey: park, community gathering space (planned)
5. Mississippi West Regional County Park, Mississippi River landing
6. Cottonwood Park
7. Alpine Regional Park
8. Hundreds of miles of local trails
9. National Scenic Mississippi River Trail System (MRT)
10. Mississippi River
11. Lake Itasca: park (planned), and greenway (planned)

