

**City of Ramsey**  
**Agenda**  
**Joint City Council / EDA Work Session**  
**Tuesday, February 26, 2019**  
**5:30 pm**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

- 1. Call to Order**
- 2. Topics for Discussion**
  1. Review EDA Work Plan
  2. Receive Update on 2018 Business Retention and Expansion (BRE) Report Program
  3. Review Pricing Strategy for Sale of Excess City-Owned Land (Portions of This Case may be Closed to the Public)
  4. Review Strategy for Listing City-Owned Land For Sale
  5. Receive Update on Economic Development Marketing Efforts
  6. Review Future Topics/Calendar
- 3. Adjournment**

## CC Special Work Session

Meeting Date: 02/26/2019

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### Title:

Review EDA Work Plan

### Purpose/Background:

Attached is the current EDA Work Plan for review. Staff will present a brief overview. Staff will plan on an update to this Work Plan after completion of the City Council Strategic Plan and appointments of new EDA Members. Review of the Work Plan is anticipated at the April or May EDA Meeting.

### Timeframe:

10 minutes.

### Funding Source:

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

### Responsible Party(ies):

Community Development Director

### Outcome:

Provide general feedback on the EDA Work Plan.

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## Attachments

EDA Work Plan

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## Form Review

Inbox	Reviewed By	Date
Sean Sullivan	Kathy Schmitz	02/21/2019 02:41 PM
Tim Gladhill (Originator)	Tim Gladhill	02/21/2019 02:44 PM
Kurt Ulrich	Kurt Ulrich	02/21/2019 03:58 PM
Form Started By: Tim Gladhill		Started On: 02/20/2019 10:37 AM
Final Approval Date: 02/21/2019		

# 2018 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

<b>Tactics</b>	<b>Timeline</b>	<b>Additional Resources &amp; Tools Required</b>	<b>Key Outcomes/Metrics</b>
<p><u>(1) Business Retention &amp; Expansion</u>            The large majority local economic growth comes from existing Ramsey businesses. The purpose of this goal is to develop and maintain positive relationships with existing Ramsey businesses (establish trust). This goal is implemented through quality customer service, businesses visits, and facilitating business events.</p>	Ongoing	Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.	Complete 24 business visits annually.  Execute EDA business expo, business appreciation golf tournament, and fall networking event. Participate in Anoka County Broker Event and MN Marketing Partnership.
<p><u>(2) Restaurant Subsidy Policy</u>            Consider resurrecting, and potentially modifying, the City's former business full service restaurant policy. The purpose of said policy would be to develop tools/ resources to help encourage the construction of new full-service restaurants in Ramsey. Other options below:</p> <ul style="list-style-type: none"> <li>• Restaurant start up package contest</li> <li>• Restaurant incubator</li> </ul>	2018	Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.  This policy may result in the need to create/ dedicate financial resources for incentives.	New policy in place.
<p><u>(3) COR Development Pro-Forma and Policy</u>            The City of Ramsey has taken the role of master developer for The COR. From a development perspective, the list of City obligations (expenditures) for The COR is relatively long, and at this point not well-defined. Additionally, the list of revenue streams from The COR is relatively straight forward, but have been committed informally in several instances. Staff would like to develop a pro-forma for The COR outlining all anticipated expenses and all anticipated revenues for the project.</p> <p>This discussion also warrants the City to take policy positions on various items (i.e. expenses) and how they will be paid for (all city, all developer, split, etc.), and roughly when various improvements will be made.</p> <p>Completion of this pro-forma will put the City in a much better position to effectively analyze development proposals, strategize marketing efforts (i.e. pricing of land), budget discussions, and various policy items.</p>	2018	This work will require assistance from third party professionals:  (A) infrastructure analysis-\$30,000-\$70,000 (B) regional stormwaterplan --\$15,000-\$30,000 (C) sign plan and cost estimates--\$5,000-\$25,000 (D) cut & fill analysis -- \$5,000-\$20,000 (E) parking ramp feasibility -- \$5,000-\$15,000 (F) community center analysis and plan -- \$10,000-\$20,000.  At this point, the numbers outlined above a very preliminary. Staff would like to get quotes for EDA review. Staff anticipates various funding sources will be utilized to implement this work.	Completed development pro-forma.

<b>Tactics</b>	<b>Timeline</b>	<b>Additional Resources &amp; Tools Required</b>	<b>Key Outcomes/Metrics</b>
<p><u>(4) RALF</u> Utilize the Metropolitan Council administered, MNDOT funded, RALF (right of way acquisition loan fund) for purchasing properties needed for U.S. Highway 10 improvements in Ramsey.</p>	Ongoing	No additional resources requested. Normal staff duties.	At least one purchase per year.
<p><u>(5) Sell Surplus City Owned Land</u> The City owns a large inventory of surplus land available for development. In 2017, the City completed a process to obtain shovel ready information for most city-owned property. Through that process staff has identified the following outstanding items:</p> <ol style="list-style-type: none"> <li>1. Properties #37, #45, and #8 all have various potential environmental findings to further discuss and address.</li> <li>2. The City should get the north side of the new business park (i.e. former Legacy site) shovel ready.</li> </ol>	2018	<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 has been identified as a funding source for this work.</p>	Land sales are closed.
<p><u>(6) Recruit new industry and major retail businesses to Ramsey</u> This item includes developing and selecting a strategy for marketing/ selling city-owned land.</p>	Ongoing	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>Select a strategy for marketing/ selling city—owned land.</p>

## Second Priority

Tactics	Timeline	Additional Resources Required	Key Outcomes/Metrics
<p><u>(8) Business Incubator</u> Consider utilizing vacant space on the second floor of the Ramsey Municipal Center for a business incubator program—(or a cowork space, COCO).</p> <p>Staff would like to kick the process with a scoping meeting (i.e. how should we approach this task).</p>	2018	At this point, no additional resources are being requested. Based on the scope of this project, additional resources will be needed.	<p>Decide if the City has a genuine interest in starting a business incubator.</p> <p>Have a general scope for what a business incubator means in Ramsey.</p>
<p><u>(9) 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 pursue an independent zip code for our community.</p> <p>Process:</p> <ol style="list-style-type: none"> <li>1. Meet USPS minimum standards for obtaining a new zipcode (delivery points, deliver routes, scheme items, sectors). The City needs to submit a request for an audit.</li> <li>2. USPS audit made—Ramsey either meets minimum thresholds or not. If they do, move on to step 3.</li> <li>3. USPS conducts a survey of community to gather feedback/ support for a new zip code.</li> <li>4. USPS grants Ramsey a new zip code.</li> </ol>	Ongoing	No additional resources requested. Normal staff duties.	Approval or denial of a new Ramsey zip code.
<p><u>(10) Old Municipal Center Redevelopment</u> Facilitate redevelopment of old municipal center site. Site investigation completed. Demolition and site cleanup completed. Phase 1 PA with GS Land closed. Land swap agreement with Meadow Creek closed. Construction of Fire Station #2 completed. Phase 2 PA with GS Land outstanding. Policy discussion on use of city owned land outstanding (access/ park/ open space/ sell).</p>	2018	Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.	Phase 2 GS Land PA closed. Decision on use of remnant city owned land made.

## CC Special Work Session

Meeting Date: 02/26/2019

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### Title:

Receive Update on 2018 Business Retention and Expansion (BRE) Report Program

### Purpose/Background:

Staff will present summary information from the 2018 Business Retention and Expansion (BRE) visits and give an update on progress for 2019 visits. As part of the visits with these visits, the City provides information that includes the 2018 Community Survey results, our Community Profile/Developer Document and Highway 10 information. Staff also helps match available programs with business needs as part of this visit. This information is helpful to understand how local businesses are doing, what the City is doing well, and items the City can try to improve on.

### Timeframe:

10 minutes

### Funding Source:

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

### Responsible Party(ies):

Economic Development Manager

### Outcome:

Receive update on Business Retention and Expansion Program and provide ideas on how to improve the program.

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## Attachments

2018 BRE Report

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### Form Review

#### Inbox

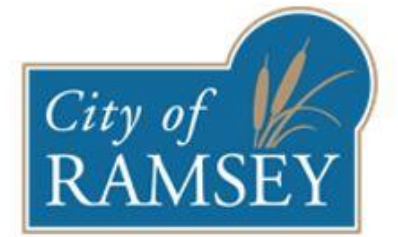
Tim Gladhill  
Sean Sullivan (Originator)  
Tim Gladhill  
Kurt Ulrich  
Form Started By: Sean Sullivan  
Final Approval Date: 02/21/2019

#### Reviewed By

Tim Gladhill  
Sean Sullivan  
Tim Gladhill  
Kurt Ulrich

#### Date

02/21/2019 12:55 PM  
02/21/2019 01:38 PM  
02/21/2019 02:22 PM  
02/21/2019 04:07 PM  
Started On: 02/21/2019 08:53 AM



# ECONOMIC DEVELOPMENT

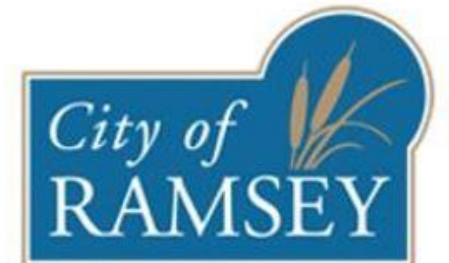
2018 Business Retention & Expansion Program and  
2019 Update

# SUMMARY

*Business visits are conducted throughout the year by the Economic Development Manager. Each visit is approximately 30-45 minutes long. These business visits help establish and maintain relationships with the business community and can identify areas in need of improvement or affirmation of current practices for the City. The 2018 goal was to visit 24 businesses per year.*

*In 2018, a total of 32 visits were completed.*

*Note: Sample size varies, not all companies answered each question, some companies provided multiple answers.*

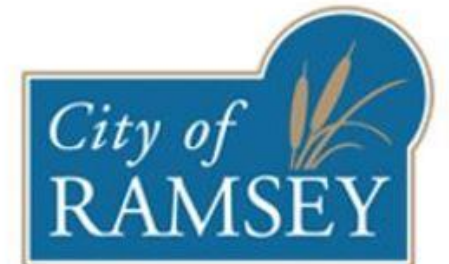
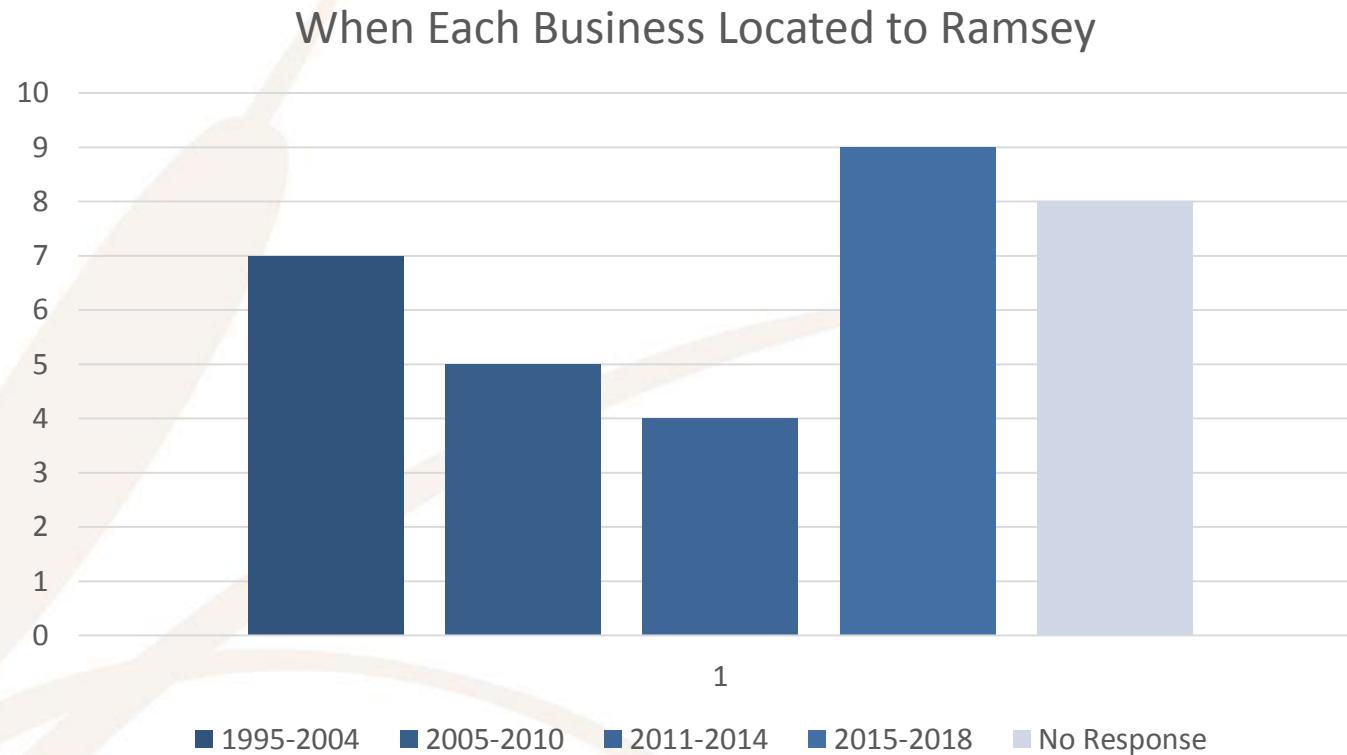


# 2018 FORMAL BUSINESS VISITS

- Superior Striping
- Comfort Suites of Ramsey
- R&D Transportation
- CMS
- Bob FM
- Dedicated Networks Inc.
- QDP
- Wendell's
- Lift and Store, LLC
- Anytime Fitness
- Carbon Products
- Minnesota Tool and Die
- Waltek Inc.
- SimpliPhyEd
- RJM and General Paper
- Adrenaline Sports
- All Seasons Garage Door
- R&D Transportation
- PSD, LLC.
- Rum River Chiropractic
- EZ Auto
- ZTech Precision
- Cullinan Rigging & Erecting, Inc.
- Precise Metalcraft
- Northwoods Machine Inc.
- GMI, Inc.
- The Boat Center
- Riversbend Bar & Grill
- Wildlife Research Center
- Anderson Dahlen
- Slumberland Furniture
- Twin Cities Winsupply (Winnelson)

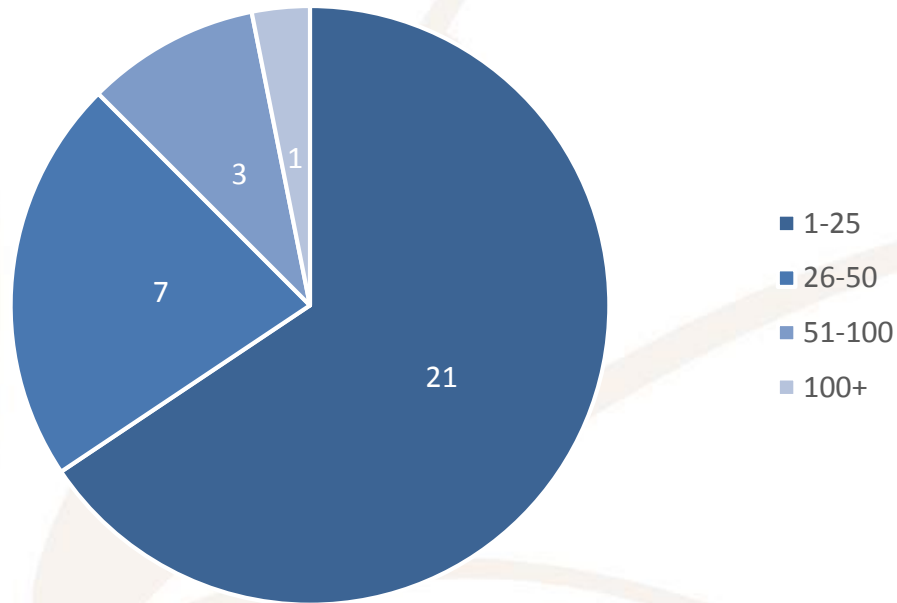


# BUSINESSES LOCATED TO RAMSEY

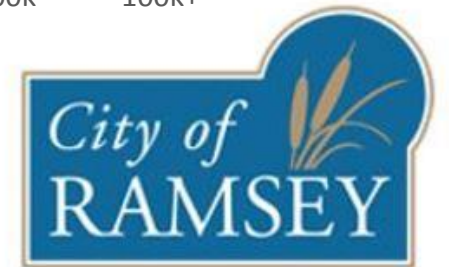
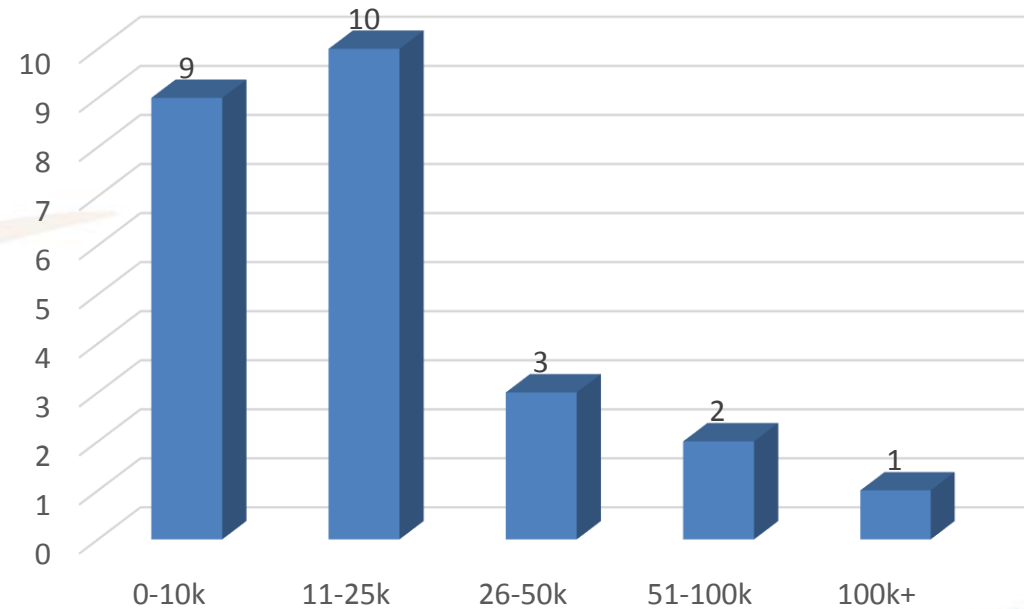


# NUMBER OF EMPLOYEES / FACILITY SIZE

Number of Employees

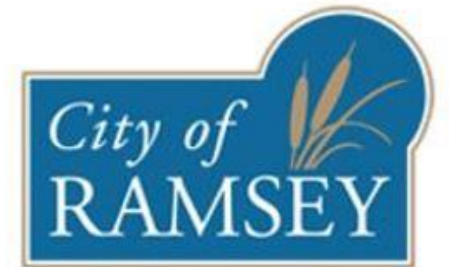
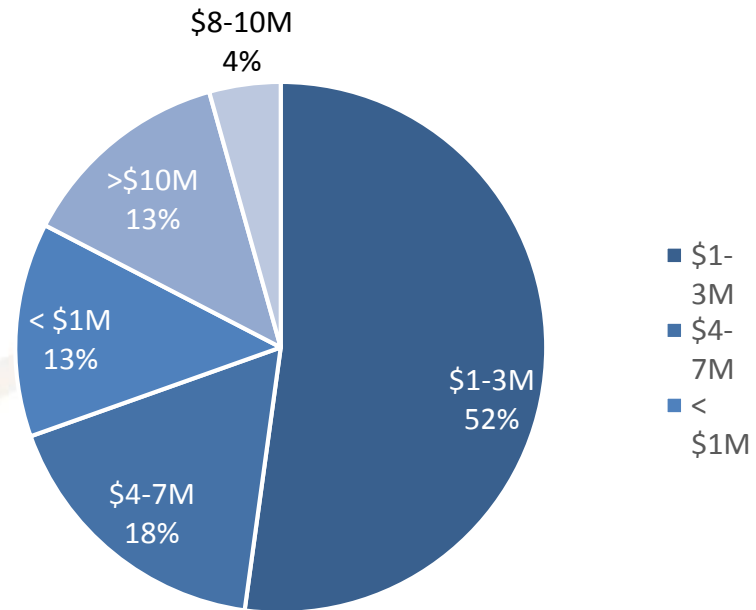


Facility Size, Square Feet (thousands)



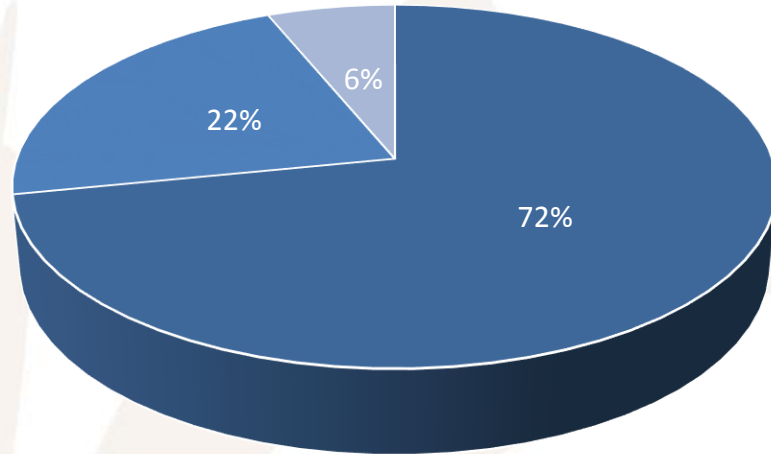
# ANNUAL SALES

2018 Estimated Annual Sales (Millions)



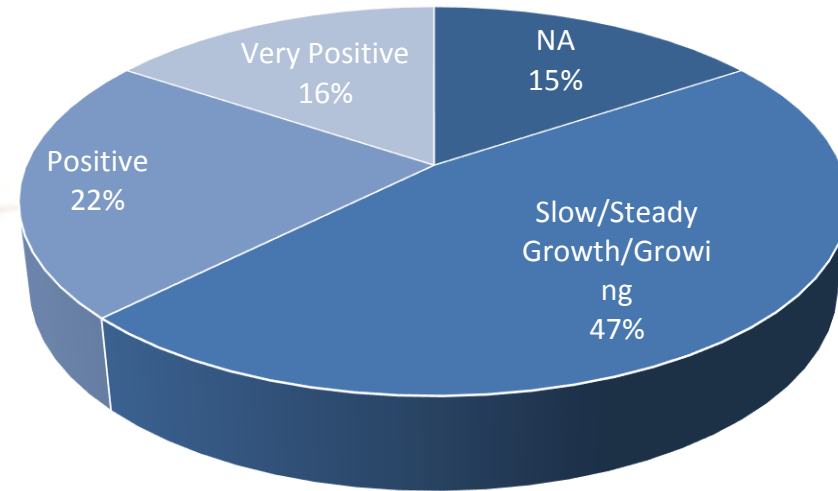
# MARKETS SERVED / OUTLOOK

Markets Served

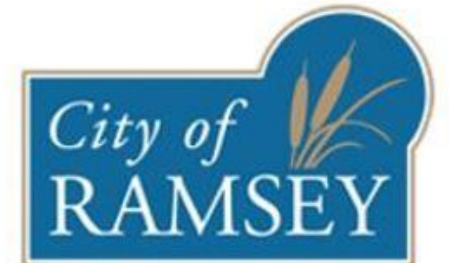


■ Regional ■ National ■ International

Outlook

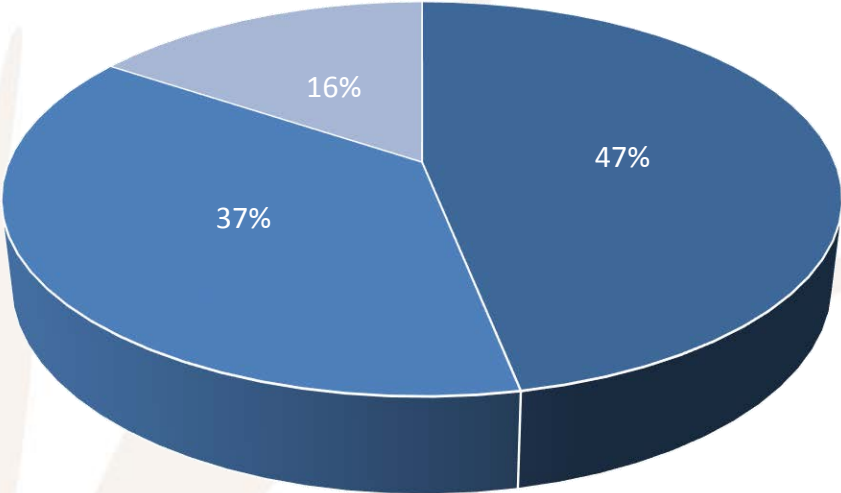


■ NA ■ Slow/Steady Growth/Growing ■ Positive ■ Very Positive



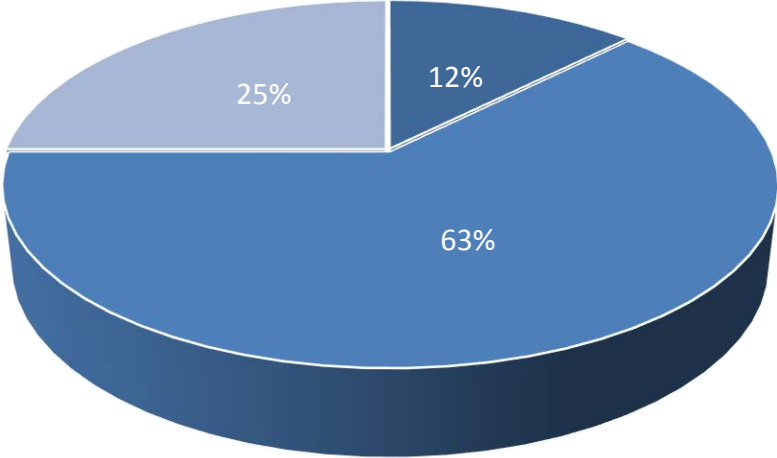
# OWNERSHIP / EXPANSION

Facility Ownership

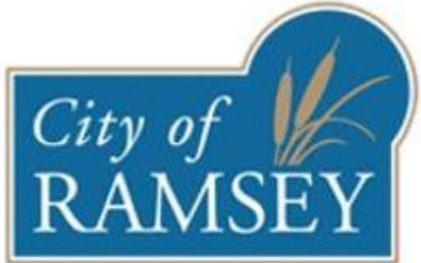


■ Own ■ Lease ■ NA

Expansion in Near Future?



■ Yes ■ No ■ Maybe

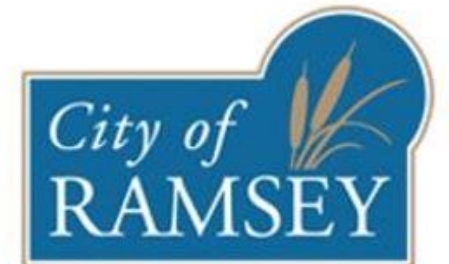


# STRENGTHS & WEAKNESSES

## City of Ramsey: Strengths

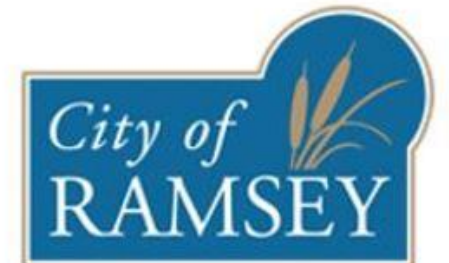


## City of Ramsey: Weaknesses



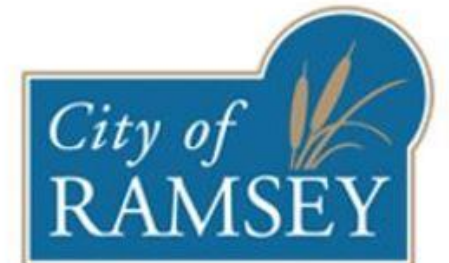
# FEEDBACK – WHY RAMSEY?

- Good Location
- Easy Access (Armstrong, Highway 10, etc.)
- City's Strategic Direction, Stable City Council, and Investments
- Low Taxes
- Quick Project Approval
- Friendly and Helpful City Officials
- Project Incentives
- Growing Community



# AREAS OF IMPROVEMENT

- Traffic, Traffic, Traffic (Highway 10, Highway 47, Bunker Lake Boulevard)
  - Congestion
  - Loss of Access
  - Lack of River Crossings
  - Westbound US 10 to Armstrong Boulevard Interchange
- Image of Community, especially Highway 10/Clean Up Blighted Properties
- Workforce Recruitment, Development, and Retention
- Business Appreciation Day Golf Tournament Attendance
- Thefts along Highway 10
- Building Design Standards in Industrial Districts (allow metal panel buildings?)



# 2019 BUSINESS VISITS

## Complete

- Global Glove
- Molin Concrete Products Company
- Ohm Premier Vaping LLC
- VE-VE, Inc.
- 401 Machine
- Digital Tool and Automation
- Class C Components

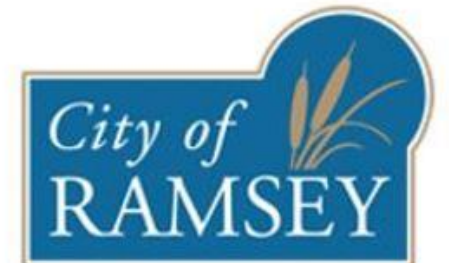
## Scheduled

- Command Tooling Systems

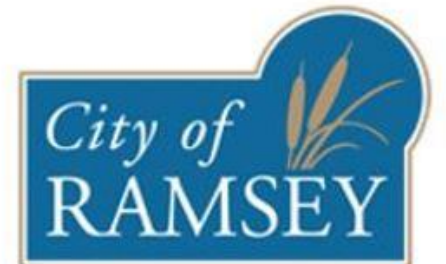
## In Process

- Acapulco Restaurant
- Accent Precision Wood Products
- Altron, Inc.

- Bertolas & Pekula, LLC
- Cabinetry Concepts, Inc.
- Heritage Millwork
- Lazydays of Minneapolis, LLC
- Life Fitness
- Lisa's Catering
- Matrix Tool & Design Inc.
- Minnesota Waterjet, Inc.
- MOCORP
- Perfective Tool Inc.
- Plants & Things
- Pleasure Land RV
- Rain for Rent
- Sauter & Sons, Inc.
- Sign-Zone, Inc.
- T.L.M. Cabinets, Inc.



QUESTIONS?



## CC Special Work Session

Meeting Date: 02/26/2019

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### Title:

Review Pricing Strategy for Sale of Excess City-Owned Land (Portions of This Case may be Closed to the Public)

### Purpose/Background:

City Staff is evaluating City of Ramsey land listing prices. Recently, Staff obtained appraisals of public and privately held land in and near the COR. Based on these appraisals, City Staff is asking the EDA and City Council to re-evaluate listing prices for City of Ramsey owned property.

City Staff will provide updates on the following items:

1. City land sold
2. Land under contract
3. City land held for sale
4. Progress toward recovering cost for land Purchase of RTC

Staff is looking for input from the EDA and City Council.

### Timeframe:

45 minutes

### Funding Source:

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

### Responsible Party(ies):

Economic Development Manager

### Outcome:

Provide general direction on pricing strategy.

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## Attachments

Map of Status of City Owned Land for Sale

PID Number List for Map

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## Form Review

### Inbox

Tim Gladhill  
Sean Sullivan (Originator)  
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Kurt Ulrich  
Form Started By: Sean Sullivan  
Final Approval Date: 02/21/2019

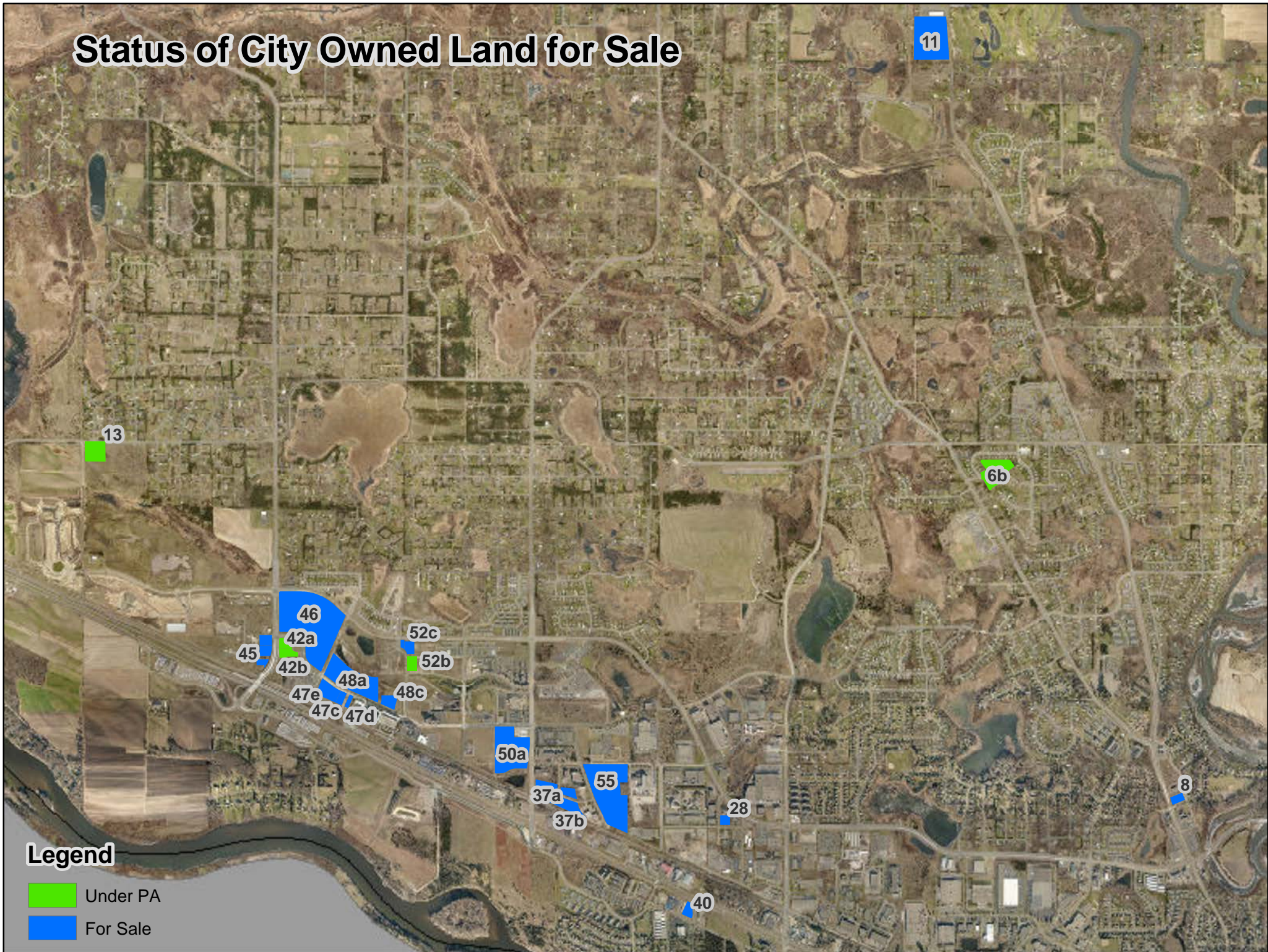
### Reviewed By

Sean Sullivan  
Sean Sullivan  
Tim Gladhill  
Kathy Schmitz  
Tim Gladhill  
Kurt Ulrich

### Date

02/20/2019 03:31 PM  
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02/21/2019 02:41 PM  
02/21/2019 02:44 PM  
02/21/2019 04:03 PM  
Started On: 02/20/2019 02:29 PM

# Status of City Owned Land for Sale



## Legend

- Under PA
- For Sale

## Parcels Included in Map

Map ID	PID Numbers (s)			
6b	233225410081			
8	253225430043			
11	113225430004			
13	203225310003			
28	273225440003			
37a	273225330006			
37b	273225330009	273225330017		
40	343225130005			
45	293225140009	293225140010	293225140013	293225140014
55	273225340009			
42a	283225230012			
42b	283225230011			
42c	283225220013			
46	283225220058			
47c	283225310023			
47e	283225230018			
48a	283225240017			
48c	283225310025			
50a	283225410020			
52b	283225130092			
52c	283225130034	283225240005		

## **CC Special Work Session**

**Meeting Date:** 02/26/2019

**Submitted For:** Sean Sullivan, Community Development

**By:** Sean Sullivan, Community Development

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### **Title:**

Review Strategy for Listing City-Owned Land For Sale

### **Purpose/Background:**

The purpose of this case is to review the City's strategy for marketing City-Owned Land For Sale.

The EDA met in January to discuss this topic. Consensus of the EDA was to have a Joint Work Session with the City Council to gain further input.

The City has been engaged in a contract with CBRE since January 28, 2014 to list and market City owned properties in the COR and other areas. The City and CBRE have executed multiple amendments to the contract with the latest being a one year contract from July 31, 2018-July 30, 2019. Staff has found CBRE agent Brian Pankratz to be available, engaged, knowledgeable and helpful when it comes to marketing city owned parcels. CBRE utilizes many proven marketing methods including, but not limited to, signage on site, MNCAR (internet) and connection to the broker community. With the current contract coming up for renewal in July 2019 (can be canceled with 30 day notice), Staff believes it is important to review the current contract, its terms and conditions, and to determine if a renewal is prudent or to explore other options. The original contract and pertinent amendments are attached to this case.

Having a company like CBRE market city properties to its broker community and clients has its advantages. CBRE has a good reputation within the broker community. The maintenance and updating of marketing materials by CBRE including, signage and MNCAR listings is convenient for Staff and access to current market data is helpful. Based on city records the City has closed on nine properties, with three more pending that CBRE has listed for the City since 2014.

Currently, the City has 17 City owned properties listed with CBRE including six under contract. Eleven of these properties are in the COR and the rest are scattered across the community. Currently, the B & A Cylinder site should be removed from the listing agreement due to its location and potential impacts of a future interchange on Ramsey Boulevard. The City markets the Bury and Carlson site, the Basalt industrial site and assists with others that are shovel ready certified.

Recently, Anoka County has added a regional economic development presence to the County as presented to the EDA last year. The City of Ramsey is a part of this partnership and has the opportunity to list its properties on MNCAR at a nominal cost. This is a feature also provided by CBRE as part of its listing contract. Anoka County does not provide signage on site for marketing and does not yet have the reputation like a CBRE in the broker community at this time. It is difficult to fully compare CBRE to the new Anoka County Regional Economic Development Partnership. CBRE is proven industry leader, but there are some cost advantages of utilizing the MNCAR service that Anoka County can provide that reach the same audience in similar ways.

### **Notification:**

N/A for public hearing purposes but if the City wishes to end/amend its contract with CBRE 30 day written notice must be provided.

### **Observations/Alternatives:**

There are many options the City could look at regarding the marketing of city owned land. They could include:

1. Renew Contract with CBRE.
2. Amend Contract with CBRE on the number of properties listed for specific properties/areas/property types.
3. Amend Contract with CBRE based on terms including Commission %, Look Back Period, and considerations on circumstances when prospects reach out to the City directly.
4. Split listings between City and CBRE with City utilizing Anoka County MNCAR subscription and other marketing avenues to assist.
5. Have the City of Ramsey market all its properties and utilize Anoka County, LOIS, Costar/Loopnet and other mediums.
6. Have the City of Ramsey market all its properties and utilize Anoka County, LOIS, Costar/Loopnet and other mediums AND pay commissions to brokers that bring in deals that close.
7. Something else.

Based on the complexity of these options staff is seeking input from both the City Council and EDA to discuss our marketing and listing strategy moving forward. In the interim, Staff is comfortable in continuing listing with CBRE.

**Funding Source:**

No additional funding is necessary at this point. Commission is paid to CBRE and deducted from the sale of real property.

**Recommendation:**

No action is being requested. The desired outcome is general feedback on listing strategy. Staff would recommend that the City continue to list its industrial listings and retain CBRE for some other listing types. Discussion relating to whether CBRE should continue to list all housing, retail, office, COR, non-COR and multi-family parcels, or if the City should consider listing some of this parcels on it own should be addressed.

**Action:**

Timeframe: 30 Minutes

No action is being requested. The desired outcome is general feedback on listing strategy.

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**Attachments**

[Map of City Owned Land Listing Parties](#)

[Current Listing Agreement 7.30.19](#)

[Month To Month Listing Amendment](#)

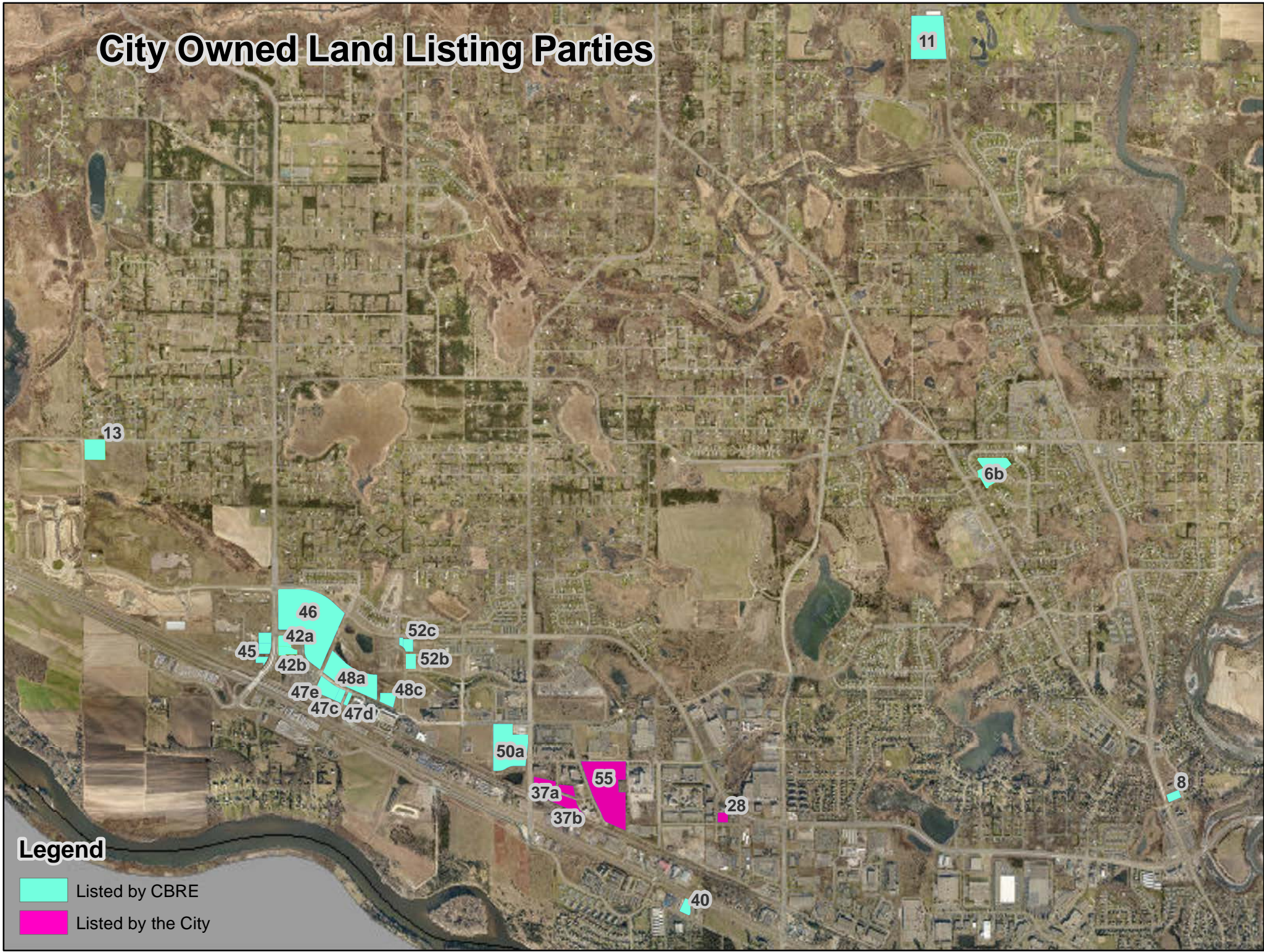
[Original Listing Agreement](#)

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**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
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Kurt Ulrich	Kurt Ulrich	02/21/2019 04:20 PM
Form Started By: Sean Sullivan		Started On: 02/20/2019 02:59 PM
Final Approval Date: 02/21/2019		

# City Owned Land Listing Parties



## Legend

- Listed by CBRE
- Listed by the City



AMENDMENT TO LISTING AGREEMENT

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

June 7, 2018

This is an Amendment to the Exclusive Sales Listing Agreement ("Listing") dated January 28, 2014, between the CITY OF RAMSEY and the RAMSEY HOUSING & REDEVELOPMENT AUTHORITY ("Owner") and CBRE, INC. ("Broker") for the real property described as: please see attached Exhibit A.

Owner and Broker hereby agree to amend the Listing as follows:

- 1. That the Listing Term be extended for another period commencing July 31, 2018 and ending midnight July 30, 2019.
2. All other terms and conditions remain the same.

As used herein the term "Owner" shall be deemed to include a tenant wishing to effect a sublease, lease assignment or lease cancellation.

Except as expressly set forth in this Amendment, the Listing shall remain in full force and effect.

BROKER:

CBRE, Inc.
Licensed Real Estate Broker

By: [Signature]
Blake R. Hastings
Managing Director
Address: 1900 LaSalle Plaza
800 LaSalle Avenue
Minneapolis, MN 55402
Telephone: (952) 924-4600
Date: August 2, 2018

OWNER:

CITY OF RAMSEY

By: [Signature]
John LeTourneau
Acting Mayor
By: [Signature]
Kurt Ulrich
City Administrator
Address: 7550 Sunwood Drive NW
Ramsey, MN 55303
Telephone: (763) 427-1410
Date: 7/31/2018

## EXHIBIT A – LISTED PROPERTIES

1. 253225430043 (former amoco) 5195 142<sup>nd</sup> Ave NW
2. 113225430004 (water tower) 16600 St Francis Blvd
3. 273225330006 14165 Ramsey Blvd NW
4. 343225130005 (former bookstore) 6710 Highway 10 NW
5. 283225220058 (NW corner of COR)
6. 283225240009, 283225240011, 283225240010, 283225240013, 28322540012, 283225240012, 283225240008 (NW COR-1 and COR-2)
7. 283225140094 (cor NE corner bunker)
8. 283225240005, 283225130034, 283225130092 (aeon and keyhole, N COR)
9. 93225140009, 293225140010, 293225140013, 293225140014 (NW of Armstrong interchange)
10. 283225230013, 283225230011, 283225330018 (COR W, pad sites, retail) 7990,7992, 7994 Sunwood Dr NW
11. 283225230010 (COR W of common bond)
12. 283225410020 (COR E office park)
13. 283225410081 (old muni center site)
14. 20-32-25-31-0003 Alpine & Puma



AMENDMENT #2 TO LISTING AGREEMENT

CBRE, INC.  
BROKERAGE AND MANAGEMENT  
LICENSED REAL ESTATE BROKER

July 25, 2017

This is an Amendment to the Exclusive Sales Listing Agreement ("Listing Agreement") dated January 28, 2014, between the CITY OF RAMSEY and the RAMSEY HOUSING & REDEVELOPMENT AUTHORITY ("Owner") and CBRE, INC. ("Broker") for the real property described as: please see attached Exhibit A.

Owner and Broker hereby agree to amend the Listing Agreement as follows:

1. That the Listing Agreement Term be extended for another period commencing July 31, 2017 and ending midnight July 30, 2018.
2. The early cancellation option, outlined in Paragraph 1 in the original Listing Agreement, shall be amended from 90 days to 30 days with written notice.
3. In accordance with Paragraph 5 of the original Listing Agreement, Broker must submit the "protective list" to the Owner before this second amendment is executed.
4. Except as expressly set forth in this Amendment, the Listing shall remain in full force and effect.

BROKER:

CBRE, Inc.  
Licensed Real Estate Broker

By:   
 Title: Blake R. Hastings  
Managing Director

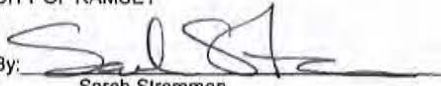
Address: 1900 LaSalle Plaza  
800 LaSalle Avenue  
Minneapolis, MN 55402

Telephone: (952) 924-4600

Date: 8/4/17

OWNER:

CITY OF RAMSEY

By:   
 Title: Sarah Strommen  
Mayor

By:   
 Title: Kurt Ulrich  
City Administrator

Address: 7550 Sunwood Drive NW  
Ramsey, MN 55303

Telephone: (763) 427-1410

Date: 7/27/2017

## EXHIBIT A – LISTED PROPERTIES

1. 253225430043 (former amoco)
2. 113225430004 (water tower)
3. ~~273225440003~~ (small industrial, issues) [removed from Exhibit A]
4. ~~063225440009~~ (sold, remnant residential, windsorwood) [removed from Exhibit A]
5. ~~273225330006~~ (ramsey blvd industrial, issues) [removed from Exhibit A]
6. 343225130005 (former bookstore)
7. ~~283225220011, 283225220012~~ (both PIDs don't exist) [removed from Exhibit A]
8. ~~353225340018~~ (former condemned residential, sold) [removed from Exhibit A]
9. 283225220058 (NW corner of COR)
10. ~~2832255230010, 283225340019~~ (both PIDs don't exist) [removed from Exhibit A]
11. 283225240009, 283225240009, 283225240011, 283225240010, 283225240013, 28322540012, 283225240003 (partial), 283225240008 (partial) (NW COR-1 and COR-2)
12. ~~283225420017, 283225420018~~ (psd COR-1 NE, sold) [removed from Exhibit A]
13. ~~283225410009~~ (both PID doesn't exist) [removed from Exhibit A]
14. 283225140094 (cor NE corner bunker)
15. 283225240005, 283225130034, 283225130033 (aeon and keyhole, N cor)
16. ~~283225240035, 283225240030~~ (u-shape and triangle, both sold) [removed from Exhibit A]
17. ~~North Commons, Four 9,000 sq. ft. Lots~~ (no PIDs, sold) [removed from Exhibit A]
18. 293225140009, 293225140010, 293225140013, 293225140014 (NW of armstrong interchange)
19. ~~293225140013, 293225140014~~ (double stated) [removed from Exhibit A]
20. ~~203225340003~~ (too small of parcel) [removed from Exhibit A]
21. 283225230013, 283225230011 (COR W, pad sites, retail)
22. 283225230010 (COR W of common bond)
23. 283225410020 (COR E office park)
24. 283225410081 (old muni center site)

**RED** – removed from Exhibit A, null/void.

**YELLOW** – confirmed.

**GREEN** – added Exhibit A.  
(due new PIDs, split PIDs, or missing PIDs)



**EXCLUSIVE SALES LISTING AGREEMENT**  
CBRE, INC.  
BROKERAGE AND MANAGEMENT

1. In consideration of the listing for sale the real property hereinafter described (the "Property") by CBRE, Inc. ("Broker") and Broker's agreement to use commercially reasonable efforts to effect a sale of same, the City of Ramsey and the Ramsey Housing & Redevelopment Authority ("Owner") hereby grants to Broker the exclusive right to list for sale the Property for a period commencing January 28, 2014, and ending midnight January 28, 2017. This agreement will be for three (3) years, with the option to cancel after Year One with a ninety (90) day written notice (with no penalty) by either party (the "Term"), at a price of the following terms, or such other terms, as owner may agree.

The Properties are situated in the City of Ramsey, County of Anoka, State of Minnesota, is located at and is further described as (see Exhibit "A").

References herein to the Property shall be understood to include portions of the Property.

2. **NOTICE: THE COMPENSATION FOR THE SALE, LEASE, RENTAL, OR MANAGEMENT OF REAL PROPERTY SHALL BE DETERMINED BETWEEN EACH INDIVIDUAL BROKER AND THE BROKER'S CLIENT.**  
Owner agrees to pay Broker a sales commission in accordance with Broker's Schedule of Sale and Lease Commissions (the "Schedule"), a copy of which is executed by Owner, attached hereto and hereby made a part hereof. This commission shall be earned for services rendered, if, during the Term: (a) the Property is sold to a purchaser procured by Broker, Owner, or anyone else; (b) any contract for the sale of the Property is entered into by Owner; (c) Property is transferred due to eminent domain or the threat thereof, foreclosure, or conveyance in lieu of foreclosure; (d) Owner contributes or conveys the Property to a partnership, joint venture, or other business entity; or (e) Owner is a corporation, partnership, or other business entity and an interest in such corporation, partnership or other business entity is transferred, whether by merger, outright purchase, or otherwise, in lieu of a sale of the Property. Broker is authorized to cooperate with and to share its commission with other licensed real estate brokers, regardless of whether said brokers represent prospective purchasers (hereinafter "Cooperating Brokers") or assist Broker.
3. As used in this Agreement the term "sale" shall include an exchange of the Property, and also the granting of an option to purchase the Property. Owner agrees that in the event such an option is granted, Owner shall pay Broker a sales commission in accordance with the Schedule on the price paid for the option and for any extensions thereof. This commission shall be paid upon receipt by Owner of any such payment(s). In the event such an option is exercised, either during the term or within one year thereafter, Owner shall also pay Broker a sales commission on the gross sales price of the Property, in accordance with the Schedule. Notwithstanding the foregoing, to the extent that all or part of the price paid for the option or any extension thereof is applied to the sales price of the Property, then any commission previously paid by Owner to Broker on account of such option payment(s) shall be credited against the commission payable to Broker on account of the exercise of the option.
4. Owner further agrees that Owner shall pay Broker a commission in accordance with the Schedule, if, within one hundred eighty (180) calendar days after the expiration or termination of the Term (the "Override Period"), the Property is sold to, or Owner enters into a contract of sale of the Property with any person or entity (including his/her/its successors, assigns or affiliates) with whom Broker has negotiated (either directly or through another broker or agent) or to whom the Property has been submitted prior to the expiration or termination of the Term. Broker is authorized to continue negotiations with such persons or entities. Broker agrees to submit a protective list of such persons or entities to Owner within seventy-two (72) hours following the expiration or termination of the Term as required by M.S.A. §82.21. The protective list may include only persons who have, during the Term, either made an affirmative showing of interest in the Property by responding to an advertisement or by contacting Broker or has been physically shown the Property by Broker, provided, however, that if a written offer has been submitted it shall not be necessary to include the offeror's name on the list. The parties on the protective list must acknowledge in writing that the Property has been presented to such party. The submitted list will include submitted offers, groups currently under contract, and groups identified on the CBRE monthly update list.
5. Broker agrees Owner shall not pay Broker commission fees in accordance with the Schedule, if, within one hundred eighty (180) calendar days after commencement of this Exclusive Sales Listing Agreement, Property is sold to, or Owner enters into a contract of sale of Property with any person or entity as indicated in Appendix B.
6. Owner further agrees that (a) if a lease of the Property is entered into during the Term by anyone, or (b) if, during the Override Period, the Property is leased to, or owner enters into a contract to lease the Property with, or negotiations continue, resume or commence and thereafter continue leading to the lease of the Property to any person or entity (including his/her/its successors, assigns or affiliates) with whom Broker has negotiated (either directly or through another broker or agent) or to whom the Property has been submitted prior to the expiration or termination of the Term, Owner shall pay Broker a leasing commission in accordance with the Schedule.

**IF YOU RELIST WITH ANOTHER BROKER WITHIN THE OVERRIDE PERIOD AND THEN SELL YOUR PROPERTY TO ANYONE WHOSE NAME APPEARS ON THIS LIST, YOU COULD BE LIABLE FOR FULL COMMISSIONS TO BOTH BROKERS. IF THIS NOTICE IS NOT FULLY UNDERSTOOD, SEEK COMPETENT ADVICE.**

7. Commissions shall be payable hereunder when earned or at the earlier of closing of escrow, recordation of the deed, lease execution, or taking of possession by the purchaser or tenant.

8. Check one of the following:

- Owner agrees to have Broker arrange for closing services.  
 Owner shall arrange for closing services to be provided by a third-party.

8. Unless otherwise provided herein, the terms of sale shall be, at the option of the purchaser, either cash or cash to any existing loan. Any offer may contain normal and customary contingencies such as those relating to the condition of the Property, title report, and timing of closing.
9. Owner shall reimburse Broker, monthly or upon request, for its direct out-of-pocket expenses reasonably incurred and approved by Owner in the preparation of the offering brochures required for print advertising, and for other activities involved in marketing the Property hereunder. The reimbursement for these expenses shall not exceed the sum of \$0 Dollars (\$0). Except as expressly provided in this paragraph, all expenses incurred by Broker in the performance of its service shall be borne by Broker, not Owner.
10. Owner agrees to cooperate with Broker in bringing about a sale of the Property and to refer immediately to Broker all inquiries of anyone interested in the Property. All negotiations are to be through Broker. Broker is authorized to accept a deposit from any prospective purchaser and to handle it in accordance with the instructions of the parties unless contrary to applicable law. Broker is exclusively authorized to advertise the Property and, exclusively, to place a sign(s) on the Property if, in Broker's opinion, such would facilitate the sale of the Property. Owner and its counsel will be responsible for determining the legal sufficiency of any purchase and sale agreement and other documents relating to any transaction contemplated by this Agreement.
11. In the event the Property is removed from the market due to the opening of an escrow or acceptance of an offer to purchase the Property during the Term, or any extension thereof, and the sale is not consummated for any reason then, in that event, the Term shall be extended for a period of time equal to the number of days that the escrow had been opened and/or the Property had been removed from the market, whichever is longer, provided that, in no event shall such extension(s) exceed one hundred eighty (180) calendar days in the aggregate.
12. Owner agrees to disclose to Broker and to prospective tenants or purchasers any and all information which Owner has regarding present and future zoning and environmental matters affecting the Property and regarding the condition of the Property, including, but not limited to structural, mechanical and soils conditions, the presence and location of asbestos, PCB transformers, other toxic, hazardous or contaminated substances, and underground storage tanks in, on, or about the Property. Broker is authorized to disclose any such information to prospective purchasers or tenants.
13. Owner represents that it is the owner of the Property and that, except as may be set forth in an addendum attached hereto, no person or entity who has an ownership interest in the Property is a foreign person as defined in the Foreign Investment in Real Property Tax Act (commonly known as "FIRPTA").
14. If earnest money or similar deposits made by a prospective purchaser or tenant are forfeited, in addition to any other rights of Broker pursuant to this Agreement, Broker shall be entitled to one-half (1/2) thereof, but not to exceed the total amount of the anticipated commission.
15. To the extent permitted by applicable law, Broker is authorized to deduct its commissions from any deposits, payments or other funds, including proceeds of sale or rental payments, paid by a purchaser or tenant in connection with a transaction contemplated by this Agreement, and Owner hereby irrevocably assigns said funds and proceeds to Broker to the extent necessary to pay said commissions. Broker is authorized to provide a copy of this Agreement to any escrow or closing agent working on such transaction, and such escrow or closing agent, or tenant, is hereby instructed by Owner to pay Broker's commissions from any such funds or proceeds available. Owner shall remain liable for the entire amount of said commissions regardless of whether Broker exercises its rights under this paragraph.
16. Owner and Broker designate the individual(s) identified below as the legal agent(s) of Owner, to the exclusion of all other licensees of Broker (individually or collectively referred to as "Designated Agent(s)"). Owner acknowledges that Broker is a national brokerage firm and that in some cases it may represent prospective purchasers or tenants. Owner desires that the Property be presented to such persons or entities, and consents to any dual representation created in the event that such purchaser or tenant is also represented by Designated Agent(s). Designated Agent(s) shall not disclose the confidential information of one principal to the other.
- Designated Agent(s): Brian Pankratz, Richard Palmiter, Krista Flemming
17. In the event that the Property comes under the jurisdiction of a bankruptcy court, Owner shall immediately notify Broker of the same, and shall promptly take all steps necessary to obtain court approval of Broker's appointment, unless Broker shall elect to terminate this Agreement upon said notice.
18. In the event that the Property becomes the subject of foreclosure proceedings prior to the expiration of this Agreement, then Broker may, in its sole and absolute discretion (i) suspend this Agreement until such time as Broker may elect, in its sole and absolute discretion, to reinstate this Agreement, or (ii) terminate this Agreement and be free to enter into a listing agreement with any receiver, the party initiating the foreclosure, the party purchasing the Property at a foreclosure sale, or any other person having an interest in the Property.
19. In the event Owner fails to make payments within the time limits set forth herein, then from the date due until paid, the delinquent amount shall bear interest at the four percent (4%) per year.

20. Each signatory to this Agreement represents and warrants that (s)he has full authority to sign this Agreement on behalf of the party for whom (s)he signs and that this Agreement binds such party.
21. This Agreement constitutes the entire agreement between Owner and Broker and supersedes all prior discussions, negotiations and agreements, whether oral or written. Owner and Broker each represent and warrant to the other that in entering into this Agreement, they are not relying upon any discussions, representations, understandings or agreements, other than the matters specifically stated herein. No amendment, alteration, cancellation or withdrawal of this Agreement shall be valid or binding unless made in writing and signed by both Owner and Broker. This Agreement shall be binding upon, and shall benefit, the heirs, successors, and assignees of the parties. In the event any clause, provision, paragraph or term of this Agreement shall be deemed to be unenforceable or void based on any controlling state or federal law, the remaining provisions hereof, and each part, shall remain unaffected and shall continue in full force and effect.
22. The parties hereto agree to comply with all applicable federal, state and local laws, regulations, codes, ordinances and administrative orders having jurisdiction over the parties, Property or the subject matter of this Agreement, including, but not limited to, the 1964 Civil Rights Act and all amendments thereto, the Foreign Investment In Real Property Tax Act, the Comprehensive Environmental Response Compensation and Liability Act, and The Americans With Disabilities Act. Owner and Broker agree that the Property will be offered in compliance with all applicable anti-discrimination laws.

The undersigned Owner hereby acknowledges receipt of a copy of this Agreement.

**BROKER:**

**CBRE, Inc.**  
**Licensed Real Estate Broker**

By: Richard Palmiter  
 Richard Palmiter  
 Title: Vice President

By: Brian Pankratz  
 Brian Pankratz  
 Title: Vice President

Address: 4400 West 78<sup>th</sup> Street  
Suite 200  
Minneapolis, MN 55435

Telephone: (952) 924-4600

Date: 1-28-14

**OWNER:**

**City of Ramsey**

By: Sarah Strommen  
 Sarah Strommen  
 Title: Mayor

By: Kurt Ulrich  
 Kurt Ulrich  
 Title: City Administrator

Address: 7550 Sunwood Drive NW  
Ramsey, MN 55303

Telephone: 763-427-1410

Date: January 28, 2014

**OWNER:**

**Ramsey Housing & Redevelopment Authority (HRA)**

By: Randy Backous  
 Randy Backous  
 Title: HRA Chair

By: Ted LaFrance  
 Ted LaFrance  
 Title: Executive Director

Address: 7550 Sunwood Drive NW  
Ramsey, MN 55303

Telephone: 763-427-1410

Date: January 28, 2014

**CONSULT YOUR ADVISORS** – This document has legal consequences. No representation or recommendation is made by Broker as to the legal or tax consequences of this Agreement or the transaction(s) which it contemplates. These are questions for your attorney and financial advisors.

## Owner Marketing Approval

Property Name:	City of Ramsey Land
Property Address:	(See Exhibit "A"), City of Ramsey, MN
Broker(s):	Brian Pankratz, Richard Palmiter, Krista Flemming

I hereby authorize CBRE to actively market the above-referenced property with signage, spec sheets, brochures, postcards, company web page, MNCAR, Co-Star & Loopnet:

**OWNER:**

City of Ramsey

By:   
Sarah Strommen

Title: Mayor

By:   
Kurt Ulrich

Title: City Administrator

Date: January 28, 2014

**OWNER:**

Ramsey Housing & Redevelopment Authority (HRA)

By:   
Randy Backous

Title: HRA Chair

By:   
Ted LaFrance

Title: Executive Director

Date: January 28, 2014



SCHEDULE OF LAND SALE COMMISSIONS

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

FOR PROPERTY: (See Exhibit "A")

NOTICE: THE COMMISSION RATE FOR THE SALE, LEASE, RENTAL, OR MANAGEMENT OF REAL PROPERTY SHALL BE DETERMINED BETWEEN EACH INDIVIDUAL BROKER AND ITS CLIENT.

As to all sales of real property, the commission shall be calculated on the basis of five percent (5%) of the gross sales price of the property paid to owners at closing.

The minimum gross sale price for industrial and office land, for the purpose of calculating CBRE's commission only, shall be \$2.00 per square foot.

The provisions hereof are subject to the terms and provisions of any Authorization of Sale, Exclusive Leasing Agreement or other agreement to which this Schedule may be attached and which is executed by the parties hereto.

In the event Owner fails to make payments within the time limits called for herein, then from the date due until paid, the delinquent payment shall bear interest at four percent per year.

The undersigned Owner hereby acknowledges receipt of a copy of this Schedule and further agrees that it shall be binding upon the heirs, successors and assigns of the undersigned.

APPROVED this 28th day of January, 2014

CBRE, Inc.
Licensed Real Estate Broker

By: Richard Palmiter
Title: Vice President

By: Brian Pankratz
Title: Vice President

OWNER:
City of Ramsey

By: Sarah Strommen
Its: Mayor

By: Kurt Ulrich
Its: City Administrator

OWNER:
Ramsey Housing and Redevelopment Authority (HRA)

By: Randy Backous
Its: HRA Chair

By: Ted LaFrance
Its: Executive Director

**Exhibit A**

Exclusive Sale Listing Agreement:  
Property Listing Descriptions

Parcels to be listed for sale by CBRE

<u>Property Identification Number (PID)</u>	<u>Unique Ramsey Identification Number</u>
1. 253225430043	08
2. 113225430004	11
3. 273225440003	28
4. 063225140009	34
5. 273225330006	37
6. 343225130005	40
7. 283225220011, 283225220013	42
8. 353225310018	44
9. 283225220058	46
10. 2832255230010, 283225310019	47
11. 283225240009 (partial), 283225240009, 283225240011, 283225240010, 283225240013, 28322540012	48
12. 283225420017, 283225420018	49
13. 283225410009	50
14. 283225140094	51
15. 283225240005, 283225130034, 283225130033	52
16. 283225210035, 283225210030	53
17. North Commons, Four 9,000 sq. ft. Lots (no PIDs) (283225210033)	54

**Exhibit B**

Exclusive Sale Listing Agreement:  
Owner Prospect List

Parcels CBRE receives no regular commission fees in accordance with the Schedule, during the first six months of the executed Exclusive Listing Agreement, if said properties are sold to the following prospect buyers (July 28, 2014).

<b>Property Identification Number (PID)</b>	<b>Ramsey ID</b>	<b>Prospect Buyer</b>
15. North Commons, Four Lots (no PIDs)	54	Greg Bauer Trilogy Homes, Inc. 9340 Highway 10 NW Ramsey, MN 55303
4. 063225140009	34	Nathan Gunn Homes of Influence, LLC 14228 Vintage Street NW Andover, MN 55304  Nathan Gunn Foundational Realty, LLC 14228 Vintage Street NW Andover, MN 55304
6. 283225220011, 283225220013	42	Casey's General Store, Inc. One Convenience Boulevard Ankeny, IA 50021
8. 353225310018	44	Nathan Gunn Homes of Influence, LLC 14228 Vintage Street NW Andover, MN 55304  Nathan Gunn Foundational Realty, LLC 14228 Vintage Street NW Andover, MN 55304
12. 283225410009	50	Casey's General Store, Inc. One Convenience Boulevard Ankeny, IA 50021

See paragraph 5 of Exclusive Listing Agreement for details.

## **CC Special Work Session**

**Meeting Date:** 02/26/2019

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### **Title:**

Receive Update on Economic Development Marketing Efforts

### **Purpose/Background:**

#### **Marketing Materials Update**

City Staff has been working with WSB to update City marketing materials per the attached contract. Included in this update will be a Community Profile, Infographics, regional maps, site maps, interactive PDFs, utilization of Trade Area data, a COR map update. All of which can be incorporated into presentations that can be given to business prospects. Staff anticipates a draft to be ready for Review by the EDA at its March meeting.

Staff will provide an overview of existing marketing materials and webpage. Staff will also highlight the new webpage for the Anoka County Regional Economic Development Partnership.

### **International Council of Shopping Centers (ICSC)**

Proposal: Approve \$3,000 expenditure to allow the Economic Development Manager to attend the annual Recon event held by the International Council of Shopping Centers (ICSC). This event is the largest gathering of retailers, commercial end users and site selectors in the nation.

The City of Ramsey is approaching the 30,000 population threshold which can be significant for certain national retailers and restaurants. One of the biggest conferences with site selectors from these retailers and restaurants is held in Las Vegas in May each year. Mr. Rob Hardy has executed a PA to develop the three (3) plus acres at the southwest corner of Sunwood Drive and Armstrong Boulevard and plans to attend this conference. Mr. Hardy will be attending this conference to market this project. A coordinated approach between the City and Mr. Hardy could prove to be very effective and garnering interest, developing relationships and securing tenants for both his site and others within the community. Staff believes that there is sufficient feedback from the community and residents to enhance our retail recruitment efforts to justify this investment.

Staff will be bringing forth a proposal to the EDA on March 14th for consideration but thought that input from the EDA and City Council at this time would be helpful.

### **Timeframe:**

10 minutes.

### **Funding Source:**

Marketing Material Update Work Order has been already been approved by the EDA and funded by the EDA Budget/Levy.

ICSC will be discussed at March EDA Meeting but if it is decided to move forward it would be anticipated to come out of the EDA marketing budget line.

### **Responsible Party(ies):**

Economic Development Manager

### **Outcome:**

Provide feedback on economic development marketing approach.

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### Attachments

WSB Marketing Update Contract

Community Profile

---

### Form Review

**Inbox**

Tim Gladhill  
Sean Sullivan (Originator)  
Tim Gladhill  
Kurt Ulrich  
Sean Sullivan (Originator)  
Tim Gladhill  
Kurt Ulrich  
Form Started By: Sean Sullivan  
Final Approval Date: 02/21/2019

**Reviewed By**

Tim Gladhill  
Kathy Schmitz  
Tim Gladhill  
Sean Sullivan  
Sean Sullivan  
Kathy Schmitz  
Kurt Ulrich

**Date**

02/21/2019 02:27 PM  
02/21/2019 02:41 PM  
02/21/2019 02:44 PM  
02/21/2019 03:36 PM  
02/21/2019 03:51 PM  
02/21/2019 03:54 PM  
02/21/2019 04:10 PM  
Started On: 02/21/2019 09:08 AM



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.

November 15, 2018

Page 2 of 3

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

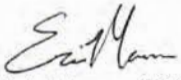
**Acceptance / Notice to Proceed:**

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.

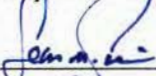
We sincerely appreciate your consideration of this proposal and look forward to working with you! If you have any questions or need additional information, please feel free to contact us.

Sincerely,  
WSB & Associates, Inc.

  
Ben Maurer, Principal  
VP of Marketing and Communications  
Ph. 763-512-5252  
[BMaurer@wsbeng.com](mailto:BMaurer@wsbeng.com)

  
Eric Maass, AICP  
Project Manager  
Ph. 763-270-3463  
[EMaass@wsbeng.com](mailto:EMaass@wsbeng.com)

ACCEPTED BY:  
City of Ramsey, MN

  
Sean Sullivan, EDFP,  
Economic Development Manager

12/10/18  
Date

Links:

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

November 15, 2018

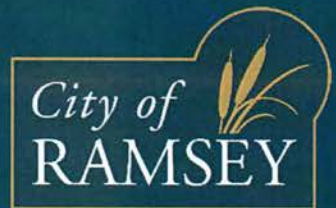
Page 3 of 3

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

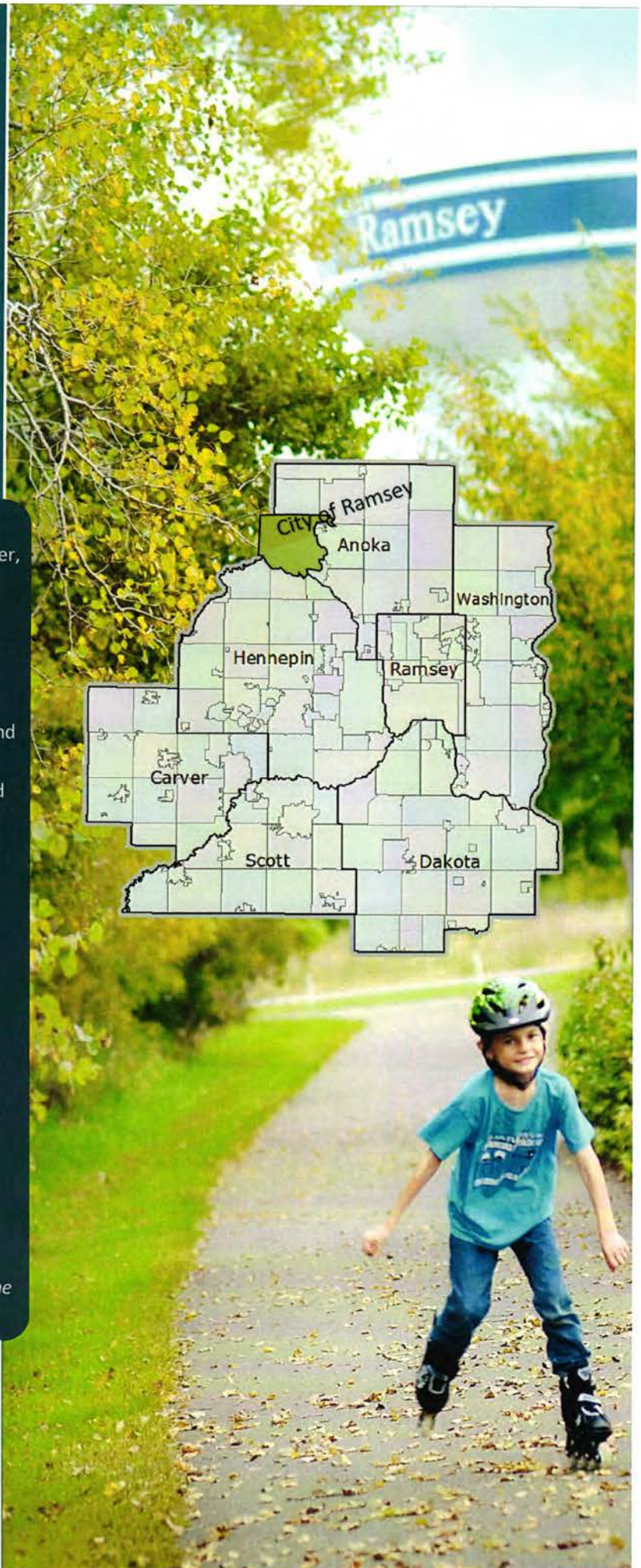
- Bordered by both the Mississippi River and the Rum River, offering unique outdoor amenities
- Second fastest growing city in Anoka County
- Located along major transportation corridors: U.S. Highway 10, U.S. Highway 169, State Highway 47, and Northstar Commuter Rail
- Manufacturing hub: 33% of businesses 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

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### RESIDENTIAL DEVELOPMENT PATTERNS

Average roughly 200 new housing units annually

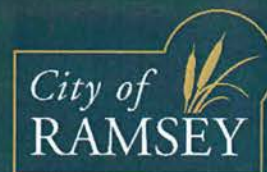
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### MAJOR ACTIVE SF DEVELOPMENTS

- Single-Family Construction – Brookfield (70 lots) by Capstone Homes
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## BUSINESS PARKS

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### MAJOR RECENT DEVELOPMENTS

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- Office Expansion—Anderson Dahlen expands 84,000 sf facility by 100,000 sf in 2017.
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  - 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.

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### RECENT MAJOR ACTIVITY

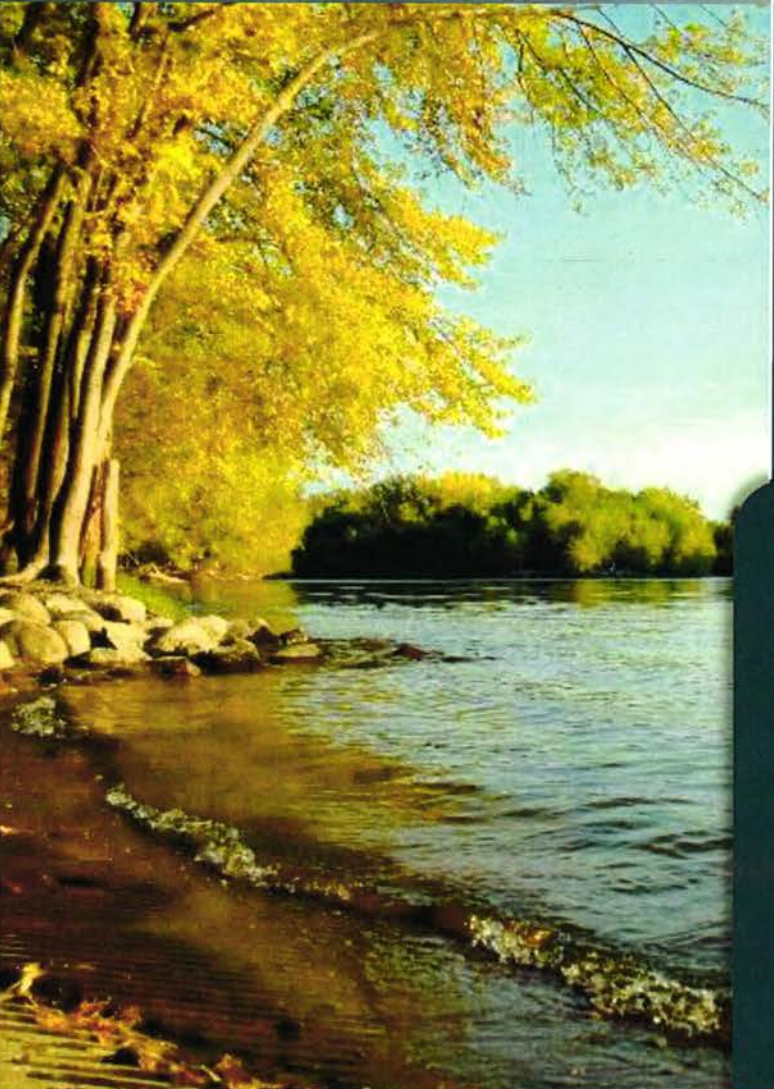
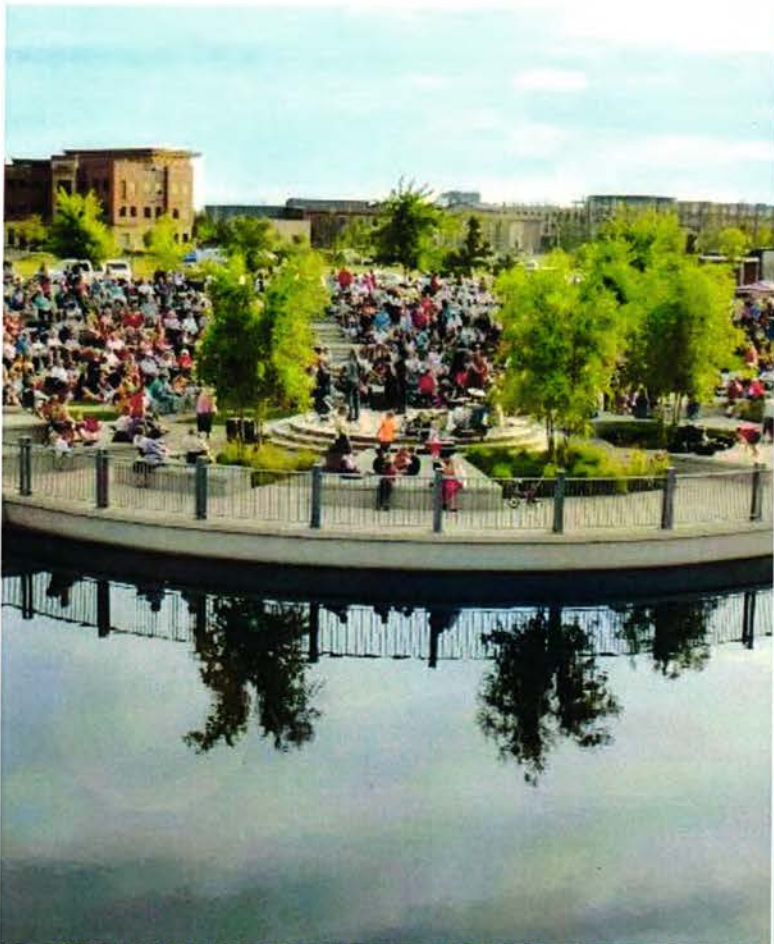
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### PRE-2016 PROJECTS

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- Various single family and townhome developments totaling over 1,000 households





## CONTACTS



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763.433.9845  
[kulrich@cityoframsey.com](mailto:kulrich@cityoframsey.com)



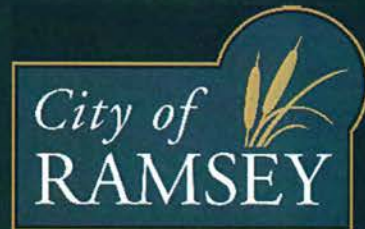
**Tim Gladhill**  
Community Devel. Director  
763.433.9826  
[tgladhill@cityoframsey.com](mailto:tgladhill@cityoframsey.com)



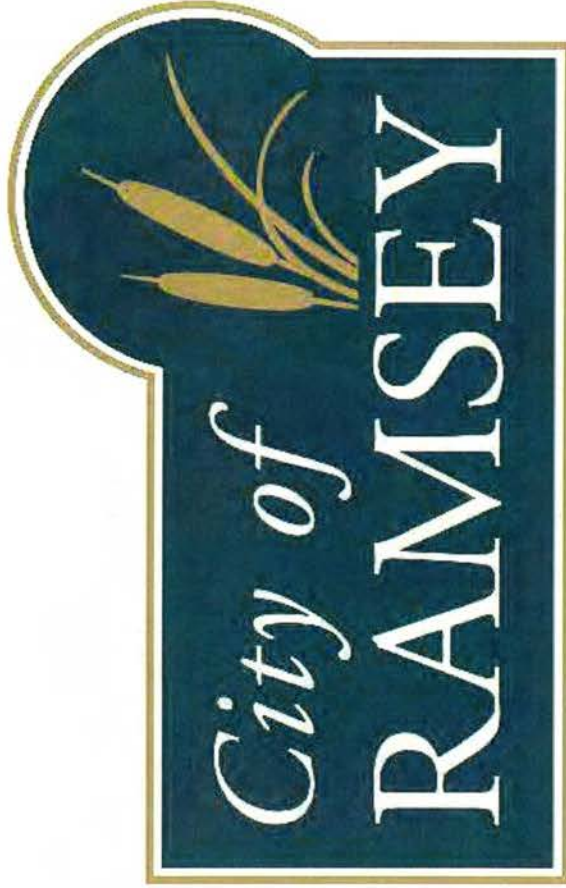
**Bruce Westby**  
City Engineer  
763.433.9825  
[bwestby@cityoframsey.com](mailto:bwestby@cityoframsey.com)



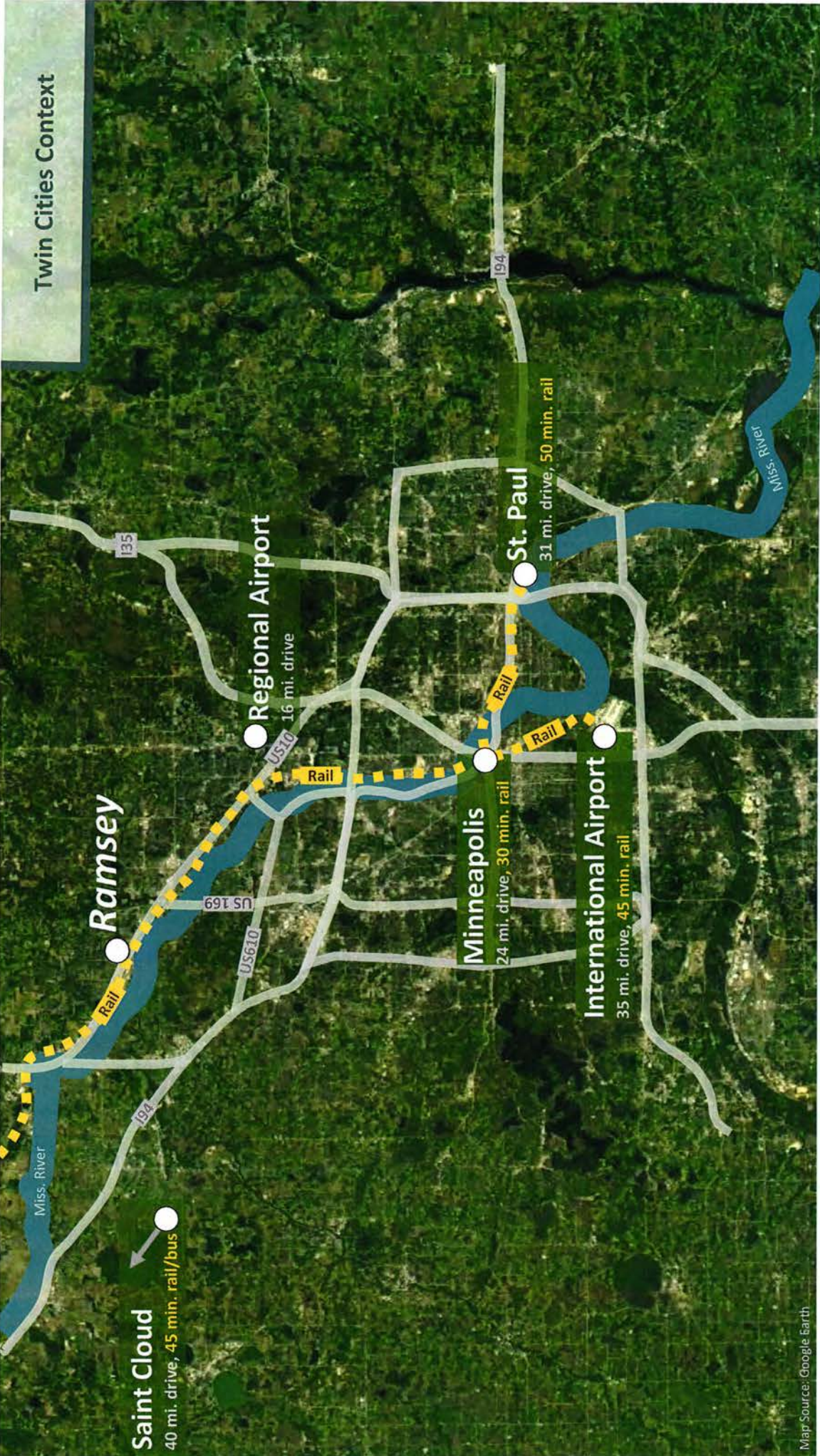
**Sean Sullivan**  
Economic Devel. Manager  
763.433.9868  
[ssullivan@cityoframsey.com](mailto:ssullivan@cityoframsey.com)



7550 Sunwood Drive NW, Ramsey, MN 55303  
763.427.1410, [www.cityoframsey.com](http://www.cityoframsey.com)

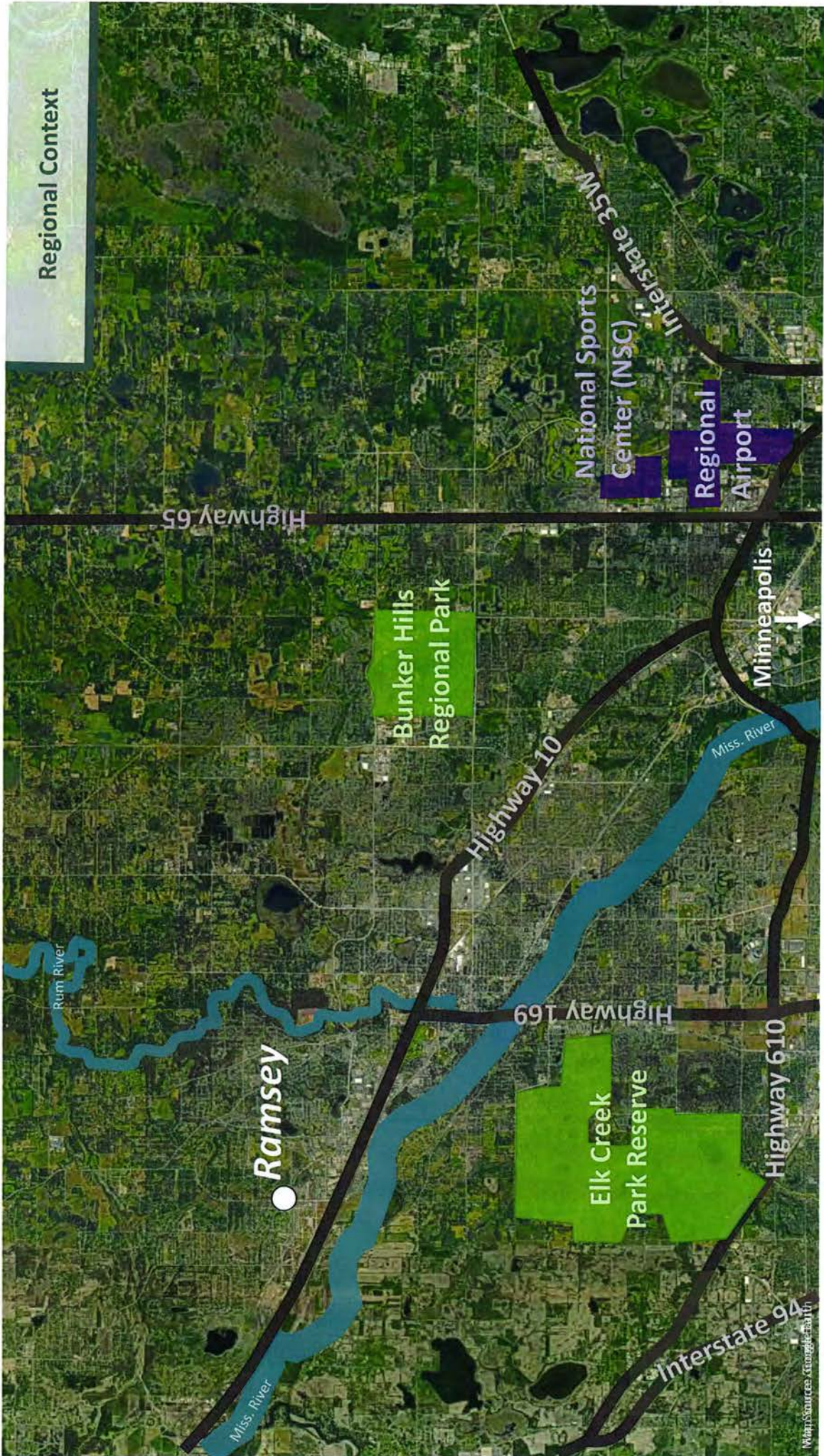


Insert Audience



Twin Cities Context

Regional Context



Highway 65

National Sports Center (NSC)

Regional Airport

Bunker Hills Regional Park

Highway 10

Minneapolis

Miss. River

Rum River

Ramsey

Highway 169

Elk Creek Park Reserve

Highway 610

Interstate 94

MapSources XGoogleEarth

## Existing Biz Park

### Ramsey/ Anoka Business Park (red)

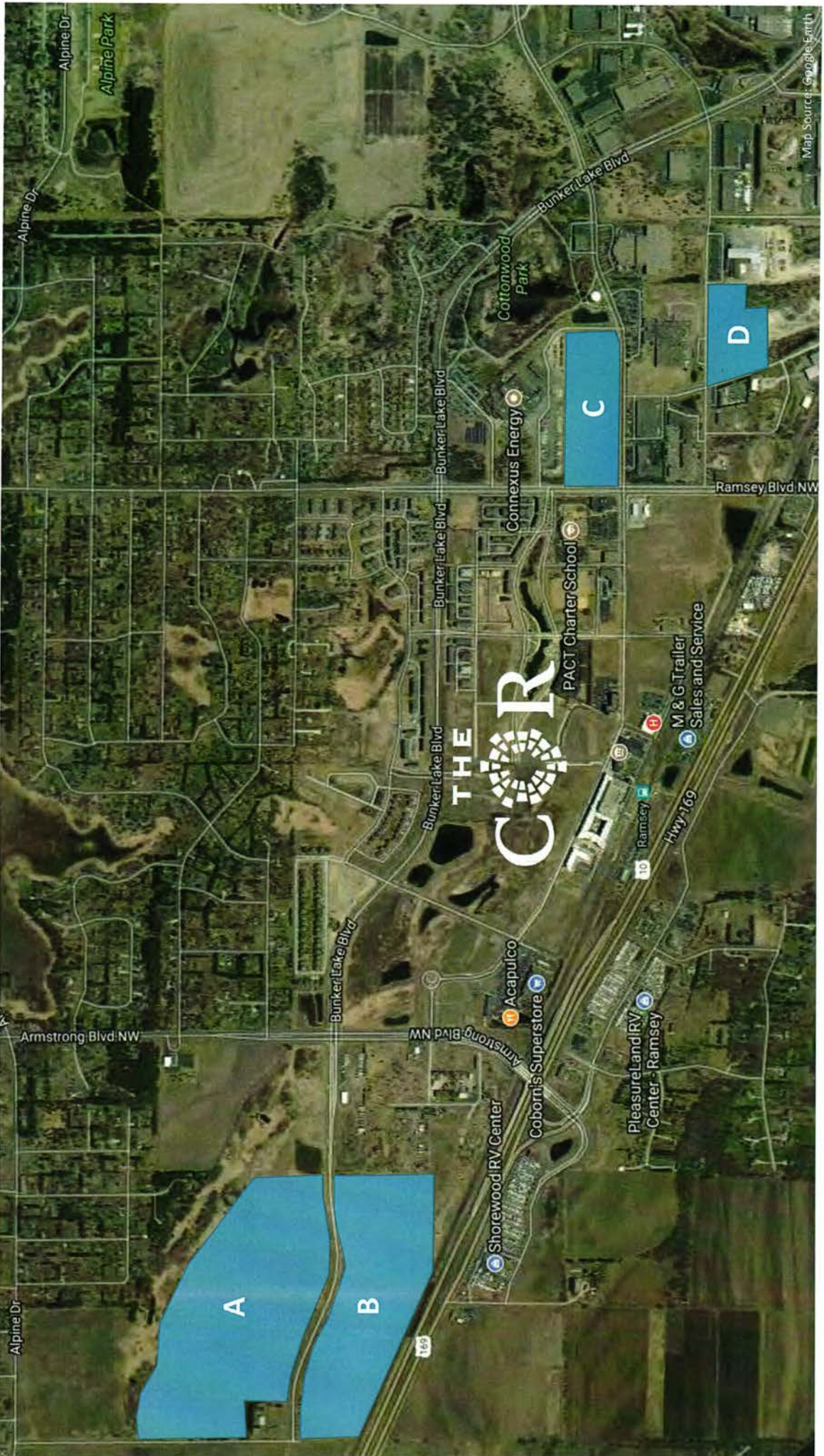
- 1,000+ acres, 15,000 jobs, operations from Fortune 500 Companies
- Ramsey takes pride in developing long lasting positive relationships with local businesses
- Ramsey recently established a new 115 acre green-field business park in response to demand from existing business community (located west of 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).





Alpine Dr

Armstrong Blvd NW

Alpine Dr

Alpine Dr

Alpine Park

A

B

Bunker Lake Blvd

Armstrong Blvd NW

Bunker Lake Blvd

Bunker Lake Blvd

Bunker Lake Blvd

THE COR

Cottonwood Park

Connexus Energy

PACT Charter School

C

PleasureLand RV Center - Ramsey

Coborn's Superstore

Acapulco

Shorewood RV Center

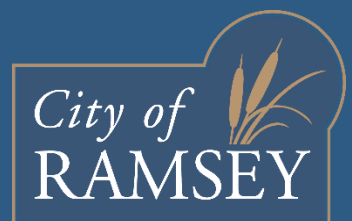
M & G Trailer Sales and Service

Ramsey Blvd NW

D

Map Source: Google Earth

*City of* **RAMSEY**



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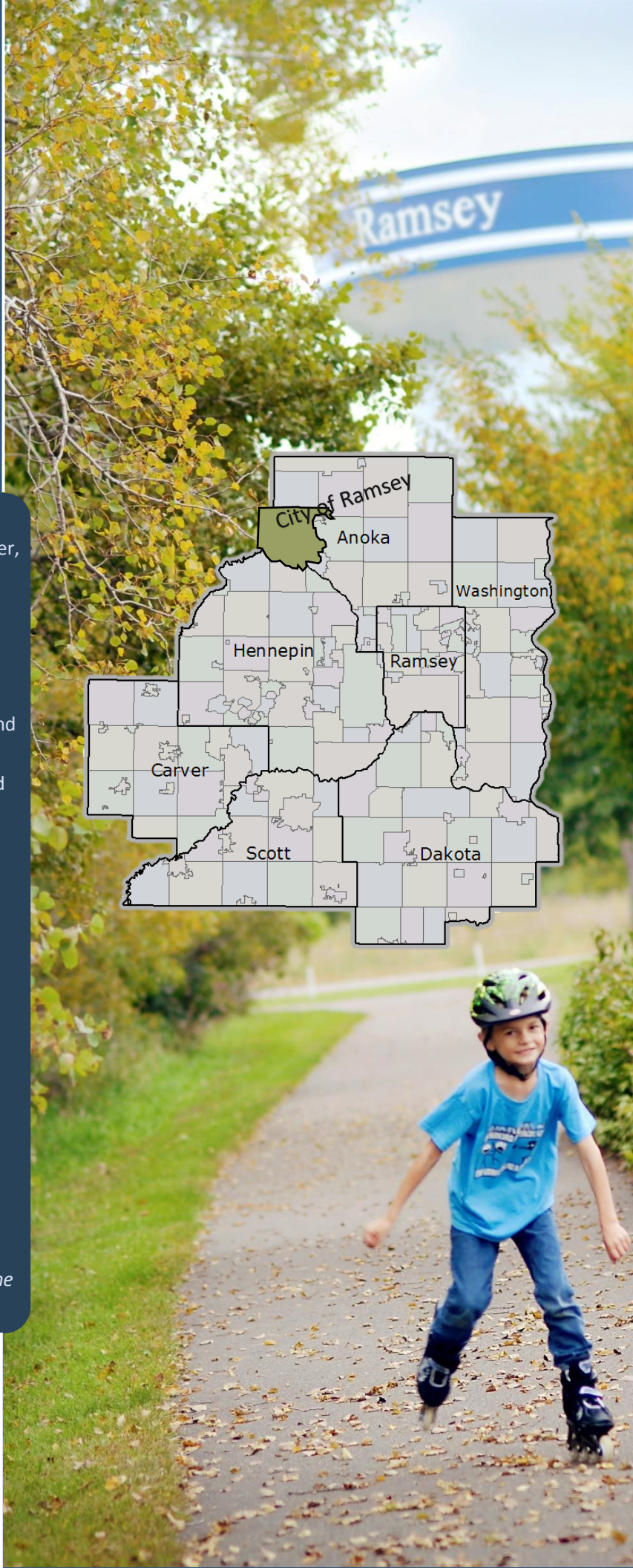
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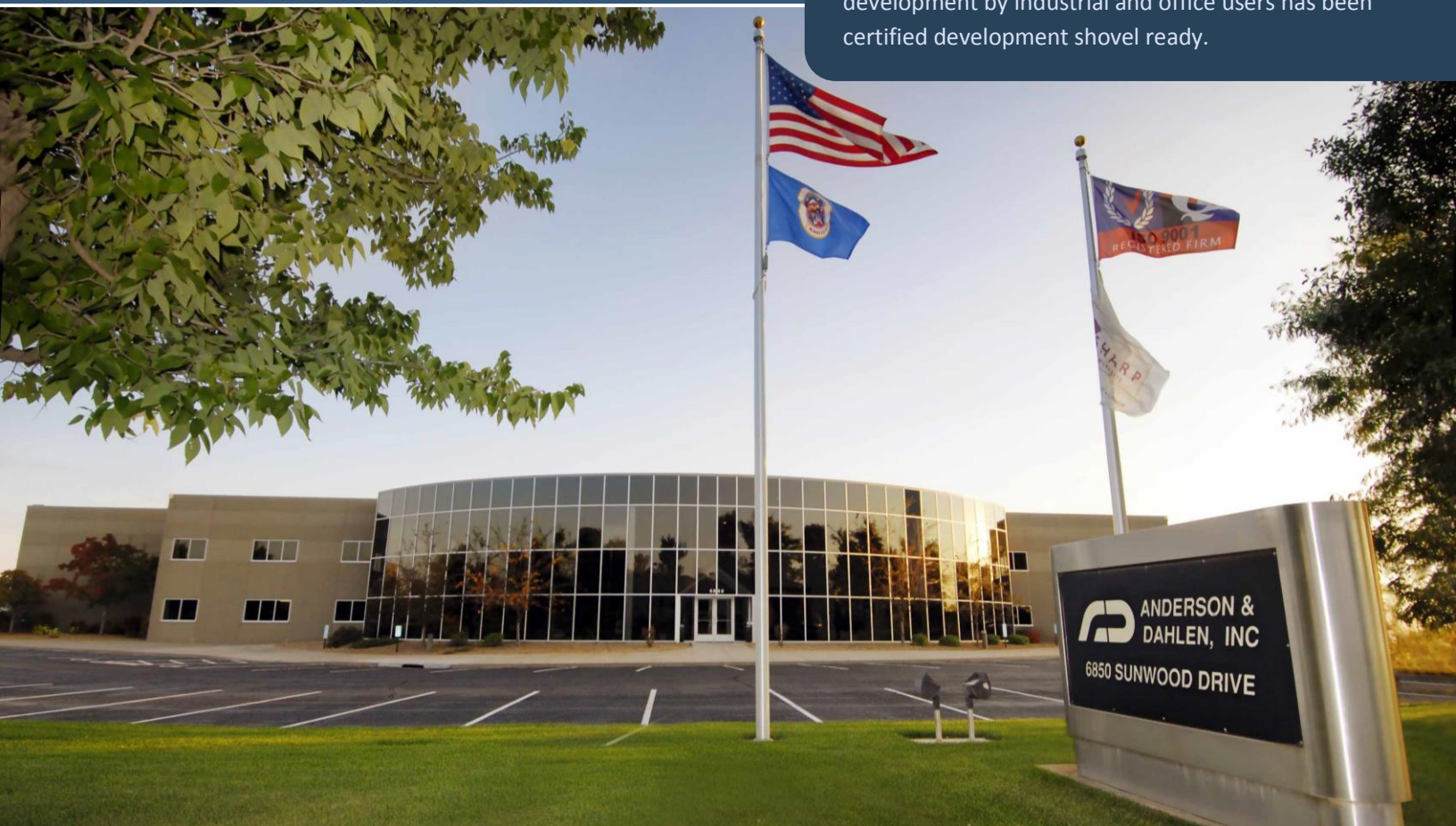
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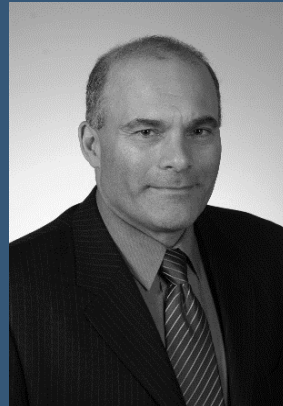
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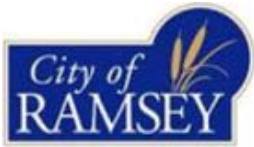
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**Sean Sullivan**  
Economic Devel. Manager  
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7550 Sunwood Drive NW, Ramsey, MN 55303  
763.427.1410, [www.cityoframsey.com](http://www.cityoframsey.com)



Our Mission: To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services.

**CC Special Work Session**

**Meeting Date:** 02/26/2019

**By:** Colleen Lasher, Administrative Services

**Title:**

Review Future Topics/Calendar

**Purpose/Background:**

Attached is the current list of future topics for work session discussion. Items are drawn from Council requests at meetings, or are related to topics that have been identified in the City's strategic plan. Tentative dates have been assigned.

**Recommendation:**

N/A

**Action:**

For Council review - no formal action necessary.

**Attachments**

[Future Topics List](#)

**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Kurt Ulrich	Kurt Ulrich	02/21/2019 03:56 PM
Form Started By: Colleen Lasher		Started On: 02/20/2019 09:45 AM
Final Approval Date: 02/21/2019		

**City Council Future Topics – Work Session**

*(Draft)*

<b>Date</b>	<b>Topics for Discussion – Council Action</b>
March	Board and Comm. Interviews – normally 3 <sup>rd</sup> Tuesday in March - Lasher
04-09-19	Discuss the Public Works Campus
April	Discuss Councilmembers Serving on Boards and Commissions
TBD	Review History of Land Use Plan and Branding for The COR -- Gladhill
TBD	Discuss Ford Brook Park Renovation - Riverblood
<b>Date</b>	<b>Topics for Discussion – Regulatory</b>
NA	Not applicable at this time.
<b>Date</b>	<b>Topics for Discussion – Policy</b>
03-12-19	Discuss Pet Licensing and Pet Clinics – Katers
March	Discuss Planning for Future Potable Water Supply --Westby
March	Intersection Control Evaluation for Spot Improvements on Armstrong -- Westby
April	Review and Consider Adoption of Ramsey’s Portion of Previous Highway 47 Study – Westby
April	Council Committee Assignments Process
2019	Newsletter Policy to Address Advertising and Content Control --Ulrich
TBD	Review Policy Re. Remote Attend. & Participation in Council and Comm. Meetings -- Ulrich
<b>Date</b>	<b>Topics for Discussion – Planning and Budget</b>
March	Trail Maintenance Policy - Westby
May	Stormwater Pond Maintenance Policy -Westby
TBD	Summary of Employee Compensation and development plan --Lasher
TBD	Accounting of City Engineering Staff Time for City Projects
TBD	Capital and Equipment Funding and Existing Fund Balances
TBD	Water Treatment Plant -
TBD	Discuss Financing of the New Public Works Campus - Ulrich
<b>Date</b>	<b>Topics for Discussion – Information</b>
TBD	Discuss Historic Town Hall - Ulrich