

March 5, 2026

Mark Riverblood and Brian Hagen
City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

Subject: **Ramsey Community Center Engagement
PR22-0152.00**

Dear Mark and Brian:

Thank you for the continued partnership as we work together to confirm programming direction for the future Community Center. Based on our discussions and our understanding of Ramsey's priorities, we've crafted a 3 phase approach to achieving this objective:

1. Phase 1: Internal Discovery + Survey Draft
2. Phase 2: Community Engagement
3. Phase 3: Synthesis

We recommend structuring Phase 2 to intentionally reflect the City's three primary age bands: families with young children, young adults, and seniors. As requested, we've structured this fee proposal as an a la carte menu of options. We welcome engaging with you to craft the right mix that works for the City and represents your citizens. To that end, we recommend a few scenarios for consideration— each intentionally designed to reach the three primary age bands in settings where they already gather. This approach allows for balanced representation and produces segmented data that allows the City to clearly understand both shared priorities and generational differences.

Community centers are long-term civic investments. Programming decisions made now influence financial sustainability, facility utilization, and community identity for decades. By structuring engagement intentionally across life stages, Ramsey can confidently demonstrate that its program direction reflects broad, balanced input and thoughtful stewardship of public investment. This approach positions the City for clarity, alignment, and long-term community support. The below outlines our approach and fee proposal for all phases of engagement.

Project Understanding

The City of Ramsey is seeking to confirm desired program activities and footprint(s) for a future Community Center through a structured and data-informed engagement process.

Based on conversations to date, we understand this scope to include:

- Reviewing prior engagement efforts and relevant City programming data
- Facilitating a focused Leadership Roundtable to clarify objectives, priorities, and operational considerations
- Developing and refining a community survey to test potential program elements
- Analyzing survey results to inform targeted community engagement activities (as selected)
- Synthesizing all input into a clear, documented direction for Council consideration

This process is designed to build from internal alignment to broader community input — shaping programming that reflects both operational realities and community priorities. The outcome includes an Executive Summary Report documenting engagement themes, survey findings, and a recommended program direction, and construction cost scope, grounded in stakeholder and community feedback.

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Approach/Scope of Services

Based on our conversations to date, Architect anticipates providing to you the following scope of services:

Phase 1: Internal Discovery + Survey

Task 1A: Review of Prior Efforts

- Architect reviews information from previous community engagement efforts and studies conducted surrounding the Community Center.

Task 1B: Contextual Programming Analysis

- The Architect will analyze public and private uses within the City of Ramsey to inform potential Community Center programming and identify areas of market saturation or unmet need. Deliverable includes an exhibit illustrating comparable programming within an agreed-upon radius of the site.

Task 1C: Draft Survey Development (Version 1)

- Architect develops first draft of survey addressing potential program elements and support questions.

Task 1D: Owner Work Session (Virtual)

Architect meets with the Owner to:

- Review findings from discovery and contextual analysis
- Review draft survey framework
- Confirm objectives and agenda for Leadership Roundtable

Task 1E – Leadership Roundtable Meeting (In Person – 90 Minutes)

Architect facilitates a Leadership Roundtable including department heads, designated representatives, and City Council.

Objectives include:

- Discuss goals of this project
- Gather input on potential programs
- Gather input on departmental priorities and operational considerations

Task 1F – Survey Refinement (Version 2)

Architect refines the survey instrument based on Leadership Roundtable feedback.

Task 1G – Owner Survey Confirmation Meeting (Virtual)

Architect meets with Owner to:

- Review revised survey
- Confirm delivery method and target recipients (Survey can be sent both internally to City staff and externally to community members, with the ability to parse out data.)
- Confirm internal and external distribution strategy
- Finalize approval for release

Task 1H - Survey Release

- Survey is distributed via web link upon Owner approval, by Owner.

Task 1I – Survey Data Analysis

Architect analyzes survey results and identifies key themes, priorities, and areas requiring further exploration in preparation for community engagement session(s).

Phase 2 Community Engagement

As discussed with Owner, the following engagement formats (in person) may be selected to tailor scope and fee:

- 2A. Pop-Up Engagement(s)
- 2B. Community Design Fair
- 2C. Community Alignment & Direction Workshop

2A. Pop-up Engagement(s) – 2 hours each - \$2,500 per engagement

Architect facilitates conversations with community members across the City of Ramsey in accessible, high-traffic settings such as local coffee shops, the Farmers Market, EDA Business Expo, Food Truck Wednesdays, Ramsey Seniors Club events, athletic association events, and other established community events.

These informal yet intentional engagements are designed to meet residents where they already gather. Through guided prompts and brief interactive activities, participants are invited to share how a new community center will feel welcoming, foster a sense of belonging, and positively contribute to Ramsey's identity and daily life.

Participants engage in interactive ranked-choice exercises around potential programs and provide feedback about their selections to Architect. Conversations may explore perceived opportunities, potential barriers to support, and ideas for long-term community ownership.

2B. Community Design "Fair" - 4 hours - \$8,500

Architect facilitates a community-wide design conversation hosted at the new Splash Pad on July 9th or August 13th, creating an open and welcoming environment for broad public participation. Envisioned as an interactive "design fair," multiple engagement stations are distributed throughout the park to encourage conversation and hands-on involvement.

Each station focuses on collecting data regarding community programming preferences, with station activities finalized prior to workshop. Data collected during the event is documented and synthesized to inform programming decisions.

Ideas include:

- Ranked Choice exercise: Participants select top three program "must haves." Tokens will be different colors and represent first, second, third choice.
- Dot-voting exercise: Participants "spend" up to 5 stickers on programming preferences. Stickers could have different colors to represent different age bands (youth with one color / adults with another color for example).
- Open Ended Question Stations: Participants write responses to questions regarding programming activities and how the programs would strengthen feelings of belonging within the City.

2C. Community Alignment & Direction Workshop – 2-4 hours - \$12,500

The Architect facilitates a workshop with up to 50 community leaders for a focused working session to review and synthesize what has been learned from the various community engagement session(s) to date. The presentation includes aggregated insights from all community engagement conversations, survey, as well as a draft program scenarios representing common themes and priorities heard.

Through facilitated discussion, the group identifies strengths, weaknesses, opportunities, and threats related to the program options. The outcome of this session includes a documented framework that

defines the preferred path forward – providing Council with a grounded, community-informed basis for advancing into design (when ready).

The outcomes will help determine whether the community prefers a standard park building at The Waterfront (adjacent to the splash pad) paired with a larger traditional public/private community center located south of Ramsey Parkway.

Phase 3: Synthesis

Architect prepares an Executive Summary Report documenting:

- Leadership Roundtable insights
- Survey findings
- Community engagement themes (if applicable)
- Identified priorities and recommended program direction

Proposed Fees:

1. Phase 1: Internal Discovery + Survey Draft - \$36,800
2. Phase 2: Community Engagement - *Varies* – \$11,000 - \$28,300 (see below for recommended options)
 - a. Pop-Up Engagements - \$2,500 per engagement
 - b. Community Design Fair - \$8,500
 - c. Community Alignment and Direction Workshop - \$12,500
3. Phase 3: Synthesis - \$5,400

Small	Medium	Medium +	Large
<ul style="list-style-type: none"> • 1 Pop-Up Engagement (Business Expo – April 25) • Community Design Fair (intended to capture all age bands) 	<ul style="list-style-type: none"> • 3 Pop-Up Engagements • Community Alignment and Direction Workshop 	<ul style="list-style-type: none"> • 1 Pop-Up Engagement • Community Design Fair • Community Alignment and Direction Workshop 	<ul style="list-style-type: none"> • 3 Pop-Up Engagements • Community Design Fair • Community Alignment and Direction Workshop
\$11,000	\$19,800	\$23,300	\$28,300

Proposed Schedule:

		2026																					
		Mar.			April				May				June				July			August			
		16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug
Weeks		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Contract Approval																							
Phase 1: Internal Discovery + Survey		Phase 1																					
Task 1A: Review of Prior Efforts																							
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Task 1H - Survey Release																							
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Phase 2 Community Engagement		Phase 2																					
Task 2A - Pop-up Engagements																							
Task 2B - Community Design "Fair"																							
Task 2C - Community Alignment and Direction Workshop																							
Phase 3: Synthesis																							Ph 3

* Business Expo

We look forward to helping you achieve your goals for Ramsey Waterfront Pavilion.

Sincerely,

CUNINGHAM GROUP ARCHITECTURE, INC.



Heidi Neumueller, AIA, NCARB, LEED AP®
Principal

Date: 3/5/2026 _____