


Focused Implementation | 90-Day Implementation Steps

Positioning for Growth

| STRATEGY 1: | | | | |
|--|--|--|---|--|
| Action: Hire ED Director | | | | |
| WHAT – WHY: Positioning for Growth | | | Target date of completion: August 2016 | |
| How – what Implementation steps | When | Where | Who | Resources Needed |
| <ol style="list-style-type: none"> 1. Revised Position Description 2. Solicited and Advertised Position 3. Reviewed Applications 4. Interviewed 4 Candidates – First Round 5. Final Interview with Council – 2 Candidates 6. Make Job Offer and Run Background Check 7. Hire new ED Director 8. Develop Business Retention & Expansion (BR&E) Plan | <p>January 20, 2016</p> <p>Feb. 23, 2016</p> <p>August 2016</p> | <p>City Hall</p>  | <p>Charlene, Joe, Robin, Jennifer, Council</p> | <p>Budgeted FT Salary, \$7-15,000 for BR&E Plan by UMN</p> |
| <p>Person power – Action team: list, star (*) coordinator(s)</p> <p>Joe*</p> <p>Charlene</p> <p>Jennifer*</p> <p>City Council</p> <p>EDA</p> | <p>Evaluation measurement, indicators, and report date</p> <p>Development of ED Director work plan</p> <p>Development of short and long term objectives of BR&E Plan by ED Director and hire project consultant.</p> <p>Regular reporting of ED activities for EDA/Council</p> <p>Contacts Made – Tracking System</p> | Total resources needed | | |
| | | <p>In-kind</p> | <p>Financial</p> <p>\$74,776 annualized ED Director Salary, \$7-15,000 for BR&E Plan</p> | |


STRATEGY 2:

Action: Develop a Successful Business Park Plan

| WHAT – WHY: Positioning for Growth | | | Target date of completion: July 2017 | |
|--|--|--|--|------------------|
| How – what Implementation steps | When | Where | Who | Resources Needed |
| <ol style="list-style-type: none"> 1. Review Transitional Growth area and determine new boundaries of the business park. 2. Mass site grade 60 acres for shovel ready pads. 3. Prepare an agreement with WAG Trust for the ongoing land deal (Dog Park & Compost Site) 4. Review EDA bylaws and policies – Joint Council/EDA Workshop 5. Survey surrounding communities for expedition process 6. Review business subsidy policy 7. Prepare a policy for SAC credits 8. Develop a marketing strategy 9. BRT Station Planning 10. Review code related to building materials | <ol style="list-style-type: none"> 1. Review as part of comp plan 2. Summer of 2016 3. July of 2016 4. May 2016 5. April-May 2016 6. May 2016 7. May 2016 8. Completed by 10/2016 9. Summer 2016 10. Summer 2016 | <p>Hemmingway/97th EDA/Council</p> <p>EDA/Council</p> <p>EDA/Council</p> <p>EDA/Council</p> <p>EDA/Council</p> <p>EDA/Council</p> <p>EDA</p> <p>Planning Commission</p> | <p>Jennifer, Burbank, McCool, Christine</p> <p>Jennifer, Kori</p> <p>Christine, Kori Robin</p> <p>Christine</p> <p>Robin</p> <p>Robin, Christine</p> <p>Christine, Sharon</p> <p>Jennifer, Burbank McCool, Burbank</p> | |
| <p>Person power – Action team: list, star (*) coordinator(s)</p> <p>Jennifer * Charlene, Robin Christine McCool Burbank Kori</p> | <p>Evaluation measurement, indicators, and report date</p> <p>Development of expedited review process. Updated business subsidy policy. 5-7% annual increase in business growth in Business Park TIF/Abatement Retention</p> | Total resources needed | | |
| | | In-kind | Financial | |


STRATEGY 3:

Action: Space Needs Study for Public Works and Parks

| WHAT – WHY: Positioning for Growth | | Target date of completion: January 2017 – Ongoing | | |
|---|--|--|--|---|
| How – what Implementation steps | When | Where | Who | Resources Needed |
| <ol style="list-style-type: none"> 1. Budget for Space Needs Study 2. Review Equipment, Storage and Staffing needs at full build out. 3. Develop a subcommittee with Public Works and Parks 4. Prepare an RFP for a Space Needs Study 5. Receive Proposals for Space Needs Study 6. Public Services Commission Review and Adopt Space Needs Study 7. Identify land for expansion | <ol style="list-style-type: none"> 1. May 2016 2. August 2016 3. October 2016 4. October 2016 5. December 2016 6. February 2017 7. March 2017 | | <p>Les/Zac Adam</p> <p>Les/Zac</p> <p>Ryan/Adam Les Les Jennifer</p> | <p>\$15,000</p>  |
| Person power – Action team: list, star (*) coordinator(s) Les* Zac Jennifer Ryan | Evaluation measurement, indicators, and report date ID multiple parcels/sites Develop a strategy for acquisition of land Annual update and review of plan Control the land in 10 years | Total resources needed | | |
| | | In-kind | Financial TBD 2016 \$15,000 | |

STRATEGY 4:

Action: Conference with Developers, Real Estate Brokers, and Land Owners

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| WHAT – WHY: Positioning for Growth | | | Target date of completion: January 2017 | |
| How – what Implementation steps | When | Where | Who | Resources Needed |
| <ol style="list-style-type: none"> 1. Select Topics for Real Estate Brokers Forum 2. Select Speakers for Real Estate Brokers Forum 3. Conduct a Real Estate Brokers Forum 4. Approval of Continuing Educational Credits 5. Developer Forum/Event (River Boat/Golf/Other) 6. Landowners Forum (Education/Outreach) | <ol style="list-style-type: none"> 1. April 2016 2. May 2016 3. Nov 2016 4. June 2016 5. Aug/Sept 2016 6. Oct 2016 | | Christine  Jennifer, McCool, Burbank | \$2,500 \$6,000 \$500 |
| Person power – Action team: list, star (*) coordinator(s) Christine* Jennifer Charlene Dave Thiede Burbank McCool | Evaluation measurement, indicators, and report date Percent of attendance compared to invites Growth of attendance from realtor forum Additional contacts made Realtors outside the CG market area | Total resources needed | | |
| | | In-kind | Financial \$9,000 | |

STRATEGY 5:

Action: Finalize Red Rock Corridor Commission Bus Rapid Transit (BRT) Stations

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|--|---|-------------------------------|--|----------------------------|
| WHAT – WHY: Positioning for Growth | | | Target date of completion: July 2017 | |
| How – what Implementation steps | When | Where | Who | Resources Needed |
| <ol style="list-style-type: none"> 1. Gateway North/Jamaica Business Feedback – Survey 2. Host Business Park Meeting to Gain Feedback 3. Comp Plan Steering Committee 4. Chamber Lunch Event – Educate and Gain Feedback 5. Red Rock Commission Final Acceptance of Station Locations | <ol style="list-style-type: none"> 1. April 2016 2. May 2016 3. April 2016 – July 2017 4. May 2016 5. October 2016 | | | <p>\$600</p> <p>\$1000</p> |
| Person power – Action team: list, star (*) coordinator(s) Jennifer* Burbank Jen Peterson Christine | Evaluation measurement, indicators, and report date Comp Plan – Identifies BRT Stations Comp Plan – Land use and zoning accommodate station planning | Total resources needed | | |
| | | In-kind | Financial \$1,600 | |