

## **2012 WORK PLAN FOR THE RAMSEY ECONOMIC DEVELOPMENT AUTHORITY**

The 2012 Work Plan for the Ramsey EDA outlines existing guidelines for economic development policies, and priority focus areas delineating the highest and the next highest priorities for the current year.

### **Guidelines for the 2012 Work Plan for the Ramsey EDA:**

- Work to sustain moderate growth or recovery of industrial, commercial, retail, and housing activities in the City.
- Target family-wage to high salary employment opportunities in a variety of industries.
- Continue to target businesses in specific industries, including medical, precision manufacturing, aerospace, and other high tech fields.
- Encourage the retention and growth of existing local firms.
- Endeavor to seek a positive business environment, quality growth and land use.
- Consider and make recommendations to the City Council regarding the streamlining of City regulations that impact development.
- Continue to respond to specific requests for assistance from local companies.
- Use infrastructure investment to attract new firms and for development of designated areas.
- Maximize private, local, state, and federal funding for projects.

### **Priority Focus Areas for 2012:**

#### **Highest Priorities**

- Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- Expand, retain and create new employment in the City's existing industrial parks.
- Research and encourage the City to join the Twin Cities Gateway Convention & Visitors Bureau (CVB) in order to promote the Comfort Suites Hotel and the community's events (e.g. Happy Days and Game Fair) and venues (e.g. Fountains of Ramsey).
- Support the work of the Development Management (DM) Team to bring potential developers, retailers and office users to sites in the Center of Ramsey (COR); and provide regular updates about the COR to the EDA.
- Review the financial obligations and resources of the City's TIF districts and submit modifications as necessary.
- Consider joining the Minnesota Commercial Association of Realtors (MNCAR) Exchange. This would provide access to the Exchange's commercial property database and the ability to list Ramsey properties on the Exchange.

### **Moderately High Priorities**

- Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the Armstrong Interchange.
- Continue to follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- Consider and make recommendations to the City Council regarding the redevelopment of 167<sup>th</sup> Ave//Hwy 47 commercial node, including potential land acquisition of available property, the design of infrastructure, the potential creation of a TIF District, and the encouragement of residential development to support retail and other commercial ventures.
- Pursue a separate Zip Code with the U.S. Postal Service for the City of Ramsey.
- Develop long-term marketing strategy to improve area businesses and to attract new businesses.
- Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.
- Consider the feasibility of a Medical-related or Biotech Business incubator in the City of Ramsey. This could include working with Genesis Business Centers, UEL or other entities.

### **Medium Priorities**

- Develop a plan to recapitalize the Ramsey Revolving Loan Fund.
- Move forward with new Village Profile map of the City of Ramsey.
- Continue to work with Al Pearson regarding the sale of his property north of Hwy 10 and to the west of Puma Street and Legacy Christian Academy.
- Work with other City Departments to submit an application to DEED to seek the designation of the area near the transit station as a Transit Improvement Area (TIA).
- Support efforts by EDAM and other statewide organizations to seek funding for Brownfields Redevelopment and for TIA Loan Programs.
- Consider the establishment of new industrial/business park in the City of Ramsey. This could include doing a site evaluation of the industrial area south of LCA or south of Highway 10.