

Strategic Plan Update

2018 Update

ABOUT RAMSEY

Ramsey is a suburban city located in the northwestern part of Anoka County, with a population of 23,800. Two rivers dominate its borders, the Rum River and the Mississippi River.

The first settlement in Ramsey began because of trading along the banks of the Mississippi. Many settlers came here on a steamboat called "The Governor Ramsey" named after our first territorial governor. This is how the city acquired the name.

Only a few of the first houses and structures built in Ramsey remain today. The most notable structure of historic significance is identified on the National Register of Historic Places, the Old Ramsey Town Hall, located west of Highway 47 just north of County Road 116. This structure was built during the 19th century and was originally used as a schoolhouse. A significant effort has been made to preserve and maintain this building, which currently sits vacant waiting for a user.

Many people have chosen to live in Ramsey because of its rural character, wetlands, wildlife and the housing choices. Our city is a mixture of farms, single-family homes on large parcels of land and single-family homes on urban sized lots ranging from starter homes to executive style homes. New to our city is senior housing apartments and rambler style town homes. Our city's development slowed from 1997 to 2000 but the year 2001 shows growth in both townhouse and single family housing development within the urban services area. Our city boasts a growing business district. Within this district, we have three business parks, Energy Park, Business Park 1995 and Gateway Park. Since 1995, we have added 1,755,660 square feet of industrial space. We are proud of our commitment to attract economically and environmentally sound commercial development.

Our City staff and City Council are working hard to give order and control over future growth to continually provide employment opportunities to our citizens and provide for our future with a steady tax base. We are proud to have Connexus Energy as our lead employer. Looking ahead, our city is working toward a retail, commercial area that includes restaurants, shopping, entertainment and employment opportunities. Ramsey is served by two school districts, Elk River #728, and Anoka-Hennepin #11. Anoka-Hennepin students have exceeded the state average on the Minnesota Basic Standards in math, reading, and writing. Scores of Anoka-Hennepin students on college entrance exams are well above the national average in all areas tested.

OUR MISSION

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

OUR VISION FOR THE FUTURE

Ramsey will evolve through citizen-driven, collaborative processes that respect the balance and connectivity between its unique urban, rural, and natural environment for current and future generations.

CORE VALUES

- Ethics and Integrity
- Fiscal Responsibility
- Cooperation and Teamwork
- Open and Honest Communications
- Excellence and Quality in the Delivery of Service
- Treating People with Respect and Fairness
- Adaptability and Continuous Learning

GOALS/IMPERATIVES

These four goals/imperatives represent the key priorities that all initiatives and tactics attempt to achieve. Policy development should focus on advancing the success of these imperatives.

Financial Stability

Ensure strategic economic development that complements the City's desired quality of life and builds a stable tax base, all while maintaining a low tax levy.

A Connected Community

Ensure that the City is a connected City that is part of a comprehensive regional transportation system that enable all to easily navigate the community and attracts business development.

Smart, Citizen-Focused Government

Continue the delivery of quality services to ensure the City will have safe and thriving neighborhoods and business districts, and a cleaner environment.

An Effective Organization

Maintain highly functional Staff, Citizen Volunteers, and Elected Officials and governance structure that meets the increasingly ever-changing needs of the organization.

INITIATIVES

Initiatives are what we hope to achieve in order to advance our four key imperatives and why we are investing in specific tactics.

Goal/Imperative #1: Financial Stability

Initiatives designed to advance Financial Stability.

- Utilize the Strategic Plan to prioritize budget requests.
- Increase economic growth and development.
- Increase opportunities for the public to engage in the budget preparation process.
- Leverage additional funding sources.
- Provide a stable funding program for public investment.

Goal/Imperative #2: A Connected Community

Initiatives designed to advance A Connected Community.

- Improve the safety and mobility of major transportation corridors.
- Improve the safety and mobility of Highway 10.
- Build community and connect people through recreational opportunities.

Goal/Imperative #3: Smart, Citizen-Focused Government

Initiatives designed to advance Smart, Citizen-Focused Government.

- Improve and maintain the safety of the community.
- Create a strong positive image for residential neighborhoods, business districts, and key corridors.
- Enhance Community Engagement.
- Enhance the level of customer service.
- Define and promote Ramsey Brand.
- Plan for public facilities to meet City's growth and service needs.

Goal/Imperative #4: An Effective Organization

Initiatives designed to advance An Effective Organization.

- Improve City communications with the community.
- Improve and sustain high employee morale.
- Ensure that the organization reflects the changing demographics of the community and addresses diversity and inclusion.
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TACTICS/WORK PLAN

Tactics are the actions we take and the programs we invest in to achieve our Strategic Initiatives and Strategic Imperatives. The compilation of tactics make up our Work Plan designed to achieve our Mission and Vision.

Financial Stability

Tactic	Timeframe	Resources	Key Outcomes	Responsible Party
Improve the budget preparation.				
Utilize the Strategic Plan to prioritize budget requests.	March 2018 to December 2018			Diana Lund
Increase opportunities for the public to engage in the budget preparation process.			Increased citizen involvement and communication of budget process.	Diana Lund
Leverage additional funding sources.				Kurt Ulrich
Increase economic growth and development.				
Recruit new industrial users.	Ongoing			Patrick Brama
Recruit new retail businesses.	Ongoing			Patrick Brama
Recruit new residential neighborhoods.	Ongoing			Tim Gladhill
Analyze impacts of development fees.		Financial Advisor (Ehlers or Springsted)	Updated Rates and Charges that balance our long-range vision with market realities.	Tim Gladhill
Provide a stable funding program for public investment.				
Secure Funding Package for Highway 10 Plan Improvements.				Kurt Ulrich