

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>	
Person power – Action team: list, star (*) coordinator(s) Jennifer * Charlene, Robin Christine McCool Burbank Kori	Evaluation measurement, indicators, and report date Development of expedited review process. Updated business subsidy policy. 5-7% annual increase in business growth in Business Park TIF/Abatement Retention	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 style="text-align: center;">\$15,000</p> <p style="text-align: center;">↓</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

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

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	