

TO: Winnebago EDA
FROM: Angie Stier, EDA Specialist
DATE: December 1st, 2021
RE: 2022 Priority Plan Draft



STAFF REPORT

2022 Priority Plan -Draft

Priory Plan 2022	Priority Level
Support business owners looking to expand operations and make improvements.	High
Support entrepreneurs looking to start or purchase a business	High
Continue looking into Doctor, Dentist, Attorney, and pharmacy services for Winnebago.	High
Partner with Love Winnebago to foster more community pride with events. a. Work with Scott R., Merodee and Jim Granis.	High
Investigate opportunities to redevelop under-utilized sites	High
Support United Hospital District (UHD) in reopening the Winnebago Clinic.	High
Continue investigating options to redevelop/demolish the SuperValu Site	High
Reconnect with existing providers. create a plan for new daycare business, including incentives a. Look into ways to utilize Parker Oaks or Patriot property for daycare center. b. Research grants for operations, play equipment and fencing.	High
Research ADA compliance grants for pool lift.	High
Continue utilizing USDA’s Community Facilities Grant Program to lower upfront capital equipment purchases	High
Continue use of social media and City website for Business Spotlight	Medium
Keep meal deliveries for Manufactures Week	Medium
Implement a quarterly community newsletter a. Investigate distribution methods for newsletter including an insert in the Town Crier and direct mailings. b. Mailchimp-distribution method people can subscribe to.	Medium
Blight and Vacancy program a. Utilize or develop ordinances. b. Idea- allow existing businesses to utilize empty storefront windows for displays or advertisement.	Medium
Meet with a minimum of 4 business owners to perform a business survey quarterly.	Medium
Create and implement community survey for bi-yearly mailings. a. Mailings would be distributed on even years.	Medium/Low

<p>Add Flag Incentive</p> <ul style="list-style-type: none"> a. EDA purchase open flag for each new business and present at Ribbon cutting. -see example b. Contact Larry Staffer 	Low
<p>Help Farmers Market form a committee.</p> <ul style="list-style-type: none"> a. Contact regular participant 	Low
<p>Create brochure filled with volunteer organizations</p> <ul style="list-style-type: none"> a. Distribution in Welcome Bags and around town. 	Low
<p>Work with CEDA team to implement a Marketing in the Morning session.</p>	Low
<p>Investigate needs for a lunch & learn program.</p>	Low

TO: Lake Crystal EDA

FROM: Angie Stier, EDA Specialist

DATE: April 11th, 2022

RE: 2022 Priority Plan Final



2022 Priority Plan

Priority Plan 2022	Priority Level
Support business owners looking to start/expand or purchase operations and make improvements.	High
Boost awareness of local job openings <ul style="list-style-type: none">• Work with CEDA workforce dev. Coordinator at school, Chamber, and regional educational institutions	High
Help identify ways to utilize MIF funds for matching grant funds.	High
Develop Marketing Materials <ul style="list-style-type: none">• Community Profile• Short booklet highlighting resources• Develop a video to showcase the community• Community Readiness Checklist	High
Identify incentives for housing developers to increase housing	High
Identify potential business relocation incentives <ul style="list-style-type: none">• Tax incentives, etc.• Business adding 50+ employees/ 5yrs commitment	High
Utilize USDA's Community Facilities Grant Program and other grant programs to lower upfront capital equipment purchases.	High
Enhance downtown Aesthetics Participate in Minnesota Main Street Network	Medium
Investigate opportunities to redevelop under-utilized sites.	Medium
Continue looking into coffee shop, barber dentist, etc. that fits the needs of Lake Crystal	Medium
Increase walkability/trails/sidewalks/signage Pursue funding opportunities to meet SRTS and ATP plans	Medium
Create plan for Manufactures Week	Medium
Use social media and City website for Business Spotlight.	Medium
Implement a quarterly EDA newsletter <ul style="list-style-type: none">• Water bills, subscription, newspaper insert distribution method people can subscribe to.	Medium
Investigate Parking issues of Main Street businesses <ul style="list-style-type: none">• Create and hand distribute survey in spring for City use.	Low
Participate in GMG-One Million Cups (1MC) event	Low
Work with Chamber to have a business group that meets on a regular basis and alternating between speakers and fun activities, with one time fee for non-members to join.	Low