National and Regional Overview – Mark Schill - Praxis

- Well above the national average for proportion of youth in the community (15-30 years old)
  - Since 2009, significant percentage increase in age concentration of people 25 – 39 years old.
- Significant net gain in population from out of state and international migration
- Highest areas of job growth in past decade from manufacturing, construction, and healthcare.
  - Areas of job loss – government (UND cuts) and retail
- Median household income growth well above national average and better than most peer cities.
- Outpace national trends in proportion of population making $50,000-$150,000
  - Poverty remains a significant issue
- Median home price in relation to median household income above national average and peer cities
- Longest Table – Most important priorities from the public input
  - Availability of affordable housing
  - Recreational opportunities
  - Walkable and vibrant downtown
  - Growing economy with more good jobs
  - Investing in schools and university
  - Provide more opportunities for people to get involved
  - Building the arts and culture scene
- Emerging Opportunities
  - Decentralization in the Great Plains
  - Economic opportunity in small cities
  - Incredibly strong fundamentals and life balance
  - Future global demand for food and energy
  - Low-hanging economic fruit – Knowledge-based services
- Top-line growth doesn’t ensure bottom-line prosperity
  - Markets: get them right
  - Civics: Execute by influencing complex community systems – leadership, governance, institutions
- Five Principles for Action
  - Set the right goals
- Grow from within
- Boost trade
- Invest in people and skills
- Connect place

**2018 Results and On-Going Community Action Priorities**

**Main Street Grand Forks**

- Continued dedication to the three pillars: Healthy and Vibrant Community, 21st Century Workforce, and Smart and Efficient Infrastructure.
- Beautification
- Main Street Challenge and Longest Table
  - Community engagement and ideas to action
- Convention and Visitor’s Bureau
  - Public Events Distribution
- Community Foundation
  - Public Art Distribution
- Public Art Commission focusing on 42nd St and Downtown corridors. – PAC just hired a new executive director in Ra’chel Alexander.
  - Public Art galleries at Altru’s South Campus and Alerus Center (Convention Center area).
- Governor Burgum’s 2018 Main Street Excellence Award Winner – Mayor’s Vibrancy Initiative

**Entrepreneurship and Workforce Development**

- Evolve Grand Forks
- 701 Co-Working Space
- Engagement of young professionals – Community Development Specialist Andy Conlon gave a presentation to YP’s on February 21 regarding status of Steering Committee and Downtown Action Plan.
- “Way Cooler Than You Think” - 2019 Relocation Guide Focus – Their recent work was on display at State of the City (SOTC).
- Welcoming Roadmap and Coordinator trial (Council Member Weber, Council Member Dachtler, Council Member Marshall) – Robin David started February 18 as Strategic Initiatives Fellow – Welcoming Community Roadmap Coordinator
- Start-up Grand Forks
- Tech-Spark Grant Partnership – Evolve Analytics LLC, UND Aerospace Foundation, GFEDC, Microsoft, and Microsoft Tech Spark. Soon to be approved.
- Childcare Accessibility (Council Member Mock, Council Member Marshall, Council Member Dachtler) – Incorporated into CBDG Master Planning.
Community Behavioral Health and Addiction Care

Council Member Marshall – Behavioral Health and Opioid Addiction Representative
Council Member Mock – Board of Health Representative
Council Member Weber – Housing Authority Representative

- 4th Street Health and Human Services Hub
  o LaGrave on First Development
  o Valley Community Health Center
  o CVIC
  o Northeast Human Services Center, County Social Services, Public Health Department
  o Inspire Pharmacy
- Opioid Grants will continue with significant community partnerships addressing prevention, treatment, and recovery. – First overdose free month since 2015 in August of 2018 (down 43% overall).
- The City has operated the Grand Forks Withdrawal Management Center for two years with support from the Grand Forks County, Altru Health System, Northeast Human Services Center, and Federal funds.
- Opioid litigation against opioid manufacturers and distributors (Council Member Marshall)
- Consider and examine community regrant program to fill gap of diminishing CDBG funds (Council Member Marshall) – Incorporated into 2019 CBDG Master Plan
- Starting work with Grand Forks Public Schools on a “Call to Action Version 2.0”. Meeting at the Alerus Center to convene on March 7.

Alerus Center

Council Member Vein – Alerus Center Commission Representative

- Mission Statement: “To provide premier entertainment and events that stimulate economic impact and improve the quality of life for Grand Forks area citizens”
- Successful transition with Spectra starting in July 2017 – Increase in ticketed events, conferences, sponsorships, and marketing. – 427 total events in 2018, an increase of 101 from 2017.
- Went from $400,000 loss in 2017 to profit of $285,000 in 2018.
- Had 3 major concerts with over 8,500 sold tickets
- New website just launched.
  o Better represents the entire facility (arena and conference center) and will provide an enhanced user experience

Grand Forks Air Force Base

Council Member Sande – BRIC Representative
- Support and enhance the value of GFAFB, its infrastructure and current missions. – Senator Cramer visited GFAFB February 22.
- Secure new missions and capabilities for GFAFB
- Engage the public and private sectors to leverage the assets and infrastructure of GFAFB for economic diversification opportunities to strengthen the Grand Forks Region and State economies
- Support Grand Sky, UND, and the emerging UAS industry in ND.
- Quality of Life – i.e. Education, License Reciprocity, and Income Tax. – 2019 ND Legislative Initiative

2019 City/Community Action Priorities

Downtown Action Plan

_Council Member Vein – Steering Committee MPO Representative_
_Council Member Weber – Steering Committee Ward Representative_

- Street/Streetscape Renewals – Steering Committee meeting on February 19.
  - Demers Avenue – 2019 – DDA working on a “Vision 2020” campaign to promote downtown businesses and wayfinding during construction this summer.
  - 5th Street – 2020
  - 3rd Street (2021) – NDDOT approval in February 2019
- Park and Open spaces – Renderings of possible designs at Steering Committee meeting February 19.
  - Interlinking Parks – i.e. Town Square, Greenway, Loon Park, Chamber Park, Selkirk Condo Walkway
    - Improve connectedness and functionality of downtown parks
  - Integrate Public Art (_Council Member Mock_)

- Downtown Redevelopment Strategy
  - Grand Forks Herald building Redevelopment (2019) – City researching and discussing possible purchase agreement options.
  - Lyons Redevelopment – Most likely 2020 construction
  - St. Johns Renovation (2019)
Corporate Center I and II Sale Options (2019-2021) – Appraisals completed February 2019 and working with Corporate Center tenants to include Alerus, Brady Martz, and Camrud Maddock Olson and Larson.

- Engagement with DDRB paired with review of zoning code
- Working on a downtown parking study in partnership with MPO – Planning staff has been meeting with the MPO on parking study
- Branding and Wayfinding – New logo and color scheme introduced at SOTC. New website to launch in the coming weeks. Possible wayfinding designs and strategies shown at Steering Committee.

Midtown Development

- Altru Health System Campus Mixed Use Redevelopment – 21st Century Healthcare in a Park-Like Setting – Continuing to have ongoing meetings and conversations between Altru and the City’s Planning and Engineering Departments. Altru is planning to start construction in March 2019.
  - 30th Street Reconstruction (2021/2022)
- Grand Forks Public Library – Council Member Marshall – Library Board Representative
  - Rebranding, Fundraising options, Public/Private Partnerships
  - Official new brand released and in use. Examining possible satellite partnership at GF Herald Building with Wendy Wendt and Library Board representatives
- Grand Cities Mall Redevelopment - HOPE Church LLC working with consultants and looking possible new development strategies.

UND /City Collaboration

- Coulee to Columbia Redevelopment
  - Street/Streetscape renewal – Mark Walker has given the Council briefings on plans for University Avenue from Coulee to Columbia and beyond. Construction scheduled for summer 2019.
  - Micro-PUD for mixed use development – UND request for information on mixed use developments and currently advertising for March 2019 opening.
  - Downtown integration - Ongoing
- UND Research with City
  - Public works and water related research providing hands-on learning and tangible benefit to City services
- Public Transit Integration – 2019 MPO study just getting started to study the integration of City and UND transit systems for a possible startup in the fall of 2019.
- Internships – Interviews and evaluations for summer internships in progress
  - City has had 51 paid interns since 2015
  - Continue providing hands on learning experiences and succession planning when applicable.
Strategic Infrastructure and Growth (SIG)

- Highway 2 - North of Simplot

- Highway 2 - West
  - Steffes Corporation Expansion

- Grand Forks Business Park and other JDA Assets
  - Examining possible selling options for Centre Inc., Corporate Center I and II, and Cirrus.
    - Acme Tools
    - Fed-Ex Ground
    - Border States Electric (2019 Business Park Addition)
    - Cirrus Aircraft Expansion (2018/2019)

- Grand Forks Water Treatment Plant Industrial Park – Final completion – June, 2020

- I-29 South – Proposed Ironhide Equipment Development

- Single Family Housing Growth – Planning a March 2019 City Council Update
  - Three (3) year deferral started spring 2017, sunsets in November 2019 without further action
  - Focus on affordability with incentives
  - Balancing further south end development v. infill development
  - Comprehensive examination of planning and development
  - Spike in 2018 for platted lots shows interest in program
    - Estimated to have 556 developable lots in 2019
    - 123 single-family permits approved in 2018
      - Average annual S-F permits approved over previous 10 years → 93

- South-end Bridge (Council Member Sande, Council Member Marshall, Council Member Vein, Council Member Mock) – Considering further study/review plan for City Council consideration in the near future.

- Infrastructure/Investment Funding
  - Local – Sales Tax, Enterprise Funds, Special Assessments, Economic Development Funds
  - State – “Prairie Dog” Funding, State Infrastructure Loan Program, TIF/PILOT, New/Expanding Business Exemption, Renaissance Zone. – Staff and Council Members tracking legislation and providing testimony in Bismarck pertinent to these funding priorities.
  - Federal – Opportunity Zones, CBDG, EDA/RLF – Staff is working on opportunity zone policies and directives.
- Mayor called for a Grand Forks Investment Prospectus to be completed in the next 100 days at the SOTC.

- Retail Strategy
  - SWOT Analysis with community partners to include the Chamber, EDC, and CVB
  - Creation of Market Capture Committee with leadership from the Chamber and community partners.

### 2019 Strategic Prioritizations – City of Grand Forks

- **Workforce Development - Ongoing**
  - Internships
  - Succession planning
  - Recruitment/Retention
  - Re-evaluation of salary plan with peer cities
  - Training and educational opportunities
  - City building examinations, reviews, and renewals

- **Technology and Infrastructure - Ongoing**
  - Interdepartmental communication
  - Phone upgrades
  - Enterprise software updates
  - Online services updates
  - Asset management
  - Tracking bills and providing testimony for legislation in Bismarck relating to emergency service communication.

- Appreciates the prioritization of data and evidence oriented decision making (Council Member Vein)

- Planning Department beginning preliminary work on Complete Count Committee for 2020 Census. Will be working with the MPO and East Grand Forks in the months to come.

- Special focus on safety related to City building examinations and reviews (Council Member Vein) - Ongoing

- On-going strategic and prioritization meetings – just the start (Council Member Vein)
  - “Neighborhood Meetings Week” taking place between February 25 – March 1.
  - Next Strategic Prioritization Meeting April 29, 2019.

- City wide communications strategy – “Tell Our Story” (Council Member Weber, Council Member Weigel) – In progress with leadership from Pete Haga and Public Information Department

- Renew working together with our community partners and agencies (Council Member Dachtler) - Ongoing

- “Think outside the box” and finding solutions without increasing spending (Council Member Weigel) – Ongoing
• **Strong support for local government work and priorities, continue to build momentum on Grand Forks’ unique strengths, and work together as we approach and move beyond the “tipping point” (Council Member Weber)** - Ongoing

Italics represent additional City Council Member strategic comments and representation in strategic policy making priority areas