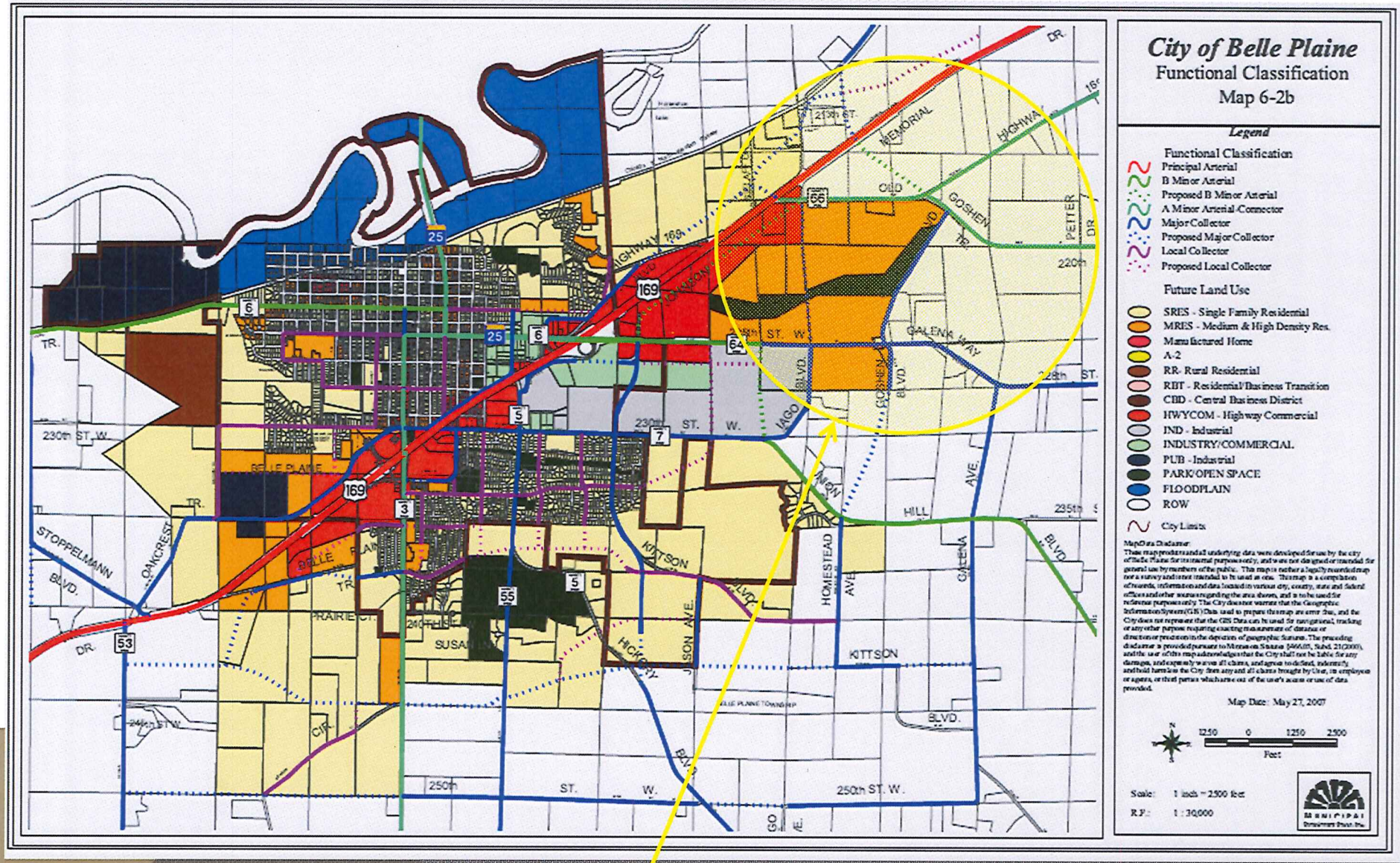
BPEDA ESTABLISHED GOALS

2012 WORK PLAN

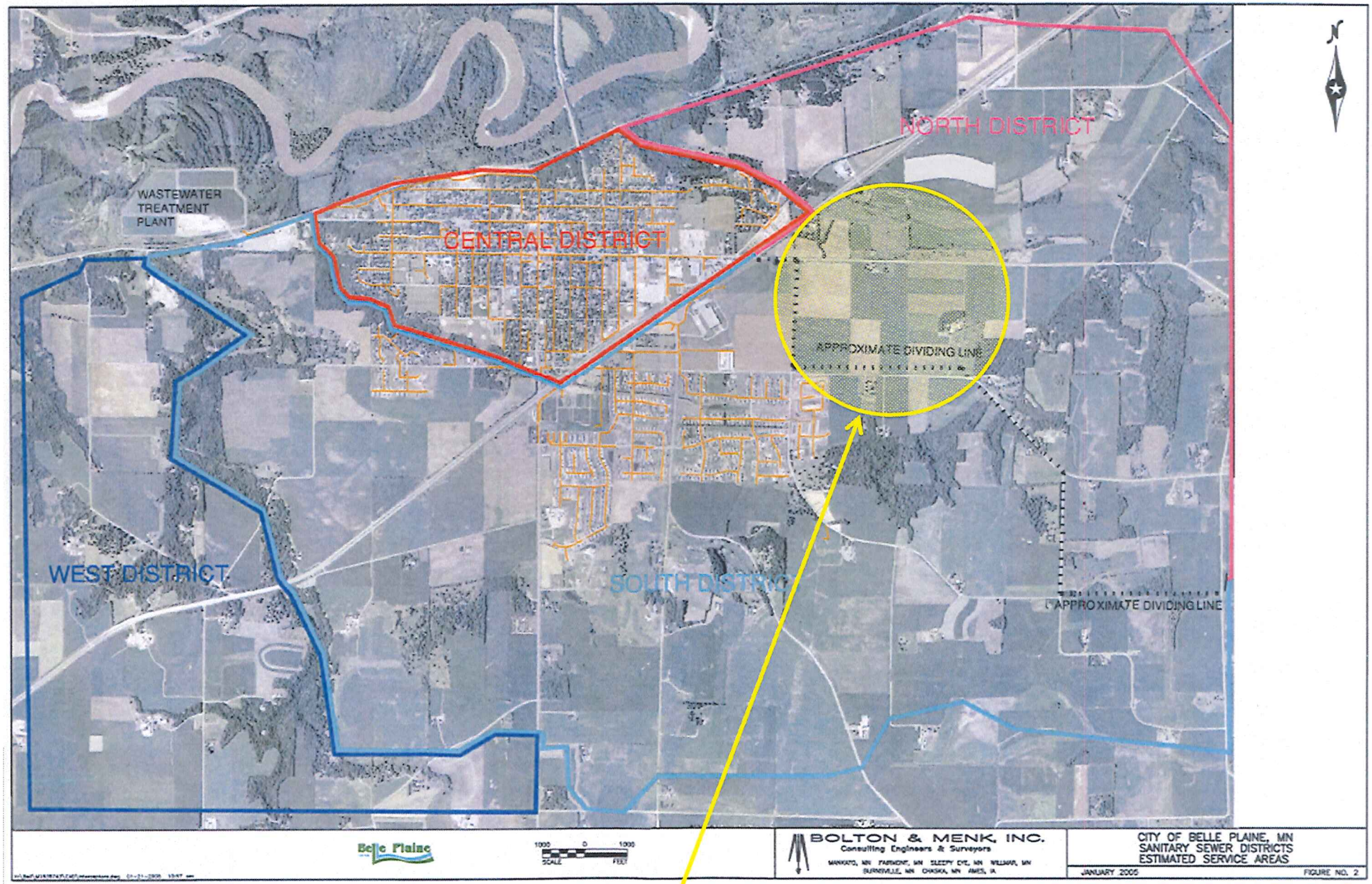
BPEDA 2012 WORK PLAN

Infrastructure Development

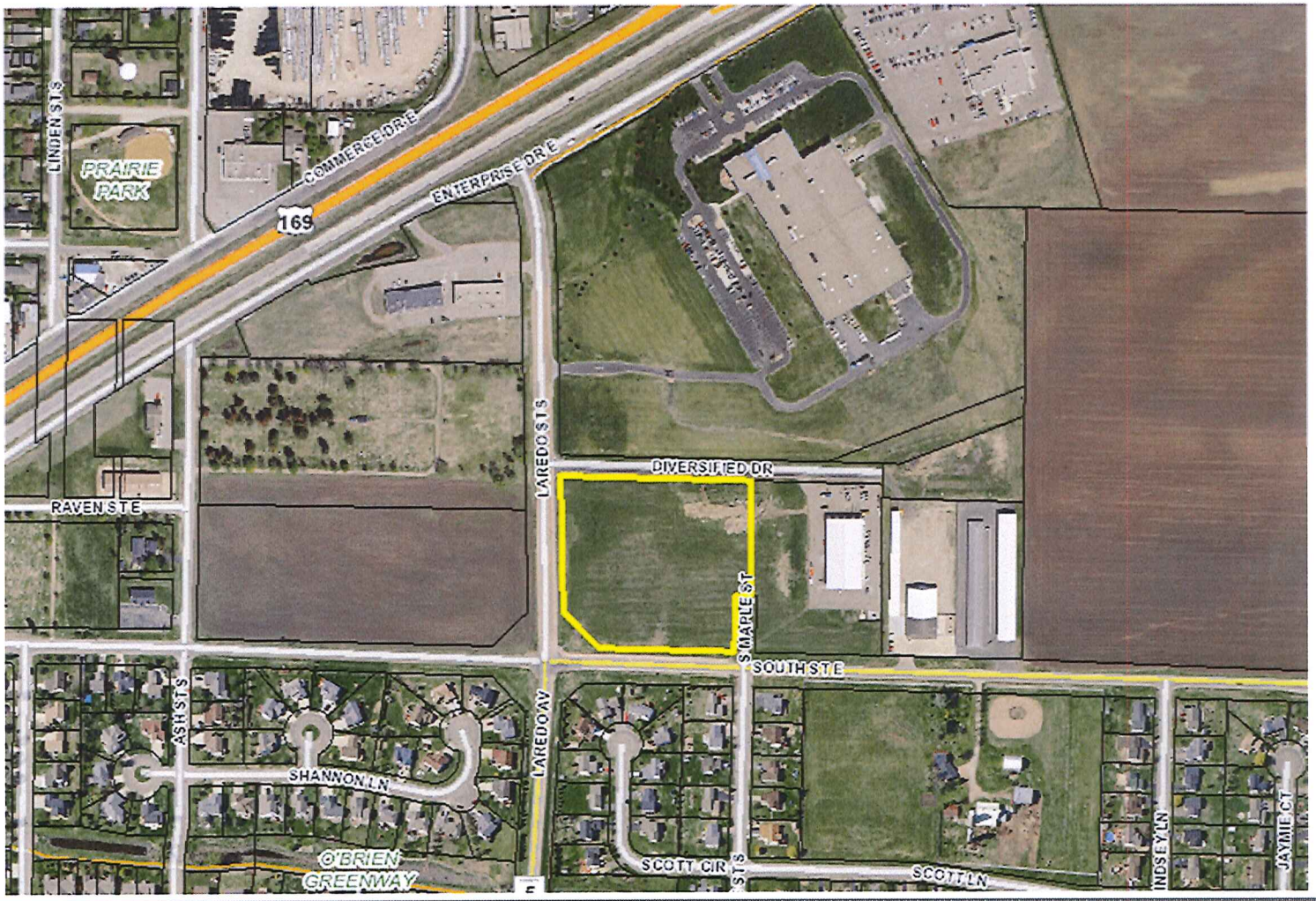
- ✓ Pursue funding for overpass at CSAH 3 (completed)
- ✓ Create a 'small area plan' for redevelopment of a commercial area
- ✓ Strengthen BP's links to CSAH 8 as a connection between TH169 & I35
- ✓ Capitalize on fiber optic opportunities available to local businesses
- ✓ Explore feasibility of expanding wastewater collection system southeast of 169
- ✓ Market 6-acre property by PW Bldg as industrial park
- ✓ Evaluate what is needed to have more shovel ready sites available
- ✓ Create a plan for future of existing Front Porch Photography Bldg (completed)



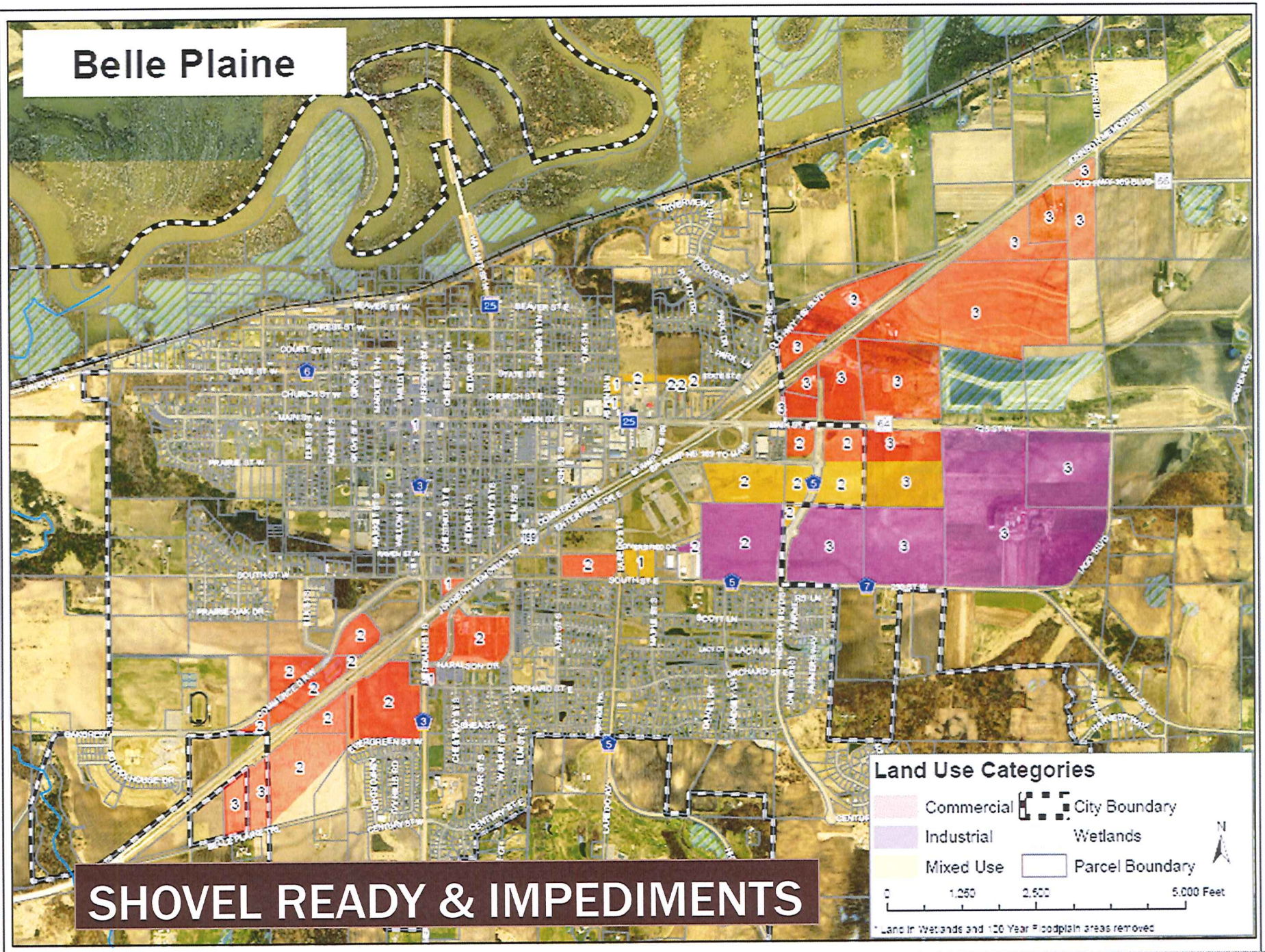
STRENGTHEN LINKS TO CSAH 8 (64 PREFERRED)



FEASIBILITY OF EXTENDING SANITARY SE



SUBDIVIDE THIS PARCEL FOR INDUSTRIAL PARK


Belle Plaine
SHOVEL READY & IMPEDIMENTS
Land Use Categories
Commercial
Industrial
Mixed Use
City Boundary
Wetlands
Parcel Boundary
0
1,250
2,500
5,000 Feet
N
* Land in Wetlands and 100 Year Floodplain areas removed

BPEDA 2012 WORK PLAN

Focus on Key Economic Sectors

- ✓ Support healthcare sector
- ✓ Support ag sector
- ✓ Support strong, growing manufacturing sector
- ✓ Identify retail gaps
- ✓ Support Downtown as attractive place and destination area
- ✓ Promote need for food establishments: fine dining & family restaurants

BPEDA 2012 WORK PLAN

Retain Existing & Attract New Business

- ✓ Build and maintain relationships with key local employers
- ✓ Implement the communication plan created by EDA in 2011
- ✓ Maintain up-to-date inventory of available land and businesses for sale
- ✓ Review/update City's financial incentives
- ✓ Support Design Committee's work – implement wayfinding plan
- ✓ Work with BP Chamber to support and retain existing businesses

D-TRIO COMMUNICATION PLAN

Action Plan

- ✓ Revise logo, create tag line, and employ consistently (completed)
- ✓ Revise, enhance website – review for SEO (completed)
- ✓ Develop marketing plan for distribution to potential opportunities (completed)
- ✓ Develop and implement a social media plan
- ✓ Engage local business owners
- ✓ Educate local and statewide stakeholders
- ✓ Use success stories from local businesses to promote growth
- ✓ Be an advocate for land and property owners
- ✓ Go to tradeshows, advertise on patch.com, create at city guide, list land/buildings for sale on mnprospector.com
- ✓ Downtown: directional signage & "dress up" downtown
- ✓ 169 – Create and distribute cold call package: IHOP, Applebees, Chili's, Denny's, Bdubs, etc.

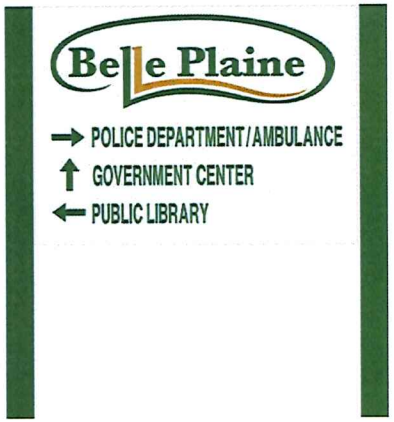
Way Finding Signage Plan

City of Belle Plaine
May 21, 2012

Belle Plaine

Wayfinding Signage Plan Components

- Directional Signage
- Entrance Monuments
- Public Parking Facilities (future)
- Park and Trail Signs (future)



No Funding

BPEDA 2012 WORK PLAN

Enhance Quality of Life

- ✓ Support the Design Committee's work with entrance monuments
- ✓ Explore river access opportunities
- ✓ Assist the Park Board's events subcommittee to use parks/open spaces
- ✓ Establish a task force for planning of a community center
- ✓ Work with Park Board on connecting business areas with pedestrianways
- ✓ Work with Design Committee to implement design manual recommendations

BPEDA 2012 WORK PLAN

Establish Systems for Accountability, Communication, and Leadership

- ✓ Use strategic planning to guide staff and volunteer time and assess programs
- ✓ Update and use communication plan to guide communication with community and regional audiences.
- ✓ Build economic development capacity of policy-makers and staff
- ✓ Build and maintain strong relationships with economic development partners and advocates

HEALTHY BPEDA

Organizational Effectiveness

- ✓ We will be most effective when we understand our interdependence on each other; everyone has a strength – identify each member's strength and role
- ✓ Let's set clear goals that everyone knows
- ✓ Let's clearly define how will we make decisions as a group
- ✓ Let's define how can we provide healthy feedback on our effectiveness & stay motivated
- ✓ Let's try to keep our membership stable & promote group rapport
- ✓ Let's remain innovative and encourage members to challenge the status quo; let's make sure constructive criticism of processes in not only allowed but encouraged
- ✓ Let's define whose input we are missing on the EDA; let's define how we reach out to them
- ✓ Let's commit to continual learning – through success but even more importantly through mistakes
- ✓ Let's stay focused on mission to promote economic development