

MINNEAPOLIS  
**CPED**

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business plan 2010-2014

# Trends and Challenges

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- Slow recovery in economic, housing markets
- Remaining pockets of localized market stress
- Lingering disparities in education and employment
- Expanded regional approach to economic development
- Growth of transit-oriented development

# Mission Vision Values

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## Mission

CPED works to grow a sustainable city.

## Vision

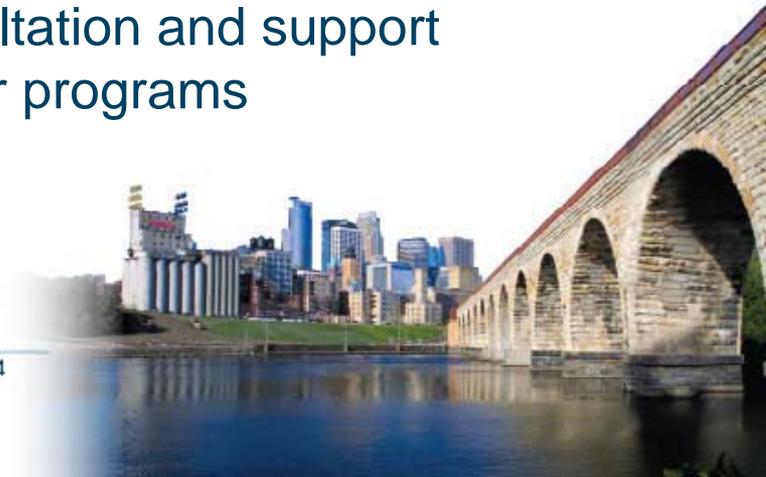
Minneapolis is and will remain one of the nation's great cities.

## Values

- Effective public servants
- Creative problem solvers
- Responsible stewards of public resources
- Strategic partners with enterprise, public and private entities
- Respectful public administrators who are responsive to the diverse cultures and changing needs of our economy

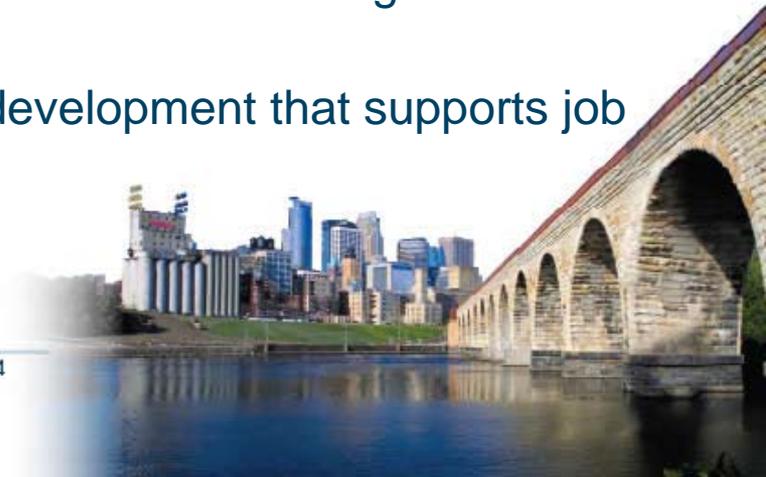
## ***1. Plan and develop a vibrant, sustainable community***

- Work across business lines and jurisdictions to implement policies in the Comprehensive Plan
- Partner on transit planning, transit oriented development and catalytic projects
- Streamline the development review process for property owners and developers to promote growth without sacrificing urban design and historic preservation principles
- Continue development consultation and support focused on priority projects or programs



## ***2. Promote private sector growth to build a healthy economy***

- Build the Great Streets program
- Expand business calling and sector expertise
- Streamline casework and promote deregulation
- Maximize business opportunities for Minneapolis companies
- Sell property for development and cost reduction
- Manage City role in the Regional Economic Development Entity
- Develop compelling marketing materials
- Go Green: actively pursue the five objectives of the thinc.green initiative, guided by the steering committee
- Go Global: connect businesses with information and financing tools to expand through exports
- Promote commercial/industrial real estate development that supports job creation and achieves City objectives



## **3. *Promote economic self-sufficiency for individuals and families***

- Launch STEP UP fundraising campaign
- Ensure success of RENEW grant and pursue sequel
- Complete Youth Program strategic plan with Workforce Council
- Closely monitor and communicate Dislocated Worker and Adult Program outcomes and placements
- Continue to maintain a lower unemployment rate than the metro area
- Strive to have the most educated workforce in the nation



## ***4. Develop and preserve life-cycle housing throughout the city***

- Continue implementation of the City's 3-point plan for foreclosure recovery: prevention, reinvestment and repositioning
- Continue to develop new and preserve existing affordable housing
- Continue to work to end homelessness in our community
- Expand and increase location and types of senior housing
- Expand development of mixed income housing along light rail and transit corridors
- Redevelop blighted properties into mixed use developments along corridors, e.g. Hiawatha
- Partner with Family Housing Fund and Twin Cities Community Land Bank to expand life cycle housing
- Leverage outside resources to expand affordable housing opportunities in impacted areas
- Manage city approach to market-rate projects



# Key Measures to Monitor Progress

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- Population
- Housing units
- Jobs
- Number of City residents employed / Unemployment rate
- Foreclosures
- Number of cost burdened households
- City tax base

# Key Tactics and Initiatives

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- Implement the comprehensive plan
- Promote TOD along commercial corridors
- Streamline the development review process
- Build the Great Streets program
- Expand business calling
- Manage city role in new regional economic group
- Launch STEP-UP fundraising campaign
- Implement RENEW program
- Continue 3-point housing plan: prevention, reinvestment and repositioning
- Affordable housing production
- Expand senior housing



# Key Contributions to City Goals

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- Thoughtful neighborhood design with density done right
- Strong commercial corridors, thriving business corners
- Businesses -big and small- start, stay, and thrive here
- Epicenter for the new green jobs economy
- Talent magnet - connecting people to training, jobs to people
- Teens prepared with career and life skills
- High-quality, affordable housing for all ages and stages
- Seniors stay and talents are tapped

# Mayor's Council on Economic Development Finance

1. Focus the City's development efforts on projects and areas that are best positioned to grow the city's tax base.
2. Allocate a portion of this new tax base as a "Growth Fund."
3. Seek legislative approval for economic development finance tool such as transit improvement TIF districts.
4. Perform "check-up" on the City's organizational structure and processes for development, both internally and externally.



# Highlights from Resource Plans

## Finance:

- Restore balanced budget by combination of expense reductions and new revenue

## Workforce:

- Training, employee recognition, increase diversity + organizational assessment

## Technology:

- Land management system



# Questions and Answers

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# Appendix

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## Business line descriptions

- **Community Planning** – CPED maintains the City's comprehensive plan, guides development and partners in implementation.
- **Economic Policy & Development** – CPED guides the City's role in business development, supports business retention and expansion, creation and attraction in all neighborhoods, including downtown, by providing financing, programmatic and real estate development and expansion tools.
- **Workforce Development** – CPED manages a network that identifies and prepares Minneapolis residents for living-wage jobs and builds partnerships to improve career opportunities in the city.
- **Housing Policy & Development** – CPED intervenes in housing market failure and administers the City's housing investments.
- **Planning & Development Services** – CPED administers zoning, heritage preservation and land subdivision regulations.
- Other program and management-support activities include real-estate and related technical services, research and public art program.

# Appendix

## Organization Chart

