

City of Ada Business and Residential Recruitment and Retention Plan



Planting the Seeds for Economic Growth

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City of Ada

Business and Residential Incentives

Business Retention



- Store front renovation
- Tax increment financing
- Shop local campaign
- Training opportunities

Business Recruitment



- Property tax incentives
- Land and buildings
- Water, sewer and communication hook ups

Housing Development



- Abatements and gap financing
- Water, sewer and communication hook ups
- Building lots

Housing Improvement



- Enforcement of blight rules
- Assist with grants
- Low percentage loans for renovation

Marketing:



- Defining Ada!
- New website and social media presence
- Bill stuffers with ads
- Encourage shopping locally



Planting the Seeds for Economic Growth

Ada, Minnesota is a community with amazing potential. As with any small town in the Upper Midwest, demographic trends have not been kind to the region. Therefore, the city must focus on retaining, with the potential for recruiting, residents and businesses so that the generations of today and tomorrow can enjoy the same quality of life as those who called Ada home in the 20th Century. This document is the beginning of several initiatives that will become a prescription for the community's sustainability and will focus on incentivizing people and organizations to either remain in or make Ada their home.

Ada, population 1,700, is located in beautiful northwest Minnesota; roughly 45 miles northeast of Fargo-Moorhead. Our community owes its existence and livelihood to the strength of the local agricultural economy and has the quality of life cherished by strong agricultural communities. As the county seat of Norman County, the city enjoys the benefits of services found only in larger communities. A variety of housing, low utility rates and clean, safe streets are all important when it comes to choosing a community to live in but Ada offers even more. It's a progressive city that will enjoy significant Information Technology infrastructure investments in the Spring of 2015 enabling firms to enjoy a high quality labor force while fully accessing the global marketplace. Ada is also a community filled with parks and year-round recreational opportunities. It has a small town atmosphere but only a quick trip away from metropolitan night life or Minnesota's fabulous lake country.

We Only Succeed Together

This incentivization package enclosed in this document is a product of community input. Groups such as the Ada Chamber of Commerce, Future Leaders of Ada, the Ada Area Promotions Committee, Ada Economic Development Authority and City Hall met to build consensus and develop a vision for the city's success. This is a true partnership with a mission to "Promote sustainable community and economic growth through public/private partnerships by providing an enhanced quality of life" with an added emphasis on bringing jobs and housing options to Ada while orchestrating a Downtown Renaissance and creating more fun things to do for residents.



Business Retention

Ada is committed to retaining and expanding businesses currently operating in our community. Working with local companies will help the city grow and keep jobs in Ada. As a result, the City of Ada will support community business retention ideas through:

- Developing a store front renovation program in 2015 with seed money in 2016 to test a “proof-of-concept”.
- Exploring additional opportunities for Tax Increment Financing (TIF) districts throughout the community with a focus on Main Street.
- Working closely with area economic groups to grow local businesses through a “Shop Local Campaign”; this will include but is not limited to low cost advertising when sending out utility bills and increasing rebates when buying products locally that meet Energy Conservation Rebate programs.
- Sponsoring training opportunities and working closely with area institutions of higher learning to bring more effective training programs to Ada that ensure that the right skill sets exist in Ada to meet business demand for labor.

Footnotes

- The small group recommended that in order to work with existing business to strengthen and grow, the City should reinforce its relationship with a strong Economic Development Authority. This will be accomplished through open communication with the Mayor and City Council and a shared sense of responsibility to help grow existing businesses.



Business Recruitment

The City of Ada will accelerate job growth and business investment in our community through active recruitment of new businesses across all economic sectors with an emphasis on supporting agricultural operations in the region, enticing small and medium sized manufacturing firms to relocate and expanding upon personal services. To support recruitment, the City of Ada will help companies succeed and grow through:

- Providing the necessary tax incentives to include TIFs and abatements as necessary.
- Offering free land and building space when available.
- Delivering free water and sewer hook ups when possible.

Footnotes

- Internet providers must continue to invest in modern infrastructure to support global commerce.
- The EDA and Promotions Committee will continue membership in the Community Venture Network (CVN).
- Economic groups will continue search for anchor store to come to Ada.
- Groups will work with the Ada Area Promotions Committee to offer attractive space for medium sized manufacturing firms.



Housing Development

In addition to retaining and recruiting business to the City of Ada, the community is committed to assisting developers and people wishing to build in town resulting in more attractive housing options for residents. By offering incentives for development, growth in the housing sector will make Ada a more attractive place to live. In addition, quality homes will inspire additional development in other sectors of the economy. To support the development of better housing options, the City of Ada will offer:

- For individuals wishing to build a home:
 - City property tax abatements for a five-year term up to \$1,000 per year
 - One year of free city utilities (up to \$2,000) with free hook ups for water and sewer
 - One year of free use at the Dekko Center
- A commitment to identify desirable vacant lots for building within the Cougar Addition as well as other sections of town.
- Work with interested developers and local banks on gap financing, TIFs for larger developments and marketing opportunities to the region to demonstrate commitment to improved housing.



Housing Improvement

Much of Ada’s charm is embedded in its older homes as the community’s history must be preserved through retaining and improving current properties. The City of Ada recognizes the need for providing quality and appealing housing options to existing and potential residents. Nice housing options can be a catalyst for economic development and community vibrancy. As such, the City of Ada will work with area groups to improve upon and preserve neighborhoods through:

- City Hall assisting low income families with searching for grants and low cost loans.
- Enforcing blight ordinances more effectively.
- Working with area banks to more effectively market low percentage renovation financing.

Footnotes

Area groups are also very active in improving the community’s appeal. The following is currently being accomplished by local groups:

- Ada Future leaders offer \$100 Chamber Bucks to the Yard of the Month inspiring people to take better care of their property.
- The City Beautification Committee is active in improving park space and areas within town that can use improvement and curb appeal.



Marketing Ada

Ada is a community that has a lot to offer. In addition, as evidenced by the City of Ada Business and Residential Recruitment and Retention Plan, the community is committed to retaining and attracting more people and businesses. Therefore, the City will strive to market the community much more effectively in conjunction with areas groups through:

- Working on defining Ada as a community.
- The development of a new or improved website that is user friendly and modern.
- A heavy social media presence using FaceBook and Twitter.
- Converting billing for utilities using stuffers that can be used to advertise local enterprises.
- Attending area conventions and home shows to showcase the community.

Footnotes

Leadership is truly organic in Ada and several groups have already begun to market the community's growth and assets. Some examples include but are not limited to:

- A Shop Local campaign led by the Chamber of Commerce- having community leaders speak in support will multiply the effectiveness
- Community Venture Network membership
- Working together to bring festivals to the community to attract people and tourism

