

**North Branch Economic Development Authority Strategic Plan
Adopted June 7, 2018**

Strategic Priorities	Key Goals	Action Plan	Timeline
Expansion of Broadband	Making high speed internet available to the entire community	<p>Establish a fiber expansion plan, by coordinating the delivery of high speed internet through a variety of providers and delivery methods, including working with area developers, the possible formation of a regional co-op, and implementing recommendations of the GPS:45:93 feasibility study.</p> <p>Explore funding options, such as various grant options; collaborate with county representatives on shared concerns; and support lobby efforts to secure county and state funding for expansion of broadband.</p> <p>Engage neighborhood liaisons to promote neighborhood by neighborhood expansion efforts.</p>	
Business Growth - continued land sales and development	<ul style="list-style-type: none"> • Expansion of existing and new retail, manufacturing, service and industrial businesses • Downtown revitalization • New development along I35 and in the industrial park 	<p>Participate in redevelopment programs such as U of M Downtown program and Main Street USA, and promote tax incentives for redevelopment.</p> <p>Explore and promote innovative and emerging uses and industries for possible inclusion in the interstate industrial park, promote features of the interstate business park (shovel ready status), install promotional signage and work with area realtors to promote land available for development.</p> <p>Collaborate with retail associations to identify potential business prospects for area.</p>	

		Develop a marketing plan to promote North Branch as a place to visit, work and live, emphasizing the opportunity zone status.	
Transportation	<ul style="list-style-type: none"> • Along TH 95 • New intersection/overpass on I35 • Parking in downtown area 	<p>Develop five year plan to construct streets for traffic flow moving east-west through the city, including plans for the intersection of TH95/Co. 30 and a possible by-pass.</p> <p>Develop a comprehensive parking plan for the downtown area.</p> <p>Promote the availability of rail as an amenity of the interstate industrial park.</p>	
Community	<ul style="list-style-type: none"> • Small town atmosphere • Family friendly businesses and employers • Facilities (new or expanded) from which to offer events, activities, athletics and recreational opportunities 	<p>Establish a theme/brand for North Branch, one that promotes the city’s family friendly culture, celebrates its history and unique environmental communities, and promotes other opportunities for recognition, such as becoming an artist community.</p> <p>Develop a plan to expand recreational facilities and other event hosting sites, and promote these amenities to convention organizers with the goal to draw new visitors to the area.</p> <p>Promote community engagement through a variety of programs for all ages.</p>	
Housing	offering a mix of styles, prices, rentals and owner occupied, for all stages of life, including, but not limited to, workforce, seniors, and new starter options, to address gaps and shortages	Promote additional affordable housing options for all age groups - identify financing options, funding opportunities (such as USDA, Greater Minnesota Housing and MHFA programs) and incentive programs to for a variety of housing alternatives.	

	identified in the Chisago County Housing Study	Expand housing inventory and diversify housing styles, such as promoting apartment units in the Central Business District as an element of revitalizing the downtown area and apartments designed for seniors. Explore creative options for meeting housing needs.	
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