

TO: Lake Crystal EDA

FROM: Angie Stier, EDA Specialist

DATE: April 11th, 2022

RE: 2022 Priority Plan Final



Priory Plan 2022	Priority Level
Support business owners looking to start/expand or purchase operations and make improvements.	High
Boost awareness of local job openings <ul style="list-style-type: none">• Work with CEDA workforce dev. Coordinator at school, Chamber, and regional educational institutions	High
Help identify ways to utilize MIF funds for matching grant funds.	High
Develop Marketing Materials <ul style="list-style-type: none">• Community Profile• Short booklet highlighting resources• Develop a video to showcase the community• Community Readiness Checklist	High
Identify incentives for housing developers to increase housing	High
Identify potential business relocation incentives <ul style="list-style-type: none">• Tax incentives, etc.• Business adding 50+ employees/ 5yrs commitment	High
Utilize USDA's Community Facilities Grant Program and other grant programs to lower upfront capital equipment purchases.	High
Enhance downtown Aesthetics Participate in Minnesota Main Street Network	Medium
Investigate opportunities to redevelop under-utilized sites.	Medium
Continue looking into coffee shop, barber dentist, etc. that fits the needs of Lake Crystal	Medium
Increase walkability/trails/sidewalks/signage Pursue funding opportunities to meet SRTS and ATP plans	Medium
Create plan for Manufacturing Week	Medium
Use social media and City website for Business Spotlight.	Medium
Implement a quarterly EDA newsletter <ul style="list-style-type: none">• Water bills, subscription, newspaper insert distribution method people can subscribe to.	Medium
Investigate Parking issues of Main Street businesses <ul style="list-style-type: none">• Create and hand distribute survey in spring for City use.	Low
Participate in GMG-One Million Cups (IMC) event	Low
Work with Chamber to have a business group that meets on a regular basis and alternating between speakers and fun activities, with one time fee for non-members to join.	Low