

HEDRA Strategic Plan Status Summary – September, 2018

Evaluate ways to market and attract development		
Steps	Deadline	Status
Dispel proximity myth	2Q 2019	2019 Budget Request for Marketing Plan to dispel myth
Establish planning parameters for setting future growth policies, including attracting key industries	4Q 2018	Work with new Econ Dev Coordinator
Examination of HEDRA Fund balances and future uses	4Q 2018	
Shopping Districts – Improving appearances and aesthetics	2Q 2019	2019 Budget Request for additional funding for Vermillion Street Façade Loan, Banners, and Art
Examine Ways to make workspace for affordable	1Q 2019	2019 Budget Request for CEDA Business Incubation
Examine ways to capitalize on proximity to Twin Cities and Southern Minnesota	4Q 2019	Reach out to existing businesses with suppliers outside of Hastings
Identify Programs and Role of the City Investment in Redevelopment Opportunities		
Steps	Deadline	Status
Prepare objectives and guidelines for property acquisition	1Q 2019	Prepare general guidelines for property acquisition
Identify which parcels are most likely to redevelop in the near future	1Q 2019	
Identify the obstacles to redevelopment of the identified parcels	1Q 2019	
Meet with homebuilders and developers to better understand the market and any obstacles to construction	1Q 2019	
Target loan programs to assist with housing rehabilitation	1Q 2019	
Industrial Park Location\Office Park\Technology Park		
Contract with an Industrial/Business Park Professional	2Q 2019	Part of 2019 Budget