

2023 S.M.A.R.T. Goal Planning Form

EDA – SHORT-TERM GOAL

Maintain Commercial & Industrial Property Inventory

Specific:

Maintain an inventory of available commercial and industrial properties on the EDA's website and other searchable websites.

Methods/Plan/Steps:

Work with property owners to improve the marketing of available lots in Windom. Add properties on LOIS and LoopNet.

Attainable/Resources Available:

The EDA already maintains an inventory of available properties. The process includes posting the list and periodically verifying that the list is up-to-date.

Result(s) Expected/Measurement:

Commercial and industrial properties in Windom will receive more online exposure.

Timeframe:

Continuous.

Goal resubmitted and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – SHORT-TERM GOAL
Infill Development

Specific:

Encourage infill development within the City.

Methods/Plan/Steps:

Identify vacant or underutilized properties and work with property owners to develop these properties. Infrastructure is extremely expensive. Infill will help to grow the tax base without incurring large expenditures for infrastructure.

Attainable/Resources Available:

The EDA has created a list of potential properties for development. The EDA will contact property owners concerning potential development/redevelopment of their properties, assist with marketing efforts, and help facilitate communications between potential developers and property owners.

Result(s) Expected/Measurement:

Promotion and sale of available lots situated in close proximity to existing infrastructure for development/redevelopment.

Timeframe:

Continuous.

Goal resubmitted and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – SHORT-TERM GOAL
Secure a Tenant(s) for the Former Shopko Building

Specific:

Encourage new development in the former Shopko Building.

(**Background:** The Shopko building has 33,470 square feet of available retail space along Highway 60 in Windom. The property offers 585 feet of frontage with great visibility. The entire property is 5.8 acres and can be split to accommodate additional development.)

Methods/Plan/Steps:

Maintain communications with the current property owners, work with the property owners on marketing/promotion of the property for commercial uses, and forward contact information for potential tenants to the property owners.

Attainable/Resources Available:

The EDA has contacted numerous grocery store chains and businesses regarding the property. We will continue to market and follow-up with interested businesses.

Result(s) Expected/Measurement:

To secure a new tenant(s) for the building.

Timeframe:

Continuous until the building is occupied.

Goal resubmitted and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – SHORT-TERM GOAL
East Highway 60 Development - Marketing

Specific:

Market the available property along Highway 60 in Windom between Running's and Windom Wash. Construction of a new cul-de-sac street between Dollar General and Crystal Clean Car Wash is planned for 2023.

Background: There are multiple possible options for land use in a highway business zoning district. Uses in this district typically include a mixture of commercial uses, such as Dollar General and Runnings, highway-oriented uses (gas stations, convenience stores, etc.), and light industrial uses (Windom Wash).

Methods/Plan/Steps:

Work with property owners to market the project and develop possible projects.

Attainable/Resources Available:

The EDA will work with property owners to market lots. The City will research and consider infrastructure grants like TED (DEED), TEDI (MnDOT), and BDPI (DEED) for potential projects. TIF is also an option for larger projects.

Result(s) Expected/Measurement:

New tax base in the East Highway 60 Development.

Timeframe:

2022 - 2024

Goal updated and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – SHORT-TERM GOAL
New Residential Subdivision – Affordable Starter Homes

Specific:

Partner with a private developer(s) to help develop a new affordable starter home development in Windom.

Background: HyLife Foods Windom, previously Comfrey Farm Prime Pork, has created 1,000 new jobs since they opened in 2017. HyLife Foods Windom is still hiring and their goal is 1,500 employees. Toro and numerous small businesses are also hiring.

A mixture of housing options should be pursued with private developers. The proposed South Cottonwood Lake Subdivision fills a gap for higher-priced homes. There is also a shortage of affordable starter homes.

Methods/Plan/Steps:

The EDA will continue to work with private developers on preferred locations in Windom.

Attainable/Resources Available:

Infrastructure is expensive, so it is difficult to cash flow a single-family subdivision. The EDA will work with other City Departments and Developers concerning possible locations and development options for a new starter home development.

A Redevelopment or Housing TIF District is another option for properties that qualify.

Result(s) Expected/Measurement:

To present to the EDA Board a proposal concerning a new affordable starter home development in Windom.

Timeframe:

2022 – 2024

Goal updated and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – LONG-TERM (1-5 Years) GOAL
Grocery Store Project

Specific:

Attract a second grocery store to Windom.

(Background: Hy-Vee acquired the lease for the downtown Sunshine Foods' location. Thereafter, the lease for the existing Hy-Vee grocery store was terminated and that property was sold to O'Reilly's. This resulted in a 30% loss of retail food space. Customers experienced the effect immediately with the loss of product variety and the realization that the resulting store was too small to serve all of their needs. Lack of sufficient parking spaces and long checkout lines are serious issues at the Hy-Vee in Windom. Opportunity: Windom's trade area has the population base and potential to support a second "in-town" supermarket.)

Methods/Plan/Steps:

The EDA will continue to share information from the market study with grocery store developers. The EDA will continue to investigate potential site(s) and share this information with grocery store developers.

Attainable/Resources Available:

A Grocery Store Market Study was completed by Perkins Marketing Company in 2010.

One possible location is the previous Shopko building which would work well for a second grocery store. The current property owners are open to options for lease of the building.

Result(s) Expected/Measurement:

To present to the EDA Board a proposal concerning a new grocery store option in Windom. This proposal might be in the form of an additional grocery store or the construction/remodeling of a new larger store by Hy-Vee.

Timeframe:

To bring potential projects to the EDA Board by the end of 2023 with anticipated construction of a new grocery store within the next 5 years.

Goal updated and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – LONG-TERM (1-5 Years) GOAL
Data Center Project

Specific:

Attract a small to medium-sized data center to the North Windom Industrial Park.

Methods/Plan/Steps:

The EDA obtained Preferred Site Designation for a data center in 2014 and will continue to market information gained in the data center site assessment process. The EDA will work with site selectors to pursue data center prospects and also contact data center companies in the Midwest that are considering expansion locations.

Attainable/Resources Available:

EDA Staff attended a data center conference in Chicago on August 28, 2018. The EDA has been working with potential data center developers who have worked on small- to middle-scale data centers. DEED also assists with marketing our Shovel Ready Data Center Site.

Result(s) Expected/Measurement:

To present to the EDA Board a proposal from a data center to locate in Windom.

Timeframe:

Attract a data center to Windom in the next 5 years.

Goal resubmitted and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – LONG-TERM (1-5 Years) GOAL
Increase the Supply of Child Care in Windom

Specific:

Increase the supply of child care to meet the needs of families and employers in the Windom Area.

Background from Child Care Gap Analysis: Within the 25-mile market area for Windom, there is a need for an additional 269 child care slots. There are approximately 1,959 people who commute to Windom for work (this is higher because of hiring at HyLife and Toro; it is now closer to 2,200). As our workforce grows, our child care supply also needs to grow. The child care market in Windom is tight and is growing tighter as businesses hire more employees, existing child care providers retire, and existing child care providers leave the profession for other employment opportunities (fewer people are making child care a career).

Methods/Plan/Steps:

The EDA will continue to work with the Chamber, School, and employers to address the child care need.

Attainable/Resources Available:

There are additional programs for grant funds and other assistance for child care that have become available. The EDA will work with interested parties to provide information concerning potential assistance programs for development of child care options.

Child care is a workforce issue that requires partnerships. These partnerships will be a critical component in developing a project.

Result(s) Expected/Measurement:

Market available spaces in Windom for child care to help attract new community members to the child care field.

Goal: Support our businesses and their employees by increasing the availability of child care in our community. Support younger workers to attract new talent and help grow our community.

Timeframe:

2023 - 2027

Goal updated and approved by EDA Board of Commissioners on November 14, 2022.

For 2023

EDA – LONG-TERM (1-5 Years) GOAL

Targeted Industry – Plastics, Hemp Processing & Biodegradable Products

Specific:

Target a plastics company for the North Windom Industrial Park.

Methods/Plan/Steps:

Create a plan to market Windom and Southwest Minnesota for the hemp processing, biodegradable products, large plastics companies, etc.

Attainable/Resources Available:

More restaurants and consumers are moving towards biodegradable silverware, glasses, bottles, etc. This is an option for Southwest Minnesota because of the agricultural resources in our region. Formerly there were hemp or flax processing facilities in Fairmont, Jackson, Windom, Worthington, and Luverne. Large plastics companies have a branch in biodegradable materials (hemp, corn, etc.). The I-90/Hwy60 Corridor could lead this project.

Partner with Southwest Initiative Foundation and other entities to help fund the targeted industry marketing.

Result(s) Expected/Measurement:

Attract a plastics company to the North Windom Industrial Park.

Timeframe:

2023 - 2027

Goal resubmitted and approved by EDA Board of Commissioners on November 14, 2022.