



ADVISORY SERVICES

2018 NAVIGATING YOUR COMPETITIVE FUTURE IMPACT REPORT

With trust in government at or near historic lows and the federal government pushing more responsibility down to the local level, **it is more challenging than ever for public officials to create thriving communities.** Cities are caught between a rock and a hard place—people mistrust government even as government is asked to do more. **ULI Minnesota's Advisory Services provide a way forward** by convening public officials and private sector partners to build civic trust and promote informed decision-making.

Navigating Your Competitive Future (NCF) workshops connect elected and appointed officials with a panel of industry leaders in housing/mixed-use development, commercial/industrial development, community development, planning, architecture, and public finance. Panelists offer a **fact-based, nonpartisan examination of real estate and development market challenges** tailored to fit each city.

These two hour workshops are an opportunity for **ULI MN's real estate industry professionals to contribute their time and talent meaningfully to build thriving Minnesota communities.** ULI Minnesota is able to offer NCF sessions free of charge to cities thanks to the generous funding support of Minnesota Housing, Metropolitan Council and Greater Minnesota Housing Fund.

NUMBERS SINCE 2011

75 NCF WORKSHOPS

held with Minnesota cities and partner organizations.

2.5 MILLION+

aggregate population of cities that have hosted NCF workshops.

8 CITIES

held a second workshop to inform new leaders and stay on top of trends.

118 REAL ESTATE LEADERS

have served as volunteer panelists.

1,775 VOLUNTEER HOURS

of time and talent contributed.

\$276,250

estimated value of hours our members volunteered to NCF workshops.

THANK YOU TO ADVISORY SERVICES SPONSORS:



WHAT CAN I DO? WHAT CAN WE DO TOGETHER?

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THEMES FROM OUR PANELISTS

Strong, collaborative city leadership is critically important for attracting development.

Cities must develop a clear vision, react to opportunities, create innovative financial tools and leverage their key assets.

Strong policies to preserve the affordability and quality of existing housing stock should be incorporated into comprehensive plans.

More than ever, a full range of housing choices is integral to a city's economic development strategy because it helps employers attract and retain workers.

In many markets, construction of new multifamily housing is economically infeasible without local support.

Be flexible with land use and zoning, city fees, and financing sources to remove barriers that affect housing production.

Hold additional NCF workshops as leadership changes to continue helping public officials make informed decisions.

FEEDBACK FROM CITIES IN 2018

BURNSVILLE

"The NCF workshop helped to redirect the City into a proactive rather than reactive approach to economic development. It could no longer simply rely on a great location to attract development."

- Skip Neinhaus, Economic Development Coordinator

CHASKA

"We learned from the NCF panel to be smarter about place making. We're good at bricks and mortar types of projects, but creating places for people is important too. Due to the workshop, we've engaged consultants to help us implement some of the place making ideas from the workshop."

- Kevin Ringwald, Community Development Director

CRYSTAL

"It was very important for the Council and staff to hear about the need for alignment between elected and appointed officials and staff. We learned to have a shared vision, but need be open to development that may be different than what was originally pictured."

- John Sutter, Community Development Director

LE SUEUR

"The demographic information presented at the workshop was impactful. The Council now has a much better understanding of the demographics of the city. This workshop was exactly what the City needed, especially the panel's comments about downtown and the importance of the City's history. The Council was enthusiastic about the workshop to the point that some have commented, "We should do this every year."

- Samantha DiMaggio, Community Development Director

WYOMING

"The City really appreciated the honest, unvarnished comments of the panelists, especially regarding how Wyoming fits into the metro marketplace. The Council's mindset regarding affordable/multifamily projects changed a bit. They seem more receptive to the idea of different types of housing."

- Robb Linwood, City Administrator

2018 NCFs

Brooklyn Center

Burnsville

Chaska

Crystal

Dayton

ECRDC

Eden Prairie

Le Seuer

Northfield

SCALE

Wyoming



NCF in Mounds View