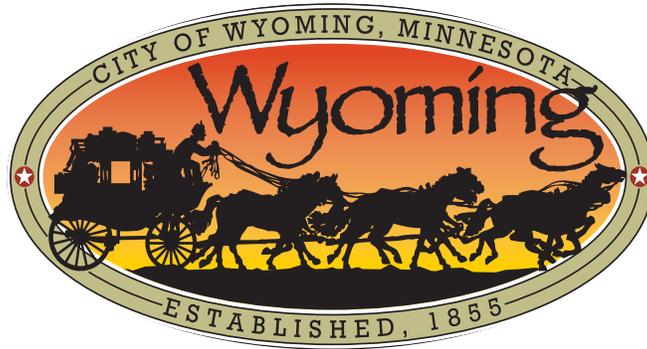




*The City of Wyoming*  
**Strategic Plan**





# *The City of Wyoming* Strategic Plan

## *Acknowledgements*

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Completed in coordination with WSB & Associates, Inc.



# *The City of Wyoming* **Strategic Plan**

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## *Summary*



The Wyoming Economic Development Authority, with the assistance of the City Council and Planning Commission, completed a process in early 2017 to develop a strategic plan to help guide the community as it reinvigorates the activities for continued development. Through a series of meetings, the City has developed the following list of goals for the City. These goals will be periodically reviewed and as they are accomplished it is anticipated that new and different goals may take their place. The goals are currently listed in no specific order of importance but are reflective of the vision of the Economic Development Authority for the community. Specific actions are listed after each goal to allow for the City to develop an implementation plan for those goals and action steps.





**GOAL 1:**

**Enhance Sense of Destination, Identity, and Community**

- Develop and implement zoning districts to foster a centralized business district.
- Develop a comprehensive plan that supports the development of a centralized business district.
- Identify and promote the development of business areas that complement the existing businesses and currently occurring development patterns.
- Develop a plan to create an identity of a business friendly community.

**GOAL 2:**

**Enhance Wyoming Partnerships & Communications**

- Develop a clear and comprehensive communication plan with other advisory groups in the community (i.e. Planning Commission, Wyoming Area Business Association, etc.).
- Scheduling of regular meetings between groups to discuss the issues and plans for future development in the community. Many communities encourage this by placing signs on properties that are currently being considered for development or a land use change.
- Look to other organizations to develop partnerships (County EDA, Initiative Foundations, etc.) to assist with the promotion and development of the community.
- Refine processes to develop new projects in the community.
- Develop or enhance relationships while working with other organizations to provide for long-term infrastructure improvement projects.



## GOAL 3:

### Develop Financial Support & Plans for Development Needs

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- Develop a strategy and policy to assist new development projects.
- Review and update development costs to align with area development costs.
- Identify the process and areas that city infrastructure will be extended to promote development.
- Develop and implement a plan for the control of funding for proposed infrastructure improvements.
- Develop a process for how proposed projects are handled that is inviting and inclusive for developers. Develop complete list of tasks to facilitate permitting and approvals.

## GOAL 4:

### Develop Population & Workforce Development Plan

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- Complete a housing study to determine the types of homes that may be currently lacking in the community.
- Work with local businesses to understand and determine their long-term workforce needs.
- Collaborate with the local school district to improve outcomes for students and enhance employment opportunities in the community.

## GOAL 5:

### Strategic Allocation & Innovative Marketing of Land

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- Identify partners to help assist the community in marketing possible new industrial park land.
- Identify available properties that meet the development strategies for the City both residential and commercial/industrial.
- Identify the barriers to the successful marketing of the City and work to remove those barriers.
- Maintain an effective and responsive website to allow for developers and residents to get accurate and up to date information about the community.





# A Plan *for the Future*



The City of Wyoming's strategic plan includes goals that improve the identity of the city and develop the community's natural assets and potential. Wyoming's ultimate goal is to enhance the quality of life of the community and attract new business while retaining current industry and business. This strategic plan will support the City with the realization of the community's aspirations and goals.

The Wyoming Economic Development Authority's (EDA) role is to retain current and attract new businesses to the City of Wyoming. Much of this goal can be accomplished by fostering relationships with current businesses and developing strategies to attract new businesses.

The following strategic plan was developed through a workshop. Workshop participants had a focus on the next 10 years (2017- 2027). Members of the City Council, Wyoming EDA, Business Community, Chisago County, City Staff, Planning Commission members and other stakeholders participated. The plan is subject to change as needed. A goal for the workshop was to be inclusive of many ideas, interests, perspectives, and opinions. The workshop also focused on the importance of partnerships between government, business, and residents. Participants developed "partnership principles" that the City of Wyoming will use to support engagements with regional partners and residents.





# A Respect *for the Past*



The first settlers arrived in Wyoming in 1855. They were six German and Dutch families from Pennsylvania, shortly joined by families from Chicago and St. Paul. They named the site “Wyoming” because it reminded them of the Wyoming Valley in Pennsylvania. “Wyoming” is an Algonquin word for “large plains” or “extensive meadows”. Many descendants of the original settlers still thrive in the area. The spot where the first structure was built is marked by a memorial stone. It’s in a small park on the southeast corner of 270th Street and Felton Avenue. In those days, it would have overlooked the Sunrise River, just to the North. When Wyoming was founded, there were only 225 houses in St. Paul.

Wyoming was the first stop on the stagecoach route from Rice Street in St. Paul to Duluth. The house where travelers stayed overnight still exists. After the era of the stagecoach, the same travelers’ house served as a train crew house when the St. Paul & Duluth Railroad Company laid tracks down the old stage road.





Goodview Park



Comfort Lake

# Wyoming

## *Today*

The City of Wyoming boasts acres of land designated for parks and open spaces. The Minnesota State Demographer released data in July of 2016 that the 2015 population for Wyoming is 7,877 and 2,794 households. The City has farmer markets, community events, annual festivals, and the Hallberg Center for the Arts. The City of Wyoming is located in close proximity to the Minneapolis – St. Paul Metro Area and provides a perfect balance of small town feel and close to big city amenities.

A growing community with a low crime rate and miles of parks and open spaces, Wyoming is a great place to live. Whether you come for a visit or stay a lifetime, the City of Wyoming is a welcoming community with a thriving economy, and is truly a great place to live and work.



*The City of Wyoming*

# Economic Development Vision



*Polaris Industries*

## **Economic Development Vision Statement:**

***A vision statement focuses on the future and is a source motivation. A vision statement does not describe today's reality. The statement describes the future and hopes to help motivate and focus change.***

### ***Regionally Located Business Friendly and Family Orientated Community.***

*The City of Wyoming is recognized as a leader of innovative marketing strategies that account for a wide variety of local retail, commercial, and industrial business. The city leverages regional partnerships, supports strategic land allocation, and creates business friendly policies. The city thrives through family oriented amenities, a vibrant identity & centralized gathering places.*

The following identified strategic goals for Wyoming are not listed in a particular order of priority. After review and discussion, the strategic planning team and other key stakeholders may prioritize goals, and identify the order of actions steps and completion.





## STRATEGIC GOAL:

# Enhance Sense of Destination, Identity, and Community

***This Section in Brief:*** *New developments should complement existing development and infrastructure assets. The City will evaluate new projects with a preference given to developments that build on Wyoming's existing assets. The City will create a collaborative environment, working with the business community and other community organizations to identify partners for developing activities and events.*

The City of Wyoming will be developed in way that helps create a centralized area to support local retail shopping and community gathering. One or more centralized gathering places can create a sense of community identity and create a sense of destination to draw together the community. Wyoming's identity reflects the residents and should support a brand. The city's brand can then be used as a powerful tool for recruiting development and residents. As this brand continues to evolve, more will know where Wyoming is located and why it's a special community.

There is an ongoing need to develop and communicate a more connected plan for the

community that accounts for Goodview Park and Downtown retail as centralized destinations for the growing community. Wyoming can begin to develop a coordinated approach that pursues developments that align with the community vision, centralized locations, and community interests.

The intersection of Viking Boulevard East and Forest Boulevard is a good location to explore centralized retail development. Proposals for retail, leisure and office development outside of plans can be assessed for their impact on current and future destination centers. New developments should complement existing retail facilities and preference can be given to retail developments that are well connected to City plans.

Goodview Park is another good example of a destination for the community. The park is one of the largest and newest parks in the City of Wyoming. It has various amenities for family activities and community gatherings. Focusing on Goodview Park can enhance recreation, further develop a vibrant identity, and support family friendly amenities. A centralized park also creates opportunities for resident gatherings that support area businesses. Stagecoach Days is an example of how we can





*Goodview Skate Park*

create plans that will connect the park to downtown activities and area business.

Creating fun, safe, and unique recreational and community events can be a collaborative effort with residents, government, and businesses that further support the Wyoming identity. Area businesses and government can work together to take advantage of existing parks, events, and natural resources to attract families and foster relationships within the community. The City of Wyoming will work with the business community to identify volunteers and partners for developing activities and events.

Activities and events can take advantage of Wyoming's existing community strengths, identity and assets. City events and assets can be presented in informational packages for potential residents and developers.

Family and recreational events may include:

- Concerts
- Art festivals
- Street dances
- Library events
- Block parties
- Bike, blades, and boards rodeo
- Kids recreational competitions
- National Night Out
- Many, many more!





## STRATEGIC GOAL:

# Enhance Wyoming Partnerships & Communications

***This Section in Brief:** Wyoming will strive to include the public and key stakeholders in meaningful interactions that provide opportunities for discussions between government committees and residents in the community.*

The City of Wyoming will aspire to bring partners and residents together to enhance communications through public and intergovernmental efforts. Getting public “buy-in” will need to go beyond informing residents and businesses that a plan exists. The community will need to be involved in the decision before there is ownership and support. This means Wyoming will strive to include the public and area businesses in meaningful interactions that provide opportunities for learning and relationships between government committees, area businesses, and residents. This can include exploring issues with area businesses and residents that are not always comfortable.

to support city endeavors. More specifically, Wyoming will increase efforts to have more meetings where multiple committees meet to discuss issues. The city will work to spread input from boards and committees, make members feel more a part of government, and develop collaboration strategies to bring different functions together on tasks. For example, the planning commission is now working on gathering information for planning efforts that can be used by the EDA.

Effective relationships with residents, regional partners, area businesses, and various committees can create clarity in shared interests, create buy-in and reduce doubt in plans. Wyoming will work towards increasing community familiarity with the breadth of perspectives and views that exist. The City will need acceptance from multiple perspectives

Wyoming may also explore better use of existing facilities to support community activities. Community gatherings could include:

- Public meetings for citizens on various issues.
- City leadership listening sessions
- Social meetings
- Housing local clubs and volunteer activities
- Rental for private family functions or parties.
- Non-church elements of weddings, funerals etc.
- Passing on and retelling local history
- Local non-government activities





**STRATEGIC GOAL:**

# Develop Financial Support & Plans for Development Needs

***This Section in Brief:** The development of the plan should include simplicity and to reflect the collective community wisdom about trade-off decisions. Public officials, residents, and developers will need to consider infrastructure cost, asset utilization, budgetary constraints other key information to provide the basis for the plan.*

The City will continue to work to strike a balance between the needs of residents and businesses. As more industrial and commercial businesses make Wyoming home, this can create jobs that attract residents and drive more retail business. At the same time, attractive housing areas are also important for potential residents.

The City of Wyoming may need to enhance community support to deliver on development plans. Available planning information and data can be a foundation for balanced development. As a community, public officials, residents, and developers will need to consider infrastructure costs, asset effectiveness, budgets, tax structure, laws, regulations, and other information to provide direction for future funding plans.

A special series of meetings between the Wyoming EDA, City Council, residents, and stakeholders is a starting point to discuss needs and enhance financial transparency. By bringing everyone together to look at resources and potential strategies, the City can create buy-in. This special group can study financial scenarios, development opportunities, strategic parcels of land, potential budget constraints, and critical budgeting decisions that support development. Communicating about future needs and financial constraints can be critical for developers and residents confidence.

A goal for the City of Wyoming is a business friendly environment. A financial plan should discuss the City's ability to make operations cost effective, participate financially in development, and create transparency around future spending requirements. A budget typically requires investment "tradeoffs" that can lead to challenging decisions. The City can have a large number of requests for investments that are unfunded. During this financial planning process, Wyoming will strive to be careful that information sources and data are effective for communication. For example,



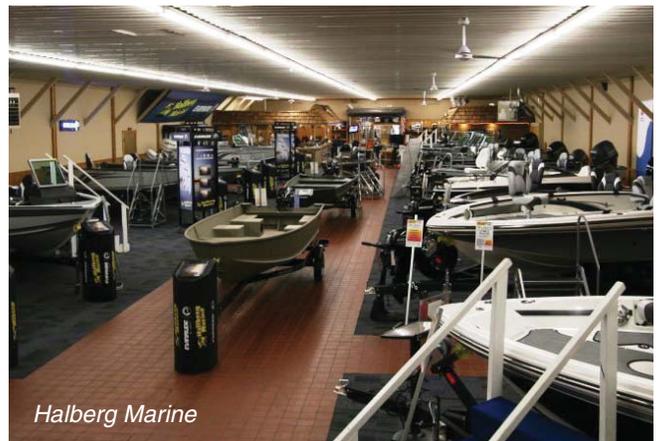


Photo courtesy of Polaris

City comprehensive plans can support investment “tradeoffs” discussions through providing objective information on future needs.

Wyoming’s can also explore the existing fee system. This assessment includes how fees and rates compare to other surrounding communities. A goal is to support greater understanding about how important an adequate fees system is for future developments. For example, development costs may be more or in line with other communities. Wyoming could be competing for a developer’s investment. An analysis of the fee system is a good start and can help support community decisions on system quality.

Public input into city-related financial planning is an important facet of buy-in during the planning process. Many residents will never aim to be experts in City financial planning. A goal in developing the plan should be simplicity and to create some community wisdom about tradeoff decisions.



Halberg Marine





**STRATEGIC GOAL:**

# Develop Population & Workforce Development Plan

***This Section in Brief:** Wyoming will work to develop a plan that allows for the attraction and retention of community members and workforce to allow for the continued development of the City. The plan would include the identification and development of the amenities that are important to both residents and businesses.*

Wyoming is home to over 100 businesses, large and small, who are proud to have roots in this City. Wyoming is conveniently located off of I-35 allowing for an optimal trade and creates a unique regional commuting ability that is ideal for employees.

More population can encourage development. Population levels can attract a wide variety of local, retail, commercial and industrial businesses. Understanding why families move to Wyoming is important in developing a recruiting strategy.

A community research study may be helpful in our strategy development. Developing greater understanding about how residents define quality of life enhances Wyoming's ability to recruit residents, provide family amenities, and create a vibrant identity that is attractive to potential residents. The City of Wyoming is interested in sending the correct message. For example, many communities believe families move to communities because of strong school districts. Wyoming could be focusing on good schools, but the real reason residents moved to the area could be for the rural atmosphere or many other reasons. Good schools educate our children, and encourage stability to the local real estate and development market. However, including other Wyoming strengths into marketing materials may give residents that extra push to become a part of the community.

Attracting population and new workforce also involves developing a better understanding of the housing market. There is currently a county-wide housing study that Wyoming is participating. This participation, and the update to Wyoming's



Peterson Companies





*Fairview Hospital*

comprehensive plan will provide housing data. Housing data can create understanding in the types of families that are interested in Wyoming housing stock. The real estate market could lack housing stock, and rental real estate, to meet current & demand. Closely watching housing needs is recommended to fill gaps in housing demands and supply (available market). Ongoing housing studies can support strategy to encourage real estate development for new and existing residents.



*Regal Machine*



*Rosenbauer*



*Wyoming Elementary*





## STRATEGIC GOAL:

# Strategic Allocation & Innovative Marketing of Land

***This Section in Brief:** Wyoming is rich in land and has an opportunity to create efficient relationships between land owners, developers, and the City. Creating greater understanding of the natural and infrastructural assets of Wyoming will allow for the strategic marketing of the community.*

The City of Wyoming is rich in land. There is an opportunity to foster relationships between land owners, potential developers, and strategic City investments. A goal is to create greater understanding of the types of developers that may be interested in Wyoming’s available land. This can support more the development of more effective relationships and partnerships.

Wyoming will explore ways to enhance focus on community development. Currently land is purchased and developed without strategic marketing. Land can be organized and promoted to align with other City plans and interests.



The City will work to become armed with key data and information for potential developers. Data and information can include strategic parcels of land the City would like to promote. For example, if Wyoming is interested in “mixed use” developments, an assessment of available property can be completed. This assessment can then support the identification of potential developers to promote the property.

The City can also explore showcasing Wyoming assets that satisfy developers’ objectives and minimize their potential concerns. This can include showing developers plans for support and flexibility.

A potential developer may also need more detailed information. They will want to be aware of any challenges for a specific site. The City can strive to be an expert at communicating about the availability and challenges for parcels. The City can develop a complete list of tasks to facilitate permitting and approvals. The City can also work to fill any educational gaps regarding requirements that developers may have.

