



## 2021 Economic Development Commission Work Plan

### Tier 1

1. Review and discuss updates to the Arden Hills community page on Ramsey County Means Business webpage.
2. Formalize a plan for visiting businesses during Small Business Week or another time during the year. The intent of the visit is to drop off candy to show our appreciation and provide businesses with informational brochures. The EDC briefly discussed this at their last meeting and at that time they only wanted to focus on small business. Note - This item depends on COVID19 and current regulations.

### Tier 2

3. Select questions from U of MN Business Retention and Expansion (BRE) questionnaire that are relatable to Arden Hills businesses. Then utilize the questions selected to create an eSurvey. The eSurvey would be distributed to businesses on the business registration list. Then analyze results and identify warning flags. Then coordinate in-person site visits.

### Tier 3

4. Discuss an economic development strengths, weaknesses, opportunities, and threats (SWOT) analysis and make a recommendation to the EDA to process with the study. Completing the SWOT analysis would be a precursor to creating an Economic Development Strategic Plan.