



Each year the Rosemount City Council meets in sessions dedicated to discussion of long-term issues of significance to the community and to set a vision. The discussion results in the adoption of explicit goals that guide the work of City staff and the Council itself to prioritize work flow, budgeting decisions, and objectives. The City Council adopted its 2019 - 2020 goals in April.

Grow Rosemount – Encourage Business Growth and Address Public Amenity Needs

AGGRESSIVELY pursue retail and commercial opportunities in existing and future development areas.

CONTINUE partnership with third party retail marketer to increase successes in business attraction efforts.

EXPAND housing, business, and employment opportunities City-wide, with emphasis on commencing Phase 1 at UMore Park, as well as opportunities in the Business Park.

FINALIZE assessment of the community’s recreational amenity needs and pursue projects accordingly, including the completion of previously scheduled park improvements.

RESPOND to and consider implementation of the Municipal Facility Needs Assessment for future public facility needs.

Engage the Public – Increase Civic Engagement Initiatives

ENHANCE the City’s marketing and social media efforts, including consideration of branding strategies to better promote and engage all stakeholders with accurate information.

EXPAND upon existing engagement efforts (OpenGov, social media, etc.) and pursue additional technologies and best practices.

INTRODUCE new opportunities to engage with all residents, including monthly Council open houses and other “pop-up” outreach efforts.

OUTREACH to neighborhood associations, faith groups, and other opinion leaders to ensure City communications / strategies remain relevant.

Develop the Organization – Attract, Retain, and Grow Employees

BUILD a highly skilled workforce by providing professional development and training opportunities to staff.

UTILIZE technology and partnerships to improve efficiencies and workloads.

COMPLETE annual employee reviews to include discussions of employee growth and development goals.

PURSUE succession planning and positional mentorship across all departments, specifically in areas of expected change.

Projects and Initiatives, 2019 – 2020

Grow Rosemount

- A. Complete the hiring of an Economic Development Specialist to increase local development opportunities, including marketing, business outreach, and pursuit of end-users in line with the needs of the local market. *(June 2019)*
- B. Continue to foster relationship with Retail Strategies and complete rollout of Rosemount specific recruitment website with Retail Strategies.
- C. Assist Newland Communities in initial construction activities for UMore Phase 1. *(Fall 2019)*
- D. Complete final stages of the Indoor Recreation Amenities study and provide direction on next steps, including financial analysis of options. *(June 2019)*
- E. Actively work with Opus to promote, pursue, and support projects at Flintlock 52 Business Park; work with Xcel & University of MN to market shovel ready industrial lands.
- F. Initiate downtown redevelopment project; consider City involvement in project. *(Fall 2019)*
- G. Work with Port Authority to consider creation of economic development loan program.
- H. Engage with developer to support execution of hotel project within community.
- I. Continue discussions with ISD 196 on development of land for future schools (include Park & Rec in discussions for future park planning).
- J. Complete final items at Flint Hills Fields, including consideration of concession stand, the lighting of 1 field, a maintenance facility, and partnership with County on trailhead options. Also complete planned park projects, including Caramore Crossing and equipment upgrades. *(Winter 2019)*
- K. Complete land transfer of excess National Guard property on Biscayne Ave. for potential future municipal use. *(2019-2020 Legislative Session)*

Engage the Public

- A. Adopt “Social Media Policy” to address engagement / messaging best practices and standards for appropriate conduct. *(Summer 2019)*
- B. Develop a marketing / engagement plan discussing how to utilize all mediums (Nextdoor, Facebook, Twitter, Polco) to best tell the City’s story. *(Summer 2019)*
- C. Investigate creation of a volunteer engagement support structure / committee, in coordination with the existing Volunteer Coordinator and non-profits, to leverage volunteerism communitywide.
- D. Hold monthly opportunities for residents to engage Council (Coffee events, park pop-up open houses, etc.)
- E. Host annual Home Expo, Food Truck Festival, additional concerts/movies in the parks, and improvements to the Farmer’s Market.
- F. Create monthly “Rosemount Report” video to inform public of current events and upcoming City projects or actions.
- G. Implement OpenGov 2.0, including updated dashboard and visualizations of results for resident consumption; consider OpenGov budgeting tools. *(Fall 2019)*
- H. Pursue establishment of a “Technology Task Force” to ensure the City is pursuing modernization and advanced utilization of technology throughout the community. *(Fall 2019)*

Develop the Organization

- A. Host “Rosemount Leadership Academy”, grooming the next generation of leaders internally. *(Fall 2019)*
- B. Pursue internal and external training opportunities for staff at all levels, including tuition reimbursement, internal leadership training, and options via professional associations.
- C. Understand employee developmental needs via performance appraisal discussions.
- D. Investigate options and begin development of an internal succession plan to prepare for key retirements in future years. *(Winter 2019)*
- E. Continue advanced implementation of efficiency measures within Laserfiche and other software programs.