

# SHOREVIEW ECONOMIC DEVELOPMENT AUTHORITY

## Goals and Actions

### **Mission Statement:**

*The mission of the Shoreview Economic Development Authority is to facilitate economic growth by supporting existing businesses, foster reinvestment in residential neighborhoods and commercial areas, and promote the creation of new business, employment and housing opportunities in order to sustain and enhance the economic vitality and quality of life in the community.*

**Goal 1: To encourage quality development and redevelopment of commercial areas within the City of Shoreview.**

**Action A:** Prepare an assessment of commercial properties to determine what parcels are available for development and redevelopment opportunities.

**Action B:** Determine the role of the City of Shoreview, through the EDA, in actively pursuing redevelopment opportunities for:

- Shoreview Town Center (including the Shoreview Village Mall)
- Intersection of Rice Street and Interstate 694
- Deluxe Property and Interstate 694 Corridor Area

**Goal 2: To support and fund programs to assist Shoreview residents in retaining and maintaining their homes in Targeted Areas.**

**Action A:** Research housing programs and grants for targeting:

- foreclosure properties
- code and energy improvement assistance
- home ownership assistance for specific demographic audiences

**Action B:** Prioritize identified housing initiatives and develop Shoreview Program.

- Seek grant and administrative partners
- Prepare funding requests
- Identify financing sources

**Goal 3:** To educate both, potential and current, residents and businesses concerning Shoreview efforts to foster reinvestment in the community and maintain the existing high quality of life.

**Action A:** Evaluate and develop a marketing strategy for commercial areas.

**Action B:** Prepare a Communications Plan for EDA activities focusing on current and future housing initiatives and redevelopment projects.