



2020 - 2022 STRATEGIC PLAN

The City of Wadena Development Authority (WDA), created in 1991, seeks to improve the economic condition of Wadena. Focusing on appropriate commercial and industrial development, the WDA works to establish a higher tax base and additional job opportunities for the citizens of Wadena. The WDA provides resources and tools, including loans and grants, to support this kind of development. The commission consists of seven members, appointed by the Mayor and confirmed by the City Council. Each member serves a six-year term. There is no term limit. Members do not receive monetary compensation.

In August 2019, the following values, vision, mission, and strategic priorities were set.

CORE VALUES

INGENUITY We are resourceful problem-solvers who focus on solutions for those we serve.

PASSION We are dedicated to delivering results and getting things done for our community.

INTEGRITY We are trusted stewards of information and ideas that will help grow the local economy.

VISION We are growth-minded, forward-thinking change agents who anticipate trends and build toward the future.

VISION

To create an atmosphere for vibrant economic growth.

MISSION

To provide resources encouraging retention & support of existing businesses, creating a welcoming environment for new businesses that improve the community.

TARGET MARKET

WDA's services are targeted toward business owners, younger families, local workforce, and returning high school graduates. New businesses and existing ones to grow and add more jobs. Prospective businesses. Current and future business owners. Business Owners. Unique "artisan" businesses such as glass blowers, candy makers, artists, stain glass window arts, etc.



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A strategic planning process identified the top priorities for the Wadena Development Authority as business retention & expansion, business attraction, planning & marketing, downtown/main street retail development, and workforce development including housing. WDA's efforts to address these priorities will generate more positivity in the business community and create a virtuous cycle of a business-friendly reputation and business growth. As local commerce expands, Wadena will become a greater destination town and a regional retail and manufacturing hub attractive to national brands. These wide-ranging efforts to support Wadena businesses will bring in wealth and grow the local economy. Potential partners for a successful strategy include the chamber of commerce, local banks, housing redevelopment authority, school district, hospital, city council & staff, local businesses, local traditional media, regional economic development, local developers & realtors.

BUSINESS RETENTION, EXPANSION & ATTRACTION	HOUSING DEVELOPMENT	DOWNTOWN GROWTH & REDEVELOPMENT	MARKETING & COMMUNICATIONS
<p>ACTIONS</p> <ul style="list-style-type: none"> • Implement the recent University of Minnesota Extension Center for Community Vitality BRE program results • Retain & expand Oma's bread • Continue retention efforts during Highway 10 reconstruction • Continue to grow the industrial/business park lots available • Support the local hotel development • Consider supply chain attraction related to health care <p>MEASUREMENT</p> <ul style="list-style-type: none"> • 10 new non-home-based businesses • 50 new employees 	<p>ACTIONS</p> <ul style="list-style-type: none"> • Understand housing partners and their abilities • Determine targeted areas for housing developments • Attract & support developers <p>MEASUREMENT</p> <ul style="list-style-type: none"> • 15 new single family units 	<p>ACTIONS</p> <ul style="list-style-type: none"> • Retain & expand downtown corridor businesses • Redevelop the Olson building • Consider how to increase resources for storefront beautification assistance • Consider local artist colony concept for the Depot <p>MEASUREMENT</p> <ul style="list-style-type: none"> • Determine the downtown area, count the number of current businesses, retain & expand the number & types over the next 3 years 	<p>ACTIONS</p> <ul style="list-style-type: none"> • Understand marketing partners and their abilities • Develop a partner marketing plan to promote Wadena as a destination to residents and potential residents • Promote as a vibrant regional center, attractive to businesses and families <p>MEASUREMENT</p> <ul style="list-style-type: none"> • Population growth of 10% by 2023