

# City of Ramsey: Where the Heartland Begins



## Prepared by

Trevor Born, Erin Graney, Amanda MacPhail, Buck McKay, and Diane Timba

Students in JOUR 8202: Generation and Selection of Communication Strategies

Instructor: Steve Wehrenberg

College of Liberal Arts

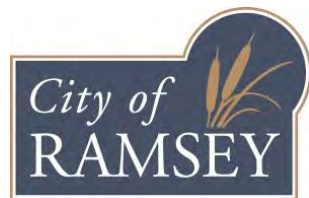
---

## Prepared in Collaboration with

Kurt Ulrich

City Administrator

City of Ramsey





This work is licensed under a Creative Commons Attribution-NonCommercial 3.0 Unported License. To view the full license, visit [www.creativecommons.org/licenses/by-nc/3.0/](http://www.creativecommons.org/licenses/by-nc/3.0/)

or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA. Any reproduction, distribution, or derivative use of this work under this license must be accompanied by the following attribution: “Produced by the Resilient Communities Project ([www.rcp.umn.edu](http://www.rcp.umn.edu)) at the University of Minnesota. Reproduced under a Creative Commons Attribution-NonCommercial 3.0 Unported License.”

This publication may be available in alternate formats upon request.

**Resilient Communities Project**

University of Minnesota  
330 HHHSPA  
301—19th Avenue South  
Minneapolis, Minnesota 55455  
Phone: (612) 625-7501  
E-mail: [rcp@umn.edu](mailto:rcp@umn.edu)  
Web site: <http://www.rcp.umn.edu>

The project on which this presentation is based was completed in collaboration with the City of Ramsey as part of the 2017–2018 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

The contents of this report represent the views of the authors, and do not necessarily reflect those of RCP, CURA, the Regents of the University of Minnesota, or the City of Ramsey.



*The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.*

# CITY OF RAMSEY: WHERE THE HEARTLAND BEGINS

Trevor Born  
Erin Graney  
Amanda MacPhail  
Buck McKay  
Diane Timba

# AGENDA

OUR ASSIGNMENT

RESEARCH & ANALYSIS

RAMSEY AS A BRAND

RECOMMENDATIONS

# THE PROBLEM

**What's good about Ramsey, stays in Ramsey**

**We want to:**

Tell an authentic story about Ramsey that resonates with current residents

Create a cohesive brand identity for Ramsey that will ultimately help build the city's tax base by attracting more potential home buyers

# AGENDA

OUR ASSIGNMENT

RESEARCH & ANALYSIS

RAMSEY AS A BRAND

RECOMMENDATIONS

# DATA ANALYSIS

Sources included:

Census

Market research

Segmentation

City, County, State, and Met Council planning documents

Fall semester projects

# COST OF LIVING IN RAMSEY V. COMPETITIVE SET

## Middle-of-the-Road Taxes

City	City Tax	Total Tax
Andover	902	2910
Anoka	957	3006
Ramsey	997	3088
Bloomington	1019	3342
Minneapolis	1494	3690

## Cheaper Housing by Square Foot

City	\$/Square Foot
Minneapolis	232
Bloomington	195
Andover	185
Anoka	162
Ramsey	161



# SAFETY

- Ramsey has the **lowest crime rate** of the competitive set.
- In the National Citizen Survey, residents reported **safety and economy** as their favorite parts of living in Ramsey.

Annual Crimes per 1000 people	Violent	Property	Total
Minneapolis	11.2	44.02	55.22
Anoka	2.07	33.91	35.98
Bloomington	2.07	33.24	35.31
Andover	.55	13.49	14.05
Ramsey	.61	12.9	13.51

# ORIGINAL RESEARCH

Through a **content analysis** of real estate listings and in-person **realtor chats** at open house events in Ramsey, we sought to discover how the City of Ramsey is being marketed to potential residents.

This is what we found.

# WORDS MOST OFTEN USED TO DESCRIBE RAMSEY

(Surveyed Homes for sale, pending sale, and sold since Jan. 1, 2018 in Ramsey, MN, March 14-16, 2018)

BEAUTIFUL

SPACIOUS

NEW

GORGEOUS

PRIVATE

# REALTOR CHATS

“What’s so great about Ramsey? Or not?”

## POSITIVES

Close-knit community

Very new

Good value

Low crime

Great school district

Close to the river

Place to put your “toys”

## NEGATIVES

Schools are far away

The area needs more stores, restaurants and entertainment venues

Negative comments regarding growth, e.g., “All the land is being bought up by big developers”

“Ram-tucky”

# INFORMAL CURRENT AND FORMER RESIDENT INTERVIEWS

## Findings:

Ramsey residents feel that it is safe place to live and a good place to raise kids

Trails and parks are used by many residents

Ramsey residents generally like the area and the community

# AGENDA

OUR ASSIGNMENT

RESEARCH & ANALYSIS

RAMSEY AS A BRAND

RECOMMENDATIONS

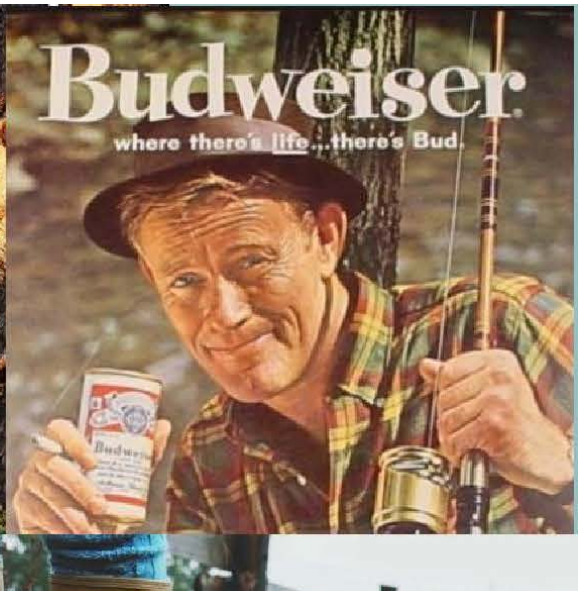
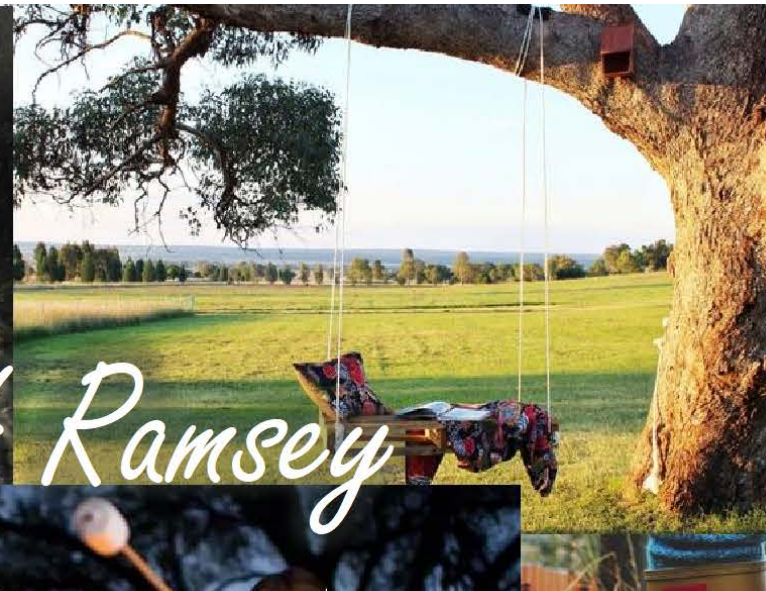
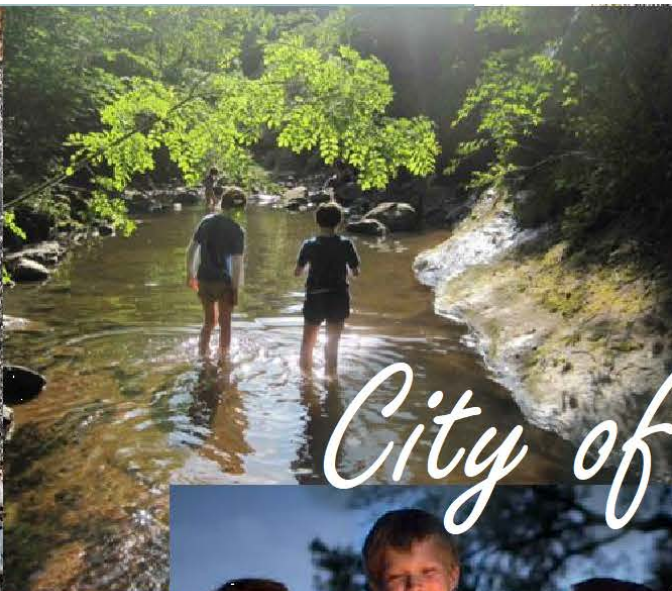
# RAMSEY'S GREATEST STRENGTHS

Space

Natural Areas

Affordable New Homes

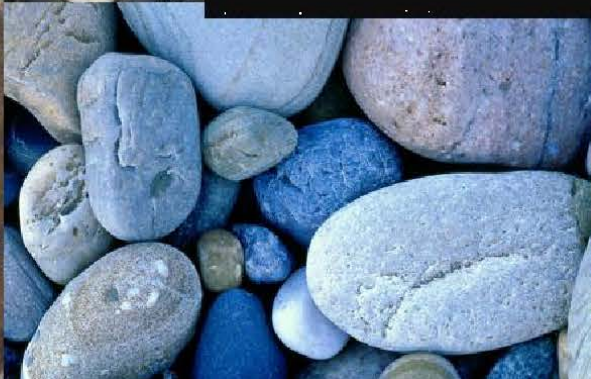
Safety



*City of Ramsey*



*Where the heartland begins*





# BRINGING “WHERE THE HEARTLAND BEGINS” TO LIFE: A MANIFESTO

In a world that’s becoming ever more bustling and yet ever more isolated, Ramsey is an oasis: A tight-knit community with small town values that’s still close enough to the city.

And while the rest of the metro races to cram more people into smaller spaces, Ramsey still holds dear things some people have decided they don’t even want: Space, serenity, natural beauty, safety, community. To those of us that live here, these are not frivolous things to want.

All of us venture into the city for the day, at least now and again. And coming home to Ramsey is like a deep sigh of relief. It’s like the feeling of stepping out of a loud party or get-together to catch up with an old friend on the porch. Or like relaxing in your backyard after all the chores are done. Or like when the traffic jam miraculously ends and the road opens back up in front of you.

More and more, this world caters to people who like things loud, like things busy, like things dense - and it’s easy to start to think that you need to like those things too. But not everybody does. In Ramsey we’re glad to be on the outside looking in. We’re glad to be at arm’s-length from the chaos. We’re glad to be where the grass actually, honestly, *is* greener. Ramsey is where the heartland begins. And to us, the heartland stands for a slower, closer-knit, and less stressful way of life, and we’re proud to want that.

# POSITIONING: FIT STATEMENT

For young families  
that don't want all  
the baggage  
involved with living  
in the Twin Cities,



it's a safe, serene  
community of  
neighbors you  
know,



that offers the  
values of small-  
town America.

# MESSAGING ARCHITECTURE

**Brand Promise**

A SAFE, SERENE, CLOSE-KNIT COMMUNITY

**Brand Idea**

WHERE THE HEARTLAND BEGINS

FOR YOUNG FAMILIES WHO WANT:

**Message**

**SMALL TOWN VALUES**  
A TIGHT KNIT COMMUNITY  
IN AN INCREASINGLY  
ISOLATED WORLD

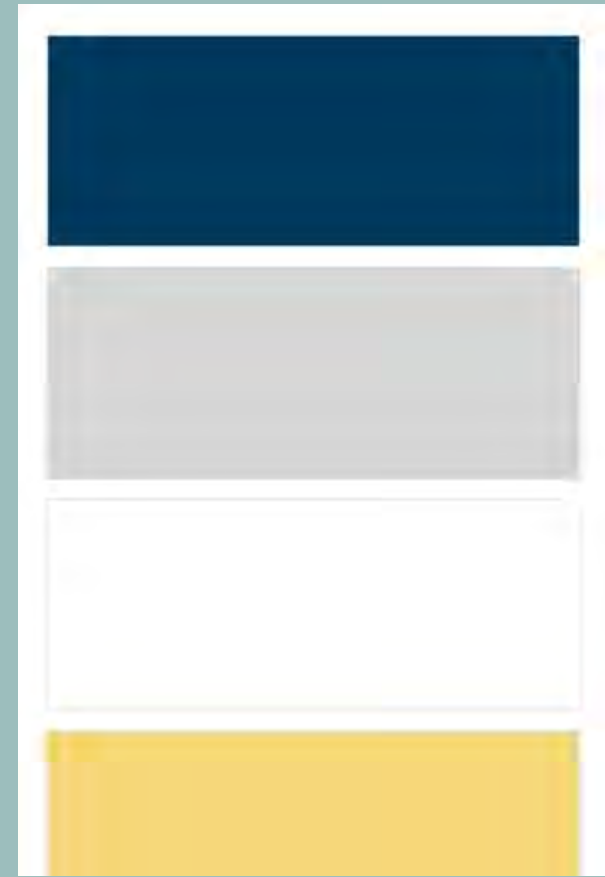
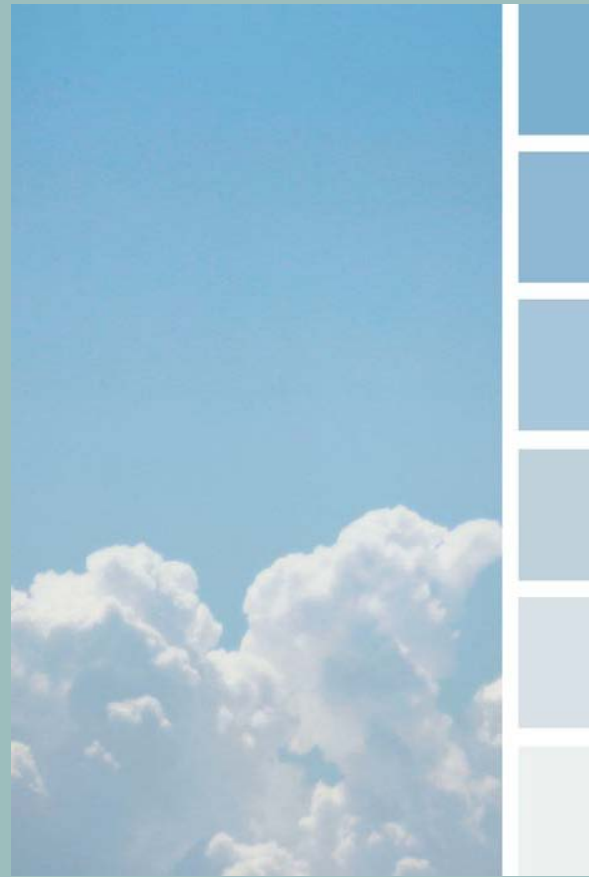
**SPACE**  
RAMSEY HAS A RARE  
COMMODITY IN THE METRO:  
SPACE. SPACE TO LIVE, TO  
PLAY, TO ENJOY NATURE

**MORE FOR LESS**  
SOME OF THE NEWEST  
AFFORDABLE HOMES IN  
THE TWIN CITIES

**Themes**

**Brand Persona**

THE REGULAR JOE



# RAMSEY COLOR VISION — EVERYDAY NATURE

Earth  
Sky  
Water  
Grass

# AGENDA

OUR ASSIGNMENT

RESEARCH & ANALYSIS

RAMSEY AS A BRAND

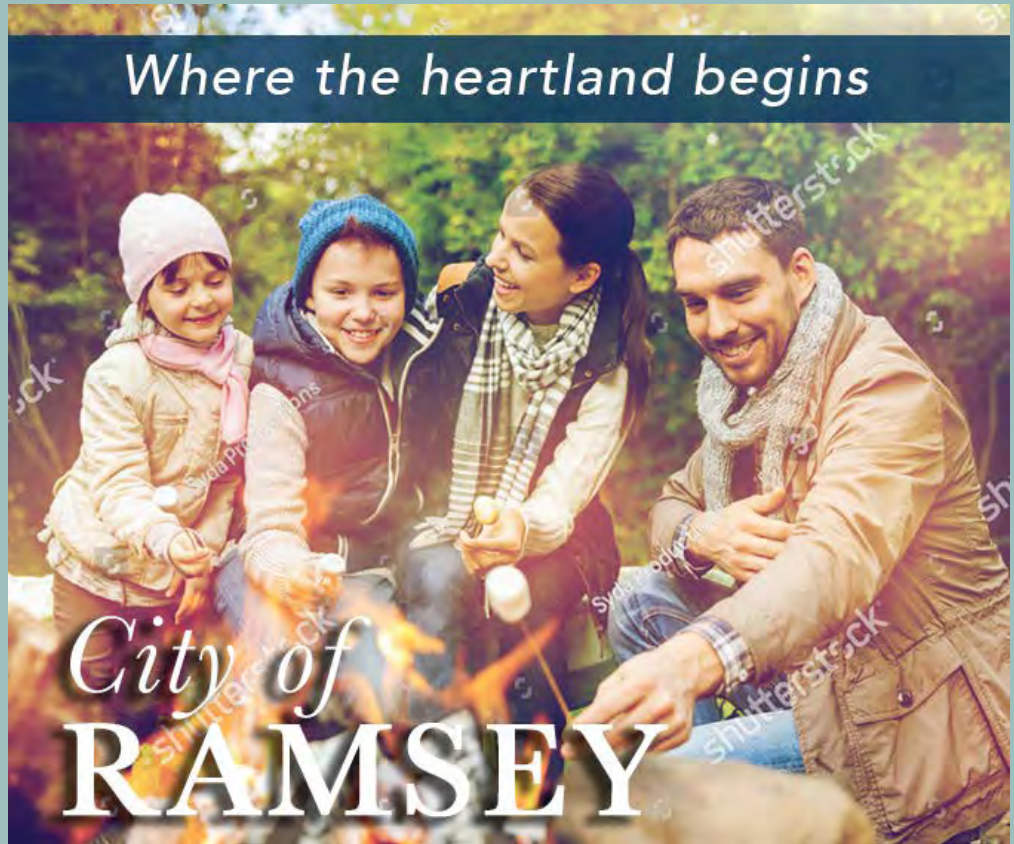
RECOMMENDATIONS



**GATEWAY SIGN** |







**SIGNAGE HIGHLIGHTING PARKS** |



# ONLINE ADVERTISING



CONTACT AGENT
SAVE SHARE HIDE MORE
EXPAND CLOSE







**7081 148th Ave NW,  
Ramsey, MN 55303**

3 beds · 2 baths · 1,504 sqft

FOR SALE  
**\$199,900**  
 Zestimate: \$221,555

EST. MORTGAGE  
**\$823/mo**  
[Get pre-qualified](#)

CONTACT LISTING AGENT  

**Ellie Christian**  
 Keller Williams Realty Integrity Northwest  
 (763) 400-8021

CONTACT PREMIER AGENT  
 Or call (763) 225-1613 for more info


I am interested in 7081 148th Ave NW,  
 Ramsey, MN 55303.

[Contact Agent](#)

I want financing information

By pressing Contact Agent, you agree that Zillow Group and real estate professionals may call/text you about your inquiry, which may involve use of automated means and prerecorded/artificial voices. You don't need to consent as a condition of buying any property, goods or services. Message/data rates may apply. You also agree to our [Terms of Use](#).

Ramsey: Where the Heartland Begins



City of Ramsey

Where the heartland begins

# CONTENT FOR REAL ESTATE LISTINGS



VIDEO [\(CLICK TO VIEW\)](#)

# RECOMMENDATIONS

Install gateway signs at both entrances to Ramsey on Highway 10 featuring "Welcome to Ramsey: Where the heartland begins"

Work brand assets like tagline, images, and color scheme into all signage and city communications

Create professional video based on our vision board and manifesto to distribute among real estate agents for use in their listings, positioning them as brand ambassadors

Create signage featuring tagline and new branding elements to be used on Highway 10 highlighting Ramsey's two regional parks, and other locations of note

## Appendix - City of Ramsey Presentation

Data Analysis (click to view):

[Demographics](#)

[Housing](#)

[Businesses](#)

[Highway 10 corridor](#)

[Safety](#)

[Natural Resources](#)

[Future planning](#)

[History](#)

[Segment analysis](#)

[Interaction with the city](#)

[Northstar Rail Ridership](#)

[Documents referenced](#)

[Primary Research](#)

[SWOT Analysis](#)

[Positioning: Brand Insight Genesis](#)

[Bullseye Target/Audience Segments](#)

[Marketing Driver Analysis](#)

[Campaign Communications Architecture and Evaluation](#)

## Demographics

Compared to the Twin Cities as a whole, Ramsey residents:

- Are more white (90% of Ramsey; 74% Twin Cities)
- Earn more
  - 24% of Twin Cities residents have household income under \$35K, compared to only 10% of Ramsey
- 43% of Ramsey residents are \$100,000 or more, compared with 34% of TC
  - Just 3.2% of residents below poverty line
- Are less college educated
  - 28% of Ramsey residents have a bachelors or higher vs 42% TC
- Own more than rent
  - 89% Ramsey owner-occupied housing; 68% TC
- Live in newer homes
  - 95% of Ramsey homes built since 1970 and 29% since 2000; 59% and 15% for TC
- Own more cars
  - 36% of Ramsey residents have 3 or more vehicles; 19% TC
- Live much further from their job
  - 55% drive 30 minutes or more to work vs 35% TC

*Note: Ramsey also exceeds Anoka in these categories, which is more like the Twin Cities at large. Less developed neighboring communities Dayton, Champlin and Andover track more closely with Ramsey than with Anoka/Twin Cities. [See the full, color-coded comparison in a spreadsheet here.](#)*

	Ramsey	Twin Cities	Diff	Anoka	Diff	Dayton	Diff	Andover	Diff	Champlin	Diff
Male	51.40%	49.30%	-2%	48.70%	-3%	51.90%	1%	50.30%	-1%	48.60%	-3%
Female	48.60%	50.70%	2%	51.30%	3%	48.10%	-1%	49.70%	1%	51.40%	3%
			0%		0%		0%		0%		0%
Under 5 years	6.60%	6.60%	0%	6.40%	0%	7.00%	0%	4.40%	-2%	7.80%	1%
5-9 years	6.50%	6.70%	0%	5.30%	-1%	6.50%	0%	8.00%	2%	6.80%	0%
10-14 years	8.50%	6.60%	-2%	5.90%	-3%	7.10%	-1%	9.70%	1%	7.20%	-1%
15-17 years	4.60%	3.90%	-1%	3.20%	-1%	4.50%	0%	6.10%	2%	4.80%	0%
18-24 years	9.20%	8.90%	0%	6.90%	-2%	6.00%	-3%	8.70%	-1%	7.80%	-1%
25-34 years	14.60%	15.10%	1%	15.10%	1%	11.30%	-3%	9.30%	-5%	13.00%	-2%
35-44 years	13.20%	13.10%	0%	13.80%	1%	12.80%	0%	13.90%	1%	11.90%	-1%
45-54 years	16.30%	14.20%	-2%	14.40%	-2%	14.30%	-2%	18.60%	2%	18.80%	3%
55-64 years	11.60%	12.60%	1%	12.00%	0%	19.80%	8%	12.10%	0%	13.40%	2%

65-74 years	6.50%	7.00%	1%	9.20%	3%	8.50%	2%	6.50%	0%	5.50%	-1%
75-84 years	1.70%	3.50%	2%	5.20%	4%	2.00%	0%	1.70%	0%	1.90%	0%
85 years and older		1.70%	2%	2.50%	3%		0%		0%	1.10%	1%
			0%		0%		0%		0%		0%
17 years and younger	26.20%	23.80%	-2%	20.80%	-5%	25.10%	-1%	28.20%	2%	26.60%	0%
18-64 years	65.00%	63.90%	-1%	62.20%	-3%	64.20%	-1%	62.50%	-3%	64.90%	0%
65 years and older	8.90%	12.30%	3%	17.00%	8%	10.70%	2%	9.30%	0%	8.50%	0%
-Race and Ethnicity			0%		0%		0%		0%		0%
White Alone, not Hispanic or Latino	90.40%	74.30%	-16%	84.10%	-6%	85.10%	-5%	89.90%	-1%	82.30%	-8%
Of Color	9.60%	25.70%	16%	15.90%	6%	14.90%	5%	10.10%	1%	17.70%	8%
Black or African American	1.80%	8.70%	7%	6.90%	5%		-2%	2.10%	0%	9.30%	8%
American Indian or Alaskan Native			0%		0%		0%		0%		0%
Asian or Pacific Islander	2.80%	7.10%	4%	1.70%	-1%		-3%	2.70%	0%	2.80%	0%
Other Race			0%		0%		0%		0%		0%
Two or More Races	2.50%	3.00%	1%	3.10%	1%		-3%	2.20%	0%	2.80%	0%
Hispanic or Latino total	2.40%	6.10%	4%	3.40%	1%	11.20%	9%	2.80%	0%	2.40%	0%
			0%		0%		0%		0%		0%
Foreign Born	4.60%	11.30%	7%	6.00%	1%	5.10%	1%	3.50%	-1%	9.00%	4%
-Language Spoken			0%		0%		0%		0%		0%
Population (5 years and older)	100.00%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%
English Only	93.50%	84.60%	-9%	92.50%	-1%	89.80%	-4%	94.50%	1%	90.10%	-3%
Language other than English	6.50%	15.40%	9%	7.50%	1%	10.20%	4%	5.50%	-1%	9.90%	3%



All people for whom poverty status is determined	100.00%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%
With income below poverty	3.50%	10.30%	7%	11.80%	8%	4.30%	1%	3.70%	0%	4.20%	1%		
With income 100-149% of poverty	3.40%	6.60%	3%	11.10%	8%		-3%	2.70%	-1%	6.30%	3%		
With income 150-199% of poverty	5.20%	6.80%	2%	14.30%	9%	9.40%	4%	7.30%	2%	4.90%	0%		
With income 200% of poverty or higher	87.90%	76.30%	-12%	62.80%	-25%	76.10%	-12%	86.30%	-2%	84.70%	-3%		
			0%		0%		0%		0%		0%		
All people below poverty line in past 12 months*			0%		0%		0%		0%		0%		
Under 5 years (percent of people under age 5)	3.80%	14.80%	11%	22.30%	19%		-4%		-4%		-4%		-4%
5-11 years (percent of people 5-11)	6.10%	14.20%	8%	12.30%	6%		-6%	4.40%	-2%	5.70%	0%		0%
12-17 (percent of people 12-17)	6.20%	12.60%	6%	11.90%	6%		-6%	5.00%	-1%	5.90%	0%		0%
18-24 (percent of people 18-24)		20.60%	21%	10.80%	11%		0%	5.70%	6%	7.10%	7%		7%
25-34 (percent of people 25-34)	1.80%	10.10%	8%	15.30%	14%		-2%	4.70%	3%		-2%		-2%
35-44 (percent of people 35-44)	7.40%	8.00%	1%	10.50%	3%		-7%	2.20%	-5%		-7%		-7%
45-54 (percent of people 45-54)	2.10%	7.00%	5%	14.50%	12%		-2%	2.10%	0%	4.30%	2%		2%
55-64 (percent of people 55-64)		6.90%	7%	7.70%	8%		0%	3.50%	4%	2.40%	2%		2%
65 years and older (percent of people 65+)	2.20%	6.60%	4%	6.30%	4%		-2%	3.30%	1%	4.10%	2%		2%
			0%		0%		0%		0%		0%		0%



Health (ACS 2012-2016)			0%		0%		0%		0%		0%		0%
-Health			0%		0%		0%		0%		0%		0%
Total population for whom health insurance coverage status is determined	100.00%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%
Population without health insurance coverage	3.70%	6.10%	2%	7.70%	4%	9.10%	5%	3.00%	-1%	2.50%	-1%		
Housing (ACS 2012-2016)			0%		0%		0%		0%		0%		0%
Total housing units			0%		0%		0%		0%		0%		0%
-Owned and Rental Housing			0%		0%		0%		0%		0%		0%
Vacant housing units (seasonal units included)	2.60%	4.50%	2%	4.60%	2%		-3%	1.10%	-2%	2.70%	0%		0%
Occupied housing units	97.40%	95.50%	-2%	95.40%	-2%	100.00%	3%	98.90%	2%	97.30%	0%		0%
Average household size			0%		0%		0%		0%		0%		0%
Owner-occupied	88.90%	68.00%	-21%	52.30%	-37%	92.00%	3%	92.80%	4%	84.60%	-4%		-4%
Average household size			0%		0%		0%		0%		0%		0%
Renter-occupied	11.10%	32.00%	21%	47.70%	37%	8.00%	-3%	7.20%	-4%	15.40%	4%		4%
Average household size			0%		0%		0%		0%		0%		0%
-Year Built			0%		0%		0%		0%		0%		0%
2000 or later	29.10%	15.30%	-14%	6.50%	-23%	15.10%	-14%	21.00%	-8%	12.20%	-17%		-17%
1970-1999	65.20%	44.30%	-21%	50.80%	-14%	62.60%	-3%	70.60%	5%	72.60%	7%		7%
1940-1969	5.10%	25.40%	20%	32.90%	28%	14.00%	9%	7.20%	2%	13.80%	9%		9%
1939 or earlier		15.00%	15%	9.90%	10%	8.30%	8%	1.30%	1%	1.40%	1%		1%
Total households			0%		0%		0%		0%		0%		0%

-Households by Type			0%		0%		0%		0%		0%		0%		0%		0%		0%
Family households	80.10%	63.40%	-17%	58.70%	-21%	84.60%	4%	84.40%	4%	75.50%	-5%								
With children under 18 years	39.10%	31.60%	-8%	26.70%	-12%	34.50%	-5%	44.00%	5%	38.80%	0%								
Married-couple family households	66.90%	49.20%	-18%	39.30%	-28%	73.30%	6%	71.70%	5%	62.70%	-4%								
With children under 18 years	29.90%	22.20%	-8%	14.10%	-16%	27.20%	-3%	35.90%	6%	29.00%	-1%								
Single-person family households	13.20%	14.30%	1%	19.30%	6%	11.30%	-2%	12.70%	-1%	12.80%	0%								
With children under 18 years	9.20%	9.40%	0%	12.60%	3%	7.30%	-2%	8.10%	-1%	9.80%	1%								
Nonfamily households	19.90%	36.60%	17%	41.30%	21%	15.40%	-5%	15.60%	-4%	24.50%	5%								
Householder living alone	15.60%	28.80%	13%	34.90%	19%	12.50%	-3%	11.90%	-4%	20.20%	5%								
65 years and over	3.80%	9.40%	6%	12.60%	9%	4.00%	0%	4.80%	1%	6.20%	2%								
			0%		0%		0%		0%		0%								
Households with one or more children under 18 years	40.30%	31.90%	-8%	27.20%	-13%	34.50%	-6%	44.70%	4%	39.10%	-1%								
Households with one or more people 65 years and over	17.20%	22.40%	5%	28.00%	11%	18.90%	2%	19.70%	3%	17.20%	0%								
-Year householder moved into unit			0%		0%		0%		0%		0%								
Moved in 2010 or later	28.30%	37.80%	10%	45.80%	18%	26.70%	-2%	21.40%	-7%	27.50%	-1%								
Moved in 2000-2009	33.70%	30.70%	-3%	23.90%	-10%	21.20%	-13%	38.10%	4%	31.30%	-2%								
Moved in 1990-1999	22.20%	16.30%	-6%	14.10%	-8%	22.00%	0%	26.70%	5%	24.00%	2%								
Moved in 1980-1989	8.10%	7.90%	0%	7.90%	0%	16.90%	9%	9.70%	2%	11.30%	3%								

Moved in 1979 or earlier	7.60%	7.20%	0%	8.30%	1%	13.10%	6%	4.00%	-4%	6.00%	-2%
-Cost-burdened households			0%		0%		0%		0%		0%
All households for which cost burden is calculated			0%		0%		0%		0%		0%
Cost-burdened households	20.50%	29.20%	9%	37.50%	17%	26.60%	6%	21.90%	1%	22.00%	2%
Owner households for which cost burden is calculated			0%		0%		0%		0%		0%
Cost-burdened owner households	19.00%	20.70%	2%	24.20%	5%	22.30%	3%	19.20%	0%	16.60%	-2%
Renter households for which cost burden is calculated			0%		0%		0%		0%		0%
Cost-burdened renter households	32.50%	47.80%	15%	52.50%	20%		-33%	58.50%	26%	53.20%	21%
-Rent Paid			0%		0%		0%		0%		0%
Households paying rent			0%		0%		0%		0%		0%
Median rent paid (2016 dollars, averaged)			0%		0%		0%		0%		0%
Transportation (ACS 2012-2016)			0%		0%		0%		0%		0%
-Vehicles per household			0%		0%		0%		0%		0%
No vehicles	1.40%	7.90%	7%	11.10%	10%		-1%	2.60%	1%	2.70%	1%
1 vehicle available	17.50%	32.10%	15%	37.30%	20%	15.10%	-2%	13.30%	-4%	22.40%	5%
2 vehicles available	44.70%	41.10%	-4%	36.20%	-9%	42.10%	-3%	46.10%	1%	50.30%	6%
3 or more vehicles available	36.50%	18.90%	-18%	15.40%	-21%	42.90%	6%	37.90%	1%	24.70%	-12%
-Transportation to work			0%		0%		0%		0%		0%
Workers (16 years and older)	100.00%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%
Car, truck, or van (including	90.50%	85.30%	-5%	88.10%	-2%	91.20%	1%	90.10%	0%	90.20%	0%

passengers)																			
Public transportation	3.60%	5.30%	2%	3.20%	0%		3.20%	0%			-4%	3.00%	-1%		4.20%	1%			
Walked, biked, worked at home, or other	5.90%	9.40%	4%	8.70%	3%		7.70%	2%			6.90%	1%			5.50%	0%			
-Travel time to work			0%		0%			0%				0%							0%
Total age 16+ (not home based)	100.00%	100.00%	0%	100.00%	0%		100.00%	0%			100.00%	0%			100.00%	0%			0%
Less than 10 minutes	7.20%	10.10%	3%	15.80%	9%		7.30%	0%			6.60%	-1%			7.70%	1%			
10-19 minutes	18.70%	28.80%	10%	27.50%	9%		26.30%	8%			22.40%	4%			25.00%	6%			
20-29 minutes	19.30%	26.50%	7%	20.00%	1%		20.40%	1%			20.90%	2%			24.90%	6%			
30 minutes or longer	54.90%	34.70%	-20%	36.70%	-18%		46.00%	-9%			50.10%	-5%			42.40%	-13%			
Resident Workforce (ACS 2012-2016: 2nd Qtr. 2015 - LEHD)			0%		0%			0%				0%				0%			
-Workforce			0%		0%			0%				0%				0%			
Total civilian non-institutionalized population, 18-64			0%		0%			0%				0%				0%			
# of working age adults who are employed	84.60%	80.10%	-4%	74.20%	-10%		80.40%	-4%			83.40%	-1%			84.30%	0%			
Civilian labor force			0%		0%			0%				0%				0%			
Unemployed	3.20%	4.80%	2%	6.10%	3%		4.50%	1%			3.60%	0%			3.50%	0%			
-Educational Attainment			0%		0%			0%				0%				0%			
Population (25 years and older)	100.00%	100.00%	0%	100.00%	0%		100.00%	0%			100.00%	0%			100.00%	0%			
Less than high school	3.70%	6.80%	3%	9.30%	6%		5.70%	2%			4.00%	0%			3.10%	-1%			
High school diploma or GED	26.50%	20.60%	-6%	33.70%	7%		29.40%	3%			23.20%	-3%			21.30%	-5%			
Some college or associate's	41.30%	30.10%	-11%	35.70%	-6%		32.80%	-9%			38.60%	-3%			38.00%	-3%			

degree																				
Bachelor's degree	21.30%	27.70%	6%	15.50%	-6%	22.50%	1%	24.80%	4%	26.70%	5%									
Graduate or professional degree	7.10%	14.70%	8%	5.90%	-1%	9.60%	3%	9.30%	2%	10.80%	4%									
			0%		0%		0%		0%		0%									
High school graduate or higher	96.30%	93.20%	-3%	90.70%	-6%	94.30%	-2%	96.00%	0%	96.90%	1%									
Bachelor's degree or higher	28.40%	42.40%	14%	21.30%	-7%	32.10%	4%	34.10%	6%	37.60%	9%									
Total Employed Workers (LEHD)	100.00%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%	100.00%	0%									
-Worker Age			0%		0%		0%		0%		0%									
Age 29 or younger	21.30%	22.80%	2%	25.30%	4%	22.30%	1%	20.60%	-1%	21.10%	0%									
Age 30 to 54	58.90%	55.40%	-3%	53.20%	-6%	50.40%	-9%	58.20%	-1%	56.60%	-2%									
Age 55 or older	19.80%	21.80%	2%	21.60%	2%	27.30%	8%	21.20%	1%	22.30%	3%									
-Workers by Earnings			0%		0%		0%		0%		0%									
\$15,000 per year or less	16.60%	17.10%	1%	19.40%	3%	18.40%	2%	16.50%	0%	15.50%	-1%									
\$15,001 to \$39,999 per year	25.40%	27.70%	2%	34.30%	9%	22.80%	-3%	22.70%	-3%	26.10%	1%									
\$40,000 or more per year	58.00%	55.20%	-3%	46.30%	-12%	58.80%	1%	60.80%	3%	58.40%	0%									
-Workers by Industry of Employment			0%		0%		0%		0%		0%									
Accommodation and food services	6.10%	7.00%	1%	8.30%	2%	6.50%	0%	6.00%	0%	6.70%	1%									
Administration & support, waste management and remediation	4.30%	5.50%	1%	5.40%	1%	4.50%	0%	4.10%	0%	4.60%	0%									

Agriculture, forestry, fishing and hunting			0%		0%		0%		0%		0%		0%
Arts, entertainment, and recreation	1.10%	1.40%	0%	1.20%	0%		-1%	1.20%	0%	1.10%	0%		0%
Construction	6.30%	3.80%	-3%	5.20%	-1%	6.70%	0%	5.80%	-1%	5.00%	-1%		-1%
Educational services	8.40%	9.10%	1%	7.50%	-1%	7.10%	-1%	9.70%	1%	8.50%	0%		0%
Finance and insurance	5.00%	6.70%	2%	4.40%	-1%	6.70%	2%	5.40%	0%	6.30%	1%		1%
Health care and social assistance	13.80%	14.40%	1%	13.70%	0%	10.80%	-3%	13.90%	0%	13.30%	-1%		-1%
Information	1.60%	2.50%	1%	1.40%	0%	1.80%	0%	2.00%	0%	2.00%	0%		0%
Management of companies and enterprises	3.60%	5.00%	1%	3.10%	-1%	4.10%	1%	3.70%	0%	4.40%	1%		1%
Manufacturing	15.30%	10.30%	-5%	15.40%	0%	15.70%	0%	14.40%	-1%	13.40%	-2%		-2%
Mining, quarrying, and oil and gas extraction			0%		0%		0%		0%		0%		0%
Other services (excluding public administration)	3.00%	3.20%	0%	3.50%	1%	2.60%	0%	3.40%	0%	2.80%	0%		0%
Professional, scientific, and technical services	5.90%	7.50%	2%	5.10%	-1%	6.40%	1%	6.20%	0%	7.30%	1%		1%
Public administration	5.10%	4.00%	-1%	4.20%	-1%	3.50%	-2%	4.90%	0%	3.70%	-1%		-1%
Real estate and rental and leasing	1.30%	1.90%	1%	1.50%	0%	1.90%	1%	1.60%	0%	1.70%	0%		0%
Retail trade	9.40%	8.90%	-1%	10.80%	1%	10.30%	1%	8.70%	-1%	8.90%	-1%		-1%
Transportation and warehousing	2.70%	2.80%	0%	3.10%	0%	3.50%	1%	2.80%	0%	2.70%	0%		0%
Utilities			0%		0%		0%		0%		0%		0%
Wholesale trade	5.90%	5.40%	-1%	5.70%	0%	5.90%	0%	5.50%	0%	6.90%	1%		1%
-Workers by Race			0%		0%		0%		0%		0%		0%

White alone	93.30%	85.00%	-8%	91.00%	-2%	95.30%	2%	94.70%	1%	90.30%	-3%
Black or African American alone	3.00%	7.20%	4%	4.60%	2%	1.50%	-2%	1.80%	-1%	4.90%	2%
American Indian or Alaska Native alone			0%		0%		0%		0%		0%
Asian alone	2.30%	5.70%	3%	2.20%	0%	2.00%	0%	2.20%	0%	3.10%	1%
Native Hawaiian or Other Pacific Islander alone			0%		0%		0%		0%		0%
Two or more race groups	1.40%	1.40%	1%	1.40%	1%		0%		0%	1.10%	1%
-Workers by Educational Attainment			0%		0%		0%		0%		0%
Less than high school	5.40%	5.80%	0%	6.00%	1%	5.20%	0%	5.10%	0%	5.50%	0%
High school or equivalent, no college	20.40%	18.70%	-2%	20.90%	1%	20.30%	0%	19.90%	0%	19.50%	-1%
Some college or associative degree	27.30%	25.20%	-2%	24.90%	-2%	26.00%	-1%	26.80%	-1%	26.50%	-1%
Bachelor's degree or advanced degree	25.60%	27.40%	2%	23.00%	-3%	26.30%	1%	27.70%	2%	27.50%	2%
Education attainment not available (workers under age 30)	21.30%	22.80%	2%	25.30%	4%	22.30%	1%	20.60%	-1%	21.10%	0%
-Workers by Distance to Employment Location (linear)			0%		0%		0%		0%		0%
Less than 10 miles	32.30%	52.70%	20%	41.90%	10%	31.80%	-1%	32.30%	0%	36.30%	4%
10 to 24 miles	50.60%	39.80%	-11%	47.60%	-3%	55.60%	5%	54.30%	4%	57.00%	6%
25 to 50 miles	14.90%	5.00%	-10%	7.70%	-7%	10.50%	-4%	10.80%	-4%	4.70%	-10%
Greater than 50 miles	2.30%	2.60%	0%	2.70%	0%	2.10%	0%	2.70%	0%	2.00%	0%

## Housing

- High rates of home ownership, low rates of renting

- New housing stock relative to surrounding communities
- Most common land use in Ramsey is rural residential (36.1% of the area)
- 80% of residents say they are not under housing cost stress, which is higher than the national benchmark
- According to a Zillow analysis, the median home value in Ramsey is \$245,300
  - Price per foot: Compared to competitive set, Ramsey is least expensive in price-per-foot
    - Minneapolis: \$232
    - Bloomington: \$196
    - Andover: \$185
    - Anoka: \$162
    - Ramsey: \$161
- Real estate agents surveyed by Northstar Corridor Development Authority around 2013, asked what makes Ramsey different:
  - “Ramsey is like an island that was developed around, and therefore has newer development and has opportunities for newness”
  - “Ramsey is more of a mix of rural-with-city than surrounding communities”

## Businesses

- 1,300 businesses providing 6,150 jobs
- Manufacturing is by far the most common type of job in Ramsey
- There is an outflow (known as “leakage”) in retail spending on most categories; i.e. Ramsey residents spend more on those markets total than gets spent total in Ramsey
- Three industries in which Ramsey is pulling in business from surrounding areas, according to Claritas report:
  - Furniture and home furnishing
  - Auto sales
  - Gas stations and convenience stores
- Zoning in Ramsey is notably flexible and inclusive

## Highway 10 corridor

- 50 businesses along the Hwy 10 corridor
- Average 47,500 daily car trips through the corridor. Half stop at at least one light.
- A car averages 10 minutes on Ramsey’s stretch of Highway 10, adding up to half a million minutes of people passing through Ramsey on HWY10.
  - Within 2 miles of corridor:
    - Three parks (Alpine, Cottonwood, Emerald Pond)
    - Three water bodies (Mississippi River, Rum River, and Sunfish Lake)
- *Interesting branding idea: Another UMN class dubbed Ramsey’s stretch of Highway 10 “The Gateway to Greater Minnesota”*

## Safety

- In the National Citizen Survey, residents report Safety and Economy as their favorite parts of living in Ramsey
- Ramsey has lowest crime rate of competitive set



Annual crimes per 1,000 people	Violent	Property	Total
Ramsey	0.61	12.9	13.51
Andover	0.55	13.49	14.05
Bloomington	2.07	33.24	35.31
Anoka	2.07	33.91	35.98
Minneapolis	11.2	44.02	55.22

## Natural Resources

- 565 acres of parkland
- 50+ miles of trail
- 17 miles of shoreline
- 32 parks
  - 2 regional parks, one for each major river that flows through Ramsey (Mississippi and Rum)

## Taxes

Ramsey is middle-of-pack in terms of competitive set for taxes on a \$245,300 house (average Ramsey price)

City	Year	Value	City Tax	City Tax w/ Credit	Total Tax	Total Tax w/ Credit
Andover	2016	245,300	902	902	2,910	2,910
Anoka	2016	245,300	957	957	3,006	3,006
Ramsey	2016	245,300	997	997	3,088	3,088
Bloomington	2016	245,300	1,019	1,019	3,342	3,342
Minneapolis	2016	245,300	1,494	1,494	3,690	3,690

Source: League of Minnesota Cities, 2016 data

## Future planning

- Ramsey's population growth has consistently outpaced other Anoka County communities since the 80's.
- Met Council estimates an additional 15K people by 2030.
- Since the 2010 Census, population of middle age Ramsey residents has gone down, while young and old have gone up
- Met Council planning goals for Ramsey
  - protecting natural resources
  - ensuring sufficient public infrastructure
  - developing transition strategies to increase density and encourage infill development

## History

- Pre-1840: The confluence of the Mississippi and Rum Rivers is a well-established neutral zone for the Sioux and Chippewa
- 1846: Trading post established
- 1850: Settlement becomes permanent colony known as Itasca Village
- 1857: Watertown Township established, a year later renamed Ramsey after Governor Alexander Ramsey
- 1864: StP&P Railroad reaches Ramsey
- 1892: Schoolhouse built, later becomes historic town hall
- 1970: Population of Ramsey Township is 2,360
- 1974: City of Ramsey incorporated, with population of 8,000
- 1980: Population of 10,093, a 300+% increase since 1970
- 1985: Municipal sewer and water reaches SW Ramsey
- 2004: Work begins on COR
- 2012: Northstar Commuter Line opens

## Segment analysis

- According to Nielsen, the five most represented market segments for the zip code are:
  - Country Squires (wealthy middle age family mix)
    - “The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who’ve fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort.”
      - Owns a Volkswagen
      - Eats at Dunkin Donuts
      - Shops at Pottery Barn
      - Plays golf
      - Stays at Spring Hill Suites
      - Uses Living Social
      - Listens to Album Rock
  - Fast track families (Upscale middle age family mix)
  - Kids & cul-de-sacs (upscale younger family mix)
  - New homesteaders (upscale younger mostly with kids)
  - Township travelers (Upper middle age family mix)
- Esri Tapestry top three segments:
  - Soccer Moms
    - “We’re affluent and family-oriented, with a country flavor. We live outside the city, but close enough for our professional jobs. Both parents work to support our growing children, and we love time-saving innovations like online banking and housekeeping services.”
  - Home Improvement
    - “We tend to be married couples that live in the suburbs. 80% of us own our homes, and our education and diversity levels match the overall US average. We eat out regularly, but spend lots of time on home improvement and remodeling projects.”

- Green Acres
  - “We are country-living do-it-yourselfers who love maintaining and remodeling our homes. We enjoy gardening, growing vegetables, and spend money on equipment and tools to support our lifestyle. We’re also big into hunting, fishing, motorcycling, hiking, camping, and even golf.”
- Mosaic top segments in Ramsey trade area:
  - Small town success
    - White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation’s beltways
  - New suburbia families
    - Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities
  - Urban commuter families
    - Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe
  - Prime middle America
    - A mix of young, upper-middle-class couples and families living in both small towns and mid-sized cities working in well paying white-collar and blue-collar jobs

## Interaction with the city

- By far, most Ramsey residents report getting information about the city from the city newsletter
- Strategic communications priorities:
  - 1. Ramsey is a financially stable community
  - 2. Ramsey is a connected community
  - 3. Ramsey is focused on its constituents
  - 4. City of Ramsey is an effective organization

## Northstar Rail Ridership

- Ramsey station averaged 3,675 riders per month in 2017 (120/day).
- Ramsey station saw second-lowest ridership along Northstar Line in 2016 and 2017.

### 2017 Total Rides by Station

<u>Station</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>
Big Lake	7,033	6,219	7,251	7,463	9,217	8,432	9,299	10,514	10,854	8,403	7,320	7,710	99,716
Elk River	7,052	5,919	6,699	6,602	8,260	7,776	7,965	9,204	8,315	8,120	7,001	6,485	89,398
Coon Rapids	5,724	5,000	5,650	5,852	7,784	7,166	7,387	8,374	8,432	7,206	6,123	5,441	80,139
Anoka	5,196	4,788	5,377	5,554	6,830	6,227	6,207	7,176	7,035	6,417	5,398	4,951	71,157
Ramsey	3,776	3,389	3,715	3,482	4,140	3,808	3,549	3,987	3,856	3,740	3,374	3,288	44,105
Fridley	1,882	1,722	1,898	2,355	3,243	2,985	3,350	3,713	3,535	2,588	2,125	2,019	31,415

Target	<u>27,71</u>																				<u>377,86</u>
Field	<u>1</u>	<u>24,142</u>	<u>27,619</u>	<u>28,572</u>	<u>36,735</u>	<u>33,447</u>	<u>35,043</u>	<u>39,368</u>	<u>38,306</u>	<u>31,204</u>	<u>28,389</u>	<u>27,329</u>									<u>6</u>
	58,37																				793,79
	5	51,179	58,210	59,880	76,210	69,841	72,800	82,336	80,333	67,679	59,730	57,224									5

### 2016 Total Rides by Station

<u>Station</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>
Big Lake	6,476	6,731	7,074	7,594	7,485	8,660	8,578	9,581	8,823	7,246	7,023	6,464	91,734
Elk River	6,337	6,585	6,774	6,734	6,663	7,635	7,212	8,168	7,579	6,857	6,622	6,140	83,306
Coon Rapids	4,750	5,175	5,364	5,795	5,552	6,563	5,705	6,698	6,441	5,635	5,398	4,873	67,950
Anoka	4,728	5,034	5,019	5,304	5,169	5,847	4,882	5,774	5,716	4,950	4,827	4,439	61,691
Ramsey	3,307	3,347	3,513	3,353	3,563	3,643	3,192	3,907	3,710	3,538	3,450	3,045	41,569
Fridley	1,750	1,785	1,746	2,264	2,322	2,627	2,508	2,786	2,744	2,165	2,125	1,753	26,574
Target Field	<u>24,82</u>	<u>25,609</u>	<u>26,524</u>	<u>27,841</u>	<u>28,035</u>	<u>32,527</u>	<u>29,776</u>	<u>33,802</u>	<u>31,473</u>	<u>26,992</u>	<u>26,665</u>	<u>24,278</u>	<u>338,34</u>
	52,16	54,265	56,015	58,885	58,790	67,501	61,853	70,716	66,486	57,384	56,111	50,993	711,16
	9												7

### Documents referenced

Documents referenced:

- US Census data
- Market Research databases: Nielsen MyBestSegments, Simmons OneView, ESRI Tapestry Segmentation, Mosaic
- MN Department of Employment & Economic Development
- Neighborhoodscout crime reports by city
- Northstar Corridor Development Authority TOD Analysis
- Met Council System Statement
- Ramsey Comp Plan
- Ramsey New Resident Packet
- City of Ramsey Developers Guide
- Buxton Retail Assessment
- Ramsey Communication Plan
- Ramsey Community Survey (2016)
- Ramsey Infographic 2017
- Fall Semester project reports
  - A Gathering Place for Community (Community Center Plan)
  - Sustaining Our Legacy (Historic Town Hall Plan)
  - Encouraging Small Business Growth and Expansion (Business Incubator Plan)
  - Creating Destination (Retail Market Analysis)

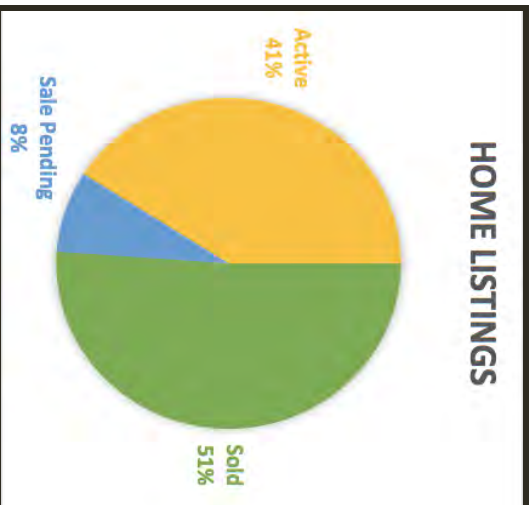
- Highway 10: A Community and Regional Focal Point (U.S. Highway 10 Corridor Plan)
- Connecting Ramsey (City-Wide Greenway Plan)
- A Gathering Within: An Attraction Beyond (The COR Development Plan Update)

## Primary Research

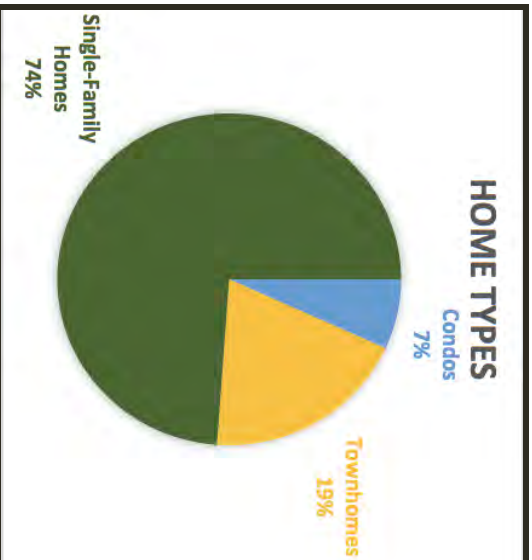
### Content Analysis

- Real estate listings and descriptors for homes for sale and recently sold in the city of Ramsey (Online research conducted on Realtor.com, March 14-16, 2018)
- Insights
  - Privacy (12.5% trumps convenience (5.68%) as a selling point
  - Most real estate agents are not using the Northstar Rail as a selling point (only 11% of surveyed listings)
  - Most homes are newer builds (on average, built after the year 2000)
  - There are many houses with very large lots available, but most homes being purchased have smaller plots of land (average of .59 acres)

<b>Real Estate Descriptors</b>	<b>Number</b>	<b>Percentage</b>
Beautiful	25	28.41%
Spacious	18	20.45%
New	13	14.77%
Gorgeous	12	13.64%
Private	11	12.5%
Mentions Northstar Commuter Line	10	11.36%
Open	9	10.23%
Modern	5	5.68%
Convenient/close to amenities	5	5.68%
Charming	5	5.68%
Cozy	4	4.55%
Wildlife	3	3.41%
Quiet	3	3.41%
Good location	3	3.41%
Serene	1	1.14%



- Average Lot Size (active listings): 1.09 acres
- Average Lot Size (sold listings): .60 acres



#### Realtor Chats

John Udermann, Edina Realty  
6991 137th Avenue, Ramsey

- Lives nearby in Andover
- Thinks homes in Ramsey are a great value, lots of square footage
- Close to river, lots of outdoor living, you have a place to put your toys
- Schools are a bit far out
- Wouldn't live in Minneapolis for the world

Mark Zins, Lennar Homes  
The Woodlands, 7566 159th Ave. NW, Ramsey

- Great area with low crime, great school district
- Emphasized biking paths, local parks, ice rinks, ice skating paths
- No privacy fences, but majority of homes back up to wetlands, ponds, & woods for privacy
- Flyer touts NorthStar Rail "Minutes to downtown dining and entertainment"

John Schmidt, Keller Williams Classic Realty  
5678 152nd Lane NW, Ramsey

- Has lived in Ramsey for 20+ years and loves it; kids love it here, good schools
- "Ram-tucky"
- Close-knit community with lots of potential & opportunities
- Somewhat negative about growth; land is being bought up by big developers
- Could use more big box stores and restaurants, entertainment venues
- Lots of healthcare available and downsizing for older residents

Mary Kay Nelson, Weidner Apartment Homes  
Residence at the COR

- New community, wide variety of residents
- NorthStar Train - 5x in morning, 5x in evening

- Farmers Market on Thursdays in Summer, Draw Park music every night at 6:30pm, Happy Days parade, fireworks show, vendors
- Walkable and bike-friendly community



## SWOT Analysis

### Why do people move?

A US Census Bureau report shows that nearly 1 in 10 American households (9.6 percent) in 2010 reported that they were dissatisfied with their current housing, neighborhood, local safety, or public service to the point that they would like to move.

How can the City of Ramsey promote their assets to attract new residents and businesses, and mitigate their weaknesses?

Strengths	Notes																								
Safe community	<ul style="list-style-type: none"> <li>In the National Citizen Survey, residents report Safety and Economy as their favorite parts of living in Ramsey. A resident reinforced this stat, saying she is very comfortable letting her young kids (4th grade and kindergarten) walk to their friends' houses without an adult.</li> <li>Ramsey has lowest crime rate of competitive set</li> </ul> <table border="1" data-bbox="1091 444 1481 1230"> <thead> <tr> <th>Annual crimes per 1,000 people</th> <th>Violent</th> <th>Property</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Ramsey</td> <td>0.61</td> <td>12.9</td> <td>13.51</td> </tr> <tr> <td>Andover</td> <td>0.55</td> <td>13.49</td> <td>14.05</td> </tr> <tr> <td>Bloomington</td> <td>2.07</td> <td>33.24</td> <td>35.31</td> </tr> <tr> <td>Anoka</td> <td>2.07</td> <td>33.91</td> <td>35.98</td> </tr> <tr> <td>Minneapolis</td> <td>11.2</td> <td>44.02</td> <td>55.22</td> </tr> </tbody> </table>	Annual crimes per 1,000 people	Violent	Property	Total	Ramsey	0.61	12.9	13.51	Andover	0.55	13.49	14.05	Bloomington	2.07	33.24	35.31	Anoka	2.07	33.91	35.98	Minneapolis	11.2	44.02	55.22
Annual crimes per 1,000 people	Violent	Property	Total																						
Ramsey	0.61	12.9	13.51																						
Andover	0.55	13.49	14.05																						
Bloomington	2.07	33.24	35.31																						
Anoka	2.07	33.91	35.98																						
Minneapolis	11.2	44.02	55.22																						
Easy commuting via the Northstar Rail line	55% of Ramsey residents commute 30 minutes or more to work vs. 35% in the Twin Cities																								
Open space and access to parks and recreation	<p>Ramsey boasts ample parks and recreation:</p> <ul style="list-style-type: none"> <li>565 acres of parkland</li> <li>50+ miles of trail</li> <li>17 miles of shoreline</li> <li>32 parks               <ul style="list-style-type: none"> <li>2 regional parks, one for each major river that flows through Ramsey (Mississippi and Rum)</li> </ul> </li> </ul> <p>One Ramsey resident noted unique recreation activities for kids and families, like ice fishing and bow hunting classes.</p> <p>Land availability in Ramsey also makes it attractive for</p>																								

	residents who wish to build new homes or own acreage, and manufacturing businesses with large facilities.
Low taxes and home prices	<ul style="list-style-type: none"> <li>● 80% of residents say they are not under housing cost stress, which is higher than the national benchmark</li> <li>● According to a Zillow analysis, the median home value in Ramsey is \$245,300 <ul style="list-style-type: none"> <li>○ Price per foot: Compared to competitive set, Ramsey is least expensive in price-per-foot <ul style="list-style-type: none"> <li>■ Minneapolis: \$232</li> <li>■ Bloomington: \$196</li> <li>■ Andover: \$185</li> <li>■ Anoka: \$162</li> <li>■ Ramsey: \$161</li> </ul> </li> </ul> </li> <li>● Property tax in Ramsey is about 16% less than Minneapolis</li> </ul>
Ample industry and job opportunities	Ramsey boasts 1,300 businesses providing 6,150 jobs, including Connexus Energy, Life Fitness, Ace Solid Waste, Altron Manufacturing, Anderson Dahlen, Multi Source Manufacturing, RJM, Vision Ease Lens, and more. Manufacturing is by far the most common type of job in Ramsey.
Perception of a strong school district	<p>Ramsey residents cite the Anoka-Hennepin school district as a “really good district.”</p> <p>According to schoolidigger.com, Anoka-Hennepin ranks in the top half of schools in Minnesota, and in the middle of neighboring districts:</p> <ul style="list-style-type: none"> <li>● St. Francis: 119th</li> <li>● Spring Lake Park: 144th</li> <li>● <b>Anoka-Hennepin: 147th</b></li> <li>● Forest Lake: 171st</li> <li>● Osseo: 285th</li> </ul> <p>According to the district website, Anoka-Hennepin is one of Minnesota's largest, serving approximately 38,000 students and 248,000 residents. Spread out across 172 square miles, the district is made of 13 suburban communities north of Minneapolis and St. Paul. Anoka-Hennepin has 24 elementary schools, six middle schools, and five traditional high schools, plus alternative middle and high school sites, in addition to an award-winning Community Education program.</p>
<b>Weaknesses</b>	
Low recognition of the City of Ramsey	The City of Ramsey is not well known among Twin Cities residents and is often confused with Ramsey County.

	<p>Ramsey is not well marked or branded. For example, when driving north on Highway 169 and 10, the cities of Champlin and Anoka are branded with city-specific signage (e.g., “Anoka: Real. Classic.” light post banners.)</p>
<p>City’s best assets (parks and golf courses) are not easy to find</p>	<p>On a recent trip, the group did not see any signs to help promote or direct to Ramsey’s parks or golf courses, making them difficult to find even with maximum intent.</p> <p>Google maps also does not accurately navigate around the city. When attempting to navigate to Mississippi West Regional Park, Google Maps instructs users to turn off of the highway where no road or exit exists, and there are no signs on the highway to point people to the park. This is an opportunity to attract cabin-goers who may want to take a break, and realize the many assets of Ramsey in the process.</p>
<p>Ramsey residents do most of their shopping and dining in other cities</p>	<p>There is an outflow (known as “leakage”) in retail spending on most categories; i.e. Ramsey residents spend more on those markets total than gets spent total in Ramsey. According to one resident, “Ramsey does not have many restaurants.” One of the local restaurants, The Lunchbox, recently closed. Residents cite Coon Rapids, Anoka and Maple Grove as shopping and dining destinations.</p>
<p><b>Opportunities</b></p>	
<p>Declining “cost of distance” and trend toward exurban migration</p>	<p>According to a 2017 Forbes article, “There remains a school of thought, particularly in the mainstream media, that millennials have little interest in purchasing homes and will avoid suburbs, and sprawling places, at all costs. Yet more than 80% of people ages 25-34 in major metropolitan areas already live in suburbs and exurbs, according to the <a href="#">latest data</a>.”</p> <p>Additionally, according to the Wall Street Journal, “By 2025, the U.S. exurban population could outstrip the urban center population. This migration already has begun: Six million Americans moved out of city centers in the past decade, according to U.S. Census Bureau data. Although some center-city population <i>levels</i> have held steady or even risen, their <i>share</i> of the population has been dropping since 1990, while the exurbs’ share has been rising.”</p>
<p>Through traffic on Highway 10 corridor creates opportunities to showcase Ramsey</p>	<ul style="list-style-type: none"> <li>• 50 businesses along the Hwy 10 corridor</li> <li>• Average 47,500 daily car trips through the corridor. Half stop at at least one light.</li> </ul>

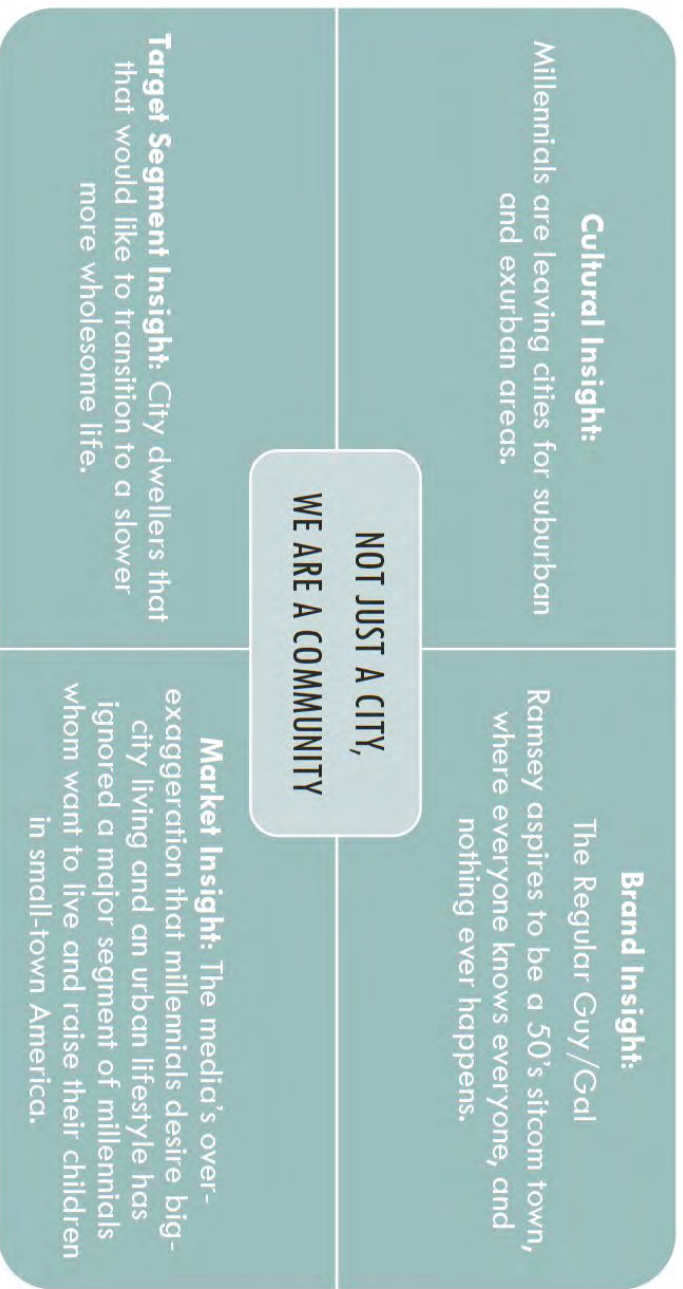
<p>to potential residents and business owners</p>	<ul style="list-style-type: none"> <li>● A car averages 10 minutes on Ramsey’s stretch of Highway 10, adding up to half a million minutes of people passing through Ramsey on HWY10.</li> <li>● Within 2 miles of corridor: <ul style="list-style-type: none"> <li>○ Three parks (Alpine, Cottonwood, Emerald Pond)</li> <li>○ Three water bodies (Mississippi River, Rum River, and Sunfish Lake)</li> </ul> </li> </ul>
<p><b>Threats</b></p>	
<p>2018 gubernatorial election and 2020 census</p>	<p>Governor Mark Dayton’s seat will be up for re-election this year. This is important because it is the election before the 2020 census, when voting districts will be redrawn to reflect population changes. Redistricting is done by the legislatures, and whichever party is in charge gets to draw the lines. The outcome of this election and subsequent redistricting could result in unfavorable political changes for the majority of Ramsey residents, who overwhelmingly voted for Trump/Pence (62% Trump/Pence vs. 48% Clinton/Kaine) and U.S. Representative Tom Emmer in the 2016 election.</p>
<p>Clash of established and newer residents (e.g., “resident gap”)</p>	<p>As Ramsey continues to grow and potentially take on a re-branding initiative, there is a possibility of an internal clash between more established Ramsey residents, residents new to the city and potential residents, which researchers Braun, Kavaratzis, &amp; Zenker (2013) call the “resident gap.” This gap may result from groups not identifying with the “place brand” of Ramsey. It will be important for residents to buy in to the Ramsey brand so they can be the city’s best ambassadors to new residents and businesses.</p>
<p>Ramsey is not on people’s radar as a place to live or build a business</p>	<p>People don’t think about Ramsey when considering places to live or build a business due to its low name recognition.</p> <p>And for those who drive through Ramsey frequently, they may associate the city with its unsightly stretch of Highway 10 because that is the most common point of visibility, as opposed to associating with its valuable natural resources and newly developed urban core.</p>
<p>The city loses resident and local businesses due to “retail leakage”</p>	<p>People want to live near where they shop and dine, and Ramsey’s lack of each may lead people to choose to live or build a business in neighboring communities.</p>

## References

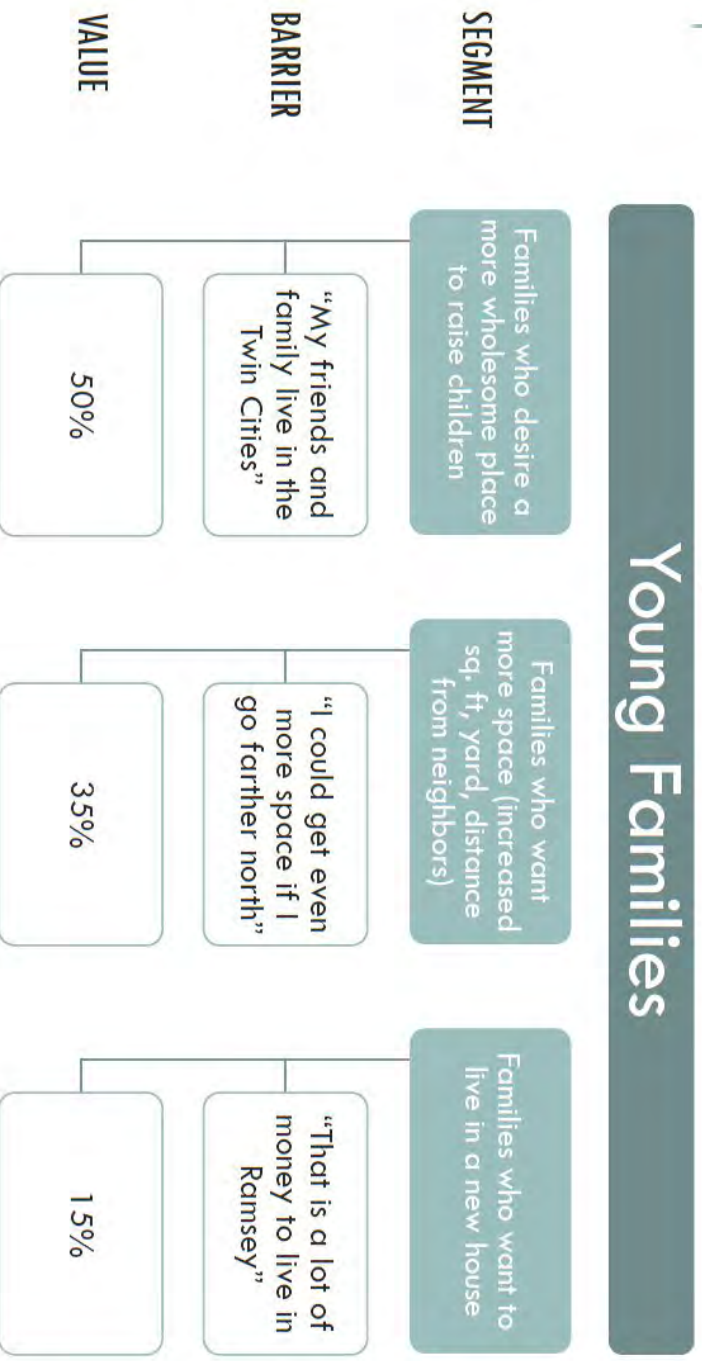
- Allen, J. (April 19, 2017). Why the Exurbs are Poised to Take Off in the Coming Years. *The Wall Street Journal*. Retrieved from <https://blogs.wsj.com/experts/2017/04/19/why-the-exurbs-are-poised-to-take-off-in-the-coming-years/>
- Braun, E., Kavaratzis, M. and Zenker, S. (2013) My City – My Brand: The Role of Residents in Place Branding, *Journal of Place Management and Development*, 6 (1), 18-28.
- Kotkin, J. (Aug. 2, 2017). Forget The Urban Stereotypes: Where Millennials Are Really Moving. *Forbes*. Retrieved from <https://www.forbes.com/sites/joelkotkin/2017/08/02/forget-the-urban-stereotypes-what-millennial-america-really-looks-like/2/#72244972b4272>
- Mateyka, P. (April 2015). Desire to Move and Residential Mobility: 2010-2011. *House Economic Studies*. Retrieved from <https://www.census.gov/content/dam/Census/library/publications/2015/demo/p70-140.pdf>
- Nilson, Ella. (Jan. 5, 2018). Republicans control 33 governors' mansions. Democrats want to put a dent in that in 2018. *Vox*. Retrieved from <https://www.vox.com/policy-and-politics/2018/1/5/16840962/republicans-democrats-governors-races-2018-midterms>
- Balz, D. (Feb. 24, 2018). Redistricting battles heighten the stakes for 2018 gubernatorial races. *The Washington Post*. Retrieved from [https://www.washingtonpost.com/politics/redistricting-battles-heighten-the-stakes-for-2018-gubernatorial-races/2018/02/24/8c581846-19aa-11e8-92c9-376b4fe57ff7\\_story.html?utm\\_term=.2385f60ee142](https://www.washingtonpost.com/politics/redistricting-battles-heighten-the-stakes-for-2018-gubernatorial-races/2018/02/24/8c581846-19aa-11e8-92c9-376b4fe57ff7_story.html?utm_term=.2385f60ee142)
- [www.schoolidigger.com](http://www.schoolidigger.com)
- <https://www.ahschools.us/>
- [http://www.sos.state.mn.us/media/3087/2016generalelection\\_bluebook.pdf](http://www.sos.state.mn.us/media/3087/2016generalelection_bluebook.pdf)

Ramsey resident interviews

## Positioning: Brand Insight Genesis



## Bullseye Target/Audience Segments



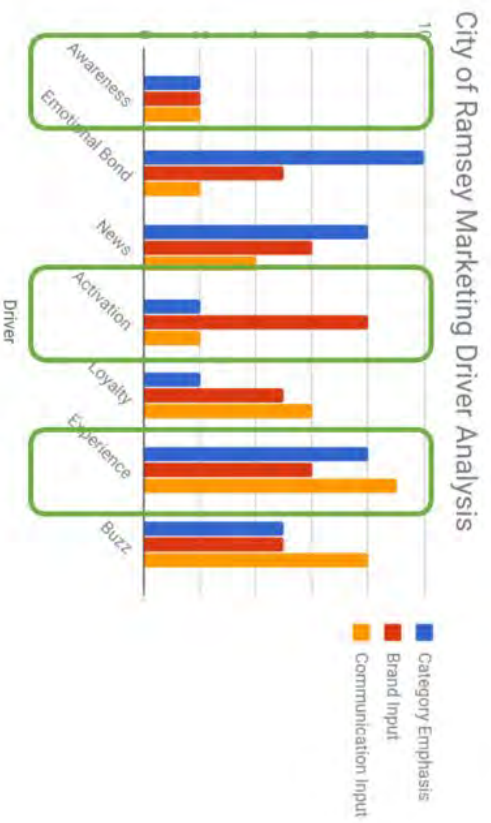
## Marketing Driver Analysis

**The problem:** Ramsey does not have a distinct identity, and is not top of mind as a place to move.

**Target segment:** Young families

**Category:** City

**Brand:** City of Ramsey



### Priority Drivers

**Awareness:** Awareness of the City of Ramsey is low. There is confusion with Ramsey County and a lack of understanding of the city's best assets. Create a campaign that leverages Ramsey's strengths to bring awareness to the city as a place for young families to move.

**Activation:** Ramsey has an opportunity to inspire folks who didn't grow up in the immediate vicinity to buy a home in Ramsey by helping to tell a better story about what the city has to offer--small-town values, space and affordability.

**Experience:** Ramsey sees high through-traffic on Highway 10, however there is no city signage, park signage or digital advertising to draw visitors to the city's greatest assets (e.g., regional parks, Happy Days, Game Fair).

## Campaign Communications Architecture and Evaluation

Target audience: Young families who want more space.

<b>Priority Driver</b>	<b>Discovery: Awareness</b>	<b>Discovery: Experience</b>	<b>Community: Buzz</b>
<b>Tasks and Subtasks</b>	<b>Notice</b> Raise awareness about what Ramsey has to offer.	<b>Act</b> Drive people to visit Ramsey's best assets, and eventually purchase a house.	<b>Advocate</b> Leverage Ramsey residents and brand advocates (e.g., realtors) to tell a better Ramsey story to potential new residents.
<b>Insights</b>	<b>Brand insight:</b> Ramsey aspires to be a 50s sitcom town, where everyone knows everyone, and nothing ever happens.	<b>Target segment insight:</b> City dwellers that would like to transition to a slower, more wholesome life.	<b>Market insight:</b> The media's over exaggeration that Millennials desire big-city living and an urban lifestyle has ignored a major segment of Millennials who want to live and raise their children in small-town America.
<b>Message/Takeaway</b>	Almost one-third of Ramsey remains undeveloped with ample parks, trails and shoreline.	Ramsey has a rare commodity in the Metro: Space.	While the rest of the Metro races to cram more people into smaller areas, Ramsey offers the space to live a safer, slower, less stressful lifestyle.
<b>Media Strategy &amp; Tactics</b>	Owned: City signage  Paid: Online advertising	Owned: Park signage  Paid: Online advertising (Happy Days, Game Fair)  Earned: Zillow listings with video	Owned: Ramsey Facebook page, newsletter  Earned: Realtor endorsements
<b>Evaluation</b>	Brand salience  Brand equity and image	Financial metrics	Net promotion



## Messaging

# SMALL TOWN VALUES

### EMOTIONAL

Ramsey is a tight-knit community with small town values, an oasis in an increasingly isolated world.

### NARRATIVE

As people in American cities become more disconnected and isolated from one another, Ramsey remains a place where people know their neighbors, civic leaders, teachers and small business owners.

### FACTUAL

Ramsey is a community where people put down roots. Almost 90 percent of Ramsey residents surveyed plan to stay in Ramsey for at least the next five years.

# SPACE

### EMOTIONAL

Ramsey has a rare commodity in the metro: Space.  
Space to live, space to play, space to get outdoors and enjoy nature.

### NARRATIVE

While the rest of the metro races to cram more people into smaller areas, Ramsey offers the space to live a safer, slower, and less stressful lifestyle.

### FACTUAL

Almost one-third of Ramsey remains undeveloped and the city features 565 acres of parkland, 32 parks, 50+ miles of trail and 17+ miles of shoreline.

# MORE FOR LESS

## EMOTIONAL

Ramsey's new and inexpensive housing stock makes it a place where you can afford quality of life

## NARRATIVE

As skyrocketing real estate across the metro pushes regular people into smaller, older homes, Ramsey offers some of the newest and most affordable housing stock in the metro.

## FACTUAL

Compared to the rest of the Twin Cities, Ramsey's homes are far more likely to have been built since 2000, and far fewer residents are considered "cost burdened."

## Media Strategy

### MEDIA

