



January 17, 2025

Ken Ondich  
Planning & Community Development Director  
City of New Prague  
118 Central Ave. N.  
New Prague, MN 56071

**RE: Proposal for Strategic Planning Services**

We are excited to present this proposal to provide economic development strategic planning services for the New Prague Economic Development Authority. Preparing an actionable plan that is focused on key community objectives and manageability from both time (for staff and elected officials) and funding perspectives is critical to success. Ehlers’ strategic planning services will help your community prepare a practical, realistic plan centered on the following foundational elements:

- Identifying the major challenges and opportunities for continued community success
- Establishing a framework for a strategic planning process that will permit key officials to shape a practical, achievable plan within a short time period
- Creating a strategic planning document with tactics, assignments, resources and time requirements for a manageable set of goals

Jason Aarsvold and Keith Dahl will facilitate the strategic planning process, bringing over 30 years of combined experience in direct, hands-on economic development work. What sets us apart from other firms is that we provide strategic plans that aren’t simply policy documents, but actual roadmaps and work plans to achieve the stated goals. These living documents are intended to promote action and include timelines for performance and success. In addition, our technical economic development expertise provides guidance on policy and program development, best practices, and funding options that are critical to implementing any economic development strategy.

Thank you for this opportunity and your consideration. We look forward to working with you and the New Prague Economic Development Authority. Please feel free to contact us with any questions.

Sincerely,

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## Work Plan & Budget

Ehlers proposes to complete this work for an amount not to exceed \$9,450. We will not bill the City for any other expenses. Included below is a proposed scope of work and process for creation of New Prague’s Economic Development Strategic Plan.

| Step   | Scope of Work   | Estimated Time & Cost             |
|--|---|-----------------------------------|
| Data Collection and Compilation                      | <ul style="list-style-type: none"> <li>• Meet with City staff virtually to review planning issues, economic development items, and discuss timeline for completion</li> <li>• Review existing plans and studies</li> <li>• Compile economic development and trend data</li> </ul>   | 6 Hours                           |
| Meetings and Presentations                           | <ul style="list-style-type: none"> <li>• Facilitate initial in-person meeting with EDA to overview community context and data for level setting purposes</li> <li>• Identify key themes and development objectives for inclusion in the strategic plan</li> <li>• Build consensus around goals and objectives for inclusion in the Plan.</li> </ul>   | 10 Hours                          |
| Strategic Plan Preparation                           | <ul style="list-style-type: none"> <li>• Prepare an Economic Development Strategic Plan Document that includes:                             <ul style="list-style-type: none"> <li>○ Short, mid and long-terms goals</li> <li>○ Specific tasks and a work plan designed to accomplish the stated goals</li> <li>○ Recommended programs and policies for advancement of the Plan</li> <li>○ Identification of funding sources and other tools</li> </ul> </li> <li>• Share Plan with City staff for review and feedback</li> </ul> | 20 Hours                          |
| Plan Presentation                                    | <ul style="list-style-type: none"> <li>• Present final Plan in-person to EDA, then revise and refine as necessary</li> </ul>  | 6 Hours                           |
| <b>Total Hours</b><br><b>Total Cost @ \$225/Hour</b> |   | <b>42 Hours</b><br><b>\$9,450</b> |