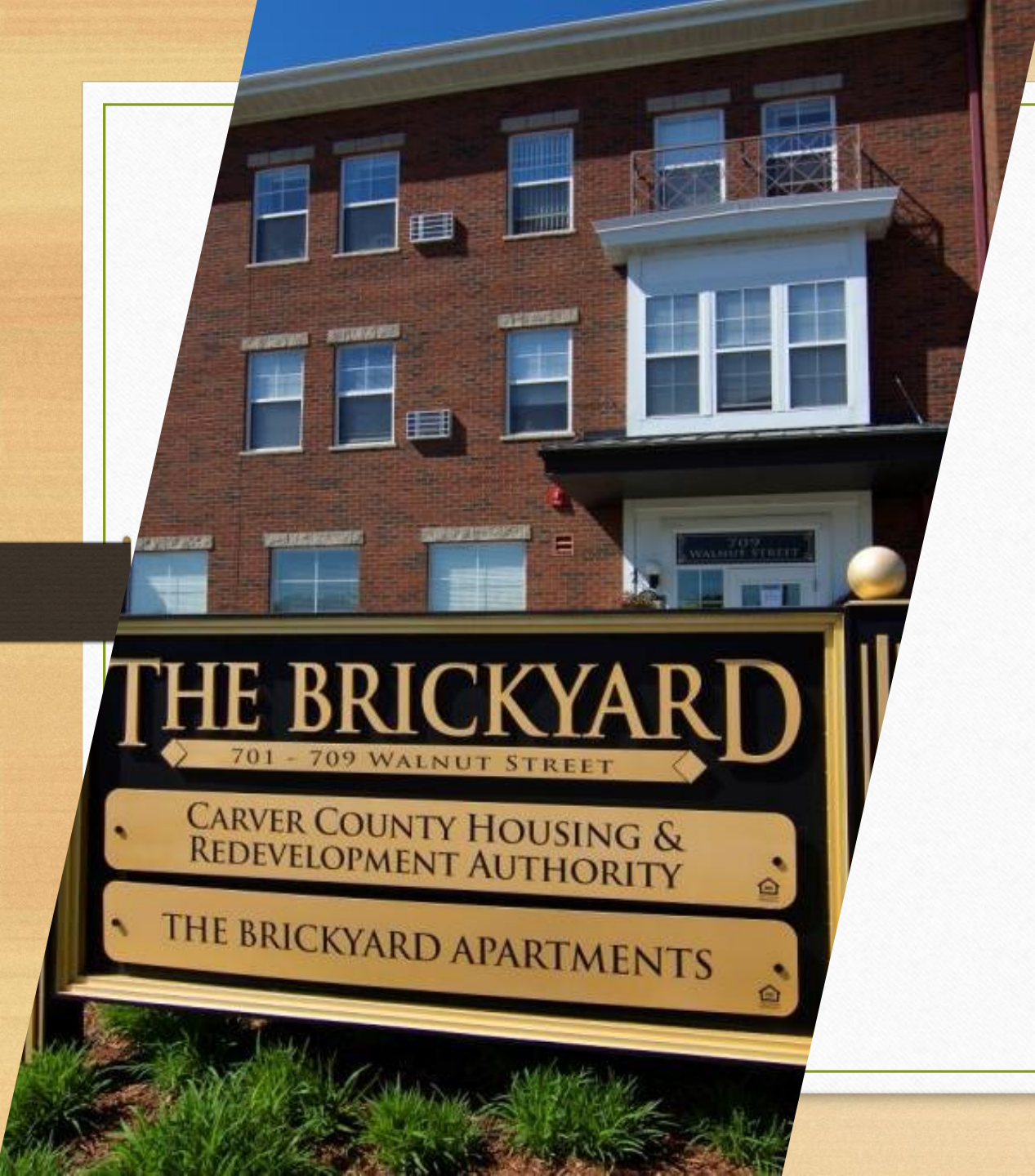




CARVER COUNTY  
COMMUNITY  
DEVELOPMENT  
AGENCY

# Strategic Plan 2024-2027

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# Carver County CDA

MISSION AND VALUES

OVERVIEW

GOALS AND STRATEGIES

## MISSION

The Carver County Community Development Agency provides Affordable Housing opportunities and fosters Economic and Community Development in Carver County.

## VISION

To be an innovative leader in creating housing and economic opportunities to create “Communities for Lifetime” in Carver County.



# Overview

## **Introduction:**

The Staff of Carver County CDA developed this strategic plan. It provides the CDA with a three-year roadmap for services, projects and organization development. The Board of Directors and staff review progress and update the plan as needed. The staff coordinated the planning process and provided important support and analysis to complete this plan.

## **History of CDA:**

Minnesota State Legislature formed the Carver County Housing and Redevelopment Authority in 1980. Through the years we've seen incredible growth in large part due to the continued growth and development of Carver County. In 1992 the HRA was granted the first County-wide Levy payable in 1993. In 2002, the HRA was granted Economic Development Authority powers by the state legislature. Although the focus of the Carver County HRA hadn't changed, our roles in Carver County communities began to expand, leading us to a legislative name change in 2006 from the Carver County Housing and Redevelopment Authority (CCHRA) to the Carver County Community Development Agency (CDA). Through the name change we wanted residents and businesses to know that we had expanded our role and services even further.

Our Board and Staff partner with our cities, chambers of commerce, local businesses and residents to promote Carver County as an exceptional place to live, work and play in the Twin Cities metro area.

The CDA has invested millions of dollars into our communities for downtown and neighborhood revitalization. CDA staff assists clients with various housing needs. These needs will increase as Carver County's population is expected to approach 160,000 by 2040. The County has one of the strongest housing markets in the metro area, outperforming the region. This growth has been generated by a growing recognition of Carver County's outstanding quality of life and the Highway 212 extension and other major highway improvements.

The CDA has a focus on Affordable Housing, Community and Economic Development and providing various areas of support to the Cities in Carver County.



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# Goals and Key Strategies

Developed by the cda board and staff

# Build organizational improvement

## Cultivate a thriving organization by focusing on six key areas

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Through strategic recruitment, professional development, and a commitment to diversity, we aim to fulfill our staff needs and assemble a dynamic team that embodies our mission.



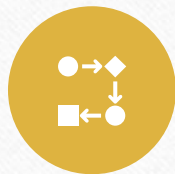
Enhance our board's effectiveness through targeted training/feedback on roles and collaborative planning, ensuring strong governance and strategic guidance.



Provide comprehensive staff support systems, including mentorship, well-being initiatives, and growth opportunities, fostering a culture of continuous learning with new technologies and innovation for all staff at all levels.



Pursue new office space for CCCDA for organizational capacity and efficiencies



Reassess our programs and processes for "Best Practices"



Build funding expansion and financial flexibility

# EXPAND HOUSING OPPORTUNITIES

Increase communication of our purpose/mission around affordable housing in our Marketing Plan

Expanding Affordable Housing Markets  
*(informed by results of County-wide Study on Housing Needs in 2024)*

Create strategies to increase access to affordable housing

Continue to provide diverse affordable housing opportunities

Grow senior housing throughout the County, based on community needs and housing study

New Projects: Develop Carver Place & Carver Oaks Senior (funded) & Trail's Edge Senior

Expand Funding Opportunities

## Community and Business Development

Be the catalyst for new development/redevelopment within the Cities of Carver County by positioning the CCCDA as a go-to resource for businesses and individuals seeking community/economic information.



# Community and Business development

Create and Implement new Marketing Plan that incorporates the “Cities First” Strategy

Build strong collaborative partnerships with Cities

Further define economic development initiatives, such as “gardening” – growing existing businesses, and working with Chambers of Commerce.

Promote Employer Engagement with CC Workforce Center

Increase marketing/outreach of NextStage

Explore hosting a county broker event and/or developer’s event (with MN Real Estate Journal if developer’s)

Work in partnership with Greater MSP and DEED

Community Growth Partnership Initiative



Incorporate Partnership Expansion into CDA Marketing Plan



Expanding partnership and measurable (create metrics) collaborative efforts with existing partners and new partners.



Marketing and outreach of the CDA and our programming

# Partnerships