

**Introduction:**

Throughout its long history, the City of Shakopee has been a center of commercial activity in Scott County. In the 1980s the City was viewed by the Metropolitan Council as a “freestanding growth area.” As growth and development has continued to move outward from the core cities of Minneapolis and St. Paul, Shakopee is now designated a MUSA community within the “developing area” of the Region. Nonetheless, the City has a diversified local economy that includes the following;

- A still vital, historic downtown;
- Valley Green Business Park, one of the largest, privately-developed business parks in the State of Minnesota;
- A strong entertainment and hospitality industry that includes ValleyFair!, Canterbury Park, the Renaissance Festival;
- Newer commercial centers at CR 18/TH 169 and CR 17/TH 19.

Presently, the City of Shakopee is home to 43% of the jobs in Scott County, and the County projects in its 2030 planning that the City will continue to supply that percentage of Scott County jobs.

**SCALE Jobs Initiative:**

Currently, about 32% of jobs located in Scott County are held by residents of the County. SCALE (the Scott County Association for Leadership and Efficiency) has adopted a goal of having at least 50% of jobs located in the County held by residents of the County.

In part, this strategy is fueled by the apparent fact that there is an expected, continued shortage of funds for needed transportation and transit projects, which in turn affects the ability to attract and retain employees who have to commute across the Minnesota River’s few year-round crossings. The increased energy costs associated with commuting also strongly suggest that there will be a future need to increase the opportunity for residents to work closer to where they work.

**Goal 1. Job Creation.** Encourage job creation in the City of Shakopee that will contribute to the overall SCALE goals of a) providing a sufficient number of jobs in Scott County to make it a jobs center in the Twin Cities Metropolitan Area and b) having at least 50% of all jobs in the County filled by County residents.

**Strategy 1.1.** The City of Shakopee will provide selective, efficient economic incentives for relocation, start-up and expansion of businesses that create living wage jobs.

**Tactics:**

**1.1.1.** The City Council will continue to apply, and revise as necessary, policies for the use of tax increment financing, industrial revenue bonds and other incentive tools to ensure they are used in a selective, fiscally responsible fashion

to retain and attract employers.

**Strategy 1.2.** The City of Shakopee will maintain practices and regulations which are not prohibitive to development, but which still protect the general welfare of its citizens and the City's important natural resources.

**Tactics:**

**1.2.1.** The City will continue to use a pre-development meeting process to inform developers of the ordinances and codes which may apply to their projects and provide guidance that may help to eliminate unnecessary misunderstandings and delay.

**1.2.2** The City will continue to consider suggestions for improvement of the City's development process and standards suggested by other cities practices, developers, contractors, consulting engineers and the public.

**1.2.3.** Support organizational structures and programs to promote economic development.

**1.2.4.** The City will participate in the future efforts of the Scott County Economic Development Coalition to engage in business and jobs recruitment, and general promotion of the area.

**Strategy 1.3.** The City will work to strengthen the Downtown and CR 101/First Avenue business areas.

**Goal 2. Providing a positive environment for economic development.** Provide financially sound public facilities and infrastructure (such as roads, utilities, communications facilities) that support continued business growth and City-wide development.

**Strategy 2.1.** Maintain municipal fiscal health and an acceptable balance between service quality and property tax rates.

**Tactics:**

**2.1.1.** Develop programs and policies that respond to the community's current and future service and facility needs while maintaining the City's tax rates at reasonable levels relative to neighboring cities and the Twin Cities Metropolitan Area generally.

**2.1.2.** The City recognizes that an important factor in the decision of where to buy a house is the quality of the local school system. The City supports continued efforts by the Shakopee School District (ISD 720) to improve quality and choice but simultaneously urges the maintenance of reasonable taxation levels.

**2.1.3** Support and encourage a community focus on tourism opportunities

emphasizing year-round activities.

**Strategy 2.2** The City will work to support, enhance, and expand the entertainment and hospitality industries.

**Tactics;**

**2.2.1.** The City Council will support the continuation of the hotel/motel tax at current levels.

**2.2.2** The City will continue to use the Major Recreation Zone to allow existing operations like ValleyFair! and Canterbury Park to function without excessive review procedures, and to facilitate future recreation or entertainment ventures in the City.

**2.2.3** The City will work closely with the Convention and Visitor's Bureau, the Downtown Partnerships and others to promote tourism in the City.

**Goal 3. Maintaining and enhancing a vital downtown.** Maintain downtown Shakopee's function as the social and psychological center of the City.

**Strategy 3.1** Initiate, participate in and/or encourage projects that bolster community interest in the Downtown and riverfront corridor.

**Tactics:**

**3.1.1** The City, will work to improve the use of Huber Park for activities that would attract Metro Area residents and visitors to the other local entertainment facilities.

**3.1.2** The City HPAC will continue to develop and promote the historic walking tour.

**3.1.3** The Minnesota River waterfront will be opened up to more closely tie to the Downtown retail core and attract customer traffic to the Downtown.

**Strategy 3.2** The City will work with the private sector to enhance Downtown Shakopee and the CR 101 corridor so that they complement one another.

**Tactics:**

**3.2.1** Additional housing will be encouraged in the Downtown and adjacent areas. New housing should be compatible with the core commercial area and use similar setbacks and design.

**3.2.2** The City (in cooperation with SPUC) will participate financially in the evolution of Downtown Shakopee by providing and maintaining public facilities

such as parking, streets, utilities, street lighting, landscaping.

**3.2.3.** A downtown parking study will be developed that assesses the parking needs of the area. The study should include an assessment of the supply and demand, location, time limits and the need/feasibility of a ramp facility.