



Minnesota
Design
Team

AGENDA

Ely, MN
October 2014



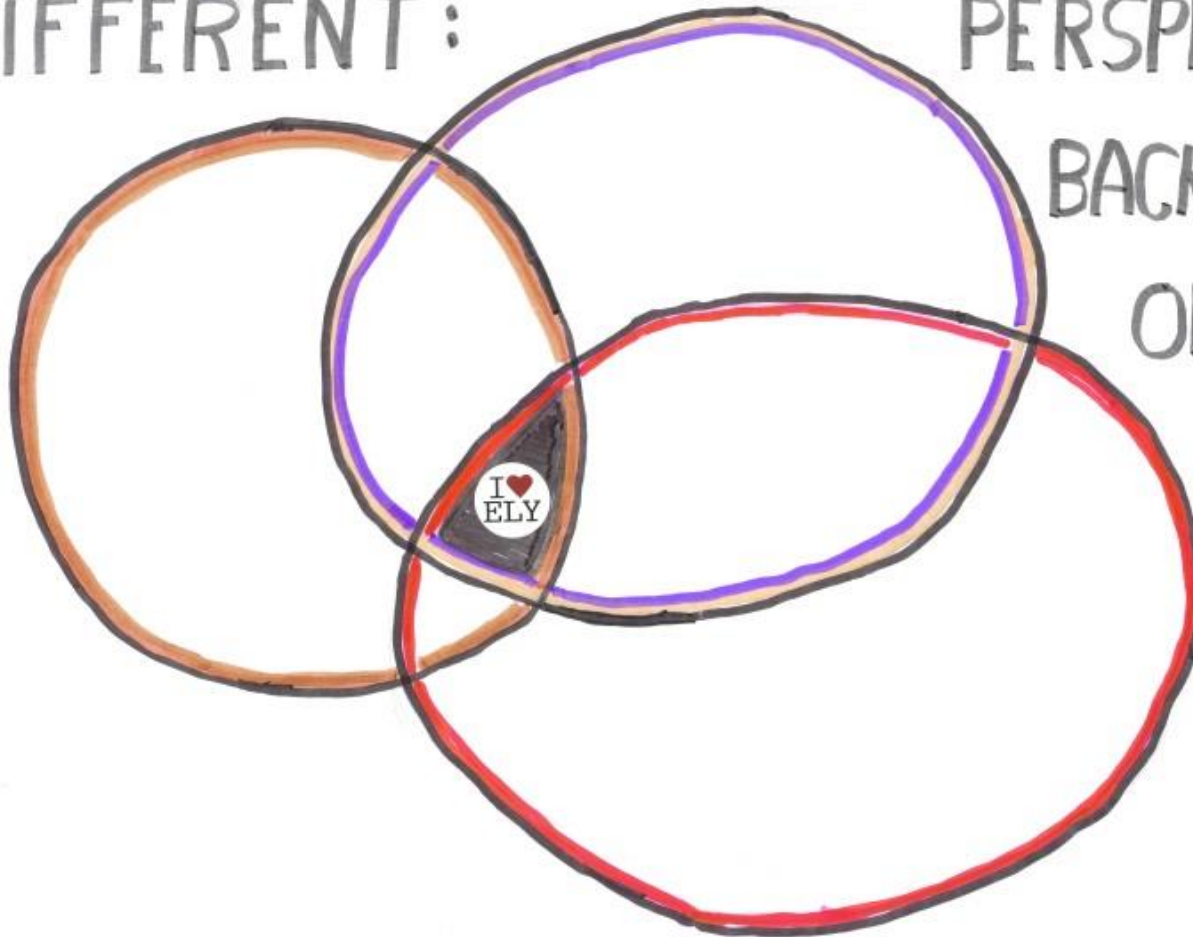
DIFFERENT:

PERSPECTIVES

BACKGROUNDS

OPINIONS

BUT....



1 inch equals 20 feet



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WHY WE'RE HERE



Ely, MN
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BE A PART OF IT!
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Questions

- ① What do you love most about your community?
- ② What is Ely's next economic opportunity?
- ③ How can we get youth involved in Ely?
- ④ How can we take advantage of Ely's beautiful winters?
- ⑤ What is the next step the community can take to build and sustain positive momentum?



Top Answers

Location near wilderness - BWCA

Tech-based businesses via broadband Internet

Let them know they matter, create a context for involvement, solicit their ideas.

Create new events, activities, festivals.

Increase city limits to include more people who consider Ely their home.

1 inch equals 40 feet



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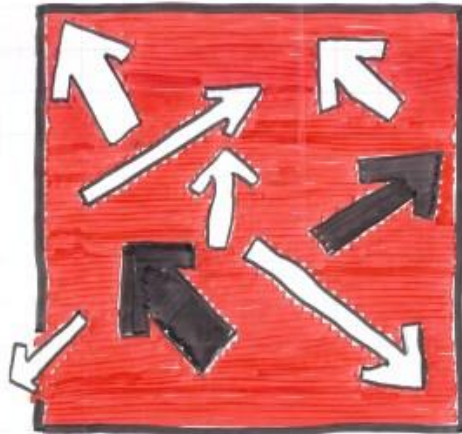
ELY'S ANSWERS

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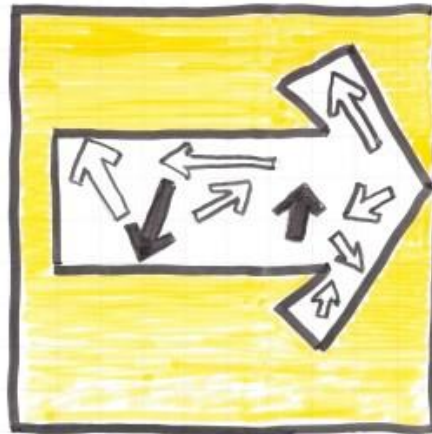


COMMUNITY PROGRESS

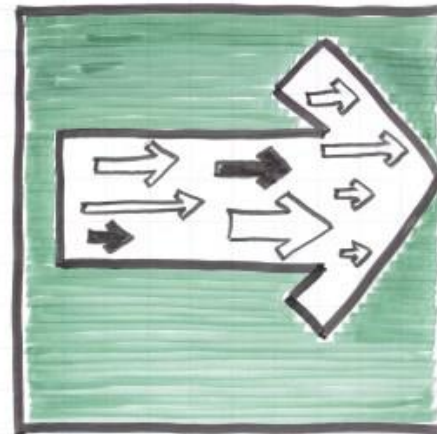
NO
DIRECTION

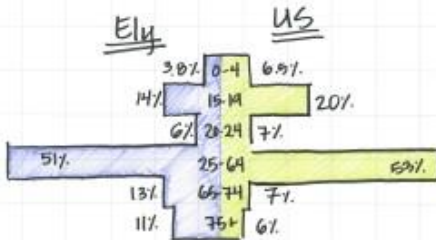


IMPOSED
DIRECTION



UNIFIED
DIRECTION





HOMEOWNERSHIP
 Full Time vs. Seasonal
 1,372 2,120

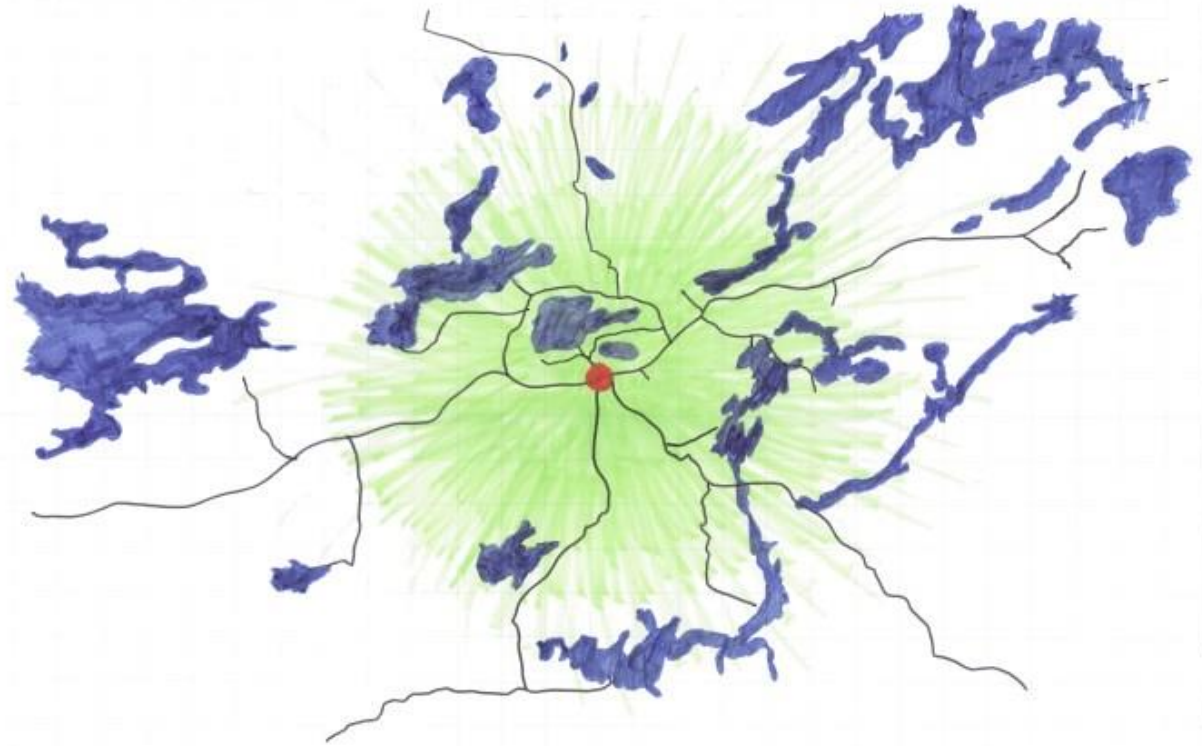
EMPLOYMENT

Education/
 Professional: 42%

Ag/Forest/Mining
 Manufacturing & Construction: 19.9%

Recreation & Retail:
 (ie: Tourism) 28.4%

Other: 9%



ECONOMIC CONTRIBUTION

Residents: \$43 million
 Seasonal: \$20 million
 Tourism: \$50 million

POVERTY RATE

Ely: 17.4%
 US: 14.3%

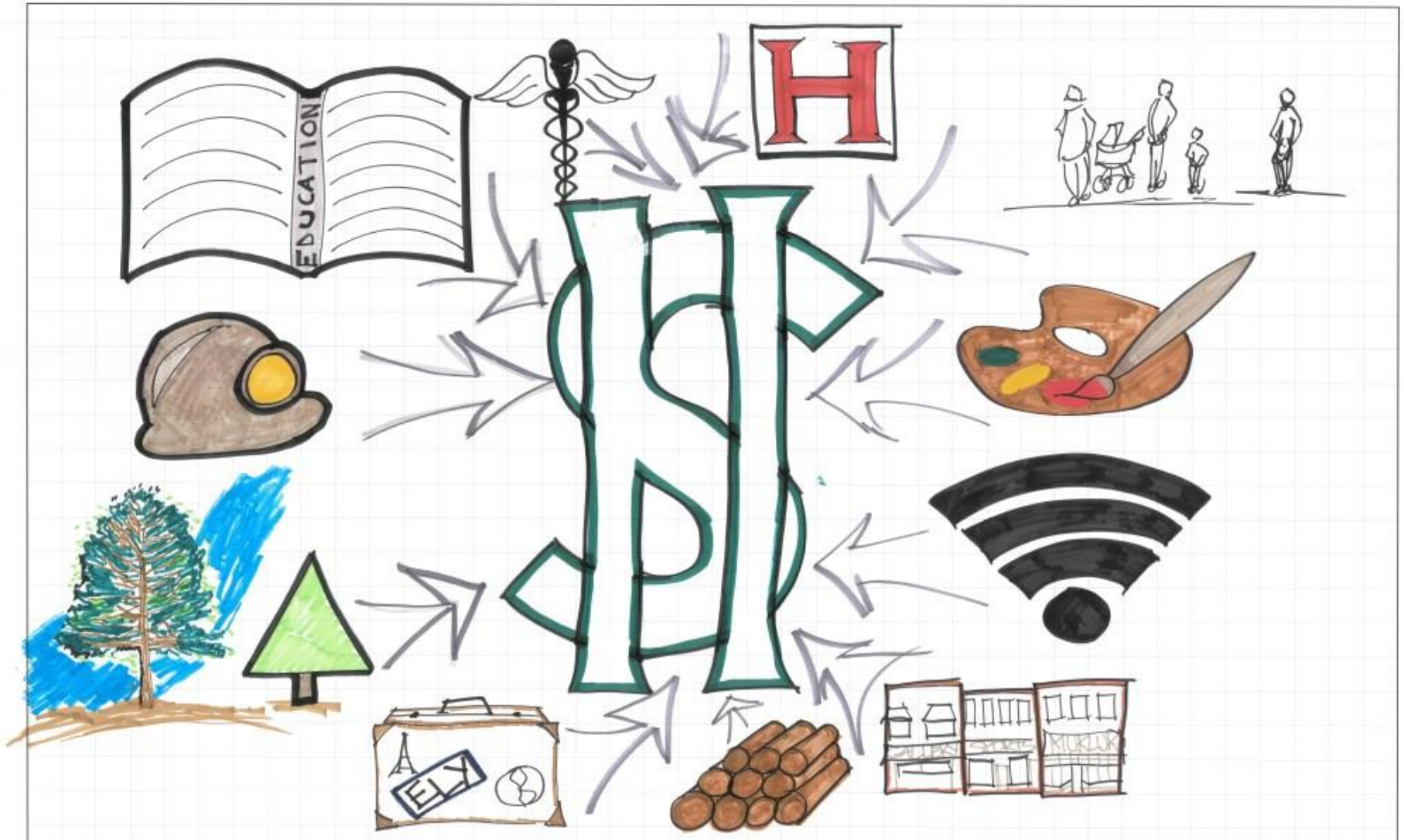


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THE COMMUNITY

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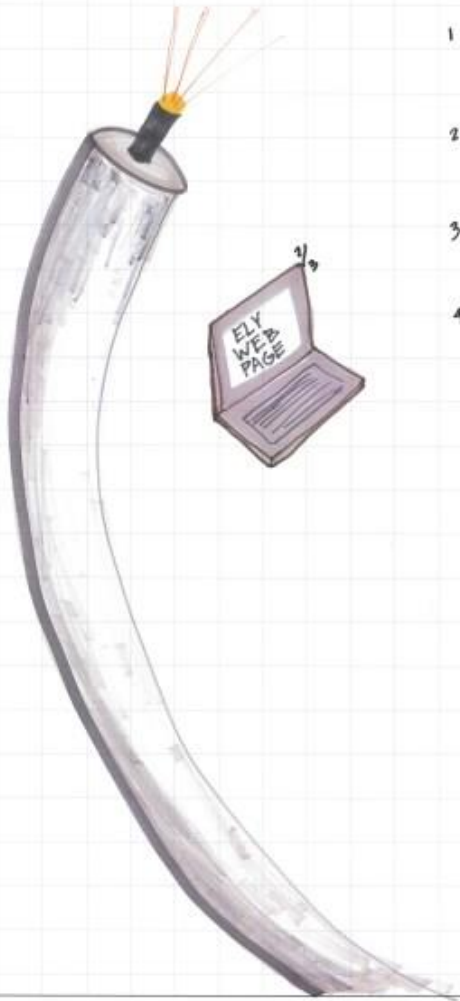


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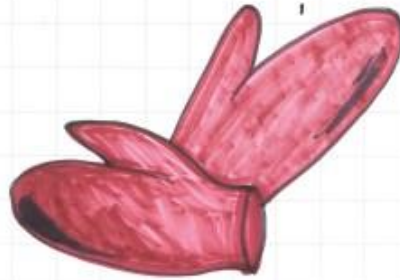
ECONOMIC RESOURCES

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- 1 MADE IN ELY
- 2 COMMUNITY CALENDAR
- 3 WEB PORTAL / APP
- 4 BRAIN GAIN



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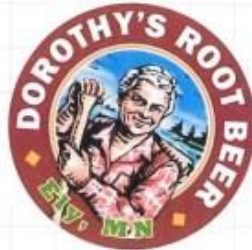
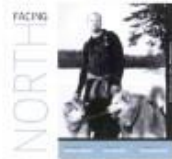
CATCH THE LIGHT

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MADE IN ELY

SMALL BUSINESS GROWTH STRATEGIES



- BUSINESS INCUBATOR
- SHARED, LICENSED KITCHEN
- ARTIST BSN. ASSISTANCE
- ^{city} LOW INTEREST LOAN TO FUND START-UP BSN.

- VCC PROVIDES TECH. ASST. FOR START-UP BSN.

- TURN HOBBIES & SKILLS INTO A BUSINESS

80% OF ECONOMIC GROWTH COMES FROM LOCAL ENTREPRENEURS!

* BSN = BUSINESS



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HOME-GROWN ECONOMY

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1 inch equals 1000 feet



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REFRESHED ENTRY SIGNS

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EVENT IDEAS WINTER



ELY IS OPEN FOR BUSINESS

1 inch equals 20 feet



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COMMUNITY EVENT SIGN

0 10 20 30 40 50 60 70 80 90 100 110 120

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SIGNAGE WAY-FINDING

Trails
 • Entry
 • Kiosk
 • Maps
 • Art
 • Wayfinding
 • Interp.

Trail
 • History
 • Wayfinding
 • Interp.

Trail
 • Signage
 • Wayfinding

Trail
 • Babbitt
 • Connection
 • Trail Route
 • Rec/Event



TRAIL TO DABBITT



BRANDING

Notes

- * Name/Brand Trails
- * Community draw
- * Circulation
- * Use (all ages)
- * Brochure →



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ELY TRAILS: NON-MOTORIZED



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DEFINING OUR YOUTH

❄️ 6-12TH GRADE

❄️ YOUNG FAMILIES & ADULTS

WHAT ARE THE ISSUES

❄️ NOT ASKED TO BE INVOLVED IN THE COMMUNITY MAKING-DECISION PROCESS

❄️ FEW LIVING WAGE JOBS

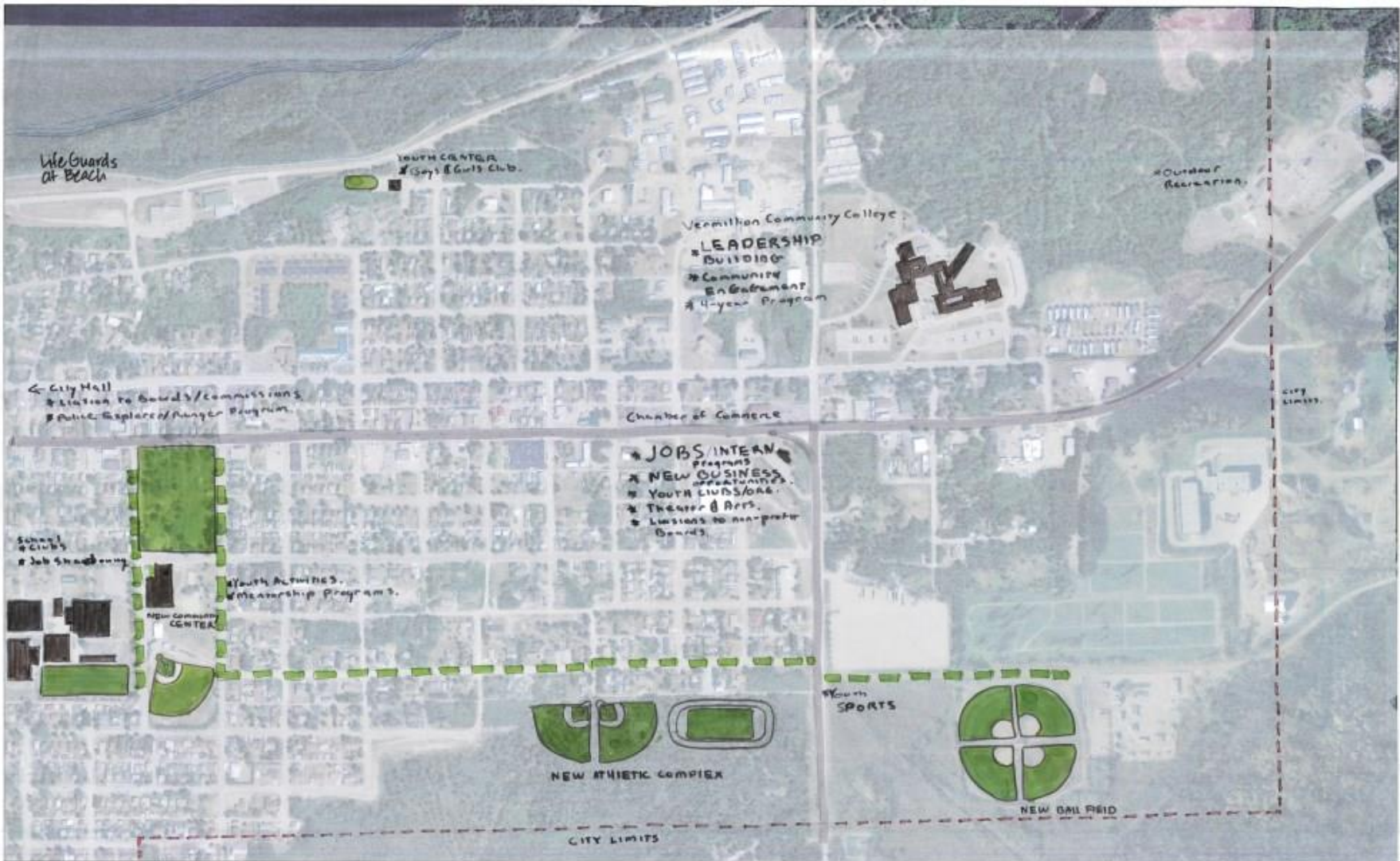
❄️ NOT ENOUGH ACTIVITIES/AMENITIES



CONNECTING w/ YOUTH

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1 inch equals 200 feet



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YOUTH OPPORTUNITIES



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NATURE-BASED
PLAYGROUND

RECREATION CENTER

- # POOL
- # ROCK CLIMBING
- # BILLARDS
- # WIFI
- # HANG-OUT
- # WEIGHTS
- # RAQUETBALL
- # FITNESS
- # GYMNASTICS

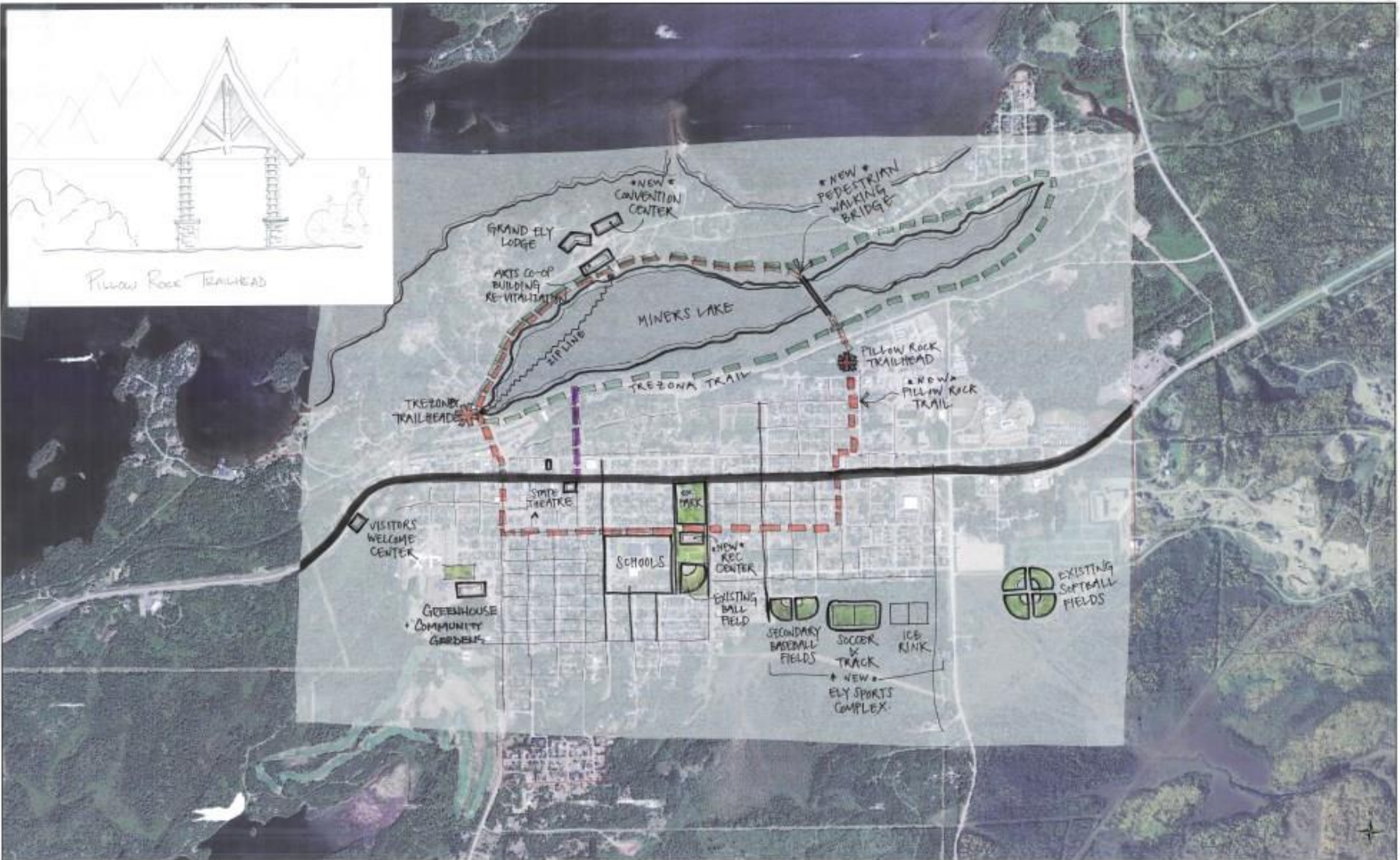


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RECREATION CENTER

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Pillow Rock Trailhead



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ACTIVITY MAP

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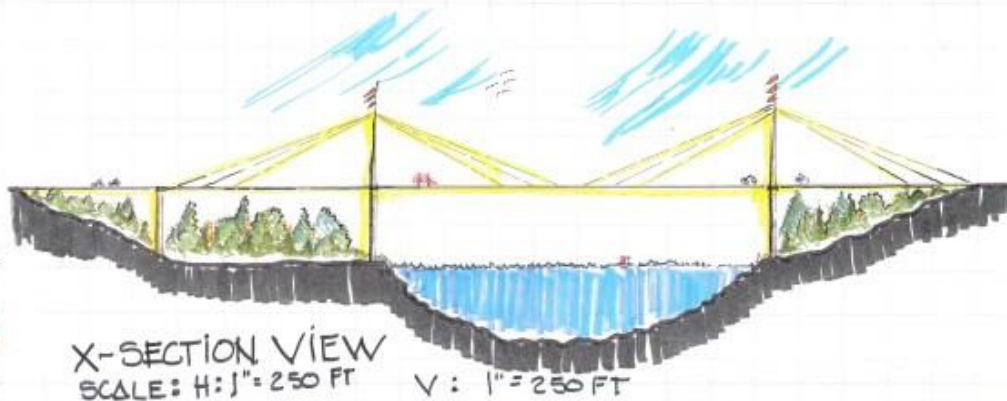
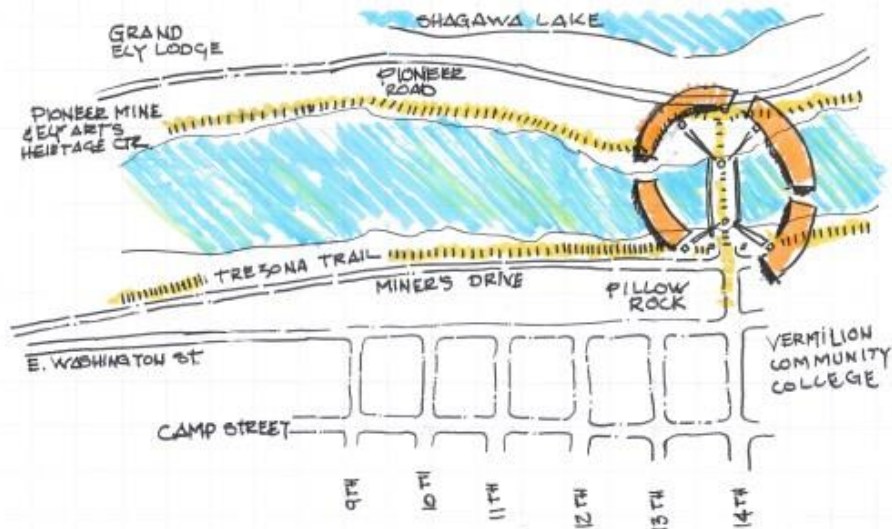
BIKE & PEDESTRIAN BRIDGE



CONNECTS THE N.E. AREA OF ELY ACROSS MINERS LAKE

SHORT CUT FOR LOOP TRAIL

LINKS TREZONA TRAIL

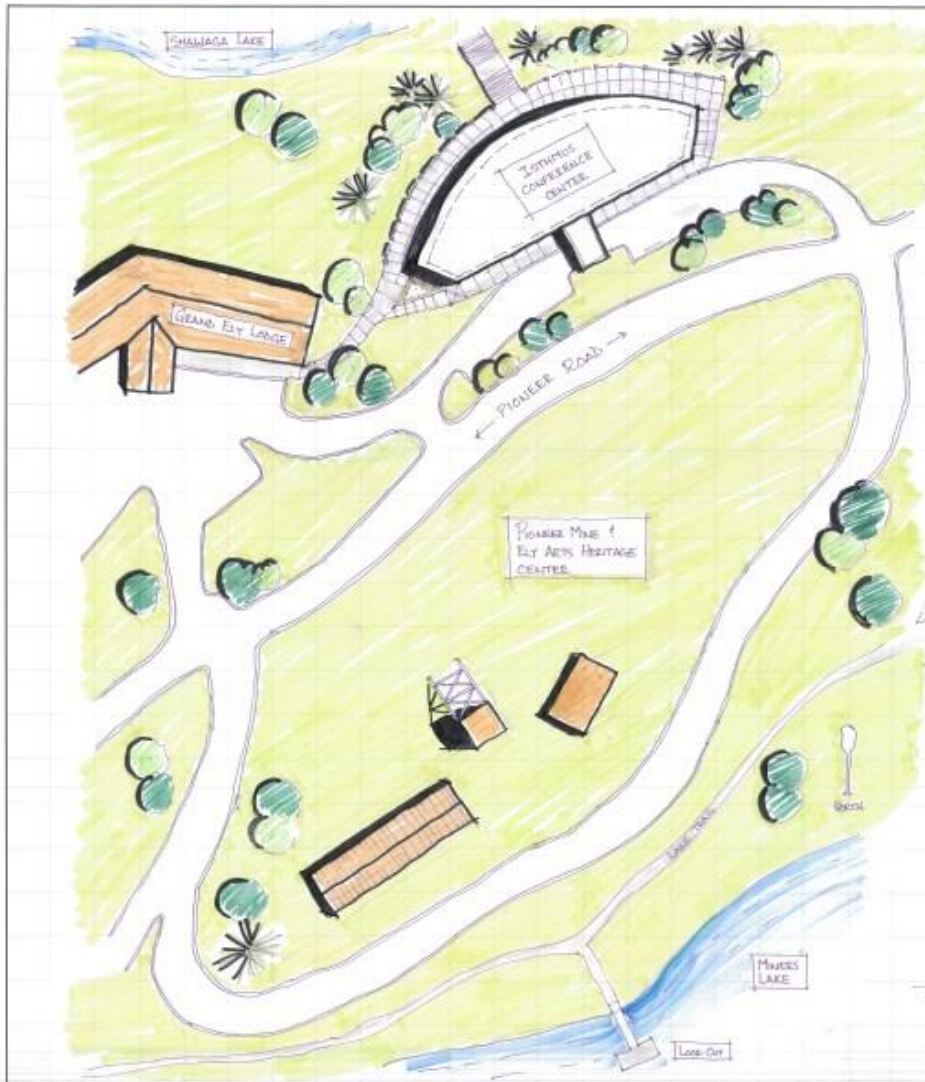


BRIDGING THE GAP

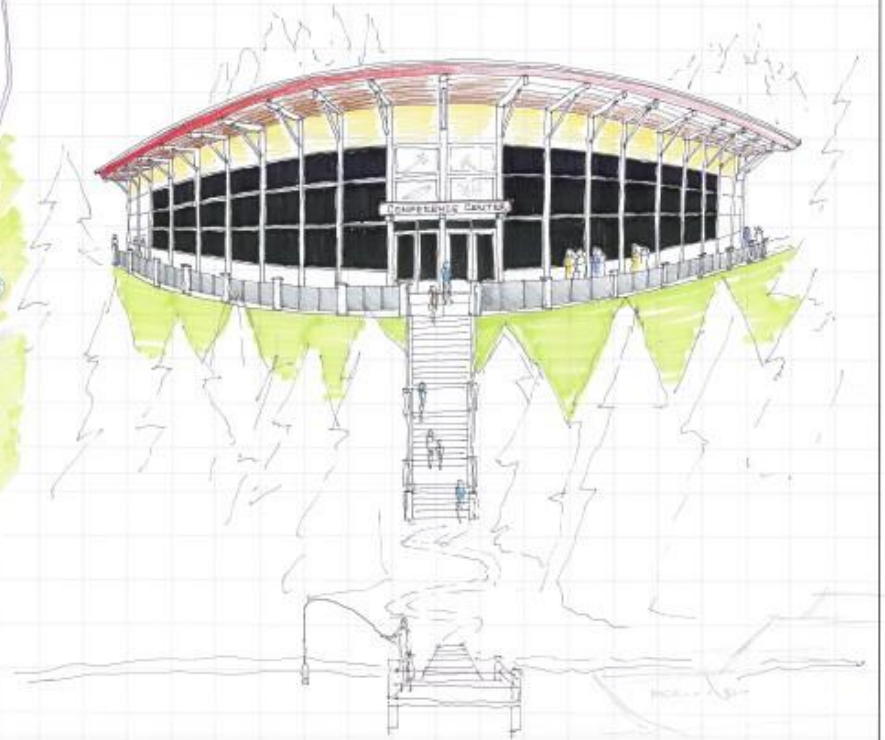
MINERS LAKE

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- PRIVATE/PUBLIC PARTNERSHIP
- INTRODUCES PEOPLE TO ELY
- PROVIDES WINTER ACTIVITY



ISTHMUS CONFERENCE CENTER

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- * THEATRE
- * CAFE
- * ROOF-TOP DINING



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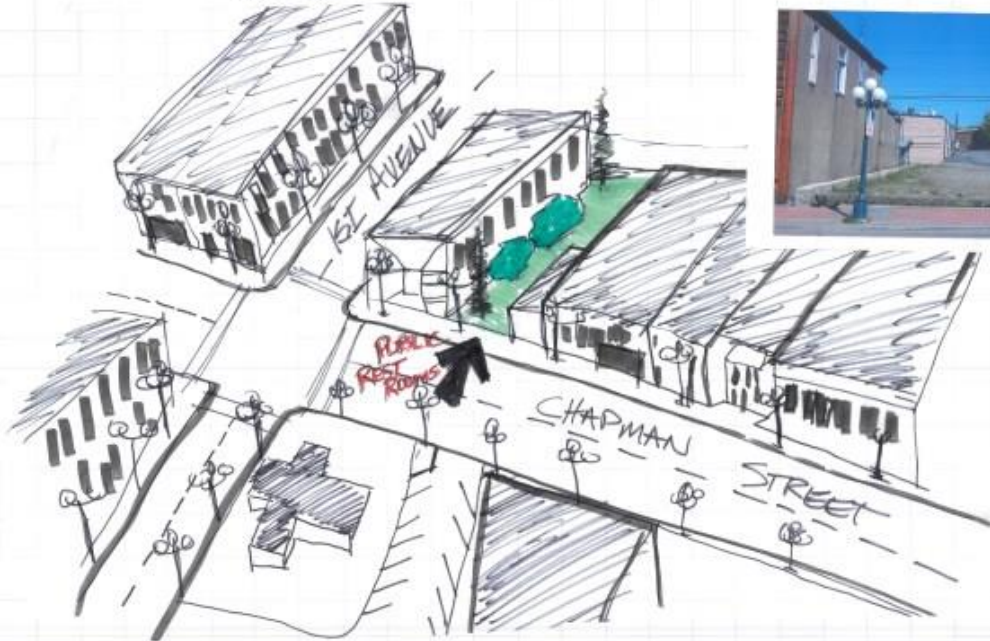
PRIVATE INVESTMENT

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"Seriously?...
...could you please
move your sign!"



HYDROPHONIC



DOWNTOWN ENHANCEMENTS

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A

DRESSING-UP
THE STREET



B



OLD TANNER'S HOSPITAL



Vertine's

1 inch equals 200 feet



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DOWNTOWN

POCKET PARKS &
BUILDING RENOVATIONS

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SIGN UP↓

IMMEDIATE :

WELCOME WAGON

EASY WINTER ACTIVITIES

COMMUNITY GREENHOUSE

YOUTH-LED SOCIAL MEDIA CAMPAIGN

INVITE YOUTH TO CURRENT/EXISTING ORGANIZATIONS

COMMUNITY CALENDAR (App)

SIGN UP↓

MID-TERM

ZIP-LINE SUB-COMMITTEE

WAY-FINDING SUB-COMMITTEE

ARTIST CO-OP

DOG PARK WITH PET WASH? ☺

PUBLIC RESTRM DOWNTOWN

10-MASS DISTRICT HEATING

1 inch equals 1000 feet



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IMPLEMENTATION



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To the settlers Association