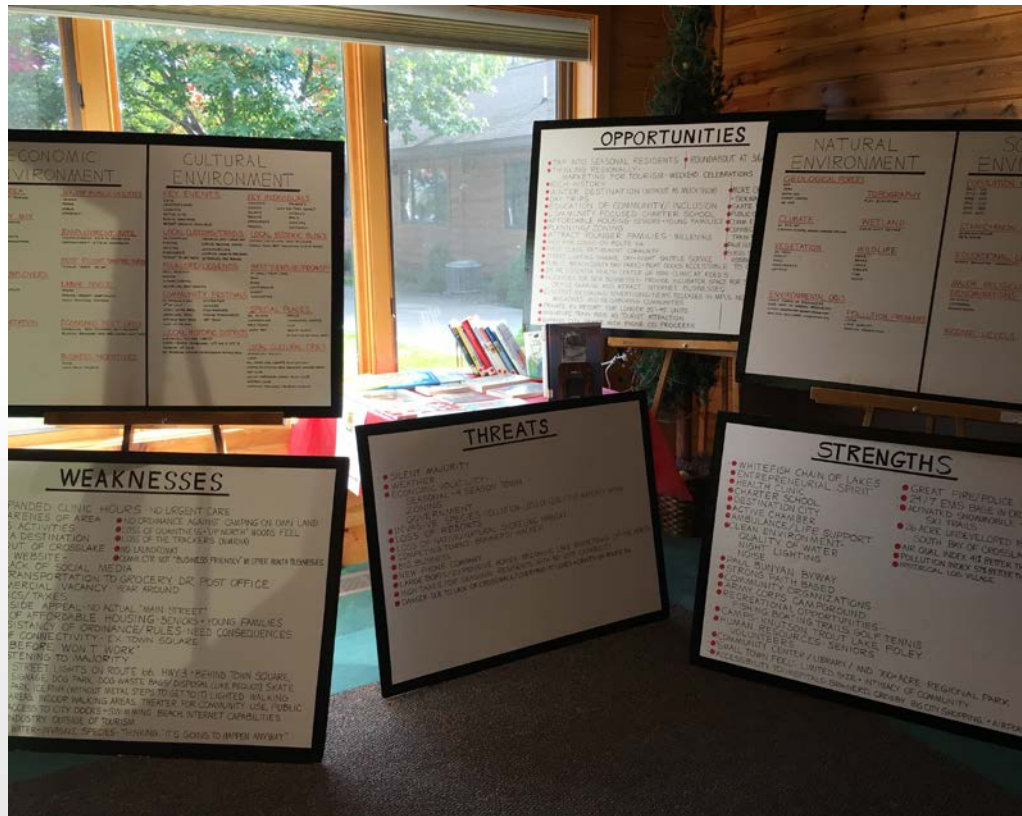


MINNESOTA
DESIGN
TEAM

SEPTEMBER 2016



INFORMATION WE RECEIVED



- Application and letters of support
- Co-leader visits
- Summer Town Halls #1, #2, #3
- S.W.O.T. Analysis
- Four environments
- Previous studies and policy documents
- Fun map
- Public survey (200?)
- Youth survey (over 200)
- Friday morning presentations
- Friday tours
- Friday evening lasagna dinner (190)

DESIGN TEAM SCHEDULED EVENTS

Thursday night

- Boat tour
- Host family reception

Friday

- Community presentations
- Tour the town!
- Lunch with Army Corp. Engineers
- Dinner and dotmocracy exercise with the community

Saturday

- Brainstorm Session
- Render the ideas
- Reveal Crosslake MDT ideas

WE ASKED YOU!

WHAT IS UNTOUCHABLE ABOUT CROSSLAKE?

(Top 5 responses)

	Red Dot	Multi Entry
1. Lake quality/clarity	43	11
2. Beauty of Natural Resources (lakes & woods)/parks	27	8
3. Rustic/Small town feel	11	7
4. Preservation of lakes and parks	10	3
5. The live and work balance in a vacation destination	10	0

IN ORDER TO PRESERVE WHAT YOU VALUE ABOUT CROSSLAKE, WHAT IS THE FIRST THING YOU'D CHANGE?

	Red Dot	Multi Entry
1. Public water access/walking paths/boardwalks/docks	33	10
2. Remove the exchange lot	22	5
3. Trails	12	3
4. Prohibit big box/chain	7	0
5. Restore local planning and zoning/enforcement/more restrictions on mega homes	7	15

IF THERE WAS A NEW PUBLIC DOCK, WHERE SHOULD IT BE LOCATED?

	Red Dot	Multi Entry
1. Corp. of Engineers/Campground	47	36
2. As close to town as possible	13	0
3. South Bay Park	11	4
4. The Dam	10	17
5. Corp. of Engineers North Side	6	4

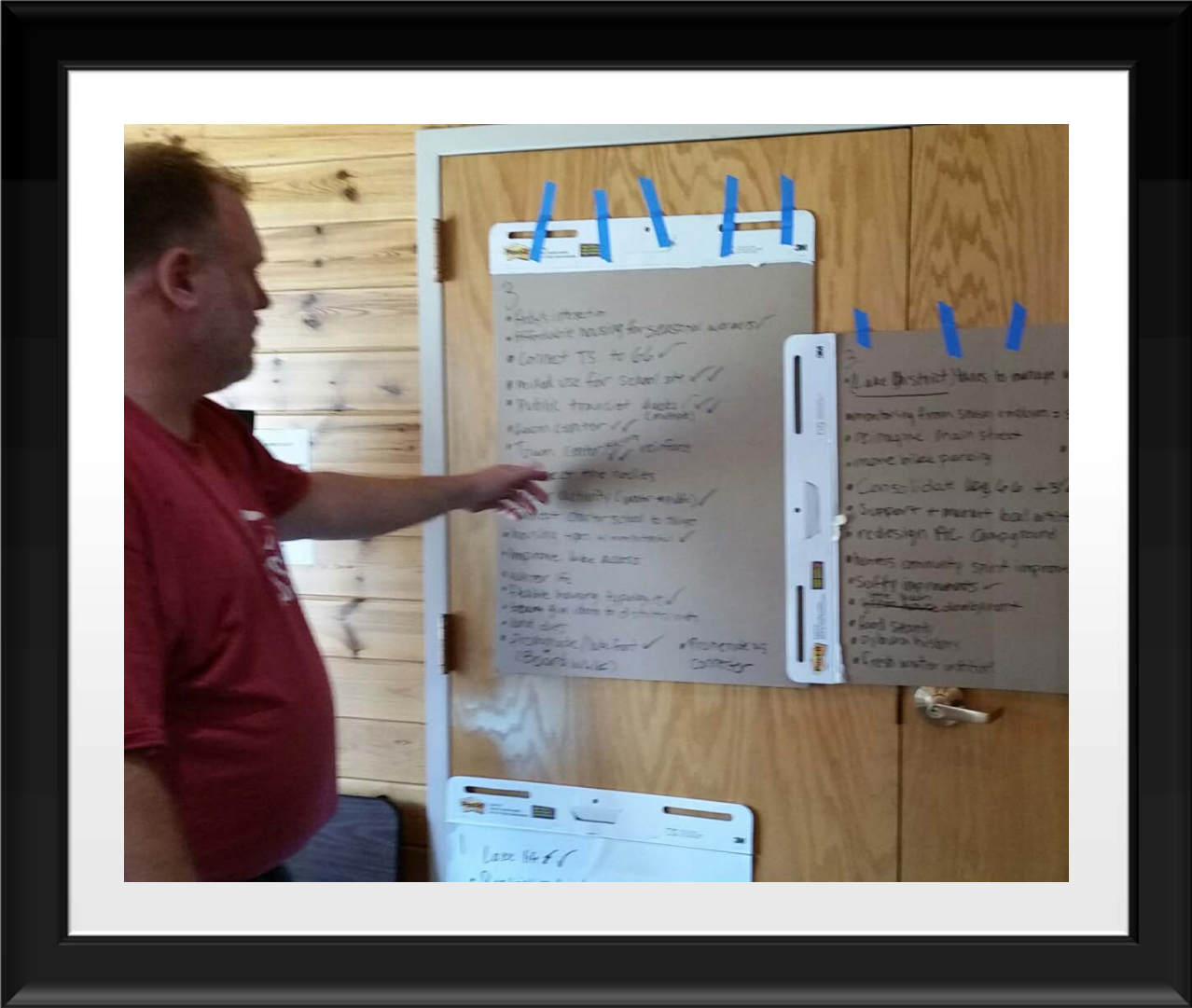
YOUR LAKES ARE A MAJOR ECONOMIC DRIVER, WHAT ARE WAYS YOU CAN PROTECT THEM?

	Red Dot	Multi Entry
1. Boat wash/Invasive species	48	42
2. Education/Sustainable education/Signs	24	14
3. Shoreline restoration/Buffer/Regulations/Impact zones	23	18
4. Regulation enforcement	12	4
5. Limit pollution/Road runoff/Fertilizer	9	29

WHAT DOES CROSSLAKE HAVE THAT OTHER COMMUNITIES DON'T? WHAT'S YOUR IDENTITY?

	Red Dot	Multi Entry
1. The lakes	76	32
2. Small town feel	21	10
3. Beauty spot of Minnesota!	9	0
4. Preserved culture/museum	6	9
5. Small town with large amount of amenities	5	3

COMING UP WITH OUR OWN IDEAS



FRESH WATER

PHYSICAL • VISIBLE • INTELLECTUAL

CONNECTIONS

NO CHANGE

CONTINUED WATER QUALITY DECLINE

E.G.

- 1 FT LESS CLARITY
- \$3.650 LESS PROPERTY VALUE

- 50% to 60% LESS VALUE
- ⇒ \$102M IN CROSSLAKE

↓ PROPERTY TAX INCOME

↓ SEASONAL RESIDENT SPENDING ≈ 2021 \$6.9M

↓ JOBS

↓ BUSINESSES

↓ JOBS

↓ BIZ

SPIRAL DOWN


YEAR ROUND ECONOMY


COMMUNITY DEVELOPMENT FOUNDATION

WHITEFISH CHAIN LAKE IMPROVEMENT DISTRICT

SPIRAL UP

TAKE ACTION

 1. Enhance the unique ecology of Crosslake.


2. Create vibrant places that connect people with nature. 

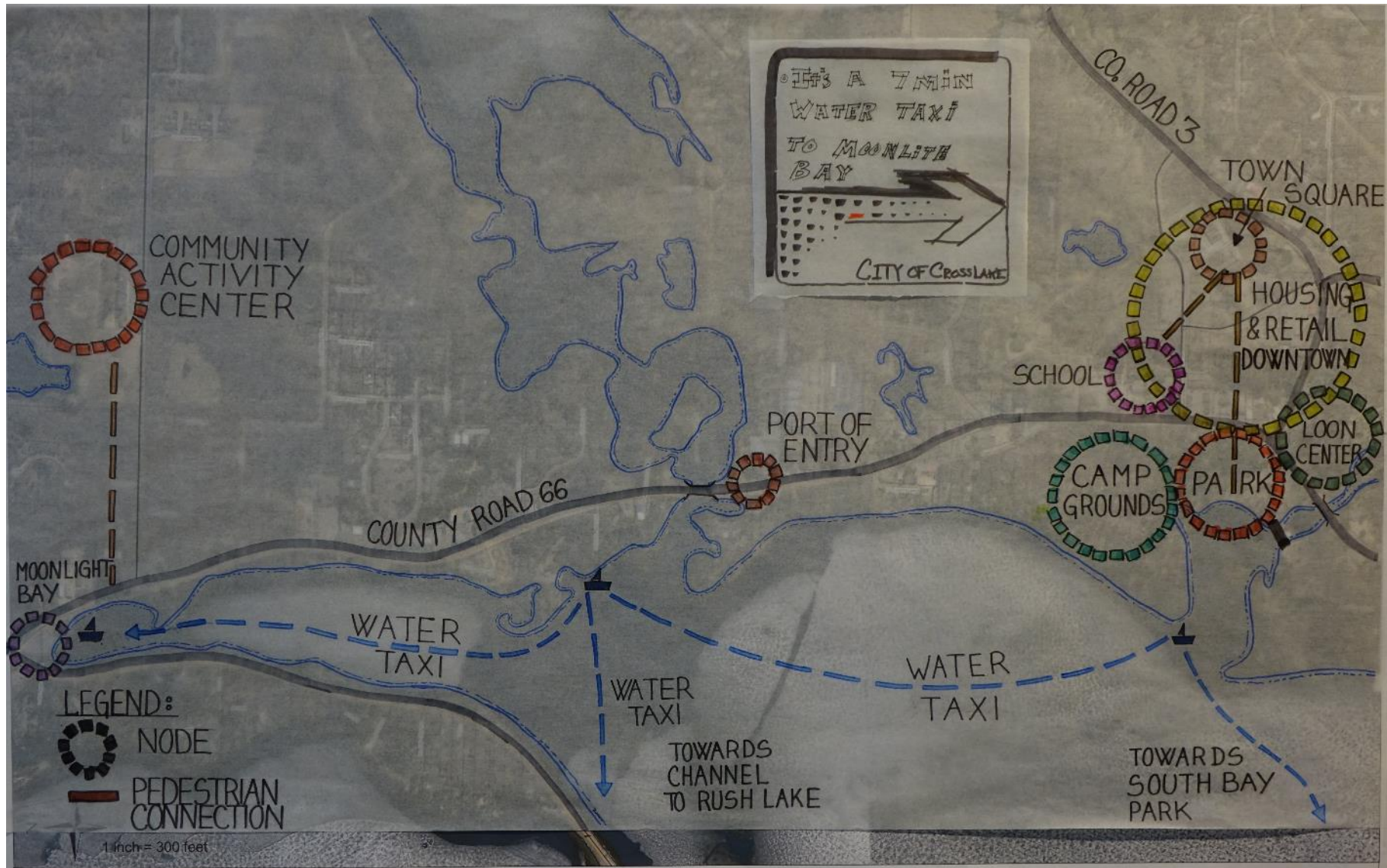


3. Better balance facilities for driving, biking and walking.



4. Provide a diverse mix of housing types and prices.

5. Celebrate Crosslake's heritage. 



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CONNECTING THE NODES

IT'S A 10 MIN
SLED RIDE
TO MORE WINTER
ACTIVITY
CITY OF CROSSLAKE



LINEAR WATER-FRONT DOG PARK
(chain link fence)



PUBLIC FIRE PITS
(Non-Warming House Warming)



INDOOR SKATE PARK &
COFFEE SHOP



COLD CLIMATE/HOOP HOUSE GARDENING
(yr-round, local, organic food)



ILLUMINATED
NIGHT
SKIING



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LENGTHENING THE SEASON





CROSSLAKE AVE WATER TAXI



FLOATING DOCKS

CHANNEL BOAT DOCK



C&C BOATWORKS
PUBLIC CAMPUS



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DOWNTOWN LAND USE





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PUBLIC REALM CONNECTIONS





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CROSSLAKE PARK

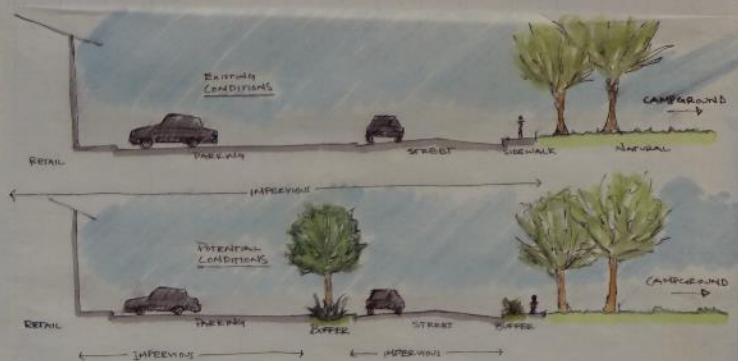


IMPLEMENTING CAMPGROUND PROJECT

- HISTORIC PROPERTIES INVENTORY
- OPERATIONS & MAINTENANCE \$\$
- HOUSING FOR EMPLOYEES
- ENGAGE w/ CORPS MASTER PLAN
- INDEFINITE LEASE
- LEVEE WALL PRESERVED IN PLACE
- NET INCREASE & DIVERSIFICATION OF CAMPING OPTIONS
- EXPAND TO FULL HOOKUPS
- IMPROVEMENTS PHASED

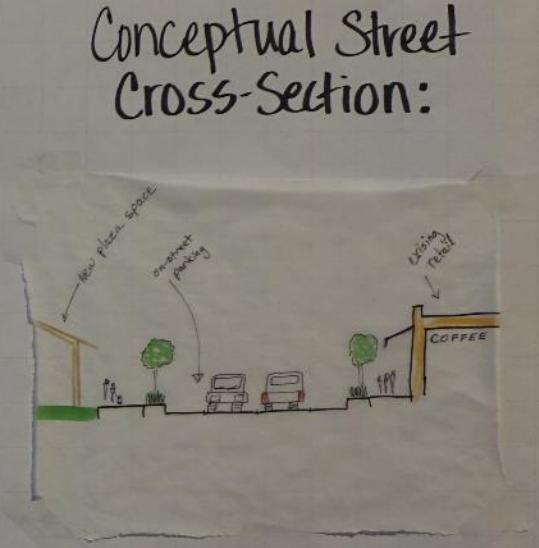
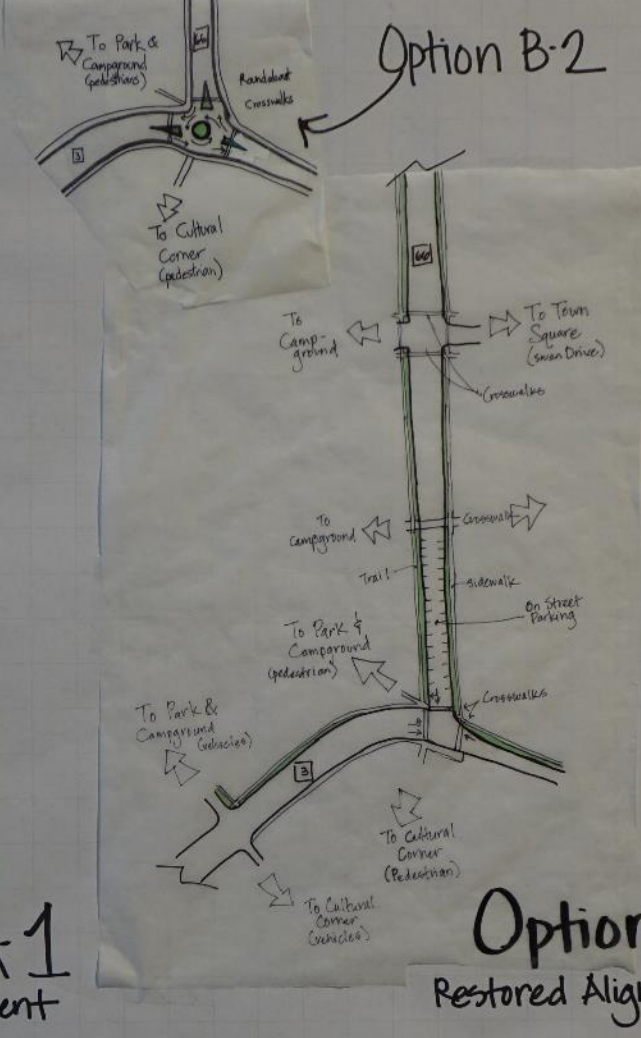
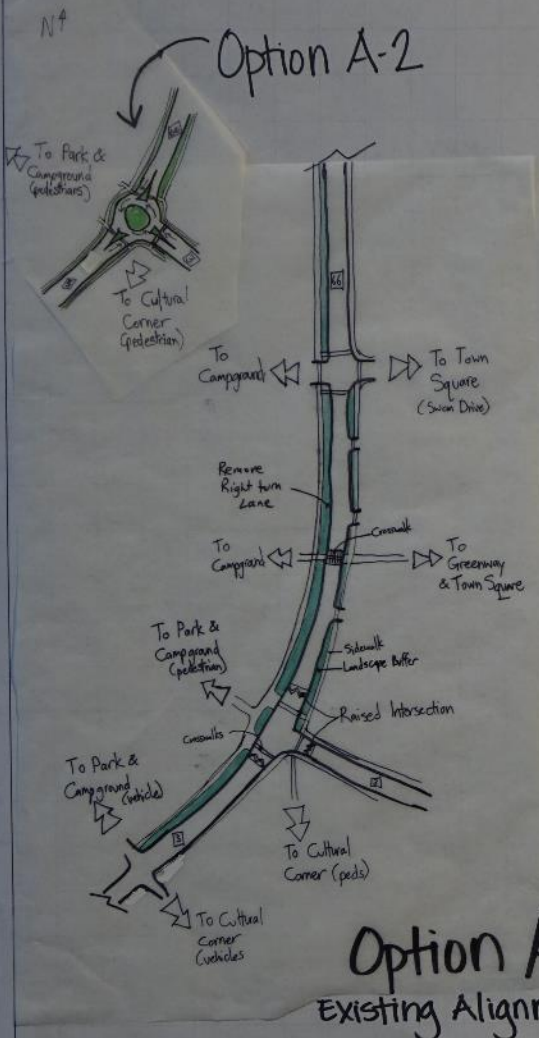
INCREASE
CAMPER'S
CHOICE &
OPPORTUNITY

- DAY-USE BATHHOUSE UPGRADE?
- VOLUNTEER SITES DEDICATED?
- ENTRY STATION REBUILT?
- EXPAND & IMPROVE LOCATION OF MAINTENANCE BUILDINGS
- DEVELOP CAMPER CABINS



VEGETATIVE BUFFERS PROMOTE CLEANER LAKES, SAFER ENVIRONMENTS, AND A MORE PLEASANT EXPERIENCE FOR PEDESTRIANS AND DRIVERS.





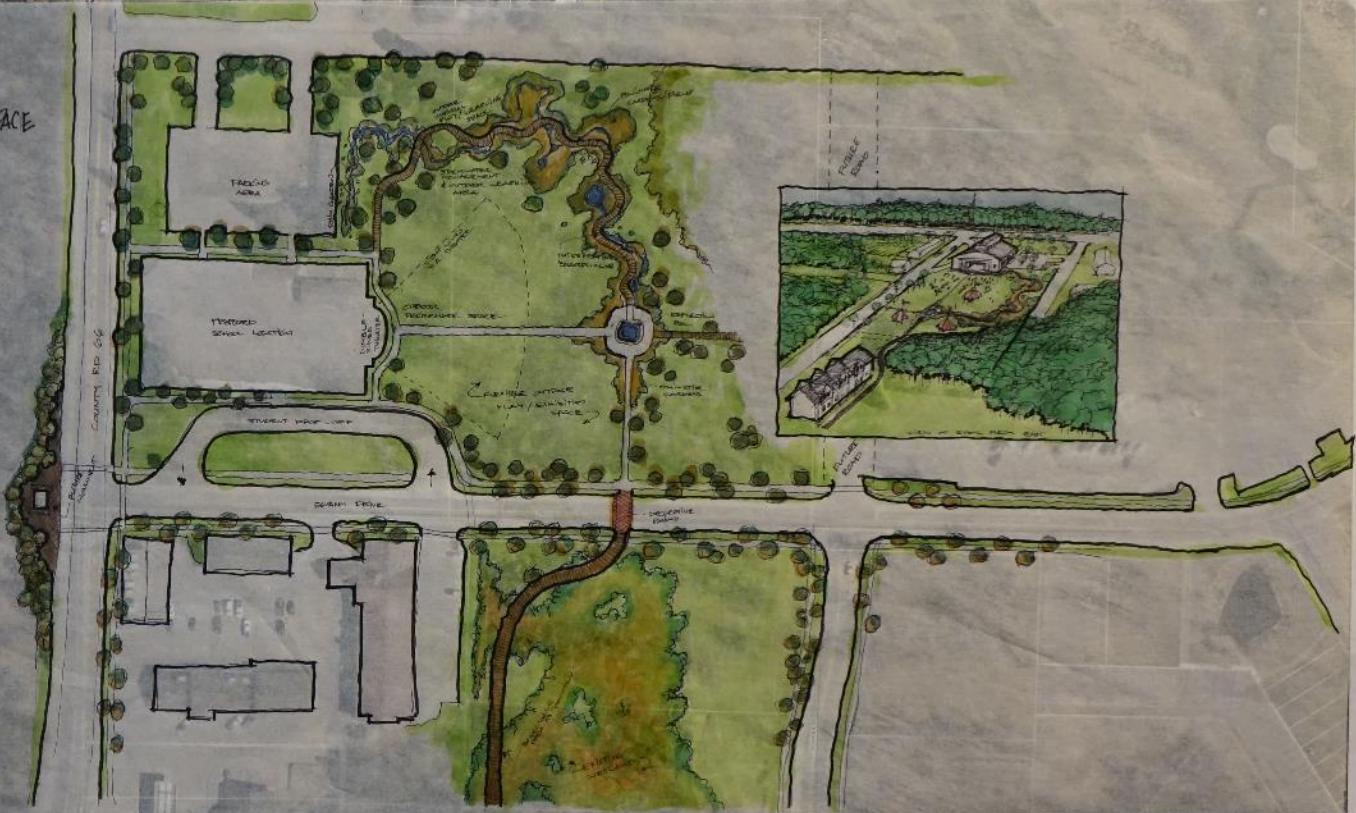


MOVE BUILDING TO SW CORNER FOR GREENSPACE

CREATE "BACKYARD" WITH INDOOR/OUTDOOR THEATER SPACE

UTILIZE RAIN-GARDEN FOR STORM WATER RUN-OFF - USE FOR EDUCATIONAL TOOL

REFLECTION POOL AND INTERPRETIVE TRAIL FOR EDUCATING COMMUNITY/STUDENTS



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SCHOOL – COMMUNITY CONNECTION





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DOWNTOWN CONCEPT





Relocate historic buildings from Cross Lake Museum to the Heritage Walk

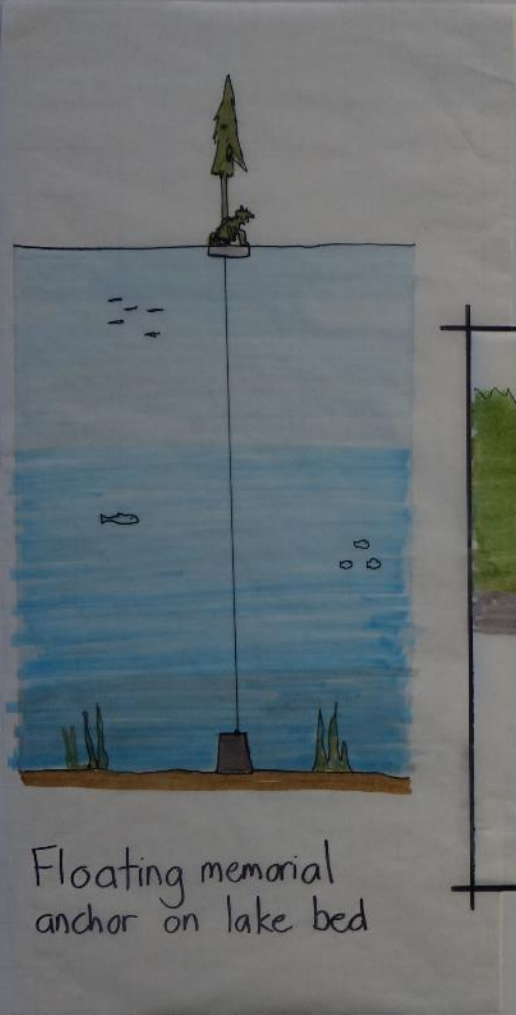


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15 HERITAGE WALK



CROSSLAKERS
All Aboard!



Floating memorial anchor on lake bed

Memorial located at approximate site of the 1800 battle.



CONCEPT:

- Position Crosslake as the premier freshwater research center for Central Minnesota
- Establish research center to promote education, water quality protection and responsible water recreation stewardship
- Collaborate with government, education institutions, organizations and businesses
- Perform year-around research and state-wide support services
- Conduct research, conferences, seminars, etc.
- Create field labs, family learning center, classes, etc.
- Design LEED certified marina
- Encourage youth involvement, college internships, and retiree volunteers

the leader in "recreational quality of life"



POTENTIAL PARTNERS:

- Government – City, County, State & Federal
 - Corps of Engineers
 - Fish and Game
 - DNR
- Academia –
 - Crosslake Community School
 - Pequot Lakes School District
 - Colleges and Universities
- Organizations –
 - Whitefish Area Property Owner's Association
 - Crosslake Chamber of Commerce
 - Brainerd Lakes Area Economic Development Corp.
 - Freshwater Society (Minnetonka)
- Businesses & Individuals –
 - Boating and Recreation (local & national)
 - Supporting area businesses
 - Contributing individuals

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WHITEFISH FRESHWATER INSTITUTE



LANDMARK FORM
INSPIRED BY THE
LOON

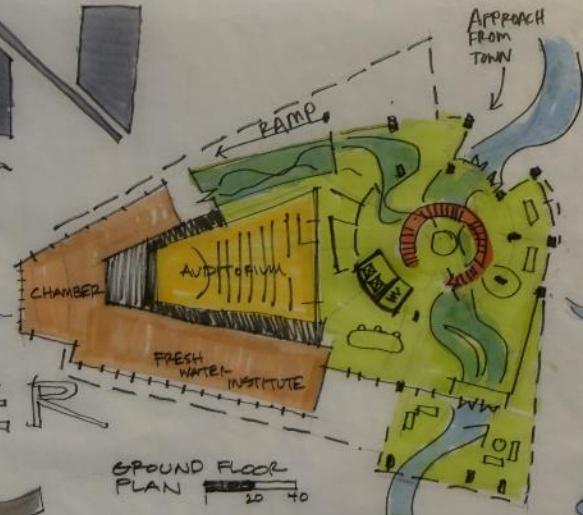
OVERLOOK
↓

LOON CENTER

DIVE THE
WATER
COLUMN



NORTH ELEVATION

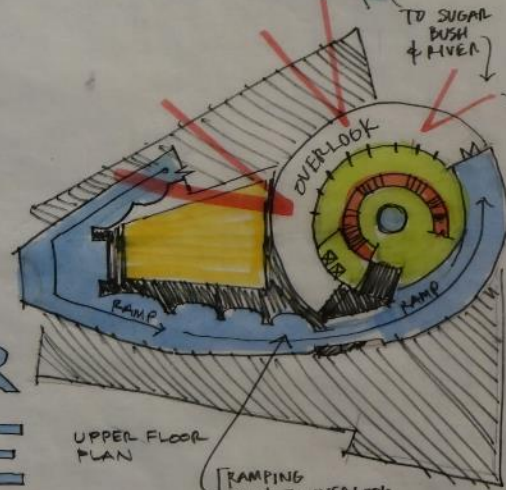


GROUND FLOOR
PLAN

GAVI DAE
GAVIA IMMER



WHITEFISH
FRESHWATER
INSTITUTE



UPPER FLOOR
PLAN

RAMPING
PATH TO OVERLOOK
THEN A DIVE



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THE LOON CENTER





LOON CENTER ROOFTOP OVERLOOK

SHORELINE TERRACE

HOLIDAY

HOTEL

NEW HOUSING

ANDY'S

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S'MORE THAN MEETS THE EYE



LEADERSHIP OWNERSHIP & CONTINUITY

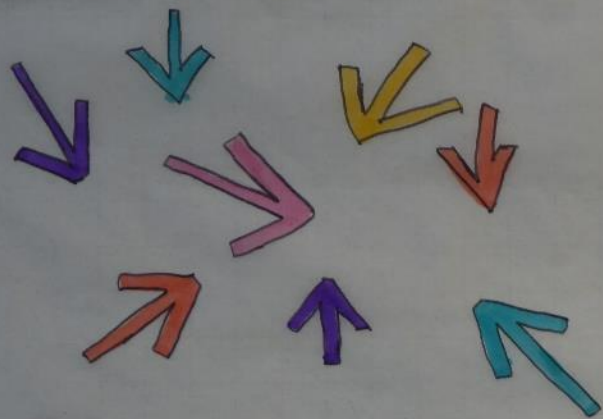
- Establish Project Committee
- Evaluate MDT Recommendations
- Develop shared vision

DEVELOP IMPLEMENTATION PLAN

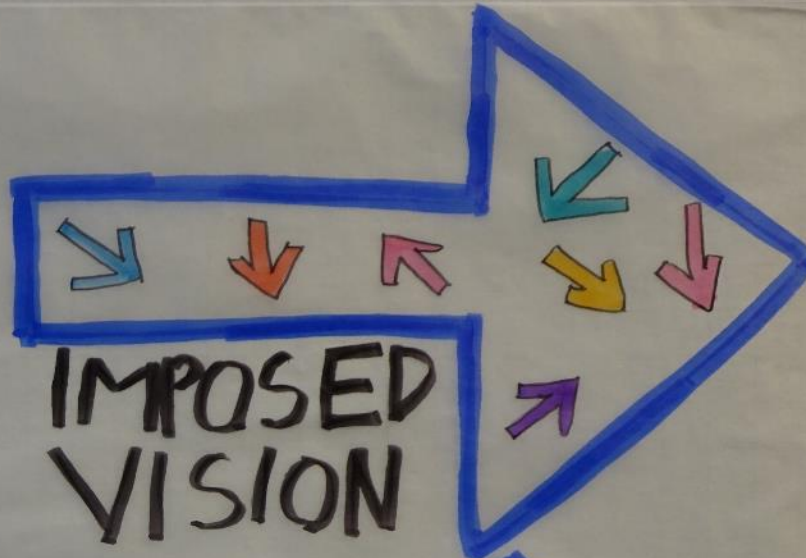
- Establish priorities
- Identify key players, stakeholders
- Develop work plan

MARKETING & SUPPORT

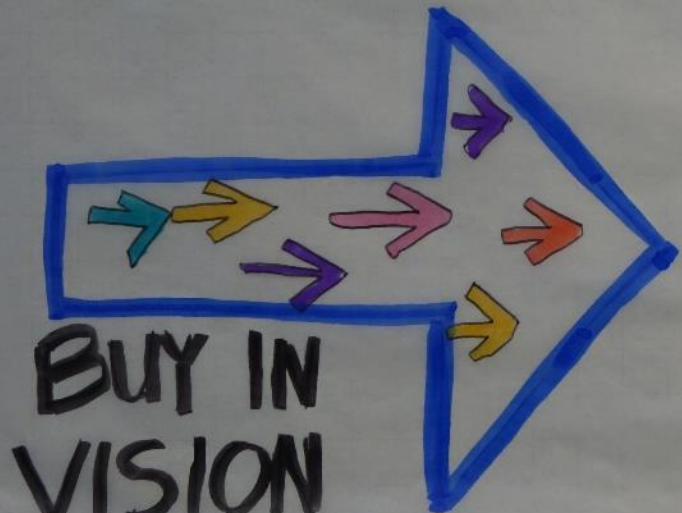
- Develop funding strategies
- Brand the vision
- Create materials that tell the story



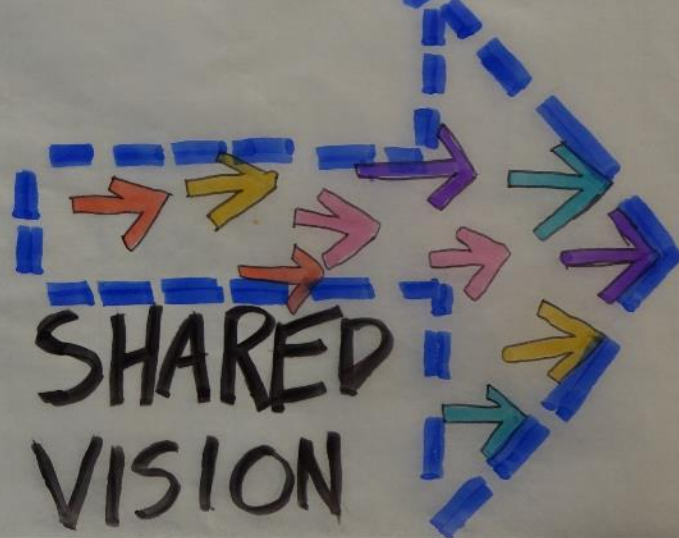
No VISION



IMPOSED VISION



BUY IN VISION



SHARED VISION

LAKE IMPROVEMENT DISTRICT

■ WHITEFISH CHAIN

■ TAX INCOME TO FUND:

- SEWER
- UPSTREAM AG PROJECTS
- ENFORCEMENT
- SHORELAND RESTORATION
- BOAT LAUNCH EDUCATORS/MONITORS

COMMUNITY DEVELOPMENT FOUNDATION

■ LEAD WITH KNOWLEDGE

■ LEAD WITH MONEY

- DOWNTOWN DEVELOPMENT
- PUBLIC DOCKS
- ACTIVITY CENTER
- BIKE & PEDESTRIAN TRAILS
- WHITEFISH FRESHWATER & LOON INSTITUTE
- BRANDING

YEAR ROUND ECONOMY

- TEND TO EXISTING BUSINESSES
- NURTURE ENTREPRENEURS

START UPS + RETIRED & SEMI-RETIRED
EYES

INCUBATOR & MAKER SPACE

TOGETHER

- WORK
- PARTNER
- MENTOR
- GROW
- LOCAL FOOD = LOCAL GROWERS
- LOCAL MONEY

HOUSING

FINANCING

- CROW WING COUNTY HOUSING REDEVELOPMENT AUTHORITY (HRA)
- MN STATE HOUSING FINANCE AGENCY
 - AFFORDABILITY
 - DEVELOPER ASSISTANCE

TYPES

- 80/20% MARKET / AFFORDABLE
 - ↳ SUBSIDIZE
 - ↳ SMALLER
- MIX - STAY IN COMMUNITY AS NEEDS CHANGE
- LOST OF HSG + TRANSPH JOBS IN CROSSLAKE
- LIFE CYCLE CHOICES



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THE FUTURE OF CROSSLAKE IS YOURS!



THANK YOU!

- Over 150 volunteers
- Dozens of in-kind donations (approx. \$10,000)
- \$17,000 through foundations, grants, individual donors and T-shirt sales
- Well over 1,000 participants (between events and surveys, not including tonight)

THANKS SO MUCH!

QUESTIONS?