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?

<table>
<thead>
<tr>
<th></th>
<th>Red Dot</th>
<th>Multi Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Public water access/walking paths/boardwalks/docks</td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td>2. Remove the exchange lot</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>3. Trails</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>4. Prohibit big box/chain</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>5. Restore local planning and zoning/enforcement/more restrictions on mega homes</td>
<td>7</td>
<td>15</td>
</tr>
</tbody>
</table>
IF THERE WAS A NEW PUBLIC DOCK, WHERE SHOULD IT BE LOCATED?

<table>
<thead>
<tr>
<th>Location</th>
<th>Red Dot</th>
<th>Multi Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corp. of Engineers/Campground</td>
<td>47</td>
<td>36</td>
</tr>
<tr>
<td>As close to town as possible</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>South Bay Park</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>The Dam</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>Corp. of Engineers North Side</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>
YOUR LAKES ARE A MAJOR ECONOMIC DRIVER, WHAT ARE WAYS YOU CAN PROTECT THEM?

<table>
<thead>
<tr>
<th></th>
<th>Red Dot</th>
<th>Multi Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Boat wash/Invasive species</td>
<td>48</td>
<td>42</td>
</tr>
<tr>
<td>2. Education/Sustainable education/Signs</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>3. Shoreline restoration/Buffer/Regulations/Impact zones</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>4. Regulation enforcement</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>5. Limit pollution/Road runoff/Fertilizer</td>
<td>9</td>
<td>29</td>
</tr>
</tbody>
</table>
**WHAT DOES CROSSLAKE HAVE THAT OTHER COMMUNITIES DON’T? WHAT’S YOUR IDENTITY?**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Feature</th>
<th>Red Dot</th>
<th>Multi Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The lakes</td>
<td>76</td>
<td>32</td>
</tr>
<tr>
<td>2.</td>
<td>Small town feel</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>3.</td>
<td>Beauty spot of Minnesota!</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>4.</td>
<td>Preserved culture/museum</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>5.</td>
<td>Small town with large amount of amenities</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>
COMING UP WITH OUR OWN IDEAS
INTRODUCTION

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
  - $102.11 IN CROSSLAKE

↓ PROPERTY TAX INCOME

↓ SEASONAL RESIDENT SPENDING 2021 $6,911
  - ↓ JOBS
  - ↓ BUSINESSES
  - ↓ JOBS
  - ↓ Biz

↓ YEAR ROUND ECONOMY

↑ COMMUNITY DEVELOPMENT FOUNDATION

↑ WHITEFISH CHAIN LAKE IMPROVEMENT DISTRICT

TAKE ACTION

TAKING COMMUNITY ACTION
1. Enhance the unique ecology of Crosslake.

2. Create vibrant places that connect people with nature.


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

5. Celebrate Crosslake's heritage.
CONNECTING THE NODES
LENGTHENING THE SEASON

PUBLIC FIRE PITS
(Nature-Warming House Warming)

LINEAR WATERFRONT DOG PARK
(Chain Link Fence)

INDOOR SKATE PARK & COFFEE SHOP

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

ILLUMINATED NIGHT SKIING

CITY OF CROSSLAKES

MINNESOTA DESIGN TEAM

SEPT. 2016
DOWNTOWN LAND USE

- Housing
- Water
- Institutional
- Civic
- Retail
IMPLEMENTING CAMPGROUND PROJECT

- Historic Properties Inventory
- Operations & Maintenance $$$
- Housing for Employees
- Engage 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 PAVILION UPGRADE?
- Volunteer Sites Dedicated?
- Entry Station Rebuilt?
- Expand & Improve Location of Maintenance Buildings
- Develop Camper Cabins

CAMPGROUND IMPLEMENTATION
ENHANCE THE SHORE
A SAFE INTERSECTION

Option A-1
Existing Alignment

Option B-2

Option B-1
Restored Alignment

Conceptual Street Cross-Section:

Minnesota Design Team
Relocate historic buildings from Cross Lake Museum to the Heritage Walk

Sept 2016 Minnesota Design Team 15 HERITAGE WALK
INDIGENOUS PUBLIC ART

Floating memorial anchor on lake bed

Memorial located at approximate site of the 1800 battle.
S’MORE THAN MEETS THE EYE
<table>
<thead>
<tr>
<th>LEADERSHIP OWNERSHIP &amp; CONTINUITY</th>
<th>DEVELOP IMPLEMENTATION PLAN</th>
<th>MARKETING &amp; SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Project Committee</td>
<td>Establish priorities</td>
<td>Develop funding strategies</td>
</tr>
<tr>
<td>Evaluate MDT Recommendations</td>
<td>Identify key players, stakeholders</td>
<td>Brand the vision</td>
</tr>
<tr>
<td>Develop shared vision</td>
<td>Develop work plan</td>
<td>Create materials that tell the story</td>
</tr>
</tbody>
</table>

**IMPLEMENTATION – WHAT TO DO**
IMPLEMENTATION – HOW TO DO IT

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
Toolkit Part 2

Year Round Economy
- Tend to existing businesses
- Nurture entrepreneurs
  - Start ups + retired & semi-retired Execs
  - Incubator & Maker space
  - Work + Partner
  - Mentor + Grow
  - Local food = Local growers = Local money

Housing
- Financing
  - Crow Wing County Housing Redevelopment Authority (CHRA)
  - MN State Housing Finance Agency
    - Affordability
    - Developer assistance

Types
- 80/20% Market/Affordable
- 6 subsidize
- 4 Installer
- Mix - Stat in Community as needs change
- Cost of HSG + Transp + jobs in Crosslake
- Life cycle choices
THE FUTURE OF CROS SLAKE 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?