



Navigating the New Normal

**A ULI Minnesota (ULI MN) public official
education workshop**

Realizing great development and redevelopment opportunities for your community is difficult even in the best of times. The ‘Great Recession’ has made this job especially daunting for everyone – including communities that were previously well-positioned in the marketplace. Many believe this is not a short-lived situation, but represents a ‘new normal’ for the marketplace, i.e. the metrics that will govern the economics of development and redevelopment in the foreseeable future will be fundamentally different than the past.

Navigating the New Normal is a ULI MN workshop that offers a practical approach to the new challenges of development and redevelopment. It focuses on your city –or a cluster of cities – in a way that strengthens your understanding of today’s realities of development and redevelopment. Navigating the New Normal is designed to foster a dialogue about the opportunities and challenges inherent in a new economy based upon shifts in the market and changing demographics.

Navigating the New Normal Objectives

ULI MN volunteers will partner with you to lead an interactive two hour workshop geared towards your City Council, Planning Commission, EDA/HRA members, and staff. The ULI MN team will comprise a cross section of professionals representing disciplines such as design, finance, development, planning and marketing. The workshop will be held at a locale and time of your choosing. The workshop is perfect for a pre-Council or Planning Commission meeting work session.

City clusters are encouraged but not required! A workshop involving two or three cities with similar interests may provide a great venue for presentation and dialogue.

Workshop participants will develop a better understanding of:

- the impact of the ‘new normal’ on future growth patterns, demographic trends, and market preferences;
- your city’s households, shifts in household moves, housing types, and labor and commute patterns with a focus on strategies to support a full range of housing choices connected to transportation options and jobs; and
- how to position your community to attract the best quality development.

There is no cost to participate! Navigating the New Normal is an outreach program designed to foster meaningful dialogue between public and private sector leaders. ULI MN is able to provide this workshop through the generous financial support from the Family Housing Fund and Minnesota Housing. In addition, access to Community Change Data is possible through a funding partnership with the Metropolitan Council. Host communities are only asked to arrange for a meeting location, cover printing costs, and provide refreshments for participants.

For more information about Navigating the New Normal, please contact Katie Anderson, ULI MN Associate, at 612-338-1332 or katherine.anderson@uli.org.

ULI Minnesota actively engages public and private sector leaders to foster collaboration, share knowledge and join in meaningful strategic action to create thriving, sustainable communities.