RESEVILLE

REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 1/24/2022

Item No.: 6.b

Department Approval

Executive Director Approval

Farm / Trugen

Janue Gundiach

Item Description: Receive update on Choose Roseville campaign

BACKGROUND

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2 On June 7, 2021 the Roseville Economic Development Authority (REDA) authorized working with

- Golden Shovel to provide small business support through a Choose Roseville marketing campaign. An
- 4 update on the marketing campaign is provided as Attachment A. Golden Shovel representatives Darren
- Varley and Bethany Quinn, as well as REDA intern Ruben Dominguez, will provide an overview of the report and outcomes to date, which include:
 - Brand creation and recognition
 - 19 small businesses received social media coaching and digital support
 - 10 of 19 business assisted are minority owned
 - 4 businesses have utilized job posting support
 - 16 weeks of e-newsletter promotion of small businesses
 - 5 small business promotional videos
 - Publication of 2 small business success stories
 - 1,435 google ad clicks and 137,741 impressions
- 166 Twitter views
 - 659 TikTok views
 - 34,000 views on NextDoor
 - 2,500 visits to the Choose Roseville microsite

20 BUDGET IMPLICATIONS

- The Choose Roseville campaign consists of a not-to-exceed budget of \$150,000, with all costs being paid
- for with American Rescue Plan (ARP) funds.

23 STAFF RECOMMENDATION

24 Receive report on the Choose Roseville campaign.

25 REQUESTED REDA BOARD ACTION

- 26 Receive report on the Choose Roseville campaign.
- 27 Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086

Attachments: A: Local Roseville Campaign Report

ROSEVILLE, MN CHOOSE LOCAL CAMPAIGN

CITY OF ROSEVILLE, MN ECONOMIC DEVELOPMENT AUTHORITY



CAMPAIGN UPDATE - JANUARY 2022



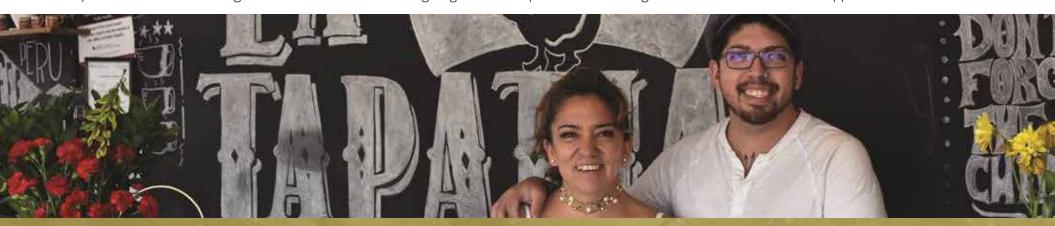


EXECUTIVE SUMMARY

Roseville's City Council has made a commitment to support local small businesses, and in particular, BIPOC (Black, Indigenous, and People of Color) business owners, through the launch of the *Choose Roseville* campaign. The *Choose Roseville* campaign kicked into high gear in September of 2021 with the completion of campaign branding and the development of a campaign website (microsite). Branding activities included the creation of a brand logo, business cards, and promotional materials that could be left with local business owners. Ruben Dominguez and Gogee Yang have left these materials with small business owners and managers when making in-person business visits. With the branding, website and marketing materials complete, the Golden Shovel (GSA) team was able to direct efforts towards education, engagement and promotion.

September and October were heavily focused on educating the public about the campaign, what it entails and the services that are available to small businesses. The GSA team prepared presentation materials and a slide deck that was used during a live webinar on September 20, that was also recorded, and at an in-person presentation to the Roseville Business Council on September 22. To promote these education events we reached out to local chambers and business leaders, invited them to attend the webinar and followed up with a recorded copy afterwards. We also heavily promoted the webinar through social media by making regular posts in LinkedIn groups and on Facebook, along with sending direct messages to community and business leaders.

In addition, Dominguez and Yang continued to make in-person business visits, with a particular focus on minority owned businesses. These visits informed business owners of the services and support available through the *Choose Roseville* campaign and opened the door to discussing if businesses needed any additional support from the city or local partners. During site visits it became clear that businesses had questions regarding COVID-19 related assistance and various support programs. A connection was made between Noah Her from *Open to Business* and Yang which has resulted in an ongoing relationship and her referring businesses for additional support.



EXECUTIVE SUMMARY

The *Choose Roseville* campaign was taken to the next level in October and November with the creation of video features by Nine North. Ruben Dominguez with the city, and Gogee Yang - Social Media Coach, worked to identify Roseville small businesses who would make for ideal participants. A pre-production survey was created by GSA and Darren Varley, VP of Client Services for Golden Shovel, coordinated the video shoots with Nine North. He was also on site for filming and participating in the editing and branding of the videos. **The featured businesses are Designing Smiles, Adam's Soul To-Go, HiddenMN, Illuminate, and Mr. Zero's.** These small businesses showcase the diversity of Roseville's industries, representing the medical field, restaurant, retail, professional services and entertainment industries respectively. They are also representative of the diversity of Roseville's business owners with Designing Smiles and HIddenMN being owned by BIPOC members of the community. Since production, the videos have been promoted on the campaign websites and through social media channels.

By the end of October all of Roseville's qualifying minority owned businesses had been reached through in person visits and social media. By the end of the month HiddenMN, Hollywood Nails, URBAN Traveler, Chuchao Liquor, Windtinder, Adam's Soul To-Go, Designing Smiles, Isight Eye Care, Northeast Contemporary Services and Frontier Living were receiving social media support from Yang. To further the campaign outreach, a digital ad campaign was launched. This included the creation of a campaign landing page. Google ads with local targeting directed small business owners in need of marketing or hiring support to the landing page where they could fill out a form and then be contacted by Yang.





EXECUTIVE SUMMARY

Since the campaign launch in September, GSA has run a progressive social media campaign to reach as many small businesses and Roseville residents as possible. This includes creating *Choose Roseville* profiles on LinkedIn, NextDoor, TikTok, Twitter, YouTube, Instagram, and posting on the EDA's Facebook page. Social media graphics, videos, and posts have been created and shared on a consistent basis. In addition, these platforms have been used by GSA's team for direct outreach to community stakeholders and influencers, in addition to reaching out to small business owners through their social media profiles.

The result of these combined efforts include 19 Roseville small businesses signing up for social media coaching and job posting support. These activities include featuring them in the City's newsletter, posting their open jobs on the County's website, setting up and refining their social media profiles, creating and publishing social media posts on their behalf, creating strategic marketing plans for the businesses at their request, and running ads at no cost to the business.

An ancillary benefit of the campaign is that over 155 Roseville small business owners have received multiple touches from GSA and the City, demonstrating the Council's commitment to the community and willingness to support small business owners. For many of the minority owned businesses, this was the first substantial contact they had ever had with the City. One unforeseen challenge was conveying that the City's support was genuinely free, and without a 'catch'. Knowing this, it is likely that repeat outreach to minority owned businesses during 2022 will produce increased engagement through the cultivation of relationships.

In December, we closed the year by doubling down on our efforts to remind residents to "*Choose Roseville*" and shop small for the holidays by featuring all of the social media coaching clients and making daily social media posts.

We look forward to continuing to help small businesses grow in Roseville by reminding residents to Choose Roseville for all of their needs. Thank you for the opportunity to do so.



OVER 143 HAVE RECEIVED MULTIPLE TOUCHES



"WHAT WE DIDN'T KNOW" (UNFORESEEN OBSTACLES)



Ruben Dominguez
Economic Development Intern
Roseville EDA

I came into this role with a very optimistic outlook, excited to be part of a campaign to support small businesses and BIPOC business owners. When the Roseville Economic Development Team explained to me the premise of what the campaign was and how it would benefit them, I was sure that people would be ecstatic to take advantage of the free services being offered.

Who wouldn't appreciate free help posting open jobs and marketing their business? Especially online since this is a skill that is hard to learn and fully comprehend how robust it can be. With this perception, I began reaching out and connecting with the local business owners, with a focus on BIPOC community members. To my surprise, there was a lot of hesitancy. Community members' initial interest in the program would slowly dwindle down to the eventual "thank you, I'll think about it". What I came to understand later on, particularly thanks to China Restaurant, was that the BIPOC community has a massive distrust in government. People expected there to be some kind of catch and were worried that we would request some form of compensation at the end of the campaign.

"People expected there to be some kind of catch and were worried that we would request some form of compensation at the end of the campaign."

"WHAT WE DIDN'T KNOW" (UNFORESEEN OBSTACLES)

This new understanding changed how I conduct outreach. I realized it would take more time to earn the trust of the BIPOC and small business community. Know, I first work to ease their worries by overemphasizing that it won't cost them anything to participate in the *Choose Roseville* campaign. I then explain to them how the program will benefit them. After the initial point of contact, what would follow would be a series of follow-ups to demonstrate that they matter to us (the City). These follow-ups create an opportunity to build a personal connection with business owners. During these additional meetings, I was able to show the webpage for the Choose Roseville campaign and videos that were created for other businesses. This helped to support what the Roseville Economic Development Authority was doing to help local businesses grow and recover from setbacks caused by the pandemic. Then, they were more likely to sign up to participate in the program.

In summary, this campaign was not merely centered around offering the program but rather proving a genuine interest and care for every owner in Roseville which only comes as a result of constant conversations.







"In early November 2021 Gogee, contacted me (RL Schwinden) about filming a video for my business Mr. ZerO's. I have participated in three such things in the past, so I was all for it, especially since covid had such a devastating effect on my local business. A week or two later the film crew showed up, we did a quick run through and we began filming...the whole crew was great. Having done this before, it is a great vehicle for local business.

I am excited, I can tell you we have gotten some new customers in, from your postings!"

RL Schwinden
Owner of Mr. Zer0's
Roseville, MN • Since 2009





"Northeast Contemporary Services, Inc. (NCSI) is very grateful to the City of Roseville Economic Development Authority for starting the Choose Roseville campaign.

NCSI decided to participate in the campaign in order to support, and become a stronger member of our community. As an organization that has suffered financial impact from the pandemic, we welcomed the marketing support.

The disability field is facing an unprecedented workforce crisis; thanks to the campaign, NCSI is able to promote our job openings to residents free of charge.

As a very small nonprofit, NCSI doesn't have the resources or expertise to develop a social media presence; in working with Gogee Yang from Golden Shovel Agency, we have been able to resurrect our GoogleMyBusiness page, start building a collection of stock photos, and are currently creating a new Facebook page.

In addition, we will have the opportunity to be featured in the city's newsletter, which will help us spread awareness of our services to individuals with disabilities and their families."



"As a small business, we would like to express how delighted we are with the "choose Roseville Campaign."

We are grateful for the experienced marketing help that we have received. It has really helped us with our social media and benefited our business. Our desire to keep our dental office doors open during these difficult times has been a struggle, but we feel with the continued efforts of this great campaign, we will continue to be successful.

The quality of service, professionalism, and expertise of "Golden Shovel" has been priceless. We are committed to continue our outreach to the good people of the Roseville area and we thank you for your encouragement in doing so."



"My experience with Choose Roseville has been quite pleasant, very much informational and helpful with the guidance on what to post and the ideas of when and how to post on our social media platforms. Given that the agency's main focus is to help build relationships with clients and provide resources as well as inform more individuals and families of our services to assist them. We have been able to begin posting a few of them and prior to that just being able to set up our social media platform as well as our Yelp page has been very much helpful.

Thank you so much for the guidance that you have provided me to continue carrying out marketing ideas for our agency as well as the benefits of being given the ads for social media."

BRANDING

When creating the *Choose Roseville* brand, GSA was cognizant of the strong brand recognition that the City already has. Our goal was to build upon this by creating an expanded, but unifying image that the community would recognize and relate too.

The Branding Package for the *Choose Roseville* campaign included:

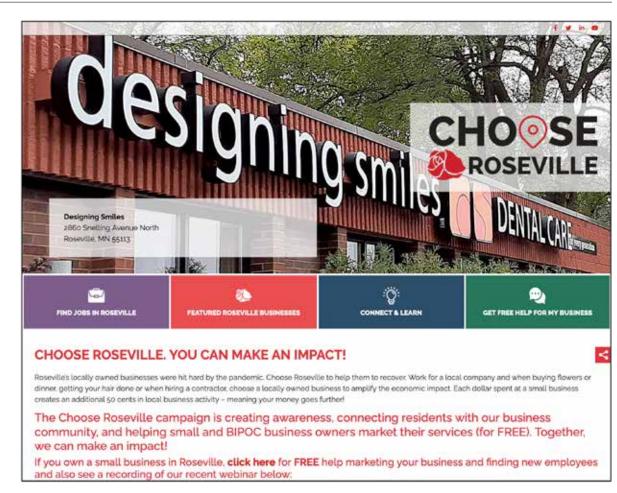
- Development of a campaign name, logo and style guide
- Marketing materials (sell sheets) were created and delivered. These are being used to promote the campaign and as promotional materials to be left by Dominguez and Yang when visiting businesses.
- Business card designs were completed.



MICROSITE

GSA created website content and graphics to develop a microsite dedicated to the *Choose Roseville* campaign. The site was built by GSA through the existing Gatekeeper service. Pages on the site include:

- Homepage
- Content Designed to Engage Residents and Businesses
- Videos
- Success Stories
- Buttons to Make Learning More and Signing Up as Easy as Possible
- Subpages
- Find Jobs in Roseville
- Featured Roseville Businesses
- Connect & Learn
- Get Free Help for My Business
- Sign Up
- Landing Page for Advertising Campaign



SMALL BUSINESS PROMOTIONAL VIDEOS

Nine North, a local provider of video solutions, has worked with GSA to provide Roseville with five small business promotional videos. Designing Smiles, Adam's Soul To-Go, HiddenMN, Illuminate, and Mr. Zero's have all been featured in these videos, which are now being promoted on the campaign website and through social media. These videos are also showing up in Google searches through their promotion on YouTube. This is creating additional exposure for Roseville businesses and the campaign as a whole.

https://www.youtube.com > watch

Choose Roseville: Mr. Zero's - YouTube



Choose Roseville: Mr. Zero's ... Meet Mr. Zero's, your one-stop shop for all things vintage! Retro records ...

YouTube · Roseville EDA · 1 month ago

https://www.youtube.com > watch

Choose Roseville: Get FREE Marketing Help for Your Business!



Choose Roseville is a city-sponsored campaign designed to strengthen and support our small business ...

YouTube · Roseville EDA · Sep 21, 2021

https://www.youtube.com > watch

Choose Roseville: HiddenMN - YouTube



Choose Roseville: HiddenMN · HiddenMN HiddenMN is one of few escape rooms with a large event space ...

YouTube · Roseville EDA · Oct 29, 2021



SMALL BUSINESS SOCIAL MEDIA COACH AND DIGITAL SUPPORT

The *Choose Roseville* Social Media Coach (Yang) has helped 19+ Roseville businesses to either get online or to increase their online presence. 10 of these small businesses are owned by members of the BIPOC community. Registered businesses receive a consultation with the Social Media Coach where they can discuss their goals and receive recommendations for how to best market themselves. In addition, the Social Media Coach offers businesses the following services:

- No-Cost Digital Ads on Social Media and/or Google
- Social Media Posts Created and Published on their Behalf
- Social Media Graphics Created and Published on their Behalf
- Google My Business (set up or optimize)
- Facebook Business Page (set up or optimize)
- Instagram Business Page (set up or optimize)
- LinkedIn Business Page (set up or optimize)
- Twitter Business Profile (set up or optimize)
- NextDoor Business Profile (set up or optimize)
- TikTok Business Profile (set up or optimize)

Businesses who register for assistance will also receive a report with strategic guidance and recommended action items.





The Roseville Small Businesses who have signed up to receive support from the Social Media Coach are:

- Adam's Soul To-Go
- Isight Eye Care
- Northeast Contemporary Services
- Illuminate
- Mr Zeros
- ABC Logistics LLC
- The Grateful Table

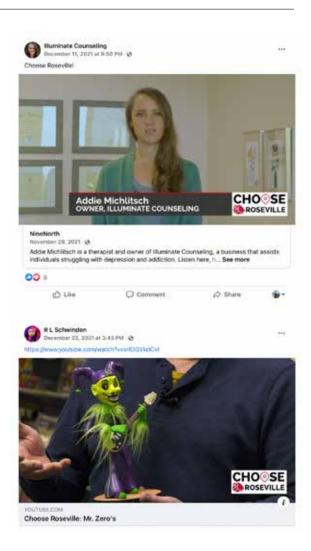
- HiddenMN
- Urban Traveler
- Windtinder
- China Restaurant
- Timberwolf Fitness

- Chuchao Liquor
- Designing Smiles
- Frontier Living
- Grace Healed Me
- Maya's Salon
- Safeway Home Healthcare
 Lumin Advantage

These businesses are appreciative of the support and have been utilizing the videos and social media graphics created for them to promote their businesses.





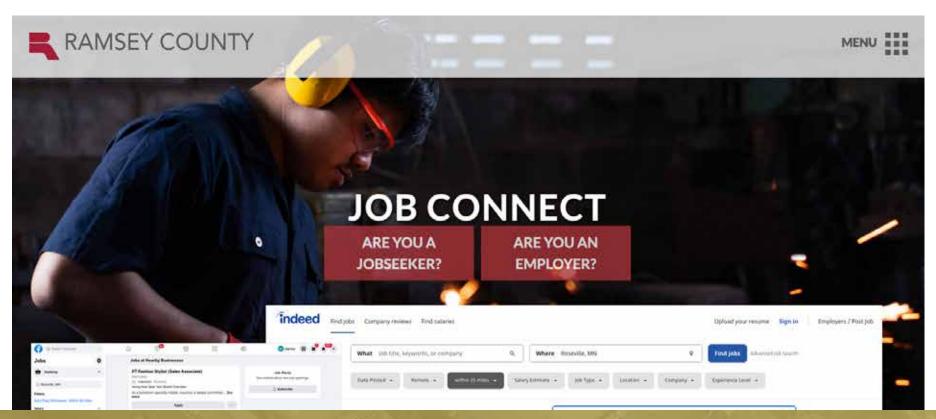




JOB POSTINGS

During calls and in-person visits, Dominguez and Yang are asking business owners if they are hiring and would like support in posting their open positions. This service is also being advertised on social media and through the ad campaign. Thus far, the following businesses have chosen to utilize this service.

- Northeast Contemporary Services
- Frontier Living
- China Restaurant
- Safeway Home Healthcare



NEWSLETTER CONTENT CREATION AND MANAGEMENT

To launch the campaign, GSA wrote campaign promotional content that was featured in the City's printed business newsletter that was distributed via mail.

GSA has also created weekly e-newsletter content that can be distributed through the city's current Civic Plus newsletter tool. The following are advantages of distributing content through the City's newsletter:

- Increased engagement between the city and residents
- Residents will recognize that Choose Roseville is a City-led initiative endorsed by the city council
- Enhanced brand recognition for the city and the *Choose Roseville* campaign
- Opportunity to leverage the strong collaboration between the city, economic development and business community
- City benefits from having additional content provided for their weekly newsletter
- E-newsletters are delivered weekly for 16 months with content generated to promote the local businesses and the campaign itself. Businesses who have been featured in the e-newsletter include:
- Safeway Home Healthcare
- Designing Smiles
- Windtinder
- Illuminate
- Grace Healed Me
- Timberwolf Fitness
- Adam's Soul To-Go
- Chuchao Liquor

- Urban Traveler
- Northeast Contemporary Services
- Frontier Living
- China Restaurant
- Mr Zeros
- Lumin Advantage
- HiddenMN



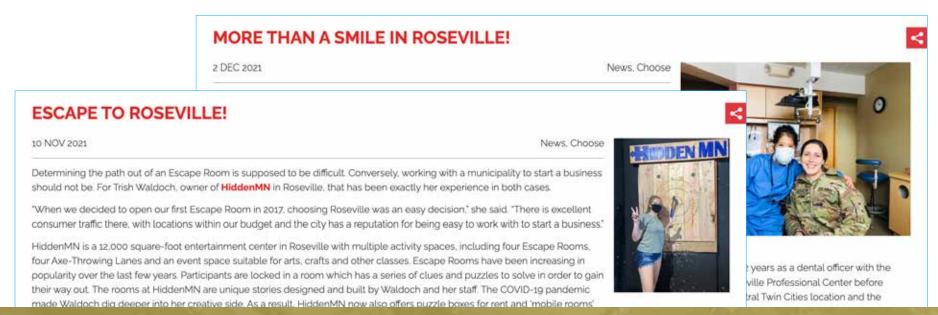
SUCCESS STORIES

GSA is developing success stories that inspire and promote personal connections between the subject (small business owner) and the audience (community members). Making these personal connections is vital to cultivating long-term relationships and resident support of local businesses.

GSA has interviewed local businesses who are participating in the campaign to create the type of personal interest stories that will make residents want to visit them and spend their dollars at that restaurant, store or service business. The benefit of creating stories is that it builds a connection that's far deeper than a traditional shopping experience. Plus, business owners will share the story on their own social media which expands the campaign outreach.

GSA is prioritizing BIPOC businesses in Roseville who are participating in the *Choose Roseville* campaign. By interviewing BIPOC business owners we will tell their story in an authentic way, celebrate their history, uniqueness and valuable position within the community.

Businesses whose success stories have been published include Hidden Minnesota and Designing Smiles:



DIGITAL AD CAMPAIGN

GSA has developed a digital ad campaign on Google and Facebook to promote the campaign and to encourage people to *Choose Roseville*. The paid campaign has run on Google, Facebook and Instagram and NextDoor. We plan on extending the ad portion of the campaign to TikTok in 2022.

Ads have focused on promoting the campaign itself and the services offered to Roseville's small businesses.

The ads were targeted to people located in Roseville, MN or Ramsey County, MN - this means that everyone who sees the ad is local. We use keywords such as "marketing strategy, marketing my business, social media services, COVID support for small businesses," and more. Whenever someone searches for the keywords, the ads appear. Some of the most popular keywords in the campaign have been:

- 1. Marketing local businesses
- 2. Market my business
- 3. Marketing strategy

Free Marketing Assistance Roseville Local Business Help Market Your Roseville Busine growroseville.com/local-business/marketing City of Roseville is providing Free marketing services for Your business! Free help marketin View assets details	Responsive search ad	203	7,811	2.60%	\$3.52	\$714.03
Call (612) 787-2097 Free Job Postings - Free Social Media Help www.growroseville.com Free Social Media, Marketing, & Digital Ad Assistance for Your Roseville Business. Get Help Marketing Your Small Business in Roseville, Completely Free of Charge!	Call ad	0	91	0.00%	3	\$0.00
CHO SE Get Free Mark Free +2 more View asset details	Responsive display ad	978	122,545	0.80%	\$0.37	\$359.72
Roseville Marketing Assistance Choose Roseville Business Help Choose Roseville growroseville.com/chooseroseville Choose Roseville. You can Make an Impact! Free help marketing your business & find new View assets details	Responsive search ad	44	2,425	1.81%	\$3.26	\$143.57
Total: All but removed ads ①		1,435	137,741	1.04%	\$1.34	\$1,927.38

When looking at the Google Ads analytics, we like the performance to be under \$1 per click for a generic or large audience. The *Choose Roseville* ads are targeted to a small local audience so we were predicting a higher cost, however, the ads are only costing \$1.34 per click. Overall, the ads have received 1,435 clicks (people have seen the ad and clicked on it, landing on the *Choose Roseville* campaign website) and 137,741 impressions (how many people have seen the ad, raising awareness for your brand).

In December, we shifted the focus to promote shopping small for the holidays. One business that received holiday advertising was Mr. Zeros – a unique Roseville location for finding fun holiday gifts. Their video ad alone was watched by 522 people. Between their responsive and video ad, Mr. Zeros was exposed to 62,900 people (their total number of ad impressions).



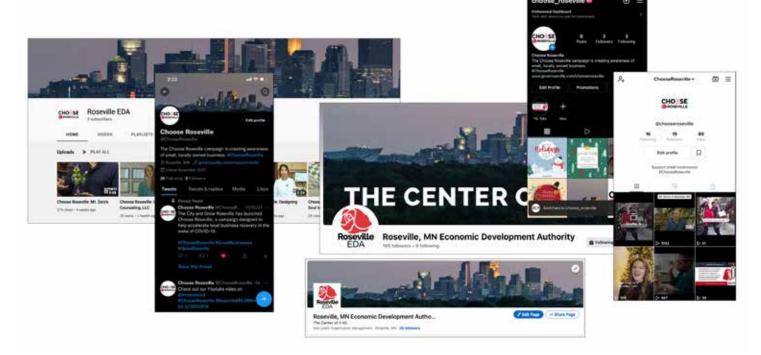


SOCIAL MEDIA CAMPAIGN TO PROMOTE CHOOSE ROSEVILLE

A key element of the *Choose Roseville* campaign has been the ongoing social media activity and direct outreach through social media.

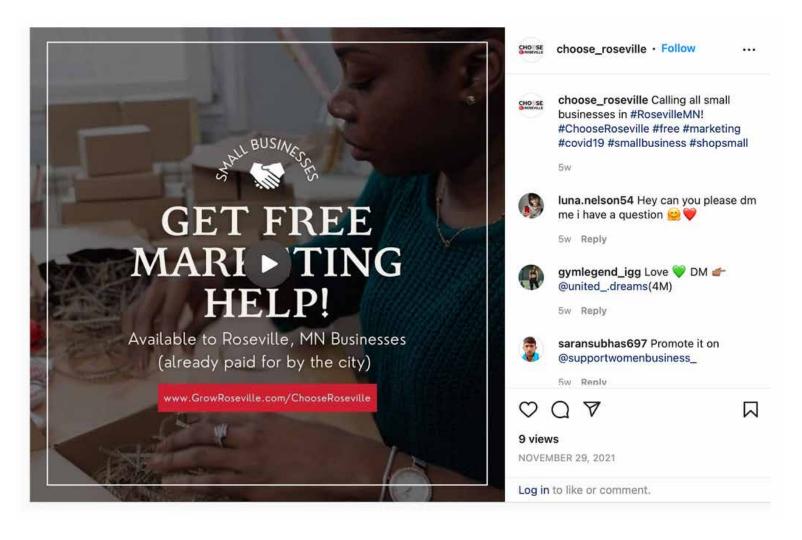
Since the campaign launch in September, GSA has run a progressive social media campaign to reach as many small businesses and Roseville residents as possible. This includes creating *Choose Roseville* profiles on LinkedIn, NextDoor, TikTok, Twitter, YouTube, Instagram, and posting on the EDA's Facebook page. Social media graphics, videos, and posts have been created and shared on a consistent basis. In addition, these platforms have been used by GSA's team for direct outreach to community stakeholders and influencers, in addition to reaching out to small business owners through their social media profiles.

Posts are been made on each platform multiple times per week, directly on the *Choose Roseville* profiles and in groups. In addition, the GSA team is commenting on posts made by small businesses and community leaders to show support and increase engagement. The act of searching for relevant businesses and interacting with them is time consuming, but important for demonstrating the City's support of the small business community online.



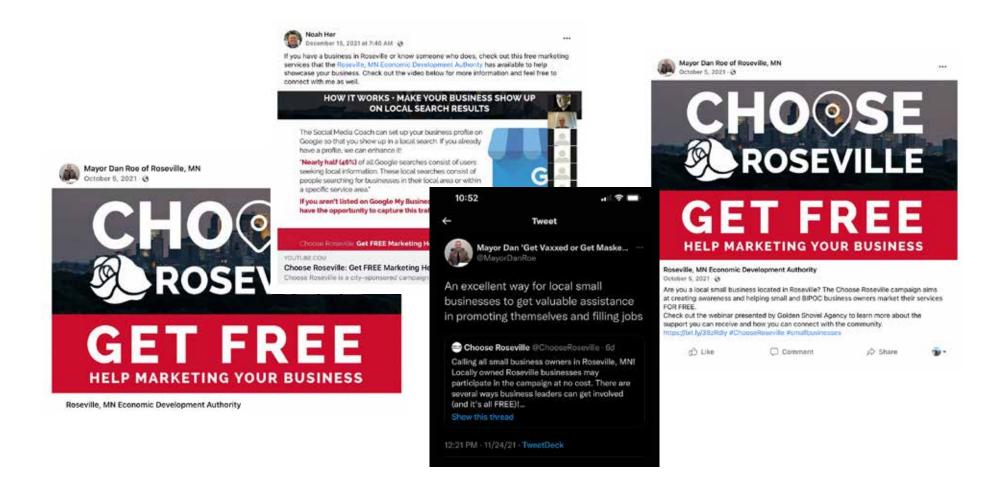
BELOW ARE EXAMPLES OF SOME OF OUR SOCIAL MEDIA ACTIVITY:

GSA created this short promotional video to drive online engagement and campaign awareness. **It was viewed by 166 people on Twitter and 659 on TikTok.** On Instagram, this same video led to comments and questions from the community.



GSA also created a NextDoor account for *Choose Roseville* and ran the first paid promotion that was viewed over 34,000 times.

We appreciate the support of Mayor Dan, Visit Roseville, Noah Her, and others in retweeting and sharing *Choose Roseville* social media posts. The more people we can have sharing all of the posts, the greater the campaign's exposure will be.



The pages and videos featured on the *Choose Roseville* microsite have received over 2,500+ (January 11, 2022) visits since the campaign began. In December alone, the campaign sign-up page was the most frequented page on Roseville EDA's website with over 650 page visits.



https://www.growroseville.com/chooseroseville/connect-and-learn

Visitor	Location	Website	Telephone	Assigned To
Northeast Contemporary Services, Inc	Roseville United States	www.northeastcontemporaryservices.rg	⁰ (651) 636 3343	

https://www.growroseville.com/chooseroseville

Visitor	Location	Website	Telephone	Assigned To
Archbold Area Schools	Archbold (OH) United States	www.archbold.k12.oh.us	+1 (419) 446 2728	
Area Development	Westbury (NY) United States	www.areadevelopment.com	(800) 735 2732	
Boston Scientific	Marlborough (MA) United States	www.bostonscientific.com	+1 (800) 876 9960	
Dynamic Air Inc	St Paul (MN) United States	www.dynamicair.com	(651) 484 2900	
Dynamic Air Inc	St Paul (MN) United States	www.dynamicair.com	(651) 484 2900	
Dynamic Air Inc	St Paul (MN) United States	www.dynamicair.com	(651) 484 2900	
Erado	Renton (WA) United States	www.erado.com	(866) 673 7236	
Erado	Renton (WA) United States	www.erado.com	(866) 673 7236	
Hennepin County	Minneapolis (MN) United States	www.hennepin.us	(612) 348 3000	
Hilton Worldwide Holdings Inc.	McLean (VA) United States	www.hiltonworldwide.com	+1 (703) 883 1000	
Northeast Contemporary Services, Inc	Roseville United States	www.northeastcontemporaryservices.org	(651) 636 3343	
State of Minnesota	Saint Paul (MN) United States	www.mn.gov	(651) 201-3400	
The Food Group	Minneapolis (MN) United States	www.thefoodgroupmn.org	+1 (763) 450 3860	

https://www.growroseville.com/chooseroseville/featured-roseville-businesses

Visitor	Location		Telephone	Assigned To
Northeast Contemporary Services, Inc	Roseville United States	www.northeastcontemporaryservices.org	(651) 636 3343	
State of Minnesota	Saint Paul (MN) United States	www.mn.gov	(651) 201-3400	

https://www.growroseville.com/chooseroseville/get-help-for-your-business

Visitor	Location	Website	Telephone	Assigned To
Dynamic Air Inc	St Paul (MN) United States	www.dynamicair.com	(651) 484 2900	
Dynamic Air Inc	St Paul (MN) United States	www.dynamicair.com	(651) 484 2900	
Hilton Worldwide Holdings Inc.	McLean (VA) United States	www.hiltonworldwide.com	+1 (703) 883 1000	
The Food Group	Minneapolis (MN) United States	www.thefoodgroupmn.org	+1 (763) 450 3860	
United Marketing Services of Mn	Saint Paul (MN) United States		+1 (651) 348 7584	
University of Nairobi	Nairobi Kenya	www.uonbi.ac.ke	+254 204 910 000	

