



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 11/07/2022

Item No.: 5.a

Department Approval

Executive Director Approval

Janice Gundlach

Patricia Ferguson

Item Description: Receive update on Choose Roseville campaign

BACKGROUND

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. The purpose and intent of this campaign was to provide small businesses support as the economic climate was attempting to normalize post-covid. The Choose Roseville marketing campaign was intended to be temporary and terminate at the end of this year. The REDA was last updated on the campaign's activities on January 24, 2022. The purpose of this update is to provide information to the REDA regarding the overall services that were offered to Roseville businesses. Golden Shovel representatives Darren Varley, Bethany Quinn, and Daija Williams, as well as REDA intern Ruben Dominguez, will provide an overview of the report and outcomes of the campaign (see Attachment A). It should be noted, that while this is the last opportunity in 2022 to update the REDA regarding the campaign's activities, the campaign will continue to run through the end of the year so there may be additional services offered that are not otherwise represented in this report.

To-date, the Choose Roseville campaign has resulted in the following:

- 187 Businesses were visited
- 35 Roseville small businesses received support from Choose Roseville Campaign
- 12 Services were offered to the businesses
 - ✓ Social Media Strategy Creation
 - ✓ Social Media Posts Created & Published
 - ✓ Pictures Taken & Graphics Created
 - ✓ Custom Video Development
 - ✓ Flyers Created
 - ✓ Promotional Content & Sales Material
 - ✓ Google My Business Profile Management
 - ✓ Success Story Creation
 - ✓ Newsletter Promotion
 - ✓ Social Media Ads
 - ✓ Job Postings
 - ✓ PR Support

BUDGET IMPLICATIONS

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

35 **STAFF RECOMMENDATION**

36 Receive final report on the Choose Roseville campaign.

37 **REQUESTED REDA BOARD ACTION**

38 Receive final report on the Choose Roseville campaign.

39 Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086

Attachments: A: Choose Roseville campaign report