



# REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 1/14/2019  
Item No.: 5.e

Department Approval

Executive Director Approval

Item Description: Review Participation of Partnership with the St. Paul Area Chamber of Commerce with the Small Business Series for 2019

## BACKGROUND

The Roseville Economic Development Authority (REDA) has partnered with the St. Paul Area Chamber of Commerce (SPACC) for the past few years on the Small Business Series (SBS). The SBS consists of morning seminars that provides attendees the opportunity to participate in professional development and educational events focused on small business topics. The seminars occur quarterly, with panel and keynote topics that include human resources best practices, networking skills, and other business coaching. The REDA pays for Roseville businesses to attend these seminars at the SPACC membership rate of \$20.00 per attendee. Average registration includes approximately 10-12 business people from Roseville, with two or three no-shows (for which the REDA must still have to pay the registration fee). The REDA budgets annually for this participation (approximately \$2,000 is budgeted for annually for said registration fees).

SPACC is revising the program and combining it with another program Digital Dish, which SPACC also coordinates. The meetings are held every other month rotating between early morning and late afternoon times. In addition SPACC wants to add participation and partnership with the cities of Shoreview and Maplewood. The meeting locations for the newly combined program will be twice per community each year. The cost for attending is \$30.00 for SPACC members and \$50.00 for non-members.

Since the REDA has been financially contributing to the registration fees for the SBS for Roseville businesses, staff requests direction from the REDA as to how to move forward in this partnership with SPACC. Specifically, Staff requests direction as to whether the REDA wants to contribute financially to the registration fees to attend such events on behalf of Roseville business and if so, what amount?

The only financial contribution provided by Shoreview and Maplewood in sponsoring this newly created/combined event is the use of meeting space at each city's Community Center.

## BUDGET IMPLICATIONS

The REDA has budgeted for attendance to the SBS series for 2019 in the amount of \$2,000.

## STAFF RECOMMENDATION

Provide direction to staff regarding participation and contribution to the Business Education Series.

35 **REQUESTED EDA ACTION**

36 Provide direction to staff regarding participation and contribution to the Business Education Series.

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Attachments: A: SPACC Event Brief



### EVENT BRIEF

#### 2019 Business Education Series

VENUE: TBD

Roseville / Shoreview / Maplewood

7:30am – 9:00am (3 X year, 4<sup>th</sup> Tuesday, Every other month)

February 12, June 11, October 8

3:00pm – 4:30pm (3 X year, 4<sup>th</sup> Tuesday, Every other month)

April 9, August 13, December 10

#### EVENT PARTNERSHIP AND LOCATIONS

Roseville: Location to be Determined	SPACC – Planner and coordination of speaker, topics and food
Shoreview: Shoreview Community Center	Maplewood: Maplewood Community Center

#### OVERVIEW

**Proposed Business Education Series Description:** will be a program that combines the Small Business Series with the Digital Dish program (see program descriptions below) that SPACC has been the lead planner on. This Educational programming will be geared towards business, large or small, for training and development. Topics include areas such as HR best practices, networking skills, business coaching, social media and digital marketing with time for networking.

*Small Business Series - These morning seminars give attendees the opportunity to participate in a professional development and educational event focused on important small business topics. Held quarterly, panel and keynote topics include HR best practices, networking skills, and other business coaching.*

*Digital Dish - This program gives you the opportunity to participate in professional development and education events focused on social media and digital marketing topics. These events give you actionable ideas to take back and apply to your business. Topics may include: getting started with social media, best practices and trends, and how to best utilize your website.*

#### SPACC Staff:

- Greeter / Name badges / Welcome remarks

#### Partners:

- Host remarks, supply location?

#### Proposed AGENDA

7:30 am / 3:00 pm | Registration and open networking  
 7:45 am / 3:15 pm | Staff to encourage guests to be seated  
 8:00 am / 3:30 pm | Opening Remarks – Welcome – Sponsor Thank you  
 8:03 am / 3:33 pm | Host location messaging  
 8:05 am / 3:35 pm | Presenting Sponsor remarks / Introduce presenter  
 8:10 am / 3:40 pm | Presentation  
 8:55 am / 4:25 pm | Closing Remarks

#### ATTENDEES

- Expected 40 attendees

#### KEY MESSAGES

- Delivered by SPACC: Overview of departments, building connections with new members