



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 5/10/2021
Item No.: 5c.

Department Approval

Executive Director Approval

Janice Gundlach

Patricia Ferguson

Item Description: Receive Golden Shovel marketing overview and discuss a Choose Local campaign promoting small businesses post-COVID

BACKGROUND

The Roseville Economic Development Authority (REDA) has been contracting with Golden Shovel Agency (GS) since April 18, 2017 for maintenance, social media and content management for marketing of the GrowRoseville website. GS specializes in Economic Development and provides monthly ongoing support to GrowRoseville and staff, which allows GrowRoseville to maintain up-to-date content for ongoing activities and events in the community. Attachment A provides an example of quarterly reports that the REDA staff review with GS. In addition, REDA staff and GS have monthly meetings to review overall website materials, discuss new businesses for creation of business success stories, economic development training offered by GS, and social media content. Darren Varley from GS will provide an overview of the ongoing services that GS supports for the REDA. The ongoing contract per month for these services is \$1,000.

In addition, REDA staff has been discussing with GS best practices to support Roseville’s small business community in ongoing recovery efforts from the economic impacts of the pandemic. This effort has been termed as a Choose Local campaign. Bethany Quinn of GS will provide an overview of a proposed Choose Local campaign, which would offer supportive services to Roseville’s small businesses (Attachment B). While grants were helpful last year, anecdotal feedback from the business community indicates that in order for businesses to build back post-pandemic, they need customers/business to return to pre-pandemic levels. As such, the proposed campaign is heavily weighted towards marketing and advertising of Roseville’s small businesses, including a gift card component that infuses money to our small businesses in such a way that City funds could leverage private spending. The success of this campaign will rely on one-on-one interactions with our small businesses by getting them to join the campaign so they can benefit from the marketing and advertising efforts, as well as the branding and gift card components.

If the REDA wishes to engage in the proposed Choose Local campaign, then staff is recommending using American Rescue Plan (ARP) funds. REDA staff has been communicating with the Finance Director regarding this effort and it being an eligible expense of the ARP funds and has determined it’s likely to be eligible and the City is likely to have adequate funds to support the campaign. However, the Finance Director still awaits final guidance from the State Auditor and Minnesota Office of Management and Budget.

34 Assuming this effort can be funded with ARP funds, and the City’s expected funding
 35 amount is adequate to support this effort, staff is proposing to use up to \$250,000 for the
 36 proposed Choose Local campaign. The following chart summarizes the costs in the Choose
 37 Local campaign.

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Budget for Buy Local Campaign for 18-24 months	
Intern - 2 years	\$ 24,804
Microsite Creation	\$ -
Branding Package	\$ 5,000
GIS - Map	\$ 5,000
Business Success Stories	\$ 5,000
Newsletter Management	\$ 12,800
Digital Ad Campaign	\$ 26,000
Videos	\$ 8,450
Social Media Ads and Management	\$ 48,000
Social Media Coaching to Small B	\$ 18,750
Gift Card Program	\$ 50,000
T-Shirts	\$ 3,763
Flyers	\$ 549
Posters	\$ 633
Window Clings	\$ 3,500
	\$ 212,248.50

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41 Some of the efforts noted above would include partnerships with other entities, including
 42 Visit Roseville (gift cards through their Rose’ingo effort) and Nine North (videos). Staff
 43 will also attempt to partner with the school district regarding printing products, however
 44 they may have limited capacity as their print shop is being relocated due to construction at
 45 the school.

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47 Lastly, staff understands that several metro-area communities are discussing if and how to
 48 use ARP funds to support small business revitalization. Unlike CARES Funds, the City
 49 will have up to four years to expend this next round of stimulus, meaning there isn’t the
 50 same sense of urgency. However, small businesses still have a sense of urgency to rebuild
 51 their customer-base and staff thinks capitalizing on the end of the local emergency and the
 52 2021 holiday season is the best opportunity to begin a Choose Local campaign.

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54 **BUDGET IMPLICATIONS**

55 If the REDA supports engaging in the proposed Choose Local campaign, all costs are
 56 proposed to be paid for out of American Rescue Plan (ARP) funds. This would not have
 57 any budget implication for the REDA’s 2021-2022 budget. The REDA does not have
 58 other funds available to fund this program, so if ARP funds are not possible the program
 59 couldn’t be undertaken.

60 **STAFF RECOMMENDATION**

61 Receive presentations and provide direction on the Choose Local campaign.

62 **REQUESTED REDA BOARD ACTION**

63 Provide direction on whether to engage in a Choose Local campaign.

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Attachments: A: GS Q1 2021 Report
B: Choose Local Campaign Proposal