



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 06/07/2021

Item No.: 3.b

Department Approval

Executive Director Approval

Item Description: Continue discussion regarding a Choose Local campaign promoting small businesses post-COVID

BACKGROUND

On May 10, 2021 the Roseville Economic Development Authority (REDA) was presented a Choose Local marketing campaign. An update to the proposal is provided as Attachment A, which was crafted based upon recognition of some of the questions and concerns EDA members brought to staff as a part of the May 10th discussion. The following is an outline of the questions and concerns brought forward by EDA members and staff's response:

- Metrics – can we get any data to prove the campaign will spur business?
 - Golden Shovel has provided digital ad results for Google and Facebook Ads on page 29-32 of Attachment A. Beyond this data, staff is unaware of other metrics that could be easily tracked.
- Rotary/Chambers/County– get their feedback/buy-in.
 - Feedback was sought from both area chambers as well as member Julie Wearn of the Rotary Club. No comments were returned that suggested a change in course. In addition, staff has been in close communication with Visit Roseville throughout this proposal to collaborate where appropriate (Rose-ingo) and to utilize data produced through their former outreach efforts. See pages 21-23 of Attachment A.
- Outreach to BIPOC – what methods will we use?
 - Ramsey County used “trusted messengers” to do their outreach when developing the Ramsey County Economic Competiveness and Inclusion Plan. These were BIPOC organizations that worked with businesses in the area. Staff would attempt to do the same. Staff obtained a limited list of BIPOC businesses in Roseville from Greater MSP and has reached out to Department of Employment and Economic Development (DEED) to see if they have a more complete list. DEED recommended reaching out to Office of the MN Secretary State as they apparently have survey data as it relates to ownership of Woman, Community of Color, Veteran, Disability and/or Immigrant-Owned. Other outreach could be done through Chambers that represent specific populations, ie. MN Black Chamber of Commerce. If the EDA wishes to move forward, these efforts and/or groups would be utilized to target BIPOC businesses for outreach in Roseville.
- How would the program be marketed?
 - Roseville Business Council, Roseville Newsletter, Business e-mail list, Social Media, the Chambers and direct outreach. In addition, Visit Roseville has identified over 200 hospitality business in Roseville that need assistance with strengthening their web and social media presence from past Google analytics they conducted. The EDA should think

of this effort as a ramped-up version of our business retention and expansion efforts pre-COVID.

- There are no jobs posted from Roseville businesses on the Ramsey County JobConnect platform.
 - Since the May 10th EDA meeting, staff has received numerous calls from businesses regarding hiring/employment challenges. Staff has directed these businesses to the JobConnect platform, the Career Pathway programs at the two school districts covering Roseville, and the International Institute of MN. Given this challenge, staff feels this area could be given strong focus as a part of the business outreach that could be conducted as a part of the proposed Choose Local campaign.

The hiring/employment challenges facing local businesses are likely one of the greatest factors limiting businesses to opening at full capacity. Given this concern, staff worked with Golden Shovel on a revised campaign that doesn't ignore the hiring/employment challenges facing local businesses and included a focus on working local and helping businesses recruit. Given the concerns about staffing, coupled with the overall cost of the program and uncertainty it would produce the desired result, staff felt it was appropriate to abandon the following components from the proposal:

- Interactive Map
- Gift Card Program
- Collateral Materials

The previous and revised budgets are as follows over the two-year timeframe the campaign would span:

Shop Local Campaign budget	Previous	Revised		
Intern - 2 years	\$ 24,804	\$ 24,804		
Microsite Creation	\$ -	Included in current GS Contract		
Branding Package	\$ 5,000	\$ 5,000		
GIS - Map	\$ 5,000	\$0		
Business Success Stories	\$ 5,000	\$ 5,000		
Newsletter Management	\$ 12,800	\$ 12,800		
Digital Ad Campaign	\$ 26,000	\$ 26,000		
Videos	\$ 8,450	\$ 8,450		
Social Media Ads and Management	\$ 48,000	\$ 48,000		
Social Media Coaching to Small B	\$ 18,750	\$ 18,750		
Gift Card Program	\$ 50,000	\$0		
T-Shirts	\$ 3,763	\$0		
Flyers	\$ 549	\$0		
Posters	\$ 633	\$0		
Window Clings	\$ 3,500	\$0		
Total	\$212,248.50	\$148,804		

If the REDA would like to proceed with this revised campaign, staff would recommend a budget to not exceed \$150,000 to be paid for using the American Rescue Plan (ARP) funds. REDA staff is working 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 still have adequate funds to support the campaign and cover other city eligible ARP fund needs.

It should be noted, the budget could be reduced by paying for some of the intern costs with EDA levy funds being the REDA budgets and levies every year to hire an intern to assist with Business Retention and Expansion (BR&E) visits. If the REDA wishes to use budgeted levy funds for the intern, then staff

68 would evaluate levy fund availability and divert those funds to the program.

69
70 Staff's original intention was to try and launch the campaign in the summer so that it could build
71 momentum going into the holiday shopping season. If the REDA supports the revised Choose Local
72 campaign, staff would suggest the REDA provide staff direction now, via resolution, to enter into a
73 professional services contract with Golden Shovel in an amount not to exceed \$150,000 (or whatever
74 amount the REDA agrees to).

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76 Lastly, the campaign's main focus has not changed. The revised proposal includes purposely identifying
77 and engaging BIPOC business owners as it relates to social media presence, social media grants,
78 recruitment of their workforce, and highlighting their success in Roseville.

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80 **BUDGET IMPLICATIONS**

81 The proposed revised Choose Local campaign consists of a not-to-exceed budget of \$150,000, with all
82 costs likely to be eligible to be paid for out of the American Rescue Plan (ARP) funds. If the REDA
83 desires to lower that budget, EDA levy funds for 2021 and 2022 to pay for an intern could be directed
84 towards the intern proposed under this proposal.

85 **STAFF RECOMMENDATION**

86 Adopt a resolution directing staff to enter into a professional services contract with Golden Shovel with a
87 budget not-to-exceed \$150,000.

88 **REQUESTED REDA BOARD ACTION**

89 If REDA supports the revised campaign, then adopt a resolution directing staff to enter into a professional
90 services contract with Golden Shovel with a budget not-to-exceed \$150,000.

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Attachments: A: Revised choose Local Campaign Proposal
B: Resolution authorizing staff to enter into a professional services agreement with GS
C: Choose Local Campaign presented May 10th, 2021