



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 1/24/2022
Item No.: 6.b

Department Approval

Executive Director Approval

Janice Gundlach

Patricia Trueman

Item Description: Receive update on Choose Roseville campaign

1 **BACKGROUND**

2 On June 7, 2021 the Roseville Economic Development Authority (REDA) authorized working with
3 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
5 Varley and Bethany Quinn, as well as REDA intern Ruben Dominguez, will provide an overview of the
6 report and outcomes to date, which include:

- 7 • Brand creation and recognition
- 8 • 19 small businesses received social media coaching and digital support
- 9 • 10 of 19 business assisted are minority owned
- 10 • 4 businesses have utilized job posting support
- 11 • 16 weeks of e-newsletter promotion of small businesses
- 12 • 5 small business promotional videos
- 13 • Publication of 2 small business success stories
- 14 • 1,435 google ad clicks and 137,741 impressions
- 15 • 166 Twitter views
- 16 • 659 TikTok views
- 17 • 34,000 views on NextDoor
- 18 • 2,500 visits to the Choose Roseville microsite

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20 **BUDGET IMPLICATIONS**

21 The Choose Roseville campaign consists of a not-to-exceed budget of \$150,000, with all costs being paid
22 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