

# **RAMSEY RESIDENT BUSINESS SPOTLIGHT POLICY**

*DRAFT*

## **RAMSEY RESIDENT BACKGROUND:**

The Ramsey Resident is a community newsletter providing general public information about the City of Ramsey and the local community. This publication is produced by the City of Ramsey and is mailed to nearly 10,000 households.

## **BUSINESS SPOTLIGHT:**

The Ramsey Resident Business Spotlight article gives local businesses an opportunity to showcase their organization to the community. The intent of the article is to give general background/history of a business, identify what services/products they provide, showcase what is unique about their business and to highlight anything else important for the community to know about their organization.

### *SELECTION:*

- Businesses are selected for the Spotlight article by the Ramsey Economic Development Authority (EDA) by means of a popular vote
- Ramsey City Staff shall keep an inventory of businesses interested in participating in the Spotlight article
- Voting for the business to be showcased in the upcoming Spotlight article shall take place at the EDA meeting prior to the next publication of the Ramsey Resident
- Businesses may not be selected more than one time in five years
- Businesses must be located in the City of Ramsey

## **ARTICLE SPECIFICATIONS:**

- Articles shall be written by the featured business and will be edited by the City
- Articles shall be no more than 250 words
- Every image added to the article shall reduce the article length by 50 words