

Ramsey Business Expo

Options for Reallocation of EDA Resources

2016 EDA Business Expo Budget: \$4,000

Happy Days

BIZ EXPO TENT OPTIONS

60 x 120, \$3,240 (44 vendors)

60 x 90, \$2,475 (32 vendors)

MARKETING OPTIONS

Postcard, \$2,500

Color, delivered to 10,000 households

Highway 10 Billboard, \$2,500

\$500 per month, production \$200-\$1,000, 10'x23'

NOTE on The Draw Event Series

The EDA began donating \$1,500 per year to The Draw Summer Event Series in 2014. This donation was pulled from the *EDA Miscellaneous Operation Supply* account (event account for the EDA budget). This is the same account that is used to pay for the Ramsey EDA business expo. The *Miscellaneous Operation Supply* account was "over budget" in 2015; partially because of The Draw Event Series, and partially because of the new Anoka County Broker Event sponsorship/ participation.

The Draw Event Series donation is not a regularly budgeted item (to-date). Moving forward, if the EDA wishes to continue supporting The Draw Event Series, dissolving the Ramsey EDA business expo could help offset said sponsorship.

STAFF PROPOSAL

1. \$3,250 for Happy Days Biz Expo.
2. \$750 remains in the *Miscellaneous Operation Supply* account to help offset The Draw Event Series 2016 sponsorship. In 2017, staff will make proper adjustments within this account.

ALTERNATIVE

1. \$2,500 cut from the EDA budget.
2. \$1,500 remains in the *Miscellaneous Operation Supply* account to offset The Draw Event Series 2016 sponsorship.