

How does Ramsey market our available property?

1. City website
2. City printed materials
3. City ground signs
4. MN Shovel Ready Program (pending)
5. MN Marketing Partnership
6. Greater MSP Prospect Network
7. Advertisements (\$2,000 budget)
8. Online listings: Loopnet, MNCAR, COSTAR (via CBRE)

9. Relationships (and good customer service):
 - Anoka County
 - Neighboring City's (Elk River, Coon Rapids, Anoka, Blaine)
 - Various Developers, Builders, Property Owners, Bankers (local and regional)
 - BR&E with existing Ramsey businesses

10. Coordination, participation, and attendance of various events
 - EDA Golf Tournament
 - EDA Networking Event
 - EDA Business Expo and City of Ramsey Happy Days Business Expo
 - Minnesota Familiarization Tour
 - Anoka County Developer/Broker Event
 - Various Anoka Area Chamber Events

11. CBRE
 - CBRE website
 - CBRE email blast list
 - CBRE event attendance (various)
 - CBRE contacts/ connections/ cold calls
 - CBRE ground signs
 - CBRE online listings (Loopnet, MNCAR, COSTAR)

Where do prospects typically come from?

Commercial/Industrial: 70-90% come from item #9

Residential: mix of everything

Retail: 70%-90% come from CBRE

Office: mix of everything