



Restaurant Subsidy: Marketing Opportunities

The Program

The purpose of the program is to help welcome and offer opportunities for marketing to new Restaurants. There are several marketing outlets this subsidy programs has to offer through several organizations in order to maximize customer reach. These organizations include The COR, Anoka Area Chamber of Commerce, and ABC Newspapers. Marketing opportunities must be initiated by the new business. The City of Ramsey will utilize staff resources to arrange. Business responsible for applicable change. The Marketing opportunities offered by each organization are as follows.

The City of Ramsey

- A letter of recognition letter from the Ramsey Mayor, Economic Development Authority (EDA) Chair and City Administrator.
- The Business Grand Opening promoted on The COR social media including The Facebook and Twitter pages. Please provide an event flyer in PDF or JPEG format.
- A "Business Spotlight Article" in its next Ramsey Resident newsletter, circulated to about 10,000 households. Please provide your logo in JPEG format and the content you would like featured, in 250 words or less. Depending on the next issue date, the article could take 30-120 days to publish.
- Free Entry to EDA Events and Happy Days.
- Happy Days Parade and Expo with 7,000-15,000 attendees.
- Spring Business Expo with 200-500 attendees.
- Summer Golf Tournament hole sponsor with 110-144 golfers.
- Fall Networking Event with 70-90 businesses in attendance.
- To arrange any or all of these opportunities please contact The Communication and Events Specialist:

Anoka Area Chamber of Commerce

- A 'Ribbon Cutting' ceremony services for the Grand Opening. This includes giant scissors, a red ribbon, pictures, and potential media coverage to the Anoka Area of Commerce followers.
- To arrange, please contact Pete Turok, President of the Anoka Area Chamber of Commerce: 763-421-7130, pete@anokaareachamber.com

ABC Newspapers

- It is recommended that you inform the Anoka Union (ABC Newspapers) of your new business presence and/or grand opening event. They may be willing to publish an article.

- To arrange, please contact Jonathan Young, Managing Editor 763-712-3514
jonathan.young@ecm-inc.com

Eligibility

Eligible applicants are for-profit restaurant businesses that are not currently operating in The City of Ramsey. The City is willing to consider exceptions for existing business who are relocating or expanding. The applicant and/or company must be in good standing with the City, applicant and/or landlords must be current on all municipal taxes, special assessments, City utility bills, or EDA loans.

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