

## 2019 ACRED Spending Options

With the voluntary cost sharing agreement set at \$20,000 there are a variety of options for spending on marketing funds - options can be seen below. The main expense is the MNCAR property feed that will be on the Anoka County website. Although a large expense, the feed is a landing spot for anyone looking for sites in Anoka County for sale or lease. A majority of commercial real estate professionals are members. Professional reports can be generated on any property, along with market reports that can be customized to each municipality. Not all events or options can fit within the budget, but they are items that would qualify. At the large group/local officials meeting in October. Cities will approve which items they would like in the budget and approve a final list of expenditures for the budget in 2019.

<i>Properties in Blue are expenditures that are either fixed cost for the website operation or annual events that have strong support to continue</i>	
<b>MNCAR Properties Listing</b> - Available site search engine on website, and access to pull property information for RFP's or pull data for businesses such as Traffic Counts, area demographics, etc.	\$8,200
<b>Minnesota Marketing Partnership</b> - Anoka County will join 50 other metropolitan economic development leaders to influence Minnesota's economic development marketing strategy, increase Anoka County's visibility and brand, bridge Minnesota Marketing with County-wide marketing, and access to exclusive site selector events.	\$625
<b>MN Real Estate Journal - Event sponsorship and panel presentations</b> - Connect with the regions brokers and developers at events that are often highly attended and informative. Invite cities as well. Events could include the office summit, land development summit, etc.	\$2,500-\$10,000
<b>UpRiver Event</b> - This annual event is for commercial real estate professionals to learn more about Anoka County, plus offering an educational piece and 2 hours of CE credits - Cost for breakfast provided and CE credit application	\$1,500
<b>Website Annual Cost to website host</b>	\$375
<b>Attend events sponsored or paid for in part or full by Greater MSP</b>	\$0-50 per event
<b>Attend NIOP Events - Commercial Real Estate Professional Organization - Event topics -</b> -Big Picture Trends in Real Estate Capital Economic Risks & Opportunities for Commercial Real Estate -Make Way for Gen Z	- \$25-\$50 per event

<b>Marketing Materials</b> (Banners, pamphlets, etc.) for Trade Shows and to arm brand ambassadors with materials	\$1000-2000
<b>Ad Campaigns that are sponsored to target audiences via LinkedIn or Twitter- Topics could be to attract business, highlight the workforce, highlight the quality of life, etc.</b> 1. How Anoka County is the best place to land your business 2. Anoka County residents could support many more restaurants - here's why 3. Anoka County has the highest workforce participation in the state	\$100-\$500 per add campaign
<b>Success Stories</b> - PR about companies that have recently located or expanded in Anoka County	\$0
<b>Hold an incentives workshop</b> - determine what types of projects the County and local EDOs would incent and how	NA
<b>Hold a talent strategies workshop</b> - to work through potential solutions to the issues identified. This workshop should include employers, workforce development representatives, educational institutions, etc.	\$0
<b>Host a Familiarization Tour with local real estate professionals</b> Cost would be for organizing transportation and possibly a lunch for those that attend	\$1,000
<b>Attend Business Events and Expos</b> - Entrepreneur Expo, Restaurant Association Events, Manufacturing Week, Restaurant Innovation Summit, Hospitality Minnesota, etc.	\$0-\$100 an event
<b>Conduct Annual Business Summit</b> - engage business leaders in Economic Development initiative. This meeting should include an educational piece to update employers on economic development initiative and programs, but also gain their input into key challenges they may be facing	\$1,300
<b>Summer Familiarization Tour (part of MN Marketing Partnership) targeting HQ's, consultants, consulates, prospects</b> - Depending on location, the cost is solely based upon travel, and if you want to sponsor a lunch speaker (\$1500) - part of MN Marketing partnership	\$500-\$1,500
<b>Fall - Minnesota Venture Conference</b>	\$400 or Sponsorship - \$2000