

## 2021 Anoka County Regional Economic Development Budget Outline

<i>Fixed Cost</i>	<i>Budget</i>	<i>Change from 2020 budget</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. Ability for cities to list key development sites or buildings	\$8,200	Same
<b>Minnesota Marketing Partnership</b> - Anoka County will remain part of the 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.	\$700	Fee has increased \$75
<b>Annual Cost to host website (iceberg)</b> - hosting and maintenance service for website	\$1,460	Increased \$260 to cover increased bandwidth with video and dashboard on the website
<b>Constant Contact</b> - contact management and email distribution system	\$840	New item, was included in Marketing dollars in 2020. Cost has not changed for this service from 2020.
<b>Total Fixed Cost</b>	<b><u>\$11,200</u></b>	
<b><i>Additional Budget Items</i></b>		
<b>Marketing Activities</b> - Industry events chosen by marketing subcommittee, marketing materials or banners, 3M/PGA open items, etc. Or additional event attendances/sponsorships	\$2,700	Increase from 2020 - allows for flexibility with marketing subcommittee and events especially with variations in in-person or online event costs
<b>MNCAR Booth, October</b> - Largest broker/development summit gathering of the year through MNCAR. Over 600 in attendance.	\$1,100	Same - event may look different in 2021, but planning for an in-person event option later in the year
<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. Cities can attend, or participate. Four events will be sponsored with a panel presence at each event	\$4,500	Same

**ACRED Events**

<b>Conduct Annual Business Summit</b>	\$1,000	
<b>Banking/Credit Union Event</b>	\$0	Decrease \$800 from 2020 budget - still host the event - online option or if in person, obtain sponsors to cover cost - work with Marketing Subcommittee to allocate funds if needed
<b>UpRiver Event</b>	\$1,500	Increase \$25 from 2020. Plan for in-person, but lower attendance
<b>MN Tech Corridor Stakeholder Event</b>	\$0	Not allocated in 2020 Budget. Online event planned. If in person attendance event is planned later 2021, funds could be used from marketing budget if approved by Subcommittee
<b>Total</b>	<b><u>\$22,000</u></b>	
<b>City Share</b>	\$20,000	
<b>Connexus Contribution</b>	\$2,000	

ACRED Reserves from 2019 & 2020 - do not allocate funds in budget                      \$1,157