

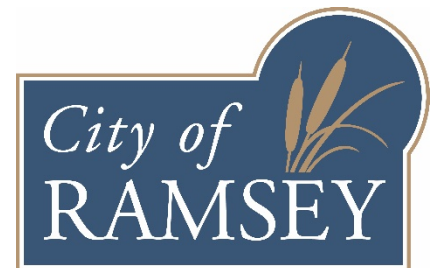
ECONOMIC DEVELOPMENT

2020 Business Retention & Expansion Program

2020 SUMMARY

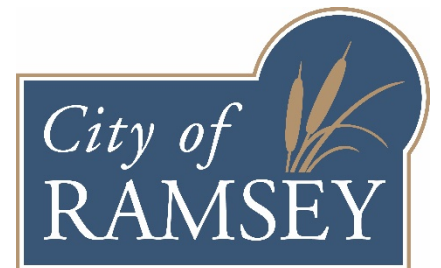
Business visits are conducted throughout the year by the Economic Development Manager. Each visit is approximately 30-45 minutes long. In 2020, the City used questions based on the GMSP Salesforce survey template. These business visits help establish and maintain relationships with the business community and can identify areas in need of improvement or affirmation of current practices for the City. The 2020 goal was to have 30 formal business visits.

In 2020, a total of 19 formal visits were completed. A focus was put on visiting more retail/service businesses this year due to the Pandemic and impacts. More visits were conducted via phone this year due to the Pandemic and were preferred by many businesses. Many informal visits and communication with Ramsey businesses occurred but are not part of Summary Data provided within the report. These additional visits were attributed to Pandemic assistance, the City Grant program and the Highway 10 Planning. Staff is confident that over 100 meaningful business contacts were made in 2020.



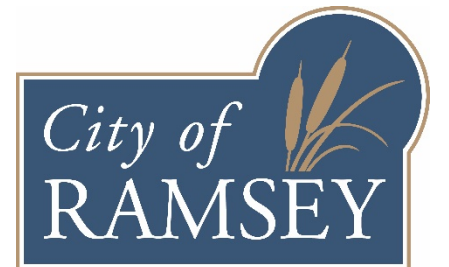
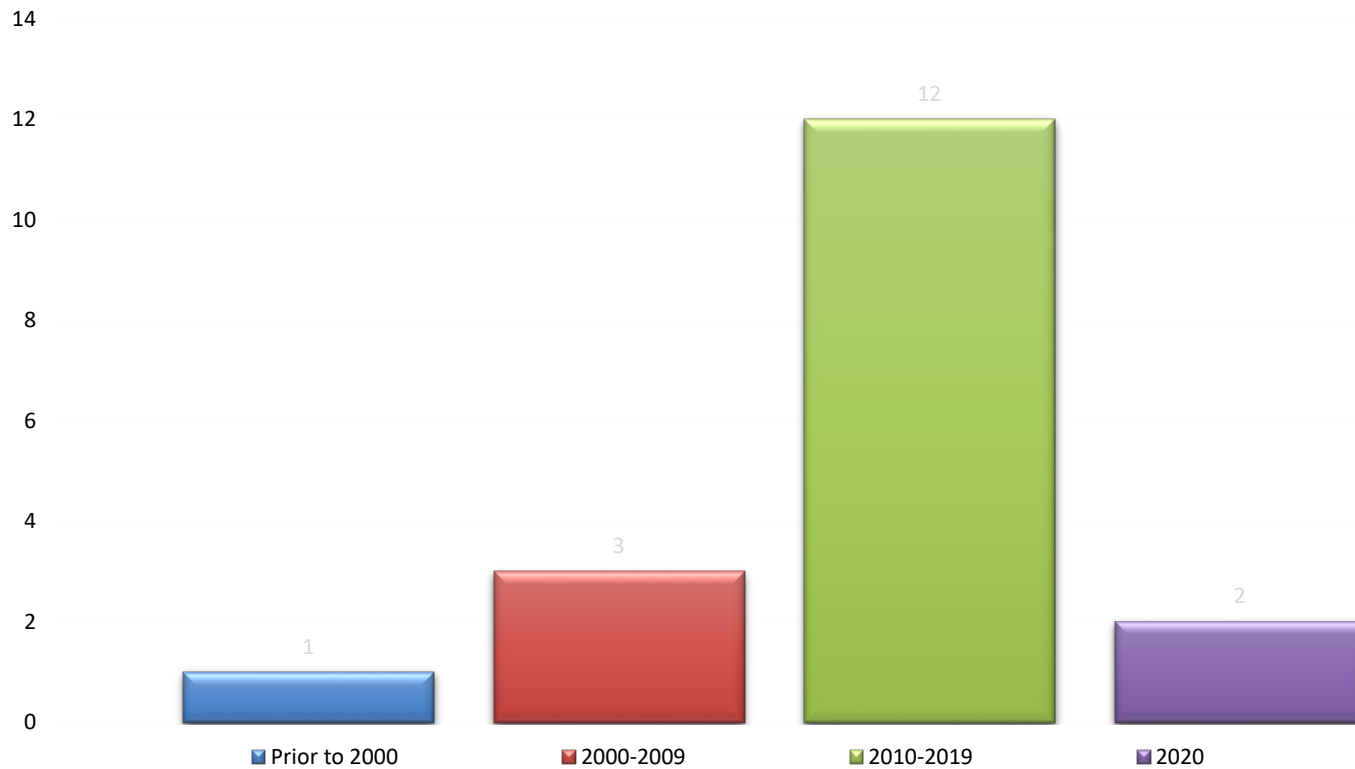
2020 BUSINESS VISITS (PHONE & IN-PERSON)

- Adrenaline Sports Center
- Affinity at Ramsey
- Anytime Fitness - Ramsey
- Anytime Fitness - Rum River
- Blue Line Collision Center
- Blue Velvet Inc
- Green Valley Greenhouse
- Heartland Tire Inc
- Heartland Tire Inc (Corporate)
- Hoya Optical Labs of America, Inc (Vision Ease)
- Jump'n Gymnastics
- Kitchen Table
- LaVysh Nail Lounge
- Lisa's Catering
- New Horizon Academy
- Outpost Bar & Grill
- Quad Logic
- Tornado Alley Sportswear
- Willy McCoy's



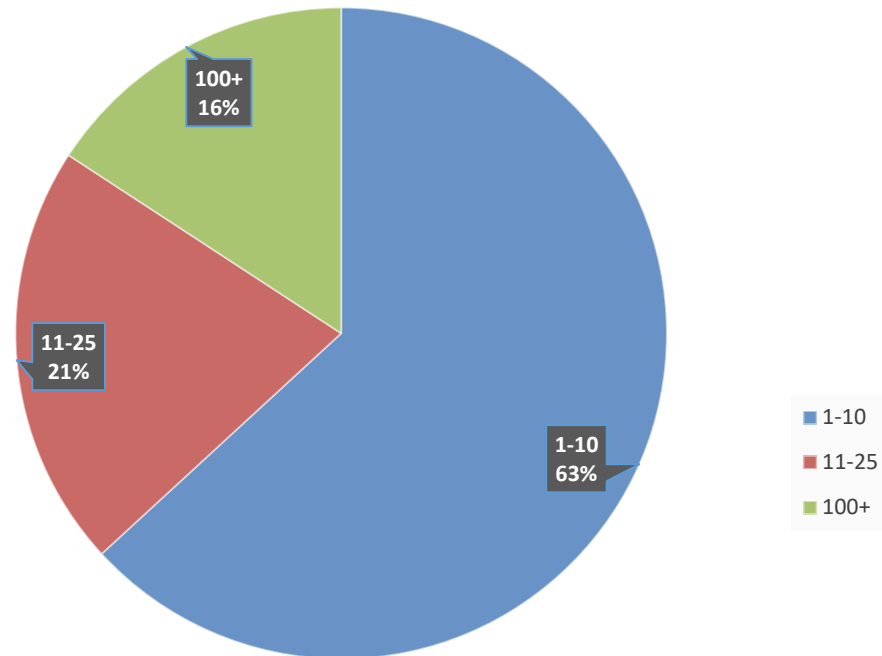
BUSINESSES LOCATED TO RAMSEY

Year Business Located to Ramsey

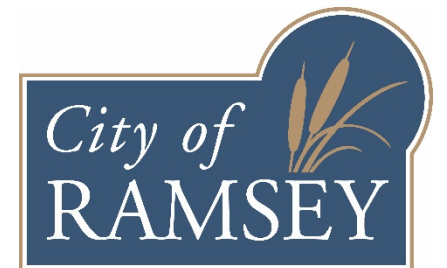


EMPLOYEES

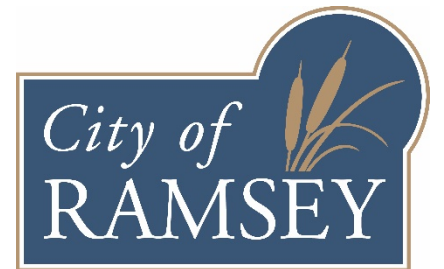
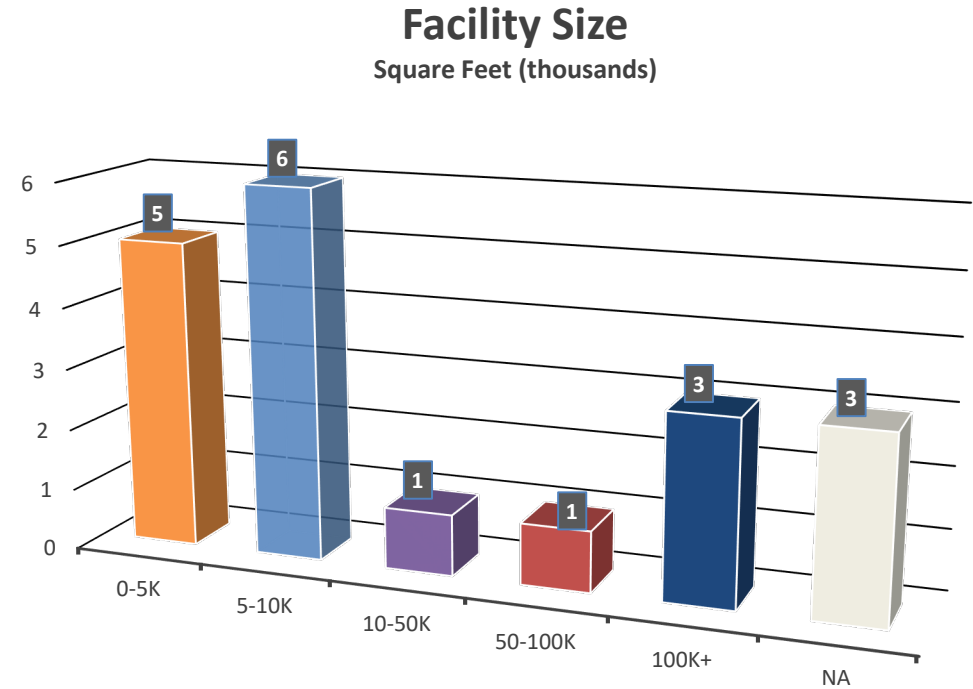
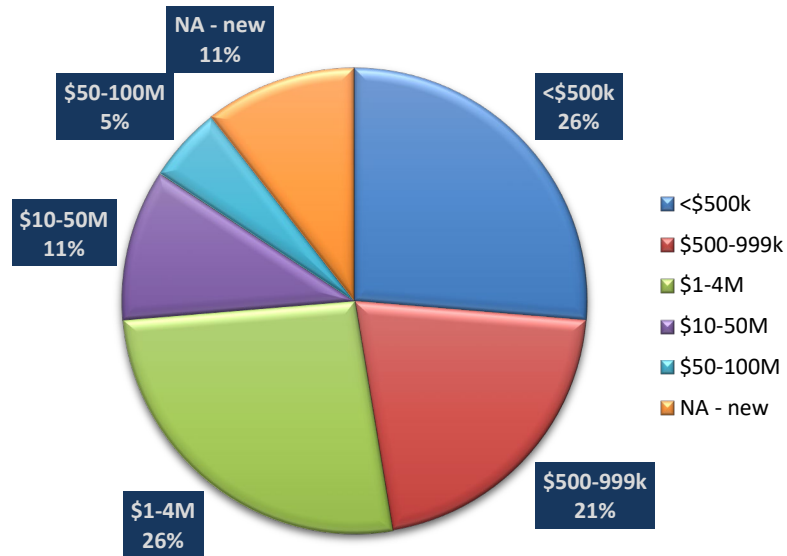
Number of (FTE) Employees



- 93% Businesses plan to hire in next 2-5 years
- Reasons Job Openings Hard to Fill:
 - 28% Lack of candidates
 - 28% Other
 - 22% Lack of technical skills
 - 11% Poor work ethic
 - 6% Competition
 - 6% Challenging location

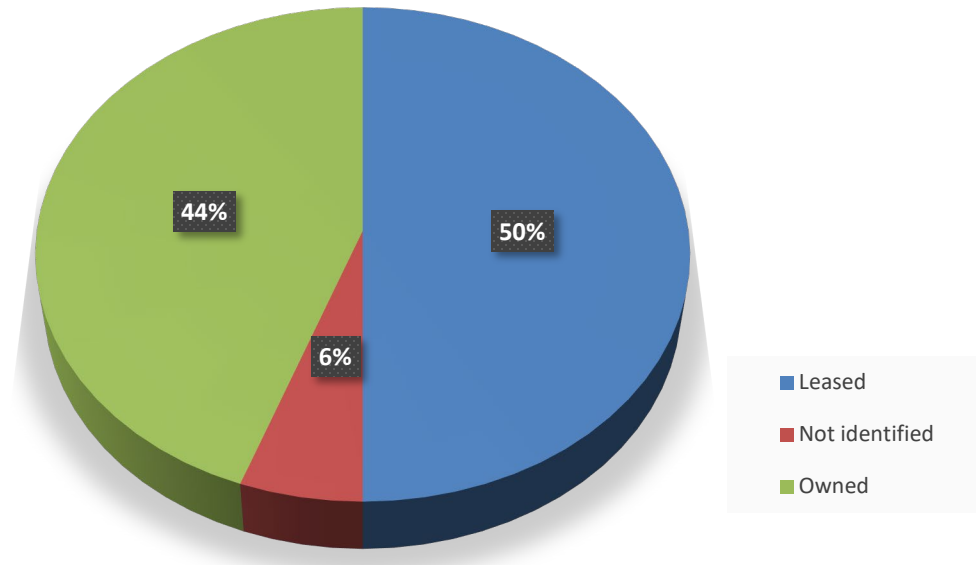


ANNUAL SALES / FACILITY SIZE



OWNERSHIP / EXPANSION

Facility Ownership

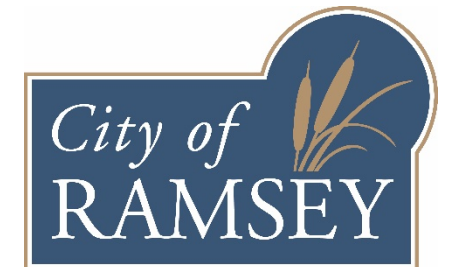
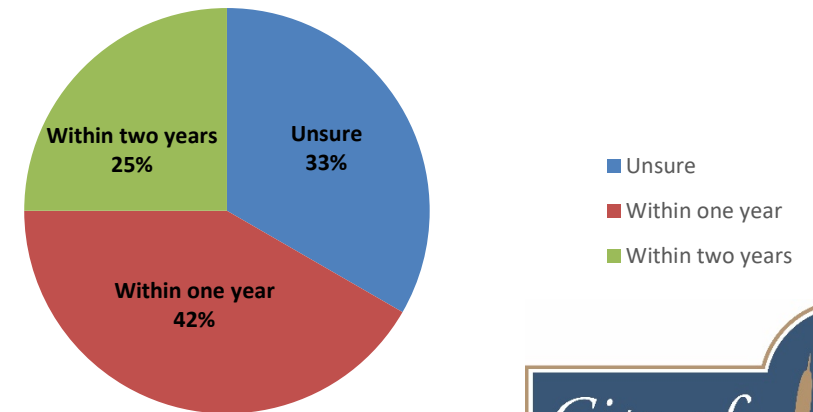


Expansion

Does this company plan to...?

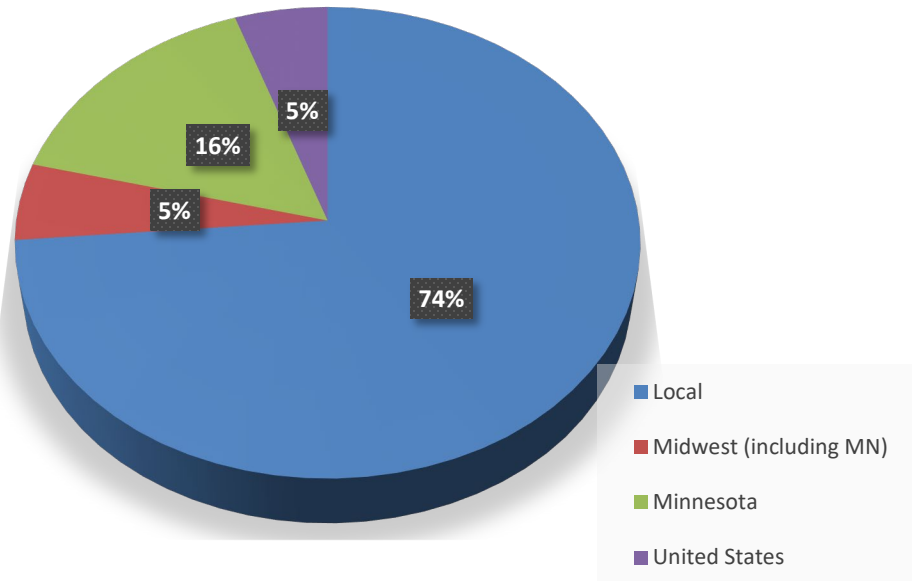
- 35% Make major equipment purchases
- 15% Invest in new facilities
- 15% Renovate/Expand current facilities
- 35% None/Not Identified

Approx. Date of Investment

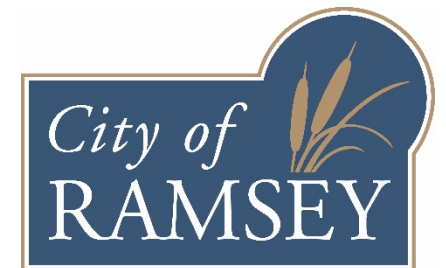
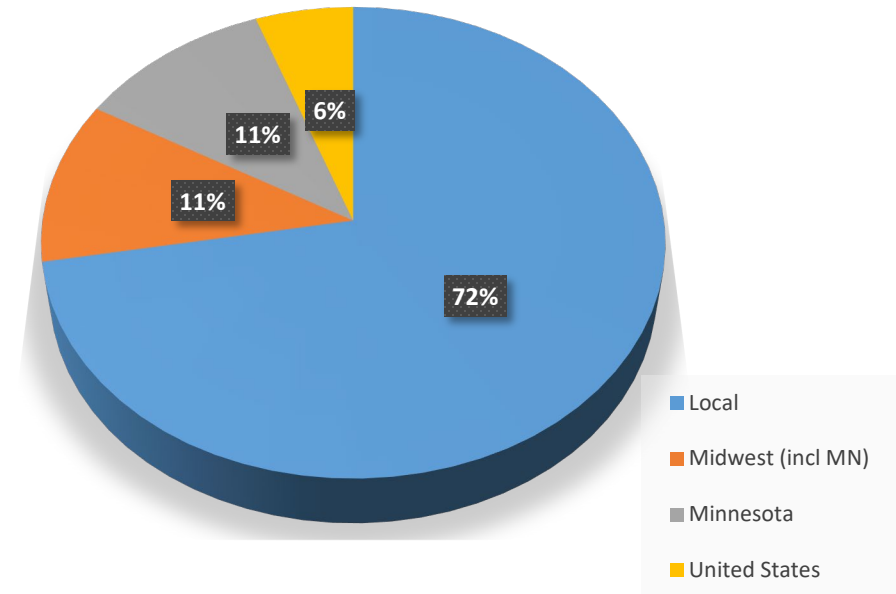


MARKETS SERVED / OUTLOOK

Primary Markets Served

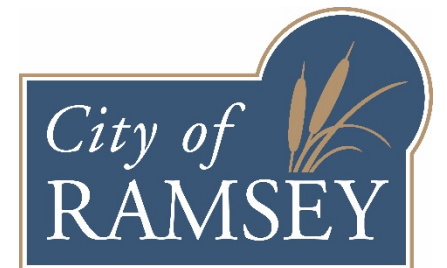
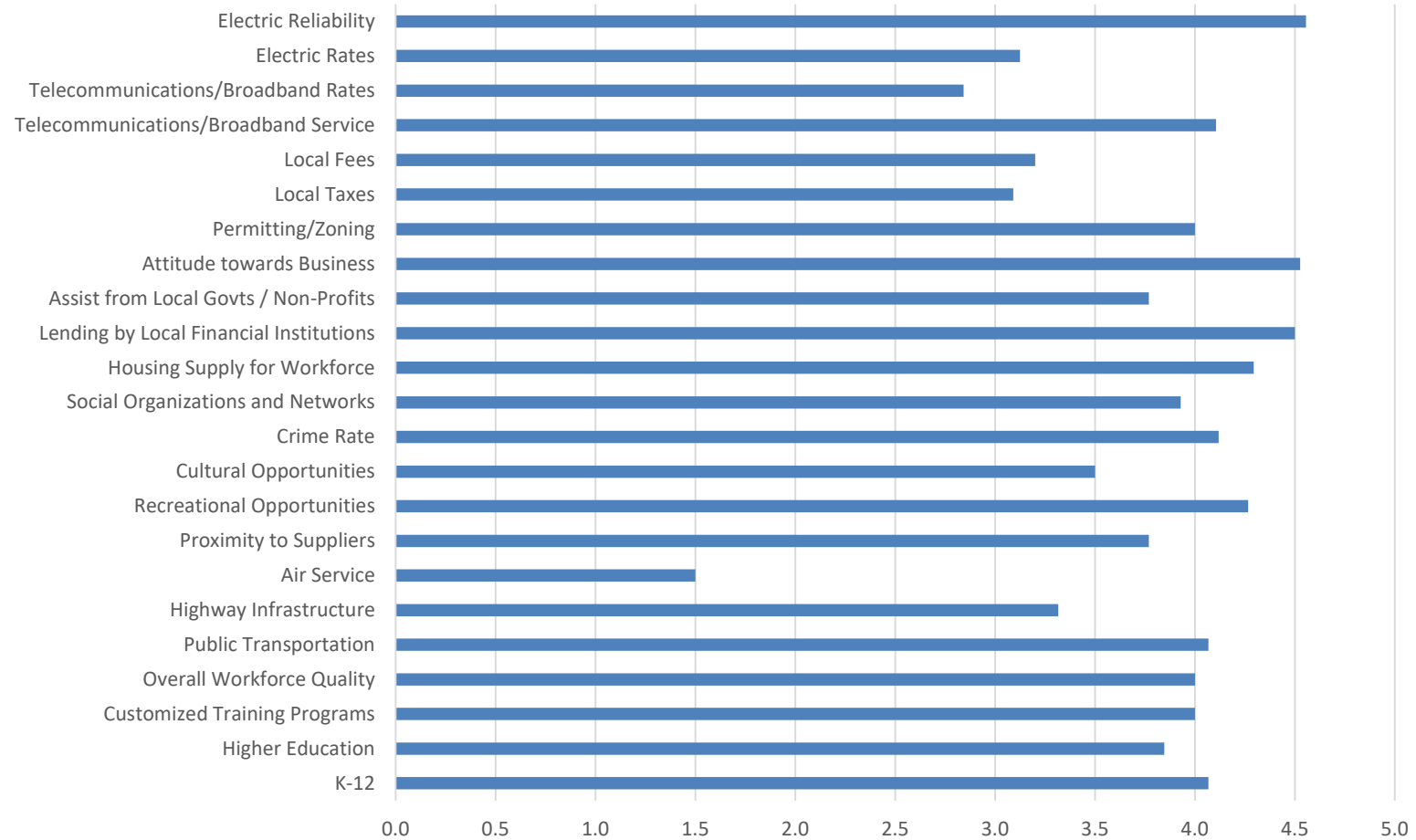


Fastest Growing Markets



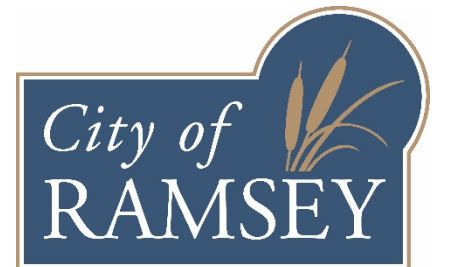
COMMUNITY RATINGS

2020 Community Survey Ratings



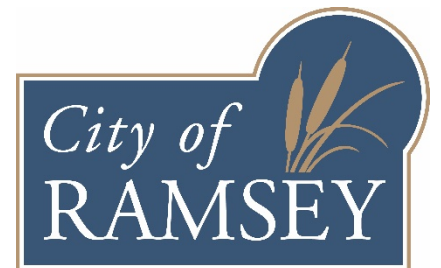
PRIORITIES FOR CITY

- 33% Highway 10
- 8% Bring in more businesses & population
- 8% Congestion, more parking on site
- 8% Keep it safe
- 8% Limiting similar business types
- 8% Manufacturing Cohort participation
- 8% Marketing opportunities, more signage
- 8% Restaurants
- 8% Retail, parks



BUSINESS ASSISTANCE PROGRAM SUMMARY

- City of Ramsey On-Sale Liquor License Renewal Waiver Program
 - 9 Restaurants - \$48,000
- City of Ramsey Ad Waiver Program
 - 21 Retail/Service/Restaurants - \$6,877
- City of Ramsey Small Business Grant Program
 - 30 For-Profit Businesses under 30 employees – \$295,905.02
- Anoka County Small Business Grant Program
 - 34 Businesses under 50 Employees - \$632,029



2021 BUSINESS VISITS (PROPOSED)

- Balance Between Commercial and Industrial Businesses
- Follow-up With all Businesses that Received City Grants
- 50 Formal Visit Goal in 2021 Due to Pandemic and Impacts (Big Increase)
- Both Phone and In-Person Visits (Efficiency)
- Continued Efforts to Connect Businesses with Business Assistance Programs

