



ANOKA COUNTY

Regional Economic Development

CITY OF RAMSEY | EDA MEETING

May 12, 2022

Samantha Markman, Economic Development Director

QUICK FACTS

by the numbers.

- 21 Communities
- 423 Square Miles
- Population: 356,921
 - 4th Largest County in MN
- Labor Participation: 72%
- Median Household Income: \$82,175

US Census Bureau 2015-2019





PARTNERSHIPS + COMMITTEES

EXECUTIVE COMMITTEE

ALIGNMENT +
REGIONALISM

MARKETING

READINESS

CITIES

CHAMBERS

GREATER
MSP

MN
DEED

OPEN TO
BUSINESS

WORKFORCE
DEVELOPMENT



ACRED GOALS + INITIATIVES



MARKETING

- Address and work to change the perception of Anoka County, among stakeholders, partners, developers, potential talent, etc.



READINESS

- Ensure Anoka County is ready for development from both a talent and product (sites and buildings) perspective



REGIONALISM & ALIGNMENT

- Clearly define roles within the county, as well as with regional partners, as it relates to economic development marketing, incentives, business retention and expansion, etc.



TARGET INDUSTRIES

Light + Heavy Manufacturing

Distribution + Trucking

Data Centers + Technology
Companies

Back Office + Support Staff





2021 – YEAR IN REVIEW

EVENTS

2021 UpRiver Real Estate Event

- Hosted at Running Aces
 - Approx. 85 Pre-Registered – 70 Attended
 - Connexus & Minnesota Real Estate Exchangers

2021 MNCAR Expo

- Participated at The Depot Minneapolis
 - Approx. 600 in attendance
 - Booth Set-up with City Participation: Centerville

2021 3M/PGA Open

- Promoted County Opportunities at Hosted Tent
 - Sent 40 tickets per day (4-Day Tournament)
 - Emphasis on Businesses, Brokers, and Developers

2021 Minnesota Real Estate Journal Events

- Data Center Summit
 - Virtual: 04.14.2021
- Commercial Real Estate Forecast Summit
 - In-Person: 06.04.2021
- Young Professionals in Commercial Real Estate
 - In-Person: 06.10.2021
- North Metro MN Real Estate Summit
 - In-Person: 09.09.2021
- Industrial Real Estate Summit
 - In-Person: 11.12.2021

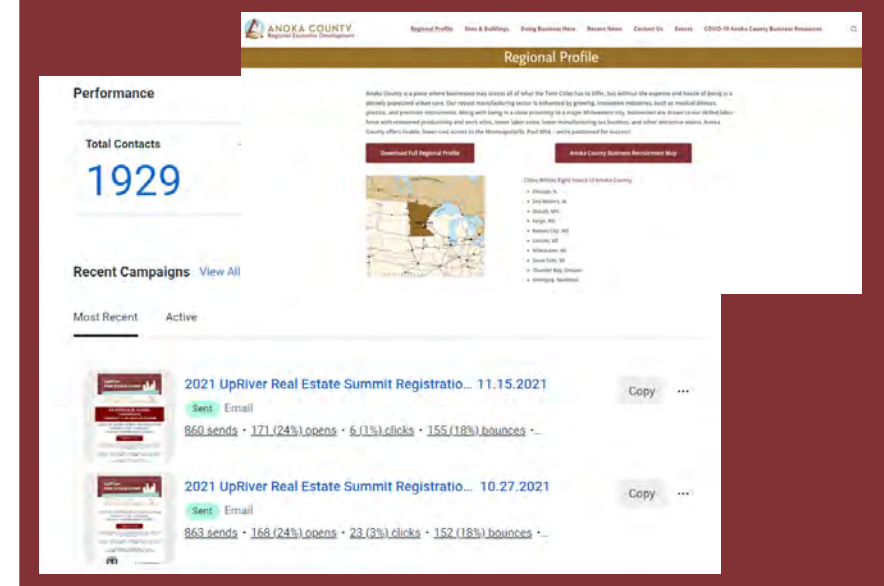


2021 – YEAR IN REVIEW

MARKETING TOOLS

Marketing Tools

- Website (**Budget: \$1,190**)
 - www.anokacountysuccess.org
 - Continued COVID-19 Resource Matrix
 - Updated Events Page + Contact Info
- Constant Contact (**Budget: \$840**)
 - 2020 -> 2021 contacts grew by 1,400 contacts (+385%)
 - Cities have access to creating content and access to sharing contact in the database
- MREJ Contact (**Budget: 4,500**)
 - Minimum 4 event sponsorships & participation
 - Cities have access to attending events on a comp pass and including marketing materials for the sponsor table



- MNCAR Exchange (**Budget: \$8,320**)
 - Property + Available Land Database
 - Cities have access to link to the available land data base on ACRED website for real-time property listings and data
 - Support from Anoka County for detailed searches and property information can be provided
- Minnesota Marketing Partnership (**Budget: \$700**)
 - Paid partnership to grow the marketing opportunities for the State of MN
- LinkedIn (**Budget: \$0**)
 - 2020 -> 2021 contacts grew by 65 followers (+145%)



2021 – YEAR IN REVIEW

PROJECTS

Facilitated Approximately 30 Formal Inquiries

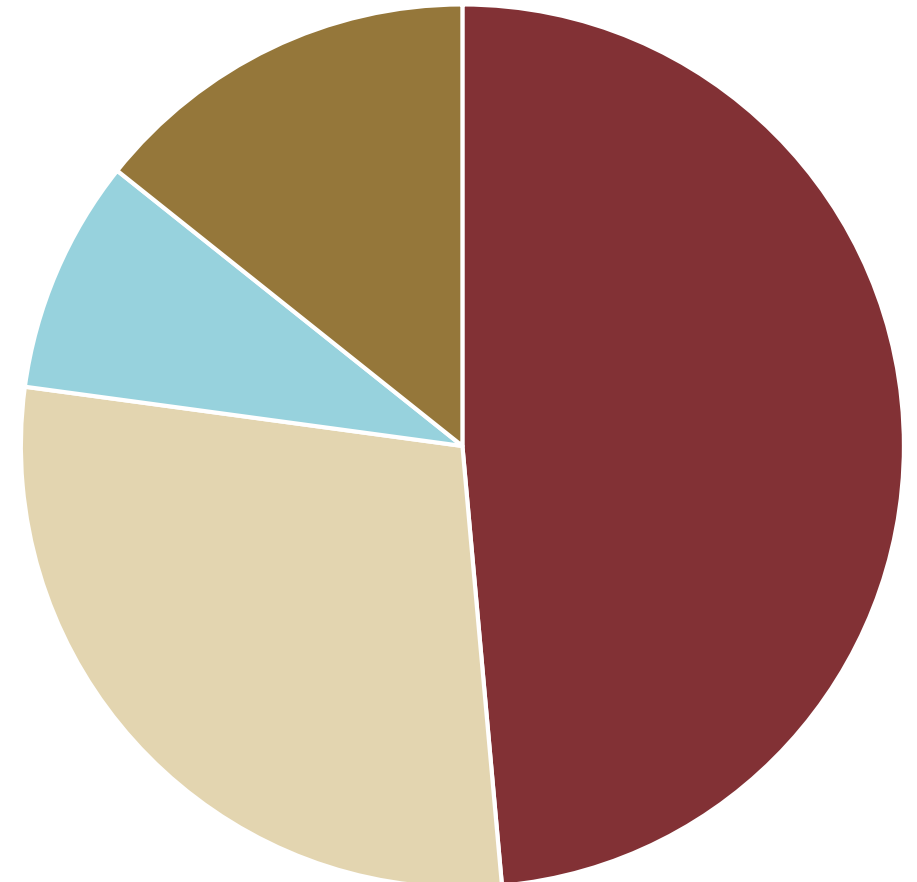
- Includes many additional “touch points”
 - Chart (right) indicates by Industry Type
 - Assistance does not include past/previous COVID-19 grant inquiries, but rather categorized as new business inquiries for development assistance or business start-up solutions

Direct Business Support

- Interest in Ramsey Opportunities
 - Worked to connect project inquiries directly with Ramsey staff

Inquiries by Type

■ Industrial ■ Commercial ■ Housing ■ Assistance*





2022 – A LOOK AHEAD

Events

INITIATIVES

Regional Broadband Efforts

- Stakeholder Meetings to Identify Need
- Next Steps
 1. Regional Broadband Feasibility Study
 2. Funding Opportunities for Construction

Business Retention & Expansion

- Harmonize Community BRE Efforts
- Next Steps
 1. Regionalism & Alignment Subcommittee
 2. Benchmarking Common Data

Community Support

- Comes in MANY Shapes & Sizes
- Meeting individual communities where they're at individually

2022 Marketing Events

- ACRED Hosted Events
- MREJ Contract
- PGA 3M Open
- MNCAR Expo





2022 – A LOOK AHEAD

Events

EVENTS

ACRED Business & Banking Summit

- Location: TBD (May/June 2022)

ACRED UpRiver Real Estate Event

- Location: TBD (October/November 2022)

PGA 3M Open

- Location: TPC Blaine (July 21-24, 2022)

MNCAR Expo

- Location: The Depot Mpls (October 26, 2022)

Minnesota Real Estate Journal (MREJ)

- Data Center Summit

- Location: Golden Valley CC (April 14, 2022)

- Land Development Summit

- Location: Golden Valley CC (May 5, 2022)

- North Metro Real Estate Summit

- Location: TPC Blaine (September 16, 2022)

- Industrial Real Estate Summit

- Location: Golden Valley CC (November 10, 2022)



THANK YOU!

Stronger together.

On behalf of Anoka County, the Board of Commissioners, and all partners and stakeholders – we'd like to take this opportunity to thank the City of Ramsey for their continued support!

We are stronger, together! Working together to build a vibrant regional economy here in Anoka County.



QUESTIONS + COMMENTS

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