

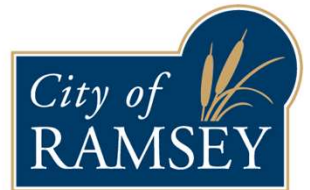
ECONOMIC DEVELOPMENT

2023 Business Expo Summary



2023 BUSINESS EXPO - OVERALL SUMMARY

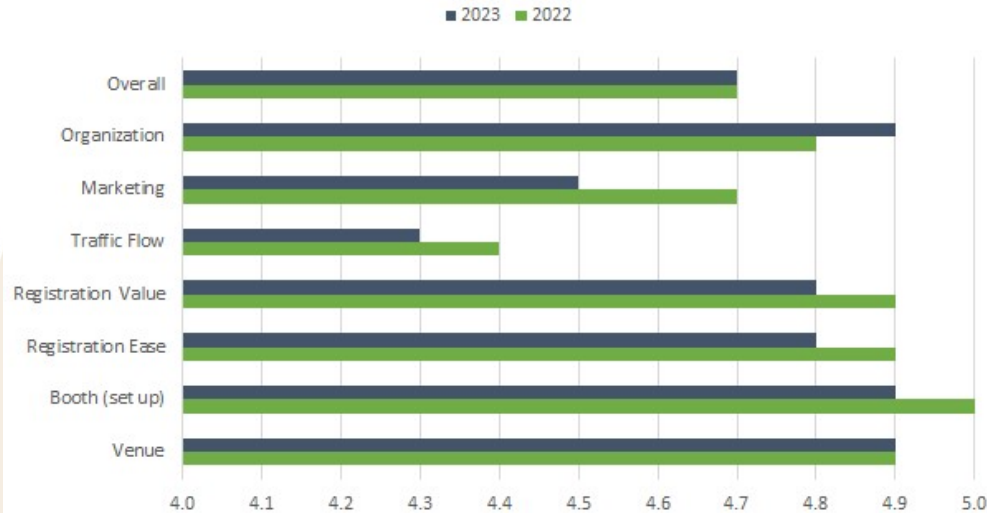
- Estimated attendees: 625-650
- Event Revenues \$8,245 (including \$5,000 EDA allocation)
- Event Expenses \$7,428 (net +\$816.55)
- 450-500 City of Ramsey bags handed out
- 54 Registered Vendors in attendance
 - Plus Adrenaline, 2 with double booths, 2 city booths, 2 sick, 23 on waitlist
- 80% vendors were Ramsey Businesses
- Food vendors & games/kid activities were popular
- First time & newer Ramsey businesses expressed positive feedback
- Multiple events taking place (Cornhole, Kites & Bites)



2023 BUSINESS EXPO - VENDOR FEEDBACK

Post-Expo Vendor Average Survey Ratings

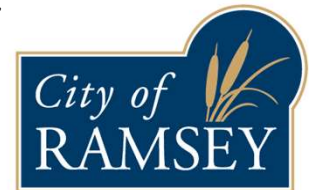
Scale: 5 = Very Satisfied, 3= Neutral, 1 = Very Dissatisfied



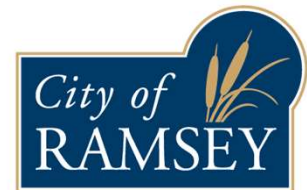
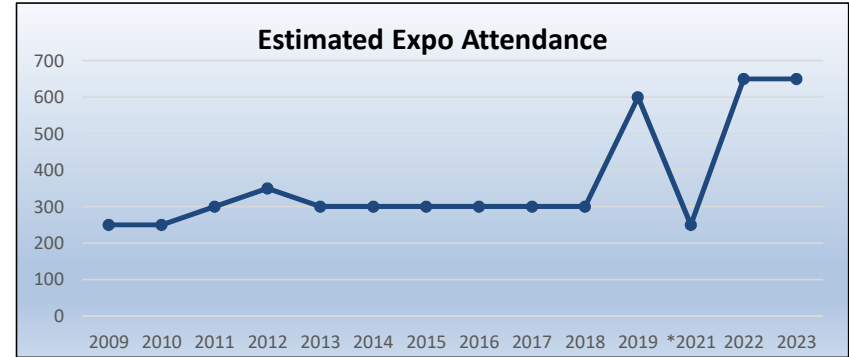
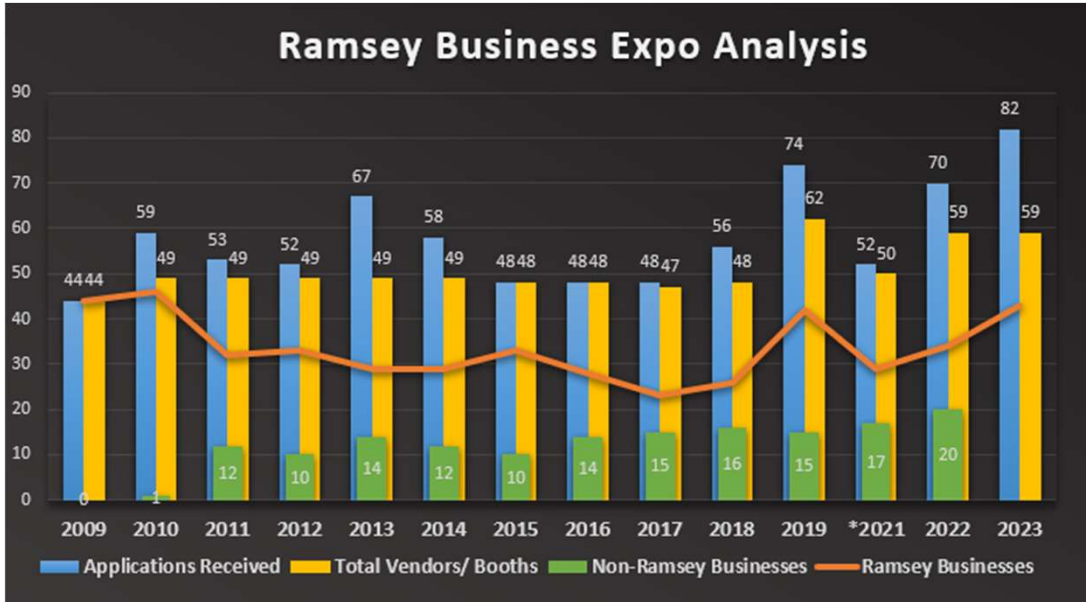
- 59% responded to survey
- Come back next year? 94% Yes, 3% Maybe (1), 3% No (1)
- Average contacts made = 42

Comments by Vendors:

- *Great flow, exposure for vendors. Overall very happy.*
- *More local advertising to draw more people.*
- *Loved it. Met a lot of wonderful people.*
- *Great job with the event!*
- *I will participate again!*
- *Booth set up was a breeze. Entire event was very well put together.*
- *Easy set up but hard to find what part of the building it was in due to unspecific signage.*
- *Lack of convenient parking. Otherwise well run, well attended event.*
- *Attendance flow was good 10am-noon then slowed down. Not quite our demographic of customers. Parking was a challenge.*
- *Traffic flow lower than expected. Not sure how to better market it but heard from people after the event that they had not heard about it.*



BUSINESS EXPO ANALYSIS 2009-2023



BUSINESS EXPO 2024

- Staff Recommendations & Input for 2024
 - Select venue as Adrenaline Sports Center
 - Modify booth layout slightly for even better flow
 - Utilize Facebook Marketing to promote event to more nearby cities & post more flyers in local businesses and apartments
 - Brainstorm ideas to create more engagement (i.e. Bingo card)
 - Reserve April 27, 2024
 - Allocate \$5,000 for event (same as 2023)
- Questions?
- Comments?

