

ECONOMIC DEVELOPMENT

2024 Business Expo Summary



2024 BUSINESS EXPO - OVERALL SUMMARY

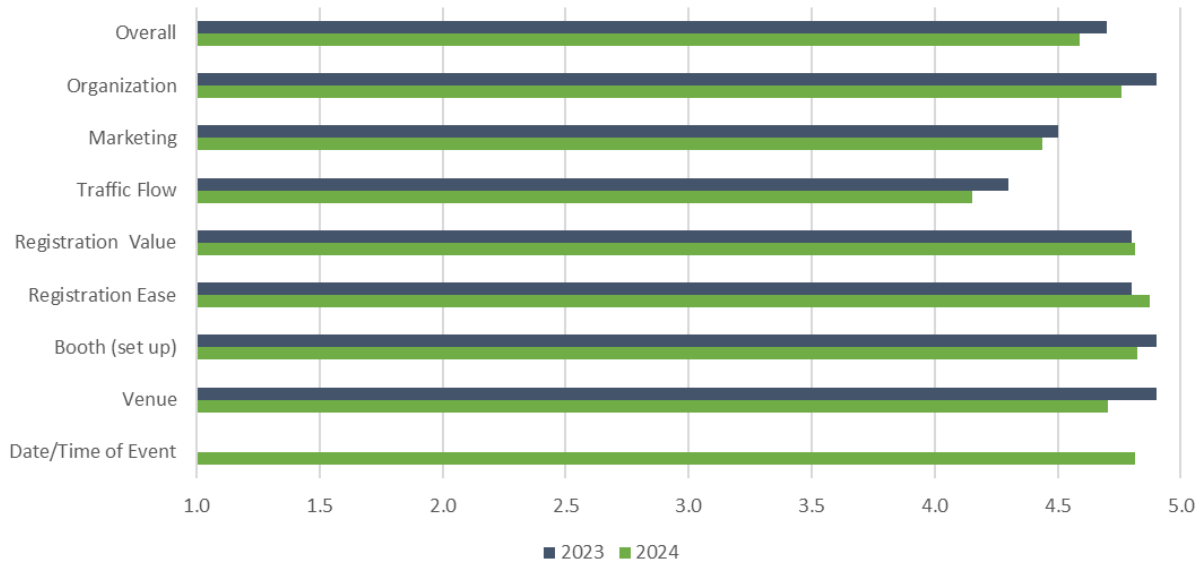
- Estimated attendees: 600 (625-650 last year)
- Event Revenues \$8,720 (including \$5,000 EDA event allocation)
- Event Expenses \$8,662.25 (net +\$57.75)
- 58 Registered Vendors in attendance (Full)
- 84% vendors were Ramsey Businesses (80% 2023)
- 300 City of Ramsey bags handed out
- Not as many bags picked up by attendees
- Food vendors & games/kid activities were popular
- Shared Venue for Event (Cornhole tourney)
- Parking a concern shared by attendees and vendors



2024 BUSINESS EXPO - VENDOR FEEDBACK

Post-Expo Vendor Average Survey Ratings

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



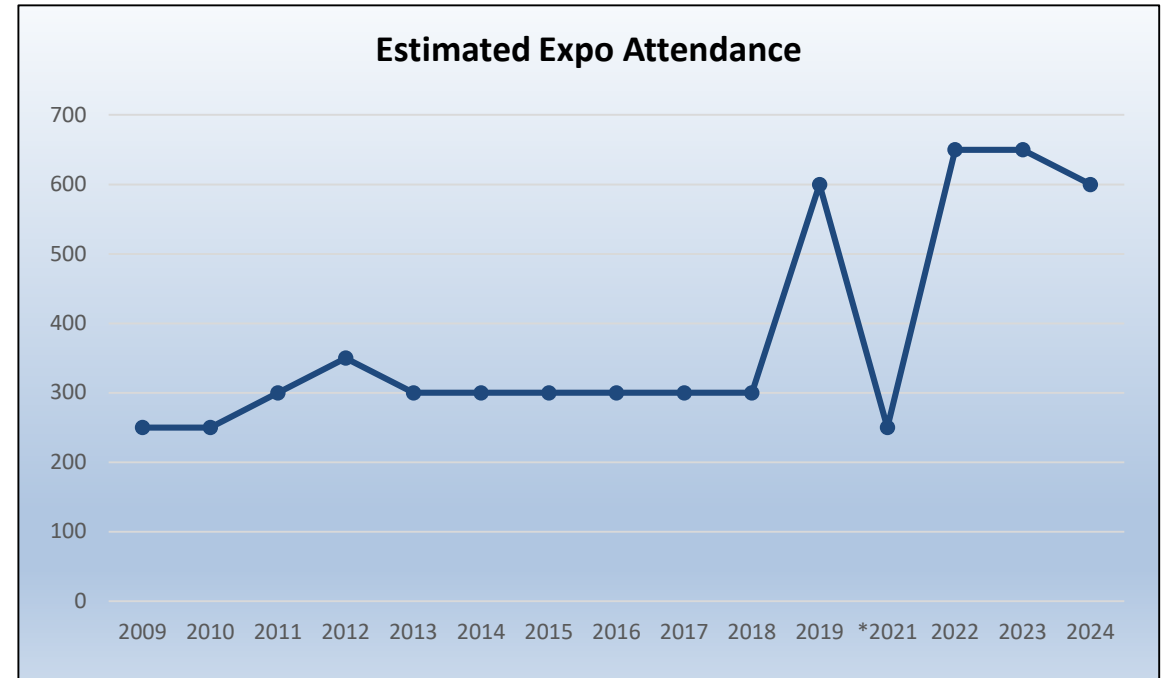
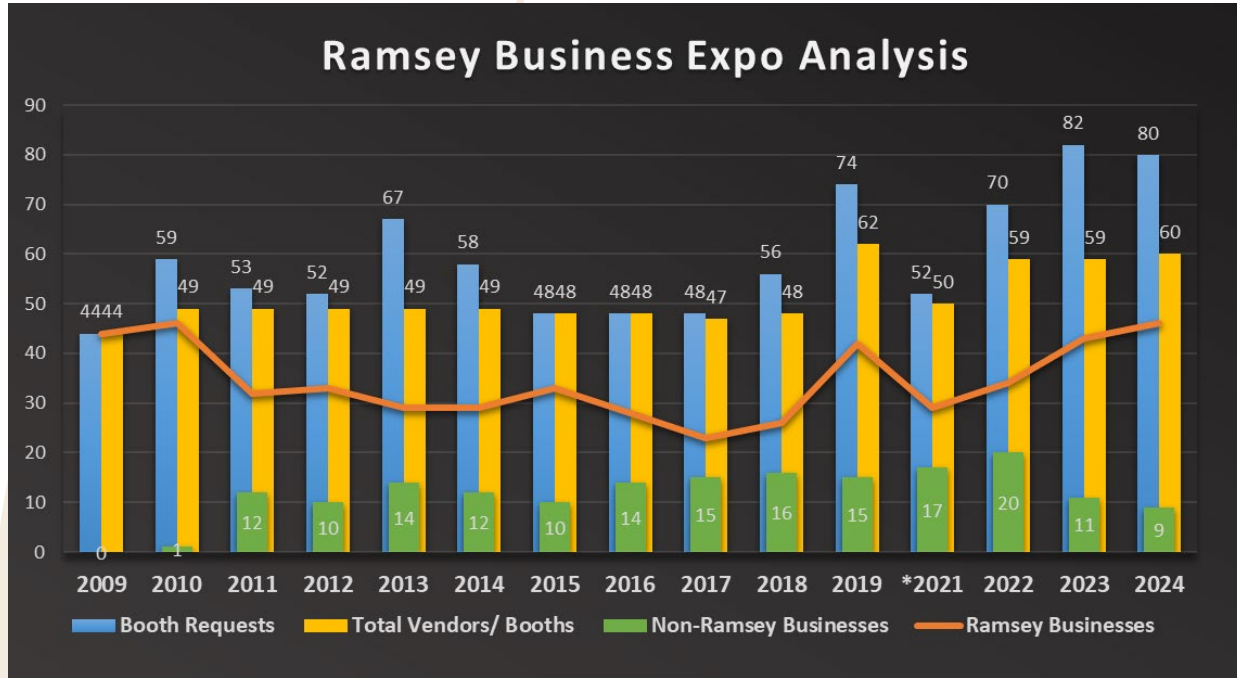
- 59% responded to survey (34)
- Come back next year? 88% Yes (30), 12% Maybe (4), 0% No (0)
- Average contacts made = 29 (Down from 42 in 2023)

Comments by Vendors:

- *Bingo Game was a great idea, Increased Traffic Flow*
- *9-12 would likely be a better time for event based on flow of traffic*
- *This was my first expo here and I think it went over pretty well!*
- *We had some really thoughtful and engaged attendees drop by. I would like to see all vendors remain set up until the events end. Maybe a suggestion would be to meet your neighbors (vendors) while keeping a loose eye on your space*
- *New set up was great. Love the improved layout. Marketing of event was good but would be helpful if more people knew about event. Very slow 1-2:00. Maybe change the time to 9-1:30 or so.*
- *The event was well executed and organized.*
- *Parking is difficult; no one to direct you where to go to find where expo is set up or where booth is located.*
- *Have the event more centrally located in Ramsey; Busy weekend, would like it sooner in year; large booths would be nice. Lots of older folks and not as many families*
- *Easy & good traffic flow*



BUSINESS EXPO ANALYSIS 2009-2024



BUSINESS EXPO 2024

- Staff Recommendations & Input for 2025
 - Select venue as Adrenaline Sports Center
 - Continue to utilize Facebook Marketing to promote event to more nearby cities & post more flyers in local businesses and apartments
 - Do Bingo again
 - Make it clear that Vendors cannot shut down early (Registration, Staff interaction)
 - Reserve April 12, 2024 – No competing event at Adrenaline (Parking)
 - Consider changing hours of event from 9 -1, 9 -12 10-1 (was 10-2)
 - Costs are going up – (i.e. Touch of Magic, Adrenaline Venue, inflation)
 - Allocate \$5,500 for event (Increase of \$500 from 2024)
- Questions?
- Comments?



EDA ACTIONS

- Motion to select Adrenaline Sports Center as home of the 2025 Business Expo on April 12, 2025 and to Approve 2025 Business Expo Budget

