

Economic Development

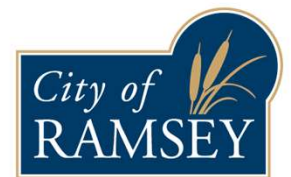
2025 Business Expo Summary

2025 BUSINESS EXPO - PHOTOS



2025 BUSINESS EXPO - OVERALL SUMMARY

- Estimated attendees: 500 (600 last year)
- Event Revenues \$8,785.00 (including \$5,500 EDA event allocation)
- Event Expenses \$8,594.23 (net +\$190.77)
- 57 Registered Vendors in attendance (Full)
- City occupied 3 booths (City had 2 booths in 2024)
- 87% vendors were Ramsey Businesses (↑ from 84% 2024)
- 300 City of Ramsey bags handed out
- Food vendors, BINGO (with prizes) & games/kid activities were popular
- Designated vendor/overflow parking promoted
- New hours of 9:00 am-1:00 pm
- Food truck (Baskin-Robbins)

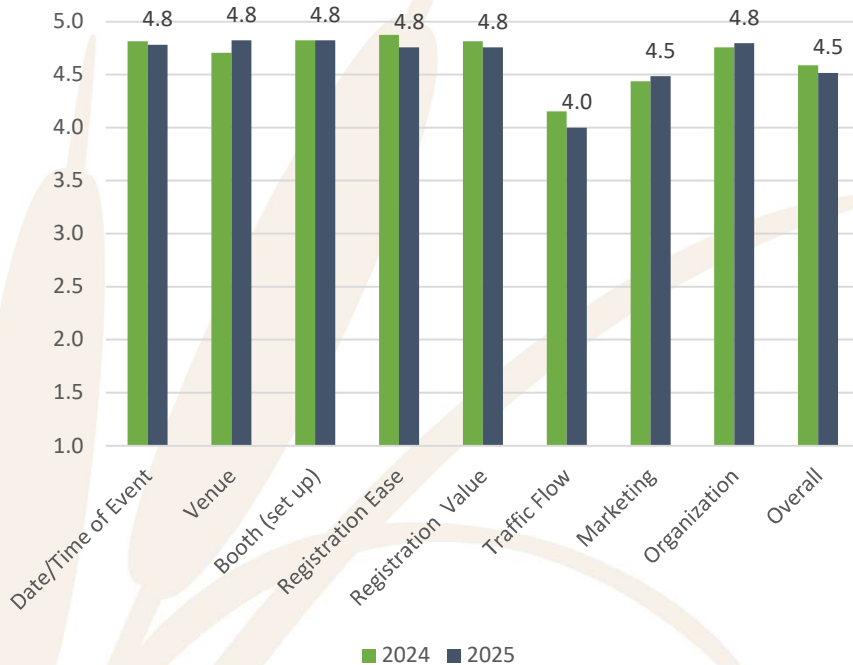


2025 BUSINESS EXPO - VENDOR FEEDBACK

Post-Expo Vendor Average Survey

Ratings

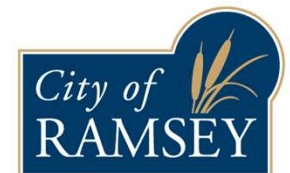
Scale: 5 = Very Satisfied, 3= Neutral, 1 = Very Dissatisfied



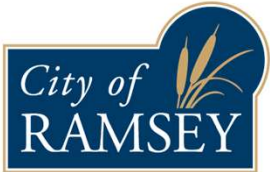
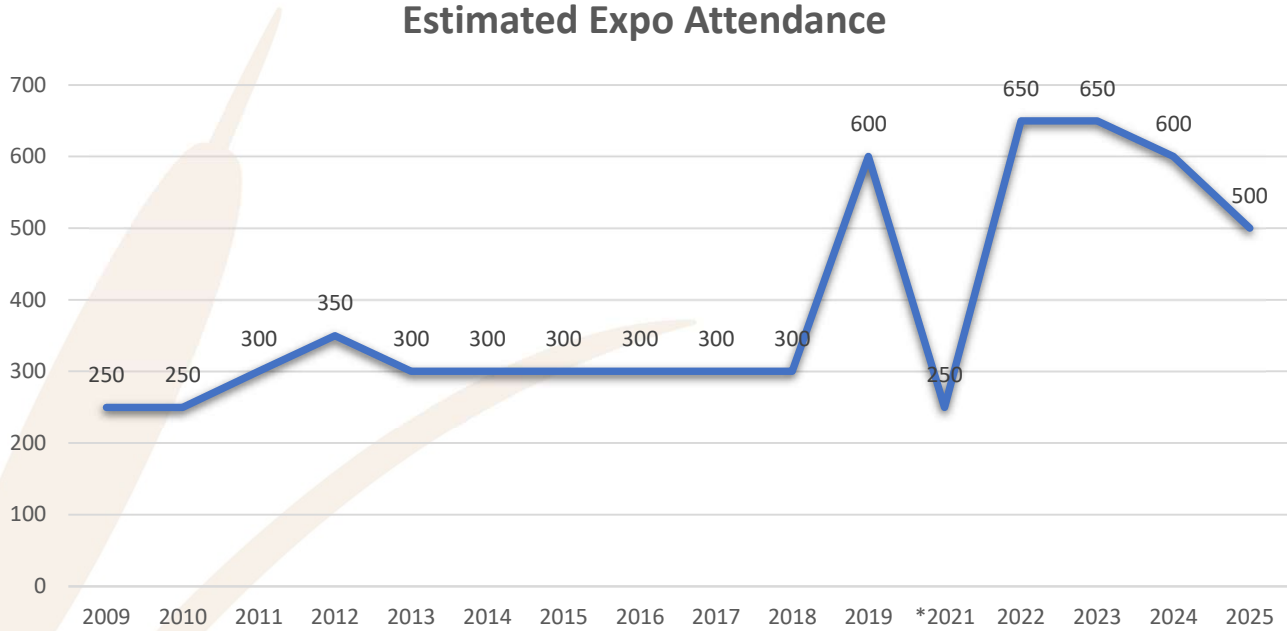
- 60% responded to survey (34)
- Come back next year? 79% Yes, 15% Maybe, 0% No
- Average contacts made = 26

Vendor Survey Comments

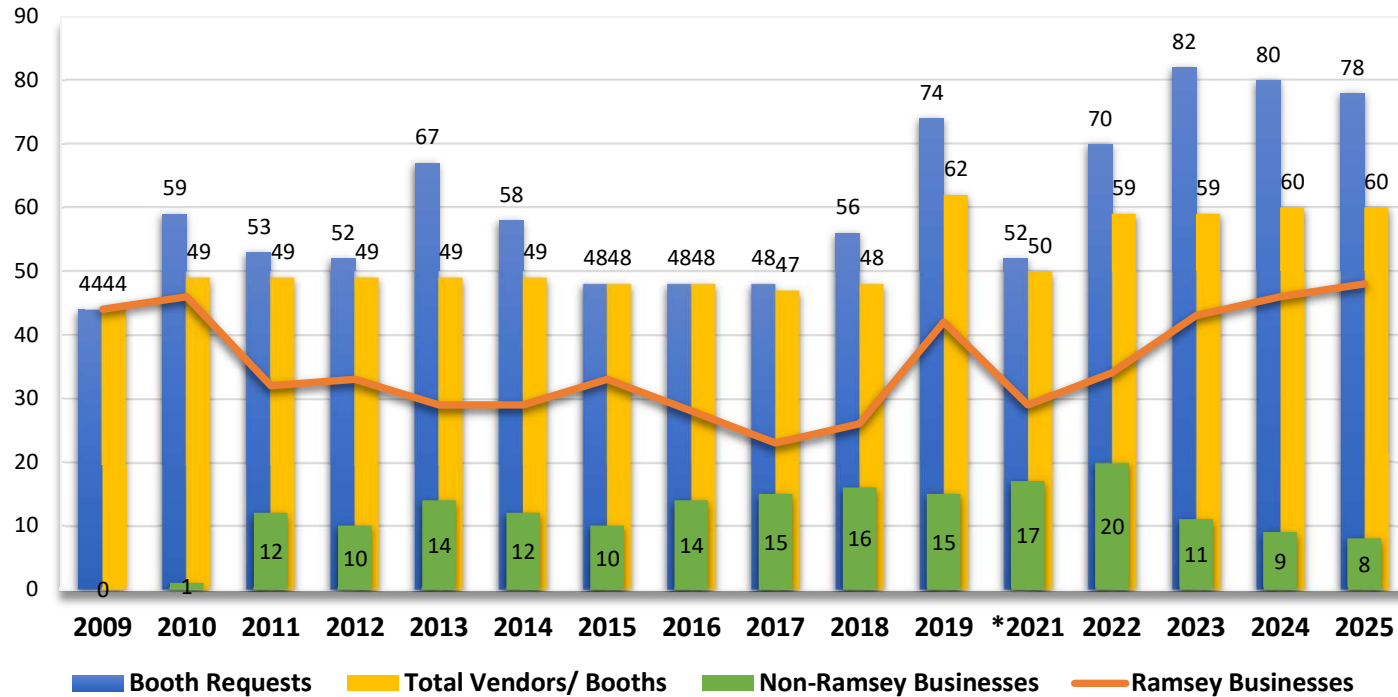
- *We were please with the turnout and contacts we met. Very nice to see the city reps come by to check in. Would love to come again.*
- *Bingo is awesome. It would be awesome to have water/snacks for vendors. Its hard to leave our booth if its only us.*
- *I like the new hours this year 9-1:00 is perfect. Things really start to slow down afternoon so ending at 1:00 makes sense. I think have a farmers market at the same time and location would be good. It would draw more people.*
- *Love the event and seeing so many local businesses. Loved how its early morning since its getting nice outside.*
- *Maybe early April would be better. Slower than previous years.*
- *More food access*
- *Everything was wonderful. More signage for event would be helpful. Love this event. 3rd year as a vendor and will participate again next year.*
- *This is my first event so I can't comment on good or bad. For me I had fun. Thank you for the booth!*
- *Thank you!!! I Loved the signage on 47 and the communication emails...I would like to see more social media marketing... more shopping vendors and better food truck options to attract more people.*



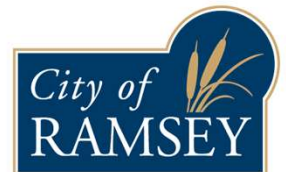
BUSINESS EXPO ATTENDANCE 2009-2025



BUSINESS EXPO ANALYSIS 2009-2025



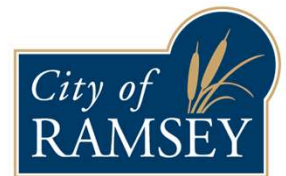
*Postponed in 2020 due to COVID/Held in October 2021



BUSINESS EXPO 2026

STAFF RECOMMENDATIONS & INPUT

- Select Adrenaline Sports Center as venue
- Reserve April 25, 2026 from 9:00 am-1:00 pm
- Allocate \$5,500 for event
- Continue to offer BINGO with prizes
- Work with Adrenaline to schedule food truck(s)
- Continue to utilize Facebook Ads, radio, flyers, social media for marketing
- Research ways to increase awareness, advertise event, coordinate with another event
 - Chamber Report
 - QCTV Ramsey Live & Local



EDA ACTIONS

- Motion to select **Adrenaline Sports Center** as venue for the 2026 Business Expo on April 25, 2026 and to Approve 2026 Business Expo Budget