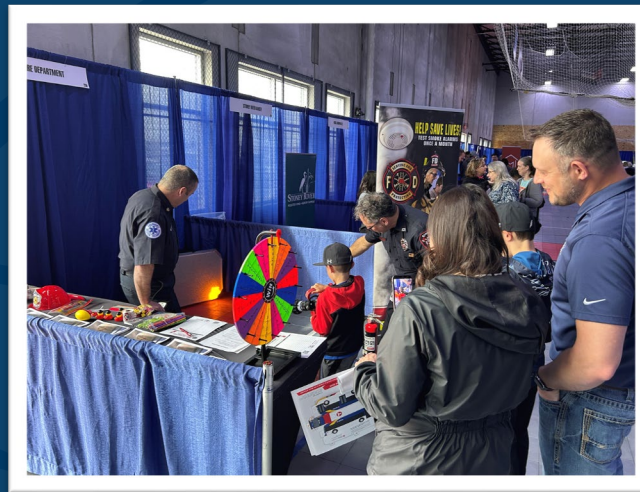


2026 Business Expo Summary and to Select 2027 Venue, Date and Approve Budget

EDA Meeting – June 11, 2026



2026 Business Expo - Photos



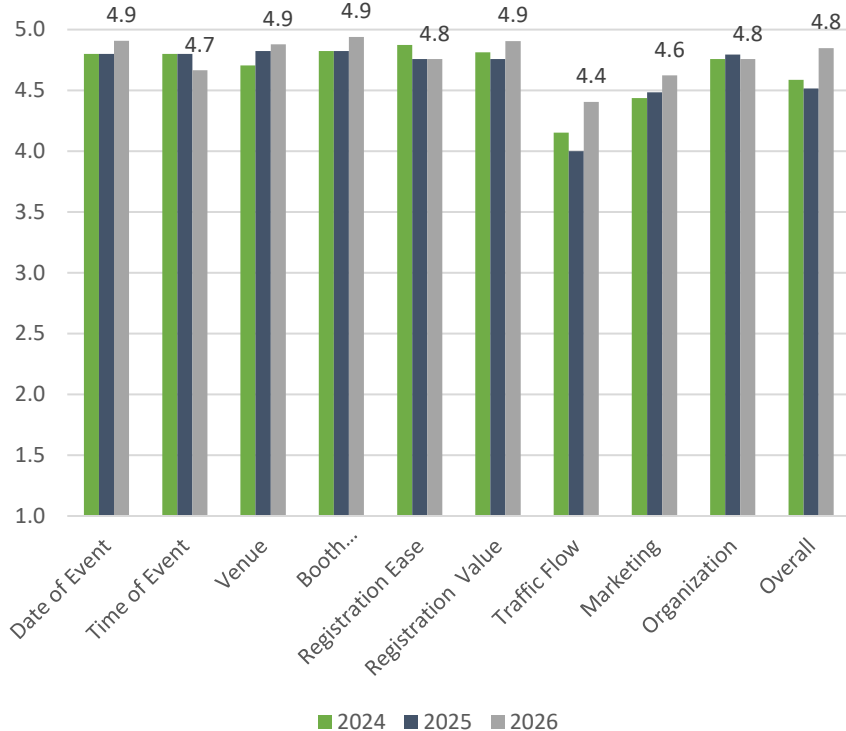
2026 BUSINESS EXPO SUMMARY

- Estimated attendees: 550
- Event revenues \$8,830.00 (including \$5,500 EDA event allocation)
- Event expenses \$9,851.10 (-\$1021.10)
 - Booth rental costs increased by approximately \$470. Staff obtained additional quotes; however, pricing remained comparable across vendors.
 - Additional tote bags were needed, resulting in costs that exceeded the estimated budget by approximately \$440.
- 57 registered vendors in attendance (Full - 60 booths)
- City occupied 3 booths (city, police, fire)
- 81% Ramsey businesses (85% in 2025)
- 37% of the Ramsey businesses were first time Expo vendors or new businesses
- Vendors and attendees enjoyed Expo BINGO; will plan for again in 2027
- Vendors reported traffic was up this year and remained steady until the end
- Parks & Recreation collaboration included dedicated area on north side provided area of activities for children and families
- People liked food options: two food trucks (Smokin J's BBQ & Gramma CC's Donuts) along with multiple restaurants providing food samples
- Smooth parking operations due to the absence of competing events and clear vendor parking directions.
- Many attendees and vendors described the Expo as a well-organized and enjoyed the event.

2026 BUSINESS EXPO – VENDOR FEEDBACK

Post-Expo Vendor Survey Ratings

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

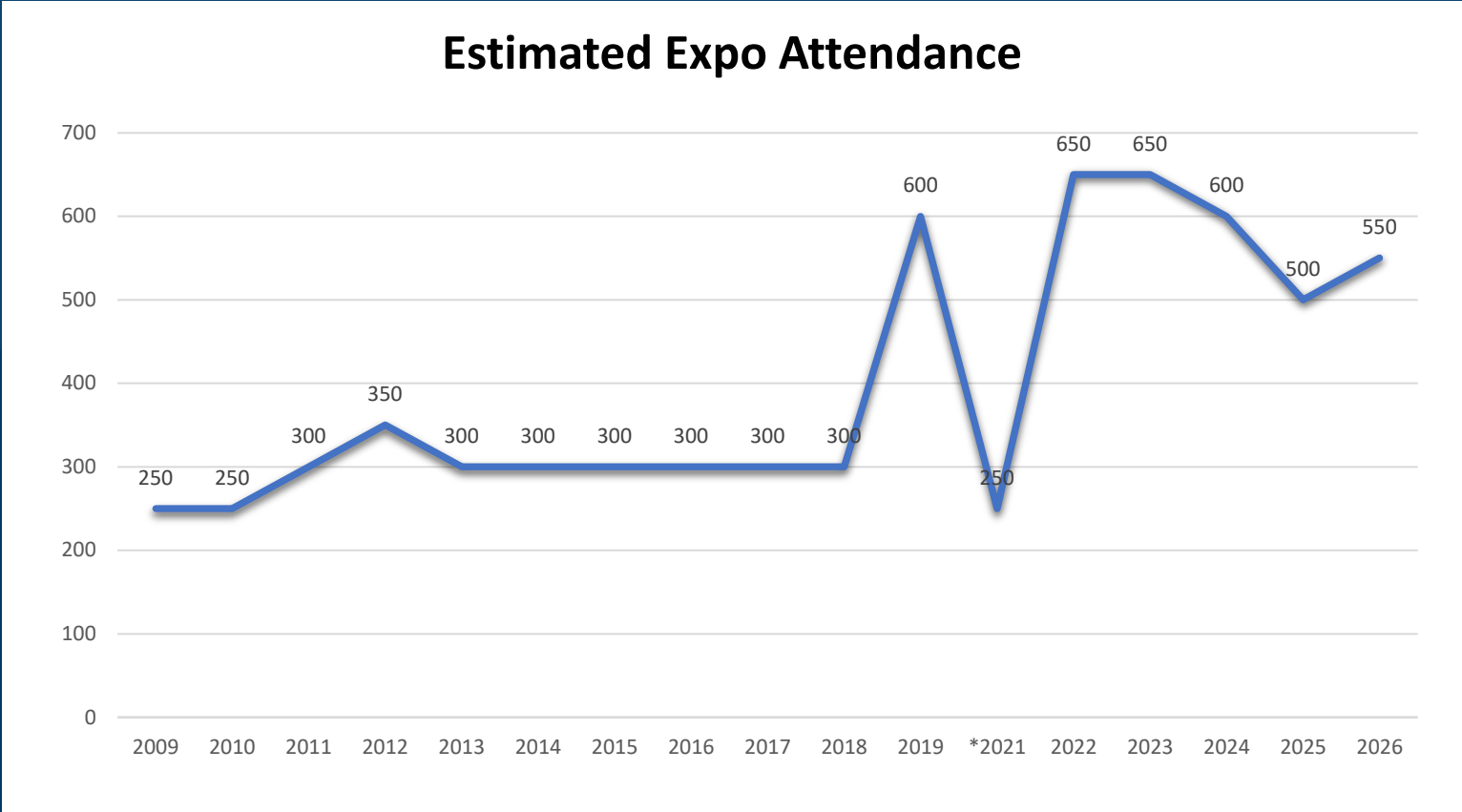


Vendor Comments - Summary

- Strong attendance and increased foot traffic compared to previous years
- Valuable networking opportunities and many new business contacts made
- Expo BINGO game was highly popular and helped drive booth traffic
- Well-organized event with excellent setup, booth space, and event flow
- Positive interactions with City of Ramsey staff; staff were described as friendly, helpful, and supportive
- Food options and activities were appreciated.
- Consider offering more corner booth options for high-traffic vendors
- Explore additional entertainment, such as live music
- Consider adding more family attractions (e.g., petting zoo)
- Evaluate a slightly later start time (10:00 a.m. instead of 9:00 a.m.)
- Consider extending event hours
- Strong interest in participating again in 2027

- 58% responded to survey (33)
- Will you come back next year?
 - 88% Yes, 12% Maybe, 0% No
- Average contacts made = 34

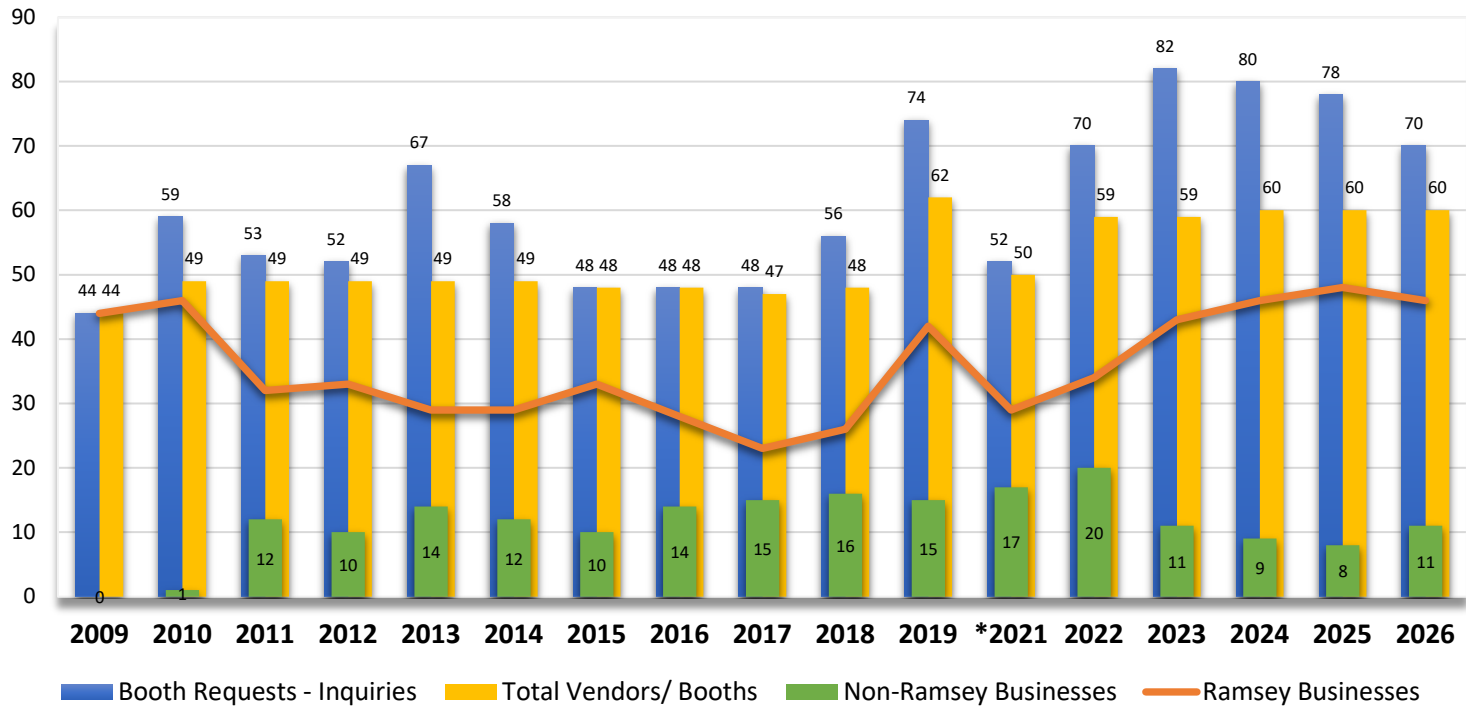
2026 BUSINESS EXPO ATTENDANCE



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

2026 BUSINESS EXPO VENDOR ANALYSIS

Ramsey Business Expo Vendor Analysis



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

BUSINESS EXPO 2027

STAFF RECOMMENDATIONS & IDEAS

STAFF RECOMMENDATIONS & INPUT

- Select Adrenaline Sports Center as venue
- Reserve April 24, 2027 from 9:00 am-1:00 pm
- Allocate \$6,000 for event
- Continue:
 - Offer interactive activities such as BINGO
 - Parks & Recreation collaboration
 - Food trucks
 - Marketing & promotion of event; media kit sent to participating businesses
 - Free Ramsey Resident Ad for Ramsey businesses
- Focus on increasing Ramsey business participation
 - “Made in Ramsey” booth section?
 - EDA Members call to personally invite businesses?
 - Early bird, invite only registration for Ramsey businesses?
- Research ways to continuously improve Expo. Ideas include:
 - “Hiring or Workforce” booth section?
 - Share previous Expo testimonials when promoting registration?
 - Best Booth Display award?

2026 BUSINESS EXPO BUDGET SUMMARY

2027 EDA Business Expo Budget - Projected

EXPENSES	Details	2025 Actual	2026 Actual	2027 Projected
Adrenaline Sports Ctr-Court	Addtl field space + \$400 (0452.6249)	\$ (1,500.00)	\$ (1,500.00)	\$ (1,500.00)
Adrenaline Sports Ctr-Field	Field Space pd by Parks & Rec	-		
Electrical booth	\$75/booth (max \$500)	\$ (500.00)	\$ (500.00)	\$ (500.00)
Cenaiko	Booths Pipe/Draping, tables/chairs, set up, take down	\$ (3,459.75)	\$ (3,969.00)	\$ (4,000.00)
Tote Bag giveaway at door 9230.6246	Ace Sales (Qty 400/2026, 250/2025)	\$ (652.50)	\$ (1,140.00)	\$ (700.00)
Express Signs 9230.6246	4 large black/neon signs	\$ (680.00)	\$ (680.00)	\$ (680.00)
Inky Elf: Sandwich board signs	Number decals update times/signs; vendor parking signs (2)		\$ (108.50)	\$ -
ECM/APG: Shopper Ad space + flyer 9230.6246	Anoka Co Shopper front page \$225 + flyer insert in Rum River Reserve Shopper \$159 (Anoka, Ramsey, Elk River, Nowthen, Oak Grove)	\$ (400.00)	\$ (409.00)	\$ (400.00)
A Touch of Magic: Balloon Artist Advertising 9230.6246	Balloon Art/Airbrush tattoo	\$ (1,108.00)	\$ (1,116.00)	\$ (1,108.00)
	Facebook Ads, Explore MN online advertising; Linked In, Ewvnt HometownSource.com	\$ (150.00)	\$ (140.88)	\$ (150.00)
Bounce House	Split 1/2 with Parks & Rec (Froggy Hops)	-	\$ (246.87)	
BINGO Prizes	Amazon	\$ (111.92)	\$ -	\$ (100.00)
Misc. Supplies	Candy, Water, sign strips, stamps	\$ (32.06)	\$ (40.85)	\$ (50.00)
Total Expenses		\$ (8,594.23)	\$ (9,851.10)	\$ (9,188.00)
REVENUES				
Applications		\$ 3,285.00	\$ 3,330.00	\$ 3,200.00
Marketing Budget				
EDA allocation		\$ 5,500.00	\$ 5,500.00	\$ 6,000.00
Total Revenues		\$ 8,785.00	\$ 8,830.00	\$ 9,200.00
*BALANCE:		\$ 190.77	\$ (1,021.10)	\$ 12.00
	<i>Fees Charged</i>			
	Ramsey	\$50	\$50	\$50
	Non-Ramsey	\$75	\$75	\$75
Inputs/estimated	# Booths	60	60	60
Public/Non Profit	No Fee Booths	4	4	4

EDA ACTIONS

- Motion to select Adrenaline Sports Center as venue for the 2027 Business Expo on April 24, 2027

and

- Approve 2027 Business Expo Budget of \$6,000