

# ROSEVILLE BUSINESS NEWS

www.growroseville.com

## Free Events for Roseville Businesses

### Roseville Business Council

Take part in the Roseville Business Council and meet other Roseville business owners and employees to hear important information about our community.

We are happy to announce that the meetings have returned to in-person gatherings. Please join us at McGough, 2737 Fairview Ave.

The business council meets the fourth Wednesday of the month from 7:30 to 8:30 a.m.

**September 22 • 7:30-8:30 a.m.**

#### Choose Local

City staff and consulting firm Golden Shovel will explain the Choose Local campaign and offer ways for local businesses to get involved

**October 27 • 7:30-8:30 a.m.**

#### Economic Development Update

Learn what the Roseville Economic Development staff have been working on during the past year

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## Business Education Series

*Stay connected.*

*Take part in our small business seminar.*

The City of Roseville hosts a bi-monthly Business Education Series in partnership with the St. Paul Area Chamber and the cities of Shoreview and Maplewood. The educational programs are geared towards businesses – large and small – for training and development. Join us in September as we discuss managing change.

**Thursday, September 9 • 7:30-9:00 a.m.**

#### Managing Change: Disruptions, Those Resistant and Those Fatigued

Change is an integral part of doing business and running our organizations. Change experts will share their favorite change management tools and methods to help us on our journey of change.

Shoreview Community Center, 4580 Victoria St N

In person and live stream options available

Register at [www.stpaulchamber.com](http://www.stpaulchamber.com).

The first 40 Roseville business professionals to register will receive a \$20 discount. Use the promo code Roseville when registering. To receive the discount your business must be located in Roseville.

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Roseville, MN Economic  
Development Authority

## Business Success Stories



### Choose Roseville to Make a Lasting Impact!

The City of Roseville and Grow Roseville have launched Choose Roseville, a campaign to help increase local business recovery in the wake of COVID-19. Many Roseville businesses lost revenue as a result of the pandemic. Now, companies face additional challenges like being unable to hire enough employees to open at capacity. The Choose Roseville campaign seeks to establish and deepen connections between residents and business owners/leaders to create a choose-local mindset. According to the Small Business Economic Impact Study by American Express, each dollar spent at a small business creates an additional 50 cents in local business activity. As more of Roseville's residents support locally owned businesses, the community's economy will be strengthened overall. Roseville's Choose Local campaign also aims to be a catalyst for supporting the growth of BIPOC businesses. This campaign seeks to offer support by helping businesses get online, market their services, and post their job openings at no cost.

#### How It Works

Locally owned Roseville businesses may participate in the campaign at no cost. There are several ways business leaders can get involved.

1. Get FREE marketing help from a Social Media Coach. A coach is available to help Roseville businesses\* set up their Google My Business profile (so they can be found on Google Maps) and create business profiles on Facebook, Nextdoor, Instagram, and Yelp. Once set up, the coach will show business owners how to use social media platforms to promote and grow their business.
2. Advertise your business on the Choose Roseville website. The campaign is running paid ads (at no cost to the business), including promoting businesses on social media. The more we know about your business, the more we can advertise it!
3. Find employees using the county's FREE online job posting tool. Businesses can receive help posting jobs or visit [www.ramseycountymeansbusiness.com/workforce/jobconnect/employer](http://www.ramseycountymeansbusiness.com/workforce/jobconnect/employer) to create a new job listing.
4. Be featured in the city's communications. Roseville's newsletter has a large following, making this an excellent place to promote a local business.

To participate in the campaign, please email [SMCoach@goldenshovelagency.com](mailto:SMCoach@goldenshovelagency.com).

Not a business owner? You can still Choose Roseville by doing the following:

- Apply to work for a local company
- Buy products and services from a locally owned business
- Subscribe to our weekly News Update at [www.cityofroseville.com/receiveupdates](http://www.cityofroseville.com/receiveupdates) for updates on local companies
- Leave a review on Facebook, Yelp, and Google for your favorite Roseville businesses

\*A limited number of small businesses (50 employees or less) can be served by the Social Media Coach. Please email your request for support to discover what specific services are available for your business.

To View More Successful Businesses in 'The Center of it All,' Visit:  
[growroseville.com/success-stories](http://growroseville.com/success-stories)

## Small Business Assistance Loans Available

In recognition of the burden COVID has been to small businesses, the Roseville Economic Development Authority recently created a Small Business Assistance Loan Program for existing Roseville businesses or businesses looking to locate in Roseville. The loan provides a competitive interest rate with a maximum loan amount of \$100,000. Funds can be used for building improvements, start-up, or equipment purchases. If interested, contact Open to Business Advisor Noah Her at [nher@mccdmmn.org](mailto:nher@mccdmmn.org) or 612-294-1911 or visit [www.mccdmmn.org/open-to-business](http://www.mccdmmn.org/open-to-business) to learn more.

## Commercial Properties Under Construction

Visit [growroseville.com/development-map](http://growroseville.com/development-map) for an interactive map of the latest construction in Roseville.



100% recycled content.  
100% post-consumer waste

