

Full Stack Saint Paul Update

Department of Planning and Economic Development



SAINT PAUL
PLANNING & ECONOMIC
DEVELOPMENT



Housing and Redevelopment Authority
March 23, 2022

Outline

- **Mission**
- **Leadership Updates**
- **Promotion**
- **People**
- **Places**
- **Strategic Initiatives**



Mission

Full Stack leverages the power of tech and innovation to drive sustainable, equitable economic development in Saint Paul.

Strategic Pillars

People

Build and support the spaces and events where innovators connect and support key pipelines for growing innovation talent in Saint Paul, especially among underrepresented populations.

Places

Create an ecosystem of high-quality real estate solutions that provide work environments and amenities that help Saint Paul innovation companies recruit and retain talent.

Promotion

Make people aware of the vibrant innovation culture in Saint Paul, its legacy, its role in the greater metro region and the possibilities we are all working to achieve. Establish Saint Paul as the city for tech and innovation engagement.

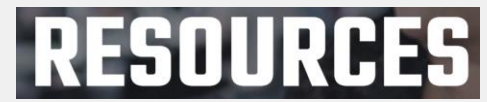
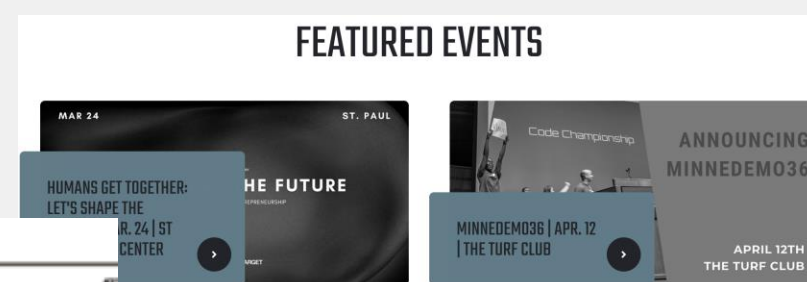
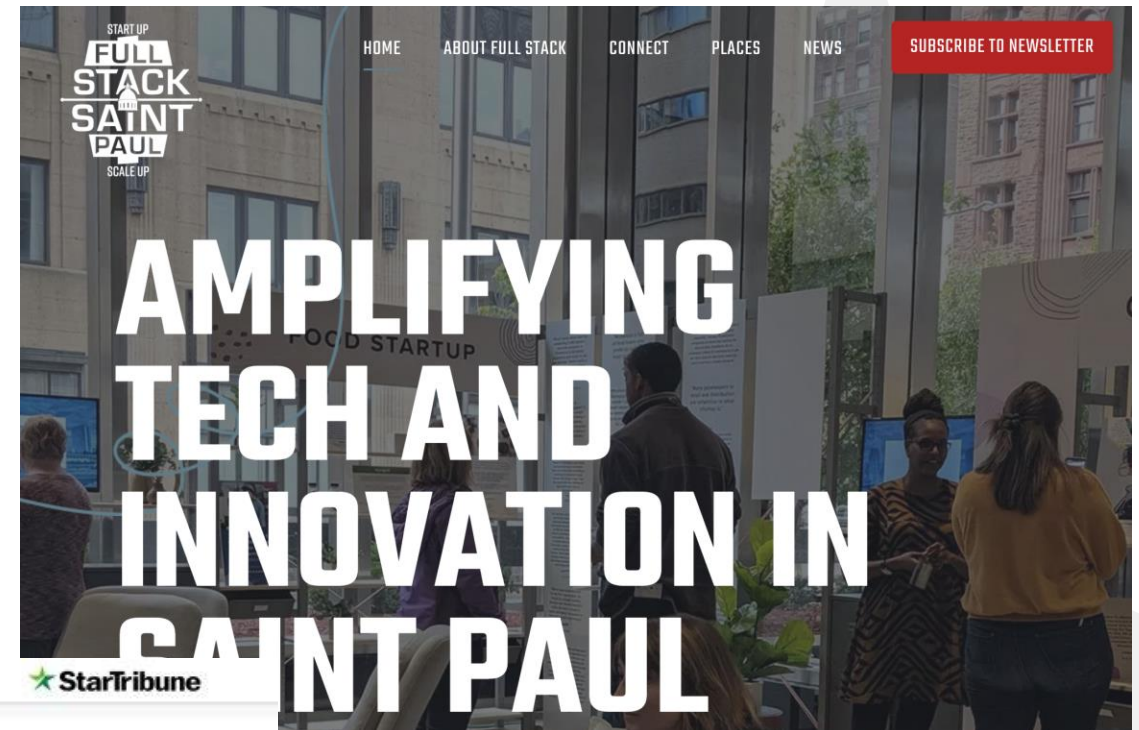


Leadership Updates

- **Recruited and engaged seven new Steering Committee members**
 - **Paul Campbell**, CEO & Co-Founder, Brown Venture Group
 - **Stephanie Hammes-Betti**, SVP Innovation Design, US Bank
 - **Caroline Karanja**, CEO, Hack the Gap, 26 Letters
 - **Angela Casselton**, Executive Director, Creative Enterprize Zone
 - **Phil Haan**, small business consultant, Former EVP, Northwest Airlines
 - **Jeff Aguy**, CEO & Co-Founder, 2043, NCXT
 - **Ling Becker**, Director, Ramsey County Workforce Solutions
 - **Sarah Leeth**, General Manager, Creed Interactive

Promotion

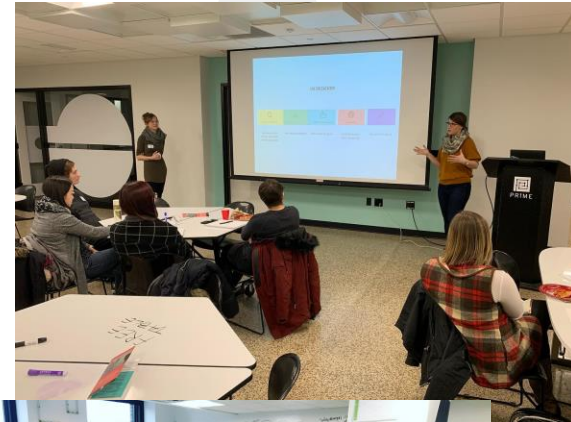
- Developed new Full Stack Website
- Launched new Social Media Channels
- Updated "News Stack" monthly news and resource email
- Restarted press outreach with good coverage in Pioneer Press and Star Tribune



People

MSP TechHire: 2021 Recap

- Provided full tech training scholarships in partnership with Ramsey County WFS for **31 Saint Paul job seekers**
 - **8 UX Academy Right Track Youth @ \$ 135.5K**
 - **23 Adult TechHire Scholarships @ \$172.6K**
 - Nearly **46% of our participants** in 2021 **identified as a woman**
 - **56%** of our participants in 2021 **identified as a person of color**
- Of 2021 adults reporting, MSP TechHire Saint Paul Scholars saw a **73% wage gain** with the **average hiring wage of \$34.15** and **average wage increase of \$14.43.**



People

MSP TechHire: UX Academy Cohorts I & II

MSP TechHire partnered with the Right Track Saint Paul and a local tech training provider, Prime Digital Academy to co-develop a User Experience Bootcamp specific to Saint Paul youth and young adults (18 – 24 years old).

Goals of the program:

- Provide immersive learning opportunities for adults looking to career switch into tech
- Offer an opportunity for young adults to explore the career pathway of user experience design

Castle Cohort (March 2021 – June 2021 UX Training | June 2021 – August 2021 Matched Internship Placement)

Castle Cohort Program Cost: \$135,500 to support 8 youth in attending the UX Academy Castle Cohort in 2021

Upcoming 2022 Cedar Cohort (March 2022 – June 2022 UX Training | June 2022 – August 2022 Matched Internship Placement)

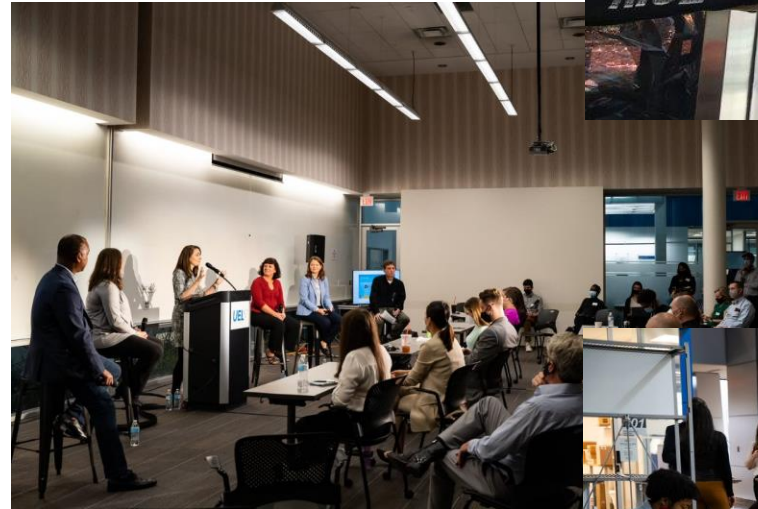
Cedar Cohort Program Cost: ~\$64,000 to support 5 youth in attending the UX Academy Cedar Cohort in 2022.



Event Sponsorship Highlights

Twin Cities Startup Week:

- TCSW21 Saint Paul events saw a combined total of 1,256 virtual and in-person attendees with 38 events in Saint Paul
- UEL hosted “Future of Our Cities Track” with 12 sub-events.
- 20+ BIPOC and/or women-led small businesses were featured at the Saint Paul Community Hub in Osborn370
- Food and Agriculture Track had 5 subevents at Science Museum of Minnesota



Event Sponsorship Highlights

- **Lunar Summit**'s 70% of registrants identified as BIPOC, LGBT, women, and non-binary with 325 virtual attendees
- **Humans Get Together** featured three small business vendors accounting for over \$1,200 in combined sales for their companies with 143 in-person attendees
- **Hack the Gap** held three events including API Hackathon for women and non-binary people
- **CodeSwitch** hosted a virtual hackathon to disrupt inequity, engage people in civic issues, and co-create projects for change.



Places

- Past real estate investment updates (SIF, STAR, HRA)
 - Upsie - now 22 employees from 6
 - MISCO- now 70 employees from 66
 - Coven - now 300 StP members
 - Tech Stars – unfortunately consolidated into a Mpls office
- New opportunities
 - Ecolution, clean tech company announcement of new office in Saint Paul
 - UEL expansion efforts and Build Back Better
- Highlighting even more spaces and places online and with prospective developers

INNOVATIVE SPACES



BEST BUY TEEN TECH CENTER

The Best Buy Teen Tech Center at CLUES is a drop-in, technology-driven, interactive space for teens ages 13-19 to be creative and develop new skills.



OSBORN370

Osborn370 is Saint Paul's innovation business hub; its forward-looking space is built with the entrepreneur in mind and is situated in an incredibly vibrant location.



THE COVEN

A community and co-working space that centers the experiences of women, non-binary, and trans individuals.



Strategic Initiatives

- **Tech for Brick and Mortar - > Restaurant Resiliency Program**
 - **70+ restaurants served**
 - **114 hours of audits and conversations with Saint Paul Restaurants**
 - **227 calls to Saint Paul restaurants**
 - **50% of restaurants in last round located in CDAs and serving culturally significant food**
 - **Online tech resource guide**

“My website did not accept online ordering and I couldn’t update it to get it working. The Saint Paul Restaurant Resiliency Program met with me several times. **They helped me plan out a new website that I can update on my own, with online ordering that actually works.**”

~Alinda Suraez, Taqueria Los Pisonos



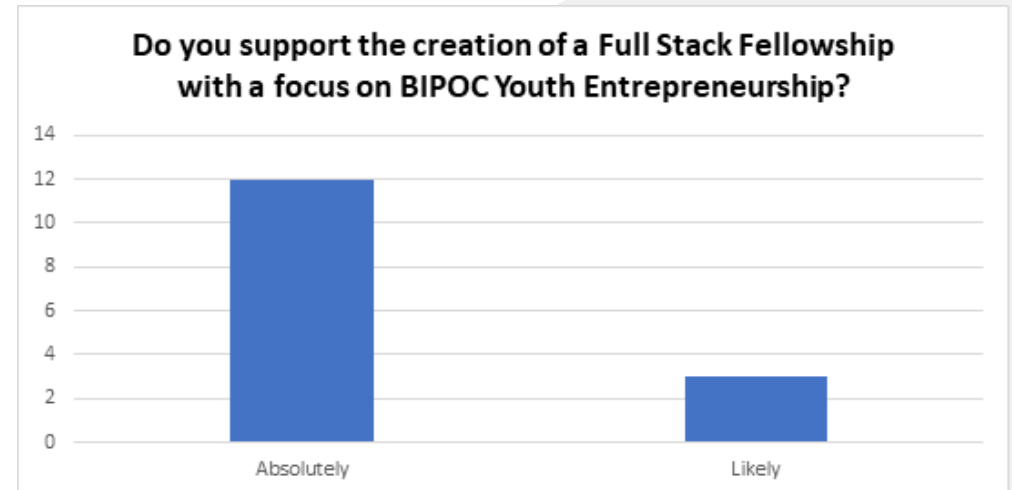
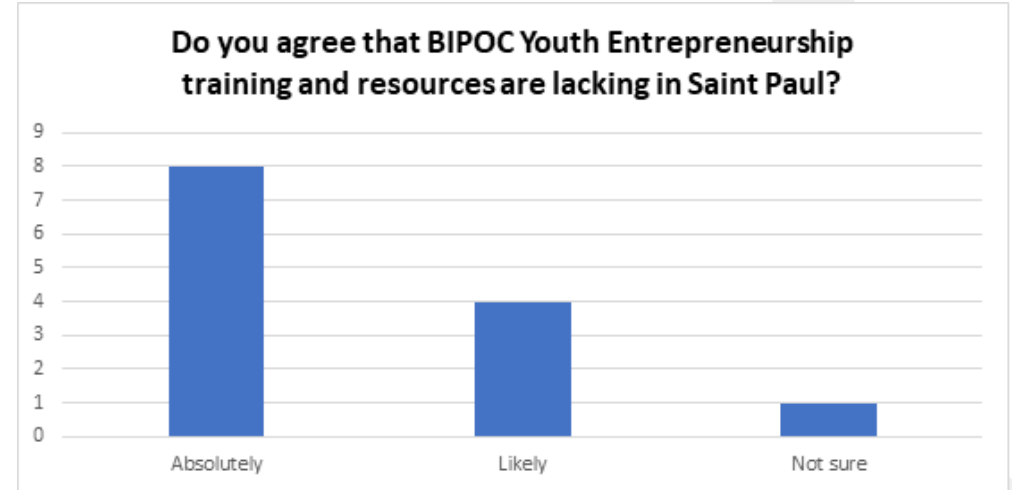
“Staffing has been so difficult it’s made us get creative and think about ways to keep our business operating. **NCXT helped us consider adding kiosks for customer self service and how we can share staff between our different locations** because we want to expand. We’re thankful for their expertise and for help from the Saint Paul Restaurant Resiliency Program.”

~Ricardo Hernandez, La Michoacána Purepecha



Strategic Initiatives

- **New BIPOC Youth Entrepreneurship Fellowship in development to seed tech-enabled ideas**
- **Committee aims to deepen opportunities and support for BIPOC entrepreneurs and increase density of entrepreneurship in Saint Paul**



 OSBORN 370

THANK YOU!

St
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Saint Paul



SAINT PAUL
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START UP
FULL
STACK
SAINT
PAUL
SCALE UP