Full Stack Saint Paul
Housing and Redevelopment Authority Presentation
October 9, 2024

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

fullstacksaintpaul.com

Full Stack Saint Paul – 2024 Impact

- **Provided advanced tech training, wraparound, and placement support to Tech Hire scholars**
  - Training ranged from software development to user experience design with an emphasis on developing project experience and portfolio building; supplemented with onboarding, interview prep, and job placement support
  - Paid internship pilot starting fall 2024 to increase recent placement rates in competitive hiring landscape
  - 10 scholars approved for 2024 training with a goal of 14 for the year in partnership with Ramsey County
  - Average wage increase of $15/hr (83%) for all reporting participants since 2020 (112% wage increase in 2022)

- **Celebrated the graduation of seven Tech Entrepreneurship Fellows through Bridgemakers' first cohort**
  - $90,000 cash invested in young adult entrepreneurs
  - 2.7X increase in gross revenue; 9 new products; 15 other local business supported
  - $730,000 secured to supplement cohort one and advance two additional cohorts

Full Stack Saint Paul – 2024 Impact

- **Sponsored strategic community tech and innovation events to educate, connect and grow leaders, businesses, and workforce partnerships**
  - Support allowed producers of Hack the Gap, Strengthen the Strong, NASA Mashup Lab, Tech Connect, Women Venture's Get Funded, Healthcare.mn, Cleantech Innovation Summit, and Black Tech Talent to provide scholarships, hire local vendors, and improve community experience for over 2,373 participants across various Saint Paul locations
  - May Tech Month co-produced in partnership with Ramsey County, activating hundreds of community members, partners, and expert speakers

- **Shared resources, connection opportunities, and success stories through Full Stack branded channels**
  - Increased engagement to 1478 monthly newsletter subscribers
  - Re-launched to feature local leaders & strategic industries/goals each month (clean tech, med tech, youth)

Full Stack Saint Paul - 2024 Org Development

- Drafted and adopted Full Stack Steering Committee Governing Bylaws to clarify leadership roles and advance the following strategic priorities:
  - Building an inclusive tech culture
  - Training & connecting an agile tech workforce
  - Launching tech-powered startups & entrepreneurs

- Developed new Steering Committee structure, including an expanded Executive Board and structure including three new Sub-Committees with advisory roles centered on the priorities above:
  - Promotions, Culture & Outreach Committee
  - Tech Workforce Committee in partnership with Ramsey County WIB
  - Startup & Enterprise Committee

- Secured and oriented three new Chairs to lead Sub-Committees:
  - Dr. Paul Campbell, Brown Venture Group
  - Jaime Wascalus, City of Saint Paul
  - Garrio Harrison, Forage

Executive Board and Sub-Committee Structure

Executive Board
Co-Chairs
- Mayor Carter
- Councilmember Johnson
- Srini Somayajula, Ecolab
- B Kyle, Chamber President

Sub-Committee Chairs
- Garrio Harrison – Promotions, Culture & Outreach
- Jaime Wascalus - Tech Workforce in partnership w/ WIB and Tony Lusiba
- Paul Campbell - Startup & Enterprise

Promotions, Culture & Outreach Committee
Focus: Building an inclusive tech culture
- Marketing, Storytelling & Communications
- Event Production & Sponsorship
- Community Engagement, Resource Bridge Building

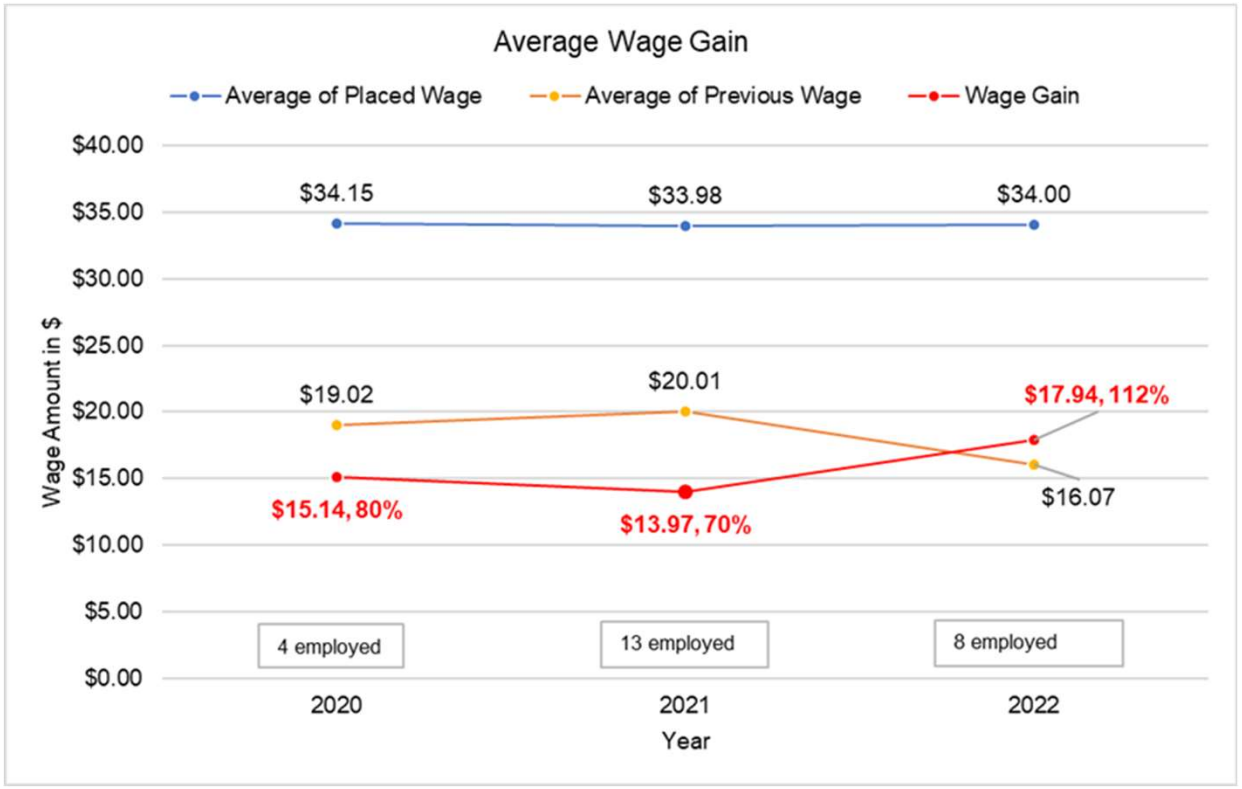
Tech Workforce Committee
Focus: Training & connecting an agile tech workforce
- Tech Training & Placement Opportunities
- Build Employer Relationships
- Ecosystem Advocacy, Coordination w Partners

Startup & Enterprise Committee
Focus: Launching tech-powered startups & entrepreneurs
- Financial and Technical Resources for Tech Powered Startups, Entrepreneurs
- Connect Mentorship Opportunities
- Special Projects, Innovations (Federal Labs, Ecolution, Targeted BREA, etc)

Tech Hire Placement Rate

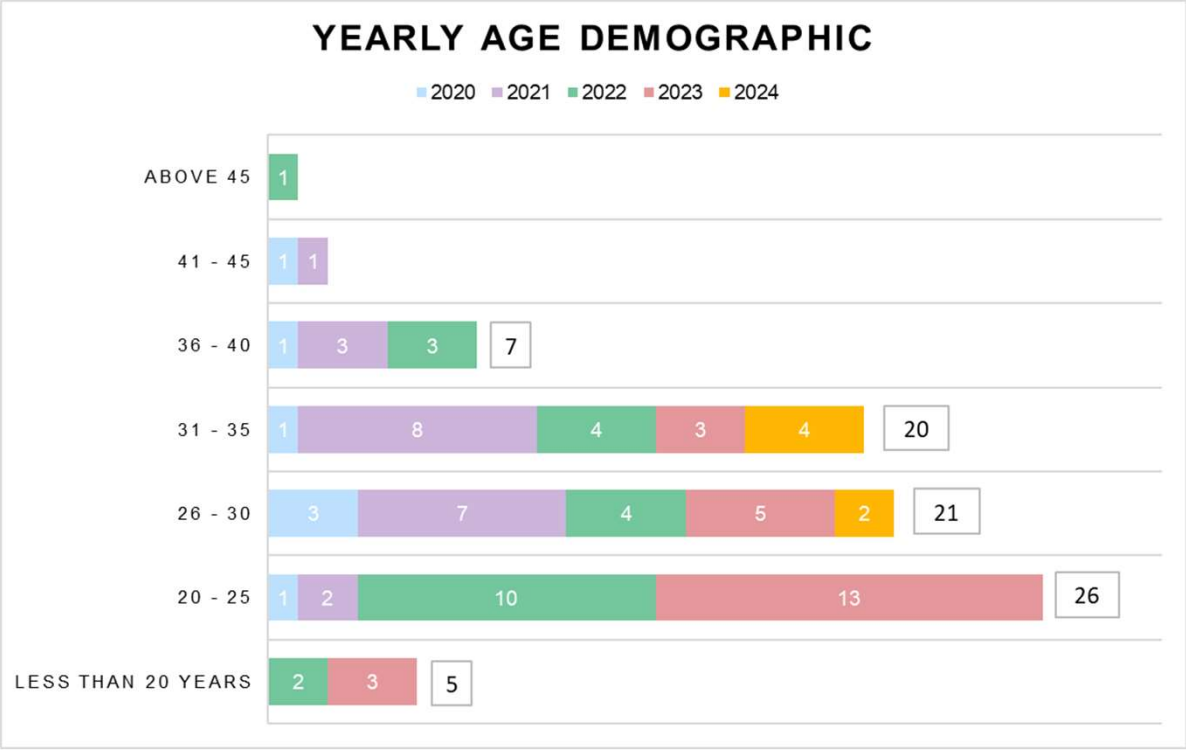
- A total of **82** participants were awarded the MSP TechHire Scholarship & WIOA funding between 2020 to 2024 (through July '24).
- **75** completed the training with a completion rate of **91%**. Six are still in training from 2024 cohort.
- **25** participants have been employed making the employment rate **33%.**

Tech Hire Wage Rate



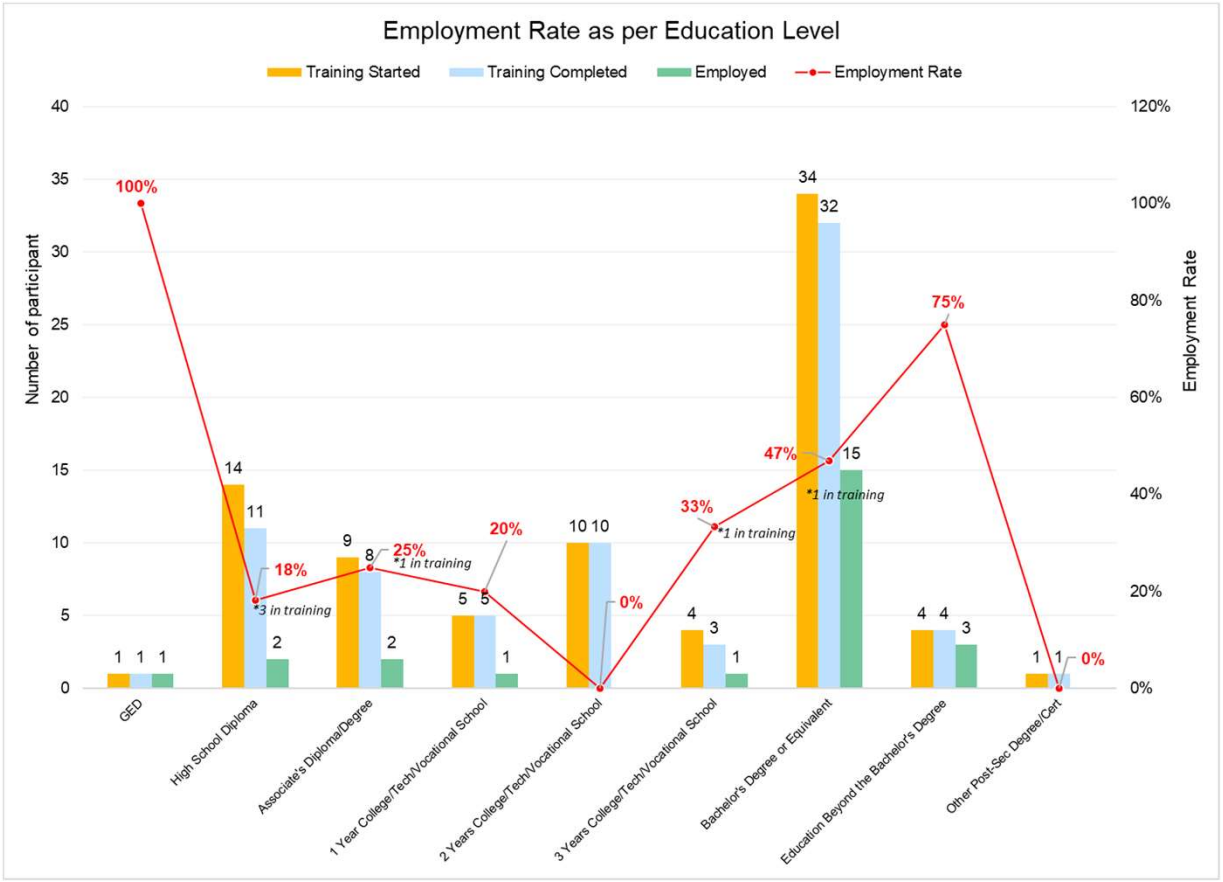
- The overall average placed wage is **$34** from the average previous wage **$19**, a jump by **$15** average wage gain of almost **83%** amongst the 25 placed individuals from the years 2020, 2021 and 2022 cohorts.
- The year 2022 saw the highest jump in the wage gain of almost 112% from an average previous wage of $16.07 to $34.

Tech Hire Age



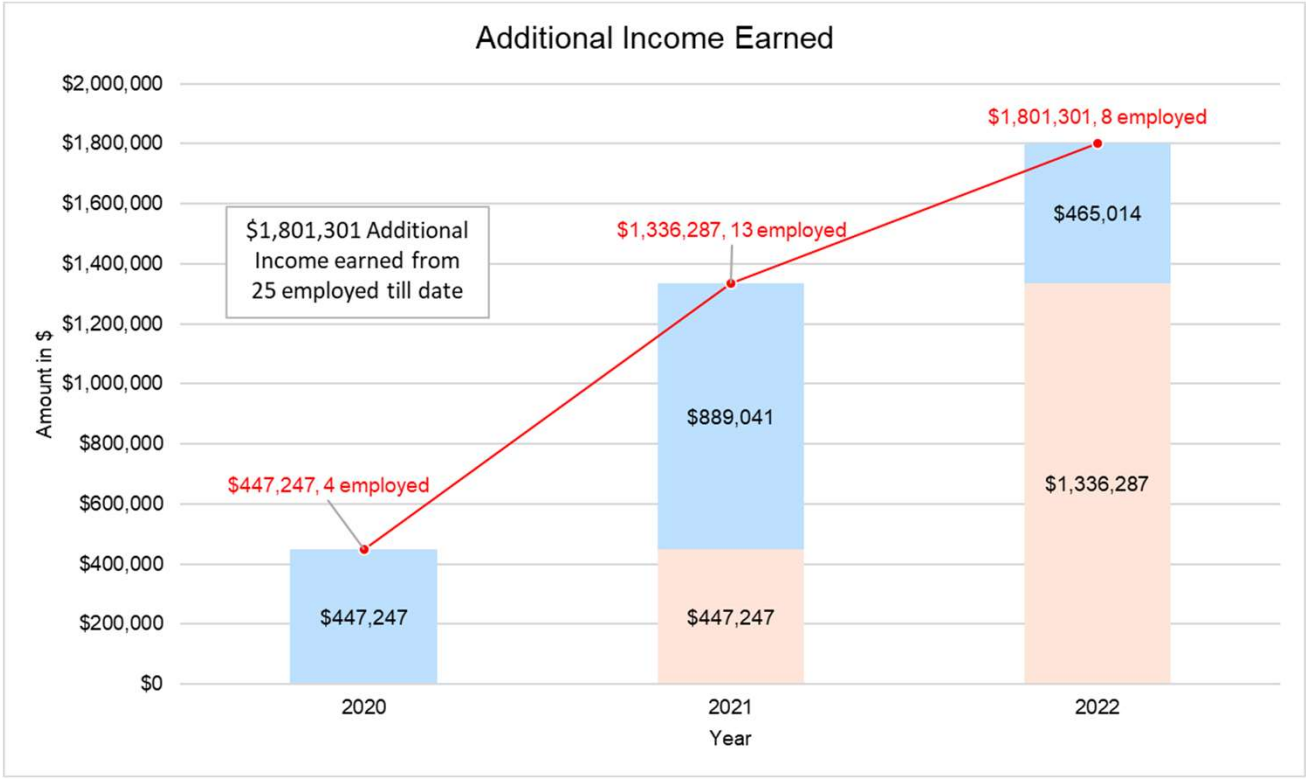
- Most of the scholarship recipients are young adults aged between 20 – 25 years.
- There isn't a set eligibility age requirement for the MSP TechHire program. However, this category might be inflated due to the 16 UI/UX academy participants which required an average age of 24 years. There were 6 UX academy participants in 2022 & 10 in 2023.

Tech Hire Education and Employment level



- We measure the employment rate per education level by comparing the number participants that have been employed in terms of those who have completed their training.
- Although most of the participants that completed the training holds a Bachelor's Degree or Equivalent (32), but their employment rate is only 47%, i.e., only 15 of them have been placed.

Tech Hire Income Gained (reporting estimate)



Full Stack Saint Paul – Tech Fund

- HRA funding from 2020 included $150,000 for a Full Stack Saint Paul led “Tech Fund” with the intention of building an incubator, such as Tech Stars or other strategic business development.
- 2023 committee recommendation was to help launch the Bridgemakers’ tech business accelerator by and for young people underrepresented in the tech community with the full amount.
- Additional infusion of $40,000 in 2025 to continue targeted business development and incubation infrastructure to help launch tech-powered start-ups centered on city-wide goals:
    - Develop social and financial impact “SROI” criteria aligned with city goals such as equity, generational wealth building, sustainability, city procurement, city modernization, and social innovation
    - Flexibility to advance recommendations for targeted business development with key partnerships

Full Stack Saint Paul – 2025 New Partnership Opportunities

- Advance MN MedTech 3.0 Federal Tech Hub and support related industry growth and federal funding applications including:
  - Good Jobs Challenge related to semi-conductor, sustainable plastics, and med tech jobs
  - Built to Scale EDA grant (due end of Oct)
- Build on the NASA Inclusive Innovation Mash-Up Labs with other federal tech transfer offices such as NIH, DOD, DOE
- Connect DEED's Launch MN state innovation ideas to Saint Paul
- Advise on new Forge North regional innovation strategy
- Build on climate career paths with Grid Catalyst, Ramsey County, Resilient Saint Paul
- Expand MN Black Chamber and Hmong Chamber resource outreach partnership

Full Stack Saint Paul – Budget Request

2025 Budget Request: $300,000 Annual Investment

Proposed Sources - $357,500
$300,000 annual investment from Saint Paul's Housing and Redevelopment Authority
$2,500 Forge North grant in partnership with Saint Paul Chamber and Launch MN
$55,000 estimated rollover balance from 2024 budget
$357,500

Proposed Uses - $357,500
$ 180,000 for tech training scholarships, placement support, and paid tech internships
$ 57,500 for communications and marketing staffing on social media, website, public relations
$ 80,000 for strategic tech and innovation event sponsorship and production in community
$ 40,000 for Tech Fund SROI investment impact analysis, reporting strategy, and targeted business development
$357,500