#FullStackSTP

Presented by Mary Rick
October 2019

Full Stack History & Leadership

- In early 2017, former Mayor Coleman and Councilmember Chris Tolbert convened a group of Saint Paul business and economic development leaders to form an Innovation Cabinet and identify a vision for expanding job and business growth in the tech and innovation sectors.

- City of Saint Paul came together with the Saint Paul Area Chamber of Commerce to co-lead the new Full Stack Saint Paul initiative as a public/private partnership and established these bold goals:
  - Increase innovation-related commercial space in the City of Saint Paul by 200,000 sqft
  - Ensure that 50 innovation-focused events will be held annually in Saint Paul
  - Show significantly increased awareness of Saint Paul innovation every year through 2020
  - Add 2,000 tech-related jobs by the year 2020

- Full Stack Steering Committee is now comprised of small, mid, and large tech firms in addition to the City's economic development leaders with these dynamic co-chairs:
  - Mayor Melvin Carter, City of Saint Paul
  - Councilmember Chris Tolbert, City of Saint Paul
  - Srini Somayajula VP, Global Technology Partnerships, Ecolab
  - B Kyle, President, Saint Paul Area Chamber of Commerce

Full Stack Saint Paul is a public-private partnership dedicated to building our tech and innovation sector. We focus on four strategic pillars:
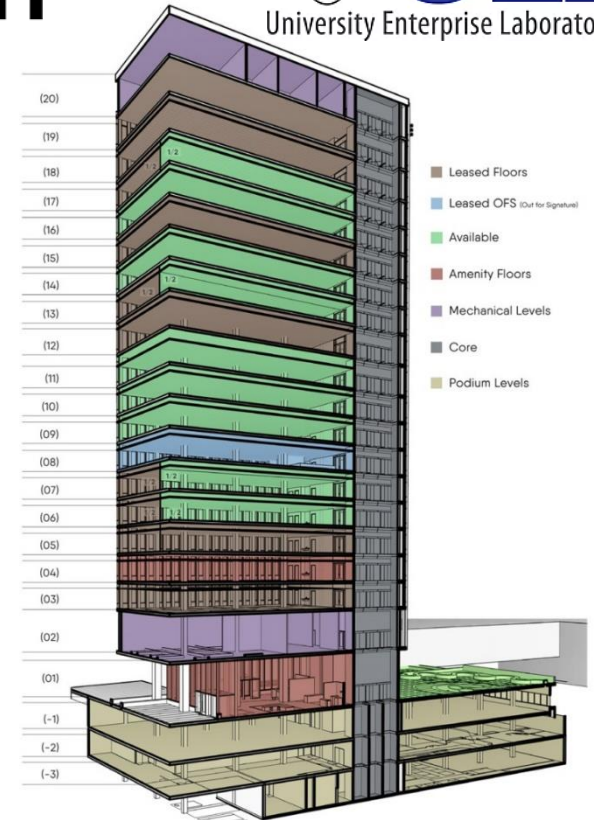
1. **Promotion:** Telling the story of innovation
2. **Places:** Developing an ecosystem of creative places & spaces
3. **Industry:** Advancing tech and innovation businesses
4. **People:** Building diverse tech talent pipelines

Innovation Ecosystem: People, Places, Promoters, and Industry Leaders

Promotion: Telling the story of innovation

- Grew from 0 to 35 to 60 to over 100 tech and innovation events this year!
- Home to signature events, including MinneDemo, Techstars Demo Day, MEDA $1M Challenge, Drone Day, Food Ag Ideas, Future Finance Forum
- Sponsored and supported a new Twin Cities Startup Week Community Hub in the lobby of Osborn370 focused on women and entrepreneurs of color
- Promoting Full Stack Saint Paul and MSP TechHire on MPR and the Current for the first time this fall
- Developing original content and promoting it with partners, social media, and diverse set of reporters

Twin Cities Startup Week Oct 9 – 16

<u>Featured Events and Tracks in Saint Paul</u>

Saint Paul Day 1 – Oct 11th

- [FinTech Summit](#) @ Alliance Field
- [MEDA Million Dollar Challenge](#) @ TPT
- [Smart Cities Track](#) @ University Enterprise Labs

Green Line Day – Oct 14th

- [Food, Ag Ideas Day](#) @ History Center – Oct 14th
- [Startup Stories from the Creative Enterprise Zone](#) @ Can Can Wonderland – Oct 14th
- [State of Work](#) by ConnectUp @ CoCreatz – Oct 14th

Signature Event – Oct 15th

- [TechStars Farm to Fork Demo Day](#) @ Union Depot.

Saint Paul Day 2 – Oct 16th

- [Wellness](#) for Entrepreneurs @ University Enterprise Labs
- [EdTech Track](#) @ Glen Nelson Center, Osborn370
- [Closing Party and Startup Awards](#) @ Science Museum
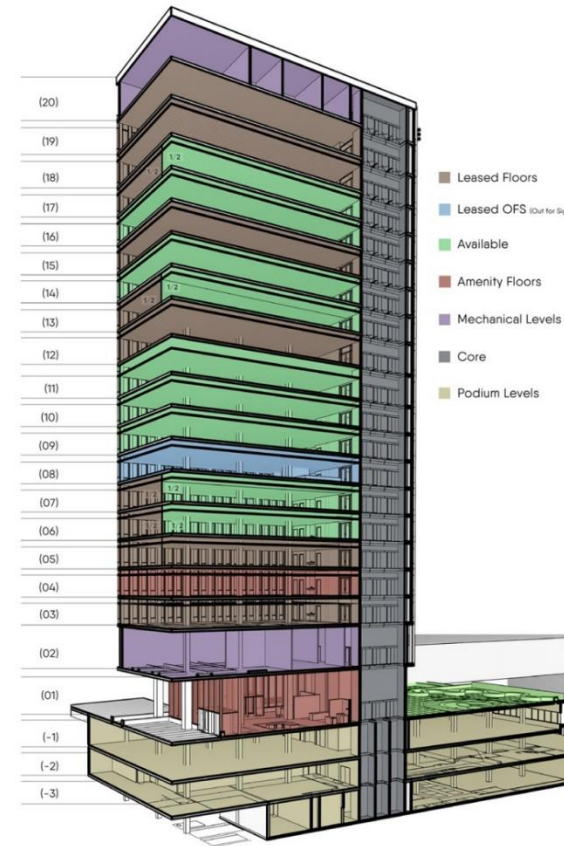
<u>Free Coworking in Saint Paul – All Week</u>

- [Wellworth Coworking](#) @ the 428
- [Glen Nelson Center](#) @ Osborn370

<u>Saint Paul's Community Hub – All Week</u>

Come plan your day, meet fellow TCSW fans, and learn about the Saint Paul diverse tech and innovation ecosystem. @ Osborn370 Lobby

Places: Building a vibrant tech ecosystem of spaces and places

- Osborn370 alone met our goal of 200,000 sq ft of innovation spaces; home to Techstars, Lunar Startups, OnRamp, Reeher, Bootstrappers, and CEI

- Recruited and sponsored events in our downtown and CEZ:
    - MinneDemo at the Ordway
    - Lunar Startups and Forge North launch at the Palace Theatre
    - Techstars Demo Day at Union Depot
    - Drone Day and Twin Cities Startup Week at Science Museum
    - Innovator stories at Can Can Wonderland

- Gathered Full Stack and other business leaders to talk real estate innovation at Minnetronix Medical
    - Alula CEO shared the value of being centrally located
    - Minnetronix reflected on the access to talent in multiple levels and the interest in supporting more local businesses
    - Discussed what leaders like UofMN Real Esate Advisors and Securian are doing to invest

- Excited to welcome the Coven and New Visions Foundation to Saint Paul!

Industry: Advancing tech and innovation companies

Initial FT jobs: 125
Additional job potential: 135

Initial FT jobs: 6
Additional job potential: 300

Initial FT jobs: 66
Additional job potential: 60

Startups accelarated: 16
Serious relocation interest: 6

Current FT jobs: 328
Additional job potential: 220

People: Building diverse tech talent pipelines

Regionally, MSP TechHire's numbers have increased on multiple levels since reporting last year:
- Increased regional participation of people of color from 25% to 45%
- Increased total graduates hired to 1,671
- Increased employer participation to nearly 500 employers
- 86% of regional scholarship students were placed in jobs

Saint Paul's scholarship recipients:
- Of 13 enrolled students last year, 10 completed training and secured jobs in the field with a $26.72/hr average wage, an increase of $16.50/hr
- Average salary for Prime Academy grads was $67,206 with $80,000 high-end salary
- 20 low-income, POC, women residents enrolled in 2019 tech trainings with outreach push right now for winter classes given additional Ramsey matching support

Key program updates:
- Ramsey County WFS committed WIOA dollars to match City of Saint Paul scholarships for MSP TechHire and provide career placement support locally in our libraries
- Received regional Pathways DEED grant to pilot new intro tech trainings in high poverty neighborhoods in both Minneapolis and Saint Paul with a culturally competent teaching assistant
- Ramsey County WFS received DEED grant geared toward girls and women in technology leveraging some of our partners (ABE, New Visions Foundation) and Mayor's Office support
- Supporting new Saint Paul trainers including New Visions Foundation, Transcend IT, with other prospects being recruited

Minneapolis Saint Paul
TechHire

1671 TechHire grads hired

479 Companies hired graduates

177 Scholarships awarded to low-income job seekers

Changing the face of the tech workforce

People of color: 11.6% of the national workforce

People of color: 8.6% of tech workforce

People of color: 45.6% of TechHire graduates

Women: 47% of the national workforce

Women: 25% of tech workforce

Women: 31.2% of TechHire graduates

Full Stack Implementation

Fiscal Impact				FTEs	Funding
General Fund		**Special Fund** **parking asset sale proceeds**		**Additional** *(if applicable)*	**One-time** *(yes/no)*
Spending	Revenue	Spending	Revenue		Yes
		$450,000			

Description

Full Stack is a public-private effort to grow, retain, and attract innovative companies in Saint Paul and accelerate our workforce into high tech jobs. We are 1) driving more innovation activity and sharing the story of Saint Paul's innovation and tech leadership, 2) building diverse tech talent pipelines through accelerated training, 3) advancing and engaging tech companies with real estate support, community building, and equity-focused tech hiring practices, 4) building a world-class, vibrant, inclusive tech ecosystem.

We recommend increasing the program funding to $450,000 for the following:
- $225K for MSP Tech Hire scholarships (continuing)
- $45K for community event sponsorships (continuing)
- $30K for communications support and storytelling (continuing)
- $150K flexible business assistance support for tech start-ups (eg Upsie) and business incubators (eg Techstars), including pre-development and development funding,furniture and equipment, and/or programmatic

Which of the Mayor's strategic objectives does this proposal support?

Economic Justice	Lifelong Learning	Community-first Public Safety
X	X	

Department Strategic Objective	Preserve and increase jobs and tax base	29

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Thank you!

#FullStackSTP