






## 2019 Full Stack Action Plan


City of Saint Paul and Saint Paul Area Chamber of Commerce

Full Stack initiative is promoting the story of innovation in Saint Paul; building diverse tech talent pipelines; advancing tech and innovation organizations with effective BREA and creative real estate focus; and building a vibrant tech ecosystem for today and tomorrow.

Goal	Strategies	Tactics (Lead)	Milestones	Success Measures	Support Needed	Status
1. Make people aware of the vibrant innovation culture and activity in order to attract talent, business investment and events to the City of Saint Paul	<p>Secure outside consultant to implement communications plan, develop messaging, templates, and coordinate Full Stack partners' communications teams.</p> <p>Identify and support innovative events and influencers, especially people of color and women.</p>	<ul style="list-style-type: none"> <li>Hire new contract support for 2019 marketing/comms <b>(City)</b></li> <li>Promote hashtags and platforms and encourage broad use of Full Stack in social media and videos <b>(Consultant)</b></li> <li>Be intentional about featuring, people of color and women, existing innovation and other assets of the City and dispelling myths regarding Saint Paul <b>(ALL)</b></li> <li>Develop long-term plan for creation of website, events calendar, job board and video <b>(ALL – no budget yet)</b></li> <li>Continue relationship development among event coordinators and planners and develop informal and formal supports to attract events to the City and offer sponsorship for marquee events in Saint Paul <b>(City)</b></li> <li>Cultivate tech innovation networks to promote Saint Paul interest in hosting events, ongoing <b>(ALL)</b></li> <li>Present at relevant events to share the story of Full Stack <b>(ALL)</b></li> </ul>	<ul style="list-style-type: none"> <li>Finalize position overview and solicit proposals 3/8</li> <li>Comms consultant, selected 4/1</li> <li>Engage partner 4/30 <ul style="list-style-type: none"> <li>Refine plan</li> <li>Define key success measures and tracking</li> <li>Identify key influencers and influence groups</li> </ul> </li> <li>Develop key targets for event sponsorship and other support in 2019 as well as an internal calendar 4/30</li> <li>Report progress quarterly align plan to outcomes</li> <li>Engage comms partners from Steering Committee, East Team (quarterly)</li> <li>Expand Twin Cities Start-up Week foot print in STP, 10/9-10/16</li> </ul>	<ul style="list-style-type: none"> <li>Support and promote 75 tech and innovation events in 2019</li> <li>Deploy \$40K sponsorship dollars</li> <li>Present FS at 3-4 new community events (InBIA, MinneDemo, TCSW)</li> <li>ED and industry partner participation in coordinated communications plan and Full Stack embedded into their programming (i.e., SPACC innovation award, Greater MSP indices, etc.)</li> <li>Full Stack story integrated in partner messaging, collateral, events, and videos about STP</li> <li>Attempt to baseline and increase in number of STP innovation based social media posts, media stories, videos, web testimonial.</li> <li>Active sharing of internal calendars and key events</li> </ul>	<p>East Team &amp; FSSC needed to engage their marketing teams &amp; influencers on regular basis</p> <p>Support to build a longer term plan</p>	 <p>RFP drafted and outreach list being finalized</p> <p>Internal event list is being developed</p> <p>\$30K secured of \$65K suggested for marcomms</p> <p>\$40K secured for sponsorship</p>

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2. Increase STP residents' equitable access to tech training, education and high-quality jobs and opportunities	<p>Collaborate with existing metro-wide / state-wide efforts and industry to encourage employer investment in pathways and hiring of talent from underserved communities</p> <p>Identify key pathways and high potential tech sectors to focus on (ie cybersecurity, medtech, tech entrepreneur, adv manuf)</p>	<ul style="list-style-type: none"> <li>Leverage existing partner resources to hone collective focus and increase promote of high-quality tech innovation jobs and training programs in Saint Paul - Greater MSP BE MSP Professionals of Color – network <b>(SPACC)</b>, IT recruiters, GMWC Sector academy <b>(City)</b>, Make it MSP Tech <b>(City)</b></li> <li>Sponsor Saint Paul residents with the MSP Tech Hire program designed to train underrepresented community members in coding and IT <b>(City)</b></li> <li>Engage industry leaders in Saint Paul to support and grow existing pathway initiatives pilot new initiatives, internships, training programs, and career awareness; particularly w/underserved pp <b>(SPACC)</b></li> <li>Explore and promote adoption of intentional employment strategies, such as aptitude-based hiring criteria and reentry, as best practice in Saint Paul <b>(SPACC)</b></li> <li>Develop a quick resource guide for people trying to get into the tech space and find training programs <b>(City)</b></li> <li>Research successful programs in other cities leveraging MacRoss research hours <b>(Consultant)</b></li> </ul>	<ul style="list-style-type: none"> <li>Confirm City of Saint Paul investment in MSP TechHire, 1/1</li> <li>Convene industry leaders to develop pilot program focused on jobs and pathways for under-served populations, 6/30</li> <li>Work with partners, industry and professional associations to embed Full Stack messaging in job boards and career fairs, to recruit and hire more underserved populations, 6/31</li> <li>Contribute to the GMWC IT Sector strategy recommendations and final session 7/1</li> <li>Share learnings from other cities 10/31</li> <li>Identify shared measures and methods for tracking, 11/15</li> </ul>	<ul style="list-style-type: none"> <li>Increase MSP TechHire investment and number of scholarships from 20pp to 25pp <ul style="list-style-type: none"> <li>Increase placement and salaries \$ for underserved populations</li> </ul> </li> <li>Number of job boards with Full Stack messaging and increased candidates and hires from local underserved populations</li> <li>Number of local companies participating in pilot program</li> <li>Number of existing pipeline programs focused or with increased focus on pathways to tech innovation jobs</li> </ul>	<p>FSSC needed to participate in pilot, advise on workforce pipeline strategies, and share job opportunities</p> <p>Diverse population segments tech focused partners committed to the Full Stack program</p>	 <p>City of Saint Paul investment in MSP Tech Hire approved</p> <p>Full Stack industry co-chair has agreed to convene meeting of industry leaders</p> <p>City participating in GMWC Sector, Make it MSP Tech</p>

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3. Grow Saint Paul's tax and job base with technology-driven organizations oriented toward the future	<p>Create an ecosystem of high-quality real estate solutions that provide the environment and amenities to attract and retain tech businesses</p> <p>Identify both innovation corridors to focus on (Central + neighborhoods) as well as high potential sectors (Cybersecurity/Medtech)</p> <p>Engage industry leaders about their short and long-term facility and workforce needs</p>	<ul style="list-style-type: none"> <li>Target realtors, developers and companies with interest in high tech/innovation office space to identify properties, ROI and listings well suited for the tech and innovation sector <b>(East Team)</b></li> <li>Build the business case for why high tech/innovation-based workplaces serve as predictor in hiring technical talent <b>(GMSP)</b></li> <li>Share information demonstrating ROI; case studies and information exchange among shareholders <b>(ALL)</b></li> <li>Make accessible and disseminate frequently, opportunities for real estate investment in Saint Paul, including RFI Ready materials <b>(City)</b></li> <li>Explore creation of concierge service or destination for realtors <b>(East Team)</b></li> <li>Conduct industry/employer focused surveys, pilot, and/or events in order to engage leaders and ensure we're gathering their most current needs <b>(East Team)</b></li> <li>Research successful programs in other cities for tech sector BREA (learning from in-person and Forge North visits as well) <b>(East Team/Consultant)</b></li> <li>Promote start-up and real estate funding opportunities (Angel Tax Credit, Impact Investing, STAR, OZs, etc) <b>(East Team)</b></li> </ul>	<ul style="list-style-type: none"> <li>Partner with BOMA to develop targeted and accessible listing of STP available real estate, 4/30</li> <li>Engage East Team to support BREA and messaging specifically for the tech and innovation sector 5/31</li> <li>Hold broker/developer "tour" to discuss vision for STP and invite investment, 6/31 and periodically</li> <li>Prepare a Mock RFI for a large tech company 7/31</li> <li>Convene industry to discuss tech innovation office space as a catalyst for economic growth and hiring and attraction, <b>(SPACC/East Team)</b> 8/30</li> <li>Visit 1-2 different cities that STP would want to model from 10/31</li> <li>Highlight current spaces and opportunities for investment as part of communications team messaging, Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Number of net new tech innovation office space leased/ purchased</li> <li>Increased investment in tech innovation space remodeling or construction</li> <li>Number of retained and newly recruited (5 goal) tech companies and entrepreneurs</li> <li>Number of tech and innovation jobs opened and maintained</li> <li>Coordinated messaging for recruitment and retention among ED partners</li> </ul>	<p>East Team needed for RFI, BREA</p> <p>FSSC needed to review tech city models and real estate needs</p> <p>Financial support to visit 1-2 cities</p>	 <p>BOMA working on centralized solution for property inventory with East Team partners</p> <p>Regional incentives for job location or expansion in development among the East Team</p>

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4. Leverage the City's technology and innovation community to solve city challenges of today and tomorrow.	<p>Learn from city leaders from across the country and internationally</p> <p>Engage innovative events, like hackathons to solve social challenges</p> <p>Collaborate with our tech ecosystem partners</p>	<ul style="list-style-type: none"> <li>Learn from cities engaged with Code for America and/or attend Code for America conference <b>(City, Consultant)</b></li> <li>Engage hackathons for good, like CodeSwitch to solve social challenges and engage new diverse populations <b>(City)</b></li> <li>Collaborate with our tech ecosystem partners at MSP Tech Hire, Forge North, Techquity, GMWC, Make It. MSP, new MN Innovation Collaboration to build sector, learn best practices, and get business leads. <b>(ALL)</b></li> <li>Collaborate with youth tech and/or entrepreneurship training programs such as Everyone Can Code, Right Track, Junior Achievement, New Visions <b>(City)</b></li> </ul>	<ul style="list-style-type: none"> <li>Completed 1 tech city visit, 10/31</li> <li>Sponsored 1 tech event focused on solving social, enviro, econ challenges of STP, 10/1</li> </ul>	<ul style="list-style-type: none"> <li>Viewed as a partner and collaborator in the community</li> <li>Building list of aspirational program ideas and needs for the future</li> <li>Integrating FS work within City</li> </ul>	<p>Align with city offices and depts: OTC, Resilience, Innovation, SPPS, Libraries, Parks</p> <p>Financial support to visit 1-2 cities</p>	 <p>FS participating in Make it MSP Tech, Everyone Can Code/Tech for All</p>