

2020 BUSINESS AWARDS

VERONICA VALDES-PEREZ



AWARD CATEGORIES

- Traditions Award - Honoring a business that has been active in Saint Paul for more than 5 years.
- New Kid on the Block Award - Honoring a business that has opened in Saint Paul within the last five years.
- Good Neighbor Business – Honoring a business that shows a dedication to improving the community. There are many ways a business can be a “good neighbor” – providing jobs and services to the hard-to-employ, building solid relationships with the neighborhood, partnering with local nonprofits – anything that helps Saint Paul build vibrant, economically sustainable neighborhoods.
- People’s Choice Award- Honoring a business that is recognized for its excellence by Saint Paul residents.

PROMOTION

- Council Support
- Promotion included
 - General press release delivered to local media, including GovDelivery accounts
 - Reaching out to past winners for statements regarding the awards process
 - Using winners' statements for social media promotions



Councilmember Rebecca Noecker, St. Paul City Council Ward 2

February 21 at 1:35 PM · 🌐

There is only ONE WEEK LEFT to nominate a local business for the 2020 St. Paul Business Awards!

If you are a business owner or know a local business that deserves some love, you can submit a nomination at <https://www.stpaul.gov/2020-saint-paul-business-award-nomin...> until next Friday, February 28th.

Past winners include Urban Growler Brewing Company, a St. Paul Brewery and the first women-owned microbrewery in Minnesota. Owner Jill Pavlak stated, "We were extremely honored to win the St. Paul Business Award. Any type of recognition is a boost... We see the award as an indication that we are headed in the right direction."



6

3 Comments



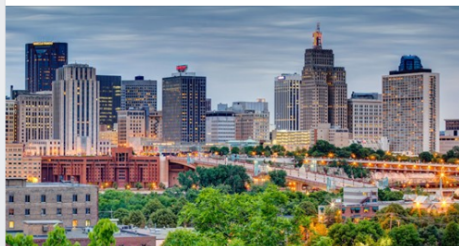
Saint Paul Councilmember Amy Brendmoen, Ward 5

February 28 at 9:13 AM · 🌐

This week is the final day to nominate a business for 2020 Saint Paul Business Award. Past winners, such as Caydence Records and Coffee, have enjoyed valuable recognition in the St. Paul community.

Owner Gregg stated, "It felt uplifting to be recognized with a St Paul business award! We, along with most every small business, dedicate more than time and money to open such an operation and we are thankful to be recognized."

Nominate or apply before the end of today!



STPAUL.GOV

2020 Saint Paul Business Award Nomination Form

The City Council first launched business awards recognition in 2017. The...



City of Saint Paul - Government

February 12 at 2:19 PM · 🌐

The Saint Paul City Council is now accepting nominations for its 4th annual Business Awards.

Past winners include Urban Growler Brewing Company. Owner Jill Pavlak stated, "We were extremely honored to win a St. Paul Business Award. We see the award as an indication that we are headed in the right direction."

Nominate your favorite Saint Paul business by visiting <https://www.stpaul.gov/2020-saint-paul-business-award-nomin...>



STPAUL.GOV

2020 Saint Paul Business Award Nomination Form

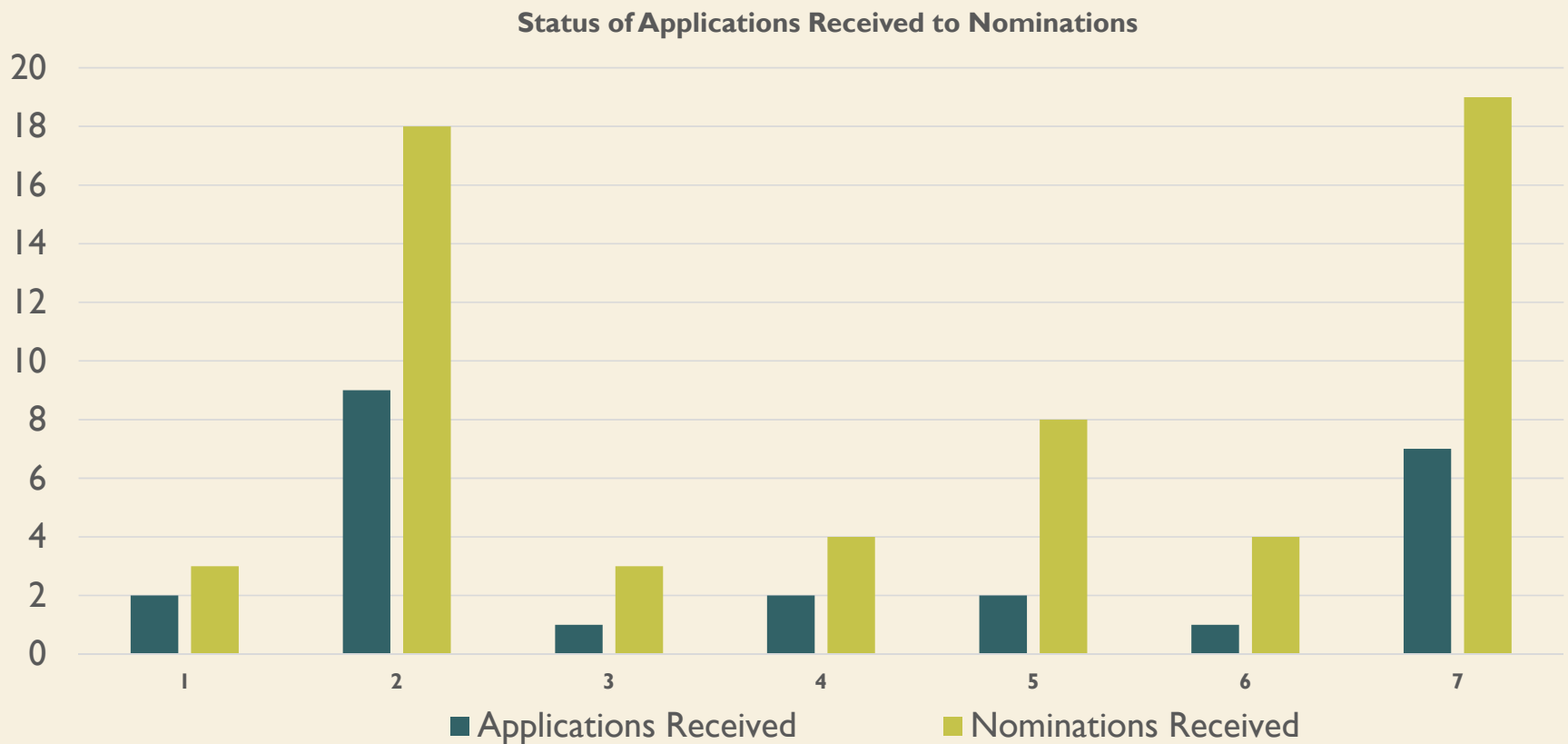
The City Council first launched business awards recognition in 2017. The...



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1 Comment 10 Shares

STATISTICS BY WARD OF APPLICATIONS AND NOMINATIONS



Ward 1: 67% of applications complete

Ward 2: 50% of applications complete

Ward 3: 33% of applications complete

Ward	Completion Percentage
Ward 4	50%
Ward 5	25%
Ward 6	25%
Ward 7	37%

Ward 4: 50% of applications complete

Ward 5: 25% of applications complete


Ward 6: 25% of applications complete

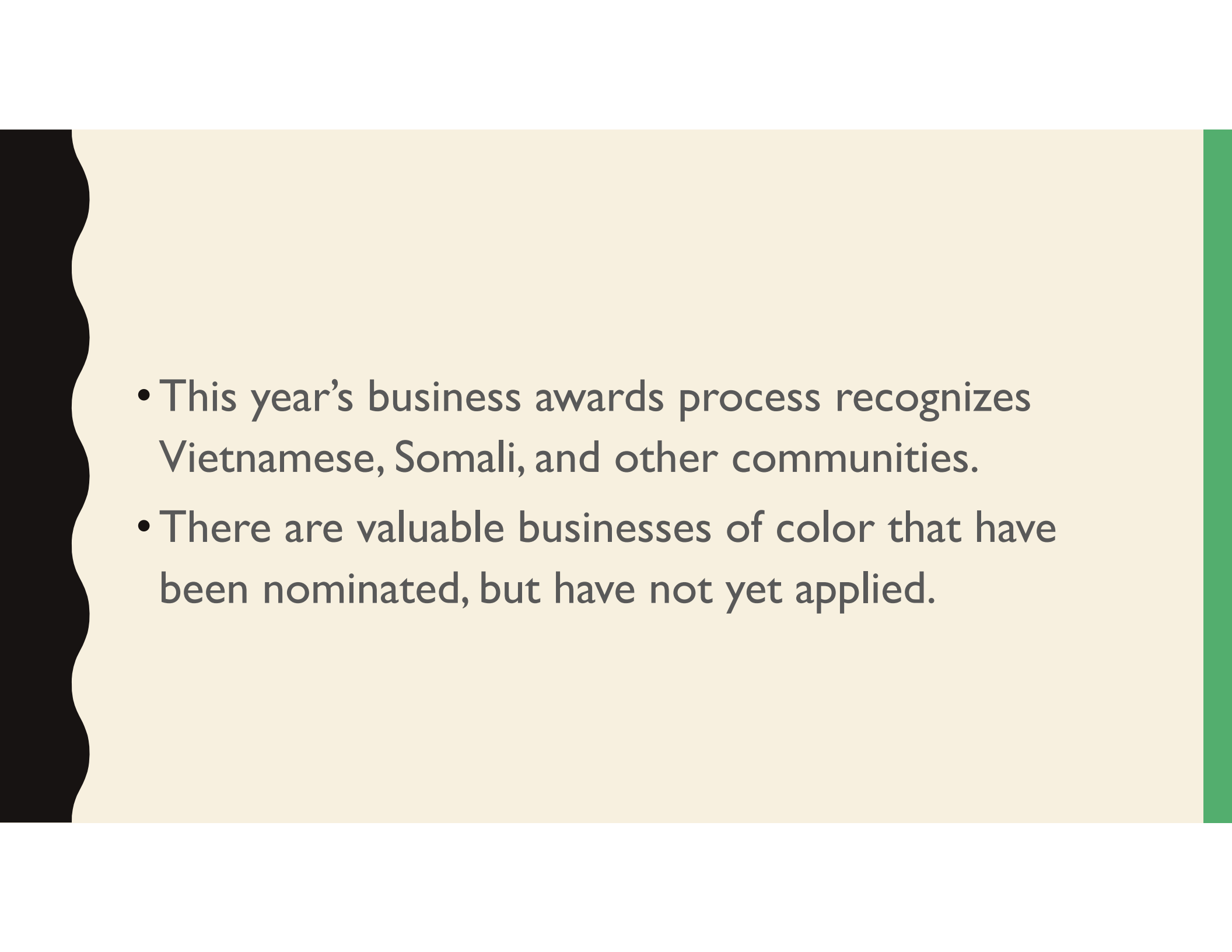
Ward 7: 37% of applications complete



33% of
completed
applications are
of minority-
owned
businesses

55% of
completed
applications are
of women-owned
businesses



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- This year's business awards process recognizes Vietnamese, Somali, and other communities.
 - There are valuable businesses of color that have been nominated, but have not yet applied.

DEADLINE FOR APPLICATIONS

Friday, March 6th is the final deadline for businesses to submit their application

SELECTION COMMITTEE

- The selection committee will meet on March 18th
- Formation of the Selection Committee Members:
 - El Burrito Mercado
 - Tongue in Cheek
 - Brake Bread,
 - Wet Paint
 - Securian Financial
 - A Johnson & Sons Florist
 - Urban Growler Brewing Company

WHAT TO EXPECT MOVING FORWARD

- Vetting of nominated businesses
- Selection committee/deliberation of this year's winners
- Business Awards video content development with Nick Nelson from OTC-Media Services
- Award ceremony
- Press Release, Social Media and GovDelivery announcement of winners