Full Stack Saint Paul
Housing & Redevelopment Authority
March 6, 2024

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

fullstacksaintpaul.com

Agenda

- History & Mission
- Leadership & Partners
- Recent Program Highlights
- 2024 Budget & Strategic Priorities

History

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 Jobs Cabinet and identify a vision for expanding job and business growth in the tech and innovation sectors.

City of Saint Paul then approached the Saint Paul Area Chamber of Commerce to **co-lead the new Full Stack Saint Paul initiative as a public-private partnership**. Together, the Innovation Jobs Cabinet and a local research team established three strategic pillars of **People, Places, and Promotion** and the following three-year goals:

- Increase innovation-related commercial space in the City of Saint Paul by 200,000 sq ft
- 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 Saint Paul proudly celebrated success in achieving these ambitious goals and the team's work to spread the importance of this vision with a wide range of stakeholders. (See Innovation Cabinet 3 Year Report)

Mission Re-focused in 2020

TwinCities.com PIONEER PRESS

Full Stack St. Paul business initiative re-launches with new members, website — and optimism

McGough Construction was general contractor on Bio-Techne's $60 million expansion from Minneapolis into the old Molex copper building, 22 Empire Drive, St. Paul, photographed on Sept. 30, 2020. (Frederick Melo / Pioneer Press)

By FREDERICK MELO | fmelo@pioneerpress.com | Pioneer Press
August 29, 2021 at 5:41 a.m.

StarTribune

St. Paul helping small restaurants recover from COVID, civil unrest

St. Paul's Restaurant Resiliency Program designed to help owners that lack the expertise to build an online business.

By James Walsh Star Tribune | SEPTEMBER 16, 2021 — 8:28PM

JEFF WHEELER, STAR TRIBUNE

Jamie Rattanapamonsook visited with her daughter, Mercy, 8, while her son, Anson, 9, gathered chairs to build a fort as they finished eating in a back room.

MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL

Spirit of collaboration and equity drives Saint Paul tech scene

Jenni Severson, Vivacity Tech, left, and Ling Becker, Ramsey County, are on the Full Stack Steering Committee.

By Katy Smith – Contributor
Sep 13, 2023

Mission

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

Leadership

Full Stack Steering Committee is an advisory committee comprised of 20 plus private and public sector leaders including representatives from small enterprises, tech training firms, large fortune 500s, and economic development partners.

Co-Chairs

- Mayor Melvin Carter, City of Saint Paul
- Councilmember Cheniqua Johnson, City of Saint Paul
- Srini Somayajula VP, Global Technology Partnerships, Ecolab
- B Kyle, President, Saint Paul Area Chamber of Commerce

A few of our active member leaders include:

- Paul Campbell, Brown Venture Group, leading MN's first black led VC firm, federal tech transfer with NASA
- Ling Becker, Ramsey County Workforce Solutions, leading complimentary investments, Tech Month events
- Caroline Karanja, Hack the Gap, training community members in technology and placing with local internships
- Jeff Aguy, 2043 and Stephanie Hammes-Betti, US Bank both served as reviewers/selection committee for Bridgemakers' Tech Fellowship

Partners

SAINT PAUL
MINNESOTA

ST PAUL
AREA CHAMBER

START UP
FULL
STACK
SAINT
PAUL
SCALE UP

Minneapolis Saint Paul
TechHire

RIGHT
TRACK
SAINT PAUL. YOUTH JOBS.

BETA

NCXT
Our Best World

mntech
Minnesota Technology Association

BRIDGEMAKERS
YOUTH LEADING CHANGE

GRIDCATALYST

GREATER
MSP
Partnership

MINNESTAR

<BLACK TECH TALENT/>

Workforce
Innovation Board
of Ramsey County

tech4all

FORGE
NORTH

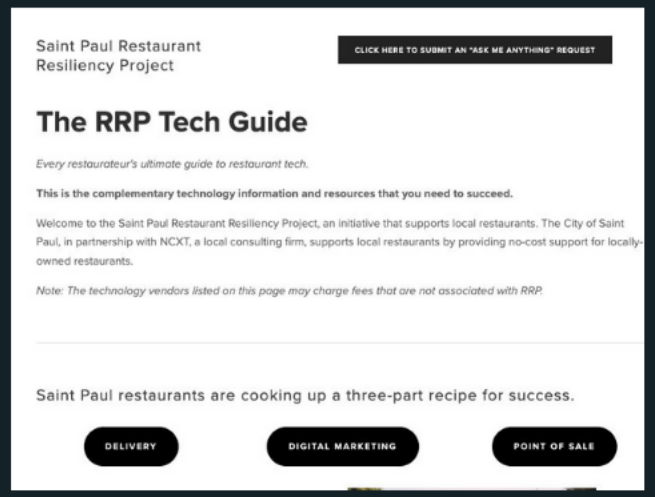
Bridgemakers Tech Entrepreneur Fellowship

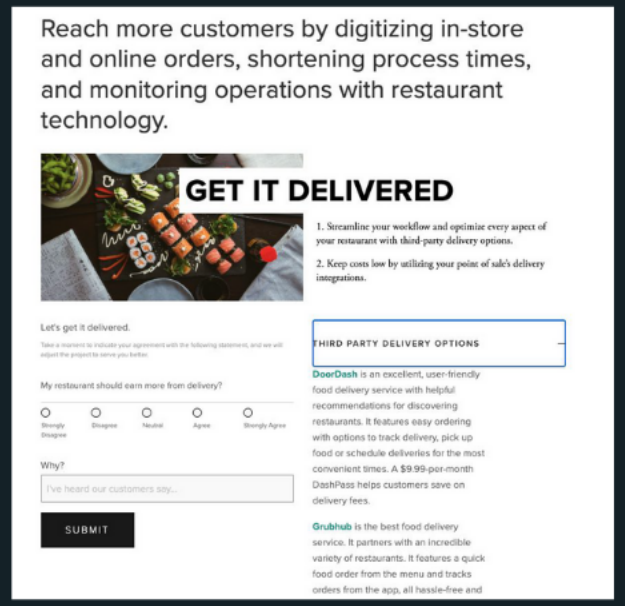
"We are really investing in our young people, where a seed planted today will bear fruits for a generation."
- Cole Stevens, Bridgemakers' Chief Impact Officer

- Tailored mentorship
- An intensive curriculum
- Business stipend to support under-resourced youth entrepreneurs (ages 18-25)
- Currently 8 cohort members

Restaurant Resiliency Project

- **38 Saint Paul restaurants** received Ask Me Anything (AMA) consulting services
- **8 Webinars** were conducted and posted on YouTube
- **RRP Tech Guide** was released and distributed via email to provide on-demand access technology resources and advice
- **400+ digital audit activities** conducted and used to produce the Digital Capabilities Index





"Their services are second to none. They have experts in whatever you need in-terms of building your brand. They're a one-stop shop. Better yet, they stay connected, they're willing to extend assistance."

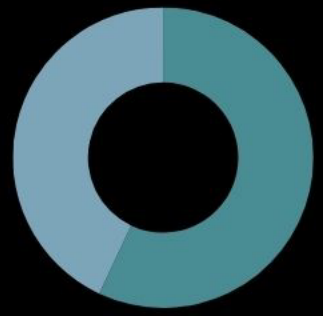
- Gerry, owner of Trinity House Coffee

MSP TechHire

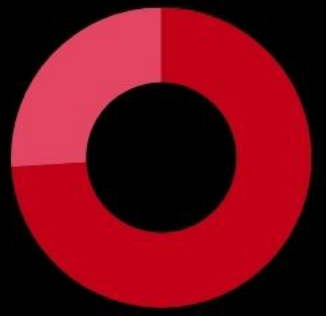
Provided full tech training scholarships in partnership with Right Track and Ramsey County WFS for **27 Saint Paul job seekers**

- 17 Adult TechHire Scholarships awarded at $189K
- 10 UX Academy Right Track Youth scholarships funded by ARPA at $ 74K (up from $49k)

2023 MSP TechHire Participants



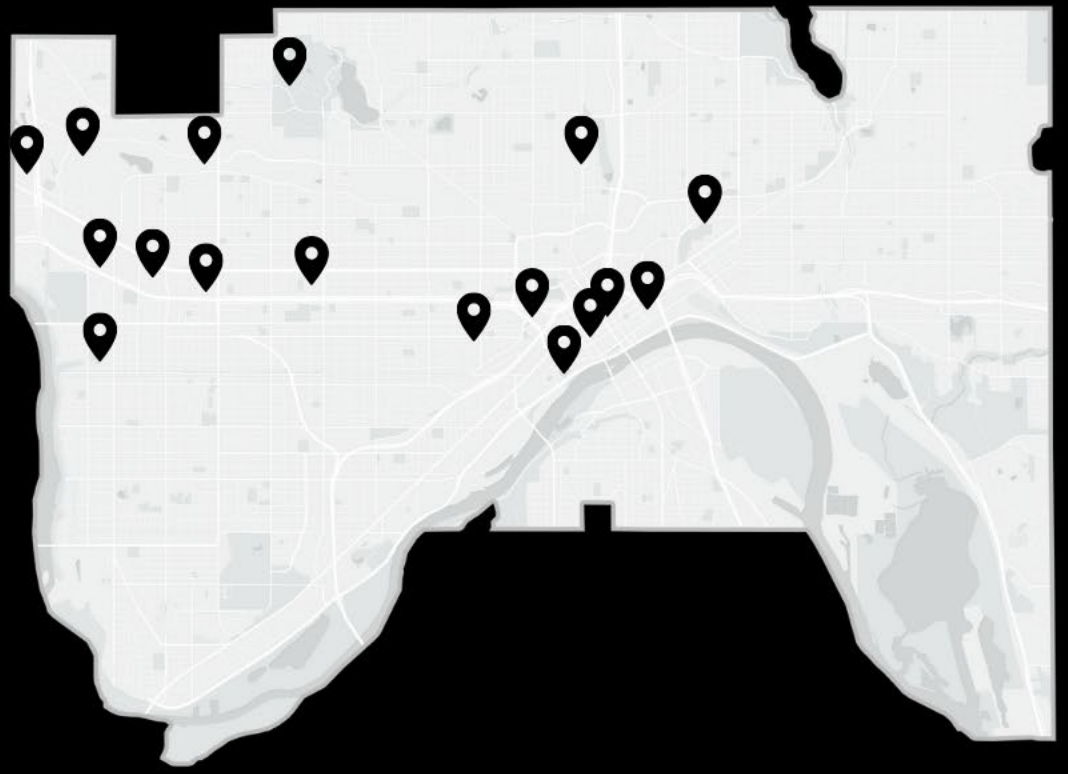
57% of our participants identified as a woman



74% of our participants identified as a person of color

14 Tech Events Sponsored

- Full Stack sponsored 14 Tech Events in 2023
- 4,370+ in-person attendees
- 143,000+ individuals reached through email and social media



GRID CATALYST

Open Source North

May 24th, 2023 | Saint Paul, MN

TWIN CITIES STARTUP WEEK

the Watering
presented by Fearless Commerce®

black tech talent SUMMIT 2023

FAI WEEK
FOOD AG IDEAS

NCXT
Our Best World
Our Best World Conference 2023

tech•talent™
inspire › hire › develop › retain

RIGHT TRACK
RIGHT TRACK
RIGHT TRACK

AMPLIFYING TECH AND INNOVATION IN SAINT PAUL

Tech4All Event

“I would have never been able to expose my students to those events without Full Stack.“

- Mary Voigt, Johnson High School teacher

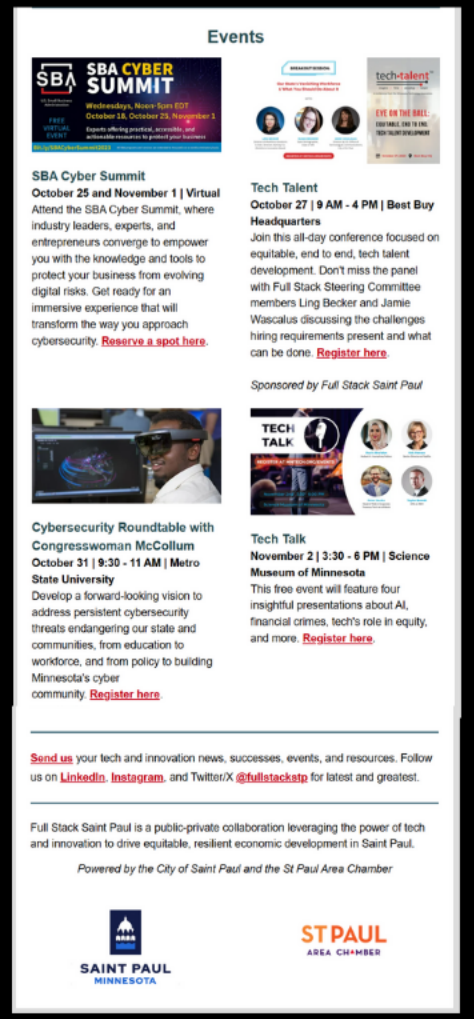
We don't have a way to expose kids to VR and there was tons of that. Kids loved the drones and the Sumo Robotics. Kids that attended had a great time while learning which was the best outcome I can ever hope for. Stuff like Tech 4 All makes students believe they are special and that these careers can be for them too.

News Stack

Each edition has a story feature, the latest tech and innovation news from Saint Paul, upcoming events, resources for entrepreneurs and tech needs for businesses, and innovative places.

- **1,318** Email Subscribers as of November
  - 225 new subscribers (20% increase)
- Average Open Rate 14% (116 unique opens)

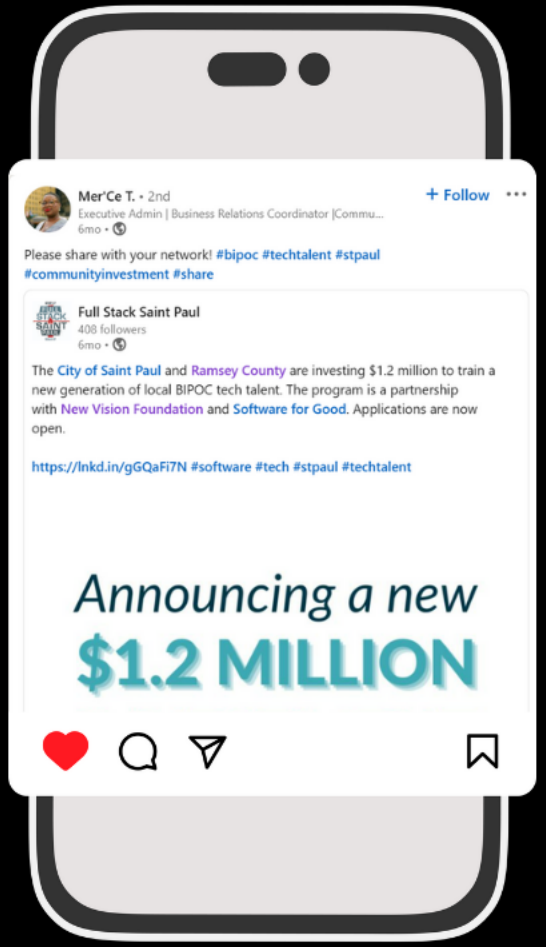
Submit Saint Paul Tech News at
fullstacksaintpaul.com/news



Social Media

2023 Top Shared Posts

- BETA State of the State
- Minnesota 2nd highest business survival rate in U.S.
- Tech4All Event
- STEM & Wealth Building Summit Event
- Bridgemakers' Tech Entrepreneur Fellowship Cohort Announcement



Use Your Social Media networks to Share Full Stack posts, blogs, and News Stack links!

2024 Budget and Strategic Priorities

Full Stack Saint Paul – Budget Adopted (Dec 6, 2023)

2023 estimated carry forward ~$100,000 (2023 budget $512K)
2024 proposed investment $300,000

Proposed Uses - $400K

- **$200,000** for tech training scholarships, placement, & wraparound support via Tech Hire*
- **$60,000** for communications and marketing staffing on social media, website, public relations
- **$90,000** for strategic event sponsorships and execution of community tech and innovation events
  - Increase emphasis on building inclusive tech culture, intentional learning and networking exchanges, Tech for All intersections (e.g. Johnson High School event), and digital equity
- **$50,000** for Bridgemakers' Tech Fellowship (encumbered)**

***Scholarship funds supplemented in 2023 by ARPA funding in partnership with Right Track for the UX Academy**
**** County/City committed to two more Bridgemaker cohorts via Learn and Earn ARPA partnership**

Strategic Priorities – 2024

Building an Inclusive Tech Culture	Training & Connecting an Agile Tech Workforce	Launching Tech-Powered Startups & Entrepreneurs	Highlighting & Activating Innovation Spaces
• Community leadership & representation • Intentional community outreach, communications & events sponsorship • Share best practices, build bridges with technical leaders and community	• Provide tech training scholarships • Connect scholars to services & internships • Build employer relationships • Coordinate with stakeholders & partners	• Connect entrepreneurs & startups to financial and technical resources • Connect more mentors in community • Advance city-wide social innovations, climate tech & entrepreneurial partnerships	• Promote wide range of city's innovation spaces • Develop innovation space marketing partnerships (VSP, CEZ, East Side) • Strategically connect tech/inno event partners • Cross-promote MSP as Med Tech Hub

Opportunities to Engage

- Participate in Tech Month (May) as guest, speaker, or mentor
- Ideate and recommend events in your Ward for sponsorship or promotion
- Follow Full Stack on social and subscribe to our monthly e-newsletter
- Provide a shout out on why you think Full Stack and this type of work is important
- Share the new video, resources, and events