



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.

fullstackstpaul.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
- Sрни 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



Minneapolis Saint Paul
TechHire

HACK<+he>GAP



RIGHT
TRACK

SAINT PAUL. YOUTH JOBS.

BETA

NCXT

Our Best World



PRIME



mntech
Minnesota Technology Association



GRID CATALYST



* MINNESTAR

GREATER
MSP
Partnership

Workforce
Innovation Board
of Ramsey County

tech4all



FORGE  NORTH

Bridgemakers Tech Entrepreneur Fellowship

TECH ENTREPRENEUR FELLOWSHIP

For Saint Paul Residents: Join a 6 month cohort of 8 young entrepreneurs looking to start their business and support their community! Starts late summer.



\$1,200/MO LIVING STIPEND + \$5,000 BUSINESS STIPEND PROVIDED!

WHO'S IT FOR?

This fellowship is designed for young tech-focused entrepreneurs (ages 18-25) in the idea stage, prioritizing youth from low-income backgrounds, youth of color, or youth otherwise facing the most barriers to entrepreneurship.

YOU'LL LEARN TO:

- ✓ Define your ideal customer
- ✓ Improve your idea/product
- ✓ Create a business plan + budget
- ✓ Tell your story and pitch
- ✓ Build your network
- ✓ Understand Leadership



RSVP NOW!

FULL APPLICATION
COMING SOON

BROUGHT TO YOU BY



POWERED BY



“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

Bridgemakers' Tech Entrepreneur Fellowship Cohort

BRIDGEMAKERS
YOUTH LEADING CHANGE

POWERED BY

START UP
FULL STACK SAINT PAUL
SCALE UP

Nadra Mohamed
Minneapolis

Draw Kinkade
Flavor World

Jaida Marie
@JaidaMarie

Devin Boeing
Cryptic Investing

George Brice
Supreme IT

Marianna Xiong
UP

Mohamed Bune
NEXA Software Co.

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



Saint Paul Restaurant Resiliency Project

[CLICK HERE TO SUBMIT AN "ASK ME ANYTHING" REQUEST](#)

The RRP Tech Guide

Every restaurateur's ultimate guide to restaurant tech.

This is the complementary technology information and resources that you need to succeed.

Welcome to the Saint Paul Restaurant Resiliency Project, an initiative that supports local restaurants. The City of Saint Paul, in partnership with NCXT, a local consulting firm, supports local restaurants by providing no-cost support for locally-owned restaurants.

Note: The technology vendors listed on this page may charge fees that are not associated with RRP.

Saint Paul restaurants are cooking up a three-part recipe for success.

DELIVERY **DIGITAL MARKETING** **POINT OF SALE**

Reach more customers by digitizing in-store and online orders, shortening process times, and monitoring operations with restaurant technology.

GET IT DELIVERED

1. Streamline your workflow and optimize every aspect of your restaurant with third-party delivery options.
2. Keep costs low by utilizing your point of sale's delivery integrations.

Let's get it delivered.

Take a moment to indicate your agreement with the following statements, and we will adjust the report to serve you better.

My restaurant should earn more from delivery?

Strongly Disagree Disagree Neutral Agree Strongly Agree

Why?

I've heard our customers say...

SUBMIT

THIRD PARTY DELIVERY OPTIONS

DoorDash is an excellent, user-friendly food delivery service with helpful recommendations for discovering restaurants. It features easy ordering with options to track delivery, pick up food or schedule deliveries for the most convenient times. A \$9.99-per-month DashPass helps customers save on delivery fees.

GrubHub is the best food delivery service. It partners with an incredible variety of restaurants. It features a quick food order from the menu and tracks orders from the app, all hassle-free and

"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."

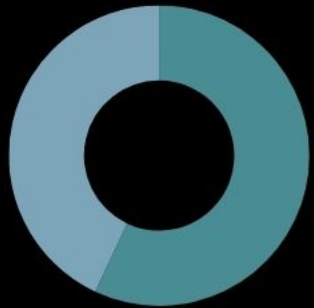
- Gerry, owner of Trinity House Coffee

MSP TechHire

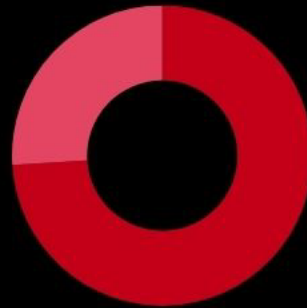
Provided full tech training scholarships in partnership with Right Track and Ramsey County WFS for **27 Saint Paul job seekers**

- 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



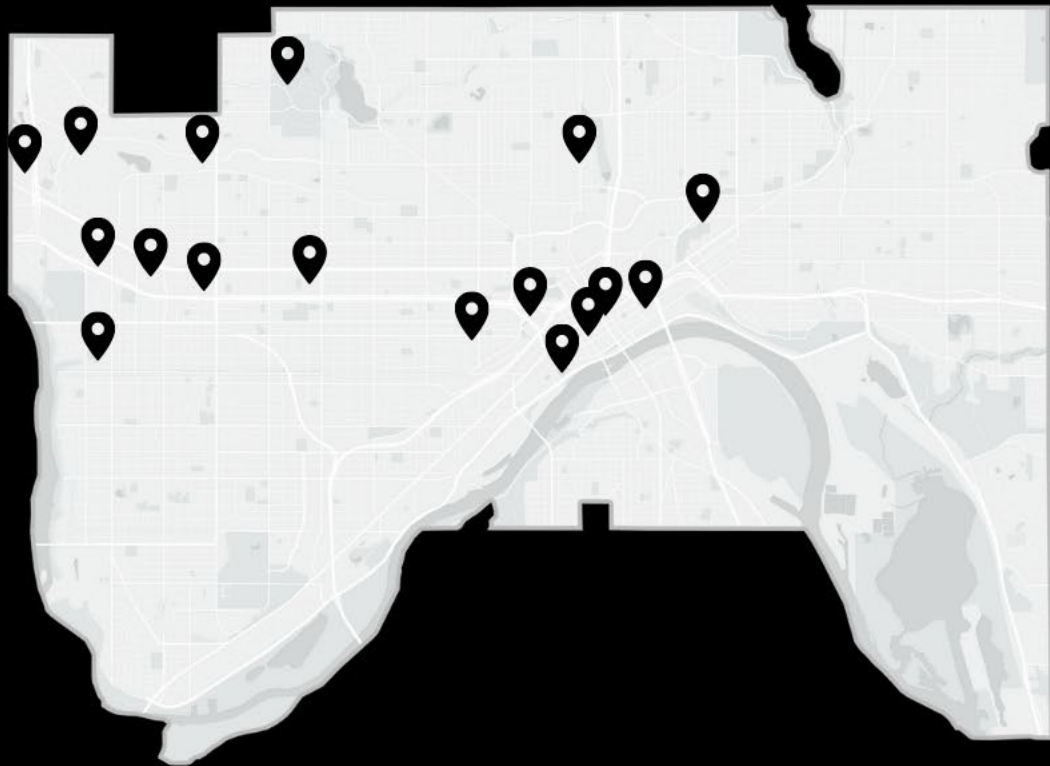
57% of our participants identified as a woman



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





Open Source North
May 24th, 2023 | Saint Paul, MN

TWIN
CITIES
STARTUP
WEEK

TECH ON TAP
SPONSORED BY: START UP FULL STACK SAINT PAUL SCALE UP

MINNEDEMO38
MINNESOTA'S GEEK SHOW & TELL
JULY 13TH
AMSTERDAM BAR & HALL

the Watering
presented by Fearless Commerce

tech4all

black tech talent SUMMIT 2023

FAI WEEK
FOOD AG IDEAS

May is TECHNOLOGY MONTH
Tech Tour: Minnetronix Medical Inc.
May 18 9-10:30 a.m.
Workforce Innovation Board of Ramsey County | RAMSEY COUNTY | CareerForce | ramseycounty.us/TechMonth

NCXT
Our Best World
Our Best World Conference 2023

tech.talent™
inspire > hire > develop > retain







Tech4All Event

tech4all

Big Ideas, Virtual Reality
and Community!

This event is powered by:

Workforce
Innovation Board
of Ramsey County

SAINT PAUL
MINNESOTA

JOHNSON
AEROSPACE & ENGINEERING HIGH SCHOOL

START UP
FULL
STACK
SAINT
PAUL
SCALE UP



**“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

Full Stack Saint Paul

A Note from Full Stack Saint Paul

Introducing the talented cohort of Bridgemakers' Tech Entrepreneur Fellowship! These aspiring young tech entrepreneurs are embarking on a transformative six-month journey to learn and grow their businesses right here in the vibrant city of Saint Paul.

Bridgemakers' Tech Entrepreneur Fellowship Cohort

POWERED BY **STARTUP MINNESOTA**

Latest Tech and Innovation News

Bringing clean-energy-related startups to Minnesota — in person or virtually — has become a full-time job for Nina Axelsson, founder of the Grid Catalyst Innovators Network of which Full Stack Saint Paul is a partner. Find out how [Axelsson helped launch new eco-firms](#) like Carba and GetGreen.

The GREATER MSP Partnership is relocating to their [new office in Osborn370](#), a hub for inclusive innovation and entrepreneurship in downtown Saint Paul. GREATER MSP's staff of about 25 will move to the building in January 2024.

[Jonathan Shoemaker has been named as the new CEO at ABOUT Healthcare](#), a leading provider of solutions for orchestrating patient access across the care continuum from inside Osborn370. "The opportunity to leverage my skills and experience to drive organizational growth and using technology to..."

Events

SBA Cyber Summit
October 25 and November 1 | Virtual
Attend the SBA Cyber Summit, where industry leaders, experts, and entrepreneurs converge to empower you with the knowledge and tools to protect your business from evolving digital risks. Get ready for an immersive experience that will transform the way you approach cybersecurity. [Reserve a spot here.](#)

Tech Talent
October 27 | 9 AM - 4 PM | Best Buy Headquarters
Join this all-day conference focused on equitable, end to end, tech talent development. Don't miss the panel with Full Stack Steering Committee members Ling Becker and Jamie Wascalus discussing the challenges hiring requirements present and what can be done. [Register here.](#)

Cybersecurity Roundtable with Congresswoman McCollum
October 31 | 9:30 - 11 AM | Metro State University
Develop a forward-looking vision to address persistent cybersecurity threats endangering our state and communities, from education to workforce, and from policy to building Minnesota's cyber community. [Register here.](#)

Tech Talk
November 2 | 3:30 - 6 PM | Science Museum of Minnesota
This free event will feature four insightful presentations about AI, financial crimes, tech's role in equity, and more. [Register here.](#)

[Send us](#) your tech and innovation news, successes, events, and resources. Follow us on [LinkedIn](#), [Instagram](#), and [Twitter/X @fullstackstp](#) for latest and greatest.

Full Stack Saint Paul is a public-private collaboration leveraging the power of tech and innovation to drive equitable, resilient economic development in Saint Paul.

Powered by the City of Saint Paul and the St Paul Area Chamber

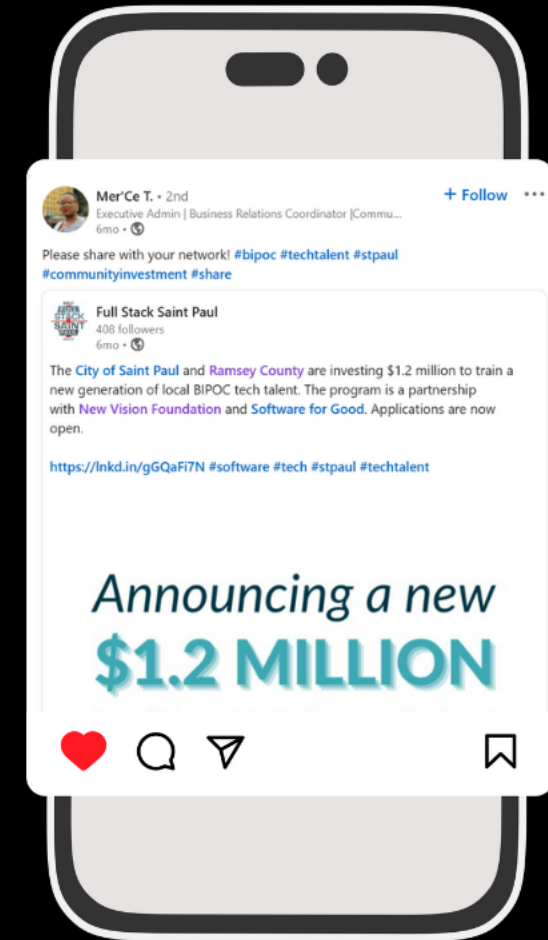
SAINT PAUL MINNESOTA | **ST PAUL AREA CHAMBER**



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
<ul style="list-style-type: none"> • Community leadership & representation • Intentional community outreach, communications & events sponsorship • Share best practices, build bridges with technical leaders and community 	<ul style="list-style-type: none"> • Provide tech training scholarships • Connect scholars to services & internships • Build employer relationships • Coordinate with stakeholders & partners 	<ul style="list-style-type: none"> • Connect entrepreneurs & startups to financial and technical resources • Connect more mentors in community • Advance city-wide social innovations, climate tech & entrepreneurial partnerships 	<ul style="list-style-type: none"> • 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