



STPAUL.GOV

Citywide Economic Development Strategy City of Saint Paul

HRA Board Status
Update | May 2026



Citywide Economic Development Strategy

Agenda

- Project background, goal, and consultant team
- Project schedule and key deliverables
- How the strategy powers our work
- April kickoff activities and discovery phase
- Next steps and conclusion





Citywide Economic Development Strategy

Project Overview

Background

- City issued an RFP for a Citywide Economic Development Strategy in August 2025
- TIP Strategies selected; project launched March 2026

Project Goal

- Answer three questions: Where are we? Where should we go? How do we get there?
- Deliver an actionable strategy – driving investment, industry growth, and equity
- Final product delivered December 2026





About TIP Strategies

Who They Are

- Independently owned, Austin-based firm – founded 1995
- 30 years of economic development strategy, talent, and equity work
- Prior Twin Cities work: Center Cities Economic Development Playbook with Saint Paul & GREATER MSP 2015
- Port Authority of the City of Bloomington, MN — Economic Development Strategic Plan (January 2025) developed eight strategic objectives for the Port Authority's citywide economic development mission.

By the Numbers

- 600+ engagements · 425+ clients · 44 states · 7 countries





Consultant Team

Jeff Marcell – Senior Partner, Principal-in-Charge

- 20+ years in economic development consulting and practice
- Former President & CEO, Economic Development Council of Seattle & King County
- Led statewide strategies across the U.S., including Minneapolis-St. Paul

Elizabeth Scott – Senior Consultant, Project Lead

- Nearly 20 years in business recruitment, workforce development, and regional strategy
- Former Director of Business Recruitment, Columbia River Economic Development Council
- Expert in stakeholder engagement and equity-focused economic vitality planning





Citywide Economic Development Strategy

Project Schedule

PROJECT SCHEDULE





Key Deliverables & How They Inform Our Work

What the City Receives

- Economic Development Strategic Plan
- Implementation Matrix – goals, partners, timelines, budgets, and funding sources
- Interactive data dashboards (Tableau Public) – free to embed on City website
- Final presentation + Implementation Workshop – December 2026

The Value for the HRA

- Implementation Matrix is a living budget and investment tool – not just a report
- Optional: annual data updates and strategic check-ins through Year 5



How the Strategy Powers Our Work

Business Retention, Expansion & Attraction (BREA)

- Competitive position analysis and retail attraction strategies
- Data-backed platform for retaining businesses and recruiting new investment

Land Use & Redevelopment Site Selection

- Census Bureau-recognized site analysis tool identifies priority sites and corridors
- Gives the HRA a clear framework for where land investments generate the greatest return



How the Strategy Powers Our Work (cont.)

Small Business Lending & Support

- CRA data maps lending gaps across St. Paul's neighborhoods
- Multilingual small business survey identifies barriers and unmet needs

Corridor Revitalization Planning

- Retail trend analysis and site visits identify highest-potential corridors

Workforce Development Alignment

- Job Quality & Access (JQA) tool maps career pathways to target industries
- Aligns workforce investments with where St. Paul's economy is headed



Project Kickoff Activities

April 23 – Sun Ray Library

- Steering Committee kick-off with TIP Strategies
- Guided tour of key development sites and communities
- Reviewed goals, timeline, and engagement structure

April 24 – Arlington Hills Library

- Five stakeholder roundtables on doing business in St. Paul
- Business owners, developers, nonprofits, and community leaders
- Topics: permitting, equity, downtown vitality, housing, commercial corridors



Discovery Phase & Next Steps

Discovery Phase (April – July 2026)

- Baseline economic and workforce data analysis underway
- April roundtables and stakeholder interviews complete
- May/June: additional roundtables and community townhalls

Upcoming Steering Committee Meetings

- May – Virtual
- June – In-person (tentative)
- July – Virtual

Project Completion: December 2026



Citywide Economic Development Strategy

In Conclusion

- St. Paul's roadmap for equitable, sustainable economic growth
- The HRA gains a data-driven foundation for major investment decisions
- The Implementation Matrix makes this a living tool – not just a report
- Closes racial and economic gaps, grows the tax base, and positions St. Paul to compete





Citywide Economic Development Strategy

Department of Planning and Economic Development

Jimmy Loyd
Economic Development Director
jimmy.loyd@ci.stpaul.mn.us
651-266-6639

.