

Memorandum

TO: City Council

FROM: Tom Simonson , Assistant City Manager and Community Development Director

DATE: November 3, 2025

SUBJECT: Authorize execution of contract with the Golden Shovel Agency for BR&E program services

ITEM NUMBER: 8.h

SECTION: CONSENT AGENDA

REQUESTED MOTION

To approve the scope of services and authorize execution of contract with the Golden Shovel Agency to provide BR&E program enhancements, develop marketing materials, and business engagement improvements, as recommended by the economic development commission and economic development authority.

INTRODUCTION

In follow-up to recent strategic planning and work plan update by the economic development commission, staff is presenting for city council approval a proposal to engage the Golden Shovel Agency to provide additional services for Business Retention and Expansion (BR&E) program enhancements, develop marketing materials, and a business engagement plan. A formal contract agreement for these services is forwarded to the council for approval, as has been recommended by both the economic development commission (EDC) and economic development authority (EDA).

DISCUSSION

The city formally adopted a Business Retention and Expansion (BR&E) program policy back in 2008. The BR&E policy recognized that Shoreview was reaching full development, therefore, the city should focus resources towards supporting the existing businesses in effort to retain and help grow in the community. The program has been successful in strengthening the city's relationship with the business community and in a number of cases the efforts have led directly to business expansion projects.

Both economic development staff and the EDC have recognized a noticeable shift in how businesses desire to be engaged by the city, especially since the global health pandemic. Factors such as overall economic climate, workforce challenges, and limited time and resources faced by many businesses, have all contributed to requiring the city to review and modify how we communicate and engage with our business community.

The EDC revised work plan includes a number of new goals and initiatives that reflect the factors noted above, and suggests new approaches are needed to continue to effectively engage and support our businesses. One critical and fundamental step in this process is to move

forward with implementing a renewed and enhanced BR&E program.

As such, staff is recommending engaging our partner, the Golden Shovel Agency, a economic development-focused communication and marketing firm. Golden Shovel created and maintains the Think Shoreview website and provides economic development and business content for our social media. Staff is proposing a supplemental agreement with Golden Shovel to broaden their scope of services to assist the city in updating and enhancing our BR&E program.

Golden Shovel is the pre-eminent firm specializing in government economic development, and they have provided BR&E related services to a number of other communities, including the City of Roseville with their Choose Roseville campaign and Ramsey County Means Business program. Staff believes the additional services is consistent with the stated goals and objectives of the EDC during our recent work plan discussions, and would provide staff with the necessary supporting resources needed to accomplish desired outcomes.

Staff believes this proposal should be considered an investment that supports our business and economic development goals. This will include development of key themes, messaging, and content that communicate Shoreview's strengths and opportunities. In addition, Golden Shovel will design and produce promotional materials that can be tailored for both digital and print channels, depending on our specific needs and direction. This content would be utilized for business visits, special events, and business attraction efforts.

Shoreview will have access to strategic communications and professional design that reinforce our BR&E goals, increase visibility, and engage local businesses more effectively. In addition to the first phase of creating the enhanced BR&E program utilizing the EDC as the primary work group, followed by the creation of content materials, the final phase would be to initiate our outreach to the business community via visits, social media, and promotion of resources. Golden Shovel will be providing the city with a combination of in-person and virtual support. Their role will be to set up the program and task force, coach and guide an intern, task force and support people, and participate in business visits (as a lead or support), as appropriate. Golden Shovel will also provide BR&E activity reports for review, working with the intern to track activities and monitor outcomes.

Cost of the services describe above, would be as follows:

- BR&E Outreach Strategy: \$15,000
- Marketing Collateral Development: \$8,000
- Business Engagement Campaign: \$40,000

The city will receive a \$10,000 credit from our previous services agreement with Golden Shovel, so the total net cost of services would be \$53,000. Payments would be split with \$26,500 upon execution of the contract, and the remaining \$26,500 upon project completion on December 1, 2026. This project cost would be funded through the contractual services budget of the EDA.

Included for your review is the proposed services agreement with Golden Shovel that would be executed upon council approval, and copy of a slide deck describing the scope of work in greater detail.

RECOMMENDATION

Staff recommends that the city council formally approve the scope of services and authorize execution of contract with the Golden Shovel Agency to provide BR&E program enhancements, develop marketing materials, and business engagement improvements, as recommended by the economic development commission and economic development authority.

ATTACHMENTS

[Shoreview BR&E Marketing Contract](#)

[Shoreview BR&E Business Outreach and Engagement](#)