

Memorandum

TO: Economic Development Authority
FROM: Tom Simonson , Assistant City Manager and Community Development Director
DATE: August 4, 2025
SUBJECT: Proposed contract with Golden Shovel Agency for BRE program services
ITEM NUMBER: 5.d
SECTION: GENERAL BUSINESS

REQUESTED MOTION

To approve the general scope of services with the Golden Shovel Agency to provide BRE program enhancements, develop marketing materials, and business engagement improvements, as recommended by the economic development commission.

INTRODUCTION

In follow-up to recent strategic planning and work plan update by the economic development commission, staff is presenting a proposal for consideration that would engage the Golden Shovel Agency to provide additional services provide BRE program enhancements, develop marketing materials, and business engagement improvements. Staff would like to present the proposal to the EDA for review and discussion, and is seeking general support to move forward. A formal agreement would then be presented to the board at your next meeting, once the scope of services is finalized by the economic development commission.

DISCUSSION

The city formally adopted a Business Retention and Expansion (BRE) program policy back in 2008. The BRE 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 business retention and expansion program (BRE) 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 content for social media. Staff is proposing a supplemental agreement with them to expand their scope of services to assist the city in updating and enhancing our BRE program.

Golden Shovel is the pre-eminent firm specializing in government economic development, and they have provided BRE related services to a number of other communities, including the City of Roseville with their Choose Roseville campaign. 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.

A copy of the proposal is provided with this report. Golden Shovel has provided a cafeteria list of services they offer, and staff is recommending the services related to updating the BRE policy, creating collateral marketing materials, and enhancing engagement with businesses. The one-time cost of the services would be approximately \$23,000, with additional services to be considered based on the outcomes of the initial project. The proposed services would be paid through existing funding resources of the EDA.

RECOMMENDATION

Staff is seeking EDA support and approval of the general scope of services with the Golden Shovel Agency to provide BRE program enhancements, develop marketing materials, and business engagement improvements, as recommended by the economic development commission.

ATTACHMENTS

[City of Shoreview BRE Proposal](#)