

# 2016 - 2018 ECONOMIC DEVELOPMENT STRATEGY - SUMMARY

City of Saint Paul • Department of Planning and Economic Development

## GOALS

The City of Saint Paul's Department of Planning & Economic Development (PED) has broad responsibility for creating a climate attractive to businesses and people.

PED's Economic Development Strategy for 2016 – 2018 has three goals:

- Increase the number of jobs in Saint Paul, and increase access to jobs and opportunity for residents.
- Grow Saint Paul's tax base to maintain and expand City services, amenities and infrastructure.
- Lower unemployment among the City's diverse populations with disproportionately high unemployment rates.

## PRIORITIES

Many elements combine to create economic growth: a dynamic community with housing, infrastructure and amenities attractive to people and businesses; a fair and balanced regulatory environment; and availability of a skilled workforce.

This Strategy is designed to address the elements that are primarily within the purview of PED's Economic Development team, recognizing that other City departments and factors also contribute to economic development.

PED's priorities are:

### 1. Expand business attraction, retention, and expansion programs to strengthen Saint Paul's employer base.

Retaining and helping existing firms succeed and grow in Saint Paul is a top priority. PED will commit additional staff time to one-on-one outreach to existing businesses in Saint Paul, including major employers, fast-growing firms, small and minority-owned businesses, and start-ups. PED will maintain an active partnership with Chambers of Commerce, Saint Paul Port Authority and GreaterMSP, and coordinate efforts with GreaterMSP's Center Cities Competitiveness Initiative.

### 2. Support innovative entrepreneurship and small business development to compel new job growth.

Entrepreneurs, including recent immigrants and minority business owners, are critical to job creation in Saint Paul. PED will support entrepreneurs by providing connections to resources and networks.

### 3. Build and market a compelling Saint Paul brand that conveys the distinct advantages of doing business here.

PED will assertively market the City to business leaders, developers and site selectors, as a place for growing businesses, with talented workers and solid investment opportunities. Stressing Saint Paul's competitive advantages, PED will market development sites and promote the success of businesses and investors that have elected to locate in Saint Paul.

### 4. Proactively direct new development to certain high-priority geographies and sites in the city.

Attracting employers and investment to key sites that are accessible to residents experiencing high unemployment is a top priority of PED.

### 5. Invest in downtown Saint Paul to catalyze further economic activity.

The continued vitality of downtown is essential for the overall health of the city. PED will support additional investments that make downtown walkable and vibrant, with a strong sense of place, as well as a center for commerce and high-quality living.

### 6. Align resources around neighborhoods where attention and investment can create momentum for resurgence, while continuing to build on strengths and opportunities throughout the city.

PED will target efforts to Dayton's Bluff, North End/ Rice Street, Frogtown and Summit-University. These neighborhoods are among the most diverse in the region, and have high levels of unemployment and disinvestment. PED's work in these areas will emphasize improving access to employment and supporting neighborhood business growth.

## CONNECT WITH US

 @cityofsaintpaul |  City of Saint Paul | [stpaul.gov/EconomicDevelopment](http://stpaul.gov/EconomicDevelopment)

