

# ROSEVILLE BUSINESS NEWS

GrowRoseville.com

## Events for Roseville Businesses

### Business Council Meetings

McGough Headquarters - 7:30 a.m.  
2737 Fairview Avenue, Roseville, MN

**March 23, 2022**

The City, County and State will preview roadway construction and transportation plans for 2022.

**April 27, 2022**

Roseville Police and Fire Departments will discuss public safety in Roseville and their newer programs and initiatives.

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### Business Education Series

Metropolitan State University -  
Ecolab Community Room  
700 7th Street East St Paul, MN 55106

**April 7, 2022 • 8:00 a.m. – 9:00 a.m.**  
**Cyber Security in the Modern Age**

Computer and IT threats are growing for both business and personal sectors. Cyber security is the application of technologies, processes and controls to protect systems, networks, programs, devices and data from cyber-attacks. It aims to reduce the risk of cyber-attacks and protect against the unauthorized exploitation of systems, networks and technologies. This meeting will provide information and tools to better equip us to recognize threats on both business and personal levels.

**\$20 discount for Roseville business owners**

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## Choose Roseville Campaign Helps Businesses with Free Marketing Support and Resources

As businesses struggle to recover during the ongoing COVID 19 pandemic, the City's Economic Development Authority (EDA) made a renewed commitment to support local small businesses. In the past four months, the Choose Roseville campaign has helped 19 local businesses with advertising, social media, and hiring support, with 10 of the businesses being owned or operated by persons of color. The Choose Roseville support services are 100% free of charge to the businesses, with no strings attached.

'Choose Local' campaigns can spur economic activity and support jobs," says Bethany Quinn, Vice President of Strategy & Content Development for Golden Shovel Agency. "According to the Small Business Economic Impact Study from American Express, each dollar spent at a small business creates an additional 50 cents in local business activity." — that make campaigns such as these a valuable use of funding dollars." The Choose Roseville campaign is supported by Federal COVID relief funds (ARPA).

The business owners who participate say the experience is invaluable.

"We are grateful for the experienced marketing help that we have received. It has really helped us with our social media and benefited our business," says Dr. Deborah Fung, owner of Designing Smiles in Roseville.



Dr. Deborah Fung owner of Designing Smiles

Development Intern. Ruben's role, simply put, is to make connections with small business owners. According to Dominguez, the most important part is to listen to the owners and staff. "I get to learn about their business, find their needs, and figure out how we can best help them. It's a really rewarding experience."

The Choose Roseville campaign made it a priority to engage with business owners and operators from the Black, Indigenous, Persons of Color (BIPOC) community. For many of the minority-owned businesses, this was the first substantial contact they had ever had with the City of Roseville.

"To my surprise, there was a lot of hesitancy," says Dominguez. "Who wouldn't appreciate free help with finding employees and marketing their business?" Dominguez learned through several of his conversations with business owners that there is a significant level of distrust—not with the City of Roseville, but of government in general. "Business owners expected there to be some kind of catch and were worried that we would request some form of compensation at the end of the campaign."

With this skepticism in mind, Ruben offered that his engagement methods have evolved. "I now overemphasize that it won't cost businesses anything to participate and I spend more time explaining how this program shows a genuine interest and care for every owner in Roseville."



Adam Randall owner of Adam's Soul To Go

"The disability field is facing an unprecedented workforce crisis; says Jennifer Freeburg with Northeast Community Services (NCSI). "Thanks to the campaign, NCSI is able to promote our job openings to residents free of charge."

An important team member of the Choose Roseville Campaign is Ruben Dominguez, City of Roseville Economic



City of Roseville intern Ruben Dominguez

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