



CITY OF SHAKOPEE MN ECONOMIC DEVELOPMENT PROPOSAL

April 12, 2021

SCOPE

Assist City of Shakopee Economic Development staff with development and launch of an innovation ecosystem kickstart program to:

- Create an engaged, supportive group of entrepreneur/innovator leaders
- Promote innovation wins already happening there
- Detail go-forward steps for post kickstart sustainability and scaling

ELEMENTS

- Create the Core Entrepreneur Team - identify 20+ target leaders, hold individual calls with 10 targets to evaluate & get on board, convene kickoff meeting w/ 5+ leaders, establish monthly gathering with 2nd and 3rd month meetings with average 10 attendees/month
 - Output = a core group of engaged successful entrepreneurs to be the foundation of the ecosystem formation and to advise on future support efforts
- Telling the Stories - identify innovation news sources, curate example stories to share, assist staff with placing stories on key news & social media platforms, evaluate creation of an ongoing innovation e-newsletter and possible media partner(s) for implementation
 - Output = momentum-creating stories in the local/regional press and social media to generate awareness and support for innovation efforts and identify possible new communication tools for future use

OUTPUTS

- Core Team Launch = Innovator Inventory & Evaluation + 3 Months Core Team Meeting Facilitation
- Success Stories = Identify Innovation News Sources + 3 Months Story Curation & Placement Assistance + New Platform Assessment
- Overall Strategy = Project Summary Report & Go-Forward Recommendations for Sustaining & Scaling

TIMING

- 3 Month Engagement
- 3 Weeks On-Site in Shakopee (1 week per month)
- Estimated Start = June 1
- Estimated Completion = August 31

BUDGET

Project Planning & Implementation	\$45,000
Travel Expenses	<u>\$4,500</u> (not to exceed)
Total	\$49,500