



# ANOKA COUNTY

## Regional Economic Development

March 29, 2022

Senator Eric Pratt  
95 University Avenue W.  
Minnesota Senate Bldg. Room 3219  
St. Paul, MN 55155

RE: SF4091

Dear Chair Pratt and Committee Members,

On behalf of the Anoka County Regional Economic Development partnership and member of the Minnesota Marketing Partnership, I am writing to express our strong support for SF4091 Article 1 Section 2 Subd 2. Specifically identifying the proposal of \$4,280,000 in Fiscal Year 2023 to fund a Minnesota Marketing Campaign, geared to attract businesses and workers to the State of Minnesota.

As a member of the Minnesota Marketing Partnership, and someone who has attended marketing tradeshows and familiarization tours in the past – I can say first-hand how much the additional financial resources would mean to a State with such a lean marketing budget. The time is now for Minnesota to plan for a post-pandemic economy, stronger than ever! We must band together in resources to collaborate on common goals and success for the Minnesota economy.

As Economic Development Director for Anoka County, the State's fourth largest county, we lead the Anoka County Regional Economic Development partnership which includes the 21 communities of Anoka County working together to increase the Economic Development opportunities in Anoka County. Much of our limited budget locally goes towards marketing and events to create awareness to the dedicated workforce and unique development opportunities across the County. While these efforts are important, expanding upon the State's initiatives to market the strengths of our region on a national and international stage remains even more important. It's through those leads we can continue to grow our local economy.

Thank you for your support of the Minnesota Marketing Campaign and supporting the growth and success of the Minnesota economy and workforce.

Sincerely,

A handwritten signature in black ink that reads "Samantha Markman". The signature is written in a cursive, flowing style.

Samantha Markman  
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Anoka County  
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