



City of Lakeville  
*Positioned to Thrive*

March 29, 2022

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

RE: SF 4091

Dear Chair Pratt and Committee Members,

On behalf of the City of Lakeville, I am writing to express strong support for SF 4091 (Sec. 2, Subd. 2, (j)) that is proposing \$4,280,000 in fiscal year 2023 for a Minnesota Marketing Campaign to promote the state of Minnesota as a great place for businesses and potential workers.

The City of Lakeville is a long-time member of the Minnesota Marketing Partnership (formerly Positively Minnesota) and believes that promotion of the state for economic development is vital to Minnesota's and Lakeville's economy. In the past year, the Minnesota Marketing Partnership has made great strides in marketing the state with the roll out of a new website (JoinUsMN.com) and marketing campaigns in Austin, Boston, Chicago and San Francisco which had 8.1 million impressions and generated nearly 20,000 unique website visitors.

This \$4,280,000 in funding will be of great benefit to DEED as it works to build a pipeline of Minnesota workers in an extremely tight labor market and continue to attract its seven targeted business industries to decision makers, influencers and professional and industry associations.

Thank you for your strong support of SF 4091 that would fund robust economic development marketing efforts that are vital to Minnesota cities for business and worker attraction.

Sincerely,

David L. Olson  
Community & Economic Development Director