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March 29, 2022

Senator Eric Pratt
Chair, Jobs and Economic Growth Finance and Policy Committee
95 University Avenue West
Minnesota Senate Building, Room 3219
St. Paul, MN 55155

RE: Minnesota Marketing Campaign funding in SF 4091

Dear Chair Pratt and members of the Committee,

I respectfully submit this letter of support for the Minnesota Marketing Campaign funding contained in SF 4091. This funding will provide critical and urgently needed resources to help Minnesota businesses compete in a global marketplace as our state continues its economic recovery from the pandemic. As we all know, the competition for talent is intense, and our neighboring states (and beyond) continue to invest resources in attracting both business investment and the relocation of talent into their respective states. In many cases, Minnesota businesses, entrepreneurs, investors, and employees are the target of those competing efforts.

The funding in SF 4091 will equip the Minnesota Marketing Partnership and its partners with timely resources to help ensure that Minnesota is seen as an optimum place to launch a new business, and especially for business attraction, business expansion, investment, and the retention/attraction of our talent pipeline. This funding is not only a business retention and attraction tool, but it will help foster entrepreneurship and continued economic vitality and global competitiveness.

Our organization has been a proud member of the Minnesota Marketing Partnership for many years. The team at the Minnesota Department of Employment and Economic Development (DEED) and the Minnesota Marketing Partnership leadership do an outstanding job in promoting our state's economy with a very limited budget. This collaboration leverages the strengths and relationships of the private sector, public sector, and nonprofit economic development organization members. The funding contained in this bill will provide the resource enhancements that the team needs to continue this critically important work. This issue crosses our state, from main streets to industrial parks to highway commercial corridors, from rural to suburban to the urban core, and across all sectors and all sizes of businesses.

Thank you for your consideration of this funding to help our state remain competitive in the global race for talent, entrepreneurship, and business investment. I am also grateful to your committee for all that you have done during the pandemic to provide emergency relief and resources to help our businesses and communities respond and recover.

Sincerely,

A handwritten signature in blue ink that reads "Scott Marquardt".

Scott Marquardt, CEcD
Senior Vice President



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