



Request for Action

TO: Faribault EDA
THROUGH: Deanna Kuennen, Director
FROM: Samantha Markman, Coordinator
MEETING DATE: February 18, 2021
SUBJECT: Economic Development Website Review

BACKGROUND:

The website is an important tool for businesses and site selectors evaluating different communities. The type of information they look for, and how that information is presented has changed over the years. In addition, COVID-19 has amplified the importance of the website and how we use it. Staff has been continually refining the economic development pages on the City's website – to ensure the information site selectors and businesses seek is readily available.

Staff will provide a brief walk-through of the current website and share plans and ideas for how Staff will continue to buildout the pages with the information that is relevant, timely, and on-point with what we know and understand is important to those who access this resource as part of the site selection and evaluation process.

REQUESTED ACTION:

No action required.