



To: Ramsey County Partners

From: Ling Becker, Ramsey County Workforce Solutions Director  
Jamiee Lucke Hendrikson, VP of Marketing & Partnership, Visit Saint Paul  
Julie Wearn, CEO, Visit Roseville

Date: August 2, 2021


Re: Future Finder Initiative

[Ramsey County](#), [Visit Saint Paul](#) and [Visit Roseville](#), are partnering on an initiative to promote hospitality and retail employment opportunities. We invite you to join in the effort beginning in the month of August to support businesses in your communities.

**Why:** Our employers are struggling to find employees. Uplifting employment opportunities in these industries is critical.

**What:** Future Finder initiative intended to highlight and showcase hotel, restaurant, and retail jobs in our communities. The URL for this can be found at [www.ramseycounty.us/FutureFinder](http://www.ramseycounty.us/FutureFinder)  
Effort includes:

- Dedicated job board URL to find employment opportunities. Employers can post on this job board which is part of the Ramsey County Job Connect, free of charge. This dedicated page can be found at [www.ramseycounty.us/futurefinder](http://www.ramseycounty.us/futurefinder)
- Social media campaign and [creative content](#) to increase awareness of the Future Finder resource for job seekers and employers, while also highlighting the value and impact of retail, hotel and restaurants on our local economies.
- Opportunity to recognize and thank our community's hospitality workers by providing them some unique benefits including a partnership with [Chinook Book](#) and all the amazing offers they have for grocery, wellness, entertainment, retail and more that can be accessed via a web app.
  - **August:** We'll be providing a FREE 12-month gift subscription delivered through a common activation link shared with hospitality employees by email across Ramsey County. In addition, there will be a grand prize for those that sign up for the app to be given away at the end of the month.

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- **September:** Chinook Book will curate a collection of special offers further appreciating and supporting hospitality employees.

**When:** Kick off at the beginning of August with on-going opportunities to leverage the campaign into the fall.

**How to Get Involved:**

**A set of creative assets is available at <https://tinyurl.com/FFtoolkit>.**

Join us in this effort by:

- Inviting hospitality businesses in your community to post job openings on the Future Finder page now (*instructions for employers to post jobs are included in toolkit*)
- Beginning in August, share and reshare through your social media channels using #FutureFinderMN
- Consider features of hospitality and retail businesses and their impacts in more localized story telling. You might consider creating a landing page on your website to elevate the Future Finder campaign and expand upon it using your own ideas. Sample: [www.VisitSaintPaul.com/FutureFinder](http://www.VisitSaintPaul.com/FutureFinder)
- Thank workers and businesses through your channels.

**Contact for more information or if you have questions:** Becky Milbrandt at [rebecca.milbrandt@ramseycounty.us](mailto:rebecca.milbrandt@ramseycounty.us)