

Greater Mankato Growth, Inc. Annual Report 2007



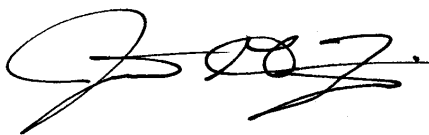
2008 is filled with excitement and expectations for our new organization – **Greater Mankato Growth, Inc.** In October 2007, Greater Mankato followed an emerging industry trend. The economic development activities of Greater Mankato Economic Development Corporation (GMEDC) and the community and business development activities of the Greater Mankato Chamber of Commerce (GMCC) merged into one new organization. The Greater Mankato Convention & Visitors Bureau (CVB) operates as a separate subsidiary organization.

Greater Mankato Growth, Inc. has organized its efforts into three lines of business. Each line is focused on driving results and providing services for businesses of all sizes.

- **Business Development** – Focuses on retention and expansion of our business base.
- **Trade & Traffic** – Targets activities and services that create opportunities for business transactions to occur between businesses and consumers.
- **Community Development** – Concentrates on activities that create a “sense of place” needed to position Greater Mankato as a community where businesses and people want to live and businesses want to locate.

Enhancing the economic growth and vitality for our membership businesses and community is a top priority at **Greater Mankato Growth, Inc.** A tremendous amount of progress was made toward that goal during the 2007 business year. By looking at our accomplishments in 2007, we are able to see what is possible in 2008.

Please take the time to review the contents of the **Greater Mankato Growth 2007 Online Annual Report**. Share in the excitement and feel the momentum as we move forward together. Through the dedication of our staff, our businesses, and our community, we can together shape our possibilities into a future of prosperity for Greater Mankato.



Jonathan G. Zierdt, President & CEO
Greater Mankato Growth, Inc.



Greater Mankato Growth, Inc.

Mission Statement

Greater Mankato Growth, Inc. exists to support and promote the economic growth and vitality of our members and the regional marketplace.

Core Values

The needs of the members are best met by growing the regional marketplace. We accomplish this by being:

Catalysts – initiating action for economic growth beneficial to our members and congruent with our regional desire and culture.

Stewards – using our resources efficiently and effectively and wisely leveraging our strengths.

Collaborative & Inclusive – cultivating and sustaining relationships, while encouraging the mobilization of our marketplace assets to enhance growth.

Approachable – being visible and accessible and creating a friendly, vibrant and respectful environment.

Innovative – embracing change and promoting progressive solutions.

Ethical – communicate openly and honestly and take responsibility for our actions in all our business practices.



Community Development

- Implemented a new Certified Nursing Assistant Program, a collaborative between MAPS, South Central College, and the Thro Company.
 - 20 Mankato 11-12th graders completed Fall semester class, with 14 already employed in long-term care facilities
 - 20 additional Mankato students enrolled for Spring semester, with a waiting list for Fall 2008
- Became one of only 3 school districts in the state to have a nationally certified “Project Lead the Way” pre-engineering program for 7th-12th graders.
 - Civil Engineering and Architecture classes
 - “The Engineers are In” program to bring local Engineers into PLTW classrooms for a week
 - Largest STEM Summit in the state for over 300 regional students
- Started ProStart: Culinary Arts/Restaurant Management program.
 - 80 students enrolled
 - Internships with local hospitality businesses
 - Newly constructed Demonstration Labs at East and West High School
- Provided direct Career Exploration experiences to over 3,000 students in 2008!
 - Greater Mankato Career Expo (1,200 10th graders from 16 area high schools)
 - Career Shadowing (9-12th graders)
 - Industry Tours for specific career day events (400 students)
 - Career Exploration Days (600 8th graders)

Trade & Traffic

- Hosted annual golf tournament: Commerce on the Green.
 - Sold out with 158 business people having the opportunity to network with one another
 - Net profit of \$24,774.14 to go toward Greater Mankato Growth initiatives
- Held the Business Showcase, which had 99 booths and over 500 attendees
- Graduated 32 business professionals from the 2006-07 Leadership Institute of Greater Mankato.
- Had a record number of attendees at Songs on the Lawn began planning the 2008 series.

Greater Mankato Convention and Visitors Bureau, LLC

(subsidiary of Greater Mankato Growth)

- Helped attract tournaments and conventions to Greater Mankato, with a total of 21,765 visitors and \$8,101,763 in economic impact.
- Generated almost 4,000 leisure leads.
- Hired 3 out of 4 new staff in the last 5 months to create a very dynamic and successful CVB team going forward.
- Established CVB as a limited liability corporation under Greater Mankato Growth, providing for much greater autonomy in meeting the mission of generating visitor-related economic development.
- Located in new space in the Alltel Center.



Business Development

- Helped 75 new entrepreneurs and businesses in 2007 develop and grow their business utilizing the Greater Mankato Business Accelerator.
 - Drew clients to Mankato from 12 regional communities: Bricelyn, Eagle Lake, Lake Crystal, Le Center, Le Roy, Mason City, New Ulm, Owatonna, Plymouth, Sherburn, St. Peter and Wells
- Assisted 33 local companies with issues, including expansion, flex space, operations and finance and potential spin-off businesses.
- Held five sessions of Sakatah Institute executive education series on core issues surrounding organizational leadership and growth in today's economy.
- Convened 80 InterCity Leadership Visit delegates for a two-day retreat in Greater Mankato to continue mobilization of regional leadership toward Envision 2020 priorities.
- Orchestrated custom community responses to 17 external business development inquiries.

Greater Mankato's Economic Vitality:

	2003	2004	2005	2006
Average # of Establishments				
Blue Earth County	1,935	1,967	2,048	2,099
Nicollet County	670	681	712	738
Average # of Employees				
Blue Earth County	33,894	33,899	35,472	36,554
Nicollet County	13,958	14,130	14,305	14,669
Retail Sales				
Mankato & North Mankato	\$947 million	\$1 billion	\$1.2 billion	\$1.2 billion



The Greater Mankato Chamber of Commerce and the Greater Mankato Economic Development Corporation merged on October 1, 2007 to form Greater Mankato Growth, Inc., with the Greater Mankato Convention and Visitors Bureau LLC set up as a subsidiary organization.

Greater Mankato Chamber of Commerce

As of fiscal year end 9/30

	2005	2006	2007
Assets:	\$ 618,378	\$ 735,973	\$ 724,842
Liabilities:	\$ 343,971	\$ 477,048	\$ 483,735

Inc.

**Greater Mankato Economic
Development Corporation**

**Greater Mankato
Growth,**

As of fiscal year end 12/31

Merged assets and
liabilities as of 12/31

	2005	2006	2007
Assets	\$ 1,001,771	\$ 1,088,599	\$ 1,628,795
Liabilities	\$ 17,833	\$ 15,665	\$ 375,060

**Greater Mankato Convention and Visitors Bureau, LLC
(subsidiary of Greater Mankato Growth)**

As of fiscal year end of 9/30

	2005	2006	2007
Assets:	\$ 139,119	\$ 168,519	\$ 210,561
Liabilities:	\$ 22,219	\$ 22,449	\$ 9,332



2007 Greater Mankato Economic Development Corporation Board of Directors

Chair: Doug Belmore, Jones Metal Products
 Past Chair: Tom Riley, Midwest Wireless/Alltel
 Treasurer: Todd Loosbrock, US Bank
 Secretary: Trudie Gustafson, The Occasions Group

Keith Boleen, Valley Bank
 Jean Bye, Dotson Companies
 Bruce Carlson, Horizon Milling, LLC
 Dr. Richard Davenport, Minnesota State University, Mankato
 John Finke, HickoryTech
 Wade Hensel, BENCO Electric Cooperative
 Pat Hentges, City of Mankato
 Lorin Krueger, Winland Electronics
 Bryan Nermoe, Mankato Clinic
 Jon Rippke, Bolton & Menk, Inc.
 Wendell Sande, City of North Mankato
 Keith Stover, South Central College
 Chad Surprenant, I & S Group

2007 Greater Mankato Chamber of Commerce Board of Directors

Chair: Jerry Crest, ISJ Regional Medical Center-Mayo Health System
 Past Chair: Mike King, Independent Entrepreneur
 Vice Chair: Troy Volk, Volk Transfer, Inc.
 Secretary/Treasurer: Dennis Findley, Midwest Wireless/Alltel (retired) and
 Jennifer Pfeffer, Pathstone Living, Inc

Gary Burandt, Kato Engineering
 Mark Dehen, Back to Wellness Clinic
 Brian Duehring, Culvers Frozen Custard
 Gwen Frederick, Pub 500
 Karen James, Johnson Outdoors-MinnKota Operations
 Robert Kitchenmaster, Kitchenmaster & Co.
 Dan Schmedding Hy-Vee Downtown
 Marsha Danielson (CVB Liaison– non-voting), South Central College

2007 Greater Mankato Convention & Visitors Bureau Advisory Committee

Chair: Marsha Danielson, South Central College
 Vice Chair: Margaret (Muggs) Snaza, GrandStay Residential Suites
 Treasurer: Duane Olenius, Pioneer Bank
 Secretary: Joe Leonard, Holiday Inn

Lisa Cummiskey, Super 8
 Mark Dehen, Back to Wellness Clinic
 Joe Frederick, Buffalo Wild Wings
 Pat Hentges, City of Mankato
 Arlene Herzberg, Best Western Hotel & Restaurant
 Larry Hoffrogge, Hoffrogge Development
 Burt Lyman, Alltel Center
 Paula Marti, Morgan Creek Vineyards
 Wendell Sande, City of North Mankato



2008 Greater Mankato Growth, Inc. Board of Directors

Chair: Doug Belmore, Jones Metal Products
 Vice Chair-Trade and Traffic: Todd Snell, Snell Motors
 Vice Chair-Business Development: Chad Surprenant, I&S Group
 Vice Chair-Community Development: Troy Volk, Volk Transfer, Inc.
 Secretary/Treasurer: Jennifer Pfeffer, Pathstone Living
 At Large: Trudie Gustafson, The Occasions Group

Dr. Richard Davenport, Minnesota State University Mankato
 Brian Duehring, Culvers Frozen Custard
 John Finke, HickoryTech
 Pat Hentges, City of Mankato
 Karen James, Johnson Outdoors-MinnKota Operations
 Mike King, Independent Entrepreneur
 Todd Loosbrock, U.S. Bank
 Greg Kutcher, ISJ Regional Medical Center–Mayo Health System
 Jon Rippke, Bolton & Menk, Inc.
 Wendell Sande, City of North Mankato
 James Santori, The Free Press
 Phil Slingsby, Scheels All Sports
 Keith Stover, South Central College
 Kay Wallerich, Farrish Johnson Law Office, Chtd.

2008 Greater Mankato Convention and Visitor's Bureau, LLC Board of Directors

Chair: Margaret (Mugs) Snaza
 Vice Chair: Preston Loughheed, AmericInn Hotel & Suites MSU
 Treasurer: Duane Olenius, Pioneer Bank
 Secretary: Shirley Piepho, Minnesota State University, Mankato

Tanya Ange, City of Mankato
 Lisa Cummiskey, Super 8
 Joe Frederick, Buffalo Wild Wings
 Arlene Herzberg, Best Western
 Larry Hoffrogge, Hoffrogge Development Co.
 Burt Lyman, Alltel Center
 Paula Marti, Morgan Creek Vineyards
 Wendell Sande, City of North Mankato
 Todd Snell, Snell Motors



Thank you for your efforts to help grow Greater Mankato!

Cavaliers

Dan Baker
Nancy Bellig
Russel Blaschko
Troy Brovold
Liz Brown
Sandy Buckley
Rick Chandler
Kathy Clifford
John Daley
Denise Dose
Jennifer Faust
Cynthia Frederick
Connie Hanek
Matt Hansen
Rick Herbart
Nancy Henniker
Mike Kennedy
Erin Kuiper
Judy Mettler
Amber Moszer
Sally Obernolte
Duane Olenius
Mike Oliver
Karen Ostermann
Judy Ringler Mountain
Dave Saar
Denny Schuetz
Don Shoults
Karen Tetzloff
Denny Wahlstrom
Tom Warrant
Mary Weller
Deb Wersal

Captain's Crew

Darlene Anderson
Ronnie Burton
Betty Hodgkins
Jim and Carolyn Marble
Jeanette Marka
Jim and Joan Pengra
Helen Peterson
Dee Saman
Phil Staley
Ken and Joan Ziegler

Ambassadors

Jo Guck Bailey
Keith Balster
Bernie Bastian
Marsha Danielson
Kathy Depuydt
Sal Frederick
Tom Frederick Jr.
Doug Gardner
Gordon Gibbs
John Ginther
Bruce Gratz
Jennifer Hlubek
Amy Ites
Douglas Johnson
Jerry Kopel
Fred Lutz
Karla Haley Malone
Honey C. Miller
Lloyd Miller
Eric Oleson
Mark Piepho
Leah Pockrandt
Brad Reeves
Tami Reuter
Dave Saar
William Simonette
Shelly Schulz
Ryan Spaude
Ann Splinter
George Sugden
David Sunderman
Bill Steiner
Karen Wagner
Sue Waletich
Tom Warrant
Art Westphal
Karen Wright

Brian Fazio Business Creation

Project Advisory Committee

Greg Bednar
William Bassett
Scott Johnson
Erik Leagjeld
Todd Loosbrock

Leadership Institute of Greater Mankato

Work Group

Janet Moldstad
Mark Kluender
Christine Nessler
Jessica Beyer
Nate Brekke
Julia Corbett

Curriculum Committee

Janet Moldstad
Mark Kluender
Christine Nessler
Liz Ulman
Brian Jones

Selection Committee

Craig Rosfjord
Julia Corbett
Anna Thill
Nate Brekke
Mary Jo Starkson

Marketing Committee

Jennifer Spaude
Leah Pockrandt
Jessica Beyer
Nate Brekke
Kay Wallerich

Public Policy Committee

Scott Bergs
Gary Burandt
Jerry Crest
Dennis Davito
Anthony Filipovitch
Brian Grey
Robert Kitchenmaster
Jerry Kopel
Tim Lidstrom
Fred Lutz
David Pearson
Mark Piepho
Pat Rogers
Phil Slingsby
George Sugden
Kathy Trauger
Mike Wagner

Greater Mankato Growth Development Committees

Employee Benefits Blending & Redesign:

Tami Menk
Julie Oliver
Janet McCullough

VP of Community Development Interview Committee & Participants:

Trudie Gustafson
Denny Dotson
Tami Paulsen
Tom Frederick, Jr
Tony Filipovitch
Keith Boleen
Yvonne Cariveau
Eric Else
Troy Volk
David Wittenberg
Ed Waltman
Shelly Schulz
Todd Snell
Marsha Danielson
Nancy Genelin
Mike King
Leah Pockand
Jennifer Faust

Talent Initiatives Director

Committee & Participants:

Jay Weir
Lorin Krueger
Jo Guck Bailey
Anne Ganey

Sakatah Institute Advisors

Lorin Krueger
Patricia Lipetzky
Jon Rippke
Tom Ryan



Inter City Leadership Visit***Planning Team***

David Naples
Tom Johnson
Sarah Person
Fred Lutz
Scott Bergs
Colleen Landkamer
Dennis Dotson

Participants

Andy Willaert	Jessica Potter
Anna Thill	Jo Guck Bailey
Anne Ganey	John Brady
Ben Scheidel	John Rivisto
Bob Weerts	Jon Rippke
Brenda Roemhildt	Jonathan Zierdt
Bryan Nermoe	Kathie Davis
Bryan Paulsen	Kathy Brynaert
Chad Surprenant	Katie Nerem
Charlie Hurd	Keith Stover
Colleen Landkamer	Kent Schwickert
Curt Fisher	Kristi Schuck
Dave Naples	Mark Frost
David Schooff	Marsha Danielson
David Wittenberg	Maureen Gustafson
Dennis McCoy	Mike Brennan
Doug Belmore	Mike King
Dr. Dan Bruss	Mike Laven
Dr. Richard Davenport	Pastor Al Thompson
Ed Waltman	Pat Hentges
Eric Else	Phil Sligsby
Erik Leagjeld	Rachel Schott
Fred Lutz	Randy Groff
Greg Kutcher	Robert Podhradsky
Ian Carlstrom	Todd Snell
Jack Considine	Tom Johnson
Jack Kolars	Suzanne Spellacy
James Santori	Trudie Gustafson
Jay Weir	Todd Loosbrock
Jennifer Pfeffer	Yvonne Cariveau
Jerry Crest	Scott Weilage

SourceLink***Design Team***

Doug Belmore (Chair)
Ted Johnson
Pat Lipetzky
Judith Evans
Wes Taylor
Greg Bednar
Lane Nordquist
Ann Goebel
Eric Koser
Pam Bishop

Business***Librarians***

Julia Corbett
Brian Maciej
Bruce Gratz
Kevin Burns
Chad Sorensen
Dan Sarff
Jeremy Hatlevig
Kate Loging
Lisa Jahnke
Scott Danger
Shane Bowyer

Manufacturing***Librarians***

Mike Dieterich
Ann Goebel
Doug Belmore
Mark Brooks
Myron Dummer
Rob Else

Education***Librarians***

Jeane Clark
Diane Hendrickson
Eric Eliason
Mark Kluender
Mary Jo Starkson

Business Accelerator***Business Accelerator Council***

Dave Schlichte
Eric Else
Dennis Miller
Scott Olson
Tim Tupy
Andy Willaert
Joe Willaert
David Wittenberg
Mike Wagner

Business Accelerator Client Advisors

Randy Appel
Doug Belmore
Scott Bergs
Mark Bietz
Mike Brennan
Ron Doty
Dennis Findley
Steve Isakson
Monte Kuehl
Kate Loging
Dennis Miller
Dave Pfeffer
Tom Riley
Tom Ryan
Dave Schlichte
Denny Siemer

Envision 2020

Hundreds of Greater Mankato citizens came together to create a plan for the future through the community-wide Envision 2020 project. Special thanks to the following individuals who stepped up to help lead the efforts toward successful implementation:

Education

Primary Task Force Delegate: Jodi Sapp

Chair: Nancy Genelin

Economic Development

Primary Task Force Delegate: Lou Schwartzkopf

Alternate: Nancy Pehling

Alternate: Tom Riley

Livability

Primary Task Force Delegate: Shannon Robinson

Alternate: Kristi Schuck

Transportation

Primary Task Force Delegate: Mark Halverson

Alternate: Reggie Edwards

Chair: Joe Duncan

Health and Human Services

Primary Task Force Delegate: Cathy Sandmann

Community Planning & Regional Governance

Primary Task Force Delegate: Brian Malm

Alternate: Peg Ganey

Chair: Tom Hagen

At-Large Implementation Team Members

Co-Chair: Wendell Sande

Co-Chair: Kristi Schuck

Barb Embacher

Pat Hentges

Tony Filipovitch

Tom Hagen

Tami Paulsen