



Greater Mankato Media Kit

Welcome to
2011 Verizon Vikings Training Camp!





Welcome to Greater Mankato!

For the past **46 years**, Greater Mankato has been proud to be the summer home of the Minnesota Vikings. We are grateful for the exposure and the \$5 million dollar economic impact this event brings to our area each year. Besides being the home of Verizon Vikings Training Camp, the Greater Mankato region has even more going for it.

Those coming to camp year after year know how Greater Mankato has transformed from a rural community to a thriving regional center. In the past 10 years alone, Greater Mankato's population has increased by nearly 10,000 people. Today, our Mankato-North Mankato MSA (Metropolitan Statistical Area), which includes all of Blue Earth and Nicollet counties, is home to more than **96,000 residents**.

While Greater Mankato has grown, our unique quality of life remains. Whether visiting for a short time or enjoying for a lifetime, Greater Mankato has something for everyone...

- **Outdoor Recreation:** In addition to the scenic beauty of the Minnesota River, there are numerous lakes throughout the area, as well as 60 parks and 50 miles of paved trails and 8 golf courses.
- **Sports and Entertainment:** Activities for both participants and spectators abound in Greater Mankato. The Verizon Wireless Center, Riverfront Park Amphitheatre and many other venues host a variety of events.
- **Arts & Culture:** Greater Mankato also boasts a thriving arts community, with theatre, music, dance, written and visual arts programs, including the recently added CityArt Walking Sculpture Tour!
- **Shopping and Dining:** The Greater Mankato area has more than 150 restaurants, 25 places to stay and hundreds of stores, from the large national retailers to see in a metro area, to quaint local shops.
- **Education:** Greater Mankato has a premier K-12 school system and 5 superb institutions of higher education.
- **Health Care:** Greater Mankato is a regional hub for Mayo Clinic Health System, Mankato Clinic and Orthopaedic & Fracture Clinic. All continually expand their services, minimizing the need to travel for specialized treatment.
- **Convenient Location:** Centrally located less than two hours from Minneapolis-St. Paul, Greater Mankato has a state-of-the-art regional airport and major highways running throughout the area.
- **Business Opportunities:** Greater Mankato has a diversified business climate, extensive supply chain availability, ready talent, competitive operating costs and all the resources businesses need to succeed.

It is because of these assets that so many people choose to visit, live or locate their business in Greater Mankato. For more information about all Greater Mankato has to offer, visit greatermankato.com or contact us anytime.

Regards,



A handwritten signature in black ink.

Jonathan Zierdt
President & CEO
Greater Mankato Growth, Inc.



A handwritten signature in black ink.

Anna Thill
President
Greater Mankato Convention & Visitors Bureau, LLC

Greater Mankato at a Glance

Not all of the action in Greater Mankato is happening on the field at Verizon Vikings Training Camp. Take advantage of the many opportunities to learn and experience all the region has to offer - and perhaps discover your next great news idea in Greater Mankato!



Events

(www.greatermankatoevents.com)

There's a lot going on in Greater Mankato after practices, including the annually popular RibFest August 4-7, Mankato MoonDogs baseball on August 7, Nicollet County Fair August 10-14, Alive After 5 on August 11 and the CityArt Walking Sculpture Tour that runs throughout the year. For details on these and other events, visit Greater Mankato's comprehensive online events calendar greatermankatoevents.com.



Activities & Attractions

(www.visitgreatermankato.com/visitors-attractions.php)

Outdoor enthusiasts, history buffs, arts connoisseurs and everyone in between can always find something to see or do in Greater Mankato.



Restaurants

(<http://gmg.greatermankato.com/Restaurants-Food-Beverages>)

From sophisticated nouveau cuisine to familiar food in a hurry, Greater Mankato's 150+ restaurants serve diverse tastes.



Shopping

(<http://gmg.greatermankato.com/Shopping-Specialty-Retail>)

Hundreds of local and national retailers ensure shoppers will find whatever they need (and then some) in Greater Mankato.



Lodging & Transportation

(<http://gmg.greatermankato.com/Lodging-Travel-Tourism>)

Visitors are well served with 25 places to stay and a variety of transportation options for getting from here to there in Greater Mankato.



Visitor Services

(www.visitgreatermankato.com)

The Greater Mankato Convention & Visitors Bureau offers a wide array of services for those planning a visit, convention, meeting or tournament.



CityCenter

(www.citycentermankato.com)

Sitting at the geographic heart of the region, the CityCenter provides unique opportunities for dining, shopping, entertainment and culture, as well as a vibrant business climate.



Business Resources

(www.greatermankatobusiness.com)

Greater Mankato Growth, the chamber of commerce and economic development organization serving the region, offers a wealth of information and services for both current and prospective businesses.



Directory of Businesses

(<http://gmg.greatermankato.com/search>)

Greater Mankato's comprehensive easy-to-use online business directory lists every establishment in the region.



Community Information

(www.greatermankato.com/community.php)

From health care to education and everything in between, a up-to-date community information is readily available in Greater Mankato.



Awards

(www.greatermankato.com/gmg-communityawards.php)

Greater Mankato has received numerous honors over the years, including recently being named 25th on *Forbes* 2011 list of Best Small Metros for Business & Careers.



news release

FOR IMMEDIATE RELEASE

contact: Shelly Megaw, 507.381.0404
smegaw@greatermankato.com

Q2 a Period of Progress for the Greater Mankato region

Mankato, MINN (August 2, 2011) – Each month Greater Mankato Growth, together with communities and counties that make up the Regional Economic Development Alliance (REDA), looks at key metrics to measure the economic vitality of the region. The Greater Mankato regional marketplace includes the Mankato-North Mankato MSA (which include Blue Earth and Nicollet county), as well as communities immediately adjacent.

“Our economic diversity and collective portfolio of regional assets have enabled our marketplace to continue on a path of consistent, manageable growth,” said Jonathan Zierdt, Greater Mankato President and CEO.

Key successes for the Greater Mankato regional marketplace in the second quarter of 2011 include:

- As of June 30, there were a total of **71 new building or renovations projects** planned, started or completed in 2011. Of these, 37 were brand new businesses, who either built or renovated an existing location. Square footage data was available for 37 of 71 of the projects, totaling 511,684 square feet of new space and 326,753 square feet of renovated space. Total construction costs for all projects for which financials were available (40 of the 71) is estimated at \$94 million. These figures do not include the future Wal-Mart Distribution Center, with an estimated construction cost of \$100 million and a size of 880,000 square feet.

(Greater Mankato Growth Pipeline Report <http://www.greatermankato.com/business-newbusiness.php>)

- Monthly job numbers for businesses in the marketplace in Q2 increased slightly from a three month average of 52,346 in 2010 to 52,373 in 2011. While the year-over-year monthly job number did go down slightly in April and May, June saw a significant uptick, with **759 more jobs in Q2 2011 than 2010**.
- Monthly employment for residents living in the MSA averaged 55,725 in Q2, up from 54,505 for the same period last year. On the converse side, over the three months of Q2, average monthly **unemployment was 5.4%, down from 6.6% a year ago**.

(DEED Local Area Unemployment Statistics <http://www.positivelyminnesota.com/apps/lmi/laus/>)

- In June, Mankato was named 25th in the nation on **Forbes 2011 list of” Best Small Places for Business and Careers,”** which included cities with populations less than 245,000. Forbes based the ranking on the entire MSA’s performance in variety of areas, including job growth, costs (business and living), income growth, educational attainment, projected economic growth and quality of life.

(Forbes.com <http://www.forbes.com/places/mn/mankato/>)

More information on the region’s business environment is available at greatermankatobusiness.com.

About Greater Mankato Growth

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community. As the Chamber of Commerce and Economic Development organization serving the regional marketplace, GMG advances business through: existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction and servicing and civic engagement.

About the Regional Economic Development Alliance

In 2009, the Regional Economic Development Alliance (REDA) began with a progressive group of communities and counties joining together with Greater Mankato Growth in business attraction and development efforts. REDA participants include the cities of Amboy, Eagle Lake, Lake Crystal, Le Sueur, Madison Lake, Mankato, Mapleton and Saint Peter and Blue Earth and Nicollet counties. By working together, the group is able to efficiently provide regional and individual city and county information to businesses interested in the Greater Mankato marketplace. As a result of promoting the individual strengths of each community, along with the combined assets of the regional marketplace, all experience collective success.

###