



news release

FOR IMMEDIATE RELEASE

contact: Shelly Megaw, 507.381.0404
smegaw@greatermankato.com

Highest January Job Number Ever for Region

Mankato, MINN (March 1, 2012) – The Minnesota Department of Employment and Economic Development (DEED) today released job figures for our regional Metropolitan Statistical Area (MSA) that includes Blue Earth and Nicollet counties.

When it comes to judging the economic strength of a region relative to jobs, one of the best sources is Current Employment Statistics (CES) data, which measures the number of paid employees in a particular region, excluding self-employment and farm jobs. According to the CES report released today, the region gained nearly 1,900 jobs between January 2011 and January 2012.

“Online records going back to 1990 reveal this January 2012 job number of 53,521 is the highest for the region ever,” said Greater Mankato Growth President and CEO Jonathan Zierdt. “Positive economic data like this continues to reaffirm that this is an area that fosters job creation and business success. Assets such as industry diversification, supply chain availability and access to talent make this an ideal environment for business.”

Greater Mankato also once again stood out as having the highest year over year job gain for any MSA in the state in January.

January Year Over Year Job Increases for MN MSAs

Table with 3 columns: Area, Year Over Year Job Increase, Year over Year Job Increase %. Rows include Mankato-North Mankato MSA, St. Cloud MSA, Minneapolis-St. Paul-Bloomington MSA, Rochester MSA, and Duluth MSA.

Source: CES, Minnesota Department of Employment & Economic Development (DEED)
Compiled by: Greater Mankato Growth, Inc. | greatermankato.com | 507.385.6640 | info@greatermankato.com

“This isn’t just good news for the core cities, but the entire regional marketplace of Blue Earth and Nicollet counties and surrounding communities,” said Zierdt.

Another measure of area employment is the Local Area Unemployment Statistics (LAUS). LAUS is not as much an indicator of the strength of the business climate, because it measures the total number of people who live in a particular region who are employed, rather than the businesses in the region employing them.

Still, LAUS employment numbers continue to look good, with a December 2011 regional unemployment rate of 4.5%, compared to 5.4% a year earlier.

#### **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 Eagle Lake, Lake Crystal, Le Sueur, Madison Lake, Mankato, Saint Peter and Blue Earth County. 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.

###