



## news release

### FOR IMMEDIATE RELEASE

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### **Mankato MSA in top 25% in the Nation for Job Growth According to NewGeography.com**

Mankato, MINN (May 10, 2012) – NewGeography.com recently released their 2012 Best Cities for Job Growth rankings, and the Mankato-North Mankato Metropolitan Statistical Area (MSA) was number 80 among all 398 MSAs in U.S., the highest for any of the six Minnesota MSAs. The Mankato-North Mankato MSA was also ranked top in Minnesota and 52 in the nation among the 243 MSAs in the U.S. that are classified as “small sized” (those with fewer than 150,000 employees).

NewGeography.com is a site devoted to analyzing and discussing economic development, metropolitan demographics and community leadership. For their 2012 Best Cities for Job Growth rankings, they looked at the nation’s 398 MSAs and measured the robustness of each region’s growth both recently and over time, using U.S. Bureau of Labor Statistics “state and area” employment data. “This latest ranking reaffirms our marketplace’s continued strength as a job creator not only in the short term, but in the long term, demonstrating the sustainability of this growth over time,” said Greater Mankato Growth President & CEO.

NewGeography.com utilized a combination of long, mid-term, recent and current job growth data to calculate an overall weighted index for each MSA:

- 1) Recent growth trend: the current and prior year’s employment growth rates, with the current year emphasized
- 2) mid-term growth: the average annual 2006-2011 growth rate
- 3) long-term trend and momentum: the sum of the 2006-2011 and 2000-2005 employment growth rates multiplied by the ratio of the 2000-2005 growth rate over the 2006-2011 growth rate
- 4) current year growth

The Mankato-North Mankato MSA includes all of Blue Earth and Nicollet counties, with the regional marketplace including this area and communities immediately adjacent.

For more details on the NewGeography.com rankings visit the [NewGeography.com](http://NewGeography.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 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.

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