REDA
ANNUAL REVIEW
2014 -15

Individual Strengths

Collective Success
“You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.”

- Steve Jobs
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Regional Economic Development Alliance
2014-15 Annual Review

Note: All data and information presented in this report is for the period of
June 1, 2014 - May 31, 2015 unless otherwise noted.

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The regional economic watershed we refer to as Greater Mankato has been experiencing unprecedented growth and attention unlike any other time in our history.

The marketplace has seen substantial capital investments spanning the diversity of our unique economy, a steady and balanced increase in employment opportunities and continued improvement in our economic and business indicators. Business and community development are inextricably linked, so we’ve been fortunate to see our populations increase a bit more aggressively in portions of our region, which have been supported and kept up with through critical infrastructure improvements. Once referred to as quality of life, our livability as a region continues to shine brightly on several top national rankings. And the state and national media attention we’ve been garnering has us emerging as a destination for businesses, families and individuals.

But none of us do any of this alone. While each of us, and certainly our organization and REDA makes a critical impact on the overall economic vitality of the marketplace, it is the result of countless individuals, organizations (such as our partnering municipalities) and businesses working together. In a hyper competitive world where countries, states and regions are all trying to outdo one another we are realizing what other successful regions already have, that prosperity lies in our collective success.

Through REDA we are honored and inspired to leverage all of our collective and significant resources in a fashion that offers the greatest potential for business development, community prosperity and garnering the external attention and interest becoming of one of the country’s fastest rising regional centers.

"Success is when preparation meets opportunity"
- anonymous

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

Jim Beal
Chair,
Regional Economic
Development
Alliance
"Together we are stronger. Success is our neighbor growing. We are each better because of all of our collective milestones."

- Jim Beal, Chair of REDA

Pictured: Minnesota Avenue in Saint Peter.
ABOUT REDA

As described in the REDA Joint Services Agreement.

OBJECTIVE

To retain and grow the primary economic base of the Greater Mankato Regional Marketplace through business retention, new enterprise and emerging business development and new business development.

PURPOSE

It has become broadly accepted, embraced and understood that economic prosperity and activities do not stop at jurisdictional boundaries. Rather our economic and community prosperity lies in the success of our collective and immediate marketplace.

For this reason, the parties wish to facilitate economic development of the communities that make up the greater Mankato regional marketplace. This endeavor will offer a “forum to strategically facilitate regional assets and opportunities” for the purpose of business development, and will enable us to enhance and develop our future economic prosperity.

GUIDING PRINCIPLES

* economic prosperity
* atmosphere of cooperation
* unique strengths and characteristics
* direct technical assistance
* efficient and effective delivery
RED A is comprised of seven cities and one county with Greater Mankato Growth serving as the facilitator.

Advisory Committee
CHAIR: Jim Beal | VICE CHAIR: John Kvamme | President & CEO: Jonathan Zierdt

EAGLE LAKE
Elected Official: Jim Beal, EDA Commissioner and REDA Chair
Staff Representative: Brad Potter, City Administrator

LAKE CRYSTAL
Elected Official: Brad Ahrenstorff, Mayor
Staff Representative: Taylor Gronau, City Administrator

L E S U E R
Elected Official: Bob Broeder, Mayor
Staff Representative: Ed Tschida, Consultant
Affiliated Staff: Jenelle Teppen, City Administrator

M A D I S O N L A K E
Elected Official: Carolyn Hiniker, Council Member
Staff Representative: Ari Klugman, City Administrator

M A N K A T O
Elected Official: Eric Anderson, Mayor
Staff Representative: Pat Hentges, City Manager
Affiliated Staff: Paul Vogel, Director of Community Development
Kristin Prososki, Economic Development Specialist

NORTH MANKATO
Elected Official: Mark Dehen, Mayor
Staff Representative:
John Harrenstein, City Administrator
Affiliated Staff: Mike Fischer, City Planner

SAINT PETER
Elected Official: John Kvamme, Council Member and REDA Vice Chair
Staff Representative:
Todd Prafke, City Administrator
Affiliated Staff: Russ Wille, Director of Community Development

BLUE EARTH COUNTY
Elected Official: Mark Piepho, Commissioner
Staff Representative:
Bob Meyer, County Administrator

Region Nine Development Commission serves as a regional liaison.
“We’ve received multiple benefits from our partnership in REDA, such as promoting our residential growth opportunities and marketing available developable land as well as assisting in gathering marketplace characteristics for potential commercial developments.”

- Tim Auringer, Mayor of Eagle Lake and Project Manager at Brunton Architects and Engineers

Pictured: Eagle Lake City Hall
“Greater Mankato Growth has been a great resource for connecting the regional business community. Whether it’s connecting me to city officials for the City of Madison Lake or convening round-table discussion on business opportunities, I can count on GMG staff to assist Nifty Home Products in exploring and identifying potential business opportunities.”

– Pam Jagdfeld, Business Manager, Nifty Home Products
At Greater Mankato Growth, we work for all of the participating communities of REDA every day. Think of the staff listed here as an extension of the participating communities, additional staff that are experts in the niche of economic development. They work to provide data, connect resources and to retain and attract vital businesses across the region. Because the staff works with many communities, businesses and organizations, they have a pulse on what is happening across the marketplace and can leverage resources and knowledge for the benefit of all.

**THE TEAM**

**STAFF**

Executive Vice President  
**Trudie Gustafson**

Business Resource Development Manager  
**John Considine III**

New Business Development Director  
**Jim Santori**

Director of Marketing & Communications  
**Amy Linde**

**AFFILIATED STAFF**

Affiliated staff members contribute to REDA and participate on an as needed bases with the group.

Director of Government & Institutional Affairs  
**Patrick Baker**

Director of Project Ag Business Epicenter (ABE)  
**Sam Ziegler**

*Not Pictured: Tom Riley, retired New Business Development Director*
“When I came to Mankato, Greater Mankato Growth helped connect me to the right people and resources so that I felt welcomed and familiar with the community.”

– Mark Carlson
General Manager
Walmart Distribution Center

Pictured: Blue Earth County Commissioners at the groundbreaking for the Walmart Distribution Center in fall of
BUSINESS DEVELOPMENT SERVICES & PROGRAMS

Through our efforts, our MSA and REDA region have seen an increase in business developments, building programs and job creation; dynamic shifts in our regional labor commuting patterns; residential housing starts and general community prosperity and growth. We firmly believe this is the result of our strategy and the resulting tactics to coordinate and shepherd impacting business development by increasing our Business Retention & Expansion visits, leveraging workforce talent opportunities, building on supply side strengths and playing to our existing economic assets and drivers. Of particular note is the firm establishment of long-term relationships and increased interaction we have cultivated with site selectors and corporate development professionals.

MARKETING & COMMUNICATIONS

To keep up with technology and marketing trends, we continue to place emphasis on increased and enhanced digital visibility to compete at a national and international level. Traffic to greatermankato.com nearly doubled this year partly due to increased time and efforts spent on social media. An additional part-time marketing staff member was added in February of 2015. Website stats reveal a direct correlation of audience engagement with the addition of the marketing position. A more user and mobile friendly version of greatermankato.com will launch in the fall of 2015.

EXECUTIVE SUMMARY

KEY SUCCESSES

Below is a list of just a few of the key successes this year. To read more on these and others see the following pages.

- Hosted 11 Site Selectors, a record number
- Fulfilled 56 requests for critical business information
- Lead the state in existing business visits with 98
- #1 MSA in the state for job growth at 4.2%, also reached highest job number on record for the MSA at 58,000+
- $500 million in capital investment over the past three years across the region
- Official launch of Project Ag Business Epicenter (ABE)
- Auto-trigger email campaign launched to 75+ site selectors and business development decision makers, has a 38% open rate
- Published 45 stories explaining the strengths and positively positioning the marketplace
- 2/3 of the top 50 webpage visits were business development pages with the buildings and sites page visited three times every day
- Community positioning video, Way to Grow, was updated and released receiving 14,300+ views in two months
- Advertising in Site Selection Magazine received 200,000+ online views, the magazine also featured Project ABE in an agribusiness article
How Investments are Calculated

Investments from participants in REDA are calculated on a per capita basis which directly links the work to the growth of the community.

Per the Joint Service Agreement, the City of Mankato pays $4.38 per capita, while the seven other participants in REDA pay $2.19.

Investment by Participant for 2015

<table>
<thead>
<tr>
<th>Place</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eagle Lake</td>
<td>$5,828</td>
</tr>
<tr>
<td>Lake Crystal</td>
<td>$5,613</td>
</tr>
<tr>
<td>Le Sueur</td>
<td>$8,909</td>
</tr>
<tr>
<td>Madison Lake</td>
<td>$2,359</td>
</tr>
<tr>
<td>Mankato</td>
<td>$180,649</td>
</tr>
<tr>
<td>North Mankato</td>
<td>$30,145</td>
</tr>
<tr>
<td>Saint Peter</td>
<td>$25,895</td>
</tr>
<tr>
<td>Blue Earth County</td>
<td>$30,951</td>
</tr>
</tbody>
</table>

Total: $290,349

For every $1 invested by city and county participants, nearly another $1 is matched by Greater Mankato Growth in business development from private business investments.

Public Investment Per Year

- 2010: $209,875
- 2011: $235,196
- 2012: $250,902
- 2013: $251,645
- 2014: $270,768
- 2015: $290,349

Reda Annual Review
RETURN ON INVESTMENT

Each dollar invested by REDA participants leveraged $438 of GMG impacted capital investment across the marketplace. These capital investments exceeded $500,000,000 over the last three years.

*Based on data in the Business Pipeline Report over a three year period.

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FINANCIAL SUMMARY

BUDGET SNAPSHOT

<table>
<thead>
<tr>
<th>Services &amp; Programs</th>
<th>$328,729</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Communications</td>
<td>$199,480</td>
</tr>
<tr>
<td>Operations</td>
<td>$34,285</td>
</tr>
</tbody>
</table>

TOTAL GMG BUSINESS DEVELOPMENT INVESTMENT: $564,843

TOTAL REDA INVESTMENT BY PARTICIPANTS (an additional $274,494 comes from private sector investments): $290,349
A FAST GROWING POPULATION

Eagle Lake is the fifth fastest growing population in the state among 853 incorporated places this year. Saint Peter also came in 47th on the list and Blue Earth County grew by .85% or 550 people, ranking it 12th out of 87 counties.

RECORD

JOB GROWTH

The trend line for record job growth keeps climbing. For the first time in history, job numbers eclipsed 58,000. Job growth in the MSA was #1 in the state at 4.2% over the last 12 months. With several new constructions in the works, growth is predicted to continue with the trend pointing towards smaller, stable growth in the near future.

POSITIVE TAX IMPACTS

Percent change from 2013-14.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Total Taxable Market Value</th>
<th>Adjusted Net Tax Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Eagle Lake</td>
<td>8.63%</td>
<td>12.84%</td>
</tr>
<tr>
<td>City of Lake Crystal</td>
<td>1.59%</td>
<td>-1.50%</td>
</tr>
<tr>
<td>City of Le Sueur</td>
<td>6.75%</td>
<td>17.38%</td>
</tr>
<tr>
<td>City of Madison Lake</td>
<td>1.23%</td>
<td>2.81%</td>
</tr>
<tr>
<td>City of Mankato</td>
<td>4.01%</td>
<td>3.11%</td>
</tr>
<tr>
<td>City of North Mankato</td>
<td>4.98%</td>
<td>4.19%</td>
</tr>
<tr>
<td>City of Saint Peter</td>
<td>7.27%</td>
<td>9.74%</td>
</tr>
<tr>
<td>Blue Earth County</td>
<td>9.39%</td>
<td>3.81%</td>
</tr>
</tbody>
</table>

*MN Department of Revenue
LOW COST OF DOING BUSINESS

The Mankato - North Mankato MSA maintained its low cost of doing business coming in with a 11% lower rate compared to the national average. The MSA also boasts the 5th lowest cost of doing business in the upper Midwest.

BOOMING INVESTMENTS

Driving through the region today, a person can easily get a feeling of the weight of the investments happening in the marketplace. Record investments have happened or are in the pipeline to start construction this year. More than $500 million of capital has been invested in the marketplace over the last three years.

NUMEROUS AWARDS & ACCOLADES

In 2014 the MSA was named #3 on Forbes list of Best Small Places for Business and Careers, along with more than a dozen other accolades for the region including: Most Affordable College Town in MN, one of the Safest Communities in MN and more. See greatermankato.com for a complete list including sources.
“We felt very comfortable including Greater Mankato Growth in our discussions around capital facility development. They were able to provide insight into different locations and equipped us to make informed decisions. We are grateful that as part of the Greater Mankato community we have access to such a high caliber organization”

- Gregory Kutcher, M.D.
CEO,
Southwest Minnesota region of
Mayo Clinic Health System
BUSINESS DEVELOPMENT SERVICES
EAGLE LAKE
Provided Eagle Lake with industry specific information and a demographic summary for 1-2-5 mile radii from the community.

Identified a retail trade area, conducted a retail trade analysis and compiled reports based upon the trade area for the City of Eagle Lake.

LAKE CRYSTAL
Assisted City staff in pursuit of industrial land development.

Worked with City staff in the submission of two RFPs requiring rail access for the proposed industrial land development.

Produced and compiled customized market characteristic reports.

LE SUEUR
Assisted the City of Le Sueur in presenting its industrial park in a response to an RFP it received. Compiled information on taxes, highway access, demographics and aerial photography.

Conducted a trade area analysis for the City of Le Sueur which included demographic, income, consumer expenditures and retail sector analysis.

MADISON LAKE
Produced drive time maps, highlighting the labor shed size and characteristics.

Connected a local business with international business opportunities.

THE WORK
Every community is comprised of diverse assets and no two are alike. Greater Mankato Growth is able to serve each community differently by customizing what we do to meet their individual needs. As you read the samples of work on these pages it should give you a feel for the scope of work that REDA provides.
# Community Portraits

## Mankato

Conducted research on area industrial businesses for the City of Mankato.

Worked with Coldwell Commercial Fisher Group on scenarios for the repurposing of the Hubbard Building.

Assisted development group in evaluating the marketplace for the development of student housing near MSU Mankato. Provided intro to appropriate post-secondary institution contacts.

## North Mankato

Assisted North Mankato in receiving a shovel ready certification from Delloitte Consulting Firm. GMG partnered with Benco Electric and Great River Energy and assisted in data collection, communication and disbursement of the final report to area and local developers.

Worked with Mayo Clinic Health Systems in its site selection process for new facilities.

## Saint Peter

Compiled commuter data that presented an inflow-outflow analysis of both those who live in Saint Peter and those who work in Saint Peter.

Presented the North Industrial Park for consideration in three separate project proposals.

Researched and compiled census block statistics to better understand the demographic composition of the community.

## Blue Earth County

Researched and compiled past development information for Blue Earth County in its pursuit of federal funding for the extension of county road 12.

Launched Project ABE which will provide new value to the county’s largest land use: agriculture.

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Note: Items listed in each community on these pages are samplings of just a few of the projects, but not a comprehensive list, and types of work done for each community.

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“GMG has assisted Lake Crystal in exploring development opportunities that will not only bring jobs to the area, but also assist in lowering utility fees for existing residents of the community.”

– Brad Ahrenstorff, Mayor, City of Lake Crystal
INTERNATIONAL BUSINESS

Emphasis continues to be placed on international business and its importance. The following was done to raise visibility and gather information:

- Compiled a report on exporting activity of local area manufacturers outlining their current activity in foreign markets, interest in new markets and any barriers they are facing. The report will guide partners in identifying and addressing those barriers.
- Co-hosted an event with the Small Business Development Center to unveil the results
- Scheduled round table discussion on upcoming Governor’s Trade Mission to Mexico
- Hosted a VIP reception for FITASC Grand Prix international participants and local leaders

Pictured: VIP Reception in July, 2015 with international leaders from the FITASC Grand Prix Clay Shooters.
Over the last year staff represented and advocated for REDA participants at or during these events and programs:

- Enterprise MN State of Manufacturing
- MN Marketing Partnership
- Economic Development Association of Minnesota (EDAM)
- MSU, Mankato College of Science, Engineering and Technology Industry Advisory Board
- Grow Minnesota! Annual Meeting (Minnesota Chamber of Commerce)
- South Central Business Development Network meetings (hosted by DEED)
- Organized and convened the Supply Chain Development Group on a quarterly basis

Grow Minnesota! Business Retention & Expansion Visits

Lead by business development staff from Greater Mankato Growth (GMG), along with area officials from the Regional Economic Development Alliance (REDA), Business Retention & Expansion visits are done to communicate and coordinate efforts for the success of businesses and the marketplace. The program is lead through face-to-face visits with CEOs and top executives from regional businesses. The program prides itself on the strength of developing and maintaining strong relationships and the power of shared information in order to identify opportunities and strengthen both businesses and the entire marketplace.

98 visits were made in the last 12 months, which was the most visits in the state of MN.

Elevated the profile of manufacturing across the marketplace through the Tour of Manufacturing event held in October in conjunction with MN Manufacturing Week.

56 Requests Fulfilled for Critical Business Information

59 Received requests for proposals
16 Submitted proposals
11 Hosted site selectors

*Proposals submitted were those with specifications able to be met within the REDA region. Proposals not responded to were those which the region was not able to meet required specifications (for example: shipping port, available building space of 50,000+, etc.)
"GMG’s investment in Project ABE can be a huge incentive for new agricultural business development in the region."

– Mark Greenwood
VP Agribusiness Capital, AgStar Financial Service

Project AGRICULTURE BUSINESS EPICENTER launched

Project Agriculture Business Epicenter (ABE) was officially launched and announced in the fall of 2014. The project aims to position Southern Minnesota as the premier agribusiness hub in the United States.

A full time director was hired in early 2015 to lead the program. Key success in these early steps of the initiative included identifying four committees and onboarding loaned executives, chairs and members for each group. More than 55 people have expressed interest in participating on these teams to date.

Other key successes included completing 30 business visits, meeting with 21 community and government organizations and engaging with seven educational institutions across the Southern Minnesota region.

In the upcoming year efforts will be concentrated on pro-actively promoting existing assets based off of regional success stories and values. A consortium will be built around lifelong learning and education in relationship to agriculture. An ag business development action plan will be built out that will also incorporate participants of REDA.

BUSINESS SERVICES

AFFILIATED BENEFITS

Because of the affiliation of REDA and Greater Mankato Growth Inc., these are some of the benefits REDA partners may experience although they are not directly contributing to them. Some of these benefits included:

- Greater Mankato at the Capitol
- Policy Advocacy
- GMG advocates at the Legislature for increased transportation investment and completion of Highway 14 through the Highway 14 Partnership, where we serve on the board of directors
- GMG advocates for economic development priorities benefiting Greater Minnesota through the Greater Minnesota Partnership, where we also serve on the board of directors
- Electorate Education – GMG increases the knowledge of the region’s electorate during elections by providing the public with access to candidate profiles, questionnaires and forums
- Talent Development
  - MN Talent Network
  - 2014 Talent Supply & Demand Report Published
- Project ABE
  - Promotions
  - Education
  - Business Development
  - Public Affairs
- InterCity Leadership Visit (ICLV)
“Greater Mankato Growth’s efforts to put focus on our region’s significant agribusiness assets will be a key factor in enhancing the business environment for existing stakeholders and in attracting future stakeholders.”

- Mitch Davis
  Owner,
  Davis Family Dairies

Pictured: City of Le Sueur
“Gustavus Adolphus College is able to leverage the community marketing materials Greater Mankato Growth produces. It saves us time and money when we are looking to recruit staff and students to the area.”

- Mark Braun
Provost and Dean of the College, Gustavus Adolphus College
MARKETING & COMMUNICATIONS
"Work in marketing evolves as fast as the pace of technology. Consumers are becoming more overburdened with an abundance of messaging. Our work is focused on hitting the audience we want with messaging that resonates and cuts through the clutter and noise of a busy world."

- Amy Linde

Director of Marketing & Communications, Greater Mankato Growth
This year brought new ventures for marketing of the REDA region with new tactics and messaging formulated as the audience evolves. As you review the next few pages pay special attention to the fantastic website traffic increases, new agricultural focused messaging, all new infographics and the launch of our first ever auto-trigger email campaign. The auto trigger campaign is primarily focused on site selectors and is focused on keeping the Greater Mankato marketplace "top of mind". Other highlights include increased media coverage, updated publications as well as a robust social media audience that is listening to what's going on in this bustling region.

Another key success was the installation of a standing display at the Mankato Regional Airport to display and hold materials touting why this is a great region to live, work and play, with a heavy focus on the economic strength of the marketplace.
The greatermankato.com website saw a significant increase in web traffic over the 2014 - 2015 time frame with stats 90% or higher. 96% of visitors were from the U.S., the other 4% of visitors were mostly all from India, Brazil, Canada, Mongolia and the Philippines.
For the first time a standing airport display was produced and installed at the Mankato Regional Airport. The display targets the main line of private traffic at the airport, the business traveler. With that in mind the display emphasizes the key economic highlights of the marketplace but also boasts that the region is also a great place to live, work and play. The display holds room for take-away materials as well.

Visit Mankato also installed its recreation focused display at the airport showcasing top visitor attractions in hopes to get travelers to stay longer or return for leisure purposes.
Many print and digital marketing pieces promoting the region’s assets were published or updated this year. These were used by area realtors, developers and businesses for everything from employee retention and recruitment to luring national retailers.

**PRINT**

“Greater Mankato: The Way to Grow”, a business, economic and livability piece was updated this year and released at Greater Mankato at the Capitol.

The Agricultural Snapshot was updated and refreshed this year in alignment with the launch of Project ABE.

Our retail-centered piece, Greater Minnesota’s Premier Retail Center, was updated with current data this year as well as given an enhanced look and feel.

To complement the Site Selector visits in the fall, the South Central Minnesota Site for Success piece was updated this year.

**INFOGRAPHICS**

This summer “10 Reasons Greater Mankato is the Way to Grow” and “Awards & Accolades” were published. These were the first infographics used at Greater Mankato Growth.
**VIDEO**

The marketplace positioning video, Way to Grow, was updated, enhanced and released in June of 2015. The video in only its first two months has 14,300+ views.

The Envision Tomorrow video was released at the Envision 2020 Phase II community gathering in the fall. The video had 825 views this year.

**SOCIAL**

Total page likes: 2,269  
Organic Reach average: 438  
Paid Reach Average: 767

Total Tweets: 420  
Total Retweets: 319  
Favorites: 330  
Link Clicks: 523

8,939 Total Video Views  
Envision Tomorrow video was top video with 800+ views  
38 shares

*Pictured: Jonathan Zierdt being interviewed by Lynn Ketelsen of Linder Farm Network on Project ABE and the importance of agribusiness in the region.*
SITE SELECTION MAGAZINE

Print ads were purchased in the September 2014 and March 2015 issues of Site Selection Magazine. Both print ads came with digital ads on Site Selection’s website on the pages of the articles that the print ads appeared on.

The September digital edition of the publication had 2,810 issue views and 71,248 page views. The digital ad on their website had 266 views.

The March digital edition of the publication had 5,143 issue views and 109,498 page views. The digital ad on their website had 392 views.

GLOBAL TRADE MAGAZINE

Advertising was placed in Global Trade for the first time this year. Placement was chosen in its new Site Selectors showcase feature in the September/October 2014 as well as the May/June 2015 issue.

More than 20 leads were generated off the ads and emails that were sent direct to the leads with more information on the marketplace.

GOOGLE AD CAMPAIGN

A Google ad has run consistently this year with the key message of the #3 Forbes Best Small Places for Business & Careers as the key message. More than 30 keywords were used targeting a business development audience.

3,846 clicks
869,788 impressions
EMAIL MARKETING

Email marketing continues to be an avenue of great impact to communicate both internally and externally. Our open rate for emails is 31% this year while the national average open rate for email marketing in similar industries is between 15-20%.

For the first time, an auto-trigger email campaign was launched targeting site selectors and business leaders who are prospects for relocation or expansion of their business in the marketplace. The campaign is off to a strong start with a 38% open rate. Pictured to the right are the two emails in the series, the first emails two weeks after initial contact with a prospect and the second goes out four weeks following the first email.

MARKETING & COMMUNICATIONS
AFFILIATED BENEFITS

Because of the affiliation of REDA and Greater Mankato Growth Inc., these are some of the benefits REDA partners may experience although they are not directly contributing to them. Some of these benefits included:

- Marketplace Visibility – GMG heightens the awareness of our region’s economic vitality with state elected and appointed leaders through forums, electronic communications and extensive networking
- GMG works to enhance the livability and vibrancy of the region (talent retention and attraction) through its own marketing and events as well as those of its affiliate organizations, Visit Mankato and the City Center Partnership
- Guide to Visiting & Living in Greater Mankato produced by Visit Mankato, 50,000+ guides were printed
- Ongoing engagement with news organizations and on social media to raise the visibility and awareness of the marketplace.
- Continued engagement and promotion of the regional online events calendar, greatermankatoevents.com