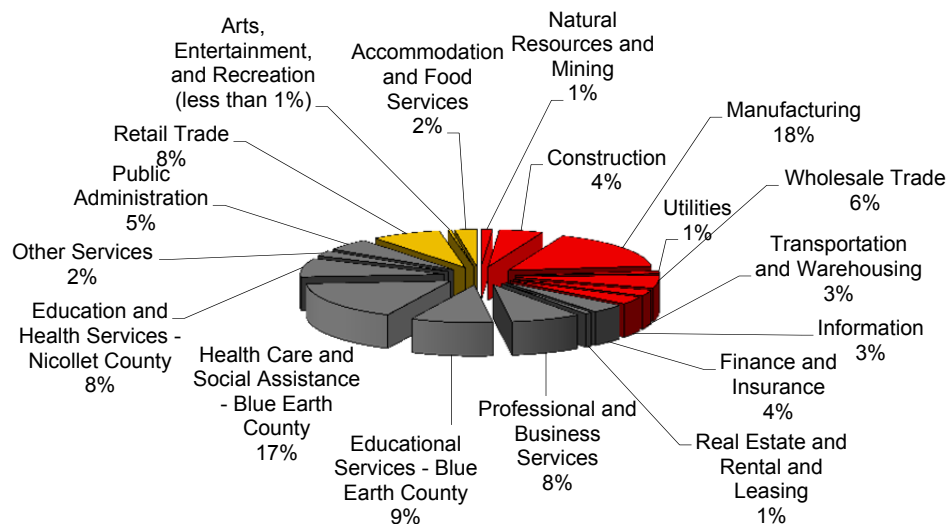


# Regional Profile

## greater ECONOMIC VITALITY

- **Thriving Regional Center:** Designated a Metropolitan Statistical Area (MSA) in December 2008, which includes all of Blue Earth and Nicollet Counties, with 97,204 residents (2011 estimate)
- **Consistent, Strategic Growth:** Between 2000 and 2010 the MSA’s population increased 13%, number of establishments increased 6%, employees increased 7% and total payroll increased 44%
- **Job Creator:** More than two years of straight Year over Year Job Growth and top performer in the state, with job growth between 2002 and 2012, +7.53% for the Mankato MSA, compared to +1.74% for State of MN, +2.2% for U.S., +6.08% for St. Cloud, +1.84% for Rochester, +1.56% for Minneapolis-St. Paul and -1.45% for Duluth
- **Significant State Impact:** Net tax contributor to the state, with an increase in Gross Sales of 112% from 2000 (\$2.62 billion) to 2010 (\$5.56 billion)
- **Continued Expansion:** 270 new building or expansion projects initiated or completed since 2010, with construction costs for 166 of these totaling \$315 million and space for 138 of these totaling 4.2 million square feet (Note: figures do not include planned Walmart distribution center)
- **Diverse Industry Makeup:** 36% Primary Economy, 53% Professional Service Economy and 11% Retail Consumer Economy as of Q1 2012



## greater TALENT

- **Premier K-12 Education:** Innovative educators partnering with area businesses and organizations to ensure students are well-prepared to meet the needs of area employers
- **5 Higher Education Institutions:** Minnesota State University, Mankato; South Central College, Rasmussen College, Bethany Lutheran College and Gustavus Adolphus College
- **Ongoing Professional Development:** Abundant education and training opportunities available from higher education institutions and other community organization
- **Leadership Training:** Programs offered that develop personal and professional leadership skills, including the 26-year-old Greater Mankato Leadership Institute
- **Young Professional Program:** Opportunities for individuals ages 21–39 in earlier stages of their careers to connect with one another, learn and become engaged in the community

## greater BUSINESS ENVIRONMENT

- **Extensive Supply Chain:** Abundant suppliers and complimentary industries, with particularly strong presence in Metal Manufacturing & Fabrication, Power Generation Manufacturing, Electronic Manufacturing Services, Agriculture & Food Processing, Renewable Energy, Printing and Warehousing Distribution
- **Accessible Location with Efficient Transportation:** Strategically located relative to all of southern Minnesota, as well as the Minneapolis/St. Paul area, with major highways connecting the area, a modern regional airport, trucking services and rail access to U.S. and global markets
- **Regional Collaboration:** Progressive cities and counties that work together through a Regional Economic Development Alliance to provide both regional and geographic-specific information to businesses interested in the Greater Mankato Marketplace
- **Strong Infrastructure:** Availability of existing buildings and shovel ready land, affordable and accessible utilities and funding sources for businesses that want to locate and grow in the Greater Mankato marketplace

## greater RESOURCES

- **Locating or Expanding Businesses:** Ready advocate in Greater Mankato Growth, with staff able to provide customized marketplace information and facilitate connections with supply chain partners, financing and government
- **Entrepreneurial Environment:** More than 30 programs with services for new and emerging businesses in the area, with Greater Mankato Growth helping connect them to the right resource at the right time
- **Existing Business Support and Retention:** Proactive services and up-to-date information needed to drive success throughout the life of a business offered by Greater Mankato Growth

## greater LIVABILITY

- **Affordable Living:** Cost of living well below the national average and the lowest of any MSA in the state
- **Scenic Setting:** Haven for outdoor enthusiasts, who enjoy the area's abundant nature, wildlife and recreation activities, including more than 60 parks, 8 golf courses, 50 miles of paved trails and abundant hills, rivers and lakes
- **Sports, Entertainment and Culture:** Activities for participants and spectators alike, offered by a variety of community groups, as well as area colleges
- **Shopping and Dining:** Hundreds of stores and restaurants, ranging from large national retailers you would expect to see in any metro to quaint local shops
- **Superior Health Care:** Regional headquarters for Mayo Clinic Health System and Mankato Clinic, with both organizations continuing to expand their services, minimizing the need for residents to travel for specialized medical treatment
- **Community Involvement:** Cooperative efforts of citizens, community and business leaders to plan for and ensure a successful future for Greater Mankato