“Someone’s sitting in the shade today because someone planted a tree a long time ago.”

- Warren Buffett
The regional economic marketplace, referred to as Greater Mankato, continues to experience unprecedented and sustained growth, along with attention unlike any other time in our history. This is not by accident, but rather a result of smart, strategic business development decisions by our business leaders coupled with deliberate, supportive and cooperative activities by all of us involved in regional economic development. Our alliance represents that collective intentionality and has enabled us to be better together.

On the following pages of this Annual Review we have compiled a variety of information, data, examples and quotes that represent the breadth and impact of our regional economic development work. You’ll see:

- Examples of Key Success ranging from enhanced interaction with site selectors to the role we play in providing critical business information
- Community Portraits intended to provide only a few “examples” of the type of work engaged in during the year
- Representation of our region at “tables” outside of the region, a list of new events/activities significantly elevating our regional awareness, data and metrics conveying the accessibility and utilization of online information about the marketplace and recent appearances our region has had in major regional and national publications
- A modest and intentional shift to target additional financial resources toward Marketing & Communications that definitively resulted in additional business development interest in the regional marketplace and a more efficient RFP request-to-submission ratio
- Insights from our core professional staff providing a unique perspective on what it means to cultivate relationships, mobilize our marketplace assets and leverage our resources efficiently and effectively

The resulting effect is one we’ve all come to appreciate, a continually balanced, vibrant and growing economic landscape. It remains an honor to be part of regional collaboration focused on offering the greatest potential for business development and related community prosperity. The Alliance is a testament to our rising regional center, and recent accolades heralding it as not only one of the most vibrant in the state but the upper Midwest.

"Coming together is a beginning; keeping together is progress; working together is success."
- Henry Ford

Pictured: Lake Crystal

LETTER OF INTRODUCTION

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

Jim Beal
Chair,
Regional Economic Development Alliance

Jim Beal
Chair,
Regional Economic Development
Alliance

Jonathan Zierdt
President & CEO,
Greater Mankato Growth, Inc.
"Our regional success has come from our individual and collective growth and development. Together, we are stronger."

- Jim Beal

Chair of Regional Economic Development Alliance

Jim Beal
Chair, Regional Economic Development Alliance

Jonathan Zierdt,
President & CEO,
Greater Mankato Growth
Individual Strengths.
Collective Success.

Pictured: Nicollet County Courthouse on Minnesota Avenue in Saint Peter.
OBJECTIVE

To retain and grow the primary economic base of the Greater Mankato Regional Marketplace through business retention, new enterprise, 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
- Supportive
Regional Economic Development Alliance has been comprised of seven cities and two counties with Greater Mankato Growth serving as the facilitator. All partners and representatives are committed to serving each of the communities in the Mankato - North Mankato MSA.

Advisory Committee
CHAIR: Jim Beal | VICE CHAIR: Bob Broeder | 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

**LE SUEUR**  
Elected Official: Bob Broeder, Mayor  
Staff Representative: Ed Tschida, Consultant  
Affiliated Staff: Jenelle Teppen, City Administrator

**MADISON LAKE**  
Elected Official: Carolyn Hiniker, Council Member  
Staff Representative: Michael Hanson, City Administrator

**MANKATO**  
Elected Official: Eric Anderson, Mayor  
Staff Representative: Pat Hentges, City Manager  
Affiliated Staff: Paul Vogel, Director of Community Development Kristin Prososki, Economic Development Specialist

**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

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

**NICOLLET COUNTY**  
Elected Official: Bruce Beatty, Commissioner  
Staff Representative: Ryan Krosch, County Administrator

Region Nine Development Commission serves as a regional liaison.
“Understanding that one reason for Eagle Lake’s continued growth is the connectedness of our region; partnering with Regional Economic Development Alliance has allowed the City to promote residential opportunities, development potential, and highlight the amenities that make our community great.”

- Tim Auringer, Mayor of Eagle Lake
“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 roundtable discussion on business opportunities, I can count on GMG staff to assist 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 the Regional Economic Development Alliance 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.

**STAFF**

**New Business Development Director**

*Jim Santori*

**Director of Regional Business Intelligence**

*John Considine III*

**Director of Marketing & Communications**

*Bridget Norland*

**AFFILIATED STAFF**

Affiliated staff members contribute to Regional Economic Development Alliance and participate on an as-needed basis with the group.

**Director of Government & Institutional Affairs**

*Patrick Baker*

**Director of GreenSeam**

*Sam Ziegler*

*Other 2015-2016 team members not pictured:*

*Trudie Gustafson, retired Executive Vice President*

*Amy Linde, former Marketing & Communications Director*
"We continue to evaluate the latest tools in economic development and pursue the best return on investment. This year we increased our new business RFP efficiency, increased our business intelligence capacity and bolstered outreach to contacts in real estate and development. We were able to do this by changing our subscriptions to portals for potential projects, subscribing to a new economic modeling tool and purchasing distribution lists for realtors and developers. The result is a higher caliber of projects coming to our regional partners, resources for making informed decisions and increased Top of Mind Awareness (TOMA) of our region among national decision makers. We will continue to not just look for the latest and greatest tools in economic development, but get every bit of value out of the tools we do have in order to pass that value along to our partners in the Regional Economic Development Alliance."

- John Considine III
Director of Regional Business Intelligence
Greater Mankato Growth

"Externally, we are making contacts to break through the clutter of other messages by being unique and repetitive in messaging how great the area is for business opportunities. Internally, we continue to connect the dots between businesses looking to expand or just needing some assistance in clearing a hurdle."

- Jim Santori
New Business Development Director
Greater Mankato Growth
EXECUTIVE SUMMARY

KEY SUCCESSES
from the past year

Hosted 9 Site Selectors

Fulfilled 60 requests for critical business information

69 existing business visits

#1 MSA in the state for job growth at 2.06%, also reached highest job number on record for the MSA at 57,000+

$464 million in capital investment over the past three years across the region

Auto-trigger email campaign sent to 75+ site selectors and business development decision makers, with a 31% open rate

Published 19 stories explaining the strengths and positively positioned the marketplace

Advertising placed in Minneapolis / St. Paul Business Journal reaching 12,766 subscribers

Received 40 requests for proposals

Submitted 33 proposals

Advertising in SKY Delta Magazine reaching more than 5 million readers

"An online presence is essential to a successful marketing plan. The data behind website or social media traffic is a quick way to decipher if your tactics are engaging and holding steadfast. With that being said, technology is a moving target. The Greater Mankato Growth Marketing Team continues to research, learn and apply new strategies to fit the everchanging needs of technology, as well as our partners and members. Increased online viewership and reach of social media validates our website content and branding tactics, which aim to support the economic development of this region."

- Bridget Norland
Director of Marketing & Communications
Greater Mankato Growth

Pictured Seated: Bridget Norland
Left: Jim Santori; Right: John Considine III
How Investments are Calculated

Investments from participants in the Regional Economic Development Alliance 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 other city participants in the Regional Economic Development Alliance pay $2.19 and counties pay .54.

Investment by Participant for 2015

<table>
<thead>
<tr>
<th>Participant</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eagle Lake</td>
<td>$6,359</td>
</tr>
<tr>
<td>Lake Crystal</td>
<td>$5,563</td>
</tr>
<tr>
<td>Le Sueur</td>
<td>$8,852</td>
</tr>
<tr>
<td>Madison Lake</td>
<td>$2,567</td>
</tr>
<tr>
<td>Mankato</td>
<td>$183,945</td>
</tr>
<tr>
<td>North Mankato</td>
<td>$30,028</td>
</tr>
<tr>
<td>Saint Peter</td>
<td>$26,016</td>
</tr>
<tr>
<td>Blue Earth County</td>
<td>$35,934</td>
</tr>
<tr>
<td>Nicollet County</td>
<td>$18,114</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$317,428</strong></td>
</tr>
</tbody>
</table>

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:** $209,475
- **2011:** $233,196
- **2012:** $250,902
- **2013:** $251,615
- **2014:** $270,768
- **2015:** $317,428
- **2016:** $317,428

Regional Economic Development Alliance Annual Review
RETURN ON INVESTMENT

Each dollar invested by Regional Economic Development Alliance participants leveraged $315 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.

BUDGET SNAPSHOT

Services & Programs

Marketing & Communications

Operations

YEAR IN REVIEW

BUDGET SNAPSHOT

Services & Programs

Marketing & Communications

Operations

TOTAL GMG BUSINESS DEVELOPMENT INVESTMENT

$616,385

TOTAL REGIONAL ECONOMIC DEVELOPMENT INVESTMENT BY PARTICIPANTS

$317,428

(An additional $274,494 comes from private sector investments)

greatermankato.com/regional-alliance
A FAST GROWING POPULATION

Eagle Lake has the 2nd fastest growing population in the state among 853 incorporated places. Madison Lake also came in 22nd on the list. Saint Peter ranks 42nd out of 97 when looking at cities in the state that have a population larger than 10,000 over the last five years (2010-2015). In fact, when looking outside the Minneapolis/Saint Paul metro, Saint Peter ranks 6th in terms of growth in Greater Minnesota (cities larger than 10k).

RECORD

JOB GROWTH

The trend line for record job growth keeps climbing. For the first time in history, job numbers eclipsed 57,000. Job growth in the MSA was #1 in the state at 2.06% over the last 12 months. With several new construction projects in the works, growth is predicted to continue with the trend pointing towards smaller, stable growth in the near future.

TAX IMPACTS

Percent change from 2014-15.

<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>9.18%</td>
<td>12.47%</td>
</tr>
<tr>
<td>City of Lake Crystal</td>
<td>2.55%</td>
<td>0.43%</td>
</tr>
<tr>
<td>City of Le Sueur</td>
<td>4.46%</td>
<td>4.32%</td>
</tr>
<tr>
<td>City of Madison Lake</td>
<td>7.66%</td>
<td>10.13%</td>
</tr>
<tr>
<td>City of Mankato</td>
<td>9.83%</td>
<td>9.79%</td>
</tr>
<tr>
<td>City of North Mankato</td>
<td>3.05%</td>
<td>3.37%</td>
</tr>
<tr>
<td>City of Saint Peter</td>
<td>2.94%</td>
<td>3.35%</td>
</tr>
<tr>
<td>Blue Earth County</td>
<td>-6.07%</td>
<td>-2.48%</td>
</tr>
<tr>
<td>Nicollet County</td>
<td>-8.88%</td>
<td>-2.21%</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 $464 million of capital has been invested in the marketplace over the last three years.

NUMEROUS AWARDS & ACCOLADES

In 2015 the Mankato - North Mankato MSA was named #5 Best Small City in America from nerdwallet.com; based on economic health, affordability and quality of life. Niche ranked the city of North Mankato #9 on the 2015 list of Best Towns to Raise a Family in Minnesota. Also making the list were the communities of Mankato and Saint Peter. Find other accolades for the region (including sources) at: greatermankato.com.
BUSINESS DEVELOPMENT SERVICES

“Greater Mankato Growth plays a vital role in supporting new businesses, retaining business and attracting new business within our community. We are proud to align with a progressive organization that positions our region for further growth and prosperity. It’s an exciting time for this region and GMG is at the forefront of a collaborative effort to continue growing and strengthening the Greater Mankato marketplace.”

- Jennifer Spaude
  Senior Director of Corporate Communications
  Consolidated Communications
COMMUNITY PORTRAITS

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 Regional Economic Development Alliance provides.

“I can’t say enough positive things about our experience with Greater Mankato Growth. Our partnership with GMG has been crucial to ensuring Lake Crystal is prepared and ready to respond when development opportunities arise.”

– Taylor Gronau, City Administrator, City of Lake Crystal
<table>
<thead>
<tr>
<th>Community</th>
<th>Project Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EAGLE LAKE</strong></td>
<td>Researched the demand and past sales of bare land within the marketplace through the Minnesota Commercial Real Estate Association (MNCAR). Promoted the City’s population growth (2nd fastest in the state) through press release, blogs, eBlasts, and general marketing material to national site selectors.</td>
</tr>
<tr>
<td><strong>LAKE CRYSTAL</strong></td>
<td>Consulted on the recruitment of metal manufacturer that was interested in the relocating to the community. Consulted on EDA incentive structure (jobs, wages, etc) for land prices.</td>
</tr>
<tr>
<td><strong>LE SUEUR</strong></td>
<td>Convened area manufacturers for workforce resource luncheon including Minnesota State University, Mankato and South Central College. Compiled economic development information for Comprehensive Plan.</td>
</tr>
<tr>
<td><strong>MADISON LAKE</strong></td>
<td>Researched community’s labor shed and analyzed commuting patterns. Hosted a Business Before Hours to promote the economic development opportunities within the community.</td>
</tr>
<tr>
<td><strong>MANKATO</strong></td>
<td>Compiled numerous reports including comparable MSA information for Mankato’s State of the City report. Assisted in the landing of two businesses within the marketplace: Primp and Easy Automation. Promoted city development programs to business community.</td>
</tr>
<tr>
<td><strong>NORTH MANKATO</strong></td>
<td>Conducted a trade area analysis for the Belgrade Avenue Corridor. Analyzed the community’s laborforce to determine the labor market size, commuting pattern and the inflow/outflow of labor. Inventoried the available land for the manufacturing sector and its tax base.</td>
</tr>
<tr>
<td><strong>SAINT PETER</strong></td>
<td>Researched and compiled potential procurement and supply chain connections for a manufacturer in the community. Presented potential prospects for locating in the city’s industrial park.</td>
</tr>
<tr>
<td><strong>BLUE EARTH &amp; NICOLLET COUNTIES</strong></td>
<td>Conducted industry targeted recruitment of agri-business companies that require a rural development location. Provided outreach to communities under 2,000 in population for available assistance of economic development services.</td>
</tr>
</tbody>
</table>

*Note: Items listed in each community on this page is a sample of a few projects, not a comprehensive list, and types of work done for each community.*
Representing the Region

Over the last year staff represented and advocated for Regional Economic Development Alliance participants at or during these events and programs:

- Enterprise MN State of Manufacturing
- MN Marketing Partnership
- Economic Development Association of Minnesota (EDAM)
- Minnesota State University, 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 Minnesota Manufacturing Week.

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60 REQUESTS FULFILLED FOR CRITICAL BUSINESS INFORMATION

- Received 40 requests for proposals
- Submitted 33 proposals
- Hosted 9 site selectors

*Proposals submitted were those with specifications able to be met within the Regional Economic Development Alliance 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.)*
Top of Mind Awareness

This past year, we employed a new strategy - to accelerate our outreach efforts beyond the MSA to increase the Top of Mind Awareness of decision makers to our region. Besides a multi-media campaign to the nation’s site selectors, we have increased our face-to-face meetings.

This included:

- Holding a "Greater Mankato Symposium" in the Twin Cities area specifically to encourage Realtors, site selectors and others to consider us for expansion. Regional Economic Development Alliance partners were represented on the panel.
- Attended the Food Security Summit in Minneapolis at the Economic Club to network with agribusiness representatives.
- Representing the area on the Minnesota Medical Manufacturing Partnership where we hold seats on the executive committee and workforce alliance committee and area businesses are on supplier network and infrastructure committees.
- Joined the Community Ventures Network to solicit RFIs for the region. Shared five of them upon completion of first meeting.
- Networking at Hamline University's session on Economic Development and foundations to improve livability.
- Presenting the regional potential of agribusiness to the state's Foreign Direct Investment director and his South American staff.
- Providing feedback to Regional Economic Development Alliance partners following the Area Development Magazine's annual meeting in Saint Louis where site selectors outlined what they look for in communities.
- Meeting the corporate executives of Coloplast Manufacturing in Minneapolis to thank them for their continued investment in Greater Mankato.
A New Tool for the Toolbox

The brand launch of GreenSeam on June 20, 2016 was a great success. Over 200 major employers and ag-related businesses participated in the event from across the GreenSeam region.

The Regional Economic Development Alliance is at the core of GreenSeam. We have a powerful message to share globally as it pertains to agribusiness and the GreenSeam brand provides us a mechanism to do so. For instance, GreenSeam is a magnet for agribusinesses interested in locating in close proximity to agricultural production. How much and what types of production? Billions. Live stock production has sales of more than $4.7 billion coming from 9,500 operations. Crop sales are at $7.1 billion from nearly 20,000 operations. This economic activity has an impact of $14.8 billion on other industry purchases in the GreenSeam region of southern Minnesota and northern Iowa.

The GreenSeam brand provides a new tool for economic development recruitment and retention. Both private business and public partners are utilizing the brand in multiple ways ranging from radio ads to logo inclusion in their email signatures. GMG, on behalf of the Regional Economic Development Alliance, has utilized the brand for promotion of our region to both existing businesses and potential new businesses.

The brand was incorporated into content which is specific to our region and disseminated through email outreach to developers, site selectors and realtors. This effort can provide excellent return on investment because it is leveraging our existing economic industry strengths. Other utilization of the GreenSeam brand was included in cooperative efforts with the Minnesota Department of Employment and Economic Development (DEED). The messaging in these marketing efforts for the Regional Economic Development Alliance speak to our agribusiness supply chain opportunities, industry cluster, proximity to production and capacity for growth.

"Agriculture is currently the largest business industry segment within this region with more than $14.8 billion in sales annually; a place where groundbreaking means more than farming."

- Sam Ziegler
Director of GreenSeam
"We strive to keep our marketing messages concise and targeted towards the proper audiences to achieve the greatest impact. Our collective efforts continue to help bring our key message to the forefront...that this is a great region to live, work and play; with a deliberate focus on the economic vitality of and opportunity within the Greater Mankato marketplace."

- Bridget Norland
Director of Marketing & Communications
Greater Mankato Growth
In the fall of 2015 the greatermankato.com website was redesigned. Since then the site traffic has increased by more than 18,000 page views (1,500+ per month). This tells us our website content is important, valid and highly sought after. As the website continues to gain in viewership and new users, it has also garnered 13,000 additional sessions and a substantial decrease in the bounce rate (9 percent). Those numbers tell us decisively that the website users are finding the information they need, resulting in return visits and proving we’ve established a level of trust that must be maintained and elevated with every possibility.

In addition to continued website growth, one new media strategy we implemented was launching an Instagram account in early 2016. This social (media) outlet has allowed us to reach 235 users to date.

Online users depend on Greater Mankato Growth to coordinate and provide critical business and marketplace information in an efficient and timely manner.
The greatermankato.com website saw an increase in web traffic over the 2015 - 2016 time frame. Website visitors from the United States alone make up for 97% of our visitors. The other 3% of visitors were mostly from India, Brazil, Canada, China and the United Kingdom.
We are excited to invest in the community and expand our company by developing the MDC warehouse project. The encouragement and support we have received from Greater Mankato Growth is a tangible benefit and reaffirms why we are members.

- Troy F. Zabinski
  CFO
  Met-Con Companies

Pictured: Groundbreaking for Met-Con Warehouse in Summer of 2015
Many print and digital marketing pieces are used to promote the region’s assets. These tools are utilized 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 in March. The Agricultural Snapshot was updated and refreshed this year in alignment with the launch of GreenSeam.

INFOGRAPHICS

In 2015, “10 Reasons Greater Mankato is the Way to Grow” and “Awards & Accolades” were published. These were the first infographics used at Greater Mankato Growth.

A vibrant postcard was mailed out to more than 750 site selectors in May of 2016. The front of the postcard was in keeping with the message...Greater Mankato is a strategic location - a rural, urban center in which to grow.
The marketplace positioning video, Way to Grow, was updated, enhanced and released in June of 2015. The video in only its first two months had 14,300+ views.

Greater Mankato Growth launched The Business Beat in April 2016. This new format replaced the video series previously known as JZTV. The new format features three five-minute segments. The first segment is a community spotlight with Jonathan sharing marketplace highlights, trending accolades and our region’s economic barometer. The other two segments featured are called our Members 2 Remember series. Each episode of The Business Beat airs for one month on KTV and has been viewed more than 880 times since the launch.

Total page likes: 3,003
Organic Reach average: 685
Paid Reach Average: 849

Total Tweets: 666
Total Retweets: 318
Link Clicks: 928
Profile Visits: 5,933

*Pictured: Jonathan Zierdt, President & CEO of Greater Mankato Growth, Inc. in the KTV Studio during the first filming of The Business Beat.*
SKY DELTA MAGAZINE

Print ads were purchased in the September 2016 issue of the SKY Delta magazine. This issue will reach more than 5 million readers on Delta’s worldwide airlines.

MINNEAPOLIS / ST. PAUL BUSINESS JOURNAL

Advertising was placed in the Minneapolis / St. Paul Business Journal where 12,766 copies were circulated to paid subscribers. The feature was also promoted in their email newsletter to more than 42,000 subscribers.

BUSINESS CLIMATE DIGITAL AD

A digital ad was purchased at the national level on BusinessClimate.com.

BUSINESS CLIMATE

The State of Minnesota Economic Development Digital Magazine print ad was part of a BusinessClimate.com publication for DEED.
Email marketing continues to be a strong communication tool, both internally and externally. Our average open rate for emails this year was 27% while the national average for email marketing in similar industries is approximately 21%.

We have continued our site selectors email campaign which was launched a year ago. This targets site selectors and business leaders who are prospects for relocation or expansion of their business in the marketplace. This campaign has seen a slight drop in open rate by about 10%. Pictured to the right are two of the emails in the monthly series.

**MARKETING & COMMUNICATIONS AFFILIATED BENEFITS**

Because of the affiliation of the Regional Economic Development Alliance and Greater Mankato Growth Inc., these are some of the benefits 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.

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**REDA REPORT**

**Issues Sent**

- Average open rate: 27%
- People in our audience: 3,127
- Reda Report issues sent: 12
- Marketing & communications eblasts sent: 12