

YOUR MEMBERSHIP MATTERS

2018 HIGHLIGHTS



Greater Mankato Growth, Inc. exists to intentionally develop the regional center by promoting, supporting and serving as a catalyst for economic development. We do this by focusing our attention on four key strategic areas:

BUSINESS

43%

of Greater Mankato businesses are members of Greater Mankato Growth

Assisted NEW & supported EXISTING BUSINESSES by providing critical business information to

109

Businesses

64%

of these interactions provided direct support to existing businesses in Greater Mankato

6,000+

business and community leaders

were able to interact while gaining business insights at Greater Mankato Growth events.



LIVABILITY

“Artists on Main Street” pilot received a



\$20k

 grant

Artist-led creative placemaking projects incorporate artists into addressing community challenges, which is already serving as a catalyst for other local projects.

SECURED

\$160

 million

for the **HWY 14 expansion**

Greater Mankato was mentioned at least

9

 times

in state and national publications such as **CNNMoney, Wall Street Journal, USA Today & Twin Cities Business Magazine**

ADVOCACY

TALENT



Launched a Summer Mentorship Program for the Greater Mankato Young Professionals.

More than

1,000+

alumni have graduated from the area’s premier leadership program — Greater Mankato Leadership Institute



1.4 million

IMPRESSIONS

32

BUSINESSES ENGAGED

A virtual tours website, launched in Nov. supported by local employers, is aimed at attracting talent & visitors. Employers have reported successful recruitment efforts using this tool to “close the deal”.



We became a fully integrated office in July, with all business units now residing in the same space. This allows for increased efficiencies & organic collaboration, allowing us to provide the best possible product to the business communities we serve.

18

Manufacturers

3,715

Attendees

The largest ever number of manufacturing businesses and one higher education institution participated in the **Tour of Manufacturing.**

MORE MANKATO

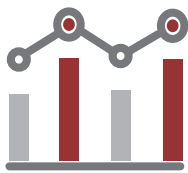
OPPORTUNITY. LIVES. HERE.

moremankato.com

YOUR MEMBERSHIP MATTERS



2019 GOALS



BUSINESS

- Completely redesigned, new and improved annual meeting
- Launch of regional wage and benefits survey
- Establishment of small group coaching cohorts



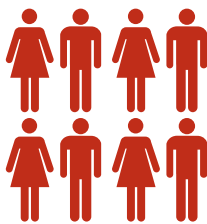
LIVABILITY

- Painting of Ardent Mills Silos in Old Town as a first step in enhancing the gateway to Greater Mankato
- Mobilize delegates and larger regional community around key takeaways from the ICLV trip to Fayetteville, AR



TALENT

- *Talent Resources Liaison*: our community has asked us to take the lead in intersecting businesses with talent development resources and partners. This individual will serve as the lead staff in support of connecting employers and talent as well as activating distinct resources available to the region across the talent continuum.
- Launch of Community Concierge pilot program to provide comprehensive information and personalized services to new community members



ADVOCACY

- Advocate for finalization of Highway 14 from New Ulm to Nicollet
- Continue to raise the visibility of the region through critical connections with key decision makers and fortification of important contacts



Your investment is vital to the continued growth of this community.
We appreciate you and we thank you!