

# Q1.2020 in REVIEW

## BUSINESS DEVELOPMENT

**GreenSeam** and a southeast MN collaboration of seven organizations received a Launch MN grant to support and develop entrepreneurs called E1 (Entrepreneurs First).



**637**

businesses individually contacted by staff to see how **COVID-19** has impacted their business and to share resources as part of our response work.

**GreenSeam** met with

**26**

businesses and

**3**

entrepreneurs creating new products.

**Mankato Marathon** registrations were up by

**27%**

over Q.1 2019.



Presented by MAYO CLINIC HEALTH SYSTEM

**60,900**

reached through Facebook business development paid ads.



**4** RFP's shared for new business and existing business expansion.



## LIVABILITY

City Center Partnership secured

**\$14,500**

in grant funding for

**CityArt** programs.



Minnesota Main Street recommended **City Center Mankato/North Mankato** retain its status as a designated Main Street community to the national **Main Street America** association following the organization's annual review process.



## TALENT

GREATER MANKATO  
**COMMUNITY NAVIGATORS**



Hosted a virtual social hour for the **Community Navigators** program.

Held the first ever new member meet and greet with new Greater Mankato Growth Members as well as new Young Professionals that was hosted by Cambria with

**30** people in attendance.



The **Greater Mankato Leadership Institute** held two sessions on "Embracing Diversity" and "Economic Pillars of our Community".



# Q4.2019 in REVIEW



## ADVOCACY & VISIBILITY

Testified in support of legislation that was signed into law which will finally finish the **Highway 14** four-lane expansion between Nicollet and New Ulm, accomplishing a decades-long community priority.



Served as an **information clearinghouse on key local/state/federal responses** to support businesses impacted by **COVID-19**, including being the **first chamber in the state** to publish comprehensive summaries of key Federal legislation.



Co-hosted a **public forum** on a proposed constitutional amendment on Education with Minneapolis Federal Reserve President, Neel Kashkari and former Supreme Court justice Alan Page and hosted a **roundtable discussion** with business leaders.



GMG staff and several business leaders participated in a day at the **Minnesota State Capitol** advocating on behalf of key priorities for our region.

**GreenSeam** was present at MN Ag Expo, MN Pork Congress and MN Chamber annual meetings.



## COMMUNITY MARKETING

## ORGANIZATION

**SnowKato Days** accounted for **62%** of Visit Mankato's website traffic in January featuring **70** businesses and **20** events.



Facebook Daily Total Reach in Q1 2020 increased

**421%**



over Q1 2019. (2019 was 176,000 and 2020 was 917,990.)

*Daily Total Reach: The number of people who had any content from your Page or about your Page enter their screen.*

**927**  
MEMBERS



**greatermankatoblog.com** saw an increase of **570%** as compared to Q1 2019.



*(Views in 2019 were 2,494 and 2020 were 16,698.)*

## VOLUNTEERS

**42** GREATER MANKATO *Ambassadors*

**34** GREATER MANKATO *Cavaliers*

The **Business Focus** video series launched its second year with many new enhancements and was **sold out** by January 31, 2020.



Visit Mankato's Winter Campaign resulted in a **14%** increase in website traffic compared to Q1 2019.



GREATER MANKATO GROWTH



Greater Mankato Growth, Inc. (GMG) is comprised of four business units; Greater Mankato Growth, the regional chamber of commerce and economic development organization serving the regional marketplace; Visit Mankato, the local convention and visitor's bureau; City Center Partnership, a downtown development organization; and GreenSeam, which utilizes agriculture to build on the region's extensive agribusiness assets to develop the ag economy.

The first cohort of the 2020 **Executive Sounding Board** was held in March with **8** participants.



GREATER MANKATO **EXECUTIVE Sounding Board**