

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.



GREATER MANKATO GROWTH



GREATER MANKATO Young Professionals

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



GREATER MANKATO
LEADERSHIP Institute

Q1.2020 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.)



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

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

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

927 MEMBERS



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, 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.

