

Q2.2020 in REVIEW



= COVID-19 Update

BUSINESS DEVELOPMENT



Provided weekly updates on COVID-19 resources to more than **60** businesses for the city of Saint Peter through weekly Zoom meetings.

GreenSeam participated in the first **Minnesota SelectUSA Virtual Pitch - AgTech and CleanTech**, which is focused on international startup companies.

Assisted a business in **selecting a site in Mankato**.



Connected with more

than **40** Assisted **Living Facilities** to provide **Personal Protection Equipment (PPE)** as part of our COVID-19 response.



Released the first ever **Minnesota State of Ag Report** with the results from the State of Ag Survey.



Hosted **11** virtual discussions with a combined **596** total in attendance.



Provided **2** communities with **agriculture data** on industry impact of a new business and general impact of ag production.



LIVABILITY



The **Mankato Sports Commission** assisted local sports groups navigate guidance to safely resume sporting events.



3 new **Unity Totems**, which have the word **"Welcome"** inscribed in over **30 languages**, were installed



in the City Center.



TALENT

The **Greater Mankato Young Professionals** held **6** virtual sessions



Greater Mankato Young Professionals

The **135-foot-tall Silo Art mural** was completed in late June.



24 new sculptures were installed in the City Center as part of the **10th annual CityArt Walking Sculpture Tour**.



The **Greater Mankato Leadership Institute** held **3** virtual sessions



Greater Mankato Leadership Institute

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ADVOCACY & VISIBILITY

Greater Mankato Growth was the **go-to source** for accurate and timely information on **key government actions** related to COVID-19.



Worked with both **Blue Earth and Nicollet Counties** to approve a waiver of late fees on May's property tax payment.



Worked with the **City of Mankato** in support of the creation of two **COVID-19 loan programs** for businesses.



Greater Mankato Growth strongly advocated on behalf of our business community to ensure that all businesses were able to **reopen as quickly and safely as possible**.



Held **3 virtual forums** on key issues – including with our regional legislative delegation and Representative **Jim Hagedorn**.



Advocated for an **online solution for Seasonal CDLs** for spring crop production while COVID-19 shut down Driver Vehicle Service offices.



COMMUNITY MARKETING

Greater Mankato Growth Facebook followers increased by **21%** as compared to Q2 2019.



Launched the **Kato Comeback campaign** in mid-June to **increase consumer confidence and increase business traffic** from Blue Earth, Nicollet and Le Sueur County residents as part of our ongoing COVID-19 response.



Business Focus web page views on greatermankato.com were up **32%** as compared to Q2 2019.



BUSINESS FOCUS

GreenSeam Facebook followers increased **24%** as compared to Q2 2019.



The **Greater Mankato Growth Blog** (greatermankatoblog.com) page views were up an astonishing



496%

as compared to Q2 2019.

ORGANIZATION

933



MEMBERS

Executive Sounding Board held **two virtual** sessions and **one in-person** session for both cohorts.



GREATER MANKATO EXECUTIVE Sounding Board



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.