

Q3.2020 in REVIEW



= COVID-19 Update

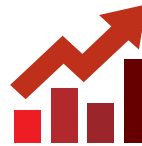
BUSINESS DEVELOPMENT

The **Greater Mankato on the Green Golf Tournament** business connections and networking;

124 golfers
21 sponsors



Published a new **Economic Landscape Report** on the Greater Mankato Growth website which highlights our region ranking **2nd in GDP Growth** among metros of similar population size.



Continued **The Resilient Path Forward** webinar series with Mayo Clinic Health System by hosting **2** virtual discussions with a total of **180** participants.



GreenSeam supported AgriGrowth, along with more than two dozen leading Minnesota agricultural stakeholder groups, in the **2020 Economic Contribution Study of Minnesota Agriculture and Forestry.**



Assisted in insuring **agriculture** was part of the President Trump speech to Mankato with **AGCO tractors** being front and center, **highlighting Ag's importance in our region's economy.**



4 diversely-owned businesses received business development assistance from **City Center Partnership.**

Assisted in a **purchase agreement** for potential **400k sq. foot warehouse**, which will add to the region's tax base and job creation.



TALENT

Started campaign targeting **1,100** Twin Cities area commercial brokers via postcard and email to increase awareness of opportunities in Greater Mankato.



The LinkedIn ad campaign expands to all commercial realtors in the Twin Cities metro with an audience size of

6200+

All R.E.D.A partners were represented in the campaigns.

The **Greater Mankato Young Professionals** held **6** networking & professional development events with **201** total attendees. (Up 38% from Q2)



GreenSeam increased work capacity by partnering with **Lead for MN** to bring on a Fellow.

USA BMX Gold Cup Race brought

\$701K

in economic impact.



LIVABILITY

City Center Partnership launched **2** stakeholder-driven task forces to address development & aesthetic projects.



The **2020-21 Leadership Institute Class** kicked-off in September with **20** participants.



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ADVOCACY & VISIBILITY

Conducted a survey of our members on the **proposed mandatory mask ordinance** by the City of Mankato. The survey yielded more than

700 responses

that were shared with Council Members. Following the vote, GMG has been working diligently to ensure businesses have the information they need to comply with the new ordinance.



Hosted **3 of 5** local **Candidate forums** virtually with a total of

57 participants.

Participated in **MN Department of Employment & Economic Development** virtual discussions to advocate for our members and region.



Greater Mankato Growth has been working very closely with **Blue Earth and Nicollet County** partners regarding **CARES Act** allocations to businesses impacted by COVID-19 in the form of business assistance grants.



COMMUNITY MARKETING

visitmankato.com

New website users increased **136%**
Sessions increased **121%**

The **GreenSeam** Facebook page likes increased by **23%** compared to Q3 2019.

Kato Comeback consumer confidence campaign had **2 Million** impressions.

greatermankatoblog.com
16 blog posts
6,566+ pageviews

greatermankato.com
Pageviews increased by **29%** compared to Q3 2019.

The **Greater Mankato Growth** Facebook page gained **181** new likes.

ORGANIZATION

931
MEMBERS

GREATER MANKATO
Ambassadors

26 visits to new business developments in Greater Mankato.

GREATER MANKATO
Cavaliers

12 visits to new Greater Mankato Growth members.



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.