

# Q4.2021 in REVIEW

## BUSINESS DEVELOPMENT

The **Mankato Marathon** hosted **+3,100** runners who raced virtually & in person. Representing over **30** states.



The Relay and Half Marathon races **SOLD OUT!**

The first **Kato Local Holiday Experience** launched with **71** participating businesses

promoted through a robust social & print campaign and passport.



**Tour of Manufacturing**, which included tours of businesses & post-secondary institutions had over

**1,000** views



City Center Partnership's **Bonus Gift Card Program** saw **\$35k**



in receipts turned in for bonus gift cards equating to **\$5** in additional spending for every **\$1** CCP invested.

River Ramble saw **1,800** registrants, one of the most attended years!



**GreenSeam** Partnered with MNSU Strategic Partnerships in building a Small Business Administration, Community Navigator grant with a purpose of supporting Mainstreet business focused on food and agriculture. We received a grant worth \$940,000 which will support MNSU, GreenSeam, Mogwai Collaborative, AURI, Southern MN Center of Ag and Region 9.



Eight City Center Partnership Volunteers & GMG Staff visited 25 businesses in Old Town for Business Walks.



## LIVABILITY

**24** businesses participated in the **Let it Glow, Kato!** holiday window display contest and over

**872** votes were submitted.



Finalized new sculptures for the **CityArt Sculpture Walking Tour** which will feature



**31**

sculptures on the 2022-2023 tour.

**GreenSeam's** Rural Forum "Weathering the Xtremes" hosted **270** attendees which included students, two key-note speakers, two FFA officers, and three Minnesota Legislators. Press coverage was extensive: Linder Farm Network, KTOE, KEYC live, Alpha Media, St Peter Herald and the front page of Mankato Free Press.

## TALENT

**95** Greater Mankato Young Professionals & their guests registered for the MNSU hockey game, making it the most well attended event of the year.



**7** New Young Professionals officials were elected for 2022

The **Greater Mankato Leadership Institute** held **4** sessions with the themes of: Greater Mankato's Yesterday, Today & Tomorrow; What's my Emotional Intelligence? What's my Leadership Style? and Serving our Community.



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## ADVOCACY & VISIBILITY



A ribbon cutting for the new section of Highway 14 between Owatonna and Dodge Center that is now open. Dignitaries in attendance included Governor Tim Walz, US Senator Amy Klobuchar, Congressman Jim Hagedorn, MNDOT Commissioner Margaret Anderson-Kelliher, State Senator Julie Rosen (Fairmont), State Senator David Senjem (Rochester), State Senator John Jaskinski (Faribault), State Representative John Petersburg (Waseca), and many others.

The Public Affairs Committee (PAC) met on December 8th. The committee heard from a special guest, Anisa Hajimumin, the Assistant Commissioner of Immigrant and Refugee at the Minnesota Department of Employment and



Economic Development (DEED). Assistant Commissioner discussed a proposed Office of New Americans within DEED. She is hoping for support from organizations like GMG to help mitigate the workforce labor needs throughout the state.



## COMMUNITY MARKETING

Join our Social Network!



GreenSeam's Facebook reached **16,508** viewers with **48** posts



Visit Mankato gained **1,029** new Facebook Users & **102** new Instagram Users



greatermankato.com Pageviews increased by **42%** compared to Q4 2020



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.

## ORGANIZATION

The **Business Awards and Hall of Fame Event** sold out with **440** registrants.



**16** awards were given to deserving individuals and businesses

**31** NEW MEMBERS



GREATER MANKATO *Cambassadors*

**23** visits to new business developments in Greater Mankato.

GREATER MANKATO *Cavaliers*

**11** visits to new Greater Mankato Growth members.