

Q4.2019 in REVIEW



BUSINESS DEVELOPMENT



The **Business Awards and Hall of Fame** was **SOLD OUT**, having **474** attendees

Held two forums on **key issues** of concern for members:

- ✓ Complying with Minnesota's new **wage theft law**
- ✓ Understanding Minnesota's new **tax law**



Hosted a **Digital Marketing Workshop** for **50** local businesses



55 Businesses connected with area resources



One Million Cups Mankato celebrated its **2 year** anniversary with record attendance



Registration for the **2019 Mankato Marathon** was up **20%** compared to 2018.

Submitted a bid for Mankato to host the **2021 Minnesota Governor's Fishing Opener**



Won the bid to host the **USA BMX Golden Cup** for 2020

GreenSeam Director Sam Ziegler participated in a panel in Saint Peter for the **Minnesota Business First Stop Tour**, which included eight **Minnesota State Commissioners**



LIVABILITY

The first **Unity Totem** which has the word **"Welcome"** inscribed in over **30 languages**, was installed in Washington Park as part of the **INFUSE** program

\$62,000 was raised for the **2020 CityArt Walking Sculpture Tour**, which will bring 26 new sculptures in May 2020



TALENT



43 class members volunteered at **9** local nonprofit organizations as part of the Community Trusteeship Session for a total of **86** hours

The **YP Annual Meeting** had **80** YP's in attendance as well as several Greater Mankato Growth Board members



7

YP Officers were elected for 2020

A record of **50** businesses participated in **Shop Small in the City Center** on Saturday, November 30



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ADVOCACY & VISIBILITY



Held a roundtable discussion with our legislative delegation to discuss **key community priorities** for 2020

The **RURAL FORUM** was held in December and had a record

275

people in attendance



Surveyed Greater Mankato Growth members to get their take on what **key legislative issues are important to them** in 2020

COMMUNITY MARKETING

Posted the **"Invest With Confidence"** video, highlighting our region's economic strengths and growth potential, in collaboration with the **Regional Economic Development Alliance** >> greatermankatobusiness.com



Views: **4,748+** | Shares: **30+** | Impressions: **9,631+**



Reach: **2,096+** | Comments, Shares: **68+**



ORGANIZATION

954

MEMBERS



Exhibited at the **Minnesota Speaker Showcase** for over

100 planners

Key initiative:

50 personalized meeting gift boxes

mailed to top prospects



@greatermankatogrowth

Followers:	↑	Up 8.3% from Q3
1,259		
Posts:		Up 34% from Q3
102		
Engagements:		Up 26% from Q3
609		

VOLUNTEERS

42

 GREATER MANKATO *Ambassadors*

Made **37** visits welcoming new businesses or staff to our community

36

 GREATER MANKATO *Cavaliers*

Made **16** visits welcoming 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.