

Q4.2020 in REVIEW



= COVID-19 Update

BUSINESS DEVELOPMENT

The **Mankato Marathon** went virtual in 2020 with **1,803** registrations and **37** states represented.



GreenSeam worked closely with **2** businesses on **expansion plans** in the region which will add new jobs.



Shop Small, presented by Community Bank, went community wide in Mankato and North Mankato, with **87** participating businesses promoted through a robust campaign and passport.



Coordinated the **Tour of Manufacturing**, which included virtual tours connecting **10** businesses & post-secondary institutions.



Partnered with Minnesota State University on the state wide entrepreneurial program, **Launch Minnesota**.

GreenSeam has been coordinating with **6** entrepreneurs ranging from tech to production to clean water through our **E1** Entrepreneurs First partnership.



City Center Partnership's **Bonus Gift Card Program** saw **\$25k** in receipts turned in for bonus gift cards equating to **\$4** in additional spending for every **\$1** CCP invested.



Shared **4** new REDA business prospects with area partners.



LIVABILITY

30 businesses participated in the **Let it Glow, Kato!** holiday window display contest and over **860** votes were submitted.



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



31 sculptures on the 2021 tour.

TALENT

The **Greater Mankato Young Professionals** hosted their annual meeting virtually with **48** YP's in attendance...



... and held **4** virtual sessions and **1** socially-distanced in-person session.

GreenSeam hosted a career fair which resulted in **100** students connecting with **15** businesses.



The **Greater Mankato Leadership Institute** held **3** sessions with the themes of: Greater Mankato's Past, Present & Future; Emotional Intelligence; and Community Trusteeship and Volunteerism.



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ADVOCACY & VISIBILITY

Actively participated in regular **MN DEED** sessions to advocate on behalf of businesses and hosted meetings with restaurant/hospitality businesses to provide support and coordinate advocacy.



Submitted an application to the **American League of Bicyclists** on behalf Mankato and North Mankato to become a "Bicycle Friendly Community", with **BRONZE** status being awarded in December.



Published **10** specific blog posts & eBlasts to members regarding **Executive Orders** and **relief packages**.



ORGANIZATION

918

MEMBERS



6 blog posts were published in Q4 ranging from an article on DEED's Good Jobs Now Campaign to information on untapped talent with refugees, asylees and immigrants.



Signed on to **2** joint letters with the MN Ready Coalition sent to Governor Walz, State and Federal legislators advocating for support for our businesses.



Businesses are ready to restart our economy, keep us safe

The **Business Awards and Hall of Fame Event** went virtual with **271** participants and helped support

6 local restaurants throughout the community.

15 awards were presented between our four business units.



COMMUNITY MARKETING

Social media followers up



12.5%

compared to Q4 2019.

visitmankato.com

Q4 leisure campaigns increased unique pageviews by

31%

greatermankato.com

Pageviews increased by

22%

compared to Q4 2019.



The Greater Mankato Area Take Out,



Delivery & Business Options Facebook

Group grew in membership by



10%

engagement up **65%** over Q3.

Experience Greater Mankato: Restaurant Edition video series

launched in December with a reach of



17,000 and nearly **2,500** engagements.

GREATER MANKATO

Ambassadors

21

 visits to new business developments in Greater Mankato.

GREATER MANKATO

Cavaliers

12

 visits to new Greater Mankato Growth members.

GREATER MANKATO GROWTH



city center PARTNERSHIP



GREENSEAM™

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.