

# 2022 Annual REPORT



Greater Mankato Growth, Inc.





## A MESSAGE FROM JESSICA BEYER, PRESIDENT & CEO

2022 was a successful year full of high energy, optimism, and impact. In this report, we invite you to learn more about the collective work of Greater Mankato Growth, Inc. over the past year.

Illustrating community and organizational growth, our Ambassadors made more than 100 visits to celebrate new and expanding businesses and our Cavaliers welcomed 53 new members to our organization. We also experienced an increase in engagement throughout our many programs, events, and networking opportunities.

One of our foundational programs, the Greater Mankato Leadership Institute, celebrated its 40<sup>th</sup> anniversary. Since its beginning, it has graduated over 1,000 leaders. As our programming continues to evolve and adapt to meet the needs of our members, we launched the Diversity, Equity, and Inclusion Collaborative to support area leaders as they drive inclusive change.

Our advocacy work included candidate forums for local, state, and federal elections, the kick-off of What's Brewing?, a new advocacy series, and continued our work on legislative policy priorities.

The Greater Mankato Growth Foundation secured \$1.9 million in funds to support revitalization through the MN DEED Main Street Economic Revitalization Program. In the first round, 14 awarded grants leveraged \$40 million in private investment.

Other business unit successes included the launch of GreenSeam Futures, a 501(c)(3) nonprofit, to serve as a gateway for resources to educate, launch, and grow new food and ag leaders, innovators, and entrepreneurs in Southern Minnesota.

Visit Mankato hosted its flagship Mankato Marathon as well as Senior Games. The organization supported 20 leisure events, 27 conferences, and 59 sporting events, leveraging \$12 million in economic impact through grants, marketing, and resources.

Additionally, City Center Partnership celebrated reaccreditation as a Main Street America Community, showing a proven track record of celebrating community character, preserving local history, generating economic returns, and building a vibrant city center that anchors and amplifies the creativity, diversity, and vitality of the region.

GMG is grateful for the support and partnership of our members, stakeholders, volunteers, and community in helping us carry forward our mission of serving the Greater Mankato regional marketplace. We are excited for the path forward as we continue to foster collaboration, innovation, and growth contributing to the success of this region.



Greater Mankato Growth, Inc. exists to support and promote the economic growth and vitality of our members and the regional marketplace. We do this by focusing on business growth and development, talent growth, attraction, and retention, regional livability, and advocacy of the marketplace.

Greater Mankato Growth, Inc. is comprised of four business units: Greater Mankato Growth, the regional chamber of commerce and economic development organization; Visit Mankato, the local destination management organization; 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.



# A Year in Review



## GREATER MANKATO BUSINESS AWARDS & HALL OF FAME

The Greater Mankato Business Awards & Hall of Fame, a premier business event where Greater Mankato Growth, Visit Mankato, City Center Partnership, and GreenSeam honor outstanding businesses, professionals, and organizations in our region, was held on Tuesday, November 15, at the Mayo Clinic Health System Event Center.



### GREATER MANKATO GROWTH AWARDS

HALL OF FAME: Drummers Garden Center & Floral

BUSINESS LEGACY: ISG

DISTINGUISHED BUSINESS: APX Construction Group

BRIAN FAZIO BUSINESS EDUCATION PARTNERSHIP:

Minnesota State University, Mankato - College of Business  
(Education) and United Prairie Bank (Business)

HAP HALLIGAN LEADERSHIP AWARD: Coralyn Musser

YOUNG PROFESSIONAL OF THE YEAR: Macy Anderson



### VISIT MANKATO AWARDS

BRING IT HOME: Hockey Day Minnesota Local Organizing Committee

HOSPITALITY: Old Town Mankato Day of the Dead



### CITY CENTER PARTNERSHIP AWARDS

CITYDESIGN AWARD: Dotson Iron Castings

CREATIVE PLACEMAKING AWARD: Mankato Kiwanis Centennial Mural

STEWARDSHIP AWARD: Historic Masonic Hall

STEWARDSHIP AWARD: Studio 5

### GREENSEAM AWARDS

SEAMED IN SUCCESS: Rod Hebrink, Compeer Financial

GROWING IN THE GREENSEAM: Ag Management Solutions

SOLD OUT!

**431** ATTENDEES

**14** AWARDS

**4** CITYART WINNERS

2022  
GREATER MANKATO  
BUSINESS AWARDS &  
HALL OF FAME



## 2021 VOLUNTEERS OF THE YEAR

### GREATER MANKATO GROWTH

Bruce Gratz

Bethany Lutheran College

### VISIT MANKATO

Mankato Area Radio Club

### CITY CENTER PARTNERSHIP

Samantha Boeck & Jeremy Wiesen

ISG

### GREENSEAM

Valerie Johnson

Christensen Farms

**275** ANNUAL

MEETING GUESTS

AT MINNESOTA STATE  
UNIVERSITY, MANKATO



# Greater Mankato Growth, Inc.

## Board of Directors

David Krause, Chair (Pioneer Bank)

David Kim, Vice Chair (Gislason & Hunter LLP)

Charlie Whitaker, Past Chair (Taylor)

Ben Ellingson, Secretary/Treasurer (Eide Bailly LLP)

James Hebl, MD, At-Large (Mayo Clinic Health System)

Najwa Massad, At-Large (Massad Group)

Wesley Otto, At-Large (OMG - Otto Media Group, Zanz Mexican Restaurant, Connect Business Magazine)

Jennifer Spaude, At-Large (Consolidated Communications)

JO Guck Bailey (SignPro/JGBailey Media & Communications)

Samantha Boeck (ISG)

Lisa Cownie (KEYC News Now, Connect Business Magazine, MRCI)

Stephanie Drago (Taylor)

Dr. Coung Huynh (Discover Chiropractic)

Dr. Annette Parker (South Central College)

Paul Peterson (Mankato Area Public Schools)

Liz Ulman (Dotson Iron Castings)

Ex-Officio:

Susan Arntz (City of Mankato)

Kevin McCann (City of North Mankato)

Dr. Edward Inch (Minnesota State University, Mankato)

Trisha Duncan, Chair, Visit Mankato (Xcel Energy)

Gary Koch, Chair, GreenSeam (Christensen Farms)

Jessica Potter, Chair, City Center Partnership Board (Blue Earth County Historical Society)

Dr. Mark Dehen, Chair, Regional Economic Development Alliance (Nicollet County)

Keri Johnson, Vice Chair, Regional Economic Development Alliance (City of St. Peter)





## GROWING BUSINESS WITH AMBASSADORS & CAVALIERS

Last year was a busy one for Greater Mankato Growth Ambassadors and Cavaliers, our volunteer groups who serve as the greeting arm of our organization. The Ambassadors, on their mission to promote our community and encourage expansion of established and development of new businesses, made 105 visits to celebrate grand openings, major remodels, and other milestones. The Cavaliers visited with 53 new member businesses to welcome them to our organization and greeted many Business After Hours attendees. Thank you to our Ambassador and Cavalier chairs, **Nicole Bardon** and **Brett Prescher**, for your leadership with both committees.



## MONTHLY NETWORKING AT BUSINESS AFTER HOURS

More than 1,000 guests attended the Business After Hours series of 12 events, each hosted by a different member business. These monthly events offer GMG members an opportunity to connect with one another in an informal atmosphere and to learn more about the the host. North Risk Partners - Kato Insurance, Southern Minnesota Orthodontics, Laketown Electric Corporation, The Pillars of Mankato, Edina Realty, Laurels Edge Assisted Living, Dotson Iron Castings, Massad Real Estate, Frandsen Bank & Trust, J. Longs, Blue Earth County Historical Society, and Federated Insurance opened their doors to host the business community last year.

## GREATER MANKATO ON THE GREEN

The annual golf tournament, held in July at Mankato Golf Club, attracted **148 golfers** who enjoyed 18 holes of golf while making business connections with other Greater Mankato Growth members. This sold-out tournament was supported by **29 sponsors** and many businesses who generously contributed to the success of the event.



## SONGS ON THE LAWN

The 19<sup>th</sup> annual summer concert series brought over 2,500 visitors to Civic Center Plaza to listen to live music and enjoy local food. Over the course of the five Thursdays in June, the event featured Space Hug, Holy Rocka Rollaz, The Gentlemen's Anti-Temperance League, City Mouse, and Stacy K.



**5<sup>th</sup>** **LARGEST CHAMBER**  
of commerce in  
the Twin Cities Metro area  
by Minneapolis/St. Paul  
Business Journal.

**T H E L I S T**

**910**

**GREATER MANKATO GROWTH  
MEMBERS**

**71** **NEW MEMBERS**

**2** **NEW INVESTORS**

**52**

**GREATER MANKATO  
AMBASSADORS**

**105** **AMBASSADOR VISITS**

**34**

**GREATER MANKATO  
CAVALIERS**

**53** **CAVALIER VISITS**





# 1,693

NEW

FACEBOOK FOLLOWERS

# 161,436

FACEBOOK REACH

Up 49.2% from 2021.

# 13,323

INSTAGRAM REACH

Up 792.4% from 2021.

GREATERMANKATO.COM

# 264,192

PAGEVIEWS

Up 34.5% from 2021.

32.38% more users

34.26% more new users

# 2,600

E-NEWS SUBSCRIBERS

36% open rate

(higher than industry standards)

223,450 emails sent

92 campaigns

## AWARDED \$1.9M IN DEED FUNDS TO SUPPORT REVITALIZATION

Greater Mankato Growth, Inc. Foundation secured a **\$1.9 million grant** through the Minnesota Department of Employment and Economic Development (DEED) Main Street Economic Revitalization Program (MSERP). The funds granted by DEED have been utilized to promote development and redevelopment in three commercial corridors in Blue Earth and Nicollet County, including the Mankato and North Mankato City Centers, the US Hwy 60/169 corridor, and the US Hwy 14 corridor.

Greater Mankato Growth worked with Region Nine Development Commission, the Greater Mankato Diversity Council, the Minnesota Council of Churches - Refugee Services, Hispanic Advocacy and Community Empowerment through Research (HACER), and the South Central Small Business Development Center to design an application and award process accessible to all eligible recipients. In the first round, **14 recipients received \$865,000 in awarded funds, which leveraged \$40 million in private investment.**

## GREATER MANKATO REAL ESTATE SUMMIT HELD IN MAY

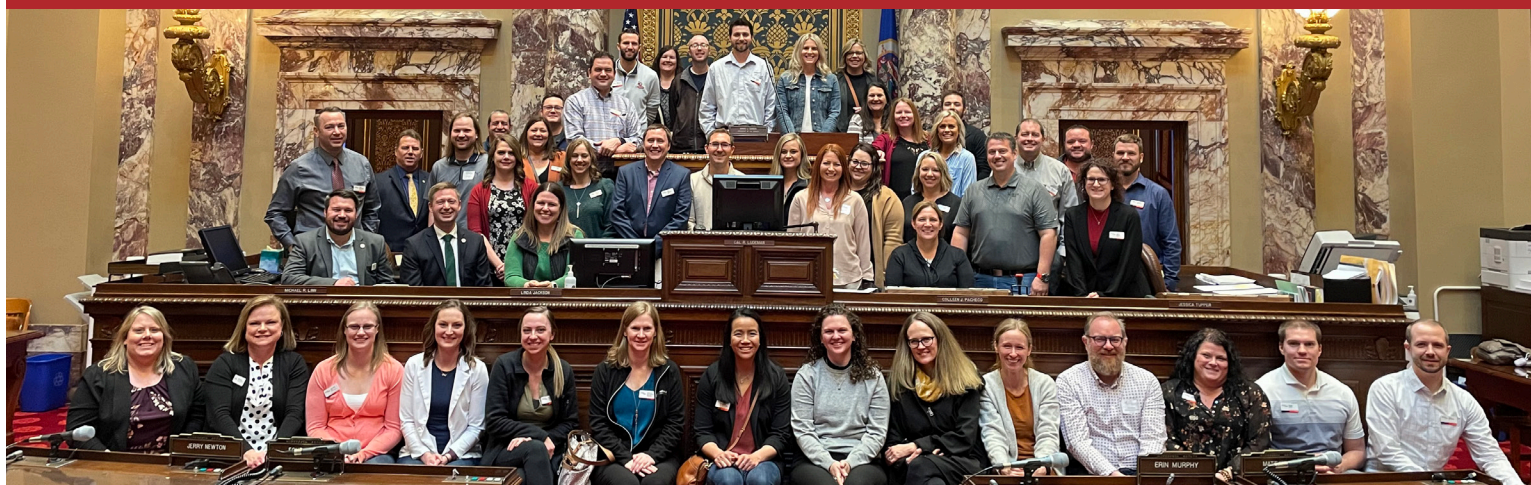
On May 24, Greater Mankato Growth, Inc. hosted the Greater Mankato Real Estate Summit in partnership with the Minnesota Real Estate Journal at the Mayo Clinic Health System Event Center and Sky One Eleven. The Summit brought together more than 100 real estate professionals, investors, contractors, and stakeholders for an in-depth look at the commercial real estate market in Greater Mankato. Greater Mankato Growth took the opportunity to feature recent developments in the City Center and throughout the area, as well as highlight the intentional planning and unparalleled collaboration that drive the economic growth in our region.



## SOUTH CENTRAL TOUR OF MANUFACTURING

The 2022 South Central Tour of Manufacturing took place on Thursday, October 6 and Saturday, October 8, featuring 24 regional businesses and hosting more than 150 Mankato area students exploring careers in manufacturing. The Tour of Manufacturing is an annual showcase of facilities, products, machines, and the variety of opportunities in the high-paying, in-demand manufacturing sector. Students, job-seekers, and the general public can join the tours, learn about how products are made, and how to start a career in manufacturing.





## LEADERSHIP INSTITUTE CELEBRATES 40 YEARS

The Greater Mankato Leadership Institute, the premier leadership development program in Greater Mankato, celebrated its 40<sup>th</sup> anniversary in 2022. Each class meets for a full day one to two times each month to build and strengthen relationships with one another, practice leadership skills, learn about past, present, and future of Greater Mankato, gain perspective from experts and other community leaders, and much more. The 2021 - 2022 Class celebrated graduation on May 18 at the Mankato Golf Club. The Class of 2022 - 2023, consists of 40 participants from Greater Mankato Growth member businesses, who took on a team-building adventure at the Minnesota State University, Mankato's High Ropes & Challenge Course in September and are preparing for the annual trip to the State Capitol in March of 2023. The class will celebrate their participation in the program in May of 2023 at a graduation ceremony.

## DEVELOPMENT AND NETWORKING WITH YOUNG PROFESSIONALS

The Greater Mankato Young Professionals program provides opportunities to develop, make new connections, and familiarize its members with the amenities and resources available in Greater Mankato. In 2022, this vibrant group had **166 members**, ages 21 to 40.

The Young Professionals held **26 events** last year, which included five business tours, four community events, three professional speakers, two panels, one mentor program, one networking picnic, six other socials, and two Annual Meetings and holiday parties (to make up for pandemic-related rescheduling).

Thank you to the 2022 YP Officers: **Laura Jans** (Abdo), **Nate Olsen** (Mankato West High School), **Marshall Miller** (Abdo), **Amanda Ohme** (North Risk Partners - Kato Insurance), **Claire Richie** (Taylor), **Lauren Atchley** (Abdo), and **Macy Anderson** (Blethen Berens).



## LAUNCHED: DIVERSITY, EQUITY, AND INCLUSION COLLABORATIVE

In September, Greater Mankato Growth launched its first-ever Diversity, Equity, and Inclusion (DEI) Collaborative, which supports area leaders in developing the skills, mindsets, and networks needed to drive inclusive change for greater equity within their organizations. The first DEI Collaborative Cohort consists of 29 participants from area businesses and organizations of all sizes, ensuring collaborative networking as they work towards creating a DEI action plan that welcomes and celebrates diversity in their workplace. The program is facilitated by Tobias Spanier, IDI Qualified Administrator and University of Minnesota Extension Professor. The cohort meets monthly in-person and completes assignments and exercises between sessions.

## TWO EXECUTIVE SOUNDING BOARD COHORTS

Greater Mankato Growth continued our commitment to providing leadership programming for all career levels by hosting two Executive Sounding Board cohorts. Sixteen business and nonprofit leaders met for two hours each month, giving them an opportunity to discuss their successes and challenges, as well as timely leadership topics. Each meeting was professionally facilitated by Scott Morrell with Rebar Leadership.



**40<sup>th</sup>**  
ANNIVERSARY



**166** MEMBERS

**47** NEW MEMBERS

**1,300+** EVENT  
REGISTRATIONS

**26** EVENTS



**LAUNCHED!**

**29** PARTICIPANTS  
IN THE FIRST COHORT



**16** PARTICIPANTS

**12** SESSIONS

SENT A COHORT OF

**7** EMERGING LEADERS  
TO THE MINNESOTA YOUNG  
AMERICAN LEADERS PROGRAM

# Greater Mankato Growth 2022 Investors



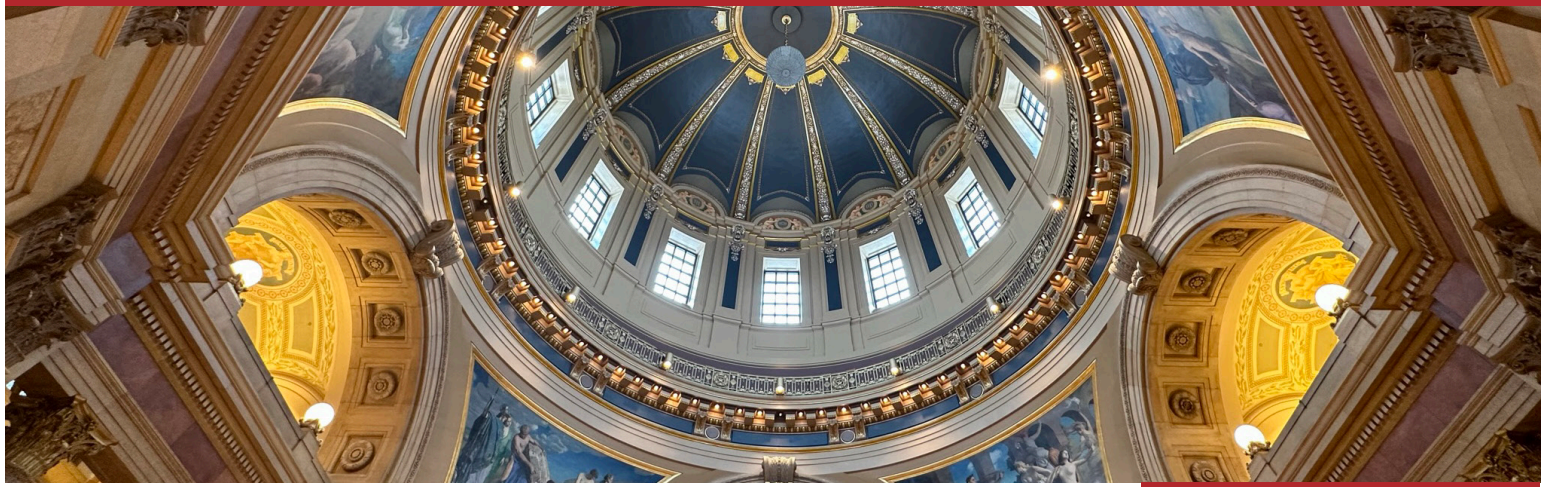
MAYO CLINIC  
HEALTH SYSTEM



TAYLOR™







## GREATER MANKATO GROWTH ADVOCACY

Greater Mankato Growth works tirelessly to both advocate for the marketplace and raise the visibility of our region among policy-makers. When residents, businesses, key institutions, and governments collaborate, our community thrives. Each of our members plays an important role in growing our local economy and improving the Greater Mankato marketplace. In 2022, Greater Mankato Growth identified and focused on the following policy priorities: **ECONOMIC & WORKFORCE DEVELOPMENT**, **TAX COMPETITIVENESS**, **STRATEGIC INVESTMENTS** (capital investments, broadband, transportation, and GreenSeam), **HEALTHCARE**, and **CHILDCARE**.

## PASSED: UNEMPLOYMENT INSURANCE TRUST FUND

Greater Mankato Growth was pleased to see the legislature pass a bill to replenish the Unemployment Insurance (UI) Trust Fund. Due to the COVID-19 pandemic, more than **\$15 billion** of unemployment insurance benefits were paid out to Minnesotans who were laid off. This put the UI Trust Fund into a deficit. Rather than increasing payroll taxes on businesses for up to ten years to repay the trust fund, GMG and our partners successfully advocated the legislature to spend federal COVID relief and surplus dollars to replenish the Trust Fund. This avoided employers having to pay a **30% increase** in their payroll taxes for up to a decade.

## HIGHWAY 14 GROUNDBREAKING

On April 19, Greater Mankato Growth and other stakeholders broke ground on the final stretch of **Highway 14** from Nicollet to New Ulm. This project, valued at **\$83 million**, will improve safety and serve as a catalyst for economic growth along the corridor. Expected completion of this Hwy 14 stretch is fall of 2023.

## HOSTED THREE LEGISLATIVE AND SEVEN CANDIDATE FORUMS

Part of our mission is to provide opportunity for meaningful dialogue between candidates and voters on issues impacting businesses and the economic vitality of our region. The Greater Mankato Advocacy Forum Series included **THREE LEGISLATIVE FORUMS**, held in Mankato before, during, and after the legislative session, as well as **SEVEN CANDIDATE FORUMS** leading into the 2022 election. The candidate forums were held in Mankato and North Mankato, featuring candidates who ran for Blue Earth County Sheriff, Senate District 18, House District 18A, House District 18B, First Congressional District, City of Mankato Mayor & City Council, and Blue Earth County Board of Commissioners. GMG also provided information about the elections and invited candidates to complete online profiles.

## LAUNCHED WHAT'S BREWING?

In March, we launched a new, interactive event series that brings together people who are kind of a big deal to discuss topics that impact our daily lives. The first event, *What's Brewing in Our Cities?* was held at the Mankato Brewery, featuring Mayor Najwa Massad (Mankato) and Mayor Mark Dehen (North Mankato) who shared what each community had been working on and what plans they had for the future.



# \$450M

secured tax relief, which equals an average of **\$2,100** per business.

BLOCKED A

# 30%

increase in payroll taxes with

# \$2.7B

funding from the Unemployment Insurance Trust Fund.

Hosted **THREE**

**LEGISLATIVE FORUMS**

in Mankato: before, during, and after the legislative session.

Hosted **SEVEN**  
**CANDIDATE FORUMS,**

featuring **23** candidates from local, state, and federal level.

# \$150,000

secured for **GreenSeam** from the Minnesota Department of Agriculture.



# Visit Mankato Board of Governors

Trisha Duncan, Chair (Xcel Energy)

Alec Pfeffer, Vice Chair (ISG)

Matt Atwood, At-Large (Atwood Companies)

Nate Newhouse, Secretary/Treasurer (Pioneer Bank)

David Anderson (Courtyard by Marriott Hotel & Event Center)

Lori Benike (Scheels)

Gerry Burke (Holiday Inn Express & Suites)

Jason Ceminsky (PRO TRAIN Aviation)

Kaaren Grabianowski (Minnesota River Builders Association)

John Nelson (Mount Kato Ski Area)

Mitzi Roberts (Dance Express)

Beth Rohrich (Quality 1 Hr. Foto/SPX Sports)

Roxy Traxler (South Central College)

Susan Arntz, Ex-Officio (City of Mankato)

JO Guck Bailey, Ex-Officio (SignPro/JGBailey Media & Communications)

Eric Jones, Ex-Officio (Mayo Clinic Health System Event Center)







## VISIT MANKATO PROVIDED \$24,000 IN EVENT GRANTS & SUPPORT

In 2022, Visit Mankato provided a full menu of support for events, including **\$24,000 in event grants**, equipment, consultation, visitor information, and more. The list includes **20 leisure events**, **27 conferences**, and **59 sporting events**. This support leveraged **\$12 million in economic impact**.

## MANKATO MARATHON

The Mankato Marathon, presented by Mayo Clinic Health System, is the boldest race in the Midwest, showcasing dynamic courses and determined runners. On October 14 and 15, the Marathon hosted more than **2,980 runners** from **30 states**, bringing in an estimated **economic impact of \$2 million**. This year, the event featured new courses for the Full and Half Marathon, as well as many new runner experiences along the courses: Mile 22 Dance Party, mini celebrations at each exchange zone for relay runners, and Maverick Mile, which included the Maverick Marching Band. Over **450 volunteers** helped support the Mankato Marathon over the course of the two days.

*"This race was really pretty with trees showing their fall colors. Temps were brisk to start out and nice at the end. Loved running through the woods. Friendly runners encouraging each other along the way. Minnesota nice. Great location near the Twin Cities without being overcrowded,"* said runner Sarah Kornmann from Sioux City, Iowa.

## GREATER MANKATO TRAIL SYSTEM MAP

Visit Mankato worked with the Bike & Hike Taskforce to finalize the Greater Mankato Trail System map used in printed and digital materials. The Bike & Hike Taskforce includes representatives from Mankato and North Mankato, Blue Earth and Nicollet Counties, Greater Mankato Bike & Walk Advocates, and other local biking enthusiasts, with a collective focus on biking infrastructure, wayfinding, promotion, and event support.

## SOUTHERN MINNESOTA TOURISM ANNUAL MEETING

Visit Mankato hosted the Southern Minnesota Tourism Association, whose membership consists of 20 destination marketing organizations (DMO) across southern Minnesota. This annual event was held at Old Main Village, offering DMO leaders in-person and virtual opportunities to connect and discuss ideas and partnerships.



## SENIOR GAMES

The 2022 Minnesota Senior Games, held in Mankato from August 11 to 14, attracted **530 participants** from **24 different states** to our area. These athletes, 50 years and older, competed in **20 sports** scattered across **11 different venues** in Greater Mankato. Between competitions, participants visited many area restaurants, state parks, and enjoyed the City Center Sculpture Walking Tour. The event had estimated **economic impact of \$445,899**.

# \$24,000

provided in event grants, equipment, consultation, visitor information and more.

# \$2M

Mankato Marathon estimated economic impact

# 530

athletes from **24** states participated in Senior Games in August.

# \$445,899

Senior Games estimated economic impact.

# \$45,000

in grant funding received from Explore Minnesota Tourism

# 23%

Facebook likes increase

# 8.9%

Instagram followers increase

# City Center Partnership Board of Governors

Jessica Potter, Chair (Blue Earth County Historical Society)

Max DeMars, Vice Chair (DeMars Construction)

Bryan Sowers, Past Chair

Wes Gilbert, Chair, Livability & Development, Secretary/Treasurer (Mankato Computer Technology)

Dan White, Chair, Aesthetics & Vitality (iSpace Environments)

JO Guck Bailey, CityArt Representative (SignPro/JGBailey Media & Communications)

Cate DeBates (Coldwell Banker Commercial Fisher Group)

Scott Danger (Abdo)

Louise Dickmeyer (Children's Museum of Southern Minnesota)

Justin Ek (Belissimo Paint & Coatings)

Tom Frederick Jr. (Pub500)

Lane Gravley (Tailwind Group)

Daniel Lee (Scheels)

Kent Stanley (Minnesota State University, Mankato)

Jim Whitlock (Black House Graphics)

Stephanie Drago, Ex-Officio, GMG Board of Directors (Taylor)

Matt Lassonde, Ex-Officio (City of North Mankato)

Paul Vogel, Ex-Officio (City of Mankato)





## MAIN STREET AMERICA ACCREDITED COMMUNITY

Main Street America has been helping revitalize older and historic commercial districts for more than 40 years. Today, it is a network of more than 1,200 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development.

City Center Mankato/North Mankato has been an **accredited Main Street America community since 2017**. This is a special mark of distinction that only the most qualified organizations and communities receive. Accredited communities must show a proven track record celebrating community character, preserving local history, generating economic returns, and building collaborative partnerships and resources, all of which supports City Center Partnership's vision of a vibrant City Center that anchors and exemplifies the creativity, diversity, and vitality of the region. Our community should be proud of this designation!



# \$21,500

in receipts turned in for bonus gift cards, equating to \$3.5 in additional spending per every \$1 invested.

**22** City Center businesses participated in the third annual Let it Glow, Kato!

## BONUS GIFT CARD PROGRAM SUCCESS

During the 2022 holiday season, the Bonus Gift Card Program saw **\$21,500** in receipts turned in for bonus gift cards, equating to **\$3.5 in additional spending for every \$1** City Center Partnership invested in this initiative. This program provides an incentive to support City Center Mankato/North Mankato businesses which make our community special. Supporting local businesses is equivalent to supporting friends, neighbors, and loved ones.

## ALIVE AFTER 5 ATTRACTS 1,500 TO CITY CENTER MANKATO

The 2022 Alive After 5 series of free summer concerts took place on Thursday evenings in August and September. This free summer concert series attracted 1,500 people who enjoyed live music, artisan market, and local food and beverages. The Hoppers, The DW3, Seasaw, and Anderson Daniels provided entertainment each Thursday.

## CITYART WALKING SCULPTURE TOUR

The 12<sup>th</sup> annual CityArt Walking Sculpture Tour featured **31 new sculptures in 2022**. This exciting exhibit of outdoor sculptures is displayed year-round in City Center Mankato and North Mankato.

### 2022 PEOPLE'S CHOICE AWARD WINNER



**The Artist** by  
Jefferson Davis

\$1,000 prize for the artist

### 2022 JUROR'S PURCHASE AWARD WINNER

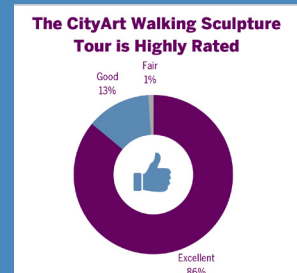


**Mountain Spell** by  
Harold Linke

purchased and added to the public arts collection

**12<sup>th</sup>** annual CityArt Walking Sculpture Tour

**31** new sculptures installed



**46%** CityArt Voting Survey respondents traveled more than **75** miles.

## GreenSeam Board of Governors

Gary Koch, Chair (Christensen Farms)  
Wesley Beck, Vice Chair (Beck Farms)  
David Krause, Past Chair (Pioneer Bank)  
Ryan Erickson, Secretary/Treasurer (AGCO Corporation)  
JO Guck Bailey, At-Large (SignPro/JGBailey Media & Communications)  
Dr. Brenda Flannery, At-Large (Minnesota State University, Mankato)  
Matthew Berger (Gislason & Hunter LLP)  
Brian Buhr (University of Minnesota)  
Marques Doppler (Profinium, Inc.)  
Laura Drager (ISG)  
Ryan Dutton (SDN Communications)  
Chris Fitzloff (Compeer Financial)  
Jim Heilman (CLA)  
Terri Jensen (National Land Realty)  
Wayne Kahler (Kahler Automation)  
Jerad Michels (Eide Bailly)  
Kelcey Woods-Nord (South Central College)  
Patrice Bailey, Ex-Officio (Minnesota Department of Agriculture)  
Tim Penny, Ex-Officio (Southern Minnesota Initiative Foundation)

## GreenSeam Futures Board of Directors

Aaron Budge (Minnesota State University, Mankato)  
Andrew Herr (GAT Farms)  
Gary Koch (Christensen Farms)  
Matt Downs (Carlson-Tillisch Eye Clinic, Downs Family Farms)  
TJ Brown (South Central College)





## GREENSEAM FUTURES - NEW FOUNDATION

GreenSeam Futures is a 501(c)(3) nonprofit organization serving as the gateway for resources to educate, launch, and grow tomorrow's ag and food leaders, innovators, and entrepreneurs in Southern Minnesota. GreenSeam Futures fosters creative, meaningful collaborations between the agricultural community and educational institutions of Southern Minnesota, benefiting local students and the community at large. Minnesota State University, Mankato and South Central College are GreenSeam Futures's initial Educational Institution Partners.

GreenSeam Futures's planned programs and services are divided into four categories: work-based learning support, public benefit research, classroom-business partner projects, and the GreenSeam Gateway.

## GLOBAL WORKFORCE OPPORTUNITIES

GreenSeam hosted two successful Global Workforce Opportunities: one focused on international students and the other focusing on integrating a diverse workforce. Some of the key speakers included: MDA Assistant Commissioner Bailey, Erin Schute, Attorney and Owner of Kivu Immigration Law, and Kimberly Phillips, Senior HR Manager at AGCO Corporation in Jackson.

## 2022 STATE OF AG REPORT

The third annual State of Ag Report was published on National Ag Day, March 23, revealing the perceptions and opinions on the economy and other major issues impacting businesses in the agriculture industry, while placing an emphasis on education, talent attraction, and retention. The majority of respondents identified talent as their top concern. The State of Ag Survey in 2022 included **376 respondents**, which was a **46.3% increase** compared to the previous year.

## CELEBRATION OF AG

This annual event was held on Thursday, July 19, at ISG Field in Mankato, marking the third year of networking with key ag leaders and celebrating GreenSeam's accomplishments while enjoying a Mankato MoonDogs game. The event featured **17 business booths** and attracted over **250 guests** who came to hear from Superintendent Paul Peterson of Mankato Area Public Schools, Shane Bowyer, Associate Professor of Management and Director of AgriBusiness & Food Innovation Program at Minnesota State University, Mankato, Megan Roberts, Executive Director at Southern Agricultural Center of Excellence, Brynn Bohlke, Mankato West High School Senior, and more. Christensen Farms **donated 200 pounds of ground pork** to the South Central Minnesota Food Recovery program as a result of 200 ag-related questions asked at the event.

## 39<sup>th</sup> ANNUAL RURAL FORUM: GLOBAL PARTNERSHIPS

The Rural Forum, held on December 1 at the Mayo Clinic Health System Event Center connected **302 attendees** to business leaders and other professionals from the agriculture sector. This year's program featured Ariel Delouya, Consul General of Canada (Minneapolis), Ivan Roberto Sierra Medel, Head Consul of Mexico (St. Paul), Derek Johnson, Minister of Agriculture Manitoba, Thom Peterson, Minnesota Commissioner of Agriculture, Hunter Roberts, Cabinet Secretary of the Department of Agriculture and Natural Resources in South Dakota, Emma Kuball, Minnesota FFA President, and more. A special panel of legislators included Senator Frentz and Representative Torkelson.

**94** investors, community leaders, and business representatives had an opportunity to tour businesses in our region. One group toured the AGCO facility in Jackson in May and the other went to Fairmont in September. Attendees received a first-hand look into each business and learned about advancements and ways these businesses touch their community.

Hosted **40** international agriculture attachés at Chankaska Creek Ranch & Winery. These foreign dignitaries visited from their embassies in Washington DC as part of a joint partnership with Minnesota Department of Agriculture and USDA.



Jessica Beyer (President/CEO of Greater Mankato Growth, Inc.) and Sam Ziegler (GreenSeam Director) welcomed the new ConAgra Brands processing facility to the GreenSeam. The facility opened in June in Waseca, MN. This project included a \$300M investment in the community and will help retain 125 jobs.





## GREATER MANKATO GROWTH, INC.

3 Civic Center Plaza, Suite 100

Mankato, MN 56001

[GREATERMANKATO.COM](http://GREATERMANKATO.COM)