

Greater Mankato Growth, Inc.

2024

A YEAR IN REVIEW





A Year in Review from

DELLA SCHMIDT, PRESIDENT & CEO

As the new CEO of Greater Mankato Growth, Inc., I am honored to reflect on the achievements of the past year and share our vision for the future. Stepping into this role mid-year has given me a unique perspective on the incredible work being done by our team and the tremendous support we receive from our community and partners.

This Greater Mankato Growth, Inc. 2024 Annual Report underscores our unwavering commitment to advancing economic growth across the region. It highlights the significant outcomes achieved through the collaborative efforts of our business units and the impactful contributions of countless businesses aligned with our mission. By fostering an environment where commerce and community flourish, the collective strength of volunteer leaders, civic influencers, and the dedicated GMG, Inc. staff continues to propel the Greater Mankato region toward a vibrant and prosperous future.

Within these pages, you will find compelling evidence of the profound impact Greater Mankato Growth, Inc. has had on the region. Achievements in job creation, significant private investments, and transformative business services highlight this journey. Each GMG, Inc. business unit presents the successes of its programs, demonstrating substantial contributions to the region's economic vitality and growth.

Greater Mankato Growth (GMG), our local chamber of commerce, remained committed to fostering a thriving business environment by advocating at all levels of government, providing essential resources to area businesses, and delivering a robust offering of training programs. GMG continued to enhance its influence, earning recognition and respect at the Minnesota State Capitol, where it is a sought-after and trusted voice for businesses across South Central Minnesota.

The Regional Economic Development Alliance (REDA) demonstrated Greater Mankato's growing economic influence with hundreds of millions in new private capital investments. In addition, REDA secured significant grant funding, enabling workforce development programs that benefited both students and private sector businesses. This past year, REDA also took the lead in convening thought leaders to develop practical solutions to the region's childcare shortage.

The City Center Partnership played a pivotal role in supporting businesses through the challenges of the Riverfront Drive construction project, using targeted retail promotions and public relations efforts. Leadership also laid the groundwork for the organization's future by restructuring the Board of Governors and preparing for a strategic rebrand. This transition will position the organization to embrace the Main Street Four-Point Approach to downtown economic development under its new name: Downtown Partnership of Mankato/North Mankato.

Visit Mankato continued to showcase the far-reaching economic impact of tourism. Through the launch of a comprehensive marketing strategy, the expansion of sports tournaments, and services that support dozens of conferences and trade shows, the Mankato/North Mankato area once again experienced increased lodging occupancy rates and millions of dollars in economic impact.

GreenSeam saw another year of program growth while amplifying its presence throughout southern Minnesota. Through a range of entrepreneur-focused training programs, global workforce events, and presentations highlighting the economic significance of the food and agriculture sector, GreenSeam provided direct, one-on-one support to agribusinesses, further strengthening the region's agricultural economy.



The 2024 Annual Report reflects the collective impact of your participation and investment. Our achievements would not have been possible without your invaluable support. On behalf of the entire Greater Mankato Growth, Inc. staff and Board of Directors, we extend our deepest gratitude.

As we look ahead, Greater Mankato Growth, Inc. is excited to introduce new initiatives and partnerships aligned with the Transforming Tomorrow Together regional plan, paving the way for continued progress and shared success. We are committed to deepening our engagement with the region, fostering partnerships that not only sustain but amplify our collective impact.

The steadfast support of our investors ensures that Greater Mankato Growth, Inc. remains a catalyst for sustained growth and ongoing success in the region. Thank you for your unwavering dedication to enhancing the economic vitality and quality of life in Greater Mankato. Together, we look forward to a future shaped by collaboration, shared success, and lasting economic growth.

Della D. Schmidt



Greater Mankato Growth, Inc. supports and promotes the economic growth and vitality of our members and regional marketplace 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/Downtown Partnership, a downtown development organization; and GreenSeam, an economic development organization dedicated to connecting Minnesota's extensive agricultural business assets to the world.



David Krause, Chair
Pioneer Bank

As I complete my term as Chair, I am grateful and proud of the growth and prosperity of our community, region, and organization. Major milestones of the past year include moving to the implementation stage of our regional plan, Transforming Tomorrow Together, GreenSeam and GreenSeam Futures impact across the agribusiness sector, one of the most successful Mankato Marathons ever for Visit Mankato, renaming the Downtown Partnership of Mankato and North Mankato. REDA continued their commitment to fostering economic growth and prosperity in our community and, last but not least, we welcomed our new President & CEO, Della Schmidt, whose energy and enthusiasm for the GMG team, and our membership, is truly contagious.

Greater Mankato Growth, Inc. Board of Directors

David Krause, Chair, *Pioneer Bank*
Wesley Otto, Vice Chair, *OMG - Otto Media Group*
Charlie Whitaker, Past Chair, *Taylor*
Ben Ellingson, Secretary/Treasurer, *Eide Bailly LLP*
Samantha Boeck, At-Large, *ISG*
James Hebl, MD, At-Large, *Mayo Clinic Health System*
David Kim, At-Large, *Gislason & Hunter LLP*
Liz Ulman, At-Large, *MacLean Power Systems*
JO Guck Bailey, *Sign Pro*
Jamie Jacobs, *APX Construction Group*
Aaron Jones, *J. Longs*
Dr. Annette Parker, *South Central College*
Paul Peterson, *Mankato Area Public Schools*
Christine Powers, *Abdo*
Jennifer Spaude, *Consolidated Communications*

Ex-Officio:

Susan Arntz, *City of Mankato*
Kevin McCann, *City of North Mankato*
Dr. Edward Inch, *Minnesota State University, Mankato*
Wesley Beck, *Chair of GreenSeam, Beck Farms*
Alec Pfeffer, *Chair of Visit Mankato, ISG*
Jessica Potter, *Chair of City Center Partnership, Blue Earth County Historical Society*
Keri Johnson, *Chair of Regional Economic Development Alliance, City of Saint Peter*



- ▶ Greater Mankato Growth hosted Neel Kashkari, President of the Federal Reserve Bank of Minneapolis. The event brought together more than 170 business and community leaders for a discussion about the Greater Mankato economy.
- ▶ GMG hosted the second annual Nonprofit and Volunteer Information Fair, featuring 28 nonprofit Greater Mankato Growth member organizations. This event, geared primarily towards Greater Mankato Young Professionals, is designed to connect community members with local organizations making a difference.
- ▶ A Lunch & Learn with Megan Dayton, Minnesota State Senior Demographer, exclusive to GMG members, provided an opportunity to better understand the current demographic trends shaping our state and the impacts these trends will have on talent recruitment and retention in our community.
- ▶ Business After Hours, a series of monthly networking opportunities for GMG members, showed a 20% increase in attendance. Each monthly event, hosted by a different member business, gathered approximately 150 members looking to make long-lasting business connections in an informal setting.
- ▶ Greater Mankato Young Professionals piloted the Maverick Mentor Program, a new effort in partnership with Minnesota State University, Mankato's College of Business, matching more than 30 Young Professionals with students in the Integrated Business Experience program for the entire semester. Students had a chance to visit their YP mentor's workplace and gain insight into professional life in Greater Mankato.
- ▶ The Greater Mankato Business Awards & Hall of Fame moved to the prestigious Grand Hall of the Mayo Clinic Health System Event Center, offering an enhanced experience for attendees. GMG introduced three new Awards—the Coolest Thing Made in Greater Mankato, Development Project of the Year, and Talent Innovation Award—reflecting the region's commitment to celebrating excellence and growth in business community.
- ▶ The Greater Mankato Leadership Institute, a premier leadership training program with a community focus, continues to make a significant impact. The 2023-2024 class graduated 40 participants, while the current (2024-2025) cohort consists of 42 GMG member business representatives. The program continues to sell out year after year, equipping local leaders to serve in both their workplaces and the Greater Mankato community.



GREATER
MANKATO
GROWTH

5th LARGEST CHAMBER
OF COMMERCE
IN THE STATE OF MINNESOTA
T H E L I S T

911 GREATER
MANKATO
GROWTH
MEMBERS

63 AMBASSADOR
VISITS

42 CAVALIER
VISITS

188 YOUNG
PROFESSIONALS

82 NEW MEMBERS

1,505

EVENT REGISTRATIONS:
15% INCREASE OVER LAST YEAR



Greater Mankato Growth Investors 2024



MAYO CLINIC
HEALTH SYSTEM



Minnesota State
University MANKATO

TAYLOR™



Mankato Clinic
Together we thrive.



Consolidated
communications



A Rolls-Royce
solution

usbank

Walmart ✨
Save money. Live better.



GREAT RIVER
ENERGY™



**ORTHOPAEDIC &
FRACTURE CLINIC**



Xcel Energy®



- ▶ Greater Mankato Growth sourced and featured nonpartisan information about the 2024 elections on its website. This initiative included a comprehensive voter toolkit and candidate profiles, showcasing biographical information and their answers to a set of business-focused questions. The candidate questionnaire shared each participating candidate's perspectives on characteristics essential for effective public servants representing the area well in all aspects.
- ▶ Serving as a nonpartisan intermediary between candidates and the voters, GMG hosted four candidate forums for six state, local, and federal offices. The forums provided meaningful exchange between 13 candidates and voters on issues that impact our community's future and economic growth potential. A recording was shared on the GMG website after each event.
- ▶ GMG Advocacy worked with Representative Brad Finstad to get the Prove It Act of 2024 passed in the U.S. House of Representatives. This act requires federal agencies to calculate the cost of any new regulations to businesses before they are adopted.
- ▶ GMG and GreenSeam took ownership of the I-90 Party, one of the marquee legislative annual events with a 20-year tradition. More than 250 attendees, including over 100 legislators, gathered to celebrate Greater Mankato and southern Minnesota at CHS Field in St. Paul.
- ▶ GMG partnered with Greg Norfleet, Director of Minnesota Paid Leave at the Minnesota Department of Employment and Economic Development for a discussion related to the new PFML program starting in 2026. More than 100 business and human resource leaders joined this town hall-style meeting.

2024 Greater Mankato Business Awards & Hall of Fame Honorees:

Hall of Fame: WEB Construction Co., Inc.

Business Legacy: Bolton & Menk, Inc.

The Coolest Thing Made in Greater Mankato: Nidec Power

Development Project of the Year: Mayo Clinic Health System

Talent Innovation Award: Eide Bailly

2023 Greater Mankato Growth Volunteer of the Year (honored at the Annual Meeting): Randy Berkland, *retired from Blethen Berens*

2023 Greater Mankato Young Professionals Volunteer of the Year (honored at the YP Annual Meeting): Francis Otaigbe, *United Prairie Bank*



2024

POLICY PRIORITIES:

WORKFORCE DEVELOPMENT

TAX COMPETITIVENESS

HEALTHCARE

CHILDCARE

REGULATIONS

CAPITAL INVESTMENTS

4

2024 ELECTIONS
CANDIDATE FORUMS FOR

6

STATE, LOCAL,
AND FEDERAL OFFICES

13

CANDIDATES
PARTICIPATED

PASSED!
SF 4820

ALLOWING BOUTIQUE HOTELS
TO OBTAIN A LIQUOR LICENCE.



Keri Johnson, Chair
City of Saint Peter

REDA marked another year of growth and collaboration, aligning our strategic plan with Transforming Tomorrow Together and welcoming Madison Lake as a new alliance partner. REDA's strength lies in our collaborative spirit, and it enabled us to leverage shared resources to promote our region's livability and proactively support evolving business needs. Over the past year, new global relationships were forged, opening opportunities to attract industries and drive future economic growth. Thank you to all who contributed—here's to another year of prosperity!

Regional Economic Development Alliance

Keri Johnson, Chair, City of Saint Peter
 Todd Wiens, Vice Chair, City of Lake Crystal
 Susan Arntz, City of Mankato
 Mark Konz, City of Mankato
 Courtney Kramlinger, City of Mankato
 Nancy Bokelmann, City of Mankato
 Kevin McCann, City of North Mankato
 Mike Fischer, City of North Mankato
 Matt Lassonde, City of North Mankato
 Todd Prafke, City of Saint Peter
 Ben Baker, City of Saint Peter
 Jennifer Bromeland, City of Eagle Lake
 Angela Grafstrom, City of Lake Crystal
 Joshua Schuetz, City of Lake Crystal/CEDA
 Bob Meyer, Blue Earth County
 Mandy Landkamer, Nicollet County

Elected or Appointed Officials:

Kevin Mettler, City of Mankato
 Sandra Oachs, City of North Mankato
 Jim Beal, City of Eagle Lake
 Al Dorn, City of Madison Lake
 Mark Piepho, Blue Earth County
 Mark Dehen, Nicollet County



- ▶ The Regional Economic Development Alliance (REDA) completed 73 business retention and expansion visits, 35 of which resulted in successfully resolved assistance requests.
- ▶ REDA supported the recently announced \$92 million city center hotel project with data and research, participation in a hotel study, and a Main Street Economic Revitalization Program grant.
- ▶ Every dollar invested by REDA Partners in 2023 resulted in \$368.21 in private capital investment in commercial construction projects.
- ▶ Connected with 100 national and international businesses at the SelectUSA Investment Summit in Washington D.C. (the largest event for businesses from other countries looking to invest in the United States) and established a new relationship with multiple Irish organizations.
- ▶ A new resident recruitment and community pride ad campaign, geared towards younger audiences, received over 2.2 million social media impressions and nearly 3,000 ad placements on major broadcast networks, such as CBS, Fox, and NBC.
- ▶ Aided in the formation of Mankato Full Spectrum ABA, a new autism therapy clinic for youth and the Community Finance & Business Center, a nonprofit organization that will provide culturally appropriate financing to the region's Muslim population.
- ▶ Secured \$195,000 to support efforts aimed at creating work-based learning opportunities for students and to support the training and retention in critical industries through the Future Ready Workforce Fund and Drive for Five Program.



**REGIONAL
ECONOMIC
DEVELOPMENT
ALLIANCE**



\$368

IN PRIVATE CAPITAL INVESTMENT
IN COMMERCIAL CONSTRUCTION
PROJECTS FOR EVERY DOLLAR
INVESTED IN REDA

7.8M

RESIDENTIAL RECRUITMENT
BILLBOARD IMPRESSIONS.

MORE THAN:

571K

ORGANIC LINKEDIN IMPRESSIONS

749K

FACEBOOK REACH

13.5K

GREATER MANKATO SUPPORT
LOCAL BUSINESS FACEBOOK
GROUP MEMBERS



Alec Pfeffer, Chair
ISG

Mankato's hospitality industry saw another strong year in 2024. Occupancy rates grew by 3.9%, reflecting a thriving tourism sector and driving new hotel investments. Hotel Alexander joined downtown's offerings, complementing Arch + Cable, which opened in late 2023. Construction began on TownePlace Suites and Candlewood Suites on the hill, both set to open in 2025. Downtown, demolition at Main and Second Street is paving the way for the 10-story AC Marriott and Element by Westin, expected in late 2026. These developments expand lodging options, attract more visitors, and strengthen Mankato's appeal as a destination for leisure, entertainment, and business. Visit Mankato remains dedicated to enhancing the visitor experience and supporting the industry's continued growth.

Visit Mankato Board of Governors

Alec Pfeffer, Chair, *ISG*
Gerry Burke, Vice Chair, *Holiday Inn Express*
Jason Ceminsky, Secretary/Treasurer, *PRO TRAIN Aviation*
Jennifer Moore, At-Large, *Minnesota State University, Mankato*
Kaaren Grabianowski, *Minnesota River Builders Association*
Nate Newhouse, *Pioneer Bank*
Daniel Lee, *Northwestern Mutual*
Beth Rorich, *Quality 1 Hr. Foto / SPX Sports*
Cate DeBates, *Hospitality Ventures*
Candace Norton, *MEI*

Ex-Officio:

Susan Arntz, *City of Mankato*
JO Guck Bailey, *Sign Pro*
Eric Jones, *Mayo Clinic Health System Event Center*



- Visit Mankato implemented a comprehensive marketing strategy to reach potential visitors, utilizing a multi-channel approach which included paid and organic social media marketing, YouTube advertising, Connected TV (CTV) campaigns, content marketing, native and digital display advertising, print advertising, mobile billboard campaigns, and more. These efforts delivered impressive results, showing a 58% increase in web sessions compared to 2023, with engaged sessions nearly doubling.
- Visit Mankato was instrumental in promoting numerous local events to attract visitors through strategic marketing efforts. Additionally, Visit Mankato administered an event grant program, awarding \$11,750 in funding to 12 leisure events, including Day of the Dead, Kiwanis Holiday Lights, Bend of the River Fall Festival, Mankato Pride, and more.
- The Mankato Marathon celebrated its 15th anniversary. The event took place on October 18 and 19, drawing 3,386 total registrations and hosting one of the largest 5K races in its history. Runners from 36 states participated, with 50% being first-time attendees. The event generated an estimated economic impact of \$2 million.
- Visit Mankato continued to cultivate a vibrant sports tourism sector. Through strategic support, including \$13,995 in event grants, equipment rentals, hotel room blocks, and more, Visit Mankato assisted in the successful hosting of 43 tournaments. These events generated a substantial economic impact, exceeding \$15 million. To further enhance its sports tourism efforts, Visit Mankato created a new Sports Tourism sales brochure and actively participated in key industry events, such as Sports ETA, effectively showcasing Mankato as a premier destination for athletic competitions.
- Visit Mankato continued to play a vital role in attracting and supporting meetings and conferences in the region. The team provided a variety of services to 36 events, including site visits, bid support, transportation connections, on-site assistance such as welcome tables, and more.

2024 Greater Mankato Business Awards & Hall of Fame Honorees:

Bring it Home: Mayo Clinic Health System Event Center
Hospitality Award: Moulin Rouge House B & B

2023 Visit Mankato Volunteer of the Year (honored at the Annual Meeting):
Mankato Marathon Bike Medics

\$25.7K

GRANT DOLLARS AWARDED

VISIT MANKATO SUPPORTED

43

SPORTING EVENTS

36

CONFERENCES

12

LEISURE EVENTS

MANKATO MARATHON

\$2M

ESTIMATED ECONOMIC IMPACT

58%

WEB SESSION GROWTH YEAR-OVER-YEAR

SOCIAL MEDIA GROWTH

11%

INSTAGRAM FOLLOWERS

12%

FACEBOOK FOLLOWERS

163%

TIKTOK FOLLOWERS



Jessica Potter, Chair
Blue Earth County Historical Society

City Center Partnership is accredited by MainStreet America, a network of over 1,200 neighborhoods and communities dedicated to strengthening communities through preservation-based economic development. This year, our board focused on a strategic reboot, leveraging MainStreet's guiding pillars. We developed new strategies and updated our bylaws, all while emphasizing our core areas of work: Development and Livability, and Aesthetics and Vitality. Supporting businesses during Riverfront Drive construction—through social posts, sidewalk open signs, and the GMG \$100 tab—was a key summer focus to promote trade and traffic.

City Center Partnership / Downtown Partnership Board of Governors

Jessica Potter, Chair, *Blue Earth County Historical Society*

Max DeMars, Vice Chair, *DeMars Construction*

JO Guck Bailey, CityArt Representative, *Sign Pro*

Scott Danger, *Abdo*

Mike Hahn, *South Central Minnesota Small Business Development Center*

Jared Koch, *Blethen Berens*

Heather Ungerer, *Children's Museum of Southern Minnesota*

Ex-Officio:

Mark Konz, *City of Mankato*

Matt Lassonde, *City of North Mankato*



- City Center Partnership/Downtown Partnership ran two Bonus Gift Card programs: one in December, and one in the summer, which supported Old Town during Riverfront Drive reconstruction. The two initiatives generated \$50,397.28 in receipts, resulting in \$4.50 of additional spending for every \$1 City Center Partnership/Downtown Partnership invested.
- Through the Minnesota Main Street Grant, City Center Partnership/Downtown Partnership successfully collaborated with Visit Mankato to design and publish a Historic Places Tour map, highlighting 41 historically significant locations in Mankato and North Mankato. Additionally, the grant supported the Old Town Alleyway Art Enhancement initiative.
- CityCenter Partnership/Downtown Partnership introduced a quarterly Coffee Chat, fostering collaborative environment for business owners, CCP committee members, and city representatives to engage in discussions on different topics.
- During Riverfront Drive reconstruction, City Center Partnership/Downtown Partnership launched “Put it on the GMG Tab” initiative to support local businesses by opening \$100 tabs at five Old Town locations. The initiative gained momentum, inspiring three more businesses to join by providing additional monetary support. The social media campaign reached 33,000 views and 98 shares.
- City Center Partnership/Downtown Partnership supported businesses during the reconstruction of Riverfront Drive by developing a consumer-focused map, highlighting businesses and parking locations. The map was promoted on social media, where it reached over 11,000 people and generated more than 550 clicks. “Sidewalk Open” signs were placed throughout Old Town, providing direction for consumers. A social media campaign, “Walk with Me Wednesdays,” showcased parking options and featured businesses.
- CityArt, a collaboration between the Twin Rivers Council for the Arts, City Center Partnership/Downtown Partnership, and a dedicated committee, brought 32 new sculptures to city center Mankato and North Mankato, as part of the 14th annual CityArt Walking Sculpture Tour. Four artists decorated new electrical boxes with their artwork.

2024 Greater Mankato Business Awards and Hall of Fame Honorees:

CityDesign Award: Silos Apartments

2023 City Center Partnership Volunteer of the Year (honored at the Annual Meeting): Mike Lagerquist, *The Free Press Media*

556 BONUS
GIFT CARDS

MORE THAN
\$50K

IN RECEIPTS TURNED IN,
LEVERAGING AN ADDITIONAL
\$4.5 FOR EVERY \$1 INVESTED
BY CITY CENTER PARTNERSHIP/
DOWNTOWN PARTNERSHIP

17 CITY CENTER
BUSINESSES

PARTICIPATED IN THE
ANNUAL LET IT GLOW, KATO!

CITYART WALKING SCULPTURE
TOUR REPRESENTED

20 STATES

81 ZIP CODES

24% VISITORS WHO
TRAVELED
MORE THAN
75 MILES



GREENSEAM™



Wes Beck, Chair
Beck Farms

Reflecting on the past year as Chair of GreenSeam, I am incredibly proud of our collective achievements. We have successfully fostered innovation and collaboration within the agribusiness community by organizing impactful events, such as the Rural Forum and the Celebration of Ag. These gatherings have united industry leaders, policymakers, and community members to address key issues in agriculture. Our commitment to talent and business development has been a cornerstone of our initiatives, driving economic growth and resilience in our region. I am grateful for the dedication and passion of our team and partners, whose efforts have significantly strengthened GreenSeam. Together, we have made remarkable progress, and I look forward to continuing this journey of growth and impact.

GreenSeam Board of Governors

Wesley Beck, Chair, *Beck Farms*
Ryan Erickson, Vice Chair, *AGCO Corporation*
Chris Fitzloff, Secretary/Treasurer, *Compeer Financial*
Gary Koch, Past Chair, *Christensen Farms*
Matthew Berger, At-Large, *Gislason & Hunter LLP*
Kelcey Woods-Nord, At-Large, *South Central College*
David Krause, *Pioneer Bank*
JO Guck Bailey, *Sign Pro*
Patrice Bailey, *Minnesota Department of Agriculture*
Ben Buie, *Crystal Valley Coop*
Brian Buhr, *University of Minnesota*
Jim Heilman, *CLA*
Laura Drager, *ISG*
Ryan Dutton, *SDN Communications*
Wayne Kahler, *Kahler Automation*
Jerad Michels, *Eide Bailly*
Tim Penny, *Southern Minnesota Initiative Foundation*
Mitch Rohlfsing, *APX Construction Group*
John Schwartz, *Schwartz Farms*

GreenSeam Futures Board of Directors

Aaron Budge, *Minnesota State University, Mankato*
Andrew Herr, *GAT Farms*

Gary Koch, *Christensen Farms*
Matt Downs, *Downs Family Farms*
TJ Brown, *South Central College*



- ▶ GreenSeam assisted 26 entrepreneurs in accessing land, capital, markets, licenses, partners, and resources in the region to grow their business.
- ▶ GreenSeam staff delivered 16 presentations to community leaders and educators in the region, highlighting the economic importance of food and agriculture and sharing ways to elevate the region as a world-class hub for food and agribusiness.
- ▶ GreenSeam released the fifth annual State of Ag Report, a comprehensive study of Minnesota's food and agribusiness ecosystem. In collaboration with Minnesota State University, Mankato, GreenSeam surveyed and conducted focus groups with over 300 industry professionals, providing a platform to share their successes and challenges. This data is used to educate lawmakers, help with informed business decisions, and guide GreenSeam's efforts to elevate food and agribusiness.
- ▶ GreenSeam launched the Growing in the GreenSeam Workshops to help regional food and agribusiness entrepreneurs create value in their industries and train community leaders in fostering an entrepreneur-friendly environment.
- ▶ GreenSeam's Global Workforce Opportunities event in Redwood Falls, MN, gathered 45 business and community leaders to explore strategies for recruiting and retaining international workers.
- ▶ GreenSeam completed its 2024-2028 strategic plan, outlining four priorities: convening and building the regional ecosystem, positioning GreenSeam as the leading voice in food, agriculture, and bioeconomy, driving workforce attraction and talent development, and amplifying the GreenSeam brand.
- ▶ GreenSeam played a key role in launching the new School of Applied Agriculture, Food, and Natural Resources at Minnesota State University, Mankato, which fills an important education gap in the region and creates local career pathways and helps retain regional talent.
- ▶ GreenSeam successfully advocated for the 2+2 articulation agreement allowing South Central College students earning an Associate of Applied Science in Agribusiness degree to seamlessly pursue a Bachelor of Applied Science in Agronomy at Minnesota State University, Mankato.

2024 Greater Mankato Business Awards and Hall of Fame Honorees:

Seamed in Success: Compart Family Farms

Growing in the GreenSeam: Romsdahl Companies

2023 GreenSeam Volunteer of the Year (honored at the Annual Meeting):

James Gordon, *Pioneer Bank*

WATCH AND LEARN:

CHECK OUT
GREENSEAM'S
LATEST
VIDEO!



195 RECIPIENTS OF
BUSINESS
EDUCATION

TECHNICAL
ASSISTANCE
PROVIDED TO ENTREPRENEURS **26**

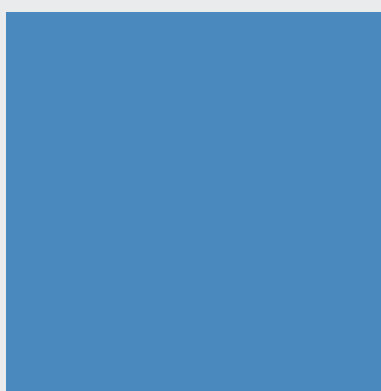
BUSINESS RETENTION &
EXPANSION PROGRAM REACHED

27 REGIONAL
BUSINESSES

LEVERAGED MORE THAN

20 PARTNERSHIPS
WITH REGIONAL
CITIES AND
NONPROFIT
ORGANIZATIONS

591 UNIQUE
ATTENDEES
AT EVENTS



Greater Mankato Growth, Inc.

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