

# greater MANKATO *this month*

## Greater Mankato Making its Mark as a Metropolitan

In December, I shared with you my enthusiasm that our region received designation as a new Metropolitan Statistical Area (MSA).

An MSA is an area having an urbanized core area with a population of 50,000 or more, plus adjacent territory that has a high degree of social and economic integration with the core. In the case of our MSA, Mankato-North Mankato constitutes the urbanized core, with all of Blue Earth and Nicollet county included in the MSA as the adjacent territory.

In December, I told you our MSA designation would put Greater Mankato in the same category as larger cities like Rochester and Minneapolis, or even New York and Los Angeles - increasing Greater Mankato's exposure in the global marketplace.

This opportunity is just beginning to be realized, with a multitude of organizations including our region on their lists of MSAs.

One of the places I'm pleased to see our name is on Policom Corporation's Annual Economic Strength rankings. In 2008 when our area was still a *Micro*politan, Policom ranked us in the top 10% of all *Micro*politans in the nation and #1 among all *Micro*politans in Minnesota for economic strength. This year, in our first year as a *Metropol*itan (MSA), Policom ranked Greater Mankato in the top third in the nation among all MSAs. For one of the smallest MSAs in the country to be in the top third its first year out is truly exceptional. Quite the debut into the big leagues!

The significant point about this



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particular list and why I think it's so worthwhile is that Policom, which specializes in analyzing local and state economies, defines economic strength as the long-term tendency for an area to consistently grow in both size and quality, measuring 23 different economic factors over a twenty-year period to determine its ranking.

Greater Mankato is not a "boom town" vulnerable to the ups and downs of a single industry. Rather, with a diverse business climate and rich portfolio of community assets, Greater Mankato's economy is perfectly positioned for long term strength. Consistent, manageable growth has been the hallmark of the Greater Mankato region and will continue to be the key to our success as we increase our exposure on a national level.

For more information on the Policom report and other recognitions Greater Mankato has received, visit [greatermankato.com/gmg-communityawards.php](http://greatermankato.com/gmg-communityawards.php)

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"Greater Mankato This Month" appears on the 15th of each month in The Free Press. For more information on Greater Mankato Growth, Inc., the area's chamber of commerce and economic development organization, visit [greatermankato.com](http://greatermankato.com)