



news release

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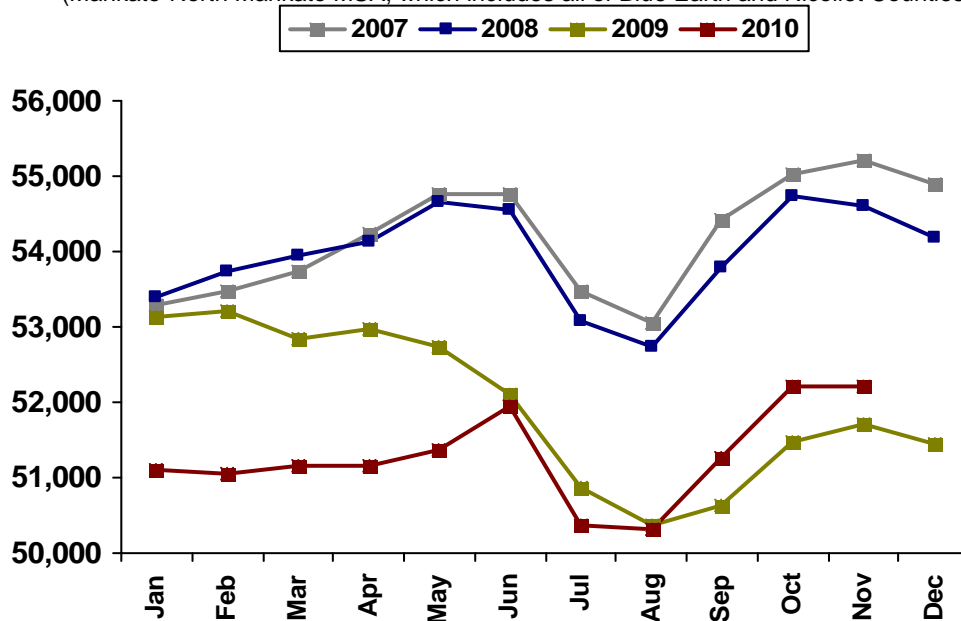
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Greater Mankato Job Numbers Continue to Rise

Mankato, MINN (December 16, 2010) – The Minnesota Department of Employment and Economic Development (DEED) today released its latest job figures and the news continues to be good for Greater Mankato, with the number of jobs in November, 2010 up .9% from the previous year. "It's great that DEED provides this and other information that allows us to gauge our progress as an individual region and compare it to other areas," says Jonathan Zierdt, President & CEO of Greater Mankato Growth, the Economic Development and Chamber of Commerce organization that serves the Greater Mankato regional marketplace.

When it comes to judging the economic strength of a particular region relative to jobs, one of the best sources is Current Employment Statistics (CES) data, which measures the number of paid employees in a particular region, excluding self-employment and farm jobs. "Greater Mankato's job numbers continues to rise, with November job numbers increasing from 51,718 in 2009 to 52,201 in 2010, a year over year increase of 483 jobs or .93%," said Zierdt.

Greater Mankato Jobs Four Year History
(Mankato-North Mankato MSA, which includes all of Blue Earth and Nicollet Counties)



Source: CES, Minnesota Department of Employment & Economic Development (DEED)
Compiled by: Greater Mankato Growth, Inc. | greatermankato.com | 507.385.6640 | info@greatermankato.com

Another measure of area employment is the **Local Area Unemployment Statistics (LAUS)**. LAUS is not as much an indicator of the strength of the business climate, because it measures the total number of people who live in a particular region who are employed, rather than the businesses in the region employing them. Still, LAUS employment numbers continue to look promising, with the unemployed rate in the region dropping to 5.4% in October, 2010. Also, when compared to other areas of the state and country, Greater Mankato fares quite well in terms of low unemployment (for detailed comparisons visit <http://www.positivelyminnesota.com/apps/lmi/laus/Graph.aspx?geog=2721031860&adjust=0>).

“Our region’s economic diversity and overall stability have resulted in better job numbers and lower unemployment than other areas of the country,” said Zierdt.

About Greater Mankato Growth

Greater Mankato Growth (GMG) is committed to advancing business for a stronger community through existing business support, new business growth, business promotion, talent development, public affairs, community marketing, visitor attraction & servicing and civic engagement.

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