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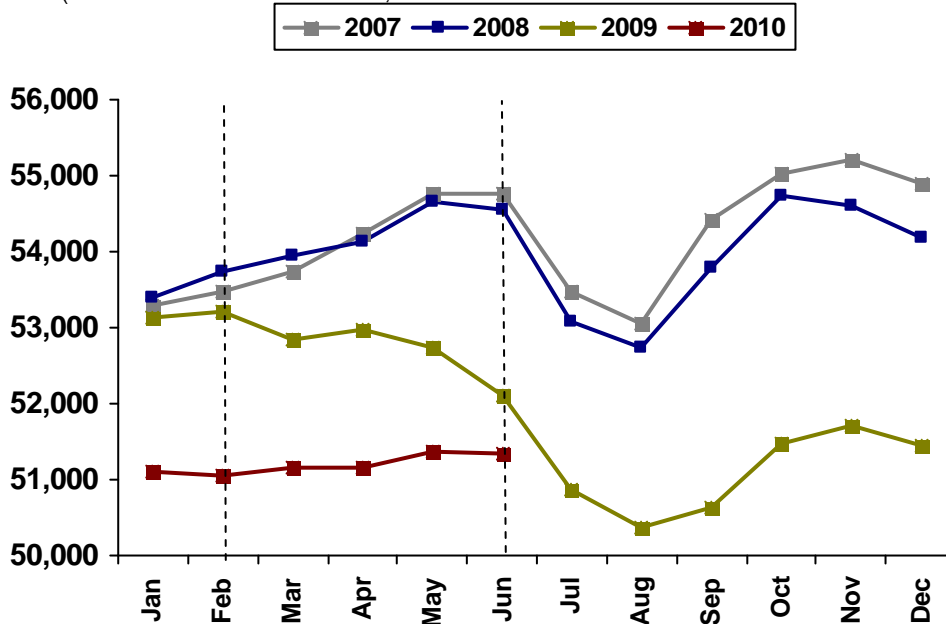
contact: Shelly Megaw, 507.381.2767
smegaw@greatermankato.com

Job Numbers Promising for Greater Mankato

Mankato, MINN (July 15, 2010) – The Minnesota Department of Employment and Economic Development (DEED) today released its latest job figures and there’s some promising indicators for Greater Mankato. “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 regional relative to jobs, one of the best sources is Current Employment Statistics (CES) data, which measures the number of jobs (both filled and unfilled) in a particular area, excluding self-employment and farm jobs. While the national recession is said to have begun in December, 2007, in terms of jobs, March, 2009 appears to be a significant month for the Greater Mankato region. “In March 2009, you start to see a clear separation between the trends of that year and the prior year,” said Greater Mankato Growth President & CEO Jonathan Zierdt. “In normal years, the number of jobs tends to rise between February and March, but in 2009 they fell off.”

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

March 2010, however brought some promising news, with job numbers starting to rise and the pattern from February – June 2010 resembling that of a normal year. “The recovery does not happen overnight, but the data looks encouraging, with jobs dropping 2.08% from February to June, 2009 and increasing .59% from February to June, 2010 of this year” said Zierdt.

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, as opposed to the businesses in the region employing them. Still, LAUS employment numbers continue to look promising, with the number of people unemployed in the region dropping 14% from May 2009 to May 2010 and the unemployment rate shifting from 6.3% last May to 5.4% this May. 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>).

“While the Greater Mankato region has been impacted economically by the national recession, because of our region’s economic diversity and relative stability, the length and severity of job loss appears to have been less than in other area’s 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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