



media release

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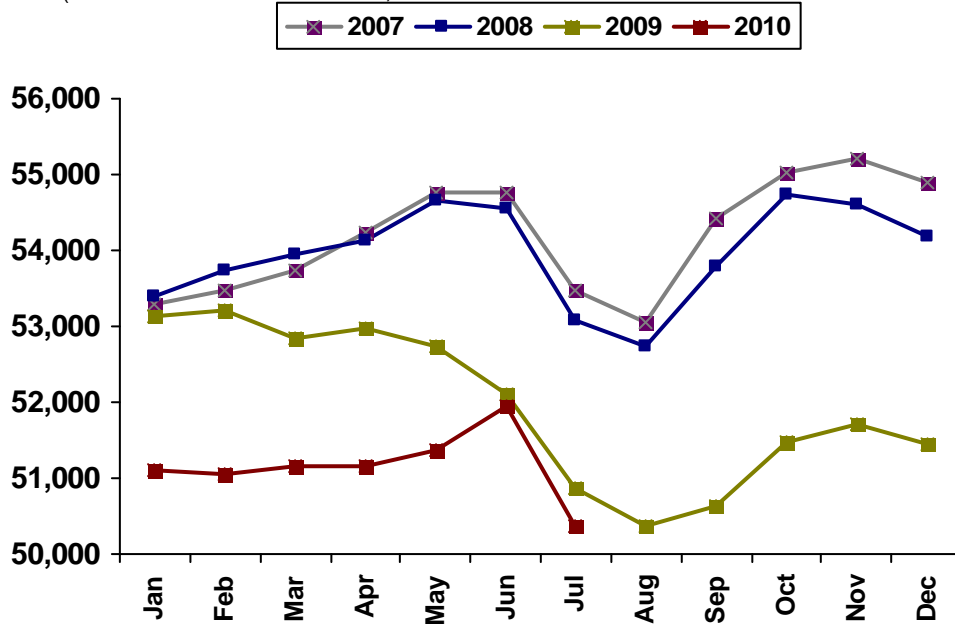
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Job Numbers Following Historical Trends in Greater Mankato

Mankato, MINN (July 15, 2010) – The Minnesota Department of Employment and Economic Development (DEED) today released its latest job figures and the news is good for Greater Mankato, as job numbers continue on their upward trend. "It's great that DEED provides this and other information that allows us to gauge our progress as an individual region," 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 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 have been a significant month for the Greater Mankato region, with a clear separation between the trends of that year and the prior year. "Since August 2009, the job trend line began returning to the jobs cycle experienced in 2007 and 2008. While the number of jobs was less in July 2009 as compared to the prior month and a year earlier, this seasonal pattern is consistent with historical data." said Jonathan Zierdt, President & CEO of Greater Mankato Growth. "The number of jobs at present is similar to a year ago; however, the region's economic diversity, relative stability, and prior year's history of employers adding jobs in the second half of the year provides reason to be optimistic.

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)
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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 unemployment rate in the region dropping from 7.2% in June 2009 to 6.0% in June 2010. Also, when compared to other areas of the state and country, Greater Mankato fares better in terms of low unemployment (for detailed comparisons visit <http://www.positivelyminnesota.com/apps/lmi/laus/Graph.aspx?geog=2721031860&adjust=0>).

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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