

greater MANKATO *this month*

Greater Mankato's Regional Strength

Greater Mankato, which includes Blue Earth and Nicollet Counties and the surrounding area, is increasingly becoming known as a significant regional hub.

The communities that make up the regional marketplace, collectively, have a host of assets that make Greater Mankato an attractive area for businesses to build and grow and people to live.

When businesses are looking for a site to build or expand their operations, six of the key assets they look for in the ideal community are: Building & Land Availability, Efficient Transportation, Funding Sources, Business Support Services, Talented Workforce, Healthy Economy and Quality of Life for Employees.

While many regions can claim they have *some* of these assets, few can say they have *all* of them – and even fewer have the facts to prove it.

Over the next several months Greater Mankato Growth will continue to strengthen our database of information that demonstrates what an attractive region we have here. And we will not be working alone. Greater Mankato Growth is committed to working with our other communities in our region, so that we can present a robust portfolio of the collective



Jonathan Zierdt
Greater Mankato Growth, Inc.
President & CEO

assets of our regional marketplace to businesses and residents considering locating here.

Having been designated a Metropolitan Statistical Area (MSA) last December, our region is just beginning to gain more exposure. For example, of the 303 individuals who visited the Minnesota page of a national economic development online directory in June, 129 (43%) clicked through to Greater Mankato's website. When our communities work together to send a unified message about our region's collective assets, we are well positioned to best take advantage of the tremendous opportunities the MSA status brings to the region.

Greater Mankato Growth Ribbon Cutting & Open House

Greater Mankato Growth has consolidated its operations into a single location to better serve our members and the regional marketplace. Please join us for the ribbon cutting and open house of our newly expanded offices in the City of Mankato's Greater Mankato Business Development Center.

Tuesday, July 21

3-6 pm (Ribbon Cutting at 3 pm)

**Greater Mankato Business Development Center
(formerly Technology Plus) · 1961 Premier Drive, Mankato**

"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