

greater MANKATO *this month*

Advancing Business for a Stronger Community

Often, when I tell someone I work for Greater Mankato Growth, the chamber of commerce and economic development organization serving the region, I am asked, "So, what exactly does your organization do?"

Where do I start?

The short answer is that at Greater Mankato Growth (GMG) we work at **Advancing Business for a Stronger Community**. The members of GMG recognize that having a healthy business climate is essential to having a strong community. And conversely, having a strong community is essential to having a successful business climate. Businesses fuel the local economy to help build the community, while community livability assets make businesses and individuals want to locate here. The community needs successful businesses and businesses need a strong community. There are many wonderful organizations that take care of the community part of this equation and GMG, along with others in the business arena, takes care of the business part of it.

"How" GMG advances business is a longer answer. Even a long time GMG member might be hard pressed to tell you everything we do. To provide clarity to the organization's work, the Greater Mankato Growth Board of Directors recently evaluated GMG's strategic course and priorities and aligned the organization's work into eight strategic areas: existing business support, new business growth,



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Greater Mankato Growth, Inc.
President & CEO

business promotion, talent development, public affairs, community marketing, visitor attraction & servicing and civic engagement.

Within each of these eight areas is a myriad of activities that serve our business community (you can learn about them all at greatermankato.com/gmg-whatwedo.php). By providing comprehensive, integrated programs and services within our eight strategic areas, we can serve the individualized needs of our businesses; while at the same time help create an environment with the greatest potential for overall business success. And because as I indicated before, business success is an essential element of our community strength, in this way, Greater Mankato Growth is **Advancing Business for a Stronger Community**.



is proud to bring you:



Songs on the Lawn

JUNE 2010

Presented by



RESPONSIBLE BY NATURE™

Thursdays in June | 11 a.m. – 1 p.m.
Jackson Park (next to the Free Press) in the City Center
Free Admission and Free Parking in the Civic Center and Cherry Street Ramps

There are two weeks left in this popular annual series featuring live music by area bands, food sold by 10 local vendors and fun activities led by the YMCA.

June 17 The Ride
June 24 Lost Walleye Orchestra

Special thanks to: Verizon Wireless Center,
City of Mankato, City of North Mankato,
Coca-Cola Bottling, The Free Press,
Mankato Family YMCA and Red Door Creative

Sponsored by:






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