



explore minnesota for business council meeting

January 15, 2025

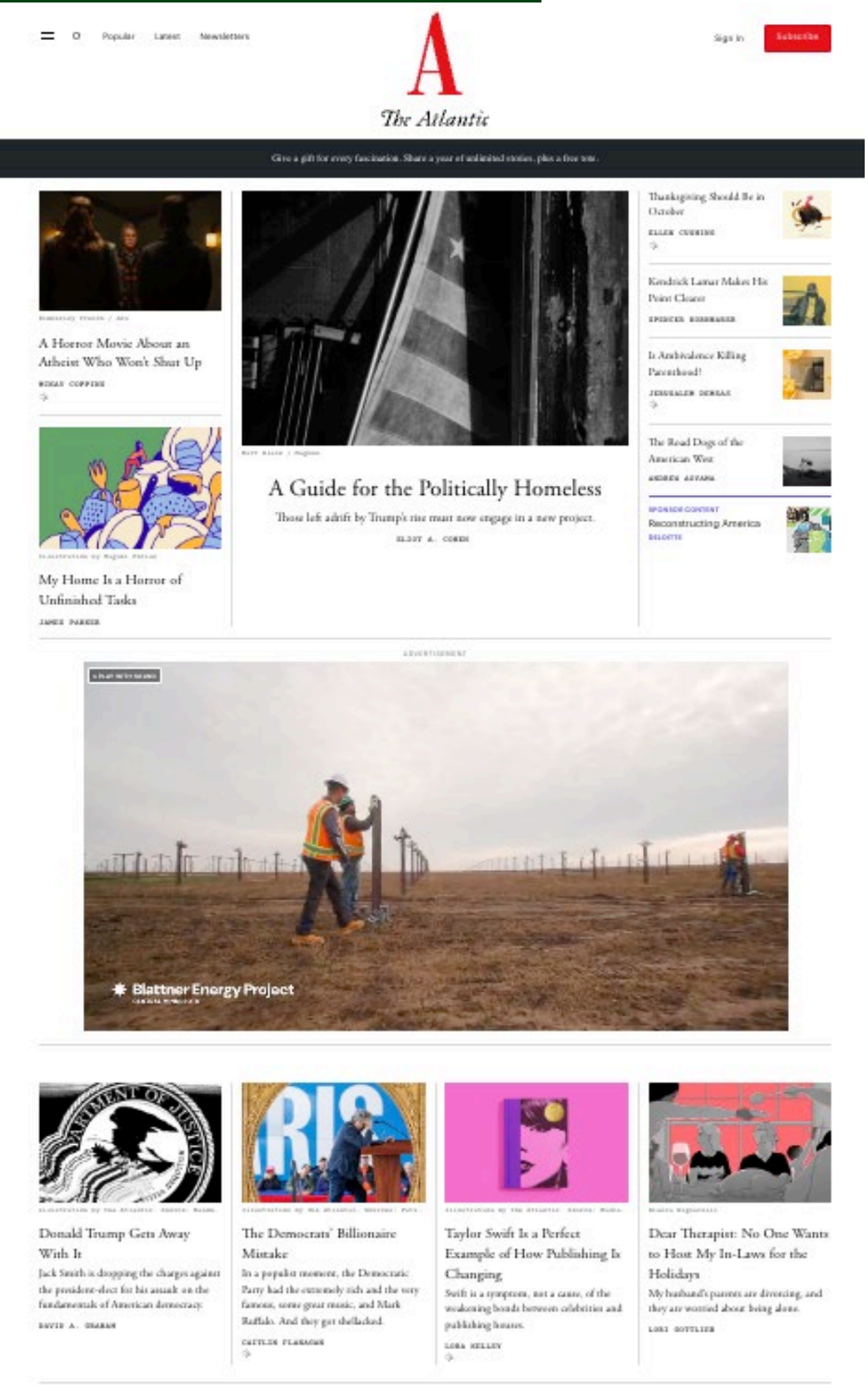
agenda

- Welcome and approval of minutes
- Workforce attraction & business attraction performance updates
- Scoping of resident retention & recovery campaign
- Coming up (including legislative update)





workforce attraction and business attraction performance updates

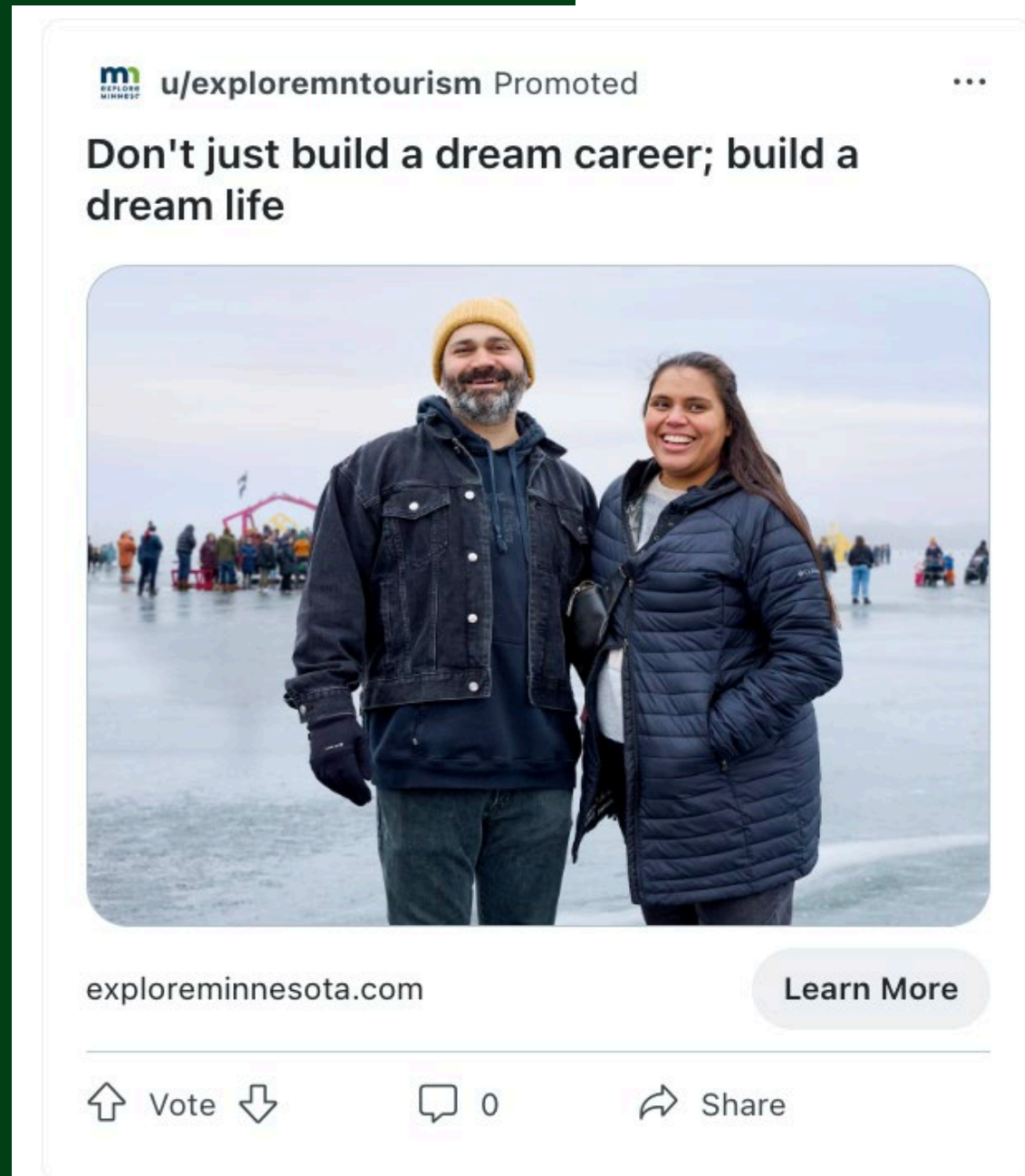


workforce attraction: strong performance continues

- QOL messaging continues to resonate
- Strongest CTR performance is sponsored content with *Atlantic* and *Conde Nast* video – national publications
- Strongest VCR YouTube – targeted approach
- Top 5 markets*: San Francisco, Boston, Washington D.C., Seattle/Tacoma and Denver

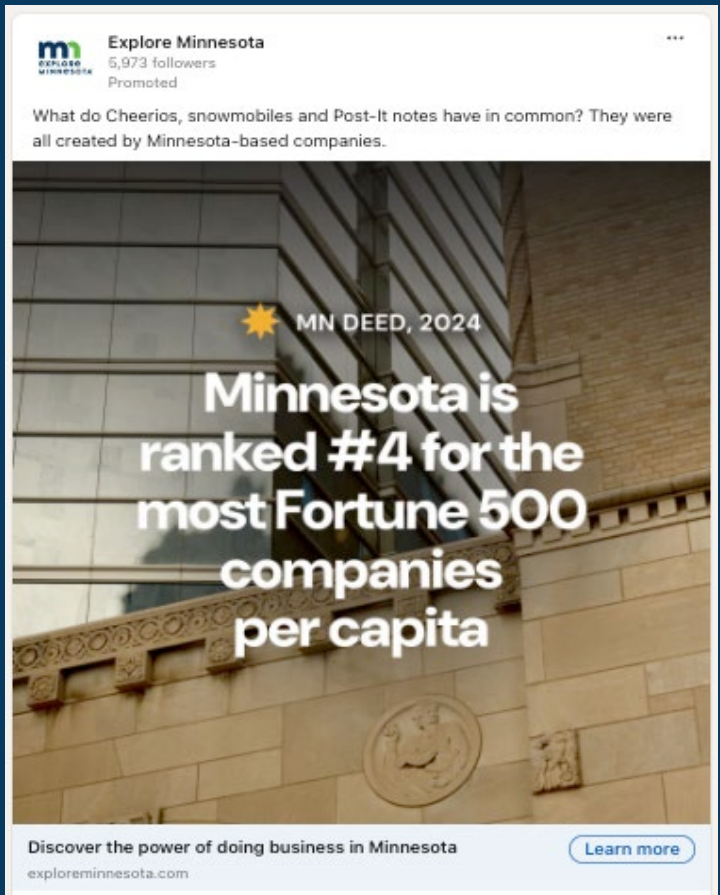
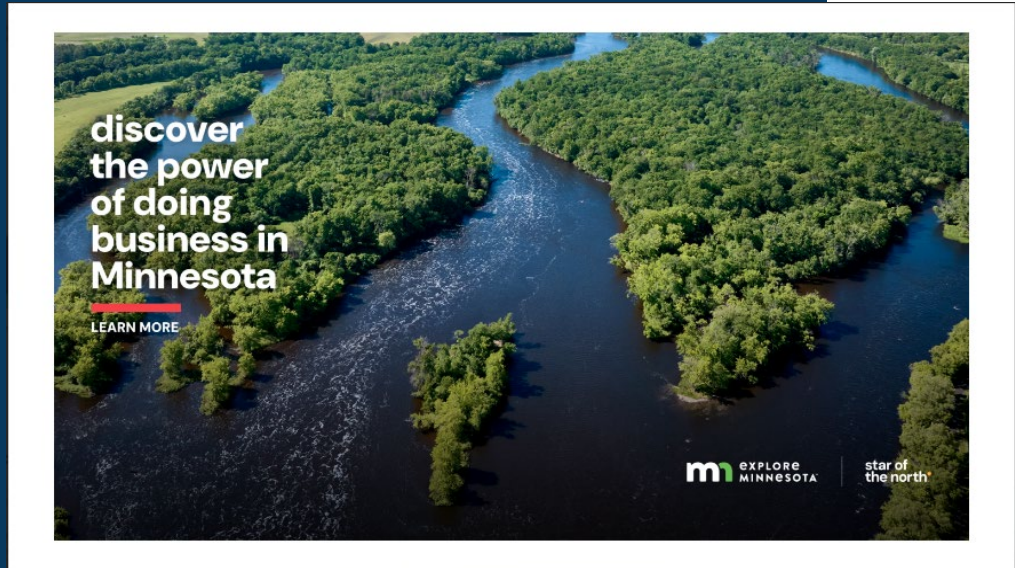
CHANNEL	Impressions	Video Completions	Spend	KPI: CTR	CTR Benchmark
The Atlantic - High Impact	9,439	43	\$453.07	0.46%	0.20%
Pre-Roll Video (Condé Nast Network)	313,372	242,218	\$10,811.33	77%	60%

*Latest top market data from FY24 Media Tactical Recap Report (July 2024)



workforce attraction: tweaks to build momentum

- Allocated additional spend to SEM / further-down-funnel keywords:
 - "state with low cost of living"
 - "move to mn"
 - "things to know before moving to minnesota"
- Continue to evaluate reddit channels
- Still gathering information on winter creative:
 - *How can we best integrate winter?*





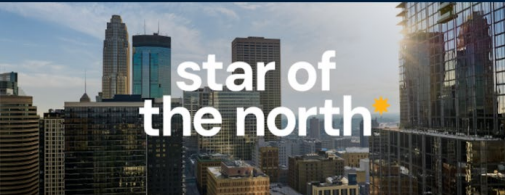
business attraction: successful first months

- Best performing tactics all video-forward: CTV, programmatic video, video wraps
- Other top performers: NPR Business & Innovation podcasts, Forbes, LinkedIn, Business Facilities Display Package
- **ALL active tactics reporting above benchmarks***

CHANNEL	Impressions	Video Completions	Spend	KPI: VCR	VCR Benchmark
CTV	98,513	97,369	\$3,940.52	99%	90%
Programmatic Wrapped Cross-Channel Video (CTV/OLV)	162,913	137,921	\$2,574.05	85%	60%
Programmatic Video	131,096	103,656	\$2,228.63	79%	60%

*As of November 2024.



[View this email in browser](#)





star of the north

Minnesota is home to 10,000 lakes and more. We're also home to a diverse economic ecosystem where there's room for everyone to thrive. Seventeen Fortune 500 companies. A booming start-up scene. And everything in between. Because no matter the industry, Minnesota builds what matters.


[LEARN MORE](#)





Our businesses have a legacy of changing the global economy for the better. We pioneered open heart surgery and supercomputing, invented hearing aids and the pacemaker and are the birthplace of Post-It Notes, the Honeycrisp apple, water-skiing and much more.


We invite you to discover our highly-developed economy built on industry-leading companies like 3M, General Mills and Target, thriving small businesses, high innovation rates, an educated, skilled and engaged workforce and a diverse base of industries where there's room for everyone to grow.




LEARN WHY CNBC RANKED MINNESOTA THE #6 BEST STATE FOR BUSINESS IN THE COUNTRY

[LEARN MORE](#)


HEAR FROM LEADERS IN TOP INDUSTRIES ABOUT HOW BEING IN MINNESOTA HAS BEEN CRITICAL TO THE SUCCESS OF THEIR BUSINESSES




MINNESOTA BUSINESS SPOTLIGHT: MAYO CLINIC BUSINESS DEVELOPMENT AND DESTINATION MEDICAL CENTER



MINNESOTA BUSINESS SPOTLIGHT: MICROBIOLOGICS





The Sea Contour arriving on a winter morning. Part of Duluth Superior / Credit: Robert Walton

HOME // DO BUSINESS IN MINNESOTA // THE STAR OF THE NORTH FOR BUSINESS // INFRASTRUCTURE BUILT FOR BUSINESS

INFRASTRUCTURE BUILT FOR BUSINESS

When it comes to state infrastructure, Minnesota earns its title, the Star of the North. The state boasts one of the highest-rated infrastructures in the U.S. Located in the Midwest, Minnesota leads in air logistics, road transportation, clean energy solutions and broadband access—connecting businesses to the world. And, despite the state's renowned winters, Minnesota's infrastructure is built tough—work doesn't stop just because it's cold. In other words, Minnesota's infrastructure is built for business.

WHAT SETS MINNESOTA APART?

#1

RANKED AIRPORT IN NORTH AMERICA

MINNEAPOLIS-ST. PAUL INTERNATIONAL

#1

MOST ON-TIME AIRPORT IN THE WORLD

MINNEAPOLIS-ST. PAUL INTERNATIONAL

#4

STATE FOR TRANSPORTATION


#5

STATE FOR INFRASTRUCTURE

#10

STATE FOR ENERGY EFFICIENCY PROGRAMS

Source: Airports Council International / J.D. Power, Guide Post Traveler, U.S. News & World Report, CNBC, American Council for Energy Efficiency Economy



LAND

- 3 interstate highways (I-90, I-94, and I-35)
- 4 Class I freight rail lines
- 3,500 Class I rail miles

AIR

- 9 commercial airports
- 163 non-stop destinations, 136 domestic and 27 international markets

WATER

- 7 commercial ports
- 3 Foreign Trade Zones

UTILITIES

- 92% of Minnesotans are connected to the internet

business attraction: coming up

- Additional owned web content:
 - Infrastructure landing page – *live*
 - Talent landing page – *in development*
 - Trade landing page – *up next*
- Continued improvements between ExploreMinnesota.com/Business and DEED's owned web content (mn.gov/deed and joinus.com)
- Additional Business Facilities sponsored content: articles and podcast
- Continued focus on SEM:
 - Purchasing new keywords: "Business expansion support", "minnesota workforce", "business relocation support", "business site incentives"



scoping of resident retention & recovery campaign

marketing audience mapping



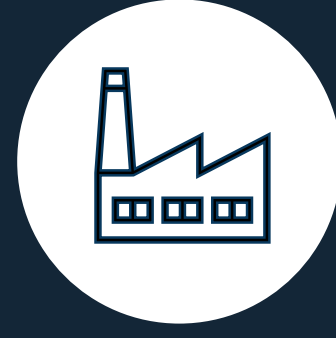
tourism marketing

- REGIONAL: aspirational explorers (35-54 years old) and cultural travelers (25-34 years old)
- NATIONAL by niche



workforce attraction

- NATIONWIDE
- Handraisers (looking for a new job): 25-50 years old
- Industry-specific audiences: 25-54 years old
- Boomerangs: 25-54 years old, depending on targeted industry



business attraction

- NATIONWIDE
- Senior job titles (35 - 64 years old) in target industries
- Business influencers (brokers, associations, etc.)



resident recovery???

Possible Options:

In Minnesota -

- 18-25 HS graduates and current college students or recent college graduates
- 25-45 *Retention*
- 60-75 *Retirement*

Out-of-state/regional -

- 18-25 MN HS graduates and current college non-MN students

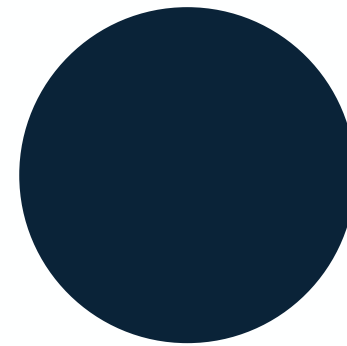


current state

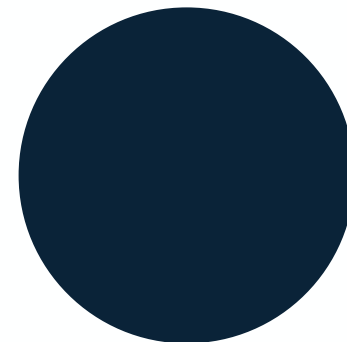
- Stakeholder meetings conducted:
 - ✓ Minnesota State Demographer
 - ✓ DEED / Workforce Development Team
 - ✓ Minnesota Department of Labor & Industry
 - ✓ Minnesota Department of Higher Education
 - ✓ Minnesota Department of Education
 - ✓ Explore Minnesota Tourism Livability Committee
 - ✓ Greater MSP
 - ✓ Minnesota Universities & Colleges (University of Minnesota, Metro State, Mankato State, St. Thomas)
- Extensive secondary research conducted
- Primary qualitative/quantitative research including message testing under consideration



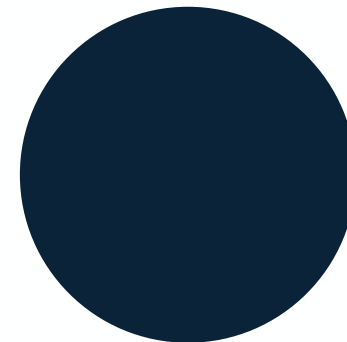
strategic thinking



Moving propensity among ages 16-25: we are working against national, non-Minnesota-specific trends



To stem, capitalize retention on state pride, guardian influence + "gravity" from surrounding states



To grow, focus on: recovery (boomerangs) who have higher likelihood to respond, result in much higher marketing spend ROI



retention pilot audiences

launch may 2025 timeframe

1. **In-State Young Diplomas / Recent HS grads:** Young adults who will/have graduated from high school in 2025-2026; convince them to stay in Minnesota and pursue career paths in-state.
2. **In-State Guardians/Career Counselors:** Older adults who have influence on younger adults ages 15-25 as they graduate from high school/college; convince them to influence young person to pursue education/career paths in-state.
3. **In-State Young College Attendees / Graduates:** Young adults pursuing college; convince them to stay in Minnesota as and after they prepare for/begin career or post graduate endeavors.



recovery campaign audiences

launch sept. 2025 timeframe

1. **Out-of-State Young College Attendees/Graduates:** Young adults who are/have pursued college in key DMAs (likely Midwest “gravity” or college-partner aligned DMAs).
 - **Targeting strategy:** Target young college attendees/graduates mapping alongside workforce attraction targets.
 - Align key geotargeting opportunities with this group; could narrow focus on young adult Minnesota boomerangs, or Midwest “gravity” candidates, as needed.
2. **Minnesota Mid-Career Boomerangs:** Adults who have lived in the state before (ages 25-45) and are in a point in their life/career where they are ready to move back for quality of life, family, a different pace, new adventures.
 - **Targeting strategy:** Target mid-career boomerangs across the nation, with emphasis placed on workforce attraction targets.



timeline & next steps

- **Stakeholder mapping & outreach:** finalizing
- **Continued research & planning:** through March
- **Messaging, content & creative:** through March
- **Kick-off with agency partners:** March - June
- **Launch internal pilot initiatives:** May/June 2025
- **Launch initiatives with agency partners, as applicable:** Sept. 2025



legislative update

- Legislative session / biennium budget requests
- Phase 3, Resident Retention / Recruitment



council seats open

- Minnesota Tribal Leadership Representative
- Minnesota's Ethnic Chambers of Commerce Leadership Representative
- Representative in Marketing, Human Resources, or Executive Leadership from Minnesota-Based Companies with more than 100 Employees Representing Minnesota's Key Industries



council meeting schedule

- ✓ Wednesday, June 26, 1-2:30pm
- ✓ Tuesday, October 8, 1-3pm
- ✓ Wednesday, January 15, 10-11am
- Thursday, April 17, 10:30am-12pm (in person/hybrid)



thank you!

m **EXPLORE**
MINNESOTA

star of
the north