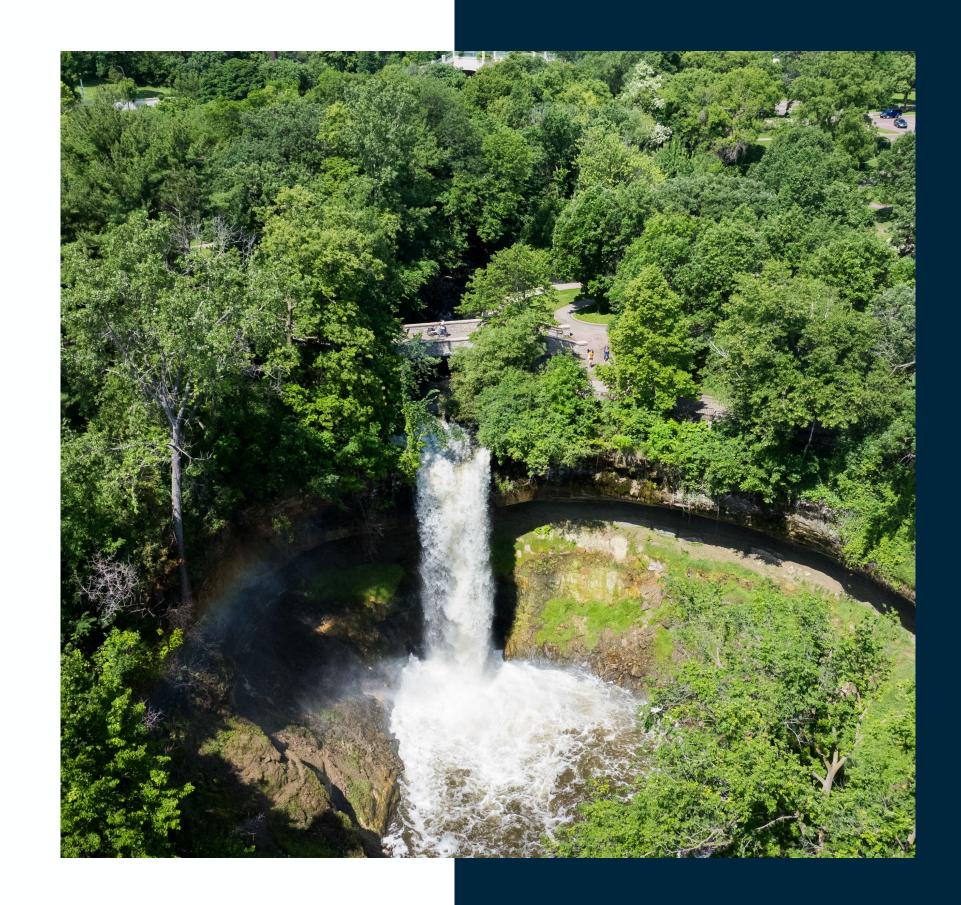
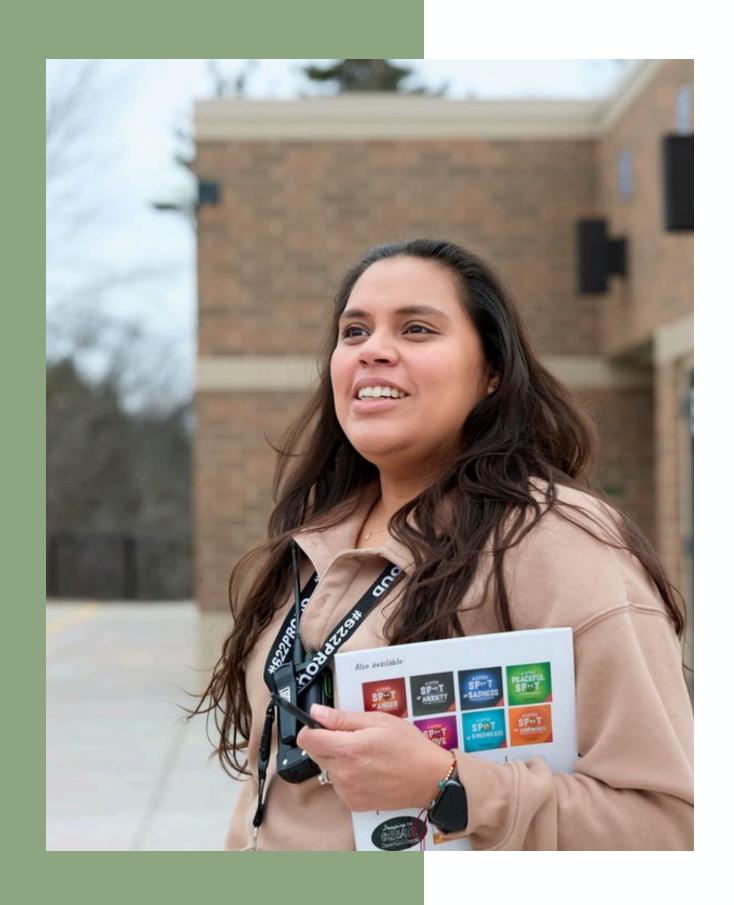


agenda

- Welcome and Approval of Minutes
- Workforce Attraction Campaign Update
- Business Attraction Campaign Update
- Resident Retention Pilot Update
- FY26 Planning Update







workforce attraction campaign update



Total Sessions



Organic Sessions



campaign ended strong!

- Campaign concluded with significant increases in web traffic and campaign performance
 - June saw the highest overall sessions (111K+)
 - Organic traffic remained about even (updating web content and PR to drive organic traffic is a FY26 priority)
 - Paid campaigns led to 2,327 newsletter sign-ups in March-May 2025, alone!

CHANNEL	Impressions	Video Completions/Clicks	Spend	KPI	Benchmark
CTV with competitive conquesting (awareness)	2,210,624	2,173,963 video completions	\$60,615.01	99% VCR	90% VCR
Rich Media (consideration)	2,145,563	254,445 clicks	\$15,815.38	11.86% CTR	0.35% CTR
YouTube AI (consideration) skippable video	514,415	514,415 video completions	\$6,724.54	81% VCR	60% VCR
Social Retargeting - DMA (intent)	579,187	13,806 clicks	\$18,546.75	\$31.28 CPA	\$100 CPA
Social Retargeting – Hand- raisers (intent)	194,722	3,804 clicks	\$4,068.03	\$14.48 CPA	\$100 CPA

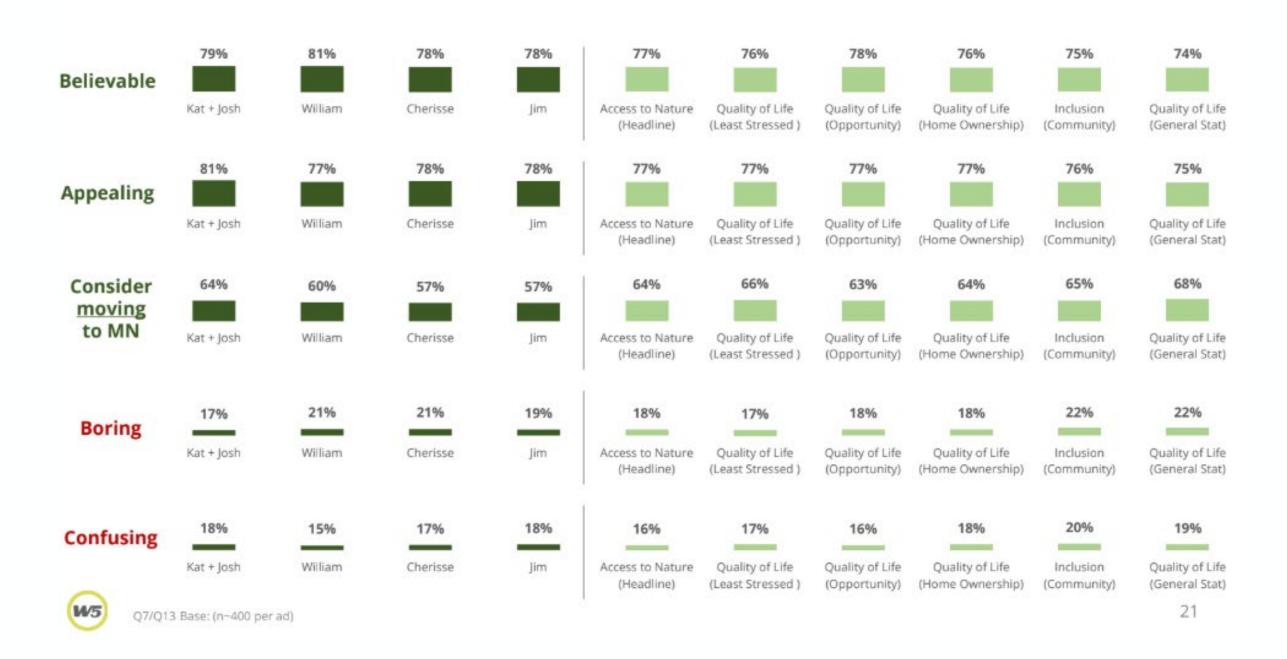
^{*}Data from May 2025.



creative testing results:

- Workforce video and banner ads are well received, with nearly
 8 in 10 viewers
 expressing a positive reaction across all formats
- Prospective residents are drawn to the state's natural beauty, strong sense of community, familyfriendly environment, and available opportunities

Video and banner ads are viewed as **believable** and **appealing** and inspire many to **consider a move** to Minnesota. Only a small share find the ads boring or confusing.





creative testing results, cont.

"Star of the North" conveys that Minnesota stands out as a place of **opportunity**, **natural beauty**, and **pride** and serves as a **guiding light** for those seeking purpose or a fresh start.



Minnesota Stands Out / Shines

"Minnesota is the **best place up north**, the place up north with the best of everything."

-Prospective Traveler

"It conveys that Minnesota is the **best place to live** in the northern U.S., full of opportunity and a bright future."

-Prospective Resident

Symbol of Guidance / The North Star

"It means Minnesota is the **place to seek guidance** when you are looking for purpose."

-Prospective Traveler

"Star of the North means the guiding light that you should follow to **find and start your greatest** adventure."

-Prospective Resident

Natural Beauty and Outdoor Appeal

"That there's **a lot of stars you can see at night** because of all the land they still have."

-Prospective Traveler

"Star of the north conveys a lot of **good clean outdoor** activities."

-Prospective Resident

Regional Identity / State Pride

"It suggests Minnesota is a bright, unique, and **special** place in the North."

-Prospective Traveler

"It conveys Minnesota being the star in the northern region of the country and it's great."

-Prospective Resident







business attraction performance update



Total Sessions



Organic Sessions



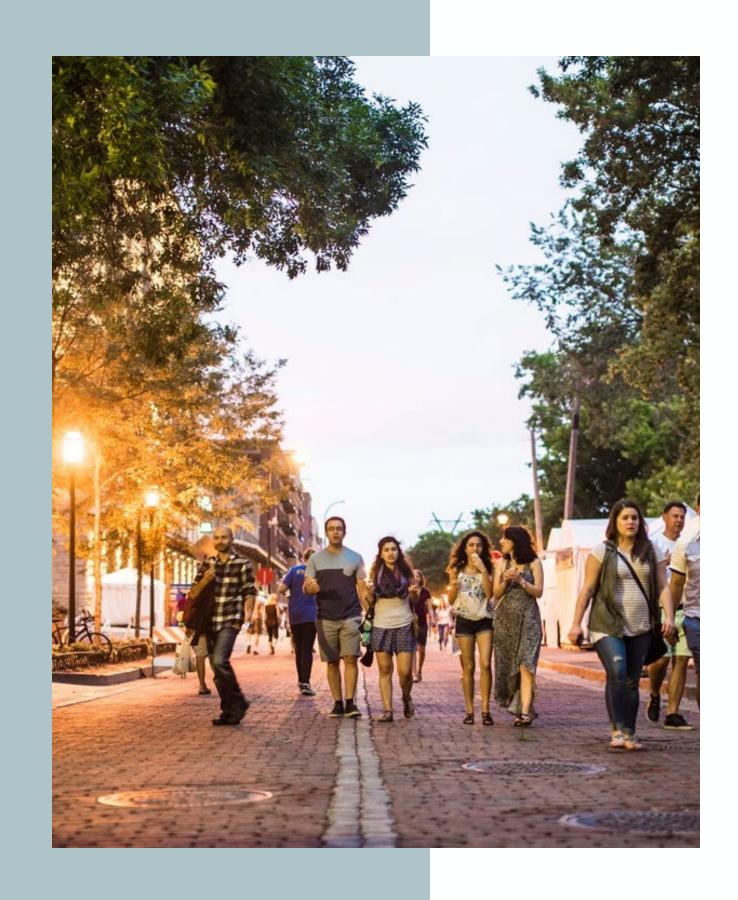
continued momentum

- Q2 saw decreases in web traffic
 - Performance likely impacted by broader market/ economic conditions
- Despite headwinds, the paid campaign continued to drive momentum across tactics (see some top-performing tactics below)

CHANNEL	Impressions	Clicks	Spend	KPI	Benchmark
Forbes – Fluid XL (awareness)	194,233	1,405	\$6,603.92	0.72% CTR	0.12 CTR
Business Facilities Display Package (consideration)	26,943	212	\$4,000	0.79% CTR	0.10% CTR
LinkedIn Retargeting (intent)	52,211	211	\$11,748.72	\$64.55 CPA	\$100 CPA
Display Retargeting (intent)	386,368	299	\$1,519.22	\$25.75 CPA	\$100 CPA

^{*}Data from May 2025.





resident retention pilot





SHA



FIVE OF THE 10,000 REASONS TO BUILD YOUR FUTURE IN MINNESOTA



Let's be real: the pressure to pack up and move in your 20s is loud. But before you start browsing apartments in New York or LA (hello, \$3,200 apartment with a shower in the kitchen), we're here to drop a hot take: your best post-grad life might be right here in Minnesota.

In addition to being ranked as one of the least stressed states in the country, here are a few reasons to consider planting roots in the **Star of the North**.

1. SKIP THE BIG CITY RENT, NOT THE BIG CITY BENEFITS





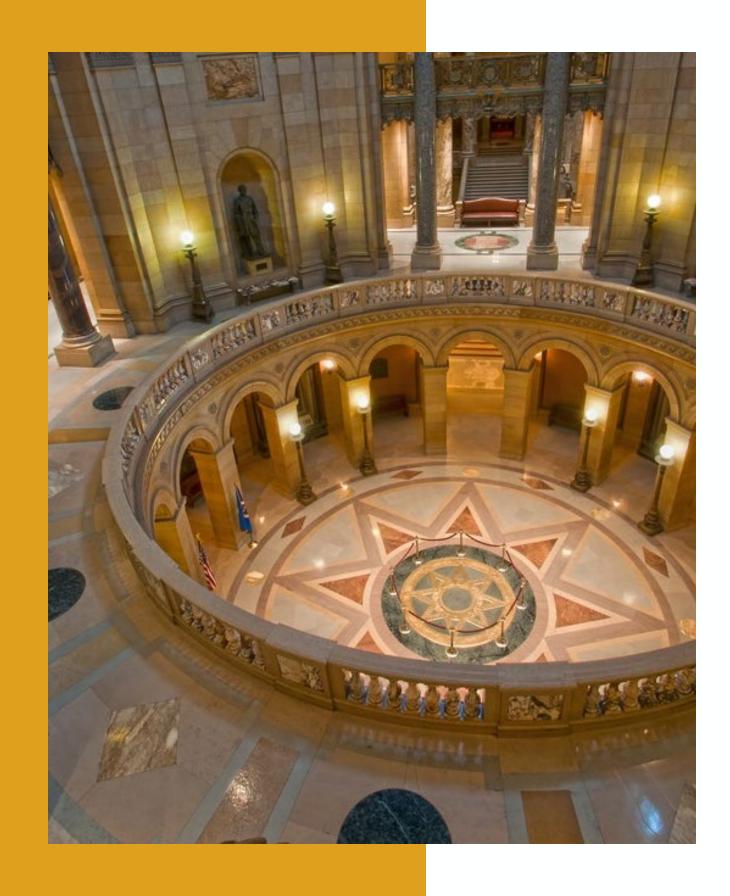




initial positive results

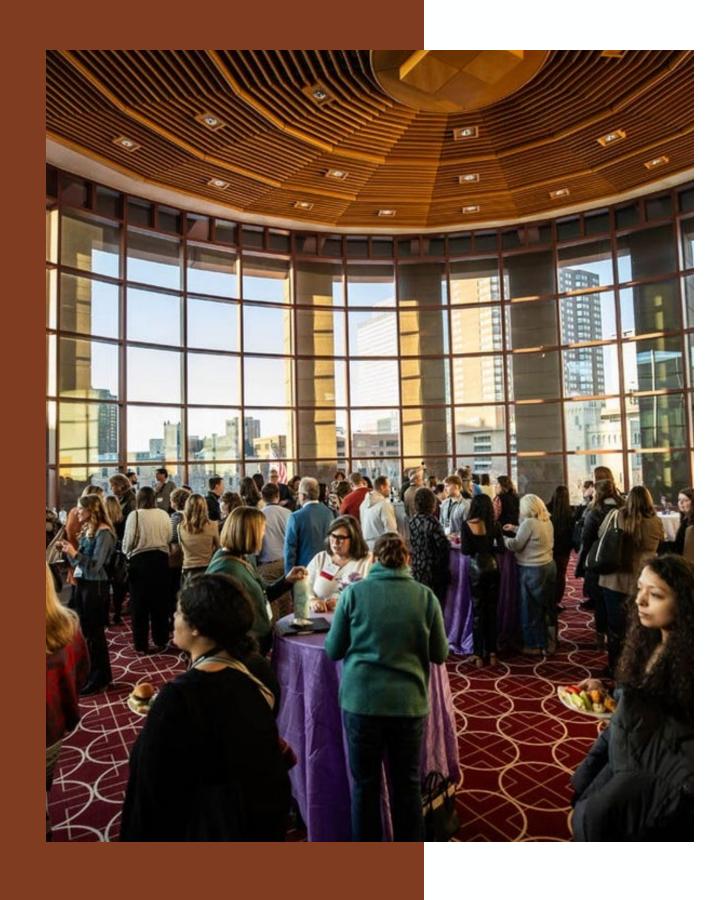
- Audience targeted: in-state young adults in final year of college and recent grads (ages 20-25)
- Launched:
 - Paid ads (social display/video and OOH billboards)
 - New article landing page (<u>10,000 Reasons to Build</u> <u>Your Future in Minnesota</u>)
- Positive initial web results:
 - Sessions 24,516
 - Average Time on site 2 min 34 sec (benchmark is 1 min 30 sec)
- Final pilot results available EO summer/early fall





legislative update





fy26 planning update

- In progress, and likely to include:
 - Organic content (web, social, newsletter drip campaign) and limited paid content extension (SEM, LinkedIn, still TBD)
 - Owners: EMN/DEED
 - Earned media / PR
 - Owners: EMN/DEED (opportunity to share stories from across industries and around the state)
 - Branding alignment for out-of-state marketing across state agencies
 - Owner: EMN
 - Stakeholder outreach (roadshow)
 - Owner: EMN

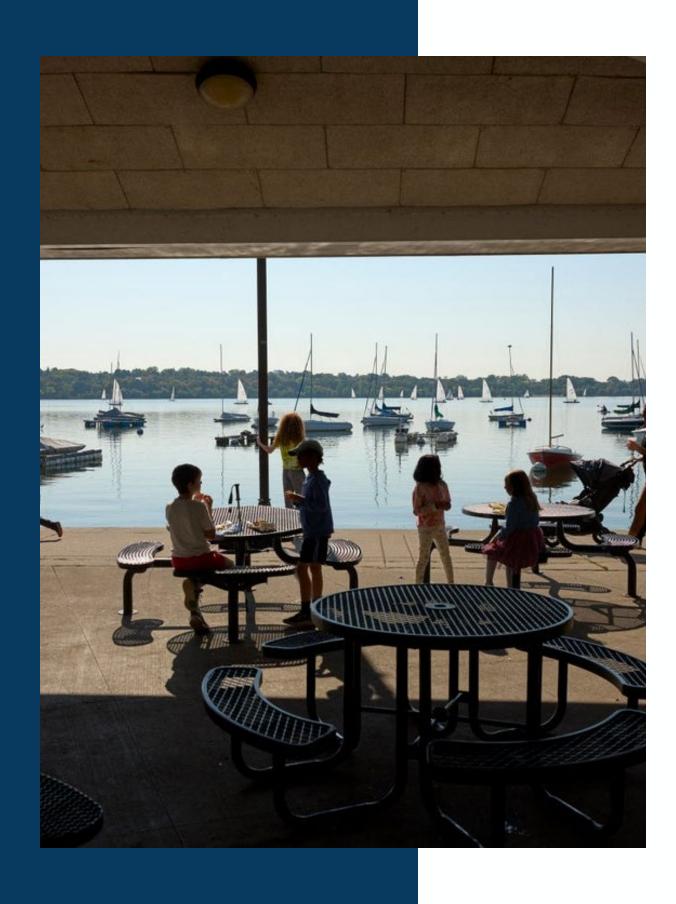




council seats open

- 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

- ✓ July 17, 2025, 10-11am
- October 14, 2025, 1-2pm



