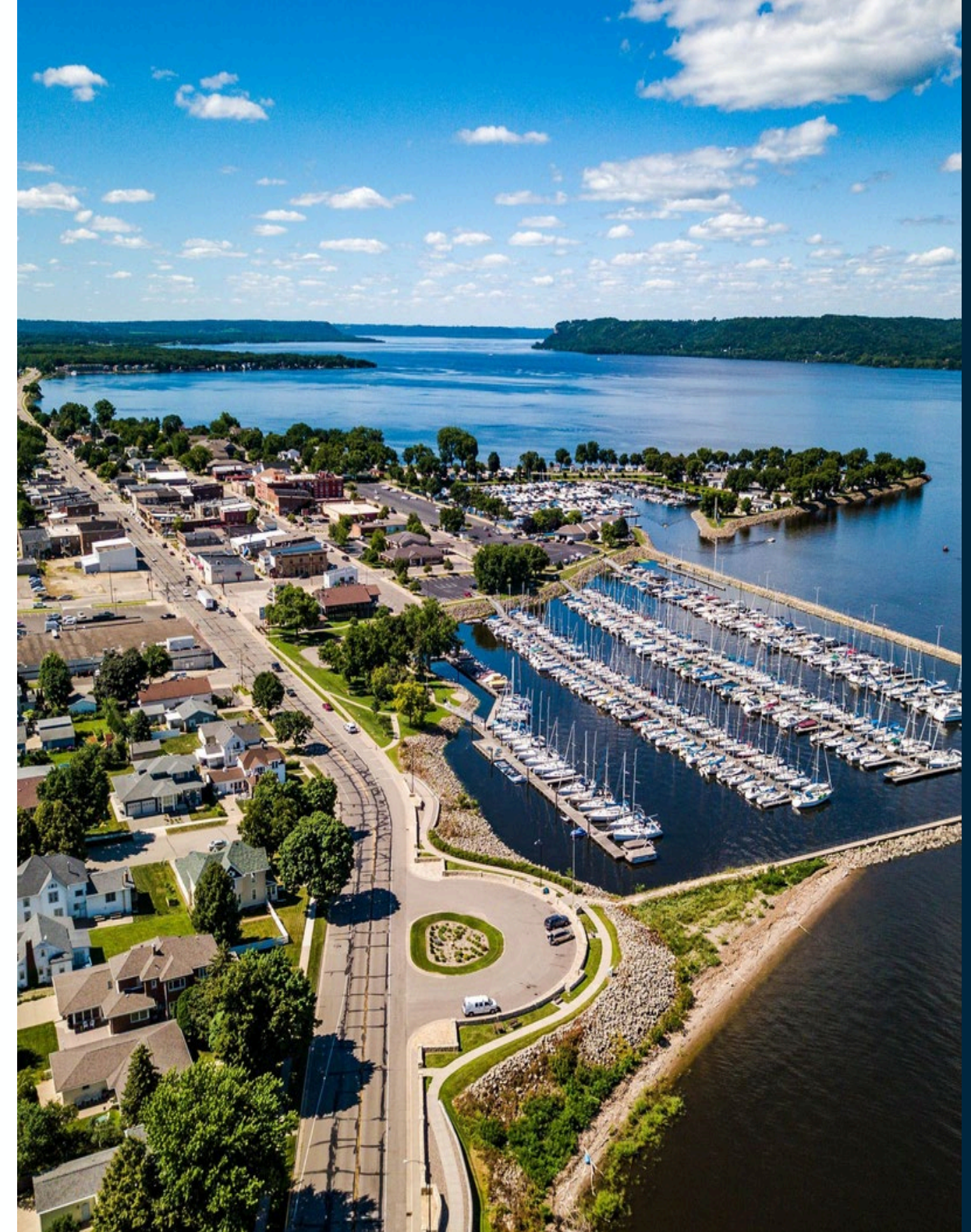


Explore Minnesota for Business Council Meeting

June 26, 2024

Today's meeting agenda

- **Welcome & introductions**
 - Who you are
 - Where you're from
 - Why you applied
- **Your role as a council member**
- **What we've done to date**
 - Phase 1, Talent Attraction
 - Phase 2, Business Attraction; progress to date
- **Coming up**
 - Business Attraction will be completed in September
 - Legislative session / biennium budget requests
 - Phase 3, Resident Retention / Recruitment





Welcome & introductions

- Who you are
- Where you're from
- Why you applied



Your role as a council member

About the Explore Minnesota for Business Council

- Consists of 14 members, appointed by the Governor for 4-year terms.
 - Co-chairs: Explore MN Executive Director, DEED Commissioner;
 - three (3) marketing, human resources, or executive leadership from Minnesota-based companies with more than 100 employees representing Minnesota's key industries, including health care, technology, food and agriculture, manufacturing, retail, energy, and support services;
 - two (2) representatives from statewide or regional marketing or business association leadership, the Iron Range, and nonprofits focused on economic development or human resource management;
 - one (1) representative from a Minnesota college or university staff, faculty, leadership, student leadership, or alumni association;
 - one (1) member representing Minnesota's start-up and entrepreneurial industry who has started at least one Minnesota-based business in the last five years and has at least 20 employees;
 - two (2) representatives from the Minnesota Indian Affairs Council and Minnesota Tribal leadership, including casino management;
 - two (2) representatives from Minnesota's Ethnic Chambers of Commerce Leadership and the Minnesota Chamber of Commerce; and
 - one (1) at-large representative in the field of general marketing, talent attraction, or economic development.
- The council serves the broader interest of promoting overall livability, workforce and economic opportunity in Minnesota. The advisory council provides insights on marketing efforts for these topic areas.



Your role as a council member

About the Explore Minnesota for Business Council

- You have been selected to represent a specific industry sector or stakeholder group within the Minnesota business community.
- Your role involves advocating for the interests of your assigned sector and staying in regular communication with its stakeholders.
- You may also be asked to participate in Council subcommittees or task forces.
- Please note that this role is voluntary and does not offer compensation or expense reimbursement.
- If you are unable to continue in your role for any reason, you are responsible for submitting a written resignation to the Explore Minnesota for Business Council Staff, Office of the Governor or Office of Boards and Commissions.
- Your appointment is for a four-year term, but you may continue to serve in a voting capacity until your seat is filled by a new appointee.
- All meetings are public and part of the public record



Your role as a council member

[Council Member Hub](#)

- Meeting dates
2024-25: June 26, October 8, January 15, April 17
- Meeting minutes
- Member Roster

[Industry Website](#)

[Livability Marketing Website](#)

[Explore Minnesota Staff Roster](#)

Primary Contacts:

[Lauren Bennett McGinty](#), Executive Director of Explore Minnesota; [Matt Varilek](#), Commissioner, Department of Employment and Economic Development, Appointed Council Co-Chairs

[Beth Helle](#), Deputy Director Destination Development – Appointed Council Oversight

[Marya Barsanti](#), Executive Aide – Appointed Council Staff



About Explore Minnesota

Explore Minnesota is the state marketing office which promotes tourism, livability and economic opportunity in Minnesota. The agency is under the leadership of Executive Director Lauren Bennett McGinty, who was appointed by Governor Walz in 2021.

Explore Minnesota showcases the state's diverse attractions and livability, including its natural beauty, outdoor recreation opportunities, cultural events, historical sites, and vibrant communities.

As a government agency, we work in partnership with other state agencies and collaborate with tourism businesses, local communities, economic development organizations and industry partners to promote Minnesota as a top place to visit, live and do business.



About DEED

The Department of Employment and Economic Development (DEED) is the state agency that leads economic development and job creation in Minnesota. DEED programs promote business recruitment, expansion, and retention, international trade, workforce development, and community development.

The agency is led by Commissioner Matt Varilek, who was appointed by Governor Walz in 2023.

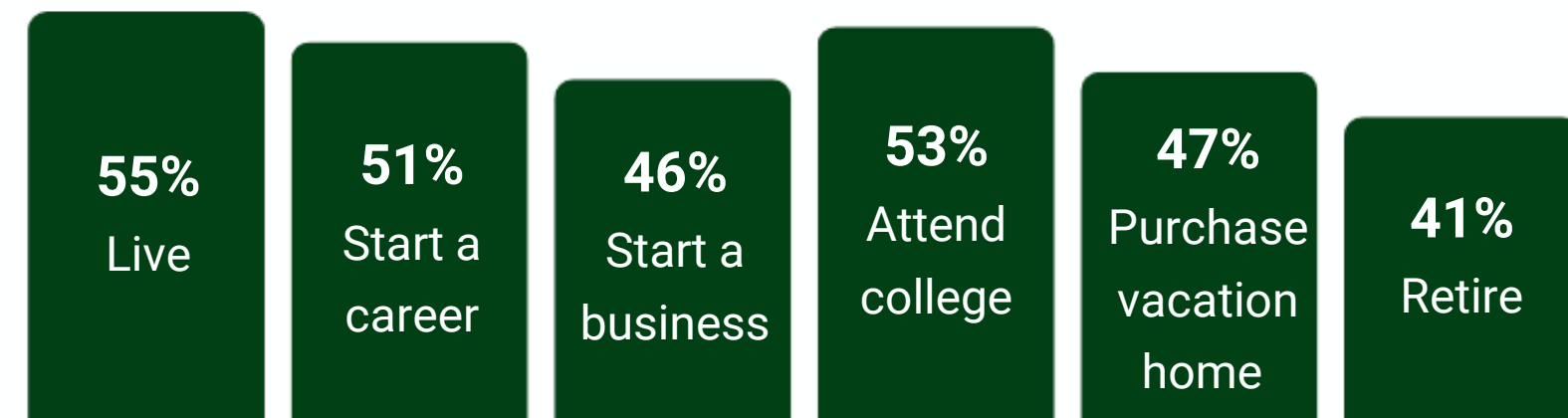
Explore Minnesota for Business primarily works in partnership with the Economic Development, Communications and Research teams to develop marketing collateral.



Halo Effect, talent & business attraction

“Tourism functions as the front door to economic development.”

After visiting MN and seeing an ad, participants were more likely to think of MN as a good place to...



From the Explore Minnesota 2023 Halo Effect Study by Longwoods International



Why Explore Minnesota for business / why now?

Why Explore Minnesota?

- Utilize Explore Minnesota's marketing expertise and success.
- Create high-level branding and consistent messaging for the state.
- Share branding assets with tourism.
- Connect multiple government and NGOs through marketing initiatives.

Why now?

- Outbound migration numbers were at an all time high
- Low unemployment, but need workers to fill jobs
- Better tell the story of important investments the state is making

High level program overview

Onetime funding = \$11 million for FY24-25

- **Phase 1:** Talent/new resident campaign (launched March 4, 2024)
- **Phase 2:** Business attraction; working with DEED and other state agencies as well as NGOs to market MN as a top state to do business (launches September 2024)
- **Phase 3:** College-age and existing resident retention (launches late fall 2025*)

**Timing depends on funding levels for the FY26-27 biennium.*





What do people think about MN?

- Stakeholder interviews
- Brand lift studies
- Resident/non-resident surveys
- High propensity for moving: Midwest, Northeast, West
- MN outperforms on
 - Affordability
 - Access to nature / outdoors
 - Home-ownership opportunities
 - Good for overall health and wellbeing
 - Good place to raise a family
 - Is safe
 - High-quality job opportunities



All-encompassing branding

The state will take on a new brand identity:

star of the north[™]

To better communicate the opportunities that exist for non-Minnesotans to experience everything we have to offer from vacationing to setting down roots to grow a future, Explore Minnesota has created a brand identity that all state agencies and external partners can use.

When you hear Star of the North, you will think of Minnesota.



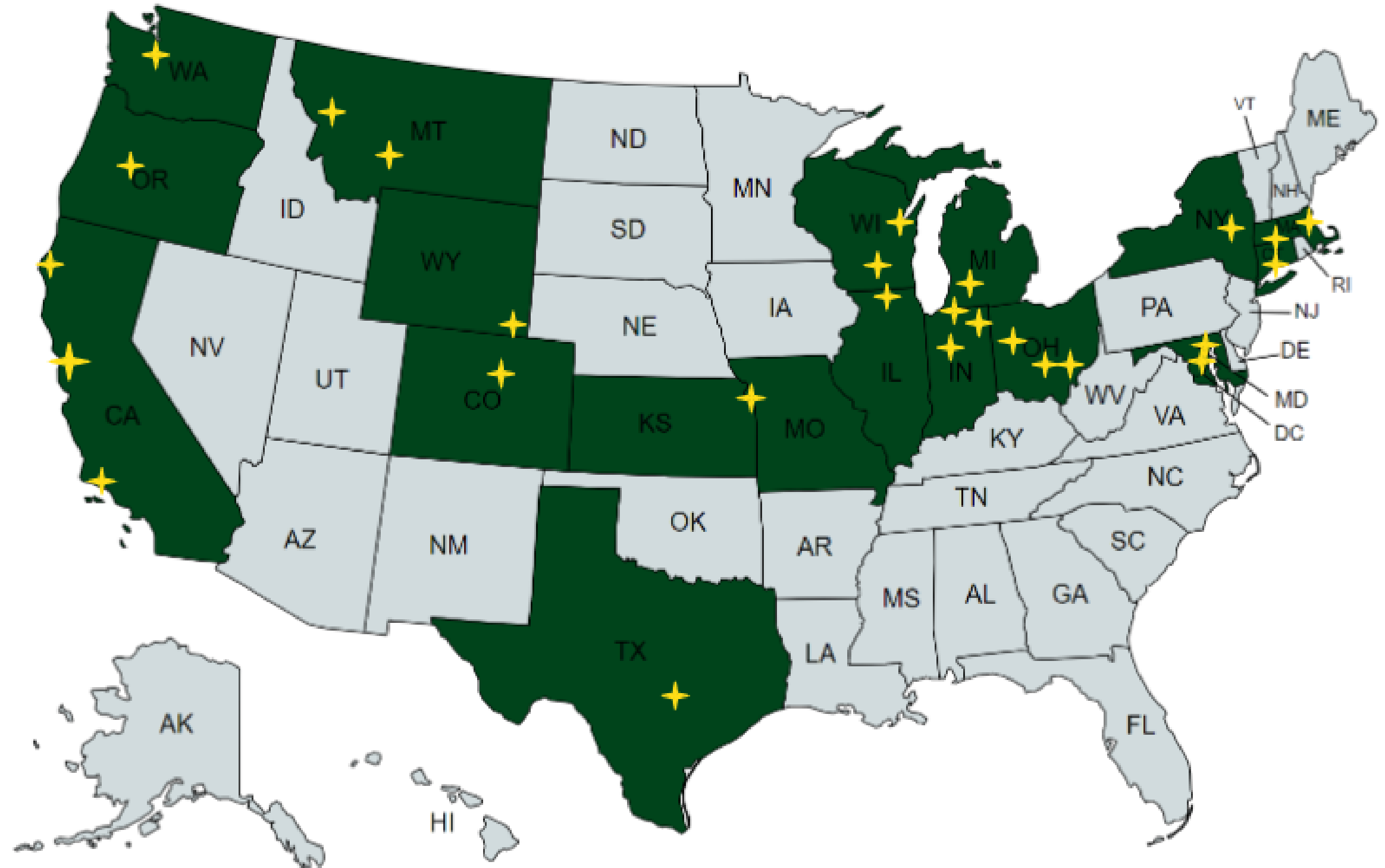
What we've done to date

Phase 1: Talent Attraction

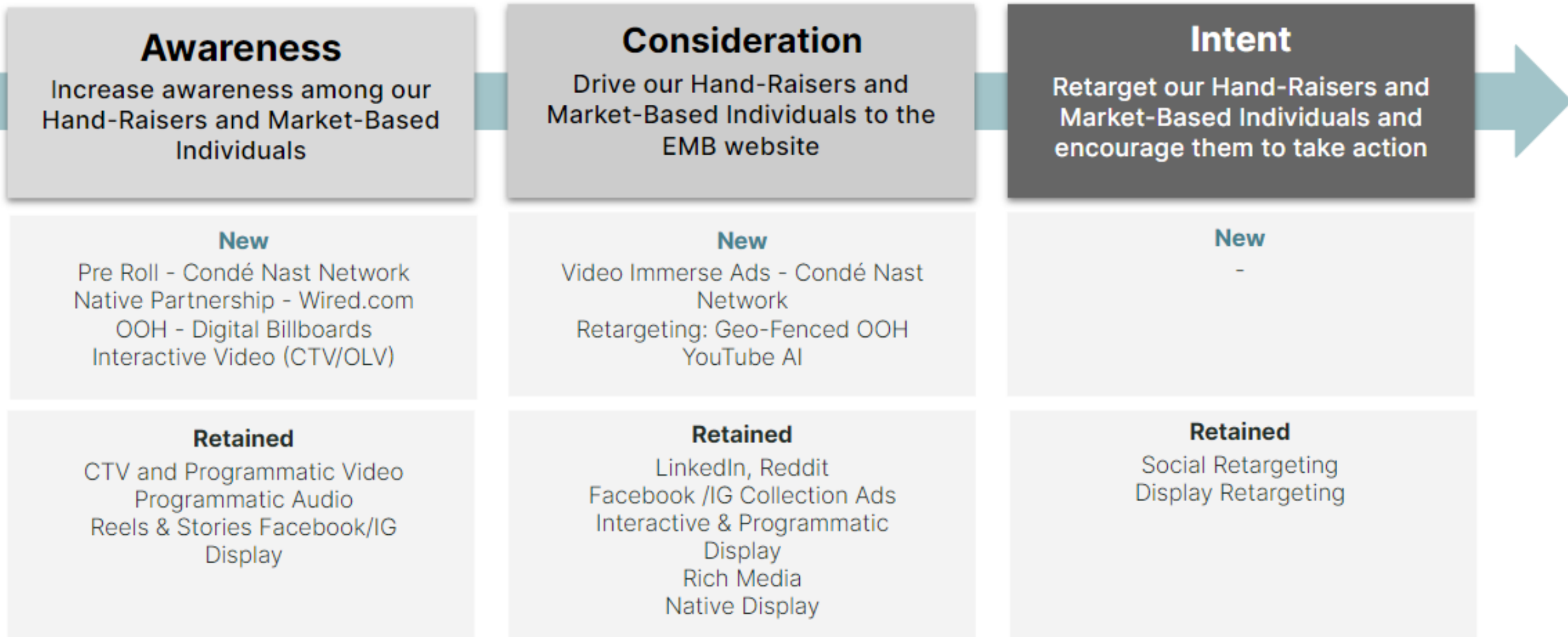
- Always on campaign
- Target audiences include individuals in technology, education, health / wellness and high-tech manufacturing
- Four ads complete, fifth ad shot yesterday
- Self-optimizing campaign; making adjustments to locations, what the viewer sees and how they respond
- New website at exploreminnesota.com/live
 - Ties all “livability” content into destination marketing content so we don’t have to duplicate and the consumer can discover more.

Market-Based Campaign DMAs

- Albany-Schenectady-Troy, NY (MA-NY-VT)
- Austin, TX
- Baltimore, MD
- Bend, OR
- Boston, MA (MA-NH-VT)
- Butte-Bozeman, MT
- Cheyenne-Scottsbluff, WY (NE-WY)
- Columbus, OH
- Denver, CO (CO-NE-WY)
- Eureka, CA
- Fort Wayne, IN (IN-OH)
- Grand Rapids-Kalamazoo-Battle Creek, MI
- Green Bay-Appleton, WI (MI-WI)
- Hartford-New Haven, CT
- Kansas City, MO/KS
- Lafayette, IN
- Lima, OH
- Madison, WI
- Missoula, MT
- Rockford, IL
- San Francisco-Oakland-San Jose, CA
- Santa Barbara-Sanmar, CA
- Seattle-Tacoma, WA
- South Bend-Elkhart, IN (IN-MI)
- Springfield-Holyoke, MA
- Washington, DC (DC-MD-PA-VA-WV)
- Zanesville, OH (IN-MI)



Note: Please see [pp. 52-62](#) in Appendix for a review of market criteria and more details on specific markets.



The Atlantic



What we've done to date

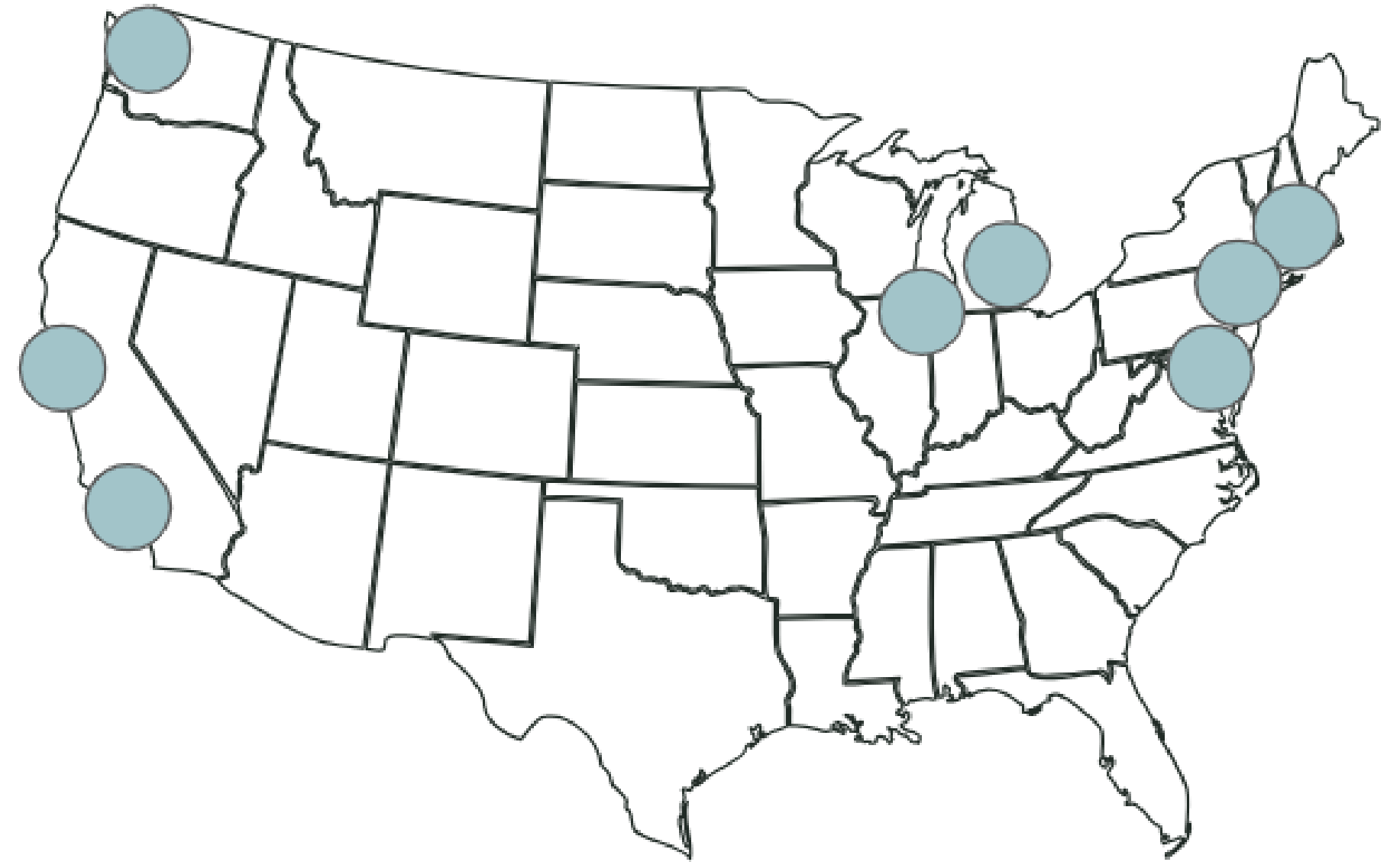
Phase 2: Business Attraction

- Always on campaign
- Target audiences include Decision-makers, with a priority on medium to large businesses (\$50MM-\$200MM + in revenue).
 - * Secondary/Tertiary Targets: Business Influencers like site selectors, commercial brokers, accounting firms (tax & incentives negotiation).
 - Multipliers: professional associations.
- Four ads shot in the last month
 - Rosenbauer
 - Microbiologics
 - Mayo Ventures / Destination Medical Center
 - Polar Semiconductor
- Self-optimizing campaign; making adjustments to locations, what the viewer sees and how they respond
- New website content will be at exploreminnesota.com/business
 - Transfers JoinUsMN.com content over and updates it.
 - Creates new consumer pathing / lead generation options.

Campaign Geography and Audience Targeting

Although the target geographies for our five industries are primarily concentrated across less than a dozen large metropolitan areas,* we will be using advanced targeting to zero in on our target audience nationally.

- Due to the high cost of these MSAs and the relatively small size of our very specific target audiences, by targeting individuals through job title, industry, and company revenue, we'll maximize every dollar spent and ensure campaign efficiency.
- Because our target audience may not be physically located at the company HQ, we will reach them wherever they are.



*San Jose-Sunnyvale-Santa Clara, CA MSA; Detroit-Warren-Dearborn, MI MSA; Boston-Cambridge-Newton, MA-NH MSA; San Francisco-Oakland-Fremont, CA MSA; Washington-Arlington-Alexandria, DC-VA-MD-WV MSA; Los Angeles-Long Beach-Anaheim, CA MSA; Chicago-Naperville-Elgin, IL-IN MSA; New York-Newark-Jersey City, NY-NJ MSA Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA; Seattle-Tacoma-Bellevue, WA MSA; Riverside-San Bernardino-Ontario, CA MSA



Coming up

- Business Attraction will be completed in September
 - Collateral, tools and resources for local EDCs
 - Lead generation and local org follow through
 - Tracking and measurement
- Legislative session / biennium budget requests
- Phase 3, Resident Retention / Recruitment



Council meeting schedule

- ✓ Wednesday, June 26, 1-2:30pm
- Tuesday, October 8, 1-3pm
- Wednesday, January 15, 10am-12pm
- Thursday, April 17, 10am-12pm

Thank you!



star of
the north[★]

