



explore minnesota for business council meeting

October 8, 2024

agenda

- Welcome and Approval of Minutes
- Business Attraction Campaign Launch
- Summary of Workforce Attraction/Livability Campaign Metrics (March 2024 – June 2024)
- Coming Up





business attraction campaign launch

Launched Sept. 9, 2024



featured businesses

- Polar Semiconductor
- Rosenbauer USA
- Mayo Clinic
- Microbiologics

content

- exploreminnesota.com/business
- Star of the North branding
- 4 long-form videos featuring MN businesses
- To come: Trade show collateral, more web content, more sharable social content



Downtown Minneapolis / Lane Pelovsky courtesy of Meet Minneapolis

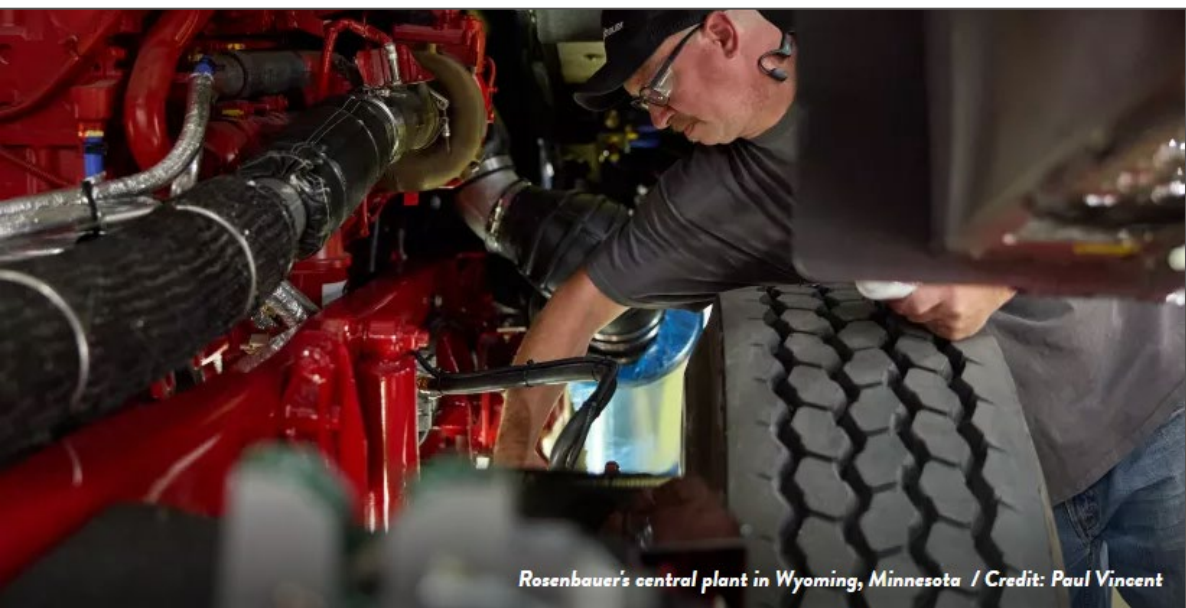
WELCOME TO MINNESOTA

STAR OF THE NORTH



In Minnesota, we build what matters. We are a state of problem-solvers, innovators, and legacy-makers. Plus, the state's strong foundation of workforce talent, innovation, infrastructure, and technology fuels business success and growth. Learn why you should do business in the [Star of the North](#).

CONTACT US



Rosenbauer's central plant in Wyoming, Minnesota / Credit: Paul Vincent

FREQUENTLY ASKED QUESTIONS

IS MINNESOTA A GOOD PLACE TO DO BUSINESS?



WHAT ARE THE BENEFITS OF DOING BUSINESS IN MINNESOTA?



WHAT ARE THE COSTS OF DOING BUSINESS IN



THE STAR OF THE NORTH FOR BUSINESS



Minnesota businesses have a legacy of building things that last while changing the global economy for the better. The state boasts an extraordinary concentration of Fortune 500 companies, a fast-growing startup ecosystem that pulls in venture capital from investors worldwide, and renowned research institutions that foster innovation.

Built on an economic landscape characterized by diversity, ingenuity, collaboration, and perseverance, find limitless opportunity in the Star of the North.

CONTACT OUR TEAM

MINNESOTA, BY THE NUMBERS

Land Area: 79,610 square miles/206,232 square kilometers
Major River Systems: 3 (Mississippi, Minnesota, and Red River of the North)
Time Zone: CDT/UTC-5
Gross Domestic Product (GDP): \$471.8 billion (2023)
Population: 5.74 million (2022)
Largest City by Population: Minneapolis, MN – 425,104 residents (2022)
Labor Force Participation: 3.1 million (68.3%) (2023)
Colleges and Universities: nearly 200
Students in Postsecondary Education: 378,183 (2022)

Sources: [Minnesota Secretary of State](#), [BEA Interactive Data Application](#), [U.S. Census](#), [U.S. Bureau of Labor Statistics](#), [MN Office of Higher Education](#)



EXPLORE MINNESOTA FOR YOUR BUSINESS NEEDS

Start & Grow

Locate & Expand

Foreign Investment

HOW MINNESOTA RANKS

Business climate. Workforce. Innovation. Infrastructure. Quality of life. Minnesota consistently ranks high for the factors important to success.



Sources: [Bureau of Labor Statistics/MN DEED](#), [WalletHub](#), [WalletHub](#), [U.S. News & World Report](#), [MN DEED](#), [CNBC](#), [CNBC](#), [U.S. Patent and Trademark Office](#), [MN DEED](#)

RELIABLE, TOP-RATED INFRASTRUCTURE

Whether you're shipping goods on a barge down the Mississippi, running your business online, or serving customers in a brick-and-mortar, Minnesota has you covered. The state's north-central location and first-rate infrastructure seamlessly connect businesses with customers and suppliers worldwide.

You'll find it all in Minnesota: [four Class 1 railroads](#), three interstate highways, [the country's top-rated airport](#), [seven commercial ports](#), reliable water and energy resources, and a [growing broadband network](#).



Rosenbauer's fabrication plant in Wyoming, Minnesota / Paul Vincent

WORLD-CLASS TALENT

is home to one of the country's most talented workforces. That's no comes from years of investments by public and private sector leaders n, such as the [highly rated University of Minnesota](#), and training that ped strong talent for a diverse economy.

ranks among the top states in high school graduation rates and total participation. You will also find [state-supported training programs](#) employers to partner with local educational institutions to create training curricula for their workers.

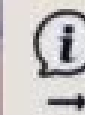


Minnesota, a Rosenbauer Perspective | Star of the North

star of the north

exploreminnesota.com/business

MENU



Downtown Minneapolis / Lane Pelovsky courtesy of Meet Minneapolis

WELCOME TO MINNESOTA

STAR OF THE NORTH





stats to date

- Views: 12,238
- Engagement rate: 24.4%
- Time on site: 1 minute, 23 seconds
- Percentage of out-of-state traffic: 88%

content

- Paid ads with The Wall Street Journal, Forbes, NPR podcasts
- Business Facilities custom content, including a dedicated landing page, five owned content articles, and one podcast feature
- Smartbrief targeted e-newsletters
- SEM/paid search campaign

business case download

EXPLORE MINNESOTA FOR BUSINESS

Welcome to Minnesota – the Star of the North.



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- Population: 5.74 million (2022)
- Largest city by population: Minneapolis, MN – 425,104 residents (2022)
- Labor force participation: 3.1 million or (68.3%) (2023)
- Colleges and Universities: Nearly 200
- Students in postsecondary education institutions: 378,183 (2022)

We are a state of problem-solvers, innovators, and legacy-makers. Minnesotans developed open heart surgery and supercomputing, invented hearing aids and the pacemaker, and created the concrete grain elevator, Post-It Notes, water-skiing, and the Honeycrisp apple, among others.

Minnesota businesses have a legacy of building things that last while changing the global economy for the better.

A HEADQUARTERS ECONOMY AND STATE OF POSSIBILITY

17 Fortune 500 headquarters (2024)











Over 1,200 foreign-owned companies from about 40 countries



Thousands of small- and medium-sized businesses



#1 health tech cluster at Mediacal Alley and the #1 hospital in the country, Mayo Clinic

Sources: Minnesota Secretary of State, BEA Interactive Data Application, U.S. Census, U.S. Bureau of Labor Statistics, MN Office of Higher Education

The Atlantic sponsored content

The Atlantic

THE CASE FOR MOVING TO MINNESOTA

How the state's high quality of life and forward-looking industries are drawing millennials to the Midwest



Business Facilities sponsored content



EXPLORE MINNESOTA

star of the north

DISCOVER THE POWER OF DOING BUSINESS IN MINNESOTA

Minnesota is home to 50,000 lakes and more. We're also home to 17 Fortune 500s, and thousands of small, medium and large businesses changing the global economy for the better. With a diverse economy built on industry-leading companies, thriving small businesses, high innovation rates, world-class infrastructure and a skilled, educated, and engaged workforce, there's room for everyone to thrive. Because no matter the industry, Minnesota builds what matters.

[CONTACT OUR TEAM](#)



star of the north

EXPLORE MINNESOTA FOR BUSINESS

[LEARN MORE](#)



workforce attraction

(March 2024 – June 2024)

- **Excellent video performance**
 - Performed either at or above benchmarks
 - Video that didn't perform as well was because the users clicked to the website to learn more before it finished
- **Hand-raisers remain most appropriate audience**
 - From video to display, those with a high propensity to move or interest in transitioning performed the best
- **What's inspiring or interesting?**
 - Drove nearly 34,000 clicks through retargeting; indicating that consistent exposure drives more consideration

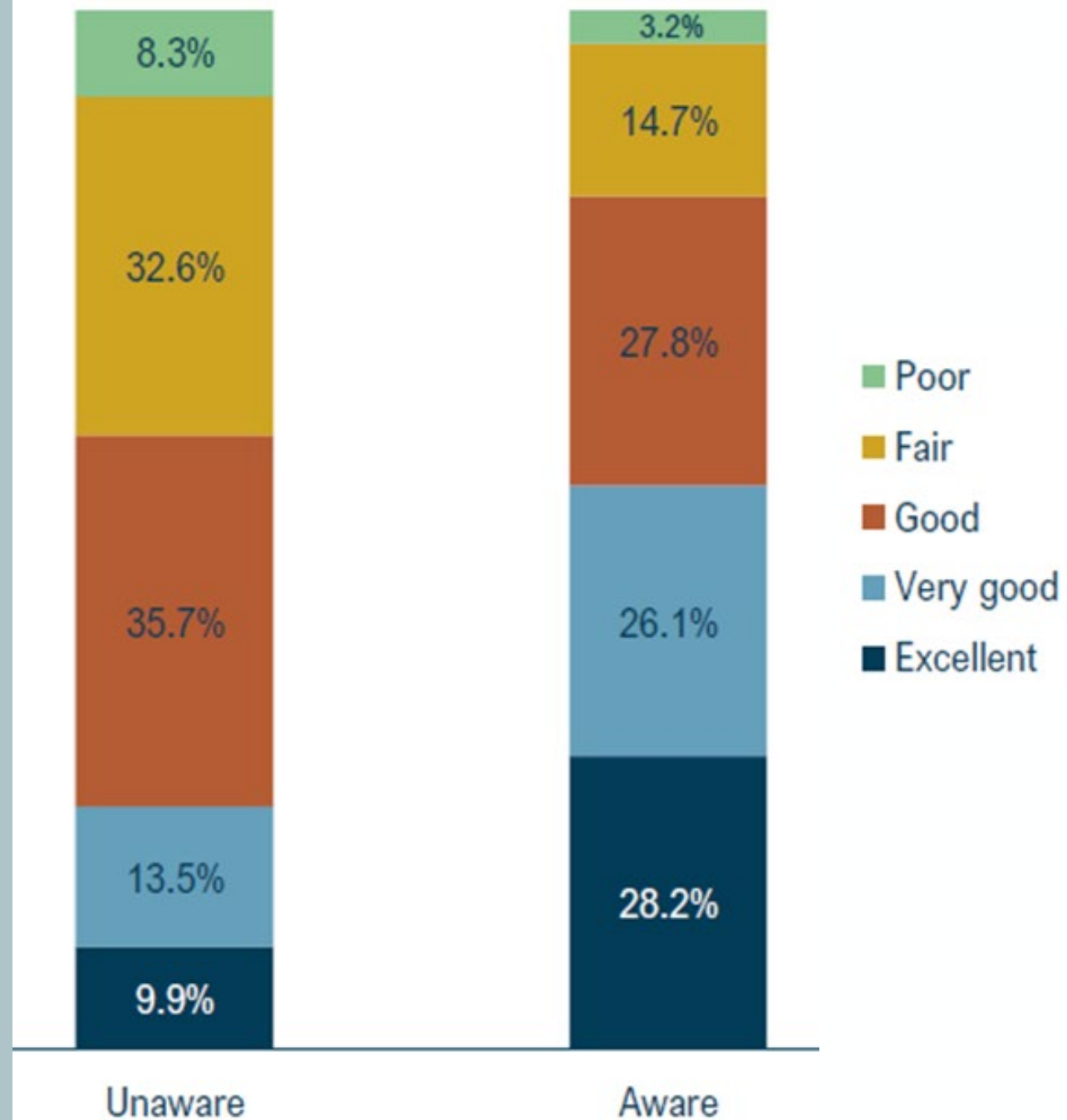


workforce attraction

(March 2024 – June 2024)

- **Paid media**
 - Sessions: 314,539
 - Pageviews: 393,173
 - **Avg. duration: 2m, 21sec**
 - Pages/session: 1.25
 - Bounce rate: 55.17%
- **Paid Search** (*spend=\$3,184.34*)
 - Impressions: 43,806
 - Clicks: 7,831
 - **CTR: 17.88%**
 - Conversions: 35
- **Top SEM searches**
 - "best state to live in;" "top states to live in;" "state with low cost of living;" "best state to live in usa;" "best state to work" things to know before moving to Minnesota; "best states to live in 2024;" "best state for families;" "move to mn;" "cost of living in minneapolis mn;"

Lift in Overall Rating



workforce attraction

(SMARI Research Findings, September 2023)

- **Campaign viewed positively by 84.2% of those surveyed, above 70% benchmark.**
- **More than 82% of ad aware rated Minnesota as good, very good or excellent.**
 - This is a **23% lift in positive ratings** compared to those not unaware of ad campaign
- **78% of those who visited website reported it was very useful; 97% of site visitors said it improved their perception of Minnesota.**
 - Furthermore, those who recalled website said they **visited an average of 3.6 times** since the campaign debuted



coming up

- 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

resident retention & workforce growth



- College-age recruitment
- Career pathing for non-degree positions
- OTJ training



- Trades + Drive for 5
- Inclusive workforce organization & gap analysis



- Capture boomerangers
- Long-term goals
 - Expanded age groups
 - Retirement retention



Council meeting schedule

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

thank you!

