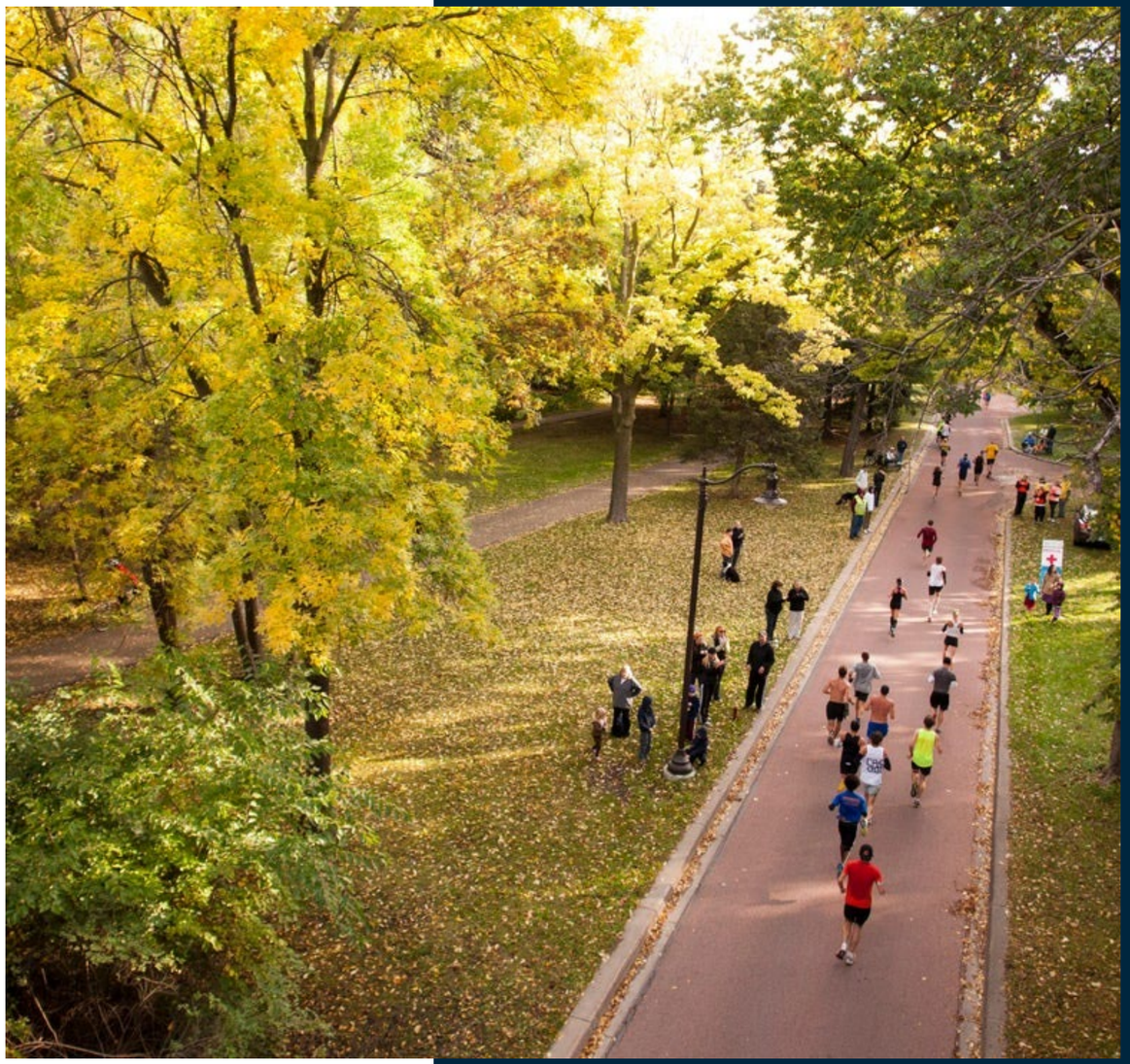
explore minnesota for business council meeting

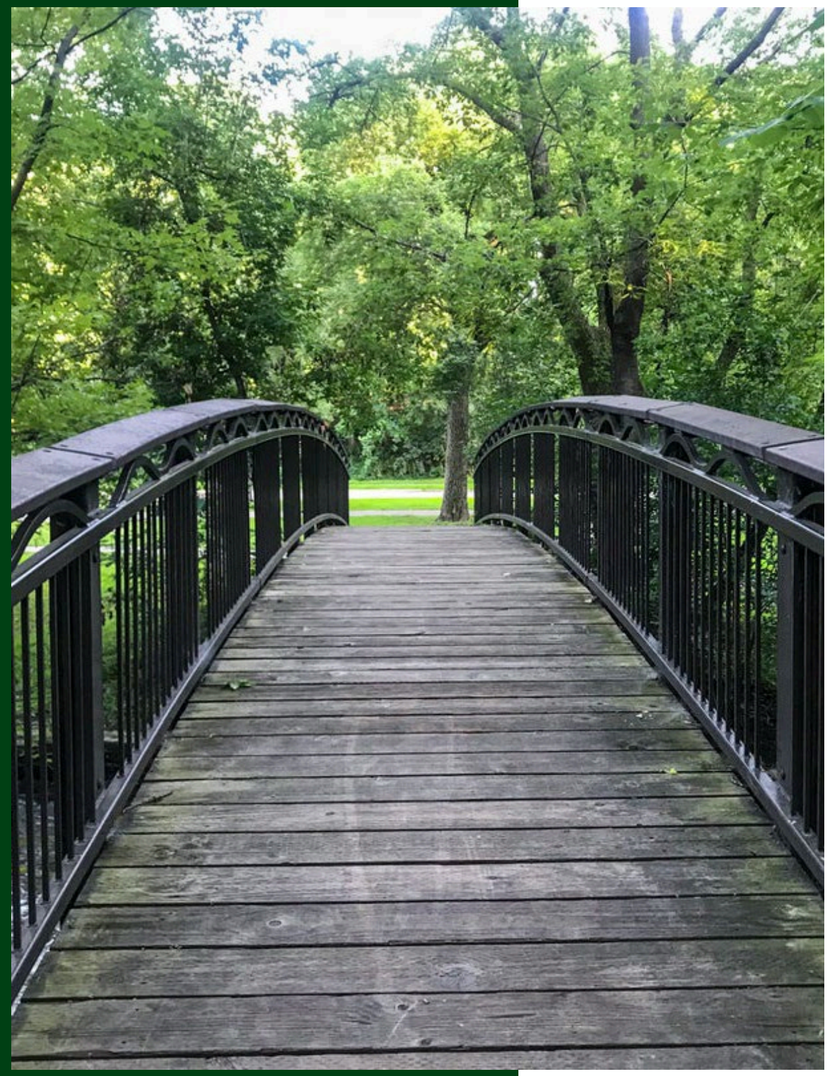
October 14, 2025

EXPLORE MINNESOTA | star of the north

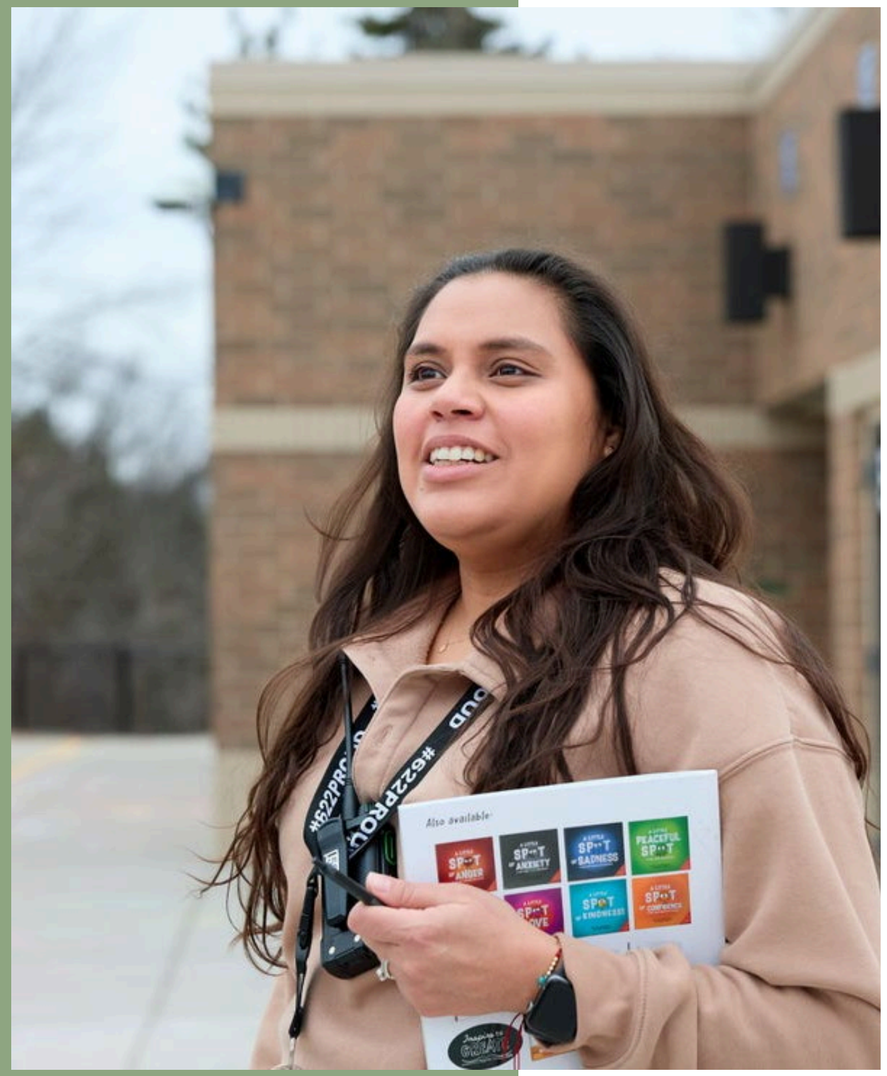
agenda

- ã ≤©¸‹ ≤ú› Æ≡ ÓÓÚ¸Þú≈¸æ[≈Ł¸≤ˆ
- ~ÓÆú¸≤≈mŁ®≈©≈p≤ú¸≈¸›ˆ≈p@n
- @ú≈æëůť ůŹ≈ã ¸¸Ú æ¸Ú©≤≈▒≈*Łˆ≈≤ˆˆ≡
  ¸¸Úı©¸≈¸›≡ú‹ Óú≈ø›≈p≤ˆŁ÷ˆ≡
- 4[\ ≈▒≈0 440≡ ≈ø›‹ ≤› ¸≈ú› Æ≡
  p≤©¸‹ ‹ ≤› Æú¸≈¸›ˆ≈æ¸Ú≈æëůť ůź≈*Łˆ≈≤ˆˆ≡
  ¸¸Úı©¸≈¸›≈ã ¸¸Ú≡
- ã ¸¸Úˆ√¸Ó≈æëůť ůź≈mú≈Æ[úÚ≤¸≈ø≈ Ó≤› Æ≡
  æ¸Ú≈ã ¸¸Ú æ¸Ú©≤≡ ¸¸Úı©¸≈¸›





Welcome New Council Member
Nicole Crews



Update:
Public Relations RFP

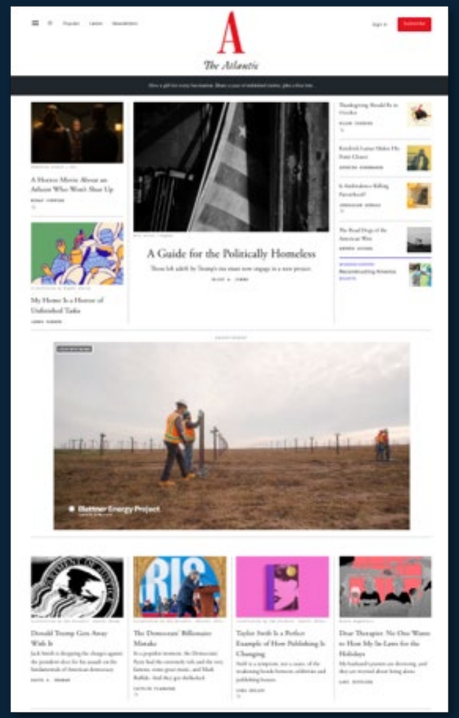
explore MINNESOTA

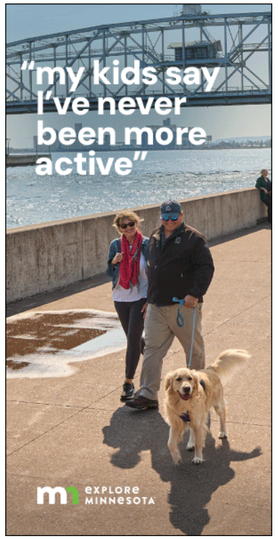
earned media: evolving our traditional approach

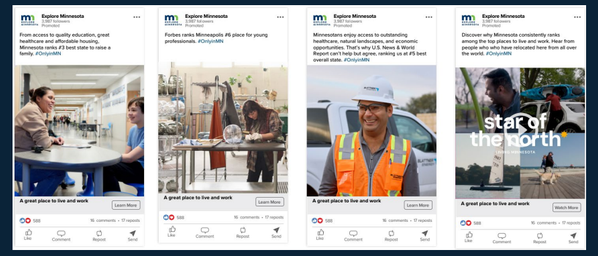
- Agency of record will be announced by Nov.
- RFP included explicit integration of livability, business, Explore Minnesota Film, Outdoor Recreation Industry Partnership and Tribal relations into our historically travel-oriented PR partner relationship
- **End goal:** a more comprehensive Minnesota story—as the best place for travel, quality of life and economic opportunity—in national news

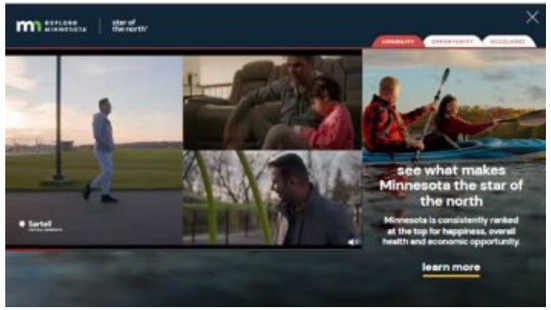
Final FY2025 Workforce & Business Attraction Campaign Results

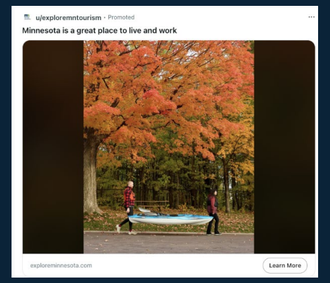
explore MINNESOTA











workforce attraction

- New **exploreminnesota.com/live webpages**
- **Five long-form videos** featuring MN newcomers and one sizzle reel
- **Photography and b-roll** assets
- Social + **paid media** campaign
- **Public relations**

explore MINNESOTA

Partners by Media Objective

þ úÚ≤› ≤ˆˆ

G©Ú≤úˆ≤≠úþ úÚ≤› ≤ˆˆ≡„æ[\ ≠úˆ≡¸√≤≠ÓÚ≤æ≤ÚÚ≤Æ≡
Æ≤ˆ¸≈ú¸≈„› ≠æ„Úþ„Úæ„Ú©≤ˆ≡≈ ≡¸Úú¸≤ø≈©≡
≈ ÆŁˆ¸Ú≤ˆ

+zä
mÚ„øÚú‹ ‹ ú¸≈©≠ä ≈Æ≤„
[≤¸ú
z√≤≡ ¸≠ú› ¸≈©
≈E≤úÚ¸
[„Ú≈ø≡* Ú≤þ
EúÚÞúÚÆ≡* Łˆ≈≤ˆˆ≡þ≤Þ≈≤þ
+„› Æ≤≠ úˆ¸≥

+ „› ˆ≈Æ≤Úú¸≈„›

0 ÚÞ≤≡„ŁÚ≡¸úÚø≤¸≠úŁÆ≤› ©≤≡„≡¸√≤≠4³ Ó÷„Ú≤≡
[≈› ≤ˆ„¸úþ ≤®ˆ≈¸≤ ≡

+ [≤¸ú
U≈› ‘ ≤ÆG
0 ≈ Ó≠ú½
+„› Æ≤≠ úˆ¸≥
p≤ÆÆ≈¸

G¸≤› ¸

p≤¸úÚø≤¸≡¸„≡¸√„ˆ≤≡þ √„≡√úÞ≤≠úŁ≤úÆ/≡Þ≈ ≈¸≤Æ≡
¸√≤≠4³ Ó÷„Ú≤≡ ≈› ≤ˆ„¸úˆ≈¸≤≡„≡› ©¸ŁÚúø≤≡
¸√≤‹ ≡¸„≡¸ú‘ ≤≠ú©¸≈„› ⌈

[≤¸ú
mú≈Æ≠ ≤úÚ©√

© RISE AND SHINE AND PARTNERS 2025

Workforce Website Metrics /Live: 7/1/24 - 6/30/25

zÚıaŚ©	t ≤ˆˆ≈„›ˆ	múø≤Þ≈≤þˆ	Þø ⌠⌀ŁÚı¸≈„›	*„Ł› ©≤≡þú¸≤	múø≤ˆ≠≤ˆˆ≈„›ˆ
z„¸ú≠⌡4[\ ⌠©„‹ ≠ŁÞ≤⌊	ź ŹŰ⌡ŻŮ	ŻΓΓ ⌡ŹŰŮ	ů‹ ≠⌡ˆ	źΓġ	Ů⌡ů
mú≈Æ≠[≤Æúı≠⌡4[\ ⌠©„‹ ≠ŁÞ≤⌊	źůť ⌡ŻΓť	ŻůŰ⌡Γů	ů‹ ≠⌡Ů	Żů ⌠źűġ	Ů⌡ů
	ġ ≠@⌡„‹ ≠mú≈Æ	ġ ≠@⌡„‹ ≠mú≈Æ	0 ≈æ≤Ú≤› ©≤	0 ≈æ≤Ú≤› ©≤	0 ≈æ≤Ú≤› ©≤
	ΓŹ ⌠źůġ	Γť ⌡Źűġ	⌠ů ⌠ů⌡ġ	Ź ⌡Źźġ	⌠ů ⌠Γů⌡ġ

S4ë≠ S4 ã ë

ã „Ú æ„Ú©≤≡Þ≤≡¸Úı aŚ©≠⌡≤©„ÚÆ≤Æ≠ź ůť S≠≤ˆˆ≈„›ˆ≠ı› ÆŻůŰS≠Óúø≤Þ≈≤þˆ ⌠⌠þ ≈¸√≠Óú≈Æ≠ ≤Æúı≠ı©©„Ł› ¸≈ø≠æ„Ú≤„Þ≤ÚΓŹġ ≠„æ≤ˆˆ≈„›ˆ≠ı› ÆΓť ġ ≠„æÓúø≤Þ≈≤þˆ ⌠

4› øúø≤‹ ≤› ¸≠æ⌡„‹ ≠Óú≈Æ≠¸Úı aŚ©≠þ úˆ≠ø√¸ ½≠„þ ≤Ú≠¸√ú› ≠„Þ≤Úı÷⌠⌠þ ≈¸√≠ıÞ≤Úıø≤≠≤ˆˆ≈„›ˆ≠ÆŁÚı¸≈„› ≠Æ„þ › ≠ıġ ⌠®„Ł› ©≤≡Úı¸≤≡ŁÓ≠Ź ⌡Źġ ⌠ı› ÆÓúø≤ˆ ≠Ó≤Ú≠≤ˆˆ≈„› ≠Æ„þ › ≠Źġ ≠ ©„‹ ÓúÚ≤Æ≠¸„≠¸„ú≠¸Úı aŚ©⌠

@⌡¸ŁÚ≤≡©ú‹ Óú≈ø› ˆ≠©„Ł÷Æ≠©„› ¸≈ Ł≤≡≤Þ≤Úıø≈ ø≠Óú≈Æ≠ ≤Æúı≠æ„Ú≠ ©ú÷≤≠⌠ √≈≤≡⌡≤Ś› ≈ ø≠¸úŰø≤¸≈ ø≠¸Ú≠ı› Æ› ø≠Óúø≤≡³ Ó≤Ú≤› ©≤≡¸„≠ ÓŰ¸Þ≤≡› øúø≤‹ ≤› ¸≠ ≤¸Ú©ˆ ⌠

© RISE AND SHINE AND PARTNERS 2025

Partner Summary Slide

m pz\ 4p	G ÓÚ≤^^≈,›^	t ≤^^≈,›^	z≈ ≤≡m≤Ú≠≤^√	*„Ł› ©≤≡pú¸≤	S≤½≠4Þ≤› ¸
+zä ≠mÚ,øää ≈Æ≤„≡╔≡ „≤ø≈	űůłźŻłźűŹ	Żź łŰŰ	Źź^	żżłźűġ	ůźżłůŹ
ë„ŁzŁ®≤⊥⊥	╔	ŰŰ	ŰŰ ≠ŹΓ^	ŰΓłźźġ	źů
U≈ ‘ ≤ÆG	ŰŹźżłźŹż	ŰłŻΓ	ů‹	źŻġ	ůŰź
[≤¸ú	ŹżłΓżźłźűź	Ůůżł ΓŹŰ	Ű‹	Żť łźġ	Ůů łť Źť
p≤ÆÆ≈	ŹłźŻΓłŹź	ΓłŰűť	Ůź ≠ť żˆ	żůłŻġ	ŰźŰ
G¸≤ŰŰ©¸≈Þ≤≡θ≈ Óúú½≠╔≡ ú¸≈Þ„⊥	ůłůŰůůů	ŰŰŻť	Ůź ≠ŰŰ	źŹłźźġ	źź
t ¸ú› ÆúŰÆ≡θ≈ Óúú½≠╔≡ „≤ø≈	Ůť łůΓłŰŹŰ	Źť łźźű	Ůź ≠ť Γˆ	żŰźűġ	ŰłŰŰů
z√≤≡ ¸úú› ¸≈©≡	ůłΓűŰłΓů	ŰłŰůŻ	ů‹ ≠úűˆ	ŹΓźźġ	ŹłźŰűú
≈E≤úŰ¸púÆ≈„	ŰźłźŻźłźŰť	ű łźŹŻ	ů‹ ≠úŻˆ	źŻłźŰġ	ůŰłŰźú
A„„ø≤≡ 4[	ŰżŰłźźΓ	ůŰłźůΓ	ů‹ ≠ŹŹˆ	Ůů łźġ	Ůź łźźŻ
+„› Æ≥≡ úˆ¸	Ůź łůΓΓłźźź	ŰŰłůŹ	ů‹ ≠úˆ	źűłźΓġ	ŰłůżŻ
[„Ú≈ø≡* Ú≤þ	ű łŰŰźłŰŰŹ	ů łźŰŹ	ů‹ ≠ŹŻˆ	űΓłŰġ	ŰůΓ
EúÚÞúÚÆ≡* Łˆ≈ ≤^^≡p≤Þ≈≤þ ⊥⊥	ŹŻůłźŻź	╔	╔	╔	╔

S≤½≠úˆ≤úþ ú½^

+zä ≠mÚ,øÚú‹ ‹ ú¸≈©≡ä ≈Æ≤„≡ú› Æ≡ ¸ú› ÆúŰÆ≡θ≈ Óúú½≠þ ≤Ú≤≡√≤≡ ¸Ú¸› ø≤^ ¸≡Úúa©≠ÆŰÞ≤Ú łźÆ≤≠Þ≤Ú≈ ø≡√≈ø√≡ ≤^^≈,› ^≡ú¸≡≤a©≤› ¸≡©¸^¸^≡Ó≤Ú≤Þ≤› ¸ łźp≤ÆÆ≈≡úþ ≡≈ ÓÚ¸Þ≤‹ ≤› ¸≡„≡zp≡ úæ≤ÚłŰ¸©ú¸≈¸› ≡S≤½þ „ÚÆ ≠þ ≤Ú≤≡úÆÆ≤Æłθ≤¸ú≈≡úÆÆ≤Æ≡„≡ ÓÓ≤› Æ³ ≠æ¸ÚłŰ≤æ≤Ú≤› ©≤⌡

U≈ ‘ ≤ÆG łźp≤ÆÆ≈ łźú› Æ≡ ú¸≈Þ„≡ÆŰ¸Þ≤≡Þ≤Ú≠æ≤þ ≡≤^^≈,› ^≡Ú≤úˆ¸≈Þ≤≡„≡Ó≤› Æłźþ ≈√≡√≈ø√≡©¸^¸≡Ó≤Ú≤Þ≤› ¸ łźz√≤^≤≡Ł› Æ≤ÚÓ≤Úæ¸Ú ≤Ú≡√≈ø√≈ø√¸≡úÚ≤úˆ≡þ √≤Ú≤≡®ŁÆø≤¸≡©„Ł÷Æ®≤≡ „Ó¸≈ ≤Ł≤Æ≡¸ÚłŰ≤ú÷≈¸©ú¸≤Æ⌡

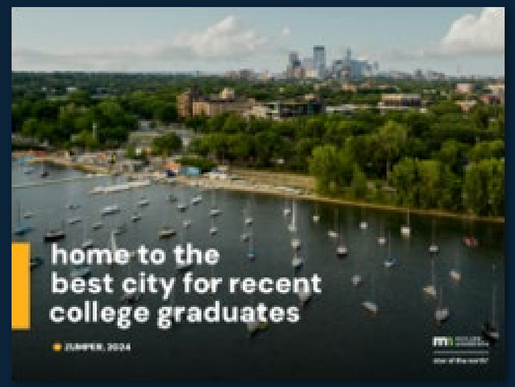
**Nativo Display data information was grouped with their Business Attraction for spend but not any other data.*
*** RSP found YouTube site date attributed to this campaign but was not able to find YouTube delivery information in Platform*
**** No site data for HBR as buy was Podcast Host Reads*

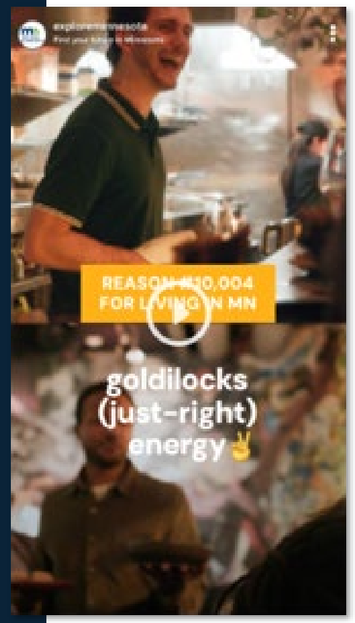
© RISE AND SHINE AND PARTNERS 2025

Executive Summary

t ¸úŲ̧	t ¸„Ó	+„› ¸≈ Ł≤
Ґ©Ł̂úˆ≤≡ÓŁ̂≤› ©≤≡≈ ≡ÓŁ̂≤‹ ≈Ł‹ ≡≤› Þ≈Ł̂,› ‹ ≤› ¸ˆ≡ ≈≈ ≤≡z√≤≡ ¸≈ú› ¸≈©∫æ,©Łˆ≈ ø≡„› ≡æ,Ł̂ ú¸ˆ≡¸√ú¸≡ „Þ≤ŁÆ≤≈Þ≤Ł̂„› ≡ zp≡®≤› ©√‹ úŲ̂ˆ≡¸„≡≤› √ú› ©≤≡ úþ úŲ̂≤› ≤ˆˆ≡ú› Æ≡≤› øúø≤‹ ≤› ¸⌠	p≤ÆŁ©≤≡„Ł̂ÓúŁˆ≤≡Ł› Æ≤ŁÓ≤Łæ,Ł̂ ≈ø≡ ≤¸ú≡ Ó≈ú©≤‹ ≤› ¸ˆ≡Ł©√≡úˆ≡Ґˆ¸úøŁ̂ú‹ ≡ ¸„Ł̂≤ˆ≡≈æ¸√≤½≡ ©„› ¸≈ Ł≤≡¸„≡úø≡≈ ≡ zp≡ú› Æ≡≤› øúø≤‹ ≤› ¸≡ ©„‹ ÓúŁ̂≤Æ≡¸„≡¸„¸√≤Łæ,Ł̂ ú¸ˆ⌠	[ú≈ ¸ú≈ ≡ú≡ÆÞ≤Ł̂ ≈Ś≤Æ≡ ≤¸ú≡ ¸Łú¸≤ø½≡√ú¸≡ ®ú≈ú› ©≤ˆ≡√≈ø√ ╔Þ„Ł‹ ≤≡Óú©≤‹ ≤› ¸ˆ≡þ ≈¸√≡ Ł̂≤¸úŁø≤¸≈ ø≡æ,Ł̂≈ ÓŲ̂,Þ≤Æ©„› Þ≤Ł̂ ≈¸› ≡Ó„¸≤› ¸≈ú÷⌡
4³ Ó÷¸Ł̂≤≡¸ÓÓ„Ł̂¸Ł› ≈¸≈≤ˆ≡¸„≡Ł̂≤Ó≈©ú¸≤≡≡E≤úŲ̂¸púÆ≈¸╣≡ ≤æŚ©≤› ¸≡Æ≤≈Þ≤Ł̂√≈ú› Æ≡¸úøø≤¸≤ÆŁ̂≤ú©√≡≈ ≡¸„¸√≤Ł̂≡ √≈ø√ ╔Þú÷Ł≤≡úŁÆ≈¸≡¸Ł̂≡©Ł̂¸ˆˆ ╔©√ú› › ≤≡ Ó≈ú©≤‹ ≤› ¸ˆ⌠		S≤≤Ó≡Æ³ Ó≈ú½≡¸ú©¸≈©ˆ≡æ,©Łˆ≤Æ≡¸› ≡©„› ˆ≈Æ≤Łú¸≈¸› ≡ „®ˆ≤©¸≈Þ≤ˆ≡þ √≈≤≡¸Ó¸≈ ≈ø≡æ,Ł̂≡Óú©≤‹ ≤› ¸ˆ≡þ ≈¸√≡ ¸√≤≡¸Ł̂¸› ø≤ˆ¸≡› øúø≤‹ ≤› ¸≡Ł̂≤¸ŁŲ̂ˆ⌠

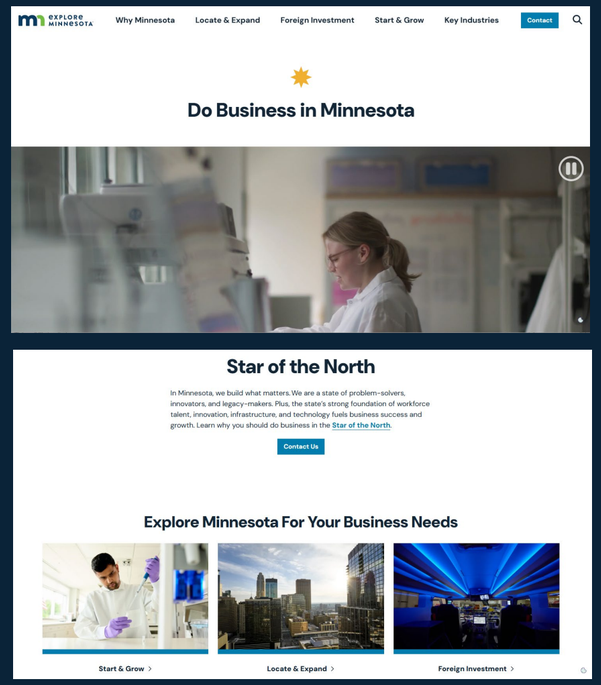
© RISE AND SHINE AND PARTNERS 2025





resident retention pilot

- ŁÆ≤› ©≤≡¸úŹø≤¸≤Æ≈› ╔ˆ ¸ú¸≤≠½¸Ł› ø≡ıÆŁ÷¸ˆ ≡› ≡ ¸√≤≈ŁÆŚ› ú÷¹⁄₂≤úŹ≡¸æ©¸ ÷≤ø≤≡ı› ÆŁŹ≤©≤› ¸≡øŹıÆ ≡ ╚ıø≤ˆ ≡ıť ╔ůŻ ╙
- ŹúŁ› ©√≤Æ—
  - mú≈Æ≡ıÆ ≡╘¸¸ ©ú÷Æ≈ Ó÷ú¹⁄₂≡Þ≈Æ≤¸¸≡ı› Æ≡b b E≡®≈®¸úŹÆ ╙
  - \ ≤þ ≡ıŹ¸≈©≤≡ı› Æ› ø≡Óúø≤≡╚ůť ƒť ťť ≡p≤ú ˆ¸› ˆ≡¸¸ ≡*Ł≈Æë¸ŁŹ≡ @¸ŁŹ≤≡› ≡ƒ › ≤ˆ¸¸ú ╙
- p≤ˆŁ÷¸ˆ—
  - ã ≤®≡¸ŹıæŚ©—ŹŻ¸ůť ≡≤ˆˆ≈¸› ˆ≡þ ≈¸√≡ıÞ≤Źıø≤≡≤ˆˆ≈¸› ≡ÆŁŹı¸≈¸› ≡ ú¸≡ů≡ ≈ ≡ůŹ≡≤©⌠
  - t ¸Ź≤› ø¸√ˆ≡ƒ ≤¸ú≡ı› Æ≈≈ z¸¸‘ ≡ø≤› ≤Źı¸≤Æ≡¸√≤≡√≈ø√≤ˆ¸≡≤ˆˆ≈¸› ≡ Þ¸¸Ł‹ ≤ˆ
    - z≈z¸¸‘ ≡ı©√≈≤Þ≤Æ≡¸¸þ ≡©¸ˆ¸≡Ó≤Ź≡≤ˆˆ≈¸› ú› Æ≡¸› ø≤ˆ¸≡ úÞ≤Źıø≤≡¸≈ ≤≡Ó≤Ź≡≤ˆˆ≈¸› ≡╚ı‹ ≡ıť ˆ ╙
  - p≤ ╔≤Þú÷Łú¸≤≡p≤ÆÆ≈≡ı› Æ≡› úÓ©√ú¸ ╟þ √≈©√≡ø≤› ≤Źı¸≤Æ≡ ˆ¸¸‹ ≤≡ø¸¸¸ÆŁŹˆŁ÷¸ˆ ≡╘≤ˆˆ≈¸› ˆ≡Þ¸¸÷Ł‹ ≤≡ı› Æ≡©¸ˆ¸≡Ó≤Ź≡≤ˆˆ≈¸› ≡ ŹŹˆ Ó≤©¸≈Þ≤÷½╝®Ł¸≡Æ≈Æ› ¸¸¸≡ ≤≤¸≡ı÷≡SmG



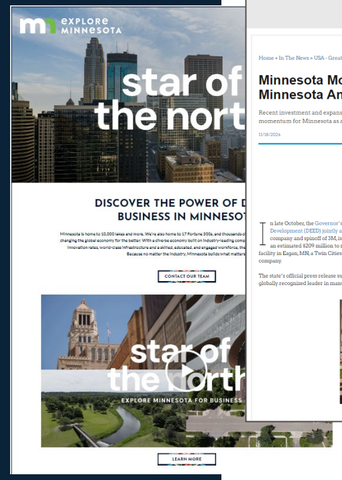
Forbes

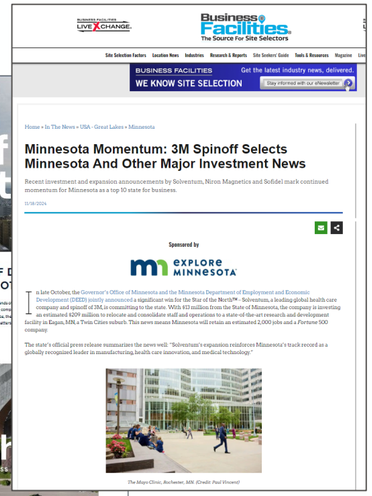
LinkedIn

WSJ

YouTube

Business Facilities
The Source For Site Selectors





business attraction

- New **exploreminnesota.com/business** webpages
  - Launched re-skin with new business-only navigation in July 2025
- **Four long-form videos** featuring MN businesses and one business-focused event sizzle reel
- **Photography and b-roll** assets
- **Updated collateral**
- Social + **paid media** campaign
  - Four unique sponsored articles and one sponsored microsite (*Business Facilities*)
  - Partnerships with national and industry-specific publications (see sample logos to the left)
- **Public relations**

EXPLORE MINNESOTA

Partners by Media Objective

þ úÚ≤› ≤ˆˆ

G©Ú≤úˆ≤≠úþ úÚ≤› ≤ˆˆ≡„æ[\ ≠úˆ≡¸√≤≠ÓÚ≤æ≤ÚÚ≤Æ≡
Æ≤ˆ ¸≈ ú¸≈„› ≠æ„ÚÞŁˆ≈ ≤ˆˆ≤ˆ ⌠

+ z ä
mÚ„øÚ‹ ‹ ú¸≈©≠ä ≈Æ≤„
U≈ ‘ ≤ÆG
ã ú÷≠ ¸Ú≤≤¸≠R„ŁÚ ú÷
@„ÚÞ≤ˆ
*Łˆ≈ ≤ˆˆ≠@©≈¸≈≤ˆ
\ mp

+ „ › ˆ ≈Æ≤Úú¸≈„›

0 ÚÞ≤≡„ŁÚ≠¸úÚø≤¸≠úŁÆ≤› ©≤≡„≡¸√≤≠⁴ Ó÷„ Ú≤≡
[≈ › ≤ˆ „¸ú≠þ ≤®ˆ≈¸≤⌡

U≈ ‘ ≤ÆG
0 ≈ Ó½
t ‹ úÚ®Ú≤æ⊥
\ ú¸≈Þ„
z √≤≠z ÚúÆ≤≠0 ≤ˆ ‘

G¸≤› ¸

p≤¸úÚø≤¸≡¸„≡¸√„ˆ≤≠þ √„≠√úÞ≤≠úÚ≤úÆ⁄≠Þ≈ ≈¸≤Æ≡
¸√≤≠⁴ Ó÷„ Ú≤≠⌡ ≈ › ≤ˆ „¸ú≠≈¸≤≡„≠› ©„ŁÚúø≤≡
¸√≤‹ ≡¸„≡¸ú‘ ≤≠ú©¸≈„› ⌡

U≈ ‘ ≤ÆG
0 ≈ Ó½
t 4[⊥⊥

*Smartbrief Newsletters ran January – March; **SEM/Paid Search ran September – early December

© RISE AND SHINE AND PARTNERS 2025

Business Attraction Website Metrics /Business: 9/1/24 - 6/30/25

zÚıaŚ©	t ≤ˆˆ≈,› ˆ	múø≤Þ≈≤þ ˆ	Þø ⌠⊖ ŁÚı¸≈,›	*„Ł› ©≤⇄ú¸≤	múø≤ˆ≠ ≤ˆˆ≈,› ˆ
z„¸ú≠⅛[\ ⌠©,‹ ≠*Łˆ≈ ≤ˆˆ ⅟	ź Ż⌡ŹŰΓ	ż ů ⌡Γ Ż	Ů ≠ıů ˆ	ź ź ⌡µΓ ġ	Ů⌡µŰ
mú≈Æ⅛ ≤Æú≠⅛[\ ⌠©,‹ ≠*Łˆ≈ ≤ˆˆ ⅟	źť ⌡Γť Ż	Żů ⌡' űź	Ů ≠ůż t	źΓ ⌡µŻġ	Ů⌡źź
	ġ ≠@Ú,‹ ≠mú≈Æ	ġ ≠@Ú,‹ ≠mú≈Æ	0 ≈æ≤Ú⅟› ©≤	0 ≈æ≤Ú⅟› ©≤	0 ≈æ≤Ú⅟› ©≤
	Γť ⌡µŰġ	żŻ⌡' Űġ	⌡Γ ⌡Ź ġ	ű ⌡Źź ġ	⌡ú ⌡' źġ

S4ë≠z S4 ã ë

*Łˆ≈ ≤ˆˆ≡ ¸¸Úı©,≈,› ≠þ ≤®ˆ≈≤≠¸ÚıaŚ©≠⅟≤©,,ÚÆ≤Æ≠z ŻŹŰΓ≠≤ˆˆ≈,› ˆ≠ı› Æ≠z ů ⌡Γ Ż≠Óúø≤Þ≈≤þ ˆ ⌡≠ þ ≈¸√≠Óú≈Æ≠‹ ≤Æú≠©,› ¸Ú®Ł¸≈ øˆ≠¸Þ≤ÚΓť ġ ≠¸æ≤ˆˆ≈,› ˆ≠ı› Æ≠z Żġ ≠¸æÓúø≤Þ≈≤þ ˆ ⌠

4› øúø≤‹ ≤› ¸≠@Ú,‹ ≠Óú≈Æ≠¸ÚıaŚ©≠þ úˆ≠ ≠ø√¸½≠¸þ ≤Ú⌡þ ≈¸√≠ıÞ≤Úıø≤≠ŁÚı¸≈,› ≠Æ,þ › ≠ůť ġ ⌡≠ ®,,Ł› ©≤≠ıú¸≤≠ŁÓ≠ıú ġ ⌡ıú› Æ≠Óúø≤ˆ ≠Ó≤Ú≠ ≤ˆˆ≈,› ≠Æ,þ › ≠ıú ġ ≠©,‹ ÓúÚ⅟≤Æ≠¸,,≠¸,ú≠¸ÚıaŚ©⌠

@Ł¸ŁÚ⅟≤≠©ú‹ Óú≈ø› ˆ≠©,,Ł÷Æ≠©,› ¸≈ Ł≤≠⅟Łˆ≈ ø≠Óú≈Æ≠‹ ≤Æú≠¸,,≠ÆÚ⅟ÆÞ≤≠¸√≤≠‹ ú“„Ú⅟¸½≠¸æ≠ ¸ÚıaŚ©≠þ √≈≤≠¸Ó¸≈‹ ≠⅟≈ø≠©Ú⅟≤ú¸≈Þ≤≠ı› Æ≠ú› Æ≠› ø≠≤³ Ó≤Ú⅟≤› ©≤ˆ≠¸,,≠‹ ÓÚ,Þ≤≠ ≤› øúø≤‹ ≤› ¸⌠

z„¸ú≠⅛ ≤ˆˆ≈,› ˆ

b Úø ú› ≈©≠⅛ ≤ˆˆ≈,› ˆ

© RISE AND SHINE AND PARTNERS 2025

Partner Media & Site Metrics

m pz\ 4p	Ğ mp4t t Ğ \ t	t 4t t Ğ \ t	z≈ ≤≡m≤Ú≠ ≤^√	*„Ł› ©≤≡þú¸≤	S≤½≠4Þ≤› ¸^
+zä =mÚ¸ø≡ä ≈Æ≤„	żÄ Źů ĄŻŮú	ź ĄŻ ű	Ű źˆ	żΓ Ą ġ	ŮĄ ű Ű
U≥ ‘ ≤ÆG	ŰĄŰΓ Ź Ą Γ Ź	ŮĄŻŮŻ	ů‹ ≡Ű ťˆ	źŮĄΓġ	ůť Ů
0≈ Ó÷ú½≠ „≤ø≈	Γ Ą żźĄŰźŰ	ŮŻ ĄźΓ	Ů ≡ť Źˆ	żů Ą ťˆ ůġ	ŮĄ ŹŻ
ã ú÷≡ ¸Ú≤≤¸≡R„ŁÚ ú÷	Ź Ą ŹŻ Ą ŮŮ	ŰĄŹŰ	ű‹ ≡ŹŻˆ	ŻŹ Ą Źġ	Γů
@„Ú®≤^	ź Ą ŹŻ ĄŰŰż	żĄźź	Ů ≡ťťˆ	źŻ Ą żġ	ŮŮŮ
*Łˆ≈ ≤^ˆ≡@ú©≈≈≤^	ŮŻ Ą ťů⊥	ŰĄťź	ůŹˆ	źű Ą ůġ	ŮŻ
t‹ úÚ¸®Ú≤≤æ	ů Ą ťż ĄźŰ	żĄůű	Ů ≡ť Ûˆ	ůŻ Ą Ůġ	ŮŮú
t≈¸≤≡ ≤≤©¸≈¸›	Źů Ą Ůú	Żű	ŰŮ	ůź Ą Źġ	ż
\ ú¸≈Þ„≡	ůΓ Ą ŮŻ Ą Ůú ť	ŮŹůů	Ů ≡ťťˆ	źŹ Ą ůġ	źź
\ mp⊥⊥	ů Ą Źż Ż Ą Źż	╒	╒	╒	╒
A„„ø≤≡ 4[	Ż Ą ťŹ	ŮŹ	żˆ	ŻŰ Ą ŰŰġ	ŻŮ

S4ë≡z S4 ã ë

+zä =mÚ¸ø≡ä ≈Æ≤„ ▒0≈ Ó÷ú½≡ ≡Æ≤≡Þ≤Ú≤Æ≡√≤≡≈ø√≤^ ¸≡≤^ˆ≈¸› ≡Þ„ŁÚ‹ ≤^ Ą®„¸√≡ú¸≡¸Þ ≡©¸^ ¸≡Ó≤Ú≠≤^ˆ≈¸› ≡Ą¸√„Łø√≡ú Þ≤Úúø≤≡¸≈ ≤≡Ó≤Ú≠≤^ˆ≈¸› ≡Þ ú^≡√„Ú¸≡ú› Æ®„Ł› ©≤≡ Úú¸≤^ ≡Þ ≤Ú≤≡√≈ø√⌠

U≥ ‘ ≤ÆG≡ú› Æ≡ã ú÷≡ ¸Ú≤≤¸≡R„ŁÚ ú≡ÓÚ¸ÆŁ©≤Æ≡¸› ø≤Ú≠≤^ˆ≈¸› ≡¸≈ ≤^≡ú¸≡¸Þ≤Ú≡¸Þ „≡ ≈Ł¸≤^≡ú› Æ≡ ≤úÚ½≠ŚÞ≤≡ ≈Ł¸≤^≡ťť^ Ó≤©¸≈Þ≤÷½Ą®Ł¸≡Þ ≈¸√≡√≈ø√≤Ú©„¸^ ¸^≡Ó≤Ú≠≤^ˆ≈¸› ≡ ú› Æ≡≈ ≈¸≤≤Æ≠≤^ˆ≈¸› ≡Þ„ŁÚ‹ ≤Ą ú¸≈Þ„≡ú› Æ@„Ú®≤^ ≡ÆÚ¸Þ≤≡ „¸ú®≤≡≈ ÓÚť^ˆ≈¸› ^≡®Ł¸≡√úÆ≡√≈ø√≡©„¸^ ¸≡Ó≤Ú≠≤Þ≤› ¸⌠

@Ł¸ŁÚť≡©ú‹ Óú≈ø› ^≡©„Ł÷Æ®ú÷ú› ©≤≠©ú÷≤≡ú› Æ≡≤aŚ©≤› ©½®½≈ ú≈ ¸ú≈ ≈ ø≡©„¸^ ¸ ╒≤aæ≤©¸≈Þ≤≡ÓúÚ¸› ≤Ú ≡≈' ≤≡Θ≈ Ó÷ú½≠ √≈≤≡≤Þú÷Łú¸≈ ø≡√≈ø√ ╒©„¸^ ¸≡©√ú› › ≤÷ ≡æ„Ú≠ ≈ ÓÚ¸Þ≤‹ ≤› ¸^≡≈ ≡©„› Þ≤Ú ≈¸› ≡≤aŚ©≤› ©½⌠

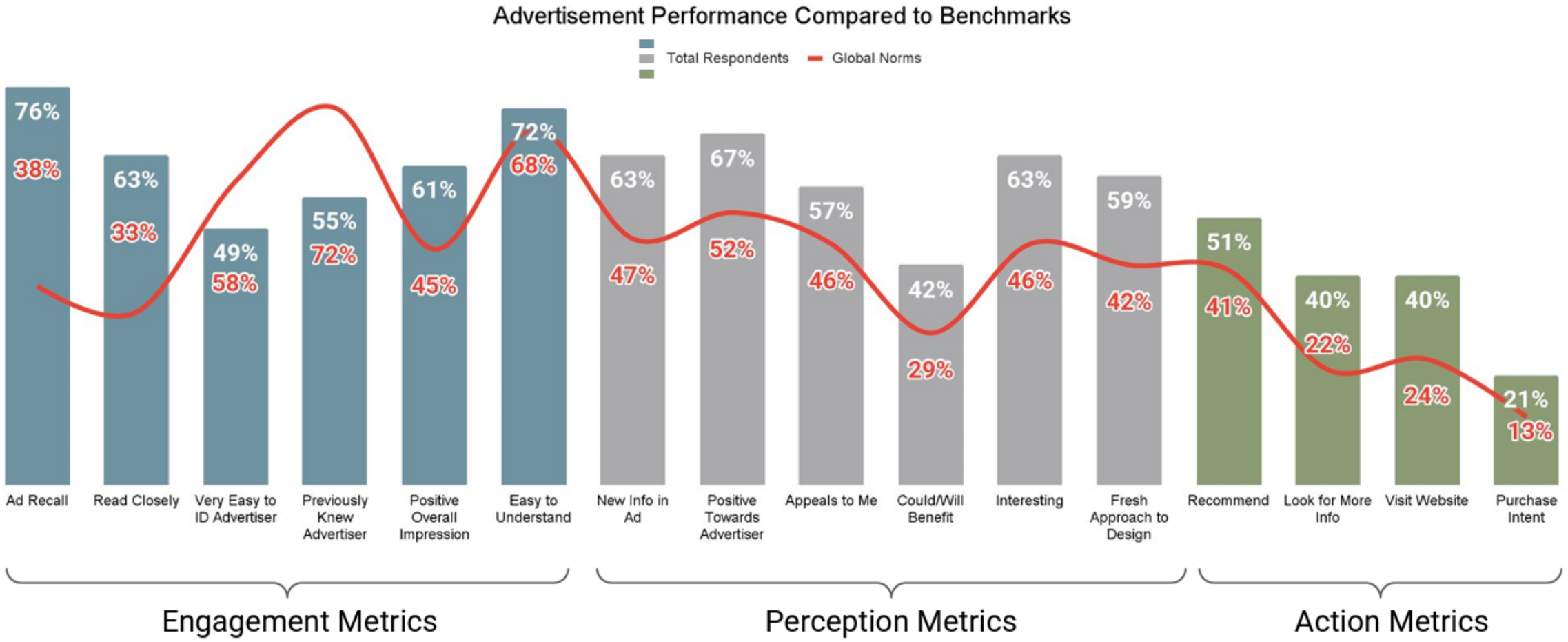
*Represents Opens for Email Newsletter, not Impressions
**NPR unavailable in GA4 Data
Key Events include: Purchase, File Download, Publication Request, Newsletter Registration, Social Share, Business Listing View, Contact Form Submit, and more.

© RISE AND SHINE AND PARTNERS 2025

Awareness

Almost All Metrics Exceed Benchmarks

Ad outperforms benchmarks by an average of 12 pts. Top performers include Ad Recall (+38 pts.), Read Closely (+30 pts.), and Look for More Info (+18 pts.)



Base read issue on 1/28/2025 n=133, base ad recall: n=101; score of 7-10 on 10 point scale for all metrics except ad recall which is a yes/no question and very easy to ID advertiser which is 9-10 on 10 point scale. Medians based on: Global digital Travel, Tourism, Transport & Distribution ads (10), running from 2015-2025 in 281 ads, 72K respondents.

smartbrief newsletters

Consideration

SUMMARY

19%
Recalled the ads

+81%
Uplift in consideration of Minnesota for business

#1
Minnesota was the top choice for exposed respondents to locate a business

29%
Likely to consider Minnesota as a business location

+79%
Uplift in Minnesota as "thriving"

+141%
Uplift in Minnesota as "industry-leading"

19

Survey reactions: Positive commentary/ sentiment, stating the campaign was "enticing," left a "positive feeling about doing business in that state," or affirmed their already "favorable view of Minnesota."

*We will share full results in the appendix after the meeting.

EXPLORE MINNESOTA

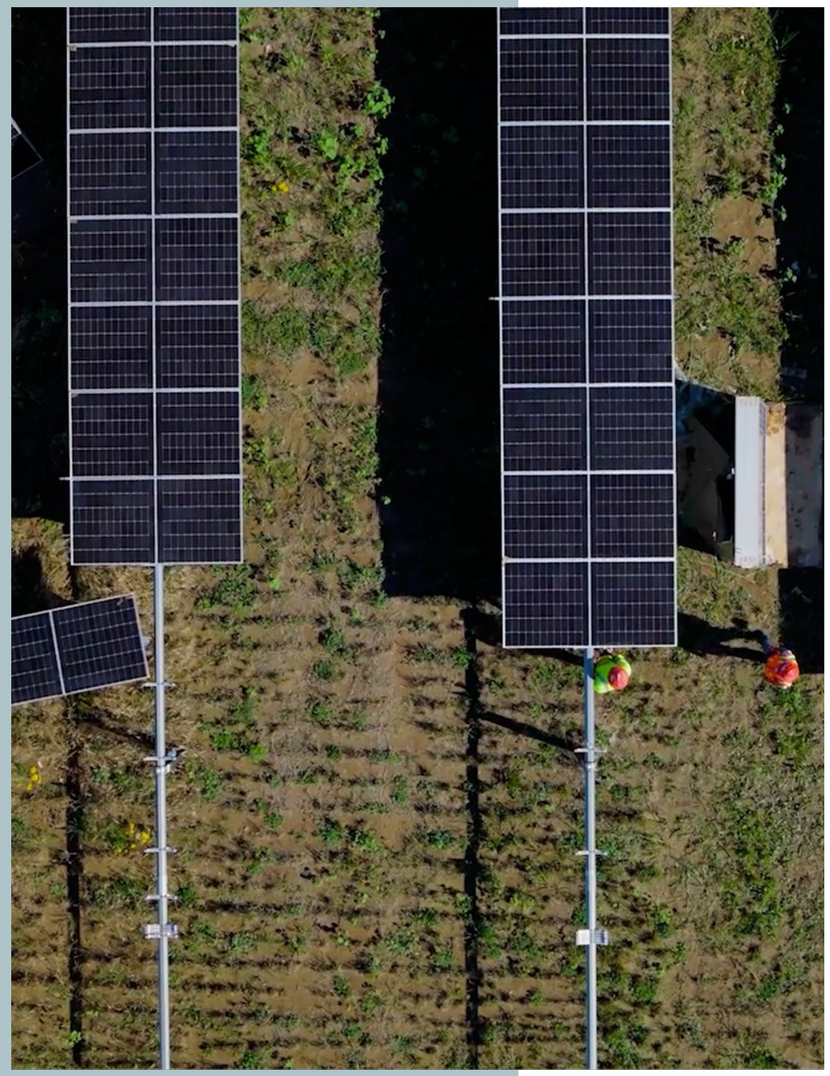
Business Attraction Campaign Key Learnings

mÚ¸øÚú‹ ‹ ú¸≈©	mŁ®≈≈ √≤Ú⅜ ≈Ú⅜©¸	\ ú¸≈Þ≤≡▒≡ ≤úÚ©√	t „©≈ú÷
@¸©Ł^≡¸› ≡√≈ø√≡Þ„ ÷Ł‹ ≤⅜©¸^¸≡ ≤aŚ©≈≤› ¸≡ÓÚ¸øÚú‹ ‹ ú¸≈©≡ ≈ Þ≤› ¸„Ú½®½≡ÓÚ⅜¸Ú⅜¸≡≈ø≡ ÓÚ¸øÚú‹ ‹ ú¸≈©≡Æ≈ Ó÷ú½≡ú› Æ≡ Þ≈Æ≤„≡þ √≈≤≡≈ ¸Ú¸ÆŁ©≈ø≡ ©Ú⅜ú¸≈Þ≤≡ú› Æ≡ê≡ „Ó¸≈ ≡≈ú¸≈¸› ^≡¸„≡≈ ÓÚ¸Þ≤≡ Ó¸^¸≡©≈©≡≤› øúø≤‹ ≤› ¸⌠	~^≤≡ÓÚ⅜‹ ≈Ł‹ ≡ÓŁ®≈≈ √≤Ú≡ ^¸Úú¸≤ø≈©ú÷½æ¸Ú≡®Úú› Æ≡ Ó„^≈¸≈¸› ≈ ø≡ú› Æ≡√≈ø√≡ÒŁú÷≈¸½≡ ≤› øúø≤‹ ≤› ¸≡Úú¸√≤Ú⅜¸√ú› ≡ Þ„ ÷Ł‹ ≤≡ÆÚÞ≈ø≡ø„ú÷⌠	p≤úˆˆ≤ˆˆ≡¸þ ⌡Ó≤Úæ¸Ú ≈ø≡ ©√ú› › ≤÷≡≈≤≡ ú¸≈Þ„≡ú› Æ≡ A„„ø÷≤≡4[⅜≤≈¸√≤Ú⅜¸√Ú¸ŁØ√≡ „Ó¸≈ ≡ú¸≈¸› ≡¸≤^¸≈ø≡¸Ú⅜ Ú⅜ú÷¸©ú¸≈ø≡®ŁÆø≤¸≡¸„≡ √≈ø√≤Ú⌡Ó≤Úæ¸Ú ≈ø≡ÓúÚ¸› ≤Ú⌠	p≤Ś› ≤≡„©≈ú≡≈ ≤Æú≡ ≈ Þ≤^¸‹ ≤› ¸≡®½≈ úÚÚ¸þ ≈ø≡ ¸úÚø≤¸≈ø≡¸› ≡Ł≈ ‘ ≤ÆG≡¸„≡ Ú⅜ÆŁ©≤≡©¸„^¸≡Ó≤Úæú©¸≈¸› ≡þ √≈≤≡ ‹ ú≈ ¸ú≈ ≈ø≡≤› øúø≤‹ ≤› ¸≡ ÒŁú÷≈¸½⌠

© RISE AND SHINE AND PARTNERS 2025

EMN & DEED Alignment and Recommendations for FY2026 Business Attraction Work

explore minnesota



priorities discussed

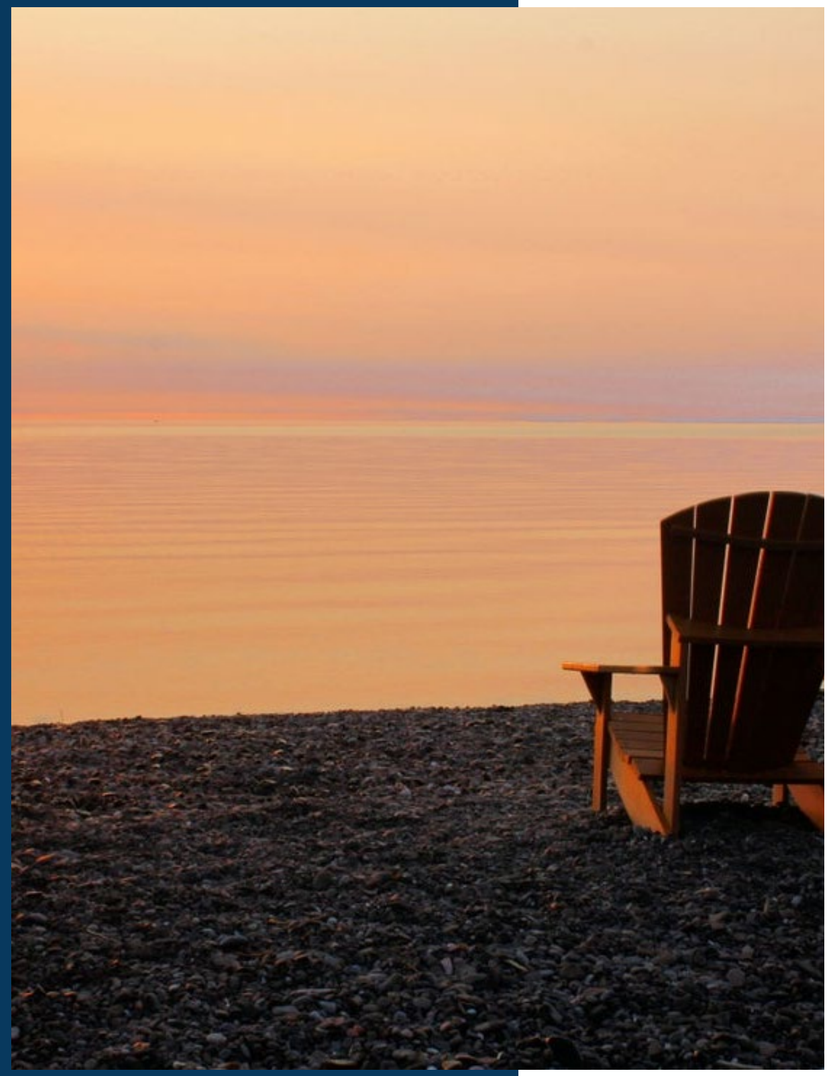
- ã ≤®≡©,, › ¸≤› ¸≡⅛≈ ≡ÓÚ,øÚ≤^ ^ ╙
  - ŁÆ≤,≈ ø≈ › ∫ø,, Þ≈Æ≤≤Æ≈Æ,, ®Ł^ ≈ ≤^ ^
  - p≤≈úŁ› ©√≈ ø≈ ≤þ ≡©,, › ¸≤› ¸≡®½≈≤› Æ≤,, æ≤ √≤≡⅟≤úÚ
  - t Ł› ^ ≤, ¸ ≈ ø≡ÚúŁ› ©√[\ ∫©,, ‹ ≡⅛æ,, ÷Æ› ø≈≈ ¸,, ≡ ≈Æ,, ®Ł^ ≈ ≤^ ^ ╙
  - ≈ø› ≈ ø≡0 440 ≡ú› Æ≡4[\ ≡þ ≤®≡ú^ ^ ≤, ^
- [≤^ ^ úø≈ ø≡ú≈ø› ‹ ≤› ¸≡⅛≈ ≡ÓÚ,øÚ≤^ ^ ╙
  - 0 440 ≡úŁ› ©√≤Æ≡* Ł^ ≈ ≤^ ^ ≡0 ≤Þ ∫≈ ≤þ ^ ≤, ¸ ≤Ú≡⅛ú≈ø› ≈ ø≡ ÷,,, ‘ ≡ú› Æ≡æ≤≤≡þ ≈,√≡©ú‹ Óú≈ø› ╙
  - 4[\ ≡©Ú≤ú¸≈ ø≈ZÚúÆ≤≡ √,, þ ≡z,,,, ÷ ≈,≡æ,Ú≤,,Ł¸ ╓,, æ╓ ¸ú¸≤≡ ≤Þ≤› ¸≡ úÚ≤¸≈ ø≡⅛ú≈ø› ≈ ø≡®Úú› Æ≡ ¸ú› ÆúÚÆ ≡ú› Æ≡ ‹ ≤^ ^ úø≈ ø ╙
- mŁ®≈©≡Ú≤≡ú¸≈,› ^ ≡⅛ Ůåť ůź ╙≡
  - 0 440 ≡©,, › ^ Ł÷,≈ ø≡,, › ≡4[\ ≡mp≡úø≤› ©½≡ÓÚ≤,, Ú≤,≈≤^
- ÆÞ≤Ú,≈ ≈ ø≡⅛ ů≡ůť ůź ╙≡ ‹ ú÷≡Ó,, ^ ^ ≈®≤≡®ŁÆø≤¸

Workshop: FY2026 Paid Marketing Spend for Workforce Attraction

explore MINNESOTA

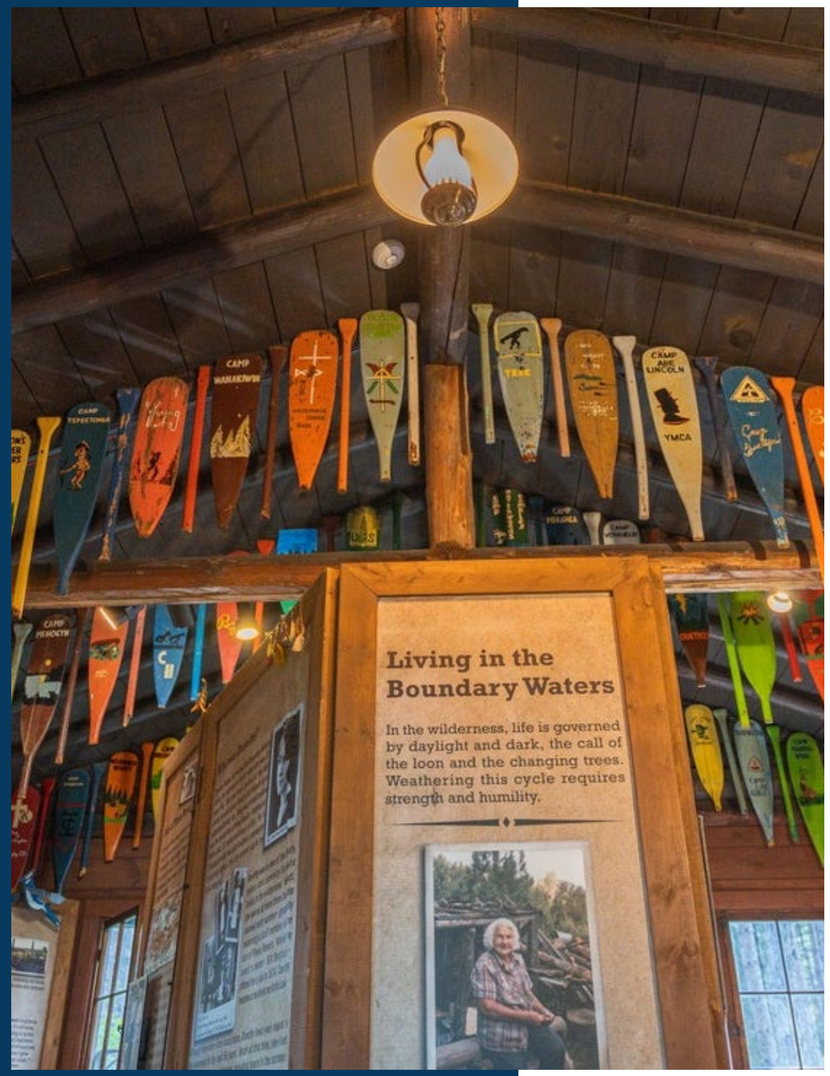
ideas

- **Mini recruitment awareness campaign** – drive awareness for EMN resources in-state with recruiters/talent acquisition pros
- Other ideas? Orgs to partner with? Events to attend?



council seats open

- [≈› ≤ˆ „¸úÊZÚ®ú¬U≤úÆ≤Ú √ÓÊp≤ÓÚ≤ˆ ≤› ¸ú¸Þ≤
- [≈› ≤ˆ „¸ú╩4¸√› ≈©⊨ √ú‹ ®≤Ú ≡„æ⊨ „‹ ‹ ≤Ú©≤≡ U≤úÆ≤Ú √ÓÊp≤ÓÚ≤ˆ ≤› ¸ú¸Þ≤



2026 council meeting schedule

- Rú› ŁúÚ½ź ĵłłať ůź ≡ ≡ů ú‹
- ÓÚ≠łł ĵłłať ůź ≡ ≡ů ú‹
- RŁ÷½łź ĵłłať ůź ≡ ≡ů ú‹
- b ©¸„ ®≤Úźź ĵłłať ůź ≡ ≡ů ú‹

thank you!
EXPLORE MINNESOTA
star of the north