



ANNUAL REPORT  OUR YEAR
 city center 2010
PARTNERSHIP

WHAT IS THE CITY CENTER?



The City Center encompasses the center core of Mankato and North Mankato and is made up of a unique blend of commercial and residential areas, defined by eight districts. This geographical hub is important to the overall characteristic, economy and livability of our region.

- P PARKING
- 📍 MARKET CENTER
- 🏠 RESIDENTIAL
- 6 ARTS & HISTORIC
- ★ E-DISTRICT

**2010 CITY CENTER PARTNERSHIP
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Immanuel St. Joseph's - Mayo Health System

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City of North Mankato

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US Bank

Anna Thill
Greater Mankato Convention & Visitors Bureau

Jonathan Zierdt
Greater Mankato Growth, Inc.



PARTNERSHIP

OUR MISSION

is to serve as a catalyst for development of the City Center that supports private-public investment in City Center projects, programs and initiatives that attract a greater number of customers, employees, and residents to the City Center.

OUR VISION

is a vibrant City Center in Mankato and North Mankato that exemplifies the vitality of our region, attracts visitors, residents, businesses and investment (tax base).

OUR PARTNERSHIP

The City Center Partnership is a private-public partnership that began in 2008, with a group of committed City Center stakeholders that created a vision, mission and strategic plan for the City Center. The City of Mankato, City of North Mankato and Greater Mankato Growth have committed annual financial and staff resources to the Partnership. There are also more than 120 individuals, businesses and organizations currently involved with the partnership including Invested Partners who provide financial support, a committed City Center Partnership Council and three working committees.

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A YEAR IN REVIEW

FROM THE CHAIR

2010 has been an exciting year in which the City Center Partnership's (CCP) start-up and development efforts have proudly shown significant and tangible results. While the end result from the state capitol was not what we'd all hoped for, the CCP's efforts to support and assist in advocating for Civic Center expansion funding gave us valuable experience, and the confidence to undertake similar efforts in the future.

We also successfully exceeded a goal of soliciting \$25,000 in private investments from nearly 60 partners, which enabled the CCP to hire Eric Harriman as the organization's Executive Coordinator. The CCP's various committees have continued progress on goals set in our strategic plan. In 2010, these efforts included: a second year of hosting the Alive After Five events in September; providing volunteer support to the CVB for the first annual Mankato Marathon; recruiting volunteers to tend City Center flower planters; establishing a set of advocacy guidelines and an advocacy committee; commissioning a demographic study of businesses and employees in the City Center; establishing an awards program and giving awards to construction and design projects within the City Center; and hosting City Center Partnership membership socials at various City Center venues.

The most notable and exciting program developed this year is the inaugural City Art Walking Sculpture Tour to begin in May 2011, funded by a combination of public and private commitments, with nearly \$50,000 in funding from private entities and individuals.

Andrew Willaert
Chair
City Center Partnership

2010 PARTNERSHIP INVESTORS

Gold Level Partners

Gislasen & Hunter, LLP
Stifel Nicolaus & Company

Silver Level Partners

Atwood Property Management
Brennan Companies
Coldwell Banker Commercial Fisher Group
Greater Mankato Convention & Visitors Bureau
HickoryTech
Hilton Garden Inn
I & S Group
James R. Weir Insurance Agency
Paulsen Architects
Pub 500
United Prairie Bank
US Bank

Bronze Level Partners

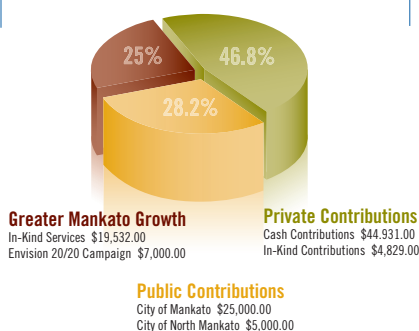
Dotson Company
Frentz Construction
The Free Press
LarsonAllen
Leonard Street and Deinard
The Loose Moose Saloon & Conference Center
Mankato Independent Originals
McClure Agency
MinnStar Bank
Pagliai's Pizza
Quest Marketing
Red Door Creative
Schwickert's
TCF Bank
Voyager Bank

Basic Level Partners

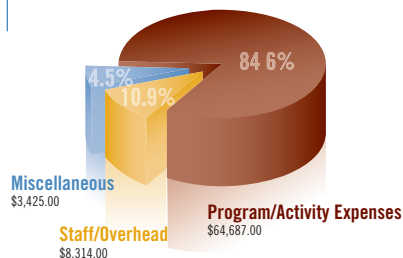
A+ Systems Center
Blue Earth County Historical Society
Buffalo Wild Wings
Carlson-Tillisch Eye Clinic & Eyewear Gallery
Coulter, Schmidt, Klein, Private Wealth Advisors
Denco Lighting
Employee Benefits & Insurance Services
Event Decor & More / Events & Expos
Kato Glass, Inc.
Kato Moving and Storage
Lime Valley Advertising
Mankato Area Foundation
Matt J. Graif Clothing Store
Olives
Pathstone Living
Pins & Needles Alterations
PresenceMaker
Promotions 2000
RedSky Lounge
Ridley
Rick & Stacey Straka
Spinners Bar and Grill
Snell Motors
Southern MN Orthodontics PA
Twin Rivers Council for the Arts
Vowed In Elegance
Voyager Web
YWCA

FINANCES

REVENUES



EXPENSES



PUBLIC POLICY

The plight of local and state funding consistently serves as a reminder to the City Center Partnership that collaboration and private investment will continue to drive the City Center Renaissance Plan forward. By working to keep stakeholders engaged and advised on public policies that will impact the City Center's business interest, the Partnership remains committed to building strong relationships with private and public sector representatives to ensure our City Center's vitality.

PERFORMING ARTS CENTER

The City Center Partnership played a lead role in recruiting support and communicating to local and state wide audiences the importance of Greater Mankato being able to provide facilities to meet the current and future needs of our growing regional center and ultimately result in economic impact for our City Center businesses. The Partnership continues to support the expansion of the Verizon Wireless Center and the remodel of All Seasons Arena.

In the Greater Mankato trade market area, the Verizon Wireless Center draws 207,000 visitors yearly and generates an economic impact of over \$20 million a year. This is equivalent to \$55,000 a day. There is potential additional annual economic impact of \$7.6 million and 54,000 visitors annually with the expansion of the facility. This will increase the daily economic impact from \$55,000 to \$78,000.

This initiative is an ongoing effort that began in 2008. City Center Partnership representatives worked through the planning and design phase of the Verizon Wireless Center and All Seasons Arena remodel by working on both facility design taskforces with other public and private stakeholders to determine requirements and needs. In 2009, preliminary designs were developed using local dollars after the Governor line item vetoed planning dollars.

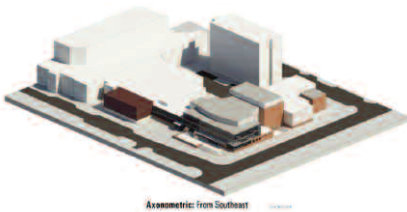
The total project cost is estimated at \$30 million. In 2010, the City of Mankato requested \$13.9 million in state bonding dollars with the remainder being funded with existing local option sales tax. The Governor line item vetoed the Mankato expansion and remodel dollars in the 2010 bonding bill.

The Partnership continues to support this initiative because the project will:

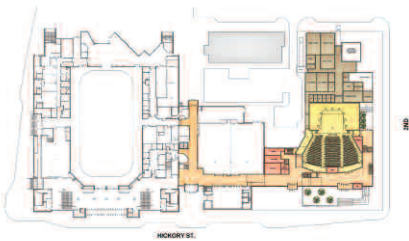
- increase facility use and result in approximately \$27.6 million economic impact annually
- create 250 construction jobs equaling \$84 million in economic impact
- provide a venue for performing arts events
- benefit taxpayers by maximizing use of existing multi-use facilities and expanding current facilities to meet current and future needs of our growing region
- serve as a model of positive resource sharing and collaboration

GREATER MANKATO DAY AT THE CAPITAL

The City Center Partnership participated in the first ever Greater Mankato Day at the Capital in February 2010 when over 150 people from Greater Mankato converged on the Capital to meet with representatives and senators to build support for local initiatives. In addition to the visit to the Capital, Greater Mankato Growth hosted a reception at the Hilton Garden Inn in St. Paul where the Partnership had a display to communicate its mission and vision to attendees as well as display the hundreds of letters received in support of the Verizon Wireless Center Expansion and All Seasons Arena Remodel. The goal of the days' events was to inform state officials about the growth in our area and the expanse of our economic impact as an important regional center.



Axonometric from Southeast



HOKORVSE

Architectural renderings and drawings supplied by Paulsen Architects and RSP Architects.

BEAUTIFICATION

Beautification of our City Center is a top priority of the City Center Partnerships strategic plan. This past year, the Aesthetics & Livability Committee launched three new programs to enhance our City Center. They include CityDesign Awards of Excellence, Adopt a Planter and CityArt Walking Sculpture Tour. The commitment of our City Center's individual property owners, along with the collaboration of public entities, has made for an ideal environment to promote a beautiful, vibrant core for our city.

CITYDESIGN AWARD OF EXCELLENCE

The first CityDesign Awards of Excellence were awarded in November 2010 by the City Center Partnership. The award acknowledges those who make outstanding contributions to commercial, industrial, retail and hospitality City Center spaces and promotes exemplary design and improvements by the private sector, consistent with the Partnership's mission. This years awards include:

Graif Building

Renovation \$1-3 million

Hilton Garden Inn & Suites

New Construction over \$5 million

MinnStar Bank

New Construction \$2-5 million

Number 4 American Bar & Kitchen

Renovation under \$1 million

The Pita Pit

Downtown Detail

Two Rivers Place

Façade Improvement



ADOPT A PLANTER

The City Center Partnership's Adopt a Planter program is a successful example of government, businesses and volunteers working together to enhance our City Center. In the spring of 2010, the City of Mankato installed and planted 15 planters throughout the City Center that were adopted by adjacent private businesses. Those adopting businesses maintained the planters throughout the summer. An additional 15 planters are planned for the spring of 2011.

CITYART WALKING SCULPTURE TOUR

The CityArt Walking Sculpture Tour is a rotating, year-round, outdoor exhibit that includes all styles, types, materials and sizes of sculptures from a broad range of local, regional and national artists. CityArt is a collaborative project of the City Center Partnership and Twin Rivers Council for the Arts with support of the Cities of Mankato and North Mankato as well as corporate sponsors. The inaugural CityArt Walking Sculpture Tour is scheduled for installation in May 2011 and will include twenty five sculptures located in the core blocks of Mankato and along Belgrade Avenue in North Mankato. CityArt sculptures are on loan from the artists and prizes for Best-In-Show and People's Choice will be awarded. The People's Choice sculpture will be purchased each year for permanent installation within the City Center.

TRADE & TRAFFIC



With a primary focus on branding the City Center, as well as to driving foot traffic thereby increasing sales, the City Center Partnership's marketing efforts were dedicated at a number of key strategies to serve all goals in 2010.

2010 COOPERATIVE MARKETING PARTNERS

101 Main Restaurant
 Americlean Dry Cleaners
 Blue Earth County Historical Society
 Buffalo Wild Wings
 Cactus Tattoo
 Champlin Auto Wash
 Community Education and Recreation
 Computer Technology Services (CTS)
 Dailey Auction Services
 Denco Lighting
 Dino's Pizzeria
 Euphoria Massage
 Events & Expos
 Greater Mankato Diversity Council
 HickoryTech
 Kato Glass
 Kay Miller Massage
 Little Stars Early Learning Center
 Mane Event Salon & Boutique
 Mary Lue's Yarn & Ewe
 Matt J. Graif Clothing
 Merely Players
 MinnStar Bank
 Number 4 American Bar & Kitchen
 Olives
 Pagliai's Pizza
 Papa John's
 Pathstone Living
 Pins & Needles Alterations
 PresenceMaker
 Pro-Formance Realty
 Pub 500
 RedSky Lounge
 RiverValley Dental
 Snell Quick Lube
 Spinners Bar & Grill
 Sweet Peas
 The Loose Moose Saloon & Conference Center
 The Neighbor's Italian Bistro
 The Underground Bar & Grill
 Toppers Pizza
 Verizon Wireless Center
 VoyageurWeb
 YMCA

COOPERATIVE EFFORTS



CO OP AND OUTDOOR ADVERTISING

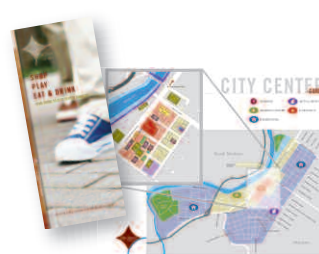
A great example of collaboration, the City Center Partnership produced multiple cooperative print advertisements and offered City Center hospitality businesses the opportunity to participate in an outdoor campaign. Seven billboards were seen throughout Greater Mankato directing citizens and visitors to Eat & Drink in our City Center.



COUPON BOOK & SHEETS

Used to generate additional marketing dollars and support a local non-profit group, the Partnership sold 500 coupon books in 2010. This valuable book held over \$600 worth of savings at City Center businesses. Also produced was a cooperative coupon sheet that was distributed to marathon participants, visitors and convention attendees throughout the year.

COMMUNICATIONS AND OUTREACH



SHOP, PLAY, EAT BROCHURE

Developed as a useful tool for both visiting and local shoppers, this brochure provides information for all retail and hospitality businesses as well as entertainment locations within the City Center.



WEBSITE & BUSINESS DIRECTORY

The City Center Partnership launched its first website in January of 2010. It incorporates valuable visitor and economic development information as well as an events calendar that links to *GreaterMankatoEvents.com*. The site also features a business directory that lists every business in the City Centers of Mankato and North Mankato. Site users can browse the directory by category or easily find a business with the internal search feature. Many of the small businesses in the City Center do not have a web presence and this highly searchable directory is now bringing them new exposure opportunities.



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growth