



Walk with us.
BECOMING A CITY CENTER PARTNER



What is the 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.



WHY DO WE NEED YOU?

City Center Partners are needed to invest and participate in efforts that enhance the vitality of our community's center. The only way to successfully accomplish our strategic goals, is to tap into the talents and financial support of those who care about the City Center's past, present and future. Human and financial resources are needed for economic development, marketing strategies and coordination of these efforts.

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 GUIDING PRINCIPLES

- We support the City Center Renaissance Plan and are a catalyst for its implementation.
- We support the implementation of the Envision 2020 plan and the Arts, Cultural & Community Enhancement Plan.
- We support private-public partnerships, which advance the revitalization of the City Center.
- We will advocate and participate in City Center projects, programs and initiatives.
- We will market, promote and support our City Center brand and our City Center businesses and property owners to the best of our ability.
- We will find appropriate ways to support developers interested in investing in the City Center, as well as business and residents interested in locating to the City Center.
- We will obtain the support of the regional business community and the community at-large in supporting a vital City Center.
- We will educate, inform, promote, market and advocate in support of our City Center.
- We will develop capital and operational funding sources needed to fulfill our mission and achieve our vision.

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.



What Do We Do?

As promoters, recruiters and advocates for City Center Mankato, the City Center Partnership works in conjunction with its businesses and citizens to find opportunities and solutions to keep our City Center vibrant and prosperous. The Partnership offers its investors promotional and networking opportunities while fostering sustainable economic growth. We invite you to learn more about the City Center Partnership and begin investing in an enhanced City Center Mankato today.

ECONOMIC DEVELOPMENT

Sustained economic growth can provide income for our local labor market, worthwhile opportunities for our businesses and tax revenues for the infrastructure we desire and need. The Partnership's Business Development and Retention Committee focuses on creating & fostering that sustainable economic growth for our City Center and the region. They work gathering and publishing market data and trends, promoting incentives and recruiting public and private sector investment to support new and expanding businesses within our City Center.

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.

BEAUTIFICATION

Beautification of our City Center is a top priority of the City Center Partnerships strategic plan. Our Aesthetics & Livability Committee supports three programs that 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.

MARKETING AND PROMOTIONS

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 continue to grow and change with the development of the economy. Past marketing efforts have included cooperative advertising opportunities for our City Center businesses, website and business directory development, City Center informational brochures and event materials.

COOPERATIVE EFFORTS



COMMUNICATIONS AND OUTREACH



CO OP AND OUTDOOR ADVERTISING

A great example of collaboration, the City Center Partnership produces multiple cooperative print advertisements and offers City Center hospitality businesses the opportunity to participate in an outdoor campaign.



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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