

# GSDC SPOTLIGHT



In Q3 2024, we made great strides in enhancing Business Vitality, expanding Talent Resourcing, boosting Regional Promotion, and improving Quality of Life in the Greater St. Cloud region!

QUARTERLY



## BUSINESS VITALITY

- Supported the City of Sartell to attract Niron Magnetics, a leader in creating rare earth-free permanent magnets, as the site for its multi-phase manufacturing facility after evaluating over 75 locations. The first phase of the project will include a 150,000 sq. ft. facility (estimated cost \$40M) and is expected to create 175 new jobs, with groundbreaking set for Spring 2025.
- Conducted 26 business expansion and retention visits.
- Hosted the first FastLane94 BarCamp with more than 25 attendees participating.
- Opened the Entrepreneur Resource Library at ILT Studios.
- Supported 4 business attraction and 5 expansion projects.

**NEW** *The House Food & Tap and Eminent Coffee Roasters, both Thrive MN coaching clients, broke ground in St. Joseph.*



## TALENT RESOURCING

- Assisted St. Cloud Area School District 742 in developing Future100, an initiative aimed at ensuring that every high school senior graduates with a clear post-graduation plan.
- Organized and led the Career and College Readiness "Gathering the Village" discussion focused on the importance of mentorship.

**NEW** *Kicked off the first session of our 5-part Elevate Your Workspace webinar series, with over 40 attendees participating.*



## REGIONAL PROMOTION

- Delivered 19 presentations to 1,030 attendees.
- Published 3 Developing News newsletters with an average open rate of 31%, surpassing the industry norm of 20-30%.
- Published 174 Facebook posts, achieving over 48K impressions and nearly 1K interactions.
- Executed 21 MPR web ads, delivering 73K impressions and 65 ad clicks.

**NEW** *Wrapped filming on "Your Future Shines in Greater St. Cloud" - a regional talent attraction campaign set to launch in Q4 via The Minnesota Star Tribune.*



## QUALITY OF LIFE

- Recalibrating a downtown St. Cloud business enhancement effort via the Mayor's Downtown Task Force.
- Partnering with United Way to identify opportunities to increase child care opportunities for parents and providers enabling increased workforce for the child care industry and our employers.

**NEW** *Established partnership with SCSU to provide economic impact analysis via IMPLAN to regional partners.*

TRACKING KEY ACCOMPLISHMENTS (JULY 1 - SEPT. 30, 2024)