



# GSDC SPOTLIGHT



QUARTERLY

In Q4 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!



## BUSINESS VITALITY

- Conducted 30 business expansion and retention visits.
- Supported 5 business attraction and 3 expansion projects.
- Added 5 early stage clients and 3 growth/mature clients to Thrive MN program.

**NEW** *Launched the six-part Startup Webinar Series with Fastlane 94, providing entrepreneurs with key resources and insights to take their business to the next level.*



## TALENT RESOURCING

- Partnered with SCTCC to showcase robotics programs and engagement opportunities with area employers.
- Supported EPIC Career Exploration Day, welcoming 4,200 students from 41 districts for interactive activities with 150 employers

**NEW** *Joined District 742 Superintendent Laurie Putnam at the College Board Forum (Austin, TX) and AMSD Conference (Mpls, MN) to highlight employer and community support for youth career exploration.*



## REGIONAL PROMOTION

- Participated in 29 community outreach events, reaching over 1,650 attendees.
- Published 3 Developing News newsletters with an average open rate of 36%, surpassing the industry norm of 20-30%.
- Published 175 Facebook posts and 121 LinkedIn posts, collectively generating over 82K impressions and nearly 2K interactions.
- Launched Big City Talent, Small Town Charm email campaign through The Minnesota Star Tribune generating 464K impressions and 1.4K clicks.

**NEW** *Began pre-production on the "My Town" docuseries, featuring our small communities in a late 2025 episode.*



## QUALITY OF LIFE

- Enlisted the support of the St. Cloud Downtown Alliance to undertake a privatized Business Improvement District to provide safe and clean services beginning in Spring 2025.
- Organized MYALP program promotion, selection process, and applicant materials to identify the region's 2025 MYALP candidates for the May 2025 cohort.
- Shared Child Care benefit options to employers to support talent retention.