



GREATER
ST. CLOUD
DEVELOPMENT CORPORATION

2019 ANNUAL REPORT

OUR FOUR STRATEGIC IMPERATIVES

- 1 ENGAGE LEADERS
- 2 EXPAND TALENT
- 3 GROW BUSINESS
- 4 SHAPE TOMORROW

ENGAGE LEADERS IMPERATIVE:

Bringing community leaders together so their combined thinking and resources have a much greater impact on our region's success than would be possible with only a few people acting alone.

At GSDC, we lead efforts – to convene, align, share and connect – to enable leader engagement that results in dynamic and visionary progress. In 2019, we

- Hosted 3 meetings of all investors and stakeholders, attended by more than 600 people
- Facilitated CEO Roundtable meetings around critical issues
 - Neel Kashkari, Minneapolis Federal Reserve Bank President
 - MSP International Airport executives
 - Steve Grove, MN DEED Commissioner
- Engaged more than 125 investor and partner leaders in our work
- Recruited and selected 10 up-and-coming young leaders to participate in the Harvard-based Young American Leader's Program (YALP). They
 - Joined 40 other young leaders in a robust 3-day "mYALP" workshop focused on American competitiveness, shared prosperity, and cross-sector collaborations.
 - Will apply this knowledge in developing a local initiative to engage young emerging leaders in the GSDC and in businesses and community organizations.

Engage Leaders is one of four strategic imperatives identified by our investors – and the advancement of the other three, Expand Talent, Grow Business and Shape Tomorrow – can only happen with engaged leaders.



Message from:



BRIAN MYRES,
Chair, Board of
Directors

In this 2019 Annual Report we highlight examples of the exciting momentum that has resulted in positive ideas, energy and progress in the past year. If you're reading this, you're a partner in our work in some way. Thank you for your contribution to and ongoing and steadfast support of our initiatives.



PATTI GARTLAND,
President

MEMBERS OF THE mYALP COHORT:

Ryan Cross | BCI
Leslie Dingmann | GSDC
Dan Edelbrock | US Bank
Hudda Ibrahim | Filsan Talent Partners
Karl Nohner | Sauk Rapids-Rice Schools
Marie Philipsen | City of Becker
Clare Richards | Leighton Interactive
Amanda Romaine | GeoComm
Lacey Schirmers | GREAT Theatre
Jonathan Wong | State of MN and
Jugaad Leadership Program

The group is led by Ryan Fitzthum, CH Robinson executive and Sartell Mayor



EXPAND TALENT IMPERATIVE:

Leading the regional effort to invest heavily in retaining, attracting and developing skilled, innovative and diverse people.

Talent initiatives that we've been a part of in 2019 include:

- Sauk Rapids-Rice Schools Business and Industry Summit
- Sartell-St. Stephen High School Teacher Industry Education Tours
- St. Cloud Schools Employer and Community Advisory Council
- VEX Robotics Program
- St. Cloud Schools Junior High and Elementary Career Days
- United Way/Partner for Student Success
- Childcare Solutions Education Event for Employers
- Age Restriction Barriers Legislative Conversations
- CareerStart of the Boys and Girls Club of Central MN
- WACOSA's Project CONNECT
- Immigrant and Veteran employment events

EPIC (Exploring Potential Interests and Careers) - Launched in

2019, this community-wide collaborative of business, education, non-profit and government organizations has produced an annual career exploration event that bridges education and industry for high school students in Central Minnesota.

- EPIC 2019 Participation: 100 employers, 2,300 students, 24 regional schools
- EPIC 2020 Participation: 129 employers, 3,500 students, 29 regional schools

Our GSDC contribution to these and other regional talent initiatives demonstrates our commitment to retaining, developing and attracting a workforce that serves the needs and exceeds the expectations of our investor employers and the region at large.

It is imperative for business and community leaders to connect with schools in order to collaborate and prepare for an ever changing job market. The GSDC has been instrumental in bringing area school districts and the local business community together to forge strong partnerships.

AARON SINCLAIR,

Superintendent, Sauk Rapids-Rice Public Schools

GROW BUSINESS IMPERATIVE:

Creating economic development strategies, harnessing resources and providing comprehensive, tactical assistance in starting, retaining, expanding and attracting strong businesses.

Business Startup and Entrepreneurial Ecosystem
Our efforts in 2019 resulted in:

- The expansion of a nationally ranked startup accelerator, gener8tor, into our St. Cloud region and greater Minnesota with their gBETA and gALPHA programs.
- A \$60,000 Launch Minnesota grant for expanded gener8tor programming, networking systems for entrepreneurs, an expanded Startup School, and two upcoming entrepreneurship and innovation conferences.

I often refer to Central McGowan as a 70-plus-year-old startup. GSDC's strategic imperative of growing business is critical to ensuring the vitality of our region and fostering the entrepreneurial spirit and vision of companies like ours. We view GSDC as a key partner and resource today and in the future.

JOE FRANCIS,

Central McGowan, CEO/President & 3rd Generation Leader

Our work in business retention and expansion has also paid big resource procurement dividends for our region.

In 2019, we were able to assist with the procurement of \$7.1 million to fund the growth of 18 local entities, including:

- The City of St. Joseph, for infrastructure in a new industrial park.
- Toppan Merrill, a multi-national company, expansion in Sartell.
- Blattner Energy's state-of-the-art training and development facility at their national headquarters in Avon.
- Central McGowan's robotics operations expansions.



These efforts also included supporting Sherburne County and the City of Becker in the development of a Google call center in Becker, a project which is ongoing in 2020.

Since 2012 we have presented a total of 26 GSDC Innovation Awards to for-profit companies and non-profit organizations. The 2019 recipients were:

- Community Action Team (non-profit) – a multi-agency approach to working with active utilizers of social services in the community
- Neighbors to Friends (non-profit) – mobile shower van for the homeless
- Horizon Virtual (for-profit, emerging) – remote telehealth platform
- Central McGowan (for-profit, established) – combining robotics with fixed automation systems

GSDC 2019 GROW BUSINESS METRICS

72 Business Visits

10 Business Attraction Inquiries/Responses

133 Projects in the Pipeline

\$7.1 million Resource Procurement

SHAPE TOMORROW IMPERATIVE:

Developing a brighter future for Greater St. Cloud and its people. We promote our region's many strengths and enhance opportunities for wellness, inclusivity, environmental stewardship, access and more.

The GSDC leads and engages in targeted endeavors that support and foster a healthy, vibrant community that attracts and retains the talent needed to support business growth and expansion.

In 2019 there were several ways in which we contributed to "shaping tomorrow."

■ **JobSpot** - We've created the region's most comprehensive resource for job seekers, featuring local jobs exclusively, at GreaterStCloudJobSpot.com.

■ **St. Cloud Shines** - We launched a digital place-making campaign, which reached over

92 MILLION impressions
in 2019.

Thousands are following St. Cloud Shines on Facebook and Instagram.



■ **Live.greaterstcloud.com Community Portal** - We continue to evolve this one-stop resource for information about our region, and to support employers in their talent retention and attraction efforts.

■ **TEDxStCloud** - For a third year we were a sponsor and supporter of this community event where local speakers shared their passion and perspectives in a TED talk format.

■ **Workplace Well-Being** - A partnership with HealthPartners provides a digital platform used by area employers to support physical and emotional well-being of their workforce and families. At its 2019 launch, 24,000 individuals participated in the platform through employers. Participation is growing as additional employers onboard.

■ **Airport Optimization Planning Study** - Led by GSDC and completed in late 2018 with funding from a \$250,000 grant secured by GSDC. It has resulted in an agreement to create a Regional Air Authority by Benton, Stearns and Sherburne counties, and the City of St. Cloud.



As a lifelong member of the greater St. Cloud community I am well aware of its many assets and high quality of life for individuals, families and businesses. In order to retain and attract top talent each of us needs to be an ambassador for our region. I appreciate that GSDC's initiatives and campaigns, like Shape Tomorrow and St. Cloud Shines, provide us the tools to support our region's vitality. BerganKDV is proud to be a GSDC Investor.

PAUL RADEKE,
Shareholder, BerganKDV

FINANCIALS AND METRICS

CUMULATIVE REVENUES

2011 TO 2019

\$10,122,100

CUMULATIVE EXPENDITURES

2011 TO 2019

\$9,683,897

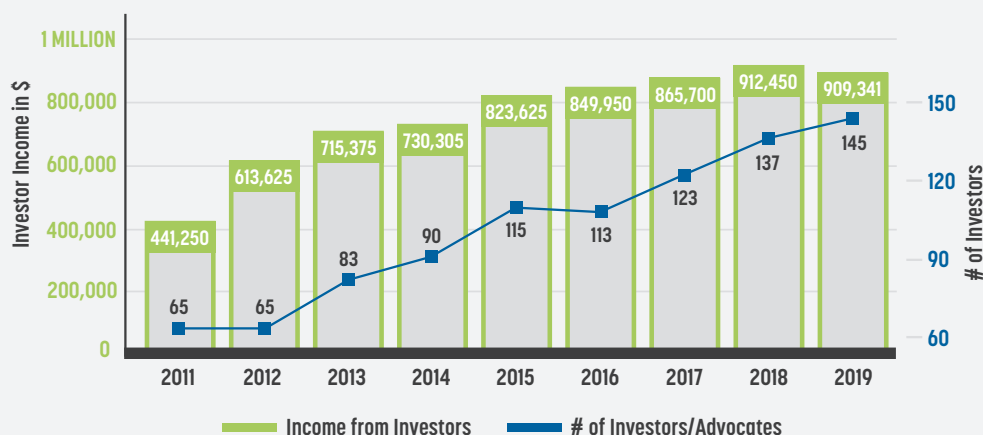


JOBS GAINED

15.6%

Increase in the St. Cloud region, exceeding MN at 14.3% and the US at 12.4%. 2010-2018

INCOME FROM INVESTORS AND NUMBER OF INVESTORS



AVERAGE WEEKLY EARNINGS

28.9%

Increase in the region, compared with 24% in MN and 22.5% nationally. 2010-2018

SOURCES OF INCOME



GDP GROWTH

15.3%

GDP gain in the region, compared to 16.3% MN and 19% US. 2010-2018



INVESTORS

CORPORATE INVESTORS:

Bold denotes founding investor

\$75,000+

CentraCare

\$50,000+

ATS

Coborn's

\$25,000+

Granite Equity Partners

Initiative Foundation

Morgan Family Foundation

Stearns Bank

\$16,000+

Bernick's

Blattner Energy

Bremer Bank

Capital One

CliftonLarsonAllen

Coldspring

DeZURIK

Great River Energy

Microbiologics

Wells Fargo

Xcel Energy

\$10,000+

Kensington Bank

Marco

Pan-O-Gold Baking Co.

Park Industries

PCI

Stearns Electric

St. Cloud State University

US Bank

Wolters Kluwer

\$8,000+

American Heritage Bank

Bank Vista

BCI

Bergan KDV

Bradbury Stamm

Brenny Transportation

Central McGowan

College of Saint Benedict/

Saint John's University

DCI

Falcon National Bank

GATR Volvo

Geo-Comm

Gray Plant Mooty

Grede

Inventure Properties

Knife River

McGough Construction

Miller Auto Center

Minnwest Bank

Moss & Barnett

Quinlivan & Hughes

Rasmussen College

Rice Companies

Rinke Noonan

Schlenner Wenner & Co

Sentry Bank

Simonson Properties

St. Cloud Industrial Products

St. Cloud Opportunities

St. Cloud Refrigeration

St. Cloud Technical and

Community College

St. Cloud Times

Sysco Foodservice

Toppan Merrill

TransUnion

Tri-County Abstract

Viking Coke

W Gohman Construction

Woodcraft

WSB Engineering

\$5,500+

Arvig Communication

Central MN Credit Union

Central MN Community

Foundation

DAYTA Marketing

Fostering LLC

Geringhoff

Granite Logistics

Great North Labs

Mahowald Insurance

Strack Companies

Third Street Brewhouse

CITY & COUNTY CONTRIBUTORS

\$15,000 **Stearns County**

\$10,000 **Benton County**

\$10,000 **Sherburne County**

\$10,000 **Sartell**

\$10,000 **St. Cloud**

\$8,000 **Sauk Rapids**

\$5,000 **St. Joseph**

\$3,000 **Becker**

ADVOCATE INVESTORS:

Bold denotes founding investor

\$2,500+

American Door Works

Central MN Builders Association

DJ Bitzan Jewelers

Ferche Companies

Granite City Real Estate

MN Business Finance Corp

Northwestern Mutual

Rejuv Medical

St. Cloud School District

ISD 742

Sauk Rapids Rice Schools

ISD 47

Trivista Brink Commercial

Real Estate

\$1,000+

Automotive Parts Headquarters

East Central Energy

Filsan Talent Partners

Gate City Bank

Greenfield Communications

JLG Architects

K Johnson Construction

Laraway Financial

Miller Welle Heiser

Myres Consulting LLC

Northland Capital Financial

Palmer Printing

Peters Body Shop

REM Central Lakes

Rick & Helga Bauerly Trust

Rotochopper

Wayne & Juli Schluchter

Short Stop Custom Catering

Spectrum Reach

Wheelock Investment Group

Wilke Sanderson

\$500+

Agency 511

Big Brothers Big Sisters

Blue Moon Design

Boys & Girls Club of Central MN

BMO Bank

Catholic Community Schools

Central MN Mental Health

Center

College of St. Scholastica

Dave Gruenes

Executive Express

Express Employment Services

GREAT Theatre

ILT Studios

Katie Virnig

McDowall Company

Metro Bus

NetVPro

Olympic Village

Pro Staff

Prudential Advisors

Roger Bonn

Stokeswood Enterprises

St. Cloud Area Chamber

of Commerce

St. Cloud Area Planning

Organization

St. Cloud Area Realtors

St. Cloud Downtown Council

Sunset Manufacturing

United Way of Central MN

WACOSA

Wave Marketing

Annual investment classification reflects most current year or the average of cumulative investments over the period of years of engagement with the GSDC.

2019 BOARD OF DIRECTORS

BRIAN MYRES, Chair*, Myres Consulting/CEO
JOAN SCHATZ, Vice Chair*, Park Industries/Co-President
MIKE BLAIR, Treasurer*, CentraCare/CFO
RON BRANDENBURG, Secretary*, Quinlivan & Hughes/Attorney
JEFF GAU*, Marco/CEO
MIKE MARKMAN*, US Bank/Region President
RICK BAUERLY, Granite Equity Partners/Founder and CEO
ANNESA CHEEK, St. Cloud Technical and Community College/President
BRAD GOSKOWICZ, Microbiologics/CEO
KEN HOLMEN, CentraCare/CEO
MARY HINTON, College of Saint Benedict /President
WILLIE JETT, MN ISD 742/Superintendent
PAUL PFEIFFER, ATS/CFO
HEATHER PIEPER-OLSON, College of Saint Benedict/Associate VP
TOM RICKERS, Bremer Bank/President
JOHN TORGERSON, Bernick's/COO
CARYL TURNOW, Central Minnesota Community Foundation/Executive Director
MATT VARILEK, Initiative Foundation/President
ROBBYN WACKER, St. Cloud State University/ President

*denotes Governance Committee member



STAFF

PATTI GARTLAND, President
GAIL CRUIKSHANK, Talent Director
LESLIE DINGMANN, Business Development Director
SONJA GIDLOW, Investor Relations and Communications Director
LARRY HOSCH, Business Development Director

MISSION:

We lead economic development for the benefit of the Greater St. Cloud community.

VISION:

Greater St. Cloud is a growing and vibrant community where talented people choose to live, work, engage and prosper together.

VALUES:

LEADERSHIP We inspire trust.
DIVERSITY We benefit from differences.
COLLABORATION We engage partners.
INTEGRITY We do what we say.
ACCOUNTABILITY We create results.



We provide a wide array of services to support business growth and expansion, including information about and assistance with:

FINANCING

TAXES AND UTILITIES

LAND AND REAL ESTATE

SQUARE FOOTAGE COSTS

LOCAL AND STATE INCENTIVES

WAGES

PROJECTIONS

WORKFORCE/TALENT RESOURCES

CONTACT US TODAY TO DISCUSS HOW WE CAN ASSIST YOU IN MEETING YOUR BUSINESS GOALS.

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[GREATERSTCLOUD .COM](http://GREATERSTCLOUD.COM)

