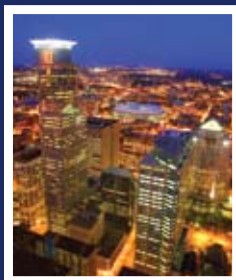


Positively
Minnesota
Marketing Partnership

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A N N U A L R E P O R T 2 0 0 8



Marketing Minnesota

Those of us from Minnesota like to think the state is the best-kept secret around, and with good reason.

By virtually every measure, whether it's the business climate (more *Fortune* 500 companies per capita than anywhere in the country), quality of life (education, parks and recreation) or income (best in the Midwest and 14th nationally), Minnesota and the Twin Cities consistently rank among the best places in the United States to live and work.

But that's the problem with a well-kept secret. Not everybody knows about it. That's why the efforts of the Positively Minnesota Marketing Partnership are more important than ever. As the only statewide group committed to marketing Minnesota, we have a crucial mission of spreading the word that the state has good schools, good workers and a good business environment.

In short, it's our job to sell Minnesota.

We made a lot of progress in the past year, telling our story at major national events like WindPower 2008 in Houston, IAMC Professional Forums in Phoenix and Oklahoma City, the BIO conference in San Diego, and CoreNet Global Summits in San Diego and Orlando.

At BIO alone, the Minnesota delegation had the opportunity to reach more than 20,000 conference attendees from 70 countries and 48 states. Other efforts were on a smaller scale, such as our personal visits to companies to tell executives about the state and what it has to offer.

Those activities add up, and it's gratifying when we see results in places like Faribault, where Moventas plans to hire 100 people at its first U.S. factory, or in Red Wing, where Hydrocontrol is opening a facility that will employ 10 people. At the same time, we're committed to existing companies in the state, focusing on retention and expansion efforts.

The Positively Minnesota Marketing Partnership works because we operate as a team, combining the resources and talents of our public and private partners. Thanks to the efforts of our partners and a solid marketing strategy, good things are happening in Minnesota, even during these challenging economic times.

There is much left to do. Let's keep the momentum going in 2009.

Positively Minnesota Marketing Executive Committee

Kevin McKinnon – Department of Employment and Economic Development

Jo Iverson – Department of Employment and Economic Development

LaDonna Boyd – Dakota Electric Association

Henry Fischer – St. Cloud Area Economic Development Partnership

Jennifer Hawkins – Minnesota Power

Mike Humpal – City of Fairmont

Tom Lambrecht – Great River Energy

Julie Luers – HGA Architects and Engineers

Gary Smith – Rochester Area Economic Development Inc.

Mission and Objective

Mission

The Positively Minnesota Marketing Partnership is an alliance of professionals from around the state who share the goal of promoting Minnesota to real estate executives, site selection consultants and others who influence corporate expansion and relocation decisions.

Objective

The primary focus of the group is to develop a marketing strategy that will build awareness about Minnesota and attract new corporate prospects. The group cultivates relationships that can be developed into business recruitment opportunities that will bring jobs and economic growth to the state.

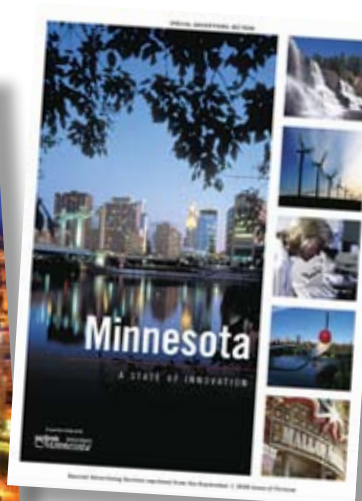
Partnership Events

Major Partnership Events in 2008

April	■ IAMC Professional Forum, Phoenix, AZ	April 19-23
May	■ CoreNet Global Summit, San Diego, CA	May 4-7
June	■ Consultants Forum, Austin, TX ■ WindPower 2008, Houston, TX ■ BIO 2008 – Minnesota Pavilion, San Diego, CA	June 1-3 June 1-4 June 17-20
September	■ IAMC Professional Forum, Oklahoma City, OK	Sept. 13-17
October	■ Medical Design and Manufacturing Show, Minneapolis	Oct. 22-23
November	■ LiveXchange, Huntington Beach, CA ■ CoreNet Global Summit, Orlando, FL	Nov. 9-11 Nov. 9-12
December	■ Consultants Forum, Scottsdale, AZ ■ LifeScience Alley Conference and Expo, Minneapolis	Dec. 7-10 Dec. 10

Partnership Advertising

New Marketing Collateral



Fortune Magazine, September Issue



Initiatives

Shovel Ready:

This is a key new initiative designed to enhance the state's competitive edge in business site location. Shovel ready refers to a site that is considered ready for new business development.



Shovel ready sites that have licenses and permits approved in advance and infrastructure already in place are more likely to attract the interest of companies, enabling them to achieve significant savings in time and money and limit their risk in developing the site.

The Positively Minnesota Marketing Partnership took the lead in developing this program, establishing a task force to examine whether it was feasible to create the initiative in Minnesota. The task drafted a shovel ready application and identified requirements and resources for certifying a site as shovel ready. The task force also evaluated and recommended a consultant for the project.

The program will be rolled out in spring 2009.

Sales and Marketing:

The partnership, working through a variety of channels, organizes and conducts personal visits to corporate decision makers and site selection consultants. These one-on-one meetings are important because they help us to build relationships with executives who are considering expansion projects or relocations. Many are unaware of Minnesota's business climate and economic development programs.

Here are some business development highlights from 2008:

- Identified and met with more than 40 companies that were interested in learning more about Minnesota and the benefits of locating here.
- Identified and met with more than 30 site selection consultants.

MNPRO:

MNPRO, a free online database that lists commercial buildings and land for sale and lease, is available to companies and consultants that are looking for space to expand within the state. The site also includes profiles that contain detailed information about communities and the local economy.



We recognize that online tools for commercial property searches are becoming increasingly popular in the business site location process, and we plan to work with partners in the coming year to make MNPRO a more valuable and useful tool that fits their needs. The site, which can be found at www.mnpro.com, is maintained by the Minnesota Department of Employment and Economic Development.

Communications:

A new newsletter, aimed at those who are interested in Minnesota business developments, is planned in 2009.

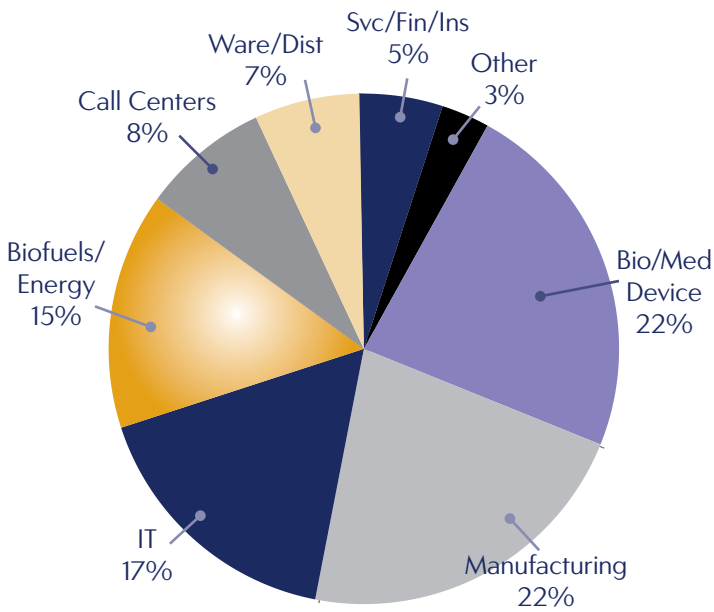
The quarterly publication will focus on Positively Minnesota Marketing Partnership efforts, business incentive programs, success stories, University of Minnesota and MnSCU programs, and other state and local economic development news in the state.



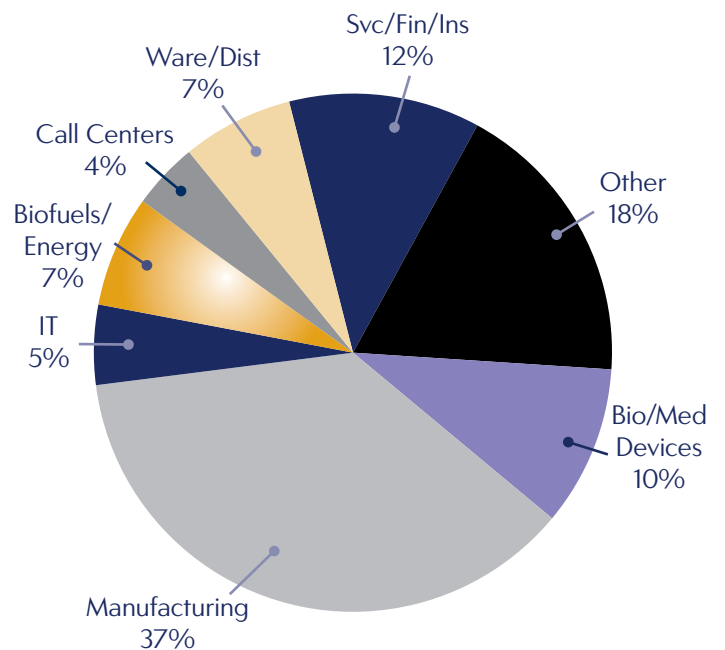
NEW QUALIFIED PROSPECTS FROM OUT OF STATE (2008)

Projects from out of state	59
Investment	\$2.7 billion
Jobs	5,000
Square Footage	4 million

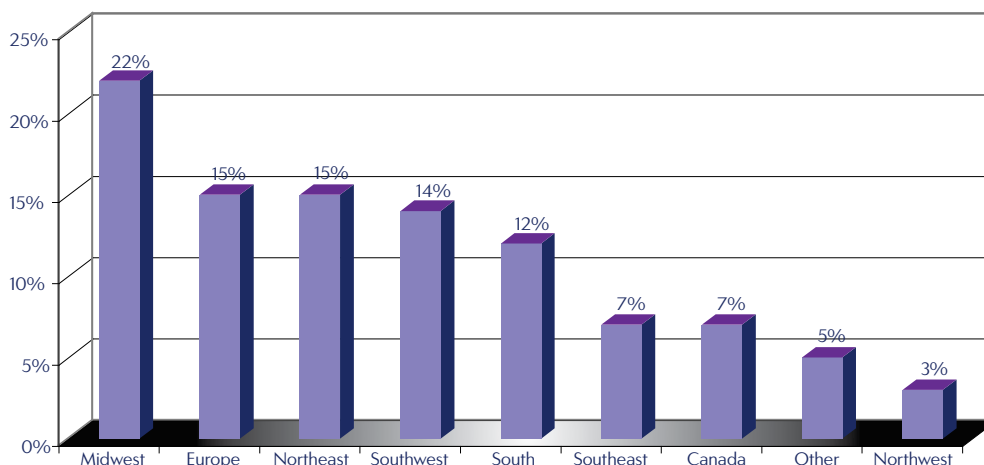
PROSPECTS BY INDUSTRY (2008)



ANNOUNCED EXPANSIONS BY INDUSTRY



US REGION OR COUNTRY OF ORIGIN OUT OF STATE BUSINESS EXPANSION 2008



Looking Ahead to 2009 ...

We have a busy year planned in 2009. The Positively Minnesota Marketing Partnership will participate in major corporate events around the country, including several in our own backyard. We will serve as the host for the Industrial Asset Management Council (IAMC) Fall Professional Forum in September. Minnesota will welcome more than 200 corporate real estate and site location decision makers to this event, which will showcase all that the state has to offer their businesses and clients.

Other major activities will spotlight Minnesota's diverse bioscience industry at the BIO International Convention, promote our growing renewable wind energy industry cluster at WindPower 2009, and highlight Minnesota's business strengths at CoreNet Global Summits.

Another key part of our strategy will be personal visits with key corporate decision makers and with consultants who specialize in making site selections.

The partnership will continue to participate in events and organize activities that offer the greatest opportunities for encouraging business development in Minnesota. The No. 1 priority of our organization is to influence decision makers to consider a Minnesota location.

None of this could happen without a unified effort and resources of our more than 40 partners. The Positively Minnesota Marketing Partnership is administered by the Business Development Office within the Minnesota Department of Employment and Economic Development (DEED).

Thank you to all the partners who make this effort possible.

Major Partnership Events in 2009

April:	■ CoreNet Global Summit, Dallas, TX	April 26-28
May:	■ IAMC Professional Forum, Asheville, NC	May 2-6
	■ WindPower 2009, Chicago, IL	May 4-7
	■ BIO2009, Atlanta, GA	May 17-21
June:	■ Consultants Forum, Louisville, KY	June 1-3
September:	■ IAMC Professional Forum, Minneapolis	September 19-23
October:	■ CoreNet Global Summit, Las Vegas, NV	October 12-14
	■ LiveXchange, Fort Myers, FL	October 18-20
	■ Medical Design and Manufacturing Show, Minneapolis	October 21-22
December:	■ LifeScience Alley Conference and Expo, Minneapolis	December 9
	■ Consultants Forum, Fort Lauderdale, FL	December 6-8

Economic Development Entities

Albert Lea Economic Development Agency and
Albert Lea Port Authority, www.growalbertlea.com

APEX, www.apexgetsbusiness.com

Development Corporation of Austin,
www.austindca.org

BioBusiness Alliance of Minnesota,
www.biobusinessalliance.org

City of Blaine, www.ci.blaine.mn.us

Brainerd Lakes Area Development Corporation,
www.bladc.org

City of Burnsville, www.ci.burnsville.mn.us

Carver County Community Development Agency,
www.carvercda.org

City of Chaska, www.chaskamn.com

Chisago County HRA-EDA, www.chisagocounty.org

Duluth Seaway Port Authority, www.duluthport.com

East Central Regional Development Commission,
www.region7erdc.org

Economic Development Association of Minnesota,
www.edam.org

City of Fairmont, www.fairmont.org

Greater Fargo Moorhead Economic Development
Corporation, www.fedc.com

Greater Jobs Inc., www.greaterjobs.org

Hubbard County Regional Economic Development
Commission, www.co.hubbard.mn.us

Iron Range Resources, www.irrrb.org

City of Lakeville, www.ci.lakeville.mn.us

Greater Mankato Growth, Inc.,
www.greatermankato.com

Minnesota Association of Professional County
Economic Developers, www.mapced.org

Minnesota Department of Employment and
Economic Development,
www.PositivelyMinnesota.com

Morrison County Community Development,
www.cdc.morrison.mn.us

New Ulm Economic Development Corporation,
www.newulm.com

City of North Branch, www.advance2nb.com

The Northland Connection,
www.northlandconnection.com

City of Norwood Young America, www.cityofnYA.com

Owatonna Partners for Economic Development,
www.owatonnadevelopment.com

Red Wing Port Authority,
www.redwingportauthority.org

Rochester Area Economic Development Inc.,
www.raedi.org

City of Rosemount, www.ci.rosemount.mn.us

St. Cloud Area Economic Development Partnership,
www.scapartnership.com

St. Paul Port Authority, www.sppa.com

Businesses

Go Fish Commercial, www.gofishcommercial.com

Hammel, Green and Abrahamson, www.hga.com

Leo A. Daly, www.leoadaly.com

Maus Group LLC, www.mausgroup.net

Short Elliott Hendrickson, www.sehinc.com

Utilities

Alliant Energy, www.alliantenergy.com

Connexus Energy, www.connexusenergy.com

Dakota Electric, www.dakotaelectric.com

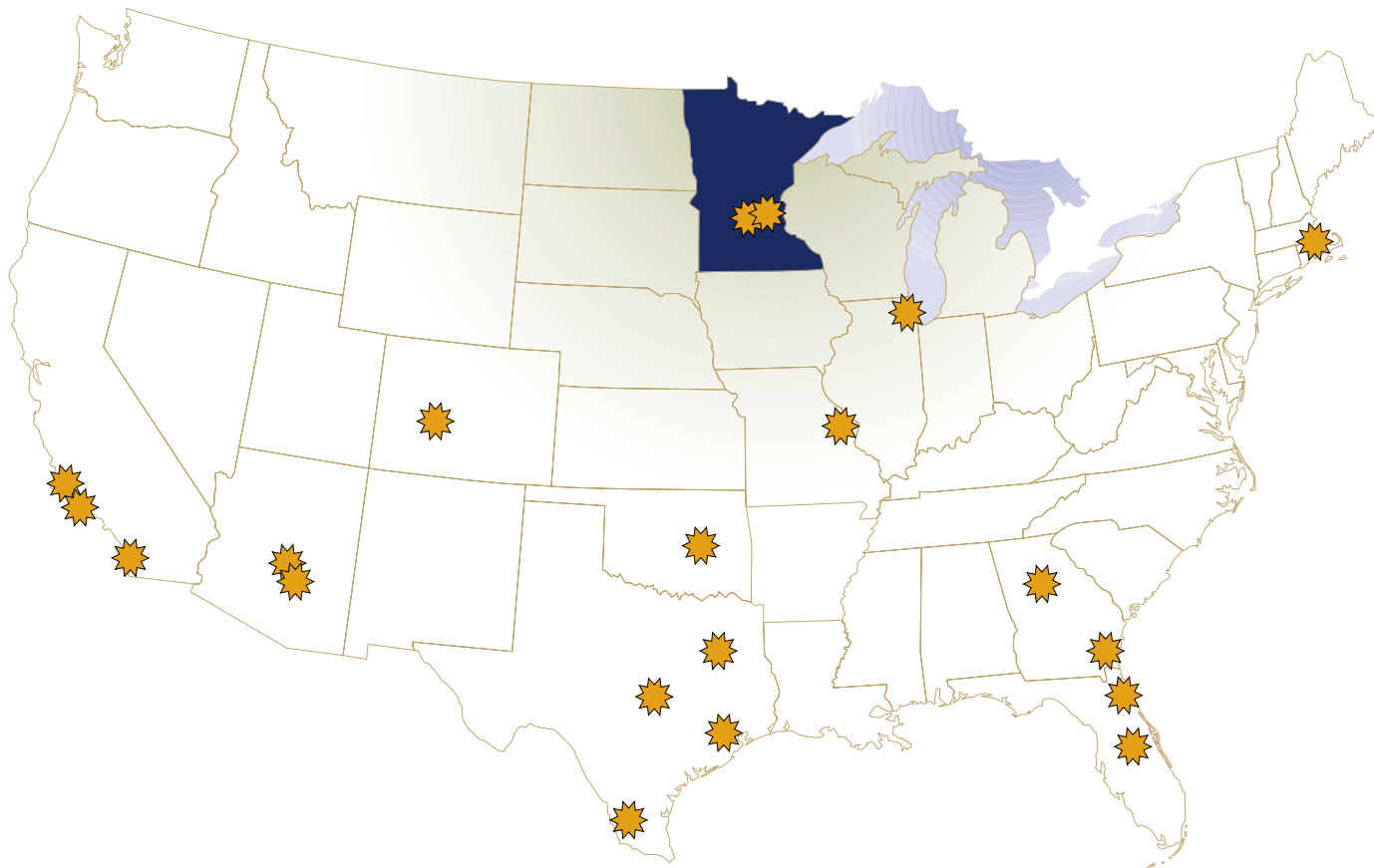
Great River Energy, www.greatriverenergy.co

Minnesota Power, www.mnpower.co

Xcel Energy, www.xcelenergy.com

To learn more about Positively Minnesota Marketing Partners, contact Kevin McKinnon, 651-259-7434

Positively Minnesota Marketing Visits 2007-2008



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