



POSITIVELY
*Minnesota*TM
MARKETING PARTNERSHIP

A N N U A L R E P O R T 2 0 0 9



Marketing Minnesota

We've been busy, and it's paying off.

In what will be remembered as a challenging year for the U.S. economy, Minnesota continued to attract jobs and businesses in 2009. More than 70 companies announced expansion projects in the state last year, estimated to bring an estimated 5,000 jobs and \$425 million in private investment to the state. That economic activity led Forbes magazine to rank the Twin Cities one of the top five metro areas coming out of the recession.

While many factors contributed to that success, the Positively Minnesota Marketing Partnership certainly played an important role. The partnership spread the word, inside the state and beyond, that Minnesota is a great place to live and work.

Of course, nothing succeeds like showing visitors firsthand what we have to offer. The highlight of the year was the Industrial Asset Management Council Professional Forum in Minneapolis in mid-September. The event attracted 300 of the leading real estate executives in the country, including corporate relocation specialists and site selection consultants.

We're confident that we're changing perceptions about Minnesota. In addition to visiting local landmarks, participants learned that Minnesota has 21 Fortune 500 companies—more per capita than any state—and some of the country's largest private companies, including Cargill Inc. and is ranked by MarketWatch as the best place for businesses among the 50 largest metropolitan areas in the country.

Positively Minnesota took its message on the road, too, attending WindPower 2009 in Chicago with a delegation of 37 Minnesota companies and groups involved in the wind industry. We reached a record 23,000 visitors at the conference.

We attended BIO 2009 in Atlanta, sponsoring a reception with Manitoba and South Australia, and went to events in cities such as Dallas, Las Vegas, Asheville, N.C., and Louisville, Ky.

We know our efforts are paying off when McQuay International chose Minnesota for a \$52 million applied development center that is employing 70 people in the manufacture of heating, ventilating and air conditioning systems.

Our work led Xccent Inc., based in Osceola, Wis., to begin building a \$4.5 million project that will bring its headquarters to Minnesota. And NuCrane Manufacturing – a partnership between Westinghouse and Hutchinson Technology – announced plans for a manufacturing plant that will build specialty cranes for nuclear power plants, bringing 50 jobs to the community.

By working as a team and attending events around the country, the Positively Minnesota Marketing Partnership is creating a positive image of Minnesota and building relationships that enhance our opportunities for growth.

Thank you for making our efforts possible and contributing to the economic vitality of our state.

Positively Minnesota Marketing Executive Committee

Kevin McKinnon – Department of Employment and Economic Development (DEED)

Jo Iverson – DEED

LaDonna Boyd – Dakota Electric Association

Henry Fischer – St. Cloud Area Economic Development Partnership

Nancy Norr – 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

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.

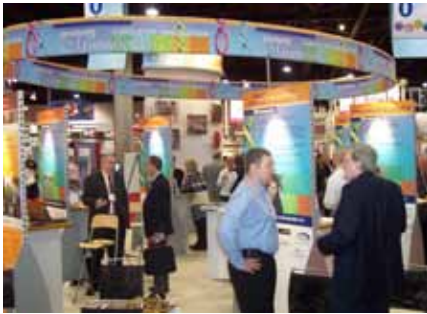
Major Partnership Events in 2009

Corporate Real Estate/Economic Development Events:

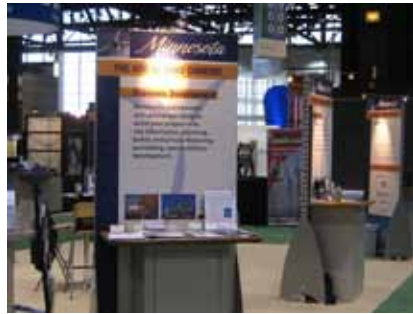
- CoreNet Global Midwest Chapter monthly meetings – Minneapolis and St. Paul
- CoreNet Global Summits – Dallas and Las Vegas
- IAMC Professional Forums – Asheville, N.C., and Minneapolis
- Area Development Consultants' Forums – Louisville, Ky., and Fort Lauderdale, Fla.
- LiveXchange – Fort Myers, Fla.
- 14th Annual Minnesota Development Conference – Bloomington

Industry Specific Events:

- BIO 2009 – Atlanta
- Medical Design and Manufacturing – Minneapolis
- LifeScience Alley Conference and Expo – Minneapolis
- Renewable Energy Events:
 - WindPower 2009 – Chicago



Bioscience Conference,
Atlanta 2009

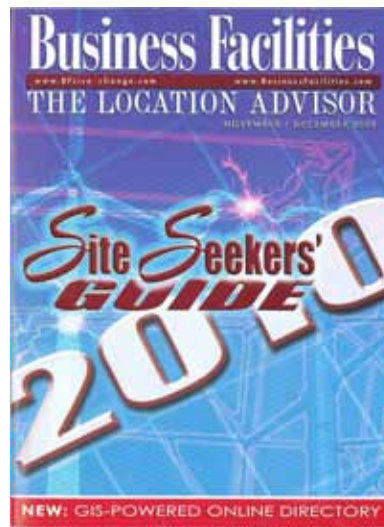


WindPower Conference,
Chicago 2009



Governor Tim Pawlenty at IAMC
Minneapolis 2009

Partnership Advertising



Initiatives

Shovel Ready:

In 2009, DEED and the Positively Minnesota Marketing Partnership rolled out the Minnesota Shovel Ready Site Certification Program. Shovel ready refers to commercial and industrial sites that have had planning, zoning, surveying, title work, environmental studies, soils analysis and public infrastructure engineering completed prior to offering the site for sale. The sites are under the legal control of a community or held in partnership with a third party.



At the Minnesota Development Conference in October, the cities of Brainerd, Dayton and Rosemount became the first communities in Minnesota to achieve shovel ready status. Shovel ready sites are more attractive to companies and site selection consultants who are planning business expansions or relocations. The program reduces delivery time and increases the predictability of getting land developed, buildings constructed and operations running. Delivery time is critical to a company, and having certified sites gives a community a distinct competitive advantage.

Other Shovel Ready partners include our consultant Moran, Stahl & Boyer, as well as Briggs & Morgan PA; the cities of Chaska, Maple Grove and St. Cloud; Pope Associates–Architects; HDR Engineering–Environmental; First American Title Insurance Co.; Short Elliott Hendrickson Inc.–Civil; Progressive Railroad; Union Pacific Railroad; Xcel Energy; and Pinnacle Engineering. Our members, of course, assisted in developing the program.

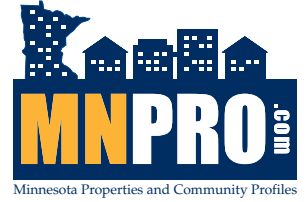
Sales and Marketing:

The partnership organizes and leads personal visits for site selectors and corporate decision makers. Partnership highlights in 2009 included:

- Meeting with more than 30 out-of-state companies to speak about Minnesota's advantages for businesses,
- Adding a feature to Compare Minnesota on the DEED Web site that allows users to compare the Twin Cities to 17 other major metro areas,
- Hosting site selection consultants,
- Visiting headquarters of companies with Minnesota operations.

MNPRO:

The free online database of commercial buildings and land for sale and lease was redesigned and updated in 2009 with assistance from our members. And more improvements are ahead. DEED has entered into a contract with GIS Planning, the industry leader in site selection database tools, for a system that will replace MNPRO. By partnering with GIS Planning, all Minnesota properties in our state database also will be available on the national site selection tool Zoomprospector.com. With the new system, communities will no longer need to provide information for community profiles. Instead, GIS Planning will provide that data. DEED is also working on a partnership with the Minnesota Commercial Association of Realtors (MNCAR) to have its database of properties serve as a basis for the state system, with individual communities and entities able to add their own properties, as well. Details are still being worked out on this partnership, but the new Minnesota Site Selection Database Tool will launch in 2010.



Communications

DEED unveiled a new Web site in December.

The site is organized based on user needs. The home page features three main tabs – one for job seekers, one for businesses and one for local governments – so that customers can



easily navigate to pages of greatest interest to them.

The new business focused site at www.positivelyminnesota.com/Business replaces an old one that many users found difficult to navigate. The new site is better organized and more visually appealing.

One new feature is a section off the home page devoted to companies and consultants seeking a business location. It allows companies to access detailed information on comparative data, workforce statistics, maps, sites, buildings, industry resources and tax incentive information.

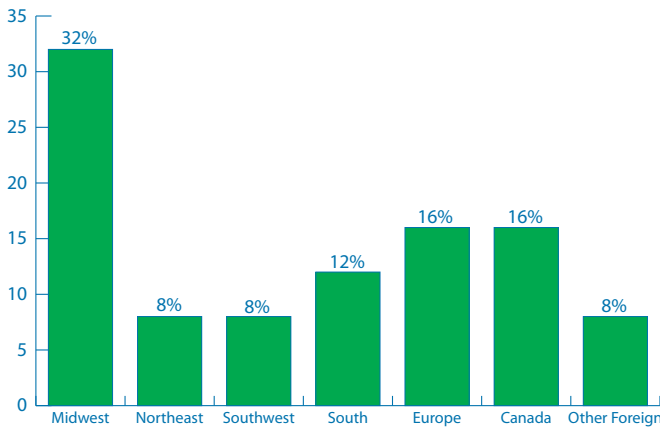
2009 Proposed Business Expansion Projects

Business Prospects

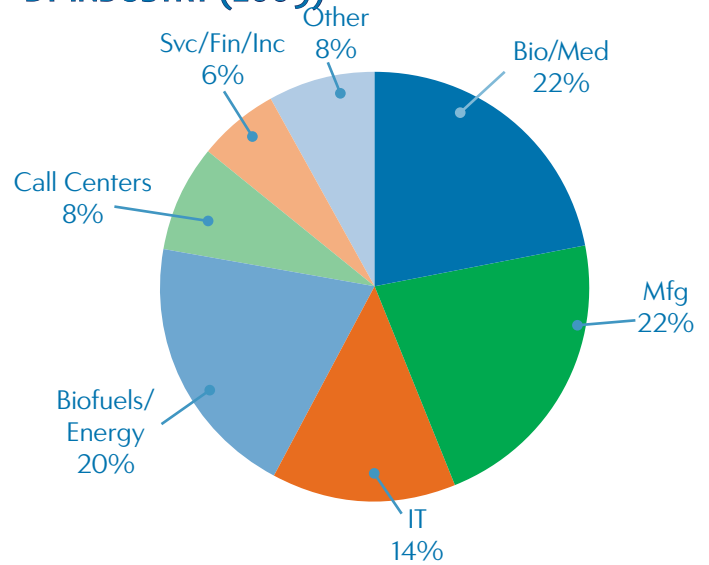
QUALIFIED PROSPECTS FROM OUT OF STATE SUMMARY (2009)

Qualified new prospects	50
Proposed private investment	\$180 million
Proposed new jobs	5,457
Proposed space	2.1 million sq. ft.

PROSPECTS FROM OUT OF STATE BY LOCATION (2009)



QUALIFIED PROSPECTS FROM OUT OF STATE BY INDUSTRY (2009)

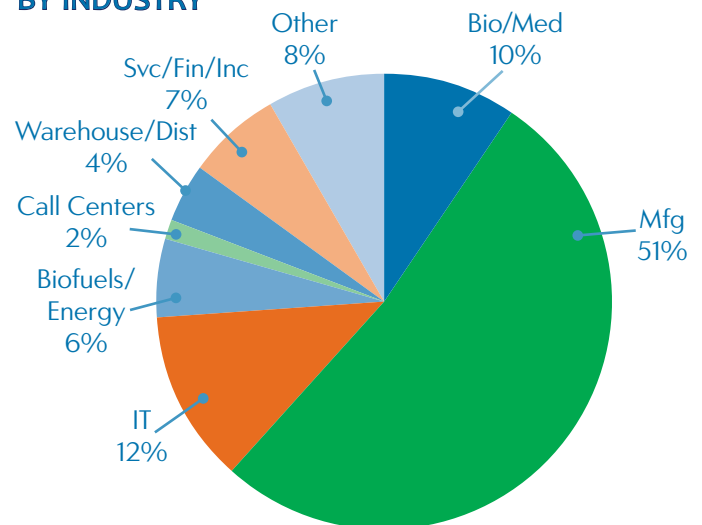


Business Expansions

2009 BUSINESS EXPANSIONS

New projects announced	74
Proposed private investment	\$423 million
Proposed new jobs	5,213
Proposed space	4.2 million sq. ft.

2009 ANNOUNCED BUSINESS EXPANSIONS BY INDUSTRY



Major Partnership Activities in 2010

JANUARY

- CoreNet Global Midwest Chapter Meeting, Minneapolis Jan. 12
- EDAM Winter Conference, Minneapolis Jan. 21-22

FEBRUARY

- CoreNet Global Midwest Gala, Minneapolis (Positively Minnesota was the featured sponsor of the month at this event.) Feb. 25
- Business Development Trip to Japan Feb. 20-March 3

MARCH

- CoreNet Global Midwest Chapter Meeting, Minneapolis March 9

APRIL

- CoreNet Global Summit, New Orleans April 18-20
- IAMC Professional Forum, Colorado Springs, Colo. April 24-28

MAY

- BIO 2010 – Minnesota/Manitoba/Wisconsin Reception, Chicago May 3
- BIO 2010 – Minnesota Pavilion, Chicago May 3-6
- CoreNet Global Midwest Chapter Meeting, Minneapolis May 11
- WindPower 2010, Dallas May 23-26

JUNE

- Area Development Consultants Forum, San Francisco June 6-8
- CoreNet Global Midwest Chapter Meeting, Minneapolis June 8
- Clean Tech Conference and Expo, Anaheim, Calif. June 21-25
- Wind Power Asia, Beijing, China (tentative) June 23-25

JULY

- CoreNet Global Midwest Summer Event, Minneapolis TBD
- Great Lakes WIND Network Supply Chain Workshop, Minneapolis July 14

AUGUST

- CoreNet Global Midwest Chapter Meeting, Minneapolis Aug. 10

SEPTEMBER

- AURP, Minneapolis Sept. 15-17
- CoreNet Global Summit, Phoenix Sept. 19-21
- 15th Annual Minnesota Development Conference Crown Plaza, St. Paul Sept. 29-30

OCTOBER

- IAMC Professional Forum, Hot Springs, Va. Oct. 2-6
- Minnesota Manufacturer's Summit, Minnesota TBD
- Solar Power Conference, Los Angeles Oct. 12-14
- Medical Design & Manufacturing Show, Minneapolis Oct. 13-14
- CoreNet Global Midwest Chapter Meeting, Minneapolis Oct. 12
- NAIOP, Orlando, Fla. Oct. 26-29

NOVEMBER

- LiveXchange, New Orleans Nov. 7-9
- CoreNet Global Midwest Chapter Meeting, Minneapolis Nov. 9

DECEMBER

- Area Development Consultants Forum, Savannah, Ga. Dec. 5-7
- LifeScience Alley Conference & Expo, Minneapolis Dec. 8
- CoreNet Global Midwest Chapter Meeting, Minneapolis Dec. 14

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

City of Brooklyn Park, www.brooklynpark.org

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

GoMinnesota-Fairbault Community Development, www.gominnesota.net

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

Greater Jobs Inc., www.greaterjobs.org

Iron Range Resources, www.irrrb.org

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

Greater Mankato Growth Inc., www.greatermankato.com

Metropolitan Airports Commission, www.metroairports.org/mac

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

New Ulm Economic Development Corporation, www.newulm.com

City of North Branch, www.advance2nb.com

The Northspan Group Inc. www.northlandconnection.com

City of Norwood Young America, www.cityofnuya.com

Owatonna Partners for Economic Development, www.owatonnadevelopment.com

Pine County Technical College, www.pinetech.edu

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. Cloud Housing and Redevelopment Authority, www.stcloudhra.com

St. Paul Port Authority, www.sppa.com

Businesses

Go Fish Commercial, www.gofishcommercial.com

Grubb & Ellis, Northco Real Estate Services, www.northco.com

Hammel, Green and Abrahamson, www.hga.com

Leo A. Daly, www.leoadaly.com

Short Elliott Hendrickson, www.sehinc.com

Utilities

Alliant Energy, www.alliantenergy.com

Connexus Energy, www.connexusenergy.com

Dakota Electric, www.dakotaelectric.com

Green River Energy, www.greatriverenergy.com

Minnesota Power, www.mnpower.com

Xcel Energy, www.xcelenergy.com

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

Positively Minnesota Marketing Visits, 2007-2010



2009 Visits

Asheville • Atlanta • Bloomington • Chicago • Dallas
Fort Lauderdale • Fort Myers • Las Vegas
Louisville • Minneapolis-St. Paul

2010 Visits

Anaheim • Chicago • Colorado Springs • Columbus
Dallas • Los Angeles • Minneapolis • New Orleans
Phoenix • San Francisco • Savannah • St. Paul

Looking Ahead to 2010

We are looking forward to another event-filled year with opportunities to participate in several major conferences around the country and a handful here in Minnesota.

The Great Lakes WIND Network Supply Chain Workshop in July in Minneapolis will help companies understand how to enter the growing wind industry market. For the first time, our representatives will attend the Clean Tech Conference and Expo in Anaheim, Calif.

As a center of wind energy, Minnesota will be well-represented at the American Wind Energy Association's WindPower 2010 in Dallas. And we will be attending BIO 2010 in Chicago.

As in the past, we will continue to be involved in corporate associations such as the CoreNet Global Midwest Chapter. We will attend the organization's global summits this year in New Orleans and Phoenix.

We'll be at the IAMC Professional Forum in Colorado Springs, LiveXchange in New Orleans and the Area

Development Consultants Forum in San Francisco and Savannah, Ga.

Closer to home, our members will be attending the Medical Design and Manufacturing Show and LifeScience Alley Conference and Expo. We're also excited that Minneapolis will host the international conference of the Association of University Research Parks (AURP).

In all our events, and in all our materials, we have a primary goal: to move businesses and jobs to Minnesota by creating a unified approach with the help of our nearly 50 partners. The Positively Minnesota Marketing Partnership is helping to unlock economic opportunities for the citizens of our state.

We'd like to offer special thanks to the members of Positively Minnesota who attend our meetings and participate in events around the country. Your hard work is making a difference and enabling our participation in these events.