



GREATER
ST. CLOUD
DEVELOPMENT CORPORATION

OUR 2023-2025 FOCUS ON FOUR STRATEGIC PRIORITIES

1.	BUSINESS VITALITY	3.	PROMOTING THE REGION
2.	TALENT RESOURCING	4.	QUALITY OF LIFE

The mission of the Greater St. Cloud Development Corporation (GSDC) – to lead inclusive and equitable economic development for the benefit of the Greater St. Cloud community – is a concise statement that encompasses thousands of diverse needs and realities.

Since our founding in 2011, we have been committed to **engaging leaders, expanding talent, growing business and shaping tomorrow**, which are the **GSDC's strategic imperatives**. All are certainly imperative, but are they equal?

In 2022, the GSDC Board of Directors asked itself that challenging question. They identified that what the GSDC truly does in all of our activities is shape tomorrow – by working to engage leaders, expand talent and grow business.

To clearly express that, the Board adopted a **new GSDC Purpose Statement: "Shaping tomorrow by providing the resources, connections and expertise to optimize your success."**

Whether you define "your" in that statement as your company, your career, your family or your community, the GSDC is squarely focused on helping shape a better tomorrow for all of us.

In 2023-2025, we will further maximize our effectiveness by concentrating on the four Strategic Priorities you see atop this page. You'll recognize many of the desired outcomes that follow, because the GSDC has focused on many of them for years. Now we're complementing them with several new initiatives on which the GSDC will mostly lead, while at other times we will partner or advocate.

To review the tactics the GSDC will use for each of these Strategic Priorities, please visit GreaterStCloud.com.

Thank you for the important role you play in Shaping Tomorrow!





BUSINESS VITALITY

RETENTION

1. Make targeted business visits – primary sector (Lead/Partner)
2. Engage under-represented businesses (Lead/Partner)
3. Host Executive Roundtable sessions (Lead)
4. Create and implement a GSDC Investor Relationship Development Plan (Lead)

EXPANSION

1. Strengthen resource procurement – training & financing (Lead/Partner)
2. Enhance public-partner collaboration (Lead/Partner)

START-UP

1. Continue as Launch Minnesota hub lead – FastLane 94 (Lead)
2. Facilitate access to capital (Advocate)

ATTRACTION

1. Coordinate response to business attraction inquiries (Lead/Partner)
2. Proactively pursue targeted industry sectors (Lead/Partner)
3. Lend expertise to site selector pitch events (Partner)

OTHER INITIATIVES

1. Coordinate annual GSDC Innovation Awards (Lead)
2. Strengthen Downtown revitalization efforts (Lead/Partner/Advocate)
3. Ensure implementation of Minority Business Enterprise Report recommendations (Lead/Partner)
4. Continue sponsorship of SCSU Quarterly Business Report (Partner)

TALENT RESOURCING

RECRUITMENT

1. Expand initiatives for EPIC – Exploring Potential Interests and Careers (Partner)
2. Inform Legislature of needs for workforce opportunities (Lead/Partner)
3. Coordinate business & industry summits, STEAM and Robotics initiatives (Partner/Advocate)

RETENTION

1. Ensure content strength of JobSpot platform (Lead)
2. Highlight employer of choice best practices/awards (Lead/Partner)
3. Conduct Professionals in Transition events (Lead)
4. Support and assist with workplace wellbeing activities (Partner/Advocate)

DEVELOPMENT

1. Support and encourage participation in MN Young American Leaders Program – MYALP (Lead/Partner)
2. Enhance efforts related to underrepresented/diverse workforce (Partner/Advocate)

TALENT PIPELINE

1. Expand and increase access to childcare opportunities (Partner)
2. Support bringing CentraCare/U of MN Medical School to fruition (Partner/Advocate)
3. Expand opportunities for aviation careers (Partner/Advocate)
4. Conduct targeted research, as needed (Lead/Partner)

PROMOTING THE REGION

■ COMMUNICATION WITH LOCAL AUDIENCES

1. Develop and distribute bi-weekly Developing News e-letters (Lead)
2. Interact with area news organizations to report on GSDC initiatives and community news (Lead)
3. Participate in radio programs featuring GSDC and community activities (Lead/Partner)

■ COMMUNICATION WITH EXTERNAL AUDIENCES

1. Engage with regional and broader news organizations to report on community successes (Lead)
2. Constantly update and enhance St. Cloud Shines social marketing efforts and website (Lead)
3. Engage with targeted media (Real Estate Journal, etc.) on applicable news (Lead/Partner)
4. Identify media outlets in which advertising the community would be beneficial (Lead/Partner)

■ COLLABORATION

1. Identify and participate in publications highlighting initiatives of relevance (Lead/Partner)
2. Cultivate relationships with city, county, state and national government reps (Lead/Partner)
3. Work with area Chambers of Commerce and other development groups on initiatives of mutual interest (Partner)



QUALITY OF LIFE

■ INCLUSIVE & WELCOMING

1. Sponsor MBE, start-up and non-profit entities as GSDC investors (Lead)
2. Implement cultural competency training for board/community leaders (Lead/Partner)
3. Support development of Granite Table Community Scorecard (Partner)
4. Continue fiscal host support of TEDx St. Cloud (Partner)

■ AFFORDABLE LIVING

1. Support living-wage job creation (Lead)
2. Expand workforce housing & transportation (Partner/Advocate)

■ PUBLIC INFRASTRUCTURE AMENITIES

1. Advocate for further investment in broadband, transportation, housing, etc. (Partner/Advocate)

■ DOWNTOWN REVITALIZATION

1. Engage in and support new Downtown Alliance (Partner/Advocate)

■ SAFETY & SECURITY

1. Support efforts of St. Cloud Public Safety Foundation (Advocate)



HOW YOU CAN ENGAGE IN THESE STRATEGIC PRIORITIES

We all realize the most success by incorporating the brainpower and creativity of GSDC investors. If you'd like to lend your expertise to one or more of these Strategic Priorities, please contact GSDC Board Chair Joan Schatz (320-229-3478) or GSDC President Patti Gartland (320-252-5228). And thank you for your commitment.

GSDC BOARD OF DIRECTORS

*Denotes Governance Committee member

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LACEY SOLHEID | Blattner Company
MARY SWINGLE | Boys & Girls Club of Central MN
JOAN SCHATZ | Ex-Officio – GSDC Board Chair

MISSION:

We lead inclusive and equitable 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.

PURPOSE STATEMENT:

Shaping tomorrow by providing the resources, connections and expertise to optimize your success.



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