

Greater Mankato 2040 Future Think-Tank PART 2







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The Transforming Tomorrow Together – Greater Mankato 2040 initiative is a true collaborative initiative, with large support by four regional partners.







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BY MARRIOTT

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Project stages and opportunities to engage





GM2040 – Future Think-Tank

Part 1 – Explore Future Trends

- Macro trends shaping the future
- Key drives shaping the future
- Rating future impact of drivers

Part 2 – Build regional scenarios

- Develop plausible scenarios of the future
- Identify expected and preferred futures
- Begin to build strategic pillars





Key Drivers:

What key drivers do you think are most important for the future of the Greater Mankato Region?

(Key drivers are events, trends, developments, catalysts or forces that actively influence or cause change.)

Greater Mankato 2040 | Transforming Tomorrow Together **KEY DRIVERS HANDOUT**

Regional Think-Tank Workshop Part 1

1.

2.

3.

Friday, April 14, <u>2023</u>

What are the most important KEY DRIVERS shaping the future of the Greater Mankato region?

(Key drivers are events, trends, developments, catalysts, or forces that actively influence or cause change.)

Table brainstorm – key drivers

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Key Drivers – [list developed in Think-Tank]

- 1. International Agricultural Opportunity
- 2. Changing Demographics
- 3. Impacts of Climate Change
- 4. Intensified Land Use Pressures
- 5. Political Power Shift
- 6. Current and Future Resource Demands
- 7. Talent Creation and Retention
- 8. Investment Courage
- 9. Investment into the Commons
- 10. Shift to Cleaner, Renewable Energy

- 11. Impact of Technology Use
- 12. Transportation Infrastructure Development
- 13. Shifting Priorities of the Workforce
- 14. Next Generation Livability
- 15. Competitive Density
- 16. Leadership and Co-Opetition
- 17. Increased Demand for Societal Innovation
- Global Demand for Quality Food and Health
- 19. Housing Availability
- 20. Basic Public Infrastructure





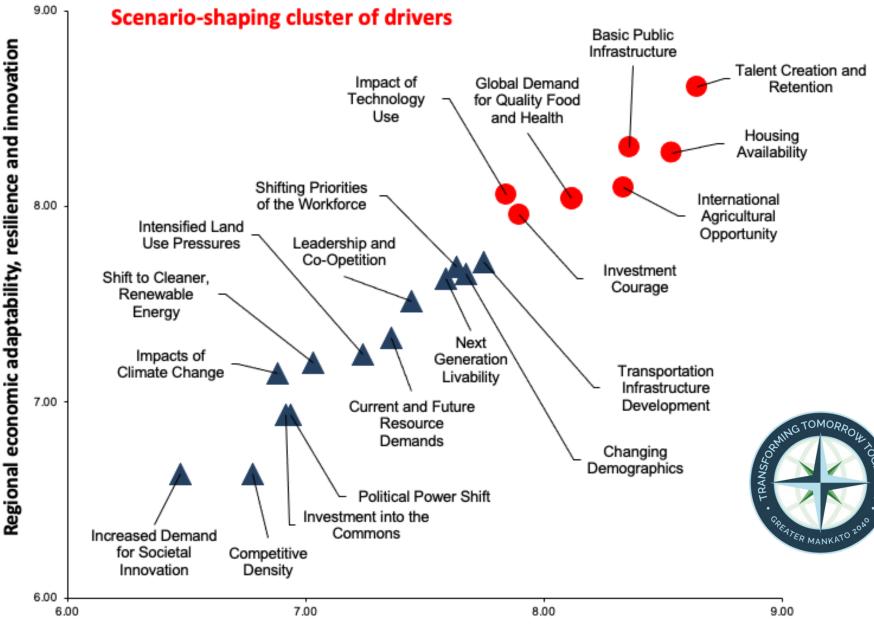


Rate each driver in terms of likely future impacts on the following dimensions of the Greater Mankato region.

IMPACT SCALE: 1 = Low relative future impact; 10 = Very high relative future impact

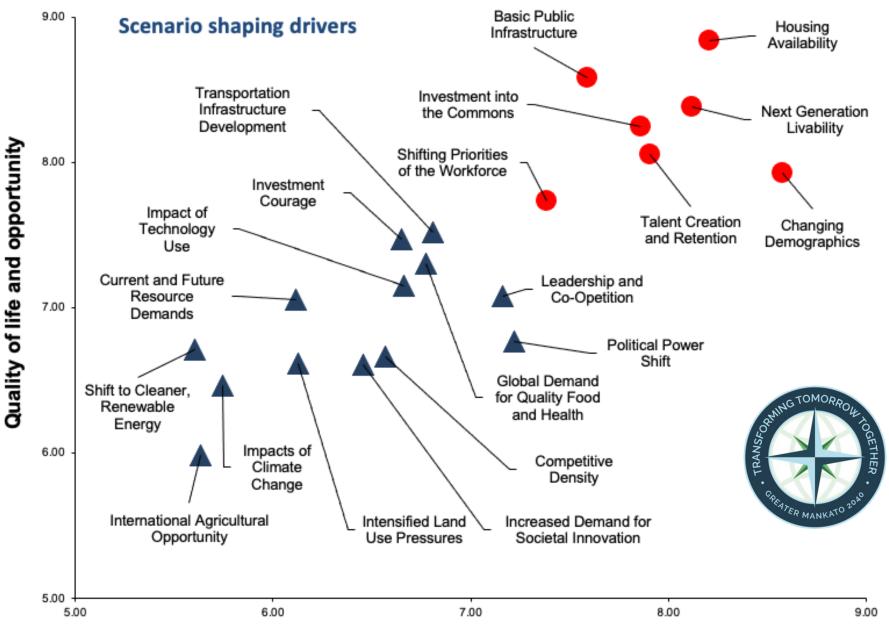
	Dimensions				
Driver	Overall economic size and relative performance	Regional economic adaptability, resilience and innovation	Social fabric and regional cohesion	Quality of life and opportunity	
1					
2					
З					
4					
5				Rating future impac	
6				of each driver –	
7				individual scoring	
8	8				
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Economic approach



Overall economic size and relative performance

Community adaptation



Social fabric and regional cohesion

Future-splitting themes – based on clusters of drivers

Economic approach

- Talent creation and attraction
- Housing availability
- Basic public infrastructure
- Global demand for quality food and health
- International agricultural opportunity
- Impact of technology use
- Investment courage

Community adaptation

- Housing availability
- Next generation livability
- Changing demographics
- Basic public infrastructure
- Investment into commons
- Talent creation and retention
- Shifting priorities of the workforce

Key drivers were clustered under future splitting groups – based on data in scatter plot. There are part of the data set used to formulate the scenario matrix

Plausible Scenario Matrix - 2040



Stay the course

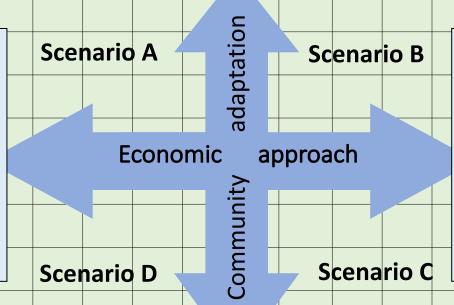
Focus on pursuing well tried and tested approaches to economic and infrastructure development; with an emphasis on established industries and sectors. Investment is targeted towards traditional major economic drivers, with a business first orientation. Community infrastructure focuses on more traditional or 'suburban style growth model' – with single family homes and commercial development in greenfield development areas. Transit is predominately car oriented.

Scenario matrix axes were developed using the future splitting themes. The end point descriptions on the axes were developed using the drivers and incorporating survey data and open-ended comments. The scenario matrix provides a testing group for future direction

Intentional re-invention

Focus on workforce and workplace transformation, with a holistic approach to work and employees, including emphasis on quality of jobs and broader metrics of success (wellness/happiness). Workplaces deliberately become more fluid with new work patterns. Education is more flexible and constantly available, amplifying a lifelong learning approach. The region evolves to deliberately foster new ideas, cultures and experiences, and invest in shared community amenities. There is a broad approach to attracting people, with appeal as an inclusive regional community that values health, equity and diversity.





Strong innovation focus

Strong focus on innovation and new sectors; including building on existing industries in creative ways. There is also innovative investing in emerging economies and human health, such as biosciences, tech, and 'food as medicine'. Public infrastructure focus is on re-development and repurposing aimed to maximize existing public infrastructure. Focus is on more diverse housing types, green building, new modes of transportation, and

sectors that spur broad innovation.

Upskilling and Attracting

The regional workforce and talent creation approach has a strong focus on 're-tool and re-train'; doubling down on the existing regional workforce talent pool. Attraction efforts focus on promoting well paying jobs in local businesses and industries. Approaches are institutionally driven; with a focus on existing traditional values, and workplace-based models. Communities are service driven, aiming to support traditional family structure; with an emphasis on fairness, safety and education, and quality of life.



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SCENARIO CHARACTERISTICS GM2040 Think-Tank Part 2 | April 28, 2023

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SCENARIO NAME:

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Regional Economy & Industry - Predicted Characteristics in 2040:

Regional Community & Social Fabric - Predicted Characteristics in 2040:

Built Environment & Landscape - Predicted Characteristics in 2040:

Scenario Characteristics - Dimensions to Consider

Regional Economy and Industry

- Businesses and industry sectors (agricultural, agri-food, retail, education, heath, technology, tourism)
- Type and size of industries distribution across region
- Built environment and infrastructure (water, transport, energy systems)
- Development patterns in industry and communities
- Level of innovation and investment
- Implications of Rural vs Urban

Regional Community and Social Fabric

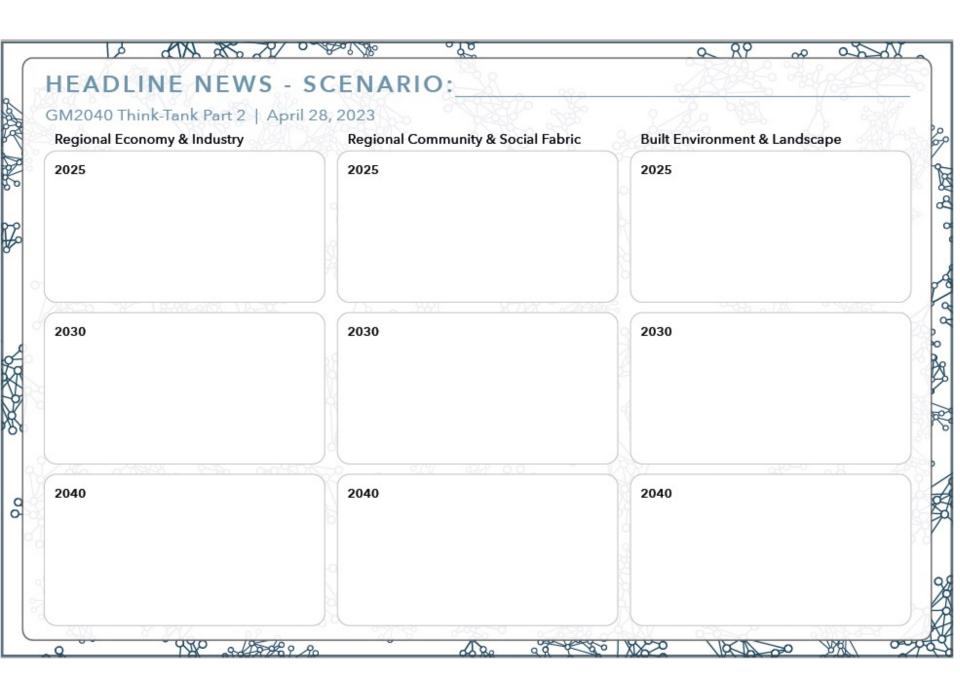
- Population makeup / characteristics local and regional
- Key social infrastructure housing, childcare, amenities
- Social safety-net (poverty, wellness etc.) and not-for-profit's profile and role
- Workforce and skills profiles, and workplace models
- Community vitality; arts and culture feel and 'vibe' rural and metro
- Community inclusiveness and values
- Role of educational institutions and models of education

Built Environment and Landscape

- Natural resource usage and watershed management
- Adaptation to climate change / severe weather events
- Streetscapes and recreation amenities
- Ecosystem and ecological health soil health; water quality, biodiversity
- Green economy implementation
- Energy systems and sources
- Carbon footprint

SUGGESTED TOPICS







Avoiding potential pitfalls.....

- Stay in your swim lane (your scenario)
- Don't try to 'fix' the scenario
- We are doing objective forecasting and predictive don't get emotionally hooked
- We are exploring possible futures; not deciding on preference
- Scan and predict widely don't get micro-focused
- Make it a group discussion, everyone has a perspective to contribute



Roles

- Facilitator
- Timekeeper
- Recorders
- Presenter(s)



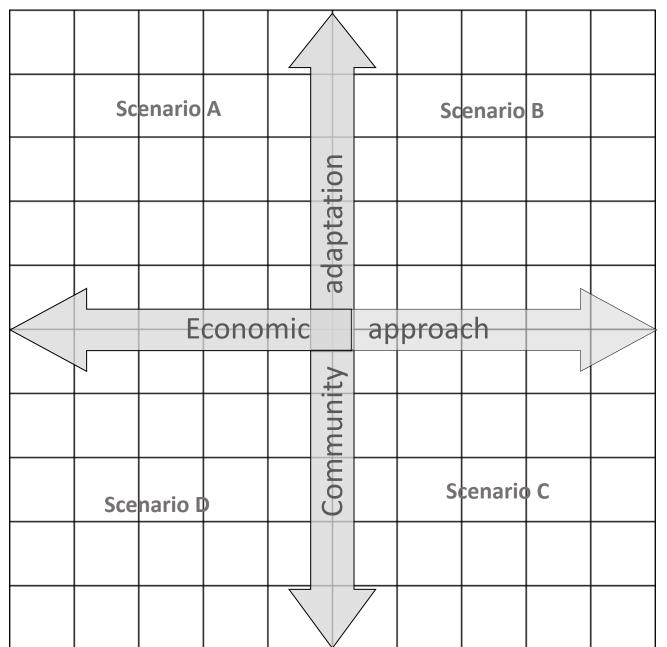
Suggested Scenario Group timeline (elapsed time - minutes)

- 00 min Group to meet and scope out scenario (10m)
 10 min Develop Characteristics & Narratives (50m)
 60 min Develop Headlines News 2025, 2030, 2040 (20m)
 80 min Short scenario name and description (10m)
 90 min Beturn: ready to present
- 90 min Return; ready to present

Greater Mankato 2040 Expected, Preferred and Least Desirable Futures Heatmaps

Expected, Preferred and Least Desirables of the Future – What do you think?

- 1. LEAST DESIRABLE FUTURE The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future in 2040.
- 2. EXPECTED FUTURE: The Expected Future is the future you expect most likely to eventuate by 2040, if existing trends and trajectory persists.
- **3. PREFERRED FUTURE**: The Preferred Future is the future you think is optimal and creates the best outcome for Greater Mankato Region in 2040.



Stay the course

Intentional re-invention



FUTURES

- LEAST DESIRABLE FUTURE (L)
- EXPECTED FUTURE (E)

Strong innovation focus

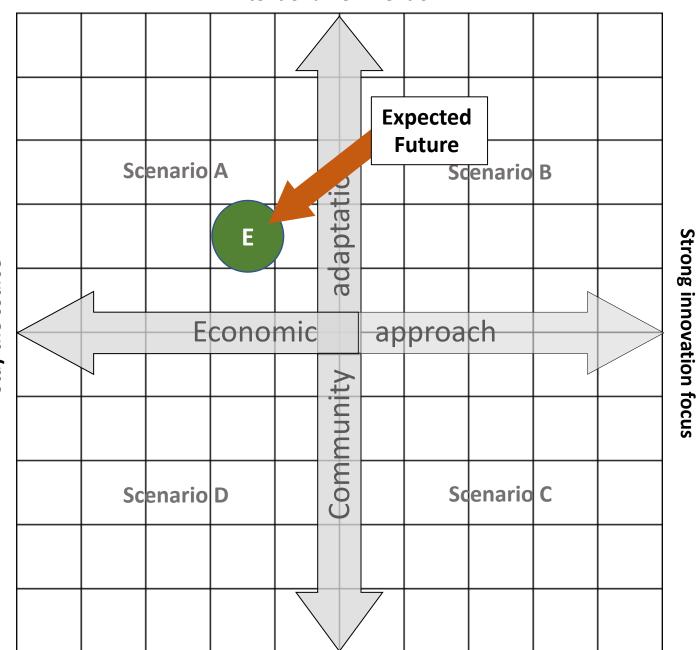
• PREFERRED FUTURE (P)



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Upskilling and Attracting



Intentional re-invention

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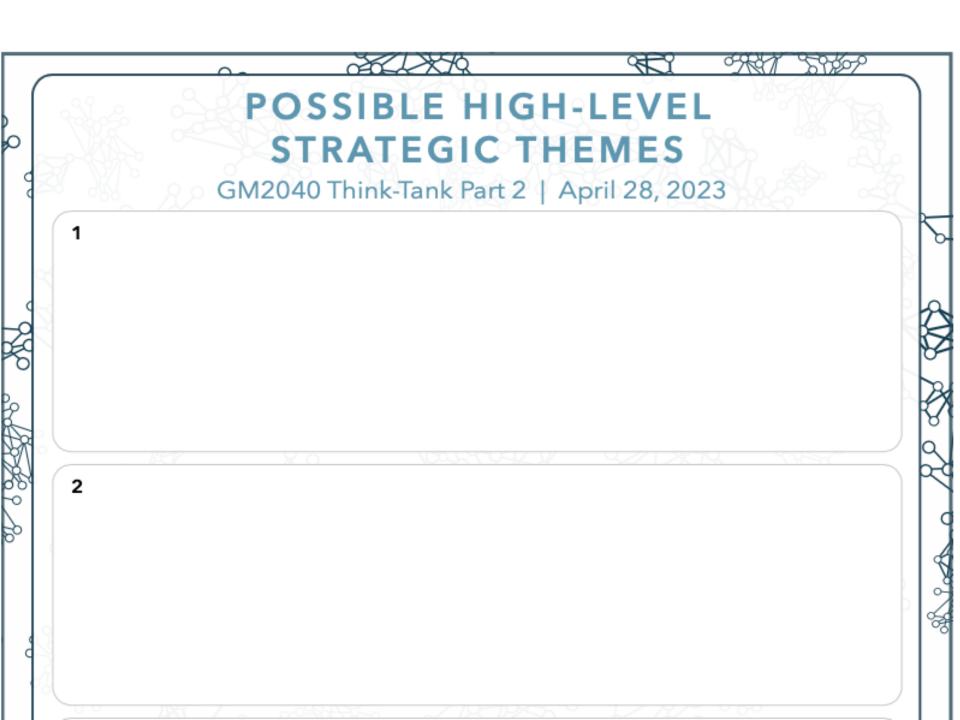
FUTURES

- LEAST DESIRABLE FUTURE (L)
- EXPECTED FUTURE (E)
- PREFERRED FUTURE (P)



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Stay the course





Project stages and opportunities to engage

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Importance of Future Thinking	Exploring Future Trends and Scenarios	Strategic Positioning and Validating	Preferred Future and Roadmap		
 Project Portal Project promotion Regional Community Survey #1 	 Survey #1 results Regional Think Tanks Macros Trends and Drivers 	 Industry and Community Roundtables Research Bulletins Regional Community Survey #2 	• Strategic insights • Future Summit • Launch		
January – March	March – April	May – September	September - October		
April 26,2023 Building understanding and insights into the future					
	Sila bar		La cashing		

GM2040 – Next Steps



Industry and Community Roundtable Day

- Recap on Think-Tank Preferred Future
- Explore Roundtable topics
- Identify key desired outcomes and objectives
- Identify key strategic actions and initiatives

- Courtyard Marriott
- 8:30am to 10:30am
- Friday, May 19, 2023

