



# Greater Mankato 2040 Future Think-Tank PART 2

Think-Tank  
Part 1





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



**THANK YOU**  
**Courtyard Marriott**

901 Raintree Road Mankato, Minnesota 56001





## Project stages and opportunities to engage

### Importance of Future Thinking

- Project Portal
- Project promotion
- Regional Community Survey #1

January – March

### Exploring Future Trends and Scenarios

- Survey #1 results
- Regional Think Tanks
- Macros Trends and Drivers

March – April

### Strategic Positioning and Validating

- Industry and Community Roundtables
- Research Bulletins
- Regional Community Survey #2

May – September

### Preferred Future and Roadmap

- Strategic insights
- Future Summit
- Launch

September - October

Building understanding and insights into the future

April 26, 2023

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# GM2040 – Future Think-Tank

## Part 1 – Explore Future Trends

- Macro trends shaping the future
- Key drivers 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

April 14

April 28

Future Fridays





## 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.)*

# KEY DRIVERS HANDOUT

Regional Think-Tank Workshop Part 1

Friday, April 14, 2023



## 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.)

1.

2.

3.

**Table brainstorm –  
key drivers**



# 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
18. Global Demand for Quality Food and Health
19. Housing Availability
20. Basic Public Infrastructure



# IMPACT MATRIX HANDOUT

Regional Think-Tank Workshop Part 1

Friday, April 14, 2023



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

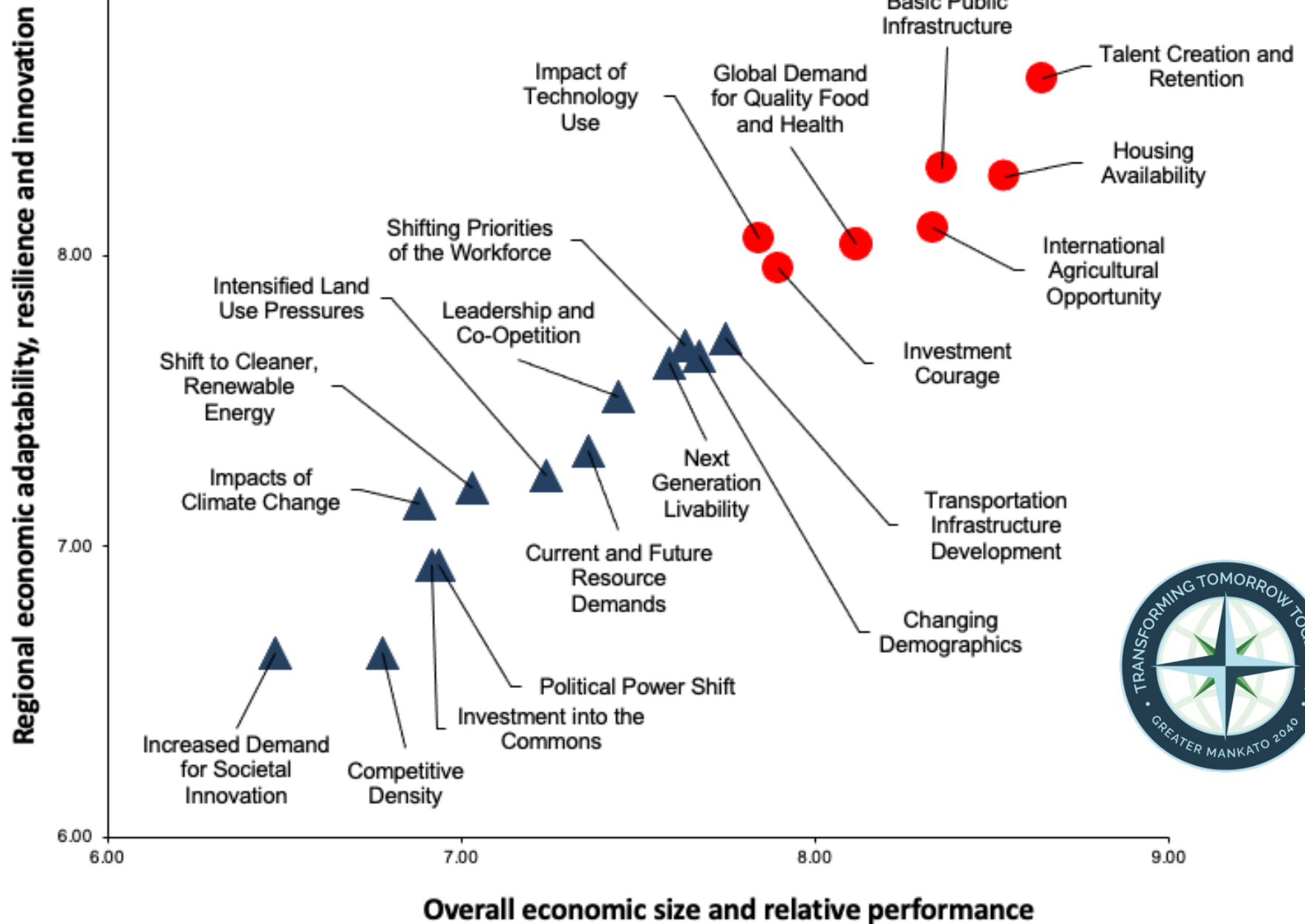
	Dimensions			
Driver	Overall economic size and relative performance	Regional economic adaptability, resilience and innovation	Social fabric and regional cohesion	Quality of life and opportunity
1				
2				
3				
4				
5				
6				
7				
8				

Rating future impact of each driver – individual scoring

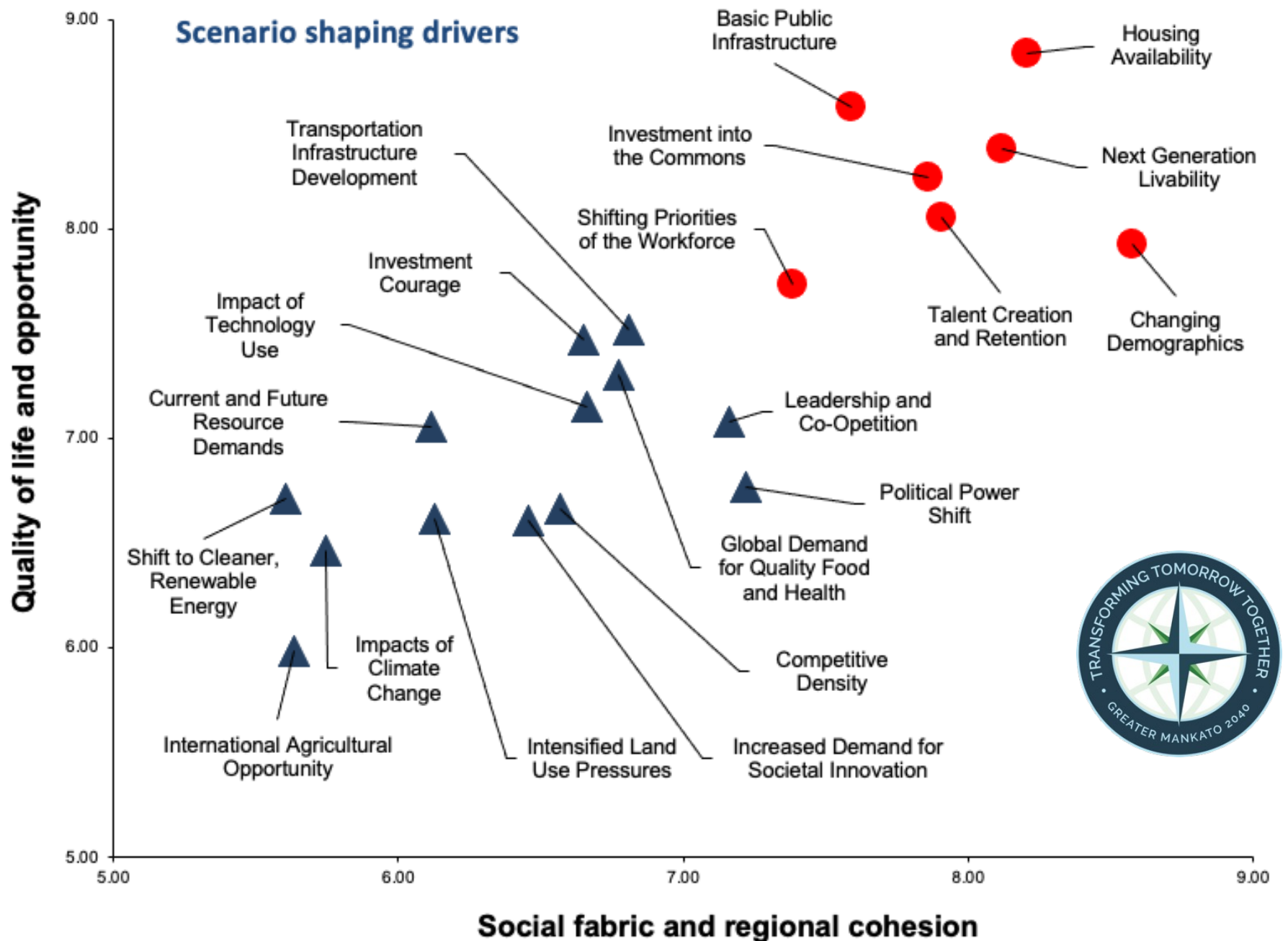


# Economic approach

## Scenario-shaping cluster of drivers



# Community adaptation



# 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

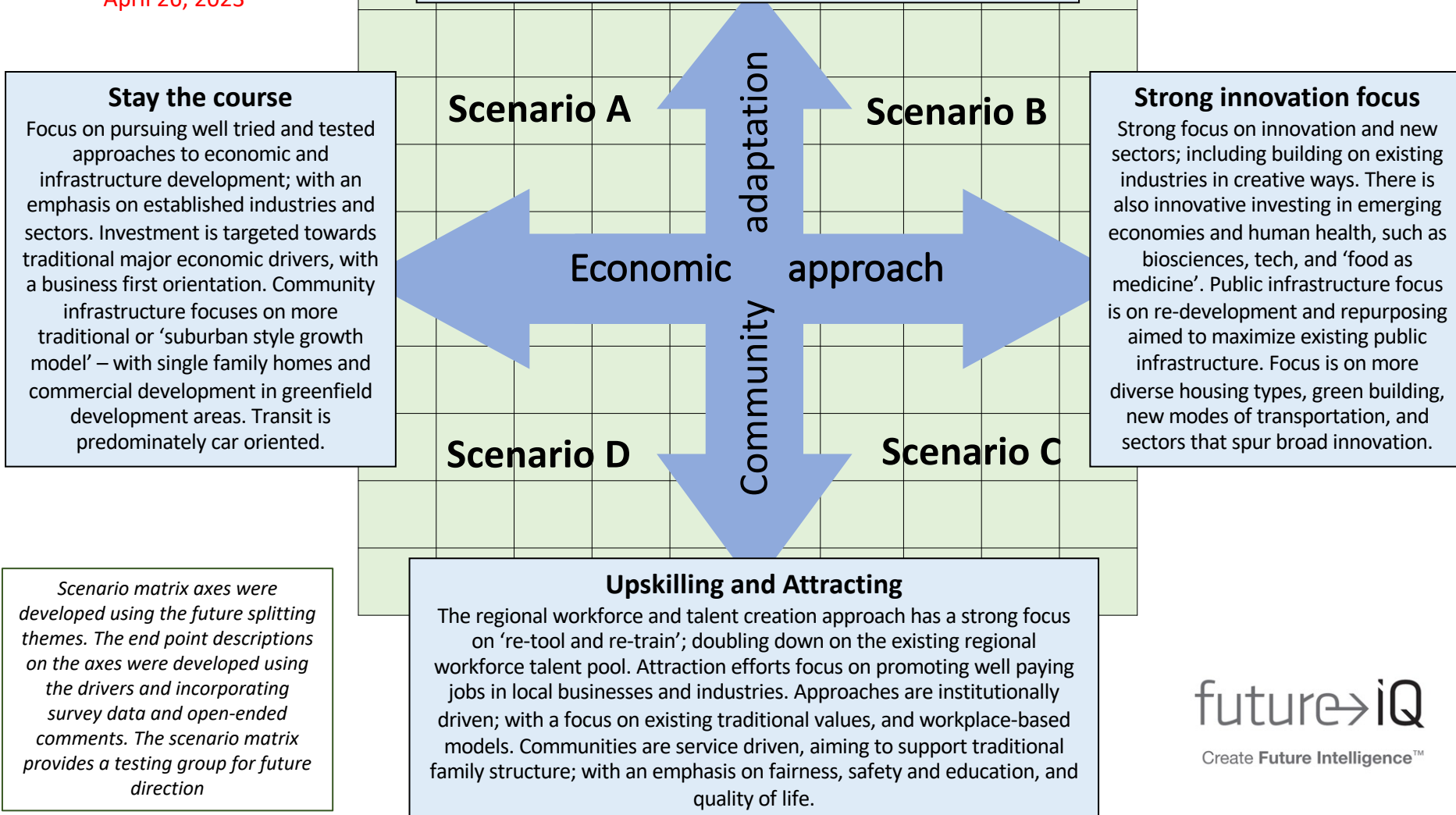
Key drivers were clustered under future splitting groups – based on data in scatter plot.  
There are part of the data set used to formulate the scenario matrix



# Plausible Scenario Matrix - 2040



**DRAFT**  
April 26, 2023



*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*

# SCENARIO CHARACTERISTICS

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SCENARIO NAME: \_\_\_\_\_

**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, health, 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

SUGGESTED  
TOPICS

## 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



# HEADLINE NEWS - SCENARIO: \_\_\_\_\_

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## Regional Economy & Industry

2025

2030

2040

## Regional Community & Social Fabric

2025

2030

2040

## Built Environment & Landscape

2025

2030

2040



# 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 Return; ready to present



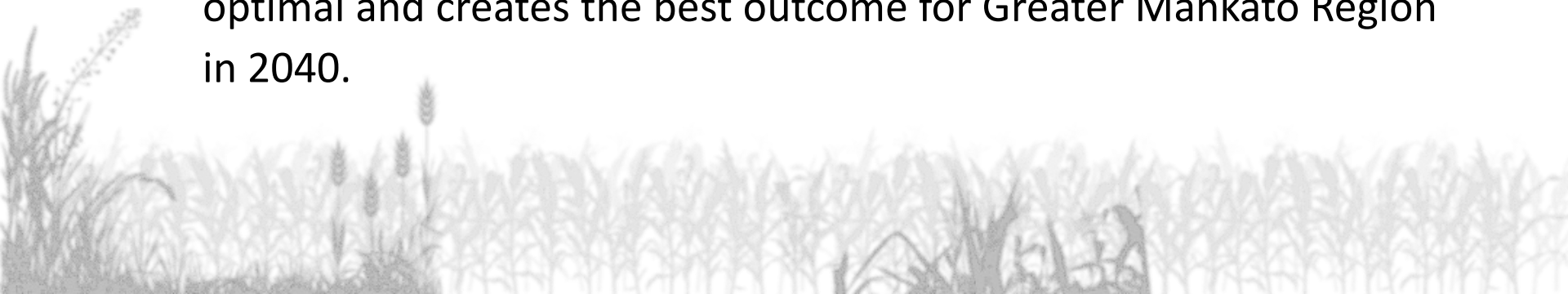
# Greater Mankato 2040

## Expected, Preferred and Least Desirable Futures

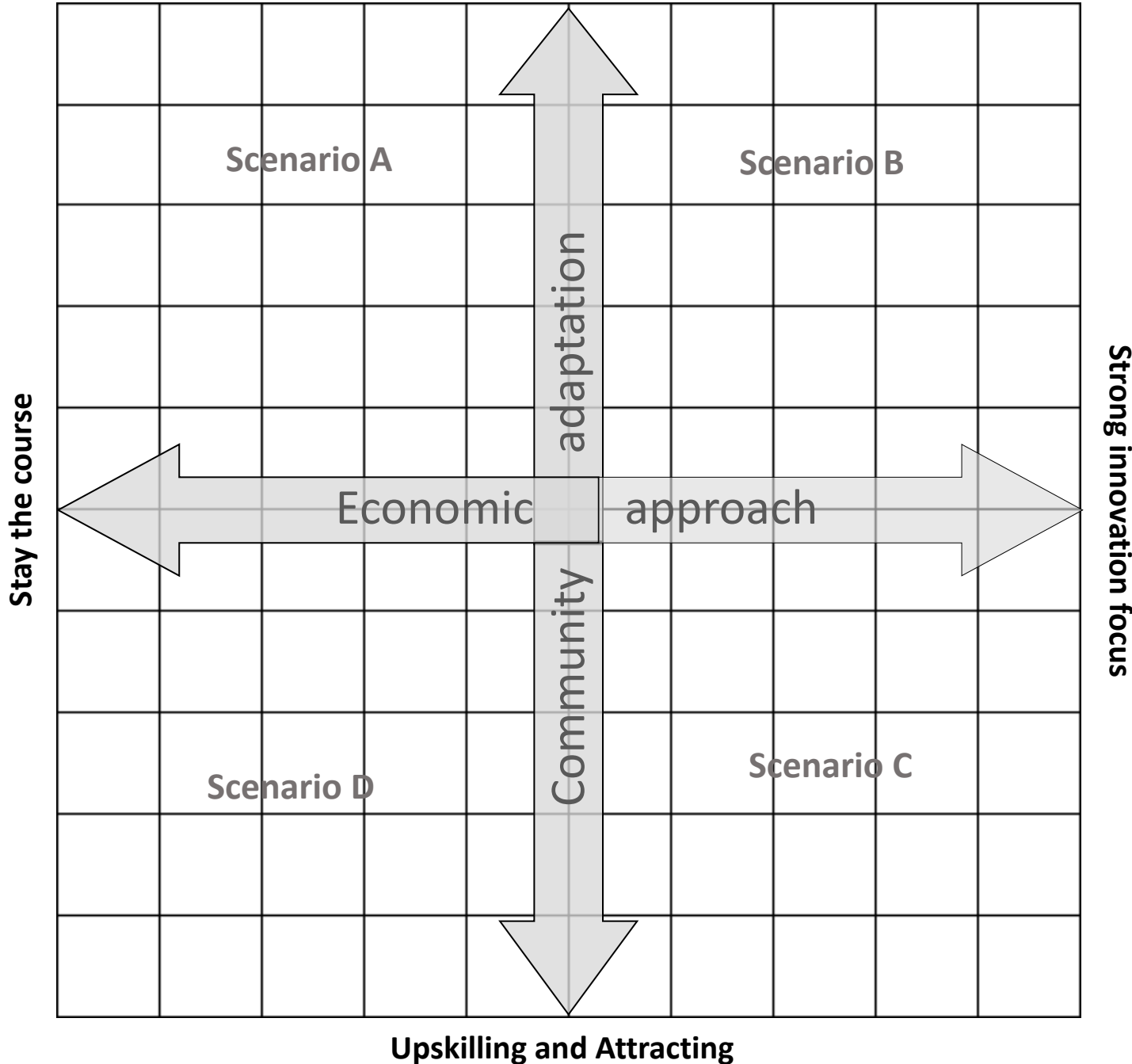
### Heatmaps

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.



Intentional re-invention



## FUTURES

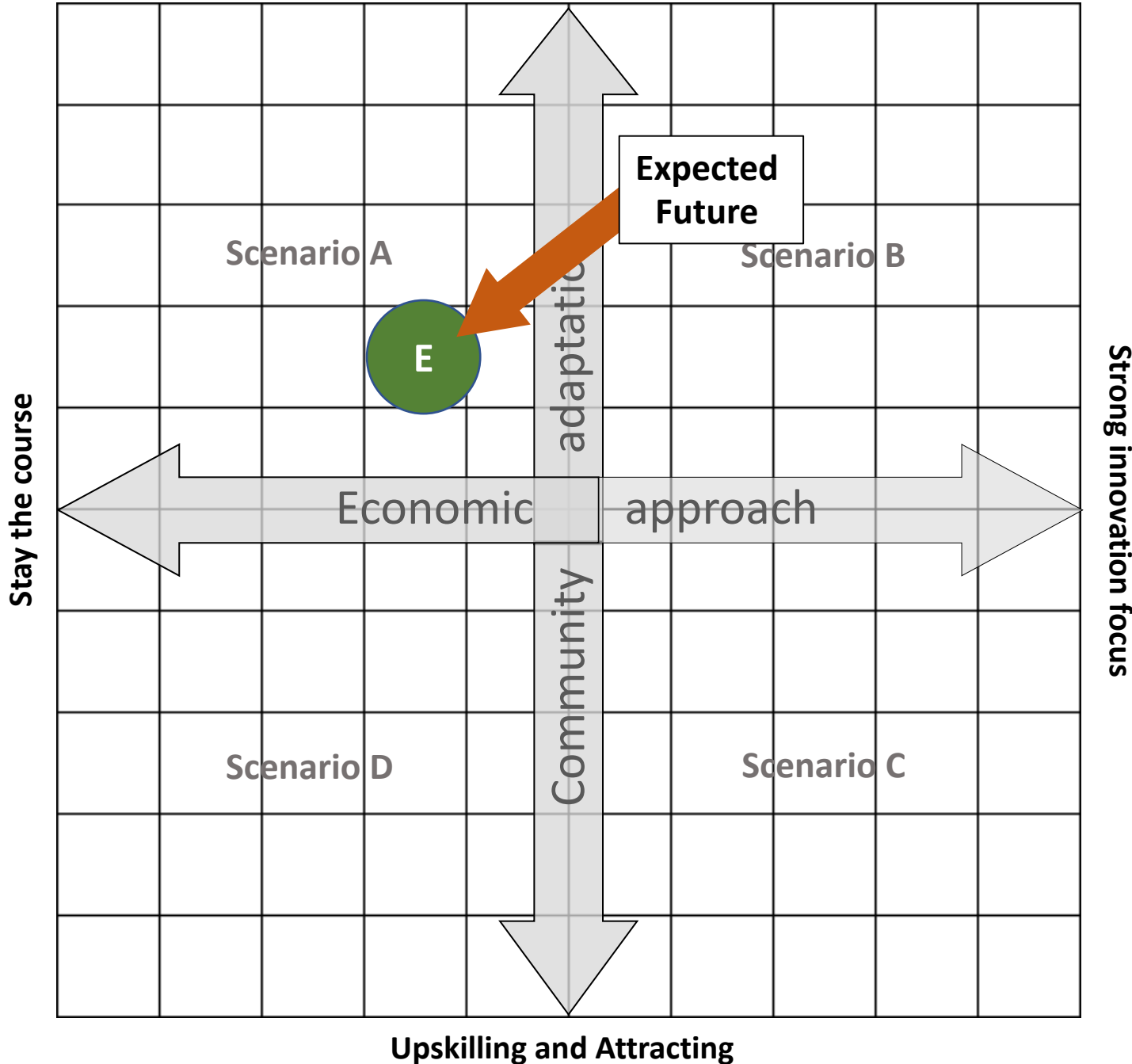
- LEAST DESIRABLE FUTURE (L)
- EXPECTED FUTURE (E)
- PREFERRED FUTURE (P)

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Intentional re-invention



## FUTURES

- LEAST DESIRABLE FUTURE (L)
- EXPECTED FUTURE (E)
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# POSSIBLE HIGH-LEVEL STRATEGIC THEMES

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1

2



**NEXT STEP**  
**Future Friday #3**

## Project stages and opportunities to engage



April 26, 2023

**Industry and Community  
Roundtable Day  
May 19, 8:30 – 10:30am**

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# 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

May 19

Future Fridays

