

## GM2040 Regional and Community Roundtable Day

FRIDAY, MAY 19, 2023

8:30 - 10:30am Courtyard by Marriott Mankato







Home » Greater Mankato 2040 » About » Supporting Partners

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









## **THANK YOU**Courtyard Marriott



## **GM2040** Regional and Community Roundtable Day

## **Begin action planning**

- Recap on think-tanks
- Introduce Roundtable topics
- Work in breakout groups on Roundtable topics
- Roundtable presentation





## The Importance of Future Thinking

The key to effective future thinking...

Consider both **trajectory** (direction of change) and **velocity** (speed of change).



### Project stages and opportunities to engage

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

Sextember - October

Building understanding and insights into the future

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

April 26,2023

## **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
- Build strategic pillars



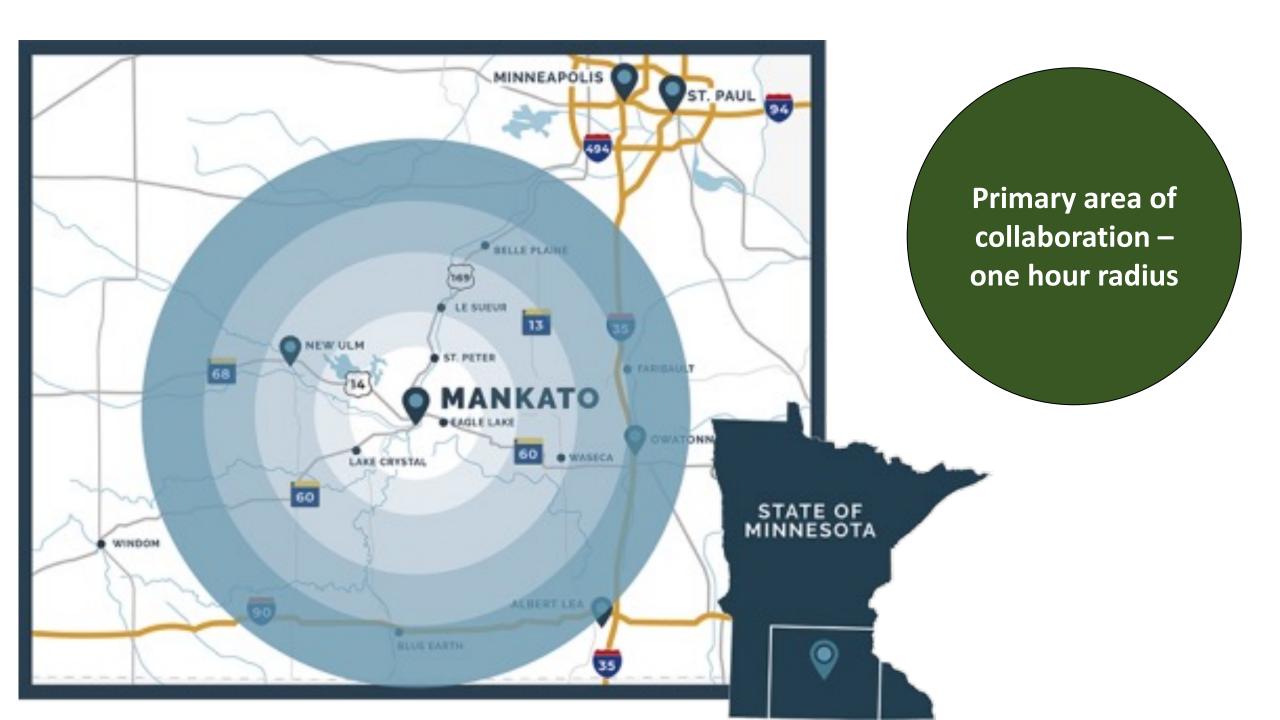


This initial survey will help us begin to tackle some of the big questions, such as:

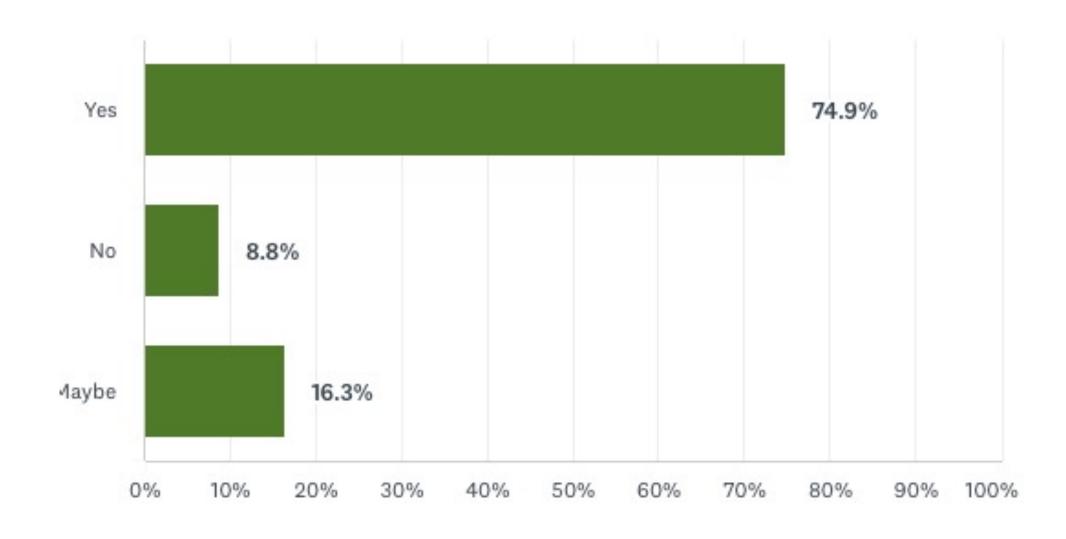
How does the Greater
Mankato region best position
itself for the future?

How do we need to evolve as a regional community to stay relevant, attractive, and successful, for a wide cross section of people?

What role can we play in solving the grand challenges of the future?



## Does defining this broad regional area make sense to you?



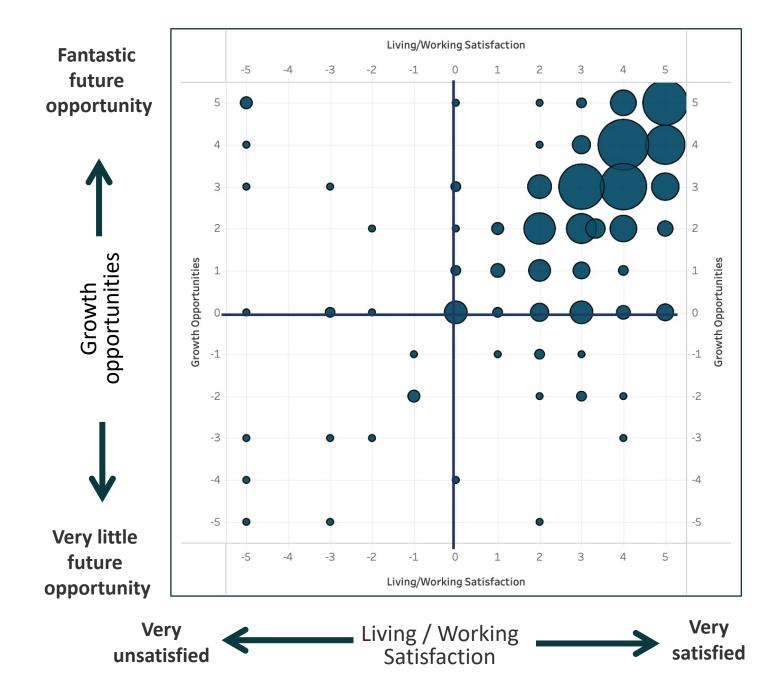
Living and Working in the Greater **Mankato Region** 

TRANSA OVANING TOMORROW

GAEATER MANKATO 2040



TOGETHER

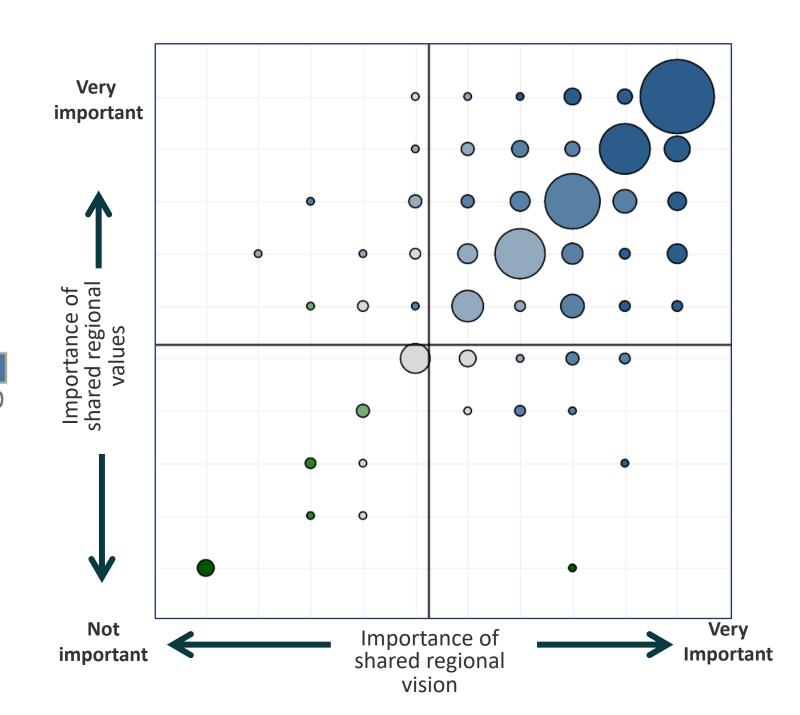


# Shared regional vision, values and plan

Importance of shared regional plan

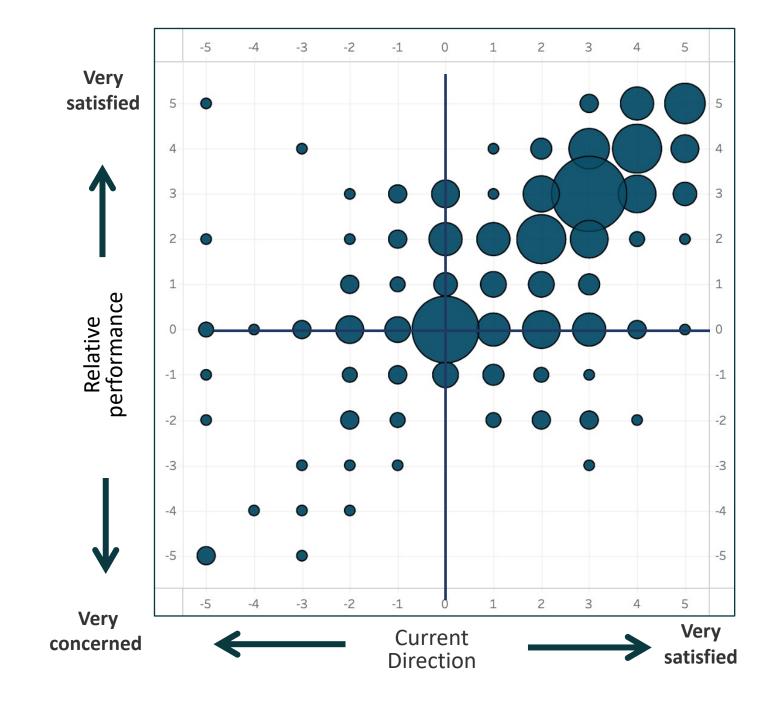
1.000 10.000





# Current Direction and Performance





## **Future Relevance** and Importance of the Region

Importance to National Future

1.000

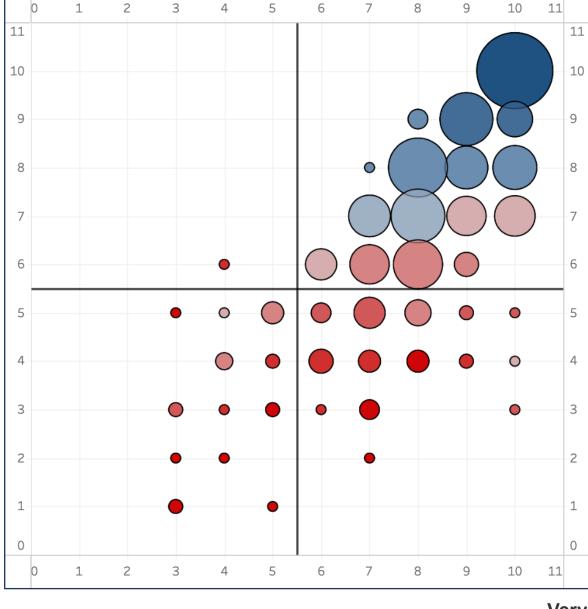
Not

important

Very important











10.000

Very

**Important** 





Importance to the future of Minnesota





## **Greater Mankato 2040**

## **IDENTIFYING 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



### Greater Mankato 2040 | Transforming Tomorrow Together

## **IMPACT MATRIX HANDOUT**

Regional Think-Tank Workshop Part 1

Friday, April 14, 2023

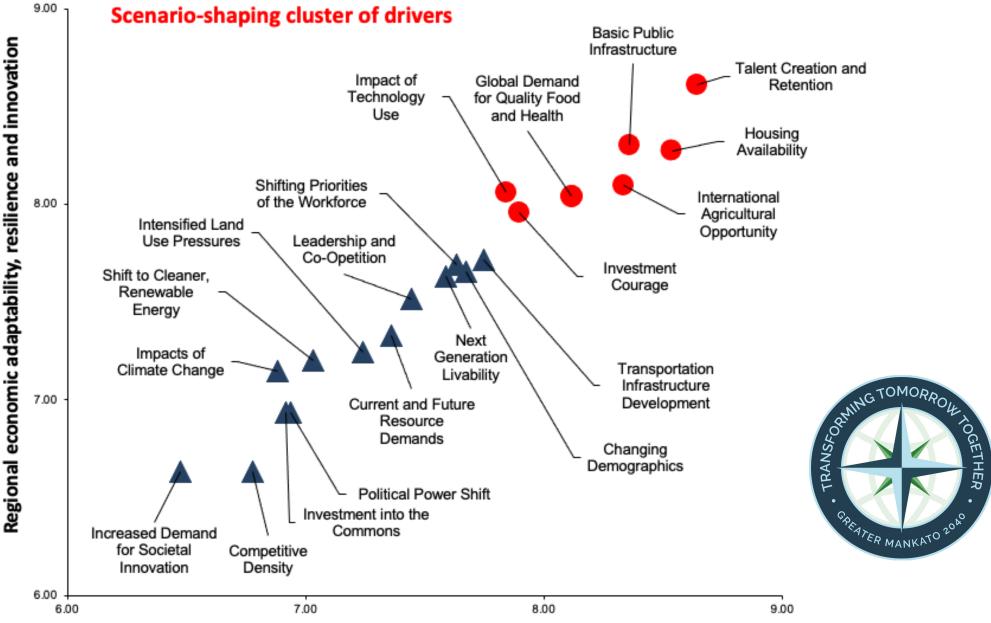


Rate each driver in terms of likely future impacts on the following dimensions of the Greater Mankato region.

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

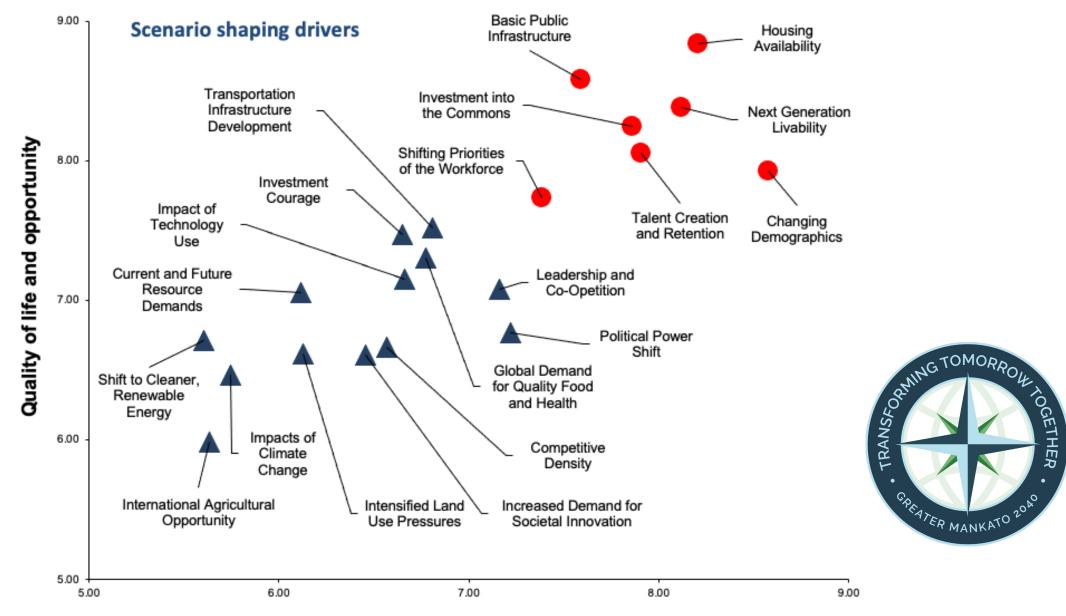
	Dimensions			
Driver	Overall economic size and relative performance	Regional economic adaptability, resilience and innovation	Social fabric and regional cohesion	Quality of life and opportunity
1				
2				
3				Detine future impos
4				Rating future impact of each driver –
5	8			individual scoring
6	Mark Market Section	K/BBACA	Van Katalis	WORLD A
7				
8			SEAN	1622

## Economic approach Scenario-shaping cluster of driver



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 themes – based on data in scatter plot. There are part of the data set used to formulate the scenario matrix

### Plausible Scenario Matrix - 2040

#### 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.

adaptation



#### 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.

Pockets of prosperity

Regenerative and synergistic region

Economic

approach

Shrink happens or

or Grow or die Regionally; new tech – same values

#### **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.

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

#### **Upskilling and Attracting**

Community

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.



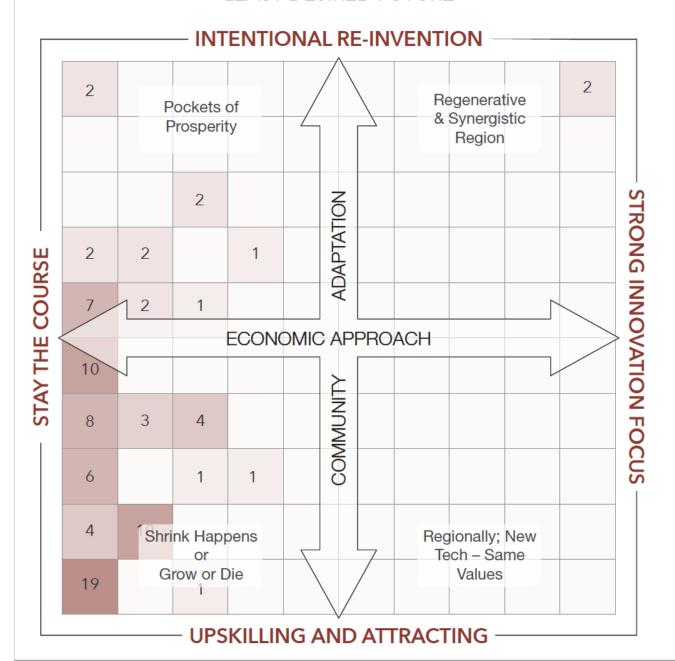
Create Future Intelligence™

# 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.

LEAST DESIRED FUTURE



#### LEAST DESIRED FUTURE PLAUSIBILITY MATRIX

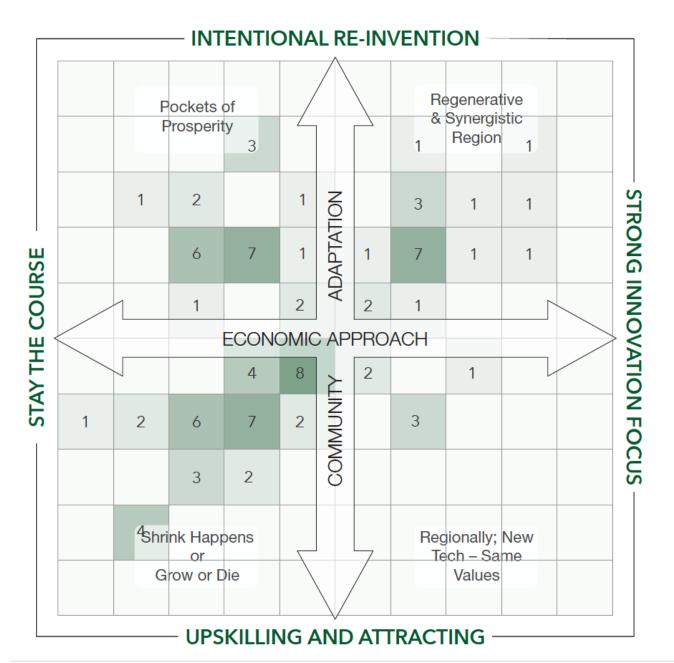
This grid displays the plausibility level assigned by the workshop participants.

The darker the color, the greater the aggregate weighted plausibility score.





**EXPECTED FUTURE** 



### EXPECTED FUTURE PLAUSIBILITY MATRIX

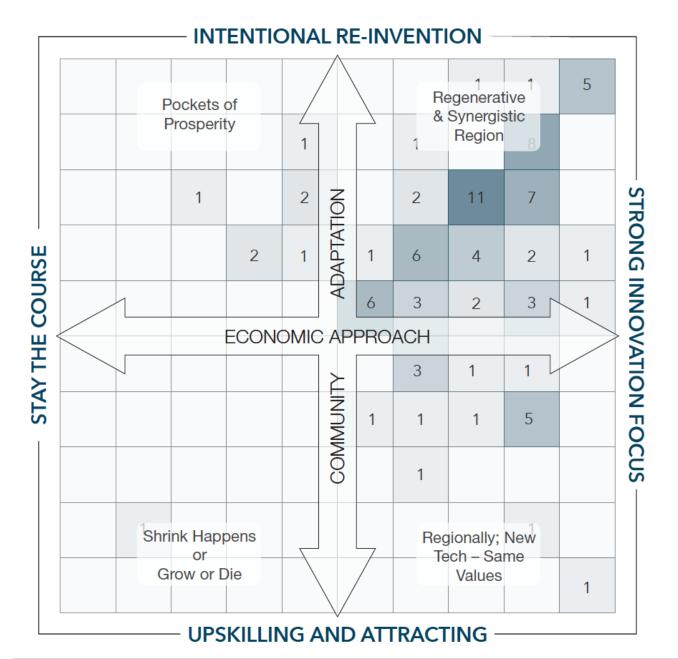
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PREFERRED FUTURE



### PREFERRED FUTURE PLAUSIBILITY MATRIX

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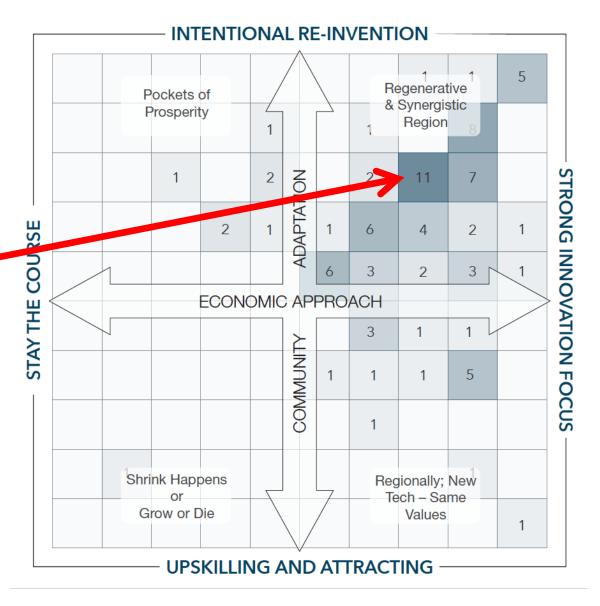


EXPECTED FUTURE

#### INTENTIONAL RE-INVENTION Regenerative Pockets of & Synergistic Prosperity Region **STRONG ADAPTATION** 2 3 COURSE 6 2 NOVATION FOCUS ECONOMIC APPROACH STAY THE 8 YTINUMMOC 3 2 3 Shrink Happens Regionally; New Tech - Same Values Grow or Die **UPSKILLING AND ATTRACTING**

#### **GREATER MANKATO 2040**

PREFERRED FUTURE



## **GM2040** Regional and **Community Roundtables**

## **TOPICS**

## Greater Mankato 2040 | Transforming Tomorrow Together



Greater Mankato 2040 (GM2040) is a planning and visioning project **exploring the future** of the Greater Mankato Region. This project is about **coming together** as a region and **building a vision and roadmap** for 2040.

## **GM2040** Regional and **Community Roundtables**

## Regenerative and synergistic region

(Think strategic future positioning of the region)



- 1. Strengthen regional community collaboration and synergy
- 2. Stimulate innovative housing solutions
- 3. Create an inclusive, diverse culture and population
- 4. Create the region as a 'human talent-hub'
- 5. Build future-orientated community amenities
- 6. Create a healthy and happy regional community
- 7. Build a future ready regional culture
- 8. Boost regional reputation and relevance
- 9. Foster sustainability and regenerative practices
- 10. Drive evolution of transportation systems
- 11. Create the region as an entrepreneurial magnet
- 12. Build investment courage and appeal
- 13. Build regional industry collaboration and synergy
- 14. Become a leading bioscience and bioeconomy innovation center

## **BIG IDEAS**





Strategic Topic:

Objectives / Outcomes of the Strategic Topic:

(How does it help us get to the preferred future?)

Breakout Table Groups



What do we currently know (and don't know) about this topic?

## **BIG IDEAS** GM2040 Roundtable Day | May 19, 2023 Brainstorm action ideas, solutions, innovations and possible 'projects' **Breakout Table** Groups What resources and people are available, or need to be brought to the table?





### Project stages and opportunities to engage

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