



Minnesota Valley
Creative Corridor

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South-of-the-River Communications Pros Team Up to Promote the Region's Wealth of Marketing Resources

Minnesota Valley Creative Corridor Launched as a Hub for Independent Communications Experts

SOUTHERN TWIN CITIES (February 20, 2007) — Need a brochure or branding advice in Burnsville, public relations or photography in Prior Lake or strategic communications counsel or statistics in Savage?

More than a dozen marketing and communications professionals in the southern metro have joined forces to let area businesses know that there's one less reason to hop on a major highway and head downtown in search of top-notch marketing support. The Minnesota Valley Creative Corridor (MVCC), a group of independent marketing and communications professionals who live and work in the southern metro, has launched a collaborative effort to inform area businesses of the wealth of creative services available right in their backyard.

The MVCC is a group of experienced business owners, all of whom have perfected their creative and strategic skills at agencies, Fortune 100 corporations or small businesses. Depending on a client's needs, MVCC members are prepared to work independently, or quickly form an ad hoc communications team by bringing in other members with the right talent and expertise for the job. MVCC members have the proven ability to deliver everything from complete brand strategies and marketing or public relations campaigns to Web sites, brochures, illustrations, photographs, articles or videos.

The MVCC is putting its collective expertise to work on its own promotional campaign, targeting more than 500 south-of-the-river businesses with an easy-to-file folder detailing each member's capabilities, as well as a Web site, www.minnesotavalleycreativecorridor.com. While members work with businesses throughout the Twin Cities metro area and beyond, the group is focusing on southern metro businesses because its members have a vested interest in the region's economic growth and vitality, and they offer the distinct benefits of proximity and convenient access for potential clients.

The MVCC is currently made up of 13 charter members, including:

- Belmont Partners Public Relations (Public Relations), Savage
- C. Spot Create (Advertising & Design), Burnsville
- Daneu Communications (Integrated Marketing Communications), Apple Valley
- Daniel Halsey Photography (Advertising Photography), Prior Lake
- Haugen Public Relations (Public Relations), Rosemount
- ImagePatrol, Inc. (Engineering Brand Vision), Savage
- MarKat Design Works (Graphic Design), Eagan
- Market Works Inc. (Qualitative Market Research), Savage
- Netmajic, Inc. (Website Design & Search Engine Optimization), Lakeville
- New York West Illustration Studio (Medical, Technical & General Illustration), Lonsdale
- SMK Marketing & Communications (Strategic Communication and Marketing), Apple Valley
- Word Wise (Strategic Communications), Savage
- Zimmer Marketing Management (Strategic Planning, Program Development & Execution), Savage

It started as an informal networking group

The MVCC was born last February when more than a dozen south-of-the-river marketing professionals gathered to compare notes on the state of the industry. “We found ourselves running into a really surprising number of very experienced and talented communications consultants, freelancers and principals of small agencies in the southern suburbs, so we decided to gather them in a room and just see what would happen,” says market researcher Jean Nordgren, who, with her strategic-communications-consultant husband Paul and advertising photographer Dan Halsey, coordinated the initial get-together. “We had no idea what it would become.”

The group started as a casual forum for industry discussion, problem-solving and small-business-owner camaraderie. As participants realized the breadth of talent and amount of expertise its membership shared, the group quickly evolved into a resource-sharing organization designed to promote the wealth of south-of-the-river creative talent.

Providing businesses with options

The MVCC does not limit membership to just one company per area of expertise. “We’re starting out with two public relations agencies and several consultants who specialize in strategic planning, for instance,” says Paul Nordgren. “The idea is to give area businesses a wide variety of options to meet their exact needs. We’re a little like a chamber of commerce in that way, promoting the entire south-of-the-river creative community without exclusive member coverage for specific discipline areas.” New members must be approved by the existing membership and meet several criteria, including being based south of the Minnesota River, having a minimum of seven years experience in the field of communications or marketing, and agreeing to adhere to ethical business practices. For more information about the Minnesota Valley Creative Corridor and its members, visit www.minnesotavalleycreativecorridor.com, call (612) 581-0332, or email info@minnesotavalleycreativecorridor.com.