BUILDING A GLOBALLY COMPETITIVE REGION

MINNESOTA TRANSPORTATION CONFERENCE | MARCH 10, 2016
CREATING A GLOBALLY COMPETITIVE REGION

- Engaging private, public and institutional leaders
- Identifying regional assets and key sectors
- Understanding regional strengths and needed improvements
- Creating regional awareness
- Supporting business by identifying partners and resources
- Ensure availability of talent
- Assuring shared prosperity
THE GREATER MSP REGION

Mille Lacs
Isanti
Sherburne
Anoka
Wright
Hennepin
Carver
Sibley
Le Sueur
Dakota
Pierce
St. Croix
Washington
Chisago

16-COUNTY MSA
$228 BILLION IN GMP

48th LARGEST GLOBAL ECONOMY
MORE THAN 3.4 MILLION PEOPLE

Minneapolis Saint Paul Regional Economic Development Partnership
VISION
The Greater MSP Region is recognized as a globally leading economy where business and people prosper.

MISSION
Accelerate job growth and capital investment in the Greater MSP region.

JOB RETENTION, EXPANSION, & ATTRACTION
REGIONAL ECONOMIC DEVELOPMENT STRATEGY
MARKETING, BRANDING, & PROMOTION
# GREATER MSP BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>CHAIR</th>
<th>Richard Davis</th>
<th>US Bancorp</th>
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<tbody>
<tr>
<td>VICE CHAIR</td>
<td>Ken Powell</td>
<td>General Mills</td>
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<tr>
<td>VICE CHAIR</td>
<td>Scott Anderson</td>
<td>Patterson Dental</td>
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<tr>
<td>SECRETARY</td>
<td>Kate Wolford</td>
<td>McKnight Foundation</td>
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<tr>
<td>TREASURER</td>
<td>Ginny Hubbard</td>
<td>Hubbard Broadcasting</td>
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<tr>
<td>CEO</td>
<td>Michael Langley</td>
<td>GREATER MSP</td>
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<thead>
<tr>
<th>Doug Baker</th>
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<tr>
<td>Ben Fowke</td>
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<tr>
<td>Chris Policinski</td>
<td>Land O’ Lakes</td>
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<tr>
<td>David Mortenson</td>
<td>Mortenson Construction</td>
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<tr>
<td>Carl Casale</td>
<td>CHS</td>
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<tr>
<td>Mayor Elizabeth Kautz</td>
<td>City of Burnsville</td>
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<tr>
<td>Rick King</td>
<td>Thomson Reuters</td>
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<tr>
<td>Marianne Short</td>
<td>United Health Group</td>
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<tr>
<td>Jeff Freyer</td>
<td>Comcast</td>
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<tr>
<td>Tim Baer</td>
<td>Target</td>
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<tr>
<td>Mary Brainerd</td>
<td>HealthPartners</td>
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<tr>
<td>Russ Nelson</td>
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<tr>
<td>John Stauch</td>
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<td>Laura Oberst</td>
<td>Wells Fargo</td>
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<tr>
<td>Commissioner Fran Miron</td>
<td>Washington County</td>
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<tr>
<td>Gary Hendrickson</td>
<td>Valspar</td>
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<tr>
<td>Mayor Chris Coleman</td>
<td>City of Saint Paul</td>
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<tr>
<td>Commissioner Jan Callison</td>
<td>Hennepin County</td>
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<tr>
<td>Mayor Betsy Hodges</td>
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<tr>
<td>Commissioner Victoria Reinhardt</td>
<td>Ramsey County</td>
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<tr>
<td>Commissioner Kathleen Gaylord</td>
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<tr>
<td>David Saggau</td>
<td>Great River Energy</td>
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<td>Commissioner Jon Ulrich</td>
<td>Scott County</td>
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<td>Commissioner Rhonda Sivarajah</td>
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<td>Andy Bessette</td>
<td>Traveler’s Co.’s.</td>
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<td>Gary Cunningham</td>
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**GREATER MSP**

Minneapolis Saint Paul Regional Economic Development Partnership
METROS ARE THE MARKET

Source: US Census, Brookings
WHY REGIONS ARE IMPORTANT?

• Defined by economic relationships not political boundaries
• Infrastructure involve multiple jurisdictions
• Clearer communication
• Maximize resource efficiency
• Access to larger workforce
• Knowledge-based economy allows new regional partnerships
ECONOMIC DEVELOPMENT EXCELLENCE

COMPETITIVE ADVANTAGE OF COLLABORATIVE COMMUNITY LEADERSHIP

BRAND & IMAGE
EDUCATION & WORKFORCE
INNOVATION & ENTREPRENEURSHIP
INFRASTRUCTURE
EQUITY
REGIONAL PRODUCT IMPROVEMENT CYCLE

- MARKETING AND PROMOTION
- ADVOCACY
- STRATEGY AND RESEARCH (PRIORITY SETTING)
- COLLABORATIVE REGIONAL LEADERSHIP
  - PUBLIC SECTOR
  - PRIVATE SECTOR
  - INSTITUTIONAL
REGIONAL SECTORS OF STRENGTH

FINANCIAL SERVICES
- FINANCIAL ADVISORY
- BANKING
- INSURANCE

ADVANCED MANUFACTURING & TECHNOLOGY
- R&D CENTERS
- SOFTWARE/ IT
- ADVANCED MANUFACTURING
- ENERGY/RENEWABLES

HEALTH & LIFE SCIENCES
- BIO TECH
- HEALTHCARE PROVIDERS
- HEALTHCARE PAYERS AND IT
- MEDICAL DEVICES

HEADQUARTERS & BUSINESS SERVICES
- CORPORATE HEADQUARTERS
- CREATIVE SERVICES
- PROFESSIONAL SERVICES
- DATA CENTERS

FOOD & WATER SOLUTIONS
- FOOD PROCESSORS
- FOOD PRODUCTION
- AGRIBUSINESS
- NUTRITION
- WATER FILTRATION
- WATER PURIFICATION
The Dashboard

MSP Regional Indicators Dashboard 2015

ULI Minnesota
Regional Council of Mayors

ITASCA project

MINNESOTA BUSINESS PARTNERSHIP

THE MCKNIGHT FOUNDATION

METROPOLITAN COUNCIL

GREATER MSP

MINNEAPOLIS SAINT PAUL AREA CHAMBER OF COMMERCE

MINNEAPOLIS SAINT PAUL CHAMBER OF COMMERCE

Support for this work has been provided by Minnesota Philanthropy Partners through the Living Cities Integration Initiative.

Greatermsp.org/publications
# THE DASHBOARD

## Greater MSP

Minneapolis Saint Paul Regional Economic Development Partnership
<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Infrastructure</td>
<td>3.7</td>
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<tr>
<td>Livability</td>
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<tr>
<td>Environment</td>
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<tr>
<td>Education</td>
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<td>#3*</td>
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<tr>
<td>Talent</td>
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<td>Business Vitality</td>
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<td>Economy</td>
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## Peer Ranking

<table>
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<tr>
<th>Region</th>
<th>Average Rank</th>
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<tr>
<td><strong>Top Peers</strong></td>
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<tr>
<td>San Francisco, CA</td>
<td>4.32</td>
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<tr>
<td>Seattle, WA</td>
<td>4.58</td>
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<tr>
<td>Boston, MA</td>
<td>4.79</td>
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<tr>
<td>Minneapolis-St Paul, MN</td>
<td>5.03</td>
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<tr>
<td><strong>Close Rivals</strong></td>
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<tr>
<td>Austin, TX</td>
<td>5.59</td>
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<tr>
<td>Portland, OR</td>
<td>6.47</td>
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<tr>
<td>Denver, CO</td>
<td>6.53</td>
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<tr>
<td><strong>More Distant</strong></td>
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<tr>
<td>Dallas, TX</td>
<td>7.11</td>
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<td>Chicago, IL</td>
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<td>Atlanta, GA</td>
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<td>Pittsburgh, PA</td>
<td>8.63</td>
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<td>Phoenix, AZ</td>
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</table>
OUR REGION’S BRAND

BUSINESS AND PEOPLE PROSPER HERE
OUR REGION’S STORY

The Greater Minneapolis Saint Paul region will lead the world in solving its most important challenges for the future.

Safe and abundant food, clean water, and health solutions will drive the global economy in coming years.

The Greater MSP region is the leader in these technologies and industries, and has the R & D, financial and business services infrastructure to support them.

Our highly educated and culturally connected workforce will create that business success. Our quality of life and social collaboration will sustain that success.

Businesses prosper here. People prosper here.
GREATER MSP GLOBAL IMPACT

10 Countries
59 Market Visits
31 Domestic Cities
15 Foreign Cities
31 Trade Shows

5,301 Jobs to the Region
$578M in Capital Investment
SCOTT COUNTY IMPACT

4,158 Jobs
$632M Capital Investment
INVESTING IN COMMUNITIES MANUFACTURING PARTNERSHIP

Accelerating the resurgence of manufacturing in communities nationwide

A strategy to strengthen the ecosystem for entrepreneurship, globally brand and market Minnesota’s medical and life sciences cluster.

Provides access to grants around:
• Workforce and Training
• Infrastructure and Site Development
• Trade and Investment
• Research & Innovation
• Operational Improvements and Access to Capital
Estimated gap in workers by 2020:

100,000

A collaboration of over 100 private, public, institutional and philanthropic partners to address this gap

www.makeitmsp.org
MAKE IT. MSP. TALENT INITIATIVE

- IMPROVE SOCIAL INCLUSION
- SUPPORT INNOVATIVE TALENT
- CONNECT TALENT TO OUR COMMUNITY
- CONNECT TALENT & EMPLOYERS
- CLOSE NEAR-TERM TALENT GAPS

**ARTS/CULTURE/FOOD**

Minneapolis values the arts so much, it voted to fund it through a constitutional amendment.

- More theater seats per capita than anywhere except NYC
- One of the Top-10 Cities for Live Rock Music
- 16 Jazz Festivals (US)
- 600+ Art Galleries

**WELCOME TO THE MINNEAPOLIS SAINT PAUL REGION**

Where do you turn for professional development?

- Minneapolis Saint Paul Regional Economic Development Partnership
ALIGNING FOR SUCCESS

- Engaged Private, Public, Institutional Leadership
- Clear Articulation of Regional Assets
- Shared Data and Information
- Regional Awareness
- Supporting Business
- Ensure Talent
- Shared Prosperity