GREATER MSP®
Minneapolis Saint Paul Regional Economic Development Partnership
Regional Council of Mayors
May 3, 2019

FROM ORGANIZATION TO PARTNERSHIP

GREATER MSP is fulfilling the original vision of a true regional economic development partnership

2011

organization

2019

GREATER MSP

a regional partnership

2000 leaders

200 organizations

20 staff

expect

- **bigger results**
- **bolder ambition**
- **shared**

Private Sector Investors

Andersen Windows & Doors
Best Buy
BlueCross BlueShield Minnesota
Cargill
Comcast Xfinity
Ecolab
General Mills
Great River Energy
HealthPartners
Hubbard Broadcasting
Land O'Lakes, Inc.
Mayo Clinic
Medica
Medtronic
Mdewakanton
Pentair
Pohlad companies
smiths medical — bringing technology to life
Target
Thomson Reuters
University of Minnesota
usbank
UnitedHealth Group
Wells Fargo
Xcel Energy

129 Private Investors =

Public Sector Investors

Apple Valley
Chisago County Minnesota
Dakota County
Eagan
Ramsey County
Rosemount Minnesota
Saint Paul
Washington County

28 Public Investors = 19%

Foundation Investors

Bush Foundation
The McKnight Foundation
Minneapolis Foundation
Saint Paul & Minnesota Foundations

4 Foundation Investors = 5%

Civic Partners

RCM Regional Council of Mayors
Minneapolis Saint Paul Metropolitan Airports Commission (MAC)
Center for Economic Inclusion
MPLS Regional Chamber — Minneapolis Bloomington Northeast
Itascaproject
Minnesota Business Partnership
Metropolitan Council
Saint Paul Downtown Alliance
Minnesota Chamber of Commerce
M
SPACC — Saint Paul Area Chamber of Commerce

GREATER MSP

Regional VISION

The Greater MSP region leads the world in inclusive economic growth by welcoming all, empowering talent & igniting innovation.

Partnership MISSION

The GREATER MSP Partnership accelerates regional competitiveness and inclusive economic growth through job creation, capital investment & execution of strategic initiatives.

Partnership VALUES

Accountability

Alignment

Inclusion

Innovation

Transparency

Regional Economic Development Strategy

What the region needs to do to become more competitive

Strategic Pillars	Regional Strategy Objectives	
BUILD GLOBAL SECTORS	**Strengthen Key Sectors**	*Business retention / expansion / attraction , exports, FDI*
	Innovate to Drive Growth	*Start-ups, corporate R&D, and more*
	Invest in livability	*Affordability, mobility, environmental sustainability*
PRIORITIZE TALENT	**Attract & Retain professional talent**	*Tech, professionals of color, newcomers, interns*
	Develop our Residents' Skills	*Adult worker training and retraining; higher-education*
	Include All Races in Opportunity	*Better economic outcomes for diverse populations*
TELL OUR STORY	**Inspire Action from Data**	*Identifying leaders and organizations to take on pressing issues*
	Make MSP a Global Brand	*Marketing the MSP region around the U.S. and world*
	Rally Regional Storytellers	*Leaders acting as ambassadors for the region's story*

Portfolio of Strategic Initiatives

GREATER MSP Partnership

Retaining & Attracting Talent

MSP TECH

Attracting software developers and other technology talent

BE MSP

Connecting professionals of color and building more inclusive workplaces

MAKE IT. MSP.®

Working together to make the Minneapolis-Saint Paul region top 10 in USA for professional net migration

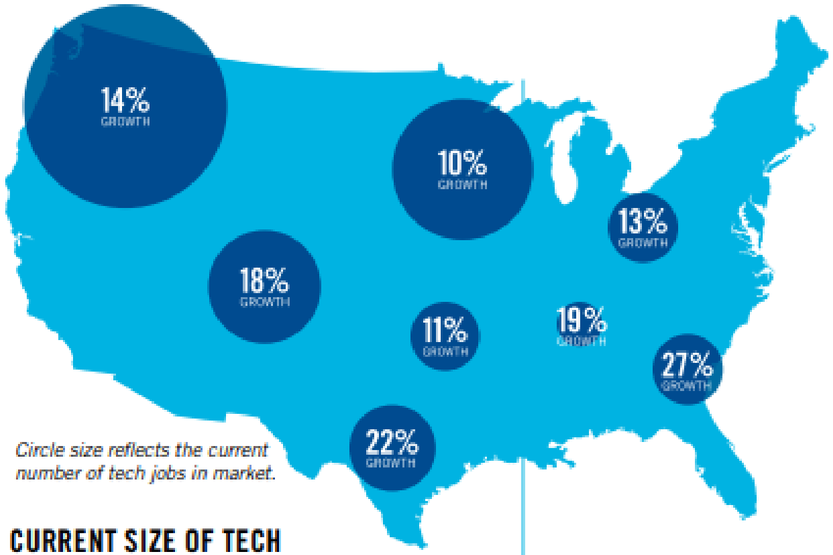
MSP HELLO

Welcoming newcomers that brings together hundreds of new and long-time residents

MSP CAMPUS

Converting summer interns and supporting on campus recruiting

Make It. MSP. New Products



Circle size reflects the current number of tech jobs in market.

CURRENT SIZE OF TECH LABOR FORCE WITH GROWTH RATE IN TOP US URBAN CENTERS

CITY	2017 TECH JOBS	5 YEAR CHANGE
Austin	83,832	22%
Charlotte	68,297	27%
Columbus	67,640	13%
Denver	109,272	18%
Kansas City	66,788	11%
MSP	136,313	10%
Nashville	43,155	19%
Seattle	196,984	14%

TIMES CHANGE. For instance, Minnesota's well-documented leadership at the dawn of supercomputing preceded the branding of Silicon Valley and its growth in the information age. Today, while growth continues in the Bay Area, tech employment in the rest of the country is catching up. During the last five years, metros like Seattle, Charlotte, Austin, and Nashville have experienced the highest rates of growth.

The Greater Minneapolis-Saint Paul region (MSP) has experienced 10% growth in tech jobs over the last 5 years, a significant increase in tech employment for a metro its size. This follows a similar trend being experienced by metros across the Midwest and Sunbelt, as high tech moves into more affordable markets with educated workforces and an ability to attract and retain talent.

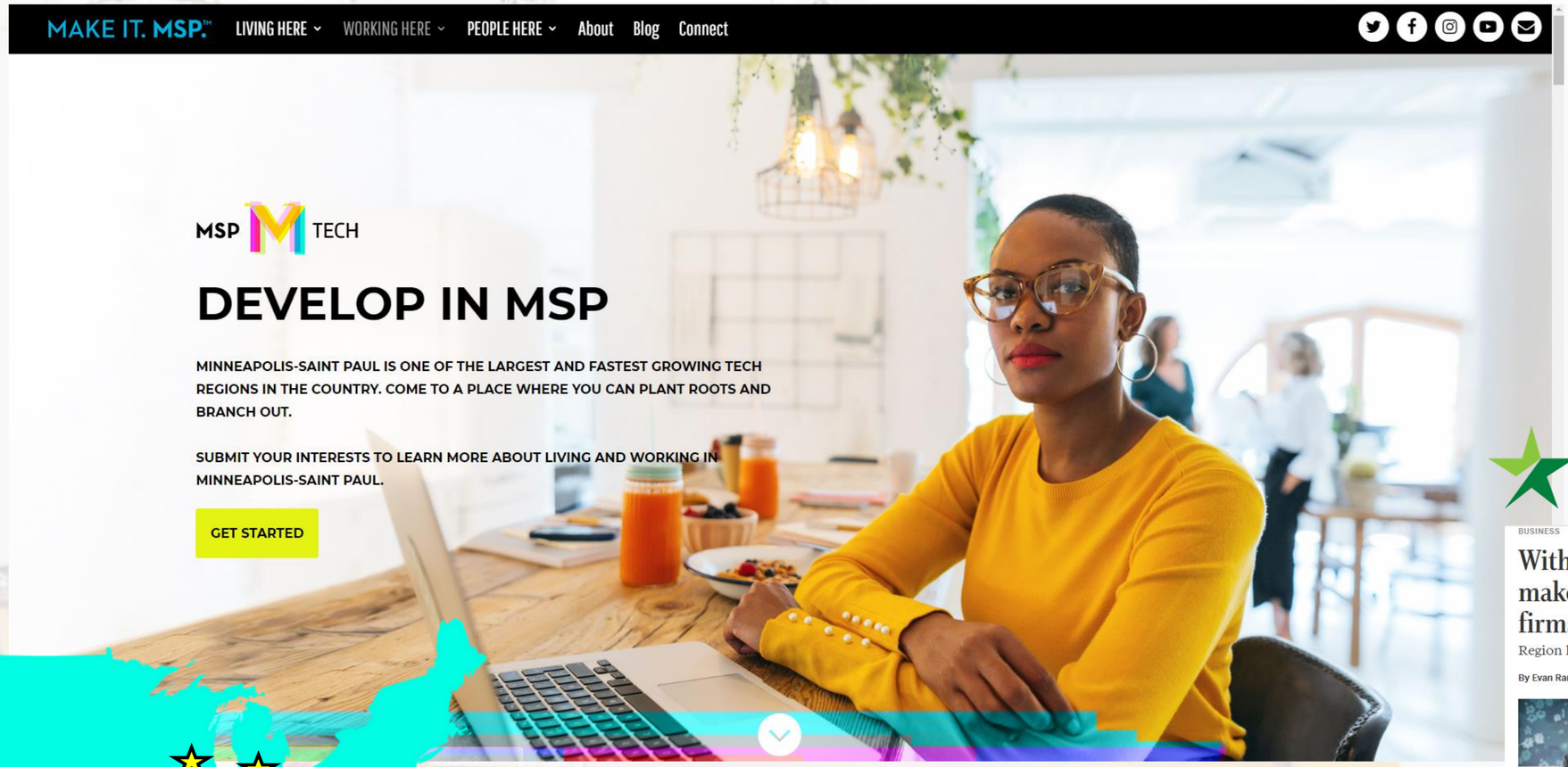
However, the growth rate in MSP is not keeping pace with other tech hubs, including metros in the South like Charlotte, Austin, and Nashville, or others in the Midwest like Columbus and Kansas City.

TECH HAS INFILTRATED EVERY INDUSTRY, TRANSFORMING REGIONAL ECONOMIES

The increasing concentration of tech jobs is not just in traditional IT services, but also manufacturing, business services, headquarters, insurance, finance, and government.

For example, more than half of publishing industry jobs in metros like Seattle and San Jose are now tech and nearly half in metros like Austin, Denver, and Charlotte. In some

MSP Tech New Content, New Campaign



StarTribune

BUSINESS

With a new campaign, Greater MSP makes a push for tech talent and firms

Region has 50,000 tech openings, agency says.

By Evan Ramstad Star Tribune | FEBRUARY 17, 2019 — 2:09PM

DAVID JOLES • STAR TRIBUNE FILE

Dalton Scott, a recruiter for Twin Cities startups and small tech companies, left, and Corwin Harris, in from Michigan for Twin Cities Startup Week in 2018. For the past few years, Greater MSP has used Twin Cities Startup Week to attract people

Greater MSP, the public-private economic-development agency for the Twin Cities, launched a new effort to recruit technology industry workers and firms to the region, including a web campaign and targeted advertising in other U.S. cities.

Impact: Success Building our Economy

REGIONAL AIR SERVICES PARTNERSHIP

Global Connectivity

4 new int'l routes

Seoul, Dublin, Mexico City, Shanghai

MAKE IT. MSP.

Talent Attraction & Retention

300% increase

Net millennial migration

GOOGLE DATA CENTER

Business Investment Win

$600m investment

ccc

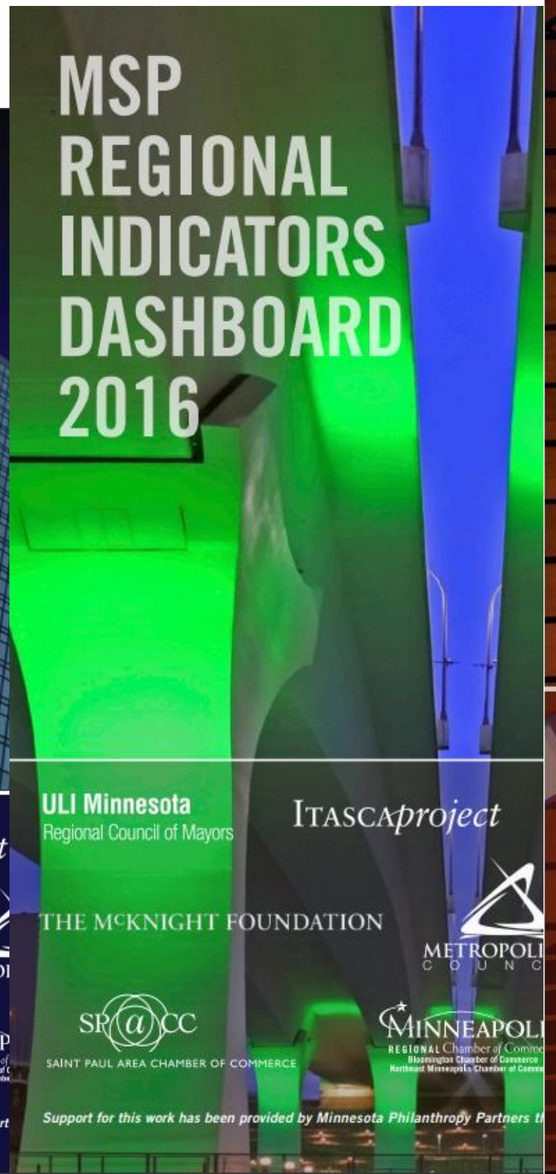
DAILY PAY

Business Investment Win

100 new jobs

Fast-growth fintech firm

2019 is our 5th year of tracking the economic performance of our region and benchmarking against peers



June 24 Event Preview

2019 MSP Regional Indicators Dashboard

5-year trend analysis

Where are we improving most?

Where are we falling behind?

Where do we need goals to focus resources & motivate progress?

MSP vs. MSP

Employment Gap (White-Of Color) Trend

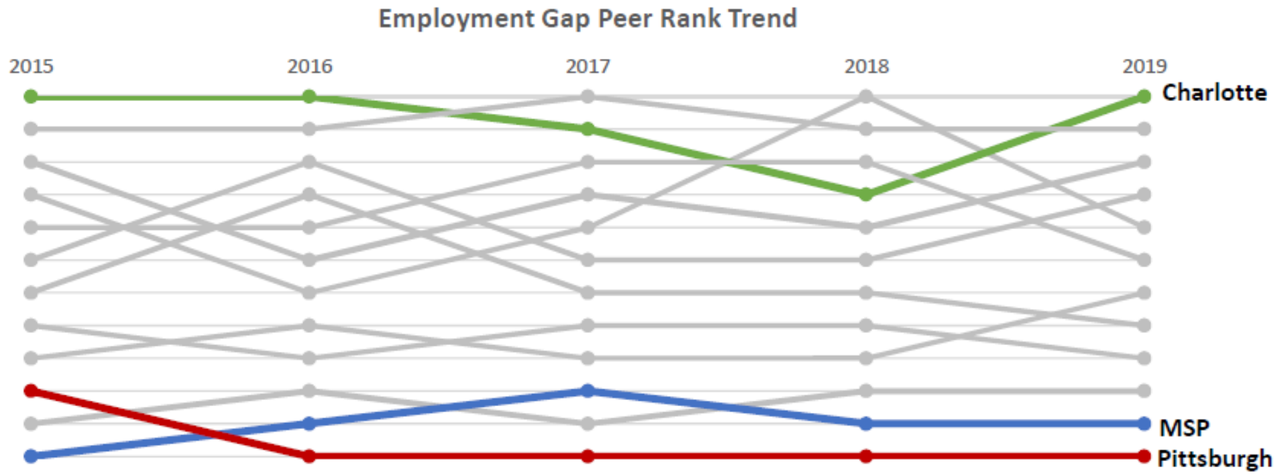
	2015	2016	2017	2018	2019	5-YR Change
Atlanta	5.5%	6.7%	5.3%	3.7%	4.0%	1.5%
Austin	4.7%	6.4%	5.1%	5.0%	3.4%	1.3%
Boston	7.2%	9.0%	7.9%	7.6%	6.5%	0.7%
Charlotte	-0.1%	-1.3%	4.1%	4.9%	2.4%	-2.5%
Chicago	12.3%	11.8%	10.5%	9.9%	8.5%	3.8%
Dallas	5.6%	6.0%	4.4%	4.3%	4.7%	0.9%
Denver	7.7%	8.6%	8.3%	7.6%	5.4%	2.3%
MSP	13.0%	13.0%	10.0%	11.3%	8.6%	4.4%
Pittsburgh	11.7%	13.7%	12.5%	12.7%	10.1%	1.6%
Portland	3.6%	4.0%	2.7%	4.3%	2.8%	0.8%
San Francisco	6.5%	6.0%	5.8%	5.6%	5.5%	1.0%
Seattle	6.5%	5.1%	5.4%	5.2%	3.9%	2.5%

Key Findings

MSP experienced largest decrease (improvement) 2015 to 2019 (4.4% decrease)

Charlotte experienced largest increase (decline) 2015 to 2019 (2.5% increase)

MSP vs. Peers



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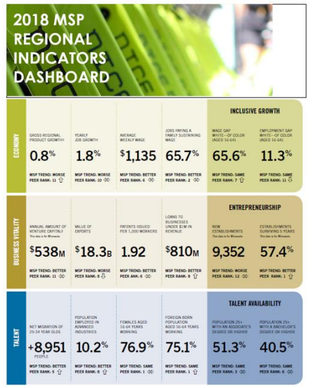
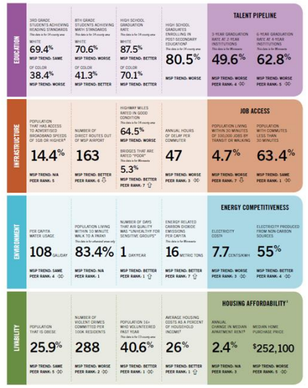
Regional Competitiveness Pyramid





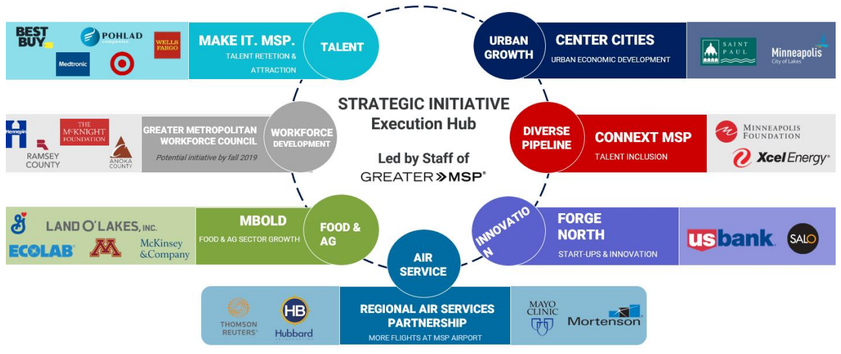
Performance

Strategy

GOALS

Fall 2019

Execution



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GREATER MSP®

Invitation – Be a part of your regional economic development partnership

SUMMER 2019

2019 Indicators Dashboard Release

June 24

Performance & Competition

Forge North Launch

July 24

Start ups & Innovation

MSP Business Investment Summit

Aug 5

Deals, Job Creation & Investment

MSP Welcome Week

Sep 12-18

Talent Attraction & Retention

GREATER MSP®

Let’s talk

Questions?
Ideas?

GREATER MSP®

Minneapolis Saint Paul Regional Economic Development Partnership

Amazon HQ2

So, what is the real story?

- Regions = geography of competition
- Compete, win as a team
- Need to be ready
- Learn from the big “winner” (VA)