



GREATER MSP[®]

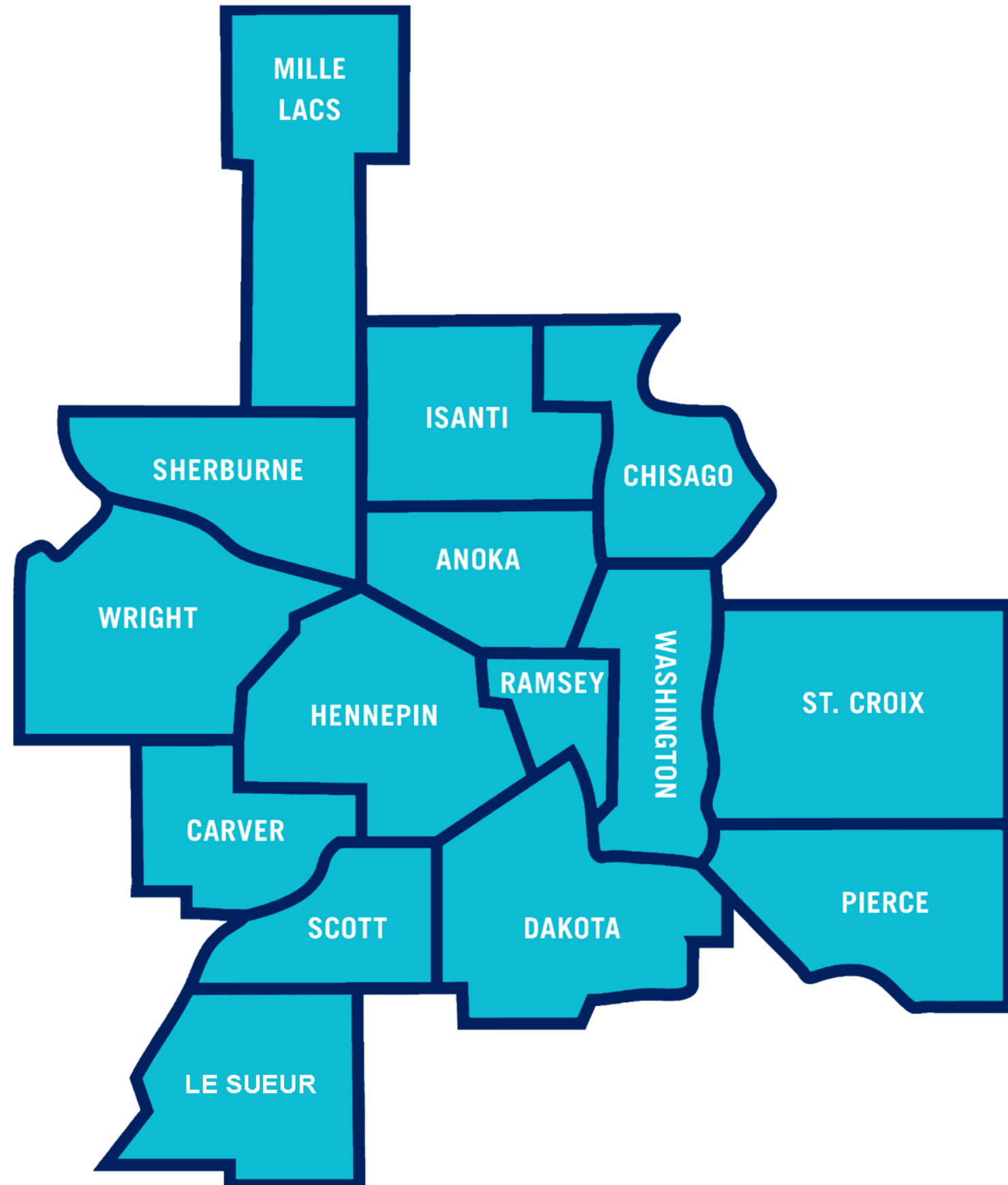
Minneapolis Saint Paul Regional Economic Development Partnership

Metropolitan Council
December 4, 2019

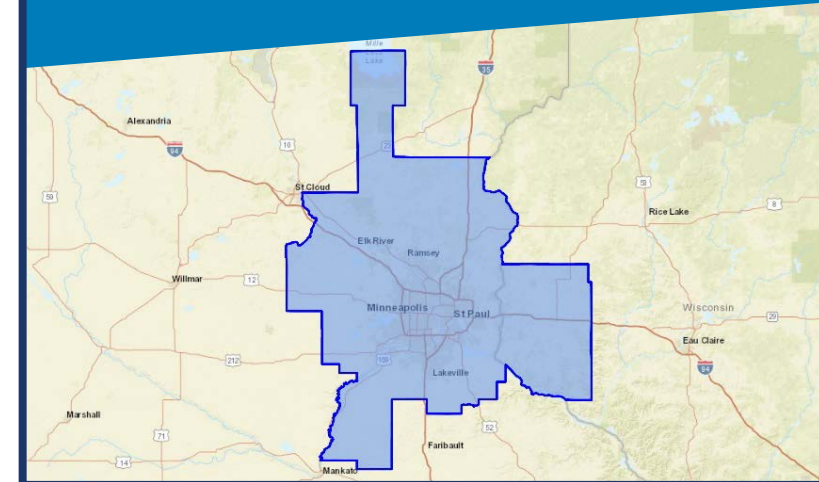
REGION



The Greater MSP Region



15-COUNTY MSA



\$260 BILLION
IN GMP



46th LARGEST
GLOBAL ECONOMY

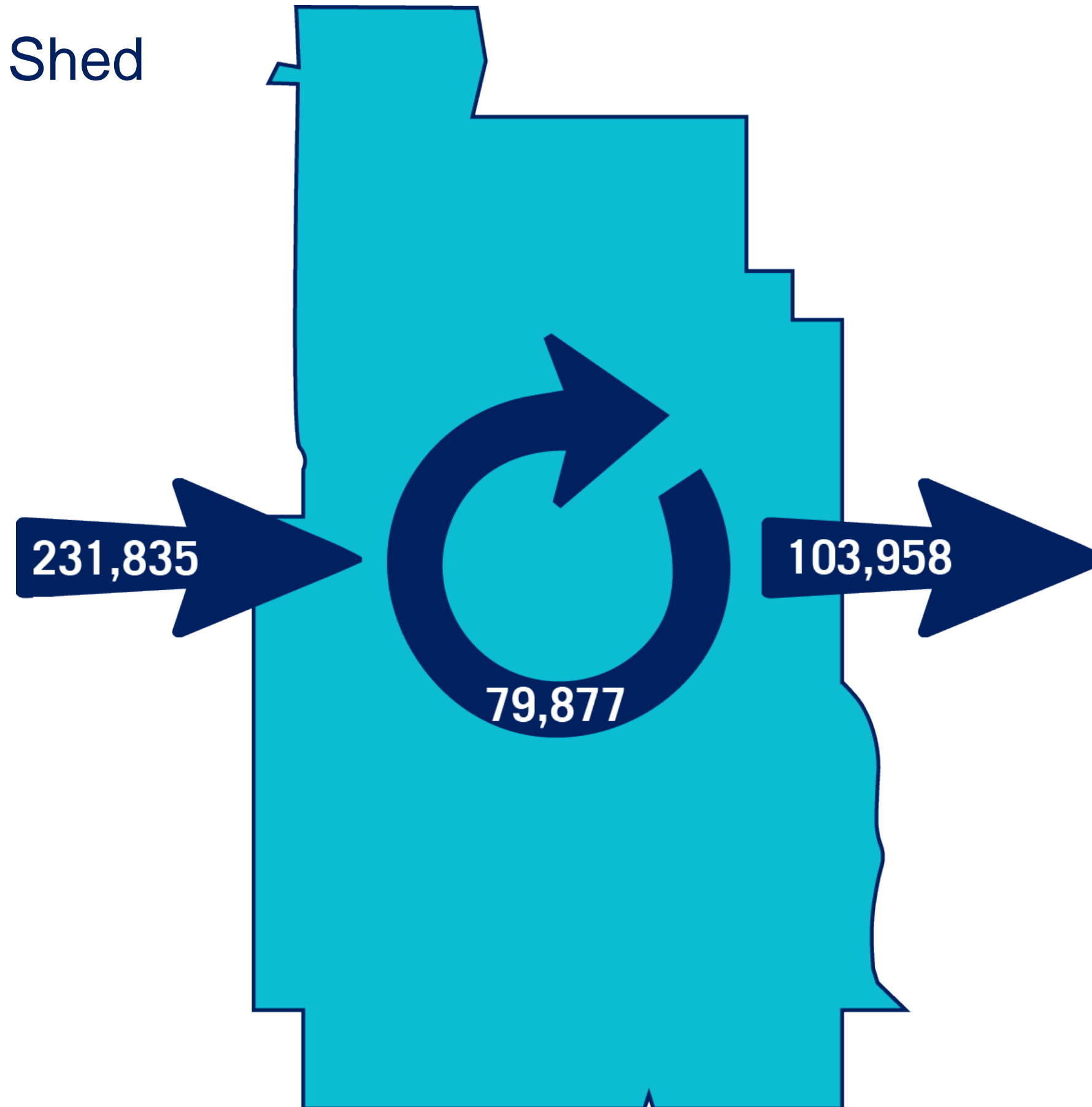


MORE THAN
3.6 MILLION
PEOPLE



Why Region?

Minneapolis Labor Shed



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
- Law firms



FOOD & WATER SOLUTIONS

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water Filtration
- Water Purification

WHAT IS GREATER MSP?



We are a partnership of leaders working together to accelerate regional competitiveness and inclusive economic growth.

4500 leaders
 300 organizations
 20 professional staff
 1 region

WE CREATE THE REGIONAL ECONOMIC DEVELOPMENT STRATEGY

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

WE GROW JOBS & CAPITAL INVESTMENT



175 Projects



26,000 Jobs



3.6 B Investment

WE TRACK THE REGION'S ECONOMIC PERFORMANCE, BENCHMARK U.S. COMPETITORS & SET GOALS



WE ALIGN PARTNER ORGANIZATIONS & EXECUTE THE STRATEGY AT SCALE

Talent

Start-ups & Innovation

Diversity, Equity & Inclusion

Global Food & Agriculture

Global Air Connectivity

WE BUILD THE BRAND IMAGE OF THE REGION AROUND THE U.S. & THE WORLD



GREATER MSP Partnership is our region's team



 **GREATER SEATTLE**
PARTNERS


GREATER MSP
Partnership


Metro Denver
Economic Development Corporation

 **World Business Chicago**


Allegheny Conference
on Community Development

COLUMBUS 2020


CHARLOTTE REGIONAL
PARTNERSHIP


Greater Phoenix
ECONOMIC COUNCIL

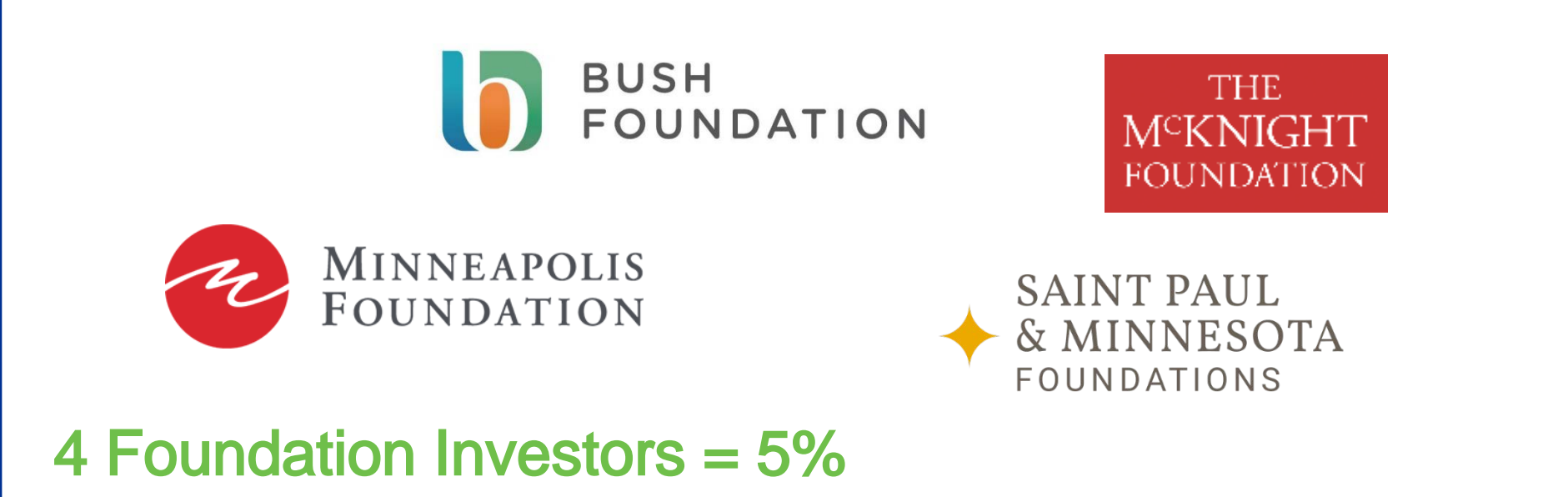

INVESTATLANTA
Atlanta's Development Authority

Private Sector Investors

Public Sector Investors



Philanthropic Investors



Civic Partners



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 Strategic Objectives

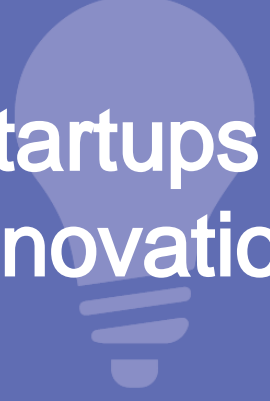
The work of 300+
organizations

Result of 5+ years of
analysis & implementation

Objectives are connected
& interdependent



Job
Growth



Startups &
Innovation



Talent
Migration



Racial
Inclusion



Skills &
Workforce



Regional
Image



Affordability



Transportation
Mobility



New Climate
Economy

Intersection between the Regional Strategy & Met Council priorities?

- *Transportation & Mobility*
- *Affordability*
- *Racial Inclusion*
- *Climate*

Job
Growth

Startups &
Innovation

Talent
Migration

Racial
Inclusion

Skills &
Workforce

Regional
Image

Affordability

Transportation
Mobility

New Climate
Economy

HOW IS THE REGION'S ECONOMY PERFORMING?

Tracking the Regional Economy's Performance

VOLUME 5

MSP REGIONAL INDICATORS DASHBOARD 2015

ULI Minnesota
Regional Council of Mayors

ITASCAPROJECT

THE MCKNIGHT FOUNDATION

SP@CC
SAINT PAUL AREA CHAMBER OF COMMERCE

MINN
REGIONAL CHAMBER OF COMMERCE

Support for this work has been provided by Minnesota Philanthrop

MSP REGIONAL INDICATORS DASHBOARD 2016

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MSP REGIONAL INDICATORS DASHBOARD 2017

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Minnesota Saint Paul Regional Economic Development Partnership

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THE MCKNIGHT FOUNDATION

SP@CC
SAINT PAUL AREA CHAMBER OF COMMERCE

MINNESOTA

Photo: McNamara Alumni Center, University of Minnesota

MSP REGIONAL INDICATORS DASHBOARD 2018

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Minnesota Saint Paul Regional Economic Development Partnership

ITASCAPROJECT

THE MCKNIGHT FOUNDATION

SP@CC
SAINT PAUL AREA CHAMBER OF COMMERCE

MINNESOTA BUSINESS PARTNERSHIP

Photo courtesy of Nico Ride MN

MSP REGIONAL INDICATORS DASHBOARD 2019

GREATER » MSP
Minnesota Saint Paul Regional Economic Development Partnership

ITASCAPROJECT

African American Leadership Forum

THE MCKNIGHT FOUNDATION

METROPOLITAN COUNCIL

MINNESOTA BUSINESS PARTNERSHIP

SP@CC
SAINT PAUL AREA CHAMBER OF COMMERCE

MINNESOTA CHAMBER OF COMMERCE
GROWING MINNESOTA

SAINT PAUL & MINNESOTA FOUNDATIONS

ULI Minnesota
Regional Council of Mayors

UNIVERSITY OF MINNESOTA

MPLS
REGIONAL CHAMBER

MAC

GROW NORTH MN

CENTER FOR ECONOMIC INCLUSION

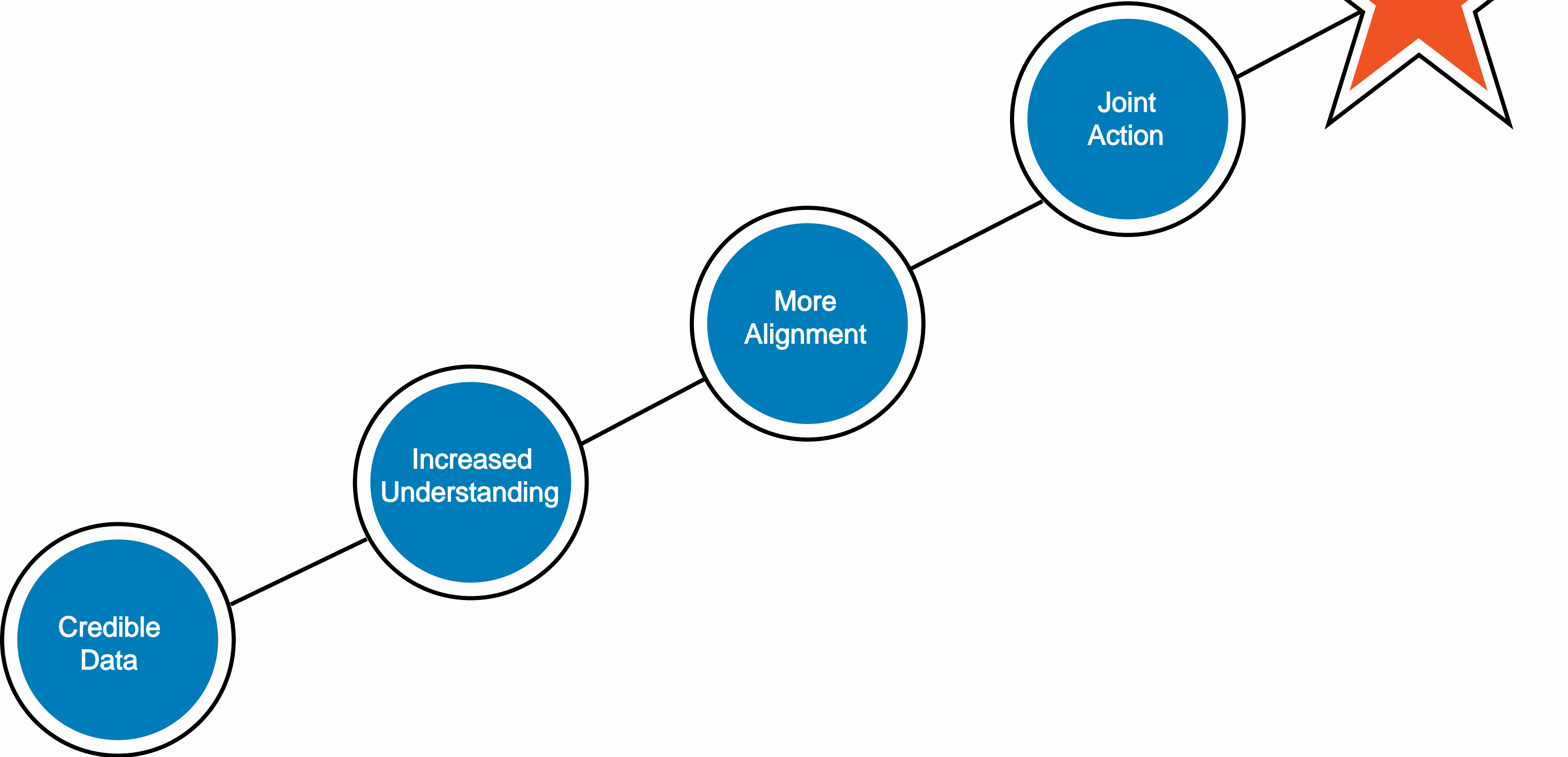
GENERATION NEXT

MEDICAL ALLEY ASSOCIATION

Metropolitan State University

DATA INTO ACTION

MSP Regional Indicators Dashboard Project



GREATER » MSP

Minnesota Saint Paul Regional Economic Development Partnership

ITASCAproject

M MPLS
REGIONAL CHAMBER

THE
McKNIGHT
FOUNDATION

METROPOLITAN
COUNCIL

ULI Minnesota
Regional Council of Mayors

SP a CC
SAINT PAUL AREA
CHAMBER OF COMMERCE

M MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA
CHAMBER OF
COMMERCE
GROWING MINNESOTA

M MEDICAL ALLEY
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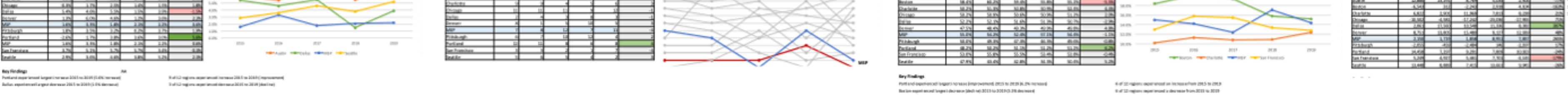
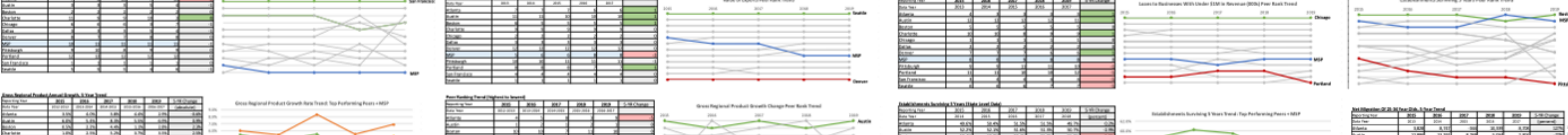
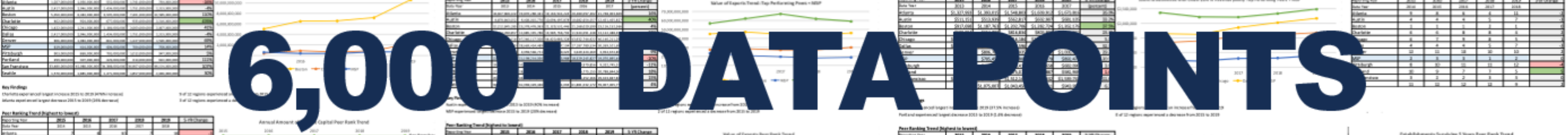
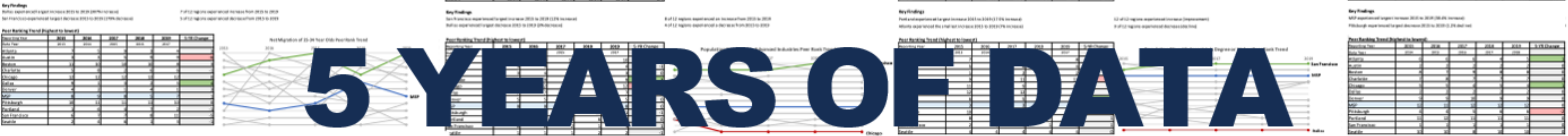
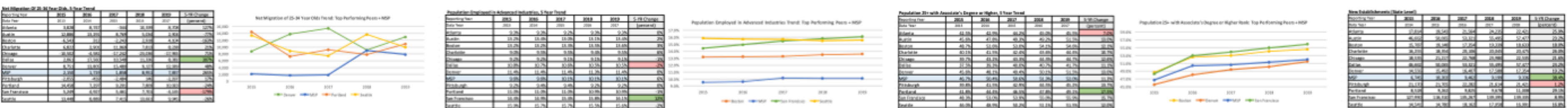
African American
Leadership Forum

MAC

SAINT PAUL
& MINNESOTA
FOUNDATIONS

GROW
NORTH
MN

UNIVERSITY
OF MINNESOTA



5 YEARS OF DATA

11 PEER REGIONS

56 INDICATORS

6,000+ DATA POINTS

5 KEY INSIGHTS Dashboard Data 2015-2019

RACIAL INCLUSION

34% decrease
in racial
employment gap

Our region is making real progress on including people of color in the workforce but progress is coming far too slowly and the gains are vulnerable to an economic contraction. The success we see in peer regions proves we need bolder ambition and bolder action at a regional scale.

A REGION THAT WORKS

3.6% increase
in Female Labor
participation rate

The high rate of participation of women in our workforce is an important part of our region's competitive advantage. We should get this story out to women around the country who might be looking for better options, and we need to understand what's behind this strength, how we build on it, and what we can do to keep this trend rising.

STARTUPS & INNOVATION

38.4% increase
in new establishment
formation in MN

We are starting fewer new companies than any of our peers. This region needs a big boost in startup activity to introduce the breakthrough ideas that will become the next Fortune 500 and fuel our existing companies with new talent and products.

RISING TALENT

265% increase
Net migration of 25 - 34
year olds

Our region is competing better than ever for talented workers. This is a trend coming just in time for a region where unemployment is under 3% and our employers are struggling to find the highly-skilled employees they need to innovate and grow. Our boost in domestic migration is a trend to embrace and actively support.

HOUSING AFFORDABILITY

93% increase
in apartment
rent growth

Our region's affordability relative to other fast-growing U.S. metros is helping us grow our base of talent and business. Yet, our competitive advantage in housing costs may be eroding quickly. Building more housing of all kinds across the metro is a no-regrets step that needs to begin immediately.

DIRECTIONS THE NEW ECONOMY

more
GLOBAL



more
SUSTAINABLE



more
INCLUSIVE



more
INNOVATIVE



WHAT IS THE GREATER MSP PARTNERSHIP
DOING TO MAKE THE ECONOMY STRONGER?

GREATER MSP Partnership 2019 Strategic Initiative Portfolio



MAKE IT. MSP.[®]

TECH

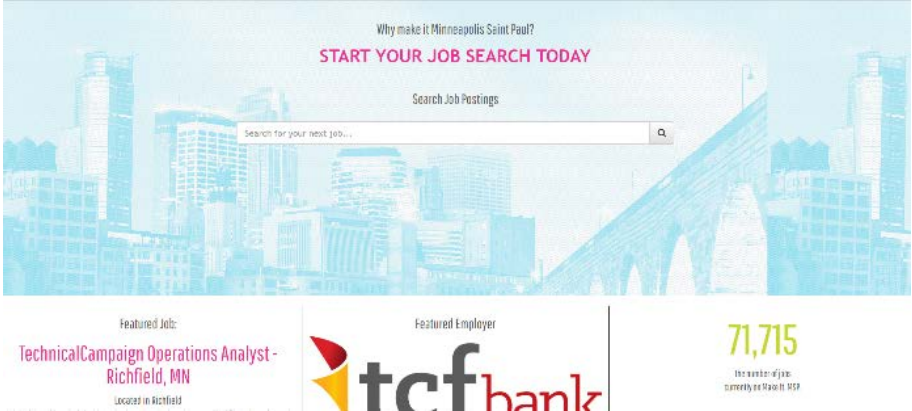
NEWCOMERS

POC

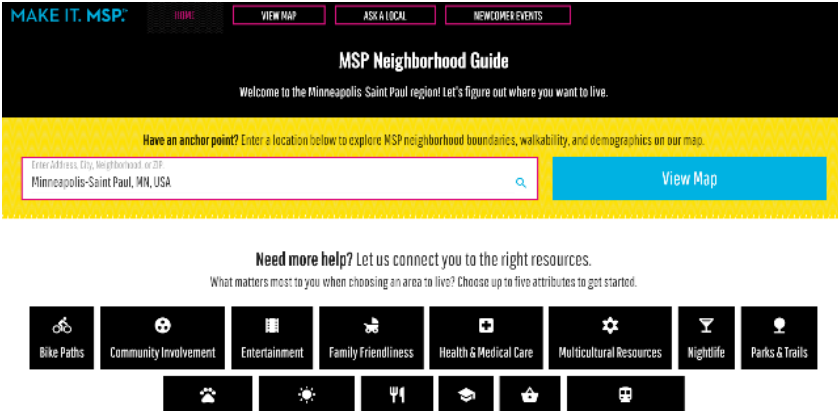
GRADS



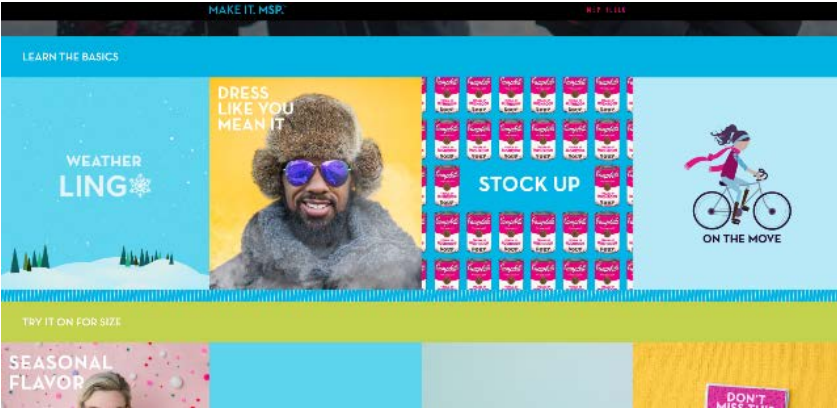
RESULTS: We Build Products Together



MSP JOB PORTAL



NEIGHBORHOOD GUIDE



WINTER GUIDE



MSP VIDEO & PHOTO



INFOGRAPHICS



LETTER



TALENT REPORTS



GET CONNECTED.

Welcome to Minnesota, the problem-solving capital of the new economy.



RESOURCE COMPASS

Find the resources you need to start, scale and sustain your venture.

[Find Resources](#)



COMMUNITY CALENDAR

Check out opportunities around the region to learn, network, connect and grow.

[Find Events](#)



GET INVOLVED

Sign up to receive newsletters and let us know how you want to engage in this work.

[Opt In](#)

Impact: Success Building our Economy

REGIONAL AIR SERVICE PARTNERSHIP



DELTA KOREAN AIR
INAUGURAL FLIGHTS
Now connecting Minneapolis-Saint Paul and Seoul
April 2019



Global Connectivity

4 new int'l routes
Seoul, Dublin, Mexico City, Shanghai

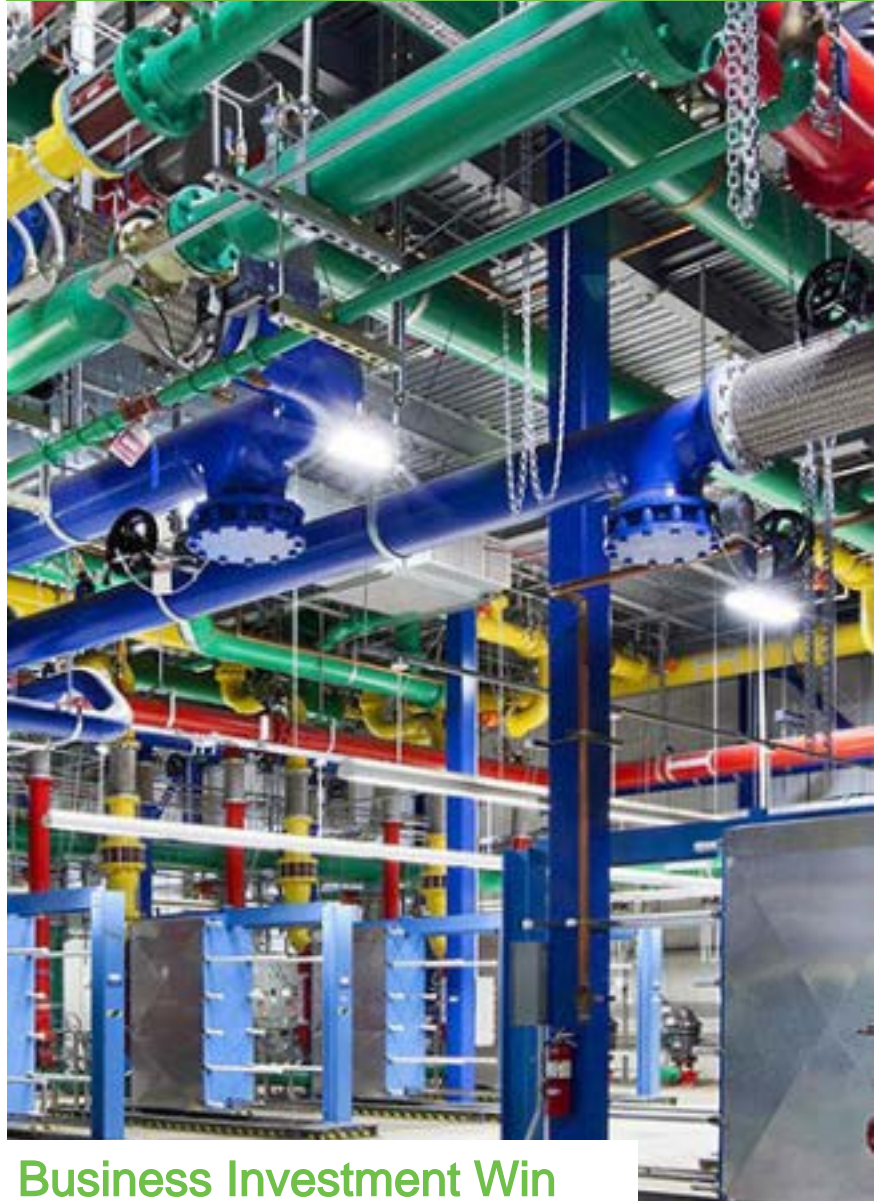
MAKE IT. MSP.



Talent Attraction & Retention

265% increase
Net millennial migration

GOOGLE DATA CENTER



Business Investment Win

\$600M investment
Becker, MN

DAILY PAY



Business Investment Win

100 new jobs
Fast-growth fintech firm

Innovative Solutions


INDICATORS DASHBOARD



National Best Practice

COMPASS PROJECT




RESOURCE COMPASS
Find the resources you need to start, scale and sustain your venture.
[Find Resources](#)

New Solution

WORKPLACE INCLUSION TOOLKIT

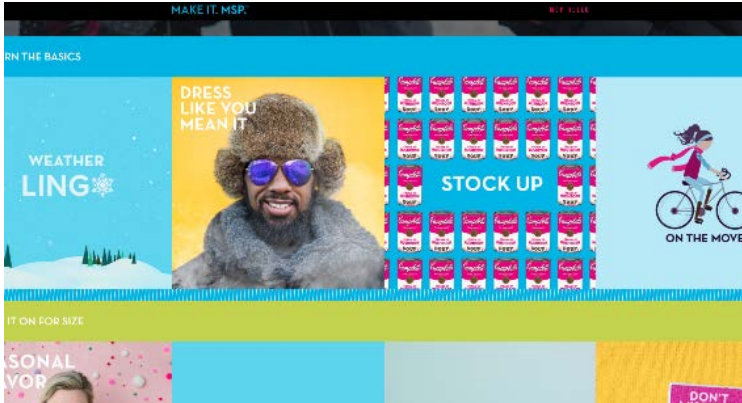


BE MSP Workplace Toolkit
A toolkit for sparking conversations and building an inclusive culture in the workplace
[Watch Promo](#) [Enroll in Course for FREE](#)

   Gender-diverse companies are **15% more likely to outperform** their national industry median, and ethnically diverse companies are **35% more likely to outperform**.
This toolkit is about shifting the focus of diversity efforts from an exercise in risk mitigation to a focus on growth. The first step in the transformation is the acknowledgment that diversity is

Now Licensing

WINTER GUIDE



Taking Winter Head-on

Regional Competitiveness Pyramid

Performance

Strategy

GOALS
Fall 2019

2018 MSP REGIONAL INDICATORS DASHBOARD

Category	Indicator	Value	Trend	Peer Rank
ECONOMY	2018 REGIONAL PRODUCT GROWTH	0.8%	Worse	11
	YEARLY JOB GROWTH	1.8%	Worse	10
	AVERAGE WEEKLY WAGE	\$1,135	Better	3
	JOB OPENING & FILLING RATIO	65.7%	Better	1
	EMPLOYMENT GAP	65.6%	Same	11
BUSINESS VIABILITY	ANNUAL REVENUE OF PRIVATE COMPANIES	\$538M	Better	11
	VALUE OF EXPORTS	\$18.3B	Worse	9
	PERFECT SCORES PER 1,000 BUSINESS	1.92	Better	4
	EXPORTS PER FIRM	\$810M	Better	12
TALENT	NET IN-MIGRATION OF 20-64 YEAR OLDS	+8,951	Better	5
	POPULATION EMPLOYED IN MANUFACTURING	10.2%	Better	6
INCLUSIVE GROWTH	PERCENTAGE OF POPULATION UNDER 18 YEARS	76.9%	Same	1
	FOREIGN-BORN POPULATION AS % OF TOTAL POPULATION	75.1%	Same	1
ENTREPRENEURSHIP	NEW BUSINESSES STARTED	9,352	Better	12
	ENTREPRENEURSHIP RATING	57.4%	Better	1
TALENT AVAILABILITY	POPULATION 25-64 YEARS WITH A BACHELOR'S DEGREE OR HIGHER	51.3%	Same	10
	POPULATION 25-64 YEARS WITH A BACHELOR'S DEGREE OR HIGHER	40.5%	Better	6

Category	Indicator	Value	Trend	Peer Rank
EDUCATION	JOB CANDIDATE QUALIFICATION RATING	69.4%	Same	11
	4TH-8TH GRADE READING PROFICIENCY	70.6%	Worse	11
	HIGH SCHOOL GRADUATION RATE	87.5%	Better	11
INFRASTRUCTURE	POPULATION WITH ACCESS TO ADVERTISED HIGHWAYS	14.4%	NA	5
	NUMBER OF STREET LIGHTS PER MILE	163	Better	1
	PERCENTAGE OF HIGHWAY MILES WITH ACCESS TO ADVERTISED HIGHWAYS	64.5%	Worse	11
ENVIRONMENT	PER CAPITA ENERGY CONSUMPTION	108	Same	4
	POPULATION WITHIN 25 MILES OF A WATERWAY	83.4%	NA	1
	NUMBER OF DAYS THAT AIR QUALITY DOES NOT MEET FEDERAL AIR QUALITY STANDARDS	1	Better	1
TALENT PIPELINE	HIGH SCHOOL GRADUATION RATE	80.5%	Worse	11
	4-YEAR COLLEGE ENROLLMENT RATE	49.6%	Worse	11
	6-YEAR COLLEGE ENROLLMENT RATE	62.8%	Worse	11
JOB ACCESS	POPULATION WITHIN 25 MILES OF A WATERWAY	4.7%	Same	11
	PERCENTAGE OF HIGHWAY MILES WITH ACCESS TO ADVERTISED HIGHWAYS	63.4%	Worse	11
	PERCENTAGE OF HIGHWAY MILES WITH ACCESS TO ADVERTISED HIGHWAYS	63.4%	Worse	11
ENERGY COMPETITIVENESS	PER CAPITA ENERGY CONSUMPTION	7.7	Same	11
	PERCENTAGE OF HIGHWAY MILES WITH ACCESS TO ADVERTISED HIGHWAYS	55%	Better	11
	PERCENTAGE OF HIGHWAY MILES WITH ACCESS TO ADVERTISED HIGHWAYS	55%	Better	11
HOUSING AFFORDABILITY	POPULATION WITHIN 25 MILES OF A WATERWAY	25.9%	Same	11
	NUMBER OF HOUSING UNITS PER 1,000 RESIDENTS	288	Worse	11
	POPULATION WITHIN 25 MILES OF A WATERWAY	40.6%	Better	11

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

Execution



November 11 Annual Meeting

GREATER
MSP
Partnership



MSP 2030
GREATER > TOGETHER

2030 REGIONAL AMBITIONS

TALENT MIGRATION

By 2030, the Greater MSP region will be one of the country's top 10 metros in retaining & attracting people.

STARTUPS & INNOVATION

By 2030, the Greater MSP region will be the best place for people from every background to start & scale ventures that create wealth by solving global challenges

JOB GROWTH

By 2030, the Greater MSP region will be in the top 5 in our peer set for job growth to ensure opportunity exists for all residents of our region.

APPENDIX



TELLING THE REGION'S STORY TO TALENT



5 Make It. MSP. Campaigns: **1.75 million** reached in **2019**

TECH

3 Campaigns

900,000+
direct impressions

5,500+
visits to makeitmsp.org

Targets

Tech professionals in
Midwest markets &
in largest 5 U.S. metros

FOOD

2 Campaigns

850,000+
direct impressions

3,500+
visits to makeitmsp.org

Targets

Food/ag professionals around U.S.
likely to attend ExpoWest and those
in Minnesota likely to attend Food Ag
Ideas Week

Talent is the Critical Competitiveness Factor

GROWTH IMPACT

Economic growth in the
Minneapolis-Saint Paul MSA could
be reduced by

2.0-2.5%↓

Due to an estimated employment
gap of 188,000 workers by

2020

Based on growth projections from Moody's Analytics and employment projections based on data from American Community Survey

MSP Regional Indicators Dashboard: Employment Gap

MSP vs. MSP

Employment Gap (White-Of Color) Trend

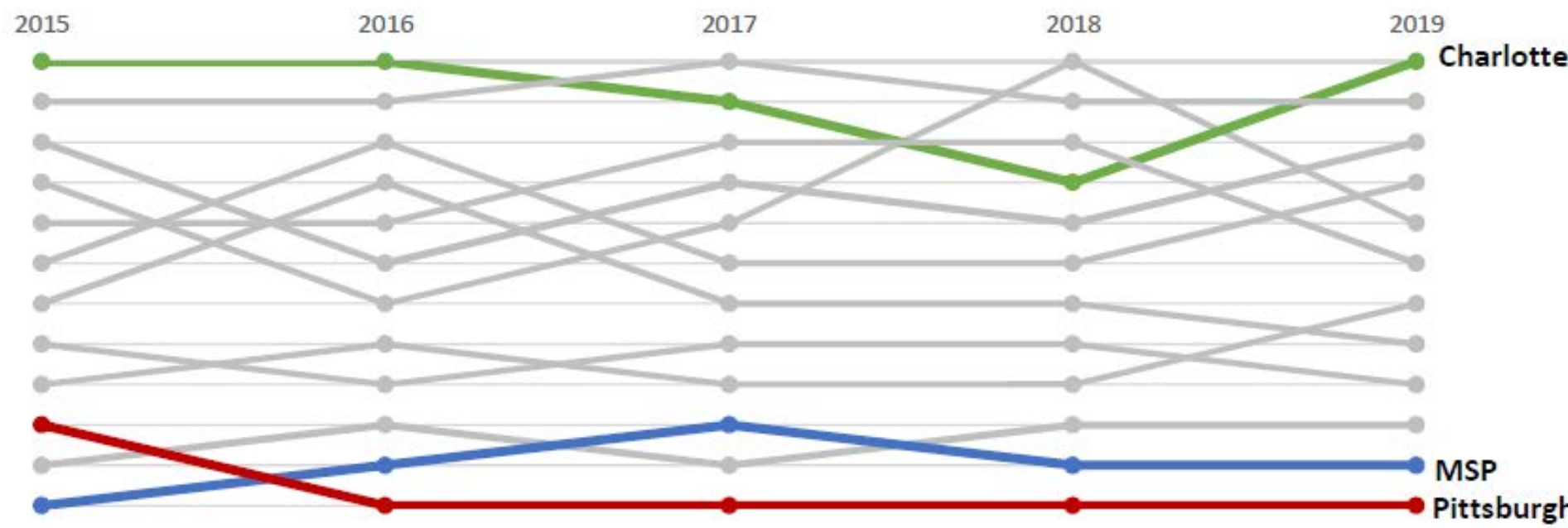
	2015	2016	2017	2018	2019	5-YR Change
Atlanta	5.5%	6.7%	5.3%	3.7%	4.0%	1.5%
Austin	4.7%	6.4%	5.1%	5.0%	3.4%	1.3%
Boston	7.2%	9.0%	7.9%	7.6%	6.5%	0.7%
Charlotte	-0.1%	-1.3%	4.1%	4.9%	2.4%	-2.5%
Chicago	12.3%	11.8%	10.5%	9.9%	8.5%	3.8%
Dallas	5.6%	6.0%	4.4%	4.3%	4.7%	0.9%
Denver	7.7%	8.6%	8.3%	7.6%	5.4%	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

Employment Gap Peer Rank Trend

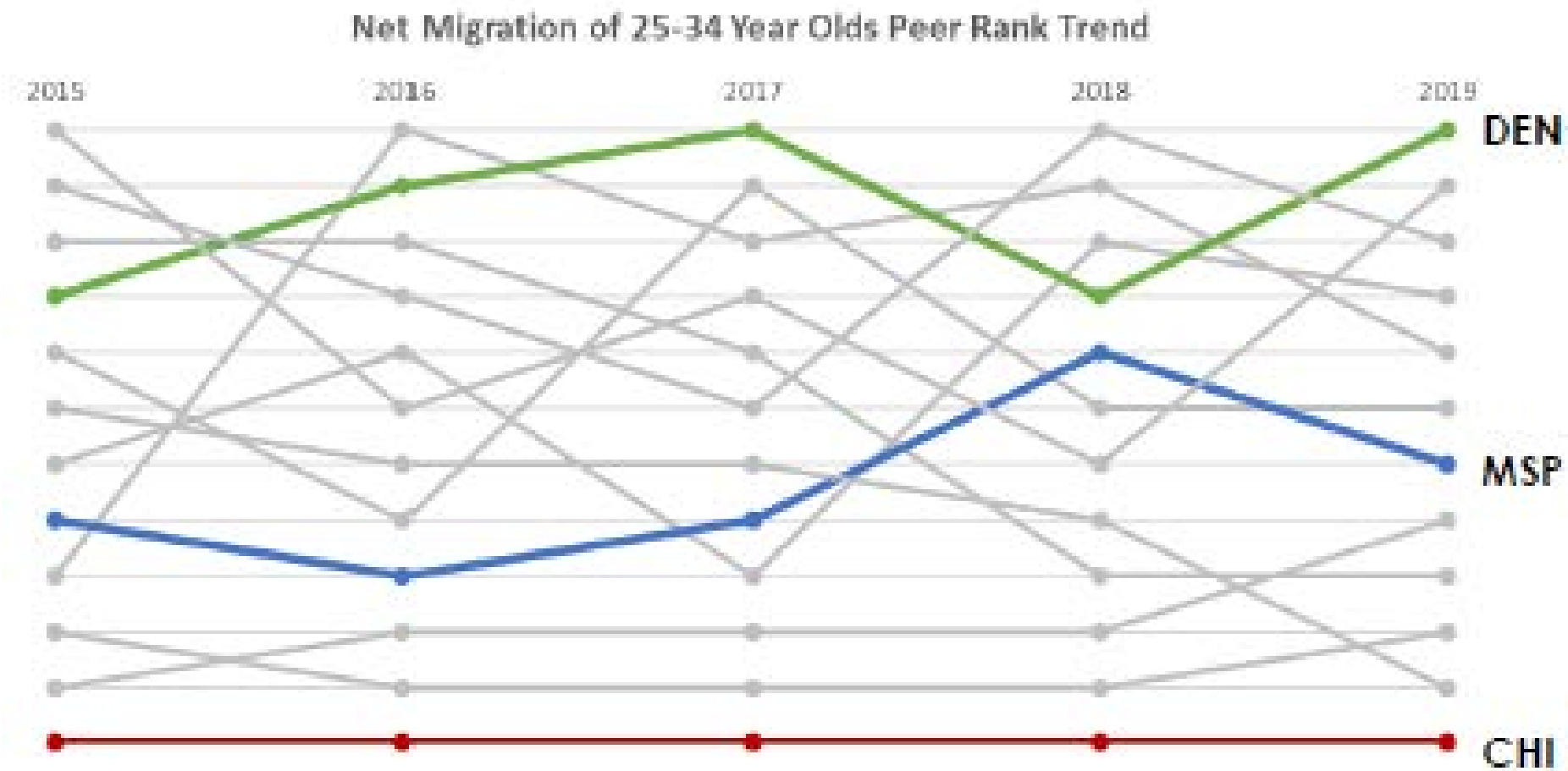


Young Talent Migration

Net migration of 25 -34 year olds in the MSP region increased

265%
2015-2019

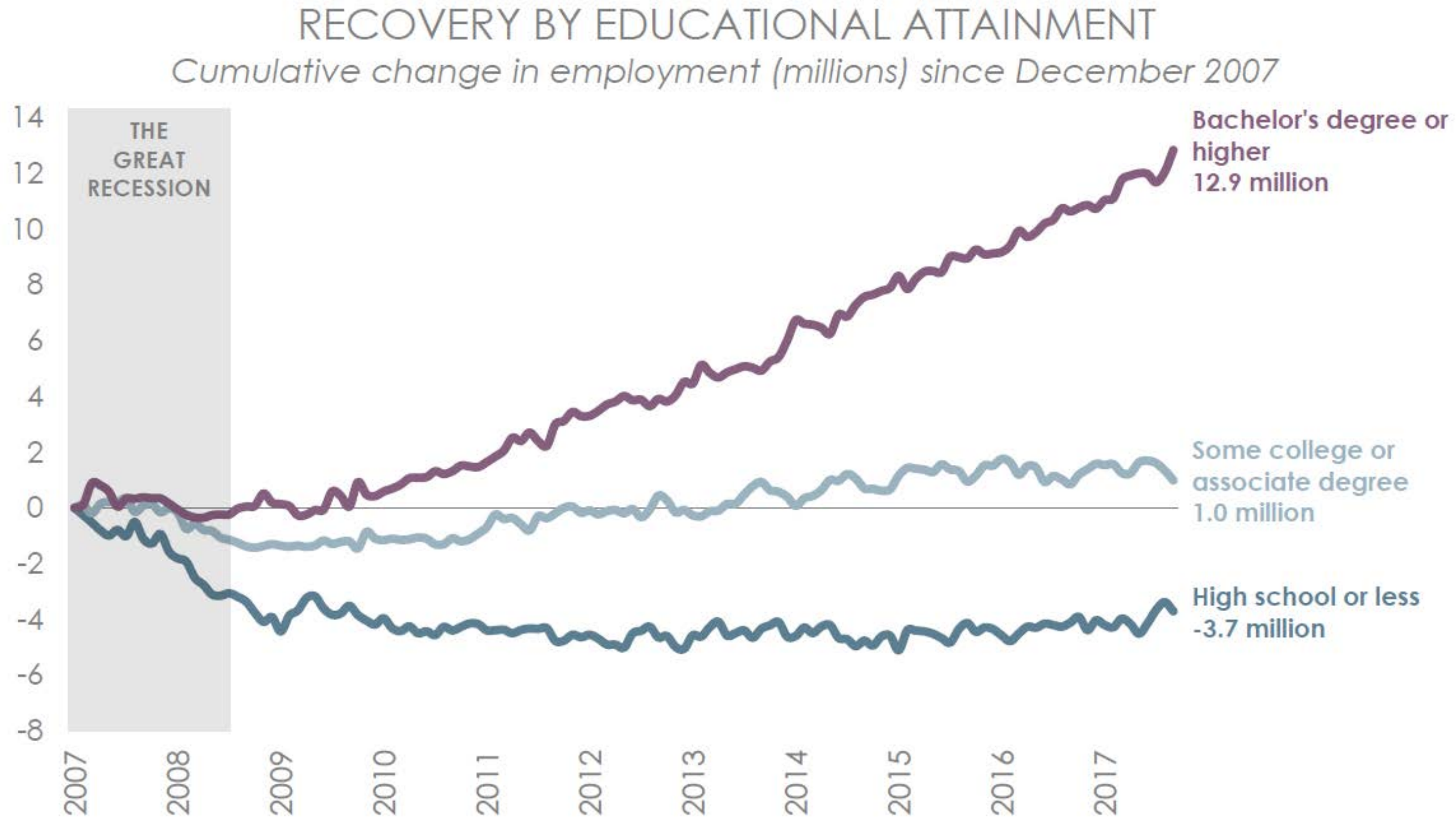
	2015	2016	2017	2018	2019	5-YR
#	2,150	1,719	1,858	8,951	7,837	+265%
R	8 TH	9 TH	8 TH	5 TH	7 TH	+1



The MSP region is breaking into the mid-tier of the nation's most competitive talent markets.

San Francisco, Denver, Atlanta, Dallas, Austin, Boston, Charlotte, Chicago, Pittsburgh, Portland, Seattle

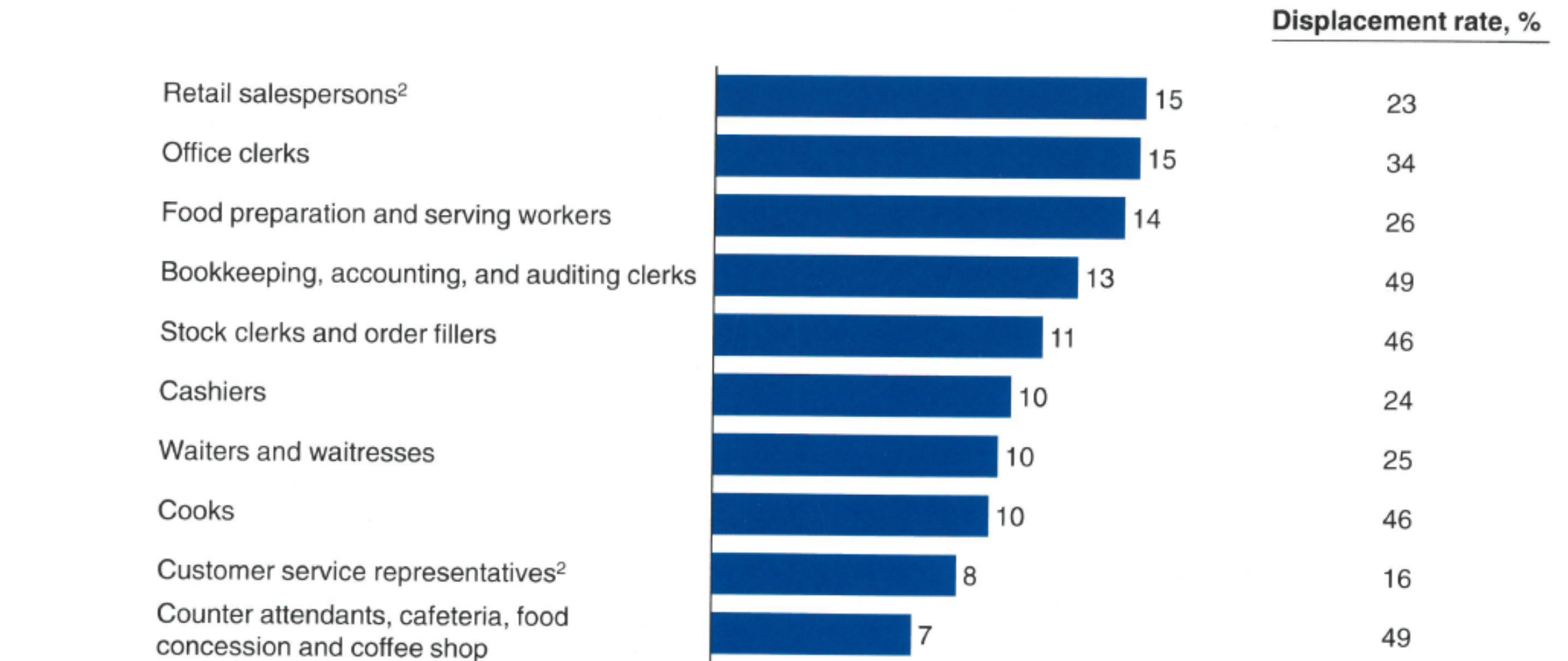
Why Focus on Professional Talent?



Source: US Bureau of Labor Statistics, Household Survey (Current Population Survey); National Bureau of Economic Research.
Note: Employment is seasonally adjusted and includes all workers age 25 and older.

The occupations with the largest job displacements in Minneapolis could be in office support, food services and customer service and sales roles

Jobs lost by occupation – midpoint adoption scenario, (2017-30, K)



¹ Statistics for the Minneapolis-St. Paul-Bloomington, MN-WI MSA ² Retail salespersons and customer service representatives are in large occupations by job displacement and by net job growth due to the fact that despite displacements due to automation, economic factors suggest that net job growth will still be large

Source: McKinsey Global Institute analysis

*“Individuals with a high school degree or less are **four times** as likely to be in a highly automatable role”*

McKinsey Global Institute, The future of work in America, 2019

A worker shortage exists for low, medium, and high skilled jobs today.

The type of labor demanded in coming years is expected to change.

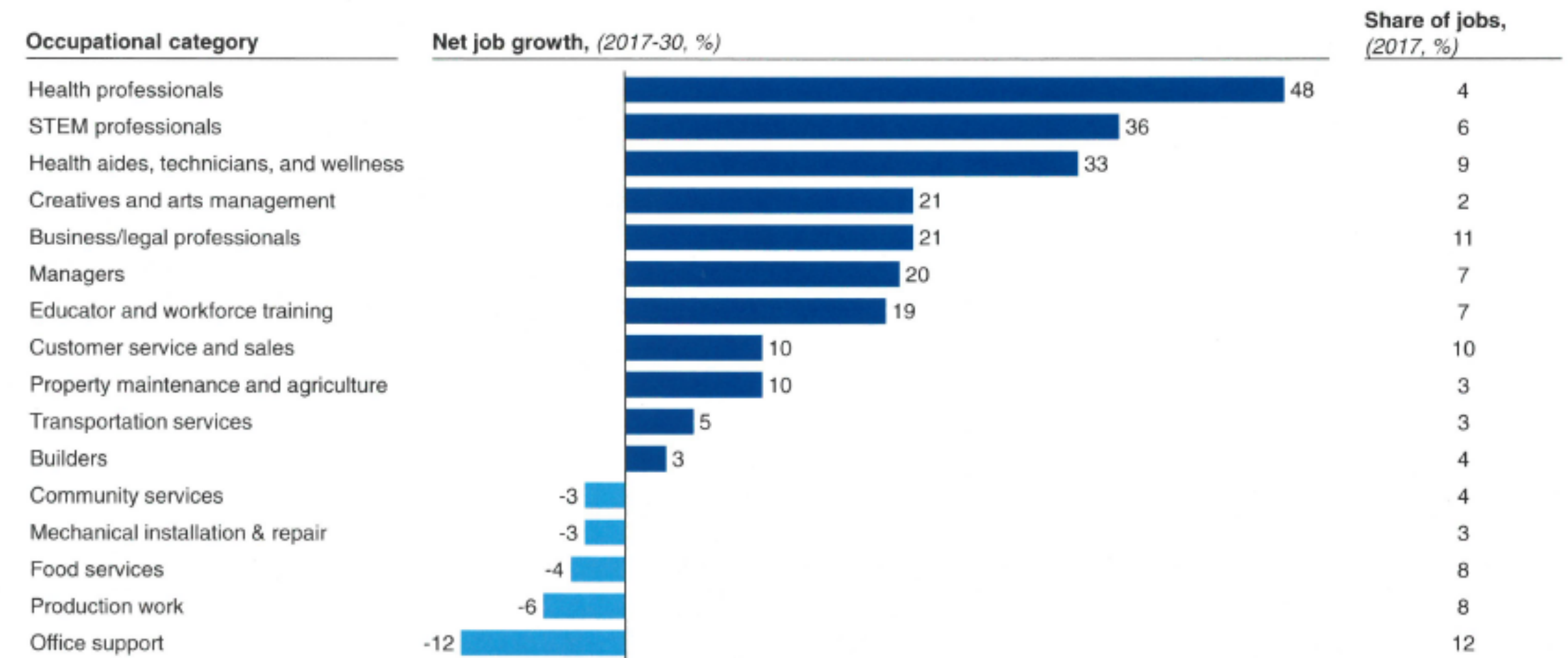


High skill & personal care jobs will grow, low skill services are expected to contract.



Jobs in health and STEM may see high rates of job growth in Minneapolis, while office support and production work could see job loss

Projected net job growth in mid-point adoption scenario, 2017-2030, %



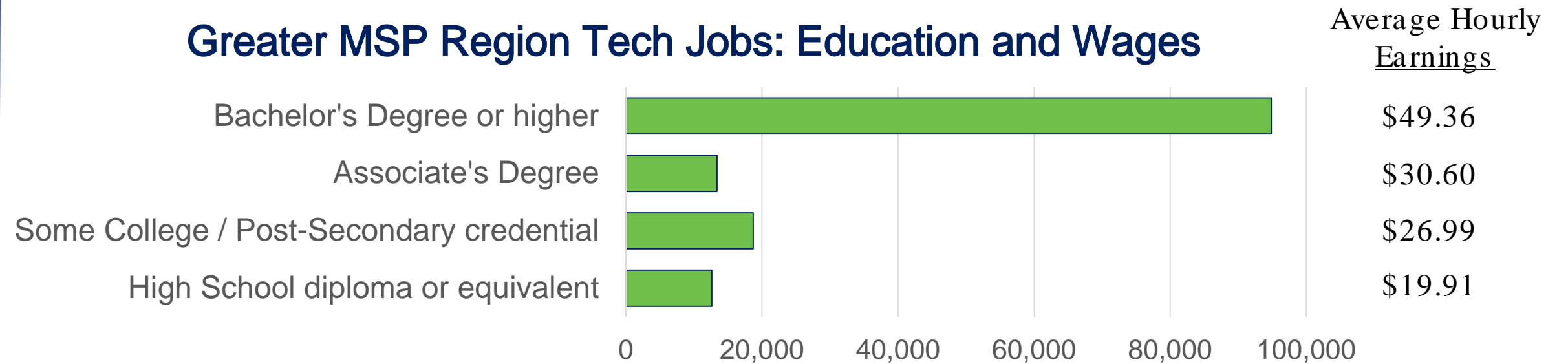
Source: McKinsey Global Institute analysis

High demand tech occupations are available at all skill levels, but most will require a post-secondary credential or degree.



139,000 tech jobs
in Greater MSP region
\$41.90 Average Hourly Earnings

Greater MSP Region Tech Jobs: Education and Wages

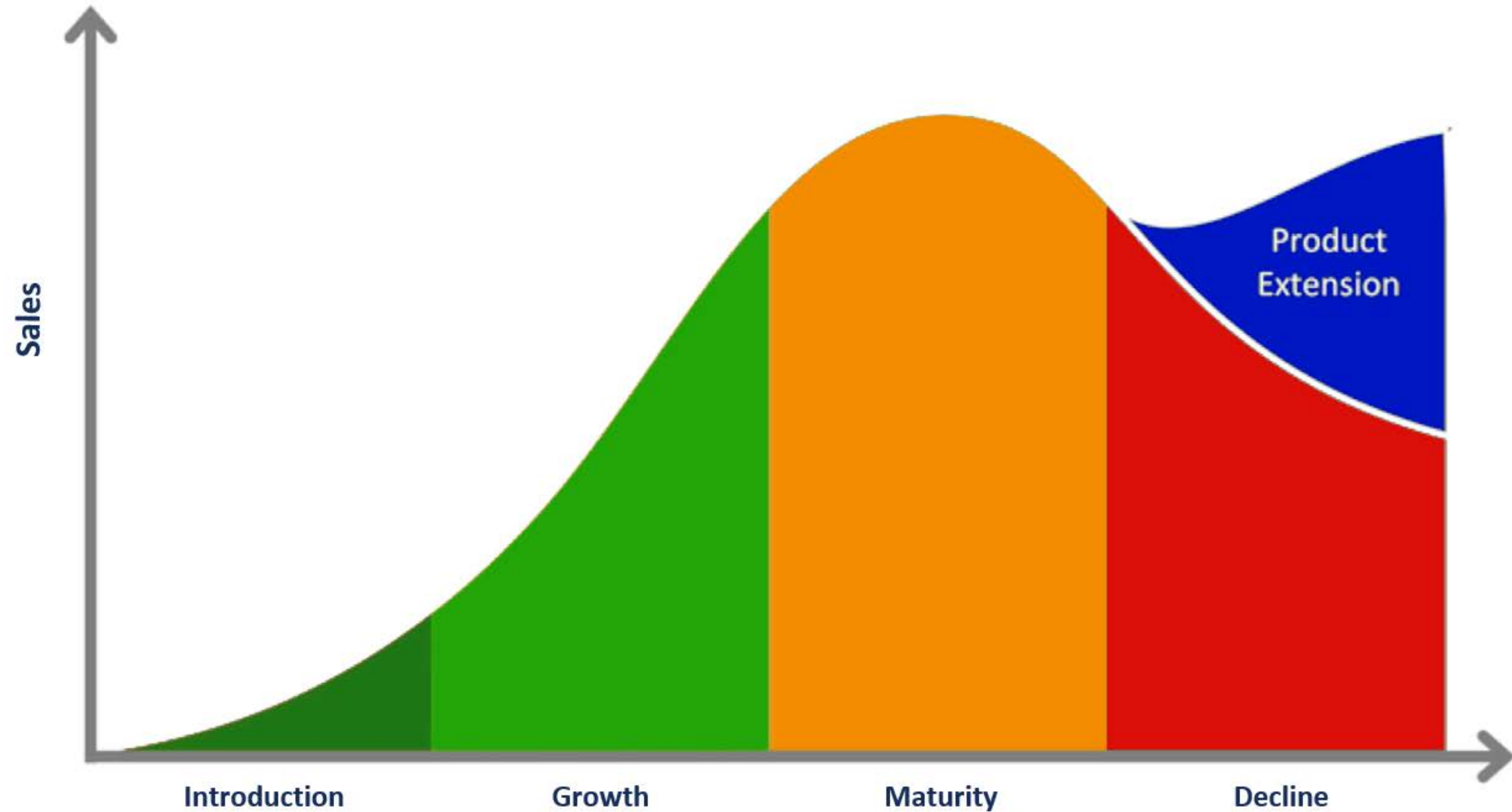




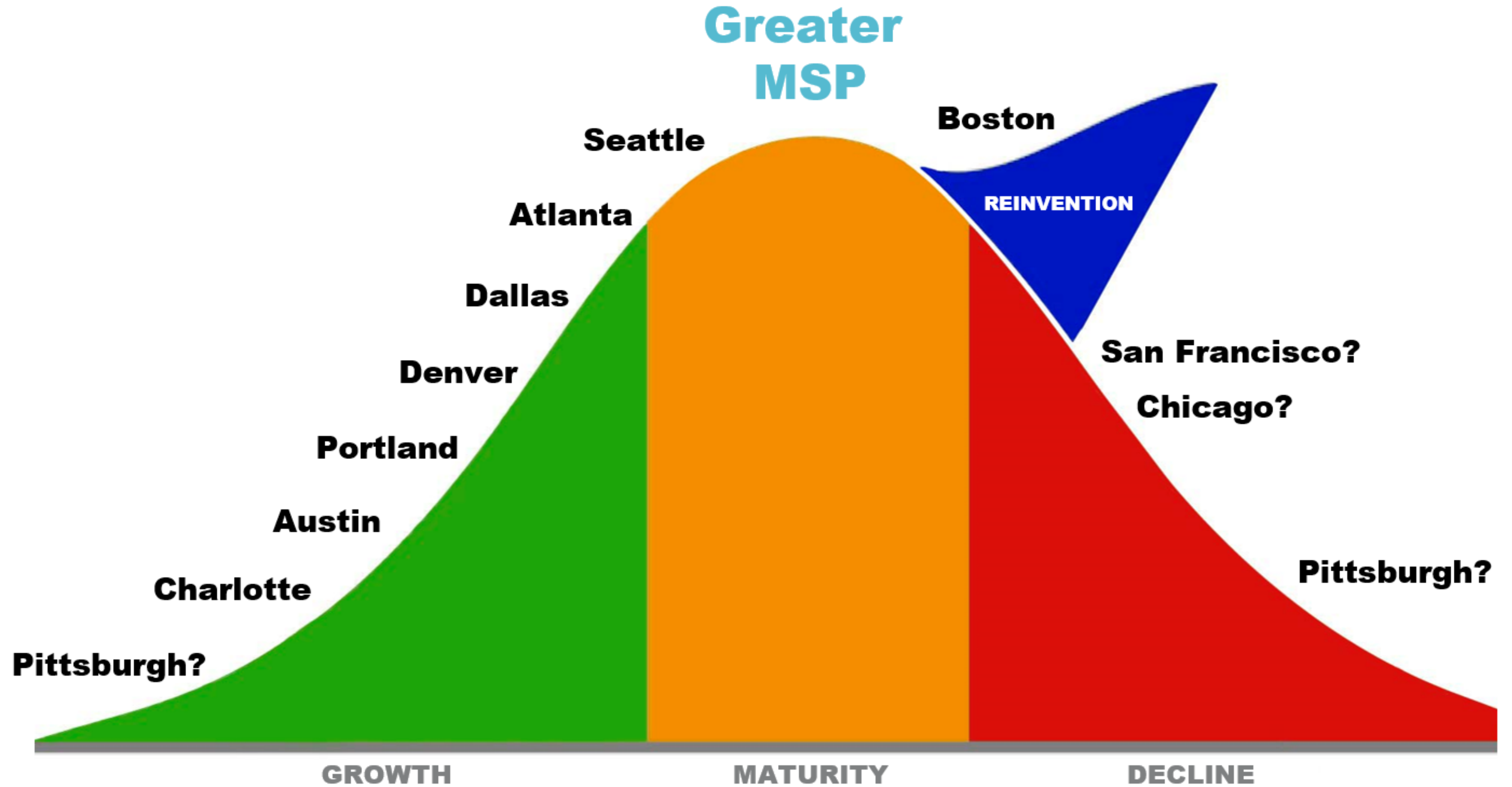
FUTURE FOCUS

#GREATERMSP

Product Lifecycle



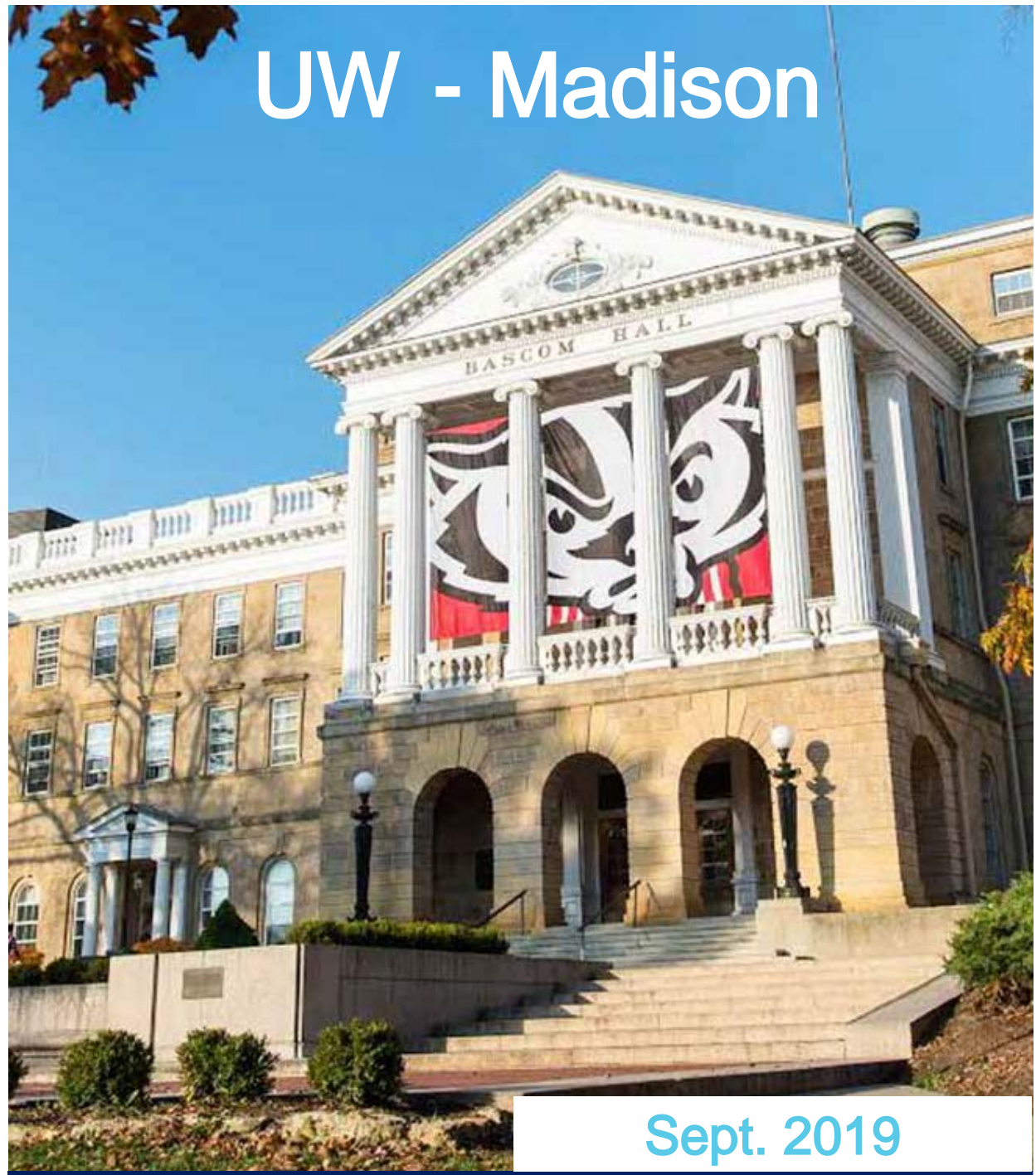
Regional Lifecycle?



GREATER MSP ON THE ROAD- TALENT



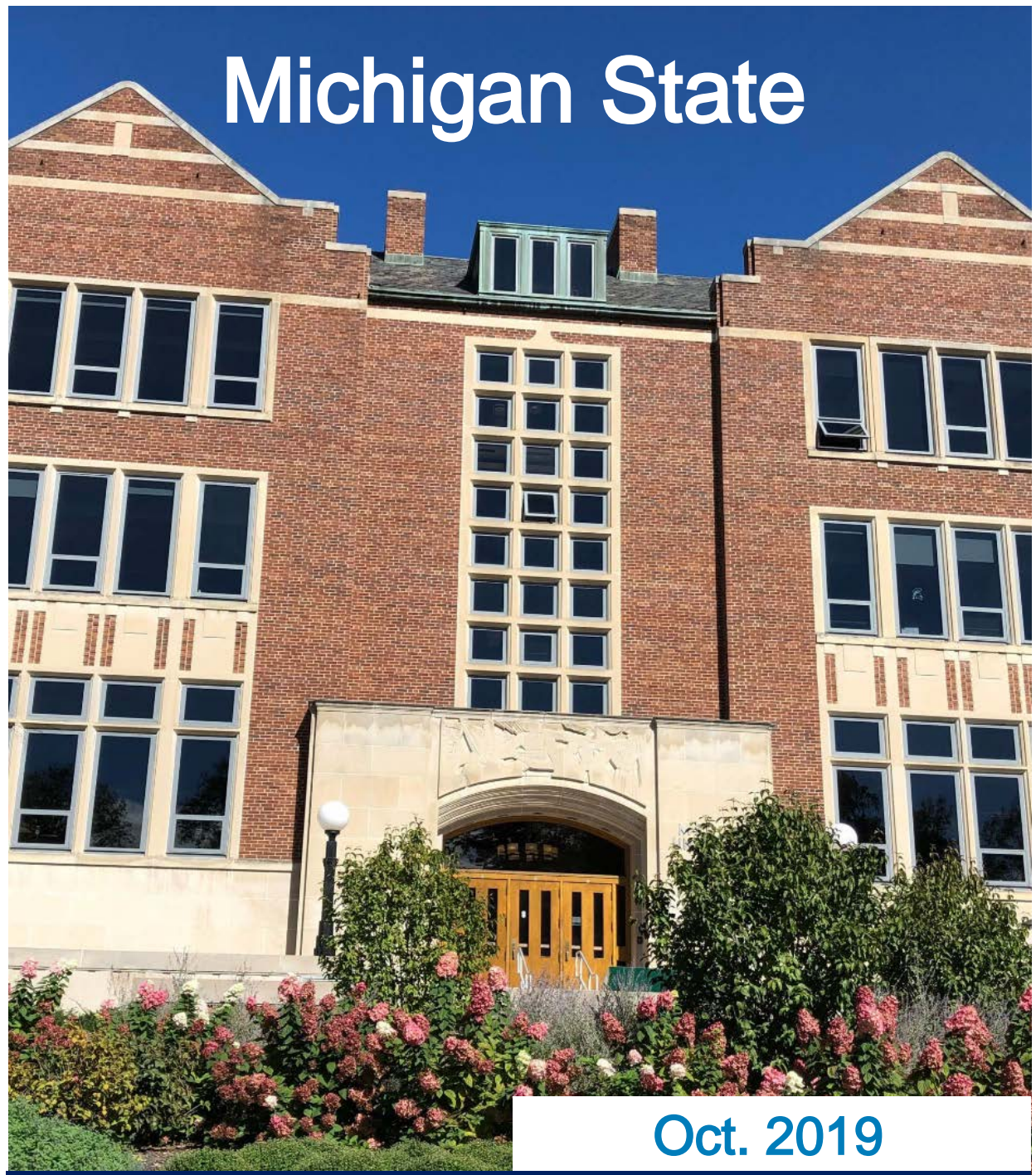
UW - Madison



Sept. 2019

Engaged 300+
Students & College Leadership

Michigan State



Oct. 2019

Campus Focus Groups
50+ Students & Staff

New York City



Oct. 28-30, 2019

Talent Outreach event
50 influencers

GREATER MSP ON THE ROAD- Innovation



SAN FRANCISCO

85,000 Attendees



MARCH

TORONTO

25,000 Attendees



MAY

FINLAND

20,000+ Attendees



NOVEMBER

GREATER MSP ON THE ROAD- Business Investment



BOSTON MedTech Conference



SEPTEMBER

ANAHEIM Corenet Global



OCTOBER

GERMANY Medica



NOVEMBER

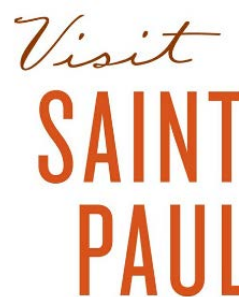
ALIGNMENT FOR EXECUTION



2030 Ambitions



NYC Media Tour



Forge North Compass Project



COMMUNICATIONS 2.0



BRAND REFRESH

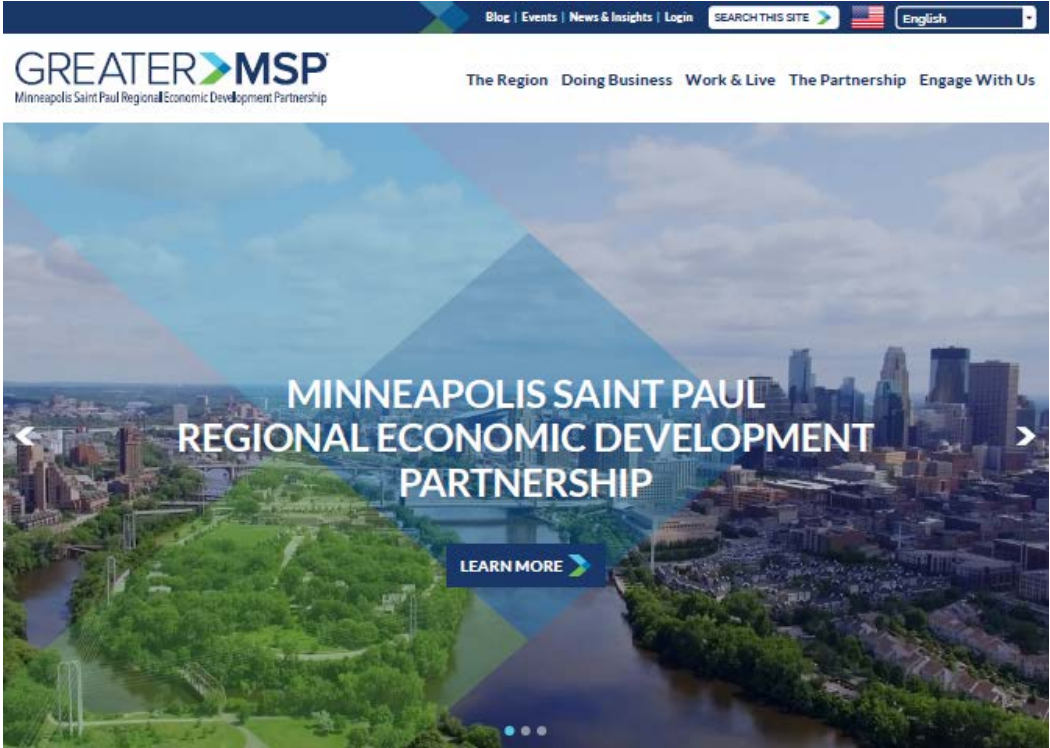
GREATER MSP
Partnership

MBOLD
Powered by the GREATER MSP Partnership

MAKE IT. MSP.
Powered by the GREATER MSP Partnership

FORGE NORTH
Powered by the GREATER MSP Partnership

NEW WEBSITE



THE WORK OF THE PARTNERSHIP



NEWSLETTER



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Our ambition is to make Minnesota the problem-solving capital of the new economy

The North is different – it's the place where ideas are nurtured, community is valued, opportunities are created, and problems aren't just discussed – they're worked on. And solved. Because we believe we are different. We're determined. We don't brave winter, we embrace it. We're conditioned, poised for impact, and the sparks from our collective work will ignite the next chapter of growth in Minnesota.

It's precisely this determination which makes us a magnet for problem solvers. Whether you're a founder, collaborator, investor, or ally, we're the home for those who are stubborn only in their passion – for the people who see the biggest challenges and say "let's get to work." Those who push onward.

Those who Forge North.