

Regional Economic Competitiveness | Local Comprehensive Planning

9/17/2015



Regional Economic Competitiveness

“The ability of a region to compete effectively and prosper in the global economy”

THRIVE MSP 2040 | Prosperity

- **Investments in infrastructure and amenities**
- **Understanding and providing locations for businesses to succeed**
- **Strategic, long-term public and private decisions building upon the region's strengths**

Economic Competitiveness: CD Division's Objectives

- **Strengthen the link between local comprehensive planning and issues of regional economic competitiveness**
- **Lead and share research with local partners on the economy**
- **Foster/Grow Partnerships**
 - Local/County Staff
 - State Agencies
 - GREATER MSP

Local Planning Handbook

- Economic Competitiveness not required by Metropolitan Land Planning Act, but the handbook will provide:
 - Guidance for communities to enhance their plan
 - Data and research information on regional economy
 - Plan examples and other best practices

LOCAL PLANNING HANDBOOK

PLANNING OVERVIEW	↕
PLAN ELEMENTS	↕
Land Use	
Transportation	
Water Resources	
Parks & Trails	
Housing	
Resiliency & Sustainability	
Economic Competitiveness	
Plan Implementation	
COMMUNITY PAGES	↕
REVIEW PROCESS	↕
LOCAL PLANNING HIGHLIGHTS	↕
CONTACT US	↕
Training & Workshops	
FAQs	

ECONOMIC COMPETITIVENESS

As acknowledged in *Thrive MSP 2040*, regional economic competitiveness is a core element of the Region's sustained prosperity. Collectively, the region must provide great locations for businesses to succeed – particularly those industries that export products or services beyond the metropolitan area and bring revenue and jobs to the region.



Economic competitiveness in the context of comprehensive planning refers to examining and strengthening the ability of the region to compete effectively and prosper in the global economy. **Economic development** typically refers to activities that directly aim to retain, attract, and grow businesses that bring wealth into a community or region. Economic development in our region is effectively carried out by organizations such as **Greater MSP**, economic development authorities, cities, port authorities, industry associations, the Minnesota Department of Employment and Economic Development (DEED), nonprofits, counties, chambers of commerce, and businesses. While we do not assume an active role in economic development, our role in providing regional infrastructure, services, and amenities that serve as a foundation for economic growth should align with and support ongoing economic development efforts to the greatest extent possible.

The economic competitiveness resources offered in the Local Planning Handbook are intended to support communities that choose to develop an economic development element or otherwise integrate economic competitiveness into their comprehensive plan.

Economic Competitiveness Plan

- KEY INDUSTRIES/CENTERS OF EMPLOYMENT
- REDEVELOPMENT
- EDUCATION AND WORKFORCE
- BUSINESS DEVELOPMENT
- COMMUNITY AND INFRASTRUCTURE INVESTMENT
- ECONOMIC INFORMATION, MONITORING, AND STRATEGIC INITIATIVES

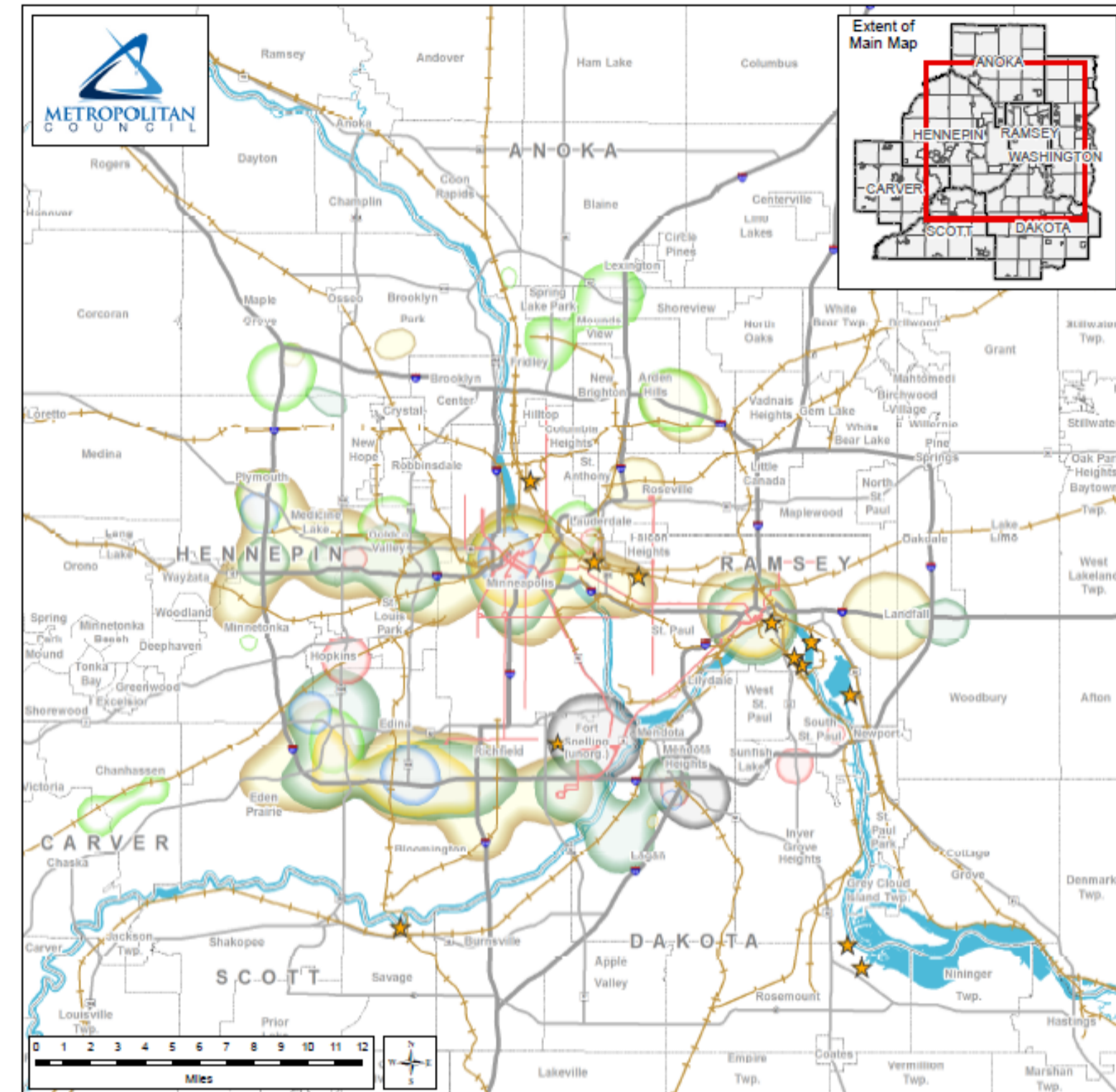
Economic Competitiveness Resources



Research Framework | 2015

- **Key Industry Clusters**
 - Build on GMSP, Humphrey School
 - Specific to 7-county region
 - Geography of clusters
- **Freight and Logistics**
 - Identify key corridors and facilities
 - Identify issues and opportunities

Key Industry Clusters - Concentration of Jobs



Research Framework | 2015

- **Leading Occupations - Mapping**
 - Identify occupational “strengths” for key industries
 - Identify trends in their geography
 - Identify trends in workforce geography

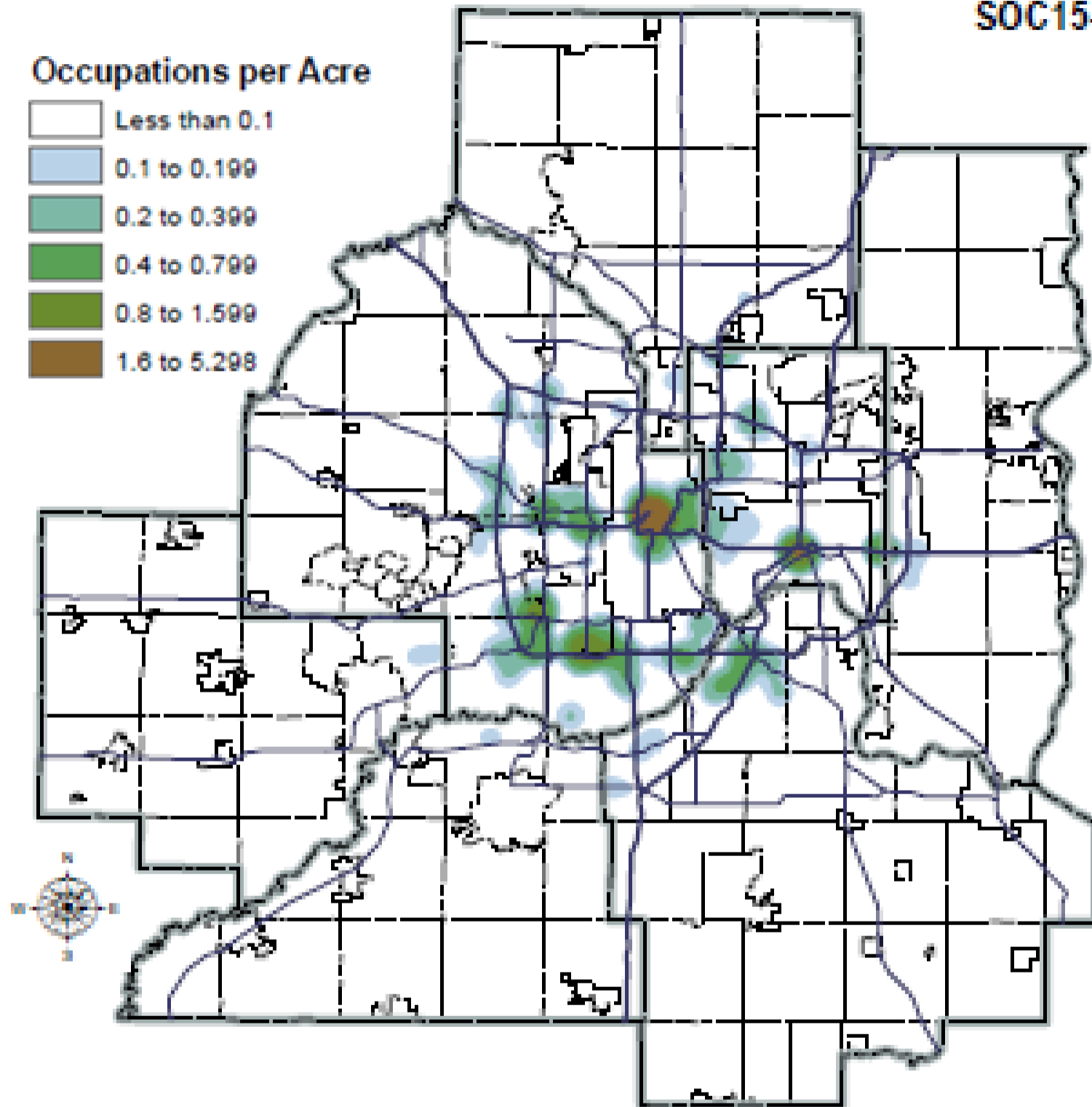
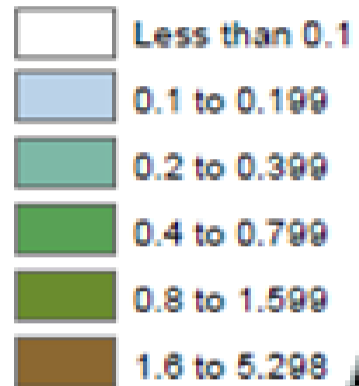
- **Access to Jobs**
 - Deeper cut – living-wage employment and wage advancement opportunities
 - Identify geography of these opportunities

Leading Occupations | Maps

Information Tech. Professionals

SOC15-1

Occupations per Acre



- Business Operations
- Finance
- **Information Technology**
- Engineering
- Clerical
- Mechanical, Installation, & Repair
- Assemblers & Fabricators
- Food Production
- Metal & Plastic Production
- Air Transportation
- Drivers and Road Transportation
- Material Moving & Equipment Operators

Research Framework | 2015

- **Real Estate Preferences**
 - Site selector survey
 - Key person interviews

- **Sites for future economic growth**
 - Collaborate with local/county partners on consistent analysis and methodology
 - Integration of survey, interview findings into qualitative tools



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For More Information

<http://metro council.org/Communities/Services/Research,-Info-and-Technical-Assistance.aspx>

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