

**Leading Occupations in 2012**

*(Each representing at least 5% of all Occupations in Cluster)*

*Business Operations Professionals (SOC 13-2)*

*Customer Service-Providing Clerical Workers (SOC 43-4)*

*Information Technology Professionals (SOC 15-1)*

*Finance Professionals (SOC 13-2)*

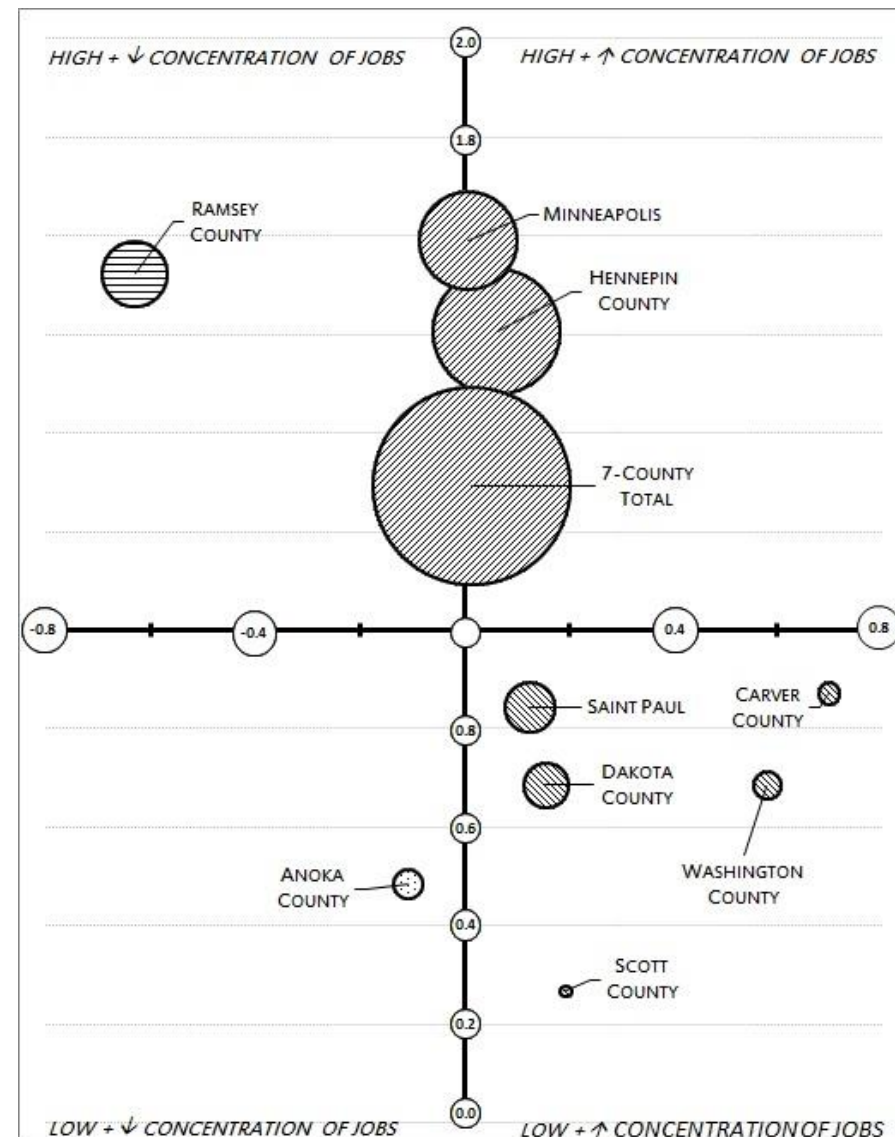
*Data Entry and Office Equipment Operators (SOC 43-9)*

**RIGHT: CONCENTRATION OF EMPLOYMENT ('14 + TREND '00-'14)**

-  HIGH + INCREASING
-  HIGH + DECREASING
-  LOW + DECREASING
-  LOW + INCREASING

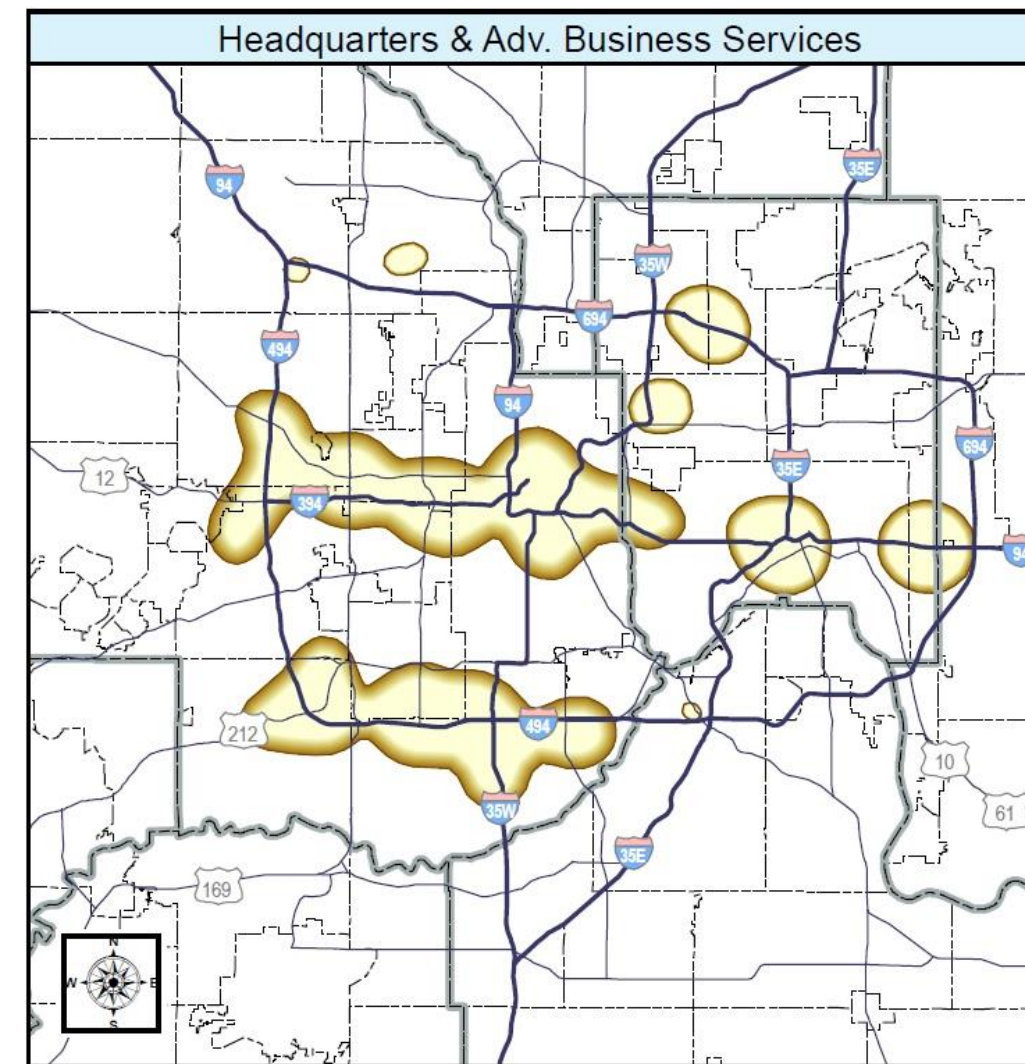
	Employment (2000)	Employment (2014)	Location Quotient (2014)
Anoka	5,788	5,293	0.48
Carver	445	2,978	0.87
Dakota	7,272	11,574	0.69
Suburban Hennepin	78,306	83,287	1.61
Suburban Ramsey	28,484	23,410	1.72
Scott	222	1,090	0.27
Washington	622	4,929	0.68
Minneapolis	49,290	51,323	1.79
Saint Paul	12,745	13,866	0.84

In the figure below, bubble size is relative to the number of employees for the selected area. Areas above the solid horizontal axis have a high concentration of employment in the Headquarters and Advanced Business Services Cluster as compared to the rest of the nation. Areas to the right of the solid vertical axis have increased in employment concentration in the Cluster since 2000, while those to the left have seen their concentration decrease.



# HQ AND BUSINESS SERVICES CLUSTER PROFILE

In addition to Corporate Headquarters, the 7-county metropolitan region's "Headquarters & Advanced Business Services" cluster includes legal, accounting, design, and marketing services, consulting, architecture and engineering, and employment services, and similar support services.



The map above generally illustrates those areas within the region that have job concentrations of more than .5 jobs per acre in the Headquarters and Advance Business Services Cluster (shaded gold areas), as of 2012.

**Number of Employees (2012)**

**191,918**

**Employment Change (2000 - 2012)**

**2,928**

**Employment Concentration (2012)**

**1.32**

*A Location Quotient (LQ) of "1" represents the national average of employment concentration in an industry. With a LQ of 1.32, the Minneapolis - St. Paul region has an 32% higher concentration of jobs in Headquarters and Business Services as compared to the national average.*

**Average Annual Wage (2014)**

**\$82,363**

DATA SOURCE FOR THIS DOCUMENT: 2012 - 2014 Quarterly Census of Employment and Wages (QCEW), Minnesota Department of Employment & Economic Development (DEED). Note that certain levels of inconsistency and incompleteness may exist due to data confidentiality restrictions associated with these data sets, particularly at sub-regional geographies.

# HQ AND BUSINESS SERVICES SITE SELECTION FACTORS

In 2015, we asked over 40 metro-area site selection professionals to provide their perspective on the primary factors that businesses in the Headquarters and Business Services Cluster consider when locating or expanding a facility. A summary of their responses is shared below.

## Workforce Factors

- Ability to attract/retain management, business, technical, computer, office and clerical professionals
- Ability to attract/retain a young (under 30) and diverse workforce
- Labor costs and access to supportive educational/training institutions

## Transportation Factors

- Commercial air service
- Highway and transit access
- Traffic congestion

## Real Estate Factors

- Cost of space/land
- Highly focused on existing office space
- Flexible/creative space
- Specialized space for technology or data center
- Prepared sites with infrastructure

## Community and Local Services

- Image and security
- Above standard telecommunications infrastructure
- Proximity to restaurants, hotels, meeting rooms, recreation, entertainment and culture
- Parking
- Transit service
- Local fees and taxes

**Predominant Trends** – Office space and office locations are being shaped by employers' desire to attract and retain a new generation of highly educated workers. Downtown and fun, amenity-rich, mixed-use suburban locations are attractive to this demographic group. Offices with good transit and bicycle access are of interest and transit offsets the need for parking. Office space per employee is shrinking due to remote working and new, open office configurations. Attracting a highly educated workforce is so important that employers are willing to move to higher cost locations or encourage development of adjacent amenities.