GREATER MSP REGION

- 13 County MSA
- $192 billion in GMP
- 44th largest global economy
- More than 3 million residents
Strong Private Sector

GREATER MSP has more Fortune 500 companies per capita than any other region in the country.

$425 billion
Revenue earned by Twin Cities Fortune 500 companies

19
Fortune 500 companies headquartered in the Twin Cities

6th
Ranking among regions for most companies in the Fortune 400 private companies list – including Cargill and Carlson
World Class Research & Strong Human Capital

5th among all states in patents per investment dollar

U of M is nationally ranked #7 in patent-revenue generating research

The Mayo Clinic ranks 2nd in the US News & World Report 2009 America’s Best Hospitals for 5th consecutive year

MSP has the 5th best percent of advanced degrees among MSAs

Educational Attainment, 2009

<table>
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<tr>
<th>Population &gt;25 with high school diploma</th>
<th>Population &gt;25 with advanced degree</th>
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<tr>
<td>Percent</td>
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<td>MSP</td>
<td>U.S.</td>
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<td>93</td>
<td>84</td>
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<td>MSP</td>
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<td>37</td>
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Quality of Life Amenities

#1 Volunteering rate in the nation

#1 “Local food” community in the nation

#2 Theatre seats per capita, behind NYC

#1 “Most Athletic City” in the nation

#1 Largest mall in America

4 Major League sports franchises

#3 Number of museums

And the largest pond hockey tournament in the world!
However, the region is losing ground...

- **Modest Wage Growth**: Not outpacing U.S. growth since 2003
  - 2.7% wage growth from 2000 to 2008

- **Persistent Achievement Gap**: Over 30 point difference in graduation rates between white and black students

- **Flagging Talent Attraction**: Negative workforce growth expected after 2020

- **Innovation Contraction**: Fallen from 22nd to 48th in entrepreneurs per capita in 2 years

2.7% wage growth from 2000 to 2008
Metropolitan Business Plan focused on key job growth levers...

- Development and deployment of human capital
- Ecosystem of innovation and entrepreneurship
- Effective infrastructure and spatial efficiency
- Support for economic clusters
- Effective public, civic and cultural institutions
Over the past two years, regional partners have come together in new and exciting ways...

**Driving Job Growth in Minneapolis St. Paul Lead Initiatives**

- **Entrepreneurship & Innovation**
  - accelerateMSP
  - project skyway
  - CoCo
  - EB – 5 initiative
  - MINNESOTA ANGEL NETWORK
  - MOJO

- **Talent**
  - Higher education strategy
  - DEED / MnSCU / MN Chamber Workforce alignment
  - Minnesota fastTRAC
  - SKILLS@WORK
  - GENERATION NEXT
  - Start:Early

- **Transportation & Land Use**
  - Corridors of Opportunity
  - Transit ROI study
  - CENTRAL CORRIDOR FUNDERS COLLABORATIVE
  - ULI
  - Regional Cluster Initiative

- **Strategic Growth**
  - Greater MSP
  - More MSP
  - MINNEAPOLIS-SAINT PAUL EXPORT PLAN
  - Reinvesting the Region Action Plan
  - Reality Check 2.0
  - Infrastructure for Economic Development Initiative
• Organization formed three years ago

**Regional Role**

• **Accelerate job growth and capital investment** in the GREATER MSP region

• **Lead regional economic strategy development**, aligning with regional partners to target key industry sectors for growth

• **Brand and market the GREATER MSP region** to key audiences including business decision makers, site location consultants, workers and residents

• **Serve business clients as the region’s “one stop shop” for retention, expansion and recruitment processes**
GOAL

• Rebuild and reinforce vigorous start-up community
• Increase the number of competitive, fast growing firms in the Minneapolis Saint Paul metro area

Strategies

• Form a VDO to attract new, early stage capital for the region’s entrepreneurs and high potential start-ups
• Leverage existing, and fill gaps in, services for entrepreneurs including mentoring, expert business advice, and hands-on technical assistance
Collaborations to Grow Region

ITASCA PROJECT
theitascaproject.com

An employer-led civic alliance focused on building a thriving economy and improved quality of life in the Minneapolis-St. Paul metropolitan region.

REGIONAL COUNCIL OF MAYORS
minnesota.uli.org/regional-council-of-mayors/

A collaborative partnership focused on building action strategies to raise the region’s overall economic competitiveness, Innovation, and quality of life.
Regional Allies

OBJECTIVE
• Guide our regional economy to a more prosperous future and promote a culture of regionalism

GUIDING THE ECONOMY
• Exist to share information and to jointly problem solve regional issues.
• By working together the Regional Allies will strive to maximize opportunities of our region.
• The Regional Allies table is an important venue to represent the regional voice when connecting with national organizations.
• Identify gaps in our regional economy and work together to address those gaps.
Regional Allies

[Logos of various organizations]
QUESTIONS?

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