Today’s agenda

Welcome

Regional business plan

Overview of featured regional initiatives
- Accelerate MSP
- 4FRONT
- Minneapolis Saint Paul Regional Economic Development Partnership

Panel discussion
Today’s objectives

- Build on current spirit of **regionalism**
- Inform regional leaders on status of important regional economic initiatives
About the Regional Allies

More partners joining

Deepen regional coordination and linkages to increase economic growth and job creation
Today’s speakers

Charlie Zelle
JEFFERSON LINES

Kathy Tunheim
Tunheim Partners

R. T. Rybak
Mayor of Minneapolis

Chris Coleman
Mayor of Saint Paul

John Foley
Minneapolis Saint Paul Regional Economic Development Partnership

Michael Langley
Minneapolis Saint Paul Regional Economic Development Partnership
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Panel discussion
The Minneapolis Saint Paul region has a wealth of assets

**Highly educated workforce**
MSP ranks 8th out of largest 100 metros in educational attainment

**Robust R&D environment**
MN ranks 7th among states in R&D dollars per capita

**High quality of life**
MSP ranks #1 in quality of life
Yet it faces challenges as well

- **Modest wage growth**: 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 2010
- **Innovation contraction**: Fallen from 22nd to 48th in entrepreneurs per capita in 2 years
Future success requires regional focus and unity
There are many efforts under the region’s economic development umbrella.

Regional economic development activities
Example initiatives – not exhaustive

- Talent
- Transportation/land use
- Entrepreneurship/innovation
- Strategy and growth
- Green

Coordination required to maximize impact
There are many efforts under the region’s economic development umbrella

Regional economic development activities
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Coordination required to maximize impact
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Accelerate MSP will enrich the environment for future innovation

Mobilizing resources for . . .

Innovation investment timeline

- Incubation
- Demonstration
- Market entry

Amount of Ideas

Amount of Funding

Effort will increase funding and coordinate support in the early stages so more ideas can move forward in the innovation timeline
Accelerate MSP will help entrepreneurs move ideas to market

1. Plan development
   - Map the existing landscape of activities to identify specific gaps

2. Fundraising
   - Develop an investment pool to support gaps in existing funding

3. Execution
   - Launch combined funding, mentorship and technical support organization

2-year timeline
Accelerate MSP is expected to have significant impact

- Raised more than $70 million in capital
- Invested in more than 50 opportunities
- Helped raise more than $300 million in follow-on capital
- Created more than 2,300 new jobs
- Generated more than $200 million in new revenue
The Minneapolis Saint Paul Region

- 13 county MSA
- More than 3 million residents
- $164 billion in GMP
- Strong human capital base of well-educated workers
- R&D environment with potential
- Unparalleled quality of life
Why a Regional Economic Development Partnership?

Site Selection Consultants say . . .

“You probably have lost a significant amount of corporate prospects due to a lack of regional agency.”

Local Business Leaders say . . .

“There isn’t one common voice (public or private) that speaks to job creation or owns it.”
Regional Success Cycle

- Regional assets
- Collaborative Regional Leadership
  - Marketing & Promotion
  - Strategy & Research
  - Advocacy
- Philanthropy and reinvestment
- Tourism and visitors
- Jobs and wealth
- Trade
- Capital investment
MSP REDP Organization Objectives & Design

Collaborative Regional Leadership Model

- In scope for REDP
  - Marketing and Promotion
  - Advocacy
  - Strategy and Research

MSP REDP Design

- Private-public partnership
- Non-partisan agenda
- Clear & measurable objectives
- Focus on job retention, expansion, attraction
What to expect from the MSP REDP

Regional Brand Identity & Marketing Resources

Regional Strategy & Research Excellence

Client-Focused Project Management – One Voice

Stakeholder Engagement & Support
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Tunheim Partners

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4FRONT

Michael Langley
Minneapolis Saint Paul Regional Economic Development Partnership
Minneapolis Saint Paul Regional Economic Forum

Appendix

April 14, 2011
Five integrated regional strategies will be key to our success

- Regional Economic Development Partnership
- MSP Regional Cluster Initiative
- Thinc.Green MSP
- Entrepreneurship Accelerator
- Corridors of Opportunity
The time is **now** to bring together the many individual regional efforts

- Over 20 individual projects under way
- Metropolitan Business Plan will unify efforts forming critical partnerships