ORIGINS
The geography of the working partnership does not always match the 16 county MSA

- Working relationships with 11 Minnesota Counties
- Outreach to the 3 newly-added Minnesota counties
- Limited relationship with the 2 Wisconsin counties

The federally-designated MSA is used to retrieve, analyze and compare data with other U.S. regions

SOURCE: United States Census Bureau
GREATER MSP Vision and Mission

VISION
The Greater MSP Region is recognized as a globally leading economy where business and people prosper.

MISSION
Accelerate job growth and capital investment in the Greater MSP region.

REGIONAL ECONOMIC DEVELOPMENT STRATEGY
MARKETING, BRANDING & PROMOTION
JOB RETENTION, EXPANSION & ATTRACTION
Why a Regional Strategy Now?

• GREATER MSP prepared to lead regional strategy
  • Start up phase of organization complete
  • Potential to leverage lessons learned in first 2 years

• Regions are emerging as economic leaders: it’s up to us
  • The “Metropolitan Revolution” – Bruce Katz

• Global trends require action
  • Rapid changes in demographics, technology, industries & the environment are already affecting us – adapt to win

• Competition from other U.S. and global regions increasing
A Strategy for Whom? For Everyone.

- **Sector-based economic development strategies:**
  - Build on our distinct competitive advantage & create an execution strategy that includes everyone

- **Implementation requires:**
  - Aligning regional decision-makers, resources, investments, and private and public sector policies
  - Targeting gaps and knocking-down barriers to growth
  - Securing a long-term, sustained commitment & active engagement from all stakeholders
  - Clarifying partner roles

- **Stakeholders:**
  - Cities; counties; chambers of commerce; trade organizations; civic groups; educational institutions; workforce development organizations; foundations . . . and others.
1000 Sources of Insight . . . Thank you!

### Regional Focus Groups
- North Metro
- East Metro
- West Metro

### Surveys
- Partner Advisory Council
- Sector Leaders
- Investor group

### Sector Focus Groups
- Professional Services
- Health & Life Science
- Financial Services and Insurance

### Reports (examples)
- Met Council: NARC Study
- MGI: Game Changers

### Data Analysis
- Sectors (McKinsey & Co.)
- Talent (IO Inc.)

### Partner Engagement
- Steering Committee
- Partner Advisory Council
- Itasca Project
- Regional Council of Mayors
- McKinsey Cities Initiative
- Metropolitan Council

### Organizational Engagement
- Board of Directors Review & Input
- Staff discussions & idea sessions

### Competitive benchmarking (talent)
# Strategy Steering Committee

<table>
<thead>
<tr>
<th>Members</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim Welsh – co-chair</td>
<td>McKinsey &amp; Company</td>
</tr>
<tr>
<td>Doug Baker – co-chair</td>
<td>EcoLab</td>
</tr>
<tr>
<td>Sue Haigh</td>
<td>Metropolitan Council</td>
</tr>
<tr>
<td>Brian Herman</td>
<td>University of Minnesota</td>
</tr>
<tr>
<td>Mike Langley</td>
<td>GREATER MSP</td>
</tr>
<tr>
<td>Dave MacLennan</td>
<td>Cargill</td>
</tr>
<tr>
<td>Ravi Norman</td>
<td>Thor Construction</td>
</tr>
<tr>
<td>Chris O’Connell</td>
<td>Medtronic</td>
</tr>
<tr>
<td>Lee Sheehy</td>
<td>McKnight Foundation</td>
</tr>
<tr>
<td>Katie Clark Sieben</td>
<td>DEED</td>
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</tbody>
</table>
What We Learned – The Headlines

**SECTORS**

- 5 Areas of Strength validated & refined
- OPPORTUNITY: every sector; intersection of sectors; global in scale
- See our competition more clearly & committed to knowing more

**TALENT**

- Human capital focus needed on organic pipeline & attraction
- Talent is new pillar of regional economic development
- Our region must act to protect our #1 competitive advantage

**REGIONAL ALIGNMENT**

- Need to converge & tell our regional story (internal/external)
- Partnership is the strategy (sector-based ED strategies)
- Immediate action steps where we can come together
Our region will lead the world in solving the most important challenges of the future: safe & abundant food, clean water and health solutions.

- **Financial advisory**
- **Banking**
- **Insurance**

- **Advanced manufacturing**
- **R&D centers**
- **Software/IT**
- **Energy/renewables**

- **Technology & Advanced Manufacturing**

- **Financial Services & Insurance**

- **Health & Life Sciences**
- **Bio technology**
- **Medical devices**
- **Healthcare IT**
- **Healthcare Providers**

- **Headquarters & Business Services**
- **Corporate headquarters**
- **Creative services**
- **Professional services**
- **Data centers**

- **Food & Water Solutions**
- **Water filtration**
- **Water purification**
- **Food Processors**
- **Food Production**
- **Agribusiness**
- **Nutrition**
- **Agrichemicals**
- **Seed production**

~30% of the region’s jobs are in these 5 sectors of strength

SOURCE: GREATER MSP
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Gaps exists in the regional talent pipeline

Our region needs a bigger net to **RETAIN** the skilled talent emerging from the early stages of the pipeline.

Our region needs a stronger magnet to **ATTRACT** degreed and creative talent into our workforce from outside of our state.
Research revealed our region is trailing peers on action

### Regional Matrix – Talent Research Summary

<table>
<thead>
<tr>
<th>REGIONS</th>
<th>CURRENT STATUS</th>
<th>TREND</th>
<th>CURRENT ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td></td>
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<tr>
<td>Denver/CO</td>
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<td>San Diego</td>
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<td>Seattle</td>
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<td>Silicon Valley</td>
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<td>Chicago</td>
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<td><strong>MSP</strong></td>
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<tr>
<td>Pittsburgh</td>
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<tr>
<td>Cleveland</td>
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<tr>
<td>Detroit/MI</td>
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**Leading Talent Magnets**

**Best-Practice Programs**

Source: IO Inc.
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A Competitiveness Strategy for the Region

**TIME FRAME**

3-5 years

**SCOPE**

- Broad view of regional competitiveness: Sectors, Marketing, Human Capital & Regional alignment
- Scope purposefully beyond what the staff and board of GREATER MSP can do alone

**ELEMENTS**

- Survey of our region’s best opportunities for growth & innovation
- Measurable strategies for realizing the opportunities
- Action steps for first year to launch strategy

**A BEGINNING**

The strategy as presented today does not answer all the important questions – it provides direction and creates opportunity to align regional leaders and resources to reach the next level of detail.
<table>
<thead>
<tr>
<th>PARTNERSHIP</th>
<th>GREATER MSP is a public-private partnership involving hundreds of organizations and individuals from entities across the region, and throughout the state.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWNERSHIP</td>
<td>Implementation of the 3-5 year sector strategy will be 100% owned by this ever-expanding, broad-based partnership – consistent with regional economic development best practices.</td>
</tr>
</tbody>
</table>
| PRINCIPLES | - Leverage regional assets, expertise & capacity  
- Avoid and reduce duplication of effort  
- Align missions, priorities & resources  
- Communicate openly & consistently throughout the partnership |
|            | GREATER MSP will align its focus, resources and structure to support strategy implementation throughout the region. The organization’s role and resource commitment will vary for each specific implementation action, in keeping with the above principles. |
The GREATER MSP partnership can grow the region with a 3-part strategy

<table>
<thead>
<tr>
<th>Tell our story</th>
<th>Rally Region Around a Shared Vision and Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Refine, Articulate and Rally region around our story &amp; shared vision</td>
<td></td>
</tr>
<tr>
<td>▪ Build regional competitive intelligence to support strategy implementation</td>
<td></td>
</tr>
<tr>
<td>▪ Rally regional entities to strategy: shared priorities; new collaborations; aligned missions</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prioritize talent</th>
<th>Develop, Retain &amp; Attract the Quality &amp; Quantity of Human Capital Needed</th>
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<tbody>
<tr>
<td>▪ Position talent at the center of our regional story &amp; sound a call to regional action to maintain excellence along the entire talent pipeline for competitiveness</td>
<td></td>
</tr>
<tr>
<td>▪ Launch new regional talent attraction &amp; retention initiative with broad set of partners</td>
<td></td>
</tr>
<tr>
<td>▪ Align &amp; integrate talent attraction and retention strategy with sector strategy</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Take our sectors of strength from great to greater</th>
<th>Build Sectors of Strength for Global Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Claim global leadership in our areas of strength with global-scale commitments</td>
<td></td>
</tr>
<tr>
<td>▪ Target high-opportunity sub-sectors in areas of strength to support growth &amp; innovation</td>
<td></td>
</tr>
<tr>
<td>▪ Seize emerging opportunities at the intersection of our 5 areas of strength</td>
<td></td>
</tr>
<tr>
<td>▪ Support entrepreneurship within – and at the intersection – of sectors of strength</td>
<td></td>
</tr>
</tbody>
</table>
The Partnership Will Launch the Strategy with 6 Regional Actions

- **Tell our story**
  - Equip Regional Leaders & Tell Regional Story
  - Establish & Measure Regional Success Indicators

- **Prioritize talent**
  - Create Regional Talent Attraction & Retention Program
  - Connect & Integrate Region’s Human Capital Initiatives

- **Great to Greater**
  - Develop & Execute Regional Economic Research & Analysis Priorities
  - Build Sector Teams for Global Leadership

*Align GREATER MSP organizational structure & resources to implement*
Strategy Implementation

2014 Regional Partnership Goals & Potential Connections with RCM

1. Regional leaders tell the regional story
2. Share the regional story and strategy throughout partner networks
3. Develop new set of regional indicators to measure and track regional success
4. Develop & execute shared regional research agenda to inform strategy
5. Convene talent task force to design new regional talent attraction & retention program, and launch the talent program
6. Identify & implement strategies for better connecting and integrating regional activity along the human capital pipeline
7. Launch pilot sector teams
8. Translate the high-level view of economic opportunity throughout the partnership – including at the local level
9. Identify regional economic development public policy goals & connect with advocacy partners
10. Continue building a best-in-class regional partnership at practitioner level – including through Operating Protocol and BRE workgroups
It all begins with telling our story . . .

Business and People Prosper Here

http://www.youtube.com/watch?v=t8Zc6SINJN4
Talent Attraction & Retention: Examples of What Other Regions Are Doing

<table>
<thead>
<tr>
<th>PITTSBURGH</th>
<th>imaginepittsburgh.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Website presenting “LIVE/WORK/PLAY” message to educated young professionals</td>
<td></td>
</tr>
<tr>
<td>• Serves job seekers &amp; employers – connects to real-time job opportunities in the region</td>
<td></td>
</tr>
<tr>
<td>• Includes “cost-of-living” calculator comparing Pittsburgh vs. current city of potential residents</td>
<td></td>
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<tr>
<td>• “WORK” message highlights Pittsburgh’s sectors of strength: employers, avg. wages, available jobs</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLEVELAND</th>
<th>Global Cleveland</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Regional Economic Development entity focused on talent attraction &amp; retention</td>
<td></td>
</tr>
<tr>
<td>• Goal: attract 100,000 newcomers in 10 years (target: domestic &amp; int’l; ethnic diversity; educated)</td>
<td></td>
</tr>
<tr>
<td>• “Welcome Hub” located in downtown – first stop for newcomers to learn about the community</td>
<td></td>
</tr>
<tr>
<td>• Every newcomer attracted by initiative given personal point of contact to establish community ties</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>SAN DIEGO</th>
<th>The I.D.E.A District</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I.D.E.A. = Innovation, Design, Education &amp; Arts</td>
<td></td>
</tr>
<tr>
<td>• Private-sector-led E.D. initiative: 93 acres; 35 city blocks; mixed-use development</td>
<td></td>
</tr>
<tr>
<td>• Place where young, creative workers live, work and play – transit anchored, green space included</td>
<td></td>
</tr>
<tr>
<td>• Goal: 4,000 new residents; 13,000 jobs; 3 million sq. ft office/design space; $20m/yr city revenue</td>
<td></td>
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</tbody>
</table>