

# GREATER MSP<sup>®</sup>

Minneapolis Saint Paul Regional Economic Development Partnership

**RCM**

Regional Council of Mayors

February 12, 2018

**Peter Frosch**

Vice President, Strategic Partnerships

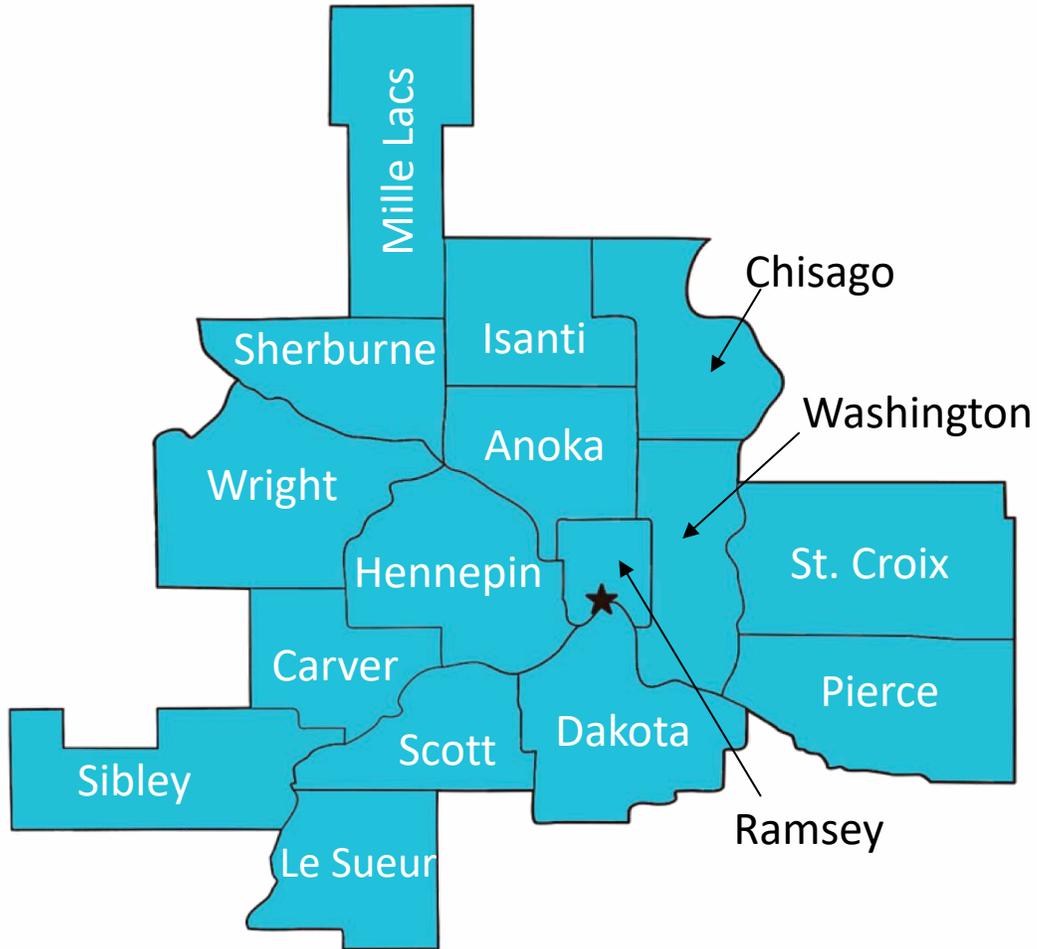
How is our Regional Economic Development Partnership advancing?

What can that mean for the role of the Regional Council of Mayors?



WHY REGIONAL?

# THE GREATER MSP REGION



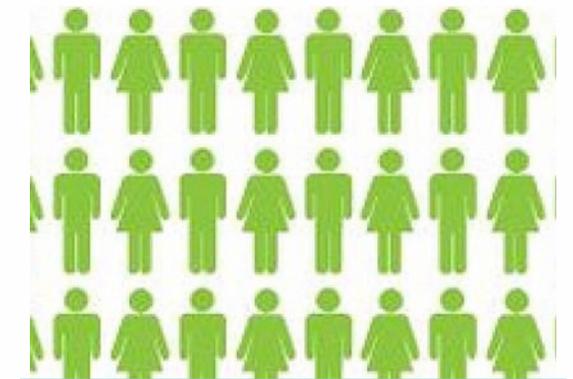
**16-COUNTY MSA**



**\$228 BILLION**  
IN GMP



**48<sup>th</sup> LARGEST**  
GLOBAL ECONOMY



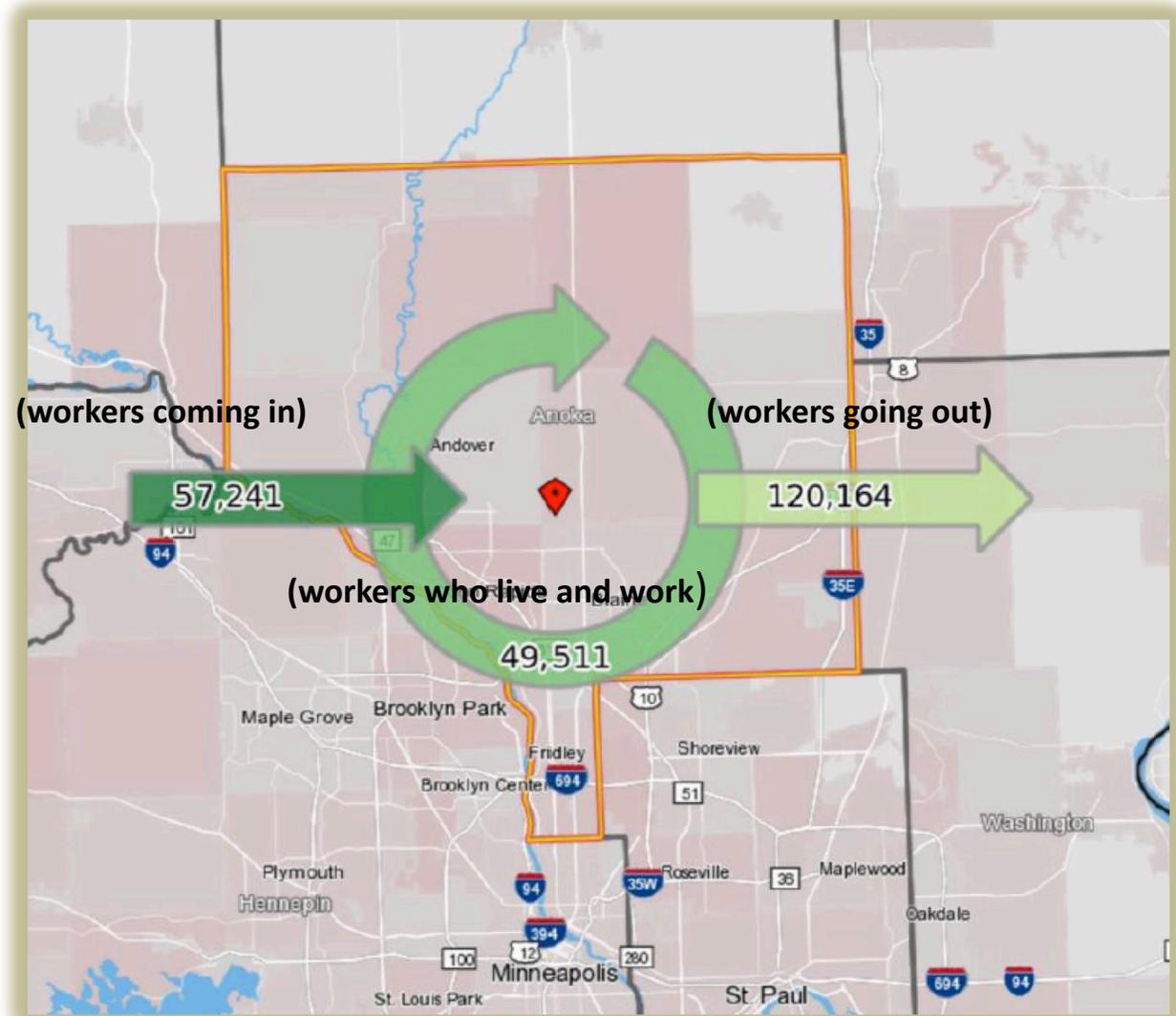
**MORE THAN**  
**3.4 MILLION PEOPLE**

# REGIONAL ECONOMY CASE STUDY: ANOKA COUNTY

**70%** of Anoka's population works outside the county = 120,000 residents

Most of these (**100,000**) work in Hennepin or Ramsey County

**2x** more workers leave than enter the county every day to work



# THE GEOGRAPHY OF OUR ECONOMY IS REGIONAL

## FINANCIAL SERVICES



- FINANCIAL ADVISORY
- BANKING
- INSURANCE

## HEADQUARTERS & BUSINESS SERVICES



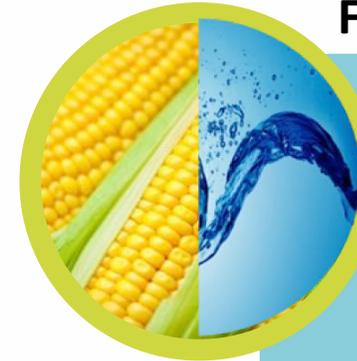
- CORPORATE HEADQUARTERS
- CREATIVE SERVICES
- PROFESSIONAL SERVICES
- DATA CENTERS

## ADVANCED MANUFACTURING & TECHNOLOGY



- R&D CENTERS
- SOFTWARE/ IT
- ADVANCED MANUFACTURING
- ENERGY/RENEWABLES

## FOOD & WATER SOLUTIONS



- FOOD PROCESSORS
- FOOD PRODUCTION
- AGRIBUSINESS
- NUTRITION
- WATER FILTRATION
- WATER PURIFICATION

## HEALTH & LIFE SCIENCES



- BIO TECH
- HEALTHCARE PROVIDERS
- HEALTHCARE PAYERS AND IT
- MEDICAL DEVICES



WHAT IS “ECONOMIC  
DEVELOPMENT”?

# “ECONOMIC DEVELOPMENT” EVOLVES WITH THE ECONOMY

- Business attraction
- Business expansion & retention
- Regional marketing
- Regional ED strategy (development)
- Market research
- Regional strategy implementation (product improvement)
- Insights on MSP market & competitor metros (Dashboard)
- Talent Retention & Attraction (Make It. MSP.)
- Sub-regional strategies (Center Cities Initiative)
- Exports & Foreign Direct Investment
- Inclusive Economic Growth
- Sector initiatives (Food & Agriculture)
- Entrepreneurship & Innovation
- Workforce development
- Transportation & infrastructure
- Affordability
- Public policy change



**2011**

GREATER MSP  
Partnership  
Launch

**2012 - 2017**

Evolution

**2018**

Today

**2019-**

Future



HOW IS IT A “PARTNERSHIP”?

# A REGIONAL ECONOMIC DEVELOPMENT PARTNERSHIP

The work  
of the  
partnership

Strengthening our  
competitiveness

**Regional Strategy & Improvement**

Adding businesses to  
the economy

**Business Attraction**

Helping existing  
businesses grow

**Business Retention & Expansion**

Building our brand &  
image

**Marketing**

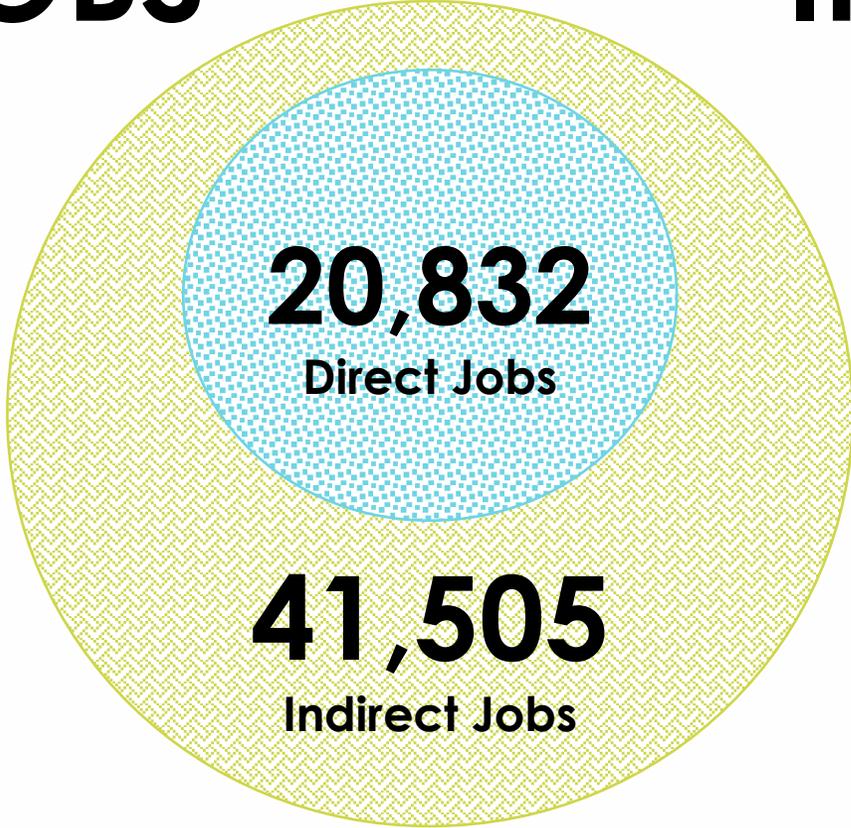
# PARTNERSHIP: TOGETHER, MSP CAN GO GLOBAL

**COORDINATED MARKET VISITS, TRADESHOWS, BROKER EVENTS**

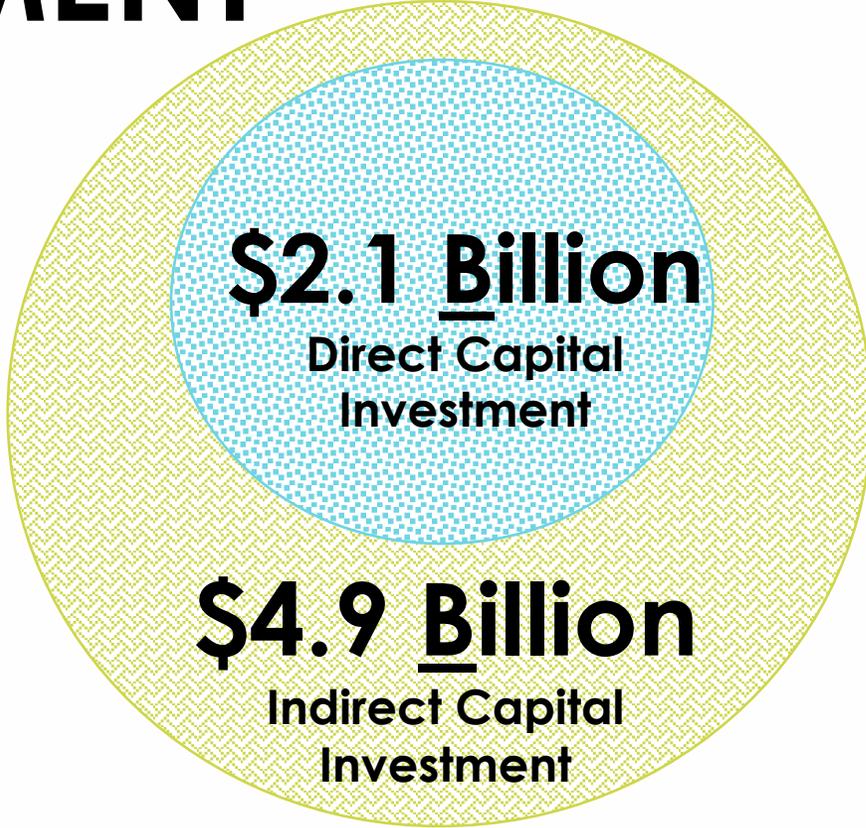


# GREATER MSP PARTNERSHIP 2012-2015 IMPACT

## JOBS



## INVESTMENT



# MAKE IT. MSP.™

MINNEAPOLIS-SAINT PAUL

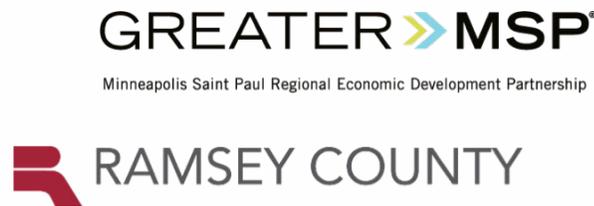
# 150+ PARTNERS



# CENTER CITIES

## COMPETITIVENESS INITIATIVE

< Accelerating job growth and capital investment >



MINNESOTA PHILANTHROPY PARTNERS

# MSP REGIONAL INDICATORS DASHBOARD

GREATER » MSP

Minneapolis Saint Paul Regional Economic Development Partnership

MINNEAPOLIS  
REGIONAL Chamber of Commerce  
Bloomington Chamber of Commerce  
Northeast Minneapolis Chamber of Commerce

ITASCA *project*

SP @ CC

SAINT PAUL AREA CHAMBER OF COMMERCE

ULI Minnesota  
Regional Council of Mayors

THE MCKNIGHT FOUNDATION



MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA  
CHAMBER of  
COMMERCE



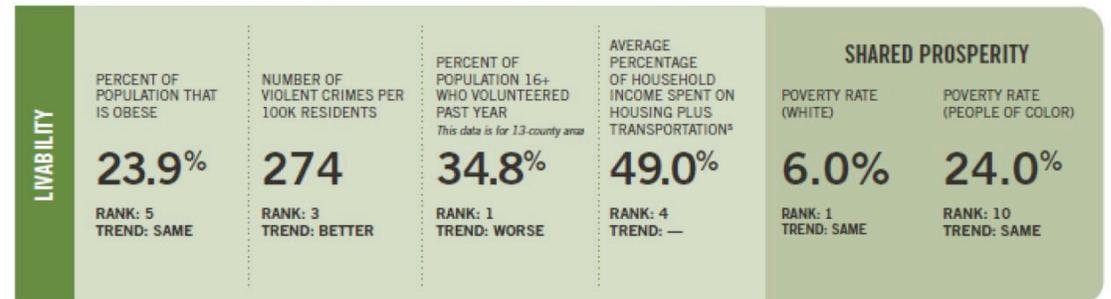
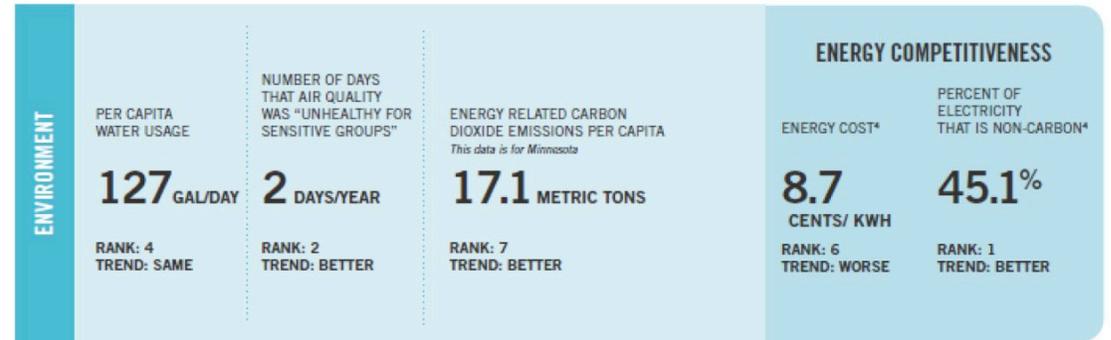
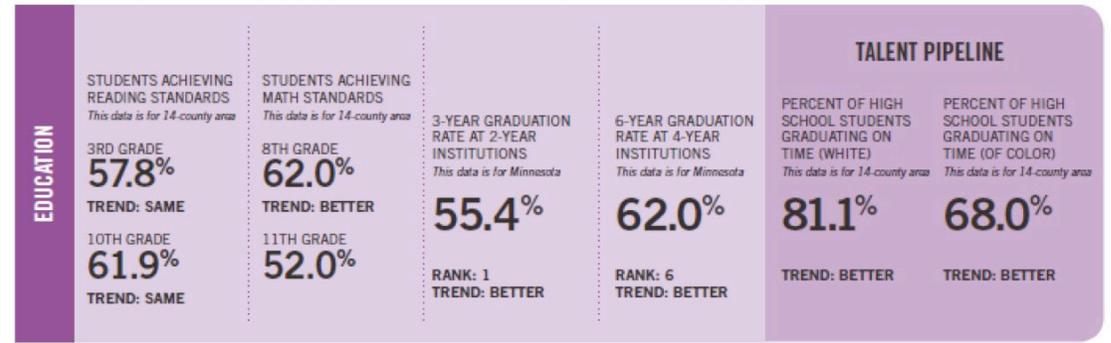
METROPOLITAN  
COUNCIL

What are the drivers of our metro's competitiveness?

What metros does MSP compete with?

How are we doing?

# THE DASHBOARD

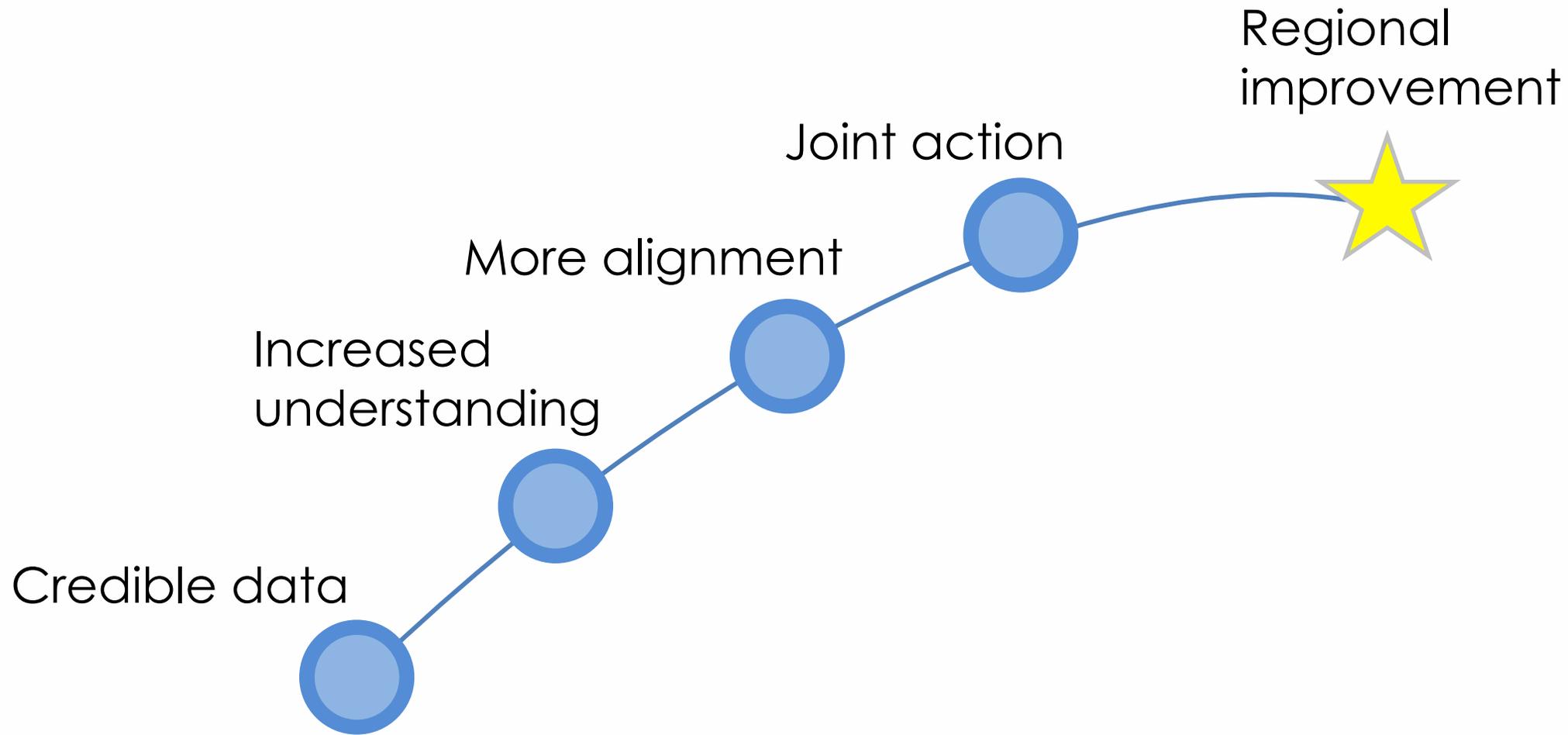


1. Annual wage > \$31,000, or 130% of poverty for a household of 4, as per USDA's requirements for SNAP benefits. 2. Small Business Technology Transfer (STTR) The Small Business Innovation Research (SBIR) 3. As defined by Brookings, industries are advanced if a greater share of their workforce is STEM oriented than the U.S. average (21 percent) and their R&D spending is at least \$450 per worker.

4. This data is for each metro's largest electric utility 5. HUD model based on median household income

# DATA DRIVING CHANGE

REGIONAL COMPETITIVENESS WORKING GROUP



# REGIONAL COMPETITIVENESS WORKING GROUP

2017

*Working together to drive continuous regional  
improvement*

**USE** | PUT DASHBOARD TO WORK IN YOUR  
OWN ORGANIZATIONS

**ANALYZE** | MEET AS A WORKING GROUP TO  
FIND THE STORIES IN THE DATA

**TRACK** | COMPETITIVENESS ISSUES NOT  
MEASURED IN DASHBOARD

**COMMUNICATE** | ANALYSIS, QUESTIONS,  
PRIORITIES TO OUTSIDE GROUPS AND LEADERS

**ACT** | TAKE OR DIRECT ACTION IN RESPONSE  
TO DATA & ANALYSIS



# MSP REGIONAL INDICATORS DASHBOARD 2015

**ULI Minnesota**  
Regional Council of Mayors

*ITASCAproject*



THE MCKNIGHT FOUNDATION



SAINT PAUL AREA CHAMBER OF COMMERCE



Support for this work has been provided by Minnesota Philanthropy Partners through the

# MSP REGIONAL INDICATORS DASHBOARD 2016

**ULI Minnesota**  
Regional Council of Mayors

*ITASCAproject*



THE MCKNIGHT FOUNDATION



GREATER MSP  
Minneapolis Saint Paul Region



SAINT PAUL AREA CHAMBER OF COMMERCE



MINNESOTA  
CHAMBER OF  
COMMERCE

Support for this work has been provided by Minnesota Philanthropy Partners through the Living Cities Integ

# MSP REGIONAL INDICATORS DASHBOARD 2017

VOLUME 3

**GREATER MSP**  
Minneapolis Saint Paul Regional Economic Development Partnership

*ITASCAproject*



THE  
MCKNIGHT  
FOUNDATION



**ULI Minnesota**  
Regional Council of Mayors



SAINT PAUL AREA CHAMBER OF COMMERCE



MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA  
CHAMBER OF  
COMMERCE

Photo: McNamara Alumni Center, University of Minnesota

# REGIONAL DASHBOARD PROJECT: First 3 years

## BIG LESSON 1 our competitiveness

Overall, we're strong today but very weak in some areas . . . Our success isn't on stable footing unless we make major progress

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## BIG LESSON 2 the project

The project is strongly supported & widely used . . . We have ideas for how to accelerate the work that are embraced by stakeholders.



# WHAT'S NEXT FOR THE PARTNERSHIP?

version 2.0

# STRATEGY TASK FORCE **OBJECTIVES**



- 1 Mid-course review of regional economic development **strategy implementation**
- 2 Examine GREATER MSP **value proposition** to investors & align expectations
- 3 Review internal and external **communications** to support the above

# RECALL: STRATEGY TASK FORCE **MEMBERS**



**Richard Davis**  
Chairman



**Laysha Ward**  
Executive VP



**Shawntera Hardy**  
Commissioner



**Dr. Julie Sullivan**  
President



**Barbara Johnson**  
Council President



**Scott Burns**  
CEO



**Ravi Norman**  
CEO



**Brad Hewitt**  
CEO



**Rhonda Sivarajah**  
Commissioner



**Trevor Putrah**  
President



**Kate Wolford**  
President



**Audrey Manacek**  
Senior Partner



# TASK FORCE RECC SUMMARY: BOARD ADOPTED



- 1 BOLDER VISION:** Revise the region's vision to raise the ambition level and unify the region against clear goals
- 2 MORE ALIGNMENT:** Increase regional alignment around advancing the vision to accelerate strategy implementation and reinforce value proposition
- 3 ORGANIZATIONAL STRATEGY:** Build a clear strategic plan for the organization, including more integration across functions
- 4 STRONGER COMMUNICATIONS:** Drive regional alignment to achieve the vision with a tailored communication plan speaking to partners within region



GREATER MSP was created in 2011 to be a regional partnership, a team of organizations rather than just another organization. Today, hundreds of organizations are working together across sectors to promote our region and to solve big challenges through this Partnership. And still, leaders are demanding even more collaboration. Because it's needed ... because we're ready ... to accelerate GREATER MSP to

## Partnership 2.0

Clear and mutual  
**ACCOUNTABILITY**

Shared  
**OWNERSHIP**  
with partners

More  
Board & Partner  
**ENGAGEMENT**

Stronger  
**COMMUNICATION**  
within the Partnership

# WHAT COULD THIS MEAN FOR THE RCM?

- ❖ Monthly GREATER MSP Partnership update?
- ❖ Closer engagement on 2018 Regional Indicators Dashboard?  
(e.g. late Feb. survey re: new metrics; role at May 11 release event)
- ❖ Provide input on the new regional vision . . .

# NEW REGIONAL VISION



## WHY?

To focus, inspire, motivate and rally leaders to build the version of this region we must become. Align strategy initiatives to a shared goal.

## WHAT?

A statement of our ambition, inspired by competitive analysis. A story that's distinctive and authentic. An inclusive destination.

## FOR WHOM?

The primary audiences for the vision are within the region. This is a statement of purpose for our Partnership, not a marketing slogan.



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

# PROCESS FOR CREATING REGIONAL VISION 2.0



**Oct. 19**                      **Oct. 27**                      **Nov. 15**                      **Jan. 27**

Inter-City  
Leadership Visit  
Participants

Make It. MSP.  
Summit  
Breakout session

GMSP  
Staff

GMSP  
Board

Strategy Task  
Force Members

GMSP  
Annual meeting

Partner  
Council

**Oct. 23**

**Nov. 13**

**Dec. 15**

**YOU ARE HERE**

## POTENTIAL SOURCES OF INPUT

- ▶ *Q1 Partner Council member meetings*
- ▶ *GMSP Investor Survey*
- ▶ *Strategy Initiative Team survey*
- ▶ *Winter Investor Meeting (Mar)*
- ▶ *Social Media campaign*



GREATER MSP

**SUMMER  
INVESTOR  
MEETING**

Vision &  
accelerated  
strategy roll-out

a

# RELENTLESS

We are the problem-solving capital of North America, working together to overcome the greatest global challenges and create prosperity for every member of our community

We are the frontline of the new economy, accepting any challenge. We believe the greatest risk is the failure to press forward and try. Our recipe for success is constant effort against an audacious goal. Problems inspire us to innovate and collaborate. Our creativity is as wild as the river that made us.

We are stronger than the challenges we face. We are working every day to improve our region and make life better for every resident. We are relentless in the pursuit of an economy that works for all.

We never tire and make no apologies. That spirit is getting noticed. We've gone from the top of every list to the tip of everyone's tongue. And we're just getting started.

b

# UNITED

We are one community, united. This region is the vanguard of global progress because our economy and community are thriving together.

Shared purpose is the secret to our success. Finding strength in each other, we are driven to solve the challenges of the new century and resolved to forge a sustainable economy on the foundations of the old.

We create opportunity for every resident and invest today in the success of the rising generation. Our differences are the source of our vitality and innovation. Everyone is valued and success is shared.

We bridge boundaries between civic purpose and business innovation, city and suburb, race, gender and class. Because we believe prosperity for any depends on prosperity for all. We compete together, we win together, we thrive together. We are united.

C

# BREAKTHROUGH

We are forging a new American economy in the North that delivers growth, creates opportunity for all and sustains the planet for generations to come.

Driven by a spirit of discovery, we turn to the world, arms open, welcoming challenges, people and ideas. We are ready to compete and win in the new century because we are writing the new rules of the game.

We are an indispensable engine for global progress. The go-to home for original thinking to solve wicked challenges, and the trusted source of new solutions for the challenges that define the 21st century in food, water and health.

Our eyes are fixed on the future. Never bothering to look over our shoulder, we continue to surprise the world and inspire each other to greatness. America needed a breakthrough, and MSP delivered.

# DIRECTIONS FOR A NEW REGIONAL VISION



## RELENTLESS

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## BREAKTHROUGH

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# EARLY DIRECTIONS FOR A NEW REGIONAL VISION: feedback sheet

best  worst

## message

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## BREAKTHROUGH

### vision

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*Write a new concept, take notes or share any and all input*

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

SAVE THE DATE



## 2018 MSP REGIONAL INDICATORS DASHBOARD

Breakfast event

Friday, May 11

Radisson Blu, downtown Minneapolis