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
48th LARGEST GLOBAL ECONOMY
MORE THAN 3.4 MILLION PEOPLE
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

Source: U.S. Census Bureau Local Employment – Household Dynamics 2013
THE GEOGRAPHY OF OUR ECONOMY IS REGIONAL

FINANCIAL SERVICES
- FINANCIAL ADVISORY
- BANKING
- INSURANCE

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

HEALTH & LIFE SCIENCES
- BIO TECH
- HEALTHCARE PROVIDERS
- HEALTHCARE PAYERS AND IT
- MEDICAL DEVICES

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

FOOD & WATER SOLUTIONS
- FOOD PROCESSORS
- FOOD PRODUCTION
- AGRIBUSINESS
- NUTRITION
- WATER FILTRATION
- WATER PURIFICATION
WHAT IS “ECONOMIC DEVELOPMENT”?
“ECONOMIC DEVELOPMENT” EVOLVES WITH THE ECONOMY

- Business attraction
- Business expansion & retention
- Regional marketing
- Regional ED strategy (development)
- Market research

2011
GREATER MSP Partnership Launch

2012 - 2017
Evolution

2018
Today

2019 -
Future

• 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
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
COORDINATED MARKET VISITS, TRADESHOWS, BROKER EVENTS
GREATER MSP PARTNERSHIP  2012-2015 IMPACT

JOBS

- 20,832 Direct Jobs
- 41,505 Indirect Jobs

INVESTMENT

- $2.1 Billion Direct Capital Investment
- $4.9 Billion Indirect Capital Investment
Accelerating job growth and capital investment
MSP REGIONAL INDICATORS DASHBOARD
What are the drivers of our metro’s competitiveness?
What metros does MSP compete with?
How are we doing?
# THE DASHBOARD

## Economy
- **Gross Regional Product Per Capita**: $65,852 (Rank: 6, Trend: Same)
- **Value of Exports**: $23,732 (Rank: 5, Trend: Better)

## Education
- **Students Achieving Reading Standards**: 57.8% (Trend: Same)
- **Students Achieving Math Standards**: 62.0% (Trend: Better)
- **3-Year Graduation Rate**: 61.9% (Trend: Same)
- **6-Year Graduation Rate**: 52.0% (Trend: Same)

## Talent Pipeline
- **Percent of High School Students Graduating on Time (White)**: 81.1% (Rank: 7, Trend: Better)
- **Percent of High School Students Graduating on Time (All)**: 68.0% (Trend: Better)

## Business Vitality
- **Average Weekly Wage**: $1,044 (Rank: 5, Trend: Better)
- **Patents Issued per 1,000 Workers**: 54.8% (Rank: 4, Trend: Better)

## Innovation Capital
- **Money Under $1M to Businesses from Lending Institutions**: $368M (Rank: 10, Trend: Better)
- **Venture Capital Per Capita**: $30M (Rank: 6, Trend: Worse)

## Infrastructure
- **Number of Direct Routes Out of City Airport**: 133 (Rank: 5, Trend: Better)
- **Roads Congested During Peak Travel Times**: 35.0% (Rank: 2, Trend: Same)

## Environment
- **Per Capita Water Usage**: 127 Gallons/Day (Rank: 4, Trend: Same)
- **Energy Related Carbon Dioxide Emissions Per Capita**: 17.1 Metric Tons (Rank: 7, Trend: Better)

## Energy Competitiveness
- **Energy Cost**
- **Percent of Electricity that is Non-Carbon**

## Livability
- **Percent of Population that is Disabled**: 9.2% (Rank: 8, Trend: Same)
- **Number of Older Adults Per 1,000 Workers**: 2.4 (Rank: 7, Trend: —)

## Shared Prosperity
- **Average Percentage of Household Income Spent on Housing Plus Transportation**: 24.0% (Rank: 10, Trend: Same)

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1. Annual wage: >$30,000, or 15% of poverty for a household of 4, as per U.S. Census requirements for SNAP benefits.
2. Small Business Technology Transfer (SBTT) Grants issued by the Small Business Innovation Research (SBIR) Program.
4. This data is for each meter's 5-year window.
5. MSI model based on median household income.
DATA DRIVING CHANGE

REGIONAL COMPETITIVENESS WORKING GROUP

Credible data
Increased understanding
More alignment
Joint action
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
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.

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

Shawnterra 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

Anoka County
Minneapolis City of Lakes

Structural

McKnight Foundation

McKinsey & Co.
BOLDER VISION: Revise the region's vision to raise the ambition level and unify the region against clear goals

MORE ALIGNMENT: Increase regional alignment around advancing the vision to accelerate strategy implementation and reinforce value proposition

ORGANIZATIONAL STRATEGY: Build a clear strategic plan for the organization, including more integration across functions

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
Inter-City Leadership Visit Participants

Oct. 27
Make It. MSP. Summit Breakout session

Nov. 15
GMSP Staff

Jan. 27
GMSP Board

Oct. 23
Strategy Task Force Members

Nov. 13
GMSP Annual meeting

Dec. 15
Partner Council

Potential Sources of Input

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

You Are Here

Greater MSP
Summer Investor Meeting
Vision & accelerated strategy roll-out
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.
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.
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

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SAVE THE DATE

2018 MSP REGIONAL INDICATORS DASHBOARD

Breakfast event
Friday, May 11
Radisson Blu, downtown Minneapolis