

Minneapolis Saint Paul Regional Economic Forum



April 14, 2011

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



Kathy Tunheim



R. T. Rybak

Mayor of Minneapolis



Chris Coleman

Mayor of Saint Paul



John Foley



Michael Langley

Minneapolis Saint Paul Regional
Economic Development Partnership

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Metropolitan business planning in MSP

BROOKINGS



METROPOLITAN POLICY PROGRAM



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

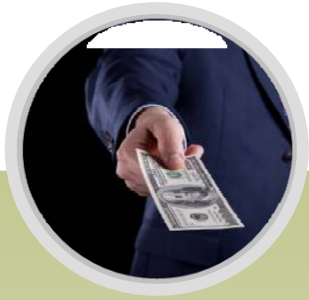
MN ranks 7th among states in R&D dollars per capita



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



FLOUR MILL



MINING



DISCOUNT STORE



GENERAL MILLS



3M



TARGET

There are many efforts under the region's economic development umbrella



Coordination required to maximize impact

There are many efforts under the region's economic development umbrella



Coordination required to maximize impact

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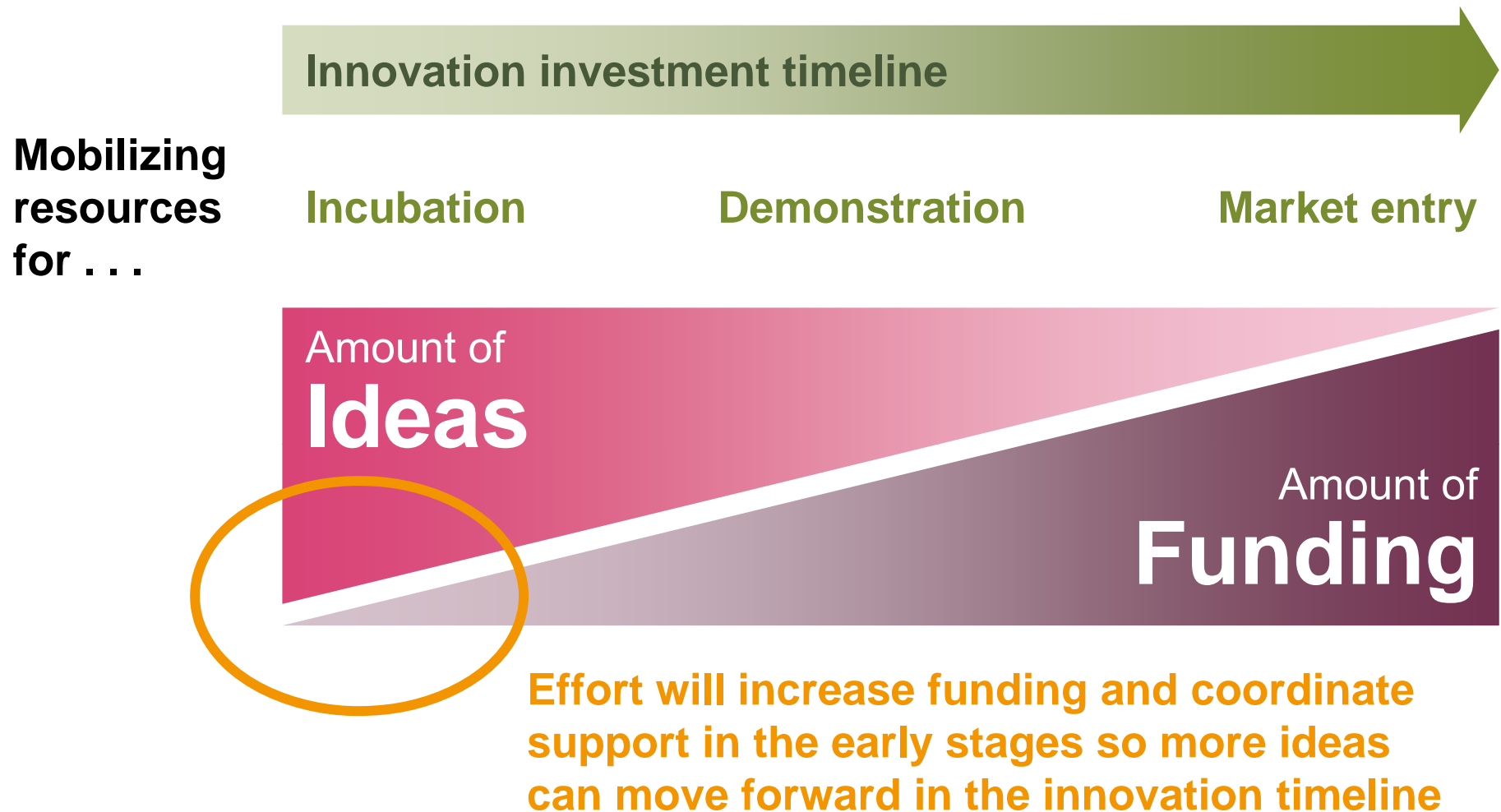


Overview of featured regional initiatives

- **Accelerate MSP**
- **4FRONT**
- **Minneapolis Saint Paul Regional Economic Development Partnership**

Panel discussion

Accelerate MSP will enrich the environment for future innovation



Accelerate MSP will help entrepreneurs move ideas to market



Map the existing landscape of activities to identify specific gaps

Develop an investment pool to support gaps in existing funding

Launch combined funding, mentorship and technical support organization

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

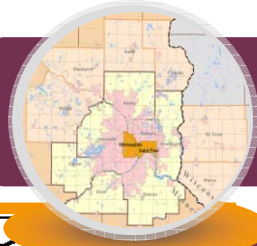


Generated more than **\$200 million** in new revenue

Minneapolis Saint Paul Regional Economic Development Partnership



The Minneapolis Saint Paul Region



13 county MSA



More than **3 million** residents



\$164 billion in GMP



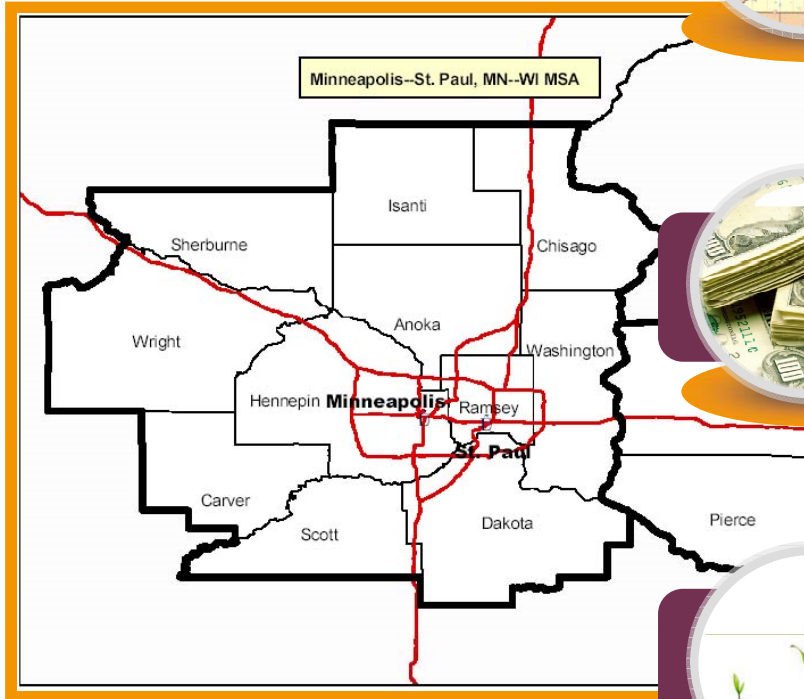
Strong **human capital**
base of well-educated workers



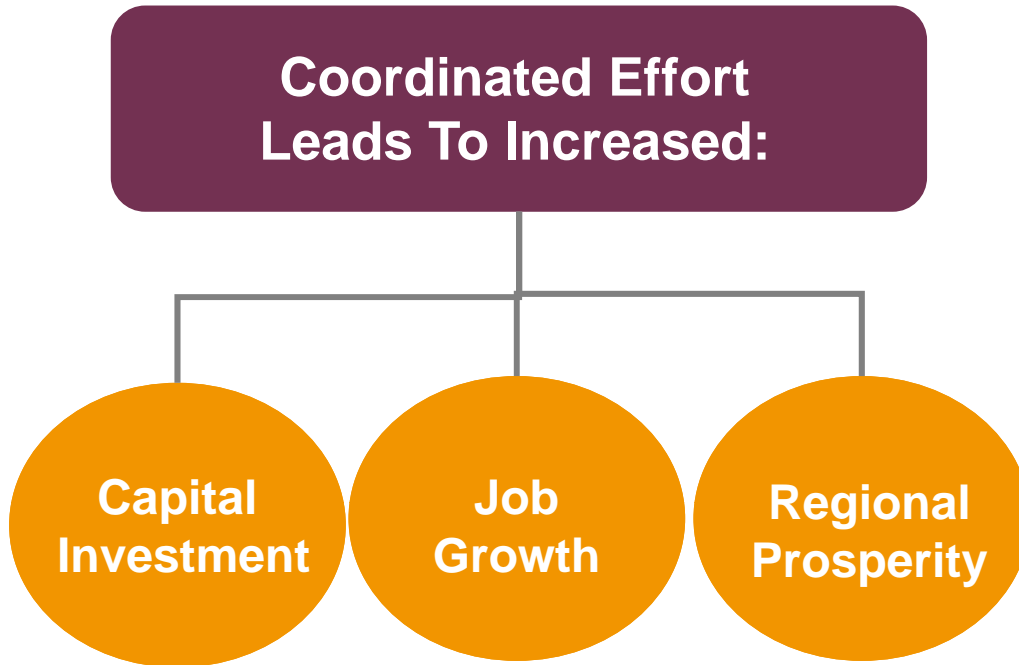
R&D environment
with potential



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



MSP REDP Organization Objectives & Design

Collaborative Regional Leadership Model



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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Panel discussion

Panel discussion

Kathy Tunheim

Tunheim Partners
A Strategic Communications Company



R. T. Rybak

Mayor of Minneapolis



Minneapolis
City of Lakes

Chris Coleman

Mayor of Saint Paul



John Foley

MINNEAPOLIS/ST. PAUL
4FRONT
JUNE 16, 2011

Michael Langley

Minneapolis Saint Paul Regional
Economic Development Partnership

Minneapolis Saint Paul Regional Economic Forum



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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}



Corridors of
Opportunity

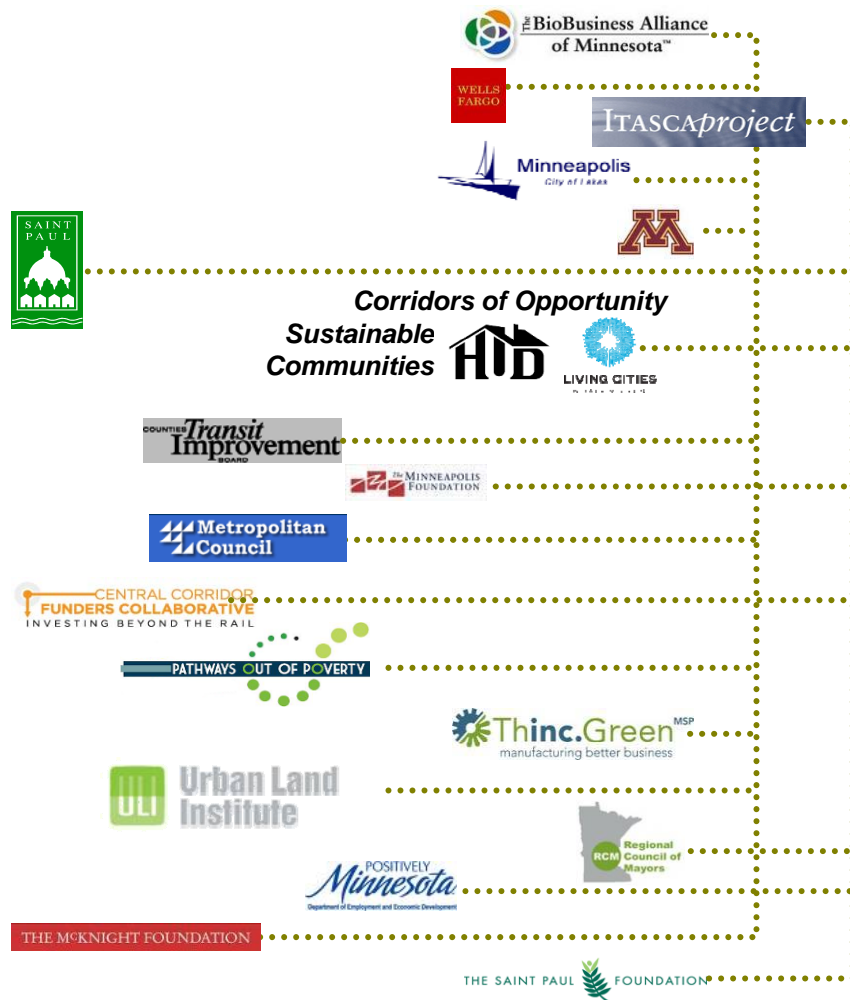


Entrepreneurship
Accelerator



The time is **now** to bring together the many individual regional efforts

NOT EXHAUSTIVE



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

