OUTLINE FOR A WHITE PAPER:

"The City's Great Employment Challenge: Optimizing the Use of Industrial Land for Job Growth"

INTRODUCTION:

- Economy on front edge of recovery
- City of St. Paul NOT well positioned to take advantage of opportunity
- Much of what needs to be done is within our power; but partnerships needed
- Industrial Development defined

OPPORTUNITY:

- Job and Development Growth projected nationally
- Job and Housing Growth projected regionally
- Ample underused land for new development
- Growing industrial development demand

GREAT ISSUES:

- Structural unemployment, underemployment
- Lagging wages
- Racial divides in employment, wages and education
- Struggling tax base best bolstered by industrial development
- Continued pressure to convert land to non-industrial uses

ESSENTIAL ELEMENTS:

- Laser-like focus among local partners
- A clear and nuanced policy toward redevelopment of industrial lands
- Accelerating land preparation suitable for 21st Century industrial development
- Accelerating provision of needed infrastructure
- Sophisticated and ongoing market analysis of development trends
- Robust marketing

ADDITIONAL ESSENTIAL ELEMENTS OUTSIDE THE LAND DEVELOPMENT ARENA:

- Workforce preparedness
- Physical accessibility: transport
- Heightened expectations

A FEW WORDS ABOUT A NEEDED REGIONAL INITIATIVE

- Lack of cogent, consistent agenda with wide buy-in
- Elements exist, but not sufficiently harnessed
- Important to know how St. Paul "fits into" a regional strategy

CONCLUSIONS AND RECOMMENDATIONS/END NOTES(?)