



GREATER > MSP™
Minneapolis Saint Paul Regional Economic Development Partnership

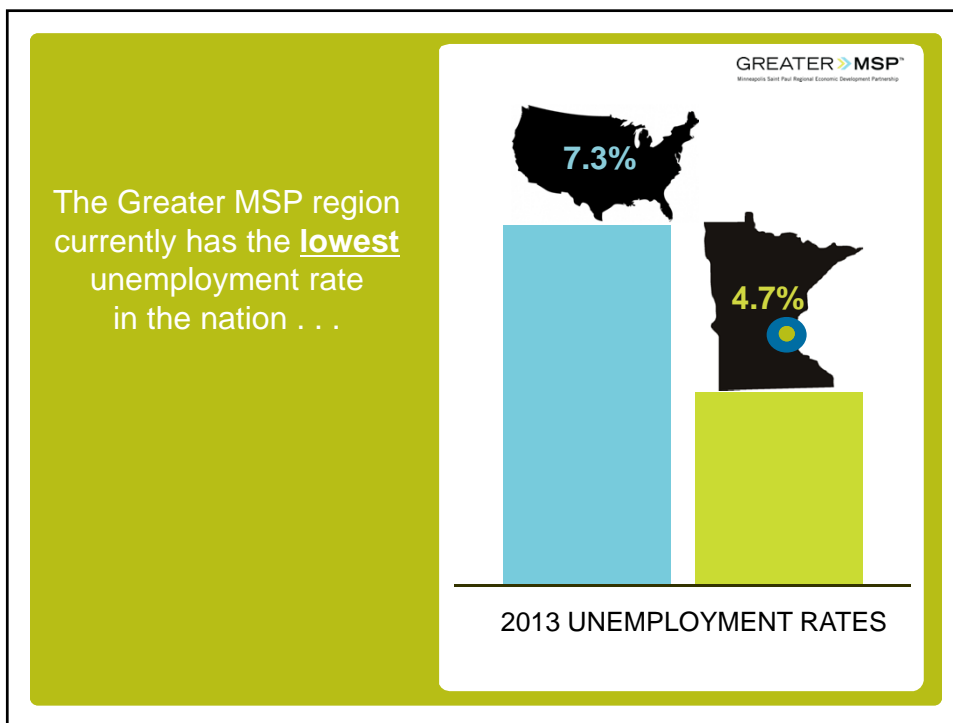
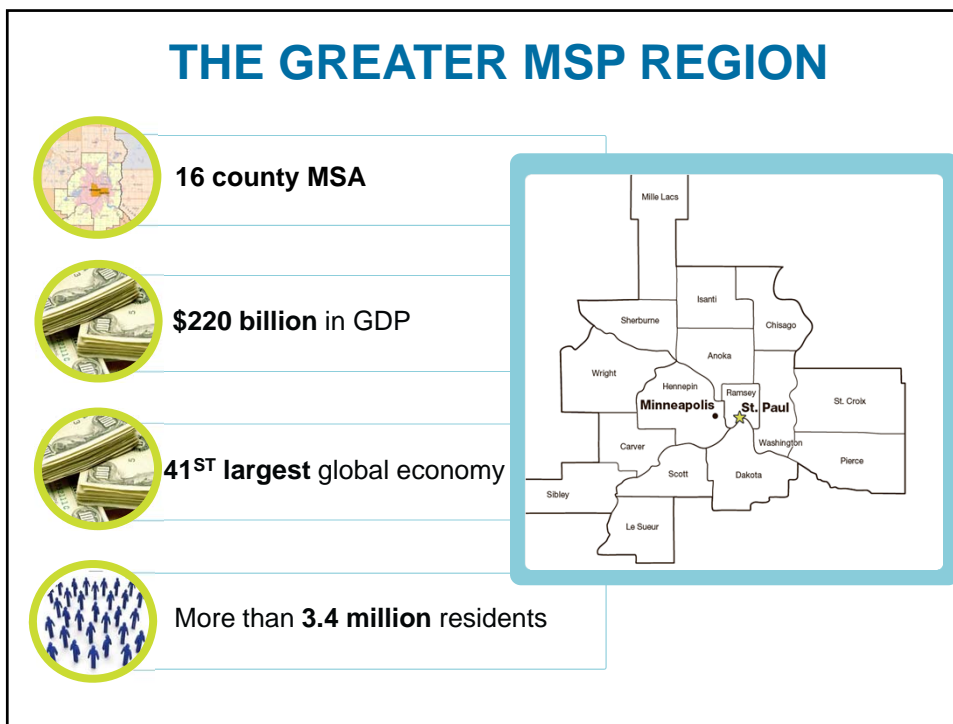
Michael Langley
CEO
GREATER MSP

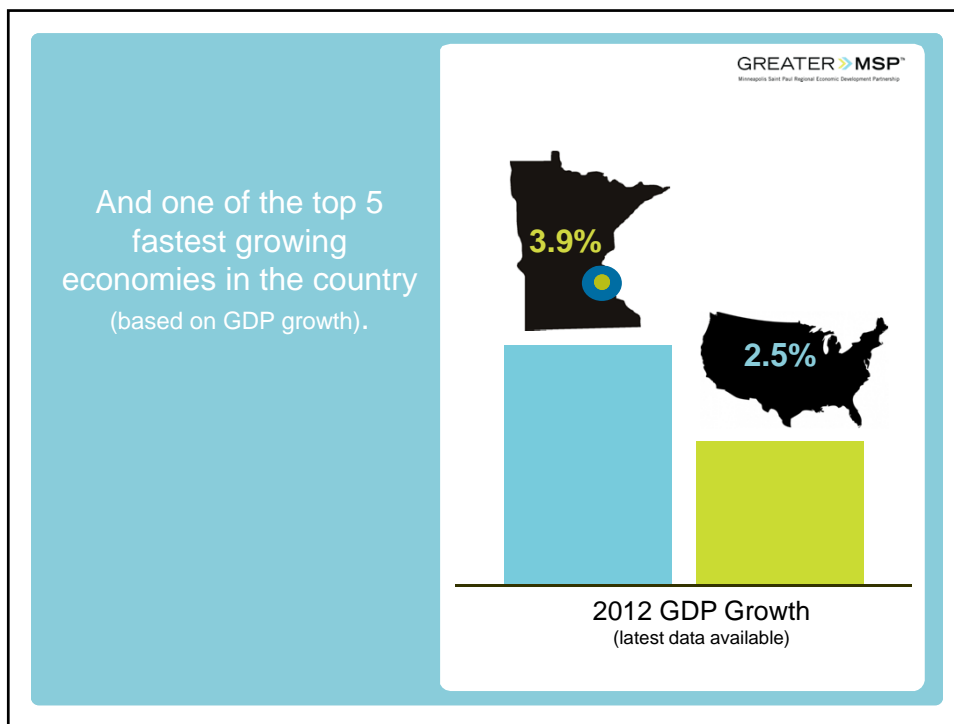
The image shows a business card for Michael Langley, CEO of Greater MSP. It features a light blue background with a white horizontal band containing the organization's logo and name. Below this, the CEO's name and title are printed in black text.



OUR REGION

The image is a graphic design featuring a large, stylized chevron shape pointing to the right. The chevron is composed of two parallel lines, one light blue and one lime green. The text 'OUR REGION' is written in bold, black, uppercase letters across the right side of the chevron.





And many of the world's most innovative companies

ECOLAB[®] **Target** **Thrivent Financial** **Cargill**[™]
General Mills **Medtronic** **Ameriprise Financial** **Holiday**
Xcel EnergySM **us bancorp** **C.H. ROBINSON WORLDWIDE, INC.**
NASH FINCH COMPANY **BEST BUY** **CHS** **Andersen CORPORATION**
ST. JUDE MEDICAL **CARLSON**[™] **PRIME THERAPEUTICS**[®]
3M **LAND O' LAKES** **Mosaic**[®] **UnitedHealth Group** **SUPERVALU**[®]

Regional Sectors of Strength

- Financial Services & Insurance**
 - 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

GREATER > MSP™
Minneapolis Saint Paul Regional Economic Development Partnership

OUR WORK

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

9

2 CONVERSATIONS – 2 ROLES



We LEAD the
marketing & promotion
of our region to the
world.

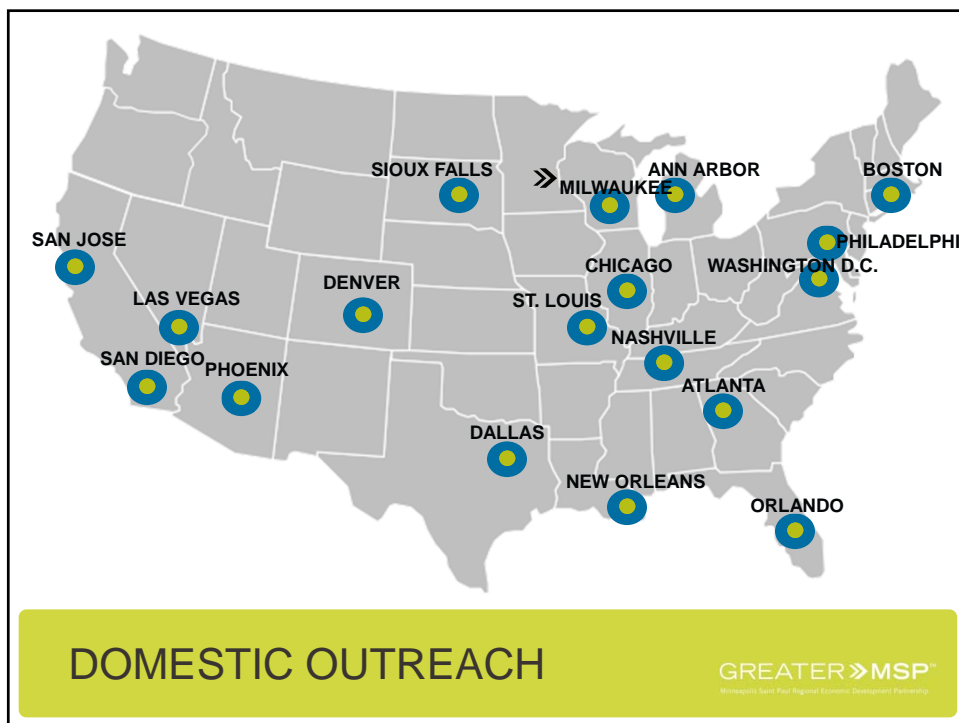
We SUPPORT the
improvement of our
regional product with
data and real-world
insight.

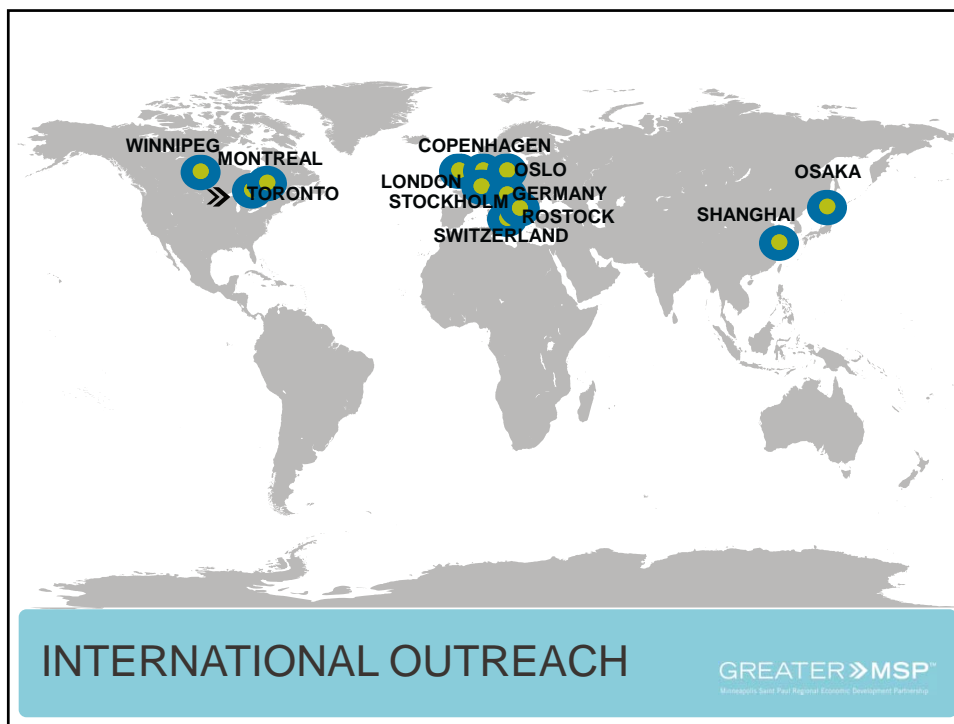


2012-2013 GREATER MSP™ PERFORMANCE

Minneapolis Saint Paul Regional Economic Development Partnership

The GREATER MSP partnership has assisted
 with the creation of more than **9,000 jobs**
(average salary \$54,000)
 and **\$1 billion** in capital investment





OUR REGION'S STORY

The Greater Minneapolis Saint Paul region will lead the world in solving its most important challenges for the future.

Safe and abundant food, clean water, and health solutions will drive the global economy in coming years.

The Greater MSP region is the leader in these technologies and industries, and has the R & D, financial and business services infrastructure to support them.

Our highly educated and culturally connected workforce will create that business success. Our quality of life and social collaboration will sustain that success.

Businesses prosper here. People prosper here.

OUR REGION'S STRATEGY

TELL OUR STORY



- Rally the region around its story
- Build competitive intelligence capability
- Align priorities of regional entities

PRIORITIZE TALENT



- Strengthen entire human capital pipeline
- Create talent attraction & retention initiative
- Align talent strategy with sector strategy

SECTORS FROM GREAT TO GREATER



- Claim global leadership
- Grow at the intersection of areas of strength
- Target high-opportunity sub-sectors

STRATEGY STEERING COMMITTEE

Tim Welsh – co-chair
McKinsey & Company

Michael Langley
GREATER MSP

Katie Clark Sieben
DEED

Susan Haigh
Metropolitan Council

Brian Herman
University of Minnesota

Doug Baker – co-chair
Ecolab

Dave MacLennan
Cargill

Ravi Norman
Thor Construction

Chris O’Connell
Medtronic

Lee Sheehy
McKnight Foundation

GREATER MSP™
Minnesota's South East Regional Economic Development Partnership

1000 SOURCES OF INSIGHT

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

Staff Engagement

- Monthly staff discussions
- Idea generation sessions

Competitive Benchmarking (talent)

Global-scale solutions

Intersection of our 5 Sectors

Statewide sector strategies

27 High opportunity sub-sectors

We are motivated to act by **opportunity**, not crisis.

GREATER MSP™
Minnesota Saint Paul Regional Economic Development Partnership

But we must act with **urgency**, because without bold action our region's negative trends will eventually overtake us.

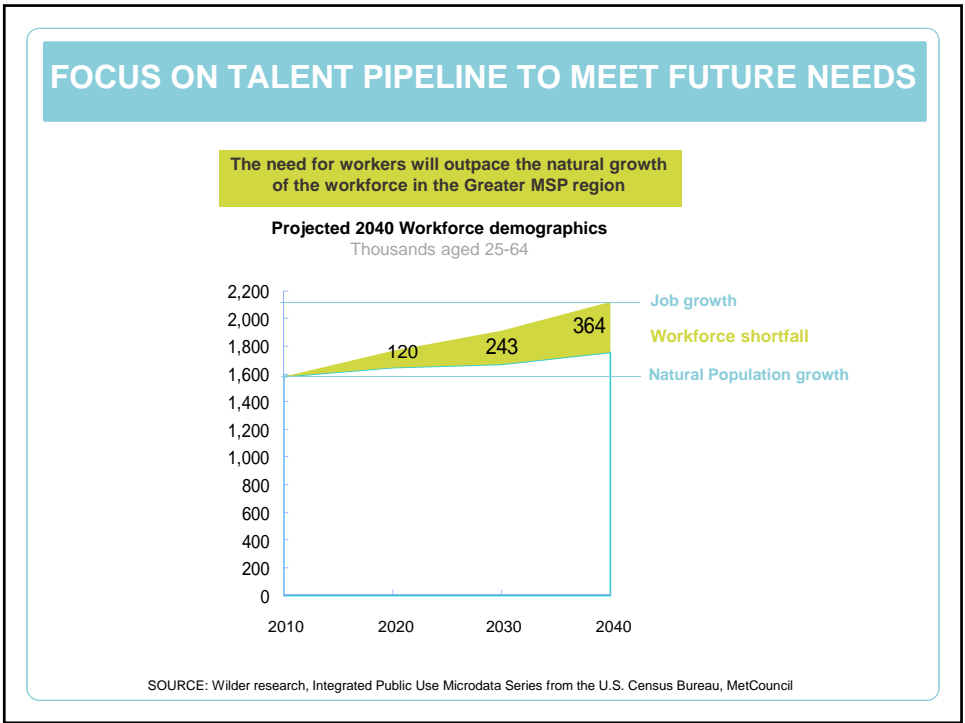
Achievement gap

Net talent exporter

Low population growth

Entrepreneurship?

GREATER MSP™
Minnesota Saint Paul Regional Economic Development Partnership



Global change is rapid and cross-cutting – our economy must adapt to grow and prosper.

-  **Demographics**
-  **Technology**
-  **Industry**
-  **Climate & Natural Resources**

GREATER MSP™
Minnesota Saint Paul Regional Economic Development Partnership

STRATEGY: HOW WE CAN WORK TOGETHER

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 Regional Economic Research & Analysis Priorities

Build Sector Teams for Global Leadership

BUSINESS AND PEOPLE PROSPER HERE

