



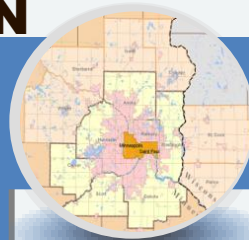
GREATER MSP

INVEST. GROW. PROSPER

REGIONAL ECONOMIC
DEVELOPMENT STRATEGY

GREATER  MSP™

THE GREATER MSP REGION



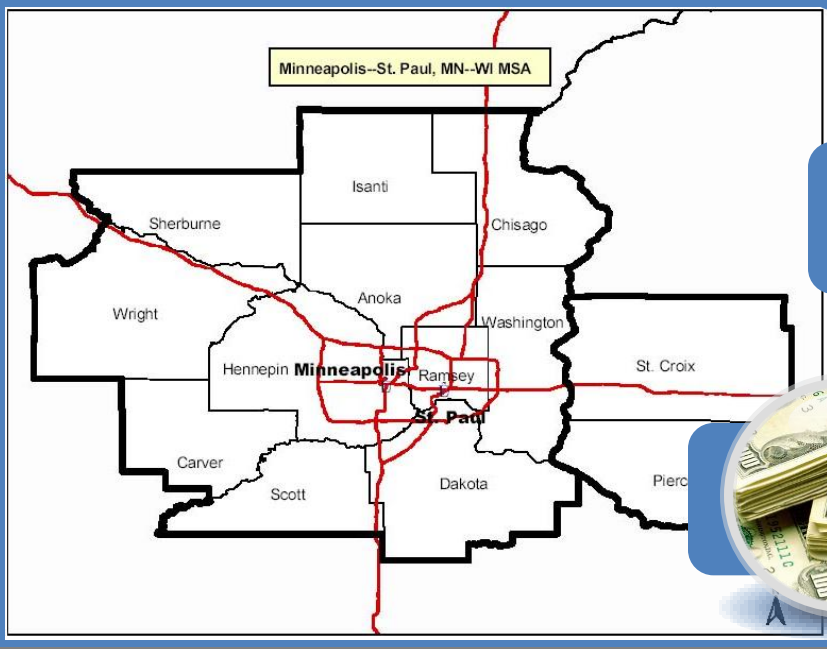
13 county MSA



\$200 billion in GMP



44th largest global economy



More than **3 million** residents



GREATER MSP™

WHERE DID WE COME FROM?

The logo for ITASCAproject is displayed within a dark blue rounded rectangle with a white border. The text "ITASCAproject" is written in a white, serif font, with "ITASCA" in all caps and "project" in lowercase. The background of the rectangle features a subtle pattern of concentric, light-colored ripples.

ITASCAproject

April 2010 Job Growth Task Force Report

**Charting A New Course: Restoring Job
Growth In the Minneapolis-St. Paul
Region**

WHO IS GREATER MSP?

GREATER MSP is a private-public partnership dedicated to providing leadership, coordination and engagement to grow the economy of the 13-county Minneapolis Saint Paul region

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

- Lead regional economic strategy development, aligning with regional partners to target key industry sectors for growth.
- Brand and market our region to key audiences including business decision makers, site location consultants, workers, and residents.
- Serve business clients as the region's "one stop shop" for retention, expansion, and recruitment processes.

REGIONAL AREAS OF STRENGTH

- Financial advisory
- Banking
- Insurance



Financial Services and Insurance



Health and Life Sciences

- Bio tech
- Healthcare Providers
- Healthcare Payers and IT
- Medical devices

- R&D centers
- Software/ IT
- Advanced manufacturing
- Energy/ renewables



Innovation and Technology



Headquarters and Business Services

- Corporate headquarters
- Creative services
- Professional services
- Data centers

- Food processors
- Food production



Food and Agribusiness

- Agrichemicals
- Seed production

ECONOMIC DEVELOPMENT EXCELLENCE

Brand & Image

Education & Workforce

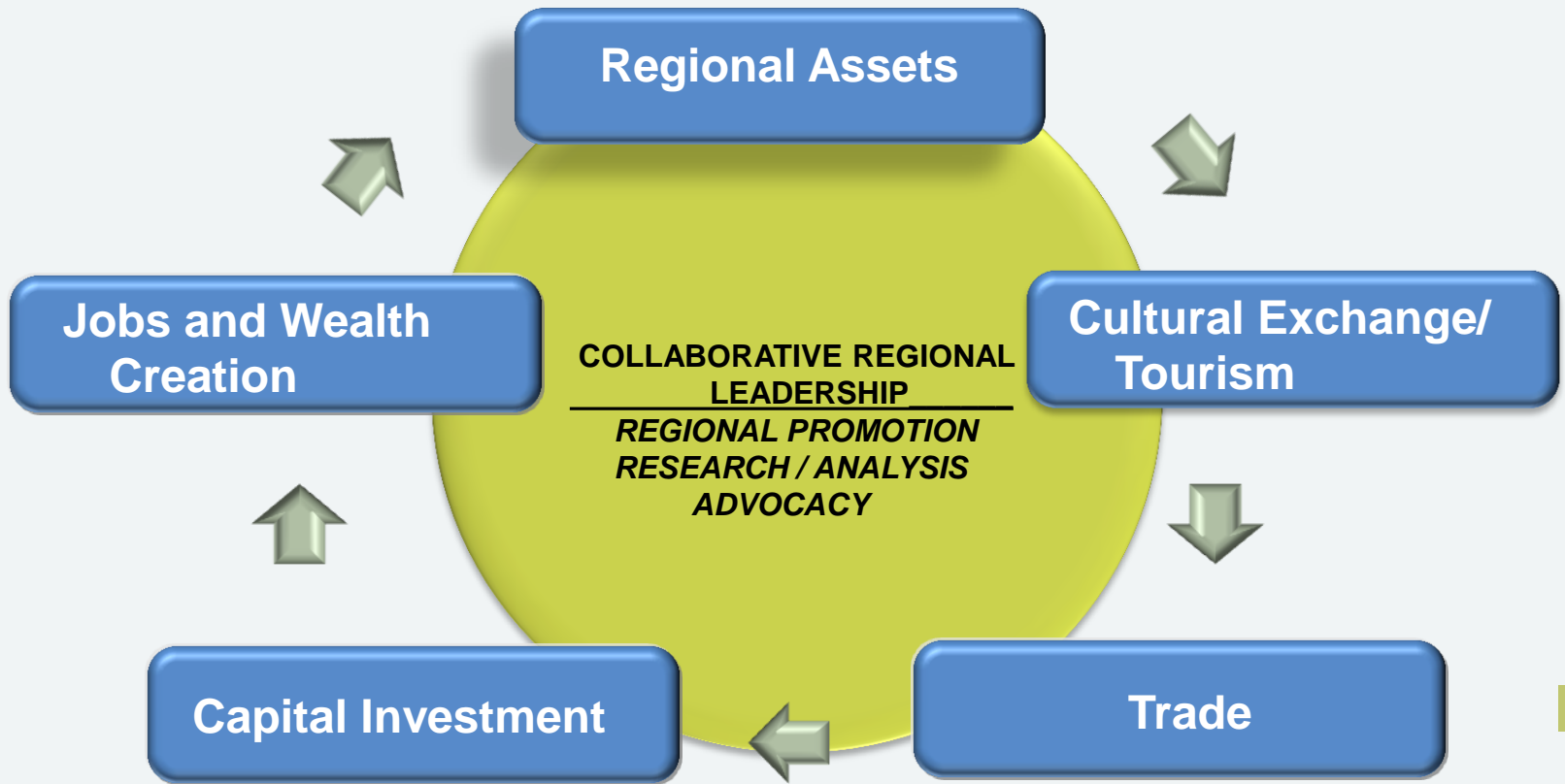
Innovation &
Entrepreneurship

Infrastructure

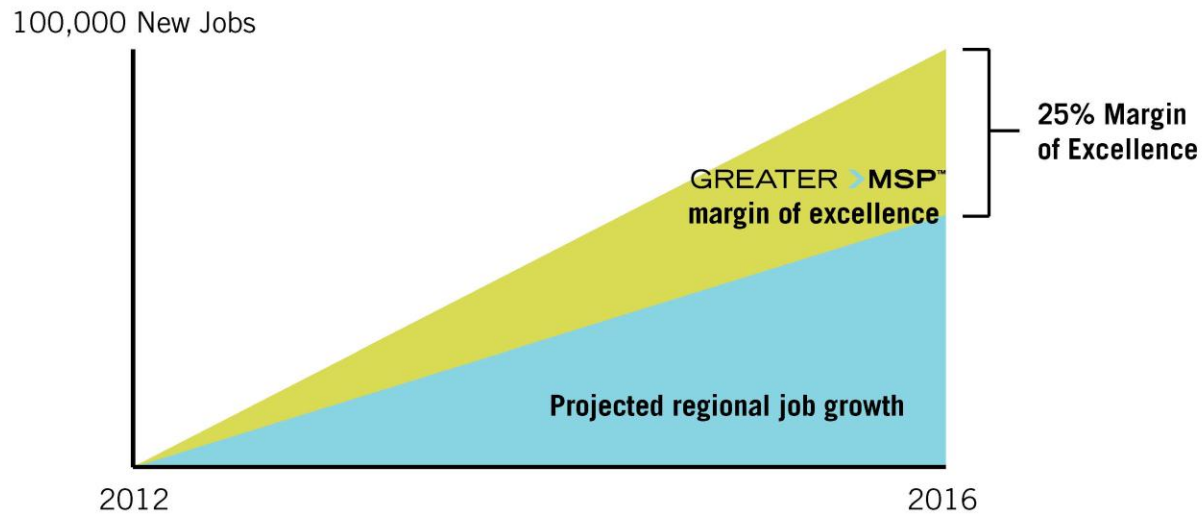
Inclusiveness & Diversity

Competitive Advantage of Collaborative Community Leadership

REGIONAL CYCLE OF SUCCESS



A total increase of 100,000 jobs in
GREATER > MSP™





GREATER MSP

INVEST. GROW. PROSPER

REGIONAL ECONOMIC
DEVELOPMENT STRATEGY

GREATER  MSP™