

**GREATER  MSP™**

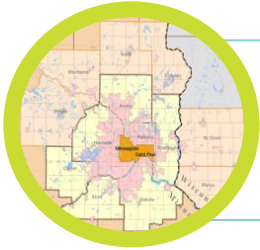
Minneapolis Saint Paul Regional Economic Development Partnership

**Michael Langley**

CEO

GREATER MSP

# THE GREATER MSP REGION



**16 county MSA**



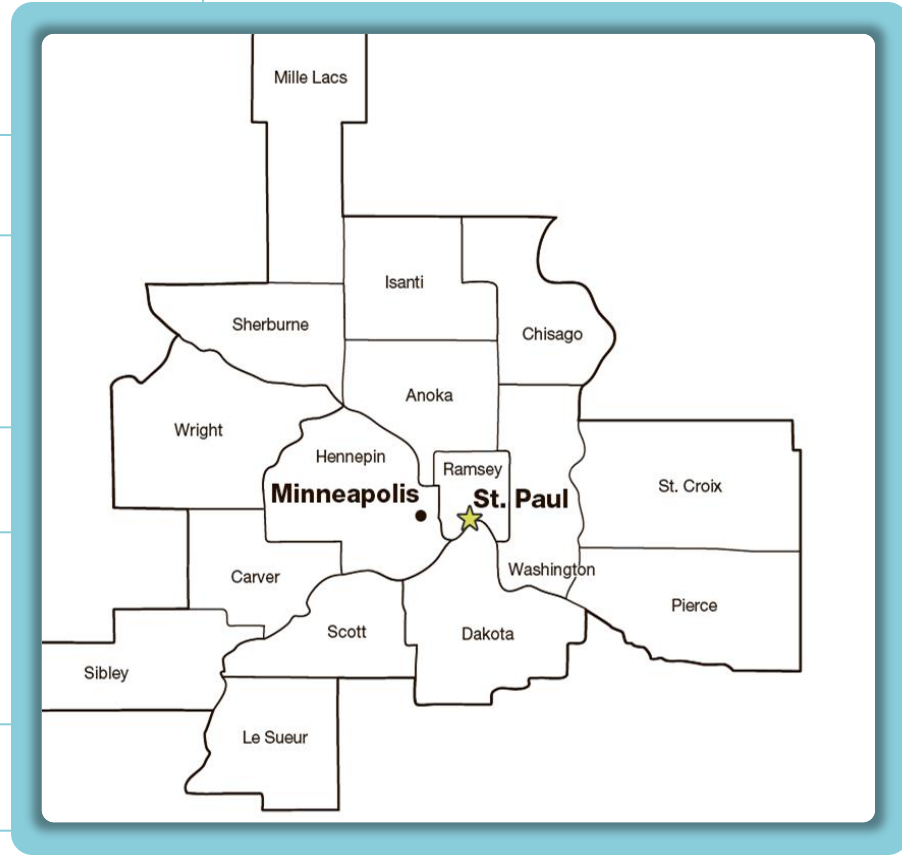
**\$220 billion** in GDP



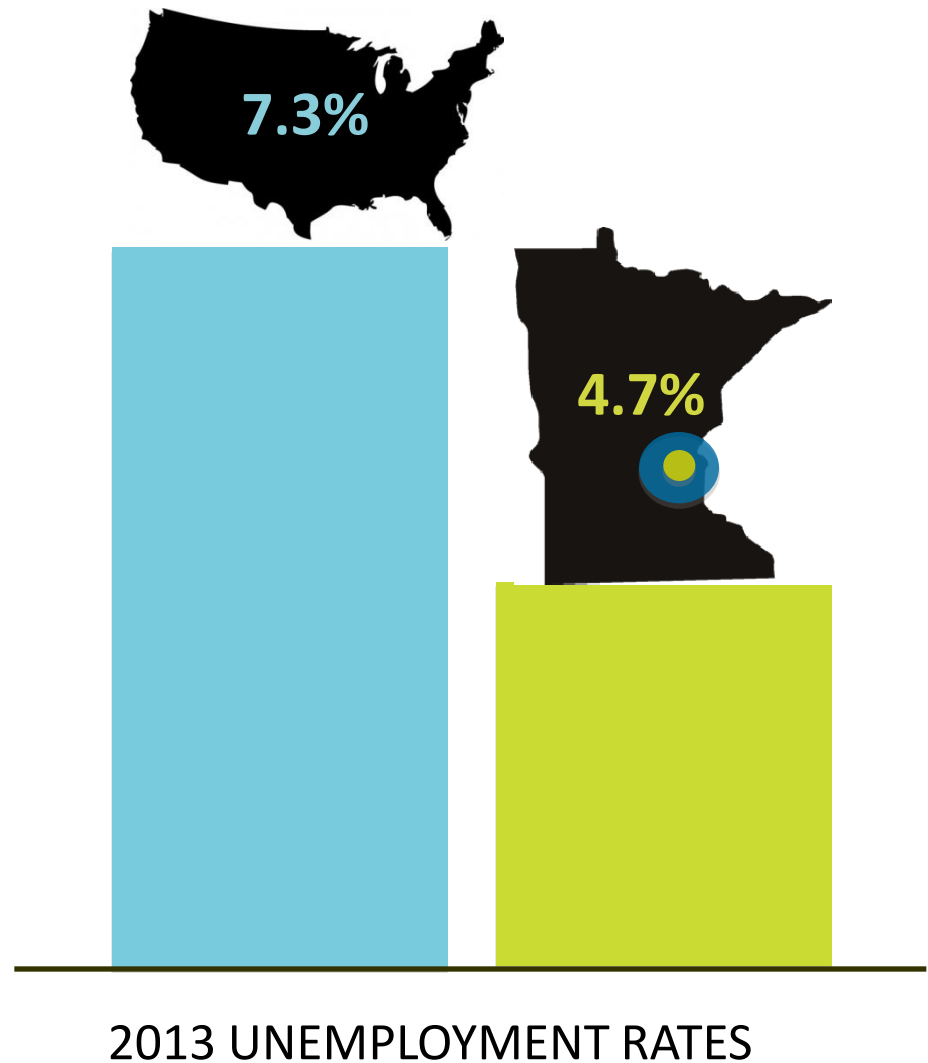
**41<sup>ST</sup> largest** global economy



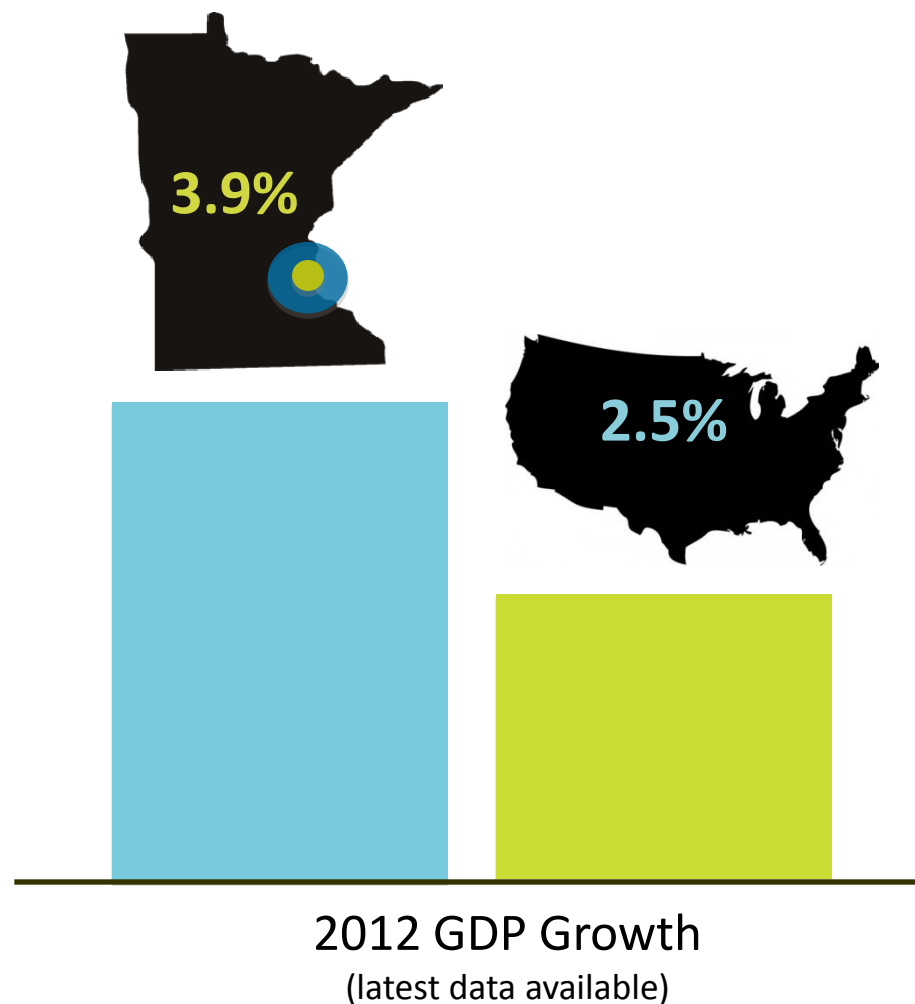
More than **3.4 million** residents



The Greater MSP region currently has the **lowest** unemployment rate in the nation

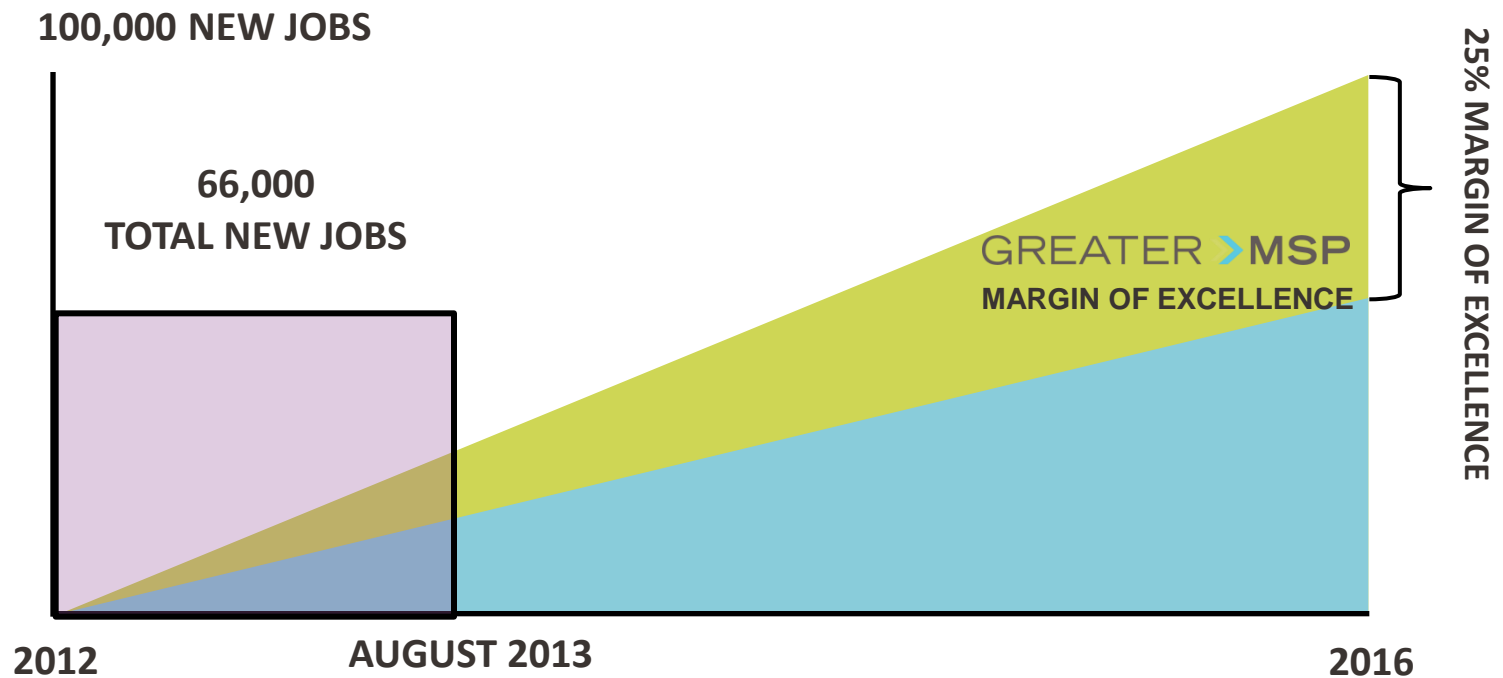


And one of the top 5 fastest growing economies in the country (based on GDP growth).



# JOB GROWTH IS UNDERWAY

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



# 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.**

# RAPID URBANIZATION & GROWING MIDDLE CLASS



*Mumbai, India*



**ECOLAB**<sup>®</sup>



**TARGET**



*Thrivent Financial*

**Cargill**<sup>™</sup>



*General Mills*



**Medtronic**

**Ameriprise**  
*Financial*



**Xcel Energy**<sup>SM</sup>

**us bancorp**



**C.H. ROBINSON**  
WORLDWIDE, INC.



NASH FINCH COMPANY



**CHS**

ANDERSEN CORPORATION  
**Andersen**<sup>®</sup>



ST. JUDE MEDICAL<sup>®</sup>

CARLSON<sup>SM</sup>

PRIME  
THERAPEUTICS<sup>®</sup>

**Mosaic**<sup>®</sup>

**3M**



Where simple goodness begins.<sup>®</sup>



UnitedHealth Group<sup>®</sup>

**SUPERVALU**<sup>®</sup>





# STRATEGIC PLAN

# STRATEGIC 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

# 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)

# 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**



Financial Services & Insurance

- Financial Advisory
- Banking
- Insurance



Headquarters & Business Services

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



Advanced Manufacturing & Technology

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



Food & Water Solutions

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water filtration
- Water purification



Health & Life Sciences

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



BUSINESS AND PEOPLE PROSPER HERE

