

Regional Competitiveness Project

October 21, 2009



TODAY'S AGENDA

- **Welcome & Introduction:** *Stan Harpstead & Bonnie Elsey*
- **Objective:** *Stan Harpstead*
- **Keynote Address:** *Joe Cortright*
- **Background:** *Burke Murphy*
- **Definitions:** *Lee Munnich*
- **10 clusters:** *Alisha Cowell & Mia Adams*
- **Criteria for Selection & Possible Actions:** *Stan Harpstead*
- **Cluster selection:** *Facilitated by Lee Munnich and Burke Murphy*
- **Next steps & Cluster Team Registration:** *Burke Murphy*
- **Feedback:** *Jim Hovland*
- **Adjourn**



TODAY'S OBJECTIVE

Select 3 of the top 10 regional industry clusters.

The 3 chosen clusters that are critical to the metro area economy will be used in future project steps to create a model for regional economic and employment growth via private – public collaboration.

This model would then be used to develop strategies for additional clusters in subsequent phases.



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THANK YOU!

Regional Competitiveness Team Research Assistants

- **Mia Adams**, Carlson School of Management, MBA Candidate 2010
- **Alisha Cowell**, Humphrey Institute of Public Affairs, MPP Candidate 2010

Technical Advisory Group Team

- **Jessica Fendos**, GIS Applications Developer, Labor Market Information (LMI) Office
- **Amanda Rohrer**, GIS Developer, LMI
- **Kyle Uphoff**, Regional Analysis and Outreach Manager
- **Thu-Mai Ho-Kim**, Analyst, Minnesota Office of Trade



BACKGROUND

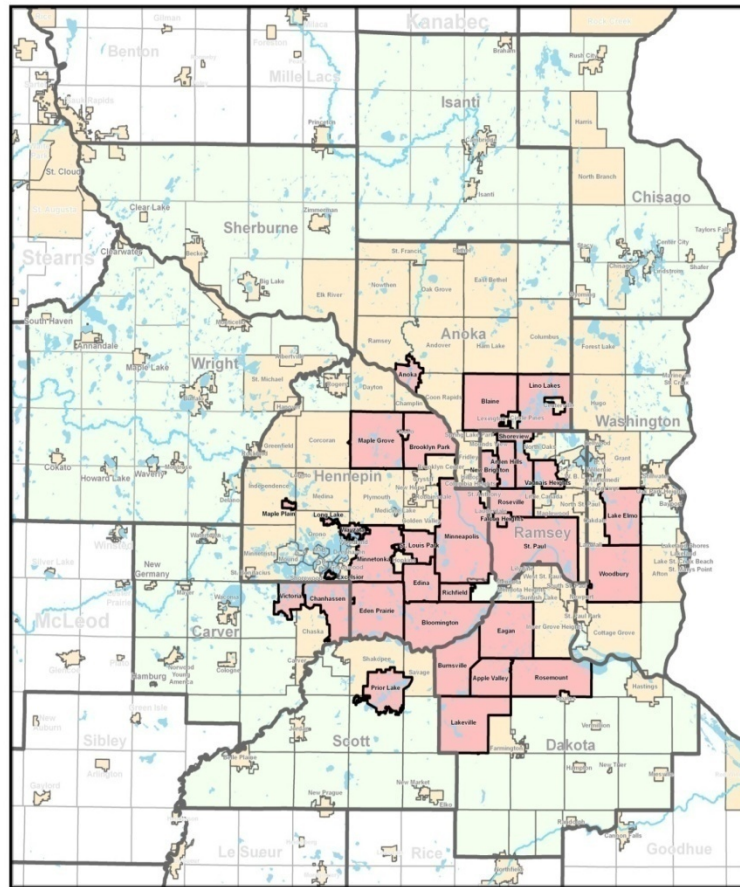
Our purpose with this project is to implement a regional economic and workforce development competitiveness strategy for short and long-term economic growth.

This strategy will build a regional model, effectively connecting economic and workforce development efforts of :

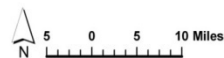
- Business leaders
- The Regional Council of Mayors
- Workforce Investment Boards
- MN Department of Employment and Economic Development
- The Minnesota State College and University System
- The University of Minnesota



BACKGROUND: Regional Council of Mayors



Participating Cities
Regional Council of Mayors



- Participating Cities
- Other Cities
- RCM Counties
- Township Boundary
- Lakes
- Rivers

ULI Minnesota

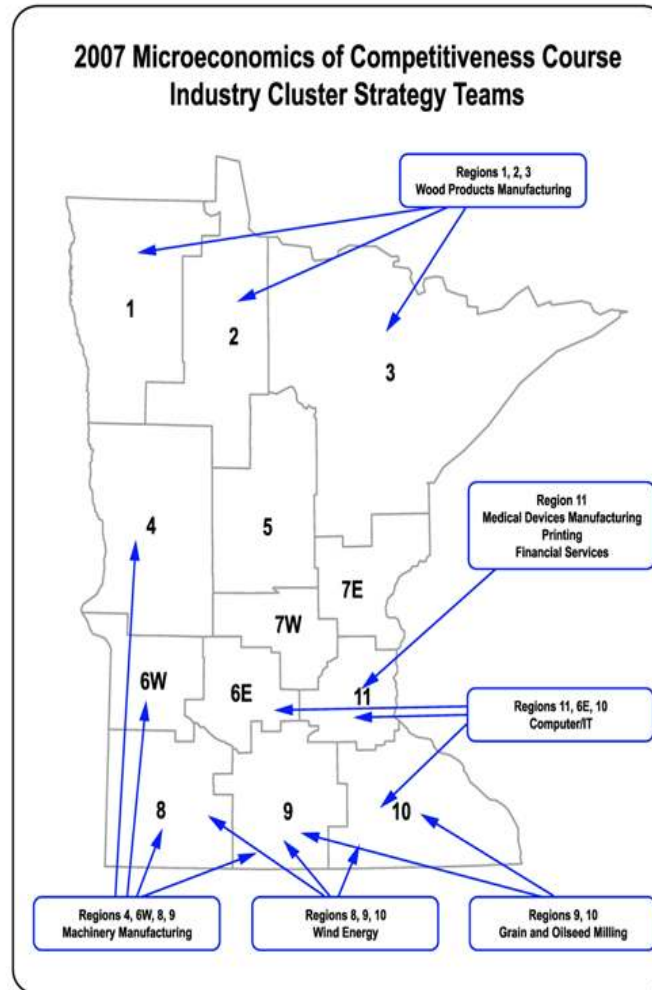
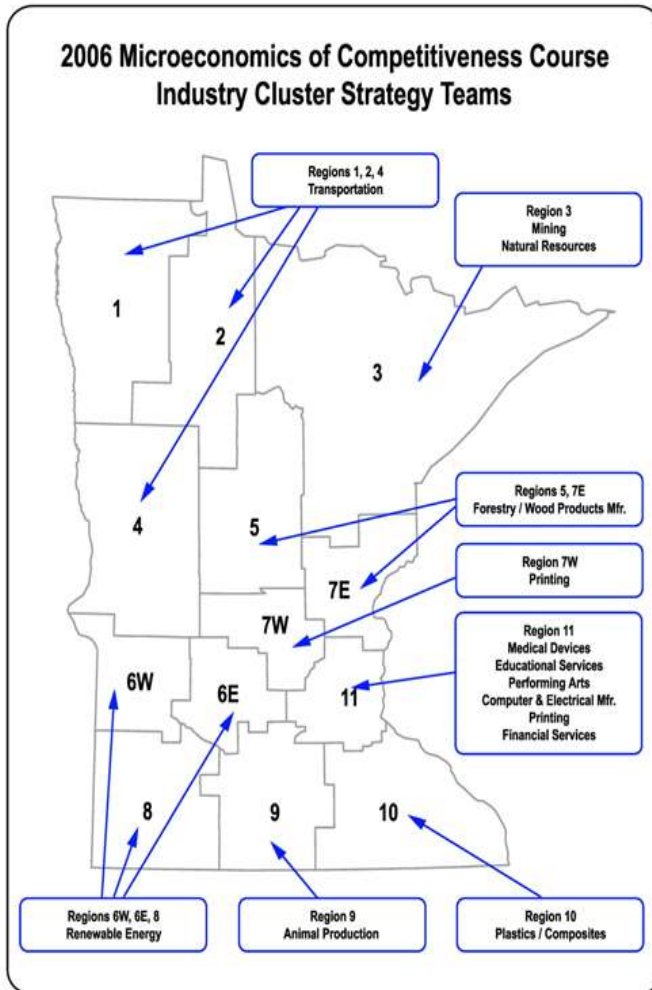


March 11, 2009
Map courtesy of Bonestroo

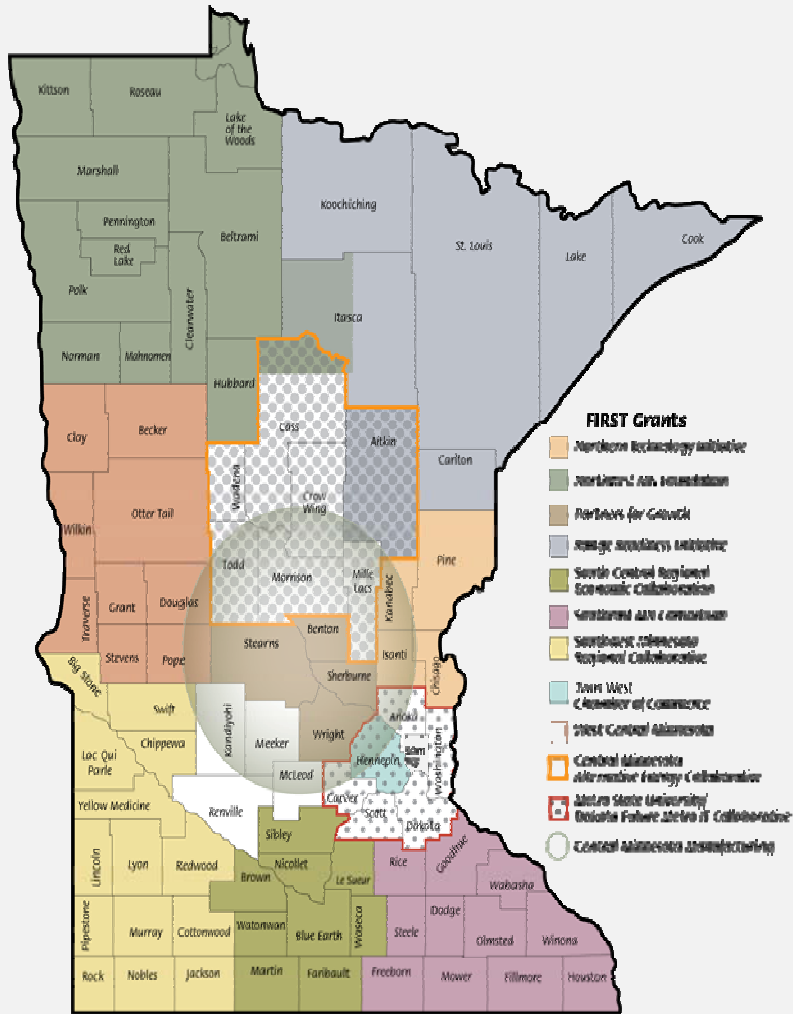
BACKGROUND: Humphrey Institute Studies

Twin Cities 1995	SE MN 1996	SW MN 1998	NW MN 2001	NE MN 2001
Printing & Publishing	Composites	Computer & Electrical Components Manufacturing	Recreation & Transportation Equipment Manufacturing	Forest Products
Computers & Software	Food Processing	Value-Added Agricultural Cooperatives	Value-Added Agricultural Processing	Information Technology
Medical Devices	Printing, Publishing & Software	Agricultural Equipment Manufacturing	Wood Products	Health Services
Machinery and Metalworking	Industrial Machinery & Computer Manufacturing	Dairy Processing	Tourism	Tourism
Financial Services				

BACKGROUND: Microeconomics of Competitiveness Course



BACKGROUND: Metro FIRST Grants



Metro FIRST grants:

- Twin West Precision Mfg
- GMWC Machine Mfg/ Prosperity Partnership
- MN IT Workforce Collaborative
- Dakota Future / Incubator for IT WFCollaborative

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DEFINITIONS: Cluster

We define a cluster as a geographically proximate group of interconnected companies, suppliers, service providers and associated institutions in a particular field, linked by externalities of various types. Clusters are important because of the externalities that connect the constituent industries, such as common technologies, skills, knowledge and purchased inputs. Note that a given industry can be part of more than one cluster based on different patterns of externalities. Example: software is part of IT and medical devices.

Remember: (1) **Business, not governments, choose to cluster and choosing clusters is not picking winners and losers but recognizing core competencies of a region and building on strengths.**

(2) **Strengthening multiple clusters affects regional wages more than strengthening just one. When choosing clusters, the maximum gain will be achieved by selecting three with little in common.**

Source: Michael Porter, *The Economic Performance of Regions*, 2003



DEFINITIONS: Location Quotient

Location quotient (LQ) is basically a way of quantifying how concentrated a particular cluster is in a region as compared to the nation. It can reveal what makes a particular region “unique” in comparison to the national average.

The LQ is a measure of an industry's level of concentration within a location, with an $LQ > 1$ indicating higher than average concentration in that location.

Sources: Economicmodeling.com and Harvard Business School Cluster Mapping Project website



DEFINITIONS: Traded Industry

Three types of industries:

- **Traded**
- **Local**
- **Natural Endowment Dependent**

Traded industries sell products and services across economic areas, so they are concentrated in the specific regions where they choose to locate production, due to the competitive advantages afforded by these locations. Employment levels in traded industries thus vary greatly by region, and have no clear link to regional population levels.

Why we focus on traded industries (please also see table in appendix for supporting data):

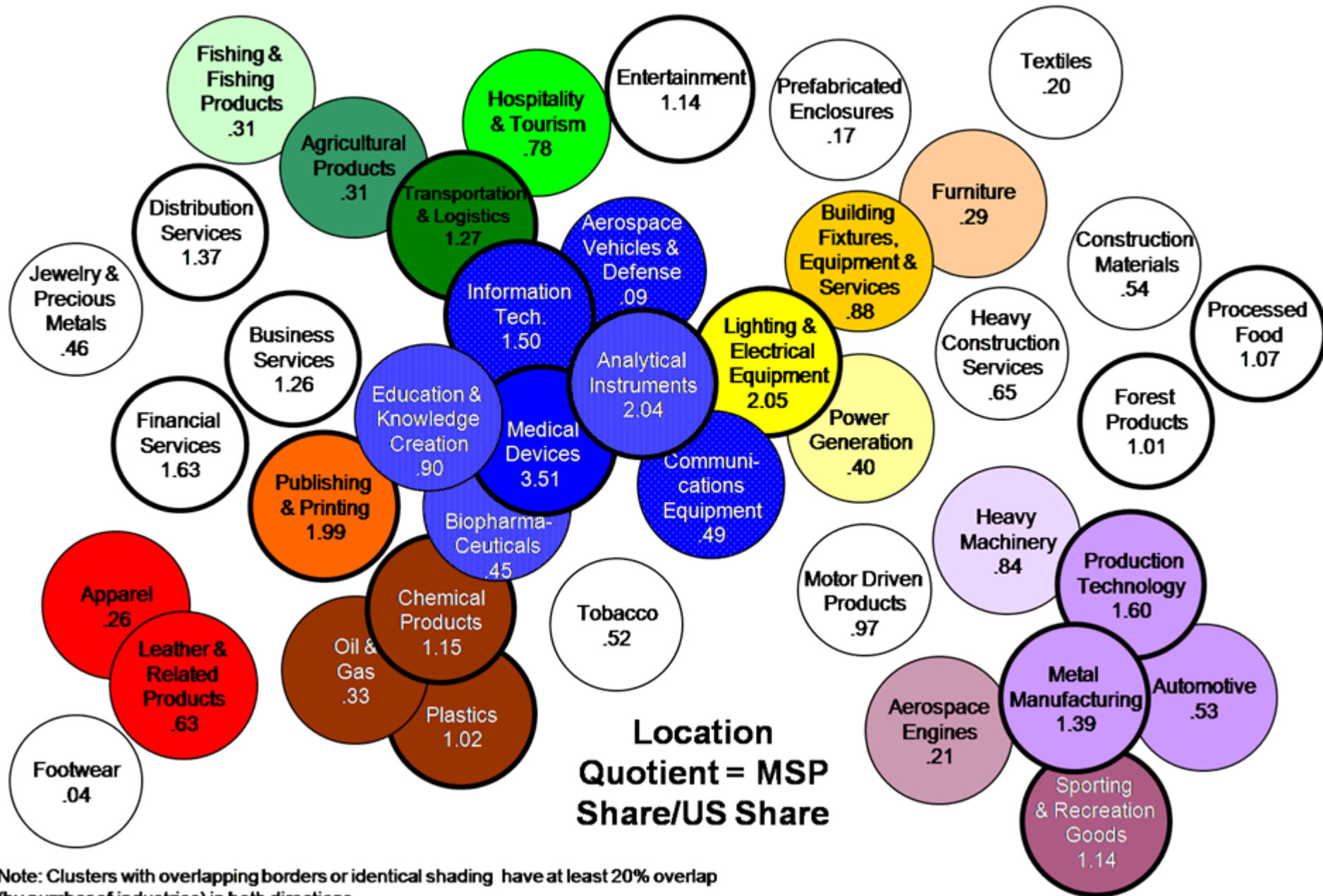
- **Traded wages drive regional wages**. On average, local wage is 66% of traded wage
- Traded industries have higher levels of patenting, which signals more advanced products and processes, as well as higher productivity that support a higher wage
- The key is to develop the conditions for supporting high wages in traded industries. By driving these up, you will consequently also drive local wages (per the first bullet).

Source : Michael Porter, *The Economic Performance of Regions*, 2003



Competitiveness and Composition of MSP Metro Area

Linkages Across Traded Clusters, Location Quotients, 2006



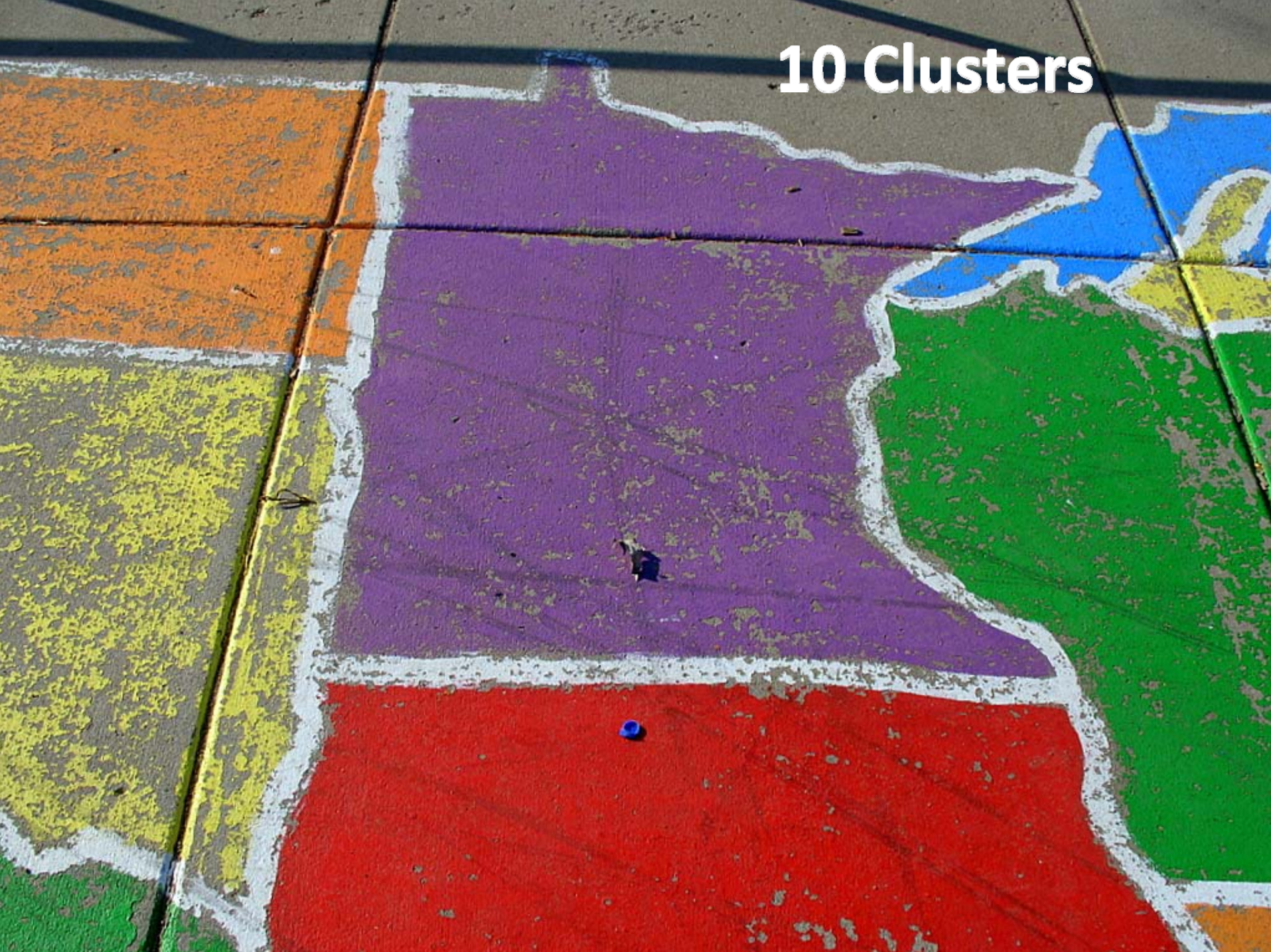
Note: Clusters with overlapping borders or identical shading have at least 20% overlap (by number of industries) in both directions.

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10 Clusters



NARROWING DOWN TO 10 CLUSTERS

- Started with 41 traded clusters based on Michael Porter's defined categories
- Eliminated "lone eagles"
- Eliminated clusters based on number of employees
- Eliminated clusters based on limited or negatively increasing location quotients



EVALUATION OF CLUSTERS

Six Key Criteria

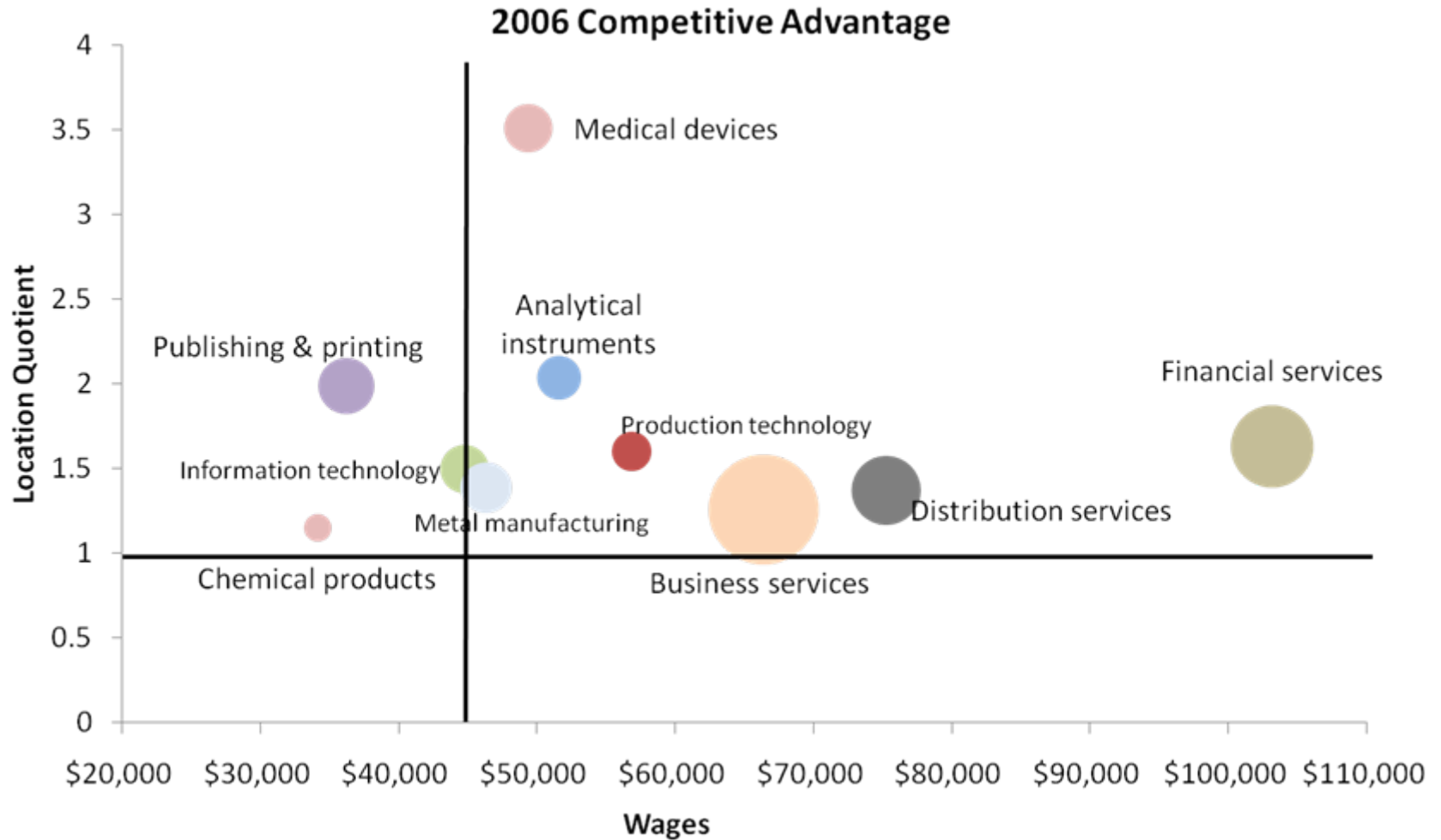
- Strength of competitive advantage (existing or emerging)
- Potential gain for industry cluster from private-public collaboration
- Degree of geographic distribution in the region
- Potential to spur innovation
- Potential to spur entrepreneurship
- International strength

STRENGTH OF COMPETITIVE ADVANTAGE

How concentrated is a particular cluster is in a region as compared to the nation? What makes a particular region “unique” in comparison to the national average?



STRENGTH OF COMPETITIVE ADVANTAGE



POTENTIAL FOR PRIVATE-PUBLIC COLLABORATION

This is a critical element. How ready and organized is each cluster to work together to actualize growth strategies in order to maximize the effect of the project?

Porter identifies "Institutions for Collaboration" (IFC's) as a potential valuable outcome of a cluster activation strategy.

Example: After the first round of Porter training for DEED, one of the participants helped grow the Stone Fabricators Association from 30 to 300 inclusive of three to five states - all due to cluster training.

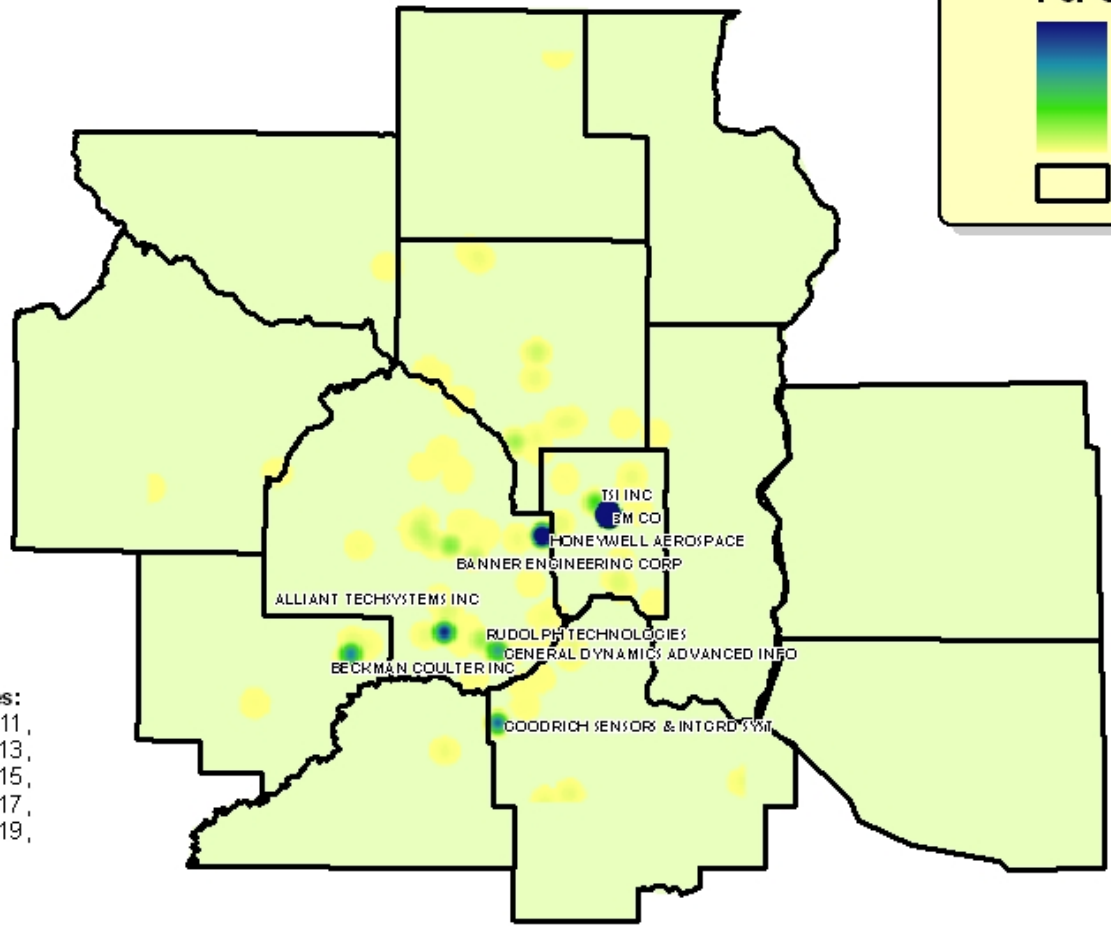
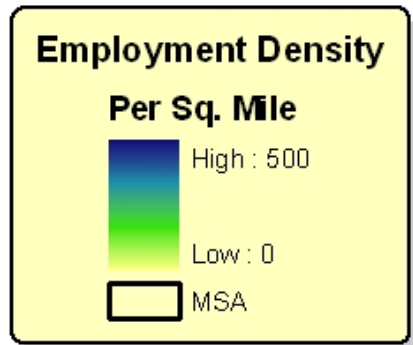
Developing a measurement for industry collaboration is part of what the cluster teams will do. However, it is important to consider now, as well.

GEOGRAPHIC DISTRIBUTION

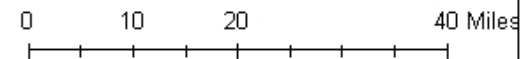
How spread out in the metro area is this cluster? We are looking for clusters that would help build the regional structure of our model.

Analytical Instruments Industry Cluster

13-County Metropolitan Statistical Area



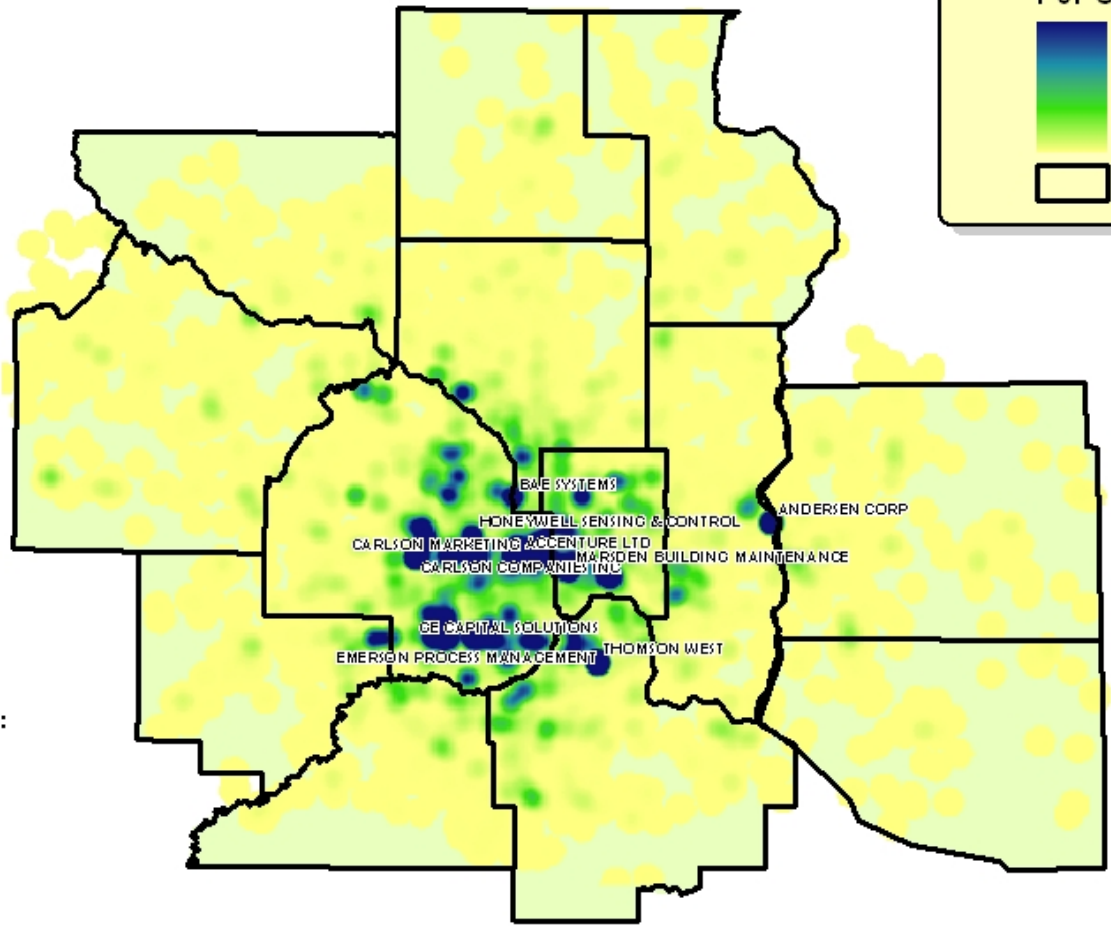
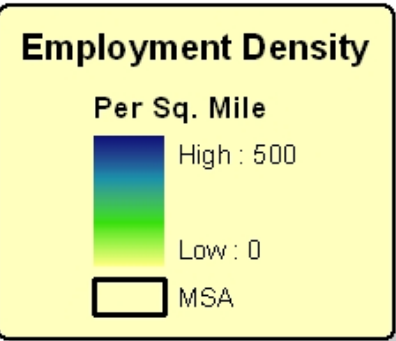
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335314



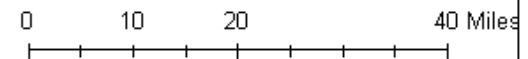
Companies that employ 200 or more workers are labeled.

Business Services Industry Cluster

13-County Metropolitan Statistical Area



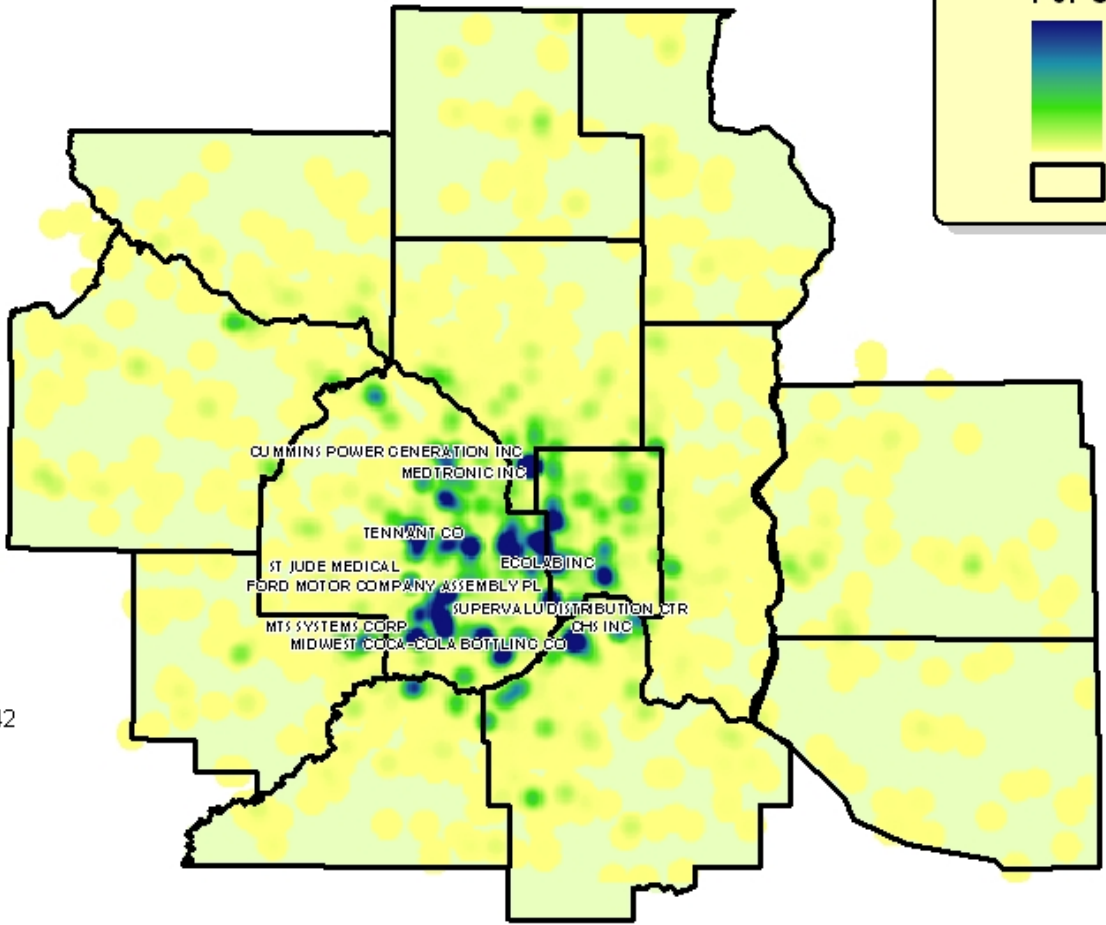
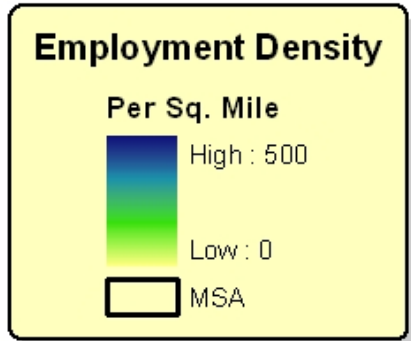
NAICS Codes:
54, 56



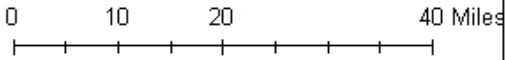
Companies that employ 1200 or more workers are labeled.

Distribution Services Industry Cluster

13-County Metropolitan Statistical Area



NAICS Code: 42

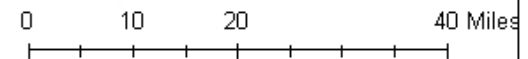
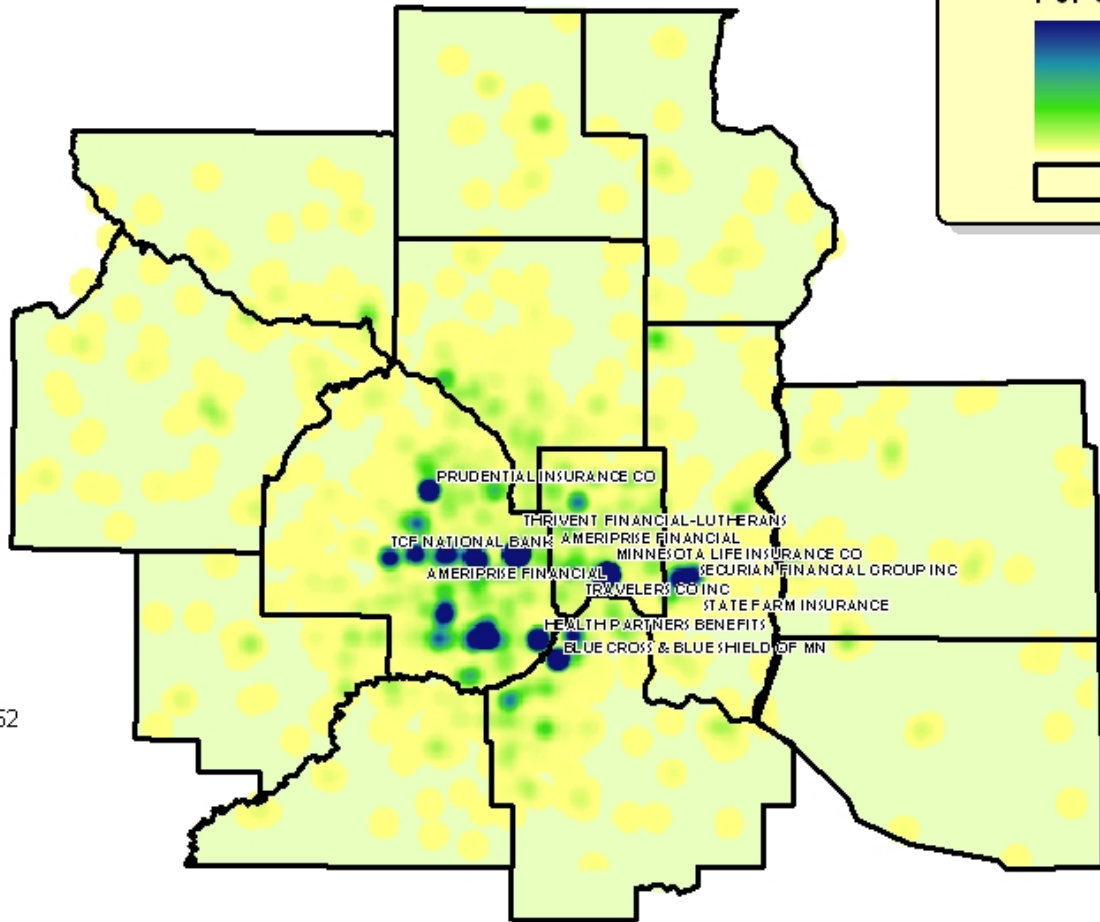
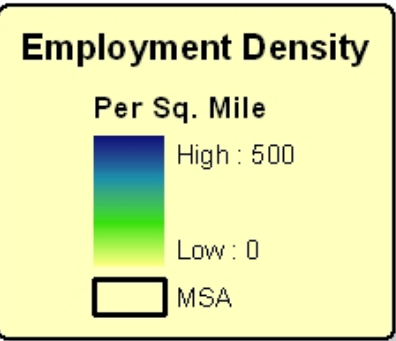


Companies that employ 800 or more workers are labeled.

Financial Services Industry Cluster

13-County Metropolitan Statistical Area

NAICS Code: 52



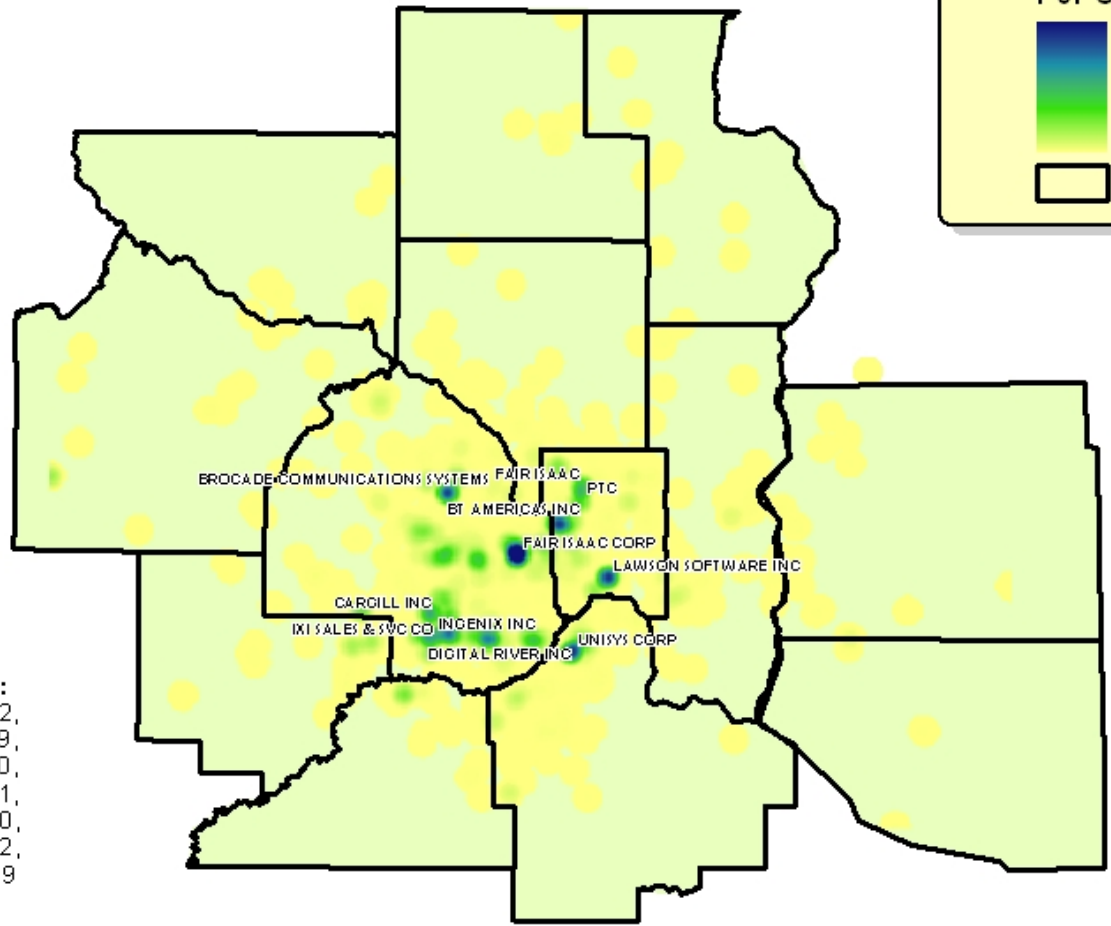
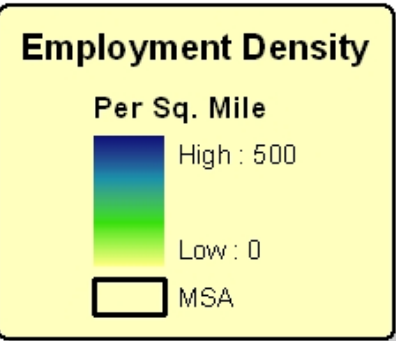
Companies that employ 1000 or more workers are labeled.

Source: 2009 2nd Quarter InfoUSA

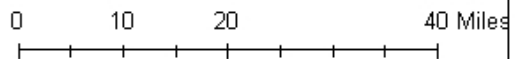
Prepared by DEED LMI (AR) on Oct 19, 2009.

Information Technology Industry Cluster

13-County Metropolitan Statistical Area



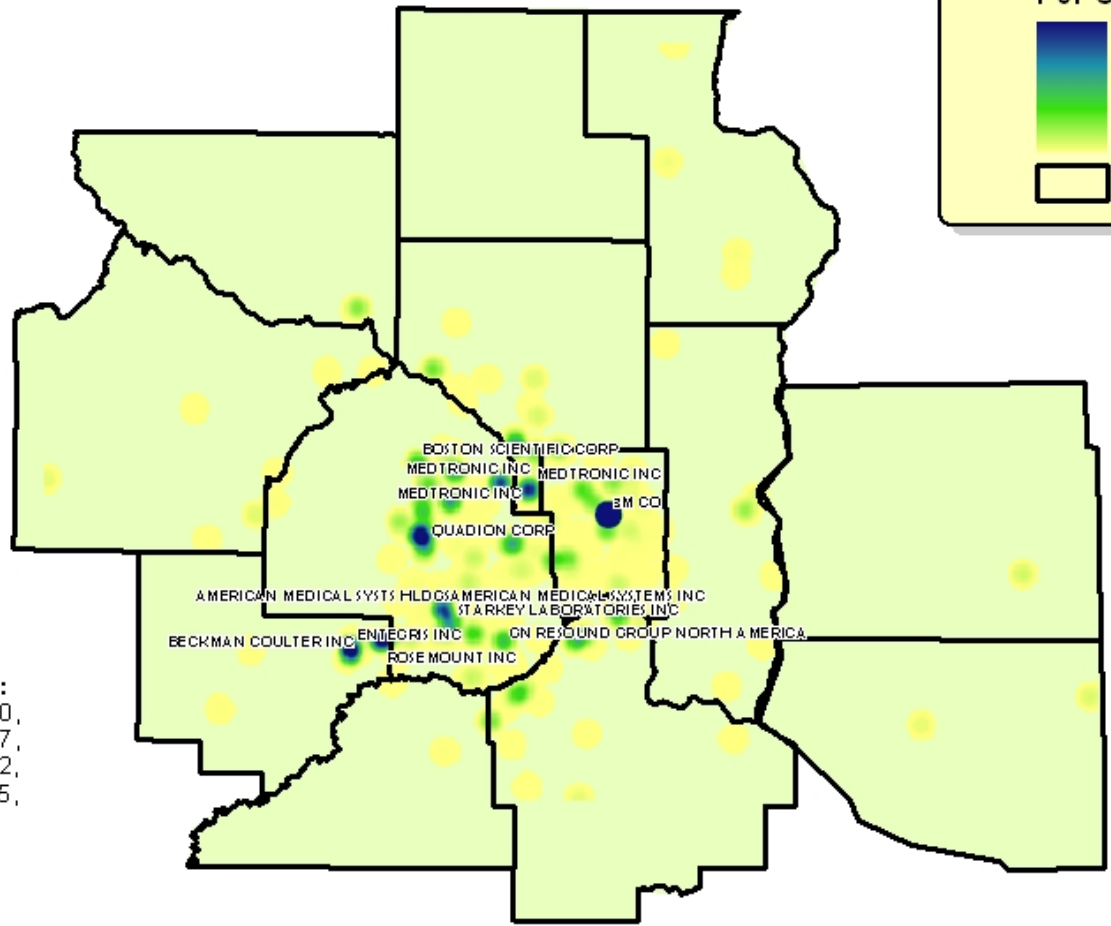
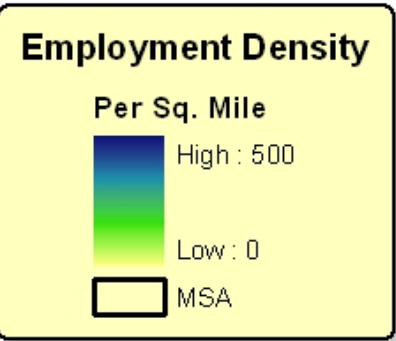
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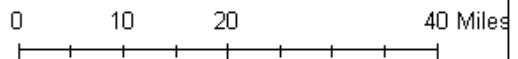
Companies that employ 300 or more workers are labeled.

Medical Devices Industry Cluster

13-County Metropolitan Statistical Area



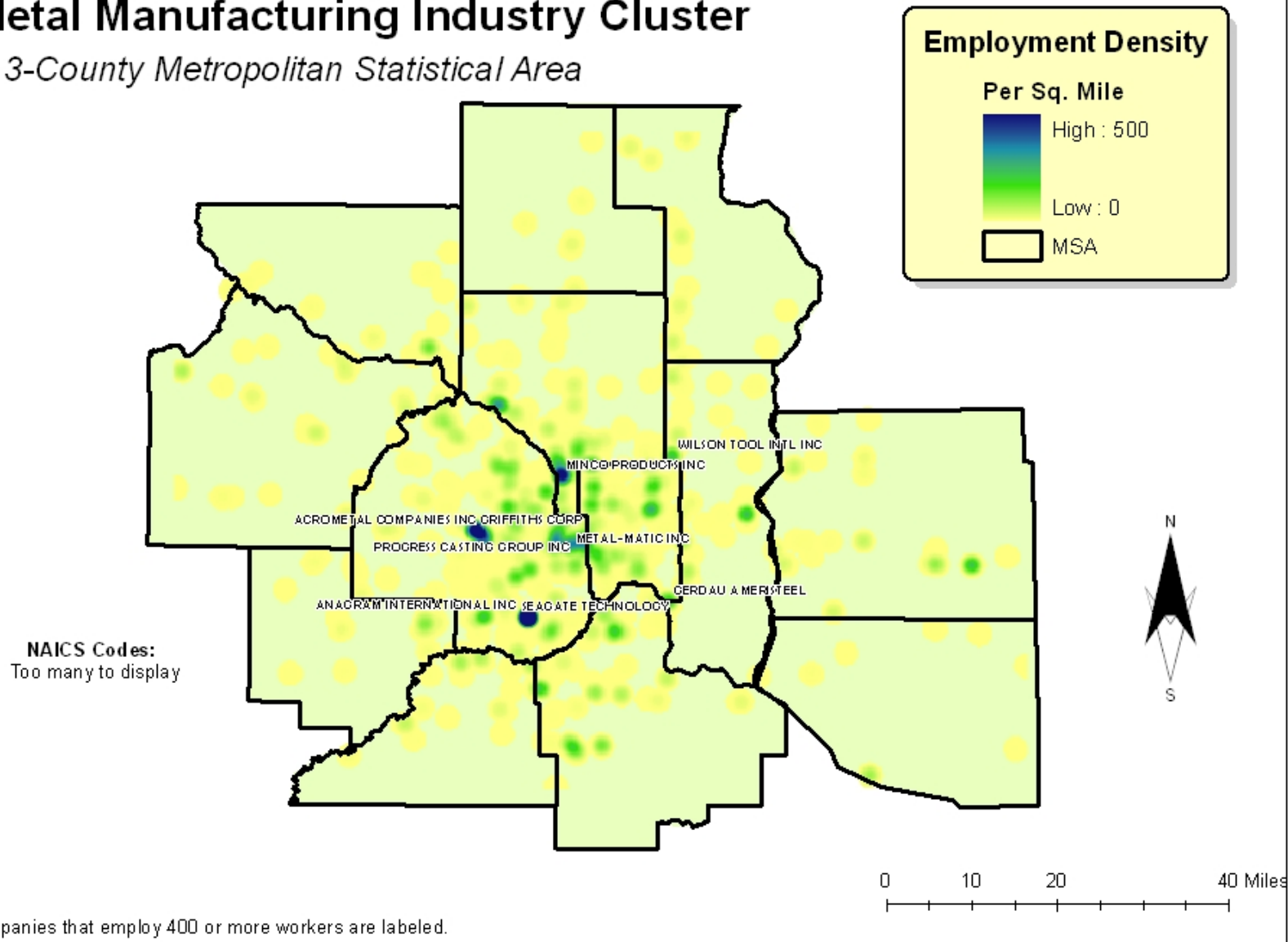
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339114, 339115,
339116



Companies that employ 500 or more workers are labeled.

Metal Manufacturing Industry Cluster

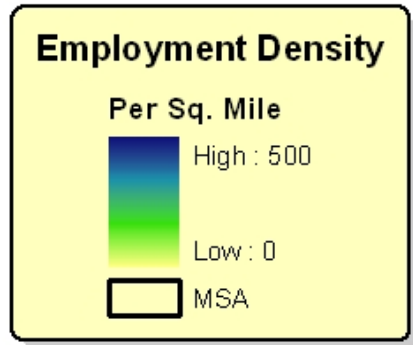
13-County Metropolitan Statistical Area



Companies that employ 400 or more workers are labeled.

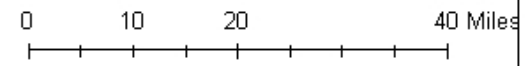
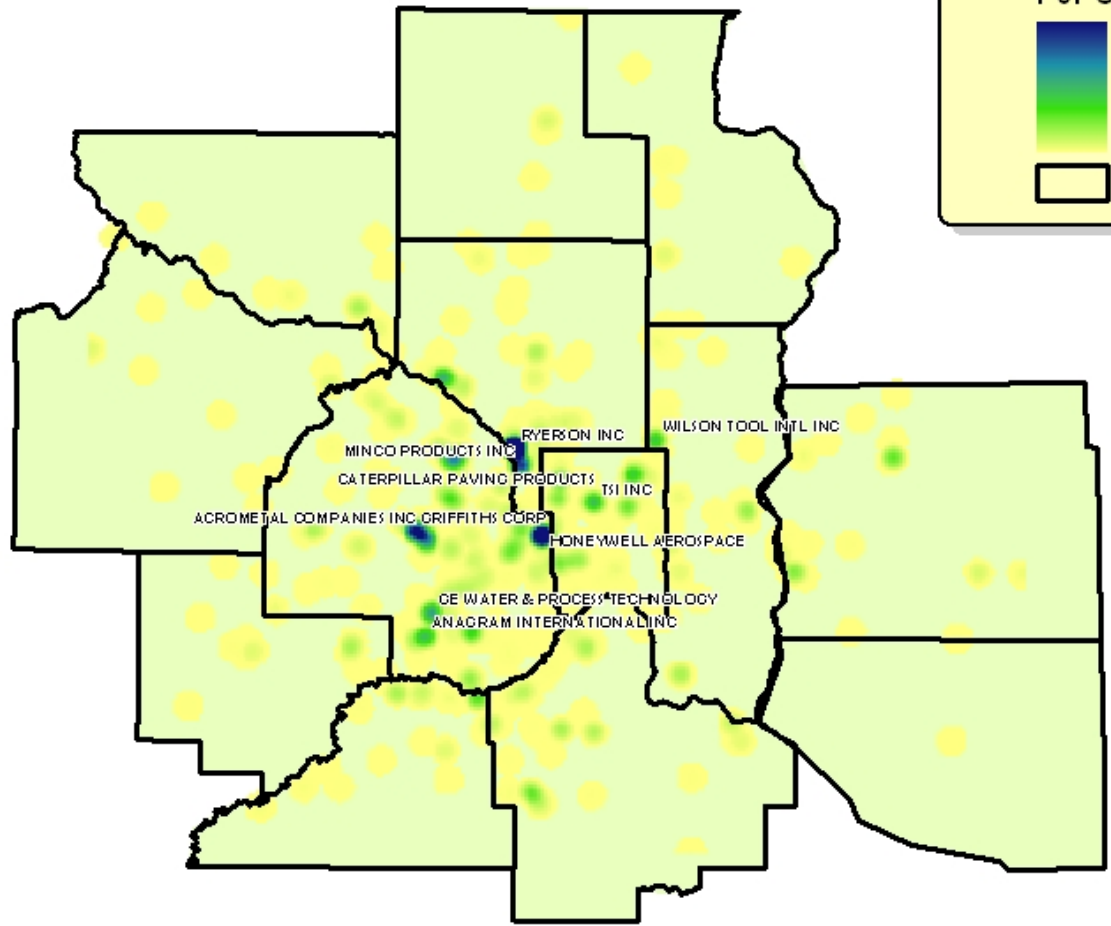
Production Technology Industry Cluster

13-County Metropolitan Statistical Area



NAICS Codes:

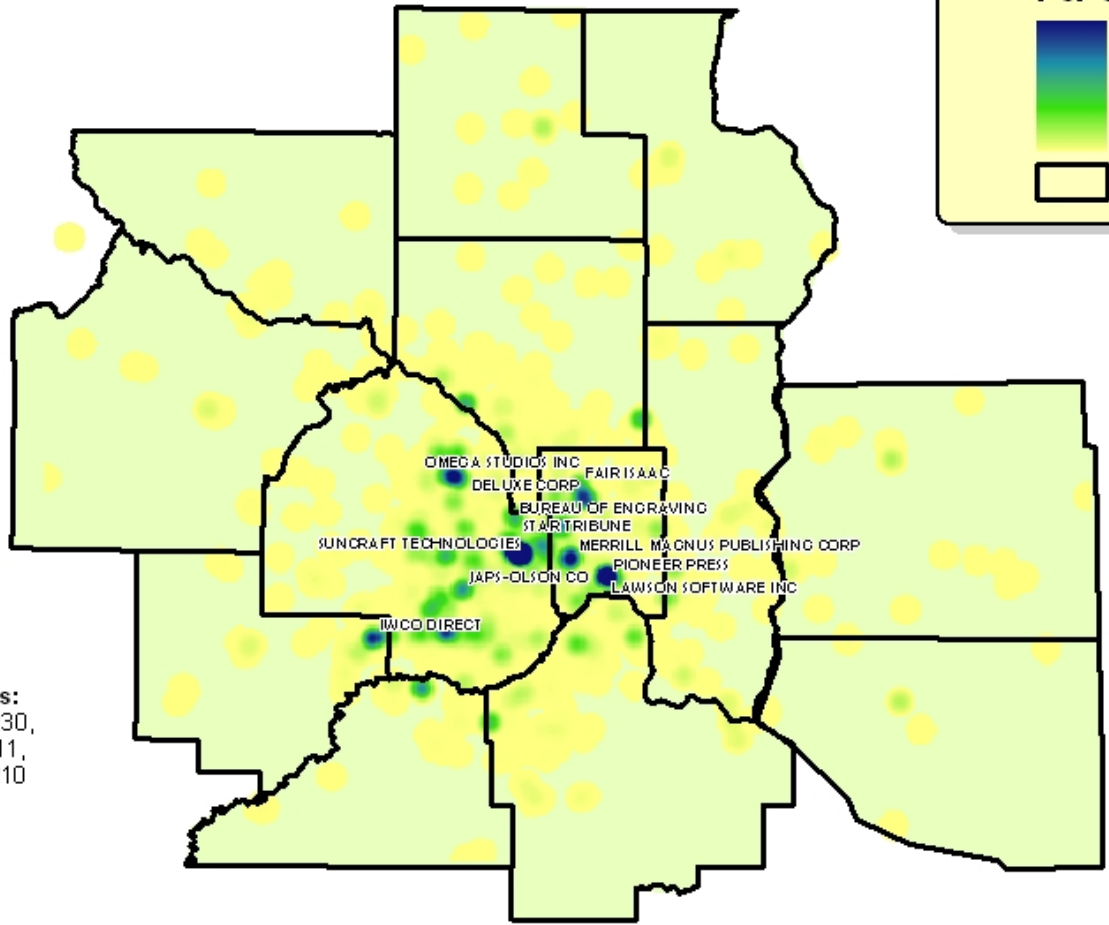
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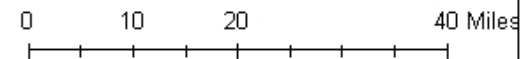
Companies that employ 400 or more workers are labeled.

Publishing and Printing Industry Cluster

13-County Metropolitan Statistical Area



NAICS Codes:
323, 511, 512230,
516110, 518111,
518112, 518210



Companies that employ 500 or more workers are labeled.

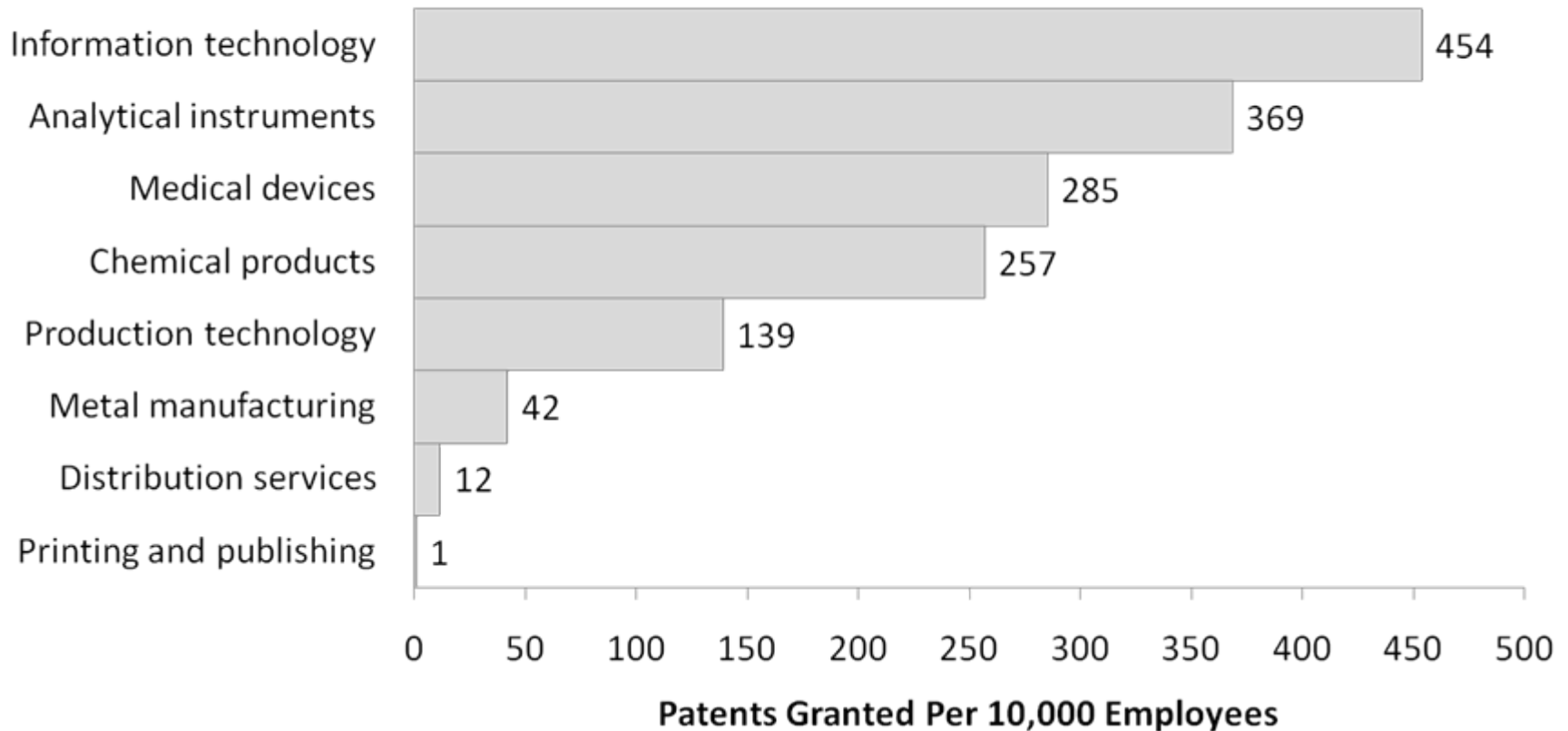
POTENTIAL TO SPUR INNOVATION

Innovation drives the ability for clusters to maintain competitive advantage.



STRENGTH OF INNOVATION

Patents Granted to Minnesota Companies by Cluster
(11/1/2008 - 10/20/2009)



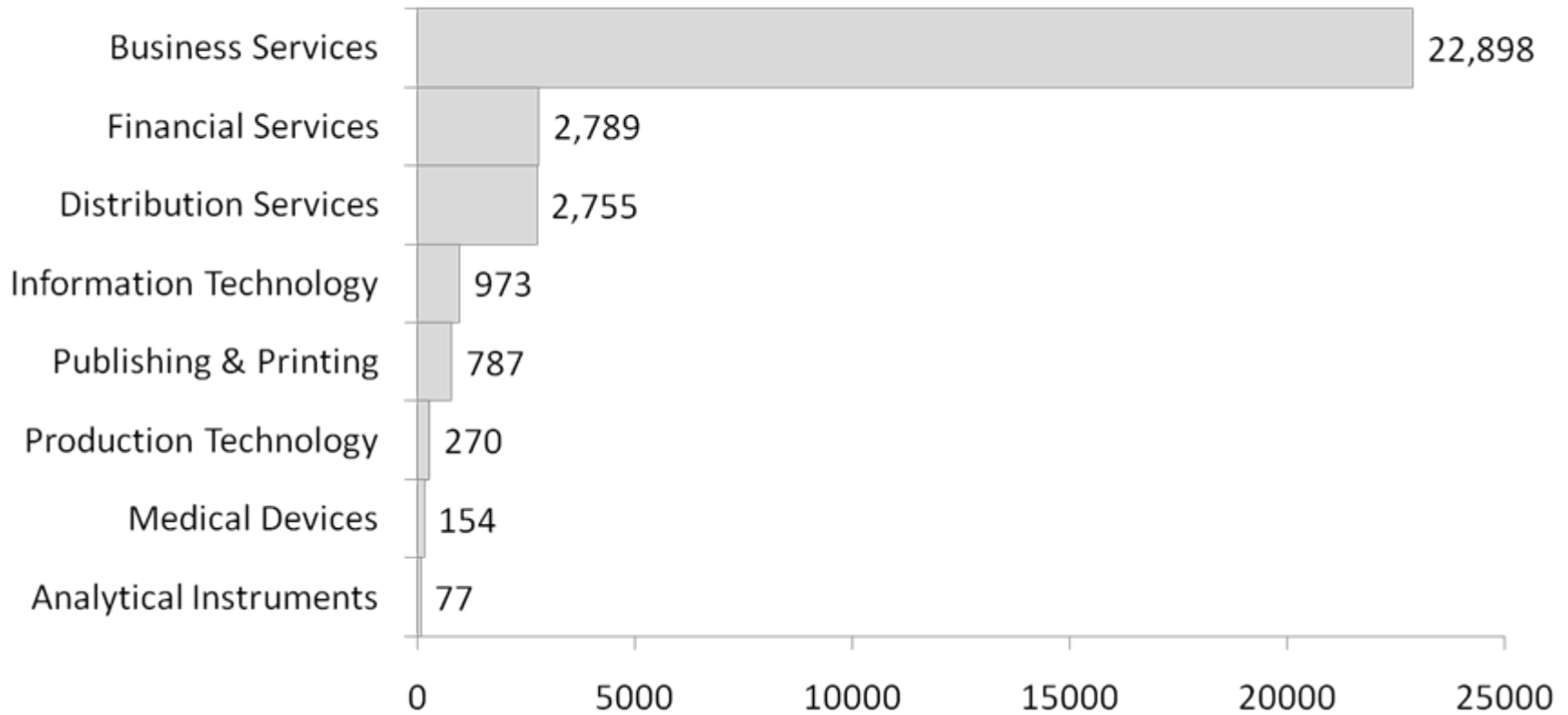
STRENGTH OF ENTREPRENEURSHIP

Entrepreneurship drives growth by increasing competition and innovation.



STRENGTH OF ENTREPRENEURSHIP

Companies with Founded or Changed Ownership 2001-2008



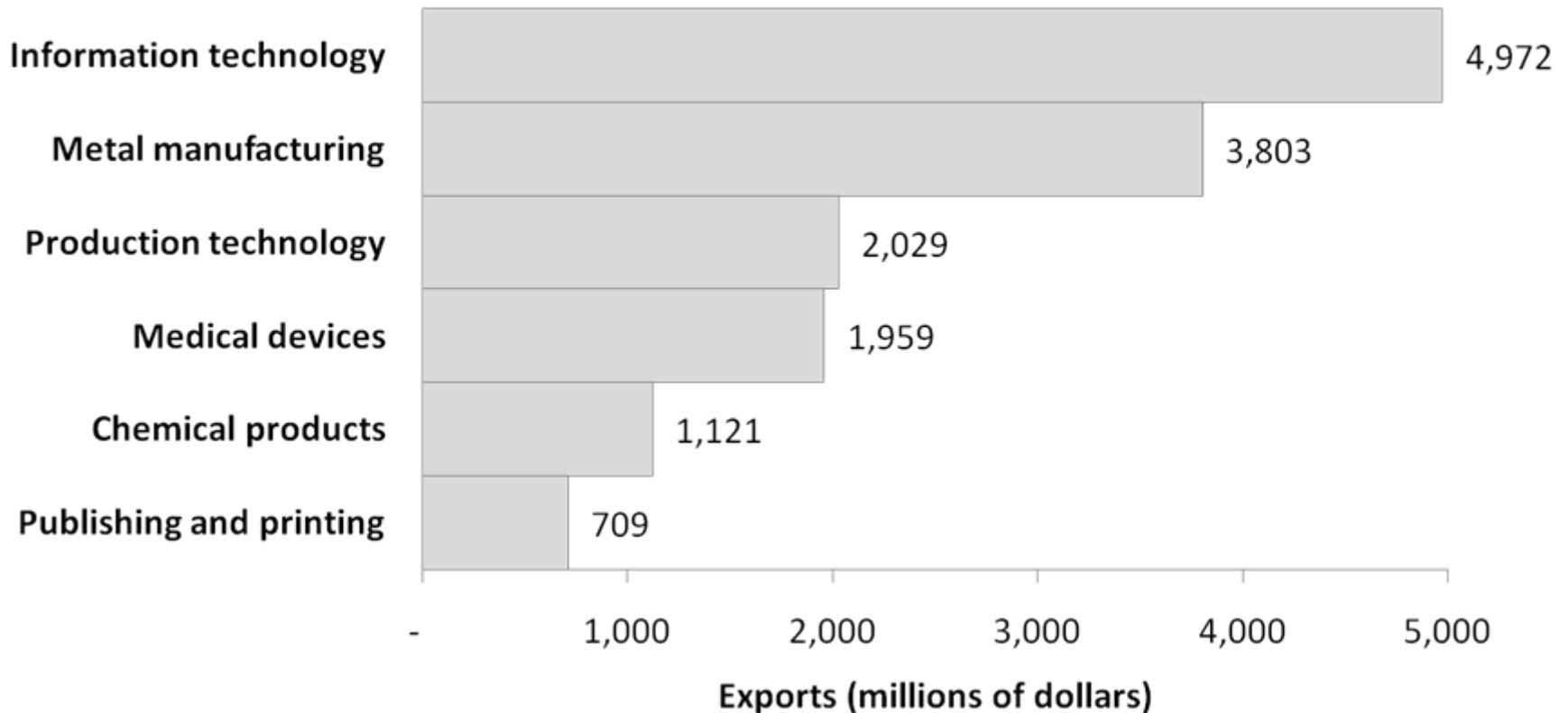
STRENGTH OF INTERNATIONAL EXPORTS

To maintain competitiveness, it is essential that clusters
are strong globally.



STRENGTH OF INTERNATIONAL EXPORTS

2008 Minnesota Exports by Industry Cluster



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CRITERIA FOR SELECTION OF CLUSTERS

Six Key Criteria

- Strength of competitive advantage (existing or emerging)
- Potential gain for industry cluster from private-public collaboration
- Degree of geographic distribution in the region
- Potential to spur innovation
- Potential to spur entrepreneurship
- International strength

POSSIBLE ACTIONS

Areas for Potential Action

- Work Force
- Physical Infrastructure
- Natural Resources
- Knowledge & Technology
- Enterprise Development
- Quality of Life
- Fiscal Management

Potential Actors

- Mayors
 - Zoning, land use
 - Infrastructure, incentives
 - Joint legislative advocacy
- Government Agencies
- Universities
- Federal funding for regional competitiveness initiative

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Break for Cluster Selection






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NEXT STEPS

		Start	Wrap-Up
	1. Develop Detailed Work Plan & Assemble Project Team	Aug-09	Sep-09
	2. Conduct Strategic Review and Economic Analysis	Aug-09	Dec-09
	3. Mayors Review and Select Clusters	Oct-09	Oct-09
	4. Conduct Industry Interviews and Focus Groups	Oct-09	Jan-10
	5. Conduct MOC Capstone Workshop	Jan-10	May-10
	6. Evaluate Cluster Projects and Action Plans	May-10	Jun-10
	7. Implement Cluster Strategy Action Plans	Jul-10	May-11
	8. Evaluate Project Results and Recommend Next Steps	Oct-10	May-11

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APPENDIX: Composition of the U.S. Economy by Type of Industry

	Traded Industries	Local Industries	Natural Endowment Dependent Industries
Share of Employment	32%	67%	1%
Employment growth 1990-2000 (CAGR)	1.7%	2.8%	-1.0%
Average wage	\$45,040	\$27,169	\$32,129
Relative Wage (average = 100)	\$137.0	\$82.6	\$97.7
Wage growth 1990-2000 (CAGR)	5.0%	3.6%	1.9%
Relative productivity	144.1	79.3	140.1
Patents per 10,000 employees	21.1	1.3	7.0
Number of SIC Industries	590	241	48

Source : Michael Porter, *The Economic Performance of Regions*, 2003



APPENDIX

Clusters and subclusters	2006 total employment	2006 share of national employment	2006 employment LQ	Change in LQ from 2006	2006 average wages	Rank out of 20 by employment
Analytical instruments	15,382	2.8	2.04	Decrease	\$51,586	9
Electronic components	3,675	2.2	1.62			12
Laboratory instruments	3,250	3.5	2.51			6
Process instruments	4,532	3.4	2.46		\$51,586	6
Search and navigation equipment	3,750	2.7	1.99			13
Business services	95,929	1.7	1.26	Increase	\$66,440	12
Computer programming	20,217	1.8	1.31		\$76,660	12
Computer services	7,964	1.6	1.15		\$85,552	16
Engineering services	17,500	1.9	1.35			12
Management consulting	23,692	3.5	2.53		\$65,767	7
Marketing related services	4,968	2.8	2		\$40,077	7
Printing services	175	0.9	0.66			19
Professional organizations and services	20,663	1.1	0.8		\$45,506	17
Chemical products	5,995	1.6	1.15	Increase	\$34,133	12
Ammunition	3,250	17.2	12.4			1
Leather tanning and finishing	175	3	2.18			10
Other processed chemicals	1,525	1.9	1.35		\$34,133	14

APPENDIX

Clusters and subclusters	2006 total employment	2006 share of national employment	2006 employment LQ	Change in LQ from 2006	2006 average wages	Rank out of 20 by employment
Distribution Services	37,836	1.9	1.37	Decrease	\$75,268	12
Catalog and mail-order	9,310	3.5	2.55			5
Food products wholesaling	1,985	1.4	1.04			17
Merchandise wholesaling	24,605	2	1.42		\$75,868	14
Transportation vehicle and equipment distribution	550	1.01	0.73			18
Financial services	53,699	2.3	1.63	Increase	\$103,163	10
Insurance products	22,000	4.5	3.25			3
Passenger car leasing	750	8.5	6.16			4
Securities brokers, dealers and exchanges	19,754	2.1	1.5		\$75,868	8
Information technology	18,490	2.1	1.5	Increase	\$44,813	15
Electronic components and assemblies	3,485	2	1.37		\$44,813	13
Peripherals	5,510	7.6	5.5			2
Software	7,500	2.2	1.59			17

APPENDIX

Clusters and subclusters	2006 total employment	2006 share of national employment	2006 employment LQ	Change in LQ from 2006	2006 average wages	Rank out of 20 by employment
Medical devices	18,474	4.9	3.51	Increase	\$49,407	3
Dental instruments and supplies	375	2.4	1.74			14
Diagnostic substances	479	1.8	1.28		\$49,407	15
Medical equipment	7,560	10.2	7.35			2
Ophthalmic goods	750	3.1	2.23			8
Surgical instruments and supplies	9,250	4.5	3.25			4
Metal manufacturing	20,687	1.9	1.39	Increase	\$46,315	8
Environmental controls	1,750	13.1	9.44			1
Fabricated metal products	1,362	1.3	0.93		\$45,620	13
Fasteners	4,125	3.4	2.48			5
General industrial machinery	2,332	4.4	3.21		\$52,675	2
Metal furniture	1,125	2	1.47			7
Metal processing	4,584	1.9	1.42		\$39,623	8
Nonferrous mills and foundries	1,749	2.3	1.65		\$45,357	10
Precision metal products	1,135	1.3	0.97			12
Pumps	750	2.4	1.76			11

APPENDIX

Clusters and subclusters	2006 total employment	2006 share of national employment	2006 employment LQ	Change in LQ from 2006	2006 average wages	Rank out of 20 by employment
Production technology	12,416	2.2	1.6	Increase	\$56,856	8
Fabricated plate work	1,535	1.8	1.33		\$46,602	8
Industrial patterns	60	1.1	0.82			19
Machine tools and accessories	924	1.5	1.1		\$52,829	14
Process equipment sub-systems and components	7,814	2.8	2.02		\$56,873	5
Process machinery	1,898	2.4	1.72		\$68,451	10
Publishing & printing	24,770	2.8	1.99	Decrease	\$36,236	5
Media representatives	350	1.2	0.86			13
Paper products	1,255	2.1	1.53			11
Photographic equipment and supplies	235	0.6	0.46			19
Photographic services	375	2.8	2.02			9
Printing inputs	435	2.5	1.79			12
Printing services	6,556	2.9	2.07		\$31,645	4
Publishing	12,758	3.5	2.55		\$19,000	5
Signs and advertising specialties	1,976	2.2	1.6		\$40,502	5
Specialty paper products	760	1.8	1.27			14