GREATER MSP
INVEST. GROW. PROSPER
REGIONAL ECONOMIC DEVELOPMENT STRATEGY
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?

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.
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

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

- Food and Agribusiness
  - Food processors
  - Food production

- Health and Life Sciences
  - Bio tech
  - Healthcare Providers
  - Healthcare Payers and IT
  - Medical devices

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

- Headquarters and Business Services
  - Agrichemicals
  - Seed production

- Financial Services and Insurance
  - Financial advisory
  - Banking
  - Insurance

GREATER MSP™
ECONOMIC DEVELOPMENT EXCELLENCE

- Brand & Image
- Education & Workforce
- Innovation & Entrepreneurship
- Infrastructure
- Inclusiveness & Diversity

Competitive Advantage of Collaborative Community Leadership
REGIONAL CYCLE OF SUCCESS

- Jobs and Wealth Creation
- Regional Assets
- Cultural Exchange/Tourism
- Capital Investment
- Trade

COLLABORATIVE REGIONAL LEADERSHIP
REGIONAL PROMOTION
RESEARCH / ANALYSIS
ADVOCACY
A total increase of 100,000 jobs in GREATER™ MSP™

2012
100,000 New Jobs

Projected regional job growth

2016

GREATER™ MSP™ margin of excellence

25% Margin of Excellence