BUILDING A GLOBALLY COMPETITIVE REGION
EDMONTON METROPOLITAN REGION BOARD
THE GREATER MSP REGION

$248 BILLION IN GMP

42th LARGEST GLOBAL ECONOMY

MORE THAN 3.6 MILLION PEOPLE

16-COUNTY MSA
REGION TRENDS
UNEMPLOYMENT IS DECLINING

Unemployment has steadily dropped and is below pre-recession levels.

Source: MN DEED LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS).
Job vacancies are rising quickly in the metro and across Minnesota. The graph shows the number of vacant jobs from 2006 to 2017, with a significant increase in the last few years.
CNBC’s TOP STATES FOR BUSINESS

#3

- EDUCATION
- QUALITY OF LIFE
- TECHNOLOGY & INNOVATION
- ECONOMY
- INFRASTRUCTURE

Source: CNBC 2017
REGIONAL APPROACH
CREATING A GLOBALLY COMPETITIVE REGION

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REGIONAL CYCLE OF SUCCESS

REGIONAL ASSETS

COLLABORATIVE REGIONAL LEADERSHIP

MARKETING AND PROMOTION
RESEARCH AND STRATEGY
ADVOCACY

PHILANTHROPY AND REINVESTMENT

CULTURAL EXCHANGE AND TOURISM

JOBS AND WEALTH CREATION

TRADE

CAPITAL INVESTMENT
REGIONAL PRODUCT IMPROVEMENT CYCLE

MARKETING AND PROMOTION

COLLABORATIVE REGIONAL LEADERSHIP

PUBLIC SECTOR
PRIVATE SECTOR
INSTITUTIONAL

ADVOCACY

STRATEGY AND RESEARCH
(PRIORITY SETTING)
FISCAL DISPARITIES ACT

Enacted in 1971, the Fiscal Disparities Act sought to:

• Support regional approach to development

• Equalize the distribution of fiscal resources

• Reduce intra-regional competition for commercial and industrial development

Shares tax base from commercial and industrial development across 7-county area
FISCAL DISPARITIES ACT – HOW IT WORKS

CONTRIBUTION TO SHARED POOL

40% OF GROWTH IN COMMERCIAL, INDUSTRIAL AND PUBLIC UTILITY PROPERTY TAX BASE SINCE 1971

SHARED POOL OF TAX BASE FOR 7-COUNTY METRO AREA

DISTRIBUTION FROM SHARED POOL

BASED ON POPULATION AND MARKET VALUE OF ALL PROPERTY PER PERSON COMPARED TO AVERAGE MARKET VALUE PER PERSON IN 7-COUNTY METRO AREA
FISCAL DISPARITIES ACT --RESULTS

Shared $373M in tax base in 2016 (last year reported)

Shared $561M in tax revenue for taxes payable in 2016

Narrowed gap between communities with highest and lowest commercial, industrial and utility property tax base
• Without Fiscal Disparities the ratio is 12:1 (highest to lowest)
• With Fiscal Disparities the ratio is 5:1 (highest to lowest)

99 communities are net recipients of tax base; 80 communities are net contributors.
Created between 1967 and 1974, the Metropolitan Council was created to plan for the orderly and economical development of the 7-county metro area.

“This council was created to do a job which has proved too big for any single community.”

---Gov. Harold LeVander
AREAS OF FOCUS

**Metro Transit**
- Ridership topped 82.6 M rides in 2016
- Transit-oriented development
- Transit system of the year (2016) by American Public Transit Association

**Water and Wastewater**
- 8 regional treatment plants serve 2.7 M residents
- “Water Utility of the Future Now” designation by National Association of Clean Water Agencies
- Developing water supply plan

**Parks**
- 54 parks and reserves, 40 regional trails (360+ miles) and 8 recreation areas receive 47.3 M visits each year
- Work to enhance access to parks and strengthening equitable use of parks by all residents

**Housing**
- Administers 6,500+ vouchers for rent subsidy in 96 communities
- Developed Housing Policy Plan to assist communities to plan for affordable housing options

**Planning**
Long-range plan development for the region by issuing 10 year plans
Livable Communities Grants assist communities clean contaminated areas, improve transportation options, expand affordable housing and develop thriving neighborhoods
GREATER MSP HISTORY, 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.

JOB RETENTION, EXPANSION, & ATTRACTION
REGIONAL ECONOMIC DEVELOPMENT STRATEGY
MARKETING, Branding, & PROMOTION
ECONOMIC DEVELOPMENT AREAS OF FOCUS

- Inclusive Economic Growth
- Talent
- Research
- Exports
- Performance Metrics
- Regional Marketing
- Regional Strategy
- BRE & Attraction
BUSINESS RETENTION, EXPANSION AND ATTRACTION
OVER 40 MARKETING TRIPS PER YEAR
WHY GREATER MSP?

1. A robust, diverse economy.
2. A highly educated, productive workforce.
3. A legacy of business innovation.
4. A growing population and labor force.
5. Easy access to regional, national and global markets.
6. Vibrant city, suburban, exurban options.
7. Central time zone.
8. Reliable, affordable utilities.
9. Exceptional quality of life.
10. A hot market for small businesses.
GREATER MSP  2012-2017 IMPACT (total region)

27,153 Direct Jobs
44,802 Indirect Jobs

$3.4 Billion Capital Investment (2012-2017)
TELL OUR STORY
- Equip leaders to tell the regional story
- Build regional competitive intelligence unit
- Create shared regional indicator dashboard

PRIORITIZE TALENT
- Create talent retention & attraction initiative
- Connect and integrate human capital pipeline

BUILD GLOBAL SECTORS
- Create & support sector teams
- Localize the regional strategy
- Connect strategy analysis and policy priorities
## Regional Sectors of Strength

### Financial Services
- 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
Regional Indicators Dashboard
REGIONAL PRODUCT IMPROVEMENT

2011: GREATER MSP
2014: BUSINESS RETENTION & EXPANSION
2015: TRADE & INVESTMENT INITIATIVE
2016: REGIONAL COMPETITIVENESS WORKING GROUP
2017: REGIONAL AIR SERVICES PARTNERSHIP
NEW REGIONAL INITIATIVES

MINNESOTA FOOD & AGRICULTURE LEADERSHIP INITIATIVE

GREATER METROPOLITAN WORKFORCE COUNCIL

FORGE NORTH
REGIONAL BRANDING, MARKETING AND PROMOTION
OUR REGION’S BRAND

BUSINESS AND PEOPLE PROSPER HERE

SUPERIOR WORKFORCE
- Highly educated
- Int’l ranked degree programs
- High workforce participations
- Multiple training options
- On the job training
- Strong work ethic

VIBRANT BUSINESS COMMUNITY
- 17 Fortune 500 Companies
- 16 Forbes Largest Private Companies
- Diverse Economic Base
- 5 Industry Sectors
- Top Ranked Research University
- Leader in patents

MARKET CONNECTIVITY
- MSP Int’l airport/Easy flights
- Support airports
- Mississippi River/Lake Superior
- 23 Rail companies/6 lines
- 150 freight companies
- Central Time Zone

QUALITY OF LIFE
- Affordable Housing
- Quality Education
- Arts, Sports, Parks
- Short Commutes
- Great Healthcare
- Livable Communities
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.
MARKETING TOOLS
RESULTS: IMPROVED PERCEPTIONS

Improved perceptions among site selectors and C-suite executives

How likely are you to consider MSP for future projects?
(1=Not Likely, 5=Very Likely)

What is your perception of the business climate in MSP?
(1=Very Bad, 5=Very Good)

86% Improvement in respondents who considered the region in past 5 years

Have you considered Greater MSP for a project in the past 5 years?

**Baseline**
- Yes, 20.7%
- No, 79.3%

**After 3 Years**
- Yes, 38.5%
- No, 61.5%
TALENT
Have you Experienced Difficulty in Finding Employees over the Past Year?

The proportion of companies reporting difficulty in finding employees has increased significantly since 2009, rising to 72 percent in 2016.

NOTE: Grow MN! data used 2009-2016; GREATER MSP data used 2013-2016
IMPENDING LABOR FORCE SHORTFALL
CLOSING THE GAP

WORKFORCE LEVERS TO CLOSE THE GAP

PRODUCTIVITY

MIGRATION
  plus net flow

YOUTH
  Maintain plus current levels

ADULTS
  Existing within region
MAKE IT. MSP. TALENT INITIATIVE

OUR REGION’S VALUE PROPOSITION

MSP is where workers enjoy a diverse career, and with their families enjoy an outstanding quality of life, at a cost-of-living they can afford.

www.makeitmsp.org
ATTRACTION & RETAIN THE WORLD’S BEST WORKFORCE

EMPLOYERS
- Find professional talent
- Keep professional talent

PROSPECTIVE EMPLOYEES
- Find job opportunities
- Shop communities

NEW RESIDENTS
- Connect to community
- Get partners connected

COMMUNITY GROUPS
- Attracting participants
- Scaling to impact
Census: Twin Cities area adds quarter-million residents since 2010

Migration from across the U.S. has helped fuel growth.
SUMMARY

• Regional collaboration is price of entry for 21st century competitiveness

• Public, private and institutional leaders must ALL be at the table for regional success

• Creative solutions to regional challenges may require new ways of doing business and new structures and partnerships

• Public, private and institutions must all be willing to invest in the future of the region

• SMART PEOPLE ARE the secret to sustainable success
THANK YOU

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