



A Partnership: City of Saint Paul & GREATER MSP

December 6, 2017



Today's Discussion

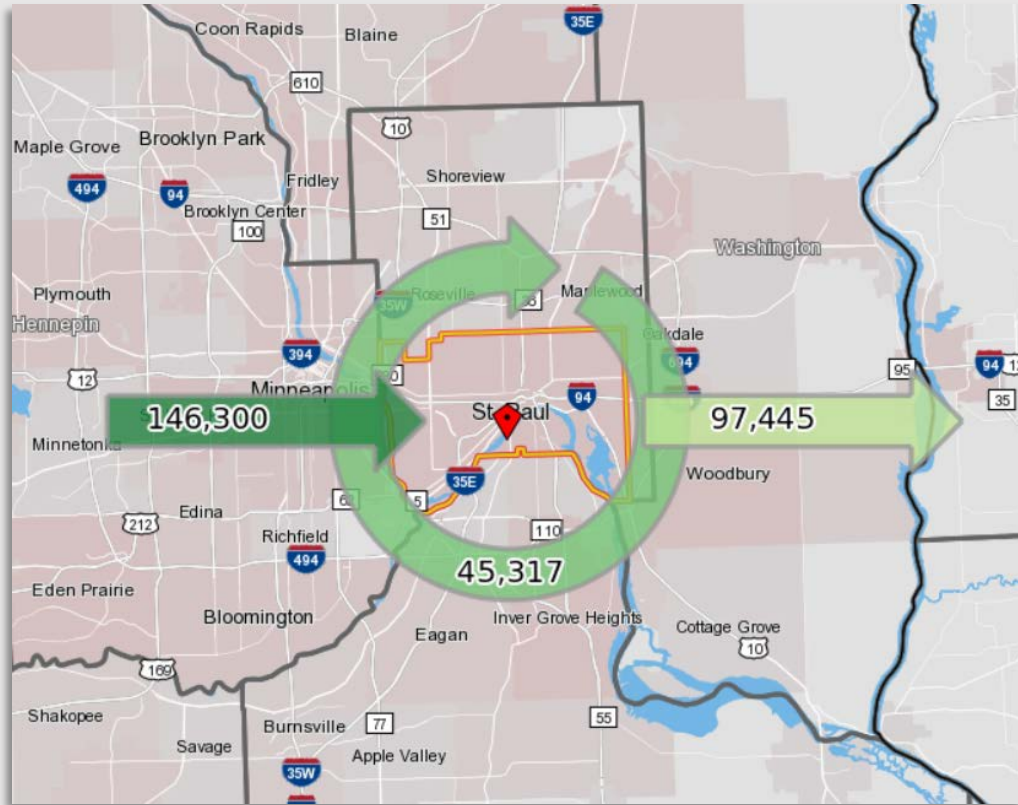


- 2017 Saint Paul Partnership
- 2017 Regional Progress
- Moving into Partnership 2.0
- 2018 Look Ahead and Discussion

» Saint Paul is the GREATER MSP partnership

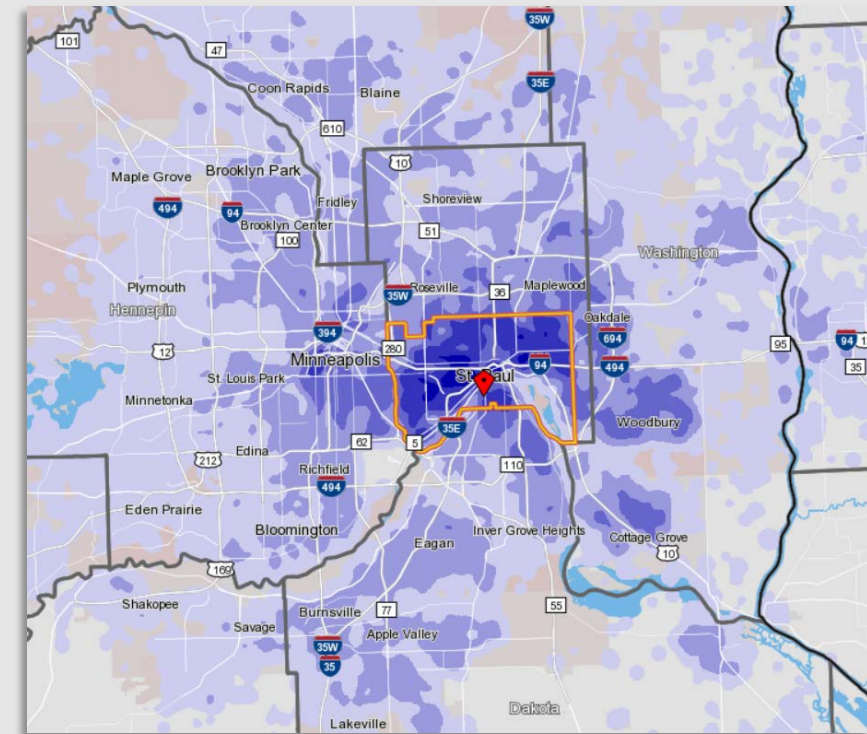


Regional Workforce – Regional Economy



Saint Paul's economy contributes over 200,000 jobs to the region. Nearly 100,000 Saint Paul residents depend on a job somewhere else in the region.

Saint Paul's economy relies on over 145,000 workers from across the Partnership region every day.



» 2017: Building a Stronger Region through Partnership

Taking the MSP international airport to the next level	Regional Air Services Partnership	200 + organizations doing together what none can do alone
Retaining and attracting world-class talent	Make It. MSP.	
Modernizing the public workforce system	Greater Metropolitan Workforce Board	
Tracking our economic competitiveness	MSP Regional Indicators Dashboard	
Connecting our businesses to global markets	MSP Exports Initiative	
Telling our region's story to the world	U.K. & Ireland Med Tech Mission	
Competing as one region for major new investment	Amazon HQ2	
Becoming a global center for food & ag innovation	Food & Agriculture Sector Initiative	
Accelerating job creation & in the urban center	Center Cities Competitiveness Initiative	
Increasing the number of successful start-ups	Twin Cities Start-Up Week & Forge North	

» 2017 Strategy Task Force

Objective: accelerate the impact of our regional economic development partnership

In 2011, the City of Saint Paul and many others created GREATER MSP to help the region compete and win the global economy and increase prosperity for all residents of the region.

This partnership is delivering on its original mandate to create jobs and capital investment, improve the awareness and brand image of the region, and create a regional economic development strategy.

This summer, a Task Force chartered by the GREATER MSP Board set out to take the Partnership to the next level in response to forces driving toward increased collaboration: more intense national & international competition; advances in the field of economic development; and demand from local leaders for accelerated strategy execution and more engagement. The executive-level Task Force sought to clarify the value proposition of the partnership and accelerate implementation of the regional strategy.

In September, the Board of Directors adopted four primary recommendations from the Task Force: create a more ambitious regional vision; clarify the work of the Partnership and roles of partner organizations in the work; create a GMSP organization strategic plan to support the Partnership; and upgrade communications to partners within the region.

Work is already underway by GREATER MSP Board and staff to implement the recommendations and transition to GREATER MSP Partnership 2.0.

GREATER MSP PARTNERSHIP 2.0

More shared ownership with partners

Bolder regional ambition

Accelerated regional strategy execution

Deeper executive engagement

Better communication

>> 2017 Saint Paul Partnership

Illustrative examples

WORK WE DID TOGETHER

- Site Ward Tours (Midway, East Side, North End)
- “In Like a Lion” site marketing
- Saint Paul Innovation Cabinet
- Twin Cities Start Up Week
- Center Cities Broker Event
- Center Cities co-working for East Metro economic developers
- Make It. MSP. Enterprise Team
- Federal and state workforce development modernization
- Leadership Saint Paul
- InterCity Leadership Visit (Pittsburgh)

RESULTS

- Saint Paul East Side Investment Marketing Collateral
- Full Stack Saint Paul
- City of Saint Paul telecommuting policy
- Amazon HQ2 submission
- Joint Intern attraction event (Ecolab, US Bank, Wells Fargo)
- MSP Hello (merged effort of “Saint Paul Hello”)
- Greater Metropolitan Workforce Board



» 2017 Stories Highlights

LOGISTICS
SPECIALTIES
LLC

LSI

CARTER RETAIL
LTD



GREATER
METROPOLITAN
WORKFORCE
BOARD



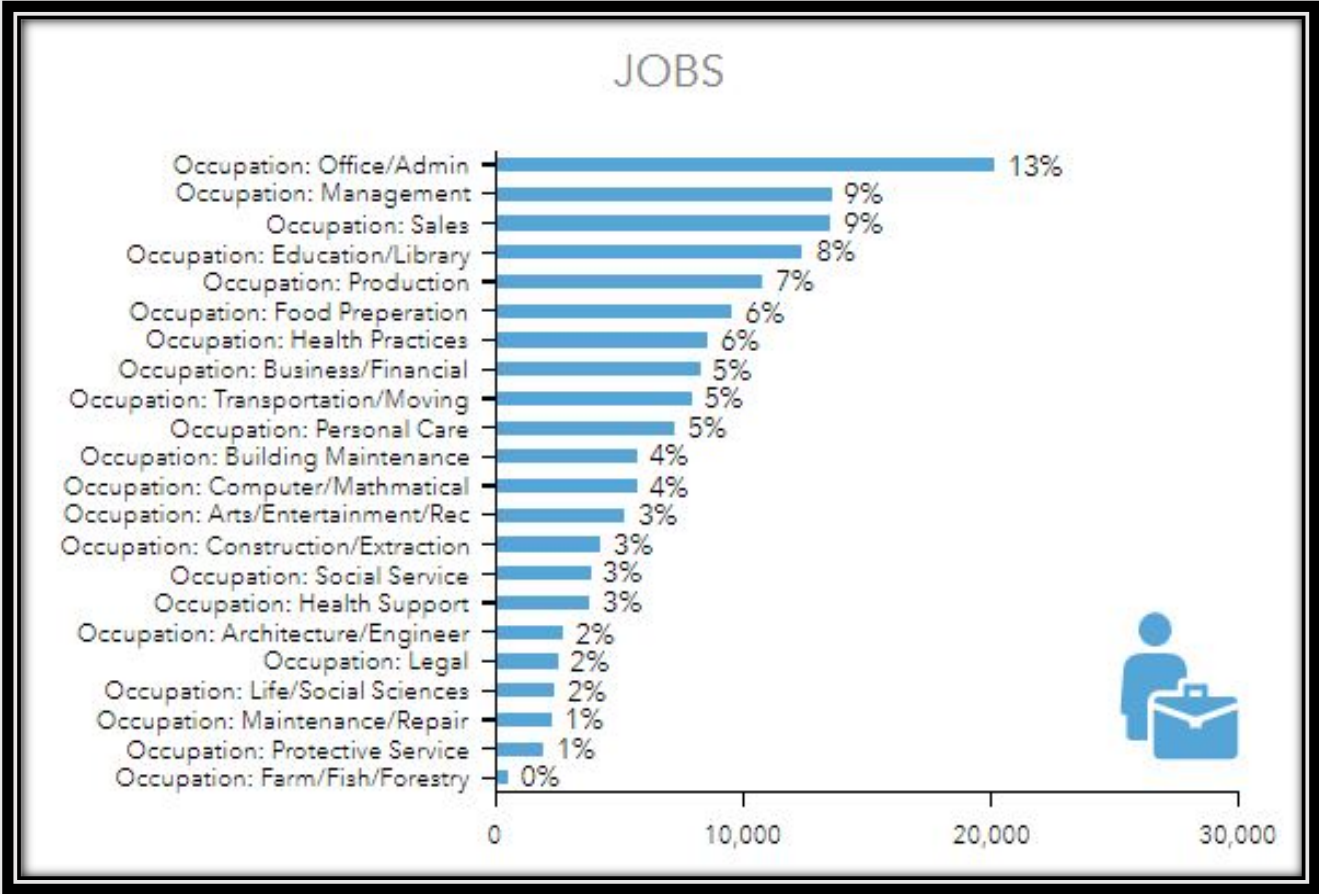
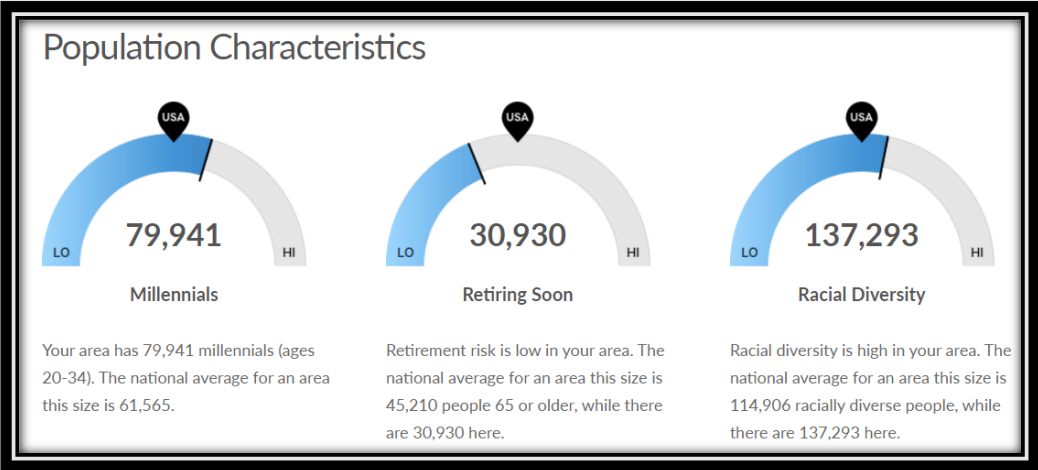
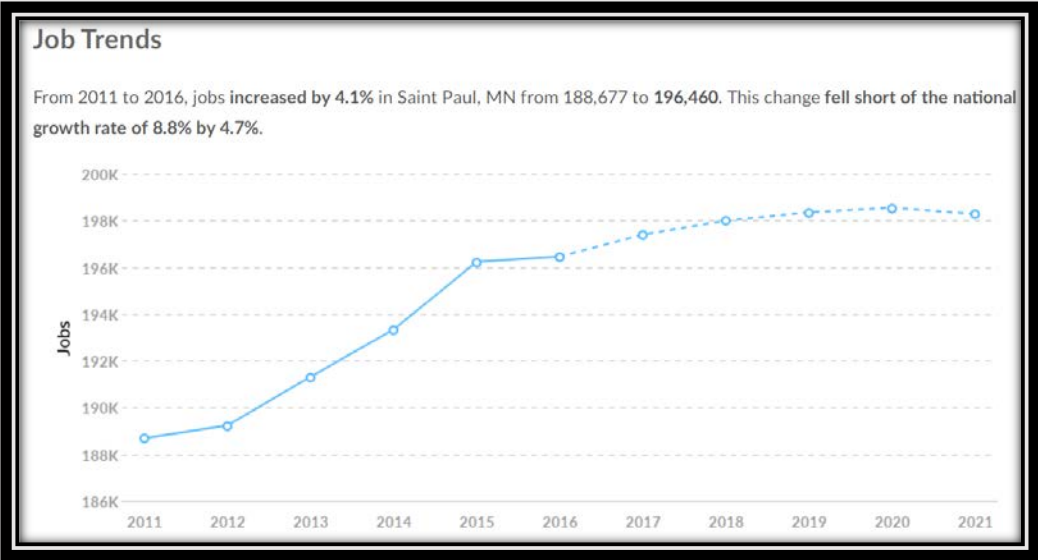


The Opportunity



Saint Paul Economic Jobs/Population

Total Businesses: 10,334



» MSP Economic Trends

Minneapolis-Saint Paul's expansion will moderate as a tight labor market slows job growth. Tech will play a more important role as the expansion matures, and goods industries will shift to a bigger positive. High educational attainment and a favorable industrial structure, along with strong demographics for a large Midwest metro area, will help our region outpace the region and U.S. in job and income growth over the long run.

Strengths

- Major research institutions and corporate headquarters foster innovation.
- Highly educated labor force attracts firms.
- Healthy consumer balance sheets.
- Stable, positive net migration.

Weaknesses

- Relatively high tax burden for businesses.
- Unduly tight labor market; worker shortages in high-skill fields.



Source: Moodys Analytics, July 2017.



Saint Paul Economic Development Priorities

**City of Saint Paul Economic Development
Strategy 2016-2018**

JOB GROWTH

GROW TAX BASE

**LOWER
UNEMPLOYMENT FOR
DIVERSE POPULATIONS**

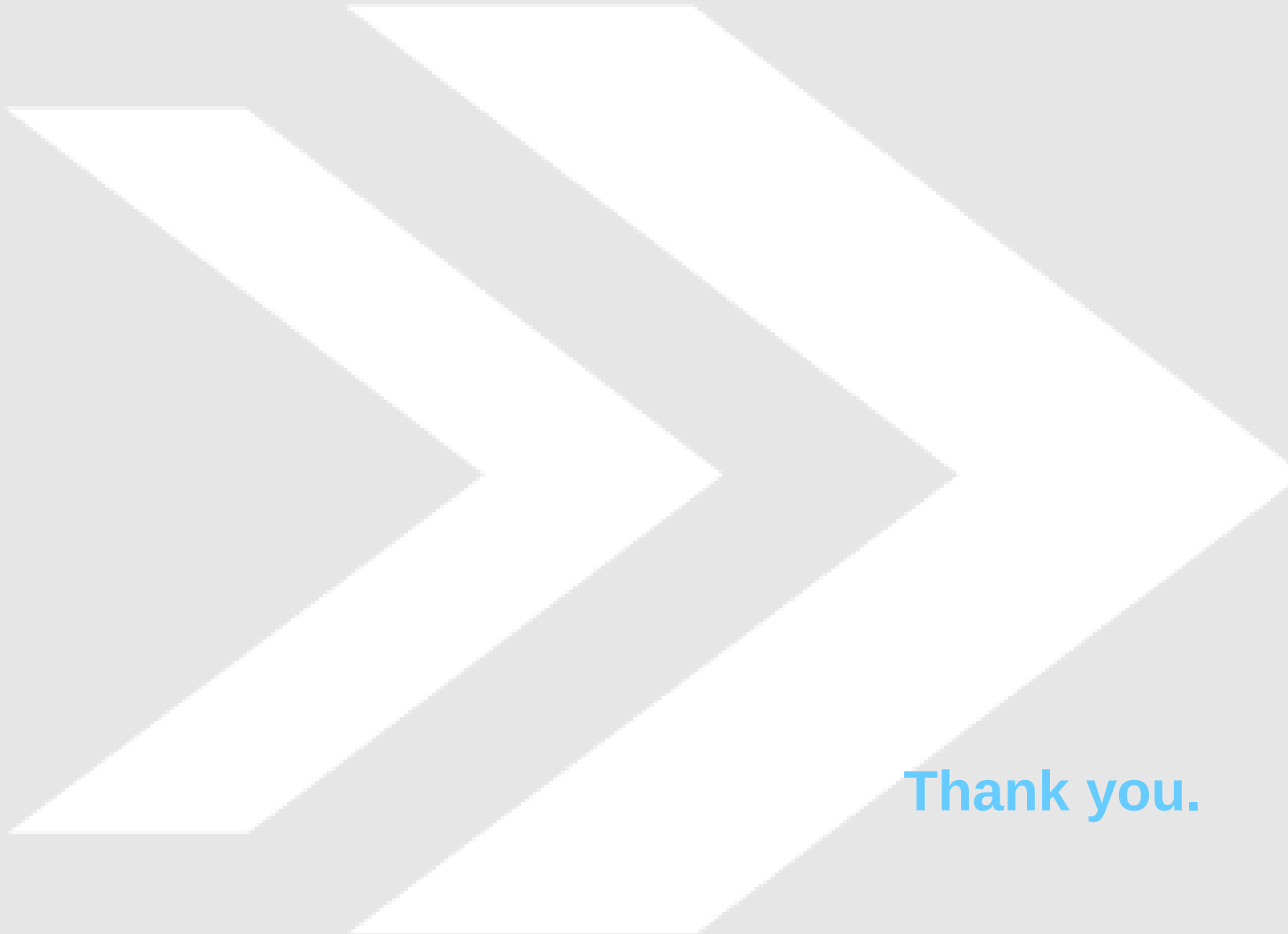
- Support innovative entrepreneurship and small business development to compel new job growth.
- Invest in downtown Saint Paul to catalyze further economic activity.
- Proactively direct new development to certain high-priority geographies and sites in the City.
- Expand business attraction, retention, and expansion programs to strengthen Saint Paul’s employer base.
- Build and market a compelling Saint Paul brand that conveys the distinct advantages of doing business here.
- Align resources around neighborhoods where attention and investment can create momentum

» Partnership Opportunity Agenda 2018

LEVERS WE CAN PULL TOGETHER TO ACCELERATE JOBS, INVESTMENT & OPPORTUNITY IN SAINT PAUL

- REAL ESTATE/SITES
- PARKING & TRANSIT
- START-UPS
- POLICY
- VISIBILITY





Thank you.