

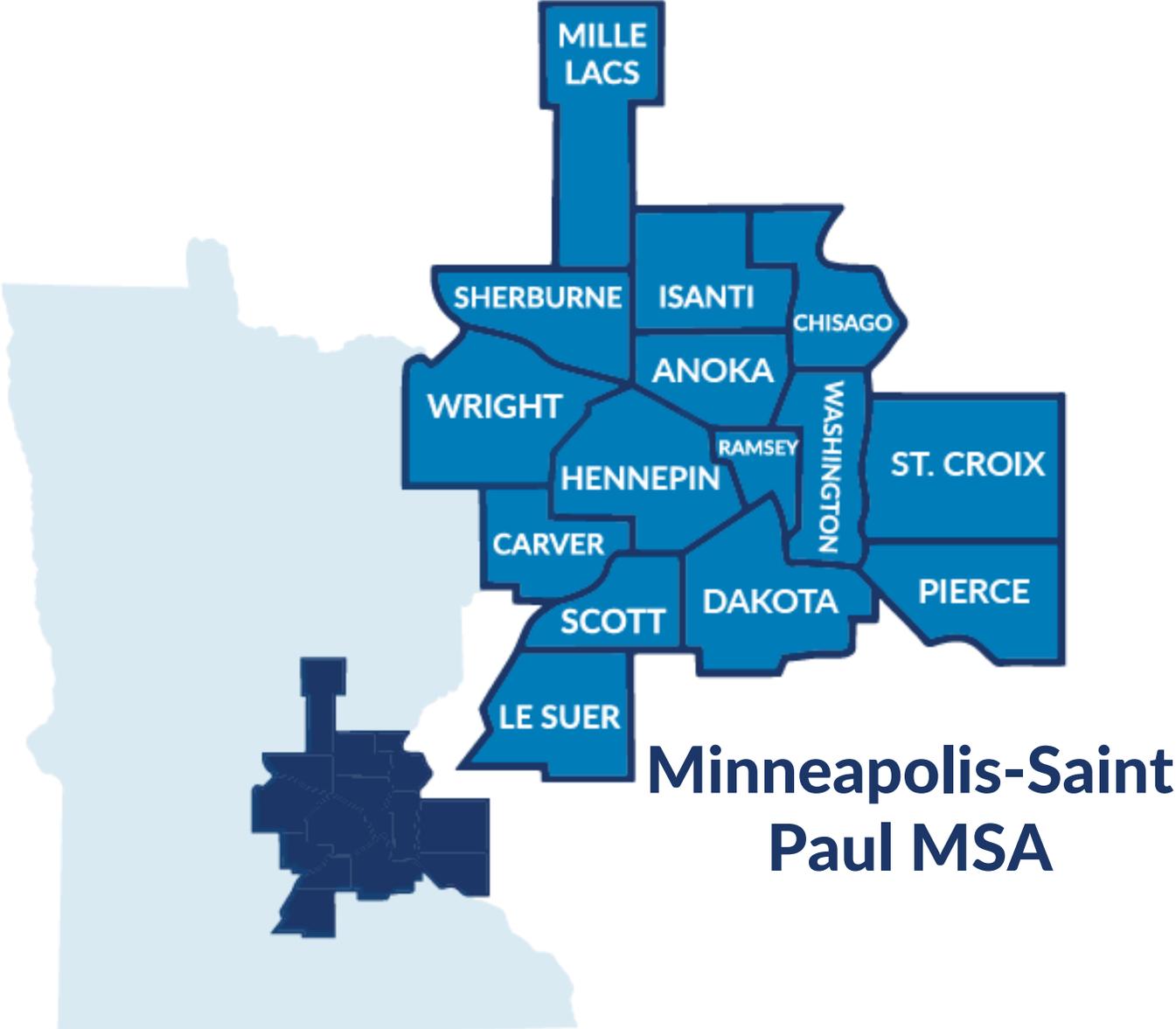


GREATER MSP[®]

Minneapolis Saint Paul Regional Economic Development Partnership

Saint Paul City Council
May 25, 2022

The Greater MSP Region



Sectors of Strength

-  **FINANCIAL SERVICES**
-  **ADVANCED MANUFACTURING & TECHNOLOGY**
-  **HEALTH & LIFE SCIENCES**
-  **HEADQUARTERS & BUSINESS SERVICES**
-  **FOOD & WATER SOLUTIONS**

Greater Together



Regional VISION

The Greater MSP region leads the world in **inclusive economic growth** by welcoming all, empowering talent & igniting innovation.

Partnership MISSION

The GREATER MSP Partnership accelerates regional competitiveness and **inclusive economic growth** through job creation, capital investment & execution of strategic initiatives.

Partnership VALUES

Accountability
Alignment
Inclusion
Innovation
Transparency

Private Sector Investors *partial list*



97 Private Investors = 76%

Public Sector Investors *partial list*



26 Public Investors = 19%

Philanthropic Investors



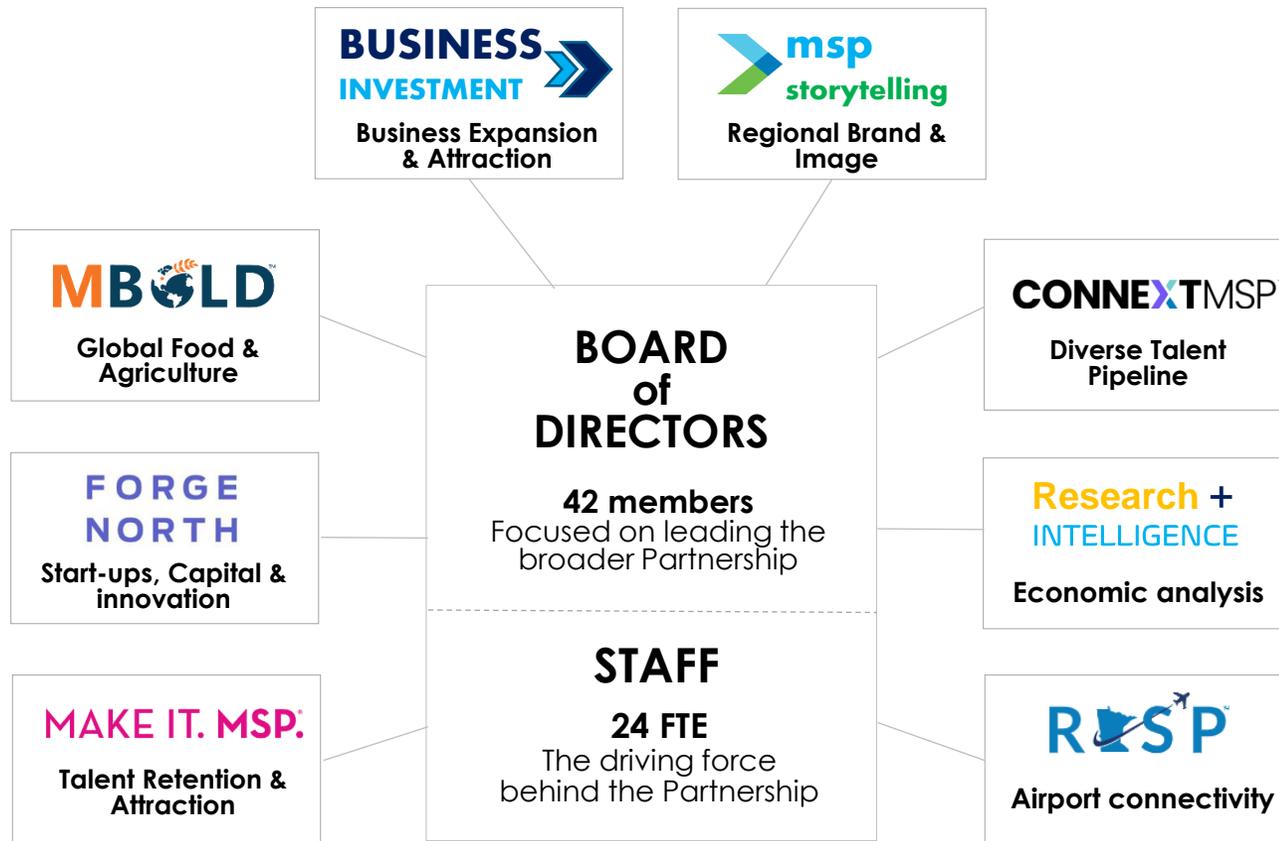
4 Foundation Investors = 5%

Civic Partners



STRUCTURE & SCOPE

Eight connected platforms of regional action



UNEMPLOYMENT

Record lows

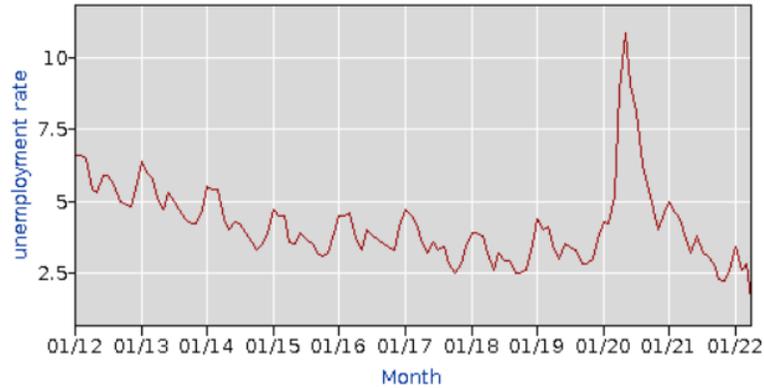


1.6%

PRELIMINARY APRIL 2022

2.8%

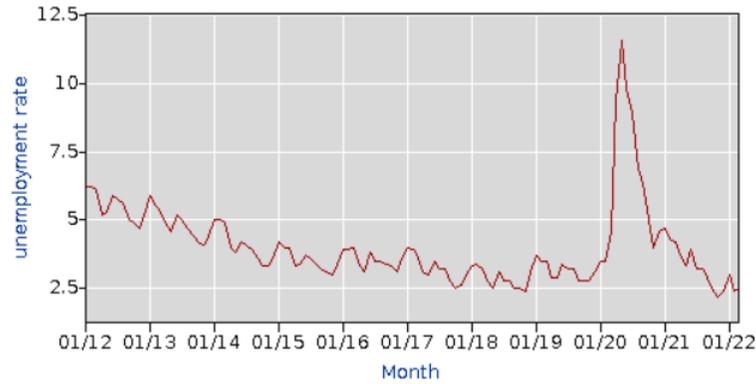
MARCH 2022



MINNESOTA

2.5%

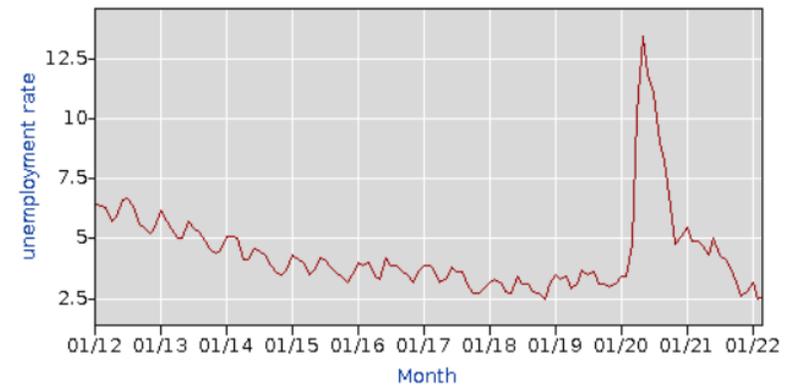
MARCH 2022



MSP

2.6%

MARCH 2022



SAINT PAUL

JOB GROWTH BY SECTOR

Where in the economy are jobs being created?



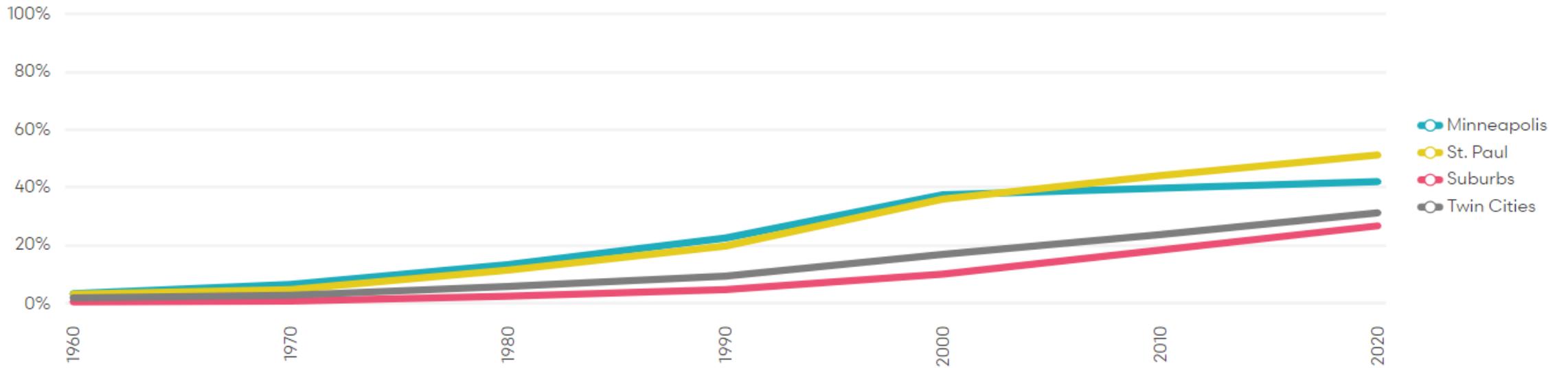
	% CHANGE OVER 2021	% CHANGE OVER PREV. MONTH (MAR 2022)
Leisure and Hospitality	6.83605	16.1456
Transportation, Warehousing, and Utilities	-0.7621	7.97041
Manufacturing	0.82633	6.60859
Other Services	2.26163	6.15673
Information	1.31499	4.39747
Professional and Business Services	3.17516	2.91906
Trade, Transportation and Utilities	-0.4883	1.68411
Financial Activities	3.17798	1.17541
Retail Trade	-0.2653	0.41664
Education and Health Services	0.23678	-0.1254
Government	0.26648	-0.2141
Wholesale Trade	-0.6888	-0.8224
Mining, Logging, and Construction	7.11183	-1.7996

POPULATION

Growing through diversity

Persons of Color as a percent of total population

Central cities and suburbs, Twin Cities 7-county region, 1950-2020



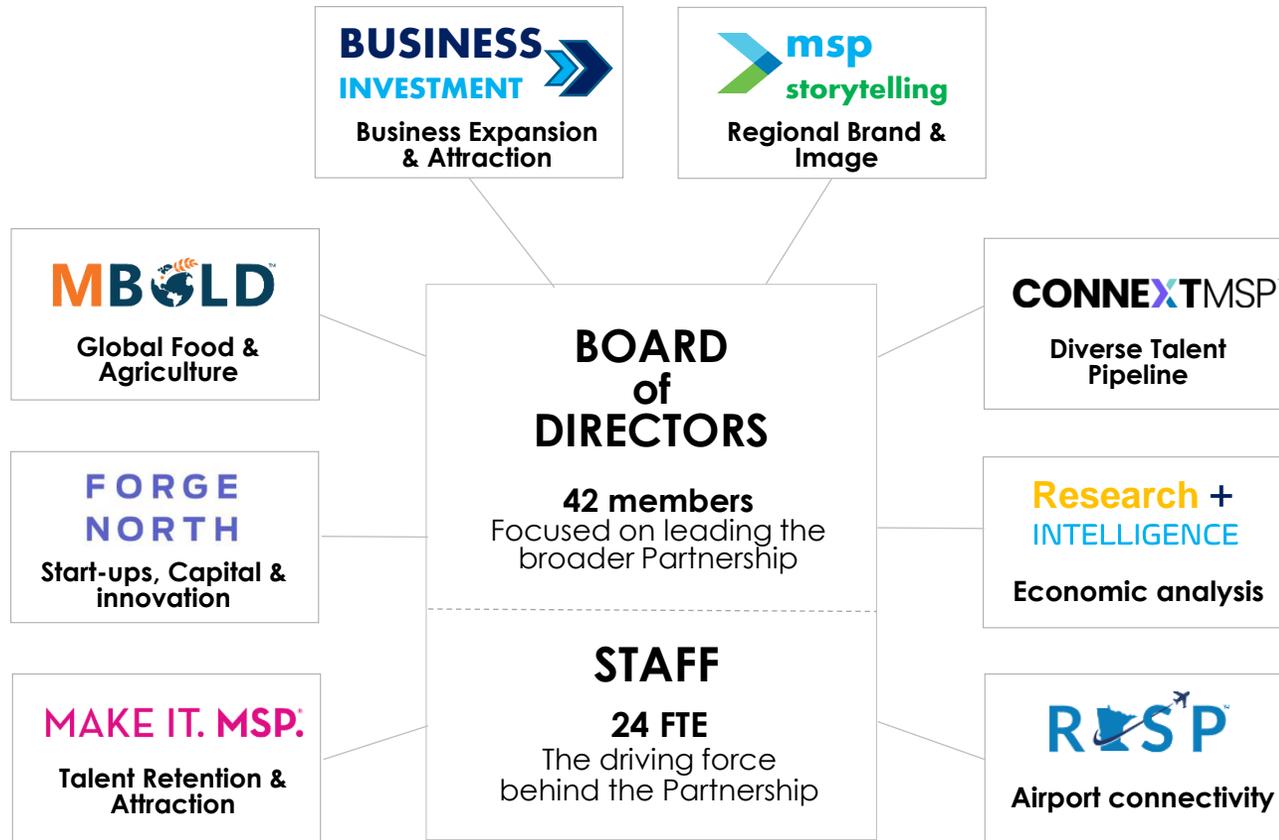
- The region grew 2010-2020: ↑ nearly 400,000 residents
- Saint Paul grew 2010-2020: ↑ 26,459 residents to 311,527
- Communities of color driving growth: white pop. ↑ 1.6% of-color pop. ↑ 60%

REGIONAL ECONOMIC DEVELOPMENT STRATEGY



STRUCTURE & SCOPE

Eight connected platforms of regional action



2022 WORKPLAN

Current as of 4.8.22

-  Confirmed 2022 project
-  Potential 2022 project

BUSINESS INVESTMENT

Business Expansion & Attraction

-  16 deal wins, 1500 jobs, \$350m capex
- Foreign delegations (Japan; Finland)
- Regional Air Services Partnership

MAKE IT. MSP.

Talent Retention & Attraction

-  MSP Talent Narrative
- Discovery MSP Intern Event
- Cultural Amenities Guide
- TCSW Fly-in program
-  GMSP Talent Event
- BIPOC Advancement index / campaign
- Internship campaign
- Medical Alley campaign

FORGE NORTH

Start-ups, Capital & innovation

-  MSP Equity Fund of Funds
- Angel investor campaign
- Forge North Compass
- Demystifying VC event series
- Joint ESO Builders Campaign
- Enterprise Pledge
-  F3/FinTech
- Annual Innovation Event

Research + INTELLIGENCE

Economic analysis

-  Business Bridge 2.0 / EDA supply chain grant
- Federal Funding Hub
- MSP Regional ARPA Tracker
- Deal support, SI project support, investor support
-  Regional economic conditions event

MBOLD

Global Food & Agriculture

-  Circular economy in flexible plastics
- Bold Growth start-up accelerator
- Red River Valley Soil Health project
- Carbon/Water Credits
- Winter Camelina market dev.
-  BIPOC talent cohort
- Flexible Film: Phase 2 Expansion

CONNEXTMSP™

Diverse Talent Pipeline

-  Leadership Recruitment & Fundraise
- Digital platform recruitment: young adults
-  Apprenticeship Project
- Fellows / Ambassadors program

APRIL SUMMARY

Enterprise wide, the GREATER MSP Partnership is planning to execute 31 projects across all our platforms in 2022.

26 projects are currently in execution.

5 of this year's projects are already completed (*below*)

11 potential projects are in the scoping phase.

COMPLETED PROJECTS

- Build Back Better Phase 2
- Build Back Better Phase 2 (MBOLD)
- Be MSP Community Pulse
- Expo West Trade Show
- Enterprise Playbook

60 DAYS OF PROGRESS

Notable Results Mid-March through Mid-May

 **March 15**

Build Back Better Phase 2 Bio- Innovation Application

Coalition of 60 organizations submits application for \$57.3 million in federal funding to accelerate growth of Bio Innovation cluster.

 **March 23**

MSP Equity Fund \$50m Venture Fund of Funds

First in the nation fund of funds focused on investing in BIPOC & women-led start-ups in Minnesota goes public.

 **April 26**

First Independence Bank Public Opening

Minnesota's first Black-owned bank opens for business on University Avenue in Minneapolis.

 **May 4**

“Project Planet” Circular Economy for Plastic Film

We are preparing to announce the creation of North America's first industrial-scale “circular economy” for plastic film.

A PICTURE IS WORTH 1000 WORDS

The GREATER MSP Partnership In Action: April 12, 2022





GroundBreak Coalition

OUTCOMES

Move flexible dollars to build community, increase wealth, and improve people's lives by:



Stabilizing families in affordable homes



Closing BIPOC homeownership gaps by at least 50%



Centering decarbonization



Ensuring the % of BIPOC led businesses is proportionate to the BIPOC population



Completing transformative commercial development anchored on cultural corridors



ACTION IN SAINT PAUL

Current & Potential Projects in Saint Paul

GREATER MSP
Partnership



SAINT PAUL
MINNESOTA

Current

1. **Hillcrest** industrial tenants
2. **Downtown Saint Paul** investment, including St. Joe's Campus
3. **280/University** Bio innovation development opportunities
4. ConnexMSP – Right Track + Metropolitan State + St. Paul College

Potential

5. Commercial & residential development opportunities at **Snelling & University** in conjunction with GroundBreak Coalition
6. **Reconnect Rondo** – African American Enterprise Zone, possibly in conjunction with GroundBreak
7. Commercial & Industrial Opportunities in **Payne/Phalen**

A stylized arrow logo composed of three overlapping geometric shapes: a light blue triangle pointing right, a darker blue triangle pointing right, and a green triangle pointing right, all overlapping to form a larger arrow shape.

APPENDIX



UNIVERSITY OF MINNESOTA
Driven to DiscoverSM



LAND O' LAKES, INC.



McKinsey
& Company



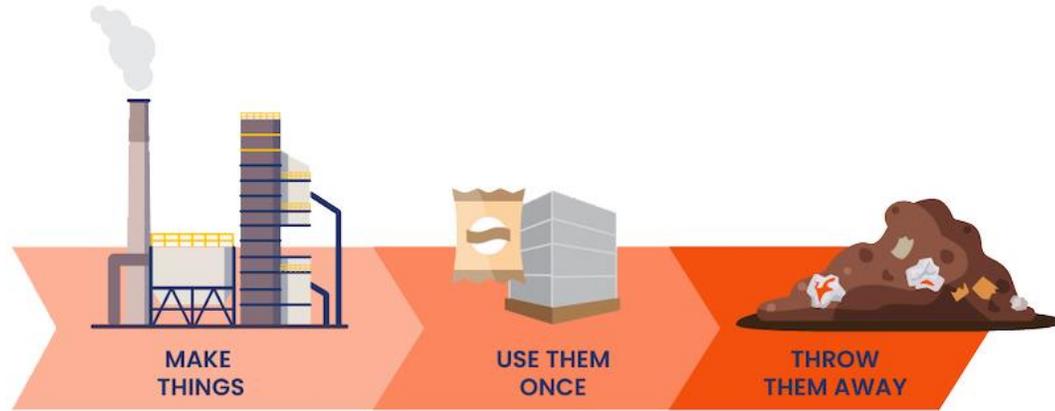


MBOLD exists to accelerate solutions to the most pressing challenges facing the food and agriculture sectors, particularly our changing climate and other natural resource challenges and the growing global demand for food.

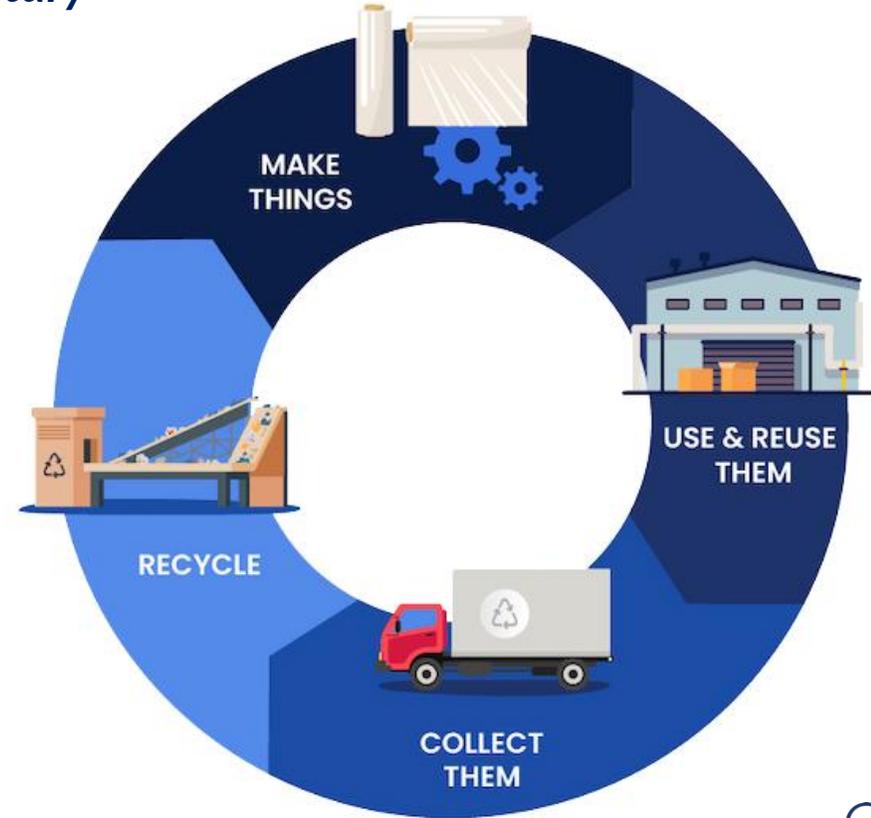
Advance Soil Health & Water Stewardship	Create a Circular Economy for Flexible Film	Catalyze Innovation & Entrepreneurship	Grow & Engage Talent
Make MN a global leader in soil health + water stewardship by developing scalable agronomic, market and engagement systems that enable farmers to adopt soil health principles profitably	Drive creation of a circular economy for flexible films in the Upper Midwest through testing and development of a scalable model for flexible film recycling	Strengthen MN's ecosystem for food + ag innovation and entrepreneurship through targeted programs that accelerate connectivity and entrepreneurial solutions to industry challenges	Attract and retain talent by marketing MN's career opportunities and advancing BIPOC professionals in MN's food + ag industries

TOWARD A CIRCULAR ECONOMY

Linear economy 19th Century



Circular economy 21st century



MyPlas Global Attraction Project

Creating a Circular Economy for Flexible Film

RESULTS

- New North American HQ (MyPlas)
- 300 new jobs & new production facility in Rogers, MN
- 90 million pounds of plastic removed from the environment each year
- \$9.2 million collective equity investment

WHAT IT MEANS

- New industry for Minnesota
- National model of climate action & regional brand building
- Lower greenhouse gas emissions, water and energy usage, reduces need for fossil fuels
- ❖ *Potential for expansion and/or new circular economy projects*



**GroundBreak
Coalition**

APPROACH

Create a coalition of the willing committed to racial equity and climate readiness to:

- Mobilize, aggregate, and possibly syndicate capital
- Attract appropriate share of federal and private funds to MSP;
- Optimize existing community-identified solutions and innovate to fill gaps where needed.



RESULTS

\$2 Billion+ Over 10 Years

Type of Capital

Loans
Loan guarantees
Equity
Grants

Types of Investors

Financial institutions
Corporations
Government
Philanthropy

**Optimize
existing
solutions**

**Innovate to
fill gaps**

FOR



**Rental
Housing**



23,500 affordable
units



Homeownership



45,000 BIPOC
homeowners



**Commercial
Development**



30 community-led
transformative
developments



**BIPOC
business
growth**



20% BIPOC businesses
employ 5+

Partners will require additional capacity to effectively deploy these new resources



EXECUTIVE COMMITTEE

Commissioner Toni Carter
Ramsey County

Peter Frosch
GreaterMSP

Tim Welsh
US Bank

Commissioner Marion Greene
Hennepin County

Jen Ford Reedy
Bush Foundation

Tawanna Black
Center for Economic Inclusion

Tonya Allen
McKnight Foundation





STEERING COMMITTEE

Steve Steinour
Huntington Bank

Jonathan Weinhagen
Minneapolis Chamber

Darrel German
Huntington Bank

Robert Butterbrodt
Wells Fargo

Peter Frosch
GreaterMSP

Commissioner Steve Grove
MN DEED

Jen Ford Reedy
Bush Foundation

Commissioner LaTondresse
Hennepin County

Kathy Tunheim
McKnight Foundation

Commissioner Toni Carter
Ramsey County

Mayor Frey
City of Minneapolis

Repa Mekha
Nexus Community Partners

Alene Tchourumoff
Minneapolis Federal Reserve

Tim Welsh
US Bank

David Hough
Hennepin County

Rebecca Fabunm
City of Minneapolis

Patricia L Fitzgerald
Hennepin County

Kate Kelly
PNC

Tawanna Black
Center for Economic Inclusion

James Burroughs
Childrens MN

Commissioner Marion Greene
Hennepin County

David Mortenson
Mortenson Construction

RT Rybak
Minneapolis Foundation

Dorothy Bridges
US Bank

Pilar Oppedisano
JPMorgan

Marcus Owens
African American Leadership
Forum Twin Cities

Mayor Melvin Cater
City of St Paul

Dondi Edwards
Wells Fargo

Chris Hilger
Securian

Kenneth Kelly
First Independence

David Reiling
Sunrise Bank

Commissioner Jennifer Ho
MN Housing Finance Agency

Nicolle Goodman
City of St Paul

Anil Hurkadli
St Paul and MN Foundation

Susan Bass-Roberts
Pohlad Foundation



2021 CELEBRATING RESULTS



A Partnership that Produces Results

These are just some of the results produced by the GREATER MSP Partnership in 2021. This partnership, which consists of more than 300 organizations and thousands of individuals, has never been stronger. We look forward to even greater accomplishments in the year to come!

GREATER MSP
Partnership

<p>50+ coalition partners launch ConnexMSP talent network</p>	<p>7th annual Regional Indicators Dashboard released</p>	<p>Coalition of MN banks brings 1st black-owned bank to Minneapolis</p> 
<p>7,000 acres in Red River Valley converted to regenerative agriculture</p>	<p>Forge North connects 1,100+ startups to local resources</p>	<p>31 major corporations participated in a review of their startup partnership practices</p>
<p>500+ prospective angel investors trained</p>	<p>1,398 local jobs created and retained</p> 	<p>1,700 people across the U.S. connected to food & ag and health & medical career resources at makeitmsp.org</p>
<p>14 metrics tracked in real time on the new Regional Recovery Hub</p>	<p>MAKE IT. MSP. welcomes 600 interns to MSP</p>	<p>75 new teams and users onboarded to BE MSP Workplace Inclusion Toolkit platform</p>
<p>35,000 site visits from across the U.S. to makeitmsp.org</p> 	<p>50 organizations join coalition to compete in Build Back Better Regional Challenge</p>	<p>\$320M in capital investment in new/expanded business locations</p> 
<p>30% growth in participation on ConnexMSP talent platform</p>	<p>MSP in Color series elevates the personal stories of 10 professionals of color</p>	<p>Greater MSP 1 of 60 U.S. regions selected for Build Back Better Regional Challenge</p> 
<p>16 business investment project wins (companies locating/expanding in the region)</p> 	<p>5 high-potential companies selected to participate in MBOLD's Bold Growth cohort</p>	<p>30+ foreign companies engaged during UK/Finland trade mission</p>



THE FINAL APPLICATION

COMPONENT PROJECTS



**BIO MAKERSPACE
& TRAINING CENTER**
Pillsbury United Communities



**HIGHER EDUCATION BIO CURRICULA
ALIGNMENT & DEVELOPMENT**
University of Minnesota



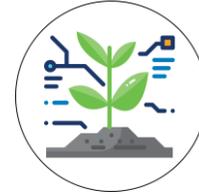
**BIO TALENT PIPELINE
DEVELOPMENT PARTNERSHIP**
Summit Academy OIC



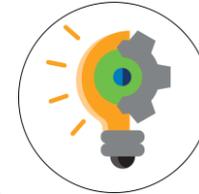
**BOLD NORTH
BIOINNOVATION HUB**
GREATER MSP



**AGRICULTURE INNOVATION
SCALING & MARKET DEVELOPMENT**
GREATER MSP - MBOLD



**UMF INCUBATOR &
ACCELERATOR BUILDING**
University of Minnesota Foundation



**UEL WET LAB ADDITION
& COLLABORATIVE SPACE**
University Enterprise Labs

