



GREATER»MSP[®]

Minneapolis Saint Paul Regional Economic Development Partnership

Saint Paul City Council
October 2, 2019

GREATER»MSP®

Minneapolis Saint Paul Regional Economic Development Partnership

We are a partnership of leaders working together to accelerate regional competitiveness and inclusive economic growth.

2000 leaders

200 organizations

20 professional staff

1 region

WE CREATE THE REGIONAL ECONOMIC DEVELOPMENT STRATEGY

Strategic Pillars	Regional Strategy Objectives	
BUILD GLOBAL SECTORS	Strengthen Key Sectors	Business retention / expansion / attraction, exports, FDI
	Innovate to Drive Growth	Start-ups, corporate R&D, and more
	Invest in livability	Affordability, mobility, environmental sustainability
PRIORITIZE TALENT	Attract & Retain professional talent	Tech, professionals of color, newcomers, interns
	Develop our Residents' Skills	Adult worker training and retraining; higher-education
	Include All Races in Opportunity	Better economic outcomes for diverse populations
TELL OUR STORY	Inspire Action from Data	Identifying leaders and organizations to take on pressing issues
	Make MSP a Global Brand	Marketing the MSP region around the U.S. and world
	Rally Regional Storytellers	Leaders acting as ambassadors for the region's story

WE GROW JOBS & CAPITAL INVESTMENT



167 Projects



25,000 Jobs



3.5 B Investment

WE TRACK THE REGION'S ECONOMIC PERFORMANCE, BENCHMARK U.S. COMPETITORS & SET GOALS



WE ALIGN PARTNER ORGANIZATIONS & EXECUTE THE STRATEGY AT SCALE

Talent

Start-ups & Innovation

Diversity, Equity & Inclusion

Global Food & Agriculture

Global Air Connectivity

WE BUILD THE BRAND IMAGE OF THE REGION AROUND THE U.S. & THE WORLD



SAINT PAUL IS DRIVING THE GREATER MSP PARTNERSHIP TODAY



JOB CREATION & CAPITAL INVESTMENT



- Saint Paul Pitchbook
- Major Project Map & Goals

TALENT RETENTION & ATTRACTION



- MSP Welcome Week
- BE MSP Toolkit

START UPS & INNOVATION



- Full Stack acceleration
- Osborne 370, Techstars

WORKFORCE DEVELOPMENT



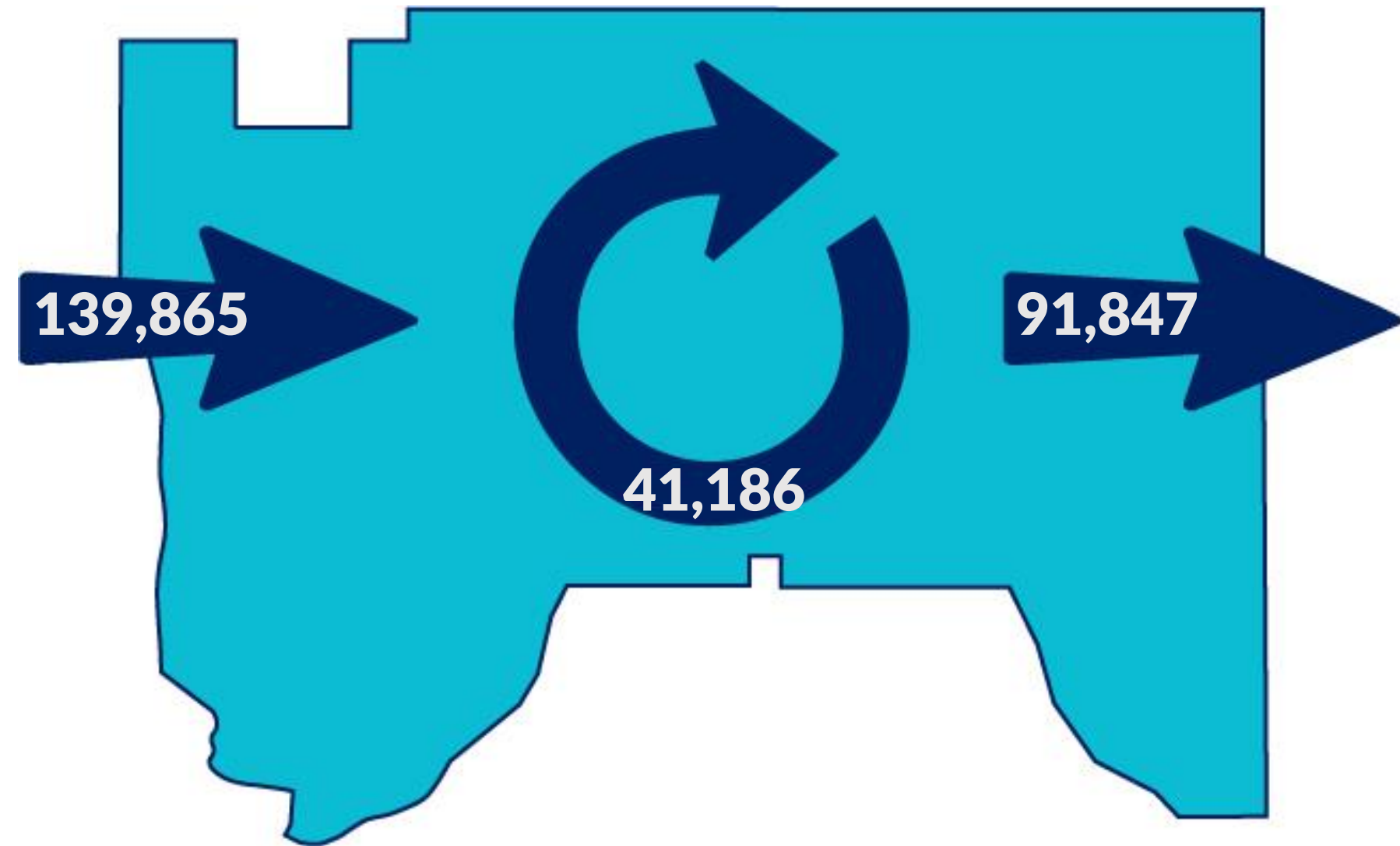
- City employment goals
- Ramsey Co partnership

INCLUSIVE TALENT PIPELINE



- Right Track
- Securian

Workforce is a regional issue.



77% of jobs in Saint Paul are filled by workers who don't live in Saint Paul.

69% of Saint Paul residents leave Saint Paul for work.

A skilled, highly-engaged labor force is the Greater MSP region's top competitive advantage.



Top 10 Site Selection Factors

- 1. AVAILABILITY OF SKILLED LABOR**
2. Labor costs
3. Highway accessibility
4. Corporate tax rate
5. Tax exemptions
6. Quality of life
7. State and local incentives
8. Energy availability and cost
9. Available buildings
10. Occupancy or construction costs

Area Development Magazine, Corporate Survey 2018

SIZE OF LABOR FORCE

Greater MSP: 2,041,411

SAINT PAUL: 162,273

5-YEAR LABOR FORCE GROWTH

Greater MSP: 6.1%

SAINT PAUL: 5.6%

LABOR PARTICIPATION RATE

Greater MSP: 72.0%

SAINT PAUL: 70.8%

LABOR PARTICIPATION RATE PEER RANK

Greater MSP: 1ST

POPULATION WITH ASSOCIATE'S DEGREE OR HIGHER

Greater MSP: 52.0%

SAINT PAUL: 47.4%

POPULATION WITH AN ASSOCIATE'S DEGREE OR HIGHER PEER RANK

Greater MSP: 3RD

**The labor market
is historically
tight and slowing
economic growth.**



Economic growth in the
Minneapolis-Saint Paul MSA could
be reduced by

2.0-2.5%↓

Due to an estimated employment
gap of 188,000 workers by

2022

Based on growth projections from Moody's Analytics and employment projections based on data from American Community Survey

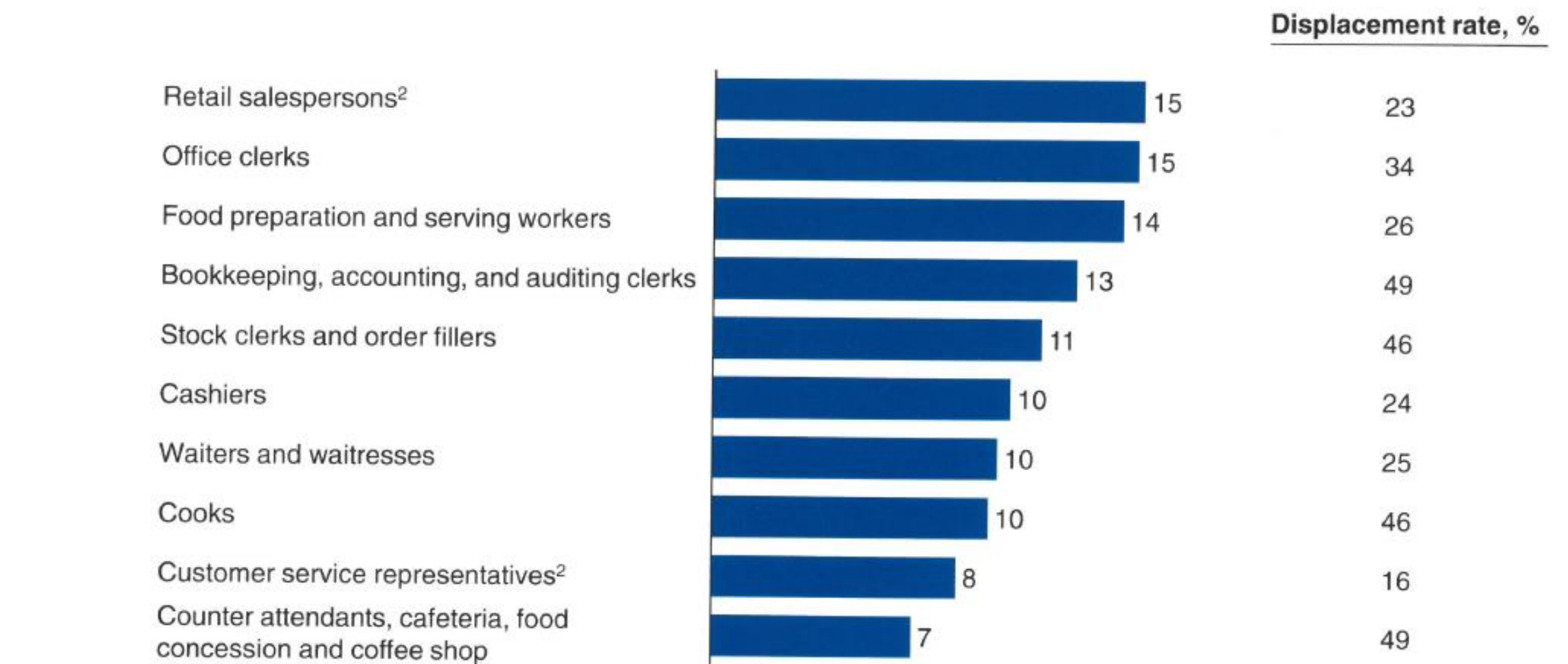
A worker shortage exists for low, medium, and high skilled jobs today.

The type of labor demanded in coming years is expected to change.



The occupations with the largest job displacements in Minneapolis could be in office support, food services and customer service and sales roles

Jobs lost by occupation – midpoint adoption scenario, (2017-30, K)



¹ Statistics for the Minneapolis-St. Paul-Bloomington, MN-WI MSA. ² Retail salespersons and customer service representatives are in large occupations by job displacement and by net job growth due to the fact that despite displacements due to automation, economic factors suggest that net job growth will still be large.

Source: McKinsey Global Institute analysis

McKinsey & Company 16

*“Individuals with a high school degree or less are **four times** as likely to be in a highly automatable role”*

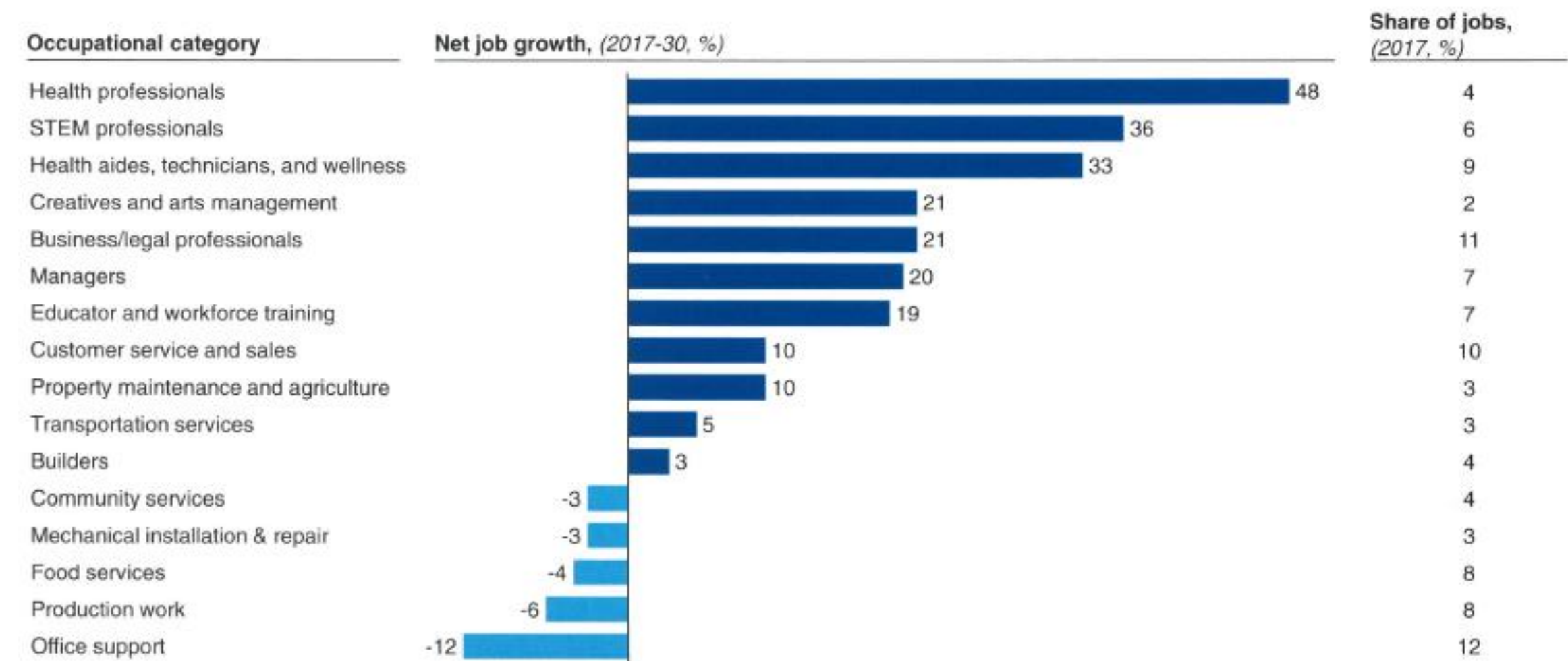
McKinsey Global Institute, The future of work in America, 2019

High skill & personal care jobs will grow, low skill services are expected to contract.



Jobs in health and STEM may see high rates of job growth in Minneapolis, while office support and production work could see job loss

Projected net job growth in mid-point adoption scenario, 2017-2030, %



Source: McKinsey Global Institute analysis

High demand tech occupations are available at all skill levels, but most will require a post-secondary credential or degree.



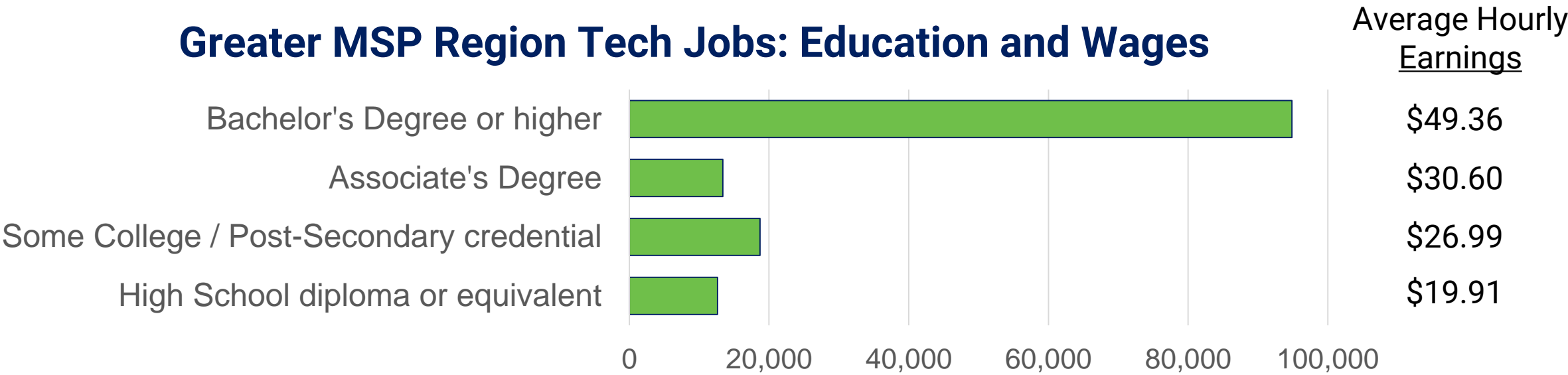
139,000 tech jobs
in Greater MSP region

\$41.90 Average Hourly Earnings

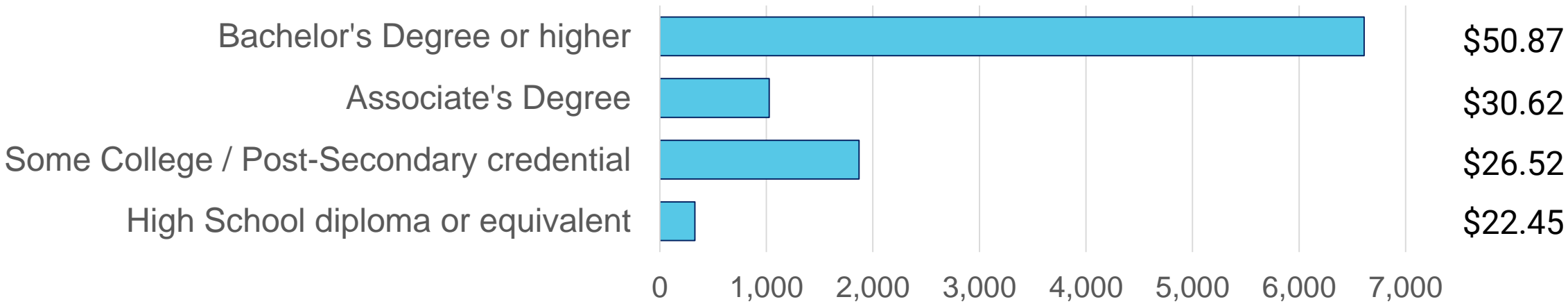
9,800 tech jobs in
Saint Paul

\$43.17 Average Hourly Earnings

Greater MSP Region Tech Jobs: Education and Wages



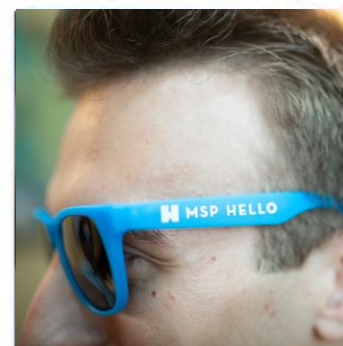
Saint Paul Tech Jobs: Education and Wages



GREATER MSP Partnership

2019 Strategic Initiative Portfolio





MAKE IT. MSP.®

MAKE IT. MSP. is a strategic initiative of the GREATER MSP Partnership designed to improve the region's performance attracting & retaining top talent – including by welcoming newcomers. Here's a bit about MAKE IT. MSP. by the numbers:

- ❖ 200+ partners, including active leadership from more than 20 of the region's largest private-sector employers
- ❖ 8,000+ newsletter subscribers
- ❖ 265% improvement in net migration of millennials over the past 5 years
- ❖ 3,000+ interns welcomed to the region
- ❖ #1 talent initiative in the U.S. (2018)
- ❖ 100,000+ website visits and 100+ events, workshops & summits
- ❖ 4 teams focused on people of color, newcomers, tech workers, & new grads



ConnexMSP connects young people of color and employers in Minneapolis-Saint Paul to provide access to career-track employment opportunities and develop a diverse talent network for the metro area.

Top college and career readiness programs such as Right Track have graduated thousands of “alumni.”

ConnexMSP is a partnership between these programs and employers to keep these young adults connected to meaningful career opportunities and living and working in the region.

ConnexMSP will be a Strategic Initiative of the GREATER MSP Partnership starting in 2020.



SETTING 2030 REGIONAL AMBITIONS – OUR SHARED FUTURE

Jobs & Capital Investment	Start–Ups & Innovation	Attract & Retain professional talent
Include All Races in Opportunity	Skills & Workforce	Regional Brand & Image
<i>Affordability</i>	<i>Mobility</i>	<i>Environmental Sustainability</i>



APPENDIX

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



Public Sector Investors



Foundation Investors



Civic Partners



Pillars

Objectives

BUILD GLOBAL SECTORS

Strengthen Key Sectors

Business retention / expansion / attraction , exports, FDI

Innovate to Drive Growth

Start-ups, corporate R&D, and more

Invest in livability

Affordability, mobility, environmental sustainability

PRIORITIZE TALENT

Attract & Retain professional talent

Tech, professionals of color, newcomers, interns

Develop our Residents' Skills

Adult worker training and retraining; higher-education

Include All Races in Opportunity

Better economic outcomes for diverse populations

TELL OUR STORY

Inspire Action from Data

Identifying leaders and organizations to take on pressing issues

Make MSP a Global Brand

Marketing the MSP region around the U.S. and world

Rally Regional Storytellers

Leaders acting as ambassadors for the region's story

MAKE IT. MSP.®

TECH

NEWCOMERS

POC

GRADS



GET CONNECTED.

Welcome to Minnesota, the problem-solving capital of the new economy.



RESOURCE COMPASS

Find the resources you need to start, scale and sustain your venture.

[Find Resources](#)



COMMUNITY CALENDAR

Check out opportunities around the region to learn, network, connect and grow.

[Find Events](#)

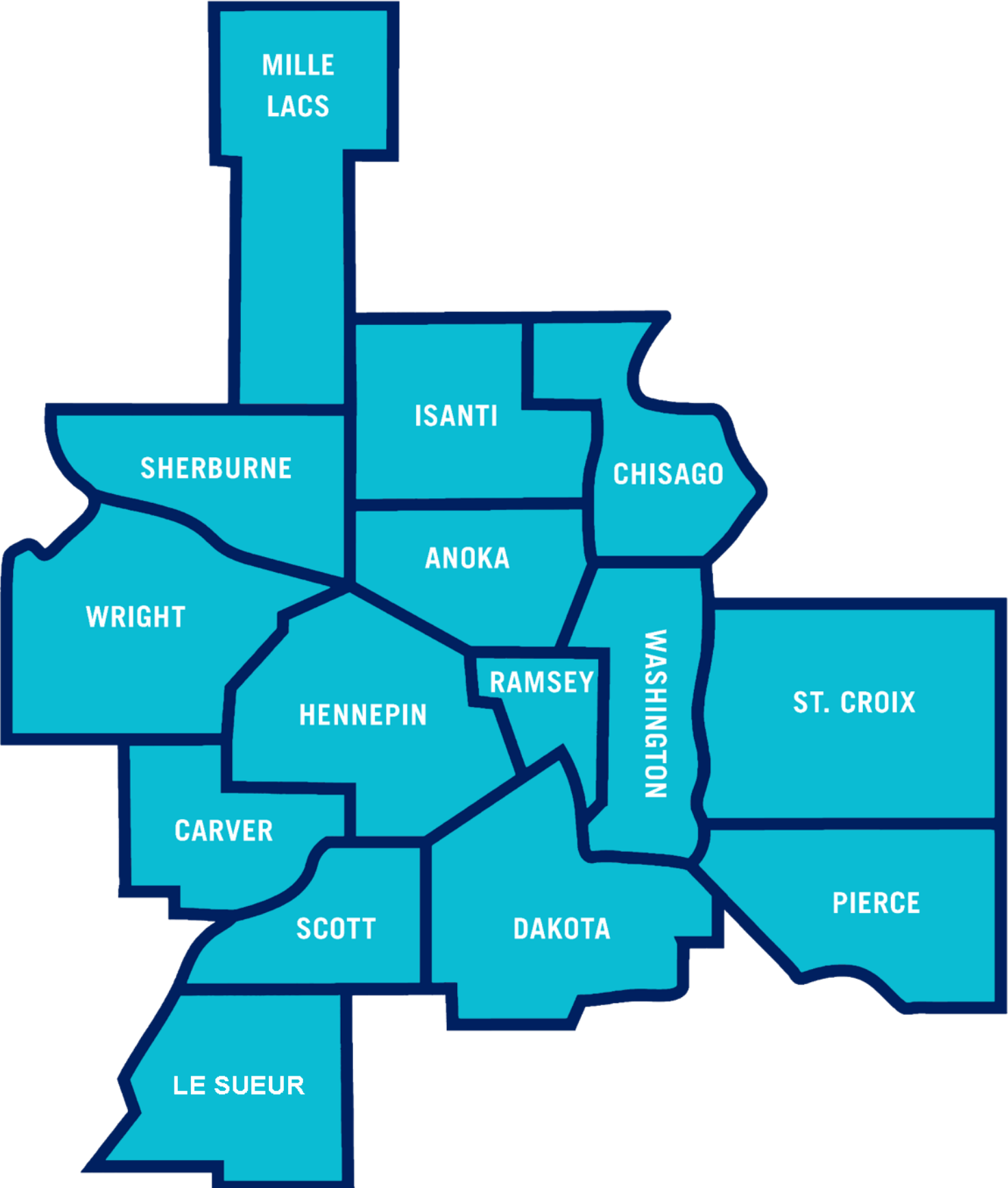


GET INVOLVED

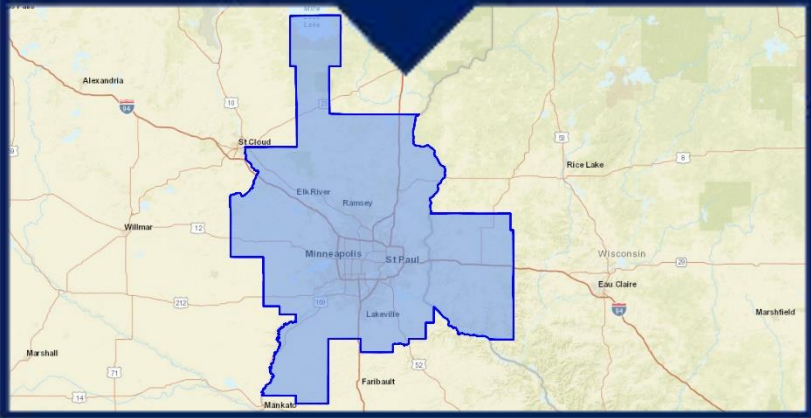
Sign up to receive newsletters and let us know how you want to engage in this work.

[Opt In](#)

The Greater MSP Region



15-COUNTY MSA



\$260 BILLION
IN GMP



46th LARGEST
GLOBAL ECONOMY



MORE THAN
3.6 MILLION
PEOPLE



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

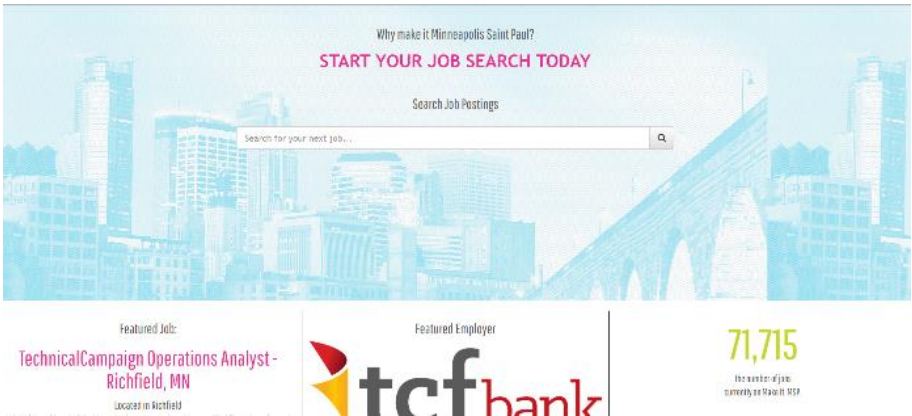
- Corporate Headquarters
- Creative Services
- Professional Services
- Data Centers
- Law firms



FOOD & WATER SOLUTIONS

- Food Processors
- Food Production
- Agribusiness
- Nutrition
- Water Filtration
- Water Purification

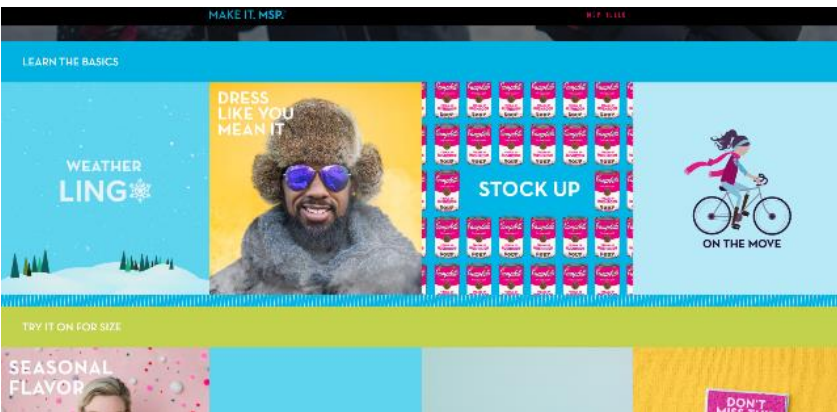
RESULTS: We Build Products Together



MSP JOB PORTAL



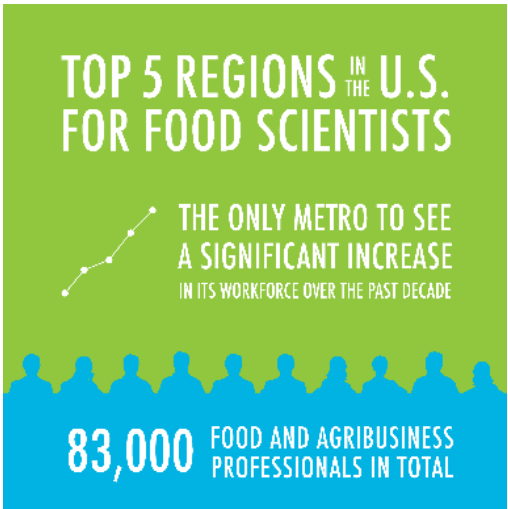
NEIGHBORHOOD GUIDE



WINTER GUIDE



MSP VIDEO & PHOTO



INFOGRAPHICS



LETTER



TALENT REPORTS



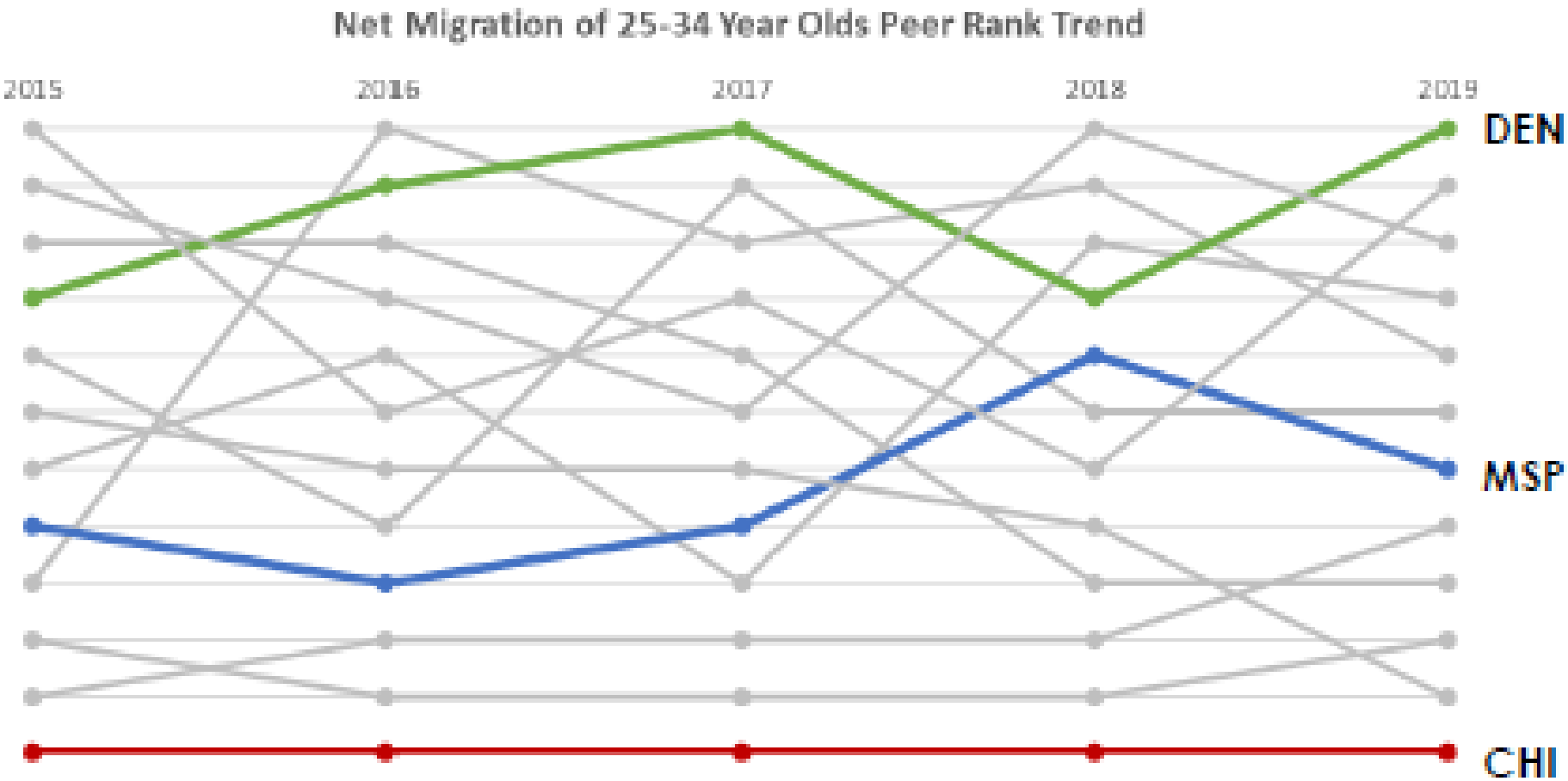
RESULTS: Make It. MSP. start-up phase

- **200+** project team members
- **5,000+** subscribers at organizations across the Greater MSP region
- **20,000+** people engaged through focus groups, surveys, interviews, and digital interaction to capture talent insights
- **100,000+** visitors to makeitmsp.org to find career opportunities, relocation resources, and establish community connections

THE RESULTS: Young Talent Migration

Net migration of 25-34 year olds in the MSP region increased **265%** 2015-2019

	2015	2016	2017	2018	2019	5-YR
#	2,150	1,719	1,858	8,951	7,837	+265%
R	8 TH	9 TH	8 TH	5 TH	7 TH	+1



The MSP region is breaking into the mid-tier of the nation’s most competitive talent markets.

San Francisco, Denver, Atlanta, Dallas, Austin, Boston, Charlotte, Chicago, Pittsburgh, Portland, Seattle

OUR LEARNING: Customer Insights



MSP CAMPUS



10,000+ tech pros

- Candidates will consider MSP relocation
- Winning messages differ by current location
- Focus on technology as means to solve problems

1,300+ newcomers

- Newcomers relocate for economic opportunity
- Deep challenges making meaningful connections
- Peers are most helpful and trusted resource

2,200+ interns

- Out of state interns not aware of opportunities
- Local interns not meaningfully connected
- Interns influential back on their own campus

1,200+ people of color

- Cultural awareness a top reason for relocation
- Long-term career pathways not visible
- Lack of culturally specific amenities

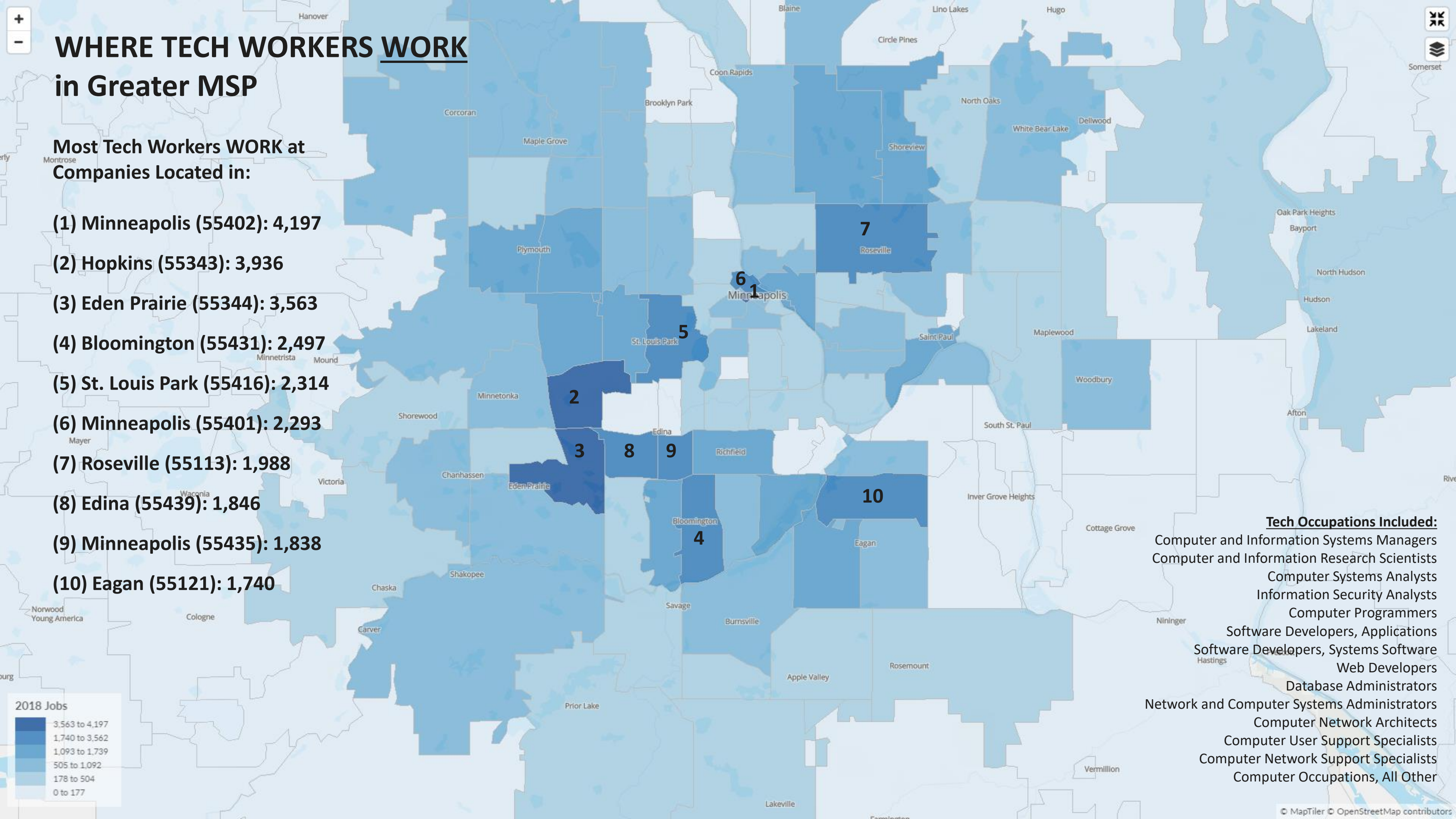
WHERE TECH WORKERS WORK in Greater MSP

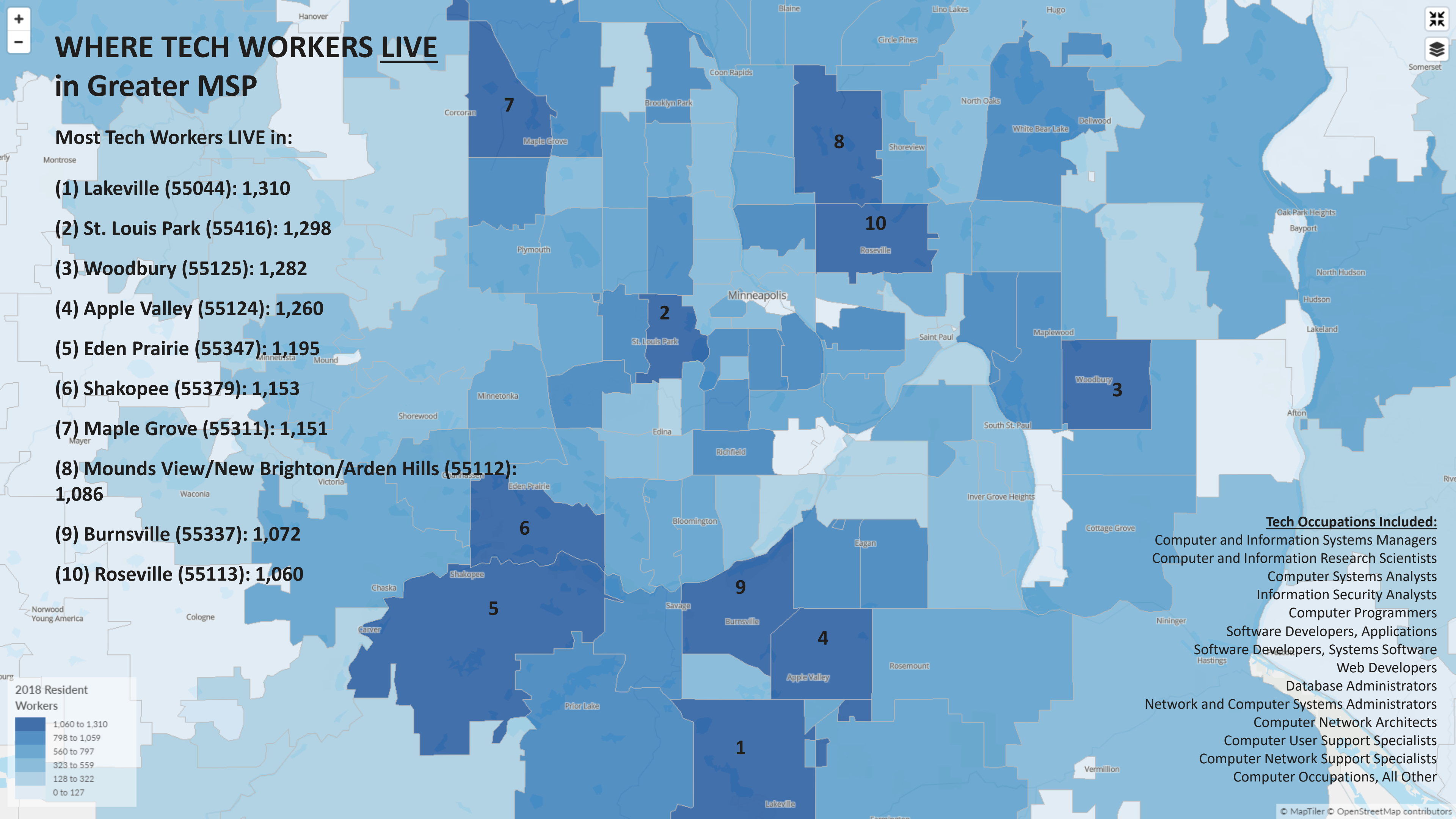
Most Tech Workers WORK at
Companies Located in:

- (1) Minneapolis (55402): 4,197
- (2) Hopkins (55343): 3,936
- (3) Eden Prairie (55344): 3,563
- (4) Bloomington (55431): 2,497
- (5) St. Louis Park (55416): 2,314
- (6) Minneapolis (55401): 2,293
- (7) Roseville (55113): 1,988
- (8) Edina (55439): 1,846
- (9) Minneapolis (55435): 1,838
- (10) Eagan (55121): 1,740

Tech Occupations Included:

- Computer and Information Systems Managers
- Computer and Information Research Scientists
- Computer Systems Analysts
- Information Security Analysts
- Computer Programmers
- Software Developers, Applications
- Software Developers, Systems Software
- Web Developers
- Database Administrators
- Network and Computer Systems Administrators
- Computer Network Architects
- Computer User Support Specialists
- Computer Network Support Specialists
- Computer Occupations, All Other





WHERE TECH WORKERS LIVE

in Greater MSP

Most Tech Workers LIVE in:

(1) Lakeville (55044): 1,310

(2) St. Louis Park (55416): 1,298

(3) Woodbury (55125): 1,282

(4) Apple Valley (55124): 1,260

(5) Eden Prairie (55347): 1,195

(6) Shakopee (55379): 1,153

(7) Maple Grove (55311): 1,151

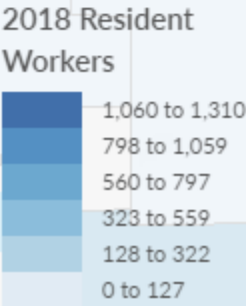
(8) Mounds View/New Brighton/Arden Hills (55112): 1,086

(9) Burnsville (55337): 1,072

(10) Roseville (55113): 1,060

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- Web Developers
- Database Administrators
- Network and Computer Systems Administrators
- Computer Network Architects
- Computer User Support Specialists
- Computer Network Support Specialists
- Computer Occupations, All Other



NET COMMUTERS in Greater MSP

Negative net commuters means that more workers live in the location than are jobs available

The largest surplus of tech workers live in:

- (1) Apple Valley (55124): -915
- (2) Lakeville (55044): -872
- (3) Andover (55304): -805
- (4) Minneapolis (55419): -710
- (5) Savage (55378): -708
- (6) Minneapolis (55406): -667
- (7) Farmington (55024): -661
- (8) Brooklyn Park (55443): -658
- (9) Cottage Grove (55016): -649
- (10) Prior Lake (55372): -644

- Tech Occupations Included:**
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