“WE’RE IN.”

The GREATER MSP Partnership is doubling down on our region’s future economic success. Its board of directors, along with hundreds of investors, partners and stakeholders throughout the region are accelerating this effort in Partnership 2.0. We are advancing a bolder vision and mission, increased strategic alignment, a clear organizational strategy and stronger partner communications.

The Partnership’s unique platform of collaboration exists to channel inspiration, harness innovation, and propel our region forward in an ever-changing and competitive global economy. This is an exciting time to be engaged in the GREATER MSP Partnership.

GREATER MSP PARTNERSHIP

NEW REGIONAL VISION
The Greater MSP Region leads the world in inclusive economic growth by welcoming all, empowering talent and igniting innovation.

NEW PARTNERSHIP MISSION
Accelerate regional competitiveness and inclusive economic growth through job creation, capital investment and execution of strategic initiatives.

NEW REGIONAL VALUES
Alignment
Accountability
Inclusion
Innovation
Transparency

WE INVITE YOU TO JOIN US!

INSPRIATION

Coming out of the Great Recession, our region’s job growth was lagging behind the national average and we weren’t winning our fair share of economic expansion. This realization led to the Itasca Project, an employer-led civic alliance focused on building a thriving economy and improved quality of life, creating the GREATER MSP Partnership in 2011. This was a critical shift in approach to expanding our region’s economy to compete and win on a global scale. Together we are making Greater MSP one of the world’s best regions in which to live and work.

TIM WELSH, GREATER MSP Board Chair; Vice Chairman Consumer Banking Sales and Support, U.S. Bancorp

“Since its inception, the GREATER MSP has had a remarkably positive and rapid impact on our region’s economic competitiveness. The Partnership in a highly collaborative manner with our region’s leading companies, nonprofit organizations and government agencies is stimulating job growth and accelerating capital investment.”

RHONDA SIVARAJAH, GREATER MSP Board Member; Anoka County Commissioner

“Anoka County was an early supporter of the GREATER MSP Partnership. Many public and private sector leaders knew that if our region was going to compete, tell our story to the world, build our sectors of strength for global leadership, and ensure the talent was ready and available to do so, we needed to join forces to best position our communities for success. While we are proud of the Partnership’s past accomplishments, we also look enthusiastically toward the future.”

WE LOOK FORWARD TO ACHIEVING GREAT THINGS FOR OUR REGION WITH YOU!
The GREATER MSP Partnership has succeeded in winning over 165 projects totaling over $3 billion in new capital investment. Additionally, these projects have meant an additional 24,000 jobs in our region. That means for every $1 invested in the GREATER MSP Partnership, the return on that investment equates to $354 of economic impact to the region.

The GREATER MSP Partnership is one of the newest regional economic development partnerships in the country, we are recognized as one of America’s most productive, ambitious and innovative. Together, our 200+ Investors and partners produced the following results, and more:

**OUR IMPACT.**

167 PROJECTS | $3.5B CAPITAL INVESTMENT | 25,000 NEW JOBS | 300+ U.S. & INTERNATIONAL MARKET VISITS AND TRADE SHOWS 2012-2018

The GREATER MSP region achieved the largest three-year perception improvement for both Business Climate and Likelihood of Considering MSP for Future Projects. Development Counsellors International (DCI) conducted the surveys in 2012 and 2015, measuring against 75 other previously studied regions.

The GREATER MSP Partnership leveraged Super Bowl LII to tell our region’s story to the world.

$450M GROSS LOCAL SPENDING | 83% OF FIRST-TIME VISITORS REPORTED THAT THEY PLAN TO RETURN TO MINNESOTA | 1,055,555 ATTENDANCE AT SUPER BOWL LIVE DURING 10-DAY FESTIVAL

Thank you to our public and private sector partners who drive these successes every day.
ERIC KALER, GREATER MSP Board Member; President, University of Minnesota

“As Minnesota’s premier research institution, the University of Minnesota is a steadfast partner and investor in GREATER MSP. By helping to lead the way in several key areas of the regional strategy, we are critical to the Partnership’s ability to deliver on each part of its mission—business investment, regional marketing and branding, and economic development. The GREATER MSP Partnership affords private, public, and nonprofit leaders the platform to collaboratively address our region’s and state’s challenges.”

RAVI NORMAN, GREATER MSP Board Member; CEO, Norman Global Enterprises

“One of GREATER MSP’s most impactful initiatives was the creation and launch of the MSP Regional Indicators Dashboard in 2015. Too often, decisions have been made that affect our region which were guided by forces other than research-derived data. Private, public, and nonprofit leaders came together to determine what metrics should be measured to see that the Greater MSP Region emerges to aggressively compete nationally and globally.”

ERIK KALER, GREATER MSP Board Member; President, University of Minnesota

“As Minnesota’s premier research institution, the University of Minnesota is a steadfast partner and investor in GREATER MSP. By helping to lead the way in several key areas of the regional strategy, we are critical to the Partnership’s ability to deliver on each part of its mission—business investment, regional marketing and branding, and economic development. The GREATER MSP Partnership affords private, public, and nonprofit leaders the platform to collaboratively address our region’s and state’s challenges.”

CAROL SURFACE, GREATER MSP Board Member; Chief Human Resources Officer, Medtronic

“A talented workforce is our leading asset and is critical to attracting new business and helping businesses expand in the Minneapolis – Saint Paul region. Through Make It. MSP, the Partnership’s talent retention and attraction initiative, hundreds of individuals and dozens of organizations are working to keep our talent pipeline strong. Together, we will ensure that our region is the best place in the world for top talent to come, stay and thrive.”

RICK KING, GREATER MSP Board Member and Co-chair of the RASP; EVP, Operations and Technology, Thomson Reuters

“The MSP Airport tops many of the rankings for efficiency, operations, and customer experience. To ensure it continues to set high standards and assist our business community to have competitive worldwide flights, the GREATER MSP Partnership in collaboration with the Metropolitan Airports Commission, formed the Regional Air Services Partnership (RASP) to evaluate opportunities for future enhancements and services that are strongly aligned with the corporate travel needs. RASP has secured three new direct international flights from MSP: Seoul, South Korea; Mexico City; Dublin, Ireland.”

 Ensuring that the region’s economic development strategy is successful may mean taking on unique initiatives driven by engaged stakeholders. The GREATER MSP Partnership is precisely the platform for such collaboration. Partners unite to work differently, think outside the box, and join forces for collective action like never before. This gives the Greater MSP Region a competitive edge as we tell our story to business leaders and talent across the world.

PARTNERSHIP KEY INITIATIVES

- Make It. MSP
- Forage North
- Center Cities Partnership
- Regional Air Services Partnership
- MBOLD
- ConnectMSP

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Economic inclusion is both a moral and economic imperative in attracting and retaining the talent pool we need to succeed. Diversity is no doubt one of our strongest regional assets but there is still room for improvement in creating a more diverse workforce. Our region cannot afford to leave anyone behind as we look toward a future of economic prosperity for all.

LAYSHA WARD, GREATER MSP Board Member; EVP and Chief External Engagement Officer, Target

“The best chance of reaching our region’s true potential is when private, public, and nonprofit stakeholders align action to goals and work in partnership for the best outcomes. Target is engaged in the GREATER MSP Partnership to ensure economic success includes all people as our region grows and prospers.”

THE REGION THAT INVENTED THE SUPERCOMPUTER AND PACEMAKER HAS LONG BEEN A GLOBAL INNOVATION LEADER THAT HAS GROWN MORE THAN 50 FORTUNE 500 COMPANIES, INCLUDING 17 ON THE MOST RECENT LIST.

The Greater MSP region boasts a proud legacy of solving the world’s biggest problems. Our future economic competitiveness is dependent on our continued performance as an innovation leader. The GREATER MSP Partnership is focused on supporting and celebrating the researchers, local entrepreneurs, corporate innovators, and others working to drive job growth and investment to make our region the problem-solving capital of the new economy.

LAYSHA WARD, GREATER MSP Board Member; EVP and Chief External Engagement Officer, Target

“The best chance of reaching our region’s true potential is when private, public, and nonprofit stakeholders align action to goals and work in partnership for the best outcomes. Target is engaged in the GREATER MSP Partnership to ensure economic success includes all people as our region grows and prospers.”

RT RYBAK, GREATER MSP Board Member; President and CEO, The Minneapolis Foundation

“The innovative spirit of Minneapolis-Saint Paul turned tiny riverfront villages into global powerhouses. Today that same spirit is harnessing the power of world-leading companies and an increasingly global workforce to create a special place where everyone can thrive.”
Partnership allows us to do things bigger, to aspire for more, to creatively find new solutions to our world’s challenges. And partnerships are only as strong as the people in them. History has shown that determined people working together can accomplish great things. The commitment of our Investors positions the GREATER MSP Partnership to achieve its vision and mission. We never take that for granted.

**WHO’S IN.**

118 | 28 | 4 | 6 | 81%

**CORPORATIONS** | **CITIES/COUNTIES** | **FOUNDATIONS** | **UNIVERSITIES** | **PRIVATE-SECTOR FUNDED**

KATE WOLFORD, GREATER MSP Board Member and Secretary; President, The McKnight Foundation

“The McKnight Foundation is pleased to partner with GREATER MSP as we work to foster sustainable regional development and economic inclusion through integrative planning and development that is economically efficient, environmentally sound, and socially equitable. With its economic development partners throughout the region, GREATER MSP is successfully promoting our assets and impact on a global scale.”

PETER FROSCH
CEO, GREATER MSP

**INVOLVEMENT »**

Are you IN? Partnership is a common word in business today and is core to everything we do. The success of any partnership comes by harnessing the power of those organizations who put their time, energy, and passion into its work. When the Itasca Project launched GREATER MSP, the vision was to create the public-private partnership we have today. And we have achieved great things together.

But this region never rests on its laurels. The GREATER MSP Partnership, with hundreds of stakeholders, has set a bold vision and mission for our region. Our Partnership allows us to think bigger, to aspire for more, and to creatively find new solutions to the world’s toughest challenges.

Our Partnership is “All In” to ensure everyone is included in economic prosperity, that we invite and welcome newcomers to our region, and all who call our region home are empowered to ignite innovation for generations to come. We will accelerate our region’s competitiveness on a global scale by expanding capital investment, good paying jobs, and executing strategic initiatives aligned with our ambitions.

Partnerships are only as strong as the people in them. History has shown that determined people working together can accomplish great things. Fortunately, our region has great thinkers and visionaries, like you.

I invite you to engage as an Investor in the GREATER MSP Partnership to increase our power potential. With our combined passion, energy, and expertise, we will inspire our region’s next greatest achievements to compete and win on a global scale.

**INVITATION »**

Strong communities are built on strong economies and strong economies require leadership, foresight, collaboration and action. That is why the GREATER MSP Partnership is essential to the future of the Minneapolis-Saint Paul region.

In our first eight years, we worked together to position this region nationally and globally with great success. Today, GREATER MSP is an active, growing partnership of more than 200 organizations and 2000 people who are driving results and reimagining regional economic development.

In 2019 we are thinking big and embracing new ideas. Our region needs greater speed and scale to achieve our bold vision to lead the world in inclusive economic growth by welcoming all, empowering talent and igniting innovation. A bolder vision requires a larger partnership – we are inviting new leaders and organizations to be a part of building a more innovative, prosperous and equitable MSP. We are ready to welcome you to the team!

BERT COLIANNI, GREATER MSP Board Member and Investor Relations Committee Chair; CEO, Pohlad Companies

KATE WOLFORD, GREATER MSP Board Member and Secretary; President, The McKnight Foundation

“The McKnight Foundation is pleased to partner with GREATER MSP as we work to foster sustainable regional development and economic inclusion through integrative planning and development that is economically efficient, environmentally sound, and socially equitable. With its economic development partners throughout the region, GREATER MSP is successfully promoting our assets and impact on a global scale.”

PETER FROSCH
CEO, GREATER MSP
ARE YOU IN?

Photo: 2017 GREATER MSP Annual Meeting
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