Click to watch video
- Female Labor Participation Rate
- Overall Labor Participation Rate
- Commute Time
- Proximity to Parks
- Unemployment Rate

- Jobs Paying a Family Sustaining Wage
- Foreign-Born Labor Participation Rate

- Racial Employment Gap
- Racial Wage Gap
- Amount of Venture Capital
- New Business Formation

- Renewable Energy Production
- Cost-Burdened Households
- New Business Survival Rate
- Post Secondary Degree Attainment
- Median Household Income

- Apartment Rent Growth
- Yearly Job Growth
- Gross Regional Product Growth
- Carbon Dioxide Emissions
RACIAL INCLUSION
A REGION THAT WORKS
STARTUPS & INNOVATION
RISING TALENT
AFFORDABILITY
#GREATERMSP
BOLDER ACTION NEEDED

RACIAL INCLUSION

#GREATERMSP
RACIAL EMPLOYMENT GAP
(WHITE - OF COLOR)

Greater MSP
2019 Racial Employment Gap
(White - Of Color)
KEY INSIGHT #1

Our region is making real progress on including people of color in the workforce but progress is coming far too slowly and the gains are vulnerable to an economic contraction. The success we see in peer regions proves we need bolder ambition and bolder action at a regional scale.
WORKFORCE STRENGTH
A REGION THAT WORKS
#GREATERMSP
OVERALL LABOR PARTICIPATION RATE

FOREIGN-BORN LABOR PARTICIPATION RATE

WOMEN IN THE WORKFORCE
#1 MINNESOTA
Best States for Women
Mar 4, 2019 | Adam McCann, Financial Writer

#2 MINNEAPOLIS
10 Cities Where Women Outearn Their Partners
Wednesday, January 9, 2019

#4 MINNEAPOLIS
These Are the Best U.S. Cities for Working Women in 2019
Wednesday, March 13, 2019
The high rate of participation of women in our workforce is an important part of our region’s competitive advantage. We should get this story out to women around the country who might be looking for better options, and we need to understand what’s behind this strength, how we build on it, and what we can do to keep this trend rising.
RISKY BUSINESS
STARTUPS & INNOVATION
#GREATERMSP
NEW BUSINESS FORMATION

#1 = CALIFORNIA (San Francisco)  #12 = MINNESOTA (Greater MSP)
### New Business Formation

<table>
<thead>
<tr>
<th>State</th>
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<tbody>
<tr>
<td>California</td>
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<td>Washington</td>
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### Businesses Surviving 5 Years

<table>
<thead>
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<th>State</th>
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<tbody>
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<td>Massachusetts</td>
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<td>Pennsylvania</td>
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KEY INSIGHT #3

We are starting fewer new companies than any of our peers. This region needs a big boost in startup activity to introduce the breakthrough ideas that will become the next Fortune 500 and fuel our existing companies with new talent and products.
MIGRATION MOMENTUM

RISING TALENT

#GREATERMSP
Net Migration of 25-34 Year Olds Increased 265%
NET MIGRATION OF 25-34 YEAR OLDS

2015  2016  2017  2018  2019

Denver
+12,939

Greater MSP
+7,837

San Fran
-4,145

Chicago
-17,965
KEY INSIGHT #4

Our region is competing better than ever for talented workers. This is a trend coming just in time for a region where unemployment is under 3% and our employers are struggling to find the highly-skilled employees they need to innovate and grow. Our boost in domestic migration is a trend to embrace and actively support.

#GREATERMSP
PRICE IS RIGHT?

AFFORDABILITY

#GREATERMSP
ANNUAL CHANGE IN MEDIAN RENT

2016  2017  2018  2019

Greater MSP

- 2016: 3%
- 2017: 5%
- 2018: 8%
- 2019: 10%

Seattle

- 2016: 5.7%
- 2017: 8.9%
- 2018: 2.7%

Greater MSP

- 2016: 5.7%
- 2017: 8.9%
- 2018: 2.7%

Chicago

- 2016: 5.7%
- 2017: 8.9%
- 2018: 2.7%
Our region’s affordability relative to other fast-growing U.S. metros is helping us grow our base of talent and business. Yet, our competitive advantage in housing costs may be eroding quickly. Building more housing of all kinds across the metro is a no-regrets step that needs to begin immediately.
The Greater Minneapolis–Saint Paul region is a destination for problem solvers. We have major ambitions. To set big goals and monitor progress, Forge North coalition partners believe in consistently tracking our competitiveness. Growing the entrepreneurial ecosystem takes engaged talent, ample capital, strong networks, great culture, helpful support from local institutions, a healthy business environment, and much more. But we need your help to get started.

Browse some of our region’s key indicators and help us determine which other measures to track and how to track them – from starting up to scaling up and necessary failures to great success stories.
ECONOMY AT A CROSSROADS
When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows
InterCity Leadership Visit
ECONOMY AT A CROSSROADS
WHAT WILL WE CHOOSE TO DO?
Navigating a world of disruption

January 2019 | Executive Briefing
PACE OF TECH
ENVIRONMENTAL STRESS
FUTURE FOCUS
PETER FROSCH
CEO,
GREATER MSP
#GREATERMSP
FUTURE FOCUS
LAUREN PRADHAN
Founding Managing Director, Grow North

TAWANNA BLACK
CEO, Center for Economic Inclusion

JOE SPENCER
President, Saint Paul Downtown Alliance

JEANNE CRAIN
President & CEO, Bremer Bank
INNOVATION
RACIAL INCLUSION
AFFORDABILITY
PITCH YOUR GOAL!

HOW TO GET INVOLVED!

Forge North Launch
STARTUPS & INNOVATION

JULY

Business Investment Summit
JOB CREATION & INVESTMENT

AUG

MSP Welcome Week
TALENT ATTRACTION & RETENTION

SEPT

GREATER MSP BUSINESS INVESTMENT SUMMIT
Understanding MSP’s Regional Competitiveness

MSP WELCOME WEEK
InterCity Leadership Visit
TO BOSTON

GREATER MSP PARTNERSHIP
ANNUAL MEETING

Dashboard Related Policy Event
LED BY REGIONAL CHAMBERS