PROSPER here.
to a home built for business.

**PUBLISHED RANKINGS** confirm it. The Greater Minneapolis-Saint Paul region has been named fourth Best U.S. City for Business by MarketWatch and among the top five states nationwide for economic vitality, health, education, safety, government and quality of life by the 2013 Camelot Index. But it’s the stories behind these rankings that make us one of the most prominent areas in the nation for business prosperity.

In fact, once a company locates here, it’s practically impossible for other states to lure them away. Let us show you why. And be sure to check out additional details at greatermsp.org and at youtube/Greatermsp.

- **#3 America’s Best City for Young Professionals**
- **#4 Best U.S. City for Business**
- **#5 Best City for Graduates**
- **#5 Most Accessible Metro**
- **#9 Most Inventive City in the World**

Thrive among Fortune 500 neighbors. We’re home to 19 Fortune 500 companies - five in the Fortune 100 - including industry leaders like United Health Group, U.S. Bank, Ecolab, Ameriprise, C H T Ll, Target Corporation, Best Buy, 3M, Medtronic and General Mills. That’s more top-tier companies per capita than any other state. These businesses form the foundation of a uniquely involved, collaborative community where your enterprise can thrive.

Rely on a stable base. While an impressively diverse array of businesses call Greater MSP home, the five sectors above lead the way in our economy, providing valuable stability, innovative thinking and myriad services that directly and indirectly support your business.

<table>
<thead>
<tr>
<th><strong>TARGET INDUSTRY CLUSTERS</strong></th>
<th><strong>JOB COUNT BY INDUSTRY</strong> (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Life Sciences</td>
<td>39</td>
</tr>
<tr>
<td>Medical Devices</td>
<td></td>
</tr>
<tr>
<td>Biotechnology</td>
<td></td>
</tr>
<tr>
<td>Healthcare IT</td>
<td></td>
</tr>
<tr>
<td>Headquarters &amp; Professional Services</td>
<td>156</td>
</tr>
<tr>
<td>Food &amp; Agribusiness</td>
<td>31</td>
</tr>
<tr>
<td>Innovation, Technology &amp; Advanced Manufacturing</td>
<td>200</td>
</tr>
<tr>
<td>Advanced Manufacturing</td>
<td></td>
</tr>
<tr>
<td>Software/IT</td>
<td></td>
</tr>
<tr>
<td>Financial Services &amp; Insurance</td>
<td>115</td>
</tr>
</tbody>
</table>

**WELCOME**

- **#3 America’s Best City**
- **#4 America’s Best City**
- **#5 America’s Best City**
- **#5 Most Accessible Metro**
- **#9 Most Inventive City**

EXPLORE what our region has to offer.

WHAT DRAWS and keeps so many of the nation’s top companies in our midst? There’s no single answer. For some it’s our extensive network of 36 colleges and universities, including a top-10 research university. For others, it’s our rich heritage in agribusiness or medical device innovation.

Our financial record also attracts attention. With our many pro-business tax provisions, our overall effective tax rate on investments in new or expanded facilities just 6.0 percent,1 well under the US mean of 7.9 percent.

More quickly and efficiently. Greater MSP is a logistics sweet spot, housing one of the world’s top international airports, dynamic trucking and rail hubs, and an impressive inland port in Duluth, Minnesota. The metro area is currently in the midst of a light-rail boom as well, making it easier than ever for workers to reach you.

Capitalizing on highly educated talent. Minnesota workers hold more high school diplomas and bachelor’s degrees per capita than those in almost any other state.” As a workforce, we’re prepared and eager to help you create a prosperous future for your business.

How to enjoy an unparalleled quality of life. We offer more of the amenities that make life great, whether you prefer pro sports, the arts, fine food or four full seasons of outdoor recreation.

Move quickly and efficiently. Greater MSP is a logistics sweet spot, housing one of the world’s top international airports, dynamic trucking and rail hubs, and an impressive inland port in Duluth, Minnesota. The metro area is currently in the midst of a light-rail boom as well, making it easier than ever for workers to reach you.

Maximize export potential. Minnesota exports reached nearly $21 billion in 2012. Products exported are primarily used for advanced manufacturing and information technology. With high growth in digital devices, special purpose vehicles and medical devices.

1 Ernst & Young and the Council on State Taxation, 2011
2 U.S. Census Bureau, 2009
IN 2013, PayScale ranked Greater MSP third in America’s Best Cities for Young Professionals, Beacon Hill Institute ranked our workforce second for competitiveness and Chief Executive magazine recently listed us as among the top four states for workforce quality.

You don’t get these kinds of accolades by accident. We’ve worked hard for them. And we’re ready to put our knowledge, creativity and job skills to work for you.

Recruit the best in IT. We’re one of the top locations for key IT talent in the nation. Whether you’re just starting up or executing a high-gear expansion, we’ve got your technology needs covered.

Plan on engagement. The Twin Cities has been cited as the most civically engaged metro area in America. This is not your average workforce. We’re ready to contribute, and know that your success creates our success.

Find us hard at work. Greater MSP is home to a labor pool of more 1.8 million and boasts the second-highest labor force participation rate in the nation. That we routinely have a lower unemployment rate than the rest of the nation attests not only to our willingness to work, but to the ongoing achievements of our state’s employers.

“A well-educated workforce, a close network of executive peers, abundant cultural opportunities, easy access to global transportation, a low cost of living - generations past and present have prospered here.”

Ken Powell
CEO, General Mills

“Greater MSP has been a hub for creative talent and for the agencies that thrive on that talent for decades, on a global basis.”

Kathy Tunheim
CEO and Principal, Tunheim

Your colleagues in success.
IT’S NOT A SECRET that we have one of the best-educated workforces in the country. Minnesota students ranked second for math scores in the National Assessment of Education Progress (NAEP), our average ACT composite score of 22.8 is the highest in the nation, and we’re number one in terms of residents with high school diplomas. If we were a nation, we’d actually be ranked fifth in the world for the percentage of population age 25 to 34 with an associate degree or higher.

You don’t just need workers. You need smart workers with the drive to excel. We have them.

Excel in the sciences. Recent STEM award increases have been in biological science at the bachelor’s degree level and in engineering, and computer and information sciences at the master’s level. STEM disciplines account for 18 percent of all bachelor’s degrees awarded in Minnesota, outperforming the national average of 15.8 percent.

DISCOVER

the benefits of outstanding education.

Educational attainment of Greater MSP Adults ages 25-64 - 2011, Percent

<table>
<thead>
<tr>
<th>Level</th>
<th>Greater MSP</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or Higher</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>Some College</td>
<td>70%</td>
<td>58%</td>
</tr>
<tr>
<td>Associate’s or Bachelor’s</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Graduate or Professional</td>
<td>15%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau 2011 American Community Survey, 1-Year Estimates
Supercomputers. Post-it Notes. The Ziagen HIV drug therapy. Honey Crisp apples. Greater MSP has been home to hundreds of the revolutionary inventions that shape our way of life, and we intend to remain a recognized hub of innovation throughout the 21st century.

What’s in it for your business? A uniquely entrepreneurial community that welcomes innovative thinking and supports leadership. Top-caliber resources available in your own back yard. Centers of excellence that are constantly working to advance the ways you grow your business and embrace life.

a bold new world.

Unmatched resources. In 2011, the University of Minnesota ranked 13th in the nation and 8th among public universities for R&D expenditures. It also ranks 10th among all schools and universities for number of patents produced and is in the midst of a multi-year campaign to become one of the top five research universities in the US. It offers many resources to help your business hone its competitive edge.

Minnesota recently ranked as the #1 state for R&D investment in medical technology - almost as much as all of Europe.

“From the smallest technology companies to the large innovators like 3M and Medtronic, in Greater MSP, innovation is everywhere.”

Scott Burns
CEO and Co-Founder, GovDelivery

Be there first.

Hundreds of patents are awarded here every year in our five target industries. Current healthcare highlights include numerous surgery and biopharmaceutical technologies. In technology, we’re a world leader in Dynamic Magnetic Information Storage or Retrieval patents and are one of the top states in computer-related patents overall.

Food and agribusinesses benefit from annual patents in biological chemistry and food material science. In the business and financial sectors, look for cutting-edge data processing developments. We also have the eighth highest count of utility patents in the nation.

Reap big benefits for small business. In 2012, the US SBA guaranteed $626 million in loans to Minnesota businesses, and its Minnesota division ranked second among offices nationwide for number of loans approved, with 1,729 loan guarantees.

in a business-focused environment.

**BUILD**

**Focus forward with our energy mix.** When it comes to capitalizing on renewable resources, Minnesota garners high marks. We rank fourth in the nation in the portion of electricity generated from wind, which supplements our use of conventional hydroelectric dams, municipal solid-waste and landfill gas, wood waste and nuclear power. We’re also a leading producer of ethanol. It is partly due to this rich diversity of energy resources that Greater MSP boasts some of the most competitive energy prices nationwide.

**Minnesota offers a business tax structure with credits for R&D, exemptions for some capital investments, and favorable worker’s compensation and unemployment compensation rates. Contact a GREATER MSP representative for more information about how these and other allowances can benefit your business.**

- Exemptions from commercial property tax for personal property
- Exemptions from sales and use tax for capital equipment used in the manufacturing process
- Favorable workers’ compensation and unemployment tax rates

**Enjoy a long-term commitment.** The Twin Cities metro area ranks in the top 20 percent of U.S. regions for economic strength, according to POLICOM, an independent economic research firm. Based on 23 economic factors over a 20-year period, it defines “economic strength” as the long-term tendency of an area to consistently grow in both size and quality. That defines Greater MSP. It can define you, too.
WHETHER YOU’RE exporting goods, opening new markets, or simply hoping to get to the office easily each day, our logistics infrastructure makes doing business easier. From air, rail and river to light rail, bus and even biking, we’re experts at the transport of people and goods which means lower costs and faster returns for you.

**TRANSPORT**

your business to new levels.

**Ship our waters.** We’re a land of water, including two premier transportation systems, the Mississippi River, which connects us to the international port of New Orleans, and the Great Lakes, which open Minnesota to Transatlantic shipping. Both provide a low-cost and effective means of transporting goods.

**Count on efficient roadways.** The Minneapolis-St. Paul metro is one of the largest trucking centers in the US and is a hub for more than 150 motor freight companies that provide overnight and four to five day delivery throughout the country, keeping your business moving.

**Fly farther, faster.** Minneapolis-St. Paul International Airport (MSP) was recognized as the Best Airport in North America among those serving 25 to 40 million passengers a year.\(^1\) We serve 33 million people flying to 148 nonstop markets, including 25 international locations each year.\(^2\) Another six regional airports provide on-demand charter operations. We rank in the top for on time departures with the fewest delays and because of our central location you can reach any domestic location within three hours.

**Send it by rail.** Rail accounts for about 33 percent of freight tonnage in the state. Six rail lines integrate with the US and Canadian railway systems, offering competitive rates on shipping raw materials and other goods. Minnesota is host to 23 railroad companies and three private industries that haul rail freight.

“Greater MSP has the supply chain, consultants logistics and creative talent to help get products to market efficiently and effectively.”

Lynn Casey

CEO, Padilla Speer Beardsley

**Greater MSP has over 1700 miles of fiber networking** that links businesses and consumers from Minneapolis to Rochester. Nearly 75% of Minnesota households have broadband service, compared to 67% nationally. 97% have internet access. Availability of higher-speed broadband service is greater in Greater MSP than many other states.\(^3\)

**Connect to productivity.**

**Ship our waters.** We’re a land of water, including two premier transportation systems, the Mississippi River, which connects us to the international port of New Orleans, and the Great Lakes, which open Minnesota to Transatlantic shipping. Both provide a low-cost and effective means of transporting goods.

**Count on efficient roadways.** The Minneapolis-St. Paul metro is one of the largest trucking centers in the US and is a hub for more than 150 motor freight companies that provide overnight and four to five day delivery throughout the country, keeping your business moving.

**Fly farther, faster.** Minneapolis-St. Paul International Airport (MSP) was recognized as the Best Airport in North America among those serving 25 to 40 million passengers a year.\(^1\) We serve 33 million people flying to 148 nonstop markets, including 25 international locations each year.\(^2\) Another six regional airports provide on-demand charter operations. We rank in the top for on time departures with the fewest delays and because of our central location you can reach any domestic location within three hours.

**Send it by rail.** Rail accounts for about 33 percent of freight tonnage in the state. Six rail lines integrate with the US and Canadian railway systems, offering competitive rates on shipping raw materials and other goods. Minnesota is host to 23 railroad companies and three private industries that haul rail freight.

“Greater MSP has the supply chain, consultants logistics and creative talent to help get products to market efficiently and effectively.”

Lynn Casey

CEO, Padilla Speer Beardsley

**Greater MSP has over 1700 miles of fiber networking** that links businesses and consumers from Minneapolis to Rochester. Nearly 75% of Minnesota households have broadband service, compared to 67% nationally. 97% have internet access. Availability of higher-speed broadband service is greater in Greater MSP than many other states.\(^3\)

**Connect to productivity.**
ATTRACT

quality talent with quality of life.

The Mall of America attracts 40 million visitors to our region every year, with exclusive retailers such as Armani, Michael Kors and Hugo Boss, making it the most visited mall in the US. You’ll also find top national chains and department stores, and thousands of one-of-a-kind boutiques.

Embrace the arts. Our theater scene boasts more seats per capita than any city outside New York — and dance isn’t far behind. We’re home to the acclaimed Guthrie Theater, Walker Art Center, Weisman Art Museum, two full-time professional orchestras and countless small theaters, galleries and performance groups.

Commute like a pro. It’s hard to beat our average commute time - just over 24 minutes — which outperforms other large metropolitan markets. In fact, the Twin Cities is the only top-20 metro area with a population of more than 3 million that can boast these travel times.


Quality of life is a top concern for workers considering relocation, and as you’d expect, Greater MSP has something for everyone.

Flap like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two pro and three amusement parks. Minneapolis and Saint Paul rank first and second, respectively in land dedicated to parks, and we’re nestled in the heart of the land of 10,000 lakes — so you can look forward to spending time on the water.

Enjoy the ride. Greater MSP commuters have bus, light-rail and train options throughout the region, with additional bus and rail links always planned in six interconnecting corridors by 2050. We’ve also been named America’s Best Bike City in 2013 by Facebook for our 184 miles of bicycle paths — many of them paved — and 76 miles of on-street dedicated bicycle lanes within the Twin Cities.

Play like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two pro and three amusement parks. Minneapolis and Saint Paul rank first and second, respectively in land dedicated to parks, and we’re nestled in the heart of the land of 10,000 lakes — so you can look forward to spending time on the water.

Embrace the arts. Our theater scene boasts more seats per capita than any city outside New York — and dance isn’t far behind. We’re home to the acclaimed Guthrie Theater, Walker Art Center, Weisman Art Museum, two full-time professional orchestras and countless small theaters, galleries and performance groups.

Commute like a pro. It’s hard to beat our average commute time - just over 24 minutes — which outperforms other large metropolitan markets. In fact, the Twin Cities is the only top-20 metro area with a population of more than 3 million that can boast these travel times. In fact, the Twin Cities is the only top-20 metro area that can boast these travel times.


Quality of life is a top concern for workers considering relocation, and as you’d expect, Greater MSP has something for everyone.

Flap like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two pro and three amusement parks. Minneapolis and Saint Paul rank first and second, respectively in land dedicated to parks, and we’re nestled in the heart of the land of 10,000 lakes — so you can look forward to spending time on the water.

Embrace the arts. Our theater scene boasts more seats per capita than any city outside New York — and dance isn’t far behind. We’re home to the acclaimed Guthrie Theater, Walker Art Center, Weisman Art Museum, two full-time professional orchestras and countless small theaters, galleries and performance groups.

Commute like a pro. It’s hard to beat our average commute time - just over 24 minutes — which outperforms other large metropolitan markets. In fact, the Twin Cities is the only top-20 metro area with a population of more than 3 million that can boast these travel times. In fact, the Twin Cities is the only top-20 metro area that can boast these travel times. In fact, the Twin Cities is the only top-20 metro area with a population of more than 3 million that can boast these travel times.


Quality of life is a top concern for workers considering relocation, and as you’d expect, Greater MSP has something for everyone.

Flap like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two pro and three amusement parks. Minneapolis and Saint Paul rank first and second, respectively in land dedicated to parks, and we’re nestled in the heart of the land of 10,000 lakes — so you can look forward to spending time on the water.

Embrace the arts. Our theater scene boasts more seats per capita than any city outside New York — and dance isn’t far behind. We’re home to the acclaimed Guthrie Theater, Walker Art Center, Weisman Art Museum, two full-time professional orchestras and countless small theaters, galleries and performance groups.

Commute like a pro. It’s hard to beat our average commute time - just over 24 minutes — which outperforms other large metropolitan markets. In fact, the Twin Cities is the only top-20 metro area with a population of more than 3 million that can boast these travel times. In fact, the Twin Cities is the only top-20 metro area that can boast these travel times.


Quality of life is a top concern for workers considering relocation, and as you’d expect, Greater MSP has something for everyone.

Flap like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two pro and three amusement parks. Minneapolis and Saint Paul rank first and second, respectively in land dedicated to parks, and we’re nestled in the heart of the land of 10,000 lakes — so you can look forward to spending time on the water.
Trust in our care. A 2011 study by HealthGrades found that the Greater MSP region has the safest hospitals in the nation. The Twin Cities metro area alone has 29 hospitals featuring top cardiac, oncology and pediatric programs, among many others. And we’re just a short drive away from the internationally recognized Mayo Clinic in Rochester, Minnesota.

Upgrade your health and fitness. Minnesotans are among the most physically active Americans during their leisure time, and we’ve been named the third healthiest metro area in the nation. Access to high quality healthcare and a wide array of resources that support healthy lifestyles are important reasons to consider Greater MSP for your new home.

“Trust in our care. A 2011 study by HealthGrades found that the Greater MSP region has the safest hospitals in the nation. The Twin Cities metro area alone has 29 hospitals featuring top cardiac, oncology and pediatric programs, among many others. And we’re just a short drive away from the internationally recognized Mayo Clinic in Rochester, Minnesota.

Upgrade your health and fitness. Minnesotans are among the most physically active Americans during their leisure time, and we’ve been named the third healthiest metro area in the nation. Access to high quality healthcare and a wide array of resources that support healthy lifestyles are important reasons to consider Greater MSP for your new home.

“We have a great work environment, a strong business community, a vibrant cultural scene, plenty of outdoor activities, quality education at all levels - and an engaged and active community. This is a great place to build a future!”

- Doug Baker, CEO, Ecolab

1 Centers for Disease Control and Prevention, 2011
2 American College of Sports Medicine, 2010

Embrace Winter. A wonderland of activities, including skiing, snowboarding, skijoring (dogs pull - you ski), ice sailing and ice fishing, and an extravagant Winter Carnival, help us love this season.”

PROSPER.

Embrace Winter. A wonderland of activities, including skiing, snowboarding, skijoring (dogs pull - you ski), ice sailing and ice fishing, and an extravagant Winter Carnival, help us love this season.”

PROSPER.

Embrace Winter. A wonderland of activities, including skiing, snowboarding, skijoring (dogs pull - you ski), ice sailing and ice fishing, and an extravagant Winter Carnival, help us love this season.”

PROSPER.
“GREATER MSP partners helped us look at the opportunities for investment in the Twin Cities and they helped us navigate and make sure we had access to all the opportunities for our business.”

Scott Wine, CEO of Polaris Industries

CONTACT US
Resources to help ensure your success.

GREATER MSP IS A PRIVATE-PUBLIC PARTNERSHIP that provides leadership, coordination and engagement to drive the region’s long-term vision for job growth and capital investment. We are here to introduce new employers and investors to the area and ready to help you learn more about what we have to offer.

Michael Langley, CEO
651-287-1300; michael.langley@greatermsp.org

David Griggs, VP Business Development
651-287-1358; david.griggs@greatermsp.org
400 North Robert St., Saint Paul, MN 55101

Website: www.greatermsp.org

Minnesota Department of Employment and Economic Development (DEED) Business Service Specialists Support. These specialists are your personal connection to a comprehensive statewide network of information and resources related to recruitment, training, planning and consulting. [www.positivelyminnesota.com](http://www.positivelyminnesota.com)

Minnesota Trade Office The Minnesota Trade Office assists companies with obtaining information, skills, resources and contacts they need to successfully export manufactured goods and services in the international marketplace. Its services are tailored for new exporters as well as experienced international companies, and include education and training, market research, and export consulting. The MTO coordinates trade missions to targeted countries, including missions led by the Governor, to help companies establish trade contacts and gain firsthand knowledge of new markets. MTO also services as Minnesota’s Office of Protocol, ensuring the State’s interactions with foreign delegations and dignitaries are conducted with appropriate diplomatic etiquette and cultural practices. [www.positivelyminnesota.com](http://www.positivelyminnesota.com)