PROSPER here.
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 2011 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.

Thrive among Fortune 500 neighbors. We’re home to 20 Fortune 500 companies - five in the Fortune 100 - including industry leaders like United Health Group, 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.
EXPLORE what our region has to offer.

Our financial record also attracts attention. In 2011, Minnesota was one of the most fiscally sound states in the nation, with one of the lowest ratios of debt per resident.1 And with our many pro-business tax provisions, our overall effective tax rate on investments in new or expanded facilities just 6.0 percent,2 well under the US mean of 7.9 percent.

Maximize export potential. Minnesota exports reached nearly $19 billion in 2010. Products exported are primarily used for advanced manufacturing and information technology, with high growth in agribusiness, including corn, soybeans, ethyl alcohol and brewing equipment. Medical devices are also among our top 25 exports.

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. Maybe it’s because we’re one of the most literate areas of the nation that we’re also one of the most active and fit. Gallup’s even ranked us among the happiest. And it all makes for a booming business climate.
IN 2010, Forbes 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.

Hubert Joly
President, CEO and Director of Carlson

“Why do businesses prosper in Greater MSP?”

“Number one is the quality of the workforce. We have a terrific workforce that’s hardworking, in part explained by the presence of 20 Fortune 500 companies, as well as the number of great private companies such as Carlson, Cargill and others. And, of course, we have the presence of a great university, including the excellent Carlson School of Management.”

Recruit the best in IT.

We’re one of the top locations for key IT talent in the nation.

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.

KLG Advisors IT Market View, 2011.


“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

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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.

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IT'S NO 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 22.7 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.

You're not the only one benefiting from the rich educational tradition here. Local businesses are capitalizing on Minnesota’s hands-on culture. It's a starting point that introduces a new generation to the rewards and the risks of entrepreneurship.

Educational attainment of Greater MSP Adults ages 25-64 2008 - 2009, Percent

- Graduate or Professional Degree: 12%
- Associate's and/or Bachelor's: 8%
- Some College: 47%
- High School: 56%
- Greater MSP: 68%
- United States: 93%

Source: U.S. Census Bureau American Community Survey

**DISCOVER**

Leverage well-educated talent. More than 80 percent of Minnesota state college and university graduates stay in Minnesota to live and work — using what they've learned to help local businesses prosper.

Ken Powell
CEO, General Mills

"This region boasts a track record for sustained success for communities, even globally, can match."

"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."

The benefits of outstanding education.

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.


discoverminnesota.com

Welcome to Minnesota, a place where education and innovation intersect.
In 2009 (the most recent year data available), the University of Minnesota ranked 10th nationally in R&D expenditures - eighth among public universities. It also ranks 14th nationwide for the 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.

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.

Supercomputers. Post-it Notes. The Ziagen HIV drug therapy. HoneyCrisp 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.

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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.

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"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.
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.

**Building a Business-Focused Environment**

- 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

Richard Davis
CEO, US Bank

“We all have a spirit of doing well. Doing our best.”

“And being part of the team together. The warmth of the people in Greater MSP and the goals that we have of being national leaders are quite exciting.”

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.

Enjoy a long-term commitment. The Twin Cities metro area ranks in the top 10 percent of 336 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 quantity. That defines Greater MSP. It can define you, too.

MINNESOTA, and the Greater MSP leadership in particular want businesses to prosper. We’re leaders in economic growth, job creation and business expansion, and in the service industries that support this prosperity.
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.

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 water. 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.

A full 72% of Minnesota households have broadband service (compared to 67% nationally) and 97% have access. That’s almost full coverage. Plus, availability of higher-speed broadband service is significantly greater in Minnesota than in many others states.

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**CONNECT TO PRODUCTIVITY.**

**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. We serve 32 million people flying to 225 nonstop markets, including 21 international locations each year. Another six regional airports provide on-demand charter operations. We’re best in class for operating in bad weather, fifth in the nation for fastest delays and because of our central location, you can reach any domestic destination within three hours.

**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 that 150 motor freight companies that provide overnight and next day delivery throughout the country, keeping your business moving.

**“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

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A TREAT

Shop top brands. 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 that can boast these travel times.

Play like a winner. We’re home to five professional sports teams and nearly 150 professional sporting events annually, two zoo 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 transits planned in six interconnected corridors by 2020. We’ve also been named America’s best bike city in 2010 by Bicycling Magazine for our 184 miles of bicycle paths - many of them paved - and 76 miles of on-street dedicated bicycle lanes within the Twin Cities.
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,¹ and we’ve been named the third healthiest metro area in the nation.² 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

¹Centers for Disease Control and Prevention, 2011
²American 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.

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NO ONE BUILDS a successful business alone, especially when you’re building or expanding that business in a new state. If you have questions or seek financial, recruiting, training, planning, consulting or other assistance, the following allied resources are ready to help.

GREATER MSP. A private-public partnership, GREATER MSP provides leadership, coordination and engagement to drive the region’s long-term vision for job growth and capital investment. Part of our charge is to introduce new employers and investors to the area. Your GREATER MSP team is ready to help you learn more about what we have to offer.

Michael Langley, CEO  
612-287-1300; michael.langley@greatermsp.org
David Griggs, VP Business Development  
612-287-1358; david.griggs@greatermsp.org  
400 North Robert St., Saint Paul, MN 55101

Website:  www.greatermsp.org  
Zoom Prospector/GIS site:  www.greatermspprospector.com  
Facebook:  www.facebook.com/greatermsp  
Twitter:  www.twitter.com/greatermsp; The handle is @GreaterMSP  
YouTube:  youtube.com/greatermsp  
Email:  businessdevelopment@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

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