"I came to Minneapolis 20 years ago. I moved here for a job, but fell in love with the community. Our world-class arts and cultural attractions, lakes, parks, and committed business and community leaders truly set the Twin Cities apart. GREATER MSP is one of those leading organizations that helps ensure that our region remains vibrant. We want to continue to create more inclusive and equitable opportunities that position all of us for success for years to come."

Laysha Ward, Executive Vice President and Chief External Engagement Officer, Target

"I came to the Twin Cities back in the late 90s just to go to graduate school for a couple of years. The strong community of corporations and talent have kept me here for over 18 years. This is a progressive region with very high quality education that develops strong leaders that are very civic minded and have high integrity and generosity. This is a great place to live, raise a family, and prosper!"

Luis Moreno, Co-Founder, The Twin Cities Business Peer Network

"Talent is critical to Thrivent. Make it. MSP is doing fantastic work to help companies like ours attract and retain great talent in our region."

Bill McKinney, VP Strategy and Long Term Development, Thrivent Financial
The Make It. MSP. Talent Initiative was created to attract and retain workers in the region. Since its launch in October 2015, the campaign has promoted MSP as an attractive place for workers because of its diverse community of businesses and well-paying jobs, affordable and available housing options and numerous outstanding quality-of-life assets.

ACTION SNAPSHOT

TALENT STRATEGIES Closing near-term talent gaps is a core regional goal. More than 100 private-sector companies, nonprofits and philanthropies, colleges and universities, cities and other civic groups are working together to attract and retain talented workers.

MAKE IT. MSP. WEBSITE Presents the region to talented workers around the world, helps them get connected to the community, and provides job listings to connect employers and workers. The site attracts thousands of new visitors every month and nearly 50,000 visitors each year.

RECRUITER SUPPORT The website includes sharable materials for recruiters to use as they market the region. The toolkit features tours, photos and fast facts. More than 700 recruiters and HR leaders have leveraged the tools available at recruiters.makeitmsp.org.

INTERN EVENTS Interns provide a rich resource to fill the talent pipeline. Employers from around the region hold joint intern events giving students visibility to future opportunities across the region.

WHAT YOU CAN DO

VISIT MAKEITMSP.ORG to learn about how the region is attracting and retaining talented workers.

VISIT GREATERMSP.ORG to learn about the rich workforce in the region.

USE THE RECRUITER TOOLS at recruiters.makeitmsp.org.

WELCOME NEWCOMERS by encouraging them to attend networking events, and check out makeitmsp.org/msp-hello for newcomer resources and upcoming events.

CONTACT JOEL AKASON, Senior Director, Business Investment (joel.akason@greatermsp.org) to learn more about opportunities for your business.

MAKE IT. MSP. WEBSITE

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“Uponor’s growth has required a talent pipeline full and ready to work for business. With Make It. MSP, the region is working collaboratively to keep, build and maintain that pipeline.”

Bill Gray, Uponor North America

“The recruiter at Best Buy gave my husband and I a great birds-eye view of the Twin Cities. We were blown away by the housing, school and lifestyle options.”

Maryann Bannerman, Best Buy (Originally from Chicago, IL)

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GREATER MSP

Since 2011, the GREATER MSP partnership has developed strategies and executed initiatives that have accelerated job growth and capital investment in the 16-county region surrounding the Minneapolis-Saint Paul metropolitan area.