“What I am always impressed by is everyone’s honest desire to work together and help one another. Organizations in this community recognize that in order to drive the scale of change that we want we must work together.”

Lauren Pradham
Director, General Manager
Grow North MN

“Make It. MSP. is such a great resource for the Twin Cities, especially as an entrepreneur of color. I’ve made so many connections through their events and they really foster a sense of community through their support for professionals of color. It can feel isolating to be the only person of color in a company, even more so as an independent entrepreneur, having a community makes all the difference.”

Elliott Payne
Principal, Sense Datum

“The Twin Cities is one of the most diverse, vibrant, and collaborative business communities in the country. We have proven leaders and doers finding meaningful ways to work together in creative and collaborative ways on a regular basis. This cross-industry and cross-functional collaboration creates a unique and powerful asset for the region and for all of us living and working in it.”

Dakota Crow
Vice President of Innovation Design
U.S. Bank
WHAT YOU CAN DO

BECOME AN AMBASSADOR
and open your network to out-of-town prospects and newcomers. Attend events and meet newcomers.

SIGN UP FOR OUR NEWSLETTER
at makeitmsp.org to keep on top of all the events.

RAVE ABOUT MSP
on Twitter, Facebook, and Instagram using the @Makeitmsp handle and #makeitmsp.

VISIT MAKEITMSP.ORG

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

MSP HELLO
This quarterly event has welcomed over 10,000 newcomers to the region. Join us to welcome newcomers and find out what is happening MSP.

TWIN CITIES START-UP WEEK
An annual event in October that highlights the start-up scene in MSP through idea-sharing, networking and collaboration. More than 12,000 attended in 2017. See twincitiesstartupweek.com for more details.

MAKE IT. MSP. WEBSITE
With nearly 50,000 visitors each year, the site, makeitmsp.org, introduces the region to prospective new residents.

NORTHERN SPARK
This annual all-night arts festival spotlights art and its impact on community building. Meet artists, create projects and see another aspect of MSP.

I love sharing my ‘insider’ knowledge with others.”
Mariano Garcia, Break the Bubble

“After attending a couple of events, I started to see the need to help professionals of color – especially transplants like myself – find and build a community/network.”
Sheryl Vaz, Securian

“Many cities claim to have a ‘tech hub,’ but we actually have the numbers to back that claim up.”
Conner O’Brien, Healthcare.MN

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.