



# GovDelivery for Richfield

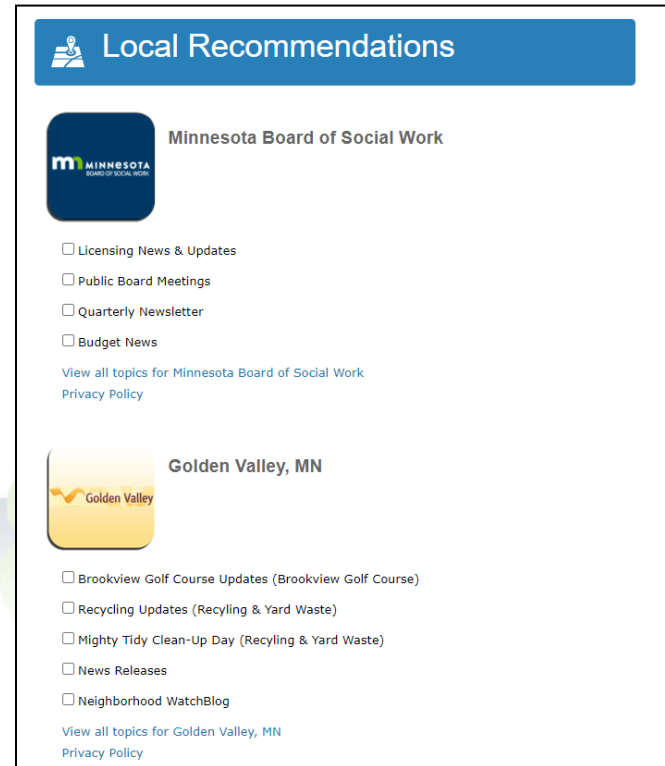


# Where we were...

- E-notification system with current website provider not as robust as we would like
- Need more ways to reach out beyond Sun Current, social media, mailings, events and website
- Need a consistent look across departments
- Need to promote good work going on at the city-level

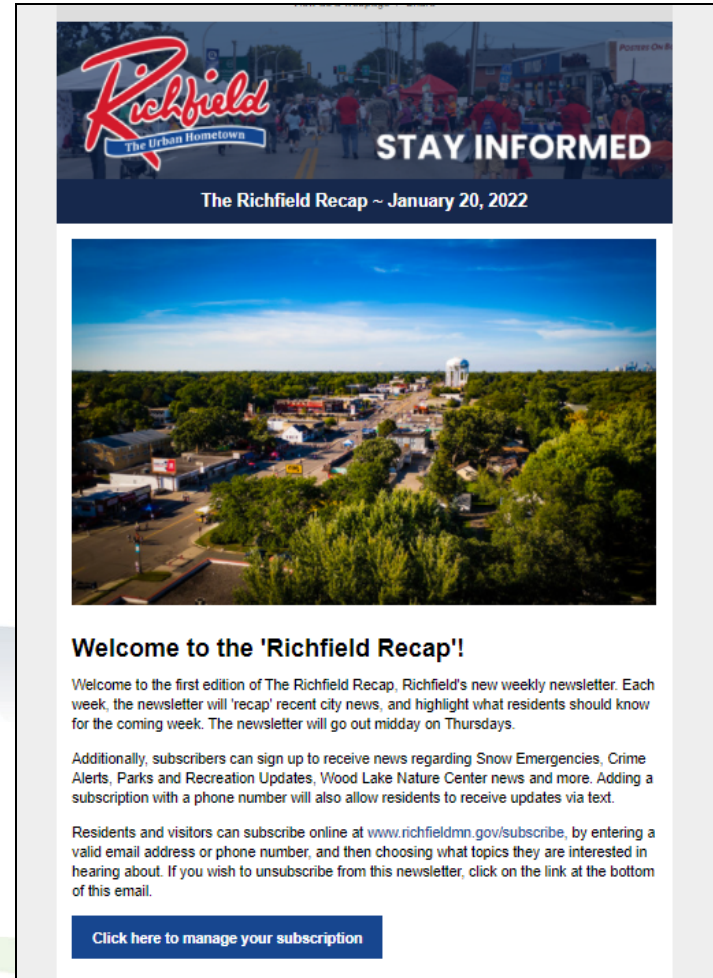
# Where we are: GovDelivery

- A product of Granicus
- Top platform: Hennepin County, Minneapolis, Bloomington, Burnsville
- Boasts highly-secure system, and a strong network



# E-Newsletter, *The Richfield Recap*

- *‘What you missed, and what you need to know’*
- Weekly newsletter/“bulletin”
- Delivered mid-day Thurs
- Compiles updates from across departments
- Initial goals:
  - Gain subscribers
  - Increase open-rates
  - Showcase city services



# Other topics/newsletters:

- Topics selected based on existing newsletters & distribution lists.
- Can create more topics, ***IF*** there is staff to manage

HOME > RESIDENTS > SUBSCRIBE TO CITY NEWS

## SUBSCRIBE TO CITY NEWS

---

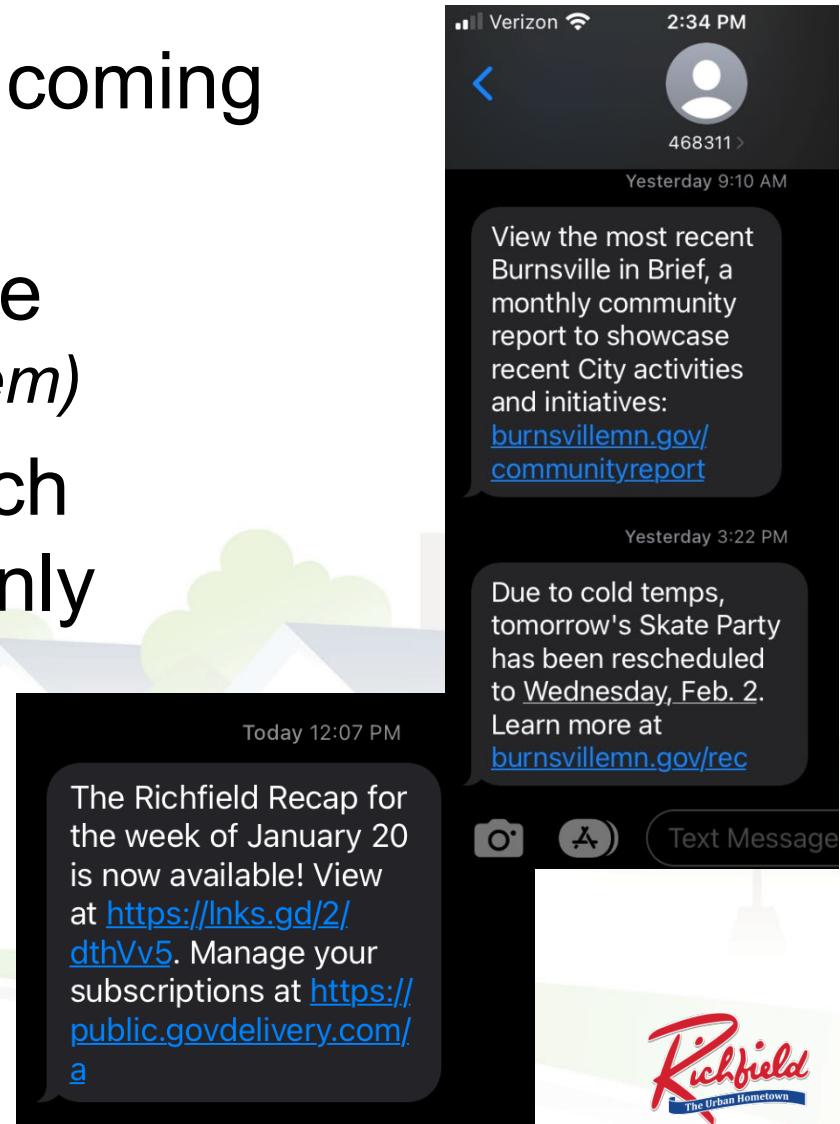
**You are now subscribed to the Richfield Recap. Click below to sign up for more updates:**

- ☐ Crime Alerts
- ☐ Organics Newsletter
- ☐ Parks and Recreation
- ☐ RAMA Reporter: For Rental Housing Owners/Managers
- ☐ Richfield Farmers Market
- ☐ Senior Programming
- ☐ Snow Emergencies and Plowing News
- ☐ Wood Lake Nature Center

[Next](#)

# Bonus: Text (SMS) Outreach

- Over 50% of web traffic is coming from mobile devices
- Texts have better open rate  
*(although we can't measure them)*
- Can add a text blast to each bulletin, or send out text-only updates
- Character limits: Add link to jump to online content



# Next steps:

## Outreach and promotion

- All web links updated on site
- Will continue to promote on social media
- Will cover in annual report, water billing, rec brochures and other mailings
- Will develop materials to distribute to residents
- 'Text-to-subscribe' available soon
- For now: **[richfieldmn.gov/subscribe](http://richfieldmn.gov/subscribe)**



**Test drive...**

[WWW.RICHFIELDMN.GOV/SUBSCRIBE](http://WWW.RICHFIELDMN.GOV/SUBSCRIBE)



# GREATER MSP<sup>®</sup>

Minneapolis Saint Paul Regional Economic Development Partnership

City of Richfield

January 25, 2022

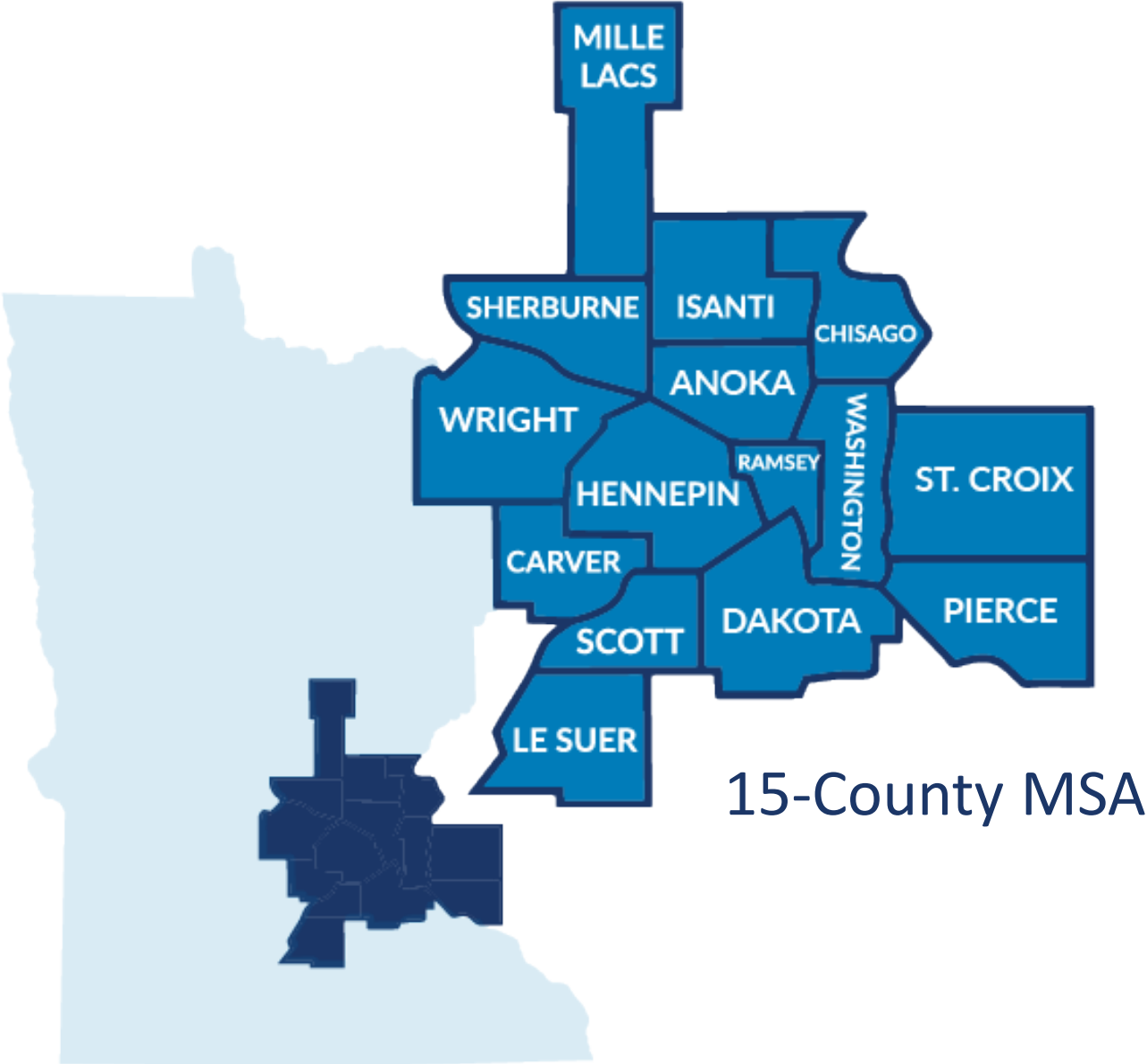
**Peter Frosch**

President & CEO, GREATER MSP Partnership

# GREATER MSP Partnership is our Region's Team



# The Greater MSP Region



## Sectors of Strength



**FINANCIAL  
SERVICES**



**ADVANCED  
MANUFACTURING  
& TECHNOLOGY**



**HEALTH &  
LIFE SCIENCES**



**HEADQUARTERS &  
BUSINESS SERVICES**



**FOOD &  
WATER SOLUTIONS**

# Greater Together



## Regional **VISION**

The Greater MSP region leads the world in **inclusive economic growth** by welcoming all, empowering talent & igniting innovation.

## Partnership **MISSION**

The GREATER MSP Partnership accelerates regional competitiveness and **inclusive economic growth** through job creation, capital investment & execution of strategic initiatives.

## Partnership **VALUES**

Accountability  
Alignment  
**Inclusion**  
Innovation  
Transparency



# Private Sector Investors *partial list*

97 Private Investors = 76%

# Public Sector Investors *partial list*

26 Public Investors = 19%

# Philanthropic Investors

4 Foundation Investors = 5%

# Civic Partners

13 Civic Partners = 8%



**JANUARY 20<sup>th</sup>**

***VIRTUAL EVENT for the GREATER MSP Partnership***

Celebrate our shared successes in 2021 and preview the breakthrough projects in motion for 2022!

# GREATER MSP BOARD OF DIRECTORS



**CHAIR | Tim Welsh**  
US Bancorp

**VICE CHAIR | Ravi Norman**  
Norman Global Enterprises

**TREASURER | Dennis Dahlen**  
Mayo Clinic

**CEO | Peter Frosch**  
GREATER MSP

**Tonya Allen**  
McKnight Foundation

**Chairman Keith Anderson**  
Shakopee Mdewakanton Sioux Community

**Doug Baker**  
Ecolab

**Andy Bessette**  
Travelers Companies

**Brett Carter**  
Xcel Energy

**Mayor Melvin Carter III**  
City of Saint Paul

**Commissioner Toni Carter**  
Ramsey County

**Albert J. Colianni**  
Pohlad Companies

**Beth Ford**  
Land O'Lakes

**Mayor Jacob Frey**  
City of Minneapolis

**Joan Gabel**  
University of Minnesota

**Commissioner Kathleen Gaylord** Dakota County  
**Mayor Mike Maguire**  
City of Eagan

**Commissioner Marion Greene** Hennepin County

**Steve Hockett**  
Great Clips

**Dan Johnson**  
Mortenson

**Eric Jolly**  
The Saint Paul and Minnesota Community  
Foundations

**Mike Jones**  
Huntington Bank

**Philip Kaufman**  
United Health Group

**Amy Langer**  
Salo

**Audrey Lucas**  
McKinsey & Co.

**Jay Lund**  
Andersen Corporation

**Matt Marsh**  
Deloitte

**John Naylor**  
Medica

**Jon Nudi**  
General Mills

**Laura Oberst**  
Wells Fargo

**Michael O'Leary**  
EY

**R.T. Rybak**  
Minneapolis Foundation

**David Saggau**  
Great River Energy

**Commissioner Scott Schulte**  
Anoka County

**Todd Senger**  
BMO Harris

**Christine Sovereign**  
Accenture

**John Stauch**  
Pentair

**Julie Sullivan**  
University of Saint Thomas

**Carol Surface**  
Medtronic

**Commissioner Jon Ulrich**  
Scott County

**Laysha Ward**  
Target

**Commissioner Lisa Weik**  
Washington County

**Brad Wood**  
McGough Construction



# REGIONAL ECONOMIC DEVELOPMENT STRATEGY



- ❑ **Working as a Region:** first regional economic development strategy created 2013, updated 2017-18
- ❑ **Goals:** Each of the 9 strategy areas will have a 10-year *regional ambition*, 3-year *goals* and a set of annual *projects*.
- ❑ **Evolutions in 2020:** transformational not incremental solutions; add focus on regional small business; increase focus on place-based solutions
- ❑ **Greater emphasis:** on racial equity, entrepreneurship and innovation, global connectivity across all execution areas

Nov. 2019



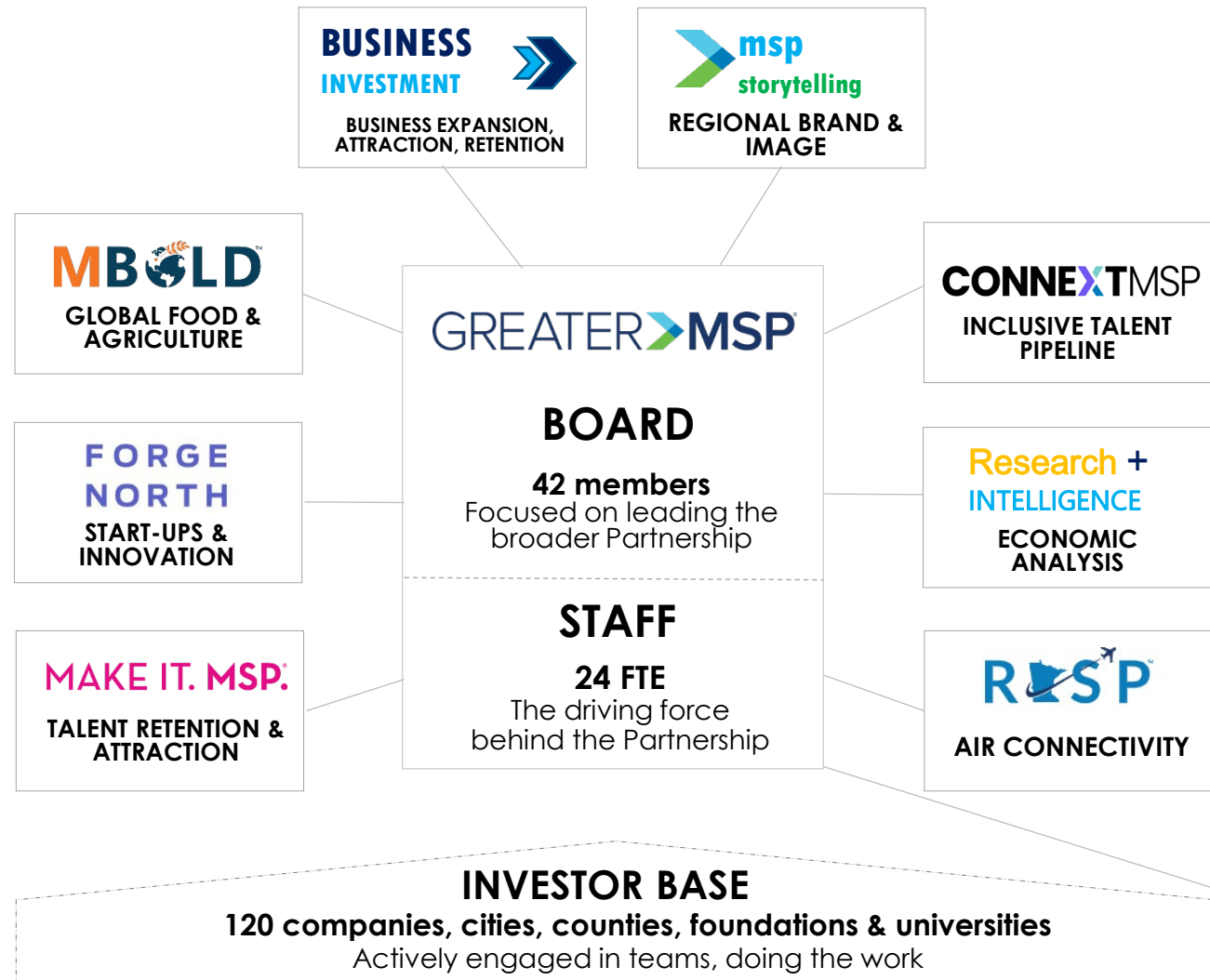
## STRUCTURE

*A first-in-the-nation architecture in economic development*

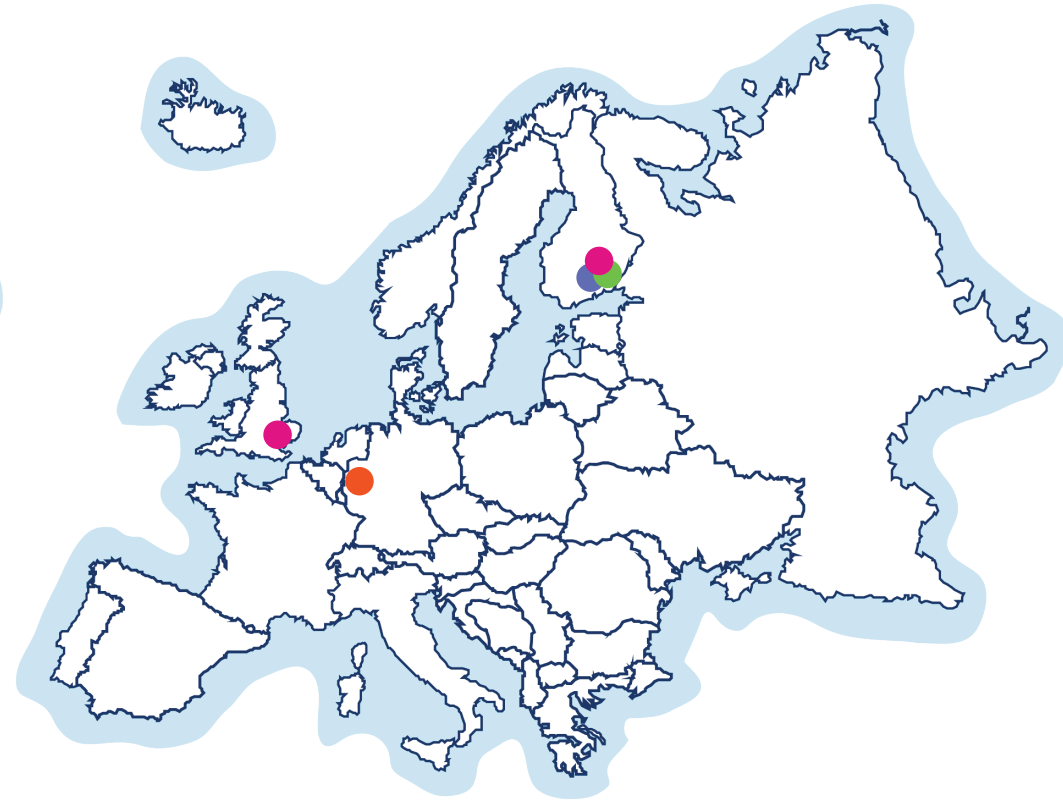
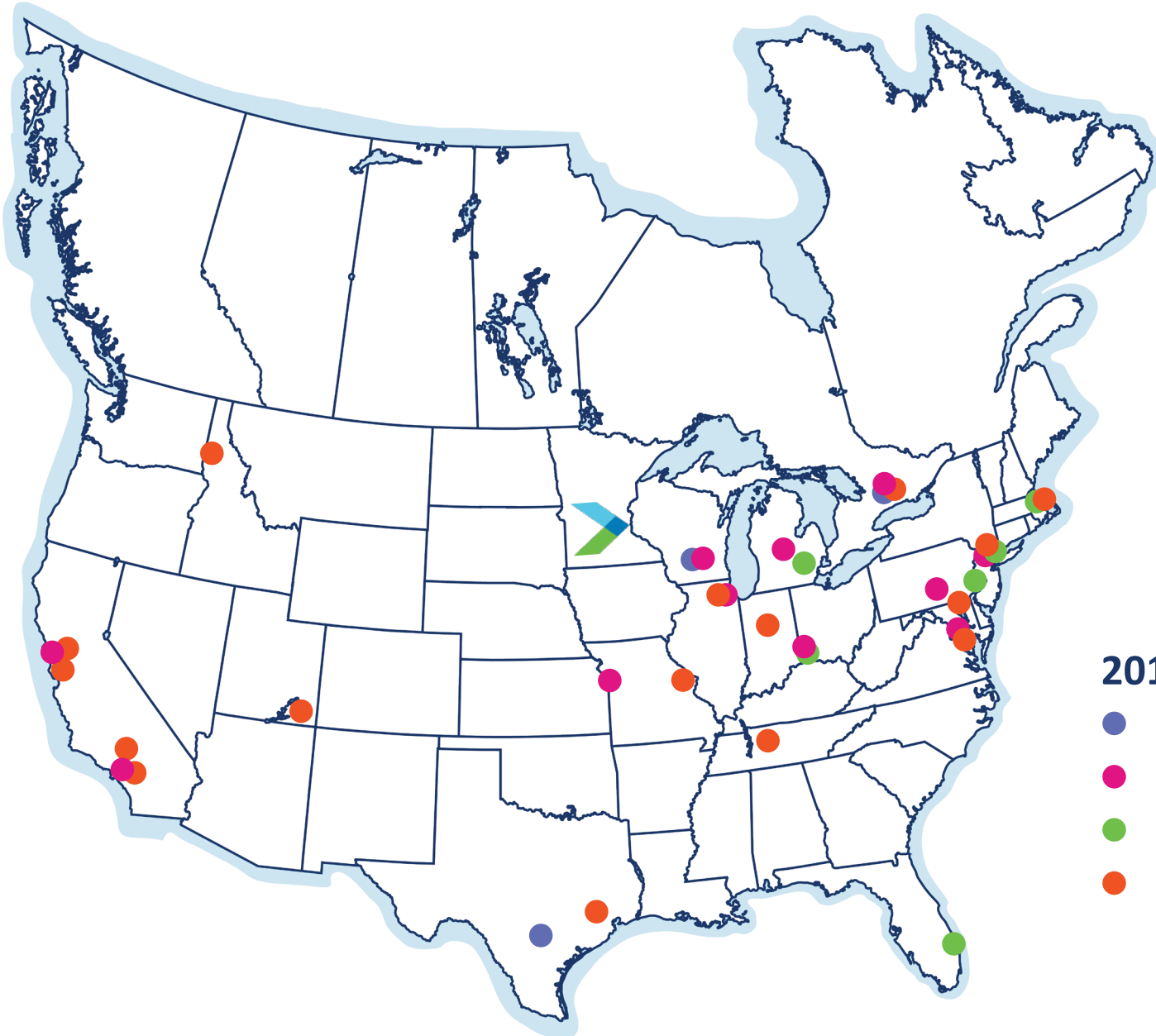
## CURRENT SCOPE

*300 organizations taking action together*

- Job creation & capital investment
- Talent retention & attraction
- Inclusive talent development
- Start-ups, Capital & Innovation
- Global Food & Agriculture
- Regional brand & image
- Economic analysis & forecasting
- Global air service
- Technology development
- Regional problem-solving



# National & Global Reach



## 2019-2020 Travel

- Forge North
- Make It. MSP
- Telling Our Story
- Business Investment

# Results at Scale

When we work together, we win together!



230

Project Wins



4.4 B

Investment



35,000

Good Jobs

*Plus over 40,000  
additional jobs*



3

New Int'l  
Routes



2M

Talent  
Outreach

# REGIONAL RECOVERY HUB



KEY TRENDS – Summer 2021

## IMPROVING

- Employment
- Job Postings
- Jobless Claims
- Small Business Employment
- Food Security
- Hotel Occupancy
- Startup Funding
- Air Travel
- Food Security
- Transit Ridership
- Vaccinations

## DEGRADING

- COVID-19 Cases
- Housing Affordability

## STALLED

# MINNESOTA ECONOMIC MOMENTUM

Exciting progress beyond the deal-flow



## COMPETITIVENESS



7<sup>th</sup>

CNBC ranks Minnesota 7<sup>th</sup> best state for business in the U.S. 2021

## HEADQUARTERS ECONOMY

Minnesota adds 2 new Fortune 500 companies, bringing total to 18



16 of 18 companies are HQ'd in MSP

## GROWTH CAPITAL

MSP region most VC growth of any peer region over last 5 years

+264%  
GROWTH ('15-'20)

\$1.5B  
RAISED (2020)

## FAST-GROWTH COMPANIES

7 IPOs this year, including biggest in Minnesota history: Bright Health



## NEW HIGH-GROWTH INDUSTRIES



Bio-economy is emerging as major new sector opportunity

## SMALL BUSINESS RECOVERY

MSP region has strongest small business employment recovery in peer group post-COVID

-0.2%

EMPL CHANGE FROM  
JANUARY 2020 TO JULY 2<sup>nd</sup> 2021  
(source: Homebase)

# Work we can do together!



## JOBS & INVESTMENT

- How to prepare sites and buildings for investment
- How to spotlight assets (land, building, programs) to site location decision-makers
- How to create a coordinated, customer-friendly approach to attract new investment
- How to respond to time sensitive opportunities when they arise
- How to stack external financial resources with available County sources
- How to identify the county's unique assets (e.g. proximity to airport, greenfield land)?  
*and more ....*

## RESEARCH & INTEL

- What are the county's major employers?
- What industries are concentrated & growing in the county?
- Does the county have the workforce to meet the needs of growing employers?
- Does the supply of real estate in the county match the demand from employers we are trying to attract to the region?
- What are the buyer and supplier industries important to the success of the major employers in the county?

*and more ....*

## STRATEGIC INITIATIVES

- How can our employers retain & attract employees?
- How can our employers create more diverse & inclusive workplaces?
- How can we help our employers innovate?
- How can we support start-ups in our county?
- What national and international flights do our employers need to succeed?
- How do we create a talent pipeline to meet our future workforce needs?

*and more ....*



# APPENDIX

# EXCITING PROGRESS DRIVING ECONOMIC GROWTH



GREATER MSP's business expansion and attraction efforts have scored 16 deal "wins" to date in 2021, worth 1400 new jobs and \$320 million in capital investment. Deal activity is at an all-time high.



GREATER MSP is working with the Itasca Project to double the number large companies working together to increase their procurement from small and medium-sized businesses across MN.



GREATER MSP is leading our region's submission for the U.S. EDA's *Build Back Better* Challenge, a \$25m-\$100m prize for up to 30 regions across the country to catalyze a new industry sector.

**MAKE IT. MSP.**

The Make It. MSP. talent retention & attraction initiative is developing a new talent narrative for our region, along with a BIPOC advancement and promotion strategy for employers across the region.



# EXCITING PROGRESS TOWARD INCLUSIVE ECONOMIC GROWTH



Five major banks in the Greater MSP region collaborate to bring the state's first Black-owned bank into our region to help close racial wealth gaps in our community.



After 5+ years of development, GREATER MSP launched a new talent network this month called ConnexT MSP to ensure thousands more young adults of color in our region get hired into career-track roles.



GREATER MSP & the Minnesota Business Partnership are working together to create a portfolio of collective action on racial equity for large corporations.



Forge North is partnering with national start-up accelerator Gener8tor to raise a \$50 million venture capital *fund of funds* to invest in underestimated founders (*BIPOC, women, veterans, LGTBQ*).