



Jobs: be a talent mecca

What's working

Minneapolis has a great quality of life.

- We have great culture, sports teams, recreation and educational opportunities. We have all the things that keep people here. Our quality of life is second to none.
- If we can recruit people to the area and they stay five years, they don't want to leave. We retain people because of our quality of life.
- We have become more diverse.
- The University of Minnesota is a great draw.

Minneapolis' workforce and economy are strong.

- Minneapolis is known for its educated workforce and great work ethic.
- Minneapolis is growing for the first time in decades. There has been steady growth in population and housing.
- Because of the number of corporate headquarters located here, there's a perception of a viable job market here.
- Dunwoody is placing people in skilled technical jobs. There are five employers for every graduate.
- We have a strong and thriving creative economy.
- People are moving businesses downtown. They want to be part of downtown's renewal.

We're working cooperatively to ensure a better future.

- There is a rich pool of nonprofit organizations doing the work formerly done by public institutions.
- Public/private partnerships are working toward the civic good. Organizations are learning more about collaboration: corporations with nonprofits, educational institutions with corporations, etc.
- There's a spirit of cooperation among former competitors. Minneapolis works well with Saint Paul.
- The school board and superintendent have taken on aggressive and courageous reforms.
- The mayor and City Council are committed to workforce development.
- The fact that the mayor meets with every ninth grader in the city to promote higher education is a huge asset.
- The mayor's breakfast for green businesses was a great move that created networking opportunities.
- City staff has been calling on north Minneapolis businesses to thank them for being here and to learn what's needed to grow existing businesses and nurture startups.

What isn't working

Support for public education has dwindled and quality has declined.

- The perception of school quality has declined seriously in the last 10 years.
- The ability of kids graduating from the Minneapolis schools has been questioned.
- The flight of families has been a major problem for North High School.
- There have been too many cuts to higher education.

We underestimate the value of technical training.

- Compared to colleges, technical schools are training people for jobs, but there's a social prejudice about technical education.

People outside of Minnesota only know that it's cold here.

- Minnesota is a tough place to recruit people to. A survey found that 80 percent of Americans don't want to relocate to a northern climate.
- People outside of Minnesota don't know about Minneapolis' cultural opportunities. Our public relations efforts aren't working.

Business climate issues remain a concern.

- Businesses are unhappy about taxes and the cost of

the benefits they have to pay relative to other states. If we don't address the cost of doing business, we risk losing those businesses.

- There's still a perception that the City of Minneapolis is a big, difficult bureaucracy and the development process is a nightmare.

The corporate culture has changed.

- The public/private partnerships that led to our success involved the Pillsburys, Daytons and other families that have long been invested in the community. When they went corporate, we lost that tie. Too many executives have no personal connection to the community.
- The philanthropic spirit of CEOs has declined as the corporate culture changed.

There's not enough interjurisdictional cooperation.

- The lack of partnership among cities, regional levels of government and the State is hampering efforts to recruit corporations.
- We're competing against states that are recruiting businesses with venture capital and tax credits. Cities don't have those resources — more has to happen at the State level.

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What should be done next

Set aside differences and work for common goals.

- Reach out to people with other views and in other parties. Mayors should reach out to the governor — not just for money but for new solutions.
- Use our private sector, non-political partners to get us past politics and make it clear that what's good for Minneapolis is good for Minnesota.
- Use the Citizens League; it is future-oriented and works across party lines.

Reach out to businesses and provide business opportunities.

- Make it easier to do business in Minneapolis; fix the streets, streamline the permitting process, etc.
- Promote Development Review's one-stop service.
- Help new companies start and thrive here. The best investment we can make is to work with the people who will create the next Medtronic. Listen to them and remove barriers. Make it a joy to do business here.
- Ask businesspeople for visionary thinking about what it will take for them to invest in north Minneapolis.
- Create incentives for small businesses and developers.
- Double or triple the grants for redeveloping brownfields.
- Tell big manufacturers and small businesses that we have land in Minneapolis.
- Continue workforce training.

Re-engage corporations and their executives.

- Help the Itasca Project translate its ideas into reality, and do more to coordinate similar initiatives.

- Re-emphasize corporate commitment.
- Engage the executives who will become the next set of CEOs.
- Nurture the people who grew up here and started a business here. People with roots here will want to help their communities.
- Pick two or three areas that we want Minneapolis to be known for. Then the City should invite those key business segment representatives to a breakfast or networking event. Let those priorities drive redevelopment, City policies, business incentives and public relations plans.

Promote Minneapolis.

- Launch a concerted, long-range public relations effort to tell people outside of Minnesota about our community's livability, quality of life, and educational and cultural opportunities.

Address community and regional problems.

- Fix regional transportation problems.
- Think strategically about breaking the cycle of intergenerational poverty.
- Find ways to bring entry-level jobs with livable wages and health benefits to Minneapolis.
- Get everyone working, and make sure not to ignore ex-offenders.
- Work with the University of Minnesota in north Minneapolis.

Promote education because it's critical for jobs and the way people feel about the city.

- Encourage more State investment in education.
- Support the University of Minnesota.
- Educate the public that technical skills are needed for many jobs.
- Attract out-of-state students to schools here.

"Hug and love our corporate headquarters. Figure out why they stay and deal with the stuff that makes them think about leaving."

- Executive recruiter
