



Request for City Council Committee Action from the Department of Community Planning and Economic Development

Date: September 13, 2010
To: Elizabeth Glidden, Chair, Regulatory, Energy & Environment Committee
Subject: Thinc.Green^{MSP} Joint Powers Agreement between the Cities of
Minneapolis and Saint Paul

Recommendation:

- a) Adopt the accompanying resolution authorizing and directing City staff to enter into a Joint Powers Agreement with the City of Saint Paul to advance and implement the Thinc.Green^{MSP} Plan to coordinate private, public, and intergovernmental efforts to grow the region's green economy.
- b) Authorize City staff to jointly apply with Saint Paul to register the Thinc.Green^{MSP} servicemark, to be jointly owned and used by Minneapolis and Saint Paul.

Previous Directives: City Council Resolution supporting the Minneapolis Good Jobs, Green Jobs Initiative to integrate strategies throughout the City's work to capture the benefits of the emerging green economy for Minneapolis – adopted July 11, 2008.

Department Information

Prepared by: Emily Stern, Senior Project Coordinator, 612-673-5191 Approved by: Charles T. Lutz, Deputy CPED Director Catherine A. Polasky, Director, Economic Policy & Development Presenters in Committee: Catherine A. Polasky	
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Financial Impact

- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action is within the Business Plan

Community Impact

- Neighborhood Notification: The Minneapolis Regional Chamber of Commerce has been briefed on Thinc.Green^{MSP} and City staff will continue to involve the local chambers and business associations as the work is implemented.
- City Goals: Eco-Focused; Jobs & Economic Vitality

- Comprehensive Plan: Thinc.Green^{MSP} will address several policies and strategies in the Economic Development and Environment chapters of the Plan.
- Zoning Code: Business development efforts and any associated land use activities supported through this initiative will comply with existing zoning.
- Sustainability Targets: Green economy/job growth is one of the City's 26 sustainability indicators that is being charted and tracked annually through the Minneapolis Sustainability Reports.
- Living Wage/Business Subsidy Agreement: N/A
- Job Linkage: N/A

Supporting Information

Overview

In 2006, Minneapolis Mayor R.T. Rybak and Saint Paul Mayor Chris Coleman began the Mayors' Initiative on Green Manufacturing together with the Blue Green Alliance to make Minneapolis - Saint Paul a national leader in the growing green economy. Through the initiative, extensive work was done to identify the region's best strategies and opportunities to expand the green economy.

In the second phase of the Mayors' Initiative on Green Manufacturing, the Blue Green Alliance conducted targeted research on how Minneapolis - Saint Paul could grow the green economy, including hiring the local firm GreenMark to develop a marketing and strategic plan for the Cities. Their report, *Manufacturing Better Business, Thinc.Green^{MSP} 2010-2012 Market Strategic Plan*, is the action plan for the Cities. <http://www.bluegreenalliance.org/admin/publications/files/ThincGreenMSP.pdf>

Thinc.Green^{MSP} is a partnership between Minneapolis and Saint Paul dedicated to creating an integrated and robust set of tools and strategies to grow the region's economy, create regional distinction, drive demand for green products and services, and generate momentum and support for continued innovation in green manufacturing. Thinc.Green^{MSP} will partner with private industry interests and government partners to:

- Implement several strategic initiatives to improve Minneapolis - Saint Paul's manufacturing base;
- Build local markets for green products and services;
- Brand Minneapolis - Saint Paul as an attractive choice for green businesses and manufacturing; and
- Expand the green business-friendly environment that will help attract, retain, and grow green manufacturers, suppliers and related services.

Thinc.Green^{MSP}'s Strategic Initiatives

Thinc.Green^{MSP} will drive five high-profile strategic initiatives that will: (1) drive demand for locally produced green products and services; (2) drive demand for highly skilled workers to make those products and deliver those services; and (3) distinguish the region as a leader in innovative economic development and local self-reliance.

Strategic Initiative I: "Buy Green": Local-government green-purchasing partnership
Working with Minneapolis, Saint Paul and other jurisdictions, Thinc.Green^{MSP} will expand and strengthen green-purchasing policies for local governments in the region to help grow the market for green products.

Strategic Initiative II: "Green Town" Incentives for the built environment
Thinc.Green^{MSP} will support local and state actions to develop and deploy robust green building standards. Establishing green building standards creates demand for manufacturers, vendors and suppliers of green products and services.

Strategic Initiative III: "Re:Purpose": Match existing industrial zones with green assets
A targeted green-business-recruitment strategy expresses a public commitment to attracting new businesses, leveraging smart-growth assets like transit, and offering superior space to companies that seek to create synergies with other compatible green businesses, suppliers, and vendors.

Strategic Initiative IV: "Early Stage Financing": Finance program through local bank
A critical component in developing a green manufacturing base in Minneapolis - Saint Paul is private start-up funding to seed businesses seeking to locate and/or grow within the region. Thinc.Green^{MSP} will develop creative, innovative and affordable financing options that will create new ways to leverage public investment with private capital, while accommodating start-ups with different needs.

Strategic Initiative V: "Thinc.Leader": Recognition program for local businesses
Thinc.Green^{MSP} will establish a program to recognize corporate leadership in green manufacturing.

Thinc.Green^{MSP} Steering Committee

The Thinc.Green^{MSP} Steering Committee will provide a forum for the coordination of private, public, and intergovernmental efforts to grow the region's green economy, as well as provide advice to the Cities on the strategic initiatives described above and other related initiatives focused on growing the green economy, as they identify. Each City will appoint 7 people to the Steering Committee (for a total of 14), subject to the open appointments process, who will represent the following groups:

- Representatives of the Minneapolis and Saint Paul Mayors' Offices (or their designees);
- City Economic Development Staff;
- Manufacturing or the construction industry;
- Finance;
- Statewide or regional economic development agencies;
- Marketing or communications; and
- Business associations

Establishing Thinc.Green^{MSP} as a Joint Powers Agreement between Minneapolis and Saint Paul will elevate the commitment of both cities to work together on the common goal of growing the green economy in the region through the strategic initiatives.