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# WHAT'S HOLDING YOUR COMMUNITY BACK?

ECONOMIC DEVELOPMENT IN GREATER MINNESOTA



# The Greater Minnesota Partnership

What is the Greater Minnesota Partnership?

What do we do and how do we do it?

What is our relationship to the CGMC



## What is the GMNP?

A nonprofit, membership organization devoted to advocating for state economic development policies and resources that benefit Greater Minnesota

GMNP members include businesses, chambers of commerce, colleges, economic development authorities, local governments, and nonprofits



## History of the GMNP

In 2012, the CGMC convened a taskforce to determine how best to elevate the voice of Greater Minnesota on issues of job creation and economic development

- Taskforce made up of cities, economic development agencies, and chambers of commerce
- Task force recommends creating a new multi-stakeholder advocacy coalition to serve as the voice of Greater Minnesota on issues of economic growth



## History of the GMNP

At the same time, Center for Rural Policy and Development research validated the CGMC conclusion on the need for a stronger Greater MN voice

Their research demonstrated that Greater Minnesota was losing its voice because:

- Declining and aging population
- Shrinking legislative delegation
- Fragmented, no unifying voice
- Key industries—farming timber, mining, and manufacturing—employing fewer people
- Rural communities often competing against each other rather than joining forces



## History of the GMNP

From the 2013 CRPD Report:

“Which voices could be a respected voice of influence for rural Minnesota?”

- Coalition of Greater MN Cities
- Local chambers of commerce
- UofM Extension
- Regional Economic Development Commissions
- Initiative Foundations
- MnSCU
- Association of Minnesota Counties
- Farm Bureau/Union



## History of the GMNP

Stemming from the CGMC taskforce and the CRPD research, the Greater Minnesota Partnership was born

- GMNP focused on health and vitality of Greater Minnesota by advancing economic development resources that benefit all of Greater Minnesota
- Independent membership-based entity, governed by a board of directors elected by and representative of its membership



## History of the GMNP

### GMNP membership includes:

- CGMC
- Businesses
- Chambers of Commerce
- Cities
- Counties
- Economic development agencies
- Colleges and universities
- Foundations
- Nonprofits
- Regional development commissions

Leverage broad stakeholder base to champion  
Greater MN economic growth

Current membership: 58 organizations and  
local governments





## CGMC's role with the Partnership

Not only is CGMC the “founder” of the GMNP, they continue to be a key partner

- Key funder—CGMC matches GMNP membership dues up to \$75,000
- CGMC and GMNP policy positions are compatible
  - 2 organizations work closely to advance economic development priorities for Greater MN
- Great resource for research and analysis



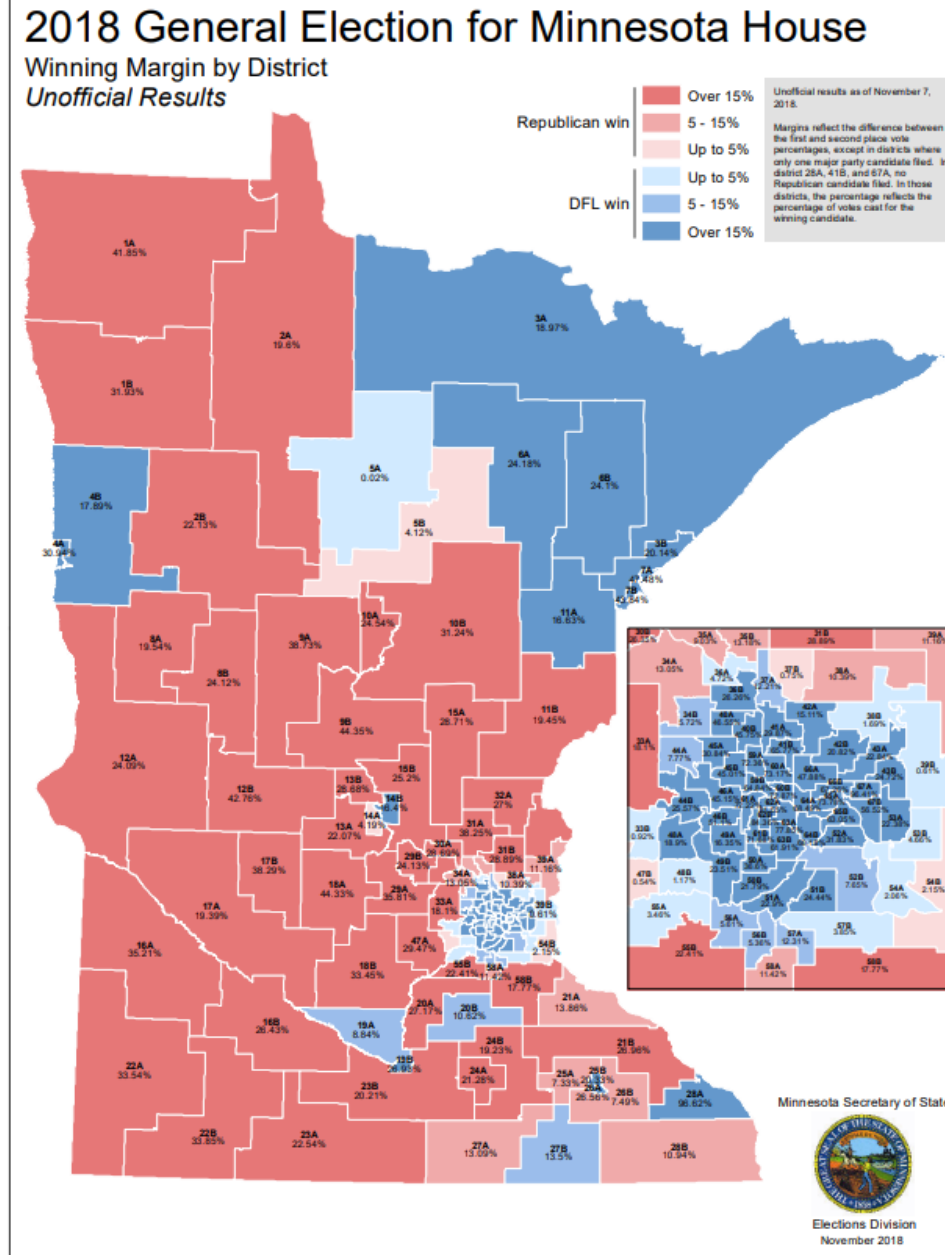
## GMNP's Policy Focus

GMNP is the only advocacy organization that is solely devoted to ensuring that state policies and investments foster economic growth all across Greater Minnesota



Economic development, job creation, and business development is the lane we work in.

# Why GMNP's advocacy matters



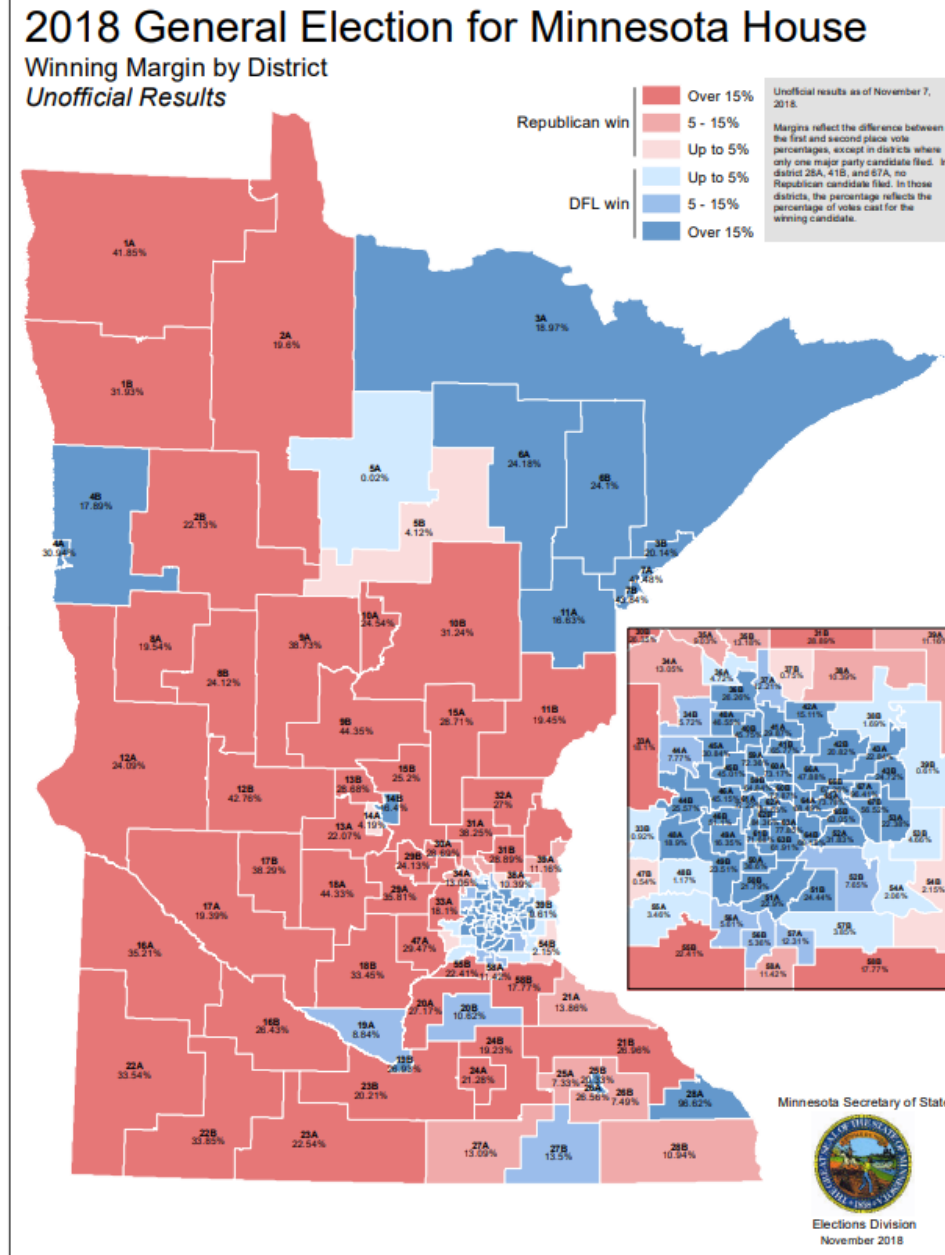
This map represents a 16 vote majority for the House DFL

Heavy concentration of political power in the metropolitan area

Over last few elections we've seen Greater MN becoming more red and the metro becoming more blue



# Why GMNP's advocacy matters



As Minnesota's politics continues to split along the metro/Greater MN divide, the role of a broad-based, regional, unified voice championing our economic success is critical.

CGMC, the voice of our region's cities, cannot do this alone.



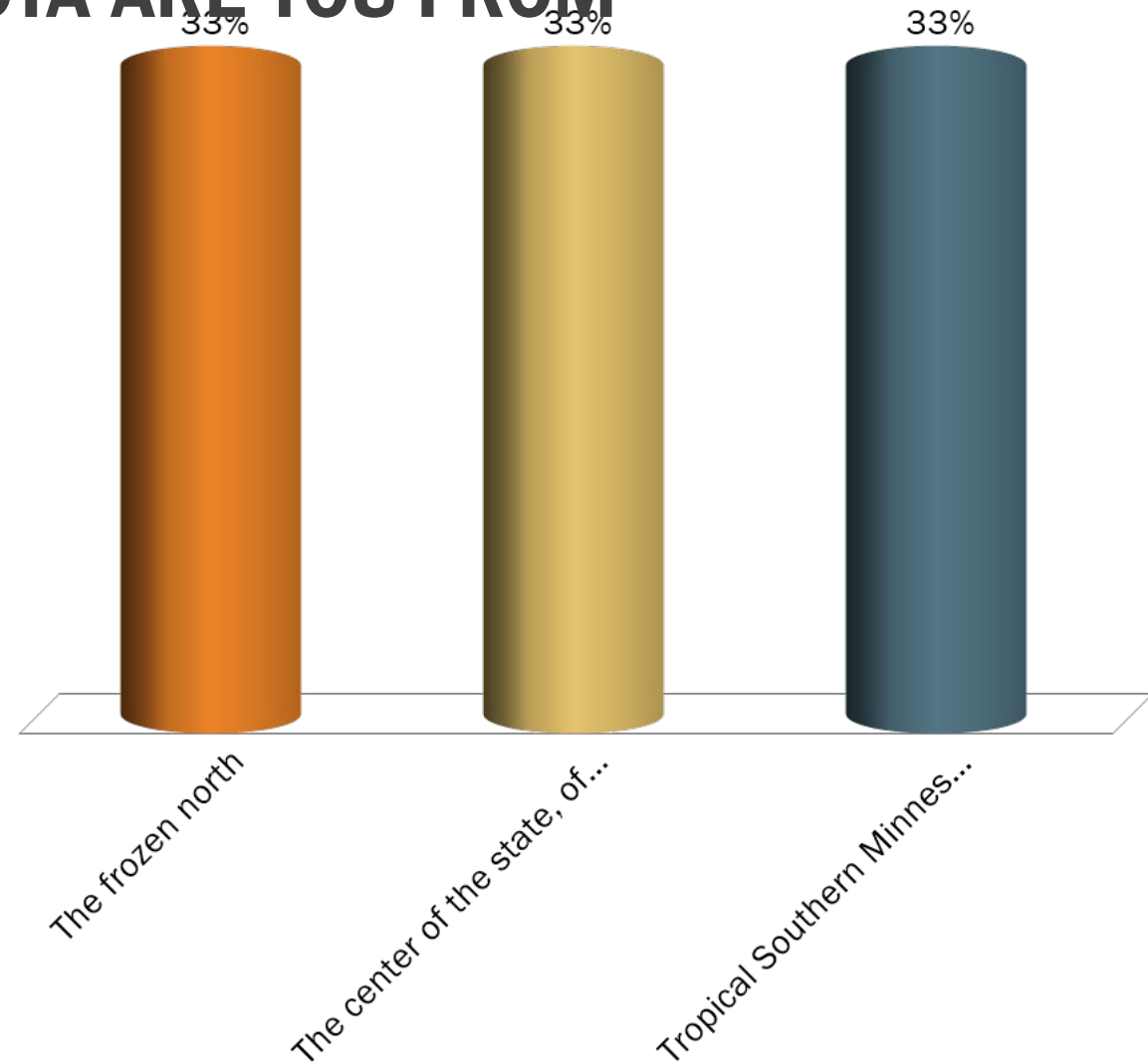
# Economic Development: What's holding you back?

## IT'S CLICKER TIME!

- If your screen reads: “Not Accepting Answers!” → **You're good!**
- If your screen reads: “Current Channel 41 – New Channel #?” → **You're also good!**
- Any other channel number → **Key in “41” and press enter!**
- **Tips:**
  - Your clicker will turn off between answers. This is normal!
  - Your clicker will tell you once your answer is accepted
  - You can change your answer after you've entered it
- **Have fun!**

# WHAT REGION OF GREATER MINNESOTA ARE YOU FROM

- A. The frozen north
- B. The center of the state, of course
- C. Tropical Southern Minnesota

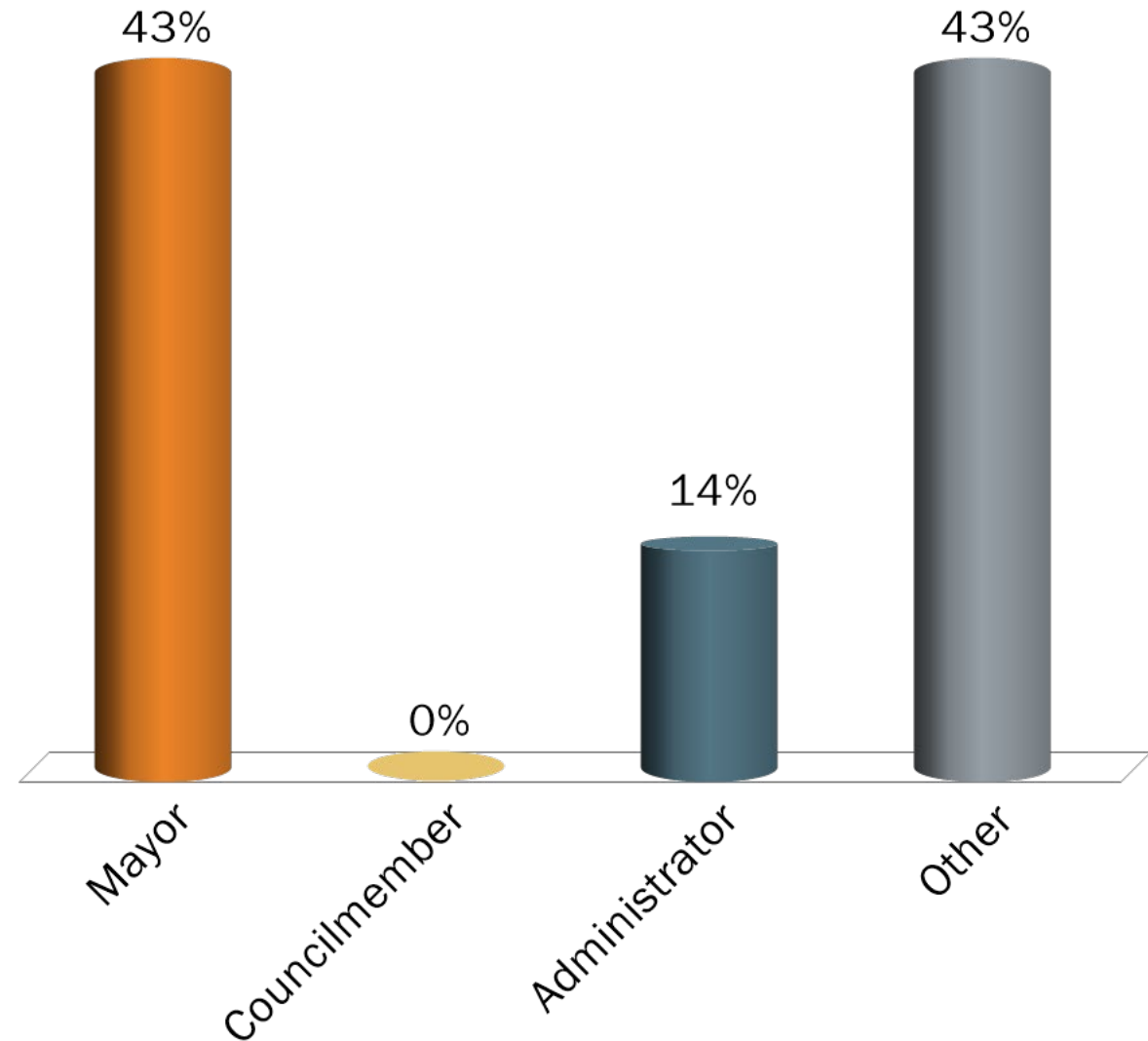


Response Counter

# I SERVE MY COMMUNITY AS

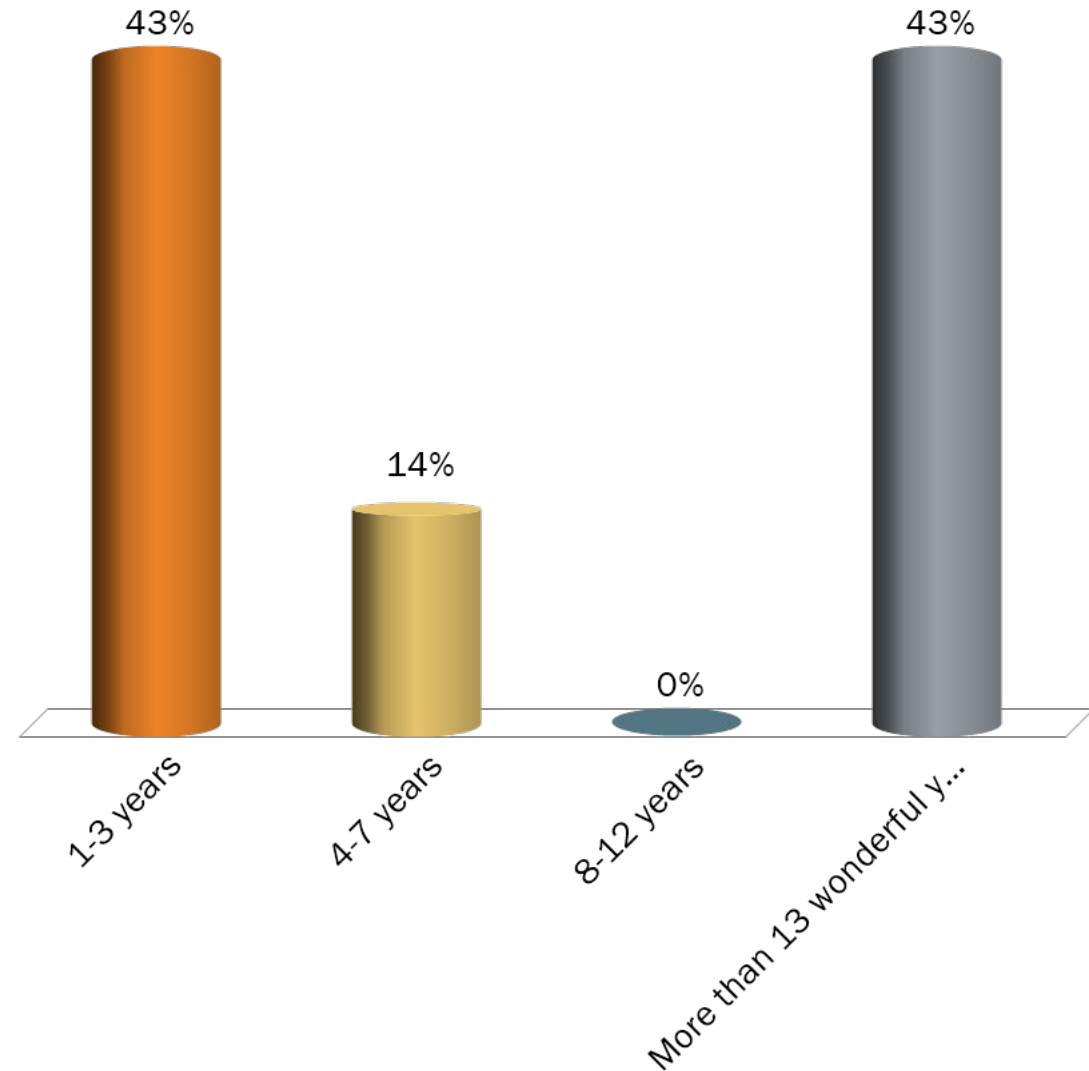
- A. Mayor
- B. Councilmember
- C. City staff
- D. Other

Response Counter



## I'VE BEEN IN CITY GOVERNMENT FOR

- A. 1-3 years
- B. 4-7 years
- C. 8-12 years
- D. More than 13 wonderful years

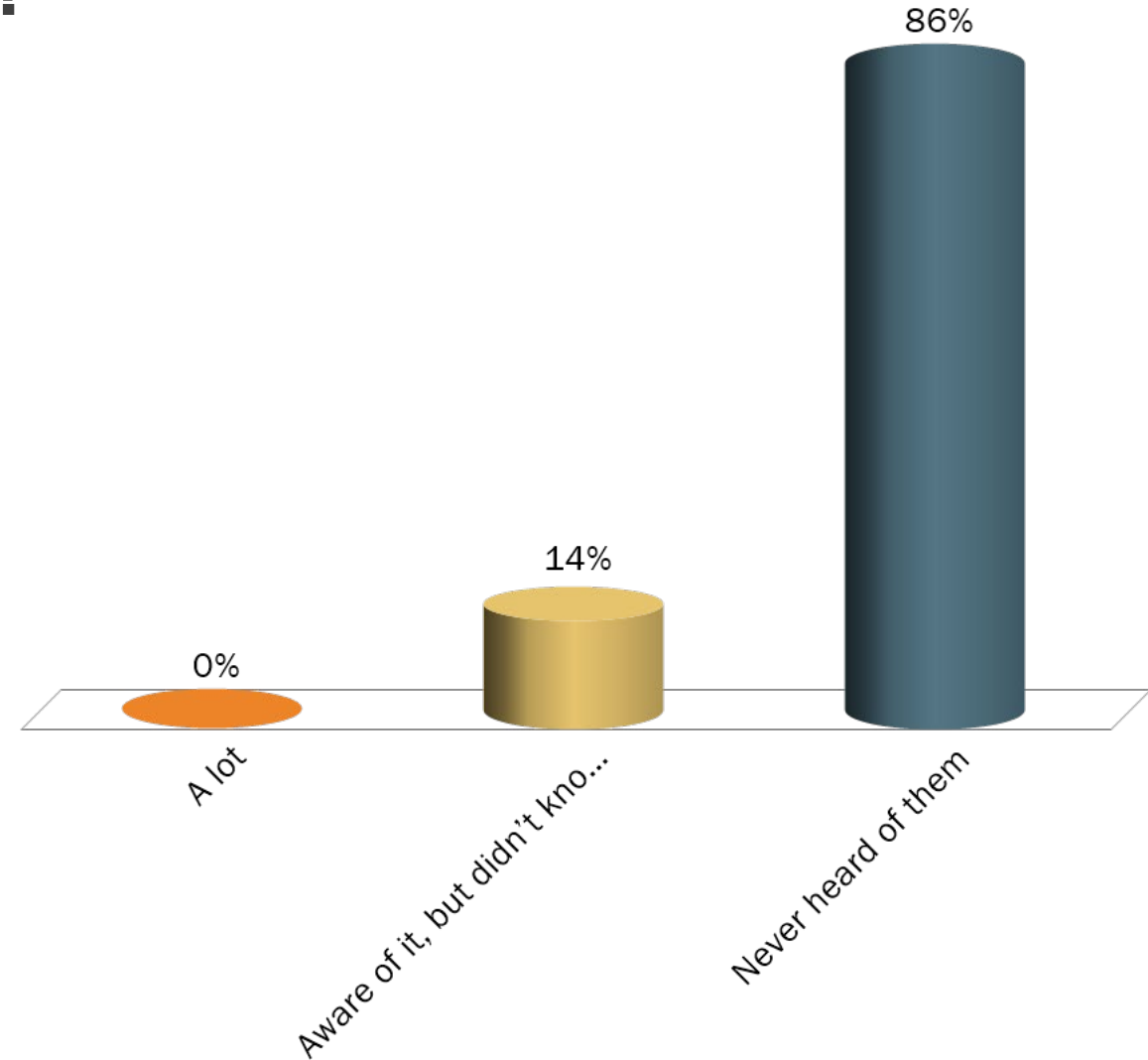


Response  
Counter



# PRIOR TO THIS PRESENTATION, WHAT DID YOU KNOW ABOUT THE GREATER MINNESOTA PARTNERSHIP?

- A. A lot
- B. Aware of it, but didn't know too much
- C. Never heard of them

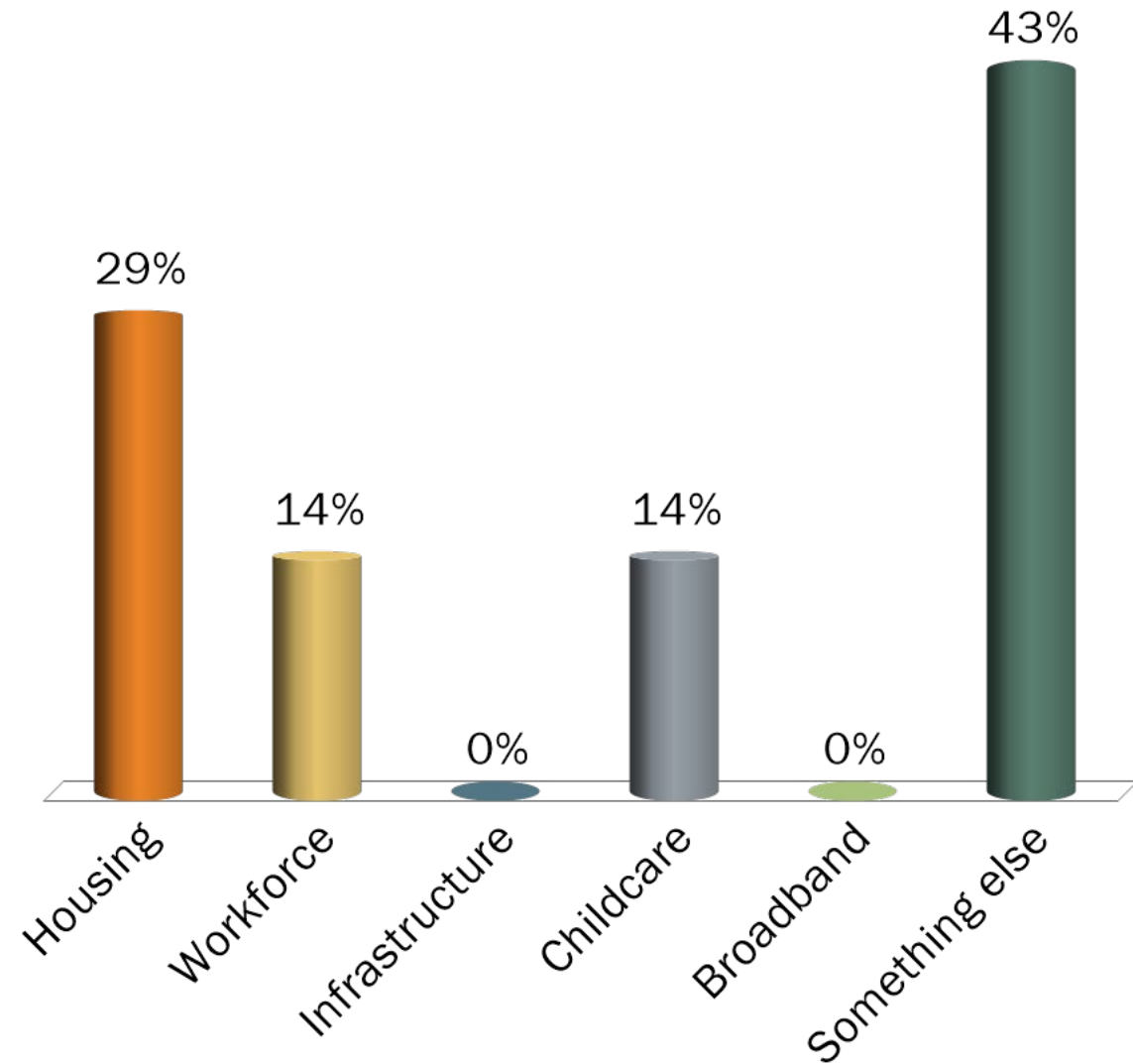


Response  
Counter

# WHAT IS THE #1 ECONOMIC DEVELOPMENT ISSUE IN YOUR COMMUNITY?

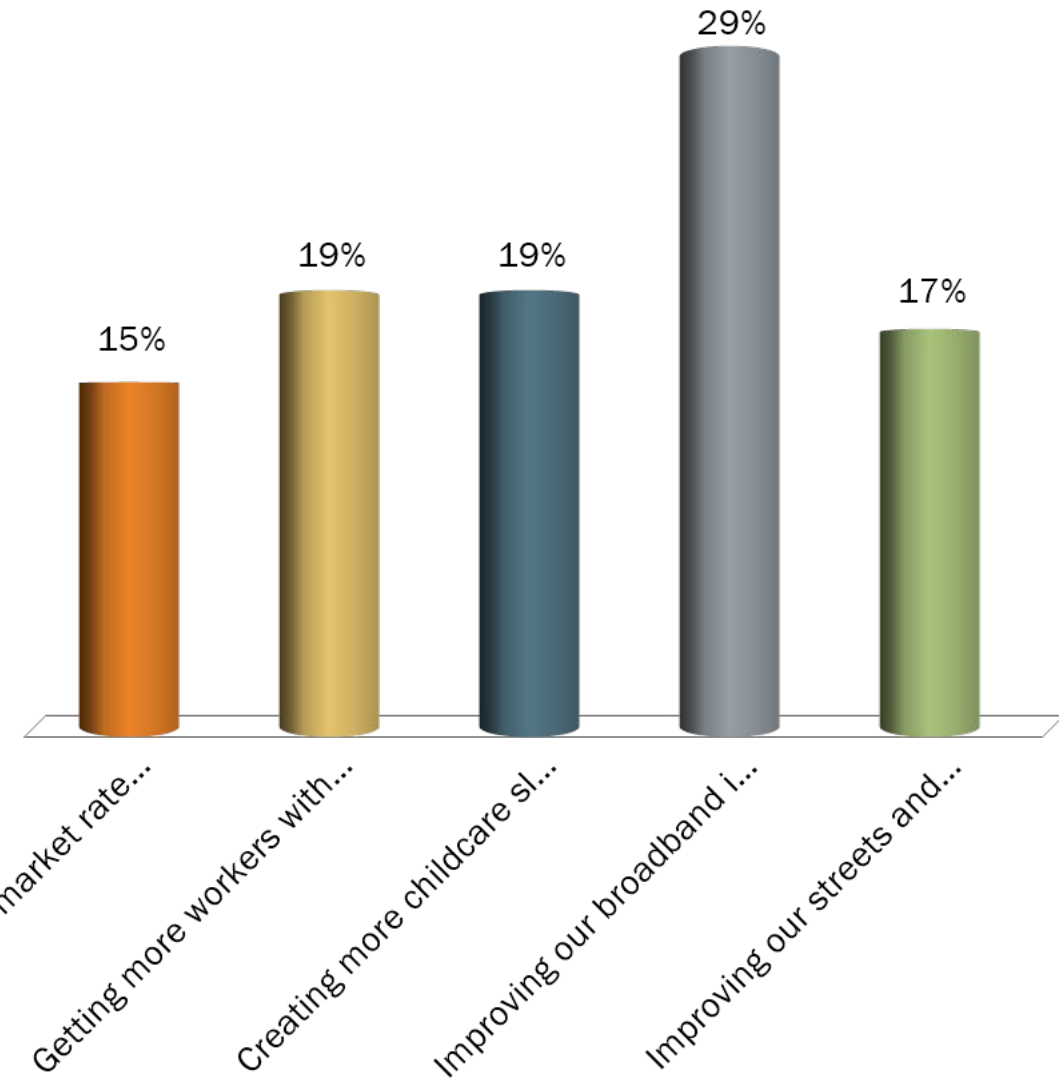
- A. Housing
- B. Workforce
- C. Infrastructure
- D. Childcare
- E. Broadband
- F. Something else

Response  
Counter



# RANK THESE IN ORDER BASED ON THE NEEDS OF YOUR LOCAL ECONOMY

- A. Build more market rate/workforce housing
- B. Get more workers with skills aligned with our employers needs
- C. Create more childcare slots
- D. Improve our broadband infrastructure
- E. Improve our streets and public infrastructure



# MY COMMUNITY IS MEETING IT'S ECONOMIC POTENTIAL

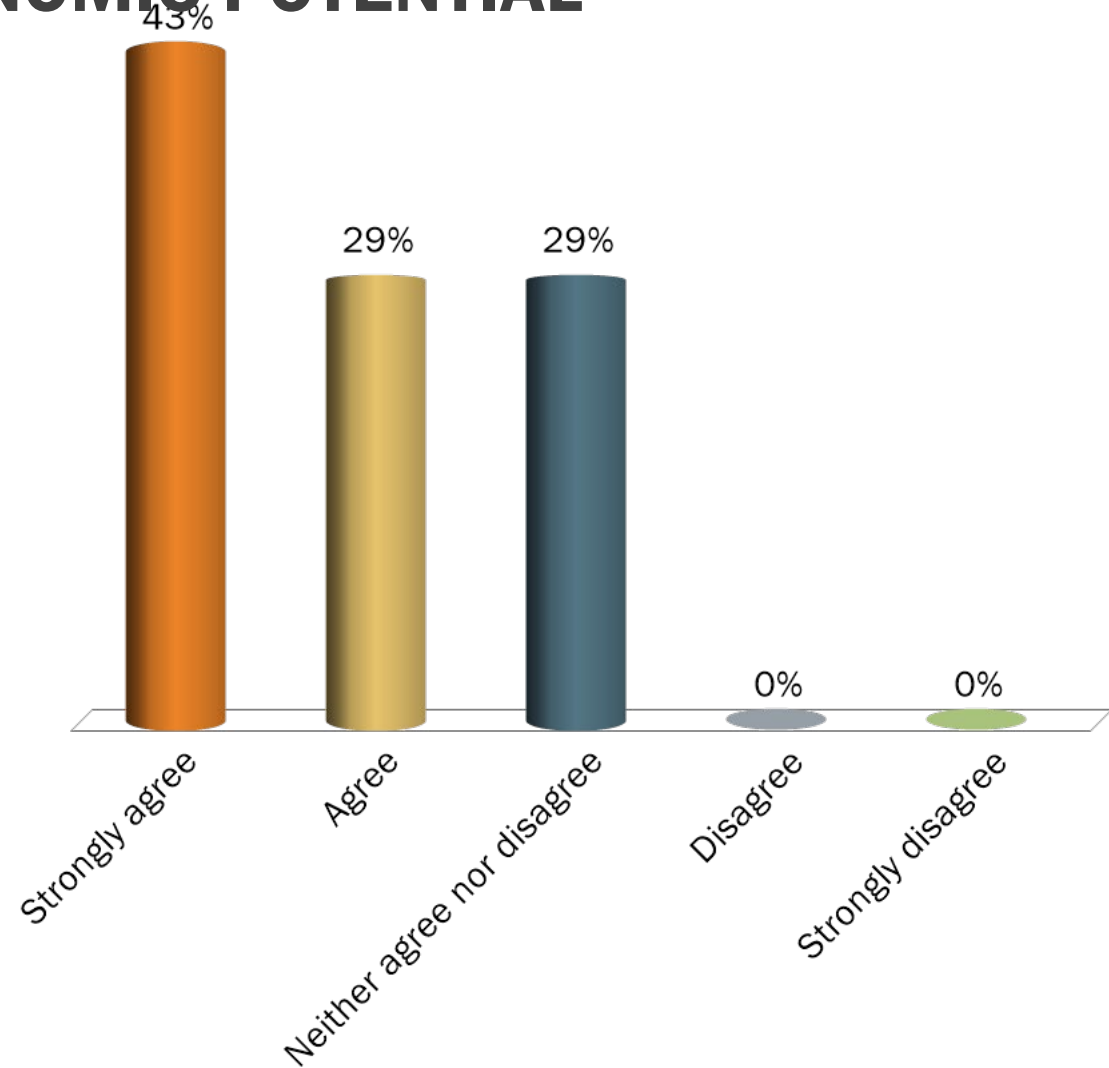
A. Strongly agree

B. Agree

C. Neither agree nor disagree

D. Disagree

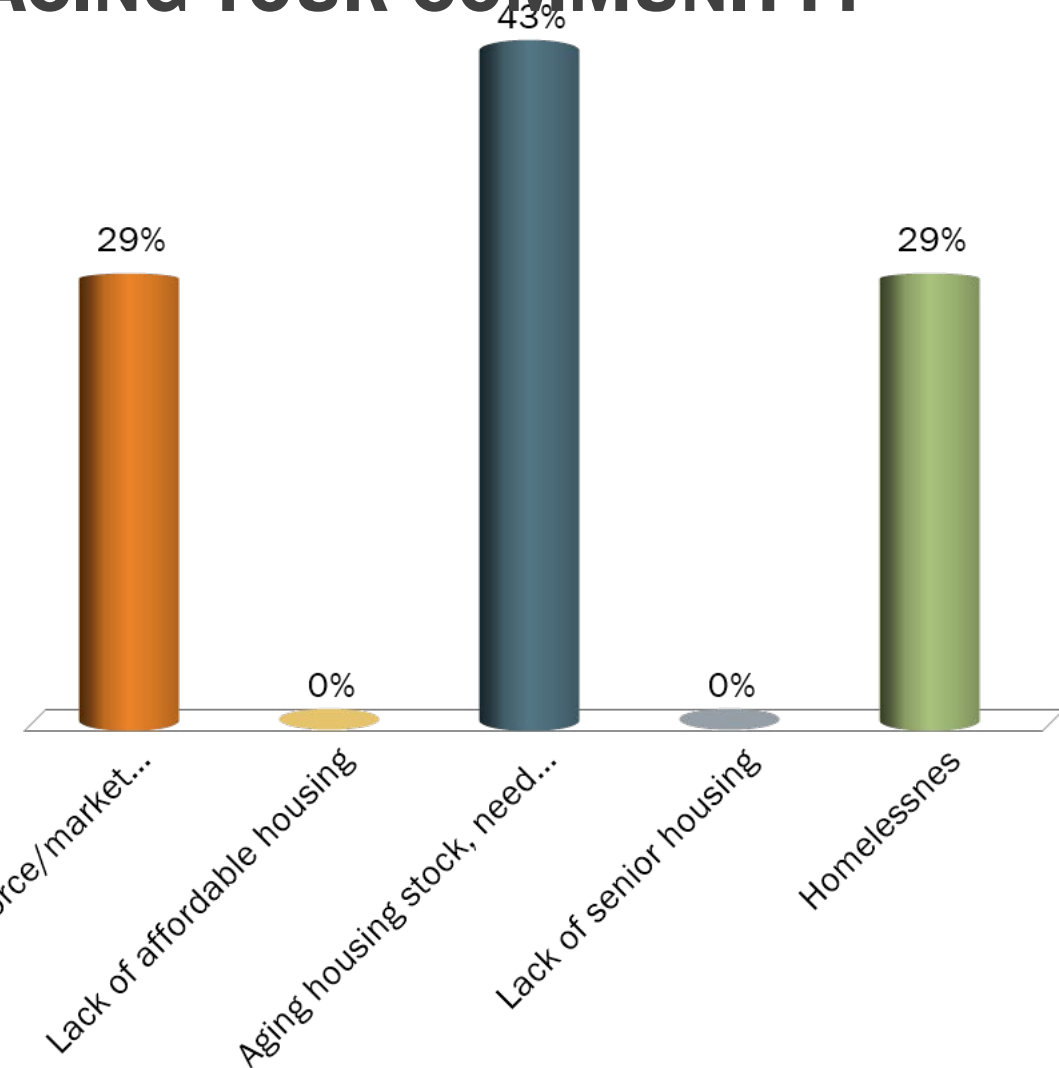
E. Strongly disagree



Response  
Counter

# WHAT IS THE TOP HOUSING CONCERN FACING YOUR COMMUNITY?

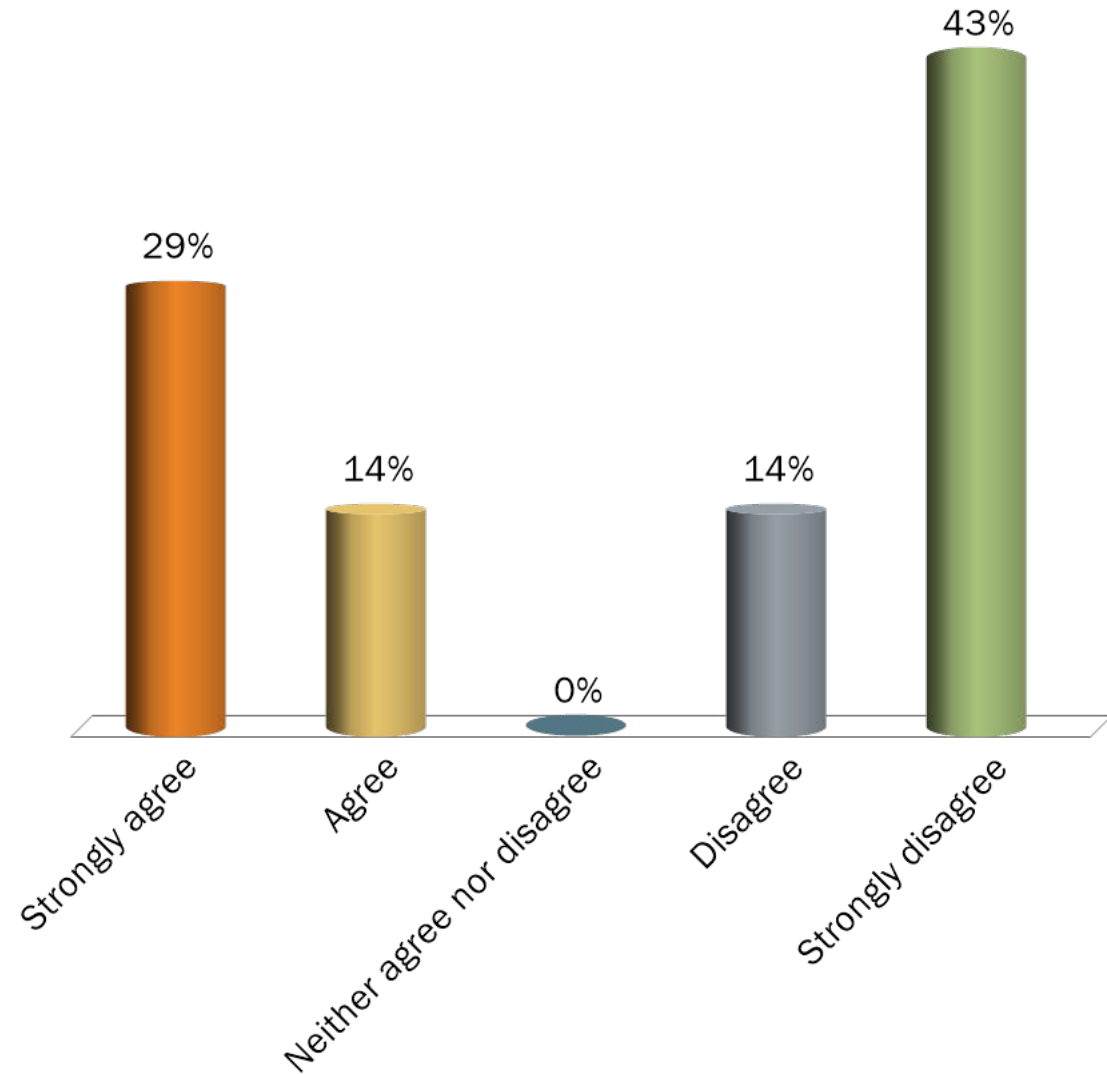
- A. Lack of workforce/market rate housing
- B. Lack of affordable/subsidized housing
- C. Aging housing stock, need to refurbish existing stock
- D. Lack of senior housing
- E. Homelessness



Response  
Counter

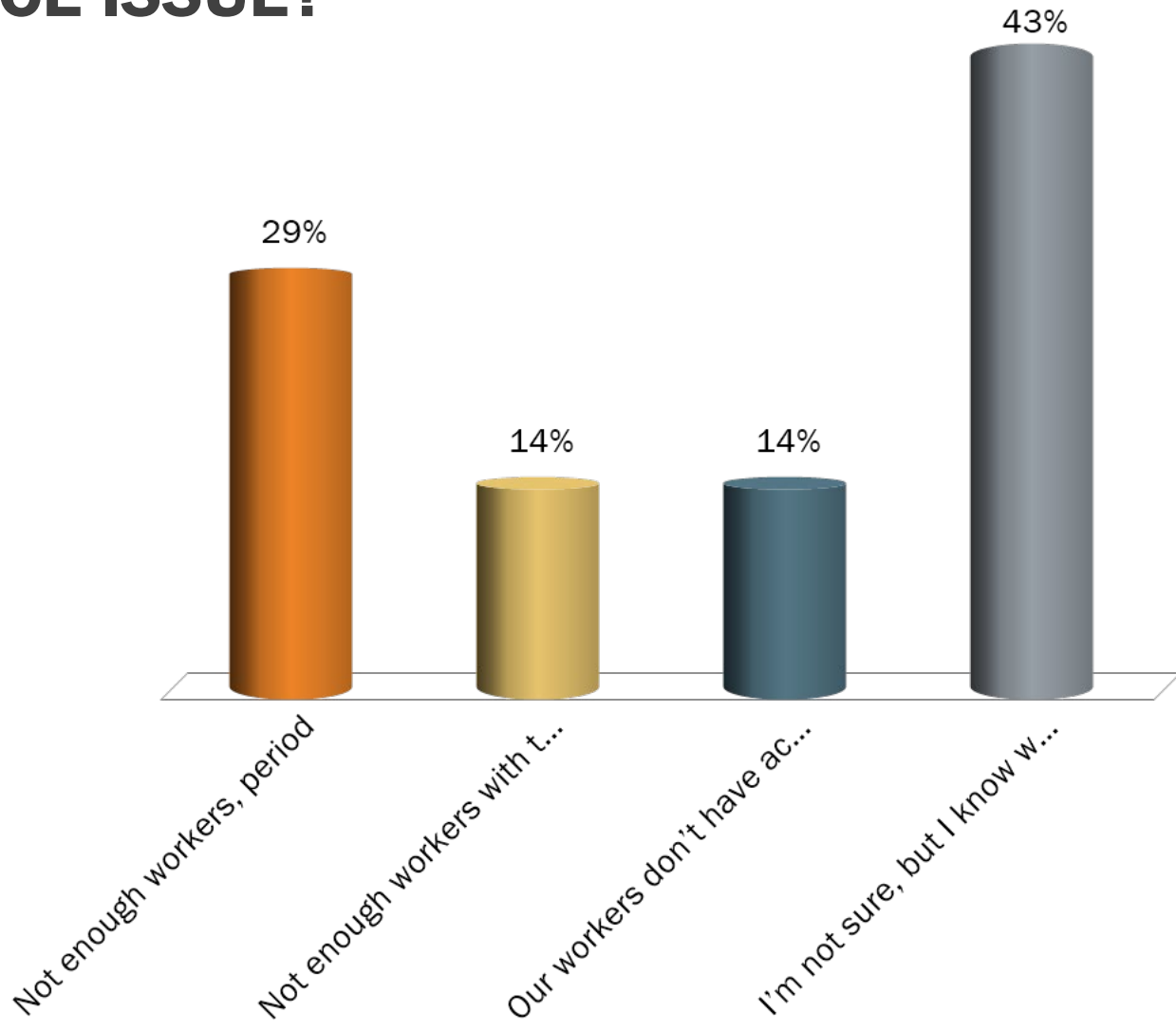
# OUR WORKFORCE IS ABLE TO MEET THE NEEDS OF OUR COMMUNITY'S EMPLOYERS

- A. Strongly agree
- B. Agree
- C. Neither agree nor disagree
- D. Disagree
- E. Strongly disagree



## WHAT IS DRIVING YOUR WORKFORCE ISSUE?

- A. Not enough workers, period
- B. Not enough workers with the skills our employers need
- C. I'm not sure, but I know we've got a problem
- D. Were good. We don't have a workforce problem



**Economic  
Development:  
What's holding  
you back?**

**IT'S TABLE TALK TIME!**

Let's take the next 25 minutes to talk economic development issues at your table

Stay where you are or move; combine tables

Take the time to discuss the questions on the handout

- What's holding you back
- How can you help make GMNP stronger



Questions or  
comments?

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