## U.S. Bank

## Tim Welsh, Vice Chair Consumer and Business Banking



February 27, 2020 Target Field



## **Thinking big**

Lead the world in inclusive economic growth by welcoming all, empowering talent and igniting innovation.

## Key opportunities and challenges

### Regional Indicators Dashboard (2015-2019)

<b>RACIAL INCLUSION</b>	A REGION THAT WORKS	STARTUPS & INNOVATION	RISING TALENT	HOUSING AFFORDABILITY
34% decrease in racial employment gap	<b>3.6% increase</b> in female labor participation rate	<b>38.4% increase</b> in new establishment formation in MN	<b>265% increase</b> Net migration of 25- to 34-year-olds	93% increase in apartment rent growth

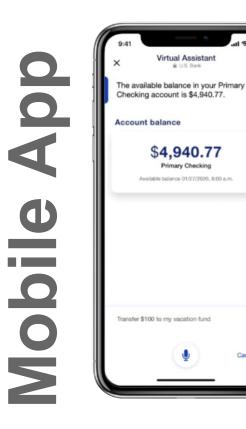
### **Pace of change**



## **Digital transformation**

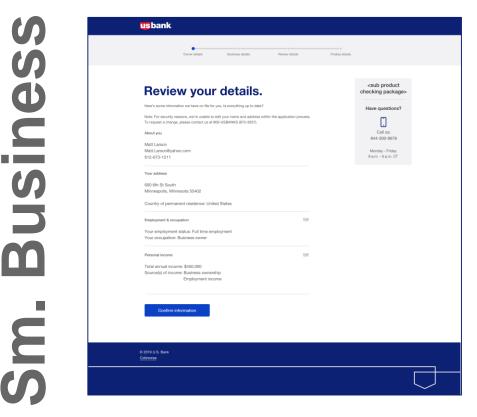
Cancel

Voice



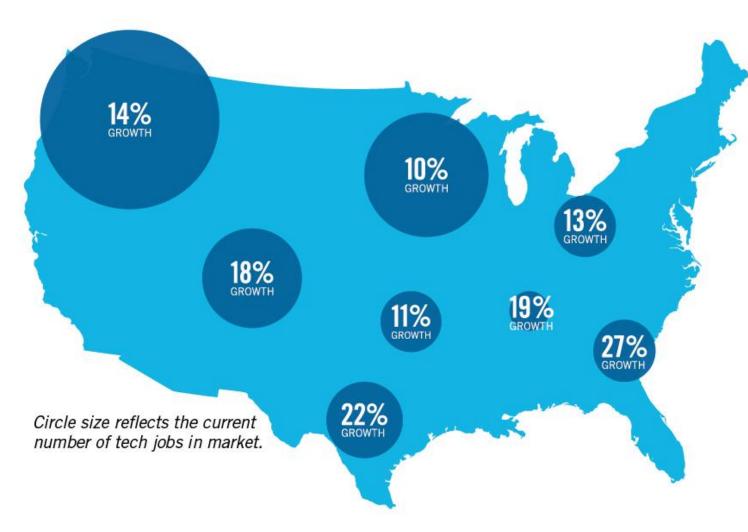
Us	bank
Let's finish up yo We've saved all your info so left off.	ur application you can pick back up where you
Tasks Getting Started Getting to Know You Assets Show 5 more tasks	Finish application >
Your loan progress CURRENT STEP Fill out application Tell us about yoursel we can find loan opt UPCOMING Review and submit a	
CONTACT US U.S. Bank NMLS ID# 402761	

Loan hub



Fast track - review your details

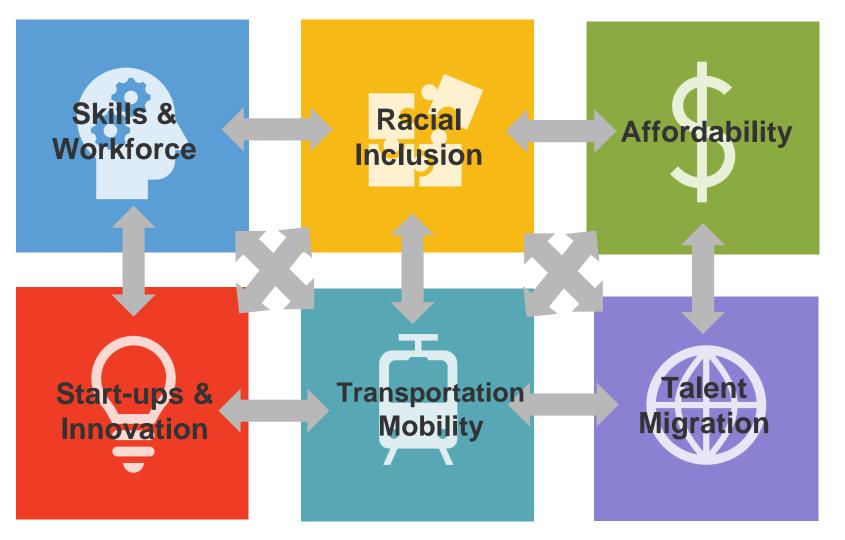
### 136,000 tech jobs in Greater MSP



#### CURRENT SIZE OF TECH LABOR FORCE WITH GROWTH RATE IN TOP US URBAN CENTERS

CITY	2017 TECH JOBS	5 YEAR CHANGE
Austin	83,832	22%
Charlotte	68,297	27%
Columbus	67,640	13%
Denver	109,272	18%
Kansas City	66,788	11%
MSP	136,313	10%
Nashville	43,155	19%
Seattle	196,984	14%

# Addressing challenges & capitalizing on opportunities



**Talent migration** 

## MSP is #16 among largest 35 U.S. metros for talent migration.

### **Talent ambition**

## By 2030, we aim to be one of the country's top 10 metros in attracting and retaining people.

## **Thank You!**

