



**GREATER  MSP<sup>®</sup>**

Minneapolis Saint Paul Regional Economic Development Partnership

**Matt Lewis, Vice President, Strategic Initiatives**

**tech•talent<sup>™</sup>**  
inspire > hire > retain

February 27, 2020  
Target Field

**mhta**  
Driving Innovation & Technology

# Minneapolis-Saint Paul is a tech hub

▷ Talent is our greatest asset – and opportunity



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# Tech talent is foundational to all our work

▷ That runs across each and every strategic initiative

**MAKE IT. MSP.**  
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**FORGE > NORTH**<sup>™</sup>  
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**C > NNEXTMSP**<sup>™</sup>  
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**R > MSP**<sup>™</sup>  
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**MB > OLD**<sup>™</sup>  
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# We're attracting & retaining talent to MSP



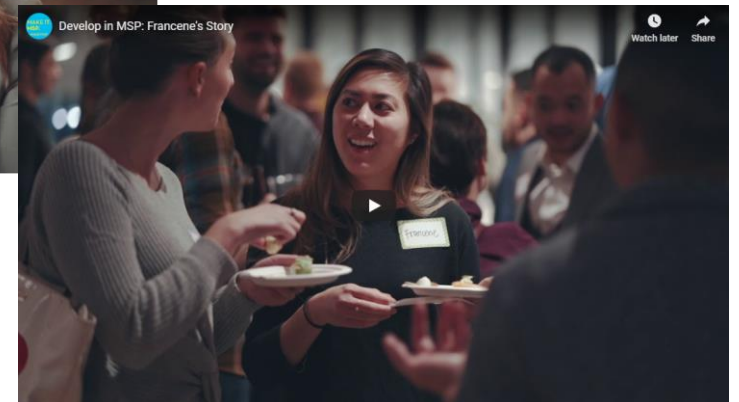
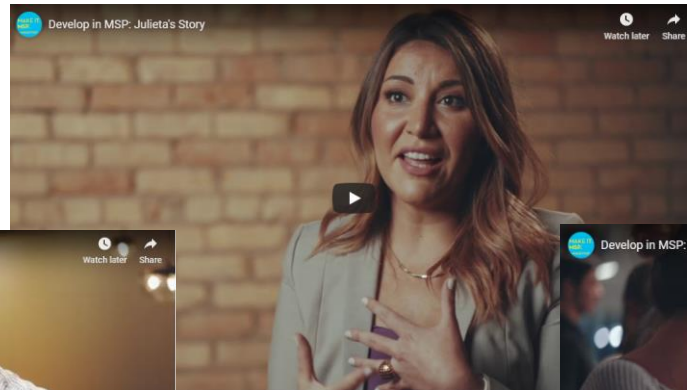
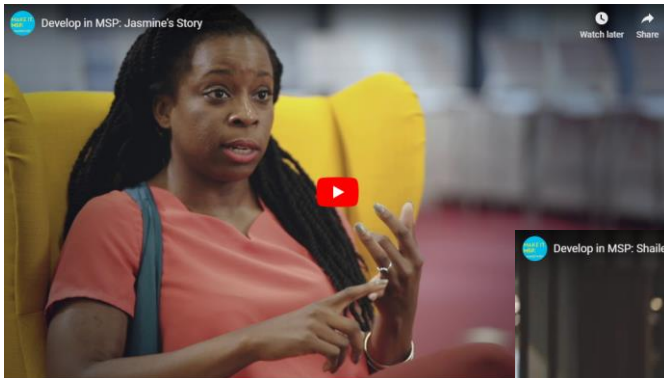
▷ *Discover more on Make It. MSP. at [makeitmsp.org](http://makeitmsp.org)*

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# We're telling stories of people here in MSP

▷ *Develop in MSP* campaign has reached millions around U.S.



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# We're rallying around our tech community

▷ 2020 activations highlight our region's tech professionals



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# And we're raising our ambition for MSP

- ▶ Top 10 metros in attraction & retention requires major lift



# Thank You!

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