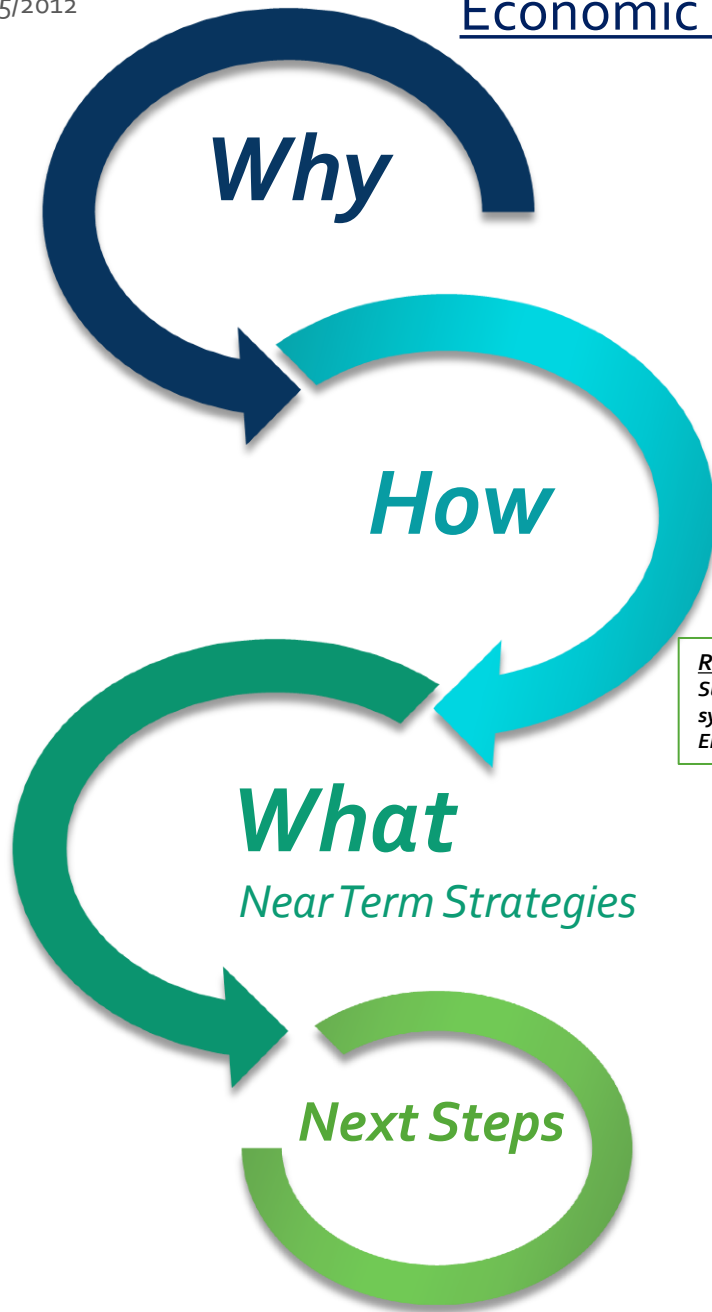


Economic Prosperity & Talent Attraction Initiative

Greater MSP One Voice



Reality Check 2.0

Project Lead

(Initiatives benefit from private/public collaboration)



- ✓ Develop shared regional story → RC 2.0 (Haberman)
- ✓ Convene Reality Check 2.0 Event(s): → All
 - engage business/public/civic champions (not just the usual suspects); include significant next generation, in scenario planning for the built environment
 - build understanding of the importance of the built environment to economic prosperity and talent attraction
 - ignite ownership of regional story and support for near term strategies
 - enter into a Declaration of Interdependence and Action
- ✓ Align support and accountability for execution of critical near term strategies focused on the built environment → All

Regional Built Environment Levers: Strengthen job creation & innovation-enabling ecosystem; Support regional industry concentrations; Anchor region in a competitive multi-modal transportation system; Build mixed-use, mixed-income walkable communities; Foster health, wellness & placemaking; Enhance access to nature & the arts.

Near Term Strategies, e.g.:

- Deepen Thrive 2040 engagement → METC
- Commitment to fund transit build out → MSP Chambers of Commerce
- Create 100,000 jobs → GREATER MSP & Partners
- Expand business incentives → GREATER MSP/DEED
- Strengthen community development tools → RCM
- Draft new flexible TIF/value capture legislation → Corridors of Opportunity
- Create social media campaign → TBD

Next Steps:

- Contract with Haberman → ULI MN on behalf of RC 2.0 PMT
- Mobilize next generation → ULI MN/Citizen's League
- Broaden RC 2.0 participation → All
- Map employment sectors along with regional infrastructure and assets → METC/GREATER MSP/ULI MN
- Research → Itasca/GREATER MSP/U of M
- Define near term strategies, including roles, responsibilities and time lines → All
- Design & implement RC 2.0 event(s) → All



GREATER MSP

