

# Why Minneapolis?



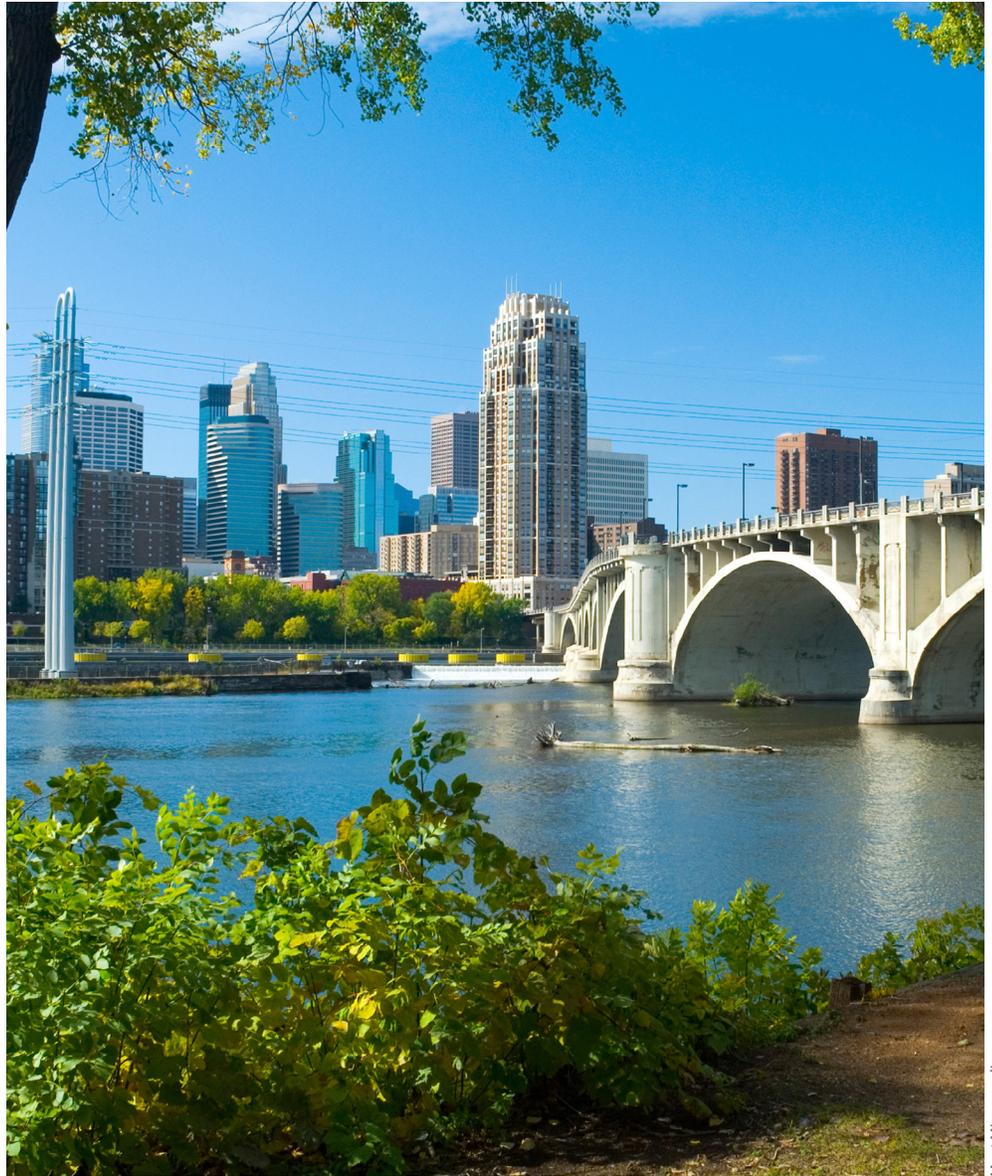
Meet Minneapolis



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**A dozen reasons  
to choose the  
Minneapolis metro**



## STRONG, DIVERSIFIED BUSINESS COMMUNITY

Minneapolis has one of the most robust business climates in the country. The city's diverse economic base is built on companies—large and small, young and established, traditional and cutting edge—in areas of finance, merchandising, healthcare, education, professional services, manufacturing, and distribution services.

**FAST FACT:** 17 Fortune 500 companies including Best Buy, 3M, General Mills and Target Corporation are located in the metro, giving Minneapolis one of the strongest corporate climates in the country.

Source: [www.minneapolis.org/meeting-and-event-professional/general/business-community](http://www.minneapolis.org/meeting-and-event-professional/general/business-community)

## EDUCATED AND EXPERIENCED WORKFORCE

Minneapolis is home to more than 400,000 people with a nationally recognized and educated labor force of 308,441. Minneapolis tops the lists of “smartest people” and “America’s most literate cities.” In addition to the University of Minnesota, Minneapolis has 16 colleges and universities, which businesses can draw their workforce from and send employees to for continued education.

**FAST FACT:** Minneapolis is the second most literate city in the nation.

Source: [www.web.ccsu.edu/amcl/overall\\_rankings/top10.htm](http://www.web.ccsu.edu/amcl/overall_rankings/top10.htm)

## INNOVATIVE BUSINESSES

Minneapolis is a place where entrepreneurs can thrive. The metro is the birthplace of a roster of products and businesses from Wheaties® to the Geek Squad and has the country’s strongest cluster of medical device firms.

**FAST FACT:** Minneapolis is a city that thrives on creative ideas. According to the Harvard Business Review, Minnesota is ranked the No. 2 state for innovators.

Source: [www.hbr.org/2014/12/what-the-two-most-innovation-friendly-states-have-in-common](http://www.hbr.org/2014/12/what-the-two-most-innovation-friendly-states-have-in-common)

## BUSINESS EXPERTISE AT YOUR DOOR

The city has the business resources your firm needs to succeed. From patent attorneys to edgy designers and exporting pros, it’s all here. Minneapolis has the critical mass and breadth of specialties operating worldwide to provide top-quality business support.

**FAST FACT:** The Minnesota Intellectual Property Law Association has over 500 attorneys practicing in patent, trademark, and trade secret law.

Source: [www.mipla.net](http://www.mipla.net)

## CONNECTIONS TO THE WORLD

Stay connected to customers and business partners. Airlines serve domestic and international markets from the Minneapolis-Saint Paul International Airport. Cutting-edge, wireless technology allows for reliable broadband access city-wide.

**FAST FACT:** A wireless network covers all 59 square miles of Minneapolis, one of the first cities in the nation to provide access to residents, businesses, and visitors anywhere in the city. Ookla ranked the metro second in the U.S. for its fast broadband speed.

Source: [www.ci.minneapolis.mn.us/wireless/](http://www.ci.minneapolis.mn.us/wireless/)



City of Minneapolis

*“The surging market for professional workers in Minneapolis is a key reason the Twin Cities enjoys the lowest unemployment rate of any large metropolitan area in the country. Employers in the city have added 25,000 positions since 2009, twice as many as the five other largest cities in the metro combined. About a third of these new jobs are in higher-paying fields such as management, recruiting, advertising, real estate, consulting, public relations, engineering and software development.”*

—Adam Belz, *Star Tribune* (2014)



iStock

*“The Minneapolis-St. Paul metro area is home to 62% of the state’s population. It also serves as the state’s economic hub, with companies such as Target, U.S. Bancorp, General Mills, 3M and Medtronic headquartered there. Minnesota has the fourth highest percentage of adults with a high school degree at 92.4%. With its good schools, low poverty rate and healthy populous, the state ranks second overall on Forbes’ quality of life measurements.”*

— *Forbes* (2014)



Meet Minneapolis



Meet Minneapolis

*“As our cities grow and draw families to new and redeveloping neighborhoods, our park systems must evolve. At The Trust for Public Land, we’re working especially hard to increase safe and vibrant park space in underserved neighborhoods throughout both Minneapolis and Saint Paul, along key opportunity corridors where investment is occurring, in both cities’ downtowns, and along the world class Mississippi riverfront for all of us to forever enjoy.”*

—Susan Schmidt, Minnesota Director of the Trust for Public Land (2015)



Meet Minneapolis

## LEADER IN HEALTHCARE

Minneapolis is a leader in medical research and healthcare delivery. Open-heart surgery, the pacemaker and anesthesia monitors are some of the many breakthroughs that have been developed in Minneapolis. That same creative spark and innovative drive permeate the Minneapolis medical field today.

**FAST FACT:** Minneapolis is filled with top-ranked physicians, researchers, health and medical institutions that provide world-class health care. U.S. News Ranked Minneapolis 4th in the nation for best healthcare.

Source: [www.money.usnews.com/money/retirement/slideshows/top-10-us-places-for-healthcare/5](http://www.money.usnews.com/money/retirement/slideshows/top-10-us-places-for-healthcare/5)

## GETTING AROUND IN THE CITY

Minneapolis is a champion of alternative transportation. The city is a national leader when it comes to bike-friendly communities with 118 miles of on-street and 92 miles of off-street bikeways. Our light rail serves Minneapolis and St. Paul, connecting downtown, neighborhoods, the airport, and the Mall of America. A highly developed network of U.S. and state highways provide ready access to a region-wide workforce.

**FAST FACT:** Minneapolis is America’s most bike-friendly city, according to *Realtor Mag*. It is also the only American city on Copenhagenize’s list of the World’s Best Bike Cities, where it placed 18th. Nice Ride, the largest bike-sharing program in the U.S., is located in the heart of Minneapolis with 1,551 bicycles and 170 stations.

Source: <http://copenhagenize.eu/index/>

## A VIBRANT DOWNTOWN

Downtown is more than just a place to do business. More than 37,500 people live here and nearly 138,000 people work here (sources: Census Bureau; DEED). Luxury hotels have found a home in historic office buildings, including a former bank. Downtown offers premiere dining, live entertainment venues, professional sports facilities and a great music scene.

**FAST FACT:** Minneapolis Downtown East is undergoing rapid development. With a new football stadium, housing units, and public park, the neighborhood is currently in the middle of a transformation expected to attract young workers and contribute to the city’s vitality.

Source: *Minneapolis/St. Paul Business Journal*

## GREEN URBAN CORE

Founded along the Mississippi for its milling opportunities, Minneapolis continues to build on its natural assets. In the 21st century, the city’s green landscape includes more than just parks and water. Minneapolis has made a commitment to attracting the kind of private investment that will make it the center for clean energy technology, products, and a “green collar” workforce. The City is dedicated to helping green businesses succeed.

**FAST FACT:** Minneapolis leads the nation in green buildings. In square feet, 77 percent of building space is certified as green.

Source: [www.cbre.com/o/international/AssetLibrary/Green-Building-Adoption-Index-2014\\_Final.pdf](http://www.cbre.com/o/international/AssetLibrary/Green-Building-Adoption-Index-2014_Final.pdf)

## RICH IN THE ARTS AND ENTERTAINMENT

Minneapolis is home to world-class museums, galleries and performing arts venues, with architecture that gracefully combines old and new. From award-winning restaurants to museums that will suit every interest, Minneapolis provides a rich cultural landscape.

**FAST FACT:** Many of the most creative and innovative artists and designers call Minneapolis home. The Northeast Minneapolis Art District was ranked the best in the country by USA Today.

[www.10best.com/awards/travel/best-art-district/](http://www.10best.com/awards/travel/best-art-district/)

## HIGH QUALITY OF LIFE

Minneapolis is routinely recognized as one of the healthiest, fittest, greenest, cleanest, most educated, family-friendly, livable cities in the country. Those who live in Minneapolis love it. Those who visit are astonished by how wonderful it is.

**FAST FACT:** With 22 city lakes and more than 170 parks, no Minneapolis resident lives more than six blocks from a park.

## MAKE MINNEAPOLIS YOUR HOME

With 81 neighborhoods in the city, there's a place for everyone. The city boasts a vibrant and energetic collection of places, spaces and people that ranges from eclectic and trendy, to historical and upscale, to diverse and artistic. See [www.livemsp.org](http://www.livemsp.org) to experience living in Minneapolis-Saint Paul and help make your move.

**Fast Fact:** In 2015, Forbes Magazine Ranked Minneapolis the second best city in the country for recent college grads due to its low unemployment rate and large number of open jobs.

Source: [www.forbes.com/sites/susanadams/2015/04/02/the-best-cities-for-new-college-grads-in-2015/](http://www.forbes.com/sites/susanadams/2015/04/02/the-best-cities-for-new-college-grads-in-2015/)

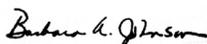
## WHY MINNEAPOLIS?

Minneapolis has so much to offer for your business. The city boasts a healthy economy for industry and businesses of all kinds, both large and small, and a well-educated workforce is here to help you succeed. The City of Minneapolis offers tools and resources through our Department of Community Planning & Economic Development that can help your business grow and prosper.

**We look forward to seeing you in Minneapolis!**



**Betsy Hodges**  
Mayor



**Barbara A. Johnson**  
Council President



**Lisa Goodman**  
Council Member  
Community  
Development Chair

### Minneapolis City Council Members

Kevin Reich  
Cam Gordon  
Jacob Frey  
Barbara Johnson  
Blong Yang  
Abdi Warsame  
Lisa Goodman  
Elizabeth Glidden  
Alondra Cano  
Lisa Bender  
John Quincy  
Andrew Johnson  
Linea Palmisano

**For more information about what the City of Minneapolis has to offer for your company, please contact:**

Website:  
[www.minneapolismn.gov/cped/ba](http://www.minneapolismn.gov/cped/ba)

Phone:  
**612-673-5001 or 311**



Meet Minneapolis

*"We are thrilled to bring the Super Bowl back to Minnesota. We succeeded in making the best case to the NFL owners by pointing out the many strengths our region offers – a tremendous entertainment and hospitality industry, strong connectivity with both our light rail and skyway systems, and perhaps most important, a new, iconic stadium that will be among the best in the country." — Richard Davis, U.S. Bank CEO and Super Bowl bid committee co-chair on Super Bowl LII in Minneapolis (2014)*



City of Minneapolis

*"Relocating to downtown increases our market share opportunities, enables us to broaden our talent recruitment and allows our employees access to multiple modes of mass transit."*

*-Matt Johnson, AIA, LEED AP, office leader, DLR Group*



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