

TOPICS AND PRESENTERS

[ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT: EVAN ABSHER](#)

[SMART CITIES: MODERATOR SABINA SAKSENA](#)

[UPDATE FROM GREATER MSP: MATT LEWIS](#)

ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

[LINK](#)

EVAN ABSHER, KAUFFMAN FOUNDATION

Best Entrepreneurship practices for taking MSP to the next level of impact.

- Entrepreneurship is a pathway to economic independence
- Data indicates that net new jobs comes from new young companies.
- Policy is important to launch growth in entrepreneurship
- We have an Entrepreneurship Diversity Gap: Non-minorities are twice as likely to own employer businesses in the U.S. Studies indicate the issues of accessing capital for those of color, particularly women of color who make up 60% of the minority owned entrepreneurial businesses (more statistics in linked presentation).
- A panel study conducted to understand the issues found:
 - The Middle is the New Edge: Of the 10 metros with the biggest improvement in startup activity, 6 are in the middle of the country and the top 5 of the top 10 are outpacing everyone (this is a large shift).
 - There are more companies with fewer jobs. For example, in 1962 Kodak employed 75,000 people. At the same revenue scale in 2013, Facebook employed only 6,300.
 - Barriers to increasing entrepreneurship rates include:
 - Lack of knowledge of where to go to get help to grow an entrepreneurial business
 - Failure to follow through with an idea to action, or get the support and funds needed to move forward
 - Lack of inclusivity in the network: older businesses not utilizing their knowledge to help younger businesses
 - Paying for business taxes is challenge when starting up
 - Lack of desire to move to another location to grow a business.
 - Solutions:
 - Connect older businesses to start ups
 - Provide support for tax issues (employee and business tax)
 - Reduce business fees and health code violations through education
 - Support Greater MSP's Forge North effort; creating a playbook for cities
 - Identify how to create incentives/incumbents that do not always entail direct financing

Discussion Question: *What can RCM and the individual Cities do in partnership with Greater MSP to promote entrepreneurship?*

- Connect with Universities to support and share data
- Regionally support and work with the same metrics the Greater MSP is creating

SMART CITIES

MODERATOR: SABINA SAKSENA, FOUNDER AND CEO, CYTILIFE

PANELISTS:

- OTTO DOLL, CIO, CITY OF MINNEAPOLIS
- SCOTT JACKSON, SMART CITY PROGRAM MANAGER, GRAYBAR, TECHNICAL ADVISOR ON TECHNOLOGY INNOVATION
- DAVID YOUNG, FIBER INFRASTRUCTURE AND ROW MANAGER, LINCOLN, NEB
- STEVE WYMATT, DIRECTOR, SMART CITIES, ARRIS

Why Smart Cities?

- By 2030 nearly 60% of our growing population will live in cities (look at handout)
- It's an economic imperative
- We should utilize data to help create an ecosystem of ease to live within cities

What is a Smart City?

- Employing new technologies to make better decisions and become more efficient: Make sure you have processes and systems to achieve this. Example: understanding and organizing police system fleet; informational kiosks with Wi-Fi capability
- Electronic records management systems to reduce paper waste and storage and improve efficiency. Example: [Dubai](#)
- Applying technology across infrastructure to make cities safe, livable, protect the environment, and increase efficiency in areas driven by a city's priorities. Turn information into knowledge to make better policy decisions.
- Having a [smart grid](#) that connects infrastructure and networks.
- Institute [smart street lighting](#) with sensors that collect data
- [Connectivity of parking](#)

Examples:

- Digitize water meters and [automate lift stations](#)
- Collect data and generate analytics on many generic measures to identify priorities
- Create citywide Wi-Fi and upgrade to 100% fiber technology
- Lincoln, NE: political prioritization and corporate pressure helped to make their system happen quick. [Green Light Lincoln](#) - streetlight smarts linked through a complex infrastructure to improve efficiency and safety

What is the starting point for a City?

- Identify a problem that technology can help solve and start with a pilot project. If successful, institutionalize this project

Financing Smart Cities

- Monetization of data
- Proof of concepts and private sector partnerships
- Rate structure model to find funding
- Apply for public safety grants

UPDATE FROM GREATER MSP

MATT LEWIS, DIRECTOR OF MAKE IT. MSP, GREATER MSP

[LINK](#)

- Update on efforts on talent attraction: MSP Tech, Be MSP (toolkit created for employers), MSP Hello, MSP Interns
- [Make It. MSP week: Sept 23-29th](#)
- Forge North: perspectives on our region from a young employee who came back to MN when there was a lack of support for entrepreneurs, Greater MSP listened and identified what would be helpful and need to be capitalized on:
 - Grant from Bush Foundation helped to create Forge North that was soft launched Superbowl week
 - Testing the idea of Forge North nationally to understand the value of a broader vision
 - Attractive to young entrepreneurs with an early system created
 - Connectivity of the system is being created, problem solving model
 - Build out a dashboard of Entrepreneurship through multiple metrics
- Regarding entrepreneurship and innovation happenings this October, the full lineup of [Twin Cities Startup Week](#) can be found here. The [MANOVA Summit](#), [Food Ag Ideas Week](#), and [Blacks in Tech Conference](#) can be found here.

ATTENDEES

MAYORS

James Hovland	City of Edina (co-chair)
Molly Cummings	City of Hopkins (co-chair)
Doug Anderson	City of Lakeville
Kirt Briggs	City of Prior Lake
Melvin Carter	City of St. Paul
Bob Crawford	City of Elko New Market
Sean Dowse	City of Red Wing
Jerry Faust	City of Saint Anthony
Mary Gaasch	City of Lauderdale
Mary Giuliani Stephens	City of Woodbury
Kathi Hemken	City of New Hope
Marvin Johnson	City of Independence
Peter Lindstrom	City of Falcon Heights
Chris Lund	City of Hamburg
Dan Lund	City of Newport
Mike Maguire	City of Eagan
Tim McNeil	City of Dayton
Rhonda Pownell	City of Northfield
Nancy Tyra-Lukens	City of Eden Prairie
Mike Webb	City of Carver
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington

GUESTS

Evan Absher, Kauffman Foundation; Kristen Elverum, City of Hopkins; Sharon Kennedy Vickers, City of Saint Paul; Peter Frosch, Greater MSP; Matt Lewis, Greater MSP; Rick Getschow, City of Eden Prairie; Debbie Goettel, Hennepin County; Libby Starling, Metropolitan Council; Mark Casey, Saint Anthony; Brad Larson, Savage; Burke Murphy, Red Wing Ignite; Neela Mollgaard, Red Wing Ignite; Kurt Wolf, City of Northfield; Ben Martig, City of Northfield; Jonathan Redberg, Target; Breanna Schafer, Target; Tracey Hester, Target;

ULI MINNESOTA

Aubrey Albrecht, Cathy Bennett, Caren Dewar, Gordon Hughes

NEXT MEETING

Monday, November 12th, 2018

11:30 a.m. to 1:30 p.m.

Seattle Room at Dorsey & Whitney, 50 South 6th Street, Minneapolis, MN.

October Meeting Cancelled

Replaced by 3M Innovation Center Tour October 1, 9:00-11:30