




*Getting Business...  
Producing Results*



**Why APEX?**  
*Something has to be  
done... and isn't it  
pathetic that we're the  
one's who have to do it!*

*Jerry Garcia, The Grateful Dead*



# The Rationale



1. Private Sector Leadership was not at the table
2. The “old models” were not working
3. There was little or no collaboration among partners
4. Accountability was non-existent



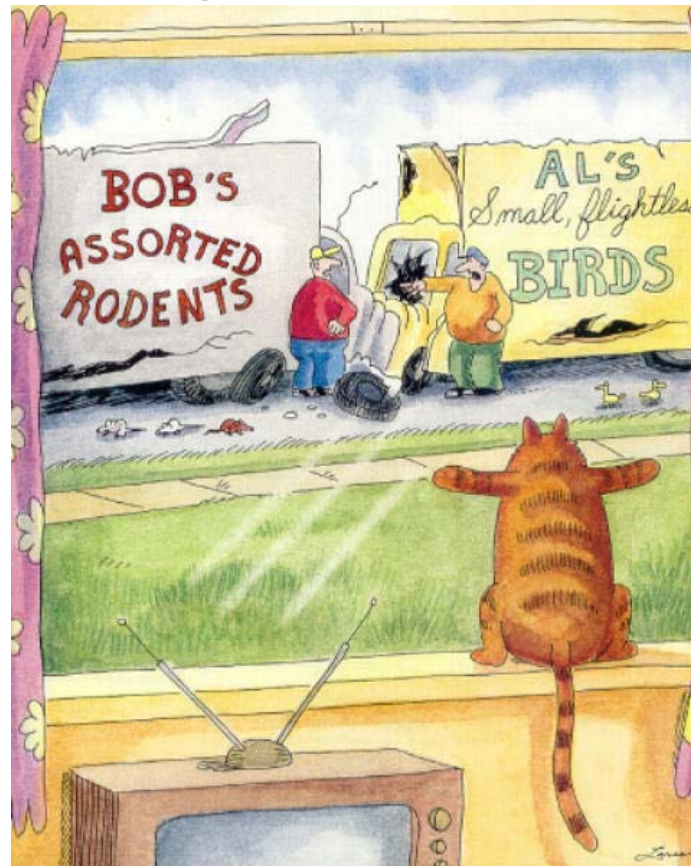
# Quick Facts



- Regional population 420,000
- Great education base
- Outstanding Healthcare
- International seaport and airport
- \$10 billion in consumer spending in the SMSA
- \$7 billion in new capital investment
- Superb quality of life



# Getting In The Game



## Conclusion:

The region is a great place to live, learn and work.. APEX's objective is to leverage these assets for economic growth and development!



# APEX's Mission

Use private sector resources to drive regional business growth, which in turn will create regional **wealth** and new employment opportunities.





# APEX's Strategy

Focus on three initiatives...  
Attraction, Retention and  
Expansion within the region



# APEX Unique Differences


- Privately funded
- No red tape and confidentiality
- Measurable results
- APEX speaks business and has business resources
- APEX has an extensive tool kit



# What Is The APEX Business Strategy?

1. Devote 75% to 80% of APEX resources to growing high-potential businesses already in the region.
2. Devote 20% to 25% of APEX resources to attracting **strategically aligned** businesses to the region.





A major part of our success  
is to ensure that solid  
relationships, built on trust,  
are an integral part of our  
sustainable competitive  
advantage.





# The Results After 36 Months of Operation?

# APEX Results

1. Total businesses where APEX has been involved= 57
2. Total jobs where APEX has, or will have, an opportunity for impact = 2,556
3. Jobs lost in retention/attraction efforts = 513
4. Jobs retained, attracted or created = 737
5. Jobs currently in play = 1,306



# APEX Results

1. Wages positively impacted by APEX and its partners - \$42 million in the last three years.
2. Wages pending in new deals \$54 million



# What Is In The Pipeline?

1. Large metal fabrication company could locate in Hermantown
2. Major Fortune 100 Company - manufacturing
3. Tire recycling/conversion manufacturer
4. Bio-fuels - new plant
5. Two wood products companies – a cut plant and a flooring company
6. Fishing equipment manufacturer
7. Data storage hotel

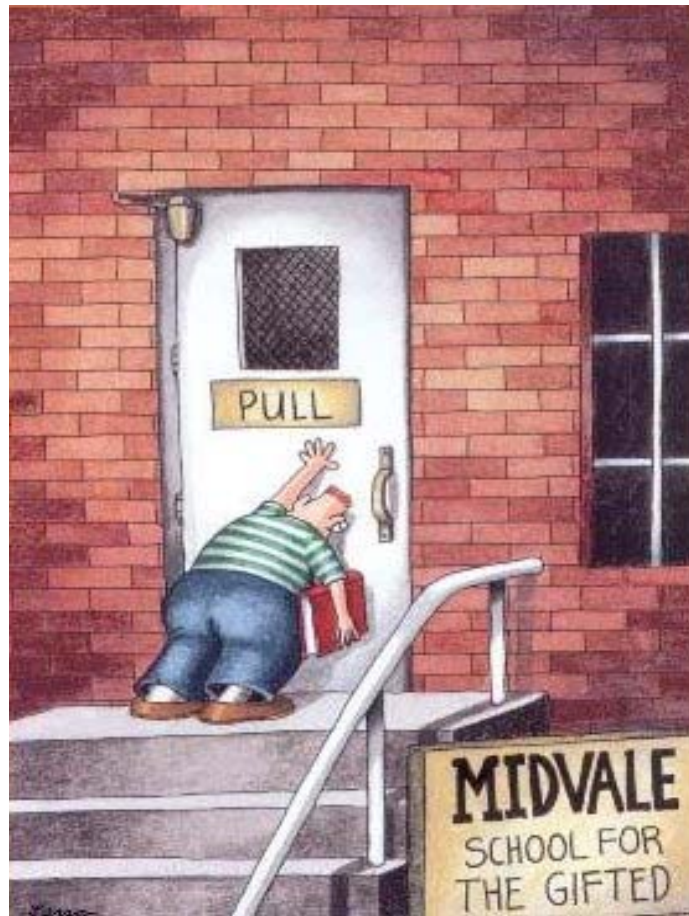


# More In The Pipeline?

8. Large jet/commercial plane MRO
9. New titanium mining operation and value added manufacturer
10. Large fabricator and assembly operation
11. Wind energy fabrication plant
12. Tungsten/nano technology manufacturing
13. Food processing manufacturer
14. Molecular sensing device manufacture
15. Wind Turbine Manufacturing
16. Tar Sands Manufacturing
17. Applied Technology Opportunity



# There Are Challenges



*Special Note: This person did not attend a Minnesota college.*



# What Are The Challenges Facing Our Region?



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C. Zovatti

*“There, there it is again—the invisible hand of the marketplace giving us the finger.”*



# What Are The Challenges Facing Our Region?

- Diversification
- Workforce development – 75,000 retiring “boomers”
- Succession planning – estimate 5,000 small businesses at risk in the region
- Recruiting - middle and senior management to the region, skilled trades, teachers, IT, etc.
- Political vision and leadership within the city and region
- Change perceptions of “us vs. us” and provincialism
- Brain drain – the Fort Collins, CO experience
- Enhanced transportation – getting light rail to the Twin Cities
- Need continual efforts to diversify in a global economy
- Fostering entrepreneurship
- Creating a culture for growth
- Angel capital
- It’s a small sandbox





The Biggest Challenge  
Is Most Likely EGO.

It's an acronym for  
Economic Growth Obstacle





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