

## FW: Amazon TPs

**From:** "Delaney, Shane M (DEED)" </o=exchangelabs/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=6a2829cb47164079b7b1d2b4536bfd95-shane m del">  
**To:** "McKinnon, Kevin (DEED)" <kevin.mckinnon@state.mn.us>  
**Date:** Fri, 08 Sep 2017 13:42:27 -0500

Do you have this?

**Shane Delaney | Communications Director**  
*Minnesota Department of Employment and Economic Development*  
1st National Bank Building, 332 Minnesota St., Suite E200, St. Paul MN 55101  
P: 612.296.3333  
F: 612.296.3337  
[Web](#) | [Twitter](#) | [Facebook](#)

**m** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

**From:** Mike Brown [mailto:Mike.Brown@state.mn.us]  
**Sent:** Friday, September 08, 2017 1:41 PM  
**To:** Delaney, Shane M (DEED) <shane.m.delaney@state.mn.us>  
**Subject:** RE: Amazon TPs

Fantastic! All of our talking points are in the email that you reviewed yesterday and we forwarded to the ED professionals in the region. She will be great!

Mike Brown  
*VP Marketing and Communications*  
**GREATER MSP**  
Minneapolis Saint Paul Regional Economic Development Partnership

Office: 612.296.1247  
Cell: 612.296.3333  
Email: [mike.brown@greatersp.org](mailto:mike.brown@greatersp.org)

TOP STATE FOR  
BUSINESS  
-CNBC, 2015

**From:** Delaney, Shane M (DEED) [mailto:shane.m.delaney@state.mn.us]  
**Sent:** Friday, September 08, 2017 1:11 PM  
**To:** Mike Brown <Mike.Brown@greatersp.org>  
**Subject:** Amazon TPs

Hi Mike,

Shane Delaney from DEED here. Commissioner Hardy will be on Almanac tonight regarding the Amazon project. We have talking points prepared for her, but she wanted me to check with you to see if there are any additional points or messaging you would like her to have at the ready. Feel free to send anything my way and I'll make sure she gets it.

Thank you.

**Shane Delaney | Communications Director**  
*Minnesota Department of Employment and Economic Development*  
1st National Bank Building, 332 Minnesota St., Suite E200, St. Paul MN 55101

~~XXXXXXXXXX~~  
~~XXXXXXXXXX~~

1-851-802-8307  
[Web](#) | [Twitter](#) | [Facebook](#)

**m** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

## Amazon Talking Points

- This is an exciting opportunity for our region. Amazon already has a fulfillment center in Shakopee and a tech center in downtown Minneapolis, and has been a great employer to thousands of employees. We anticipate that will be true for this opportunity as well.
- The Amazon RFP states that the project is estimated to create as many as 50,000 new, full-time jobs with an average annual compensation exceeding \$100,000. The positions will be added over a 10-15 year period. The project could be over \$5 billion in capital investment over the initial 15-17 years of the project.
- We believe the MSP region is uniquely positioned to succeed on this project for a number of reasons:
  - Strong existing workforce with a commitment to investing in future workforce
  - Robust corporate HQ infrastructure
  - Stable economy
  - Nationally leading airport
  - Strong quality-of-life for employees
  - Affordability relative to other large markets
- **The demand for workers in Minnesota is real, and we have been talking about a workforce shortage in this state for some time now, but this presents a unique opportunity for Minnesota to attract new workers to this region.**
- **We know that some of our best talent is leaving Minnesota to go work for companies all across the country. We want that top Minnesota talent to stay in Minnesota. Bringing Amazon here would be a great opportunity to do that.**
- Time and again, Minnesota has proven that when businesses start, relocate, or grow in our state, they are afforded the tools and resources to

make them successful.

- Our state's culture of innovation, coupled with our top-rated workforce, are key reasons so many companies have been able to grow and thrive here. Minnesota's livability is also key to attracting and retaining the skilled employees that businesses like Amazon need to succeed.
- Minnesota's robust infrastructure – rails, roads, ports and airports – makes it easy to do commerce both locally and globally. This currently allows businesses like Amazon to get products to consumers anywhere from a couple of days, to a couple of hours, and also serves corporate headquarter locations well.
- Minnesota understands that economic development is a partnership, and Amazon has been a great partner to the state, as well as the counties and cities it currently calls home.
- Minnesota is the third best state for business according to the most recent CNBC ranking. US News and World Report ranked Minnesota as the third best state overall, and the number one state in country when it comes to workforce participation.
- While some financial considerations will likely be necessary regarding this project, this is about creating a successful ecosystem to support Amazon's growth.
- Regarding confidentiality, Minnesota will be as transparent as possible when it comes to this process. That being said, Amazon has requested a level of confidentiality in the proposal, which is completely normal for this type of project, and we will respect that request. Minnesota is happy to work with any company interested in relocating or expanding in Minnesota.