

September 5, 2018

Mike McCarthy, Principal
Susan Blansett, Principal
Colleen Nelson, Principal
The McCarthy Blansett Group LLC
P.O. Box 1466
Golden, CO 80402

Dear Mike, Susan, and Colleen,

I am writing to express my gratitude for the leadership and expertise your team provided to GREATER MSP over the past year. Our Partnership is at an exciting point in its history and McCarthy Blansett Group is playing a critical role as we double-down on our region's future economic success.

GREATER MSP is experiencing a shift from its first years in operation. The economy has changed. We need to communicate differently to the Partnership, build greater accountability to our partners, and forge new alignments.

We determined that in order to be most successful, we needed an expert in our corner to evaluate the GREATER MSP Partnership's value proposition and to bring critical insights into our fundraising challenges and opportunities. This included identifying Investor expansion and engagement to more broadly harness the assets they bring to the table to accelerate our work.

Based on our needs, McCarthy Blansett Group was the clear choice with its track record of success in identifying and implementing a clear mid-tier Investor expansion strategy. Over the past year, you worked diligently with our team by spending time in our region and immersing yourselves into our daily economic development and fundraising activities. You helped us create bold messaging to Investors and prospects, define meaningful Investor engagement to increase retention, and improved our overall fundraising capacity and competencies.

I am pleased to report that GREATER MSP is now benefiting from your expert insights and guidance. Please accept my highest recommendation of McCarthy Blansett Group's work. Thank you for your steadfast consultation and support.

Sincerely,



F. Michael Langley
CEO, GREATER MSP

Minneapolis Saint Paul Regional Economic Development Partnership

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