



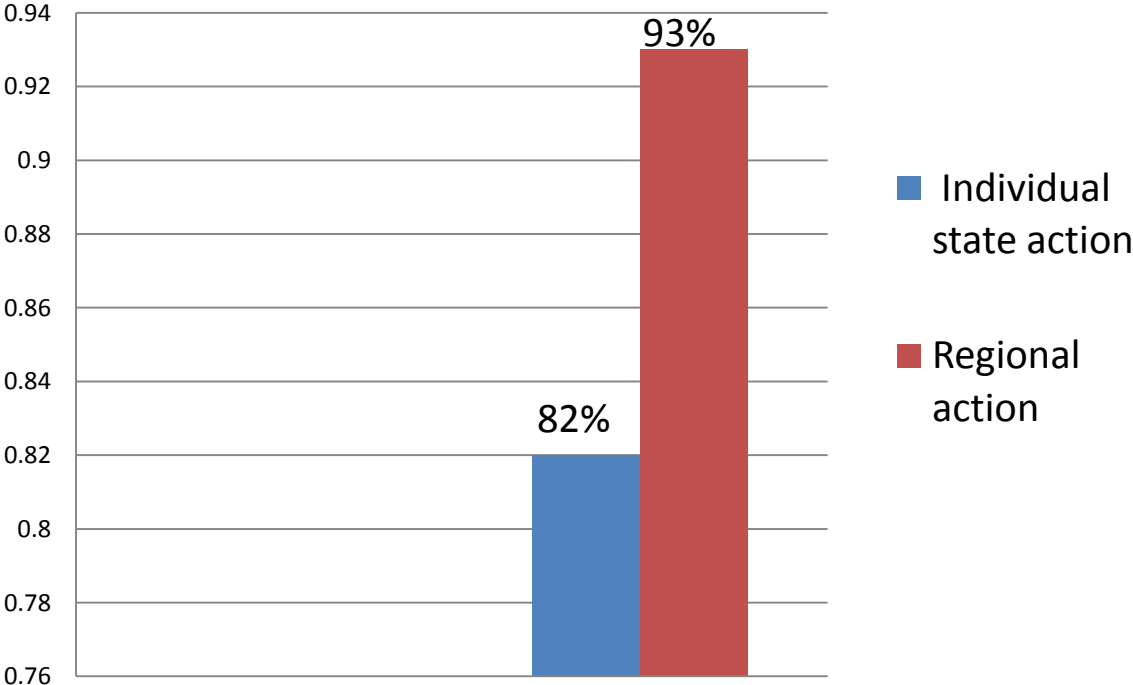
Midwestern Investment Survey Results

COLUMBUS, OH 09-22-2010

Some overalls

While both are important, more respondents agree that taking **REGIONAL ACTION (93%)**, versus **INDIVIDUAL STATE ACTION (82%)**, can improve investment the Midwest's new-energy economy.

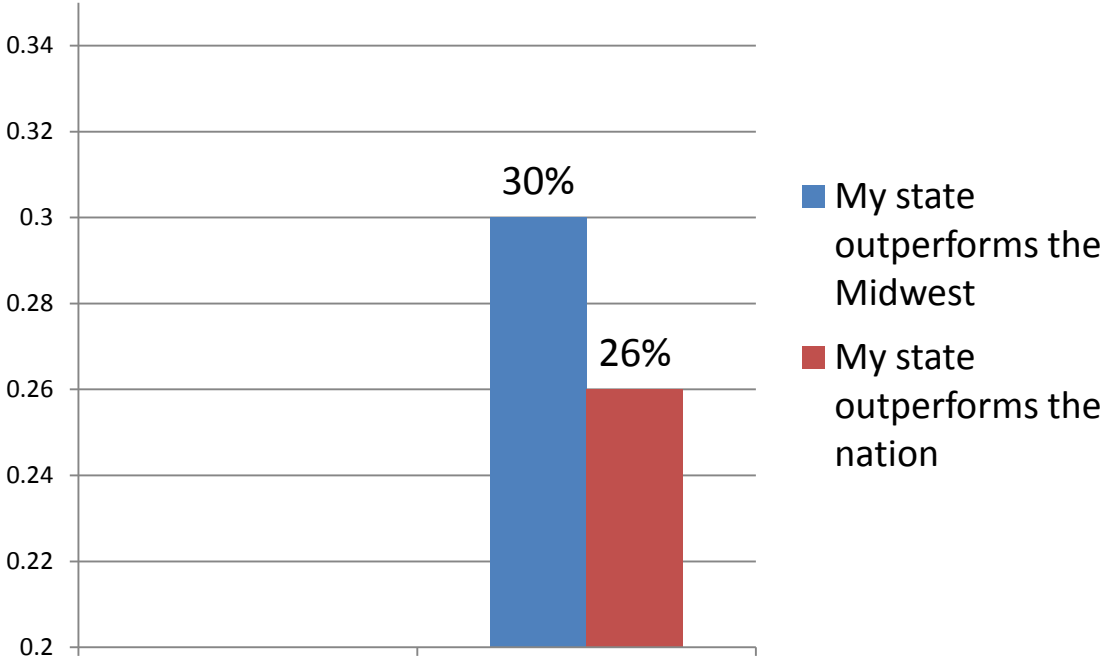
Agree/strongly agree this action is important to Midwest Investment



Some overalls

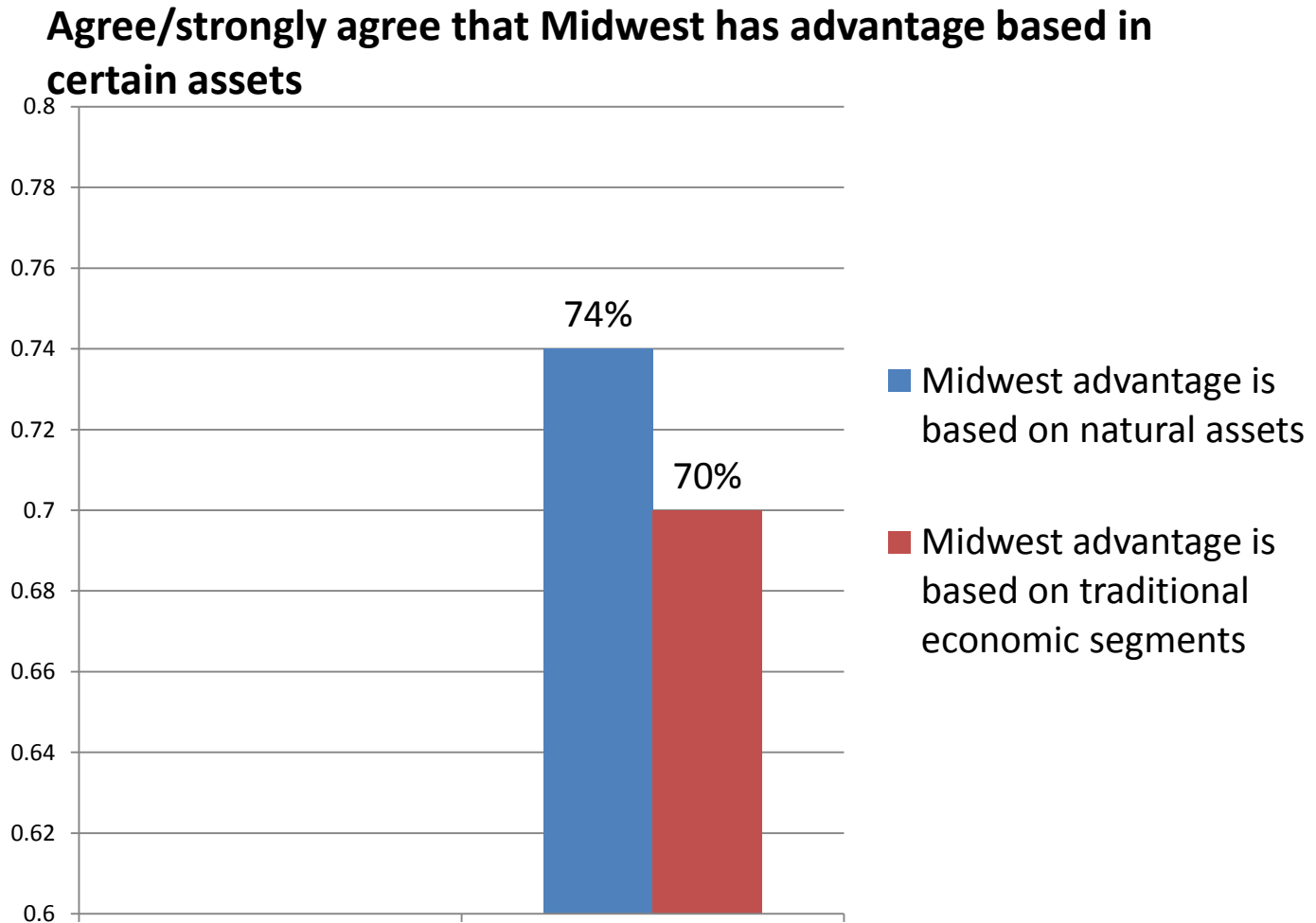
Respondents do not feel strongly that their state outperforms either Midwest or national competitors in the new energy economy: however, 30% believe they outperform the region and 26% that feel they outperform the nation.

Agree/strongly agree that my state outperforms others in positioning for the new-energy economy



Some overalls

Respondents feel that natural assets (water, wind, geographic location) AND assets tied to the traditional Midwest economy (manufacturing, agriculture) offer competitive advantages for the Midwest in the new-energy economy, (74% and 70% respectively).



Priority areas for collective Midwest action

How important do you consider each of the following for Midwest stakeholders to pursue COLLECTIVELY to grow investment in the region's new-energy economy?

	Important	Extremely important	Overall Importance
Develop and promote a general policy agenda supporting certain new-energy economy sectors	37%	56%	93%
Work directly with feds on Midwest funding priorities and strategies	44%	41%	85%
Research and raise awareness of market opportunities that represent high-potential for Midwest investors	41%	41%	82%
Benchmark and track Midwest investment progress around key indicators/metrics	52%	30%	82%

Top opportunities for “early wins” in regional collaboration

Top opportunities for Midwest to achieve “early win” in regional collaboration

Policy agenda that supports strategic development of
certain new-energy economy sectors

Advocate for and promote federal investment

Develop processes and capacity to support growing
and ongoing collaboration (research, metrics)

Priority areas for regional harmonization

How important to the region's new-energy economy do you consider HARMONIZATION OR ALIGNMENT ACROSS STATES related to the following policies and practices?

	Important	Extremely important	TOTAL Importance
Tax incentives that encourage certain investment	48%	33%	81%
Aligned policies and procedures used by funders	52%	22%	74%
Strategies to grow market demand	31%	38%	69%

Top opportunities for “early wins” around individual state harmonization

Top opportunities for Midwest to achieve "early win" in harmonizing individual state policies and practices

Tax incentives that encourage certain types of investment

A regional "fund-of-funds" that leverages state pension and other resources for investment in Midwest firms

Strategies to grow market demand for new-energy options through incentives to and requirements of energy suppliers/consumers

Overall most important steps to promote new-energy investment in the Midwest

What would you say is the most important step that state policymakers could take to promote a healthier investment climate for new, growing, and emerging firms competing in the new-energy economy?

Create incentives to invest in the region/collaboratively across the region, or in states in the region
(5 mentions)

Encourage regional investors to keep money in the region, encourage certain kinds of investment like growth and expansion (4 mentions)

Form a regional "fund-of-funds" that leverages state pension investments (4 mentions)

Make new-energy investment and Midwest collaboration a stated priority of each state (3 mentions)

Greatest opportunities for information and exemplary- practice sharing

How beneficial is it for Midwest new-energy economy stakeholders to share information around exemplary practices related to the following?

Showcasing investment opportunities (e.g., investment events, competitions, etc.)

Growing entrepreneurial pipelines, culture

Making the case for alternative investments in the Midwest versus the east and west coasts

Growing new-energy market demand through policies and incentives

Most compelling reasons to collaborate

What would you say is the most compelling reason for encouraging collaboration across the Midwest around new-energy economy investment?

We have natural assets and market size and will gain greater exposure (and leverage more investment and funds) by taking advantage of **regional scale** on national/global playing field (7 mentions)

New energy is the region's best chance for recovery, the timeframe and situation is urgent, this is a **unique opportunity/time** (6 mentions)

The Midwest reflects **the real market** place for the new-energy economy and is a natural place (borders are irrelevant) for investment (2 mentions)

Challenges to collaboration

What do you see as the most significant challenges to increasing collaboration across the Midwest around new-energy economy investment?

Political barriers/competition (6 mentions)

Lack of leadership/collaboration experience and infrastructure/shared goals (5 mentions)

Transaction cost (speed, resources) of working at such a large scale (4 mentions)

Practical policy differences (2 mentions)

Perceived as “most ready to collaborate”

How ready would you say each of the following groups are to collaborate around growing the Midwest investment environment around the new-energy economy (ready/very much ready)

Investors (66%)

Business (63%)

Special interest organizations (50%)

Federal policymakers (48%)

Nonprofits/community-based organizations (44%)

Academic institutions (37%)

State policymakers (11%)

Respondents

Investors (19%)

Business (11%)

Special interest organizations (7%)

Federal policymakers (0%)

Nonprofits/community-based organizations (6%)

Academic institutions (4%)

State policymakers (30%)

Think tank/consultant (4%)

Other (4%)

Thank you for participating

For more information:

www.midwesterngovernors.org

www.midwesterngovernors.org/investment.htm

www.midwesterngovernors.org/invest.htm

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