



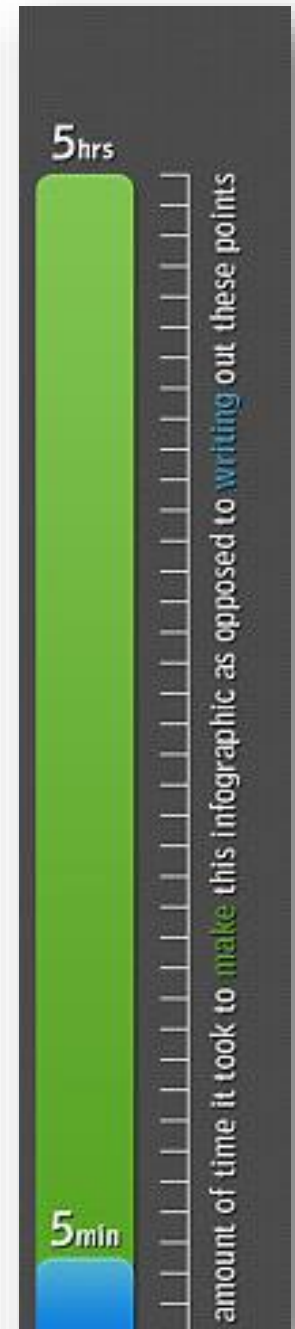
Making Data Work for You and Your Communities

NADO

ANNUAL TRAINING CONFERENCE
NEW ORLEANS, LA
OCTOBER 25, 2015



- Creating new knowledge
- Telling good stories
- Identifying opportunities for collaboration/partnerships
- Motivating action
- Measuring & communicating impact



Dashboard Confessional: What data has taught me about people and places

3



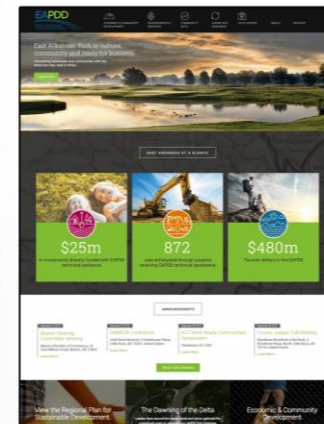
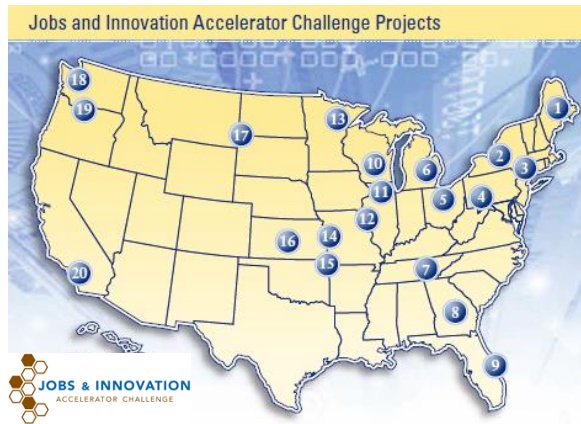
MEASURING
REGIONAL
INNOVATION

A Guidebook for Conducting Regional Innovation Assessments

Prepared for the U.S. Department of Commerce
Economic Development Administration



Council on
Competitiveness



THE UNIVERSITY OF
TEXAS
— AT AUSTIN —





MEASURING REGIONAL INNOVATION

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Figure 1

The Innovation-based Regional Economic Development Model

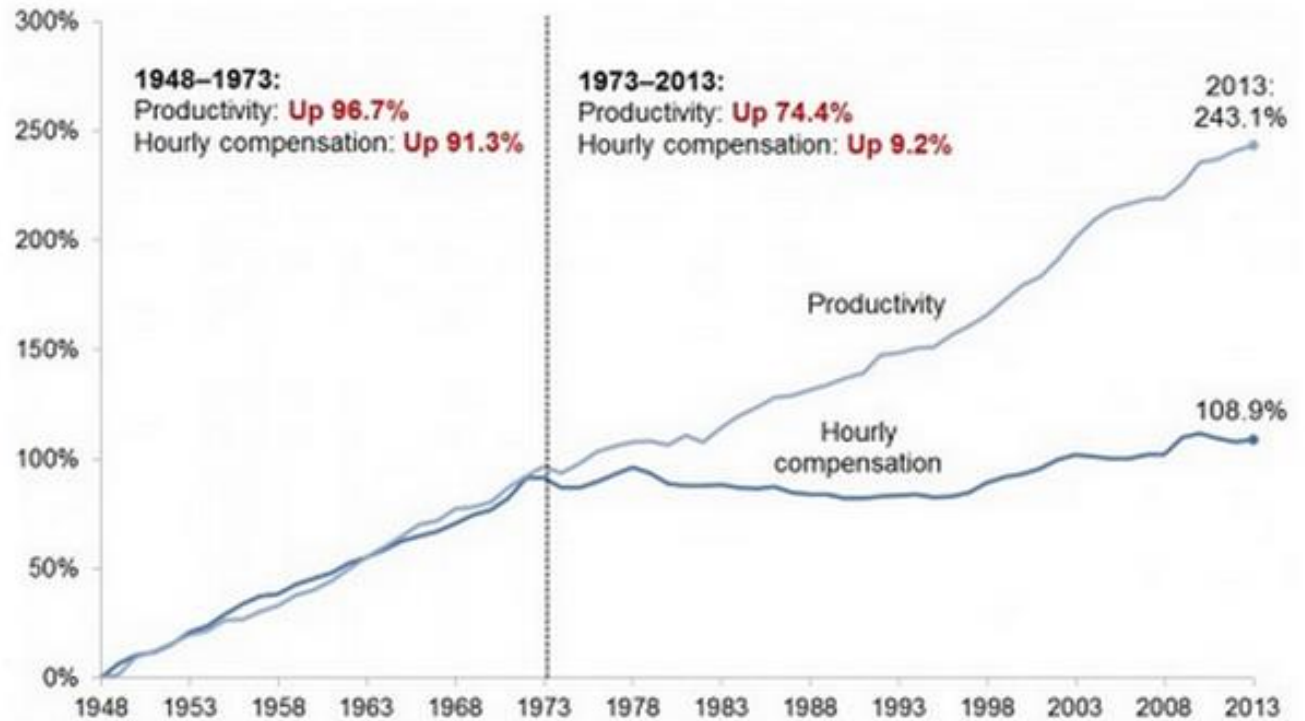


Figure 2

Regional Innovation Environment Inputs and Outputs



Productivity vs. Compensation

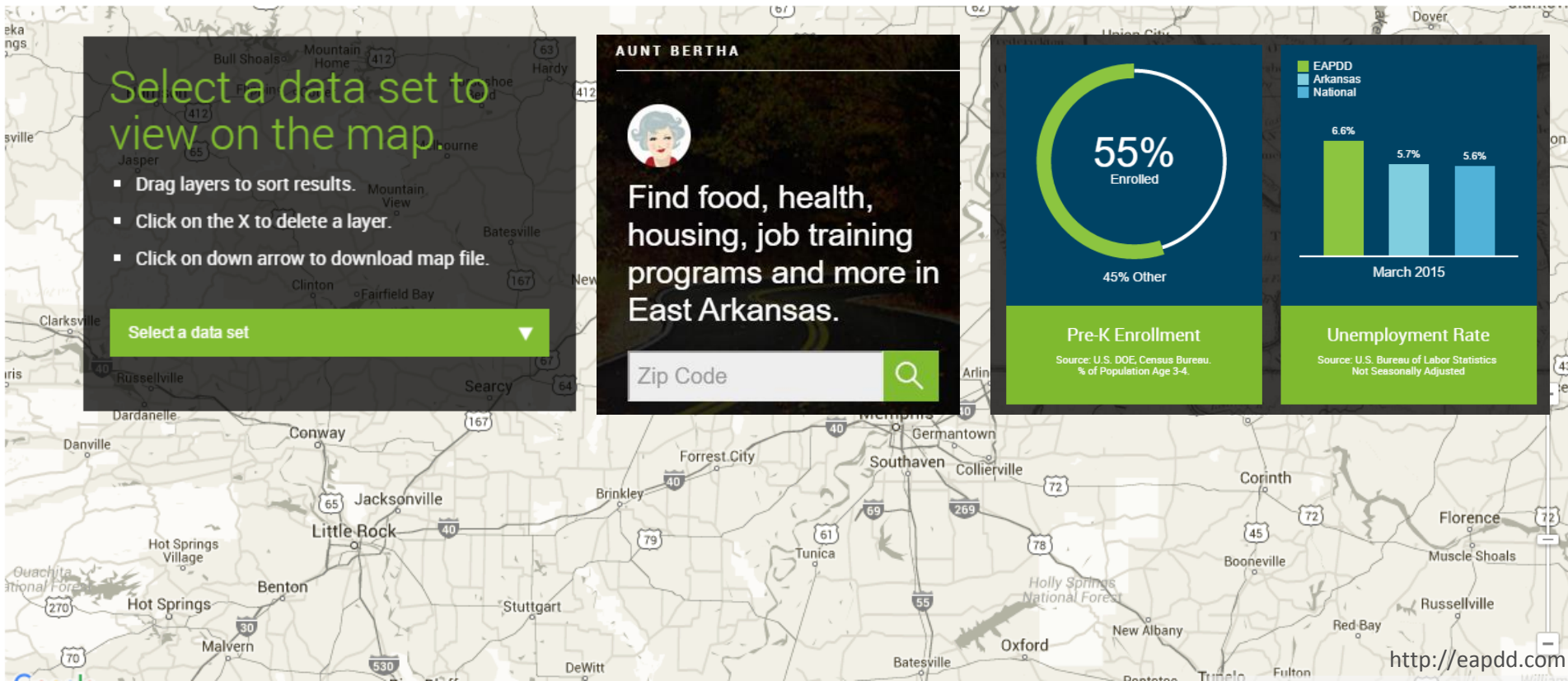


Economic Policy Institute



View, explore and download community data within the EAPDD with our interactive map.

Map layers can be downloaded as KML files to be used with [Google Earth](#). Data tables located underneath the map can be downloaded as Excel compatible CSV files by clicking on the download icon next to the table name in the box above the table. For all comments and feedback in improving this interactive map, please contact data@eapdd.com. This map is optimized for desktop experience.





Workforce Development

Analyze your local workforce and identify business and education partners. This guide helps you identify connections for a workforce development program.

[Learn more](#)



Downtown Redevelopment

Here you will create a spatial and tabular downtown inventory, run analyses and outreach, and eventually visualize a new 3D downtown asset.

[Learn more](#)



Housing Development

Create an inventory for housing data, learn about applying smart growth policy, and prepare a report for your community.

[Learn more](#)



Business Development

Harness the Data Warehouse and various economic websites to create an economic profile for your town or county.

[Learn more](#)



Regional Transportation

Identify and prioritize where transportation investments are needed



Brownfield Restoration

Identify, assess, and start your path to securing funding for brownfield



Heritage Tourism

Learn about linking heritage tourism to economic development and steps for creating a heritage tourism plan.



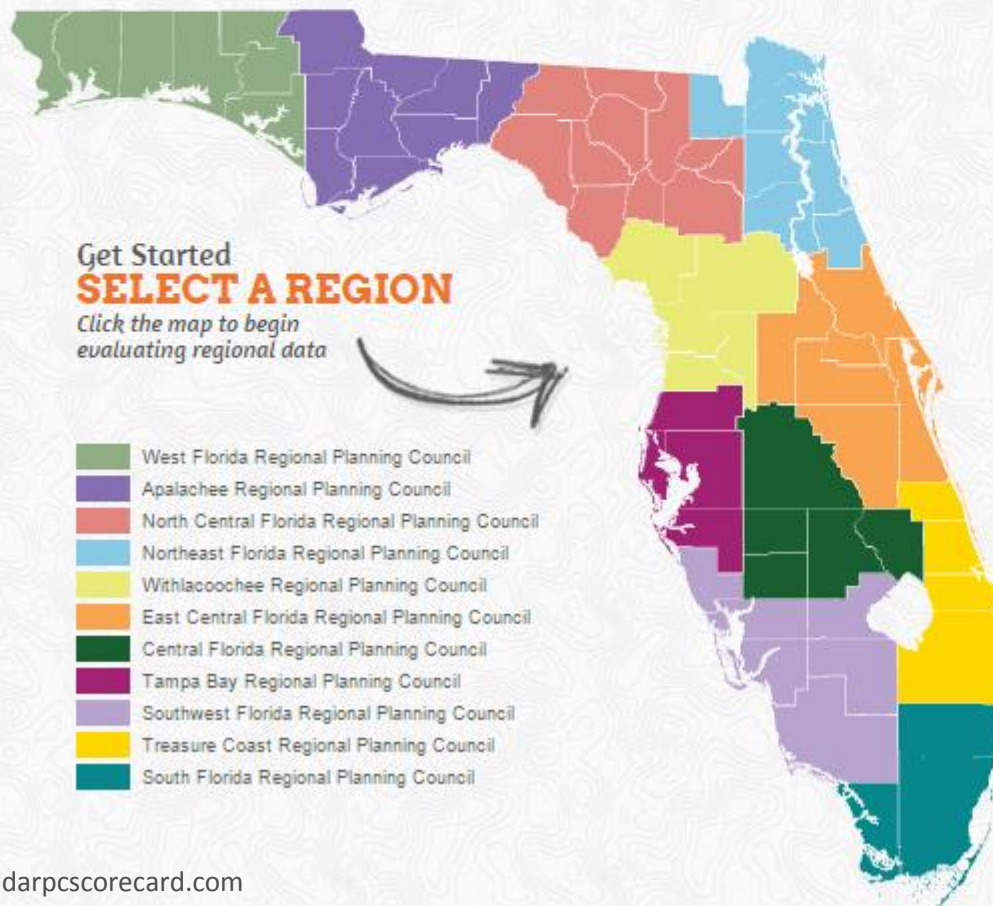
Tips & Techniques

Coming soon.

THE FLORIDA SCORECARD

FLORIDA ECONOMIC DEVELOPMENT DISTRICTS

in partnership with The Florida Regional Councils Association and Florida Chamber Foundation



OR

Select one of the
SIX PILLARS
to explore the statewide data

FLORIDA 2013
INNOVATION & ECONOMIC
DEVELOPMENT

Trade Exports

\$67.9b

FLORIDA 2013
INFRASTRUCTURE & GROWTH
LEADERSHIP

Population Counts, Estimates
and Projections

19.6m

[VIEW FLORIDA'S DATA](#)

Human Capital

<ul style="list-style-type: none"> Workforce training & educational resource networks Educational attainment (well-educated workforce) Competitive public school system that encourages post-secondary education 	<ul style="list-style-type: none"> Workforce turnover as population ages Workforce supply does not meet demand due to preparedness, participation, and competition Population outmigration Timely adaptation to changing needs Insufficient rural awareness of local training and employment opportunities Unmet demand for specialized workers 	<ul style="list-style-type: none"> Population and workforce expansion through immigration Investment in talent retention and attraction Utilizing retirees knowledge and experience Marketing quality of life and economic opportunity to millennials Entrepreneur training Develop and implement college and career awareness programs 	<ul style="list-style-type: none"> Competition for human capital on the local, regional, and global scale Aging population Highly competitive industries in neighboring states drawing many skilled workers out of the region Policy and regulation around customized training Shortage of specialized workers Employment for trailing spouse
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS

Economic Competitiveness

<ul style="list-style-type: none"> Well-developed economic and business development networks providing technical and financial assistance to businesses and communities, including gap financing Strong core industries include traditional resource based industries and emerging industries, such as health-care and retail 	<ul style="list-style-type: none"> Facing a severe workforce shortage Wage and career advancement opportunities are in competition with other regions Perception of high cost of doing business in MN Lack of a culture of innovation State and federal development programs are not oriented to the largest part of our economy Inconsistent, lacking funding model for Greater MN SBOCs Poor access to financing models Underdeveloped linkages between industries and businesses 	<ul style="list-style-type: none"> Support societally and environmentally aware entrepreneurs/businesses Challenge the business perception of MN by eliminating unnecessary delay, regulations, taxes and providing assistance to offset business costs Increase awareness of the benefits of business in MN Broaden access to start-up capital to encourage innovation Increase trade and development opportunities with neighboring states and Canada Capitalize on bio-energy to expand and create businesses Utilize the knowledge and skills of retirees Utilize workforce centers and technology/business incubators 	<ul style="list-style-type: none"> Long-term labor force trends Lack of control over state and federal policies Natural disasters, including pandemic Resource based industries are susceptible to changes in the global commodity markets and energy prices Undiversified economies are susceptible to impacts from macroeconomic events
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS

Community Resources

<ul style="list-style-type: none"> Quality, diverse K-12 opportunities Strong higher education institutions Extensive, diverse tourism infrastructure, programs, and options Diversity and abundance of natural amenities Resource-rich in non-profit/service agencies Art communities gaining strength Public safety of rural communities 	<ul style="list-style-type: none"> Perceptions of the health of rural communities Shortage of new and emerging community leaders Lack of inclusion from traditional leadership Lack of growth defining community identities Gaps in rural health care services Decline of downtown economies and buildings 	<ul style="list-style-type: none"> Empowering and encouraging new and emerging leadership Place-making through arts and culture Expand on tourism opportunities Promote liveability, public spaces, and identity Community preservation and enhancement Healthy communities initiatives 	<ul style="list-style-type: none"> Funding shortfall and lack of support for education Arts are not a funding priority Natural resource degradation by industry Fears of racial diversification Balancing economic, recreation, and aesthetic needs for natural resources Growing economic divide-less social cohesion
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS

Foundational Assets

<ul style="list-style-type: none"> Productive land Accessible water Existing road systems are safe, and serve their principal economic needs well Multi-modal transportation systems Broadband is recognized as a state-wide priority 	<ul style="list-style-type: none"> Housing continuum (quality, affordability, availability) Age of housing stock/value gaps Broadband deployment and connectivity Limited shovel ready sites Failing ISTS and contaminated private wells, added costs of changing regulations/standards Disinvestment and deferred maintenance in community facilities and infrastructure 	<ul style="list-style-type: none"> Expand broadband/fiber footprint in greater MN Identify partnerships and resources to maximize infrastructure investment Develop public private partnerships to identify solutions for housing challenges Shared services/resources and intergovernmental cooperation 	<ul style="list-style-type: none"> Ability to meet ROI for broadband providers Reductions in funding from public and private sources Valuation disparity for housing Tax forfeited properties and declining tax base Cost of infrastructure replacement and maintenance Rail condition, hazardous conditions, and competition for freight space Macro economic trends influence on local spending decision making
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS



PERFORMANCE DASHBOARD

LAND

- % of Industrial Sites Vacant
- % of Downtown Buildings Vacant
- # of Building Permits Issued
- CDBG Housing Rehab Grants Awarded
- Avg. Median Value of Houses built 2010-2013
- Value of Land Per Acre
- Avg. # of Days on Market
- \$ of Parks and Recreation per Capita
- Local Education Expense/Pupil

PEOPLE

- High School On-Time Graduation Rate
- Community College Completion Rate
- College Level Graduation Rate
- Unemployment
- Personal Income
- Employment Growth
- Poverty Rate
- Average Weekly Wage

CAPITAL

- # of LCDC Loans Approved
- # of Micro-Loans Awarded to Small Businesses
- # of Grant/Loan Applications Submitted for Infrastructure/Planning Projects
- # of New Business Starts
- Local Option Sales Tax Deposits
- # of Small Business Innovation
- Research (SBIR) Grants
- Travel Expenditures in District



COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Region 2000 Local Economy Dashboard

OVERVIEW

GENERAL ECONOMIC
PERFORMANCE

TALENT
DEVELOPMENT

KEY INDUSTRY
PERFORMANCE

ENTREPRENEURSHIP
& INNOVATION

REGIONAL
EQUITY

QUALITY
OF LIFE

Region 2000 Partnership

Economic Dev Council

Local Govt Council

Technology Council

Workforce Board

Adv Research Center

Young Professionals

The Dashboard provides independent and objective data on how the Region 2000 economy is performing in six key areas. It covers recent trends and will be updated on a regular basis. It is designed to track local economic performance and to spark local conversations about building a more competitive regional economy.

Lynchburg, VA <http://region2000dashboard.org>

Regional Performance Indicators

GENERAL ECONOMIC PERFORMANCE

- ↓ Labor Force Size
- ↔ Average Annual Wage
- ↔ Gross Domestic Product

TALENT DEVELOPMENT

- ↓ Educational Attainment Rates
- ↑ High School Students Participating in Career and Technical Education Programs
- ↓ High School Students Post-Graduation Intentions
- ↑ Graduates from the Region's Six Institutions of Higher Education

KEY INDUSTRY PERFORMANCE

- ↔ Manufacturing Employment
- ↔ Healthcare Employment
- ↑ Higher Education Employment Growth
- ↑ Economic Impact of Domestic Tourism

ENTREPRENEURSHIP & INNOVATION

- ↔ New Business Starts
- ↔ Stage II Establishments
- ↑ Small Business Innovation Research (SBIR) Grants
- ↔ STEM Employment
- ↔ Broadband Access
- ↔ Churn Rate

CHARLOTTE - COLLIER - GLADES - HENDRY - LEE - SARASOTA

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY PLAN 2012-2017



SWFRPC
*Plan
Protect
Improve*

Southwest Florida Regional Planning Council
Economic Development District Since 1992

In the event of a natural or man-made disaster event occurring in the region, SWFRPC, when requested, will be available to assist counties, communities as well as coordinate with state, federal, and other agencies to:

- Develop and/or implement a recovery timeline;
- Implement a recovery plan (long-term recovery);
- Utilize a post-disaster window of opportunity;
- Prioritize redevelopment focus;
- Assist with historic preservation and restoration;
- Reduce disaster vulnerability through land use and development regulations;
- Address post-disaster redevelopment planning for various types of infrastructure and public facilities; and
- Assist communities with improved and alternate projects.

CEDS Goals and Objectives - Building the Pillars - Resiliency

1. TALENT SUPPLY & EDUCATION

Goal 1.3: Enhance the quality and quantity of Southwest Florida workforce.

- a. **SWOT Finding:** Southwest Florida's demographics suggest future workforce availability is a concern.

Trend Analysis: The age distribution of Southwest Florida's population is generally older than the U.S., presenting a potential challenge for future workforce availability. Only one county in the SWF region (Hendry) has a median age lower than the national population. Median age in Southwest Florida's other counties ranges from eight to twenty years older than U.S. median. The early-mid career population (age 25-44) in SWF is 19.6% of the region's total population, compared to 26.5% for the U.S. population. In 1999, Southwest Florida's age 25-44 cohort accounted for 25.3% of the region's total population. Southwest Florida's age 25-44 population has shown signs of growth lately, but still remains below where it was before the 2008 recession.

SMART Goal #1: Achieve average annual population growth rate of at least 2.0% (1990s level) in the age 25-44 cohort between 2015 and 2020.

SMART Goal #2: Achieve average annual labor force growth rate of at least 3.0% during 2015-2020 (historical average leading up to 2008 recession was 3.4%).

CHARLOTTE - COLLIER - GLADES - HENDRY - LEE - SARASOTA

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY PLAN 2012-2017


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- b. **SWOT Finding:** High unemployment is undermining workforce competitiveness in some parts of the Southwest Florida Region.

Trend Analysis: There are nearly 40,000 unemployed people in Southwest Florida (May 2015). While the region's overall unemployment rate of 5.3% is comparable to state and U.S. rates, it varies considerably within the Southwest Florida Region. Three counties in Southwest Florida have unemployment rates that are well above state and national levels, including Charlotte (6.0%), Glades (6.8%), and Hendry (8.6%). Re-employment through education and skill development would provide a significant boost to labor availability in Southwest Florida.

SMART Goal #1: Every county in Southwest Florida will have an unemployment rate that is lower than the U.S. unemployment rate by 2020.

Objective 1.3.1: Assess transportation options that provide access to workforce housing in close proximity to employment centers. Convene housing, transportation, and economic development providers to elevate current needs and future opportunities.

2. INNOVATION & ECONOMIC DEVELOPMENT

Goal 2.6 Diversify the Southwest Florida Economy

- c. **SWOT Finding:** Southwest Florida economy is too reliant on Hospitality and Tourism.

Trend Analysis: Hospitality and Tourism is 19.9% of total traded cluster employment in Southwest Florida, compared to 11.4% for statewide economy. Historical average for Southwest Florida is 17.4% (1998-2013). You want tourism to grow, but not as a share of total traded economy.

SMART Goal #1: Grow non-tourism export base at a rate fast enough to reduce share of Hospitality & Tourism from current 19.9% of total traded cluster employment in Southwest Florida to the region's historical average of 17.4% by 2020.

- d. **SWOT Finding:** Southwest Florida has a competitive advantage in Medical Devices.

Trend Analysis: Employment in the Medical Devices cluster has nearly tripled in SWF since 2007, growing from 474 jobs to more than 1,400 jobs. During that time Southwest Florida has increased its share of total state employment in the



National Association of Development Organizations (NADO)

and the NADO Research Foundation

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