

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

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Business Expansion Division Report

The Challenge:

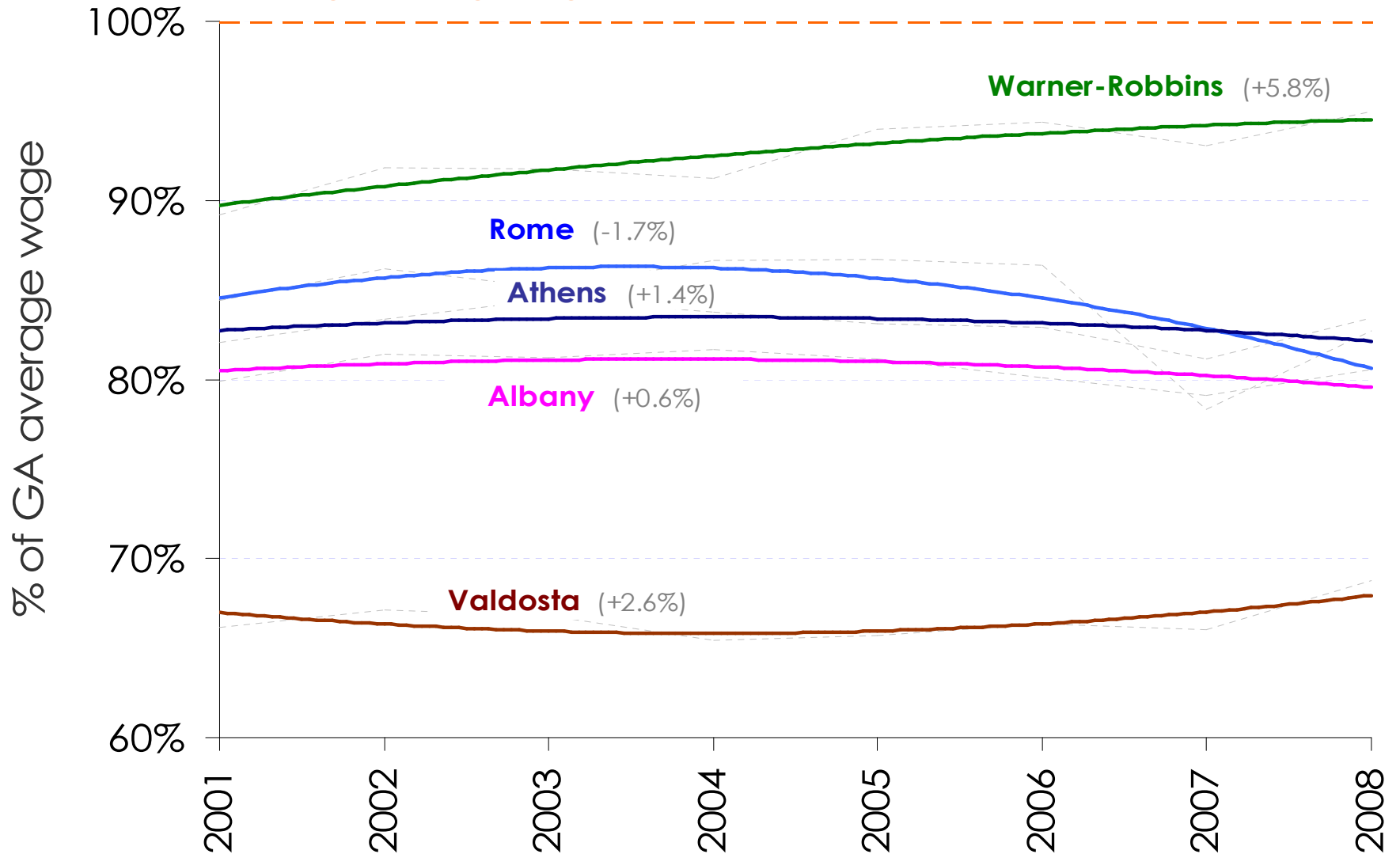
Valdosta's wage growth is well below state and national averages and significantly below other Georgia cities of similar size.

Short Term Average Wage Comparisons GA

various MSA's, 2001-2008

Real Avg. Wages as % of Georgia Avg Wage

Georgia average wage = 100%



Economic difficulties became apparent!

Of **159** Georgia counties, how did Lowndes County
rank on average weekly wages?

1990

52nd

2003

91st

2004

103rd

Peer communities consistently rank in
the top 25.

Targeted Business Expansion Committee (TBEC)

Mission

Help existing businesses within the targeted sectors and other knowledge-based businesses grow, thereby creating jobs for college and university graduates.

TBEC 2004

- **Georgia Tech EDA Study**
Identified high-growth business clusters that could employ VSU & VTC grads
- **Home Grown Entrepreneurs Program**
- **TechSmart initiative with Georgia Tech**
- **Created IT Network, ET Network, MS&S Network**
- **S.E.E.D.S. Center of South Georgia**

TBEC 2005

- **1st MSA Entrepreneur Friendly Community**
- **1st Guardian Bank Business Plan Competition**

TBEC 2006

- **IT Professionals Network**



TBEC 2007

- **MetroOne**
- **Visited the Edward Lowe Foundation
in Michigan**

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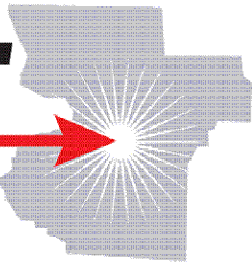
TBEC 2008



Five initiatives, one of which is Targeted Business Expansion.

IMPACT

2 0 1 2



- **2008 - 2012**
- **\$2.3 million**
- **132 investors**
- **97% collection rate**

1. Targeted Business Expansion

2. Entrepreneur & Small Business Development
3. Workforce Development & Education
4. Enhance Pro-Business Environment
5. Retiree Attraction

GOAL: To facilitate the creation of **1,000 new jobs in targeted business sectors (knowledge-based businesses) by 2012.**

BUDGET: \$100,000/year

TBEC 2008

- **Creative Cities Consulting**
- **Environmental Tech Showcase**
- **Metro In Motion Speaker Series**
- **Survey of local knowledge-based businesses**
- **Analysis of Valdosta MSA economic trends**
- **VALET**



TBEC 2009

- “Tools for Business”
- Inventors & Innovators Network
- Initial due diligence for a Business Incubator for knowledge-based businesses



TBEC 2010 Business Plan

- Facilitate the creation of 200 new jobs for college and university graduates and increase the average weekly wages in 2010 through Economic Development and Business Expansion initiatives.
- Create awareness throughout the community of the wage and employment trends and increase the level of interest, understanding and importance for growing knowledge-based businesses and jobs.

TBEC 2010

Business Plan, continued

- Develop a plan and timeline to generate a compelling case for support for the S.E.E.D.S. Center Business Accelerator with Chris Miller by January 2011.
- Continue to support and carry out the goals of the TBEC business clusters (IT,ET, MS&S).



HOW??

will we facilitate the creation of 1,000 new jobs in targeted business sectors (knowledge-based businesses) by 2012?

Growing jobs for college/university grads...*it's not traditional economic development.*



Methods to initiate improvement:

1. Guardian Bank Business Plan Competition
2. Inventors & Innovators Network
3. VALET
4. S.E.E.D.S. Center of South Georgia
5. MetroOne
6. Metro In Motion
7. Marketing the TBEC Message
8. Annual TBEC Business Survey
9. Business Incubator for KBBs

1. *Guardian Bank Business Plan Competition Winners*

➤ **20 TBEC Jobs**

➤ **\$30,000+ Average Salary**



2. *Inventors & Innovators Network*

➤ **100+ patent holders in the Valdosta MSA**

➤ **Provide network opportunities to inform inventors about marketing, patent, prototype and innovation assistance**

3. Valdosta And Lowndes Expansion Team



- **Building trust, building relationships**
- **Building pro-business processes**
- "No Wrong Door" resource guide**

4. S.E.E.D.S. Center of South Georgia



- **Entrepreneur resource center**
- **Nurturing environment for knowledge-bases businesses**

5. **Metro One**

- 500 Young Professionals on distribution list
- 100 + Active Young Professionals
- Focus on professional development, networking & community engagement



6. **Metro In Motion Speaker Series**

- **Charles Landry, Comedia (Great Britain)**
- **Peter Kageyama, Creative Cities Productions (Tampa Bay)**
- **Chris Miller, Illuminomics (Savannah)**
- **Christian Sottile, Savannah College of Art & Design (Savannah)**



7. Marketing the TBEC Message

➤ **Creating Awareness**

➤ **Drip Marketing Campaign**

- ✓ *Freelance writing – articles*
- ✓ *Progress magazine*
- ✓ *Newspaper*
- ✓ *Magazine*
- ✓ *Web site & social media*
- ✓ *Other various media channels*

"drip, drip, drip..."

8. Annual TBEC Business Survey

- Tracking TBEC Businesses

9. Business Incubator for KBBs

Are we making progress?

TBEC Metrics

Of **159** Georgia counties, how did Lowndes County rank on average weekly wages?

1990	52 nd
2003	91 st
2004	103 rd
2005	98 th
2007	89 th
2008	71st



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What is the employment and wage structure of Valdosta-Lowndes MSA as of 2008?

We have established a benchmark for TBEC jobs to measure the effectiveness of IMPACT 2012 initiatives...



How are we doing?

TBEC Metrics

2007

- 630- TBEC+ Firms
- 10,062 - Jobs
- \$34,120 - Average Salary

2008

- 658- TBEC+ Firms
- 10,427 - Jobs
- \$36,289 - Average Salary

Chris Miller Economic Analysis

NAICS TBEC+ Sector Description

Information Technology

511--	Publishing industries (including software)
512--	Motion picture and sound recording industries
515--	Broadcasting, except Internet
516--	Internet publishing and broadcasting
517--	Telecommunications
518--	Data processing, hosting and related services
519--	Other information services

Environmental Technology

541--	Professional, technical & design services
551--	Management of companies and enterprises

Medical Services & Support (listed separately as "Health Care")

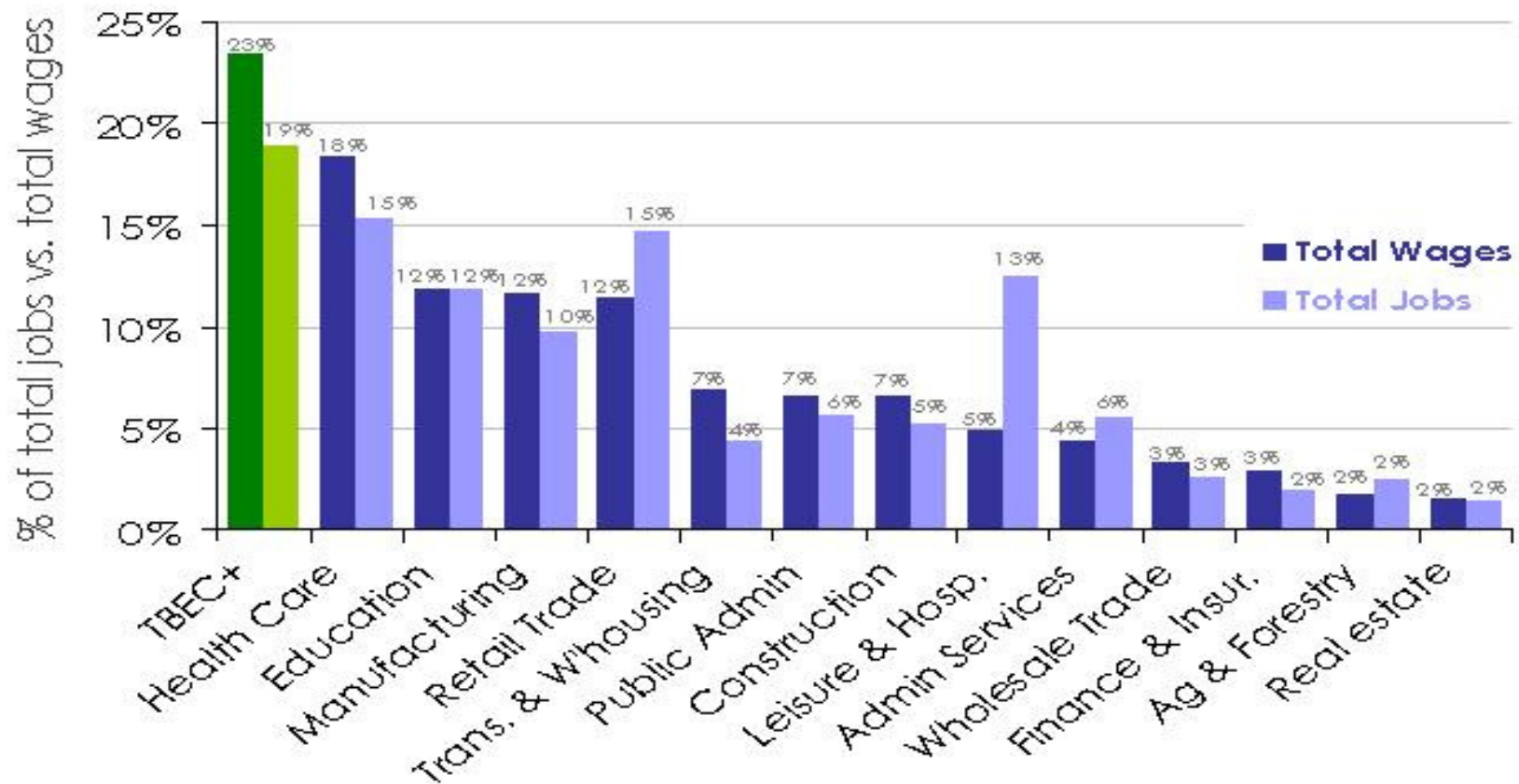
621--	Ambulatory health care services (physicians, dentists, labs, etc)
622--	Hospitals

What are the Economic Drivers?

Economic Sector Size by Wages vs. Jobs

Valdosta MSA, 2008

Sector Size by Percent of Wages vs. Jobs

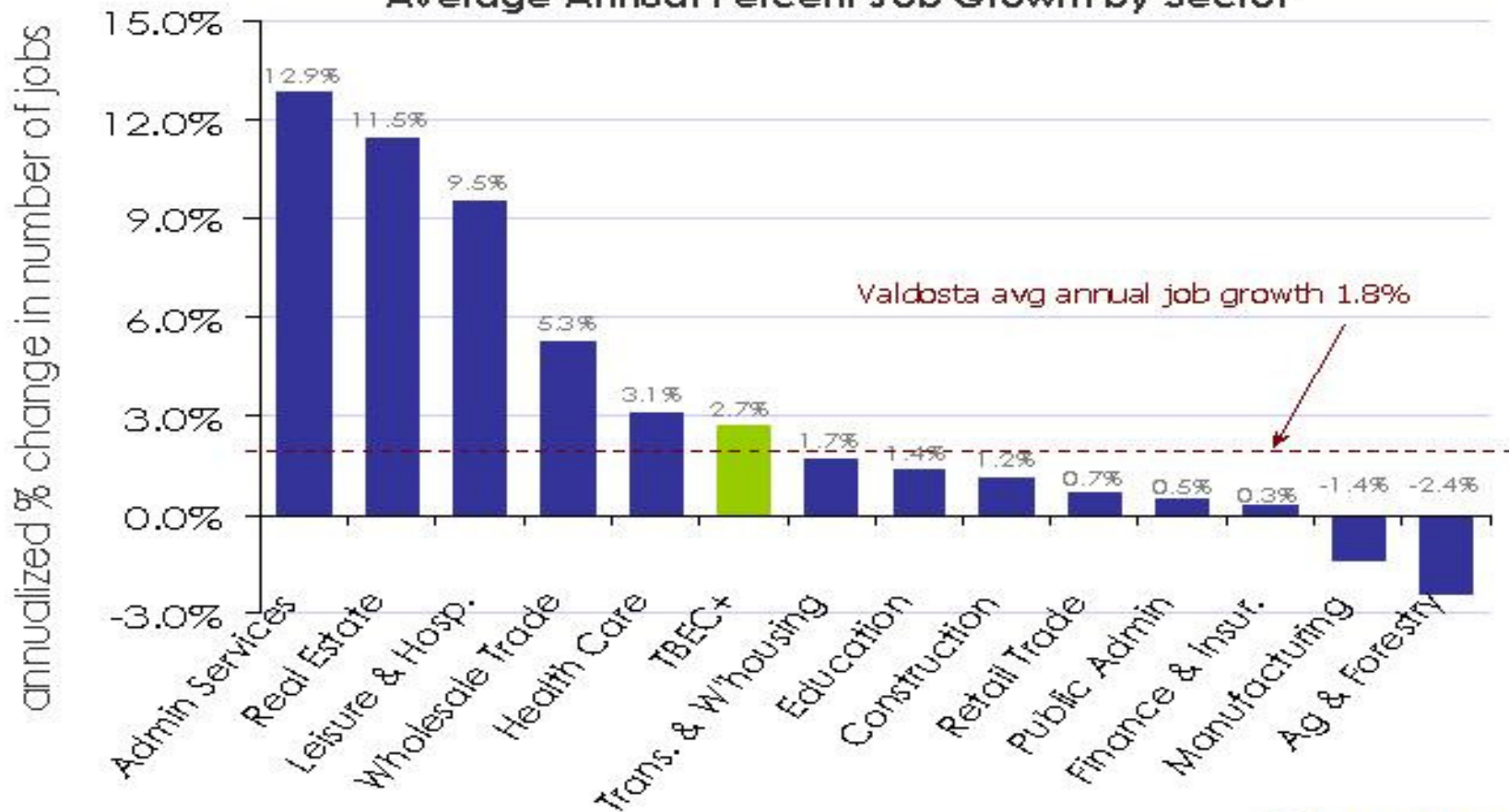


Where is the Job Growth Occurring?

Short Term Economic Change

Valdosta MSA, 2001-2008

Average Annual Percent Job Growth by Sector

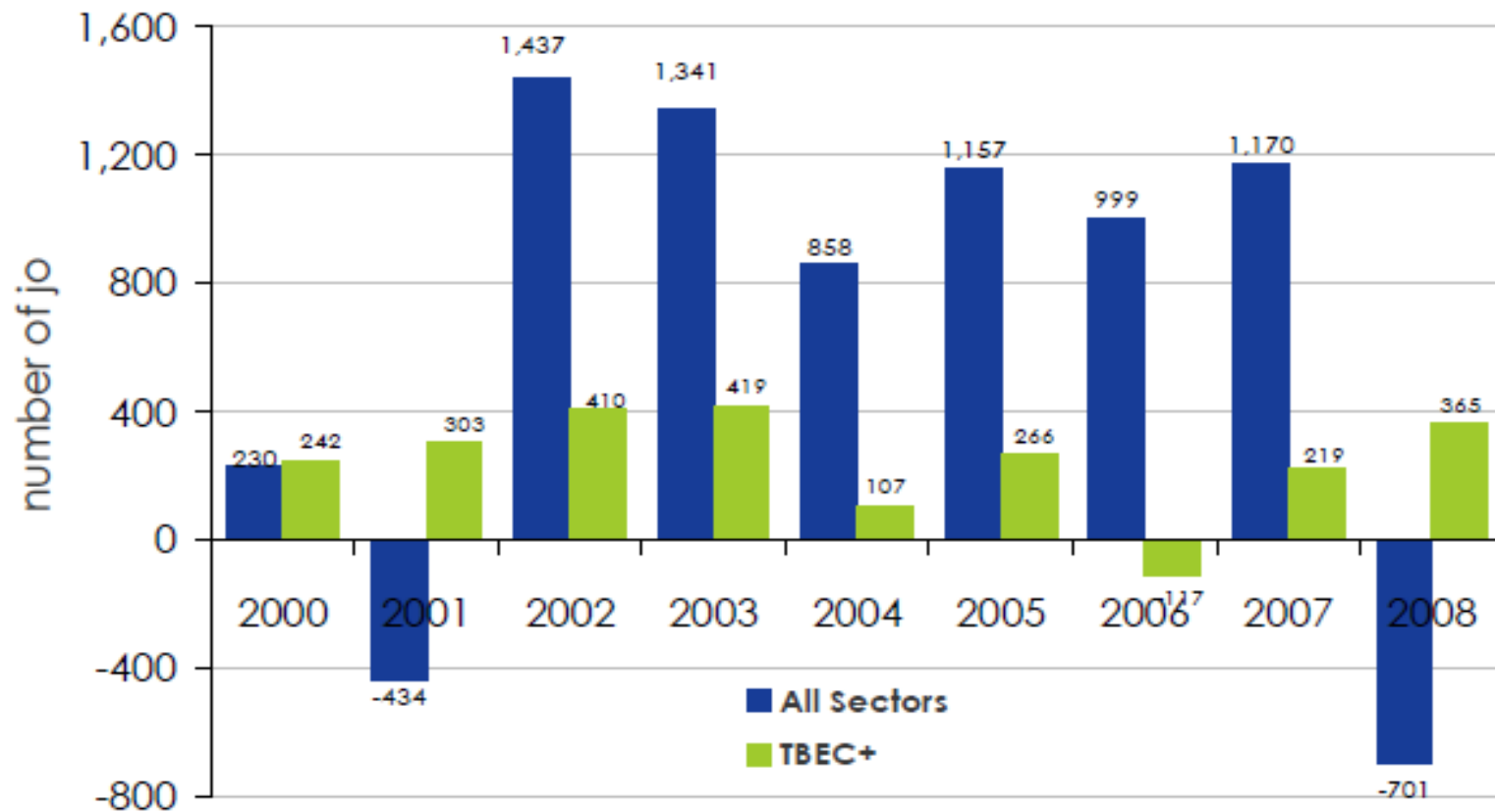


How Does TBEC+ Job Growth Compare?

Gross Number of Jobs Added

Valdosta MSA, 2000 - 2008

Annual Jobs Gained/Lost - All Sectors vs. TBEC+



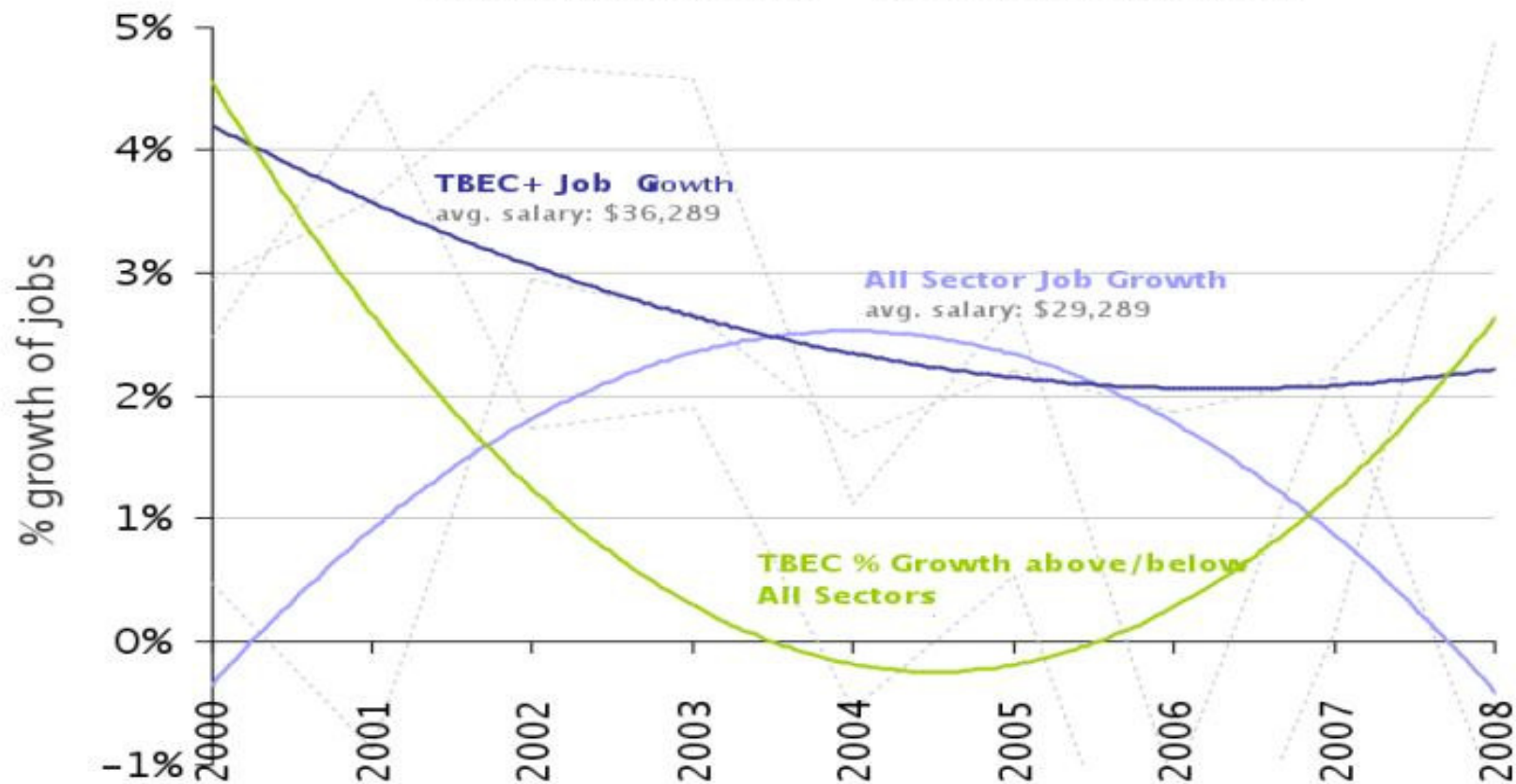
What are TBEC+ Growth Trends?



Percent TBEC Growth vs. Overall Growth

Valdosta MSA. 2000 - 2008

Percent Job Growth - All Sectors vs. TBEC+



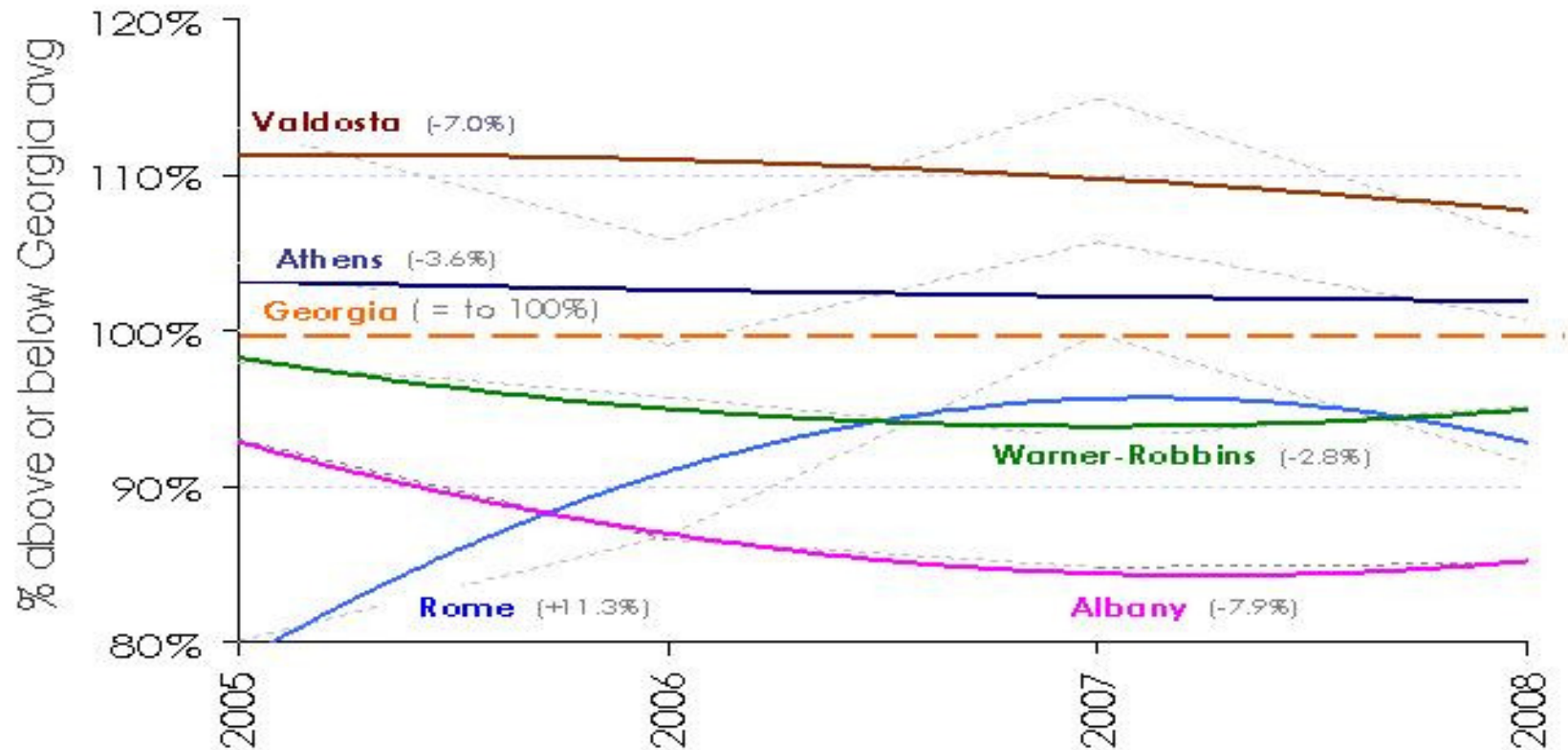
SOURCE: Bureau of Labor Statistics - Quarterly Census of Employment and Wages - www.bls.gov/data

How Does Growth Translate Into QOL?

Percent of Salary Spent on Housing

various MSA's, 2005-2008

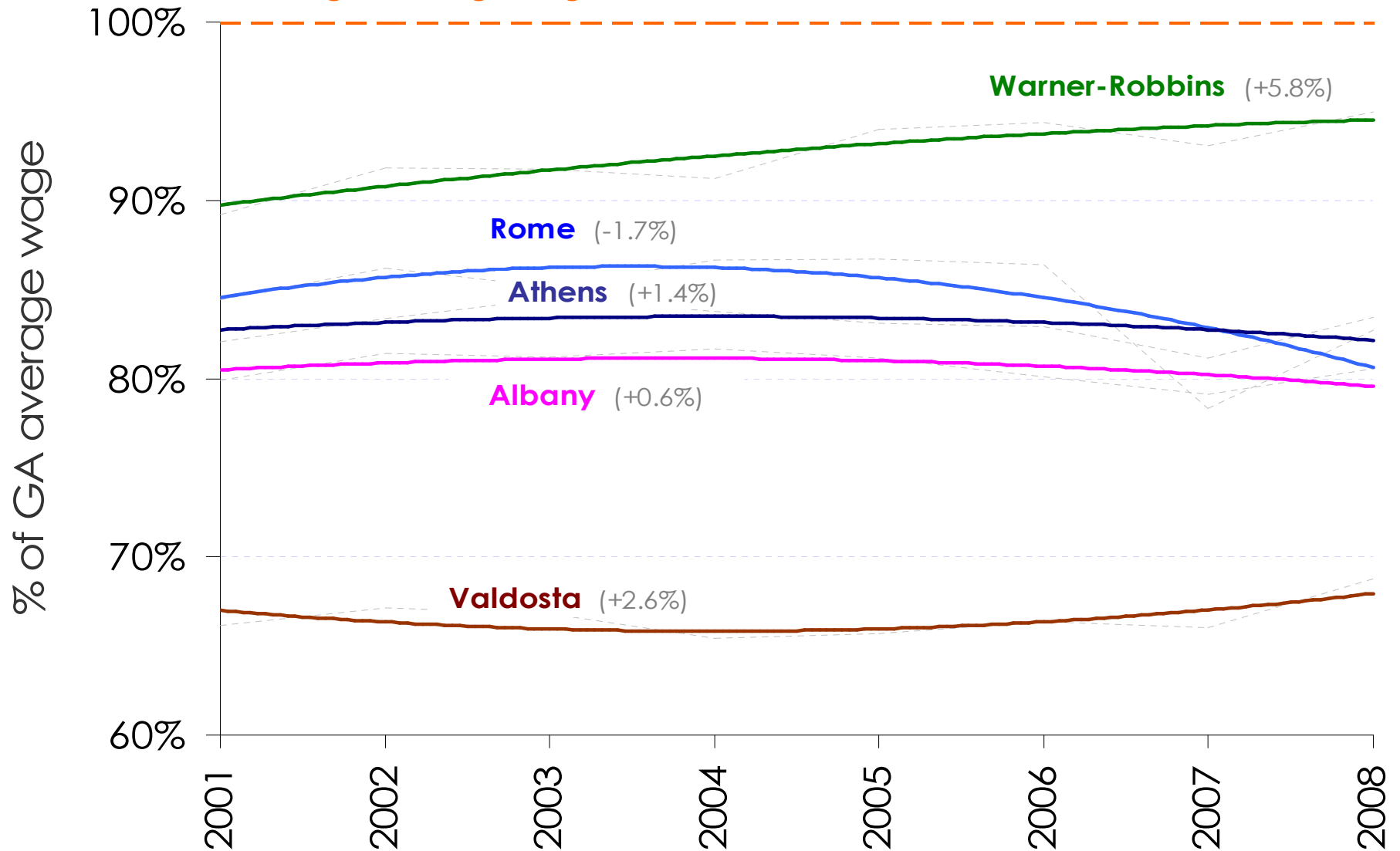
Wage Cost of Homeownership as a % of Georgia



What Are Average Wage Comparisons?

Real Avg. Wages as % of Georgia Avg Wage

Georgia average wage = 100%



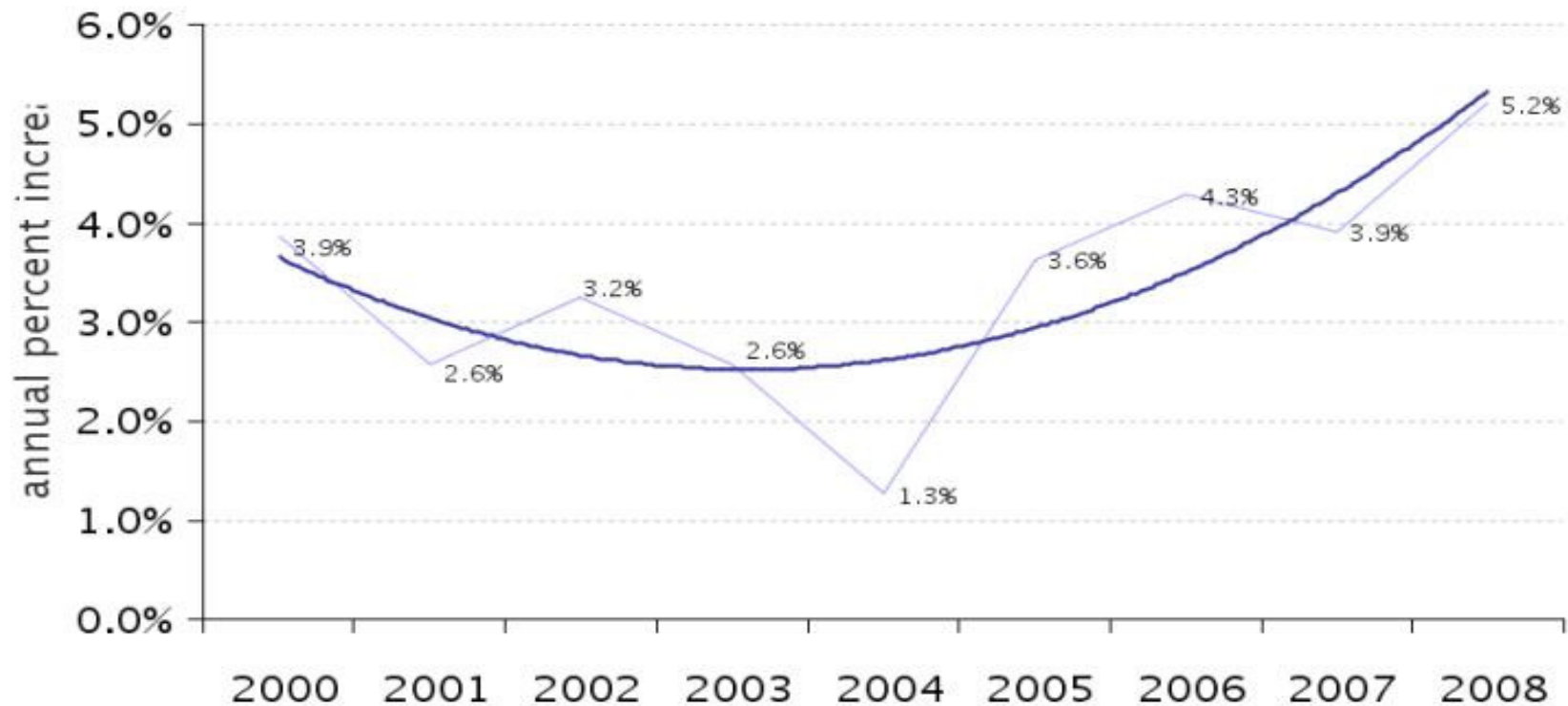
What are the Average Wage Trends?



Percent Annual Average Wage Growth

Valdosta MSA, 2000 - 2008

Annual Average Wage Growth



SOURCE Bureau of Labor Statistics - Quarterly Census of Employment and Wages - www.bls.gov/data

Talking Points

- **Is Valdosta–Lowndes County’s MSA economy performing as well as our peer communities?**

Talking Points

- **What can our community do to create a higher wage economy?**



Talking Points

- **What are knowledge-based businesses looking for?**



Talking Points

- **Are we heading in the right direction?**

