

Fundamentals Course Homework Responses

Session 1

In this session, we've talked about utilizing a community profile within a BR&E visitation program. The profiles that we've examined mainly dealt with economic issues within the study community. Given your perceived goals for the program that you anticipate beginning in your community, please describe the elements of a community profile that you would anticipate using in your program. Do not attempt to assemble this profile; simply describe the types of elements that you would ideally include in the profile and provide a concise description of why you would include each of these elements.

Due by the beginning of the April 22, 2021 session.

Response 1

First, what resources do we have?

- Schools
- Railroad
- Busy highway
- Local airport
- Type of community support
- Current workforce
- Nearest Metro areas
- Business/AgBusiness ventures
- Start-up opportunities
- State/Federal/Regional Contacts

I need to determine the different 'unique' profiles that we have to offer. Not only to our community, but the regional area as we have a very busy highway that runs through the community connecting 2 very large metroplexes.

Maybe putting businesses into different tiers based on the number of jobs and opportunities they offer, but in turn, determine the workforce the community has to offer the businesses.

We have educational resources – those are the future of community leadership and workforce. How do we better build those connections and utilize what we have here within the community to create that better quality of life.

I think that building the connections with potential and current workforces could assist in expanding and growing jobs. We have numerous schools nearby to help assist in the workforce.

Response 2

If I were to create a profile for my community, I would start by gathering data from Statistics Canada. I can find majority of the information I need to complete a basic community profile, there.
(Demographics, education, social, financial, religious, natural resources)

Carlyle's Town website also has a summary of this data from StatsCan that provides useful information. Data is listed in categories of demographics, labour force, taxation, quality of life, etc.

The information on StatsCan (and the Town website) is from 2016.

- Population: I would include population as a baseline of measurement. If population goes up after BR&E takes place, it may mean that these techniques are proving successful.
- Median age of the population: I would include this because it would affect the types of businesses that are appealing to their age group. It would also have an affect on what businesses would be worth expanding.
- Median household income: I would include this because it would be related to the types of things that people are willing to spend more money on.
- Employment rate: I would include this because it would be a useful measuring tool to dictate if business expansions are bringing employment.
- Retail sales
- Largest industry/earnings by industry: knowing this may help you decide where to start using BR&E.
- Cost of living
- Average salary

Response 3

The company I work for, North Central serves a 7-county area in Western, PA – known as the PA Wilds. I decided to combine the information of the 7 counties for the profile.

First my objective with a BRE study is to help businesses stay in the area. It is almost impossible to attract a new business to our area.

The most important part of the profile is employment –

The top Employers in the 7-county area are...

- Powered metal manufacturing – small car engine parts, - they employ tool and die setters, engineers, machinists and general laborers.
- Hospitals
- State Employees
- Schools
- Nursing Homes
- Wal-Mart
- Mental Health

When doing a BRE survey and looking at the top employers it will help me know what my challenges are when looking for people to do the surveys to what the population is like. With manufacturing you can see that the community profile is blue collar. Other elements that are important is the Average age which shows the population is growing older, it's a very sparse area with little retail and will not be able to attract businesses to the area.

Average age- 51 and dropping

Population 248,986 total – number is dropping

Average Square footage is 811 square miles per county – largest 1,144 – smallest 396

Tourist is on the rise due to a large herd of elk!

Retail Shopping – poor – Wal Mart is most areas.

Restaurants – local Ma and Pa – good quality.

Education: 1 major University

Small satellite centers.

Response 4

Pearland has a well established BRE program in place. The Pearland Chamber and Pearland Economic Development Corporation make up the BRE management and operations team and we all work together to solve or connect business and industry to the right resources to solve or support any red flags or referrals as they are identified. In my current role I am responsible to the visitations, reporting findings, providing opportunities for business and industry to network and in some cases following up on reported red flags. For the sake of this assignment and my learning the process I think the following element would be of importance consideration before starting a BRE program.

- What Business/Industry are we targeting? Due to how large the Pearland community is there would need to be a process development on which business and industry would be the focus of the BRE program. Revenue, workforce, and type of industry I believed would play a role. We currently focus on Primary employers.
- What's going on in the surrounding major Cities and what's the current affect on our community? Being a suburb of Houston might also be a consideration to determine where we might want to focus our economic growth efforts. What is in their strategic plan that might trickle over into ours or play a role of the potential growth of business or population.
- Stakeholders and resources? Who needs to be a partner in this plan/program? What do we already have established in the community that is promoting business.? We have a University, 2 Junior Colleges, 2 Technical High Schools, Economic Development Corporation, City Management and Elected Officials, current business owners. I think how connected and engage they are would play a role on what we would focus on and who we would sit down with initially.

- What is the projected growth and demographic of your community? Who is already living in your community and how fast are people moving to your area? If you are experiencing rapid growth what's attracting them to your community.

I'm sure there would be others but I think this would be a good place to start.

Response 5

Background: The city of Edinburg BR&E program

The profile for this community needs to assess the characteristics of the area to include: demographic, social, religious, education, financial and natural resources. Creating a community profile will help understand the business climate, will identify issues businesses are facing and identify gaps in the community.

Identifying the gaps in this community will help better understand the area and create solutions.

Elements to include in the community profile:

- Population- it identifies growth by showing progress in numbers more citizens mean more customers for businesses, more available labor force, and more people to distribute resources with.
 - - 101,170
- Demographic information- The makeup of the city demographics is important to identify gaps or needs within the community.
 - Hispanic or Latino 88.3%
 - White Alone-non-Hispanics 7.5 %
- Education- Level of education is important to identify gaps and needs- By knowing this information a decision may be made as to where training grants or resources may be allocated. Knowing the strengths in our community may help attract new businesses or create opportunities.
 - 76.9% High School graduate or higher
 - 27.7 Bachelor's degree or higher
- Workforce-It provides an inventory of the available human capital ready to work or currently working. This information is important to ensure our goals are being met as economic development professionals. The goal being having a low unemployment rate which is a result job creation.
 - Capital Labor Force: 47,623
 - Employed: 43,934
 - Unemployed Rate: 7.7%

- Industries- Knowing the primary industries in the community is important make efforts to reinforce them. This also helps inventory major players, businesses, in the community that may be partners for the program.
 - Identifying largest industries in the city will create an inventory of what the city has to offer and where resources may be allocated- “who are the primary employers”
 - Education
 - Health Care & Social Assistance
 - Retail Trade
- Economy- Identifies success and progress. It helps identify the needs in the community. Demonstrating growth in the economy reflects the work of the community has been successful and goals are being met.
 - *Economic Growth* will demonstrate change from period of time to another within the city.
 - Median Income, Hourly Salary wages, cost of living information, property taxes, sales taxes.

This program once implemented will include efforts to encourage growth and expansion in the city of Edinburg.

BR&E Efforts:

- Identify issues individual businesses are facing
 - Red, Yellow Red flags
- Pin point systemic issues that all companies face in the community
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- Create local Resources-Local & State Level
 - Incentives
 - Grants
- Create partnerships
 - Local Workforce Solutions Center
 - University
 - Chambers
 - Business owners
 - Utilities
- Stimulate smaller businesses
 - Support local campaigns
 - Create relationships

Sources Retrieved 04/22/2021:

<https://www.census.gov/quickfacts/edinburgcitytexas>

[Fundamentals Course – April 2021 – Business Retention and Expansion International \(brei.org\)](https://brei.org)

<https://texaslmi.com/LMIbyCategory/LAUS>



Response 6

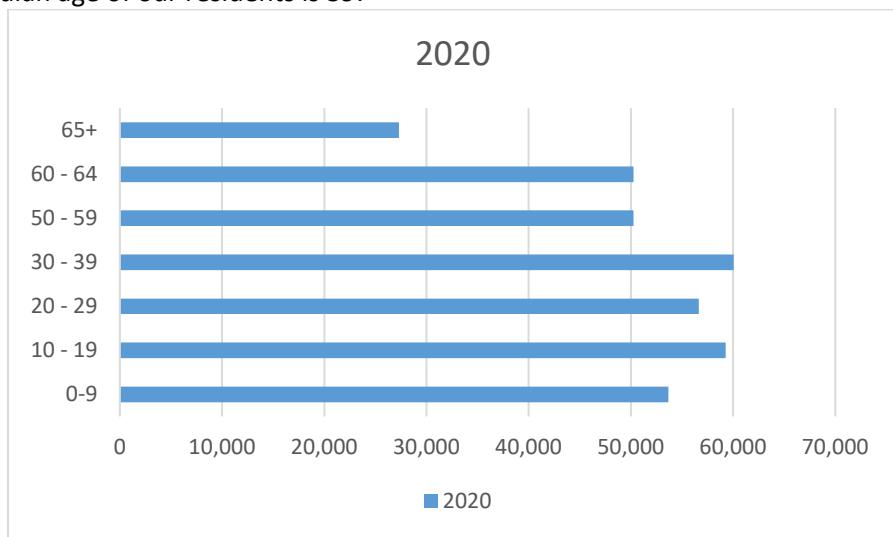
Pinal County has historically been driven economically mainly by mining and agriculture, that is still strong today. However in the past few years we have developed the Arizona Innovation and Technology Corridor which is currently home to Abbott Nutrition, Frito Lays, Hexcel, Cargil, Nissan, Volkswagen, and most recently Lucid Motors and Nikola Motors.

Because of this, for our community I would choose demographic, educational, social, natural resources and financial sectors to create our community profile.

Pinal County, formed in February 1875, comprises 5,376 square miles. Nestled between Maricopa County (Phoenix) and Pima County (Tucson), Pinal County is home to over 459,000 residents. The county has two distinct regions: the eastern mountainous area (copper mining and tourism) and the western lower valley desert area (manufacturing, distribution and agriculture).

Population

As mentioned, over 459,000 people call Pinal County their home. This is over an 11% increase from 2017. The median age of our residents is 39.



Education

Of the population in Pinal County, over 29% of the population has an Associate's degree or higher. Over 85% has a high school degree or higher. There are 2 colleges that offer an Associate's degree or certificate within the community and 72 colleges within a 50 miles radius that does as well.

Labor Force

Pinal County as a labor force of 177,965 people, with an unemployment rate of 7.6%. The work distribution of total employees in Pinal County is 42% blue collar and 57% white collar.

Income and Spending

Pinal County has a median yearly income of \$56,655. 35.15% of the households earn more than the national average each year. Household expenditures average \$51,210 per year. The majority of earnings

get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities. Median household expenditures are \$51,210.

Transportation

Residents spend an average of 32 minutes commuting to work. There are 32 airports within 50 miles. Rail can also be accessed within the county as well.

Taxes

6% Top State Corporate Income Tax
6% Top State Corporate Capital Gains Tax
4.54% Top State Personal Income Tax
4.5% Top State Personal Capital Gains Tax
5.6% State Sales Tax
1.6% County Tax

Response 7

Creating a “snapshot” or the “story of a place” for the particular city I work at, is extremely difficult because the city *still* doesn’t know “what it wants to be when it grows up,” – an EXTREMELY popular phrase that’s repeated among all the local political figures and board members in my city and has been for many years. To outsiders, we are seen as a sleepy bedroom community of the Austin Metroplex. However, the residents have a completely different view of their community and want to take full advantage of the resources our city has to offer. But no one knows how to take advantage of those resources and turn them into economic opportunities. Therefore, an established community profile is needed now, more than ever, and that’s where our BR&E Program can come in and save the day 😊 .

To begin, the EDC can determine the community’s demographics by gathering data from many different entities at the local, state, and national level. This will demonstrate the characteristics of the community such as, education, religion, social sectors, and financial sectors. From there, the BR&E program can create an economic assessment and utilize it as an angle or uniqueness factor to our city to set us apart from surrounding communities of Austin.

Collecting data from current businesses will also help build our community profile. Understanding their business model will lead to establishing a strong local workforce to entice citizens to live *and* work in our community. Starting a strong local workforce begins at the school level by creating programs for students to participate in and acquire the needed skills to get a job at one of our local businesses instead of leaving the community upon high school graduation.

I believe these are just the beginning stages of an extremely long road in creating our community profile. Educating the public and political leaders in our community on the importance of an established community profile, will showcase the importance of our BR&E program, and hopefully provide the knowledge that’s needed to utilize our communities resources for potential economic opportunities.

Response 8

The Port of Muskogee has had a successful BR&E program for many years. I am new to the role, but our Director has been handling this for the last 12 years.

On our community profile we highlight our strong manufacturing presence and the target industries we are trying to recruit.

Our demographic information is compiled mostly from EMSI and we use that to recruit businesses by showing them our large inside/outside commuter population to fill workforce needs.

We have one of the only all-weather inland ports in the US. We also offer rail/air and ground transportation from the center of the US.

Our community profile is strong in highlighting our quality of life as well as our available resources through city and county partnerships.

We have established the Greater Muskogee Manufacturers Alliance (GMMA) to promote collaboration within our local manufacturers for supply chain, storage, production issues, etc. This program plays a strong role in our attraction efforts as well.

The Port of Muskogee has both a Stakeholders and Established Industries committee in which local information is shared.

We utilize Executive Pulse for data and sharing data with our regional partners in the Tulsa area.

Response 9

We have a large unemployment rate in Richmond County and the Town of PHK. Employment and affordable housing are the most challenging obstacles. We also need to support new immigration into Cape Breton. More people, create more business, who create the need for employment which then creates the need for housing.

For the purpose of this assignment, I am going to select the Town of Port Hawkesbury to focus on.
Population: 3004

700 of those are 65 years and older
Average single income \$57,907 yearly

The top employers in the region are:

- Paper mills
- Marine Sector
- Manufacturing
- Community College

- Hospital
- Schools
- Retail Stores

Response 10

Starting a BRE Program from scratch gives me the opportunity to shape the program in the best way possible from all the knowledge I gain from this (BREI Fundamentals Class), BRE class offered through OU EDI, as well as from the assistance being offered by regional partners who have an established BRE program.

I would begin by utilizing the resources of the following groups:

School district- support the Career and Technical Education programs for future workforce development

Local community college- partners with the school district on dual-credit programs as well as offers courses in continuing education and specialized training to meet the needs of the community

Workforce Solutions to partner with on resources for business workforce needs

Local leaders and elected officials from the city and county to support the program

Regional Partners who have established BRE programs and the resources to assist with getting the program off the ground.

Stats on workforce migration (pre-COVID over 80% of our community would head out of the city for work) I would like to identify what industries these residents are working in and how far they are traveling.

Next, I would identify industry clusters in my community, followed by identifying the major employers. Those would be the first targets to meet with either individually or as set up an industry round table.

Based on the responses from a survey or discussion with each business, I would then go back to my resources listed above and identify solutions for any needs/concerns that may arise.