

Economic Information, Research, and Technical Assistance  
Program

# Focus Sessions|Spring 2015

## Multi-Agency Convening

3/26/2015



# Agenda

- Welcome, Introduction, and Charge ( $\leq$  10 Minutes)
- Focus Sessions (40 minutes each, 80 Minutes total)
  - Key Industry Clusters Sessions
  - Occupations Sessions
- Report-Outs and Discussion/Questions (30 Minutes)
- Adjourn

# Welcome/Introduction

- **Our Team**
- **Project Background**
  - Provide information, share resources, and generate ideas and approaches to **voluntarily** integrate economic information into **comprehensive planning** and explore the benefits of doing so
  - Past work/partnerships
  - Six core research elements
- **Today's Charge**
  - “Key Industry Clusters”
  - “Occupations”
- **Set the table for other program elements**

# 2015 Research Agenda

- Key Industry Clusters
- Occupations
- Real Estate Requirements of Key Industry Clusters
- Access to Jobs
- Sites for Economic Growth
- Freight and Logistics

# 2015 Research Agenda

- **Key Industry Clusters**
- **Occupations**
- Real Estate Requirements of Key Industry Clusters
- Access to Jobs
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# Industry Clusters

- **Industry clusters** are groups of unique but interrelated industries that share any combination of the following:
  - The product or service that the individual industries produce;
  - Substantial service relationships between the individual industries;
  - Substantial commodity-flow relationships between the individual industries; or,
  - Commonalities in the use of some needed resource.

# Key Industry Clusters

- Advanced Manufacturing
- Information Technology
- Food Manufacturing and Wholesaling
- Finance and Insurance
- Health, Science, and Water Technology
- Headquarters and Advanced Business Services
- Freight and Logistics

# Focus Sessions

- **2 x 40 Minute Sessions**
- **Assign one “spokesperson” per table**
- **Key Industry Clusters Session (Table 1):**
  - Janna and Mark
  - Develop shared understanding of the region’s Key Industry Clusters, and how that impacts/can be impacted by local comprehensive planning
- **Occupations Session (Table 2):**
  - Ryan and Deb
  - Explore the geography of occupations that lead key industry clusters, as well as the geography of the workforce in the region, and discuss how that impacts/can be impacted by local comprehensive planning



# Key Industry Clusters

- Advanced Manufacturing
- Information Technology
- Food Manufacturing and Wholesaling
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- Health, Science, and Water Technology
- Headquarters and Advanced Business Services
- Freight and Logistics

# Report-outs & Discussion

- Any initial reactions or takeaways?
- How could each piece of information shared today be applied to comprehensive planning in your jurisdiction(s)?
- How have you used information like this in the past?

# Report-outs & Discussion

- How could we make this information more useful, or easier to understand?
- What do you find most revealing about this information?
- What further analysis do you feel would make this information more useful in comprehensive planning and/or other policy decisions for your jurisdiction(s)?

# General – Handouts/Takehomes

- 2015 Research Agenda
- 2015 MetroStats
- Key Industry Clusters definitions
- Freight/Logistics Fact Sheet
- Leading Occupations Matrix
- Display Packet (Maps)
- PowerPoint

# Next Steps

- Refine/report/share
- Site selector survey
- Collaboration with DEED – Access to Jobs
- Local Planning Handbook
- Fall Convening?



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2015 Regional Economic Competitiveness |  
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