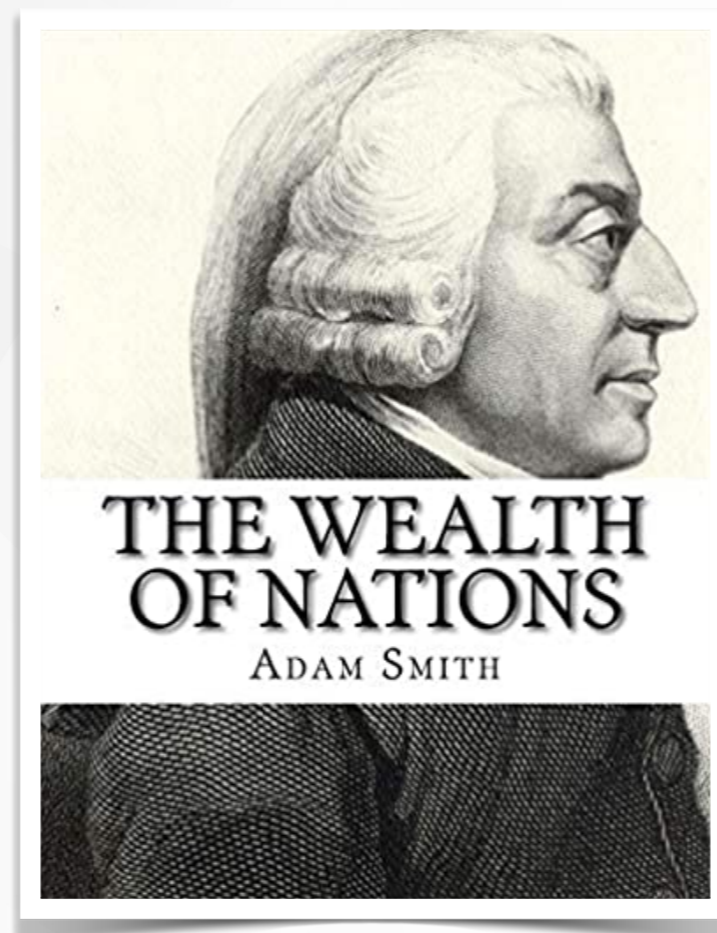


Selling Today's Key Driver: Data Utilization in Economic Development

Skip Scaggs • NMIDA

MEANS OF PRODUCTION

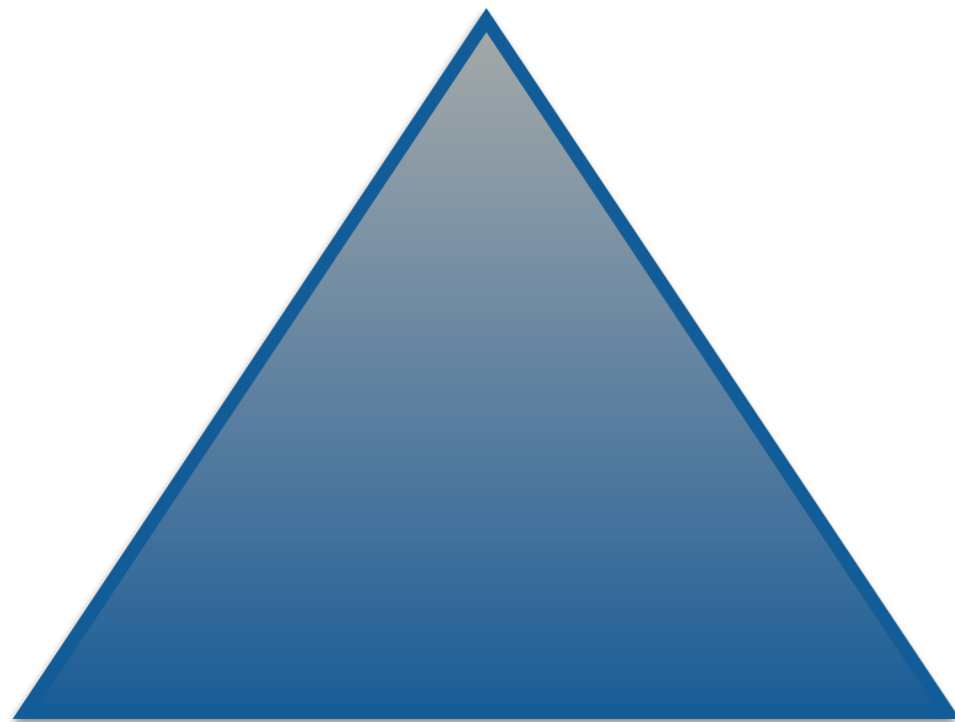
ADAM SMITH,
THE WEALTH OF NATIONS
1776



MEANS OF PRODUCTION - LAND • LABOR • CAPITAL

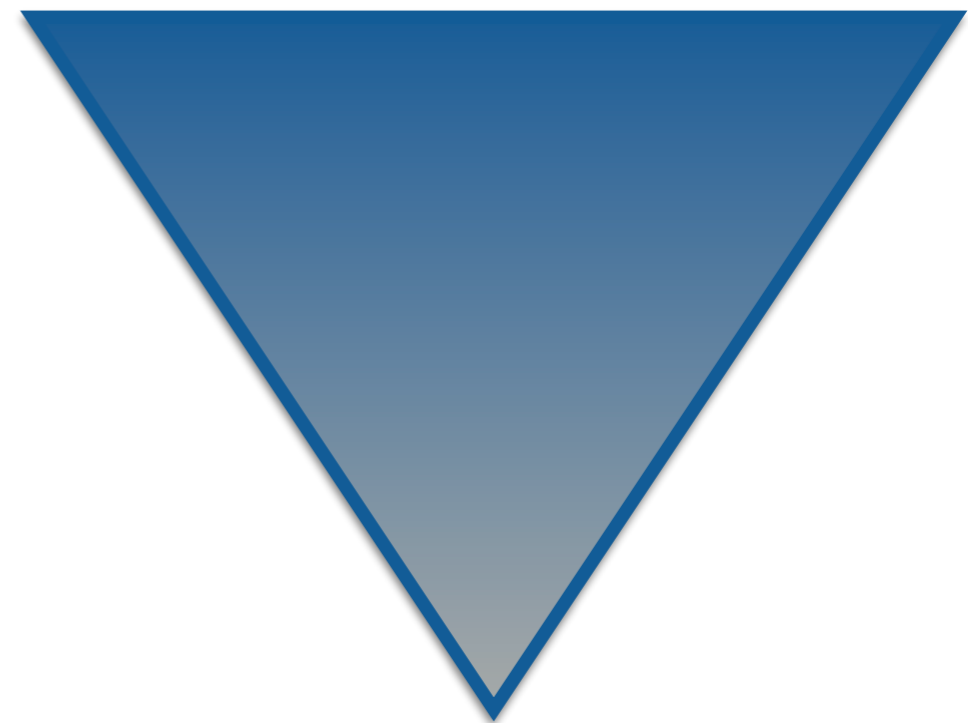
INVERTED MARKET

BUSINESS



POTENTIAL CUSTOMERS

ECONOMIC DEVELOPERS



POTENTIAL CUSTOMERS

HOW DO YOU MITIGATE THE COMPETITION

Survey Says...

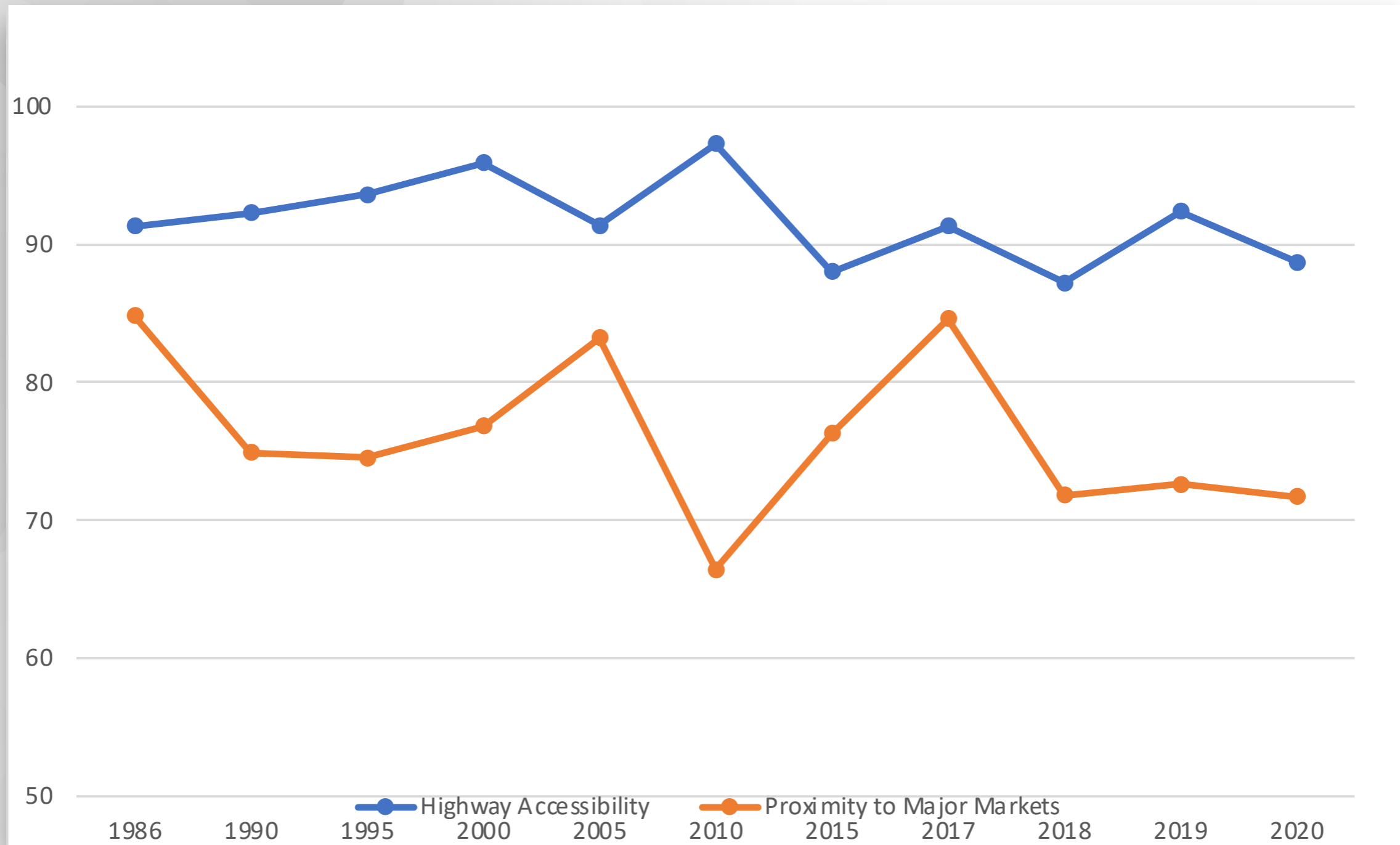
Area Development 2021 Consultants Survey

Ranking	Site Selection Factors
1	Labor Costs
2	Availability of Skilled Labor
3	Energy Availability & Cost
4	Inbound/Outbound Logistics
5	Highway Accessibility
6	Raw Material Availability
7	Corporate Tax Rate
8	State/Local Incentives
9	Environmental Regulations
10	Tax Exemptions
11	Quality of Life
11T	Construction Costs

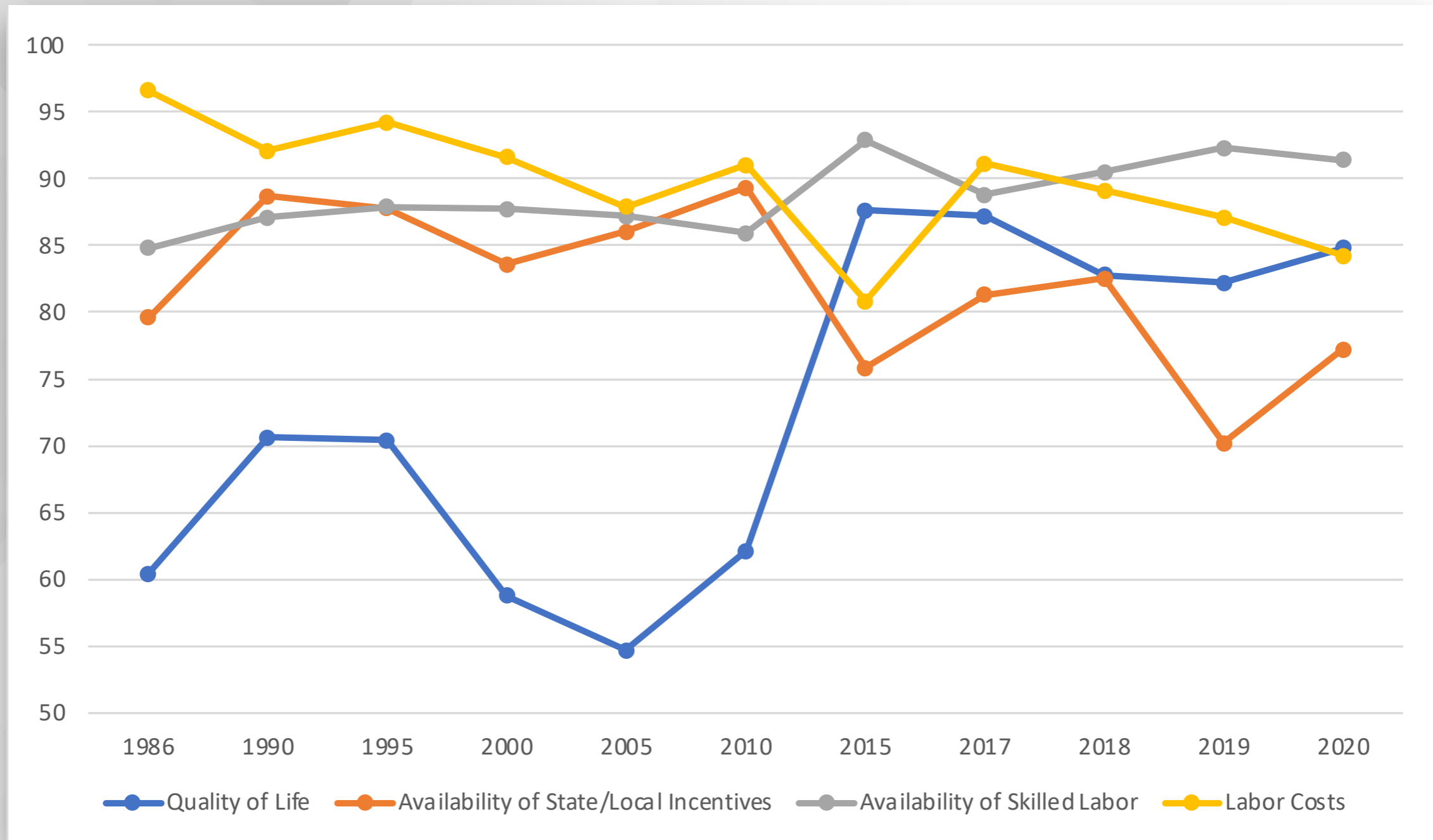
LONGITUDINAL LOCATION FACTORS • 1986 - 2020

Location Factor	1986	1990	1995	2000	2005	2010	2015	2017	2018	2019	2020
Availability of Skilled Labor	84.8	87.1	87.9	87.7	87.2	85.9	92.9	88.8	90.5	92.3	91.4
Highway Accessibility	91.3	92.3	93.6	95.9	91.4	97.3	88	91.3	87.2	92.4	88.7
Energy Availability/Costs		88.1	89.6	77.7	82.3	82.1	75.3	76	77.8	79.5	85.3
Quality of Life	60.4	70.6	70.4	58.8	54.7	62.1	87.6	87.2	82.8	82.2	84.8
Labor Costs	96.6	92.1	94.2	91.6	87.9	91	80.8	91.1	89.1	87.1	84.2
Occupancy Costs		88.5	90.2	83	83.7	89.8	85.4	85.9	76.1	80.3	80.6
Corporate Tax Rate				84.7	85	86.3	78.8	83.2	86.7	79.7	80
Availability of State/Local Incentives	79.6	88.7	87.8	83.6	86	89.3	75.8	81.3	82.5	70.2	77.2
Inbound/Outbound Shipping Costs						84	64.6	71.8	69.2	69.8	76.8
Proximity to Major Markets	84.8	74.9	74.5	76.8	83.2	66.4	76.3	84.6	71.8	72.6	71.7
Environmental Regulations		82.9	86.5	80.9	71.1	74.8	69.8	70.2	69.9	73	71.6
Available Land		82.3	83.7	75.5	75	73.4	73.9	76.9	75.6	64.4	65.2

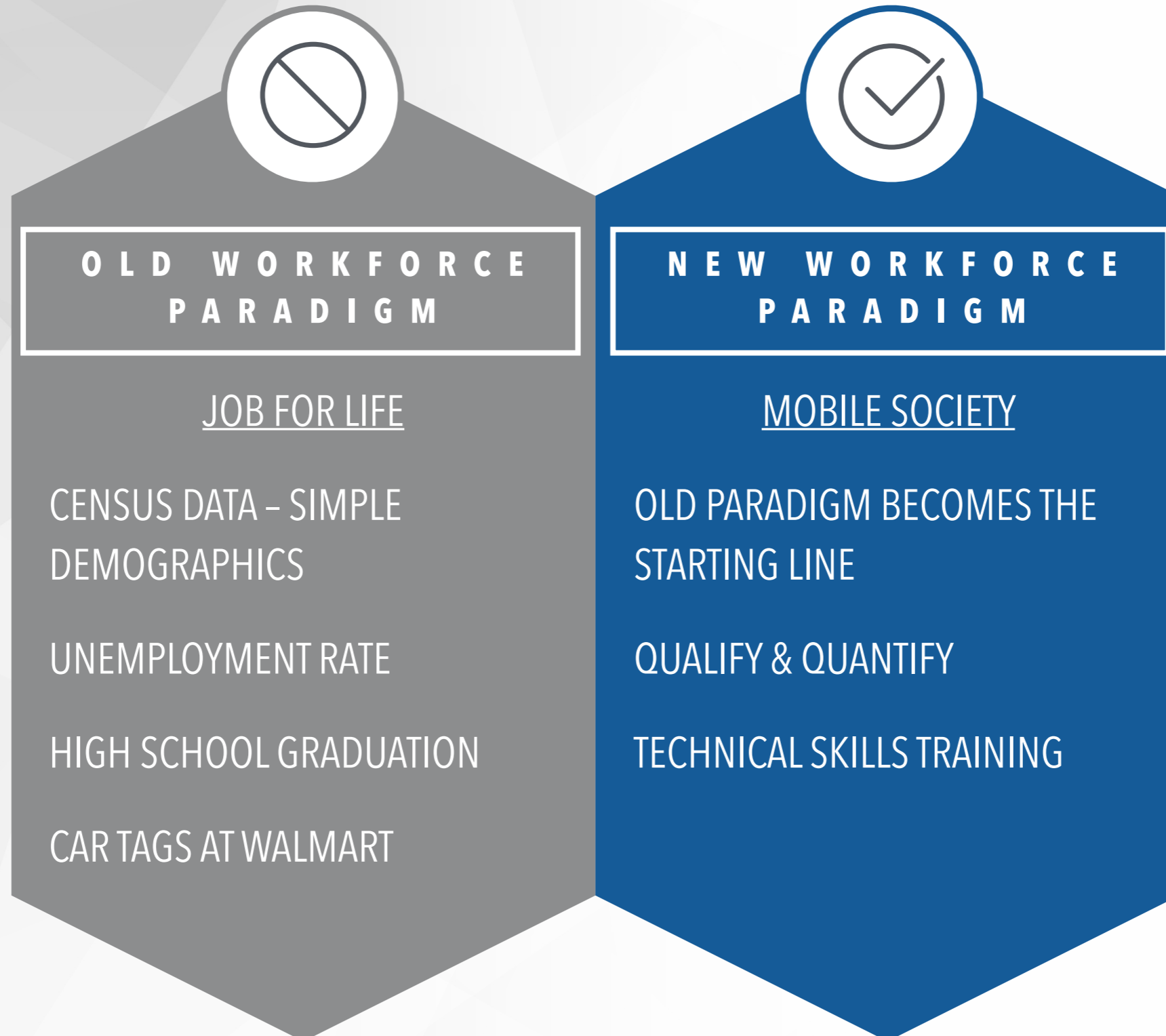
TRANSPORTATION TRENDS



LABOR TRENDS



WORKFORCE JUSTIFICATION - THE RFI REPOSE



WORKFORCE JUSTIFICATION - THE RFI REPOSE

Q U A N T I F Y

OLD PARADIGM DATA

CENSUS DATA

BLS

MDES-LMI

(EMPLOYED, UNEMPLOYED, NUMBERS & RATES BY COUNTY)

ESRI

HOOVERS

NEW PARADIGM DATA

EDUCATIONAL PIPELINES

(EMPLOYED, UNEMPLOYED, NUMBERS & RATES BY COUNTY)

- K-12
 - CAREER & TECHNICAL PROGRAMS
- COMMUNITY COLLEGE
 - UNIVERSITY TRANSFER
 - TECHNICAL DEGREE PROGRAMS
 - WORKFORCE TRAINING TRACKS
- 4-YEAR UNIVERSITIES
 - PROGRAMS OF STUDY

CLUSTER PROXIMITY ANALYSIS

UNEMPLOYMENT INSURANCE PAYMENTS

ACTIVE JOB SEARCH

WORKFORCE JUSTIFICATION - THE RFI REPOSENSE

Real Time, Region Specific - Customized		
Sector	Job Seekers 60-Mile Region	Job Seekers Statewide
Distribution	3,981	12,445
Manufacturing/Production	26,043	65,944
Warehouse	4,911	14,200
Office	5,305	18,743
Totals	40,240	111,332

Source: MISSISSIPPI WORKS -Mississippi Department of Employment Security

THE RFI REPOSE

Q U A L I F Y

OLD PARADIGM DATA

HIGH SCHOOL GRADUATION RATES

TABE TESTING SCORES

MAJOR EMPLOYERS LISTING

NEW PARADIGM DATA

CAREER READINESS CERTIFICATES
(CRC'S)

- NATIONALLY RECOGNIZED
- PORTABLE

STATE & REGIONAL WAGE & BENEFIT
SURVEY

WORKFORCE PARTICIPATION RATE

DATA DRIVEN ECONOMIC DEVELOPMENT SUMMARY

- Today's Economic Development is driven by the recruitment and retention of skilled labor.
- The decision to locate somewhere is not based on just the numbers as they are today, but where those numbers will be 5-15 years from now.
- Attempting to level the playing field for rural Mississippi must acknowledge that workforce is both anecdotal and data driven.
- The next challenge is the acceleration of Industry 4.0 and what that means for everyone's competitiveness

INDUSTRY 4.0

- Within Industry Competitiveness is driven by
- Time to Market
- Reduced Operating Costs
- Smart Factories ie. connected
- Moves from 2D Collaboration to 3D/4D Collaboration
- Not just IoT but AI integration

Displacing lower value jobs by upskilling to high value via automation

DARE I SAY IT... "ECO-SYSTEM"



The eco-system for Industry 4.0, be it for economic developers, k12, Community College or Universities... will require the compiling, sorting, interpreting, and even protection of data and information on levels we don't quite fully grasp just yet.



A native of Meridian, Skip earned his A.A. at Meridian Community College before transferring to Stetson University where he received his B.A. in American Studies. Following graduation in 1991 Skip began work in the field of Economic Development at the Birmingham Area Chamber of Commerce in Birmingham, Alabama for 2 years before moving home to Mississippi where he has served in economic development roles at the local, regional, state, and federal levels.

Since May of 2017 Skip has served as Executive Director of the North Mississippi Industrial Development Association, a regional economic development organization covering 30 counties in Northeast Mississippi.

In addition to his B.A. Skip has a master's degree in Public Policy and Administration from Jackson State University and completed professional development courses from the Gavin School of International Management at Thunderbird, Economic Development Institute at the University of Oklahoma, and the U.S. Department of Commerce.

In his community, Skip also serves on several Boards including the Mississippi District Export Council, Mississippi Automotive Manufacturers Association, North Mississippi Medical Center Amory - Gilmore, Vestry Member at St. John's Episcopal Church in Aberdeen, and Executive Committee Member of the Episcopal Diocese of Mississippi, and ICC Board of Trustees.

Skip Scaggs

Executive Director - NMIDA

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