

Economic Development

Workgroup Meeting Notes- October 2, 2012

Attendees: Andrea Robel, James Lee, Karen Smith, Berry Hurst, Vicki Meath, Jennifer Flynn, Grant Millen, Bob Davy, Mark Burrows, Matt Raker, Justin Hembree, Erica Allison, Dee Williams, Brenda Mills, Stephanie Monson Dahl, Shaw Canale

Initial discussion centered on consensus with the stated goals of the workgroup; all agreed on the goals as stated.

Current identified performance measures:

- **Acres of prime industrial land converted to residential development**
 - **Number of new business start-ups**
 - **Number of new patents to the region**
 - **Employment growth in existing firms**
 - **Number of new jobs created in target industries**
 - **Percent of local jobs filled by region's residents**
 - **Graduation and enrollment rates in area universities and colleges**
 - **Workforce development program placement rates**
 - **Percent locally produced foods (consumed locally and exported)**
 - **Number of employees in agribusiness related economy**
 - **Number of employees in tourism economy**
 - **Business receipts from tourism economy**
 - **Percent households served by internet**
 - **Investment in infrastructure per capita (by type)**
 - **Number of new jobs within 1/4-mile of transit routes**

With regard to the performance measures already identified, the group agreed that the following measures should be used:

- **Number of or percentage of firms that are locally owned.**
- **Lending (on a local level) to businesses in the region.**



- Types of classes/course work offered by community and technical colleges to fill the needs of employers.
- Business closure rate and open rate
- Unemployment rates by ethnicity: this relates to a strategy of reduced disparity in economic ownership and employment ; potential group to measure or own this one: Minority Business Development Association (MBDA) and Census Bureau data
- Reduced disparity in assets/wealth, business ownership, and employment". (Repositories or organizations who would track include Metropolitan Business and Economic Development Center – locally; U.S. Census Bureau -; FDIC National Survey of Unbanked/Underbanked Households -data at City, County, MSA levels.
- Access to jobs (miles traveled)

Additional comments:

- Table or remove the Performance Measure (PM) related to % of local jobs filled by region's graduates
- Table or remove the PM related to % of locally produced goods
- Correct all PM that begin with percent to read: % increase OR % change in the ...
- Tweak the PM related to graduation and enrollment rates to reflect credit hours, certificates and not just diplomas as that can be an indicator for new job needs or skills needed in the workforce
- Create an annual survey to evaluate performance measures

In closing, there were recommendations:

- That we track small business lending; it was noted that regulatory practices by banks are monitored or offer data. Many agencies also track lending.
- We need to make sure there is an agency or entity or one consistent source for data collection or to gather data over time.
- A question arose: "Where do we put the solopreneurs or solo proprietors?"
- We should factor in living wage jobs with new jobs created & evaluate pay scales.

Community Meeting Dates:

NOTE: Dates are set, venues subject to change. Please check the website for confirmation.

(www.gro-wnc.org)

- **November 8- Buncombe County**
- **November 13- Transylvania County**



- **November 15- Hendersonville**
- **November 29- Haywood County**
- **December 6- Madison County**