

LEADING GEORGIA TOWARDS  
**ECONOMIC  
PROSPERITY**  
#econpros2019



**VISIONFIRST ADVISORS**  
STRATEGY | ACTION | RESULTS  
A SUBSIDIARY OF BUTLER SNOW LLP

# PLANNING FOR THE NEW ECONOMY

**GRAY SWOOPE**

President & CEO  
VisionFirst Advisors

09.19.2019



**VISIONFIRST ADVISORS**  
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**WE'VE  
BEEN IN  
YOUR  
SHOES**



**KATHY GELSTON**  
SENIOR CONSULTANT

**GREG WORD**  
SENIOR CONSULTANT

**GRIFF SALMON**  
PRINCIPAL

**GRAY SWOOPE**  
PRESIDENT + CEO

**MELISSA MEDLEY, CME**  
PRINCIPAL

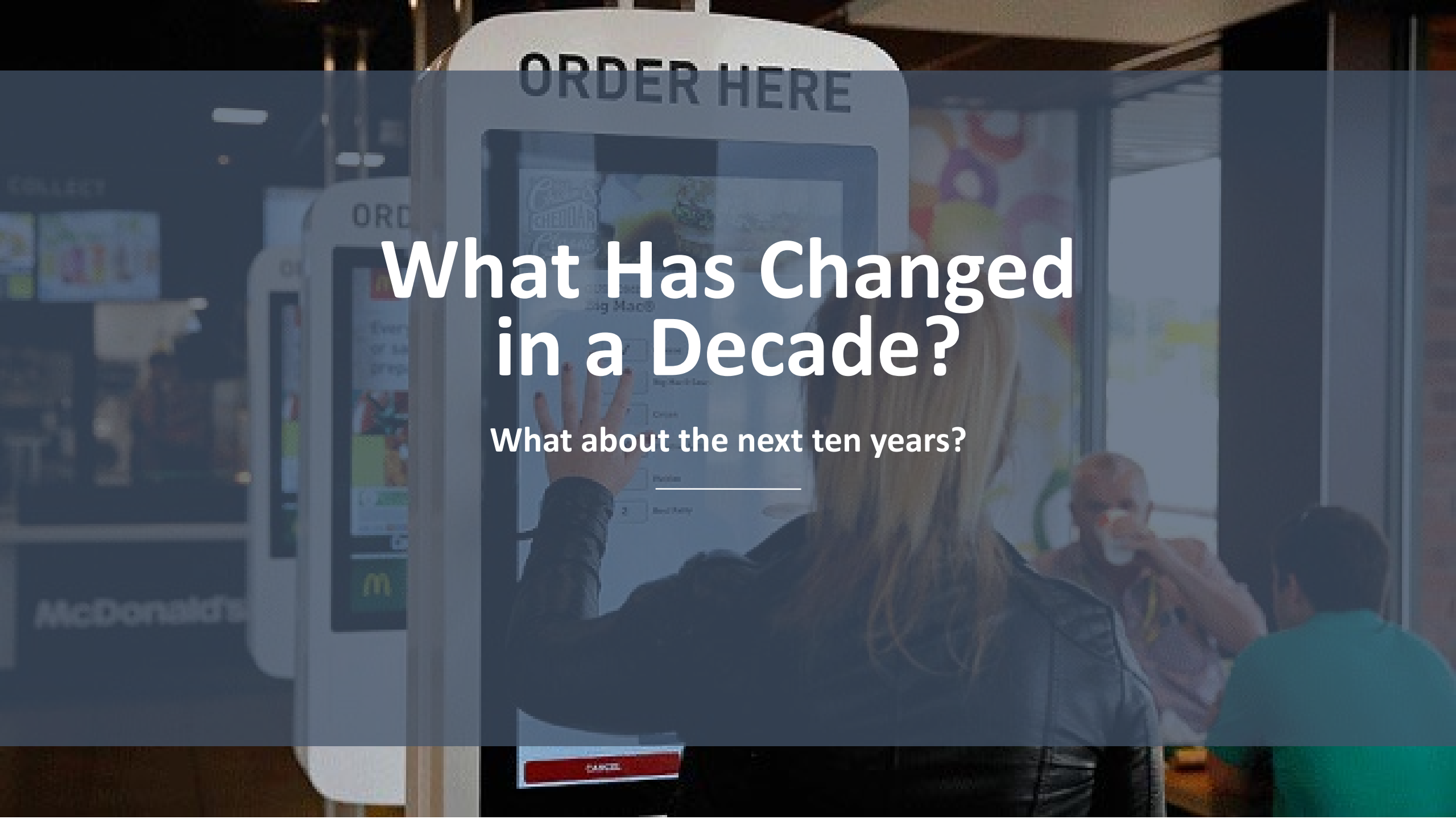
**MOLLY PFLANZ**  
OFFICE MANAGER

**NANCY BLUM-HEINTZ**  
SENIOR CONSULTANT

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# What Has Changed in a Decade?

What about the next ten years?



**\$1.3**

**TRILLION VALUE**

**\$6.3**

**TRILLION BY 2021**

**\$129**

**BILLION SPENT  
IN APP STORES**

**DISRUPTION!**

SOURCE: APP ANNIE

# NEW BUSINESS MODELS!



**\$58.72**

**BILLION VALUE**

**Founded in 2009**



**\$55.65**

**BILLION VALUE**

**Founded in 1908**

- 
- **Ninja (Tyler Blevins) makes about \$500,000 a month**
  - **Bugha (Kyle Giersdorf) won \$3 million**
  - **Tiger Woods won \$2 million in 2018 Masters**
  - **Esports is growing rapidly**
  - **Fortnite World Cup Finals watched by 2 million viewers**

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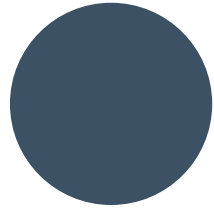
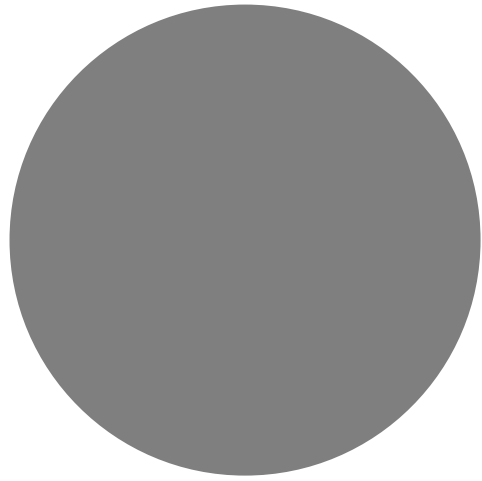
# AUTOMATION

**85% of the Jobs in 2030 do NOT exist today**

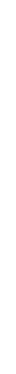
Source: Institute for the Future

**88% of Companies surveyed investing in reskilling.**

Source: Deloitte Insights, April 2019



Hey Alexia, where is  
the best place to  
locate my business?



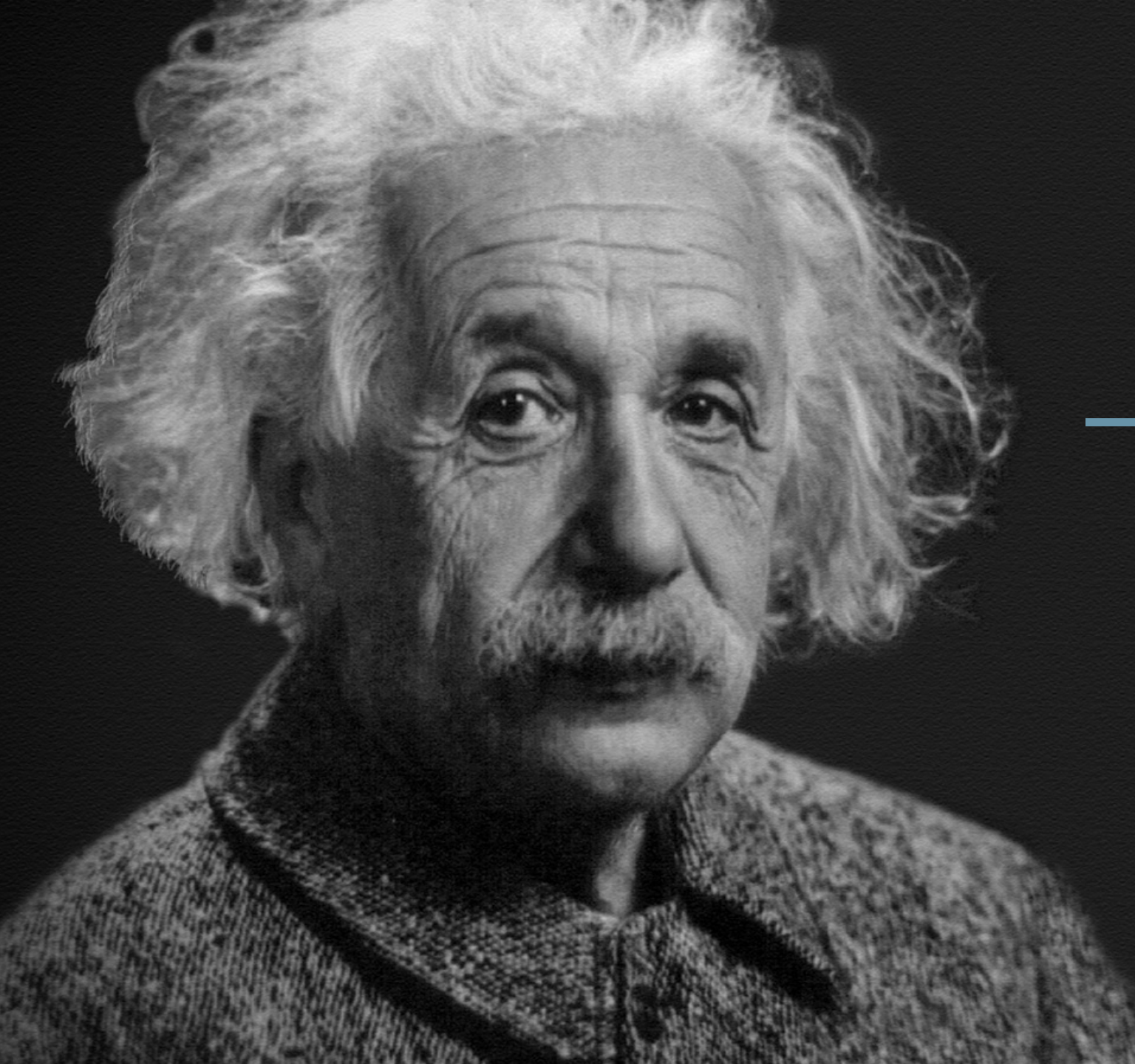


A background image of a space shuttle launch. The shuttle is seen ascending through a large, billowing plume of white smoke and fire. The sky is a deep blue, and the ground at the bottom is a dark, textured surface, possibly a launch pad or field.

# RAPID CHANGE

“Once the solid rocket booster is ignited, it’s going somewhere.”

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# The Questions Remain the Same

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IN THE PERIOD THAT EINSTEIN  
WAS ACTIVE AS A PROFESSOR,  
ONE OF HIS STUDENTS CAME  
TO HIM AND SAID:

*“The questions of this years exam  
Are the same as last years!”*

*“True,” Einstein said, “but this  
Year all answers are different”*

A person's hands are shown clapping in a meeting room. The background is slightly blurred, showing a person in a blue and white checkered shirt and a laptop on a desk. The overall scene suggests a collaborative and productive environment.

## **PREPARING FOR THE FUTURE OF ECONOMIC DEVELOPMENT**

- **Truth-tellers**
- **Engagement**
- **Holistic Approach**
- **Collaborate**
- **Talent**
- **Metrics**
- **Tell Your Story**

A close-up profile of a man with short, grey hair, wearing a dark pinstriped suit jacket and a white collared shirt. He has a very long, thin, pinkish nose extending far beyond his face. The background is dark and out of focus, showing some blue and white shapes. The word "Truthteller" is written in white, bold, sans-serif font across the right side of the image.

**Truthteller**

A background image featuring three women, each holding a large yellow jerrycan. The woman on the left is holding the jerrycan up to her face, partially obscuring it. The woman in the middle is smiling and holding the jerrycan in front of her. The woman on the right is also smiling and holding the jerrycan. The background is a light-colored wall with a repeating pattern of small, dark triangles.

# ENGAGEMENT

**“It is essential to cultivate meaningful relationships,  
both personally and professionally.”**

- CHARITY WATER -

# HOLISTIC APPROACH

## To Building an Economy

- Communities can no longer depend on recruitment as their primary strategy
- Three reasons why existing industry are critical to your success
- In some areas, economic development is dependent on community development

### VISION



**Vision comes first!** It is an agreed-upon common destination, the North Star to which all those engaged in or impacting economic development may focus their efforts. *What is your identity?*

### ENGAGEMENT



Citizens and leaders must be invested in the community's future and **engaged in its success**. It is critical to make decisions and direct growth for the benefit of all citizens.

### TALENT



Communities should look beyond data. Align education and training to inspire workforce to pursue the path that best **utilizes their talents** and provides value to the community.

### PLACE



Communities are living systems. Growth should be purposefully directed to empower people to help the community flourish, sustain its citizens and attract other **to their place**.

### OPPORTUNITY



**Opportunity provides the foundation** for a vibrant community. Leaders must create and sustain an ecosystem that provides jobs opportunities for people to enjoy a good quality of life and pursue their dreams.

—  
**These five factors are then impacted by three additional critical factors...**



### Competitiveness:

— Whether a community is looking to attract new business, grow existing industry, or provide a rich environment to support business formation, it must approach each as a competitive endeavor continually sharpening its ability to compete for investment and job growth. This includes leadership, policies, removing barriers, marketing, and programs that minimize risk.

### Product Development:

— While buildings and sites are still basic building blocks of economic development competitiveness, successful communities broaden the definition of “product” to demonstrate the workforce talents attached to these hard assets that set their total product apart from others.

### Telling the Story:

— Vibrant communities have a great story to tell and actively pursue every means of communicating their story both internally to inspire and recognize progress and externally to encourage others to see what makes their community exceptional.

# COLLABORATE

Who is handling what? What are the lanes? Who is in the lanes?

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Workforce  
Development

Manufacturing  
&  
Technology

Continuing  
Education

# TALENT IS YOUR PRODUCT!

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Building  
Trust

Personal  
Enrichment

Credentials

Do Your PART







# WHAT YOU MEASURE DETERMINES SUCCESS!

LOOKING FOR MORE DATA? The Office of Economic Vitality is the source for Tallahassee-Leon County economic information and data. We track 80 key economic indicators, construction and development trends—both commercial and residential—as well as individual statistical digests, some of which are featured below. Whether your business needs assistance, you are looking to the perfect site for your business or need help from our expert analysts, we are here to help. Please visit any of the following categories to quickly access the information you need: [Workforce & Income](#), [Residential Construction](#), [Commercial Construction](#), [Labor Force](#), [Retail & Services](#), [Manufacturing](#), [Energy](#), [Education](#) and [Innovation](#).

**SIGN UP** to receive the Quarterly Economic Update directly to your inbox.

INDICATOR	MOST RECENT	SINCE LAST PERIOD	SINCE LAST YEAR	WHAT DOES THIS MEAN?
 <p>Employment</p>	<p><b>188,984</b></p> <p>1st Quarter 2019</p>	<p><b>-0.3%</b></p> <p>Down 658 from Q4 2018</p>	<p><b>+2.0%</b></p> <p>Up 3,792 from Q1 2018</p>	<p>Employment levels have increased for 39 months in a row, comparing the same month of the year prior. MSA monthly average of 189,984 in Q1 2019 was 2% higher than the Q1 2018 monthly average.</p>
 <p>Labor Force</p>	<p><b>195,728</b></p> <p>1st Quarter 2019</p>	<p><b>-0.1%</b></p> <p>Down 138 from Q4 2018</p>	<p><b>+1.8%</b></p> <p>Up 3,379 from Q4 2018</p>	<p>MSA average monthly Labor Force in Q1 2019 was 1.8% higher than the Q1 2018 monthly average. Labor Force has grown 34 of the past 36 consecutive months, comparing same month of the</p>

The background is a dark blue-grey color with a subtle, hand-drawn texture. A black pen is visible in the top right corner, appearing to have just finished writing the words 'Speak your time' in a cursive, handwritten font. Below this, the word 'Once' is also written in a similar cursive style. The overall aesthetic is that of a personal journal or a creative workspace.

# TELLING YOUR STORY

Narratives are Powerful

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# THANK YOU!

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