LEADING GEORGIA TOWARDS ECONOMIC PROSPERITY
#econpros2019

GEDA 2019 ANNUAL CONFERENCE SAVANNAH

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

PLANNING FOR THE NEW ECONOMY

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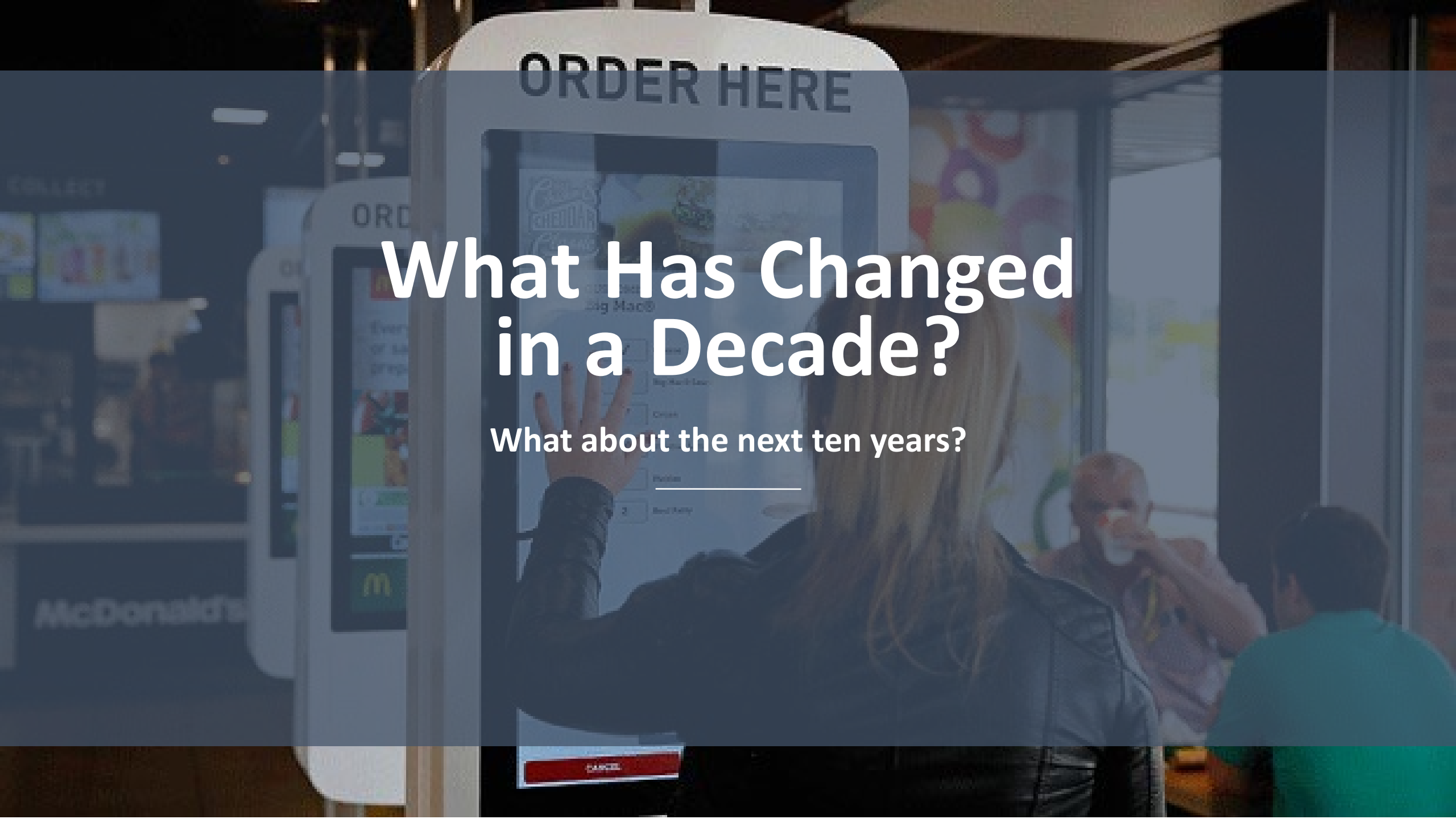
President & CEO
VisionFirst Advisors

09.19.2019

VisionFirst Advisors
STRATEGY | ACTION | RESULTS

WE'VE BEEN IN YOUR SHOES



What Has Changed in a Decade?

What about the next ten years?

$1.3
TRILLION VALUE

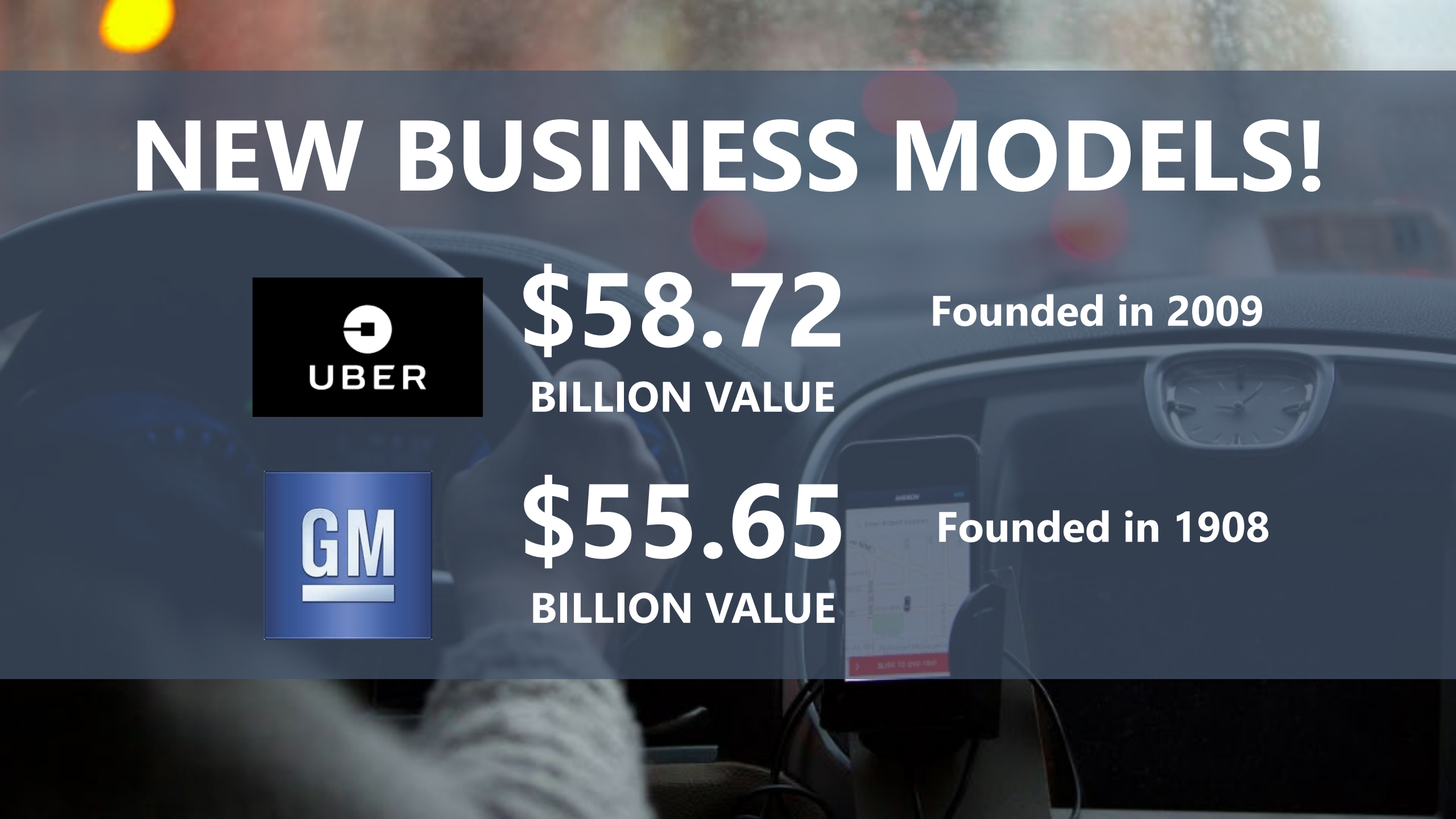
$6.3
TRILLION BY 2021

$129
BILLION SPENT IN APP STORES

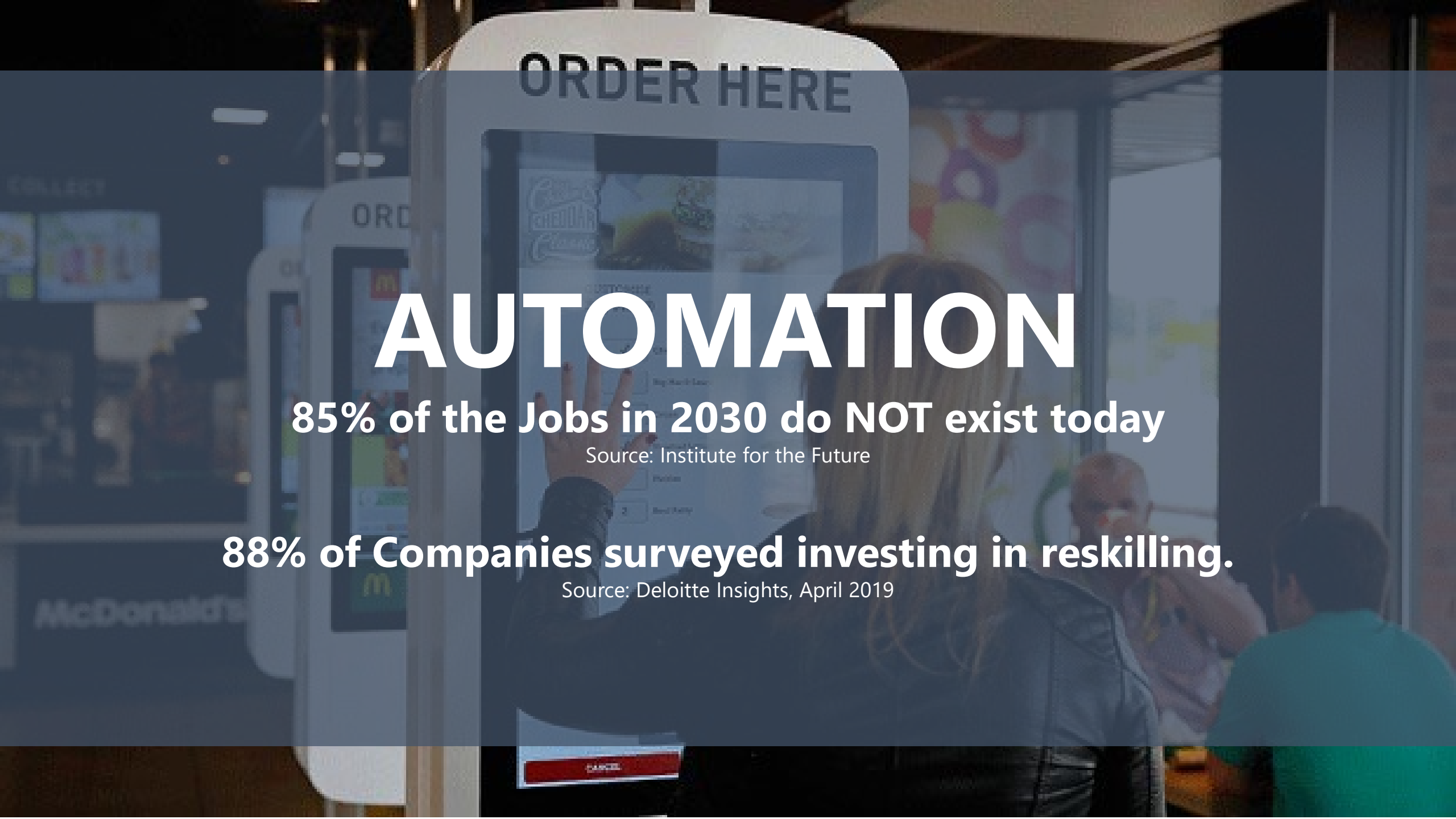
DISRUPTION!

SOURCE: APP ANNIE

NEW BUSINESS MODELS!



- 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



AUTOMATION

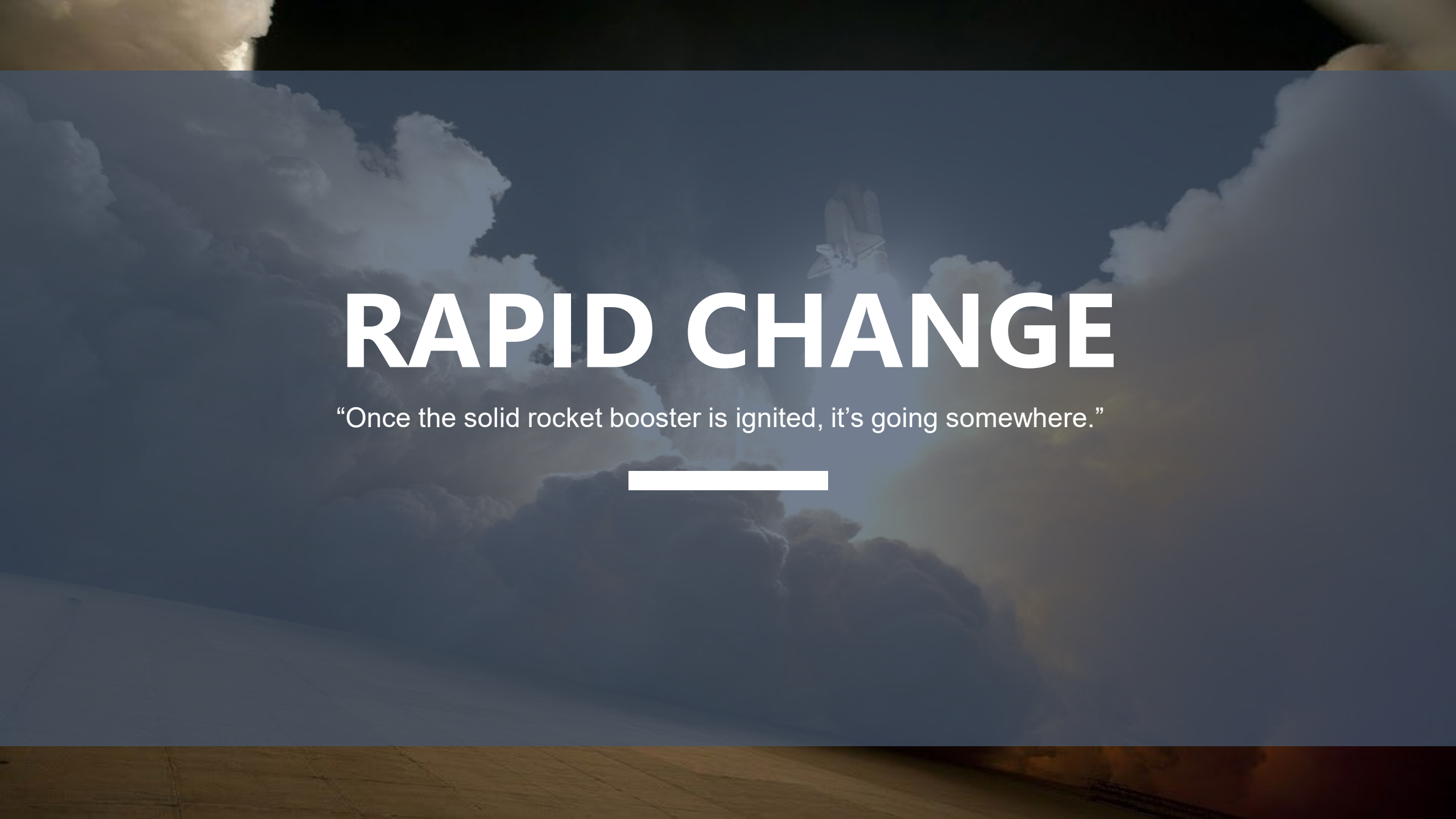
85% of the Jobs in 2030 do NOT exist today

Source: Institute for the Future

88% of Companies surveyed investing in reskilling.

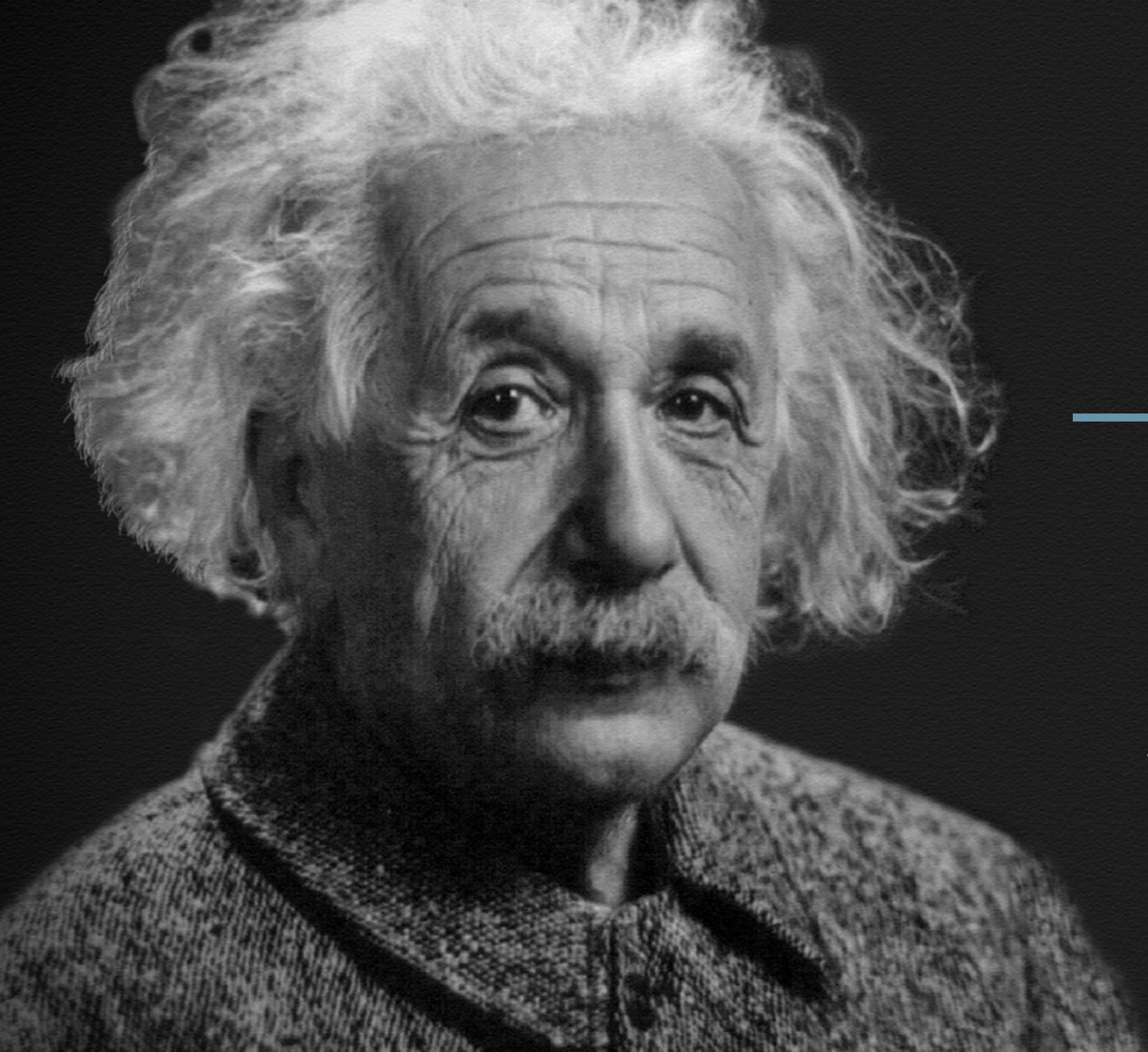
Source: Deloitte Insights, April 2019

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



RAPID CHANGE

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



The Questions
Remain the Same

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”

PREPARING FOR THE FUTURE OF ECONOMIC DEVELOPMENT

- Truthtellers
- Engagement
- Holistic Approach
- Collaborate
- Talent
- Metrics
- Tell Your Story

Truthteller

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

Vison 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?

TALENT IS YOUR PRODUCT!

Do Your PART

Tallahassee-Leon County Office of
ECONOMIC VITALITY
Grow. Innovate. Experience.

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WHAT YOU MEASSURE DETERMINES SUCCEESS!

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 maintain a statistical digest, 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 quick access the information you need:
Workforce & Income, Residential & Commercial Development Economic Factors, Economy & Employment, Employment & Labor Force 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?
Employment	188,984 1st Quarter 2019	-0.3% Down 658 from Q4 2018	+2.0% Up 3,792 from Q1 2018	**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.
Labor Force	195,728 1st Quarter 2019	-0.1% Down 138 from Q4 2018	+1.8% Up 3,379 from Q4 2018	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

TELLING YOUR STORY

Narratives are Powerful

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THANK YOU!
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