PLANNING FOR THE NEW ECONOMY

GRAY SWOOPE
President & CEO
VisionFirst Advisors

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WE’VE BEEN IN YOUR SHOES
What Has Changed in a Decade?

What about the next ten years?
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
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.”
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
ENGAGEMENT

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

- CHARITY WATER -
Communities can no longer depend on recruitment as their primary strategy.

Three reasons why existing industry are critical to your success:

1. 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.

2. 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.

3. Competitive factors are then impacted by three additional critical factors:

   - 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?

01 Economic Development Organization
02 Chambers of Commerce
03 Local and State Governments
04 Education
05 Workforce
06 Business Community
TALENT IS YOUR PRODUCT!

Do Your PART
WHAT YOU MEASURE DETERMINES SUCCESS!

Looking for more data? The Economic Vitality Office is the place for you! Be sure to visit us regularly for updates on our latest economic indicators, construction and development trends, both commercial and residential, as well as important statistical data, 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 information:
- Workforce & Income
- Residential
- Commercial
- Financial
- Education
- Transportation

Sign up to receive the Quarterly Economic Update directly to your inbox.

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>MOST RECENT</th>
<th>SINCE LAST PERIOD</th>
<th>SINCE LAST YEAR</th>
<th>WHAT DOES THIS MEAN?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>188,984</td>
<td>-0.3%</td>
<td>+2.0%</td>
<td>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.</td>
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<tr>
<td></td>
<td>1st Quarter 2019</td>
<td>Down 658 from Q4 2018</td>
<td>Up 3,792 from Q1 2018</td>
<td></td>
</tr>
<tr>
<td>Labor Force</td>
<td>195,728</td>
<td>-0.1%</td>
<td>+1.8%</td>
<td>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 year prior.</td>
</tr>
<tr>
<td></td>
<td>1st Quarter 2019</td>
<td>Down 138 from Q4 2018</td>
<td>Up 3,379 from Q4 2018</td>
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TELLING YOUR STORY

Narratives are Powerful
THANK YOU!

Gray.Swoope@VisionFirstAdvisors.com
@GraySwoope
Gray Swoope