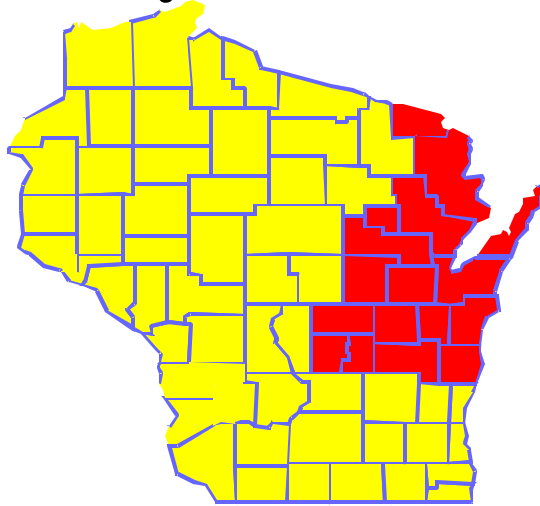


Where the Money Is ...

**In the
New
North
Economy**



Presented by

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***How a local
economy works...
the Flow of Money.***

***Primary or
contributory
industries import
money.***

***Consumptive or
dependent
industries use and
consume this
money.***

***Contributory
industries
generate most of
the wealth.***

***Growth in size
depends upon the
amount of money
flowing into the
area.***

***Growth in quality
depends upon the
wage level of the
primary
industries.***

Characteristics of Primary Employers

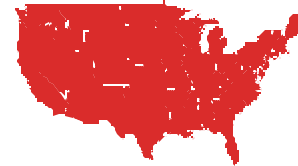
- Sell goods and services outside the economy, importing money to the area.
- Geographic location influences operating costs, thus profitability.
- Since their market is not local, they do not have to be in an area to sell their product.
- They will move when it is unprofitable to be located in an area.

Metropolitan Statistical Areas

361

Micropolitan Statistical Areas

577



Economic Strength

The long term tendency for an area to consistently grow in both size and quality.

Economic Strength

.....
28 Factors Measured

=

***Consistency +
Size + Quality***

TEN STRONGEST MSA'S

- 1 Charlotte-Gastonia-Concord, NC-SC
- 2 Nashville-Davidson-Murfreesboro, TN
- 3 Washington-Arlington-Alexandria, DC
- 4 Birmingham-Hoover, AL
- 5 Minneapolis-St. Paul-Bloomington, MN-WI
- 6 Atlanta-Sandy Springs-Marietta, GA
- 7 Columbus, OH
- 8 Phoenix-Mesa-Scottsdale, AZ
- 9 Indianapolis-Carmel, IN
- 10 Las Vegas-Paradise, NV

TEN WEAKEST MSA'S

- 361 Danville, IL
- 360 Danville, VA
- 359 Johnstown, PA
- 358 Pocatello, ID
- 357 Pascagoula, MS
- 356 Odessa, TX
- 355 Pine Bluff, AR
- 354 Florence-Muscle Shoals, AL
- 353 Grand Forks, ND-MN
- 352 Houma-Bayou Cane-Thibodaux, LA

TEN STRONGEST MICRO'S

- 1 Concord, NH
- 2 Lebanon, NH-VT
- 3 Hilton Head Island-Beaufort, SC
- 4 Edwards, CO
- 5 Easton, MD
- 6 Augusta-Waterville, ME
- 7 Helena, MT
- 8 Daphne-Fairhope, AL
- 9 Hilo, HI
- 10 Bozeman, MT

TEN WEAKEST MICRO'S

- 577 Pecos, TX
- 576 Tallulah, LA
- 575 Silver City, NM
- 574 Atchison, KS
- 573 Wauchula, FL
- 572 West Helena, AR
- 571 Williston, ND
- 570 Jennings, LA
- 569 Portales, NM
- 568 Maryville, MO

**New North
Metropolitan Areas**

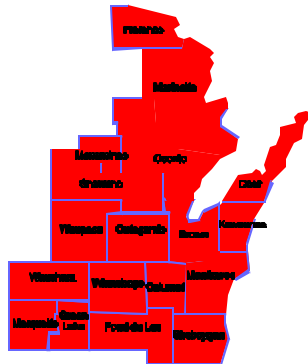
- 48 Green Bay, WI MSA
- 99 Appleton, WI MSA
- 107 Oshkosh-Neenah, WI MSA
- 111 Sheboygan, WI MSA
- 216 Fond du Lac, WI MSA

**New North
Micropolitan Areas**

- 56 Manitowoc, WI MICRO
- 127 Marinette, WI-MI MICRO
- 255 Iron Mountain, MI-WI MICRO

**New North
Region**

18 Counties



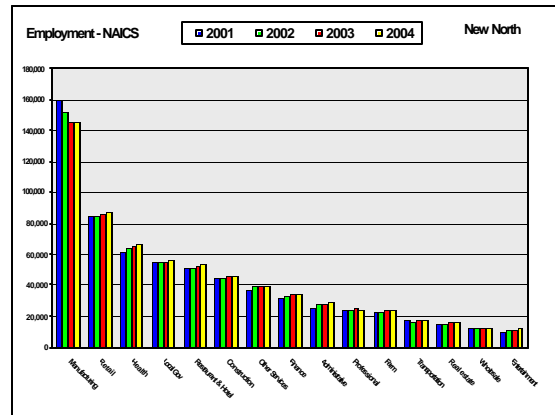
New North	2004
<u>Growth Rank - 361 Areas</u>	<u>1995</u>
Population	202
Employment	194
Earnings	195
Annual Wages	168
Number of NF Proprietors	206
Per Capita Personal Income	131
Per Capita Government Transfers	212

New North
Actual Amount - 361 Areas 2004

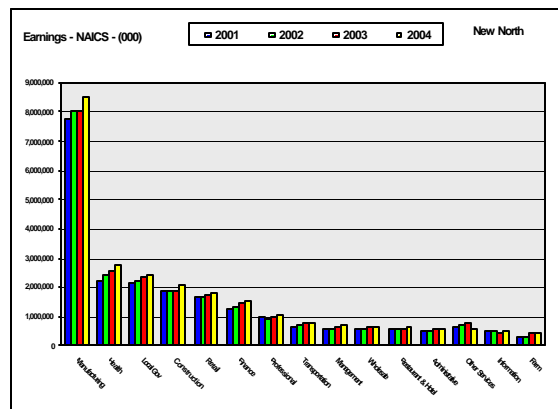
Population 1,194,798
 Annual Wages 38,163
 Per Capita Personal Income 31,143
 Per Capita Government Transfers 4,216
 Per Capita Medicare 782
 Per Capita Retire Trans 1,926

Composition

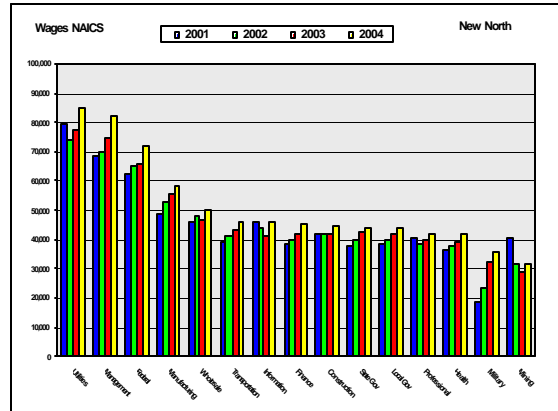
Employment



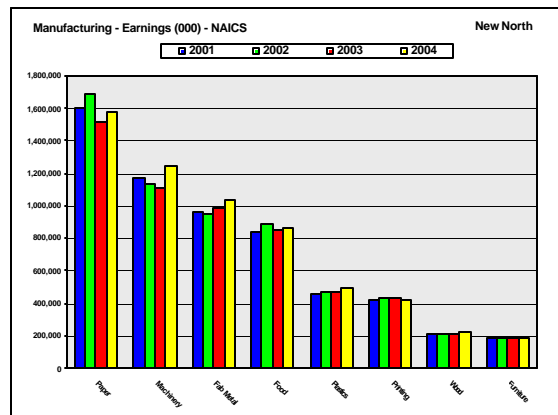
Earnings



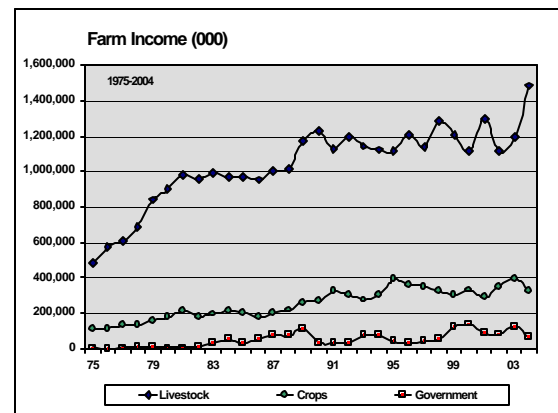
Wages



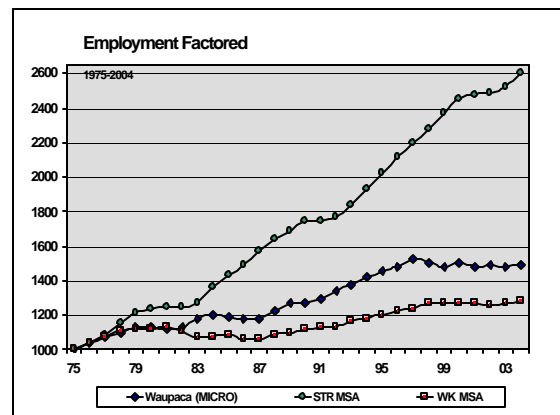
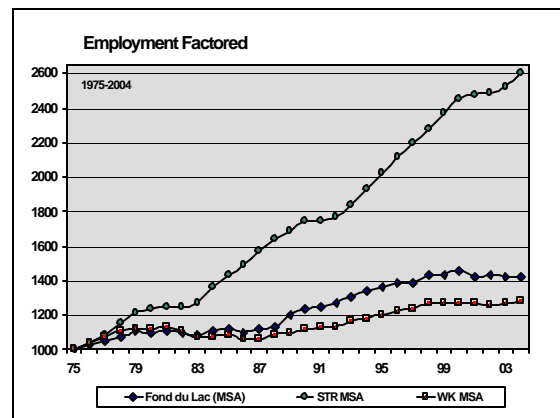
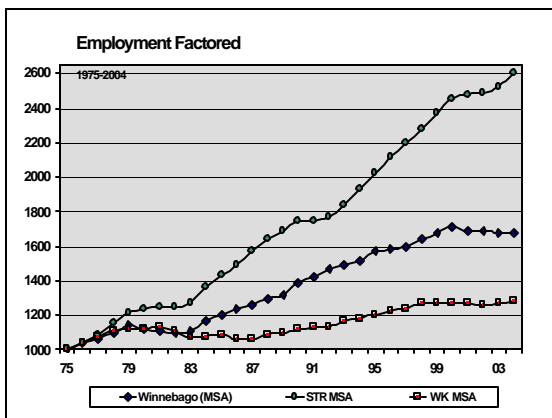
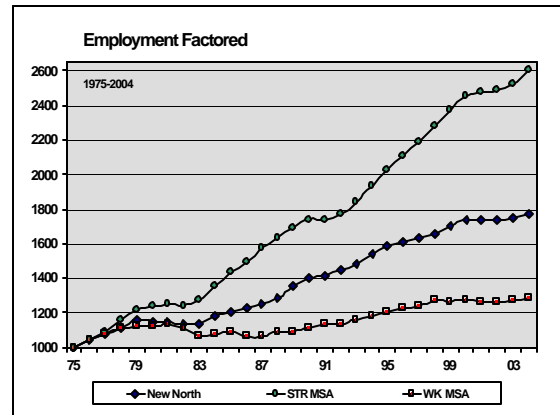
Manufacturing



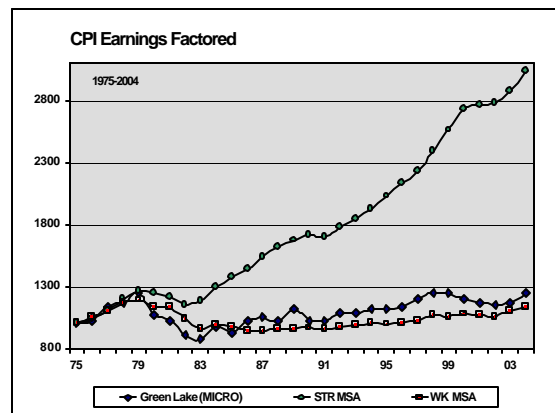
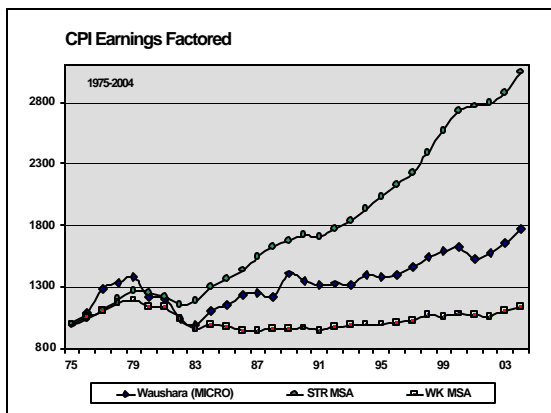
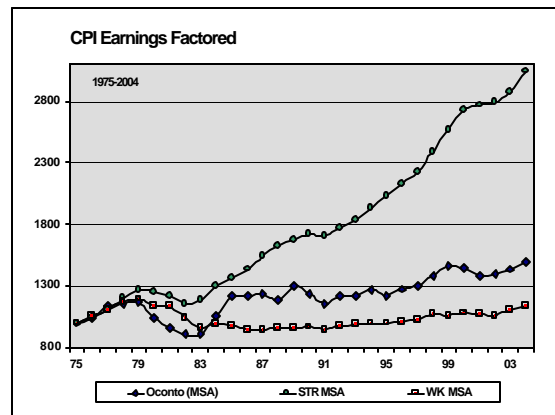
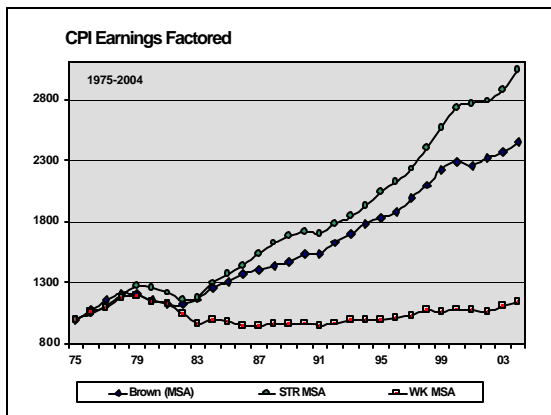
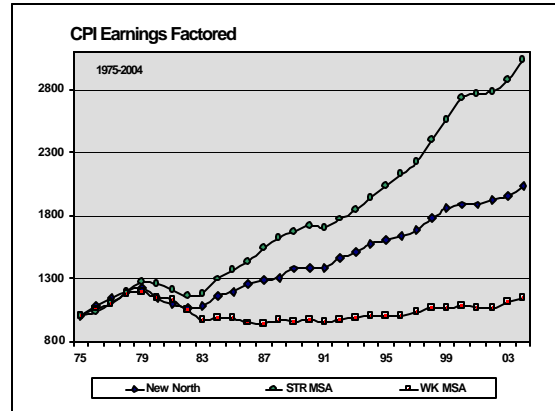
Farming Income



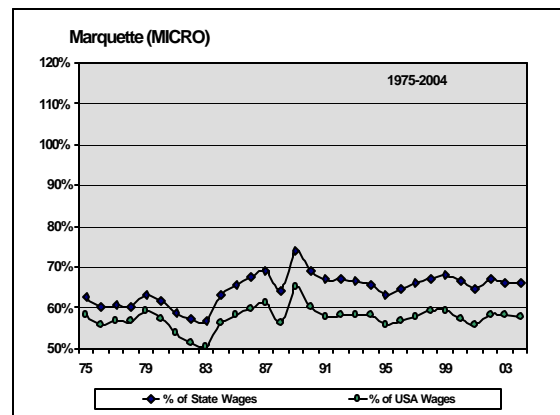
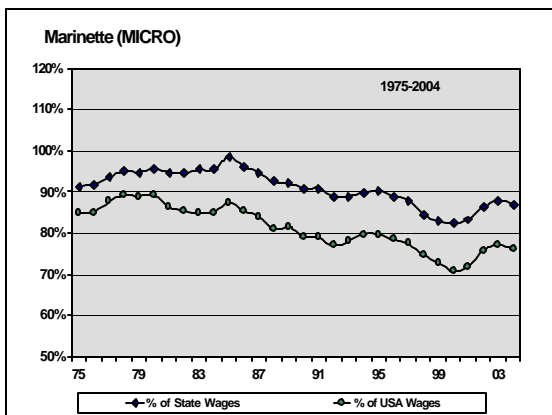
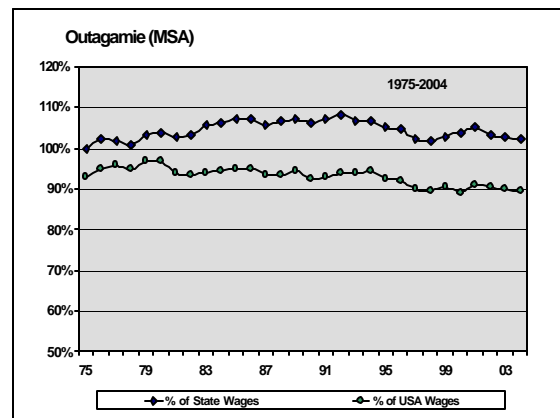
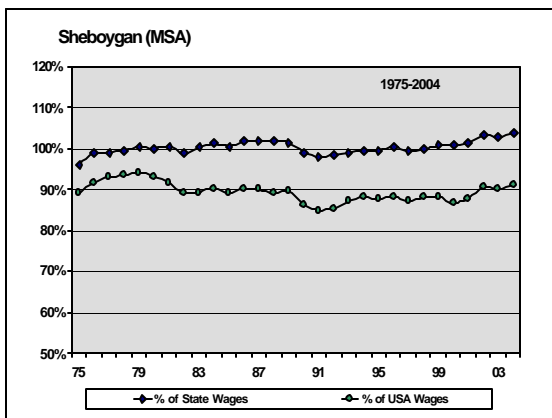
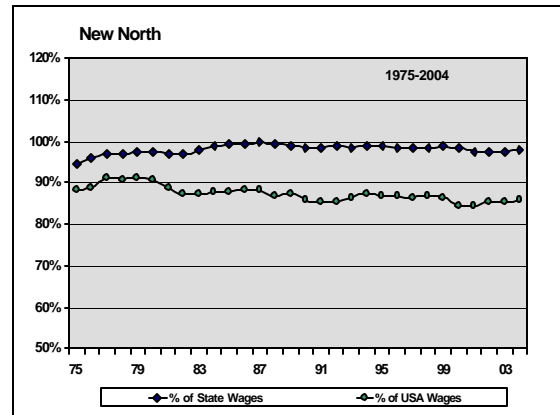
Factored Employment



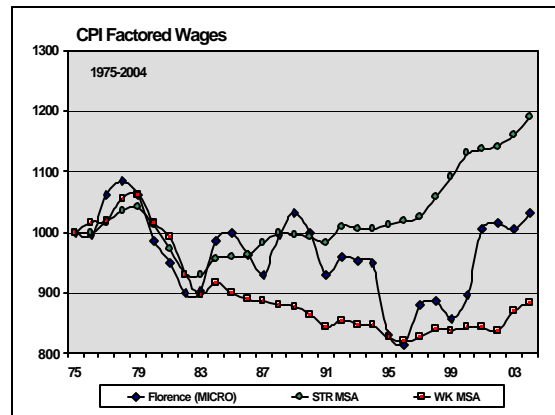
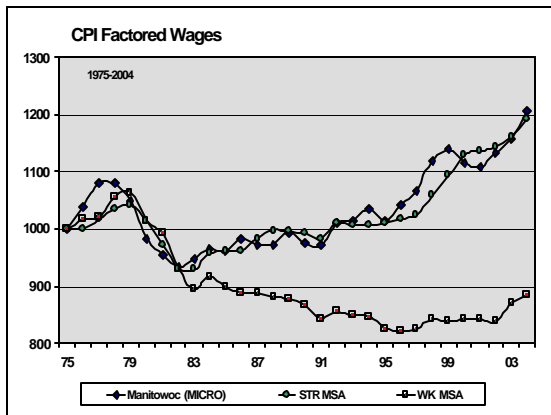
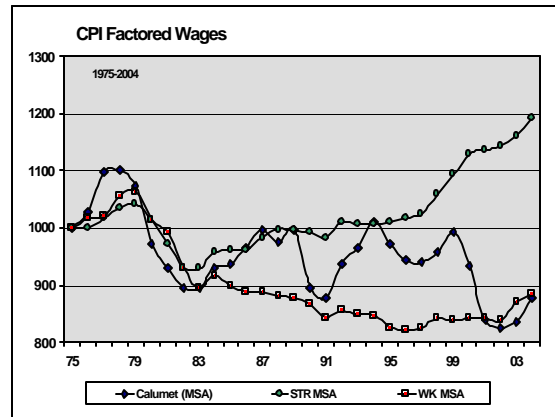
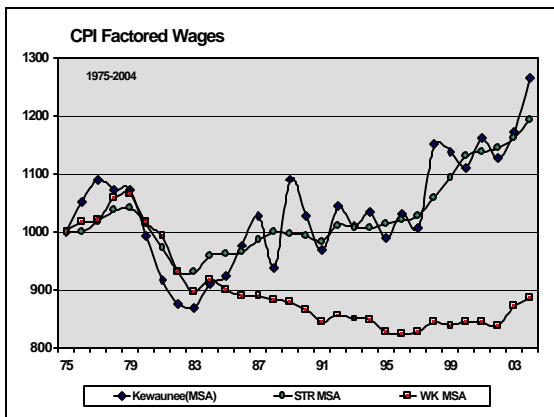
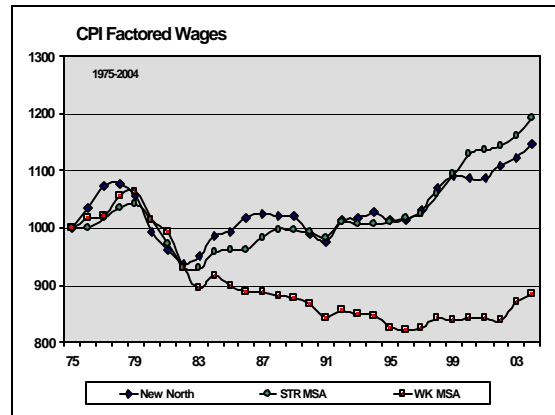
Inflation (CPI) Adjusted Earnings



Percentage of Nation and State



CPI Factored Wages



**How To Improve a
Local Economy**

**Create more primary
industry jobs which pay
a wage higher than the
area average.**

***Economic
Development***

Economic Development

***The process which
improves the standard of
living for the people who
live and work in an area.***

***Existing Industry
Recruitment
Start-Up***

***Existing
Industry
Program***

***Aside from market
conditions, the most
frequent reason a
company leaves one area
and moves to another is
LOCAL COMMUNITY
ATTITUDE.***

***Many communities
start an existing
industry program only
to abandon it.***

***Because there is NO
GLAMOR and
RESULTS ARE HARD
TO MEASURE.***

WHY?

Existing Industry

**Reduce the costs to your
primary employers as is
reasonably possible.**

Existing Industry

- Identify primary employers
- Create problem solving team
- Develop quality communications
- Identify existing factors in the community
- Solve small problems before they become big problems

Recruitment Program

***“A recruitment program is
expensive, time consuming,
and frustrating.***

***Communities which try to
take the easy route by
buying a couple of
advertisements will fail.”***

Recruitment

- Identify what you have to sell.
- Determine who would want to buy what you have to sell.
- Constantly, repeatedly, overall a long period of time, advise them of your product.

Start Up Program

Grow your own primary employers.

Site Selection Criteria

Two Issues

Recruitment

- Pool resources with other areas
- Target industries
- Marketing materials
- Direct mail
- Cold calling
- Trade shows
- Advertising
- Associations
- Visitations

Start-Up Programs

- “MICROSOFT” was once a start-up company.”
- Professional advisory team.
- Incubators which help to create primary employers.
- Venture capital.
- University relationships.

2nd Most Important Issue.

The availability of trained or trainable labor.

***Economic
Development is
ultimately a
real estate
transaction.***

***The most important
issue relative to the
“site” selection
process is having an
actual
“site.”***

Absence of Land

Physical Build-Out

No Land ... Build-Out

- Existing companies cannot expand in and new companies cannot locate to the area.
- Existing facilities, over time, will become unusable, and more companies will leave the area.
- The economy will stop growing and will begin to decline.

***Site Selection
Process***

***Costs
Time
Attitude***