



**Know
Before
You Go:
A Business
Engagement
Tool**

Why Do You Go?

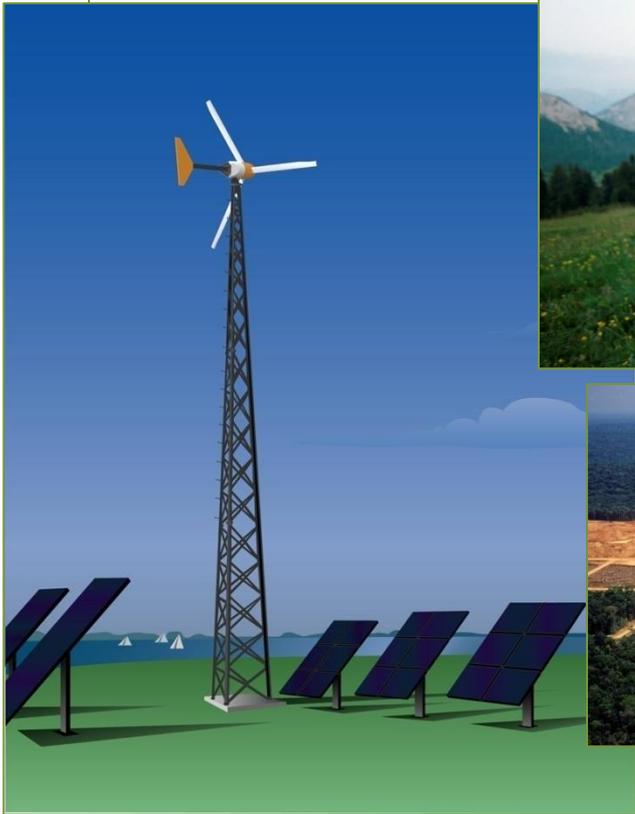
- What Do You Want?
- Their Business/Input/Participation
- Offer Your Services
- Start a Dialogue
- Economic Development

Who are You Going to See?

- What Type of Company
- Private, Non-Profit, Government
- What Can You Offer Them
- What Do They Need From You
- What Do You Need From Them

Who is the Employer?

- What Do They Want?
- Client/Customer
- Industry Group
- Types of Employees
- Size – Growth Potential
- For Profit or Non-Profit
- Needs of Employer



ECONOMIC OPPORTUNITY

YOUTH

Education

Money

NEW BUSINESS

COMMUNITY

INVOLVEMENT

Professional

Advancement

Business Expansion

PROFESSIONAL
DEVELOPMENT

Fact

or

Fiction

Economic Development generally refers to the sustained, concerted effort of policymakers and community to promote the standard of living and economic health in a specific area

Fact

Economic Development Includes:

- Development of Human Capital
- Critical Infrastructure
- Regional Competitiveness
- Environmental Sustainability
- Social Inclusion
- Health
- Safety/Transportation
- Literacy

The primary purpose of
economic development is
to create jobs

F **F** **a** **t** **i** **t** **i** **n**

Labor Market Information
(LMI) is used as a measure
of the economic health of
an area

Fact

What is LMI?

- Labor Market Information
- **SET** of Data/Statistics
 - Count of Jobs
 - Measure of Industry
 - Rates of Pay
 - Labor Force
 - Commuting Patterns
 - Educational Attainment



A set of comprehensive data series related to employers and their respective employees including but not limited to, total labor force, employment by industry, industrial growth, occupational trends and wage rates, each compiled in accordance with standard statistical procedures under the governance of recognized authorities established by state and federal regulations with the intent of providing means to track changes in the economy.

A set of comprehensive data series related to employers and their respective employees including but not limited to, total labor force, employment by industry, industrial growth, occupational trends and wage rates, each compiled in accordance with standard statistical procedures under the governance of recognized authorities established by state and federal regulations with the intent of providing means to track changes in the economy.

Eighty percent of statistics
are made up on the spot.

Fact & Fiction

Data and Research Basics

- Understand your need – *What is it that you are trying to do?*
- Know your source!
- Data availability (publication schedule)
- Address timeliness – *Education Issue*
- *Location, location, location*
- Never discount personal knowledge



Economic Development Data

- **Industry Employment (QCEW, CES)**
 - Quarterly Census of Employment and Wages
 - Current Employment Statistics
- **Active Applicant Data/Labor Force Data**
 - Internal Customer Records
 - Civilian Labor Force
- **Occupational Wage Data (OES)**
 - Occupational Employment Statistics
- **Commuting Data (Census)**
 - Local Employment Dynamics (LED) OnTheMap

Industry Employment (QCEW, CES)

- Quarterly Census of Employment and Wages
 - Counts “covered employment”
 - Collected at a county level
 - Foundation data for LED
 - Average weekly wages
- Current Employment Statistics
 - Non-Ag or Non-Agricultural
 - Also counts industry employment
 - Monthly survey data (BLS Employment Situation)
 - Limited geographies

Industry employment data
provides a count of jobs
not people

Fact

Active Applicant/Labor Force Data

- Internal Department of Labor Records
- Provides counts of applicant by occupation as an additional measure of available labor force
- Civilian Labor Force
 - Unemployment rates
 - Data are by place of residence
 - Monthly survey data (BLS Employment Situation)

Labor Force Data tells me
where people go to work

Fiction

Occupational Wage Data (OES)

- Occupational Employment Statistics
- Annual survey data
- Limitations in available geography
- Employment counts available
- Entry, median, average and middle range wages

Occupational wages provide
information on what
different industries pay

Fiction

Commuting Data (Census)

- Local Employment Dynamics (LED) OnTheMap
- Uses QCEW data as a foundation
- Provides commuting information
- Tracks in-flow and out-flow
- Plots employment density
- Includes primary and secondary employment
- Can track data across state lines

OnTheMap can tell me
where (by zip code, city or
county) the residents in a
single area (zip code) go to
work

Fact

Economic Development Situation

When you are faced with a group who knows nothing about an area a basic overview is helpful. In this case, assume that welders will be in high demand for the company.

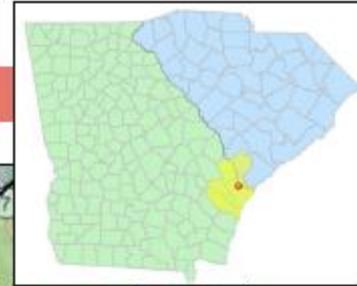


Savannah - Chatham Labor Draw Area



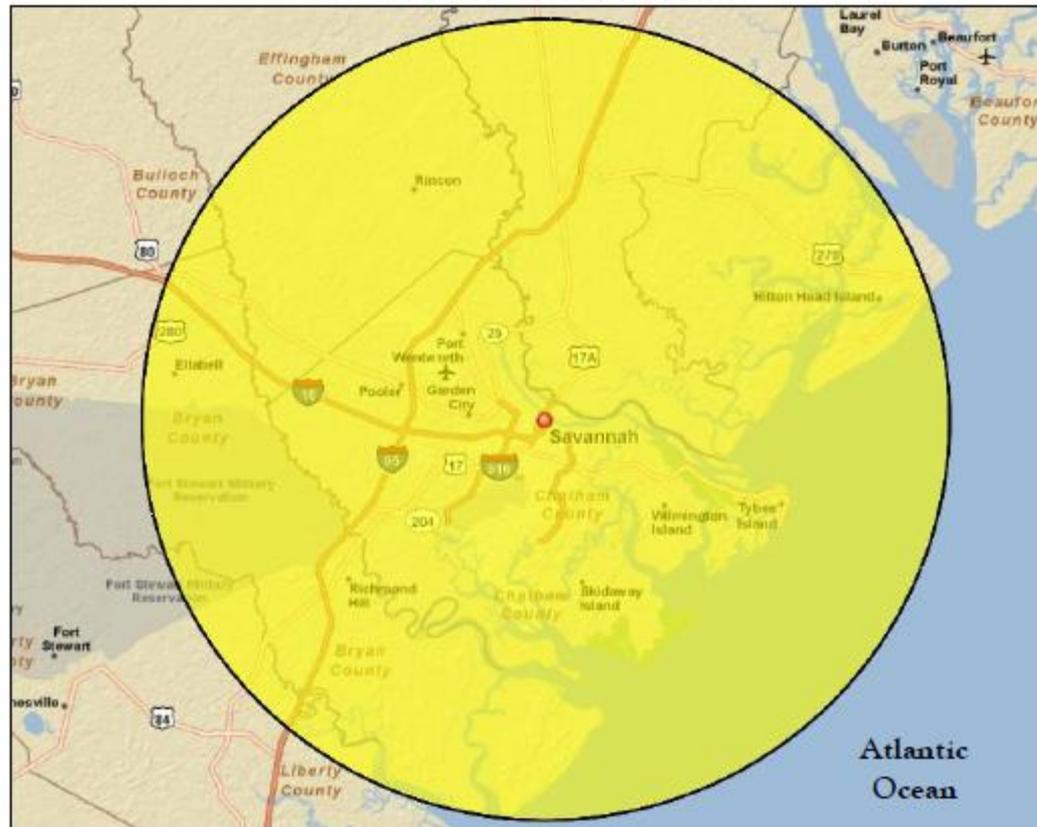
Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Savannah - Chatham Labor Draw Area



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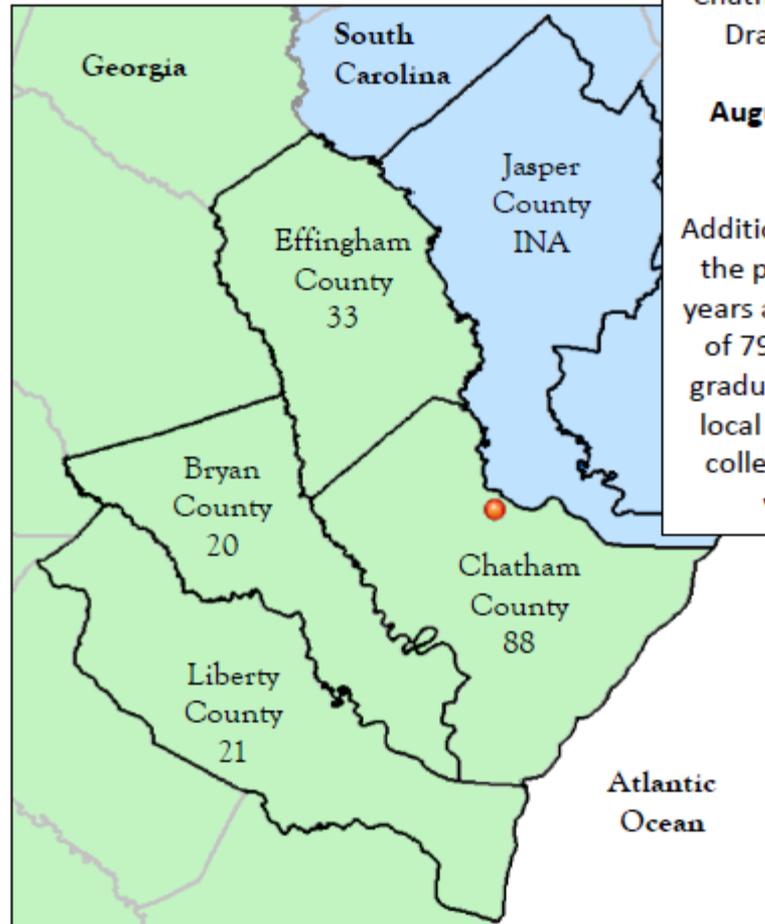
25 Mile Radius From Savannah



25 Mile Radius From Savannah



Active Applicants with Welding Experience
Savannah - Chatham Labor Draw Area



Total
Active Applicant
Welders*

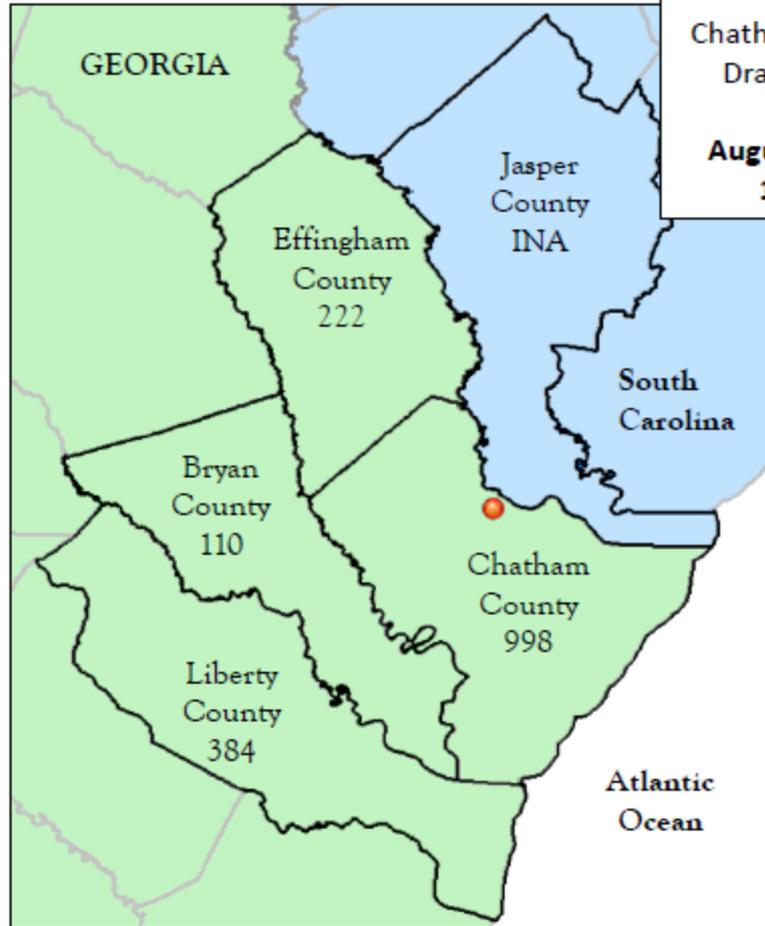
Chatham Labor
Draw Area

August 2011
162

Additionally over
the past three
years an average
of 79 welders
graduated from
local technical
colleges each
year.

*Data consists of the sum of SOC 51-4121 Welders, Cutters, Solderers, and Brazers and SOC 51-4122 Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders
Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Active Applicants with Production Experience
Savannah - Chatham Labor Draw Area



Total
Active Applicant
With Production
Experience

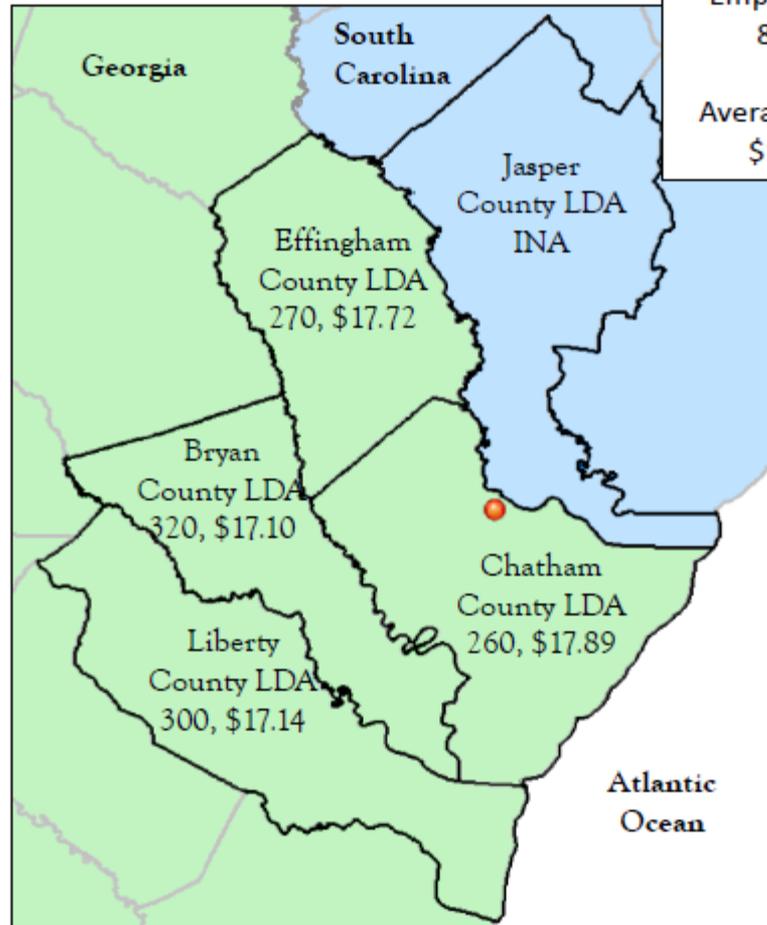
Chatham Labor
Draw Area

August 2011
1,714

*Data consists of the sum of all active applicants within the SOC 51-0000 Production Occupations Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Workforce Statistics & Economic Research

Employment and Wages for Welders*
Savannah - Chatham Labor Draw Area



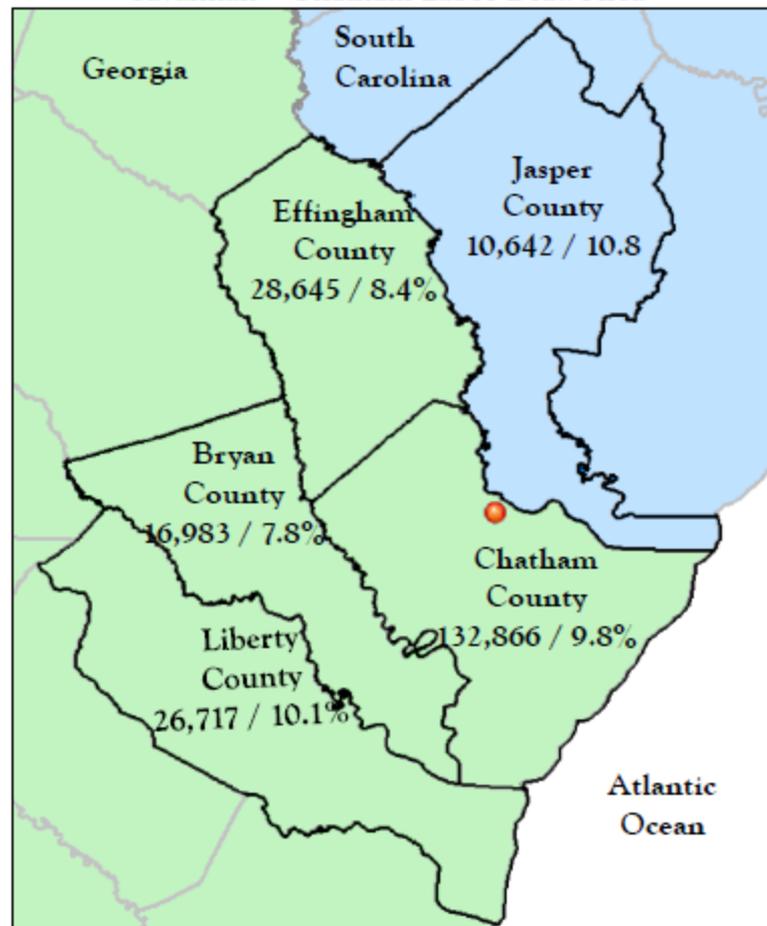
Statewide
Totals for
Welders*

Employment
8,500

Average Wage
\$16.17

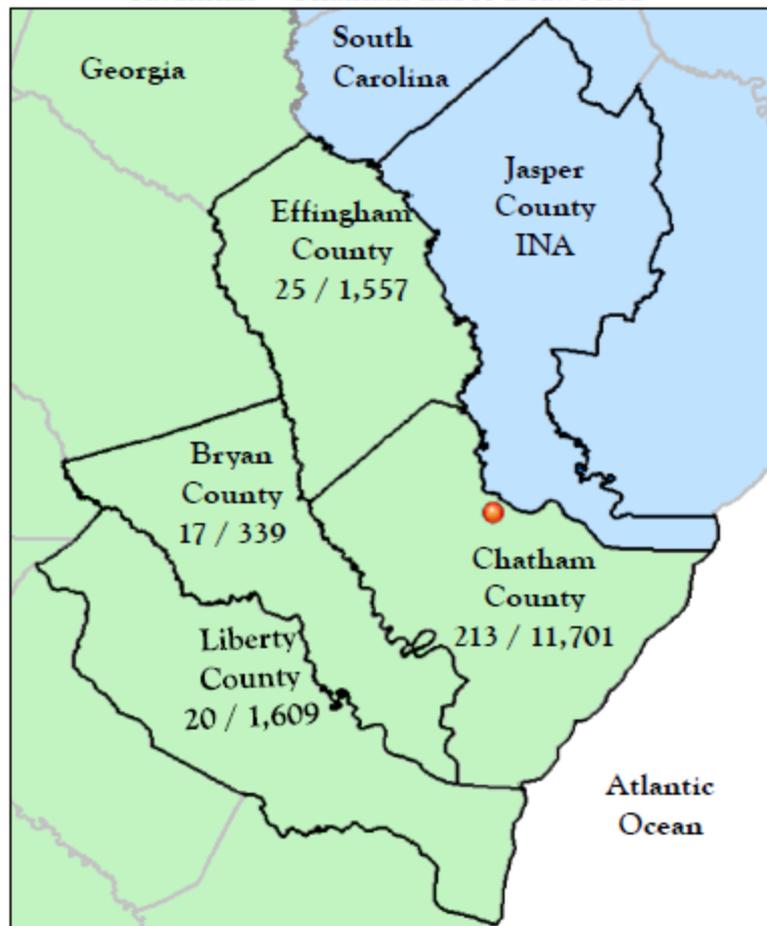
*Data consists of the sum/average of SOC 51-4121 Welders, Cutters, Solderers, and Brazers and SOC 51-4122 Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders
Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Civilian Labor Force and Unemployment Rate
Savannah - Chatham Labor Draw Area



Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

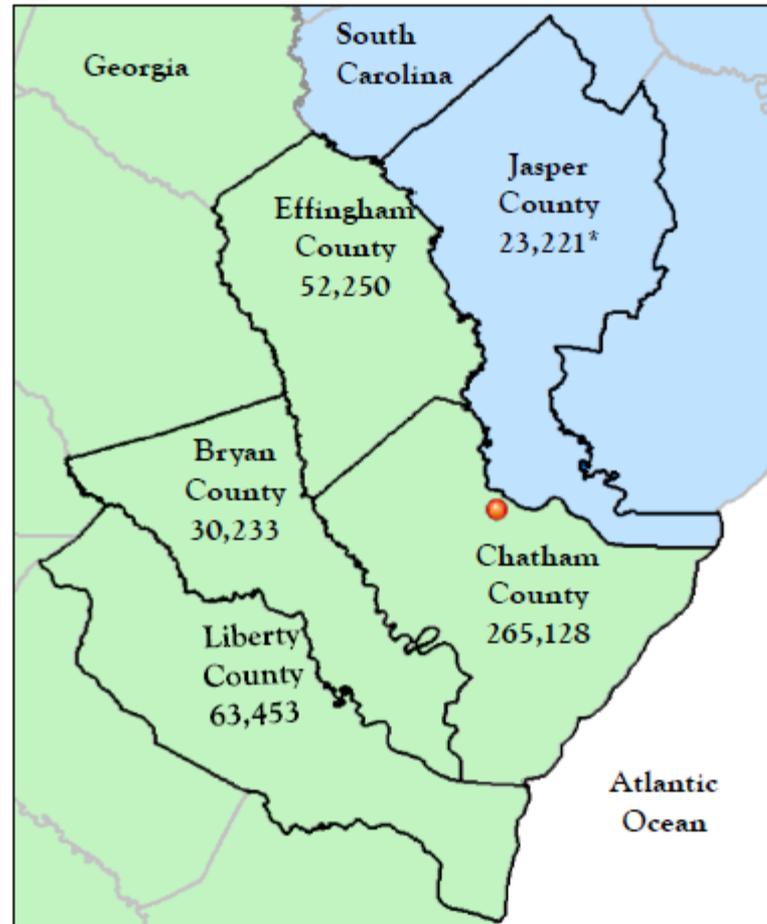
Manufacturing* Establishments and Employment
Savannah - Chatham Labor Draw Area



*Data consists of the sum of all establishments and employment in the Manufacturing Sector (NAICS 31,32,33)

Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Population of Savannah - Chatham Labor Draw Area
2010 Estimates Unless Otherwise Noted



*2009 Estimate

Savannah - Chatham Labor Draw Area consists of the following counties: Bryan, Chatham, Effingham, and Liberty County in Georgia, and Jasper County in South Carolina

Economic Development Situation

A local group plans a meeting with the economic developers in their area. The developers have asked for an overview of the industry in the area. They are especially interested in Agri-business.



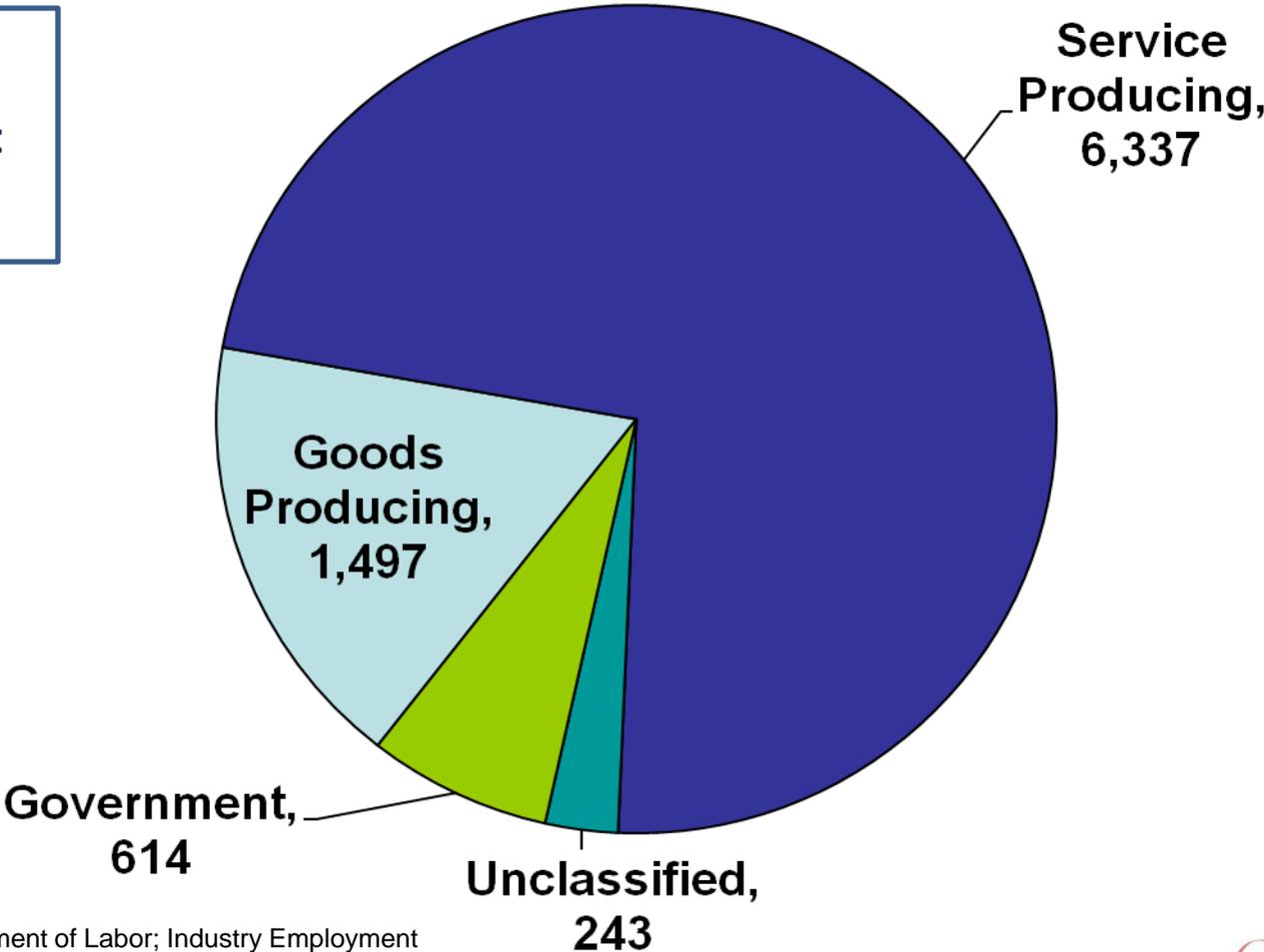
Southwest Georgia Data Request

Education Meeting
September 13, 2011

2010 Industry Mix: Number of Firms

Southwest Georgia WIA Area

Total Firms
(All Industries):
8,691

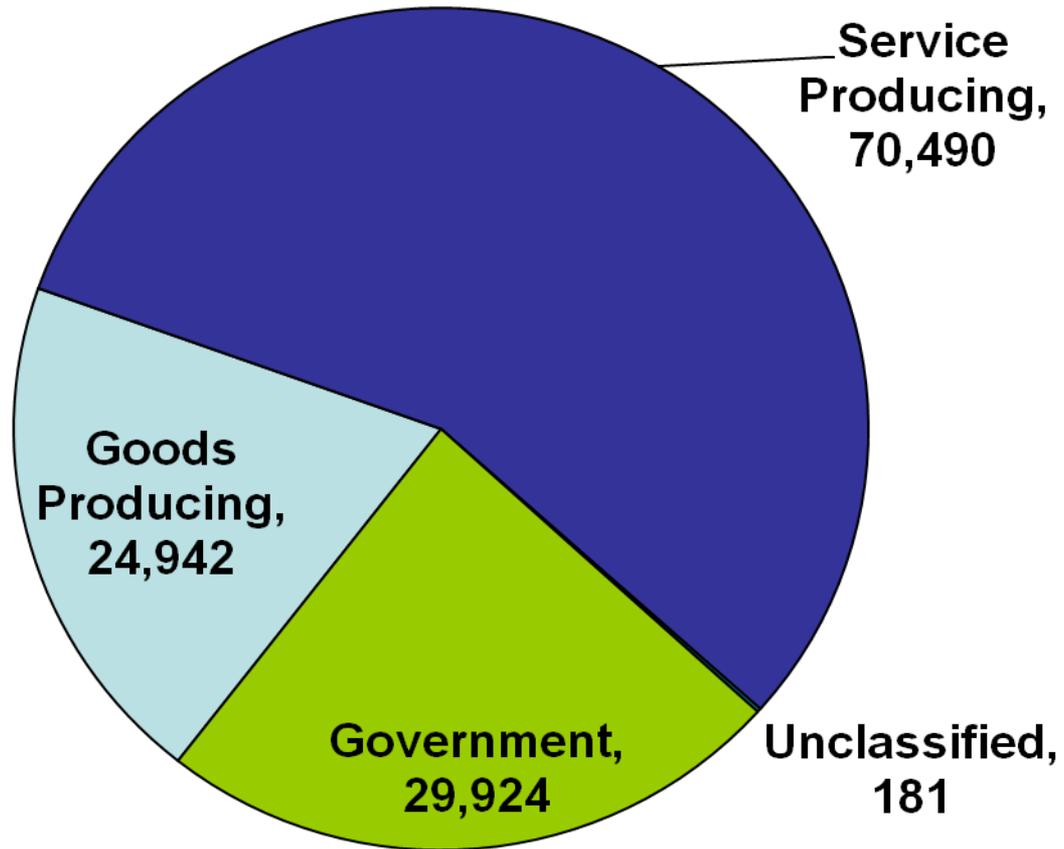


Data Source: Georgia Department of Labor; Industry Employment

2010 Industry Mix: Number of Jobs

Southwest Georgia WIA Area

Total Jobs
(All Industries):
125,537



Data Source: Georgia Department of Labor; Industry Employment

Selected 2010 Industry Detail

Southwest Georgia WIA Area

		Average Number of Establishments	Average Monthly Employment	Average Monthly Percent	Average Weekly Wages
Total ALL INDUSTRIES		8,691	125,537	100.0	633
Goods-Producing		1,497	24,942	19.9	701
11	Agriculture, Forestry, Fishing and Hunting	438	5,483	4.4	432
21	Mining, Quarrying, and Oil and Gas Extraction	6	437	0.3	1,033
31-33	Manufacturing	360	14,922	11.9	797

Note: *Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All data represent the Annual 2010.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

Area: Baker, Calhoun, Colquitt, Decatur, Dougherty, Early, Grady, Lee, Miller, Mitchell, Seminole, Terrell, Thomas and Worth

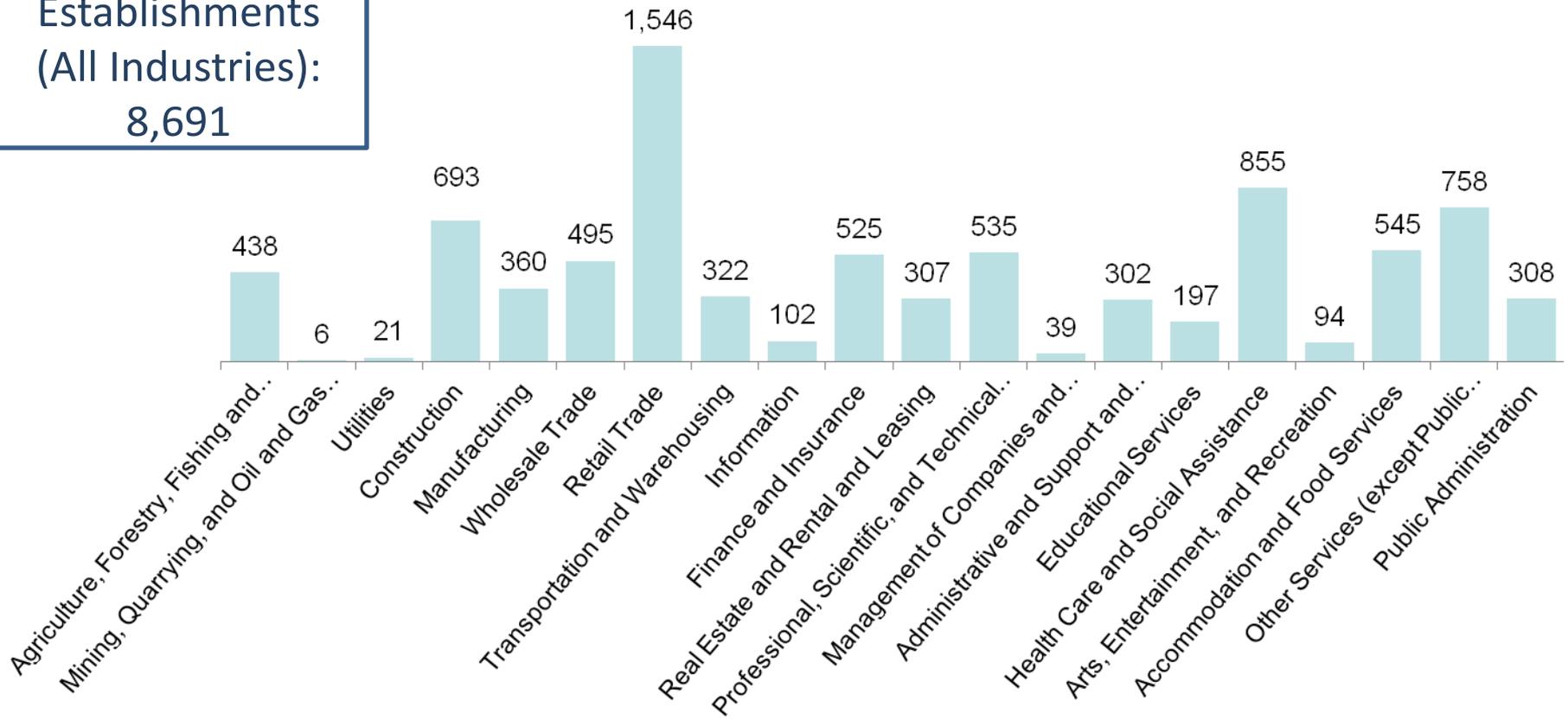
Data Source: Georgia Department of Labor; Industry Employment

2010 Industry Mix

Southwest Georgia WIA Area

Average Establishments

Total Average Establishments
(All Industries):
8,691

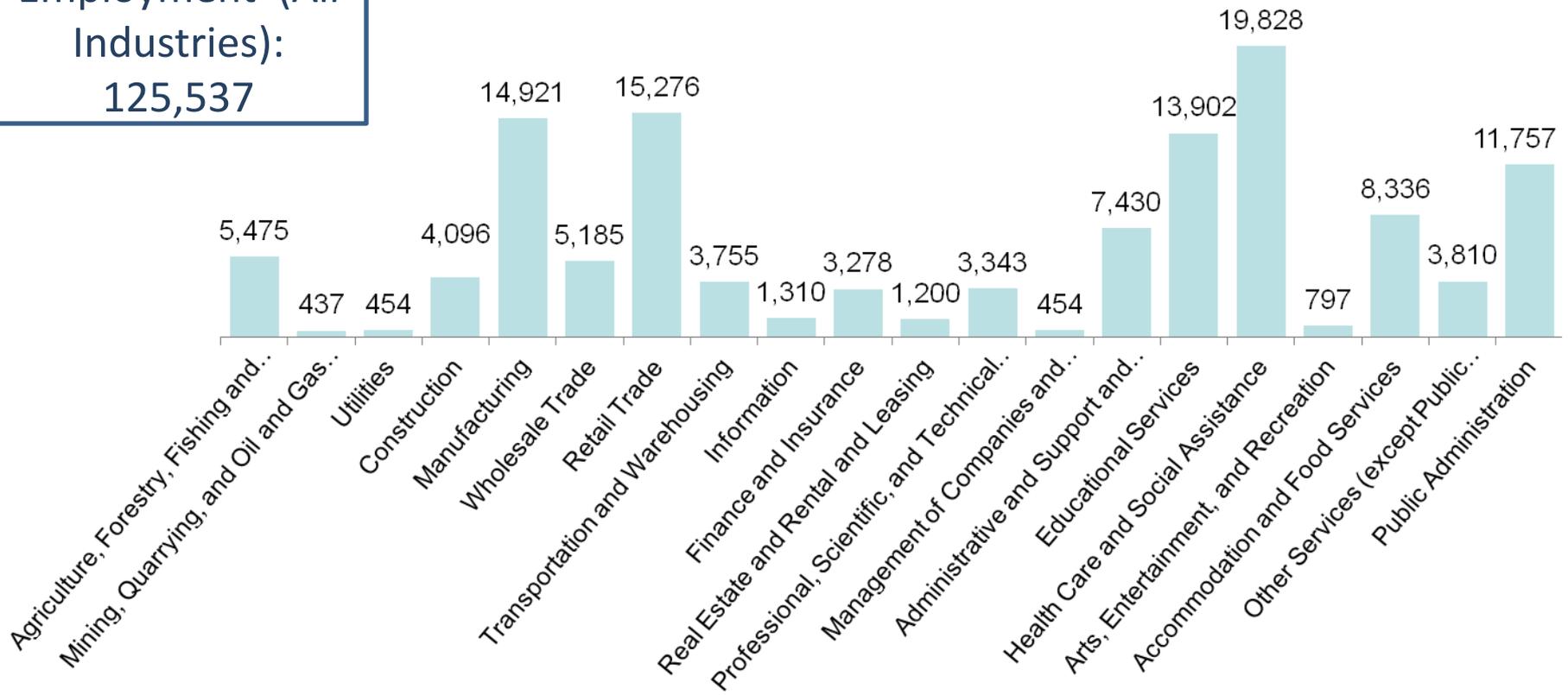


2010 Industry Mix

Southwest Georgia WIA Area

Average Employment

Total Average
Employment (All
Industries):
125,537

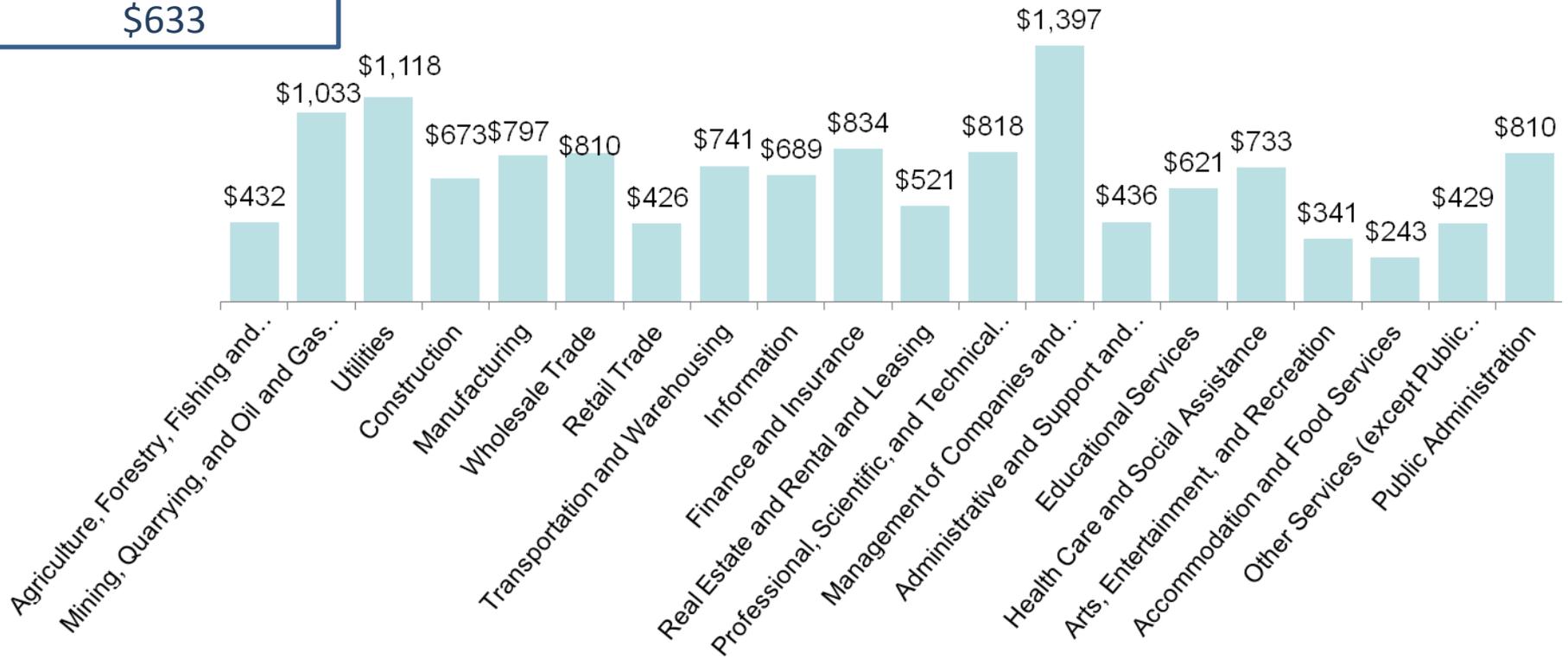


2010 Industry Mix

Southwest Georgia WIA Area

Average Weekly Wage

Total Average
Weekly Wage (All
Industries):
\$633

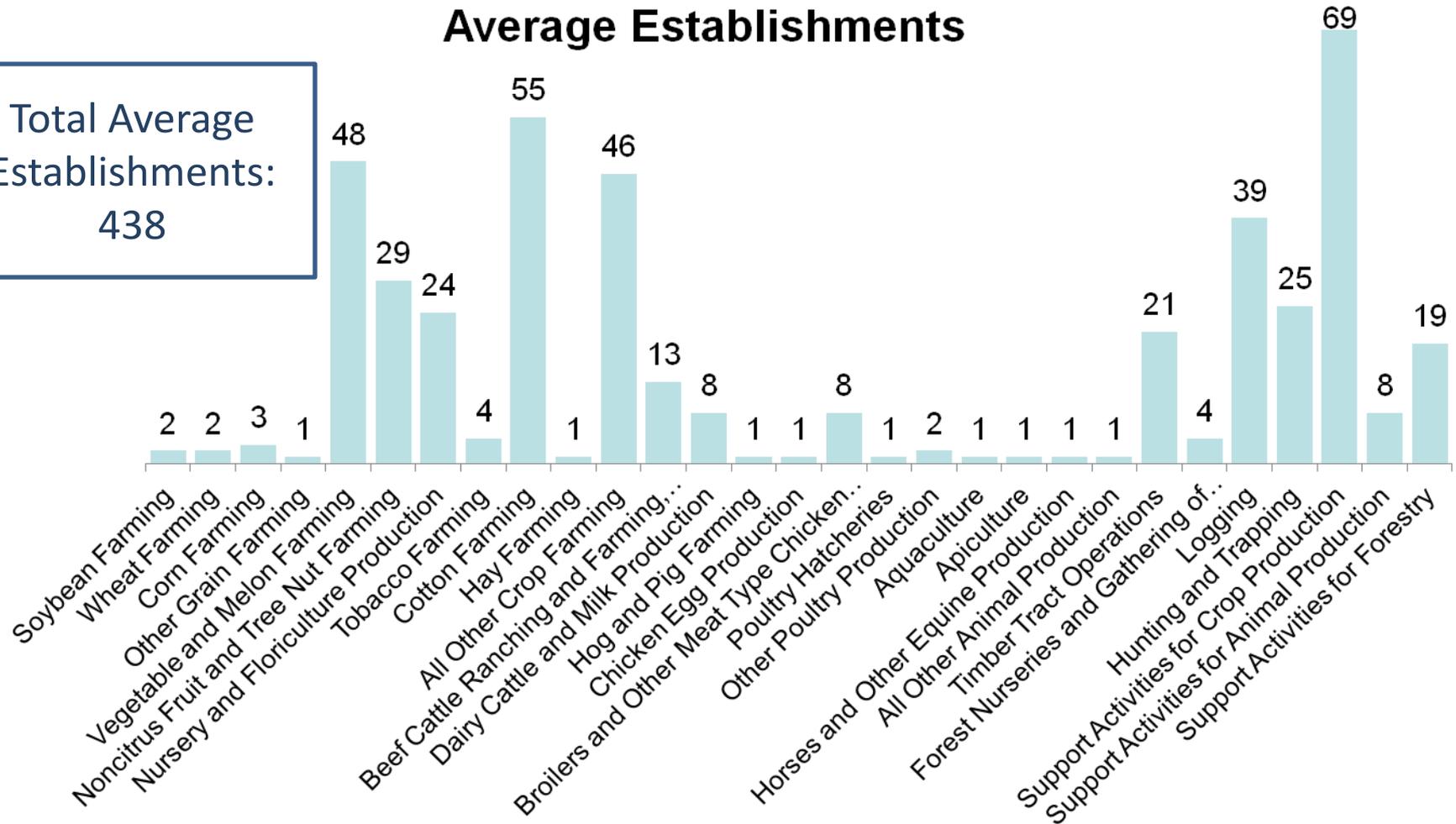


2010 Agriculture, Forestry, Fishing & Hunting

Southwest Georgia WIA Area

Average Establishments

Total Average Establishments:
438



2010 Agriculture, Forestry, Fishing & Hunting

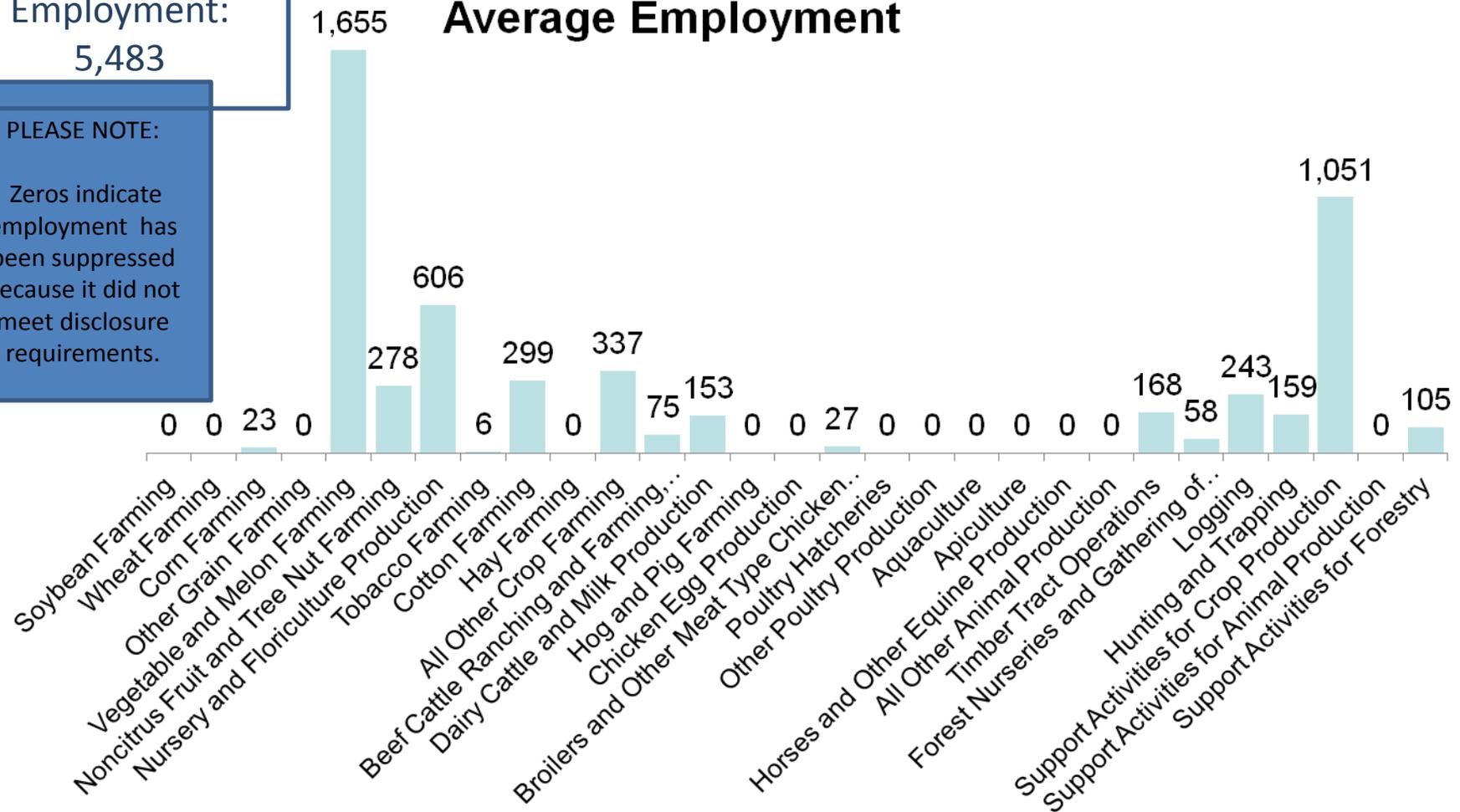
Southwest Georgia WIA Area

Average Employment

Total Average
Employment:
5,483

PLEASE NOTE:

Zeros indicate employment has been suppressed because it did not meet disclosure requirements.



2010 Agriculture, Forestry, Fishing & Hunting

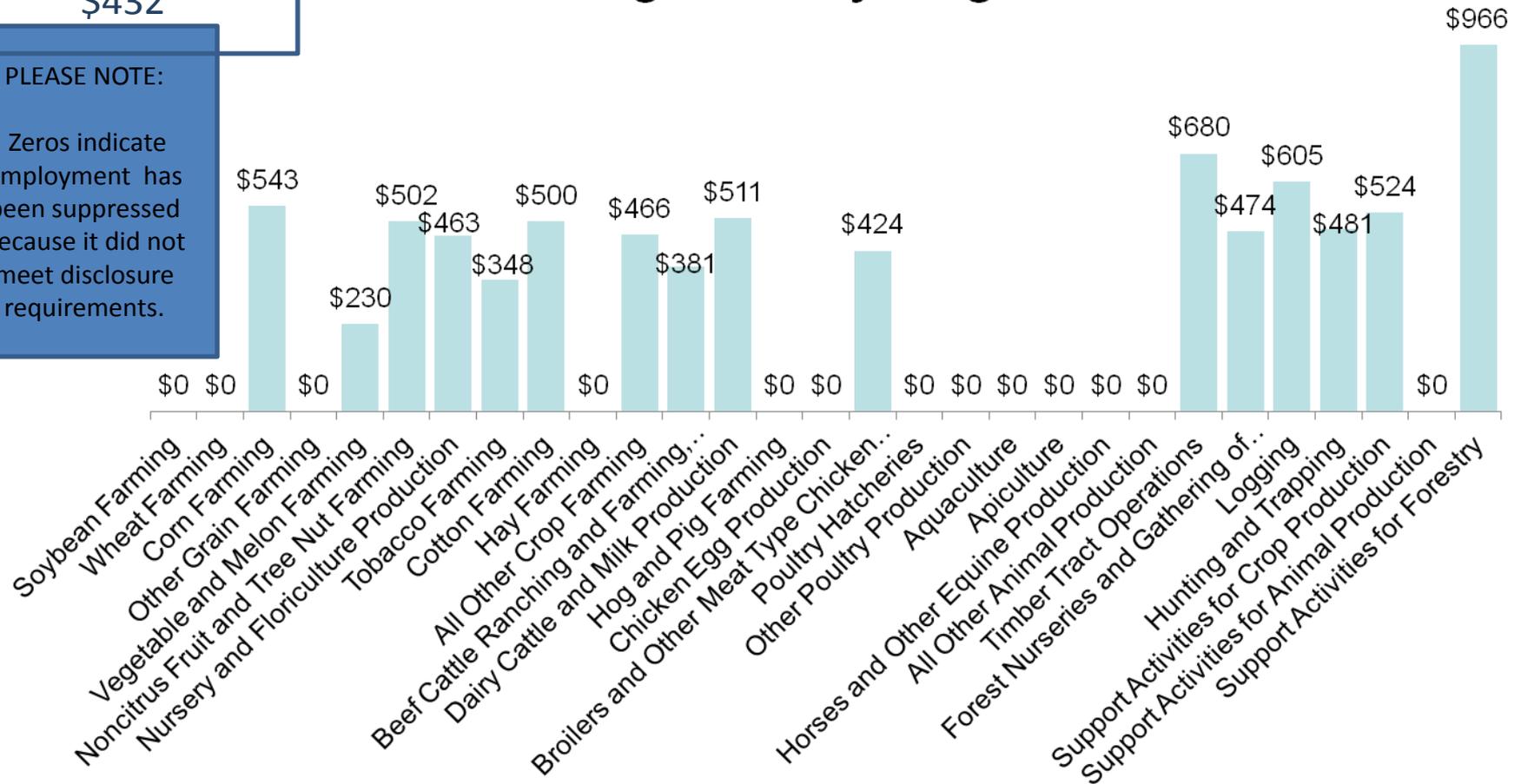
Southwest Georgia WIA Area

Average Weekly Wage

Total Average Weekly Wage:
\$432

PLEASE NOTE:

Zeros indicate employment has been suppressed because it did not meet disclosure requirements.



Economic Development Situation

The economic developers in Bryan County, near Savannah, have asked for detailed commuting data for a 25-mile radius.



Bryan County (25-mile Radius) Census Reports

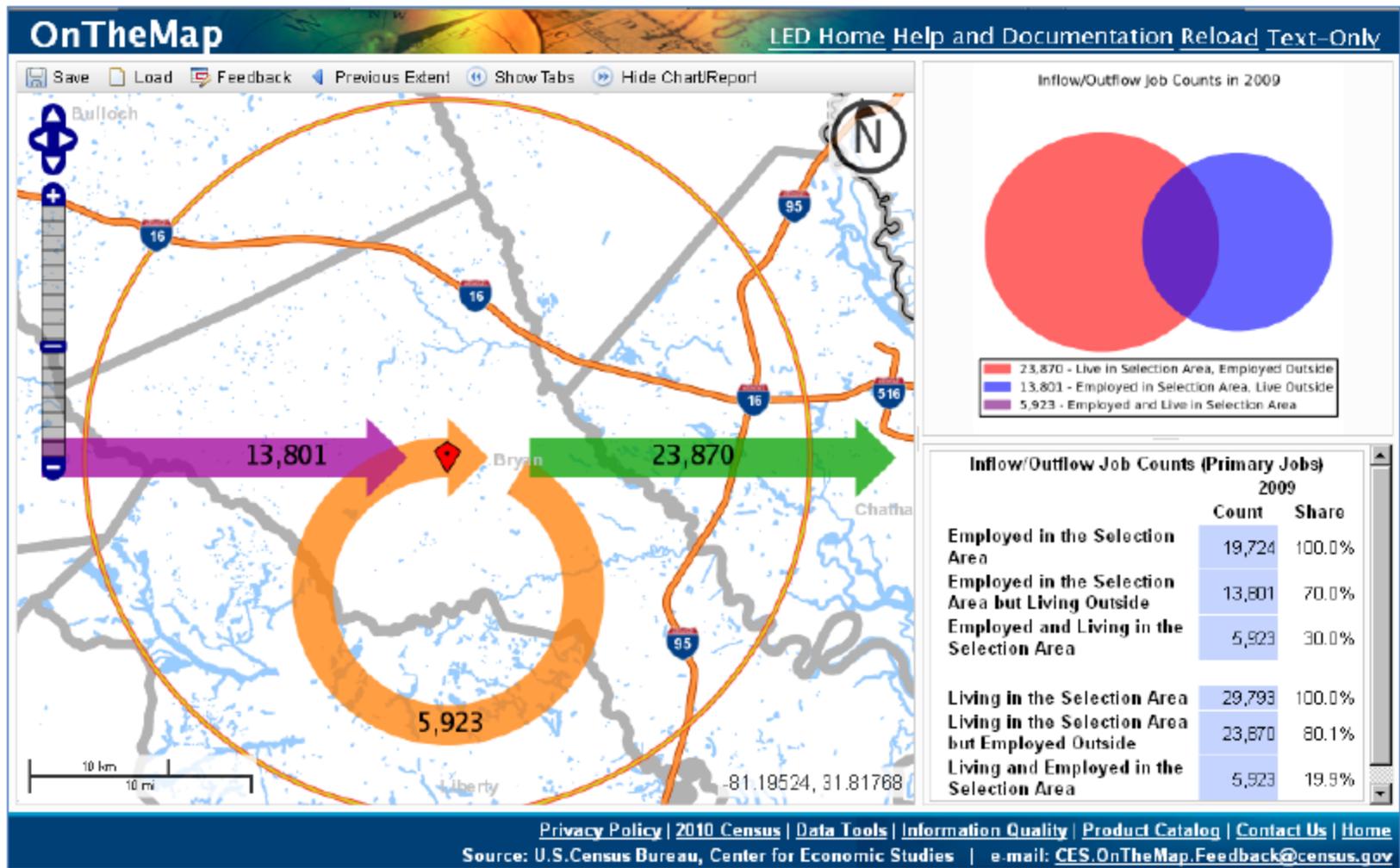
OnTheMap Commuting Data

Bryan County: Area Selected

The screenshot displays the OnTheMap web application interface. The main map shows a large orange and red circular selection centered on Bryan County, Georgia. The selection is a 25-mile radius. The map includes labels for 'Buffalo' and 'Liberty'. Major highways like I-16 and I-95 are visible. The interface includes a 'Selection Preview' panel on the left with a 'Confirm Selection' button and a 'Confirm and Add Advanced Selection' button. Below that, there are options for 'Add Layer Selection' (currently 'No Selected Layer') and 'Add Buffer to Selection' (with 'Simple/Ring' selected and a radius of 25 miles). At the bottom, there are links for 'Privacy Policy', '2010 Census', 'Data Tools', 'Information Quality', 'Product Catalog', 'Contact Us', and 'Home'. The source is cited as 'U.S. Census Bureau, Center for Economic Studies' with an email address 'CFS.OnTheMap.Feedback@census.gov'.

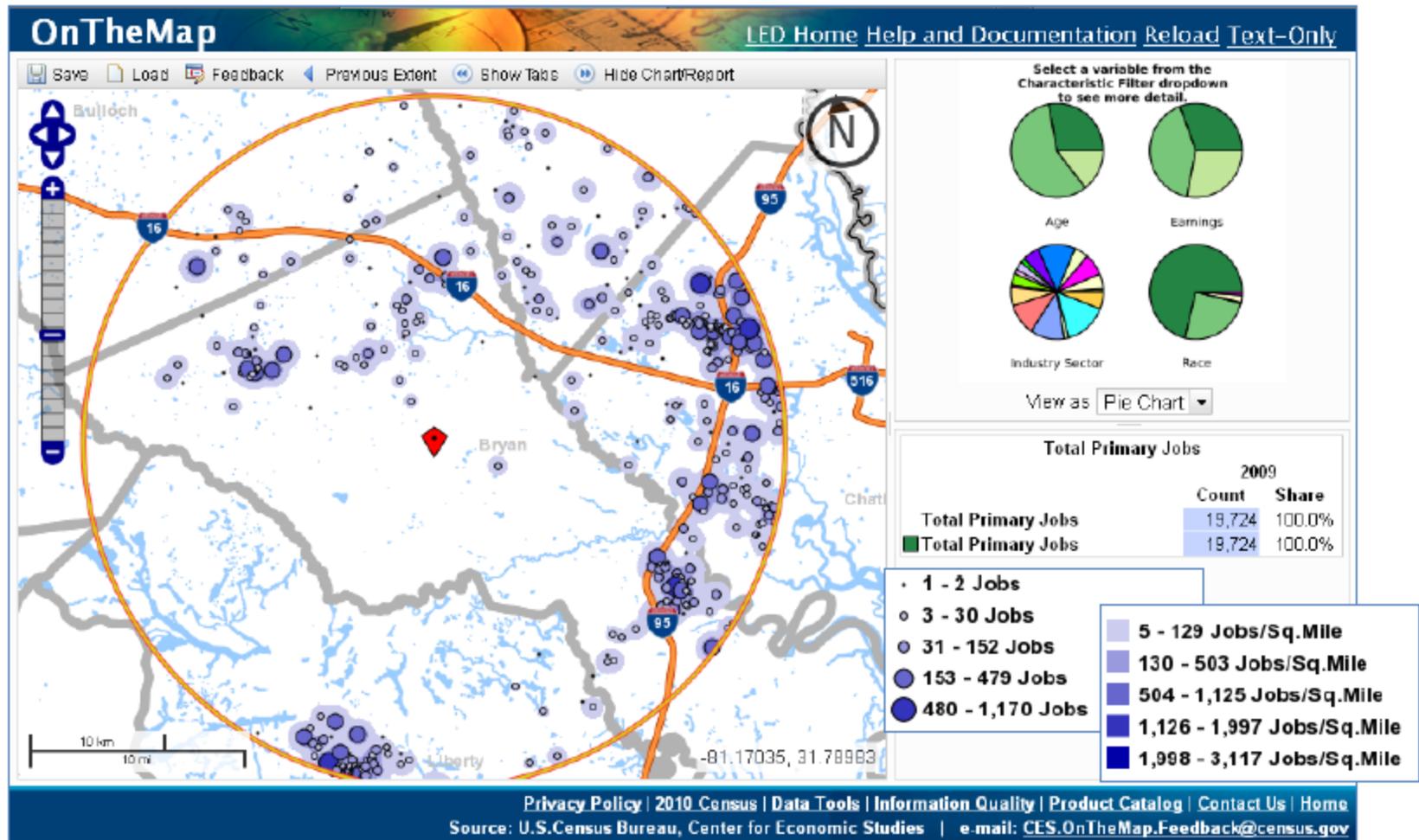
There are six counties included, in part or in full, within a 25-mile radius of an approximate center in Bryan County. These counties include: Bryan, Bullock, Chatham, Effingham, Evans and Liberty.

Bryan Area: Inflow/Outflow



There are 19,724 primary jobs in the Bryan area. The residents within the area work 29,793 primary jobs. Slightly less than one-third (30%) of the primary jobs in the area are done by residents of the area. Over 80% of area residents are employed outside of the area.

Bryan Area: Work Area Profile



The map above illustrates where the 19,724 primary jobs in the Bryan area are located. The heaviest concentrations of occupations are near cities and towns in the area. The next slide details the industry mix and a variety of labor force characteristics.

Bryan Area: Work Area Profile

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	19,724	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	5,507	27.9%
Age 30 to 54	11,345	57.5%
Age 55 or older	2,872	14.6%

Jobs by Earnings

	2009	
	Count	Share
\$1,250 per month or less	6,045	30.6%
\$1,251 to \$3,333 per month	8,126	41.2%
More than \$3,333 per month	5,543	28.1%

Jobs by Worker Educational Attainment

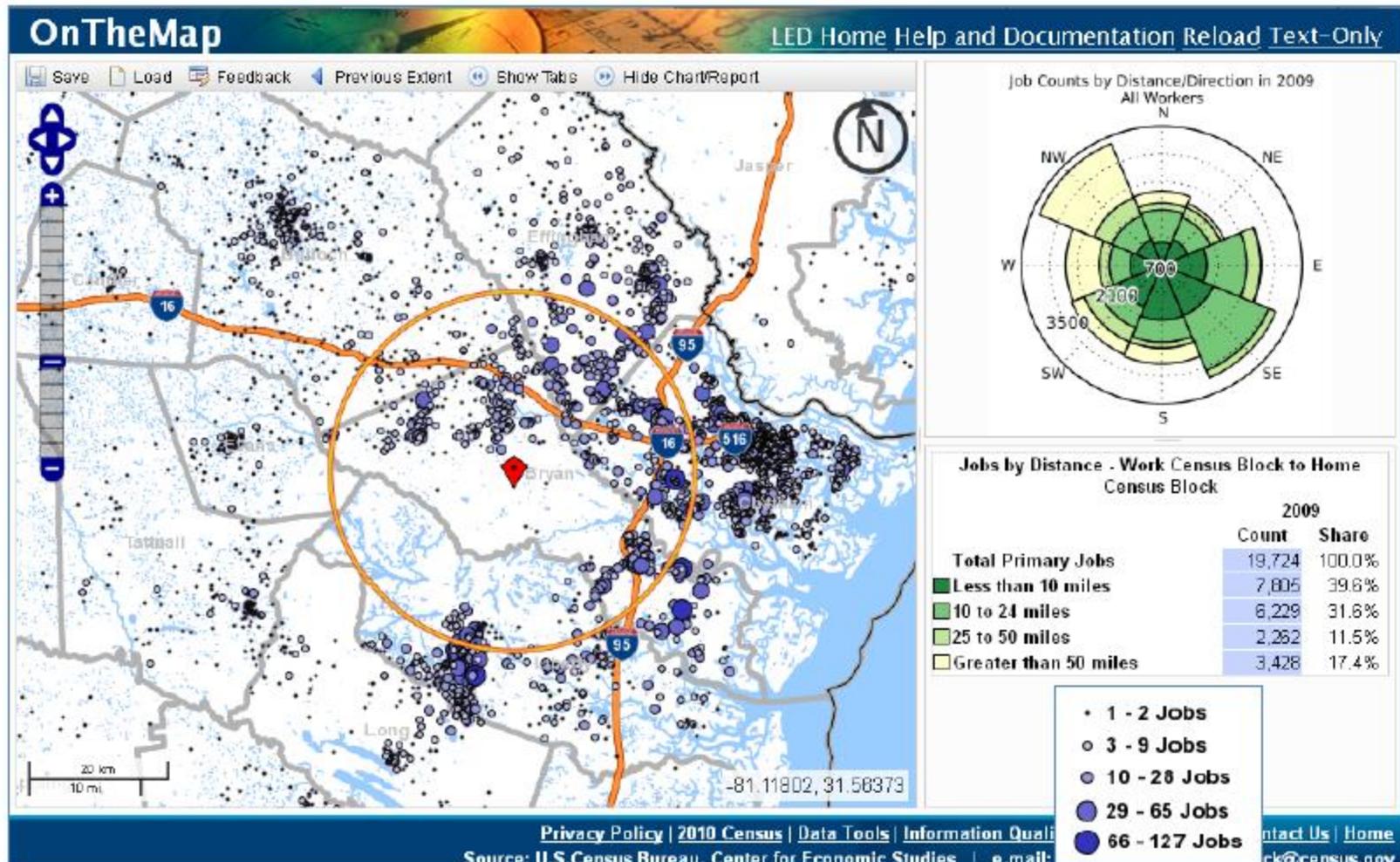
	2009	
	Count	Share
Less than high school	1,753	8.9%
High school or equivalent, no college	4,517	22.9%
Some college or Associate degree	4,773	24.2%
Bachelor's degree or advanced degree	3,174	16.1%
Educational attainment not available (workers aged 29 or younger)	5,507	27.9%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	57	0.3%
Mining, Quarrying, and Oil and Gas Extraction	6	0.0%
Utilities	148	0.8%
Construction	978	5.0%
Manufacturing	1,418	7.2%
Wholesale Trade	904	4.6%
Retail Trade	2,485	12.6%
Transportation and Warehousing	1,122	5.7%
Information	284	1.4%
Finance and Insurance	545	2.8%
Real Estate and Rental and Leasing	301	1.5%
Professional, Scientific, and Technical Services	740	3.8%
Management of Companies and Enterprises	176	0.9%
Administration & Support, Waste Management and Remediation	1,197	6.1%
Educational Services	2,044	10.4%
Health Care and Social Assistance	2,250	11.4%
Arts, Entertainment, and Recreation	309	1.6%
Accommodation and Food Services	2,816	14.3%
Other Services (excluding Public Administration)	828	4.2%
Public Administration	1,116	5.7%

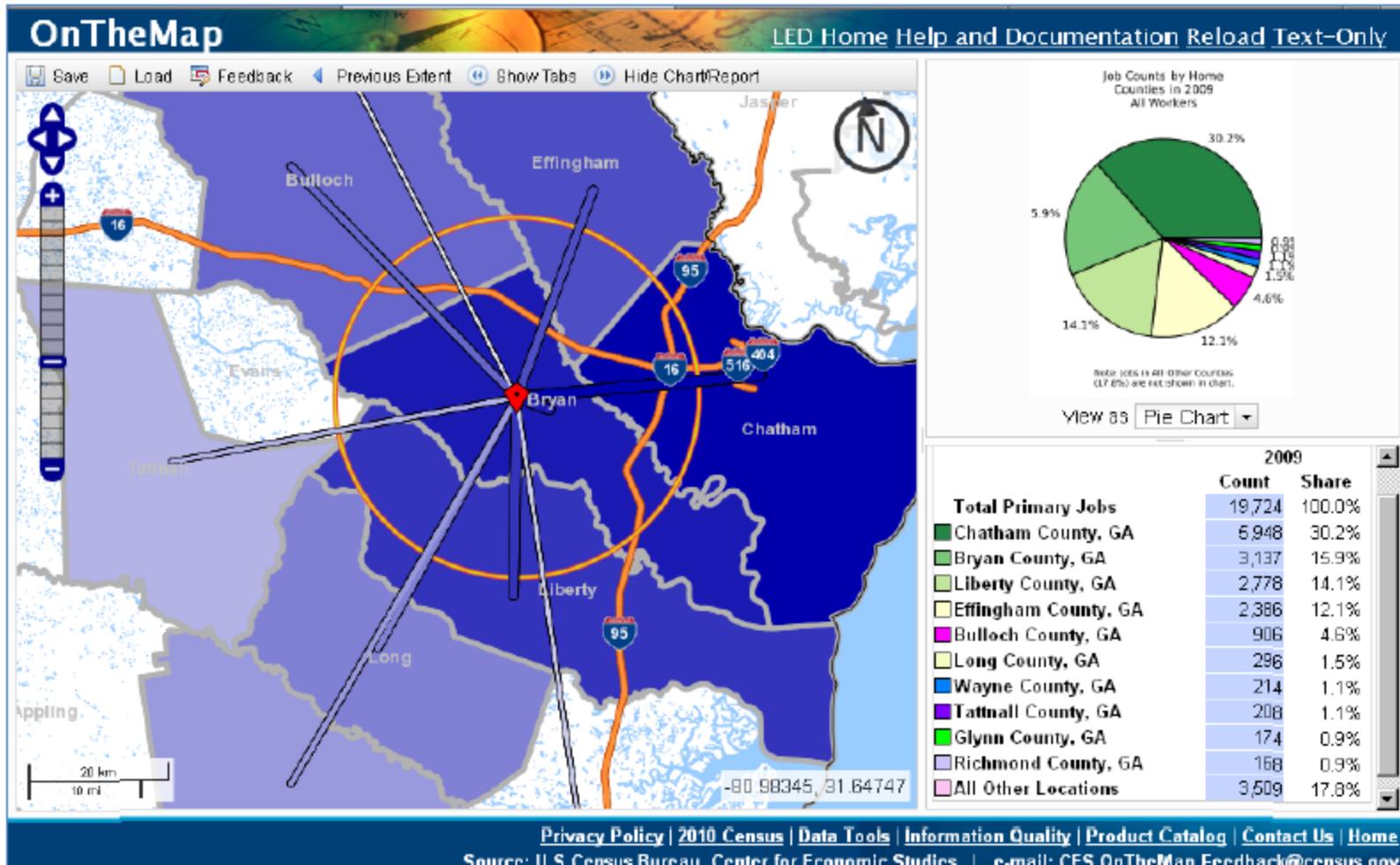
These are the available details for the 19,724 primary jobs in the Bryan area. The heaviest concentrations of jobs are found in the Accommodations and Food Services industry (2,816 jobs). Followed closely by jobs in Retail Trade (2,485 jobs), Health Care and Social Assistance (2,250 jobs) and Educational Services (2,044 jobs).

Bryan Area: Distance/Direction Analysis



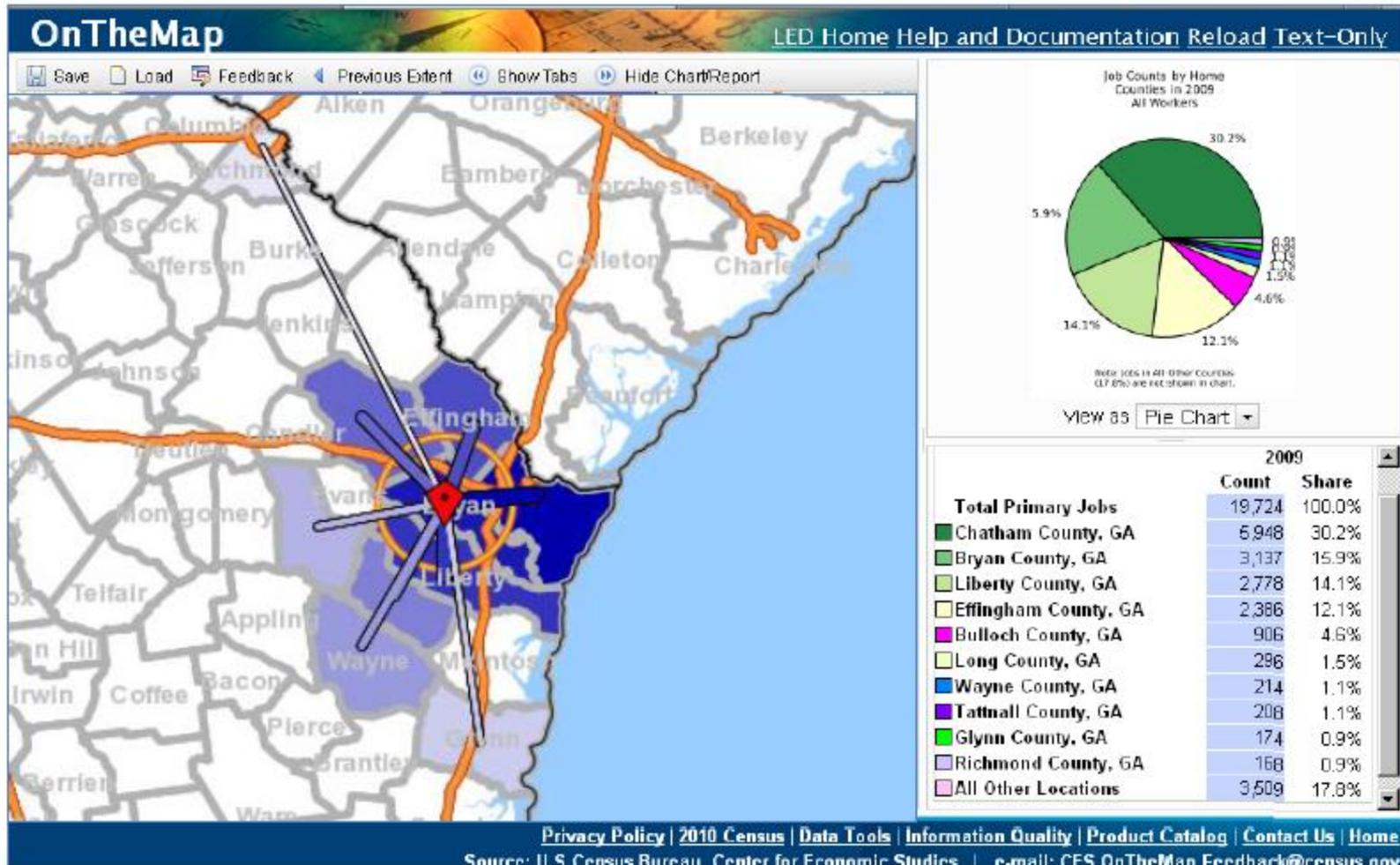
The dots on this map illustrate where home is for the workers of the 19,724 primary jobs in the Bryan area. Approximately 40% of all workers drive less than 10 miles to work. Almost 30% of all workers drive more than 25 miles to get home.

Bryan Area: Destination Report



The top ten home county destinations for the Bryan area workers include five of the six counties in the 25 mile radius. Bryan county residents are the second highest group with approximately 16% of workers calling Bryan home.

Bryan Area: Destination Report



The top ten home county destinations for the Bryan area workers include five of the six counties in the 25 mile radius. Bryan county residents are the second highest group with approximately 16% of workers calling Bryan home.

Economic Development Situation

The economic developers in Atlanta need to address where workers are traveling from for long-term transportation planning for additional rail services. The focus is on Douglas and Paulding Counties.

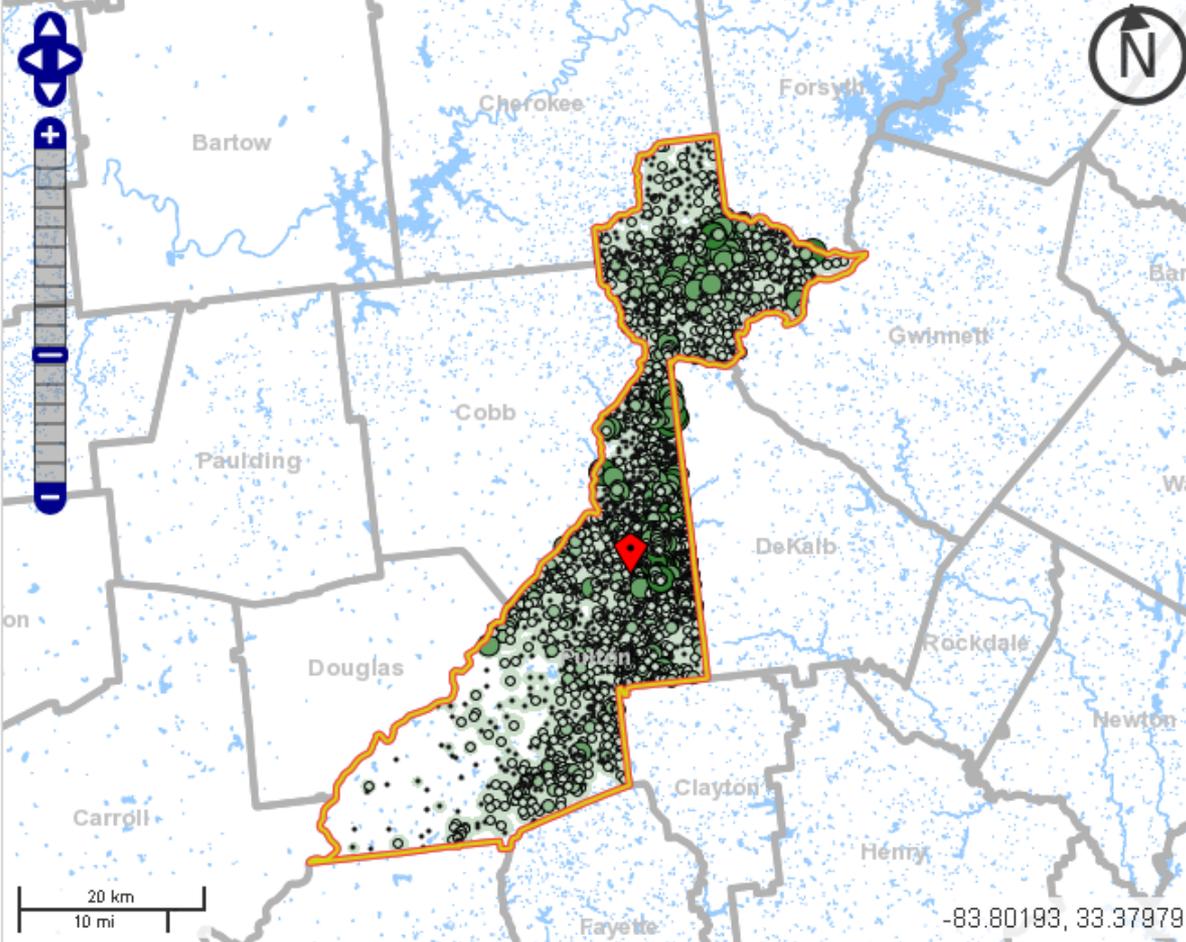


Fulton County: Primary Jobs

OnTheMap

[LED Home](#) [Help and Documentation](#) [Reload](#) [Text-Only](#)

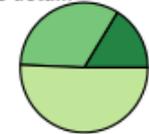
Save Load Feedback Previous Extent Show Tabs Hide Chart/Report



Select a variable from the Characteristic Filter dropdown to see more detail.



Age



Earnings



Industry Sector



Race

View as

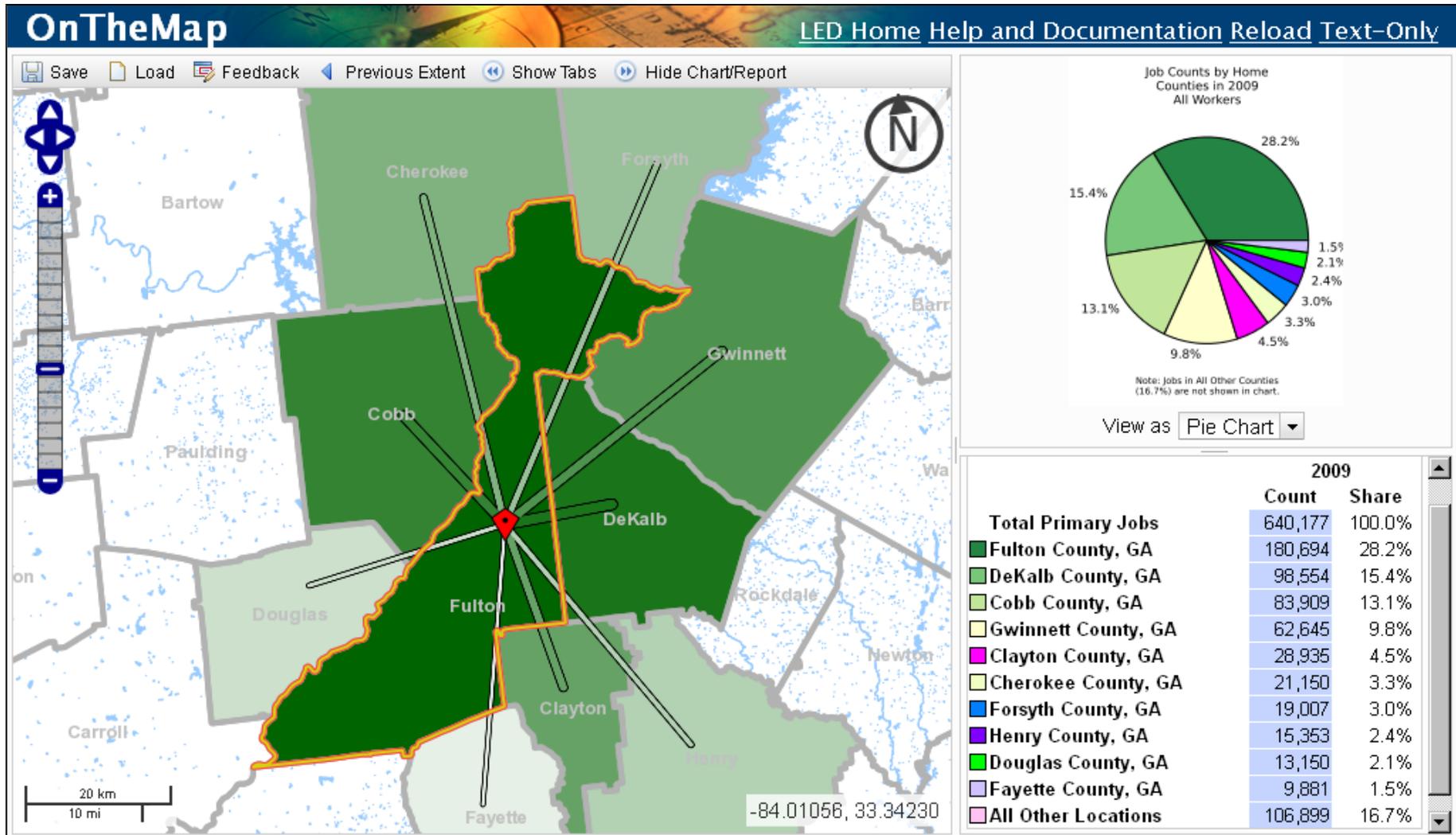
Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	640,177	100.0%
Total Primary Jobs	640,177	100.0%

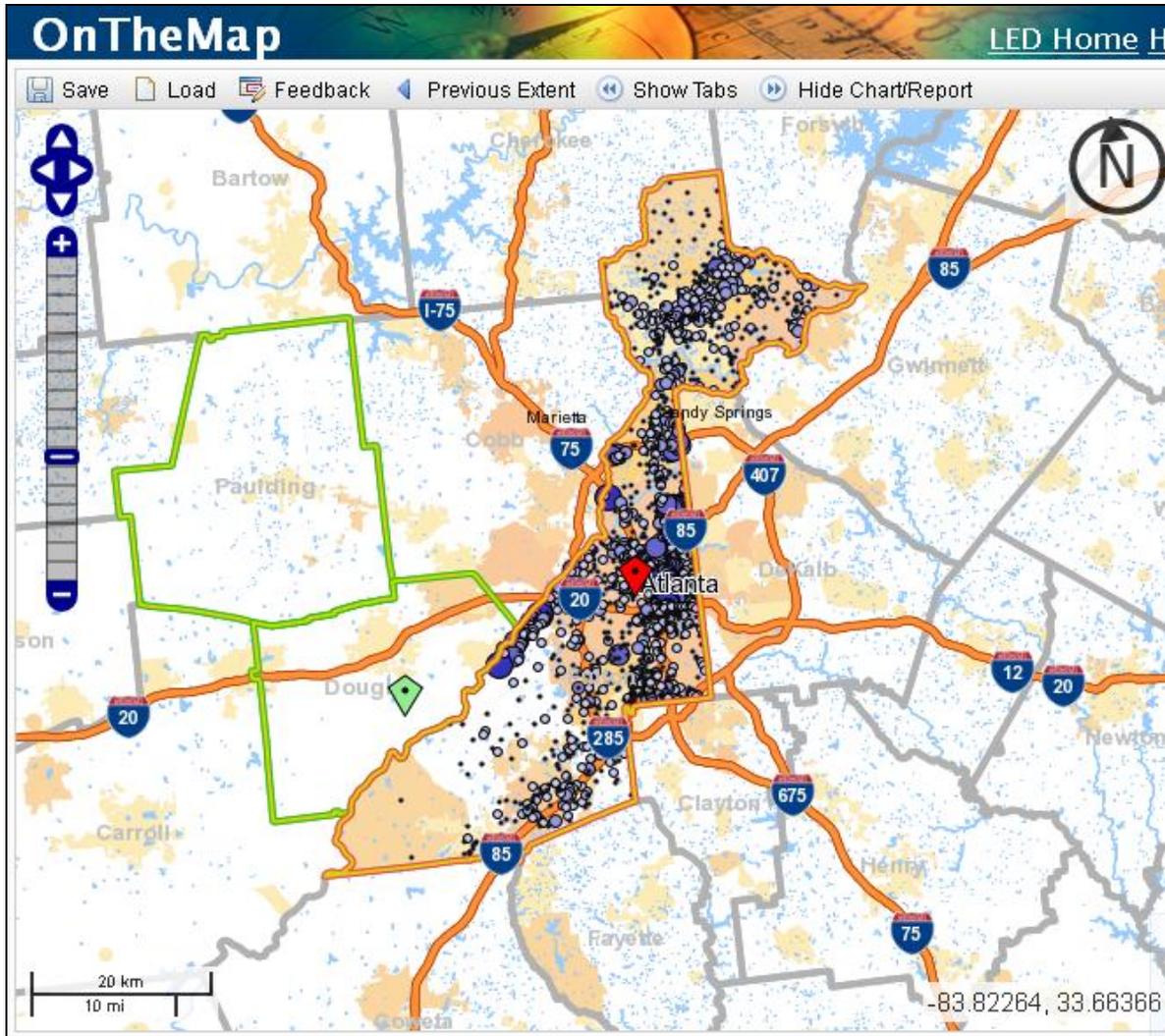
Total All Jobs

	2009	
	Count	Share
Total All Jobs	677,636	100.0%
Total All Jobs	677,636	100.0%

Fulton County: Home Destination



Paired Area Analysis



Work Area:
Fulton

Home Area:
Paulling
Douglas

Approximately 4% of the 640,177 primary jobs in Fulton County are done by residents of Paulling and Douglas. These jobs make up 22.5% of all primary jobs for those residents.

Paired Area Analysis Report

Paired Share of Home/Work Only Areas

	Paired Total		Home Area Only Total		Work Area Only Total	
	Count	-	Count	% Paired of Home Only	Count	% Paired of Work Only
Total Primary Jobs	23,011	-	102,212	22.5%	640,177	3.6%

Jobs by Worker Age

	Paired Total		Home Area Only Total		Work Area Only Total	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	23,011	100.0%	102,212	100.0%	640,177	100.0%
Age 29 or younger	3,885	16.9%	22,353	21.9%	131,437	20.5%
Age 30 to 54	15,965	69.4%	65,589	64.2%	410,017	64.0%
Age 55 or older	3,161	13.7%	14,270	14.0%	98,723	15.4%

Paired Area Analysis Report

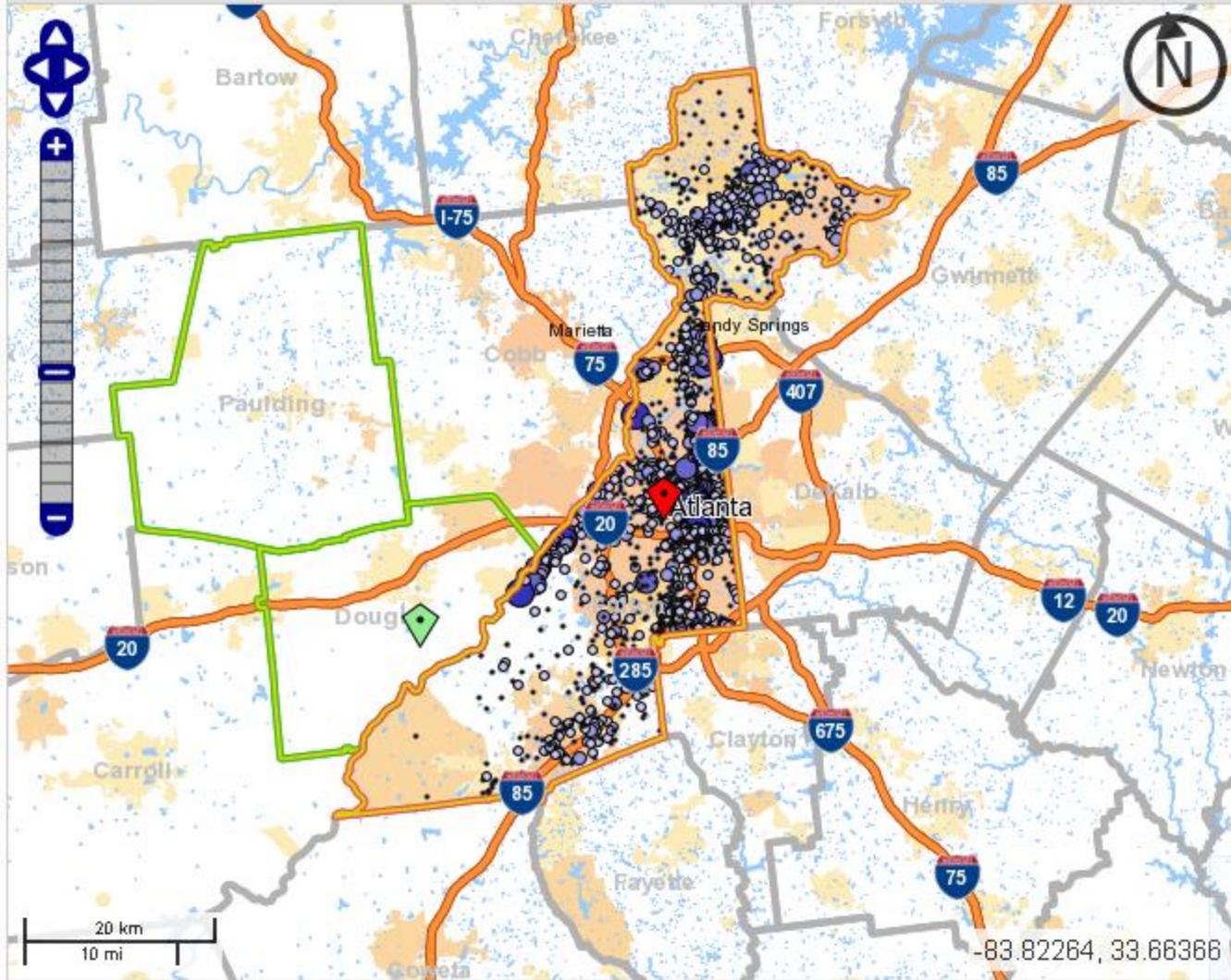
Jobs by Earnings

	Paired Total		Home Area Only Total		Work Area Only Total	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	23,011	100.0%	102,212	100.0%	640,177	100.0%
\$1,250 per month or less	2,960	12.9%	20,221	19.8%	104,045	16.3%
\$1,251 to \$3,333 per month	8,214	35.7%	40,622	39.7%	211,829	33.1%
More than \$3,333 per month	11,837	51.4%	41,369	40.5%	324,303	50.7%

Jobs by Industry Segment

	Paired Total		Home Area Only Total		Work Area Only Total	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	23,011	100.0%	102,212	100.0%	640,177	100.0%
Goods Producing	2,844	12.4%	15,930	15.6%	44,381	6.9%
Trade, Transportation, and Utilities	5,942	25.8%	26,001	25.4%	116,538	18.2%
All Other Services	14,225	61.8%	60,281	59.0%	479,258	74.9%

Save Load Feedback Previous Extent Show Tabs Hide Chart/Report



Economic Development Situation

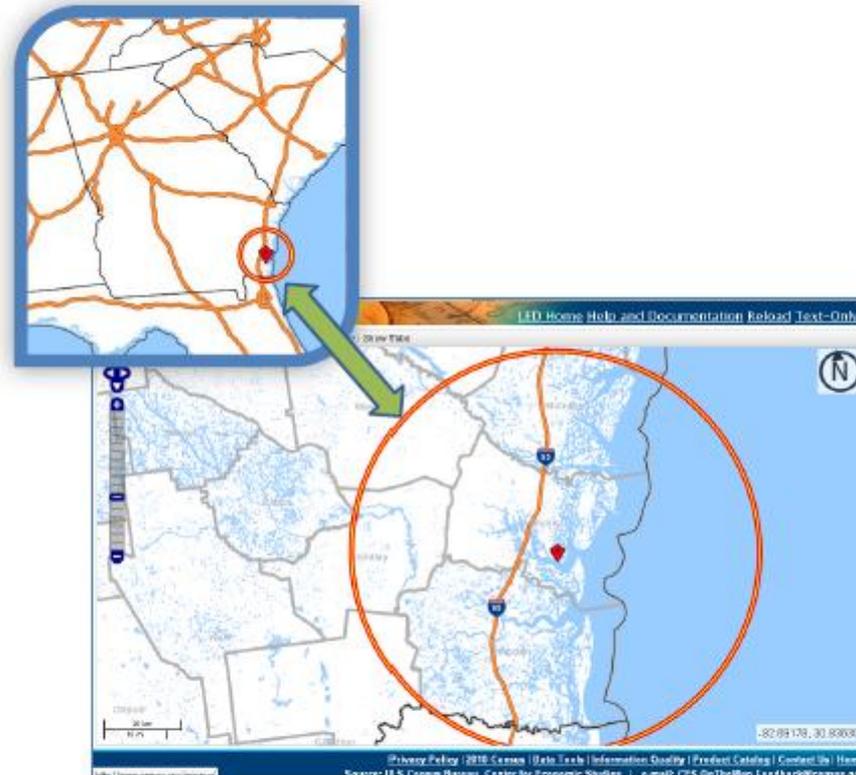
The economic developers in Brunswick need a detailed commuting report data for a 50-mile radius to use in a report.



Brunswick (50-mile Radius) Census Reports

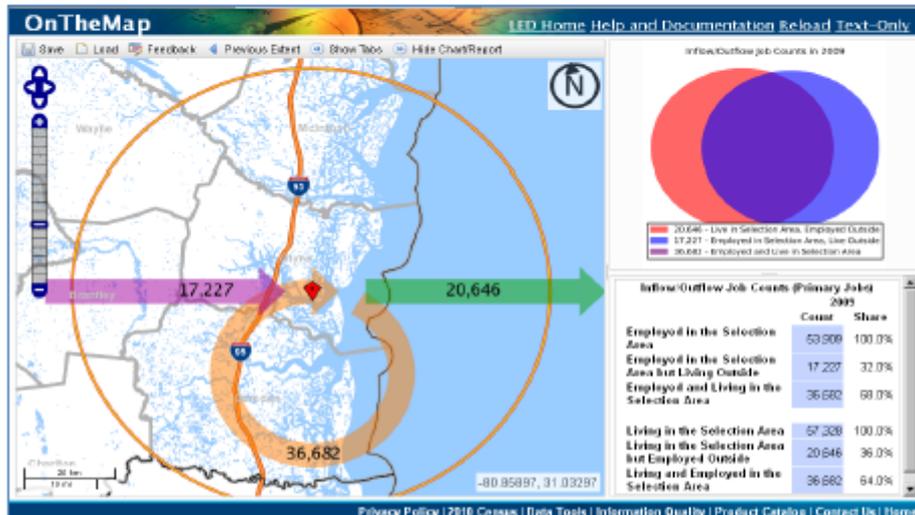
OnTheMap
Commuting Data

Brunswick: Area Selected



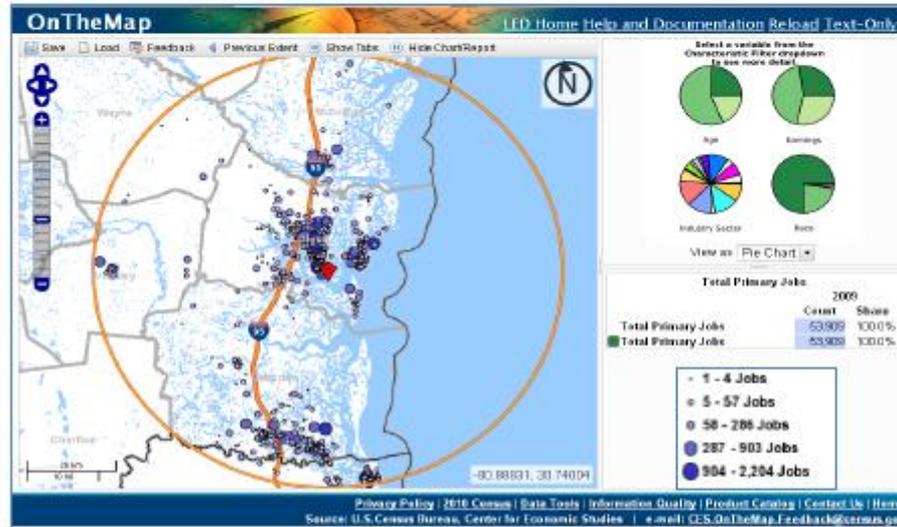
There are 9 counties Included, in part are in full, within a 50-mile radius of Brunswick. These counties include: Brantley, Camden, Charlton, Glynn, Long, McIntosh, Pierce and Wayne in Georgia . This area also includes Nassau county in Florida.

Brunswick Area: Inflow/Outflow



There are 53,909 primary jobs in the Brunswick area . The residents within the area work 57,328 primary jobs. Slightly more than 2/3 (68%) of the primary jobs in the area are done by persons living in in the area. Slightly more than 1/3 of area residents (36%) are employed outside of the area

Brunswick Area: Work Area Profile



The map above illustrates where the 53,909 primary jobs in the Brunswick area are located. The next slide details the industry mix and a variety of labor force characteristics.

Brunswick Area: Work Area Profile

Total Primary Jobs		
	2009	
	Count	Share
Total Primary Jobs	53,909	100.0%

Jobs by Worker Age		
	2009	
	Count	Share
Age 29 or younger	13,172	24.4%
Age 30 to 54	30,836	57.2%
Age 55 or older	9,881	18.3%

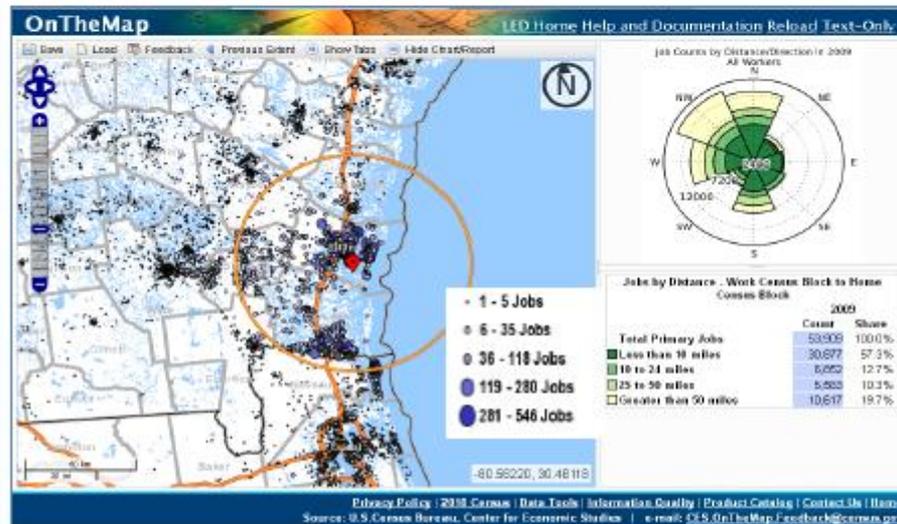
Jobs by Earnings		
	2009	
	Count	Share
\$1,250 per month or less	14,699	27.3%
\$1,251 to \$3,333 per month	23,835	44.2%
More than \$3,333 per month	15,355	28.5%

Jobs by Worker Educational Attainment		
	2009	
	Count	Share
Less than high school	4,739	8.8%
High school or equivalent, no college	12,495	23.2%
Some college or Associate degree	13,307	25.1%
Bachelor's degree or advanced degree	9,976	18.5%
Educational attainment not available (workers aged 29 or younger)	13,172	24.4%

Jobs by NAICS Industry Sector		
	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	147	0.3%
Mining, Quarrying, and Oil and Gas Extraction	24	0.0%
Utilities	202	0.4%
Construction	2,389	4.4%
Manufacturing	3,655	6.8%
Wholesale Trade	1,659	3.1%
Retail Trade	5,742	10.7%
Transportation and Warehousing	2,119	3.9%
Information	711	1.3%
Finance and Insurance	1,744	3.2%
Real Estate and Rental and Leasing	831	1.5%
Professional, Scientific, and Technical Services	2,092	3.9%
Management of Companies and Enterprises	518	1.0%
Administration & Support, Waste Management and Remediation	3,200	5.9%
Educational Services	7,333	13.6%
Health Care and Social Assistance	6,741	12.5%
Arts, Entertainment, and Recreation	962	1.8%
Accommodation and Food Services	6,838	12.7%
Other Services (excluding Public Administration)	2,020	3.7%
Public Administration	4,962	9.2%

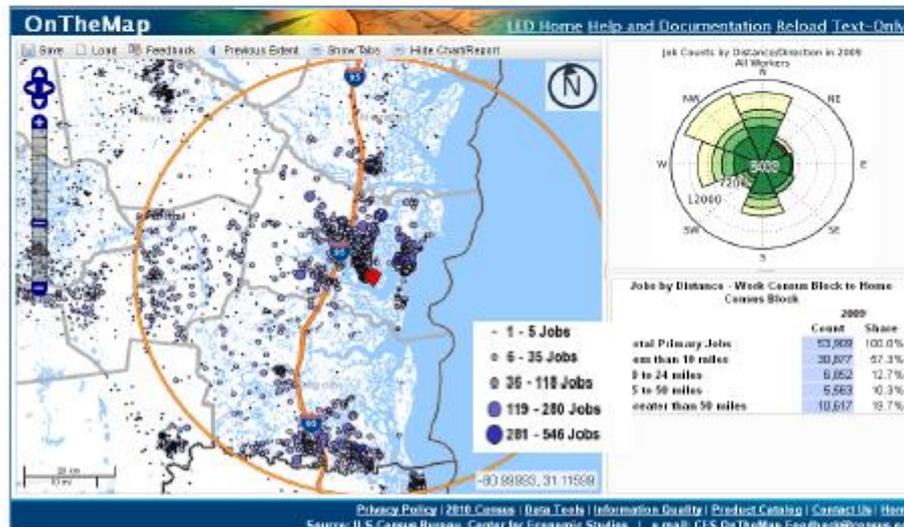
These are the available details for the 53,909 primary jobs in the Brunswick area. The heaviest concentrations of jobs are found in the Educational Services industry (7,333 jobs). Followed closely by jobs in accommodation and food services health care and social assistance (6,741 jobs).

Brunswick: Distance/Direction Analysis (view 1)



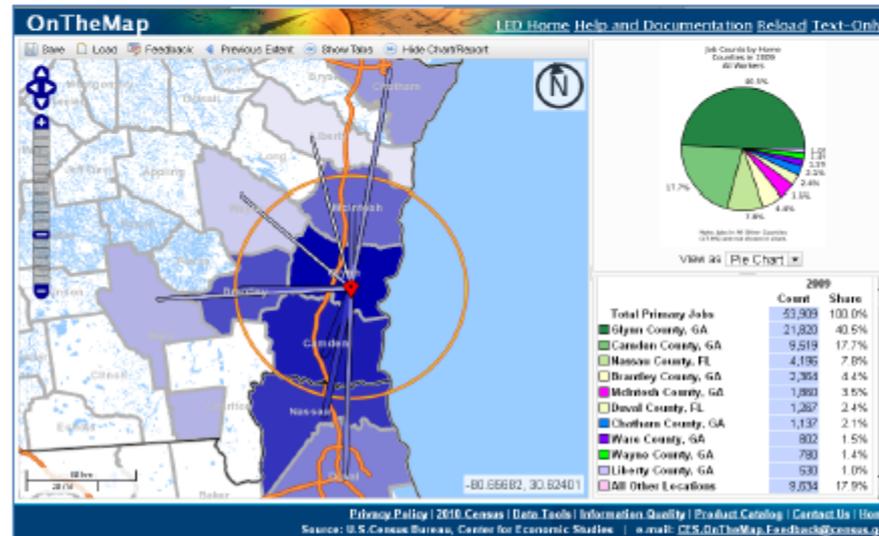
The dots on this map illustrate where home is for the workers of the 53,909 primary jobs in the Brunswick area. Approximately 57% of all workers drive less than 10 miles to work. About 20% of all workers drive more than 50 miles to get home.

Brunswick: Distance/Direction Analysis (view 2)



The dots on this map illustrate where home is for the workers of the 53,909 primary jobs in the Brunswick area. Approximately 57% of all workers drive less than 10 miles to work. About 20% of all workers drive more than 50 miles to get home.

Brunswick Area: Destination Report



The top ten home county destinations for the Brunswick area workers include five of the eight Georgia counties in the 50-mile radius. Glenn county residents are the highest group with 40% of workers calling Glynn home. Two Florida counties are included in the top ten.

Wrap-up:

- When it comes to a first meeting, LISTEN more than your TALK
- When it comes to a prospect, information is critical – your data person NEEDS to know
- You may need to address disclosure with your developers
- Each case is very different but quite the same

Business Engagement:

**NO PLACE FOR
WIMPS!**

Fact

Know Before You Go: A Business Engagement Tool



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