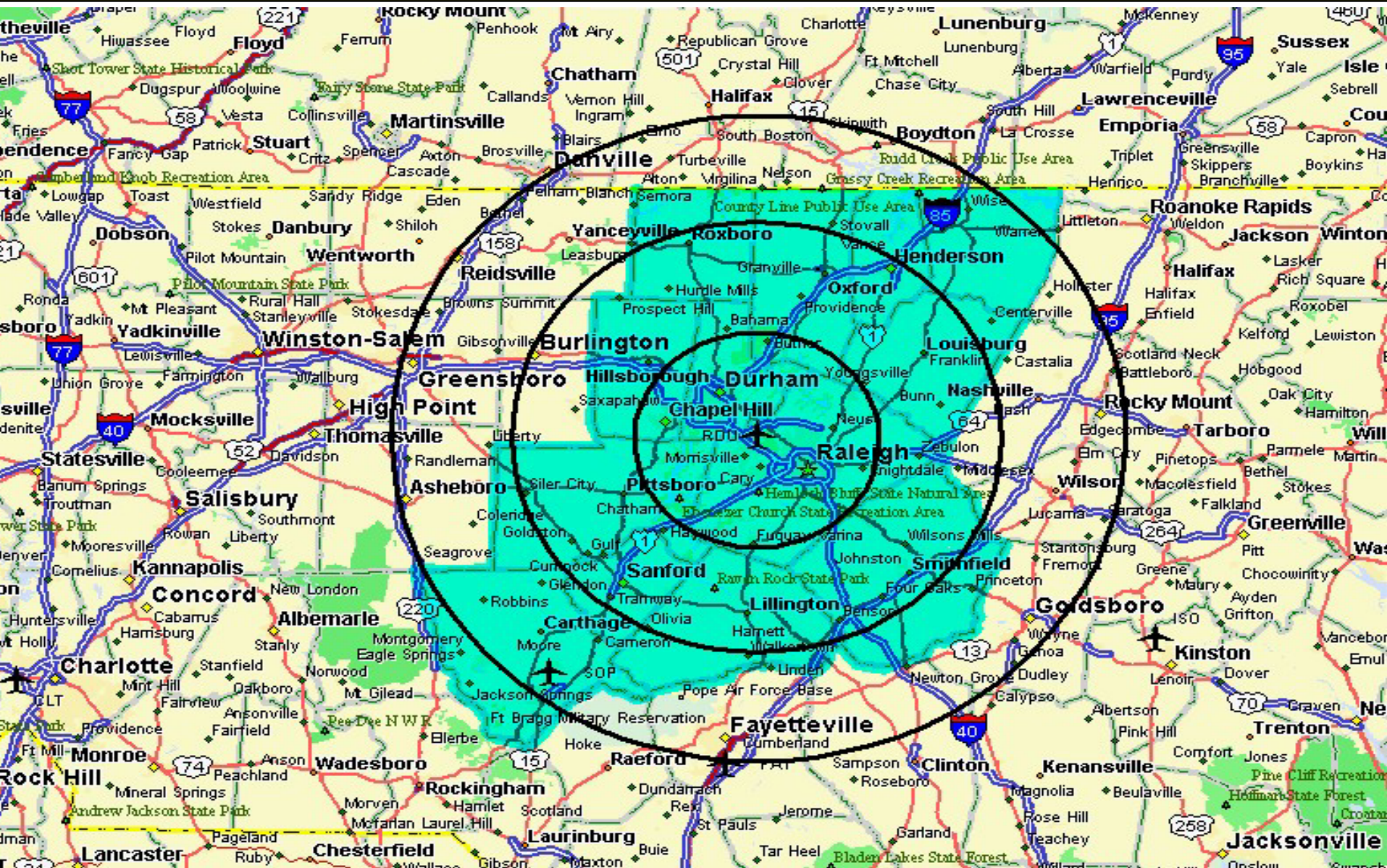


# Staying on Top

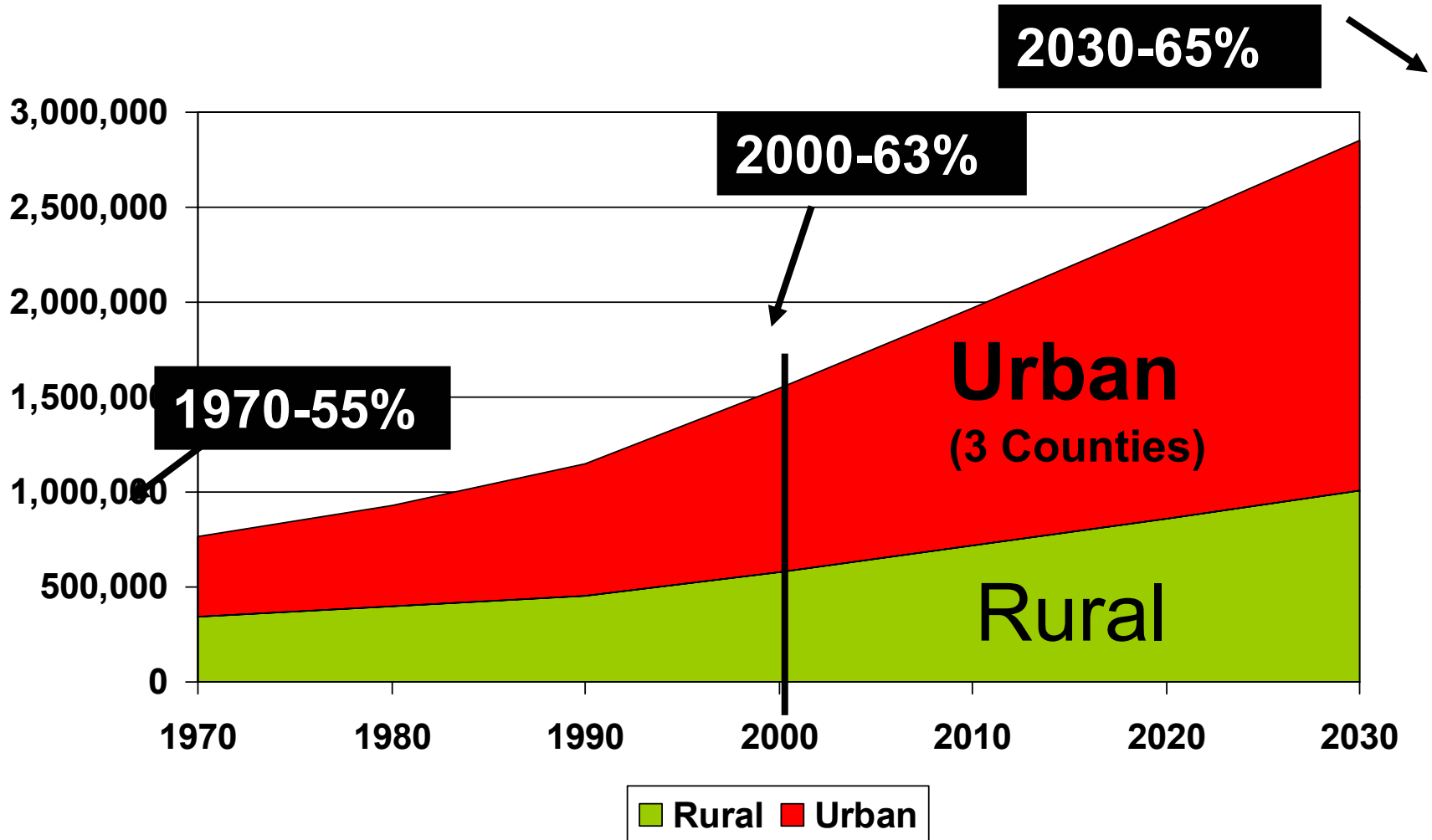


Winning the Job Wars of the Future

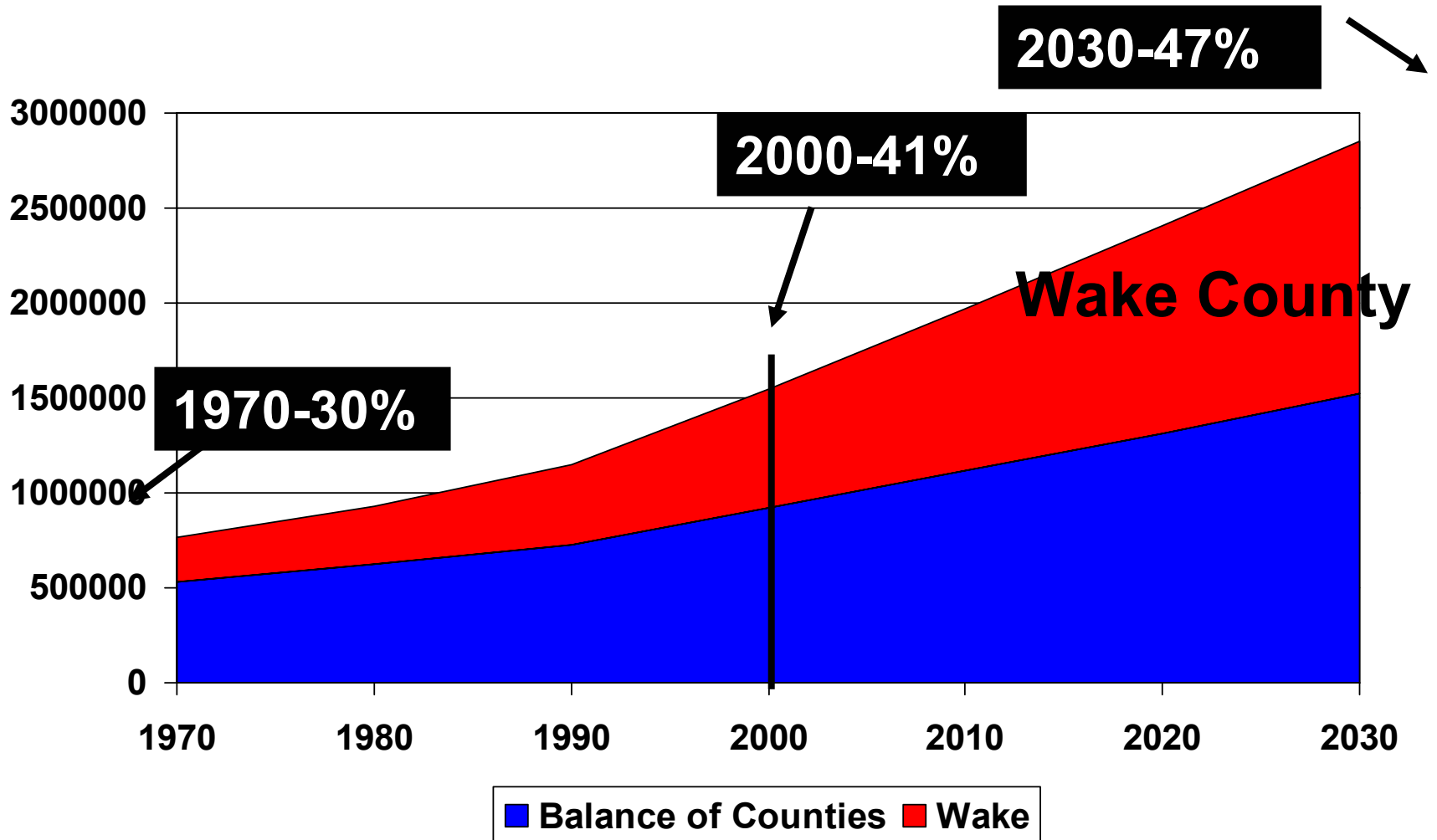
# The Market



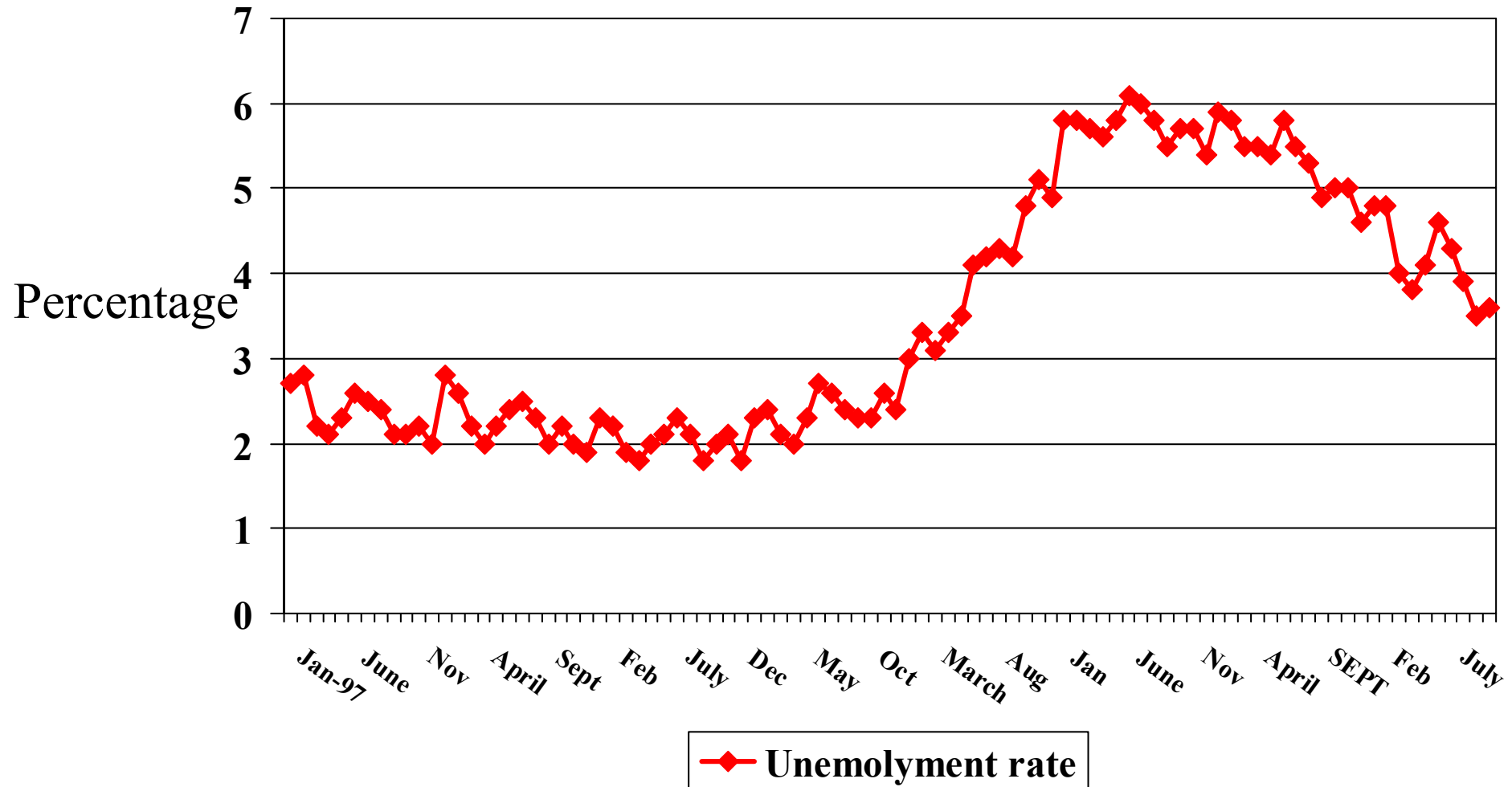
# Urban-Rural Population Growth



# Population Growth

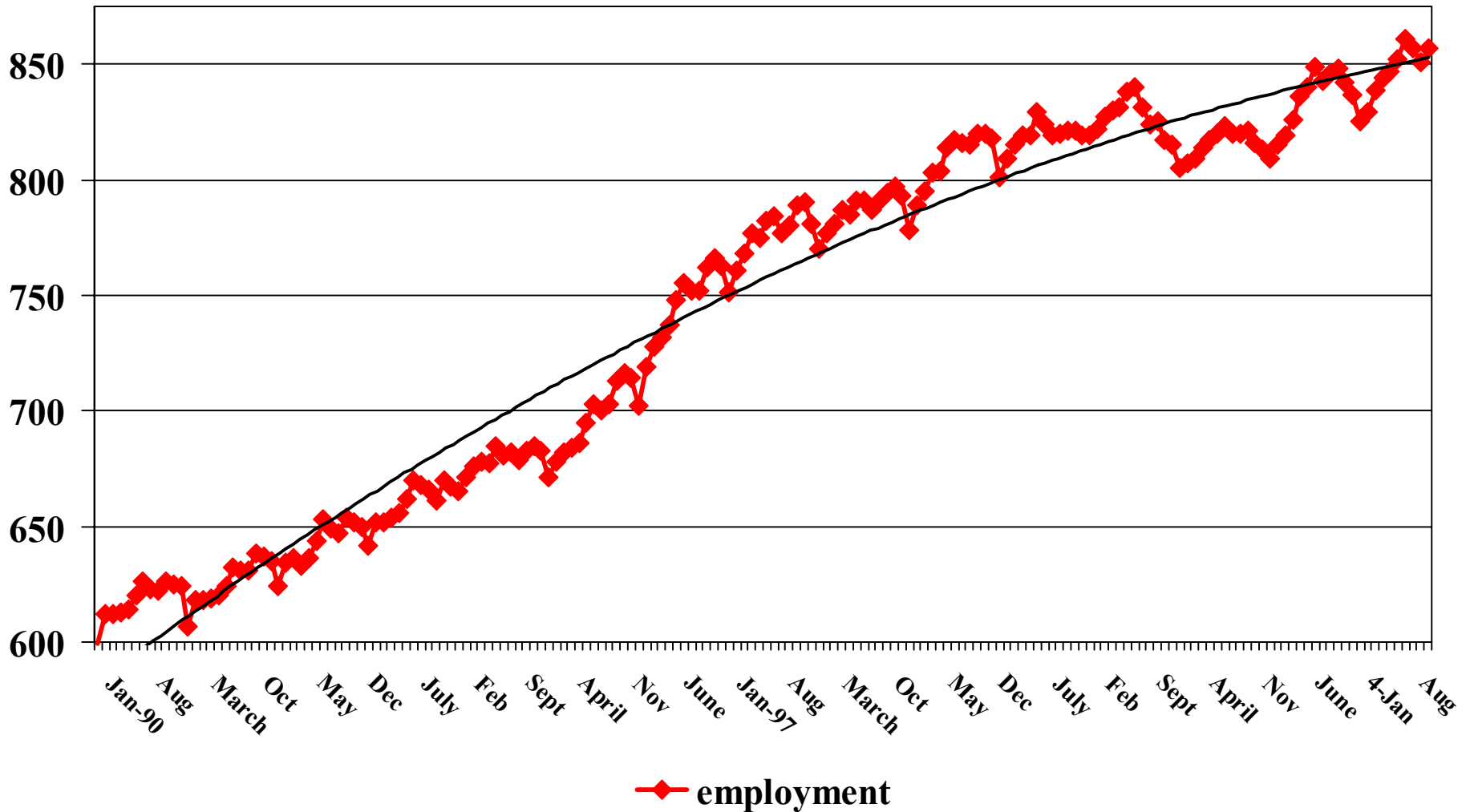


# Regional Unemployment Rate

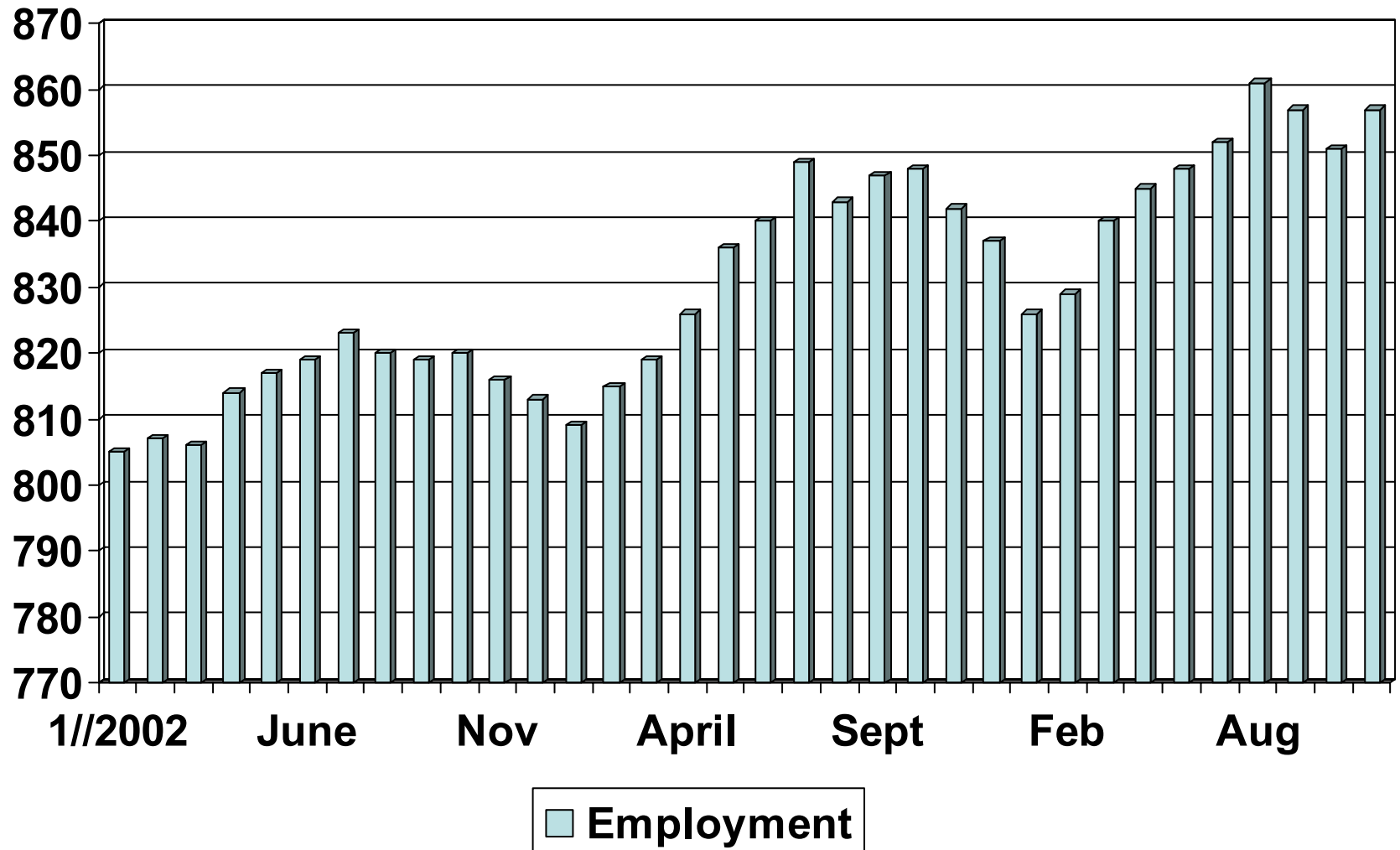


# Total Employment Last 12 Years

In thousands



# Employment Last 34 Months

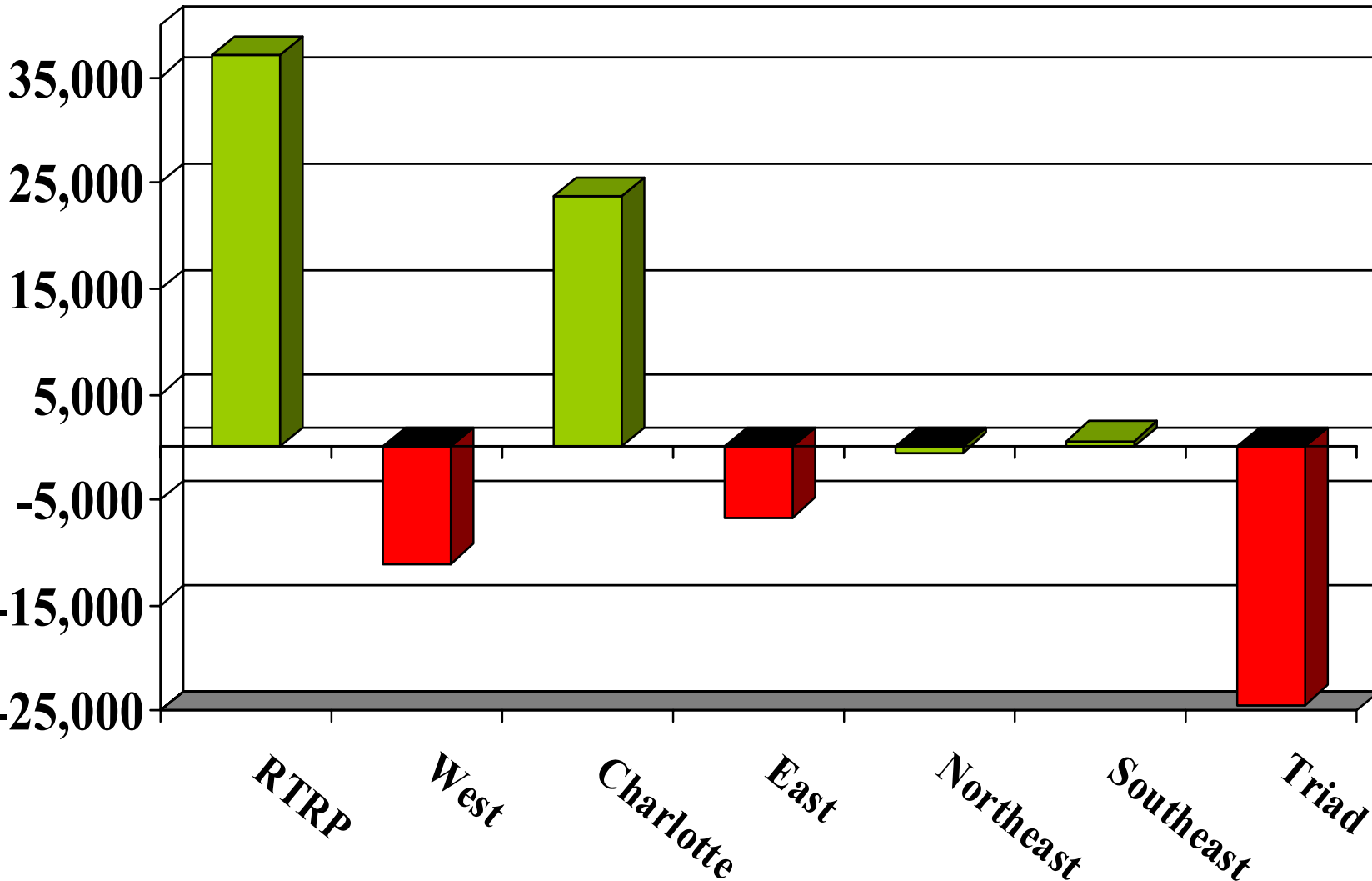


# Total Unemployment Last 4 Years

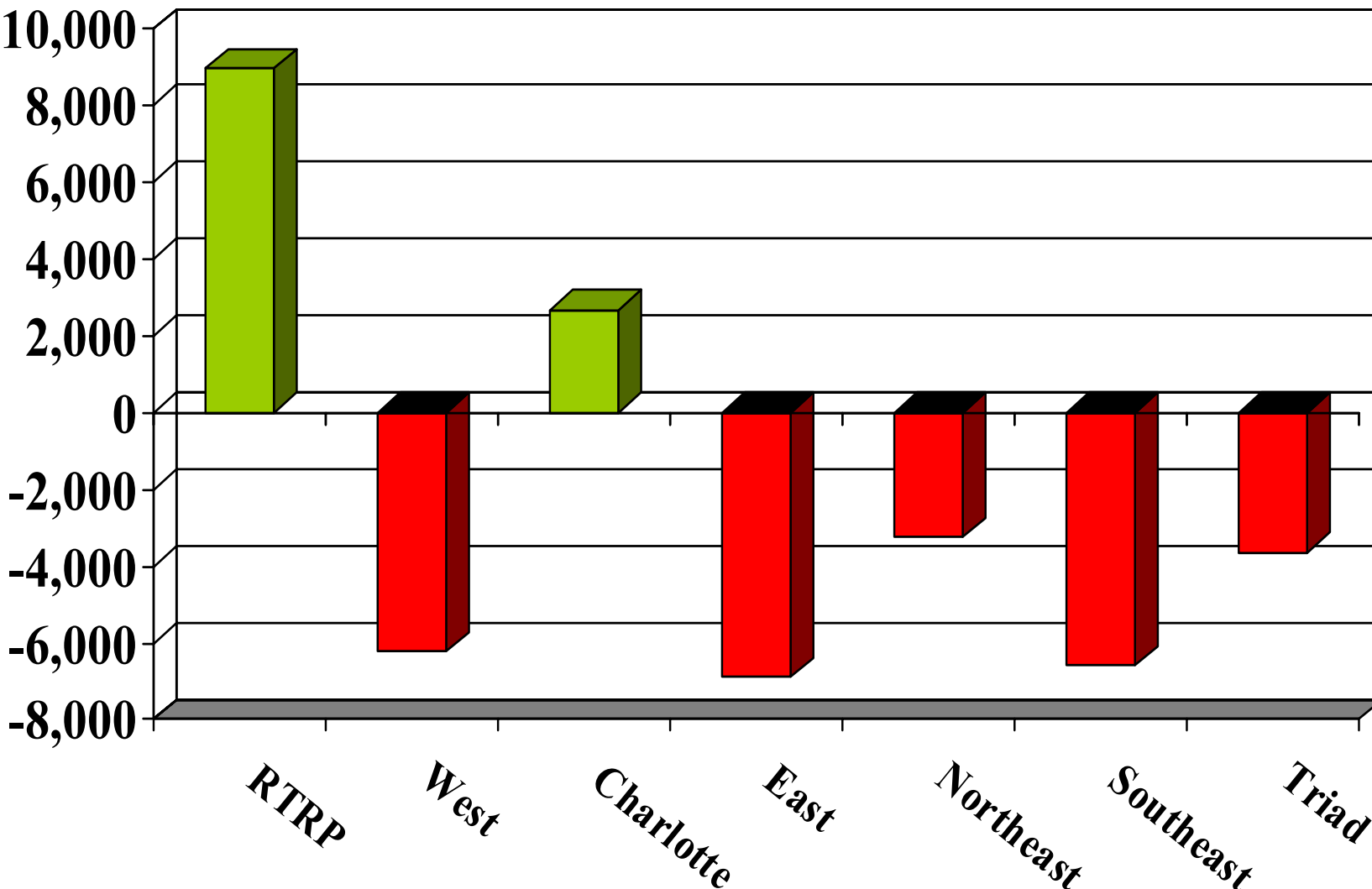
In thousands



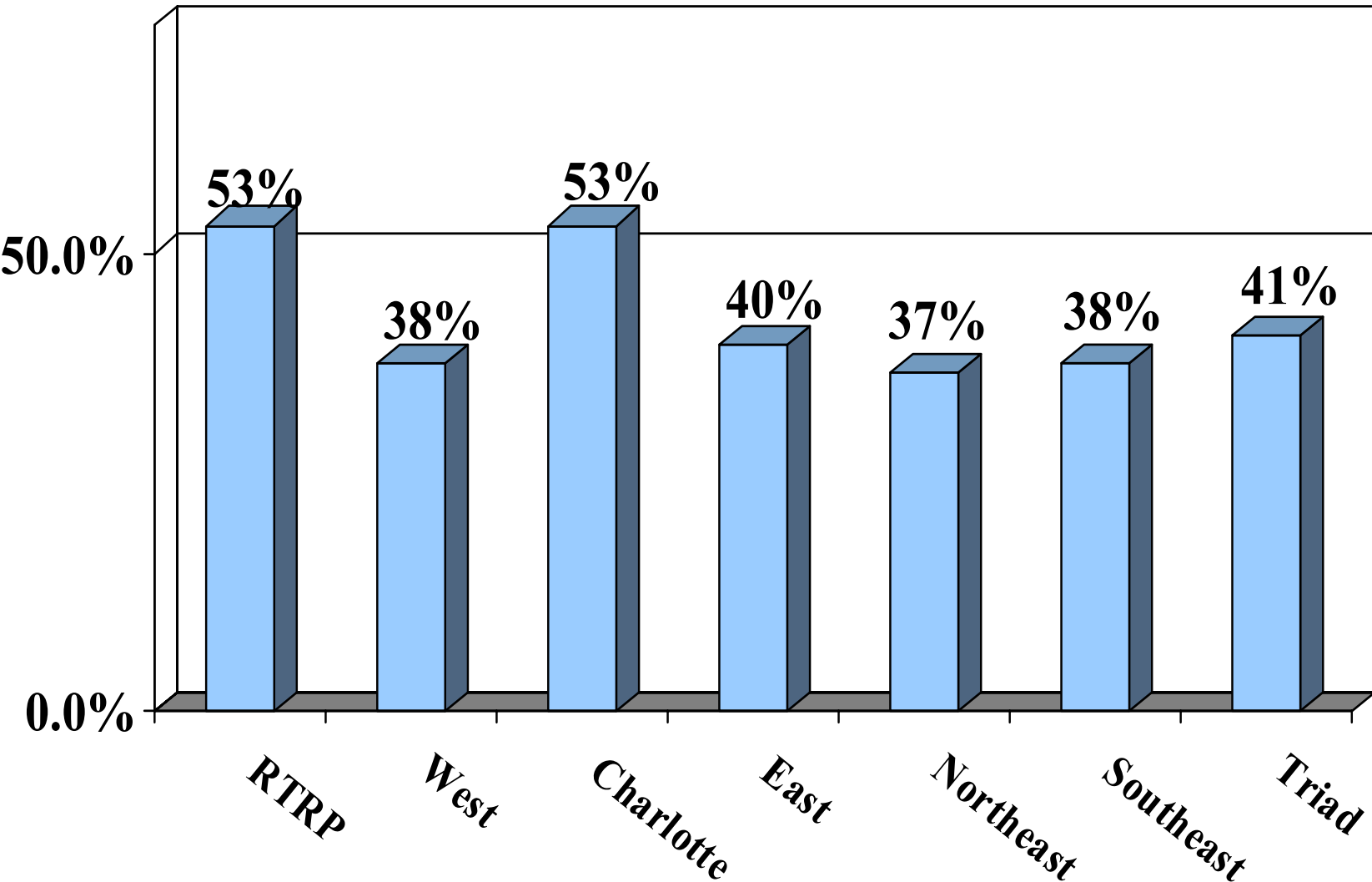
# Employment Gain/loss Last 5 years By Region (October 2004)



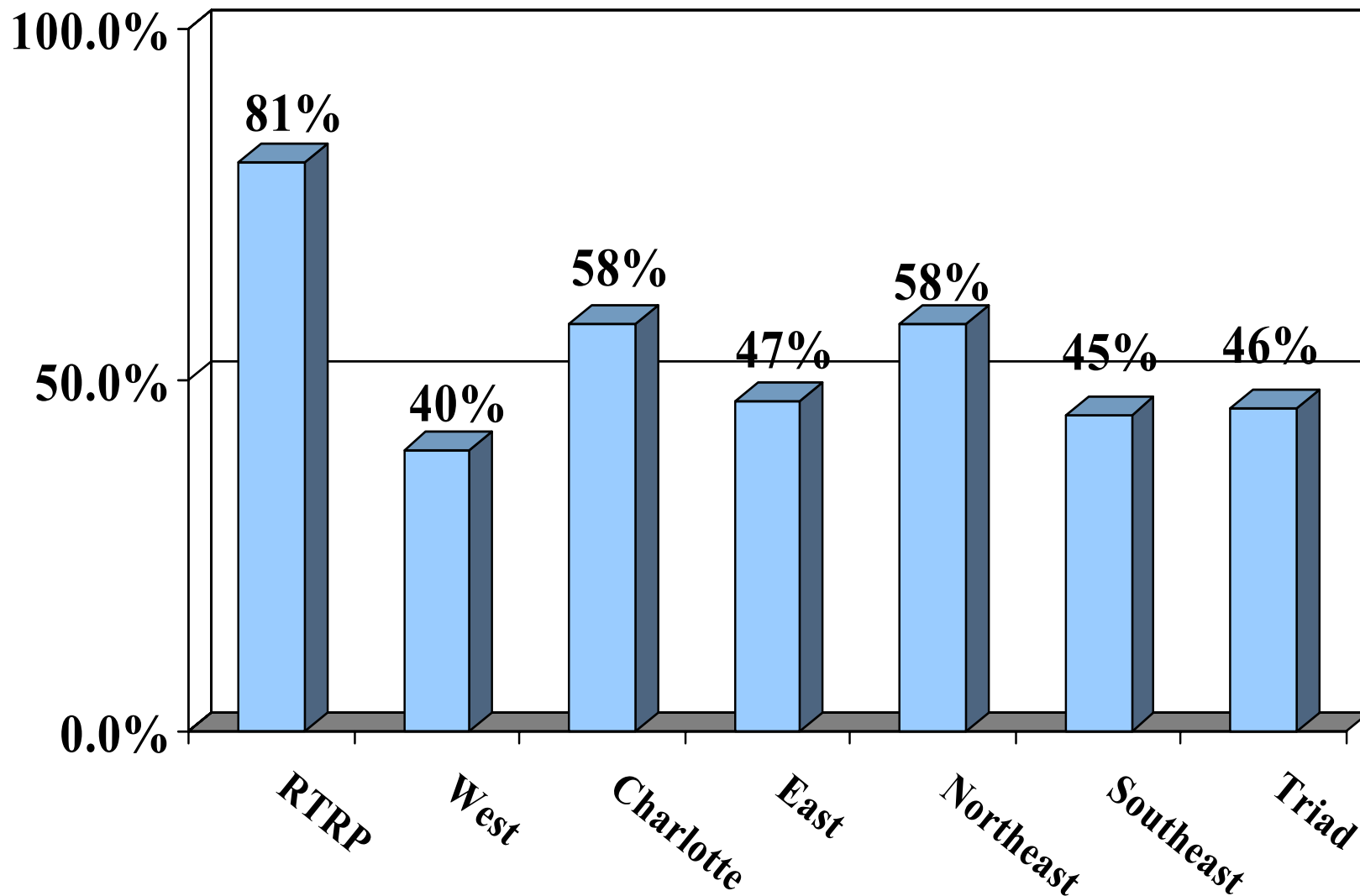
# Employment Gain/loss Last year By Region (October 2004)



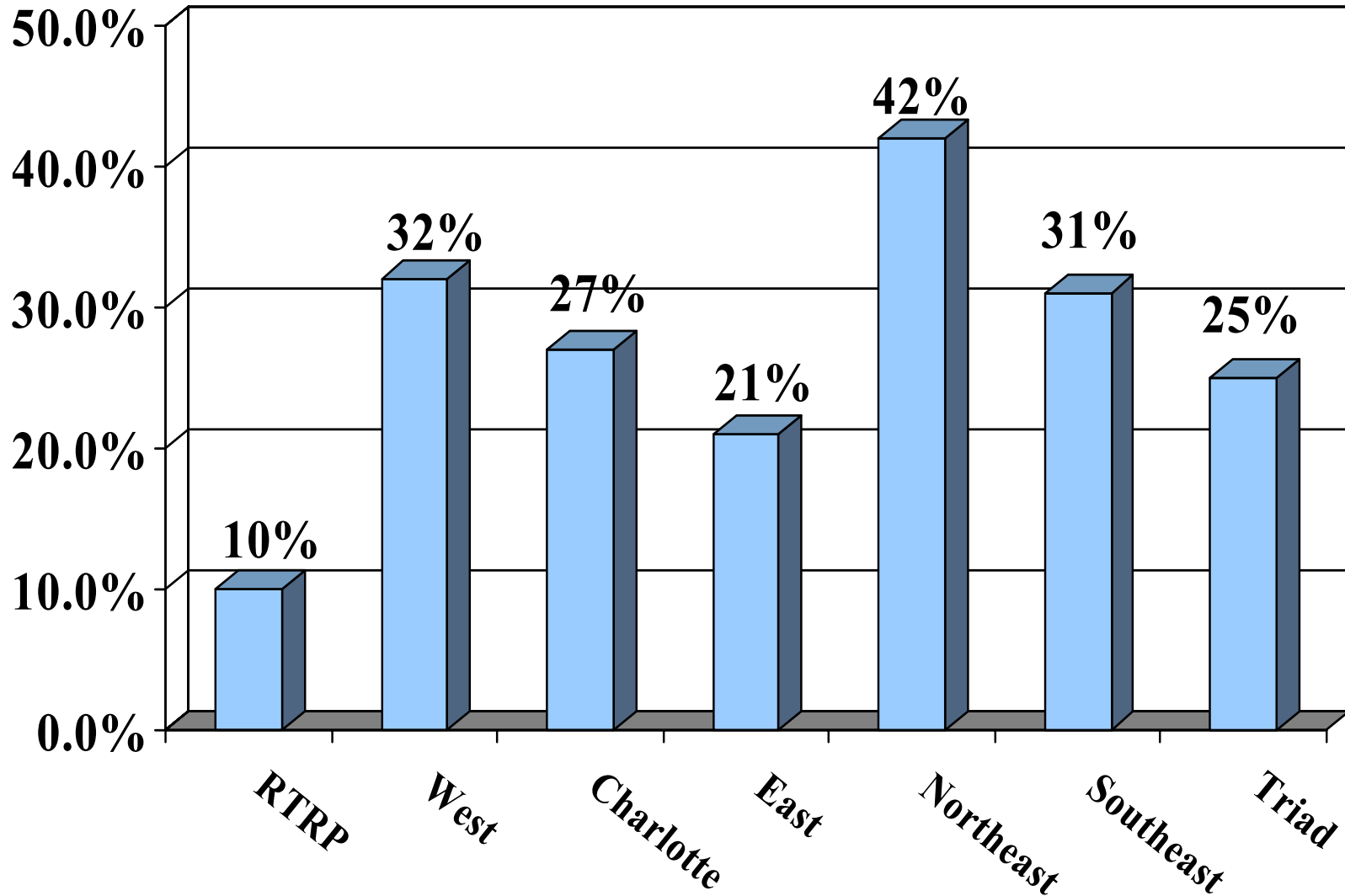
# % Wage Gain/loss Last 10 years



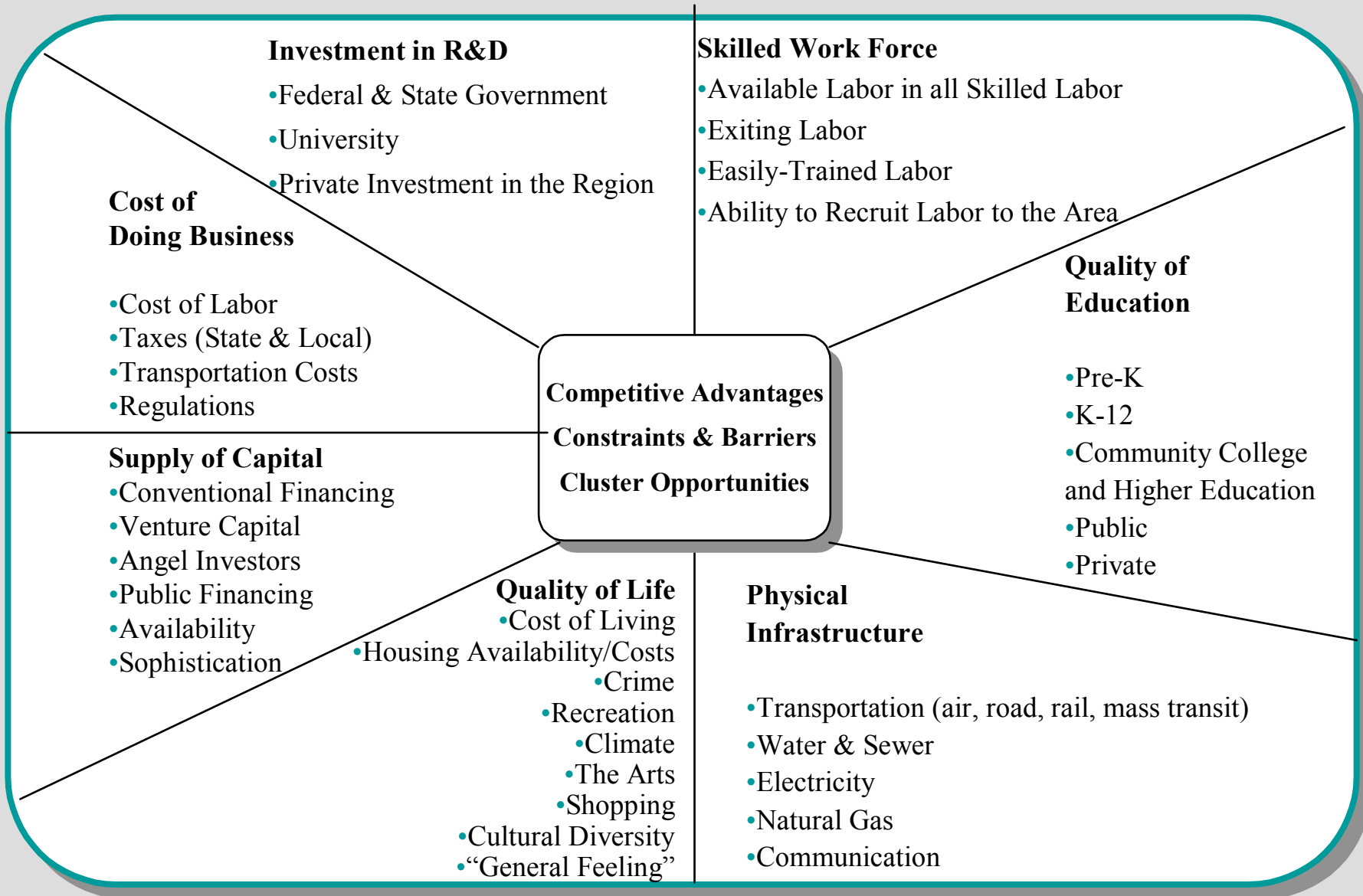
# % Manufacturing Wage Gain/loss Last 10 years



# % Manufacturing Jobs Gain/loss Last 10 years



# Competitiveness Issues



# Beacon Hill Institute

## Metro Competitiveness Report 2004

- #1- Seattle
- #2- Raleigh
- #3-Portland
- #4- Boston
- #5- Denver
- #6 Minneapolis
- #7-Austin
  
- #19- Greensboro
- #21- Charlotte

- Technology- 2
- Gov. & Fiscal Policy- 2
- Finance and Cost- 4
- Infrastructure- 13
- Environmental Policy- 18
- Security- 18
- Openness- 25
- Business Incubation- 27
- Human Resources- 30

# BHI- Specifics

## Research Triangle

- Bond Ratings- 1
- % LF in Unions- 1
- NIH funding- 1
- New Patents per pop 3
- % Comp & Eng Jobs 3
- Unemployment rate 3
- Pollution Standards 4
- Academic R & D 5
- Bank Deposits 49
- Forbes CODB 47
- Infant mortality rate 44
- % Pop w/o health In 38
- Exports per capita 31

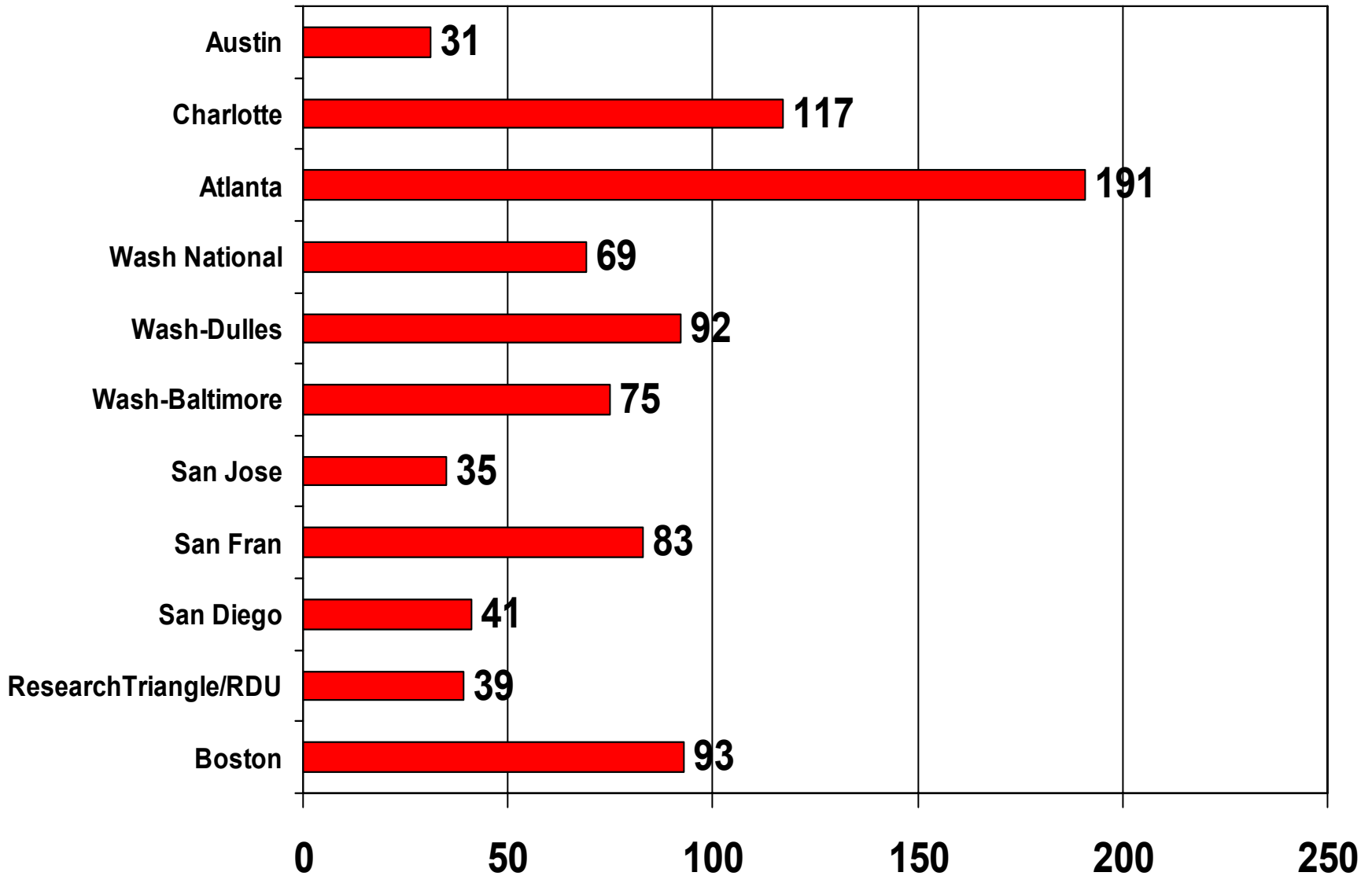
# Beacon Hill Institute

## Metro Competitiveness Report 2004

Massachusetts	1
Utah	2
Washington	3
Minnesota	4
Colorado	5
Virginia	9
North Carolina	26
South Carolina	40

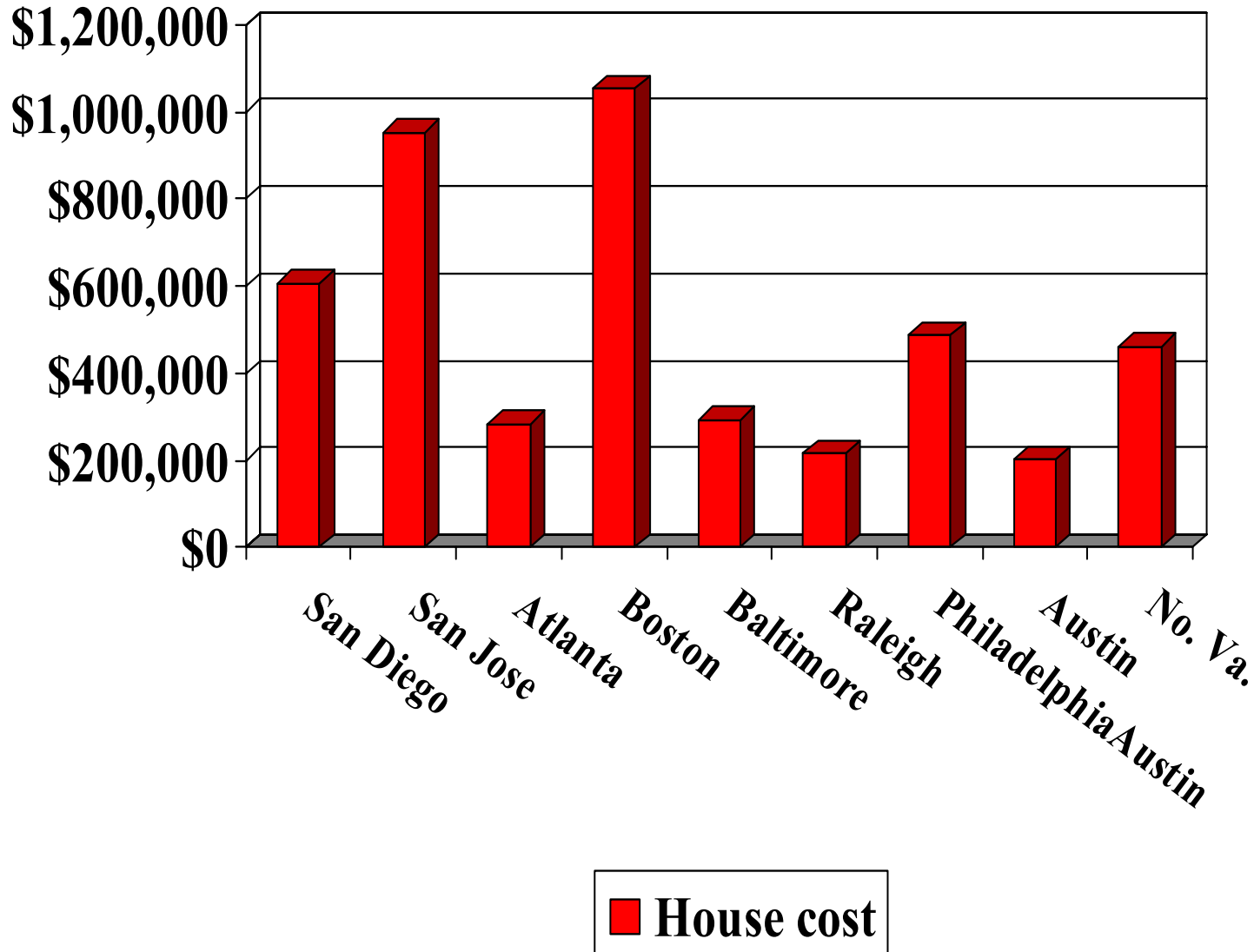
• Technology-	21
• Gov. & Fiscal Policy-	20
• Infrastructure-	18
• Environmental Policy-	35
• Security-	30
• Openness-	31
• Business Incubation-	12
• Human Resources-	38

# Air Markets Served



# Housing Costs

2,200 SF house with 4 bedrooms, 2 ½ baths and 2-car garage



What is the “new economy”?

“It is the knowledge and idea-based economy where the keys to wealth and job creation are the extent to which ideas, innovation, and technology are embedded in all sectors of the economy.”

# Also the flux economy

- Total jobs lost since 2001=913,000 (total manufacturing jobs lost since 2001=2,672,000)
- 1/3 of all jobs are either created or lost every year in the USA
- 75% of all jobs are being created by “gazelle” firms
- The average American stays at a job 3.3 years
- In the Triangle 13 new businesses are created every day and 12 are lost (net-1)

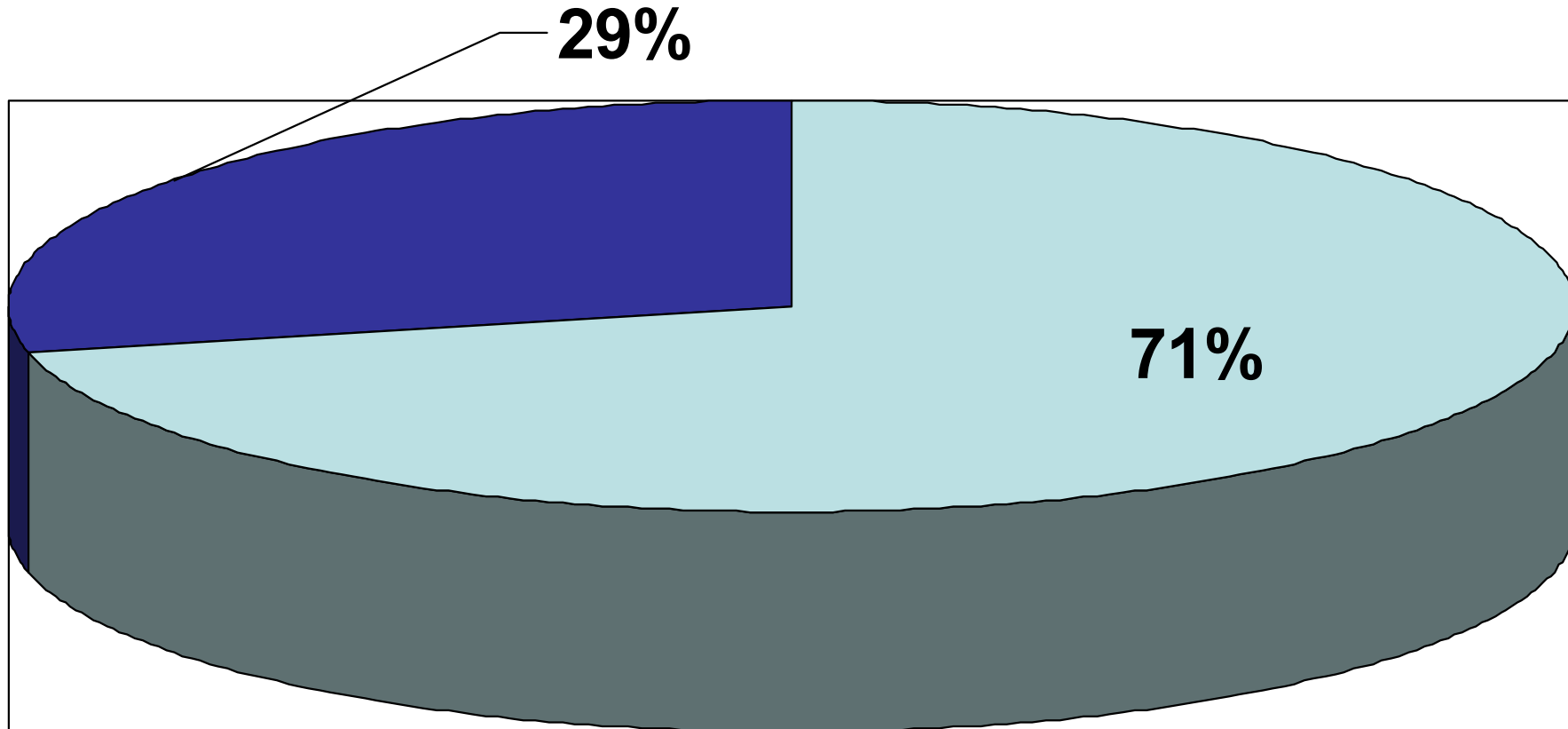
# Top 10 Growth Occupations 2000-2010

## Total Growth Jobs

- Retail Salesperson- 26,770
- Cashiers- 22,850
- Food Prep/Service- 22,390
- Registered Nurses- 21,840
- Wait Staff- 20,430
- Customer Service- 15,420
- Teacher Asst.- 14,760
- First line Supers- 14,621
- Computer support- 14,220
- General Op Managers 13,300

# Real Estate Markets

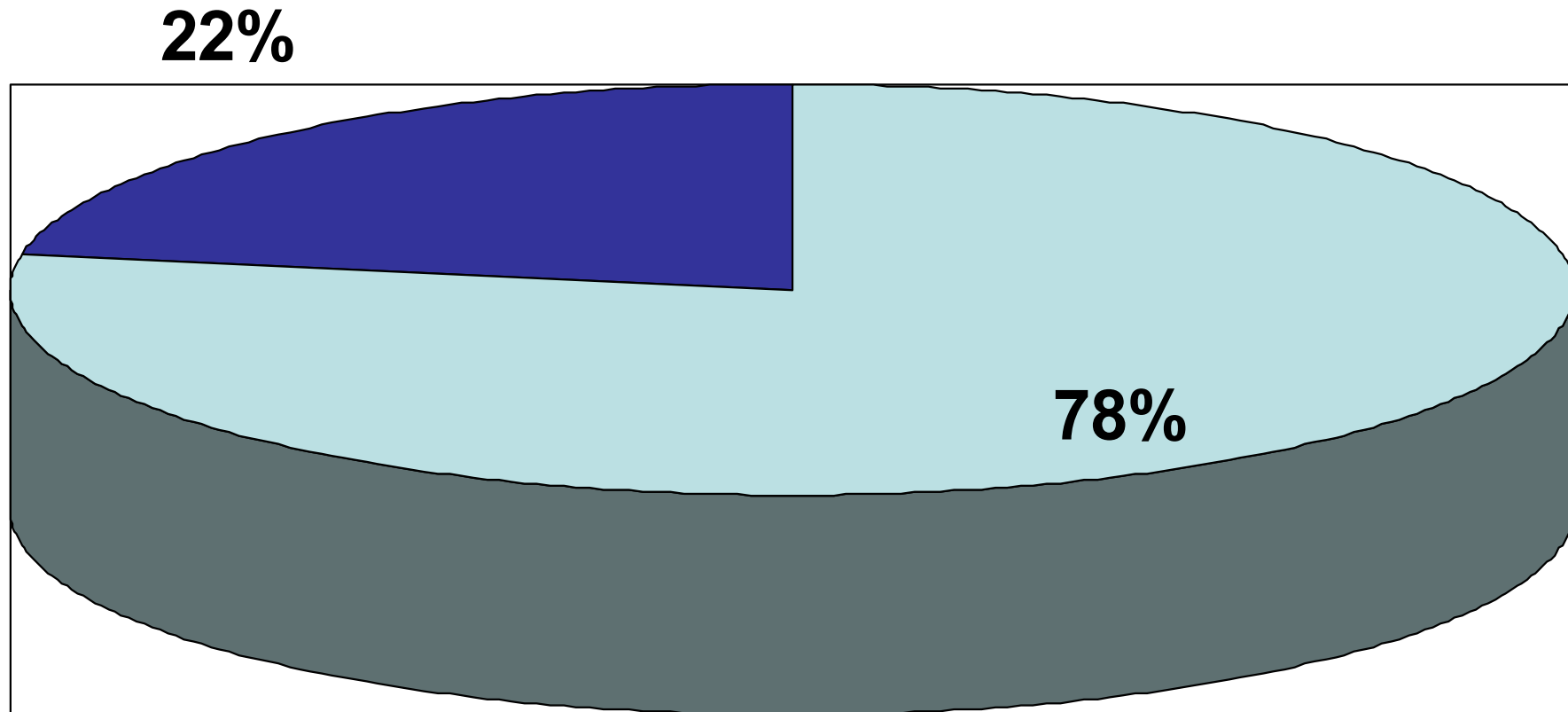
## Warehouse (20.3m Sq Feet)



Colliers Pickard 3<sup>rd</sup> Qrt.

■ Occupied ■ Vacant

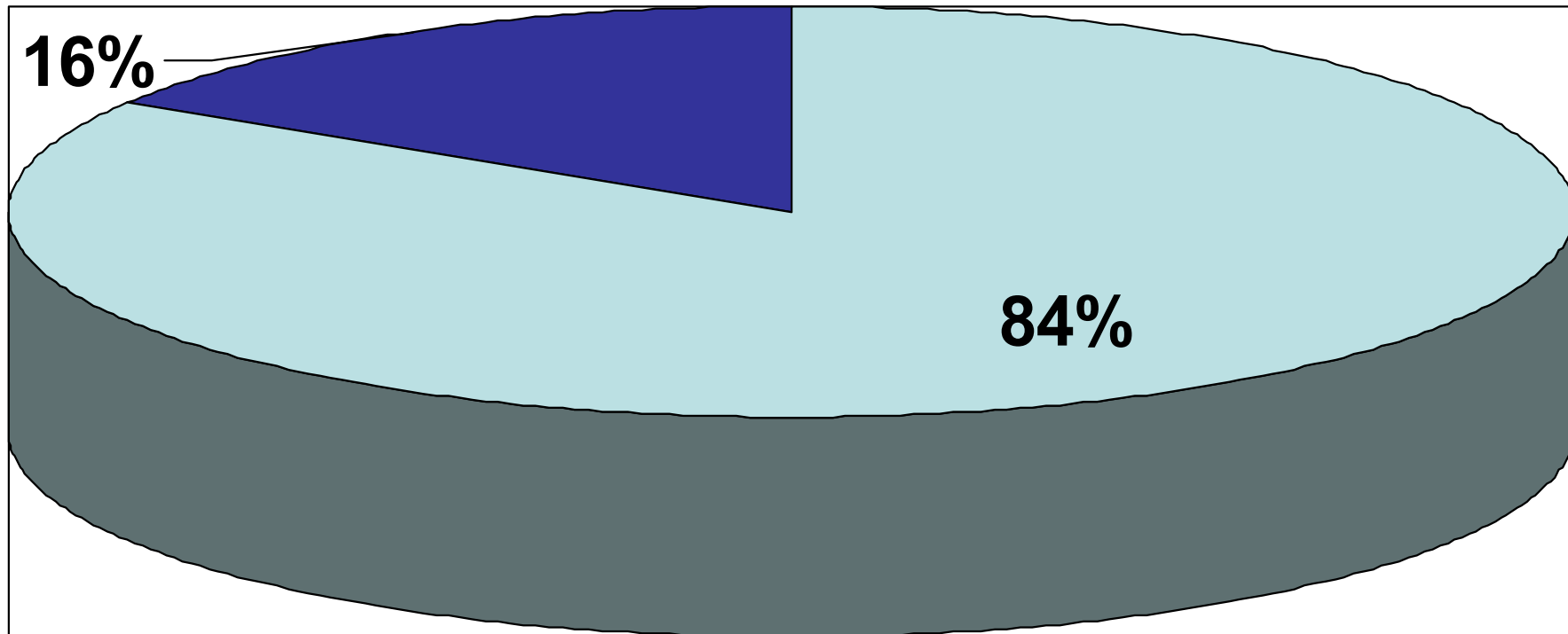
# Real Estate Markets Flex (14.3m Sq feet)



Colliers Pickard 3<sup>rd</sup> Qrt.

■ Occupied ■ Vacant

# Real Estate Markets Office (38.4m Sq Feet)



Highwoods Property 3<sup>rd</sup> Qrt.

Occupied Vacant

# Real Estate

15,145,186 Square Feet vacant

1,146,801 net absorbed 3<sup>rd</sup> Quarter

# Some Research Triangle Economic Projections

- Employment gains 15,000-22,000 annually over the next 3 years
- Unemployment rates will remain in the mid-3% range
- Median household incomes, which fell 5% from 2001 to 2002 will grow 6-7% annually over next 3 years
- Single family permits will remain steady
- Multifamily permits will almost rebound to late 90s levels (5,000-6,000 annually)- vacancy rates will stabilize with rents remaining slightly below 2001 levels

A 5-year, \$5 million  
action agenda to  
generate 100,000  
new jobs in the  
region and spur  
employment growth  
in all 13 counties

# Staying on Top



53 different  
organization  
aligned to carry  
out 30 different  
strategies

Winning the Job Wars of the Future

# *Staying On Top*- Implementation Strategies



- **Air Service Research under way. Final report February. Marketing to carriers to begin in spring.**
- **Targeted Recruitment – Began summer 2004.**
- **Regional Existing Business Outreach- Under development- Launch spring 2004**

# *Staying On Top*- Implementation Strategies



- **Kerr Tar MiniHub Project** – Site selection for initial hub site expected in February
- **Capital Attraction**- VC trip with CED planned for California in March
- **Entrepreneurial Development** – CED sponsored major new entrepreneurial conference October 30<sup>th</sup>, NC Innovation Foundation & NC Entrepreneurial Association formed this month.

# *Staying On Top*- Implementation Strategies



## **Leadership Network**

- **Regional Business Legislative Agenda** – Chamber summit November 16<sup>th</sup>- Product to legislature late January.

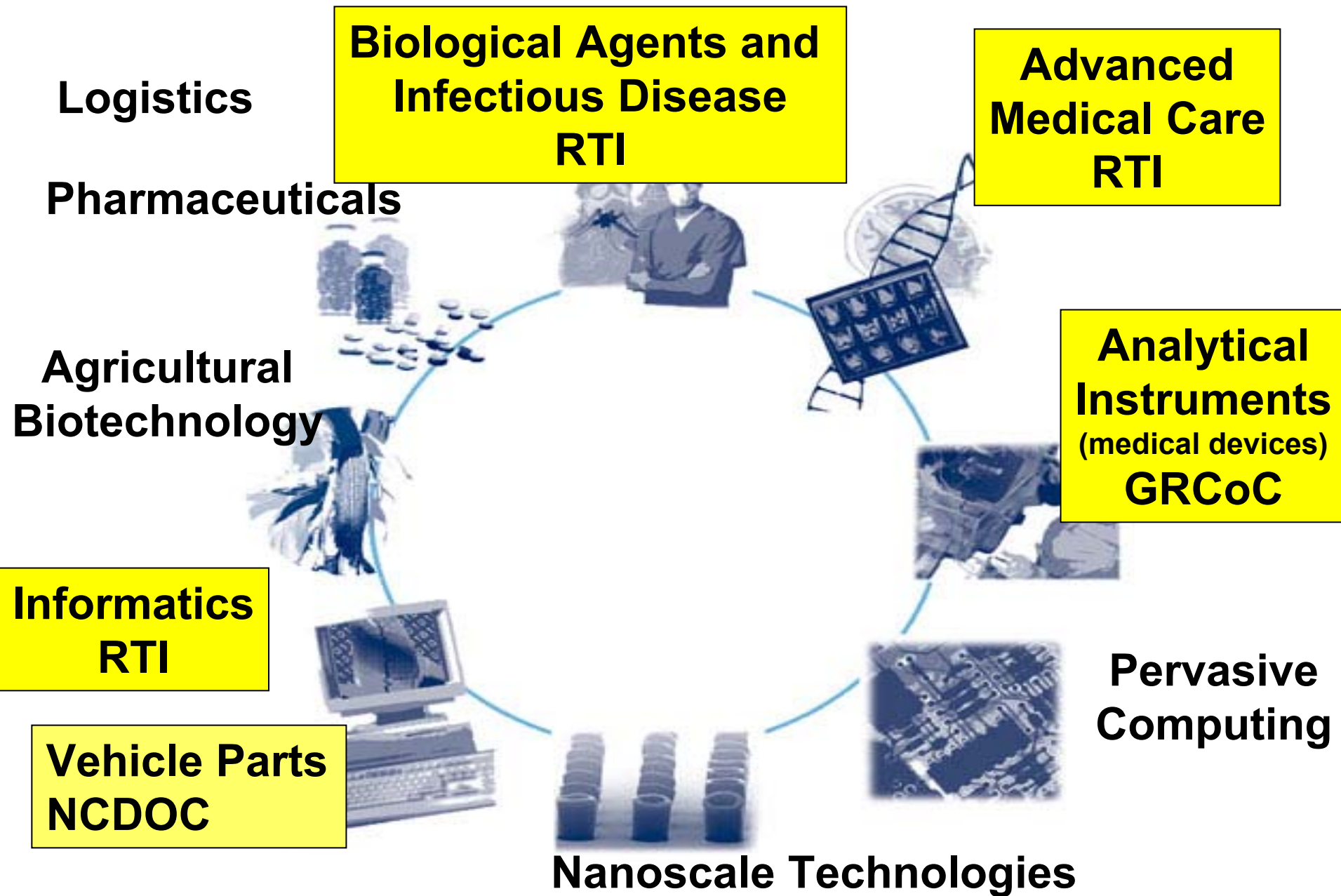
# *Staying On Top*- Implementation Strategies



## Leadership Network

- Broader Collaboration for Transportation Solutions- RTA lead in support and input into joint legislative agenda
- Elected Official ED Training- Proposed to UNC Board of Governors

# Cluster Networks



# Triangulating Success

Competitive Product → Targeted Clusters → Effective Communication

## Marketing Plan

July 1, 2004 through June 30, 2009



# External “to market” Positioning

- *One product- the region ( A cooperative 13- county region in central NC that is home to Research Triangle Park)*
- Center of entrepreneurship, innovation, and creativity
- World leader in intellectual capacity & lifelong education
- \$2 billion in annual R&D through research universities, federal labs and contract research companies
- Focused workforce development coordinated with targeted clusters
- Internationally recognized quality of life

# External “to market” Positioning

---

- Pro-business climate with a competitive cost of doing business and living
- Existing and supported technology clusters creating tomorrow’s products, processes and services
- Diverse people, communities, and lifestyles
- Businesses, governments and academia collaborating for success

# State of the Regional Economy

- Mark your calendars- May 26<sup>th</sup>

# Staying on Top



Winning the Job Wars of the Future

Ted Abernathy, Research Triangle Regional Partnership

[tabernathy@researchtriangle.org](mailto:tabernathy@researchtriangle.org)

[www.researchtriangle.org](http://www.researchtriangle.org)