

SeVEDS, BDCC, WRC

Regional collaboration:

We know where we are going, we have a plan, projects and measures.

Pat Moulton Powden



Southeastern Vermont Economic Development Strategies: SeVEDS

- Started in 2007 as a small group looking to improve broadband and cell service
- After many meetings it became painfully clear that the region's problem wasn't lack of broadband, it was lack of economic development Assistance was offered by Fairpoint Communications and their contractor Vital Economies
- Over the past 2 ½ years the SeVEDS organization has solidified with a Board of Directors, and contracted staff from BDCC.
- Funded by BDCC, ACCD, municipalities, grants and other private resources.
- Board members from throughout the region, multiple sectors and variety of interests.
- WRC and BDCC are board members



Brattleboro Development Credit Corporation: BDCC

- Started in 1953 by a group of local business people interested in economic development.
- Private, non-profit, 501-C-6
- Board of directors from around the region.
- Serves as a catalyst for industrial and commercial growth throughout Southeastern Vermont, including Windham County and the towns of Readsboro, Searsburg, Weston, and Winhall.
- Mission: create and retain a flourishing business community that supports vibrant fiscal activity, and improves the quality of life of all its residents.
- Owns two large former industrial buildings, approximately 450,000s.f.:
 - 130 businesses and individuals as tenants.
- Own other buildings for specific tenants.
- Funds SeVEDS to be economic strategy affiliate.



SeVEDS Mission and Vision

Mission:

SeVEDS exists to reverse the economic decline of our region.

Vision:

Southeastern Vermont will have an economy that generates long-term growth and prosperity and that improves our quality of life and sustains our quality of place.



SeVEDS Regional Data

Developed over the last 5 years

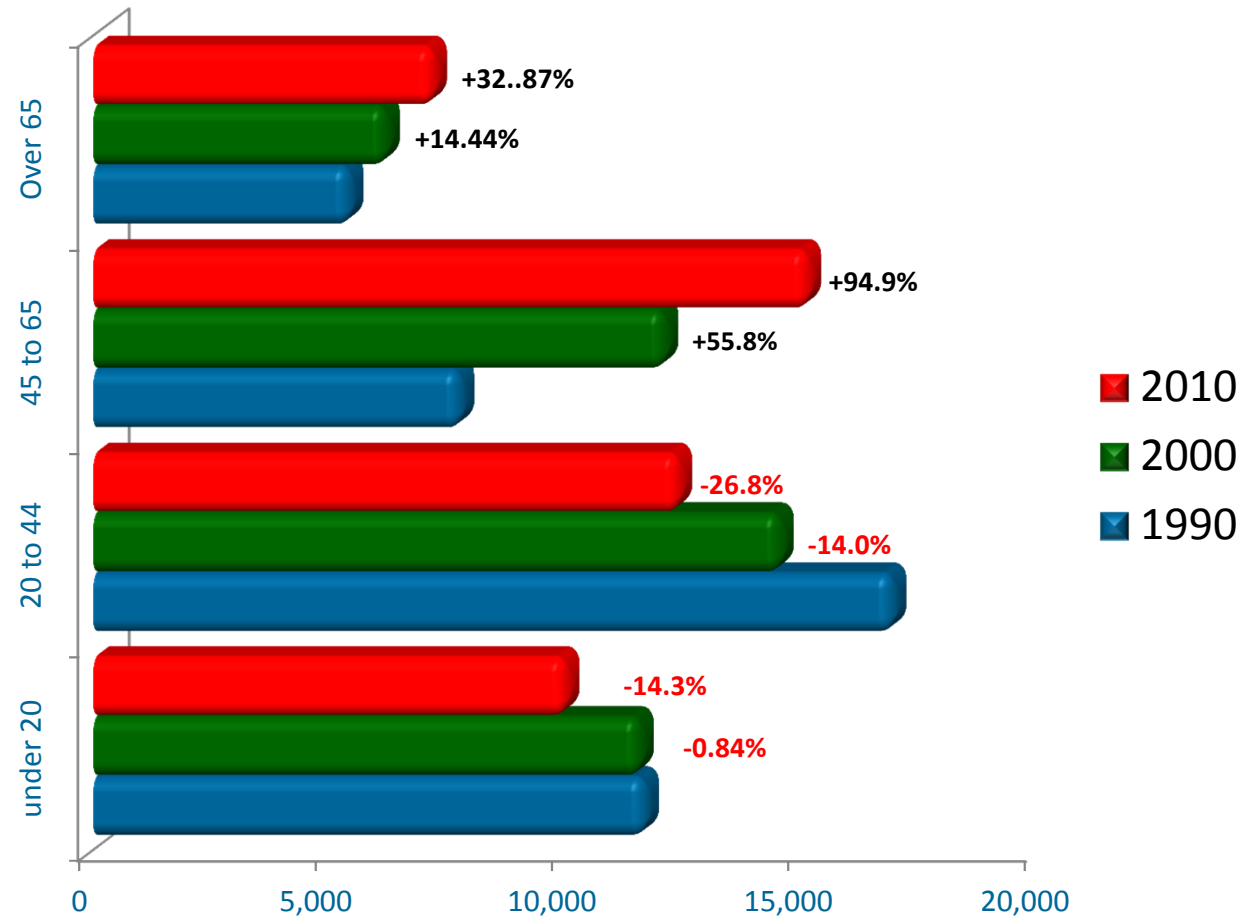
Driving our strategy development
and decision making



SeVEDS Regional Data – Population

- In the 2010 Census, Maine and Vermont ranked #1 and #2 as the oldest states. and Windham County is aging faster than Maine and Vermont.
- Significant increase in the population of those people approaching retirement age
- Age groups entering the working population (late teens and early twenties) are small
- Significant decrease in prime workforce and childbearing ages
- Continual decline in the number of school-aged children since 1990's

Windham County Changing Demographics
 (% Change 1990-2000 and % Change 200-2010)



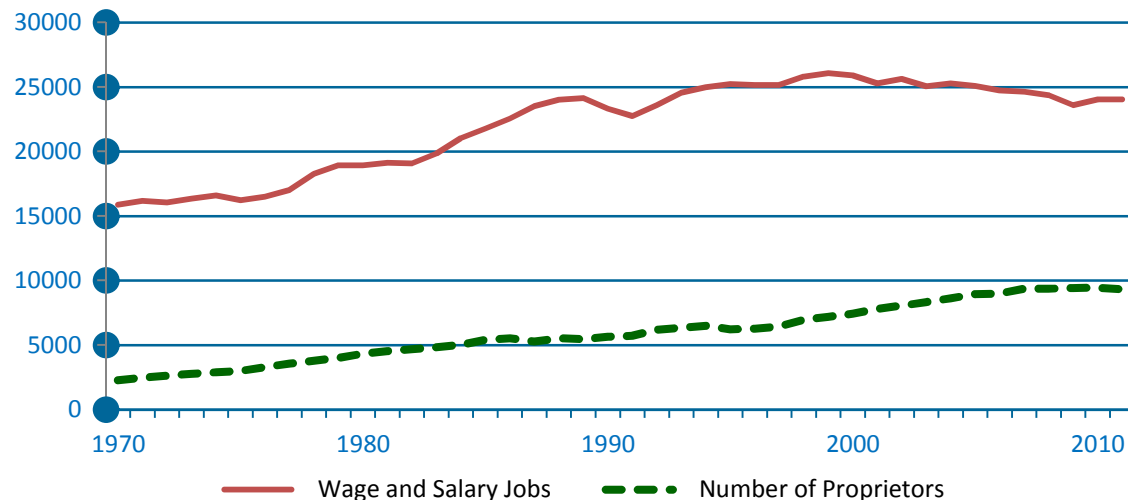
SeVEDS Regional Data – Job Stagnation

Components of Windham County Employment Change, 1970 - 2011

	1970	1980	1990	2000	2010	2011
Total Employment	18,144	23,256	28,951	33,306	33,474	33,337
Wage and Salary Jobs	15,876	18,929	23,316	25,890	24,040	24,036
Number of Proprietors	2,268	4,327	5,635	7,416	9,434	9,301
Percent of Total						
Wage and Salary Jobs	87.5%	81.4%	80.5%	77.7%	71.8%	72.1%
Number of Proprietors	12.5%	18.6%	19.5%	22.3%	28.2%	27.9%

- Between 1995 to 2011 wage and salary employment has been stagnant, after increasing during the twenty years from 1970 to 1990.
- Self-employment has shown steady increases over the last forty years.

**Employment and Self-Employment
Windham County**

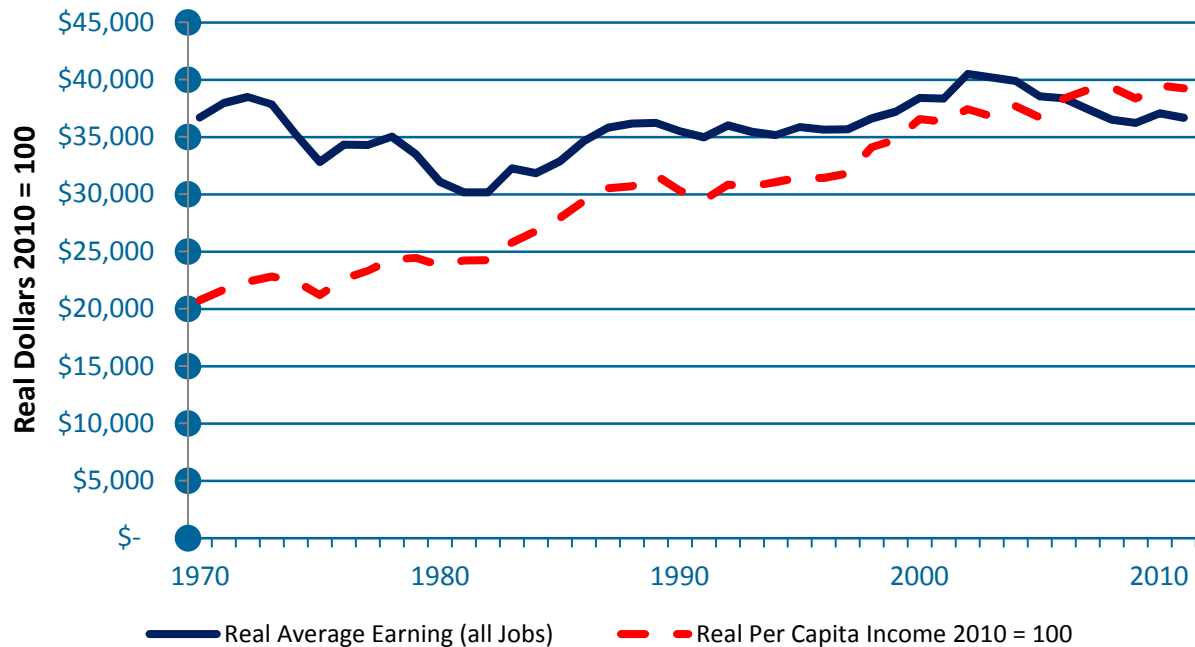


SeVEDS Regional Data – Wage Stagnation

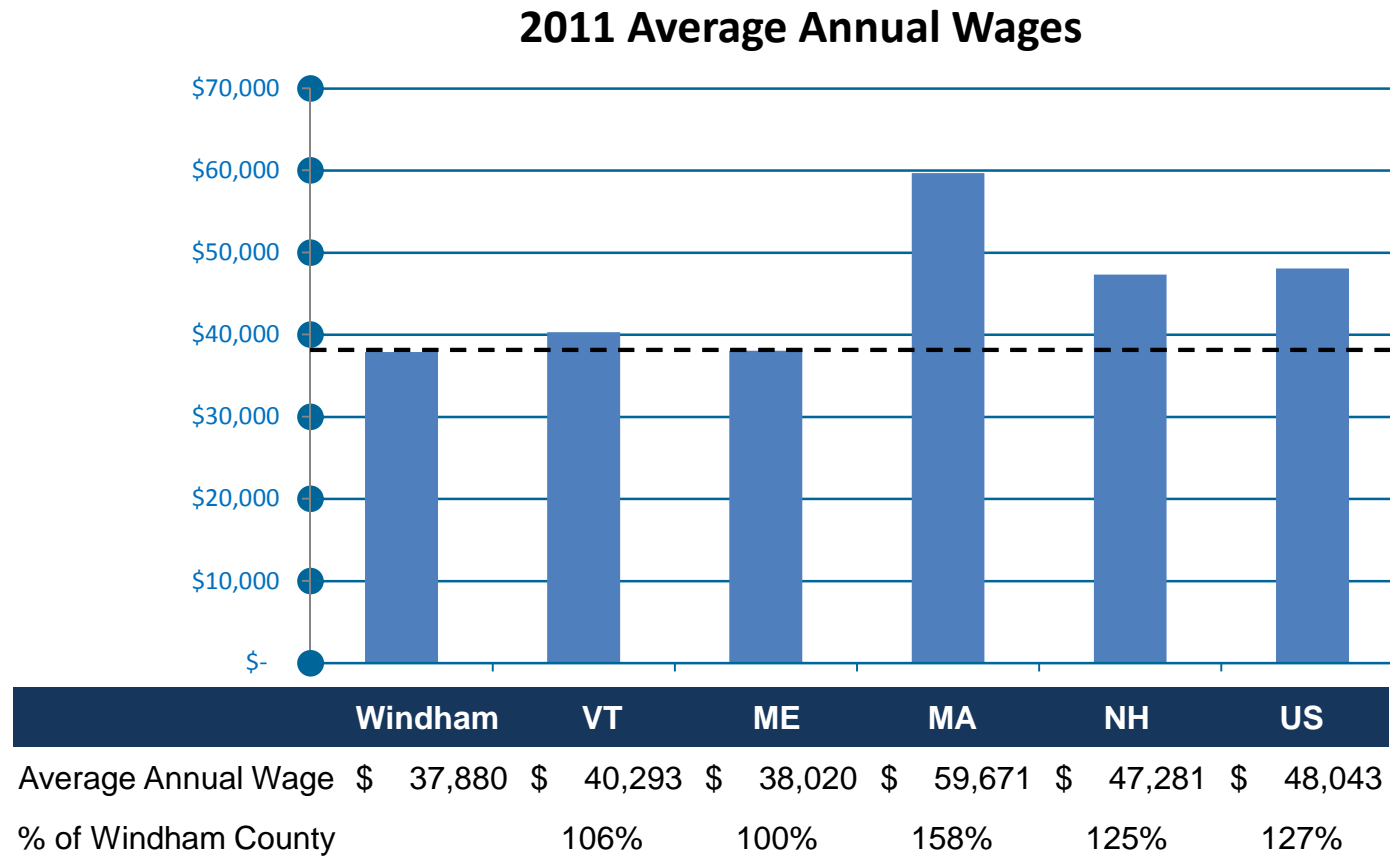
Real Dollars 2010 = 100	1970	1980	1990	2000	2010	2011
Real Average Earnings Per Job	\$ 36,682	\$ 31,084	\$ 35,481	\$ 38,386	\$ 37,061	\$ 36,657
Real Per Capital Income	\$ 20,755	\$ 23,822	\$ 30,286	\$ 36,543	\$ 39,475	\$ 39,232

Windham County Average Earnings Per Job & Per Capita Incomes 1970 - 2011

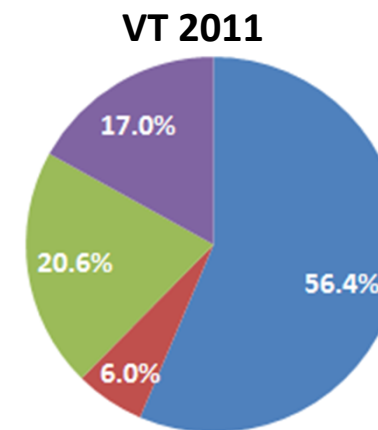
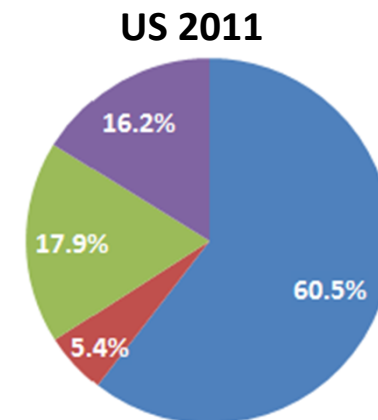
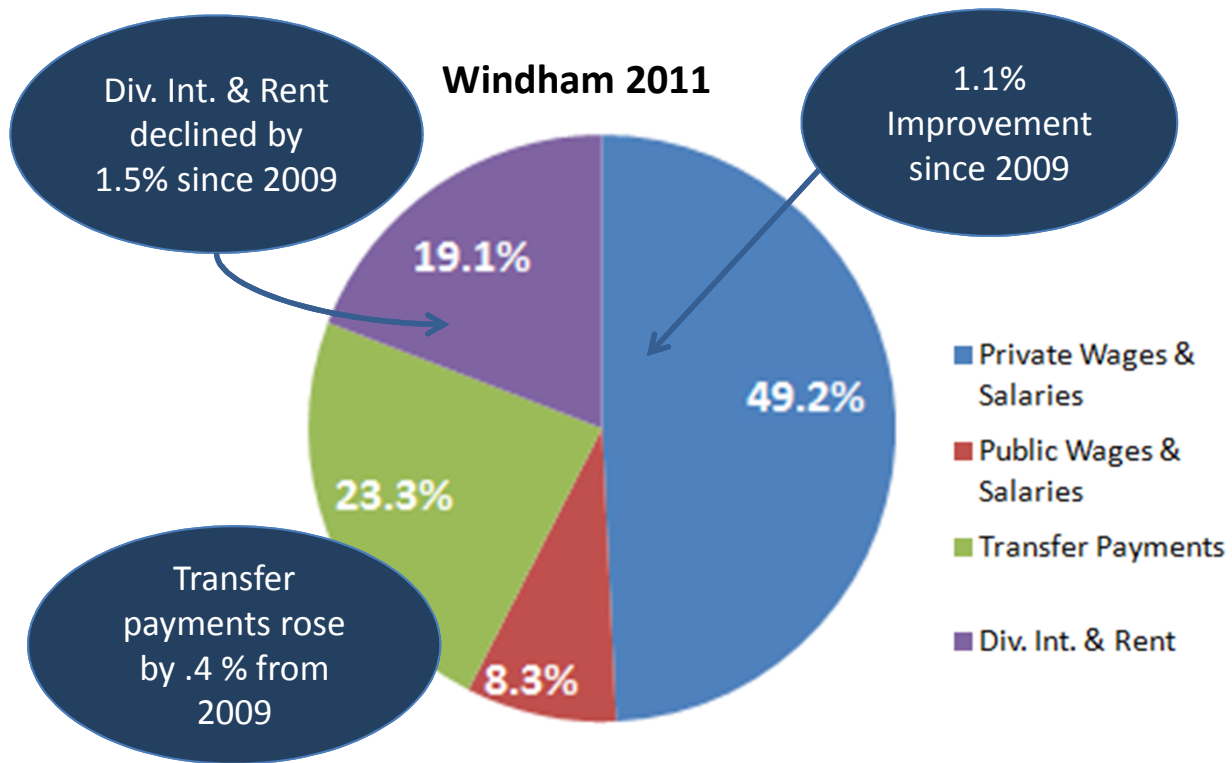
- From 1970 to 2011, Average Earning per Job fell from \$36,682 to \$36,657, in real terms, a drop of \$25
- From 1970 to 2011, Per Capita Income grew from \$20,755 to \$39,232, in real terms, an 89% increase



Average Wage Comparisons (2011)



Wages and Salaries are a function of skills, productivity, and supply/demand forces as well as the structural make-up of the regional economy. SE Vermont average wage comparison with neighboring States reveals that the region is at a significant disadvantage in attracting and retaining a skilled workforce due its lower average wage.



Windham County still lags behind the US and Vermont in percentage of Private Sector Earned Income.

- Significantly higher proportion of income from Transfer Payments
- Significantly higher share of income received from Dividends, Interest & Rents

Sources of Personal Income (2011)

SeVEDS Goals

1. Reversing population decline

- Increase Population from 2011 baseline of 44,266 (estimated) to 46,266 by 2019

2. Increasing the number of good paying jobs

- 1,054 new jobs @\$ 46,340 and 702 new jobs @\$42,130 (new regional average wage goal)
- Improvement of 4,650 jobs by \$5,000/yr.

3. Improving the quality of the workforce

- Increase Median Annual Income for Associates/Some College from \$27,869 to \$32,328
- Increase Median Annual Income for Bachelor's Degree from \$34,155 to \$40,597

4. Raising household income relative to surrounding areas

- \$174M in new wages and \$470M in new GDP
- Reach Regional GDP of \$3.07B
- Improve the Ratio of Net Earned Income to Total Income from .566 to .65

Projected SeVEDS Region 2017 Goals and Outcomes as of 2010

Note: Baseline and Goals based on 2009 U.S. BEA Data & Estimates

Base SeVEDS Region Metrics	Baseline*	2017 Goal	%Change	Total Change
Population	42,605	42,605	0%	-
Employable Population (16 and older)	35,520*	36,171	+1.8%	+651
Labor Participation Rate	65%*	68.8%	+5.8%	-
Total Employed	23,089*	24,894	+7.8%	+1,805
Average Wage	\$38,820	\$39,848	+2.6%	+\$1,028/yr
Total Region Wages	\$896M	\$992M	+10.7%	\$96M
Regional GDP	\$2.37B	\$2.8B	+18.1%	\$430M
Regional Strategic Metrics	Baseline	2017 Goal	Change	
Ratio Net Earned Income/Total Income	.566	.650	+14.1%	-
Increase Median Annual Income for Associates/Some College workforce	\$26,855	\$32,000	+19.1%	+\$5.145/yr (\$2.47/hr)
Increase Median Annual Income for Bachelors Degree workforce	\$32,518	\$39,000	+19.9%	+\$6,482/yr (\$3.12/hr)
Increase 20-44 employment by 20% in five years (2009 data)	10,691	12,829	20%	+2,138
Increase Associates Degrees/Some College and Technical Certificates among 18-24 age bracket	38% (1,495)	47% (1,884)	+23.6%	+389
Increase the 25-44 age population by 20% in five years	9,533	11,439	20%	+1,906

* Base Line data is as of Spring 2010

What has SeVEDS Done so far?

- Engaged the public and private sector
- Post VY Task Force
- Workforce Development Coordinator
- CEDS Completion
- Vital Projects outlined

SeVEDS Regional Public Engagement

- 9 Public Input Sessions
- 16 Focus Group Sessions
- Young Professionals Survey
- 18 Municipal updates

SeVEDS Board and Committee Engagement since 2011

- 50+ SeVEDS Regional Board meetings
- 8 Post VY Task Force meetings
- 20 Workforce Committee meetings
- 10 CEDS Committee meetings
- 10 Innovation Ecosystem meetings
- 4 Green/Sustainable Building Cluster meetings

SeVEDS Workforce Development

- Director of Workforce Development, Andy Robinson as of 1/13/14
- Public and Private Sector WF Development Committee
- Hiring projections, WHEC, Internship Coordinator, VY workforce

CEDS Development

A CEDS is a federally recognized
Comprehensive **E**conomic
Development **S**trategy for growing a
regional economy – a plan if you will

Our CEDS will be finished and presented for public
comment on December 5th



CEDS Development

- Eligibility for economic development assistance funding from EDA
- EDA can help fund local infrastructure projects, technology-led economic development projects and strategies that respond to sudden and severe economic dislocations from major lay-offs or plant closings.
- One regional CEDS serves the needs of local governments so that they do not individually need to qualify to receive EDA funds
- Numerous federal agencies now use the CEDS as a bonus qualifier for prioritization of grant applications. Federal agencies (i.e. USDA, HUD, DOE, DOC, DOL, etc.) are teaming their resources for larger competitive grants. CEDS applicants receive bonus points.
- Connects local planning efforts to regional strategies with measures.

CEDS Projects

- 52 projects were submitted throughout the region from public, private and non-profit entities
- The CEDS selection committee reviewed and assessed projects by the SeVEDS goals and strategies
 - All projects will be included in the CEDS
 - 12 projects were selected as Vital Projects

CEDS Vital Projects

1. Job Board for employers in Windham and Bennington Counties (connects to SVSMP) - **SeVEDS WF**
2. Assess existing key elements of innovation ecosystem, determine missing elements, research models for missing elements and development of metrics for evaluating success - **BDCC**
3. Build a more sustainable childcare system through innovative shared practices to increase overall program quality and earnings, workforce development for childcare workers - **Windham Child Care Association**
4. Build a rapid prototyping facility at existing shop for prefab high performance building envelopes and resilient mechanical systems - **Ironwood Brand, PreCraft, STIX**



CEDS Vital Projects

7. Extend electric water and sewer to new industrial sites Exit 1 - **BDCC**
8. Scope and Sequence Project - builds pathways - **SeVEDS WF**
9. Southern Vermont Sustainable Marketing Project for employers and tourism entities - **BDCC**
10. Legal creation of Wilmington Downtown Commercial Redevelopment Project whose purpose is to purchase 10 vacant buildings in downtown and renovate - **Wilmington Works**
11. Define regional organization structure, conduct market study, conduct regional inventory of vacant commercial and industrial sites - **Windham County Redevelopment Group**
12. Leveraging broadband inc demand for last mile investments - increase utilization, market high capacity - **BDCC**
13. SE Vermont Machine apprenticeship program - **SeVEDS WF**
14. Windham Region Village Water and Wastewater Need Assessment and Feasibility Plan - **Windham Regional Commission**



Immediate capacity needs:

WINDHAM COUNTY ECONOMIC DEVELOPMENT NEEDS POST VY	Total	Resources	Remaining
	Need	We can find	need:
Immediate needs: Capacity/people			
BDCC: Organizational consultant	\$ 25,000		\$ 25,000
BDCC: Nuclear plant closing conference	\$ 25,000		\$ 25,000
BDCC: Project manager-Innovation Ecosystem and others (2 yrs.)	\$ 200,000		\$ 200,000
BDCC: Redevelopment director (2 yrs.)	\$ 200,000		\$ 200,000
BDCC: Marketing coordinator: SVSMP (Windham/Bennington counties), Rte. 30 (2 yrs.)	\$ 180,000		\$ 180,000
BDCC: Workforce Director	\$ 90,000	\$ 56,000	\$ 34,000
BDCC: Expand SBDC position in Windham County to full time (3 yrs.)	\$ 150,000		\$ 150,000
WRC: Regulatory process participation* (WRC items detailed pgs. 7-9)	\$ 60,000		\$ 60,000
WRC: Tri-state Regional Commission Collaboration*	\$ 45,000		\$ 45,000
WRC: Local/regional advocacy*	\$ 75,000		\$ 75,000
WRC: Regional decommissioning information center (on-line)*	\$ 10,000		\$ 10,000
WRC: Research and issue tracking*	\$ 50,000		\$ 50,000
	subtotal	\$ 56,000	\$ 1,054,000
Immediate needs: Projects/studies			\$
SeVEDS: Southern Vermont Web site	\$ 15,000	\$ 10,000	5,000
SeVEDS: Marketing dollars-So. Vt. Sustainable Marketing (pages 15 & 51)	\$ 200,000	\$ 100,000	\$ 100,000
SeVEDS: Innovation Ecosystem business planning (page 28)	\$ 100,000		\$ 100,000
BDCC: Restart business plan competition (pg. 6)	\$ 60,000		\$ 60,000
BDCC: Redevelopment studies: market assessment , structural assessment, incubator pg. 17)	\$ 300,000		\$ 300,000
BDCC: business start up funding: co-working, possible VY employee business starts (pg. 6)	\$ 150,000		\$ 150,000
BDCC: Business recruitment marketing (g. 6)	\$ 60,000		\$ 60,000
SeVEDS: Cluster analysis: High performance building (pg. 53)	\$ 50,000		\$ 50,000
WRC: Regional and municipal planning for economic development (pg. 8)	\$ 70,000		\$ 70,000
	subtotal	\$ 110,000	\$ 895,000
Immediate needs: Workforce			
SeVEDS: Regional job board (built in the recruitment web site) (pg. 37)	\$ 50,000		\$ 50,000
SeVEDS: Machine apprenticeship (pg. 42)	\$ 100,000	VTP	\$ 100,000
SeVEDS: Gov. Career Ready Certificate/CCV (pg. 45)	\$ 100,000	WETF	\$ 100,000
	subtotal		\$ 250,000
*These items are multi year needs, in some cases up to possibly 10 years. This request is for one year.	TOTAL		\$ 2,199,000