


Franklin County Economic Development Plan

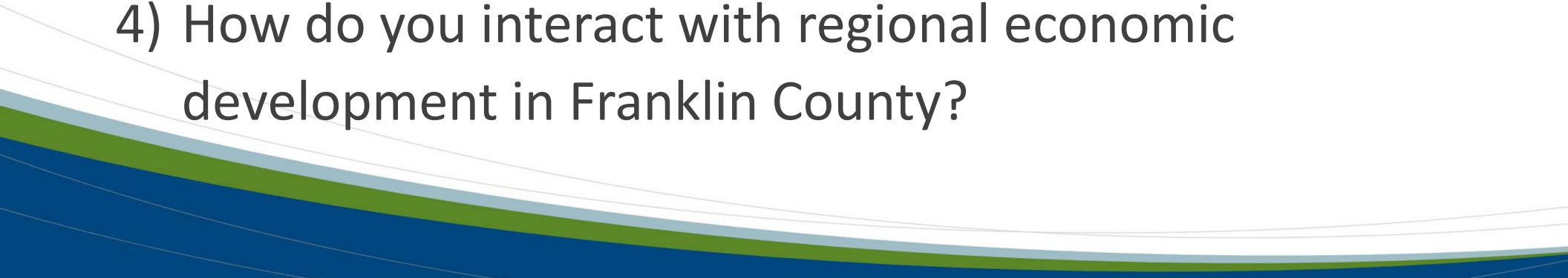
Steering Committee Workshop 1
June 24, 2014



Agenda

- Welcome & Introductions
 - Project Overview & CEDS 101
 - Data Trends to Note
 - Vision and SWOT Discussion
 - Next Steps
- 

Committee Introductions

- 1) Name
 - 2) Business / Organization
 - 3) What is your favorite part about summer in Franklin County?
 - 4) How do you interact with regional economic development in Franklin County?
- 

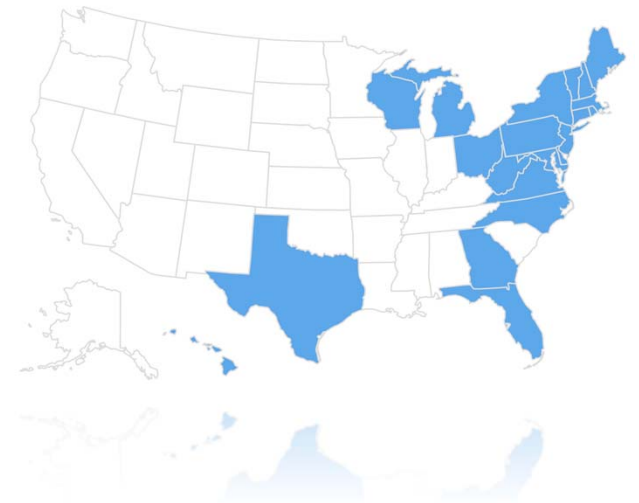
About Camoin Associates & Project Overview



About Camoin Associates

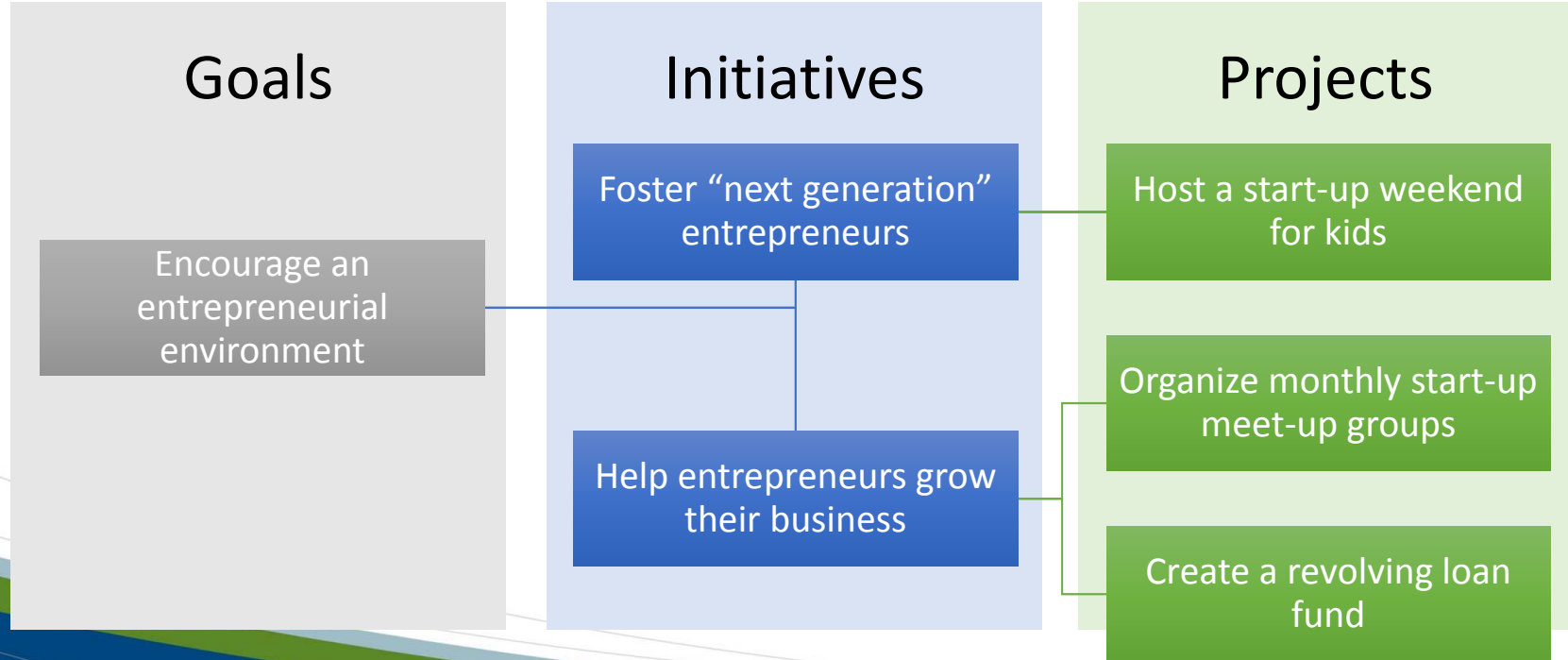
- Founded in **1999** by Robert Camoin
- Specialize in providing economic development solutions to public and private sector clients
- Acquired Policy One of Portland, ME in **2010**
- Completed work in **21** states and counting
- Employ **8** full-time staff
- Offices in:

*Saratoga Springs, NY
Brattleboro, VT
Scarborough, ME*



A Project-Based Approach to Economic Development

Example:



Franklin County Comprehensive Economic Development Strategy



Project Overview & What is a CEDS

Phase I: Existing Conditions

1. Project Start-Up
2. Review and Integration of Prior Plans
3. Economic Profile
- 4. Key Stakeholder Interviews **S**
5. Vision Statement & SWOT Analysis **S P**
6. Targeted Industry Sector Analysis

S = Steering Committee
P = Public Meeting
F = Focus Group

Phase II: Priority Projects

7. Identification of Initiatives and Priority Projects **P S/F**

Phase III: Strategy Development

8. Action Plan Matrix
9. Draft Plan **S**
10. Performance Measurement
11. Final Reporting and Presentation **P**

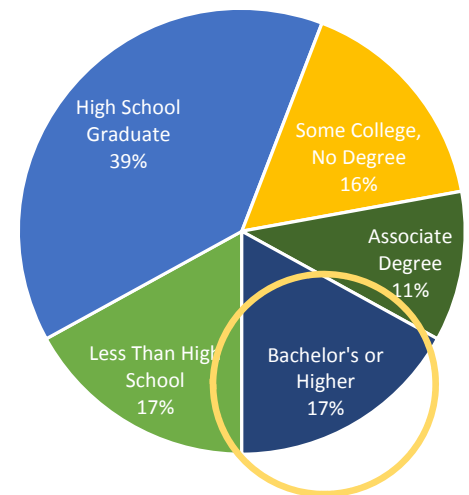
Key Trends from Preliminary Data Analysis



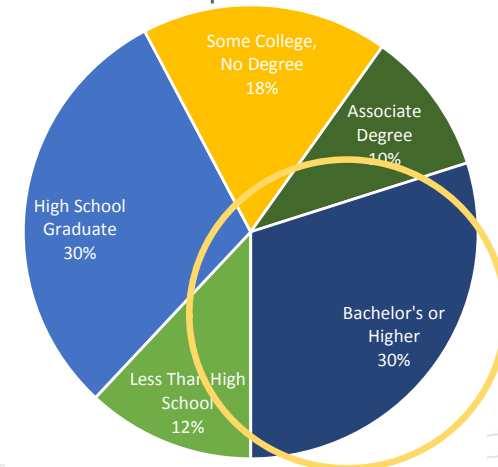
County Demographics

- **Total county population = 52,257**
 - Slight population gain since 2003 (547 people, +1%)
 - Median age is 39.6
- **Median household income = \$39,352**
 - Income is lower than the North Country (\$43,693) and Upstate NY (\$53,681)
- **Lower educational attainment in Franklin County**
 - 39% of Franklin County residents achieved only HS compared to 30% of Upstate
 - 17% of Franklin County residents have Bachelor's degree or higher compared to 30% in Upstate NY

Franklin County

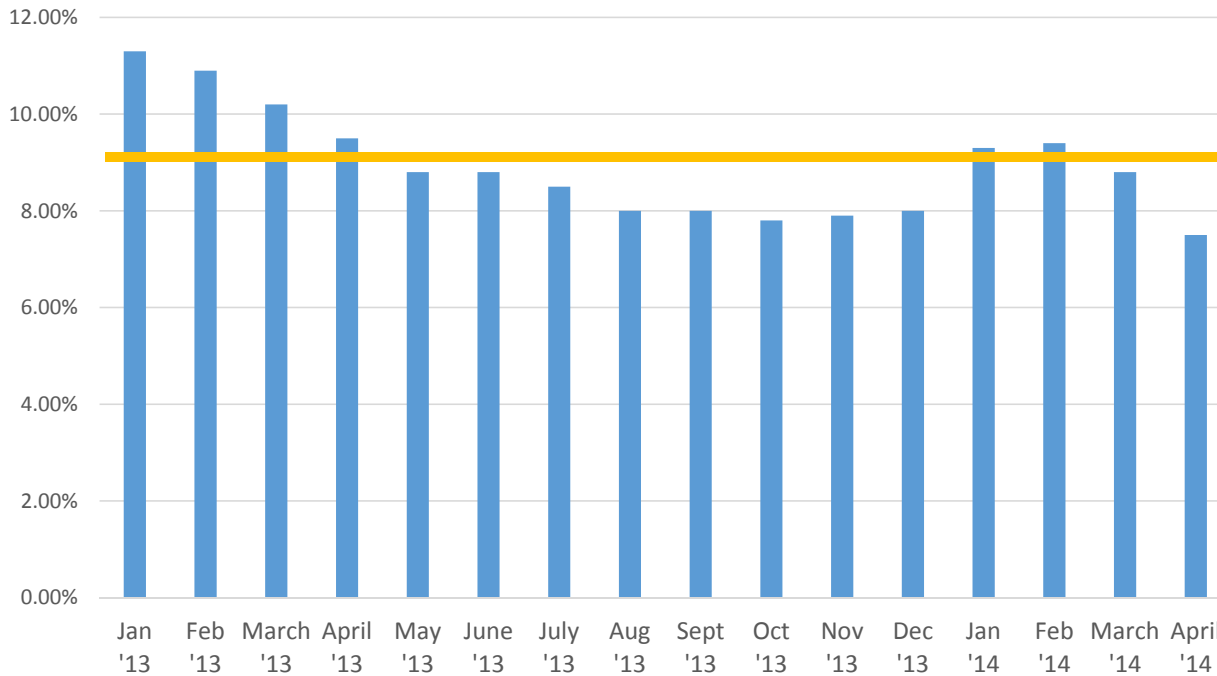


Upstate NY



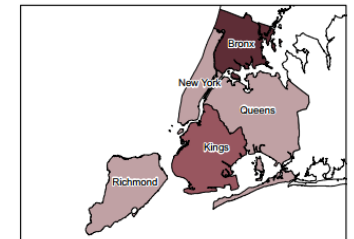
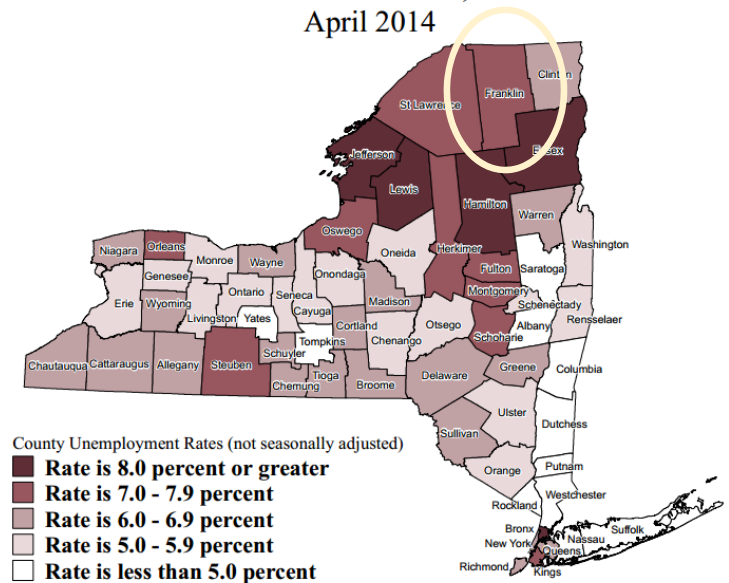
Unemployment

2013 - 2014 Unemployment - Franklin County



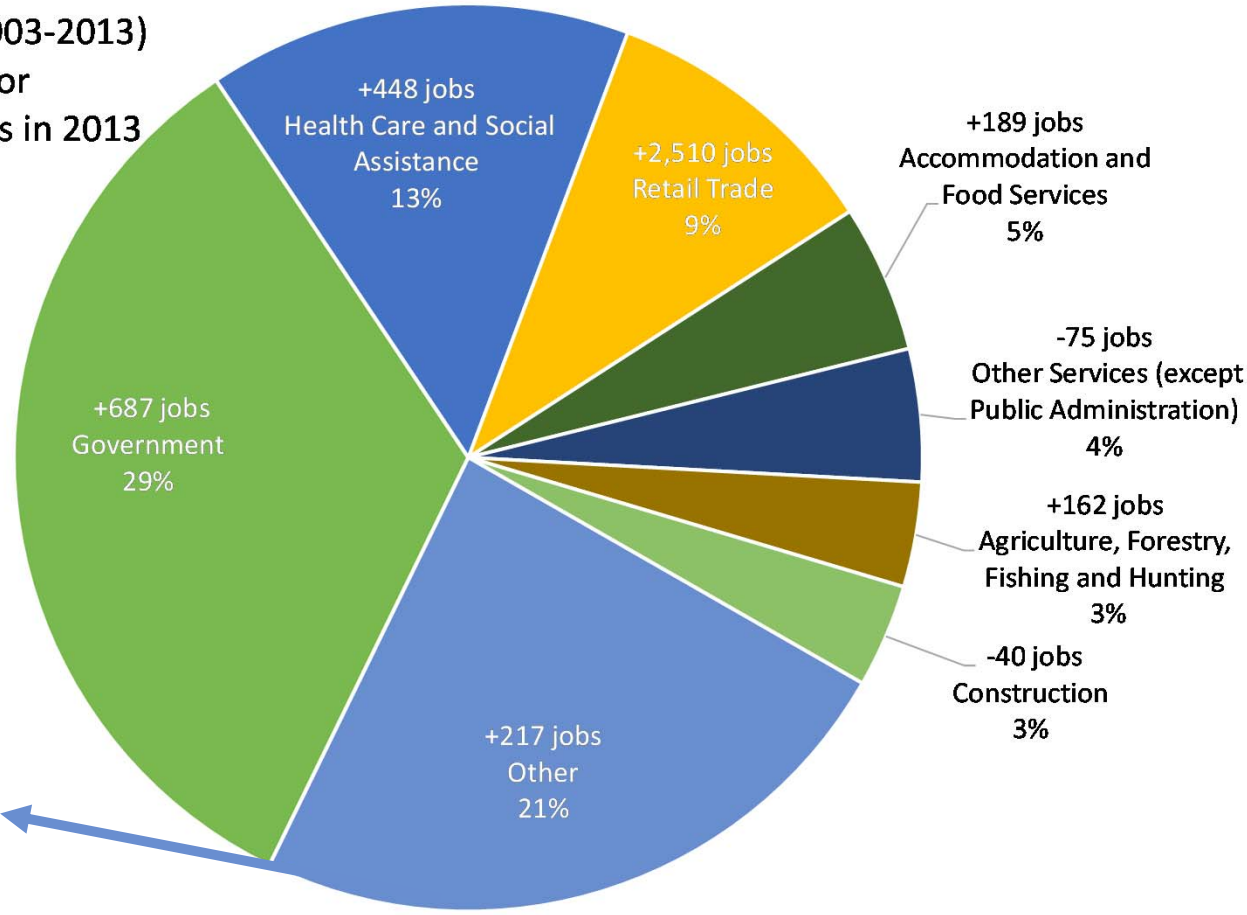
- Average 2013 Franklin County unemployment = 9%
- April 2014 unemployment rate = 7.50%

Unemployment Rates by County, New York State, April 2014



County's Economic Base (2-digit NAICS)

Change in Jobs (2003-2013)
 NAICS Sector
 Share of Total Jobs in 2013



"Other"	Share	Job Change
Real Estate and Rental and Leasing	2%	227
Professional, Scientific, and Technical Services	2%	40
Administrative and Support and Waste Management and Remediation Services	2%	319
Finance and Insurance	2%	64
Manufacturing	2%	(300)
Arts, Entertainment, and Recreation	1%	(345)
Information	1%	29
Wholesale Trade	1%	27
Transportation and Warehousing	1%	(41)
Management of Companies and Enterprises	0%	35
Mining, Quarrying, and Oil and Gas Extraction	0%	21
Utilities	0%	(21)

County's Economic Base (2-digit NAICS)

- **Job Growth:** 1,620 jobs (+7%) gained between 2003 and 2013
- **Strength in Core Industries:** 4 of the top 5 employment sectors gained employment between 2003 and 2013
- **Leading Regional Growth:** Faster growth rate in the following industries compared to the North Country (job change 2003-2013, percent change 2003-2013):

Agriculture, Forestry, Fishing and Hunting (162, 21%) Mining, Quarrying and Oil and Gas Extraction (21, 75%)

Wholesale Trade (27, 13%)

Retail Trade (189, 8%)

Information (29, 13%)

Management of Companies and Enterprises (35, 113%)

Educational Services (Private) (162, 24%)

Health Care and Social Assistance (448, 14%)

Administrative and Support and Waste Management and Remediation Services (319, 113%)

Industry Trends

- The **top 5 largest industries** in Franklin County are **government or health care** related.
- **Local Government** had the highest absolute change in jobs (1,033) and is the second largest industry, behind **State Government** (3,326 jobs, -215 jobs since 2003)
- **Six of the ten** industries with the **highest location quotient** are **agriculture and forest related**:
 - 1153 Support Activities for Forestry (18.31 state LQ)
 - 1133 Logging (16.64 state LQ)
 - 1120 Animal Production (10.65 state LQ)
 - 3211 Sawmills and Wood Preservation (5.75 state LQ)
 - 1151 Support Activities for Crop Production (5.68 state LQ)
 - 3115 Dairy Product Manufacturing (4.81 state LQ)

Occupation Trends


- Of the **top 18 occupations**, only **2 require higher than a high school degree** (Registered Nurses, Associates Degree; Teaching Assistants, Some College)
- **Correctional Officers and Jailers** is the top occupation, **1,152 employees**
 - \$57,000 annual salary
 - Could decline as a result of prison closures throughout the State
- Occupations with the most annual openings include
 - Correctional Officers and Jailers (35)
 - Retail Salespersons (28)
 - Cashiers (24)
 - Combined Food Preparation and Serving Workers, Including Fast Food (21)
 - Janitors and Cleaners, Except Maids and Housekeeping Cleaners (19)
 - Registered Nurses (17)

Data Discussion



Discussion Topics

Industry & Occupation Trends:

- Surprises in the data?
 - What is driving or hindering growth in Franklin County?
 - How can we support various sectors?
- 

Vision & SWOT Analysis

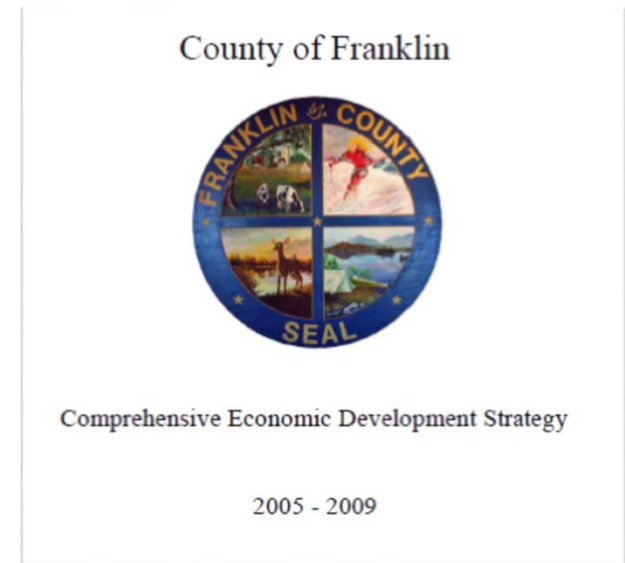


Where Have We Been?

Previous CEDS Vision Statements

2000 CEDS Vision Statement

- *Maintain small-town way of life with low crime rates, neighborly attitudes, outdoor recreational opportunities, lively village centers, and a safe, healthy environment for raising children.*
- *Increase employment and economic opportunities so that youth of the County can remain in the area.*
- *Encourage new business development, focusing on “clean” industry that offers higher-paying jobs.*
- *Protect the distinctive rural character of the County and its communities: an attractive appearance free from junk and litter, open country and lack of sprawl, natural beauty, rich historic heritage, environmental quality.*
- *Increase the voice of local County residents in planning and regulatory matters under the jurisdiction of State and federal officials (i.e., traffic flows, land use, facility siting, environmental actions).*



2005 CEDS – Vision Statement
Promote the economic well-being of Franklin County through an approach that balances outcomes with an appropriate scale

Where Are We Going?

Vision Brainstorming:

?

Where do you want to see Franklin County in 10-20 years?

?

What are important values in Franklin County?

?

How would you like to describe Franklin County to a friend?

?

What do you want to keep?


?

What do you want to get rid of?

Strengths, Weakness, Opportunities, Threats



Next Steps

- Stakeholder Interviews
 - Camoin to draft vision and SWOT analysis
 - Steering Committee Meeting and Public Meeting to Discuss Vision and SWOT (date TBD)
 - Targeted Cluster Analysis
- 

Thank you!



@camoinassociate



facebook.com/camoinassociates