THINK BIGGER

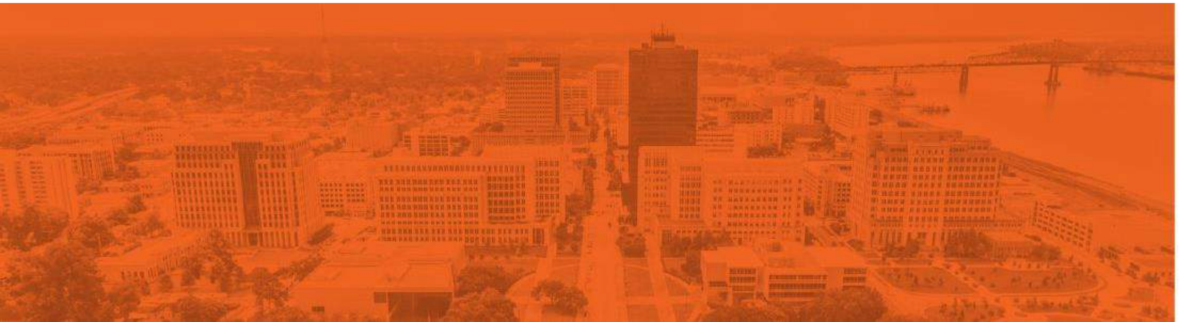
A REGIONAL STRATEGIC PLAN FOR 2020

#thinkbiggerBR

Baton Rouge Area Chamber®

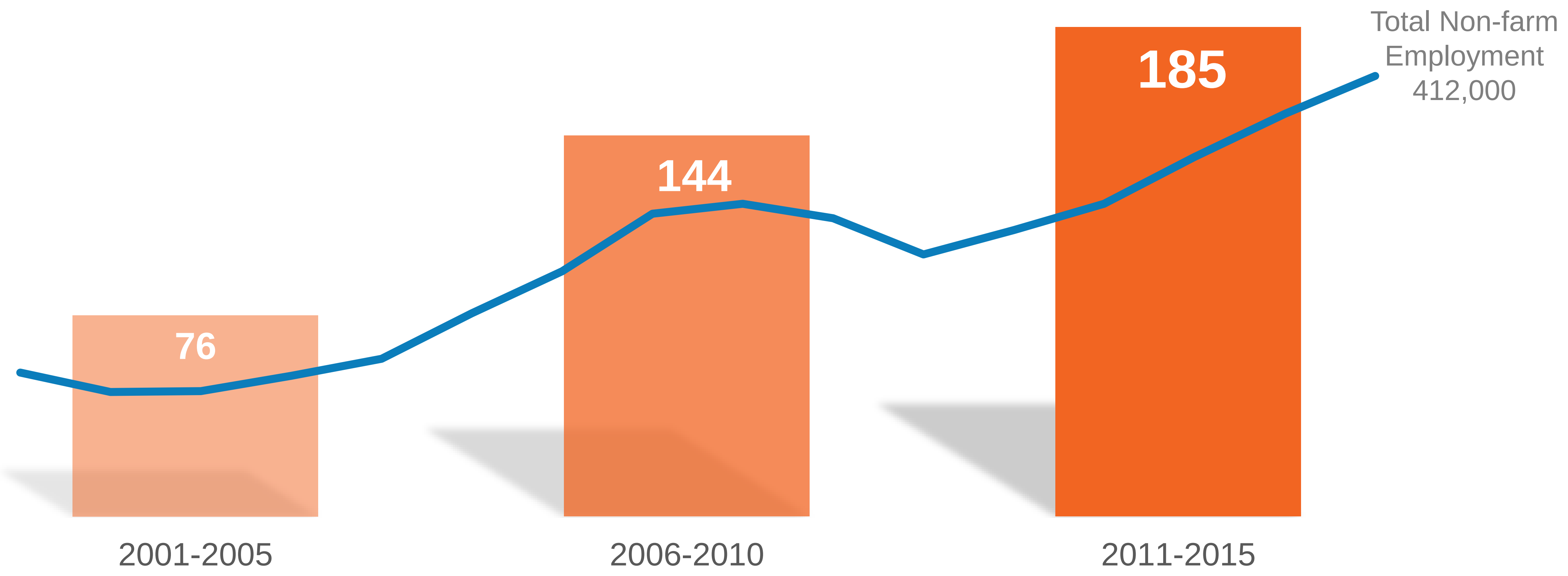
Our mission

To lead economic development in the nine-parish Baton Rouge area



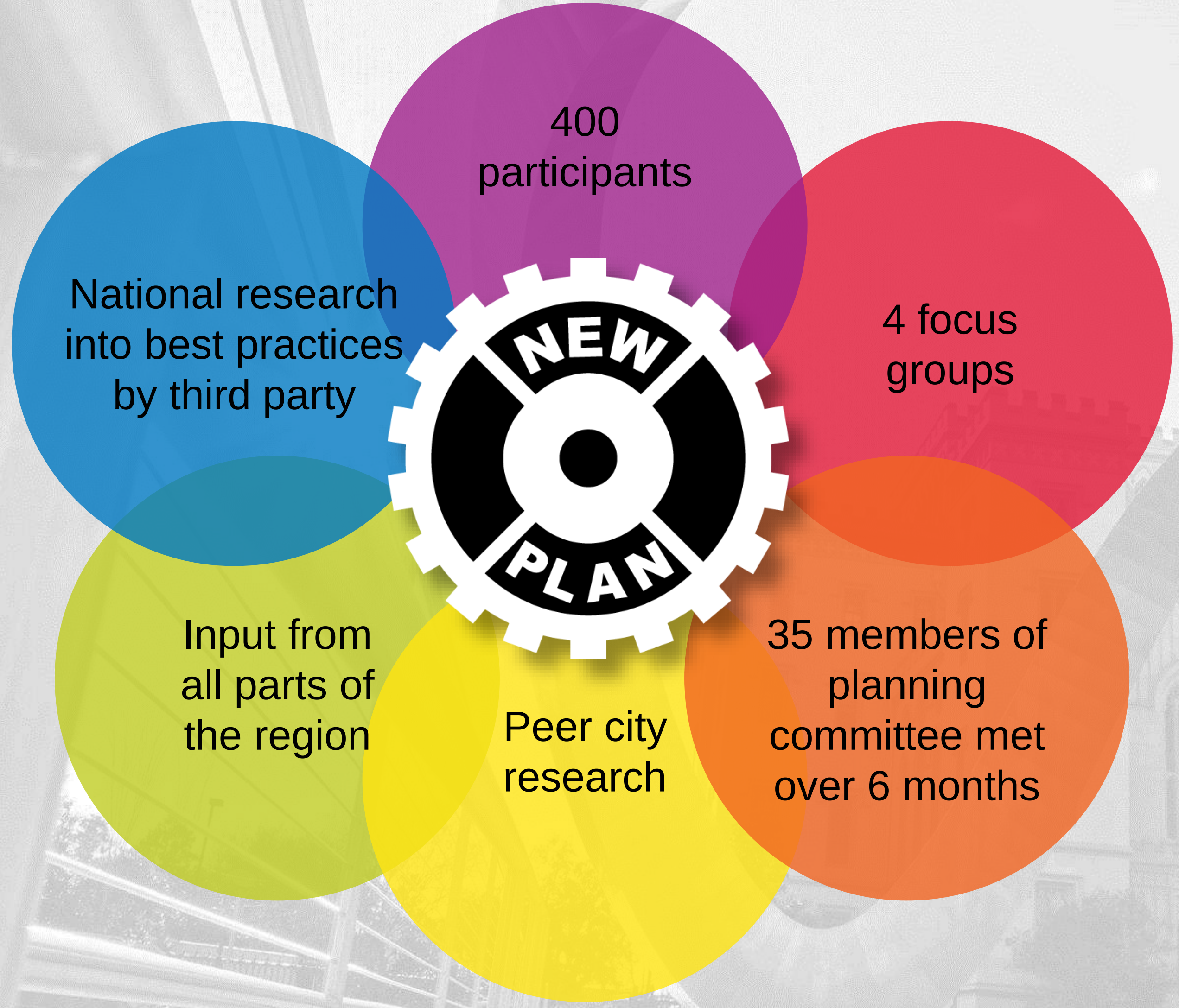
UNIFIED NINE PARISH AREA

A TEN YEAR EXPERIMENT IN REGIONAL ECONOMIC DEVELOPMENT



Source: Site Selection, BLS, BRAC analysis
**2015 data does not include December job numbers*

CREATING A NEW PLAN



ECONOMIC PERFORMANCE

Employment	
5-year firm relocation employment change (2008-13)	7
Post-recession % employment change (2010-14)	5
5-year firm expansion employment change (2008-13)	4
5-year firm opening employment change (2008-13)	2
10-year % employment change (2004-14)	2
Unemployment	
Unemployment rate (2014)	6
Peak recession unemployment	4
Establishments	
10-year private establishment % change (2004-14)	4
Wages	
Average annual wage (2014)	2
Average annual wage (2014), 10-year change	1
Output and Productivity	
Total exports* $ Million (2013)	5
Exports* as % of supply (2013)	3
Gross metro product per worker (2013)	1
Gross metro product per worker, 1-year change (2012-13)	1
Value of exports* per worker, $ (2013)	1

Source: Market Street. Cities Compared: Baton Rouge, Birmingham, Columbia, Greenville, Little Rock, Louisville, Memphis, Oklahoma City, Omaha, Richmond

*For the metros examined, export data captures to all goods and services leaving the region – both domestic and international export. U.S. exports reflect international exports only.

WORKFORCE CAPACITY

Population Change	
5-yr population change (2009-14)	6
5-yr labor force change (2009-14	2
Age Composition	
Dependency ration (pop age 25-44/pop age 45-64) (2013)	4
Workers age 55+ as a share of the workforce (2014)	1
Migration	
Annual net migration as a % of population (2012-13	9
Net migration as a % of population change (2010-13)	8
% of in-migrants w/ a bachelor's degree+ (2009-13)	7
Education Attainment	
% of 25+ population w/ associate's degree (2013)	10
% of 25-44 year olds w/ bachelor's degree+ (2013)	8
% of 25+ population w/ no high school diploma (2013)	7
% of 25+ population w/ bachelor's degree+ (2013)	7
% of 18-24 w/ some college or higher (2013)	5
Talent Pipeline	
Associate's degrees granted per capita* (2013-14)	10
High school graduation rate, core district (2013-14)	9
Graduate degrees granted per capita* (2013-14)	5
Bachelor's degrees granted per capita* (2013-14)	3
% of 18-24 year olds enrolled in college (2013)	2

Source: Market Street. Cities Compared: Baton Rouge, Birmingham, Columbia, Greenville, Little Rock, Louisville, Memphis, Oklahoma City, Omaha, Richmond
*Within a 50 mile radius of the central city.

QUALITY OF PLACE

Commuting and Congestion	
Mean travel time to work (minutes) (2013)	10
% of commuters with commute time > 45 minutes (2013)	10
Annual hours of delay per commuter (2011)	9
Congestion cost per auto commuter (fuel and delay) (2011)	9
% of commuters who drive alone to work (2013)	6
Transit trips per resident (2011)	6
Socioeconomic Wellbeing	
Total poverty rate (2013)	9
Child poverty rate (2013)	7
Per capita income (2013)	6
5-year PCI change (2003-13)	1
Affordability and Cost of Living	
Housing affordability index (2014)	7
Cost of living index 100 = national average (2014)	6
Renters spending 30% + of income on rent (2013)	6
Health	
Adults reporting poor or fair health (2012)	9
Obesity rates, percentage of adults reporting BMI >30 (2011)	9
Gallup-Healthways Wellbeing Index Ranking (2014)	4
Crime	
Violent crime rate per 100,000 principal city (2013)	7
Violent crime rate per 100,000 MSA (2013)	4
5-year change for violent crime per 100,000	2

Source: Market Street. Cities Compared: Baton Rouge, Birmingham, Columbia, Greenville, Little Rock, Louisville, Memphis, Oklahoma City, Omaha, Richmond

INNOVATION AND ENTREPRENEURSHIP

Research and Development	
Business R&D expenditures per capita* (2011)	10
Patents per 10,000 jobs (2013)	8
Innovation in American Regions innovation index	7
Patents issued to research universities within 50 miles**	3
Startups from research universities with 50 miles**	2
Licensing activity at research universities (2013)	2
Academic R&D expenditures of universities** ($ths) (2013)	1
Capital Environment	
% of venture capital (VC) originating from in-state funds* (2013)	7
Average venture capital investment* (2013)	7
Number of VC deals per capita* (2013)	7
10-yr net new jobs created at PE/VC backed small biz (2001-13)	5
CRA small business loans (originations) per 1,000 establishments (2013)	4
Young, Small and Self-Employed	
New Firms per 1,000 establishments, 5-year change (2008-13)	9
New Firms per 1,000 establishments	7
% of firms less than 10 yrs old (2012)	6
Self-Employment as a % of total employment (2014)	5
% MSA employment in firms less than 10 yrs old (2012)	4
% MSA employment in firms with 9 or fewer employees, 5-yr change (2008-13)	2
% MSA employment in firms with 9 or fewer employees	1

Source: Market Street. Cities Compared: Baton Rouge, Birmingham, Columbia, Greenville, Little Rock, Louisville, Memphis, Oklahoma City, Omaha, Richmond
*Data is collected and reported at the state level
**Within 50 miles of central city of the region

BUSINESS ENVIRONMENT

Infrastructure	
Passenger departures per capita, primary airport (ths) (2015)	10
Average domestic airfare, primary airport (2014)	10
Air freight cargo per worker (M lbs, 2015)	10
Air freight cargo per worker, 5-yr change (2010-15)	10
Truck congestion cost, (2011)	8
Passenger departures per capita, primary airport, 5-yr change (2010-15)	3
Number of Class 1 railroads in region	2
Inland port total trade volume, metric tons (2013)	1
Business Cost and Tax Climate Rankings	
Council on State Taxation Biz Tax Competitiveness Rank* (2014)	8
Area Development State Biz Climate Ranking* (2014)	1
Cost Components	
Industrial lease rates, average asking rents per sq. ft. (2015)	10
Office lease rates average asking rents per sq. ft. (2015)	9
Commercial avg cost of electricity (cents per kWh)* (2015)	5
Industrial avg cost of electricity (cents per kWh)* (2015)	2
Ration of labor productivity to labor cost (2013)	1

Source: Market Street. Cities Compared: Baton Rouge, Birmingham, Columbia, Greenville, Little Rock, Louisville, Memphis, Oklahoma City, Omaha, Richmond

HOW SHOULD IT BE DIFFERENT?

- Urgency. Impatience.
- Shorter, more focused list of priorities.
- Metric-driven around specific objectives and tactics.

THINK BIGGER

Grow and Diversify the Baton Rouge Area Economy

Cultivate the Region’s Talent

Transform the Baton Rouge Area’s Quality Of Life

Elevate the Region’s External Image

GROW AND DIVERSIFY THE BATON ROUGE AREA ECONOMY

GOAL 1

- Align and deepen BRAC’s targeted business retention, attraction, and small business approaches
- Promote major assets for diversification and competitiveness
- Accelerate entrepreneurship, high-growth firms and business innovation
- Continually enhance the region’s business climate

CULTIVATE THE REGION’S TALENT

GOAL 2

- Expand STEM learning and partnerships in PK-12 public education
- Align regional workforce development systems to meet business needs
- Attract and retain top talent that support our targeted business sectors
- Promote the business case for diversity and inclusion

TRANSFORM THE BATON ROUGE AREA'S QUALITY OF LIFE

GOAL 3

- Act as a change agent on major initiatives and policy reforms that enhance quality of life and economic growth
- Champion swift transportation and traffic solutions
- Improve access to high quality school choices for all families in the Baton Rouge area
- Advocate for transformational quality of place initiatives

ELEVATE THE REGION'S EXTERNAL IMAGE

GOAL 4

- Articulate the Baton Rouge Area's value to businesses and talent
- Execute a sustained media relations strategy to target audiences
- Advance formal super-regional efforts

EIGHT BIG PRIORITIES

1

Secure a permanent solution to the I-10 problem.

2

Secure better PK-12 school choices across the region

3

Create a world-class program for assisting existing businesses in the region.

4

Promote the Water Campus to fulfill its highest and best use.

5

Create a program to retain and attract talent that rivals those of the nation's top metros.

6

Pursue the development of a full medical school in the region.

7

Permanently establish a unified, comprehensive external image strategy for the region.

8

Improve the region's physical attractiveness.

TOOLS FOR SUCCESS

- Unified region (and super region)
- More business leaders personally engaged
- Bold, visionary leadership. High expectations.
- Competing in the war for global talent

THE BRAC TEAM

- Knowledge-based organization
- Integrity
- Investor-driven
- Provide leadership and support for mutual success of our partners

BRAC's vision is for the Baton Rouge Area to be one of the leading economies and premier business locations in the country, growing and attracting talent with its unique culture, vibrant communities, and beautiful spaces.

IT IS TIME FOR THE REGION AND BUSINESSES

TO THINK BIGGER