

Economic Development Peer City  
Report: Part I - City of  
Gainesville/North Carolina Peer Cities

Erik A. Bredfeldt  
City of Gainesville – ED Director  
May 9, 2005

Submitted  
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#050052

2004 Economic Development  
Summit – Recommendations

- Aggressively begin the process of diversifying the economy.
- Maintain a comprehensive, well financed economic development program.
- Reduce costs and time for primary employers as much as possible.
- Best opportunity - Grow your own.
- Be prepared to offer incentives.

Fiscal Year 2004 Economic  
Development Overview

Accomplishments

- Successful administration of Enterprise Zone Program (Approximately \$225,000 in 03 and 04)
- Institutionalization of ED efforts through Summit, EDUCC, Business Proclamation, ED Action Plan;
- Participation in successful management of GTEC
- Hiring of Small Business Development Coordinator for external Department functions
- Attraction of Eclipse Aviation and Quartz Solutions; facilitation of private opportunities including Lowe's Home Improvement Store

Fiscal Year 2005 Economic  
Development Overview

Challenges

- Fiscal Sustainability for GTEC/Graduates
- Finalize Eclipse and Quartz prospects; further develop AIP
- Work with Cultural Affairs to stress ED component of offered activities
- Facilitate, Facilitate, Facilitate; Work with Community Development Department to streamline regulatory regimen
- Ensure reauthorization of the Enterprise Program via the State Legislature



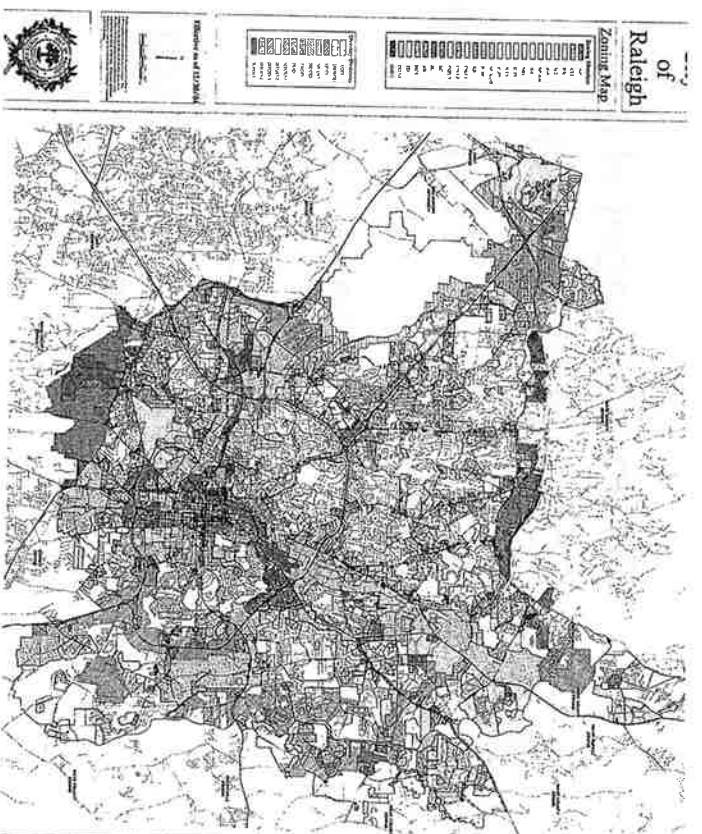


## City of Raleigh – Community Overview

- RALEIGH, NC is 110 square miles
- POPULATION 320,000  
(Raleigh/Durham/Chapel Hill MSA is 1.4 million)
- Unemployment Rate 3.4%
- North Carolina State University  
30,000 students; 7,000 employees

## City of Raleigh – Economic Base Breakdown

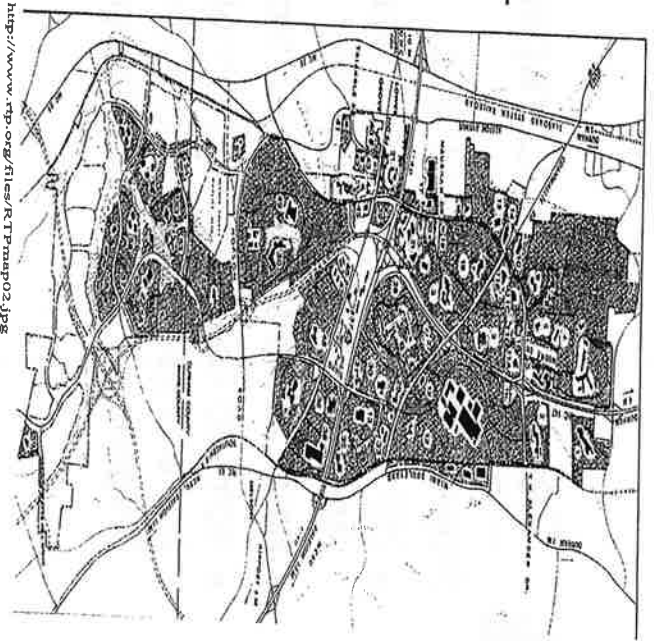
- Non-Agricultural Employment
- Manufacturing – 10.1%
- Trade – 14%
- Services – 19%
- Government/Education – 25%
- Transportation/Public Utilities – 3.7%
- Construction – 6.8%
- Finance, Insurance, Real Estate – 7.5%



## City of Raleigh – Select Community/ED Indicators

- Median Community Age 32
- Non-Farm Proprietors 59,693
- Owner/Renter 65/35
- % below poverty 11.5%
- Per Capita Income \$33,293
- Average Wage/Job \$36,200
- Cost of Living 93





<http://www.rtp.org/files/RTPmap02.jpg>

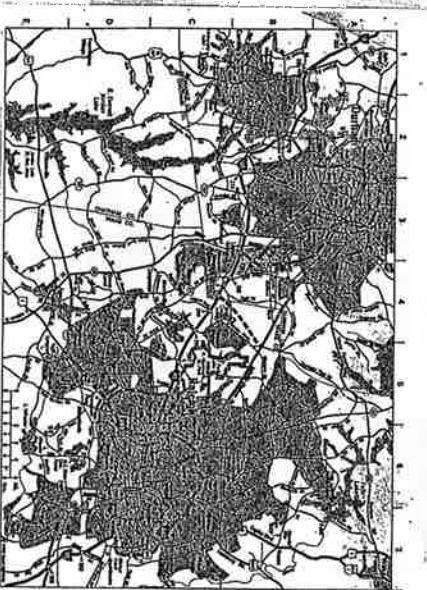
## Peer City Summary

Comparison Indices	Gainesville	Chapel Hill	Raleigh
Population	117,000	52,000	320,000
Land Area	54	21	110
Man./Gov't Employment	3.5/34	4.8/47	10.1/25
Per capita	\$25,000	\$33,375	\$33,293
Average Wage	\$27,415	\$34,677	\$36,200

## Peer City Summary

Comparison Indices	Gainesville	Chapel Hill	Raleigh
Non-Farm Proprietors	18,507	7,474	59,693
Unemployment	3.1%	4.0%	3.4%
Tax Base – Incorporated Area	\$3.8b	\$4.2b	\$29b

## Critical Mass/Agglomeration, Proximity and Infrastructure





## Future Opportunity – Florida High Tech Corridor Council

- Instituted in 1996 to attract, retain and grow key high tech industries and develop the supporting workforce
- University of Florida becomes member in 2005
- Consists of 23 Counties, 215 companies and approximately 550 research projects
- Effort at building critical mass through access to capital and markets



Thank-You!





## Economic Development Peer City Report: Part II - City of Gainesville/Various Peer Cities

Erik A. Bredfeldt  
City of Gainesville -- ED Director  
May 23, 2005

## 2004 Economic Development Summit Recommendations

- Aggressively begin the process of diversifying the economy.
- Maintain a comprehensive, well financed economic development program.
- Reduce costs and time for primary employers as much as possible.
- Best opportunity - Grow your own.
- Be prepared to offer incentives.

## 2005 Economic Development Summit Recommendations

- Stress World Class Science; Develop Capital and Management Resources
- Work to develop a supportive culture, networks and politics
- Seed innovation
- Emphasize follow-up and capture
- Assist with coordination

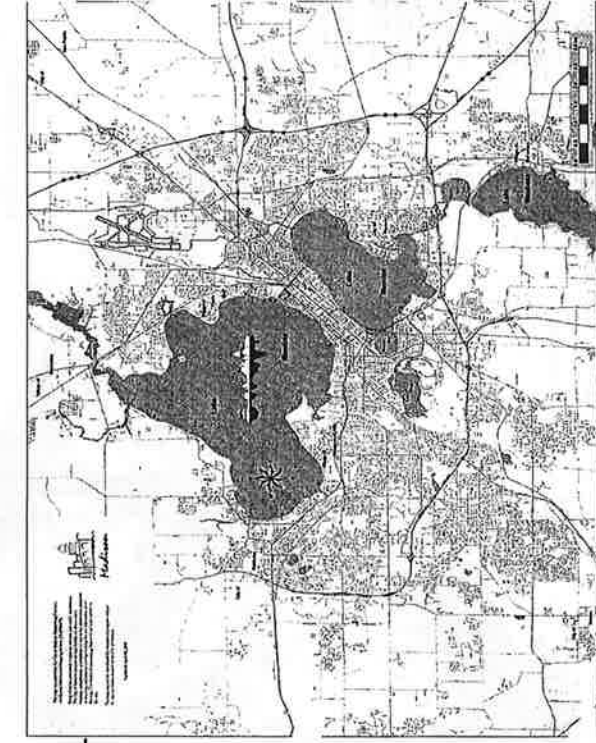
## City of Gainesville -- Community Overview

GAINESVILLE, FL is 54 square miles  
POPULATION 117,000  
UNEMPLOYMENT Rate (March)

*Gainesville MSA - 3.1%*  
*State of Florida - 4.4%*  
*United States - 5.2%*

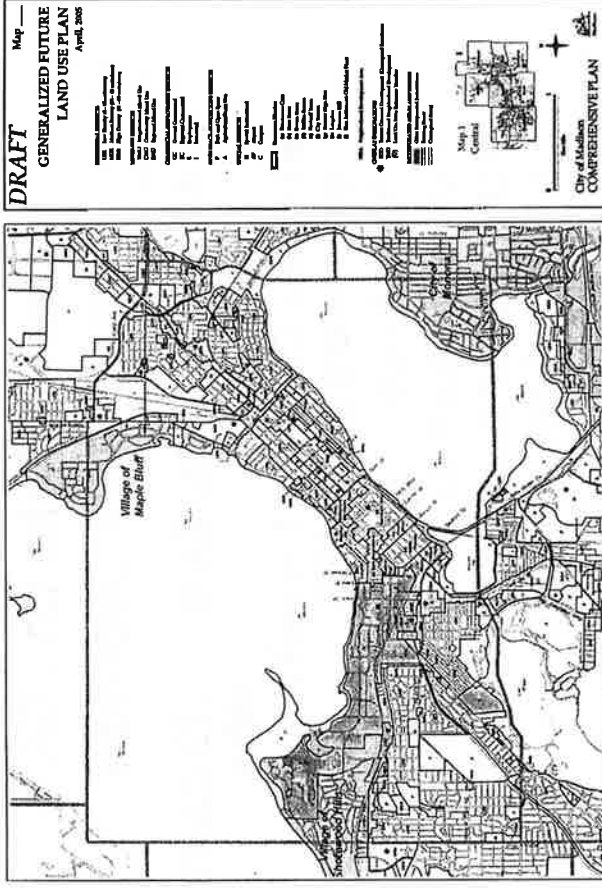
University of Florida: 47,000 students  
Employment 19,720  
Santa Fe Community College: 14,000 students  
Employment 831





## City of Madison, WI – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 8.4%
- Trade – 13%
- Services – 18.5%
- Government/Education – 36.6%
- Transportation/Public Utilities – 2.9%
- Construction – 3.0%
- Finance, Insurance, Real Estate – 8.0%
- Arts and Entertainment – 9.1%



## City of Madison, WI – Select Community/ED Indicators

- Median Community Age 30
- Non-Farm Proprietors 47,074
- Owner/Renter 48/52
- % below poverty 15%
- Per Capita Income \$35,414
- Average Wage/Job \$34,249
- Cost of Living 93.3\*

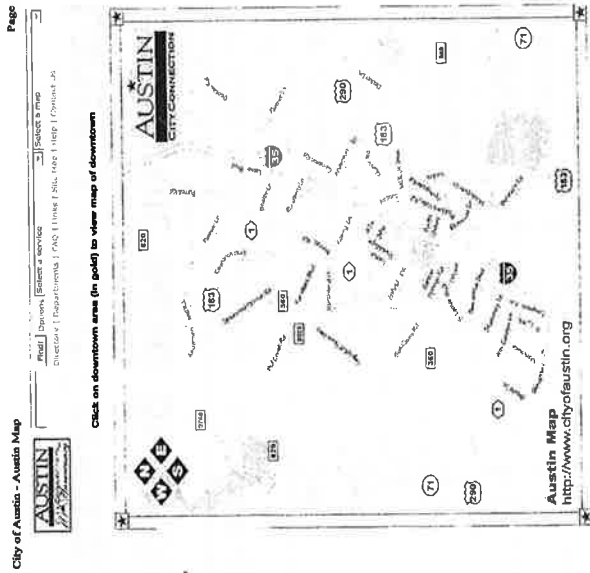


## Athens-Clarke Co., GA – Select Community/ED Indicators

■ Median Community Age	25
■ Non-Farm Proprietors	59,693
■ Owner/Renter	42/59
■ % below poverty	29%
■ Per Capita Income	\$24,171
■ Average Wage/Job	\$29,427
■ Cost of Living	Assumed below 100*

## Austin, TX. - Community Overview

- Austin, TX is 272 square miles
- POPULATION 681,000  
(Austin, TX is part of the Austin - San Marcos - Round Rock MSA, population 1.25 million )
- Unemployment Rate 4.4%
- University of Texas at Austin 52,000 students; 19,700 employees



## Austin, TX – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 12.6%
- Trade – 13.1%
- Services – 23%
- Government/Education – 25%
- Transportation/Public Utilities – 2.6%
- Construction – 7.7%
- Finance, Insurance, Real Estate – 6.7%
- Arts/Entertainment – 8.9%

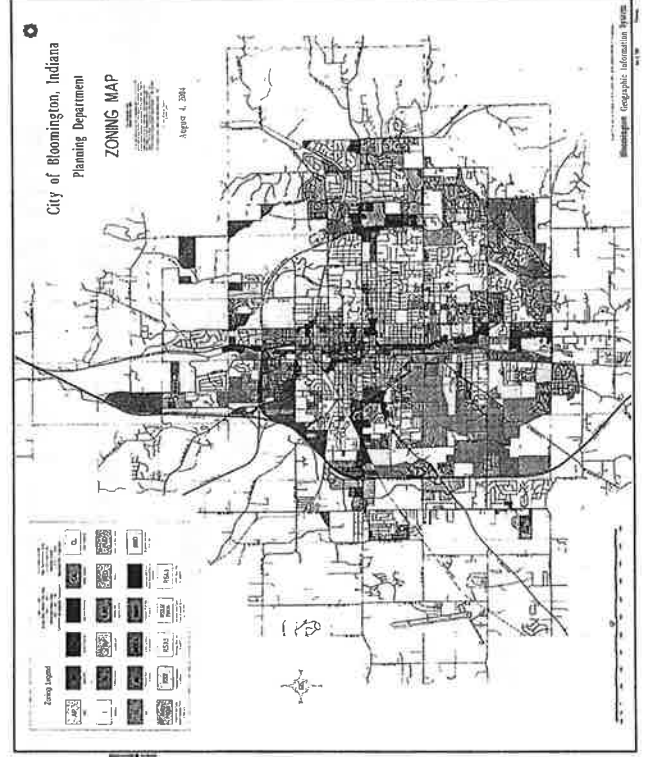


## Lansing – East Lansing, MI Community/ED Indicators

Indicator	Lansing	East Lansing
Median Age	31.4	22
Non-Farm Proprietors	42,500	42,500
Owner/Renter	58/42	32/68
% below poverty	17%	38%
Per capita income	27,806	27,806
Average wage/job	34,857	34,857
Cost of Living	N/A	N/A

## Bloomington, IN – Community Overview

- Bloomington, IN is 21.4 square miles
- POPULATION (Monroe County has a population of 121,000)
- Unemployment Rate 5.1%
- Indiana University students 38,000; 7,100 employees



## Bloomington, IN – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 5.8%
- Trade – 12.3%
- Services – 14.7%
- Government/Education – 42%
- Transportation/Public Utilities – 1.7%
- Construction – 3.0%
- Finance, Insurance, Real Estate – 4.4%
- Arts/Entertainment – 15.7%

## Bloomington, IN – Select Community/ED Indicators

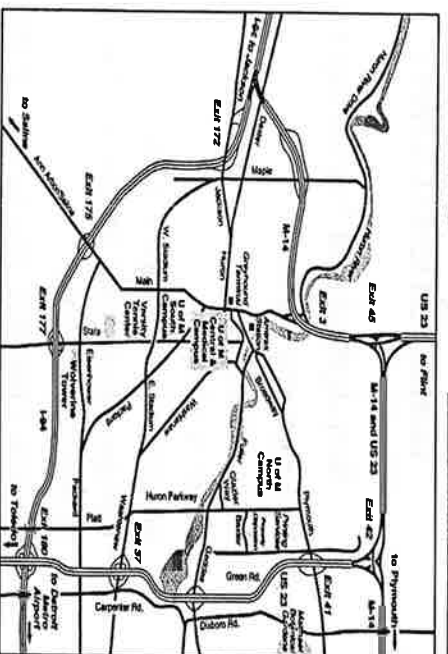
■ Median Community Age	23
■ Non-Farm Proprietors	14,500
■ Owner/Renter	35/65
■ % below poverty	30%
■ Per Capita Income	\$23,642
■ Average Wage/Job	\$26,338
■ Cost of Living	N/A

## Ann Arbor, MI – Community Overview

■ Ann Arbor, MI is	28 square miles
■ POPULATION	114,000
(County seat for Washtenaw County)	
■ Unemployment Rate	2.8%
■ University of Michigan students	39,500;
22,600 employees	

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## Ann Arbor



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## Ann Arbor, MI – Economic Base Breakdown

Non-Agricultural Employment	
Manufacturing	– 9.3%
Trade	– 9.9%
Services	– 20.2%
Government/Education	– 44.3%
Transportation/Public Utilities	– 1.9%
Construction	– 1.9%
Finance, Insurance, Real Estate	– 3.4%
Arts/Entertainment	– 8.8%

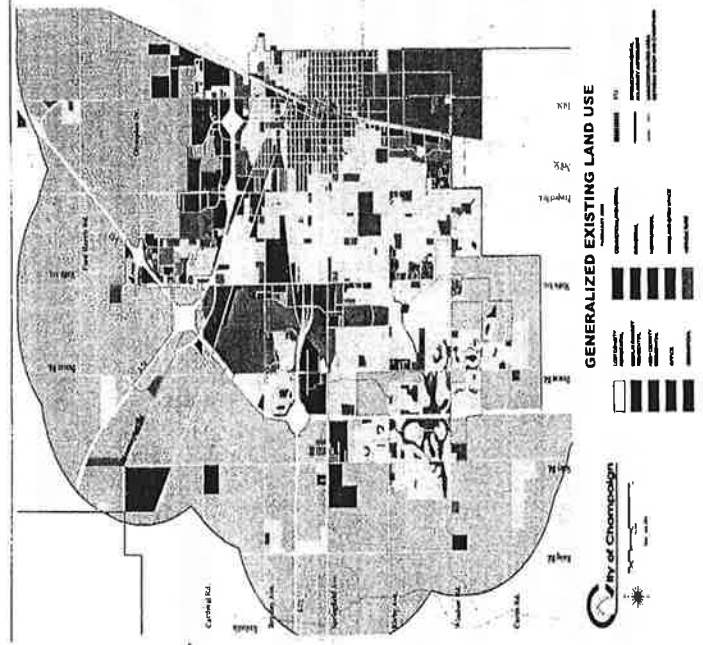


## Ann Arbor, MI – Select Community/ED Indicators

- Median Community Age 28
- Non-Farm Proprietors 29,021
- Owner/Renter 45/55
- % below poverty 17%
- Per Capita Income \$36,800
- Average Wage/Job \$39,900
- Cost of Living N/A

## Champaign, IL – Community Overview

- Champaign, IL is 18 square miles
- POPULATION 67,500 (Champaign County's largest City)
- Unemployment Rate 3.6%
- University of Illinois 40,400 students; 7,900 employees



## Champaign, IL – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 7.4%
- Trade – 13.6%
- Services – 17%
- Government/Education – 39%
- Transportation/Public Utilities – 2.9%
- Construction – 2.4%
- Finance, Insurance, Real Estate – 4.6%
- Arts/Entertainment – 12.7%

# Champaign, IL – Select Community/ED Indicators

- Median Community Age 25
- Non-Farm Proprietors 20,708
- Owner/Renter 47/53
- % below poverty 22%
- Per Capita Income \$26,800
- Average Wage/Job \$29,800
- Cost of Living 94

## Peer City Summary (continued)

Public Universities/Location	Non-Farm Proprietors	Unemployment Rate	Tax Base (billions)
Univ. of Florida - Gainesville, FL	18,507	3.1%	\$3.8
Michigan State U. - Lansing - E. Lansing, MI	42,500	5.0%	\$2.7 - \$0.9
Univ. of Wisconsin - Madison, WI	47,074	2.4%	\$15.4
Univ. of Georgia - Athens-Clarke County, GA	59,693	3.4%	\$2.9
University of Texas - Austin, TX	154,522	4.4%	\$49.0
Univ. of Illinois - Champaign, IL	20,708	3.6%	\$2.9
Univ. of Michigan - Ann Arbor, MI	29,021	2.8%	\$3.8
Indiana University - Bloomington, IN	14,500	5.1%	\$2.6

## Peer City Summary

Public Universities/Location	Population	Land Area*	Manufact. Public Emp.	% Below Poverty	Per Capita Income	Average Wage
Univ. of Florida - Gainesville, FL	117,000.00	54	3,574	23%	\$25,033	\$27,415
Michigan State U. - Lansing - E. Lansing, MI	163,000.00	180	11,832 - 2,945	17% - 38%	\$27,806	\$34,657
Univ. of Wisconsin - Madison, WI	213,700.00	89.5	8,437	15%	\$34,414	\$34,249
Univ. of Georgia - Athens-Clarke County, GA	104,000.00	122	11,834.5	29%	\$24,171	\$29,427
University of Texas - Austin, TX	681,000.00	272	12,625	14%	\$31,577	\$39,021
Univ. of Illinois - Champaign, IL	67,500.00	18	7,479	22%	\$26,800	\$29,800
Univ. of Michigan - Ann Arbor, MI	114,000.00	28	9,344.3	17%	\$36,800	\$39,900
Indiana University - Bloomington, IN	70,000.00	21	5,842	30%	\$23,642	\$26,338

\* Square Miles

## University Commercialization Comparison

Public Universities/Location	Enrollment	Employment	Research \$	Reported Economic Impacts	Research Park
Univ. of Florida - Gainesville, FL	47,373	19,800	\$470,000,000	\$450M in FL investment; 1925 jobs	Yes
Michigan State U. - East Lansing/Lansing, MI	44,937	10,530	\$303,000,000	\$20 M in revenue; 9 firms in Park	Yes
Univ. of Wisconsin - Madison, WI	40,894	26,300	\$583,000,000	107 firms in Park; 4,000 jobs	Yes
Univ. of Georgia - Athens-Clarke County, GA	32,941	9,800	\$280,000,000	\$1B in venture capital; 100 firms GRA	Yes
University of Texas - Austin, TX	52,261	19,700	\$380,000,000	\$1.4B in TX activity; 20,000 jobs	Yes
Univ. of Illinois - Champaign, IL	40,400	7,900	\$266,000,000	23 firms in incubator; 80 jobs	Yes
Univ. of Michigan - Ann Arbor, MI	39,500	22,600	\$752,000,000	530 firms; 9,000 jobs in IT zone	Yes
Indiana University - Bloomington, IN	38,000	7,100	\$413,000,000	10,000 jobs attributable to IU research	No



Thank-You!



## Economic Development Peer City Report: Part III - City of Gainesville/Various Peer Cities

Erik A. Bredfeldt  
City of Gainesville – ED Director  
June 13, 2005

## 2004 Economic Development Summit Recommendations

- Aggressively begin the process of diversifying the economy.
- Maintain a comprehensive, well financed economic development program.
- Reduce costs and time for primary employers as much as possible.
- Best opportunity - Grow your own.
- Be prepared to offer incentives.

## 2005 Economic Development Summit Recommendations

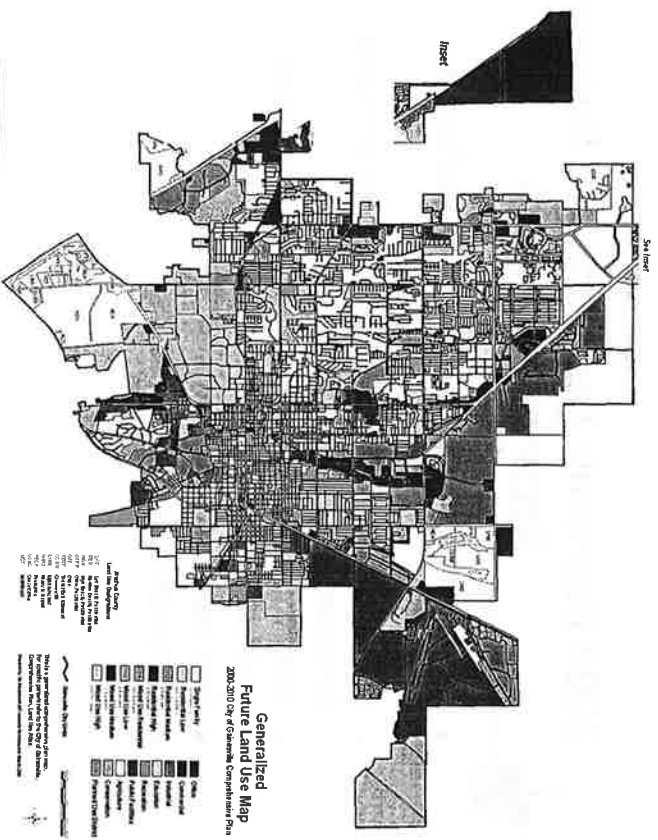
- Stress World Class Science; Develop Capital and Management Resources
- Work to develop a supportive culture, networks and politics
- Seed innovation
- Emphasize follow-up and capture
- Assist with coordination

## City of Gainesville – Community Overview

GAINESVILLE, FL is 54 square miles  
POPULATION 117,000  
UNEMPLOYMENT Rate (March)

*Gainesville MSA – 3.1%*  
*State of Florida – 4.4%*  
*United States – 5.2%*

University of Florida: 47,000 students  
Employment 19,720  
Santa Fe Community College: 14,000 students  
Employment 831



## City of Gainesville – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 3.5%
- Trade – 21%
- Services – 21%
- Government/Education – 34%
- Transportation/Public Utilities – 2%
- Construction – 3.5%
- Finance, Insurance, Real Estate – 5%
- Arts and Entertainment – 10%

## City of Gainesville – Select Community/ED Indicators

- Median Community Age 29
- Non-Farm Proprietors 18,507
- Owner/Renter 55/45
- % below poverty 23%
- Per Capita Income \$25,000
- Average Wage/Job \$27,415
- Cost of Living 101

## City of Orlando, FL – Community Overview

- Orlando, FL is 107 square miles
- POPULATION 202,000 (Orange County's population is 980,000)
- Unemployment Rate 4.3%
- University of Central Florida 42,837 students; 8,946 employees

## City of Orlando, F – Economic Base Breakdown

### Non-Agricultural Employment

- Manufacturing – 5.6%
- Trade – 14.4%
- Services – 21.5%
- Government/Education – 17.4%
- Transportation/Public Utilities – 5.8%
- Construction – 6.6%
- Finance, Insurance, Real Estate – 8.1%
- Arts and Entertainment – 20.2%

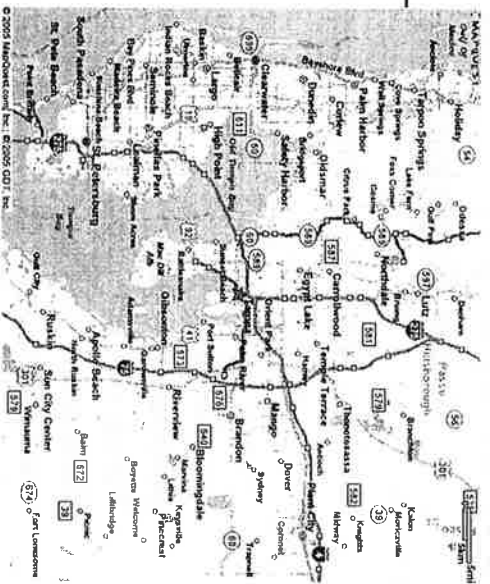


## City of Orlando, FL – Select Community/ED Indicators

- Median Community Age 33
- Non-Farm Proprietors 143,822
- Owner/Renter 41/59
- % below poverty 15.9
- Per Capita Income \$27,407
- Average Wage/Job \$32,717
- Cost of Living 95.8

## Tampa, FL – Community Overview

- Tampa, FL is 116 square miles
- (Tampa-St. Petersburg-Clearwater MSA has a population approaching 2M)
- POPULATION 327,220
- Unemployment Rate 4.1%
- University of South Florida 41,392 students; 12,446 employees



## Tampa, FL – Economic Base Breakdown

- Non-Agricultural Employment
- Manufacturing – 5%
  - Trade – 17%
  - Services – 22%
  - Government/Education – 25%
  - Transportation/Public Utilities – 5%
  - Construction – 6%
  - Finance, Insurance, Real Estate – 9%
  - Arts/Entertainment – 12%

## Tampa, FL – Select Community/ED Indicators

- Median Community Age      35
- Non-Farm Proprietors      207,035
- Owner/Renter              57/43
- % below poverty            21.3%
- Per Capita Income          \$29,596
- Average Wage/Job          \$32,390
- Cost of Living                98.6

## Tallahassee, FL - Community Overview

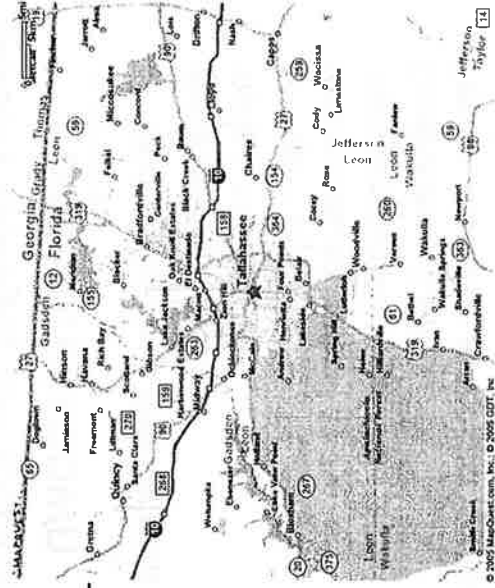
- Tallahassee, FL is      102 square miles
- POPULATION            169,136
- (Florida State Capitol – County Seat)
- Unemployment Rate      3.6%
- Florida State University   38,000 students; 12,000 employees



# Tallahassee, FL – Economic Base Breakdown

## Non-Agricultural Employment

- Manufacturing – 2.2%
- Trade – 13.3%
- Services – 19.2%
- Government/Education – 43.3%
- Transportation/Public Utilities – 2.0%
- Construction – 3.5%
- Finance, Insurance, Real Estate – 5.1%
- Arts/Entertainment – 11.0%

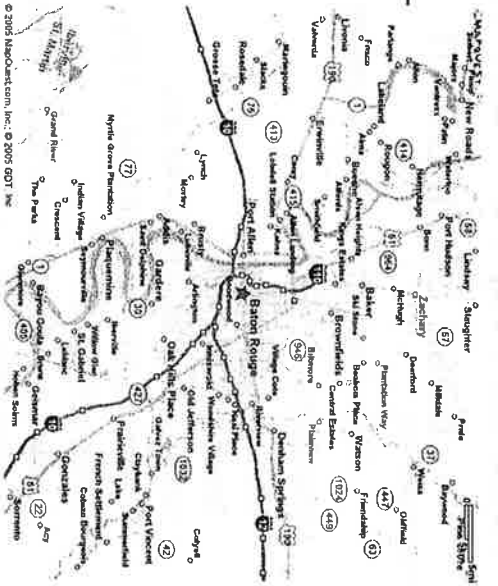


# Tallahassee, FL – Select Community/ED Indicators

- Median Community Age 26
- Non-Farm Proprietors 27,009
- Owner/Renter 44/56
- % below poverty 24.7%
- Per Capita Income \$26,333
- Average Wage/Job \$30,313
- Cost of Living N/A

# Baton Rouge, LA – Community Overview

- Baton Rouge, LA is 76.5 square miles
- POPULATION 229,667
- (Consolidated Parish/City Government - City located in Parish of East Baton Rouge population 417,000, area 472 sq.miles)
- Unemployment Rate 5.8%
- Louisiana State University 30,000 students; 4,300 employees



## Baton Rouge, LA Economic Base Breakdown

### Non-Agricultural Employment

- Manufacturing – 7.6%
- Trade – 14.5%
- Services – 18.1%
- Government/Education – 32.7%
- Transportation/Public Utilities – 3.6%
- Construction – 5.8%
- Finance, Insurance, Real Estate – 6.7%
- Arts/Entertainment – 10.5%

## Baton Rouge, LA Community/ED Indicators

- Median Community Age 30
- Non-Farm Proprietors 57,393
- Owner/Renter 52/48
- % below poverty 24%
- Per Capita Income \$26,313
- Average Wage/Job \$30,757
- Cost of Living 105.6

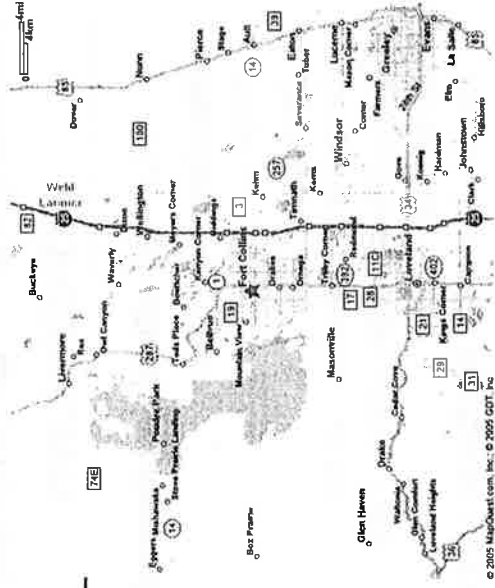
## Fort Collins, CO – Community Overview

- Fort Collins, CO is 51 square miles
- POPULATION 130,566  
(Larimer County population is 273,900)
- Unemployment Rate 4.9%
- Colorado State University 24,700 students; 5,500 employees

## Fort Collins, CO – Economic Base Breakdown

### Non-Agricultural Employment

- Manufacturing – 13.9%
- Trade – 15%
- Services – 18.2%
- Government/Education – 27.5%
- Transportation/Public Utilities – 2.7%
- Construction – 6.8%
- Finance, Insurance, Real Estate – 4.8%
- Arts/Entertainment – 10.3%



## Fort Collins, CO – Select Community/ED Indicators

- Median Community Age 28
- Non-Farm Proprietors 57,400
- Owner/Renter 57/43
- % below poverty 14%
- Per Capita Income \$31,793
- Average Wage/Job \$33,194
- Cost of Living 99.2

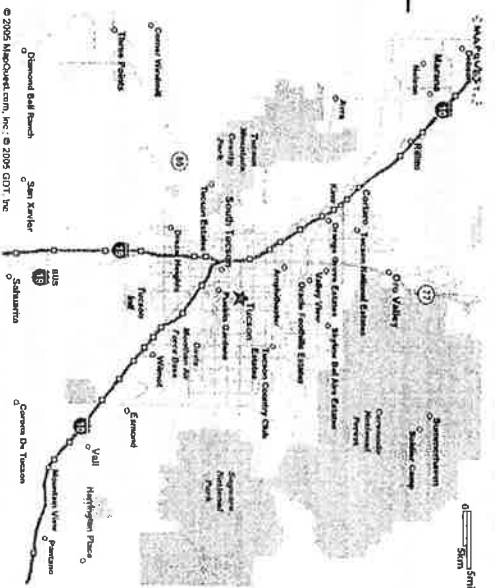
## Tucson, AZ – Community Overview

- Tucson, AZ is 226 square miles
- POPULATION 519,000  
(Located in Pima County, population 931,000)
- Unemployment Rate 3.5%
- University of Arizona 36,503 students;  
14,484 employees

## Tucson, AZ – Economic Base Breakdown

### Non-Agricultural Employment

- Manufacturing – 8.6%
- Trade – 14.8%
- Services – 18.7%
- Government/Education – 28.6%
- Transportation/Public Utilities – 4%
- Construction – 8%
- Finance, Insurance, Real Estate – 5.2%
- Arts/Entertainment – 11.4%



## Tucson, AZ – Select Community/ED Indicators

- Median Community Age 32
- Non-Farm Proprietors 84,564
- Owner/Renter 53/47
- % below poverty 18.4%
- Per Capita Income \$25,151
- Average Wage/Job \$31,224
- Cost of Living 94.4

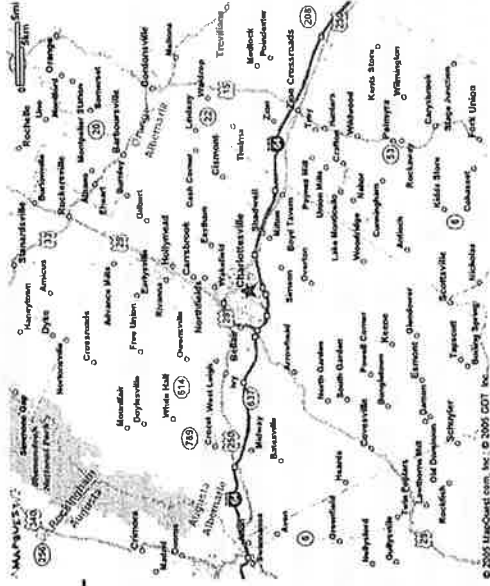
## Charlottesville, VA – Community Overview

- Charlottesville, VA is 10.4 square miles
- POPULATION 40,100  
(Employees drawn from a seven county area with combined population of 215,000)
- Unemployment Rate 3.0%
- University of Virginia 19,643 students; 11,212 employees

# Charlottesville, VA – Economic Base Breakdown

## Non-Agricultural Employment

- Manufacturing – 4.5%
- Trade – 11.4%
- Services – 17.6%
- Government/Education – 42.5%
- Transportation/Public Utilities – 2.5%
- Construction – 4.3%
- Finance, Insurance, Real Estate – 4.7%
- Arts/Entertainment – 12%



# Charlottesville, VA – Select Community/ED Indicators

- Median Community Age 26
- Non-Farm Proprietors 20,538
- Owner/Renter 41/59
- % below poverty 26%
- Per Capita Income \$31,369
- Average Wage/Job \$31,832
- Cost of Living 105.3

## Peer City Summary

Public Universities/Location	Population	Land Area*	Manufact. Public Emp.	% Below Poverty	Per Capita Income	Average Wage
Univ. of Florida - Gainesville, FL	117,000.00	54	3.5-34	23%	\$25,033	\$27,415
Univ. of Central Florida - Orlando, FL	202,000.00	107	5.6-17.4	15.9	\$27,407	\$32,717
Univ. of South Florida - Tampa, FL	327,220.00	116	5.0-25	21.3	\$29,596	\$32,990
Florida State University - Tallahassee, FL	169,136.00	102	2.2-43.3	24.7	\$26,333	\$30,313
Louisiana State University - Baton Rouge, LA	229,667.00	76.5	7.6-32.7	24.0	\$26,313	\$30,757
Colorado State University - Ft. Collins, CO	130,556.00	51	13.9-27.5	14.0	\$31,783	\$33,194
University of Arizona - Tucson, AZ	519,000.00	226	8.6-28.6	18.4	\$25,151	\$31,224
University of Virginia - Charlottesville, VA	40,100.00	10.4	4.5-42.5	26.0	\$31,369	\$31,832

\* Square Miles

Peer City Summary (continued)

<u>Public Universities/Location</u>	<u>Non-Farm Proprietors</u>	<u>Unemployment Rate</u>	<u>Tax Base (billions)</u>
Univ. of Florida - Gainesville, FL	18,507	3.1%	\$3.8
Univ. of Central Florida - Orlando, FL	143,822	4.3%	\$14.0
Univ. of South Florida - Tampa, FL	207,035	4.1%	\$27.7
Florida State University - Tallahassee, FL	27,009	3.6%	\$15.7
Louisiana State University - Baton Rouge, LA	57,393	5.8%	\$10.9
Colorado State University - Ft. Collins, CO	57,400	4.9%	\$1.4
University of Arizona - Tucson, AZ	84,564	3.5	\$2.8
University of Virginia - Charlottesville, VA	20,538	3.0	\$3.2

University Commercialization Comparison

<u>Public Universities/Location</u>	<u>Enrollment</u>	<u>Employment</u>	<u>Research \$</u>	<u>Reported Economic Impacts</u>	<u>Research Part</u>
Univ. of Florida - Gainesville, FL	47,373	19,800	\$470,000,000	\$45M in FL Investment; 1925 jobs	Yes
Univ. of Central Florida - Orlando, FL	42,837	8,946	\$94,500,000	\$100M in investment; 450 jobs; 74 incubator	Yes
Univ. of South Florida - Tampa, FL	41,392	12,446	\$290,000,000	Test to "Fast 50" Companies; Research Park	Yes
Florida State University - Tallahassee, FL	38,000	12,000	\$182,700,000	2003 30 companies operating in FL	Yes
Louisiana State University - Baton Rouge, LA	30,000	4,300	\$134,800,000	05 incubator; 55 graduates; 2,222 jobs-1998	Yes
Colorado State University - Ft. Collins, CO	24,700	5,500	\$183,000,000	11 licenses to startups from 1994-2000	Yes
University of Arizona - Tucson, AZ	38,503	14,484	\$512,000,000	RP - 30 companies; 6,000 employees	Yes
University of Virginia - Charlottesville, VA	19,643	11,212	\$295,000,000	2 RPs created by UVA Foundation Home to 23 companies - 2,100 employees	Yes

Thank-You!