EVOLVING, COMPETITIVE LANDSCAPE

Businesses are constantly assessing global opportunities and leveraging data, technology & IoT to gain first mover advantage.

To help their communities compete, researchers are increasingly assuming leadership roles in economic development.
As robotics and automation continue to evolve, the future will be marked by increasingly rapid change driven by technology and enabled by the Internet.

Future leading organizations will be determined by how they analyze, comprehend and leverage data.
ERA OF RAPID CHANGE

- Need to anticipate yearly advancements in growth industries, automation & technology
- Understand & seize forward opportunities
- Align community / region with high performing sectors; transformative strategies
GREATEST IMPACT

Objective Assessor of Strategic Opportunities
- Understand business trends, future opportunities
- Area strengths, collective combinations
- Competitive positioning & targeting
- Talent & product improvement

Convener / Facilitator to Assure Alignment
- Bring business & institutions together
- Lead in translating investor needs to talent & workforce developers
- Be a business advocate to other agencies & support organizations

Communicator / Provider of Accurate Data
- To inform the screening process by investors & location advisors
A GLOBAL MARKETPLACE

EDOs are being asked to quickly communicate their community’s competitiveness around rapidly evolving employer needs.
StateBook gives EDOs access to the same comprehensive location intelligence used by site selectors and companies while combining powerful research and marketing tools to showcase business-friendly communities.

- Wages & Salaries
- Employment Count
- Number of College Degrees Awarded
- Multiple Income Measures
- Heating & Cooling Degree Days
- Utility Rates - Gas & Electric
- Population Counts & Characteristics
- Language Ability
- Crime
- Housing Costs – Homeowners & Renters
- Incentives including State Programs, HUBZones and Foreign Trade Zones
- Broadband Availability

StateBook Stats

Industry

Business categories with zero establishments are not listed. To maintain confidentiality employment figures are not provided for categories with less than 200 establishments.

Why New York State?

New York State is committed to helping your business thrive and grow. The economy of tomorrow starts today in New York State. With world-class infrastructure, creative incentives and the lowest taxes in decades, the state is attracting the companies of the future for long-term economic growth. That means more jobs. More ideas. And more opportunity for every New Yorker.
Add your contact info to hear from site selectors and companies.

Access data specifically aggregated by StateBook for your community.

Add your own editorial commentary, photos, and more, to complement StateBook’s statistical data.
ONE STEP AHEAD
### Total Population

<table>
<thead>
<tr>
<th></th>
<th>Boston-Cambridge-Newton, MA-NH Metro Area</th>
<th>Dallas-Fort Worth-Arlington, TX Metro Area</th>
<th>Raleigh, NC Metro Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population 16 years and over</td>
<td>3,835,584</td>
<td>5,186,581</td>
<td>941,271</td>
</tr>
</tbody>
</table>

### Civilian Labor Force

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>%</th>
<th>Value</th>
<th>%</th>
<th>Value</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,647,565</td>
<td>69.03%</td>
<td>3,570,240</td>
<td>68.84%</td>
<td>651,698</td>
<td>69.24%</td>
</tr>
<tr>
<td>Employed</td>
<td>2,460,928</td>
<td>92.95%</td>
<td>3,328,157</td>
<td>93.22%</td>
<td>606,591</td>
<td>93.08%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>186,637</td>
<td>7.05%</td>
<td>242,083</td>
<td>6.78%</td>
<td>45,107</td>
<td>6.92%</td>
</tr>
</tbody>
</table>

### Workers by General Occupation

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>%</th>
<th>Value</th>
<th>%</th>
<th>Value</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, business, science, and arts occupations</td>
<td>1,156,257</td>
<td>46.98%</td>
<td>1,263,190</td>
<td>37.95%</td>
<td>282,288</td>
<td>46.54%</td>
</tr>
<tr>
<td>Management, business, and financial occupations</td>
<td>460,490</td>
<td>18.71%</td>
<td>559,647</td>
<td>16.82%</td>
<td>115,287</td>
<td>19.01%</td>
</tr>
<tr>
<td>Management occupations</td>
<td>294,827</td>
<td>11.98%</td>
<td>359,035</td>
<td>10.79%</td>
<td>76,770</td>
<td>12.66%</td>
</tr>
<tr>
<td>Business and financial operations occupations</td>
<td>165,663</td>
<td>6.73%</td>
<td>200,612</td>
<td>6.03%</td>
<td>38,517</td>
<td>6.35%</td>
</tr>
<tr>
<td>Computer, engineering, and science occupations</td>
<td>219,008</td>
<td>8.90%</td>
<td>209,376</td>
<td>6.29%</td>
<td>63,539</td>
<td>10.47%</td>
</tr>
<tr>
<td>Computer and mathematical occupations</td>
<td>108,901</td>
<td>4.43%</td>
<td>122,938</td>
<td>3.69%</td>
<td>36,744</td>
<td>6.06%</td>
</tr>
<tr>
<td>Architecture and engineering occupations</td>
<td>59,294</td>
<td>2.41%</td>
<td>69,884</td>
<td>2.10%</td>
<td>16,716</td>
<td>2.76%</td>
</tr>
<tr>
<td>Life, physical, and social science occupations</td>
<td>50,813</td>
<td>2.06%</td>
<td>16,554</td>
<td>0.50%</td>
<td>10,079</td>
<td>1.66%</td>
</tr>
<tr>
<td>Education, legal, community service, arts, and media occupations</td>
<td>320,164</td>
<td>13.01%</td>
<td>335,897</td>
<td>10.09%</td>
<td>69,326</td>
<td>11.43%</td>
</tr>
<tr>
<td>Community and social service occupations</td>
<td>45,848</td>
<td>1.86%</td>
<td>42,503</td>
<td>1.28%</td>
<td>9,224</td>
<td>1.52%</td>
</tr>
<tr>
<td>Legal occupations</td>
<td>39,160</td>
<td>1.59%</td>
<td>37,920</td>
<td>1.14%</td>
<td>6,961</td>
<td>1.15%</td>
</tr>
<tr>
<td>Education, training, and library occupations</td>
<td>177,380</td>
<td>7.21%</td>
<td>198,715</td>
<td>5.97%</td>
<td>40,505</td>
<td>6.68%</td>
</tr>
<tr>
<td>Arts, design, entertainment, sports, and media occupations</td>
<td>57,776</td>
<td>2.35%</td>
<td>56,759</td>
<td>1.71%</td>
<td>12,636</td>
<td>2.08%</td>
</tr>
<tr>
<td>Healthcare practitioners and technical occupations</td>
<td>156,595</td>
<td>6.36%</td>
<td>158,270</td>
<td>4.76%</td>
<td>34,136</td>
<td>5.63%</td>
</tr>
<tr>
<td>Health diagnosing and treating practitioners and other technical occupations</td>
<td>116,621</td>
<td>4.74%</td>
<td>107,934</td>
<td>3.24%</td>
<td>23,373</td>
<td>3.85%</td>
</tr>
<tr>
<td>Health technologists and technicians</td>
<td>39,974</td>
<td>1.62%</td>
<td>50,336</td>
<td>1.51%</td>
<td>10,763</td>
<td>1.77%</td>
</tr>
</tbody>
</table>
StateBook is built in fully responsive design, so your EDOs can use their StateBook microsite as a built-in mobile app – without the added expense of developing an app!

Provide data about your communities to Site Selectors & Companies in the field
“I can tell you that in EVERY case where we won new investment, we used StateBook to respond to data requests. Sometimes we have to provide quick information on the fly and, without StateBook, we would not be able to be as responsive to the client’s needs.”

- Madison Silvert, J.D., AICP
  President/CEO
  Greater Owensboro EDC, KY
INCREASE EXPOSURE
Use sophisticated, trusted StateBook data & digital tools to effectively & efficiently:

- Respond to RFIs
- Benchmark your community against competition
- Ensure existing business retention & expansion
- Apply for grants
- Create strategic plans, annual reports, brochures
- Promote regional collaboration
- Engage in data-driven marketing
- Increase foreign direct investment
- Identify workforce skills gaps & training opportunities
“StateBook is quickly becoming one of the most reliable arrows in my economic development quiver. The more I use StateBook, the more ways I find it to be an invaluable tool in my [economic development] efforts… from grant writing to putting together our strategic plan to promoting our community and available real estate. Thanks to the StateBook team and to East Kentucky Power for providing an opportunity for us ‘little guys' to play in the big leagues!”

- Joshua Switzer,
Director
Economic Development Authority of Liberty & Casey County
Kentucky
*StateBook member since 2015*

In 2016, Kentucky Won more than $3.1B in new investment

$951M went to rural eastern KY counties actively using StateBook

Already exceeded $5B in new investment in 2017
“Companies that participated in the 2016 SelectUSA Investment Summit have announced nearly $800 million worth of investments associated with over 2,000 jobs since the event, according to data compiled by fDi Markets.”

(taken from SelectUSA website)
CASE STUDIES

SelectUSA brings FDI to the U.S. using StateBook

**Sofidel**, an Italian tissue group, participated in both the 2013 and 2015 SelectUSA Investment Summits, and has made multiple investments across the U.S. Sofidel is committed to investing over $300 million in the U.S. through 2017, and creating over 600 jobs by 2018.

**Kudelski Group**, a leading cybersecurity advisor and innovator from Switzerland, announced in June, 2016 it would open a second global HQ in Phoenix, and expects to create a significant number of high wage jobs. ITA assisted KG with customized research reports and facilitated access to federal, state, and local level services.

**SATA Group**, a manufacturer headquartered in Valperga, Italy for more than a century, announced in May, 2016, it will invest $114 million to build a machining operation in Brownsville, Texas, creating 300 jobs over a 10-year period.
Quickly and easily use StateBook data to:

- Determine your community’s baseline
  - Industry clusters
  - Occupations
  - University degrees awarded
- Identify employers’ workforce skills requirements
- Market your community to site selectors and company prospects
DATA FOR YOUR WEBSITE

Data updates every time StateBook data updates.

Frees up your research team.

Consistency between your website and your StateBook microsite.

Workforce & Training Data

<table>
<thead>
<tr>
<th>Workforce &amp; Training</th>
<th>Total Population 16 years and over</th>
<th>83,534</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilian Labor Force</td>
<td>Total</td>
<td>51,025</td>
</tr>
<tr>
<td></td>
<td>Employed</td>
<td>47,588</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>3,437</td>
</tr>
<tr>
<td>Workers by General Occupation</td>
<td>Management, business, science, and arts occupations</td>
<td>13,845</td>
</tr>
<tr>
<td></td>
<td>Service occupations</td>
<td>8,444</td>
</tr>
<tr>
<td></td>
<td>Sales and office occupations</td>
<td>11,470</td>
</tr>
<tr>
<td></td>
<td>Natural resources, construction, and maintenance occupations</td>
<td>4,500</td>
</tr>
<tr>
<td></td>
<td>Production, transportation, and material moving occupations</td>
<td>9,329</td>
</tr>
</tbody>
</table>

Data Powered By StateBook International.
DATA INTEGRITY

StateBook’s Chief Economist Ensures Trusted, Current Data

Data
- Sourced & vetted
- Updated every two weeks
- Aggregated & Standardized by County, MSA & State
  - 50+ data sets
  - 63,000+ data points

Tools
- GIS Mapping
- EDO Microsites
- Data Comparison
- Customized Reporting
Account Manager

- Populate their microsites
- Market available properties
- Respond to RFIs
- Benchmark their community
- Identify & engage advertisers

Webinar Tutorials

- Training Webinars
- Ongoing Best Practices Webinars
- Trending Topics
- How-To Video Series
Thank You!

Calandra Cruickshank
Founder & CEO

calandra@statebook.com
845-853-3760