Contemporary Thinking on Community Economic Development

Are we in the “4th wave” of economic development?

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There is a long tradition of attempts to influence local economic growth in the U.S.

• Tax incentives were offered by the state of New Jersey in 1791 to industrialist Alexander Hamilton to influence the location of a manufacturing plant.

• The famed Erie Canal, completed in 1825, is one of the first public investments in infrastructure and was justified in terms of offering a cheap and safe way to transport agricultural products to markets.

• The earliest corporations were created by states to provide a mechanism to encourage private investments in economic growth (e.g., the Erie Canal).

• By 1884 the State of Pennsylvania had invested over $100 million and placed promoters of the state on the board of directors of more than 150 corporations.
Big Incentives Won Alabama A Piece of the Auto Industry

By Rick BrooksStaff Reporter of The Wall Street Journal
April 3, 2002 12:01 am ET

VANCE, Ala. -- In 1993, Alabama persuaded Mercedes-Benz to build its first U.S. auto plant here by offering the luxury-car maker $253 million worth of incentives -- $169,000 for every job Mercedes promised the state.

Amazon’s HQ2 deal with New York, explained

By Sam Raskin | Updated Feb 14, 2019, 12:12pm EST

After the decision was made public, Mayor Bill de Blasio and Gov. Andrew Cuomo gathered with other city and state officials to gleefully announce that they had sealed the deal, which includes just shy of $3 billion in subsidies.
Mississippi Balance Agriculture with Industry (BAWI) policies of the Great Depression era (1933)

Established the idea of a positive business climate around ideas of:

- Cheap labor
- Cheap land
- Limited regulation
- Limited taxation

First shots fired in the “new war between the states”.

*Image*
Three “waves” of economic growth and development strategy thinking.

1st Wave: Industry Recruitment, focus on manufacturing.

This flows directly from the Mississippi Balance Agriculture with Industry (BAWI)

Drove home the idea that a “positive business climate” required cheap labor (labor unions “bad”), cheap land, low taxes, limited regulations.
Texas Office of the Governor:

Texas offers companies of all sizes and across all industries one of the best business climates in the nation, with a fair, transparent tax and regulatory structure designed for businesses to succeed. With no corporate or personal income tax at the state level, companies operating in Texas enjoy one of the lowest overall tax burdens in the country. Texas is committed to maintaining its position as the best state for business, and passed legislation providing over $4 billion in tax relief for businesses. Texas prides itself on being a right-to-work state and will continue to make strategic investments to ensure it maintains our competitive advantage, allowing businesses to prosper and grow.

North Carolina Economic Development Organization:

North Carolina has a proven track record of reducing and streamlining business taxes. At 2.5 percent, our state has the lowest corporate income tax rate in the country. North Carolina’s business costs rank among the lowest in the nation, making our state a more profitable place to work. Recent tort reform, streamlined practices and the strengthening of business courts in the state have earned North Carolina accolades and rankings among the best legal climates in the U.S. What does this mean for you? When there’s less red tape and litigation, your business can reach new heights, faster.
Florida Economic Development Organization:

Florida consistently ranks among the best states for business, thanks to its pro-business state tax policies, competitive cost of doing business and streamlined regulatory environment. Florida is working on legislative, fiscal and marketplace initiatives such as insurance tort reform, targeted industry incentives and many more. Florida is also a right-to-work state. Businesses thrive in this low-tax environment, and employees enjoy the benefit of no personal income tax.

Tennessee Economic Development Organization:

Tennessee is proud to be a right-to-work state with no personal income tax on wages. Our state and local tax burdens are among the lowest in the country, and our state budget operates with a healthy surplus rather than a deficit. Successful overhaul of our tort and workers compensation laws.

Idaho Department of Commerce:

In Idaho, we keep our costs and taxes low, and we remove the burdensome regulations that get in the way of success.
Figure 2: Change in State and Local Taxes Per $1,000 of Personal Income in 2018

Figure 4: State and Local Taxes per $1,000 of Personal Income and Income Growth

Figure 5: Change in State and Local Taxes per $1,000 of Personal Income and Income Growth
Right to Work states have lower income and higher poverty rates......
2nd Wave: Smaller Businesses, focus on existing businesses.

Work by David Birch (1981) found strong evidence that job growth comes not from large but smaller, and more recent work (Haltiwanger, Decker, Miranda) notes particularly newer, firms.

U.S. Net Job Creation
2\textsuperscript{nd} Wave: Smaller Businesses, focus on existing businesses.

Business Retention and Expansion:
Green Bay, WI Chamber of Commerce

BRE is a proactive approach to economic development designed to better understand the challenges and opportunities businesses in our community face, and connect them with what they need to succeed. BRE also focuses on gathering feedback and insights on the overall business climate, which is aggregated and analyzed to identify trends.

\textbf{In economic development we see firms growing in three ways:}
• Growth/expansion of existing firms (business expansion and retention)
• Creation of new firms (entrepreneurial development)
• Attraction of external firms to the market area (business recruitment)
2\(^{nd}\) Wave: Smaller Businesses, focus on existing businesses.

The U.S. economy started shifting from a “goods” producing economy (manufacturing) to a “service” producing economy.

**BUSINESS**

How Citibank Made South Dakota the Top State in the U.S. for Business

Little South Dakota (pop. 833,000) holds $2.5 trillion in bank assets — more than any other state. Here's why.

*AMY SULLIVAN AND NATIONAL JOURNAL  JULY 10, 2013*
Three “waves” of economic growth and development strategy thinking.

3rd Wave: Public-Private Partnerships, focus on “clusters”.

Almost single handedly due to Porter and EDA’s embracing of Porter.

Focus limited resources on existing industrial “clusters” with an eye toward new-emerging “clusters”.

Networking is key to dynamic and vibrant clusters, to facilitate such networking form public-private partnerships.

Invest in public institutions that can support the cluster.
Cheese Plants

Seattle
Aircraft equipment and design
Boat and ship building
Metal fabrication

Oregon
Electrical measuring equipment
Woodworking equipment
Logging and lumber supplies

Wisconsin/Iowa/Illinois
Agricultural equipment

Minneapolis
Cardiovascular equipment and services

Omaha
Telemarketing
Hotel reservations
Credit card processing

Miami
Electronic testing lab
Optics

Phoenix
Helicopters
Semiconductors
Optical testing lab

Dallas
Real estate development

Los Angeles area
Defense and aerospace
Entertainment

Colorado
Computer-integrated systems and programming
Engineering services
Mining and oil and gas exploration

Southeastern Texas/Louisiana
Chemicals

Baton Rouge/New Orleans
Specialty foods

Detroit
Auto equipment and parts

Western Michigan
Office and institutional furniture

Michigan
Clocks

Providence
Jewelry
Marine equipment

Western Massachusetts
Polymers

Rochester
Imaging equipment

Rochester
Light aircraft
Farm equipment

Warsaw
Orthopedic devices

Indiana

Clayton/Louisville
Paints and coatings

Northern Virginia
Financial services

Washington, D.C.
Public relations
Advertising
Public affairs

New York City
Financial services
Advertising
Publishing
Multimedia

Boston
Mutual funds
Biotechnology
Software and networking
Venture capital

Hartford
Insurance

North Carolina
Household furniture
Synthetic fibers
Hosiery

Pennsylvania/New Jersey
Pharmaceuticals

Wineries

Southern California
Specialty foods

San Francisco
Health technology
Computers

San Diego
Computer software

Silicon Valley
Microelectronics
Biotechnology
Venture capital

Las Vegas
Amusements and casinos
Small airlines

Boise/Sawmills
Farm machinery

Baton Rouge/New Orleans
Specialty foods

Mississippi Gulf Coast
Chemicals

Southwestern Florida
Health technology
Computers
Three “waves” of economic growth and development strategy thinking.

3\textsuperscript{rd} Wave: Public-Private Partnerships, focus on “clusters”.

Viable clusters are more than just businesses interconnected through geographically grouped supply chains.

There are strong notions of social capital within viable clusters.

People started to realize that there are multiple factors at play beyond taxes, labor costs, land prices and regulations. We need a “systems thinking” approach.
The Floras’ Community Capitals

Vibrant Communities

- Financial Capital
- Human Capital
- Political Capital
- Built Capital
- Social Capital
- Natural Capital
- Cultural Capital
Are we entering a 4th wave of economic growth and development strategy thinking?

Are communities shifting from a “jobs, jobs, jobs” view of economic development to a “people, people, people” view?

Realization that “jobs follow people”?

Are we entering a “systems thinking” approach to economic growth and development?
Are we entering a 4th wave of economic growth and development strategy thinking?

Should this 4th wave be “top down” or “bottom up”?

“Top-down”? No, probably not.

“Bottom-up”? Yes, driven by local/regional efforts that reflect the unique situation and desires (objectives) of the community.
Are we entering a 4th wave of economic growth and development strategy thinking?

Jobs!

Jobs!

Jobs!

Even John Oliver is in on the debate........
Are we entering a 4th wave of economic growth and development strategy thinking?

**Former Nogales mayor is first to announce 2022 bid for Arizona governor**
Arizona Republic, March 16, 2021

Those basics, according to López: quality education and job training, access to comprehensive health care and "jobs, jobs, jobs."

**Sadiq Khan launches campaign for second term as Mayor of London**
Associated Press, March 22, 2021

Mayor of London Sadiq Khan launches his campaign for a second term at Ebony Horse Club in Brixton. Mr Khan promised all young people a mentor and said his priority would be "jobs, jobs, jobs".

**Trudeau's all about 'jobs, jobs, jobs.'**
National Post, March 3, 2021

But that’s all behind us now, and it is a good thing to see that SNC is back receiving government contracts. It’s all about “jobs, jobs, jobs,” remember?
Why do politicians keep going back to “smokestack chasing”?

Milwaukee Brewers: build us a new stadium or we are leaving Wisconsin.
Are we entering a 4\textsuperscript{th} wave of economic growth and development strategy thinking?

Institutional Location Theory: Large firms have outsized leverage.

Does Molotch’s Growth Machine Theory come into play here?

Peter Eisenger:

- “The Demise of the Entrepreneurial State” (1995?)

At the state/federal level policy makers have very high discount rates, but at the local levels people are making investments with an eye toward their children.
Are we entering a 4th wave of economic growth and development strategy thinking?

Make investments that will make your community as attractive to this person as much as possible: “[f]ind an area that you want to live, then start your business.” (p160).
Are we entering a 4th wave of economic growth and development strategy thinking?

Good schools, not to feed the labor market but to be attractive to families with children.

Public safety, do I feel safe walking my dog at midnight.

Parks, recreation, libraries.

Community fairs, festivals (art in the park, farmers markets, music on the square).

Viable local business organizations, including professional development opportunities for local businesses.
Are we entering a 4th wave of economic growth and development strategy thinking?

Free public wi-fi.

Active volunteer organizations.

Early childhood education.

Create networking opportunities for small business owners and those interested in starting a business.

Be open and receptive to newcomers to the community.
Do the strategies that flow from these different “waves” of thinking replace those that came before?

No, rather reorientation of our thinking and refocusing types of strategies considered.

One could think in terms of broadening our approaches.
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