

Sarasota County *Manufacturing Cluster Group*



June 10, 2003

MANUFACTURING - STRENGTHS

- ☑ Foreign markets are large source of business
- ☑ Quality of life makes it fairly easy to attract highly qualified engineers; turnover not usually an issue
- ☑ Increased collaboration between Sarasota and Manatee Counties regarding economic development
- ☑ Community college is responsive to training in basic and technical skills
- ☑ Once hired and trained, workforce is fairly stable
- ☑ USF is producing good engineers (many leave the area though)
- ☑ New initiative through the Suncoast WIB to have internships
- ☑ The Educators and Industry Program at Sarasota schools has produced teachers who are more effective at teaching vocational education

MANUFACTURING - WEAKNESSES

Economic Issues:

- ☑ Tough times for industry's clients; impacted by major consolidations and the slow economy
- ☑ Impact of markets and competition from India, China and Mexico

Workforce Issues:

- ☑ Recruiting is difficult; Getting more expensive to relocate to and live in Sarasota
- ☑ Lack of local skilled local workforce to meet demand; need to go more than 60 miles to find more qualified workers; Electronics technicians are recruited from outside Sarasota
- ☑ Primary/secondary schools are not up to standard and have high drop-out rates—makes it difficult to attract top quality engineers
- ☑ Retention: young people leave for Tampa or other larger metro areas; technical folks tend to leave after a short time

MANUFACTURING - WEAKNESSES

Cost of Doing Business

- ✓ Workers' comp is a big issue
- ✓ Florida is not well suited for manufacturing: Florida's Insurance, liability, and tax code make it difficult for manufacturing to compete globally
- ✓ Professional support services such as banking that readily supports manufacturing are lacking

Business Climate Issues

- ✓ Attitude towards manufacturing; Florida government is non-business friendly; press is unfriendly to Sarasota business folks
- ✓ Sarasota is focused on recruiting businesses rather than retaining them;
- ✓ County government is indifferent/unresponsive to retention issues
- ✓ Sarasota not as collaborative as Manatee; Community is not in balance with business community

MANUFACTURING – Current Trajectory

☑ *Projected Outlook for Suncoast Economy if No Change Occurs:*

- ◆ Manufacturing in the region will continue to decline
- ◆ Real estate bubble will hurt area residents, manufacturers
- ◆ Development will continue to cater to retirees and tourists
- ◆ Water availability could be a problem for development
- ◆ Skyrocketing health care costs will make it unaffordable to do business here
- ◆ Existing manufacturing companies will expand elsewhere in the US and overseas

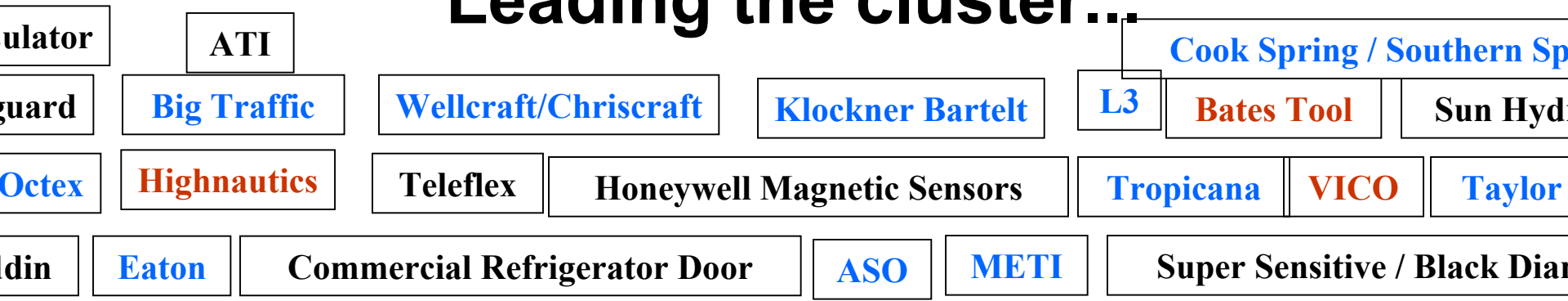
MANUFACTURING - OPPORTUNITIES

- ☑ County economic development should focus on growing existing businesses
- ☑ Emphasize opportunities south of Bee Ridge where there is plenty of land and many workers
- ☑ Keep and develop leading edge technology for success
- ☑ Improve telecommunications/electrical infrastructure to deal with power surges and the patchwork of Internet and cable service
- ☑ Promote more broadly that every manufacturing job generates 3-4 other local economy jobs
- ☑ Tap into the resource of young and active retirees who are highly skilled and want to work at least part time
- ☑ Workforce Board: Improve promotion of their programs, conduct outreach regarding new training grants and opportunities

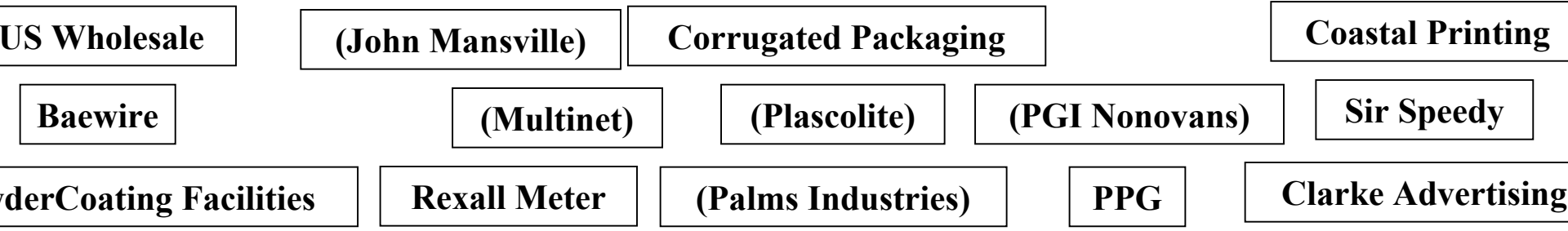
MANUFACTURING - OPPORTUNITIES

- ☑ Grow internship programs to decrease the number of students who leave the state and to give them a better understanding of manufacturing work
- ☑ County, WIB and schools need to ensure that graduates have the math and computer skills to meet increased skill levels needed for employment
- ☑ Economic and workforce development efforts should be more closely coordinated in developing ways to keep and expand local manufacturers and help businesses to share workforce training practices that increase the skill level of the labor force.

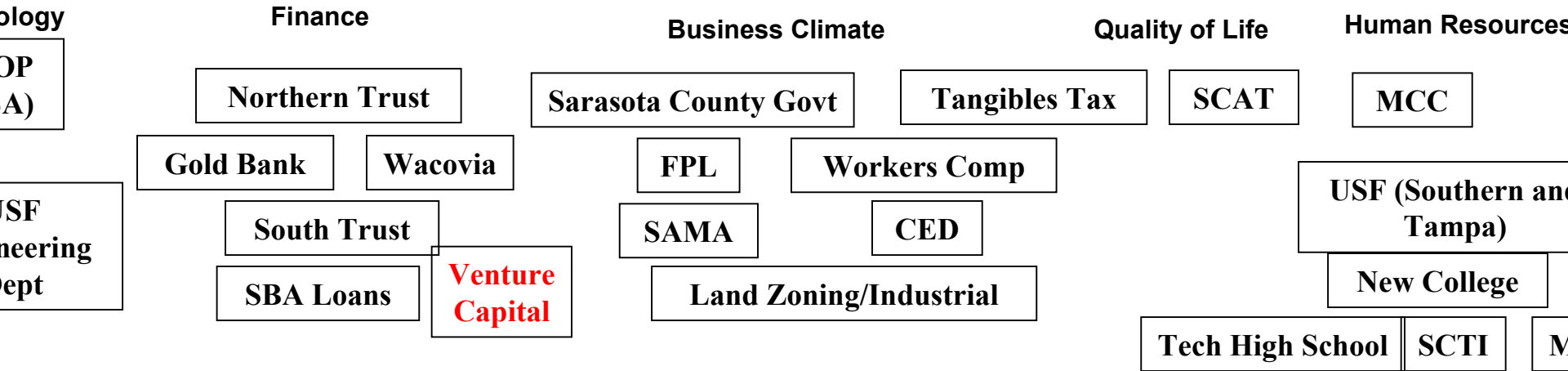
Leading the cluster...



Supporting Industries



Economic Foundations



Visioning

“What Is Your Vision for Specialty Manufacturing in Sarasota?”

Markets

Close US market

Energy Conservation
(Exploding Market)

Boating Industry (70% of US
mkt in 5 nearby states)

Emerging Markets: Far
Eastern, Eastern Europe, Latin
American

Harnesses

Safety / Energy

Commercial
Refrigeration (Energy
Efficient)

Hydraulic
Components

Injection-moulded
Polycarbonate class
(glasses and
tumblers)

Vision:

Sarasota's manufacturing cluster will create highly engineered products that are exportable to regional and international markets. It will move "beyond quality", to offer product availability, flexibility and customer care services...

Selling by example
and education.

R&D: Move an
innovative
technology to the
national market.

Riding front of curve: working w/ engineers
to boost new technologies from small to
medium value (even if it eventually goes
overseas).

Quality

Emerging
Technolo

Technolog
Driven (an
applicatio
existing te

Awareness of new
devts in industry:
periodicals, journals Available

Accountability

Flexible operations
"white tables" and
solutions orientatio

Fast reac
market-d
product-d

Value Proposition

Products

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ents: Marine
Tractors

VISION:

Sarasota's manufacturing cluster will create highly engineered products that are exportable to regional and international markets. It will move "beyond quality", to offer product availability, flexibility and customer care services...

Strategies

STRATEGY #1: MAKE THE CASE

☑ Manufacturing is a viable alternative

- ◆ Define the value that manuf brings
 - **Economic Value: Tax contribution, Intensity of land use as against tourism**
 - **SIE (Suncoast Industry Expo)**

☑ Public Image Campaign for Manufacturing

- ◆ A digital slideshow

☑ County officials need to come to our next meeting

- ◆ Zoning Person

☑ Educators come to our next meeting

STRATEGY #2: ACC-COUNTY-BILITY FOR MFG BUSINESS CLIMATE

Encourage Participation of local govt.

- ◆ Determine who is accountable
 - **Manufacturing Champion *in* local govt**
- ◆ Monitor county participation
 - **Bring local govt to manufacturers' tour**
 - **Bring officials to manuf expo**
- ◆ Create responsiveness & accountability
 - **E.g. stoplight issue**
 - **Allocation of dollars and man-hours**
- ◆ Specific, measureable results
 - **Creation of Light Manufacturing Campuses**
 - **Refinement of the zoning ordinances**
- ◆ Education within the lower county structure

Remove *impediments* of local govt

- ◆ Property tax issues for small business

STRATEGY #3: A TIERED WORKFORCE INITIATIVE

☑ INCUMBENT WORKERS

☑ FUTURE WORKFORCE

☑ EDUCATE EDUCATORS

— Bring educators to manuf expo

Public Sector Attendees for our next meeting

- ✓ **Superintendent of Schools K-12**
- ✓ **USF representative**
- ✓ **David Mills, Commissioner**
- ✓ **Zoning & Traffic light decision-maker**
- ✓ **Growth Management Dept in county**
- ✓ **Rep from 2050 Plan**
- ✓ **Argus Foundation**
- ✓ **Dave Bullock**
- ✓ **No expansion of manufacturers is necessary**

Project Website:
www.sarasotaeconomy.org

