

Region 9: Piedmont Opportunity Corridor

Update on Entrepreneurial Trends: Phase 1 Analysis of Startup Activity and Firm Dynamics

August 13, 2021

Data Sources used for Phase 1 Update of Entrepreneurial Trends of Startup Activity and Firm Dynamics in Your Region's Traded Industry Base

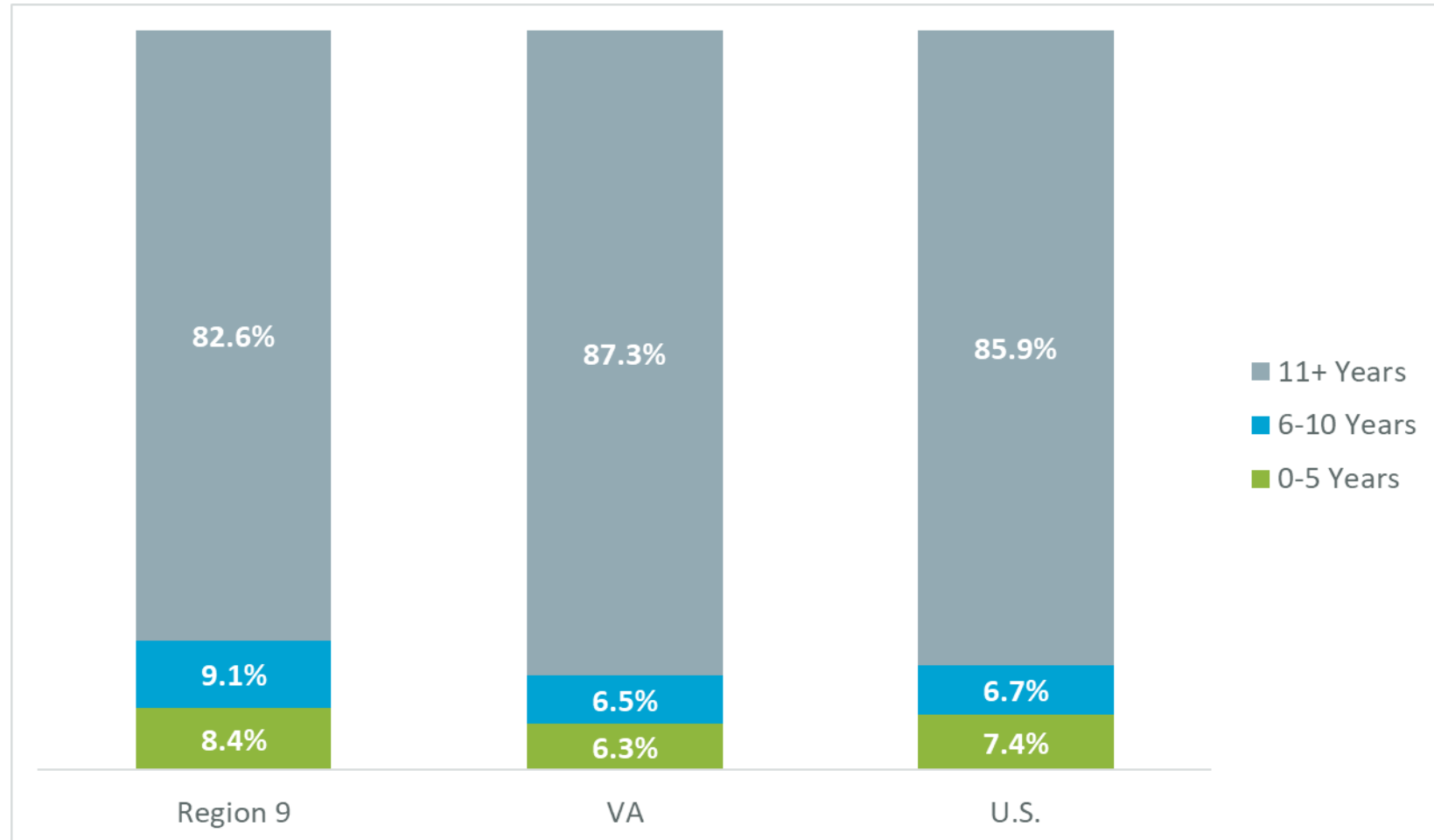
Two data sources used to provide a full depiction of entrepreneurial dynamics:

- ***The Quarterly Workforce Indicators (QWI) from U.S. Census*** is a longitudinal database with detailed data related to the job creation and other characteristics of firms, including by age groupings.
 - ***Most Detailed Level of Geographic Coverage:*** County
 - ***Coverage:*** Covers over 95% of U.S. private sector jobs (does not cover ag jobs, self-employment)
 - ***Grouping of Employment by Age of Firms:*** 0-1 Years; 2-3 Years; 4-5 Years; 6-10 Years; 11+ Years
 - ***Industry Coverage:*** 2-digit industry, which can define at a high-level traded industries
 - But QWI does not track or provide information on individual firms
 - All data is on a quarterly basis
- **The Business Dynamics Research Consortium (BDRC) database** is a time-series dataset that catalogues individual establishments by location, employment, sales, and industry from 1997 to 2017. The BDRC It is maintained by the University of Wisconsin
 - Coverage: It compiles multiple data sets to track performance and growth for more than 144 million individual businesses across the United States.
 - Provides extensive firm level data
 - Able to identify firm by address
 - Detailed industry coverage

Regional Employment Distribution by Age of Firm for Traded Industries

- **What is it?** A more “static” look at where current traded industry jobs are found by different firm ages across all traded industries
- **Why it matters?** Makes the point that job retention activities with existing firms are an important component of a region’s economic development strategy

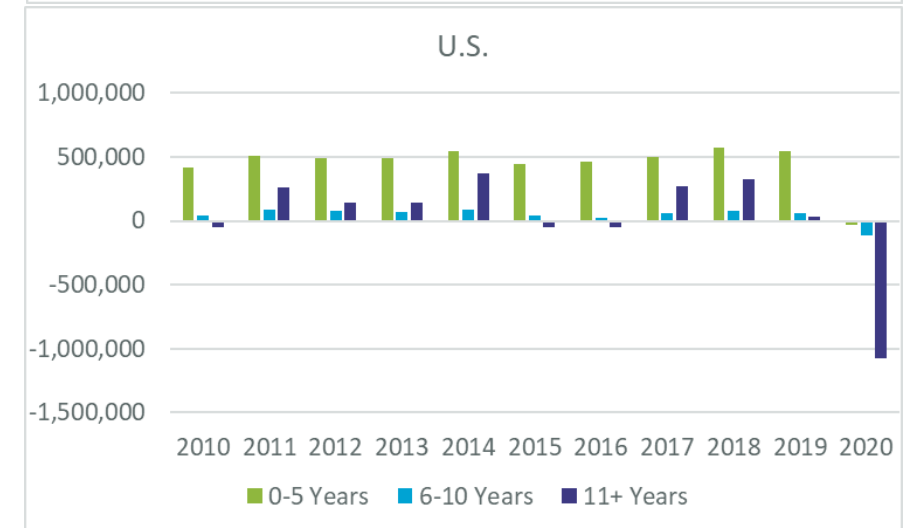
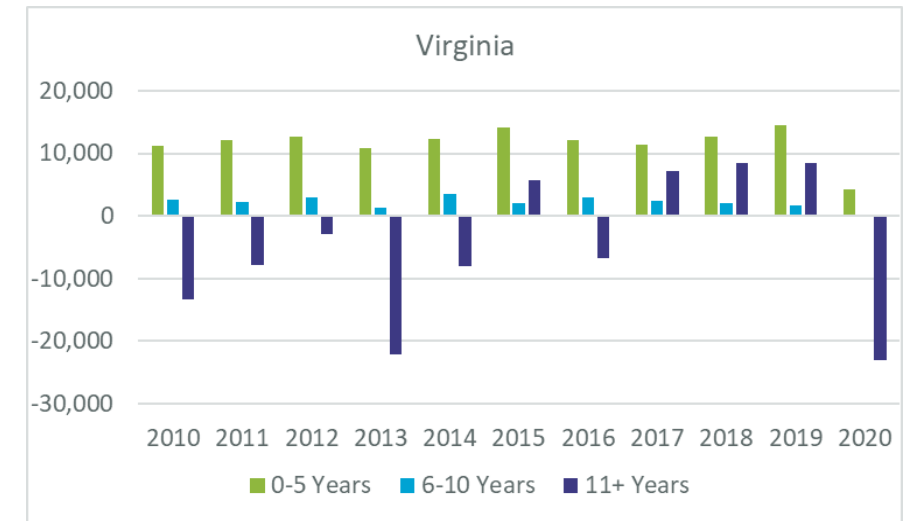
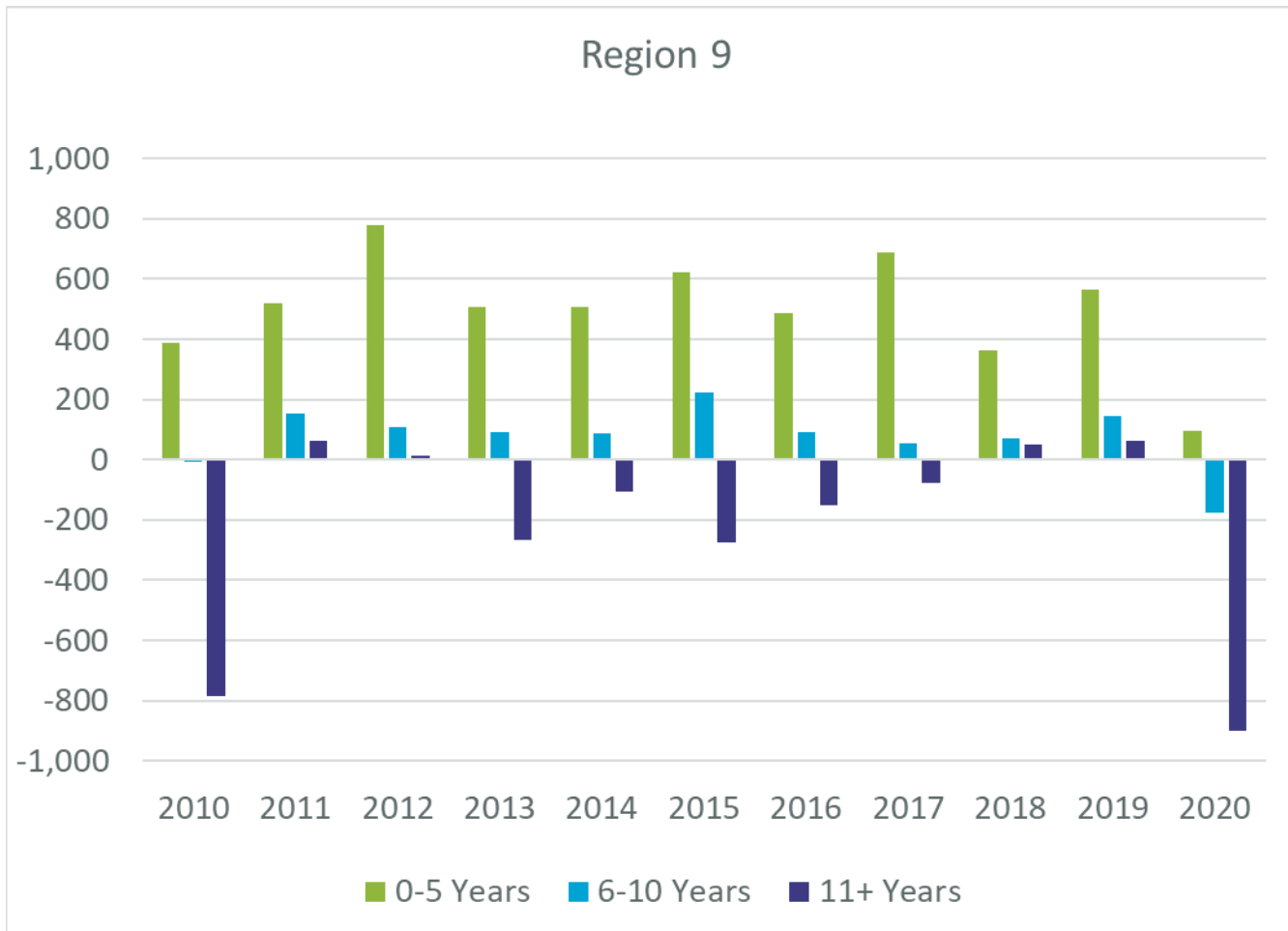
Traded Industry Employment Levels by Firm Age as a Percentage of Total Employment, Averaged 2010 Q1 through 2020 Q2



Year-to-Year Job Change in Traded Industry Base by Age of Firm

- **What is it?** A more “dynamic” look at job changes by age of firm on a year-to-year basis in your region’s traded industry base
- **Why it matters?** Reveals that the presence of new and younger firms in any year are a critical driver of job growth in a region -- even’ as the previous slide shows’ that they do not employ most workers in traded industries

Traded Industry Job Change by Firm Age, 2010 Q1 through 2020 Q2

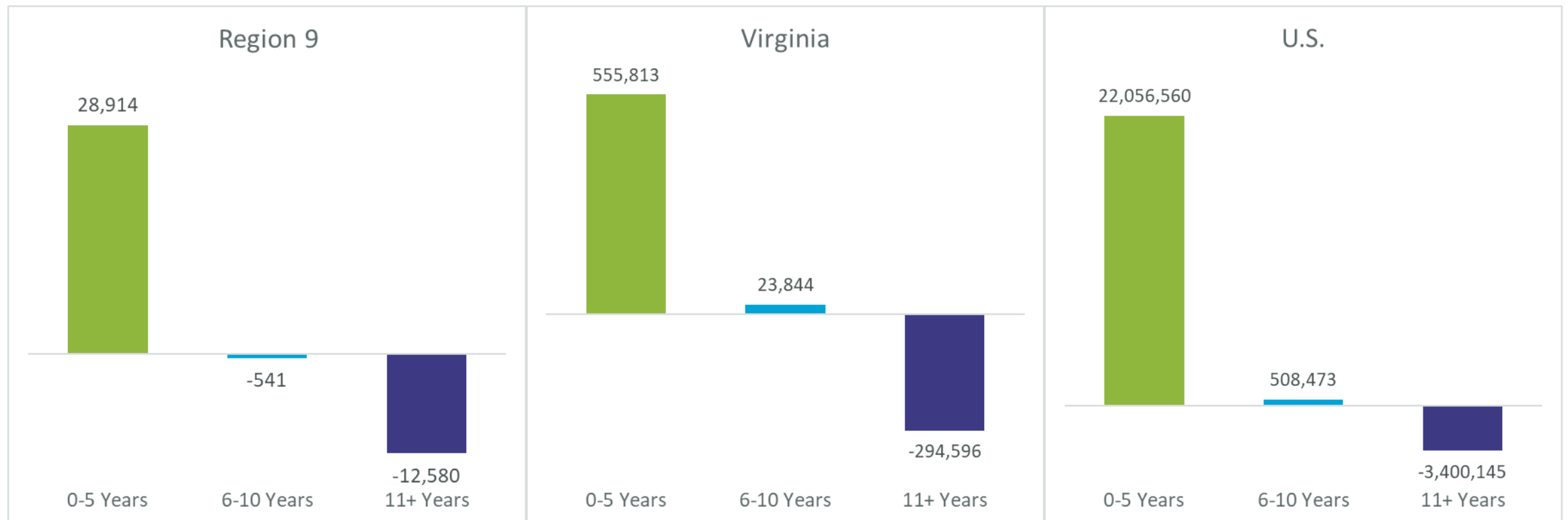


Source: U.S. Census Bureau Quarterly Workforce Indicators dataset.

Employment Growth by Age of Firm over 2010-2020 Period

- **What is it?** Aggregates quarterly employment change from 2010/Q1 through 2020/Q2 for traded industries by age
- **Why it matters?** Offers a more consolidated view over a long period of time on sources of job growth by age of firm – confirming the importance of new and younger firms for job growth at the region, state and national level

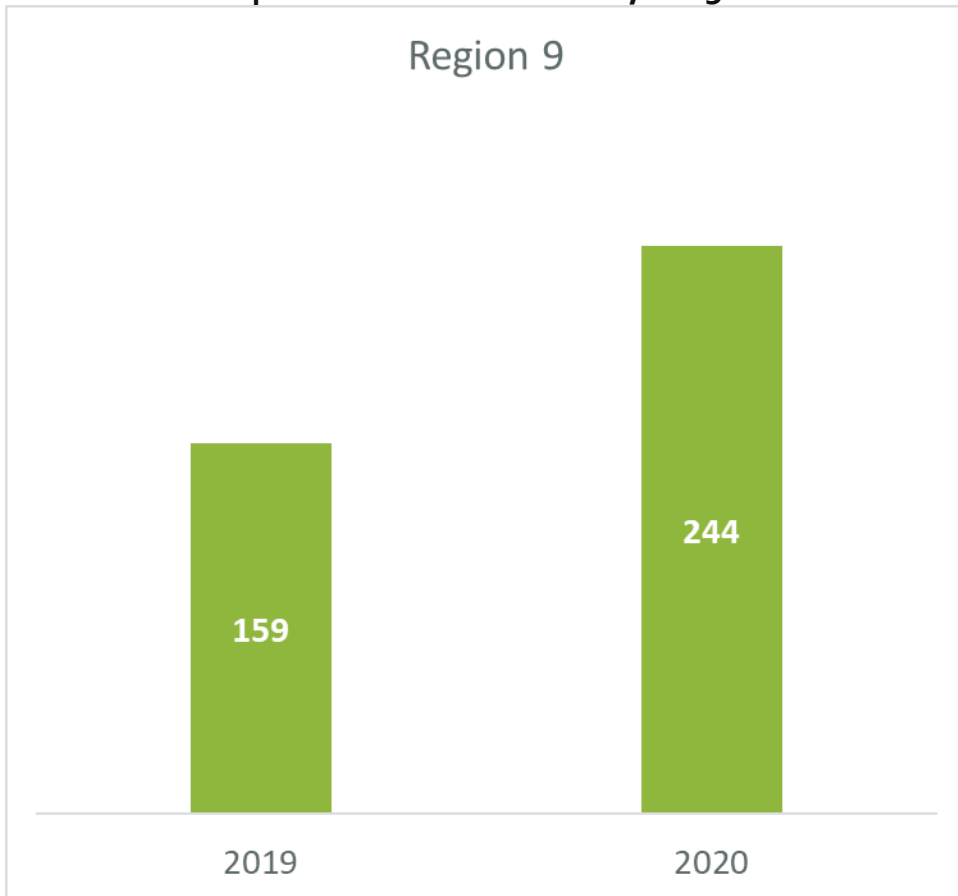
Traded Industry Job Change by Firm Age, Aggregated 2010 Q1 through 2020 Q2



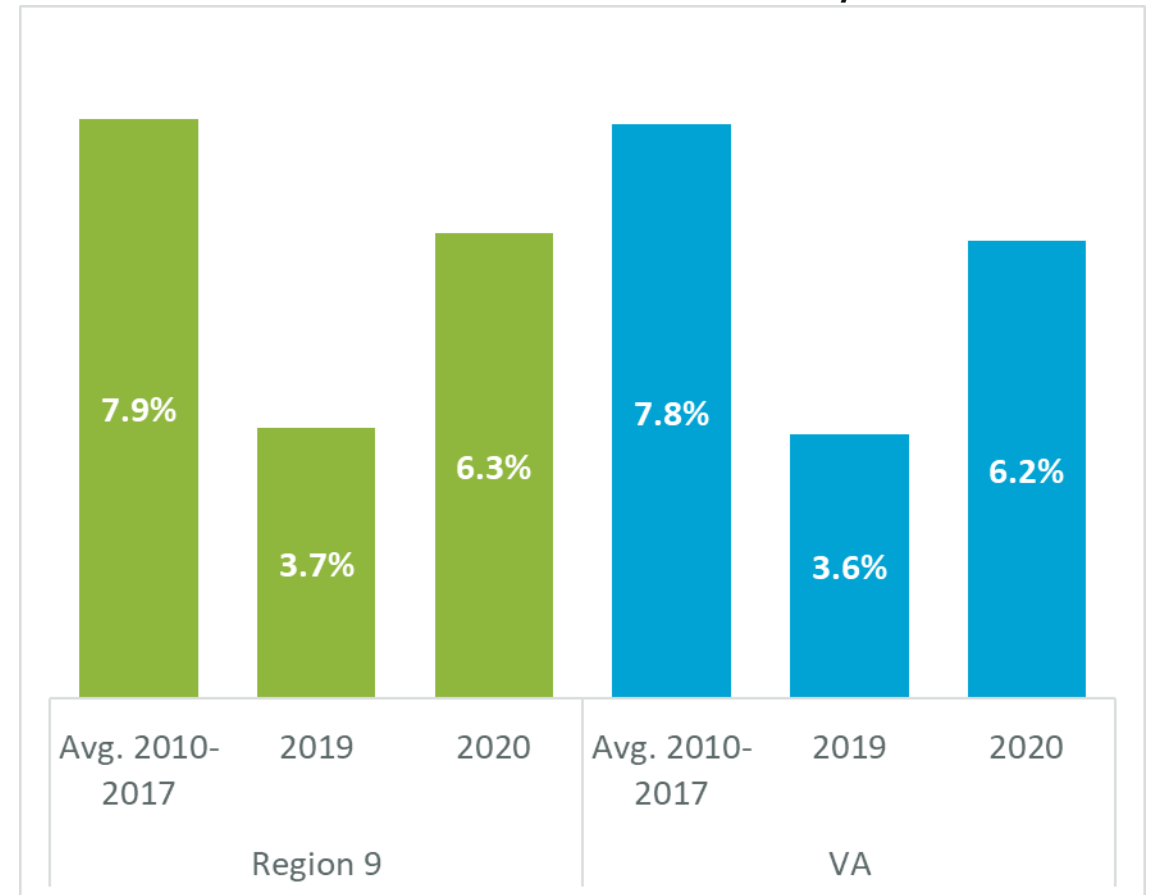
BDRC Profile of Startup Activity and Business Formation Rates in Traded Industries

- **What is it?** Startups are all new non-branch firms in traded industries with their first recorded employment in a given year, while the Business Formation Rate compares the level of startups to the total number of all firms in traded industries.
- **Why it matters?** Together, the total number of Traded Industry Startups and Business Formation Rates allows a region to determine whether its startup activity is rising or declining, with the Business Formation Rates offering a normalized measure for a region to compare itself to other jurisdictions as well as within industries.

New Startups* in Traded Industries, 2019 and 2020



New Business Formation Rate in Traded Industries, 2010-2020**



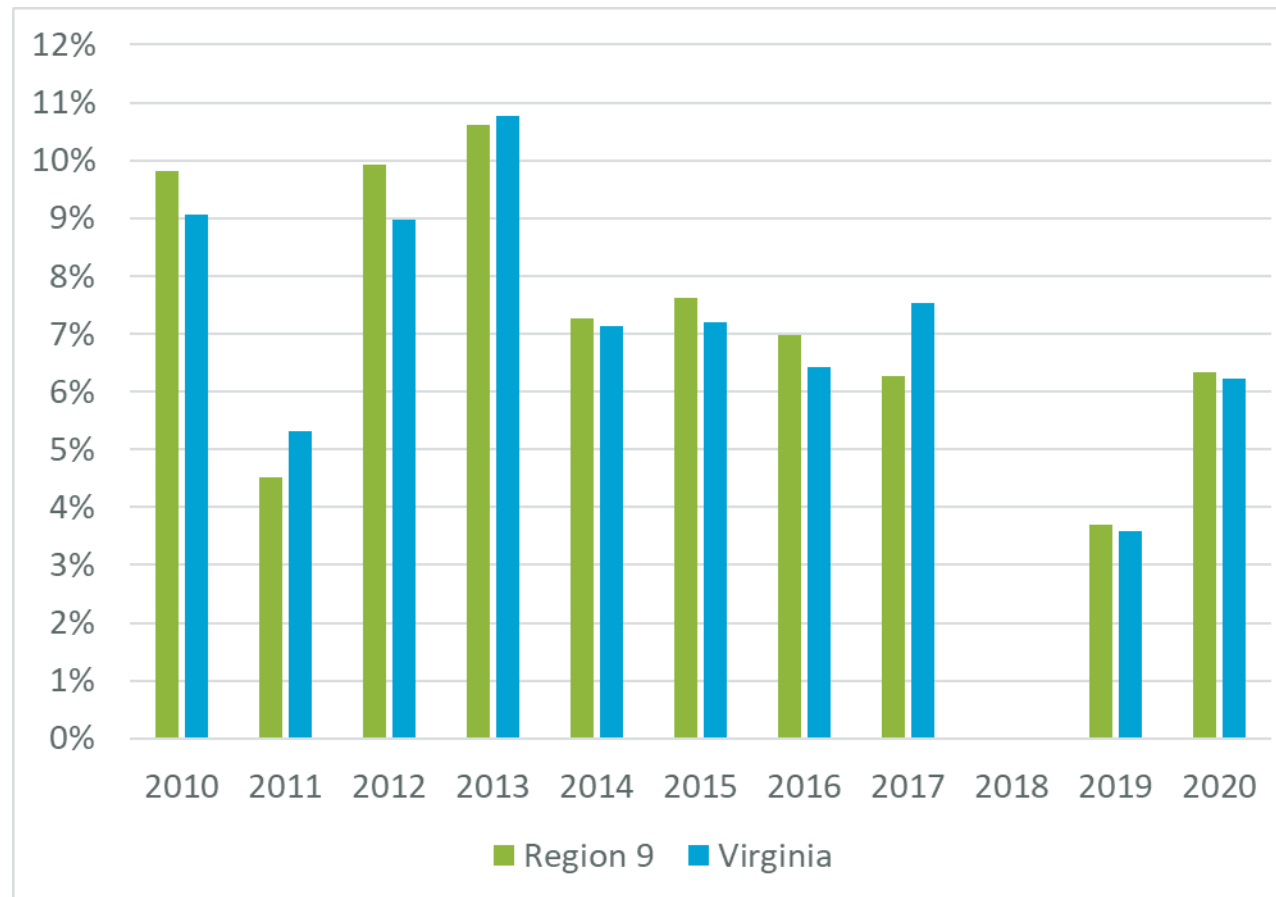
Note: 2018 excluded due to addition of a major source of firm data to underlying BDRC database that makes comparisons using 2018 not possible

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Year-by-Year New Business Formation Rates in Traded Industries

- **What is it?** Annual Business Formation Rates compares the level of startups to the total number of all firms in traded industries for region compared to state.
- **Why it matters?** Depicts the longer-term pattern of Business Formation Rates for the region in traded industries and how it has generally fallen over the past decade at both the region and state level.

New Business Formation Rate in Traded Industries, 2010-2020

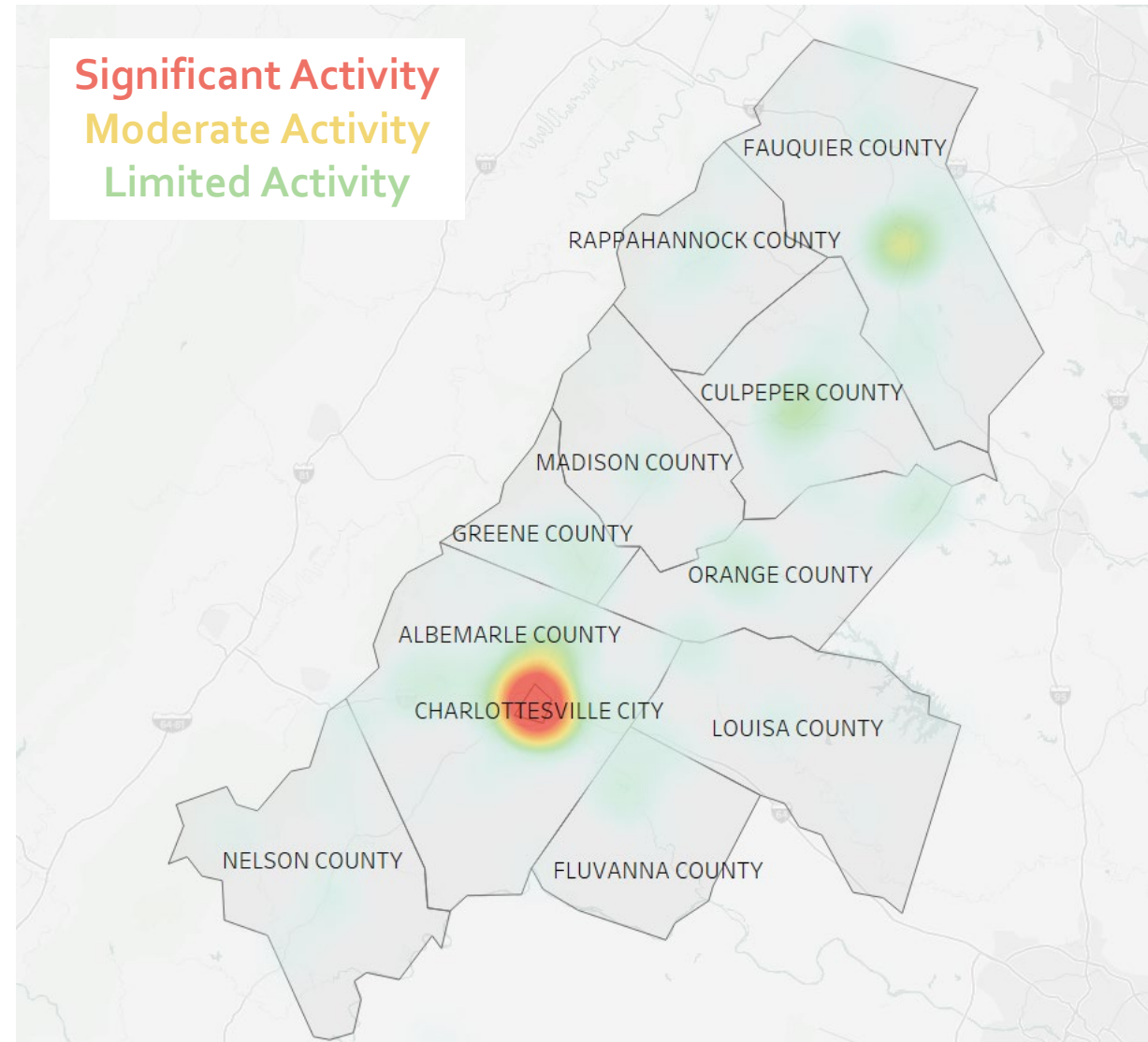


Note: 2018 excluded due to addition of a major source of firm data to underlying BDRG database that makes comparisons using 2018 not possible

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Startup Density* Across Region 9

- **What is it?** A mapping of where traded industry startups are located within a region over the 2018-2020 period based on the specific geo-coordinates of the firm's address
- **Why it matters?** Reveals the areas within a region where startup activity is aggregating that can help inform how to advance place-based developments, such as incubators, accelerators, and co-working spaces, and other entrepreneurial services



Note: This map is based on geocoordinates of individual establishments, not an aggregation of establishment counts to a prescribed geography such as census tracts. The mapping software plots a visualization of startup spread by analyzing the clustering of coordinates in a multi-dimensional spatial context relative to each region. It is not possible to provide a numeric estimate of density (i.e. establishments per square mile) since calculation of spread is multi-dimensional and not fixed to a prescribed geographic boundary.

*Startup density is relative to overall regional startup rates

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Profile of Startup Activity Within Key Regional Industry Clusters

- **What is it?** Tracks number of Startups and Business Formation Rates across a standardized set of Traded Industry Clusters for the region and statewide average in 2019 and 2020. The standardized clusters were informed by priority clusters set out across all GO VA regions (see separate handout for NAICS industries included in each Traded Industry Cluster).
- **Why it matters?** Allows a region to determine the trends and competitiveness of its startup activity across Traded Industry Clusters in the region with comparison to the statewide average business formation rate for each Traded Industry Cluster.

Major Traded Industry Cluster***	Startups, 2019	New Business Formation Rate, 2019		Startups, 2020	New Business Formation Rate, 2020	
		Region	State		Region	State
Agriculture & Food Processing	23	5.8%	4.1%	25	6.8%	5.5%
Business Services	51	3.9%	4.4%	77	7.0%	7.6%
Energy, Natural Resources, & Finished Products	5	2.6%	2.5%	7	3.8%	3.9%
Engineering, R&D, Testing & Technical Services	10	7.4%	4.2%	9	7.6%	7.4%
Financial & Insurance Services	5	1.5%	3.5%	21	5.8%	4.0%
Health Care Services	4	7.8%	4.2%	6	12.5%	15.8%
Information Technology & Communications Services	6	3.2%	3.6%	18	10.6%	8.0%
Life Sciences	5	4.6%	2.7%	6	5.8%	6.1%
Manufacturing	8	3.3%	2.1%	5	2.4%	3.7%
Ship Building, Aerospace, & Defense			1.1%			0.9%
Transportation, Distribution and Logistics	12	2.6%	2.9%	16	4.0%	4.6%
All Other Traded Industries	30	3.5%	3.3%	54	7.0%	5.9%
Traded Industry Total	159	3.7%	3.6%	244	6.3%	6.2%

Source: Business Dynamics Research Consortium, Your-economy Time Series (YTS); TEconomy analysis.

Additional Data Insights – Comparison of Region’s New Business Formation and Overall Economic Performance of its Traded Industry Clusters

- **What is it?** The regional position in new business formation compares the region to the state for 2019 and 2020 for each of the Traded Industry Clusters, while the overall economic performance uses employment data from EMSI based on the Quarterly Census of Employment and Wages to track regional economic measures to provide a summary view – see next slide for how summary assessments were determined
- **Why it matters?** Puts into context the performance of a region in its standardized Traded Industry Clusters in both entrepreneurial activity and overall economic performance.

Major Traded Industry Cluster	Regional Position in New Business Formation Relative to State Average*	Summary of Economic Development Position in Region, 2018-2020	Measures of Regional Economic Performance for overall Traded Industry Cluster			
			2020 Employment	2020 Location Quotient	Regional 2018-20 Percentage Job Growth	U.S. 2018-20 Percentage Job Growth
Agriculture & Food Processing	Above	Mid-sized, Current Strength	4,348	1.36	0.8%	0.4%
Business Services	Below	Large, Emerging Strength	6,603	0.81	5.3%	0.3%
Energy, Natural Resources, & Finished Products	On Par	Mid-sized, Declining Specialization	4,006	1.58	-1.1%	-3.3%
Engineering, R&D, Testing & Technical Services	Above	Mid-sized, Emerging Opportunity	2,119	1.11	2.3%	3.8%
Financial & Insurance Services	Mixed	Mid-sized, Declining	2,009	0.62	-1.1%	0.0%
Health Care Services	Mixed	Mid-sized, Emerging Strength	2,892	0.56	8.3%	0.8%
Information Technology & Communications Services	Mixed	Mid-Sized, Declining	3,144	0.95	-0.4%	6.9%
Life Sciences	Mixed	Small, Declining	997	0.59	-1.6%	4.6%
Manufacturing	Mixed	Mid-sized, Declining	3,321	0.43	-9.9%	-3.1%
Ship Building, Aerospace, & Defense	Below	Small, Current Strength	1,105	1.36	35.2%	4.7%
Transportation, Distribution and Logistics	Below	Mid-sized, Emerging Opportunity	4,094	0.58	-0.4%	2.1%

*See previous slide for data on new business formation by traded industry cluster
 Source: Quarterly Census of Employment and Wages (QCEW) via Emsi; TEconomy analysis.

Summary Assessment Typology

Summary Assessment of Regional Position in New Business Formation

Summary Category	Comparison of Region to State Business Formation Rates for 2019 and 2020
Above	Region higher in business formation rate than state in both 2019 and 2020
On Par	Within 0.1-0.2 percentage points of state
Mixed	Region higher in business formation rate than state in one year and lower in another year
Below	Region lower in business formation rate than state

Summary Assessment of Regional Economic Performance in Traded Industry Cluster

Summary Category by Size of Firm	Size of Traded Industry Cluster Employment Compared to Total Traded Industry Employment		
	Under 5%	Between 5%-15%	Over 15%
Large			✓
Mid-Sized		✓	
Small	✓		

Summary Category by Performance	Regional Economic Measures		
	Location Quotient Above 1.2	Positive Job Growth	Higher Job Growth Compared to National Average
Current Strength	✓	✓	✓
Growing Specialization	✓	✓	
Declining Specialization	✓		
Emerging Strength		✓	✓
Emerging Opportunity		✓	
Declining			