

Observations on Fairfield Economic Development

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December 5, 2018

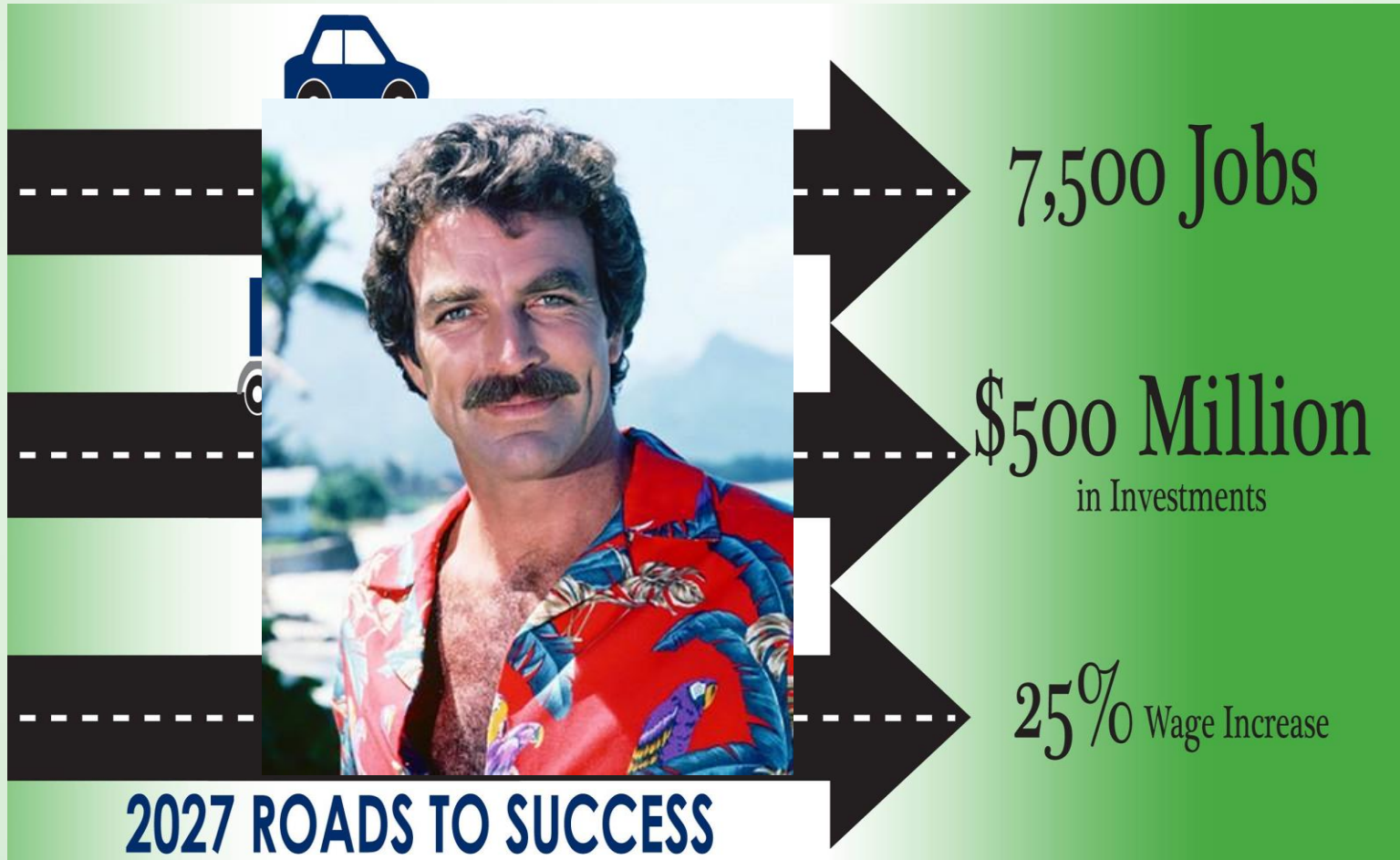
**What do
you aspire
to be?**



**Are you
being
realistic?**



Observation #1: Fairfield has ambitious, but realistic goals



Observation #2: Columbus Market is Doing Well

Capital University/Columbus CEO's Central Ohio CEO Survey showed

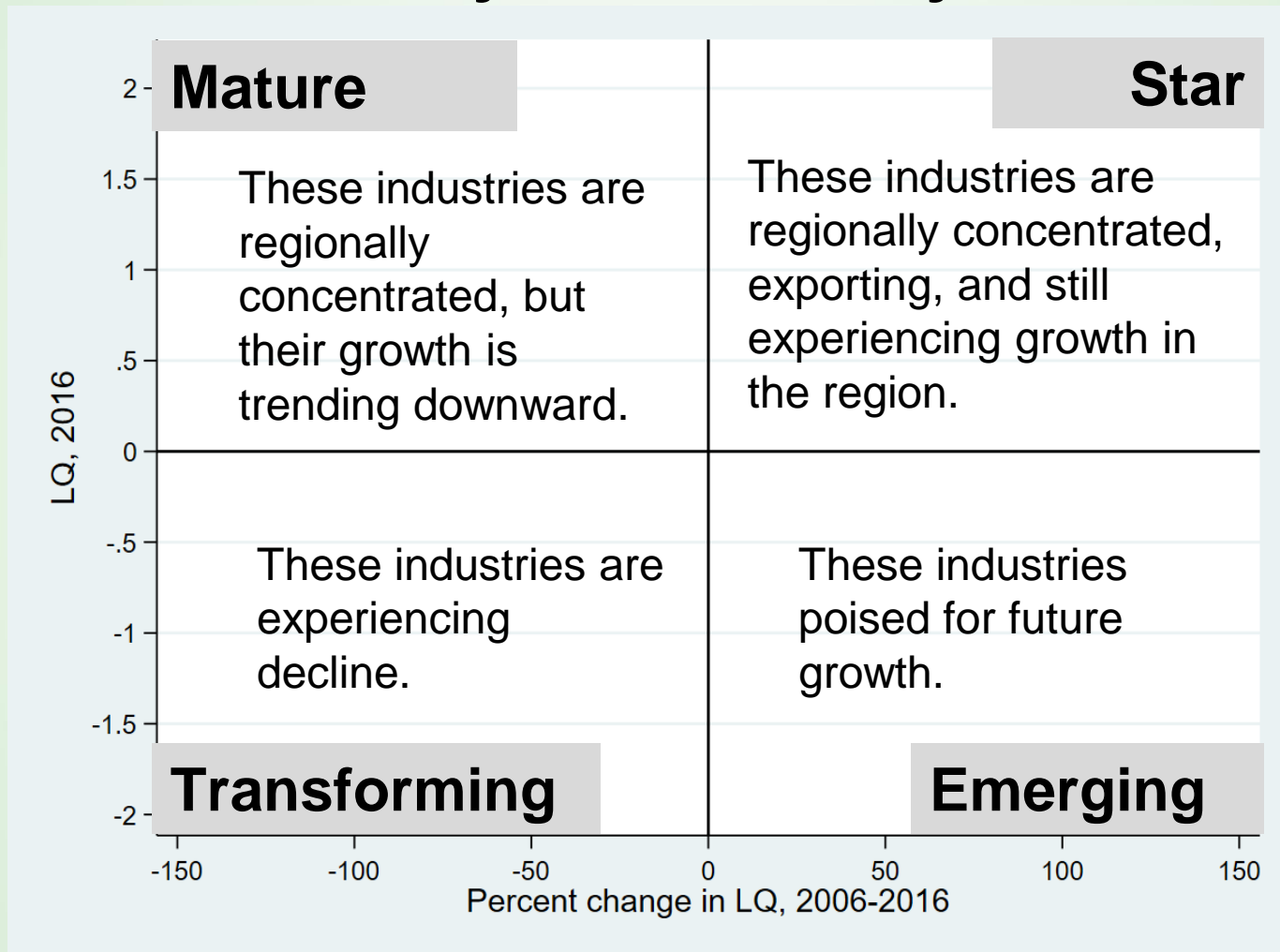
- 66.7% thought local economy would improve in next 12 months
- 30% predicted stable economic environment
- 80% expected increased revenue and 55% greater profitability

Challenges

- 41.8% stated labor availability was “top business challenge”
- Yet, almost 90% stated area workforce was acceptable or high quality
- 32% stated enhancing public education was greatest potential boon for business climate

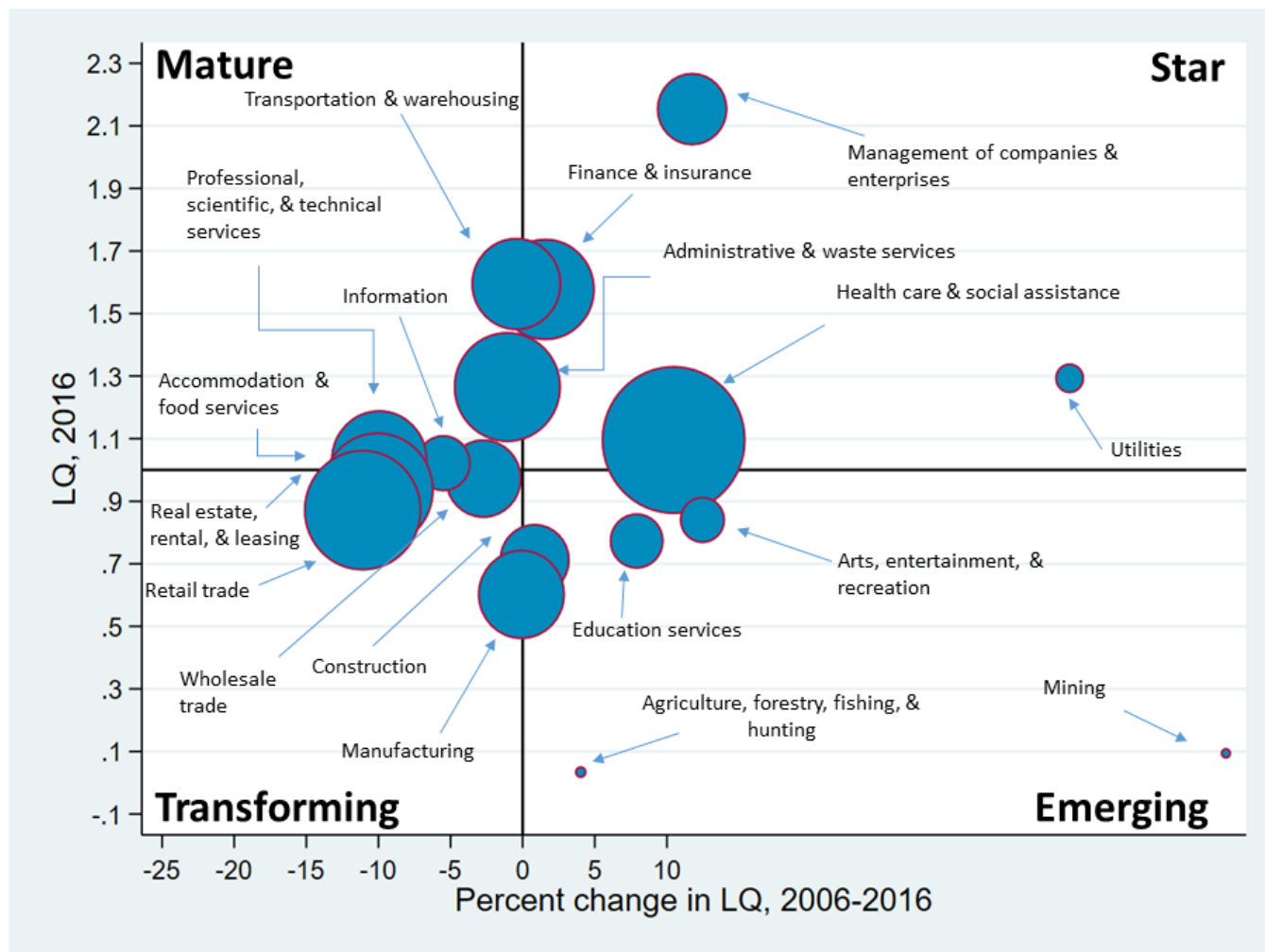
Source: <http://www.columbusceo.com/business/20181126/ceo-of-year-ceos-express-growing-worry-over-labor-shortages>

Industry Cluster Analysis

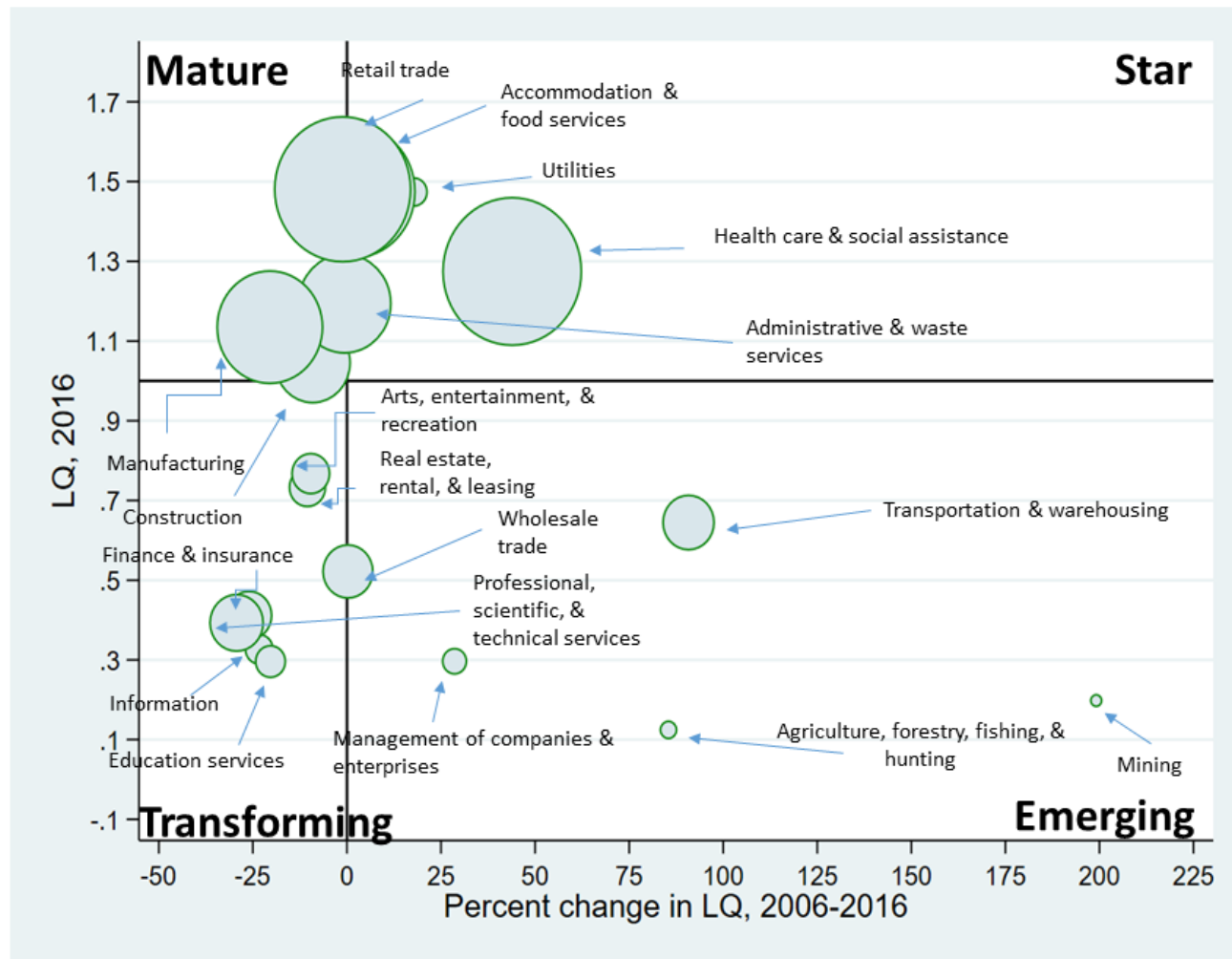


Note: Definitions from Center for Regional Development, Purdue University.

Industry Cluster Bubble Chart: Franklin County



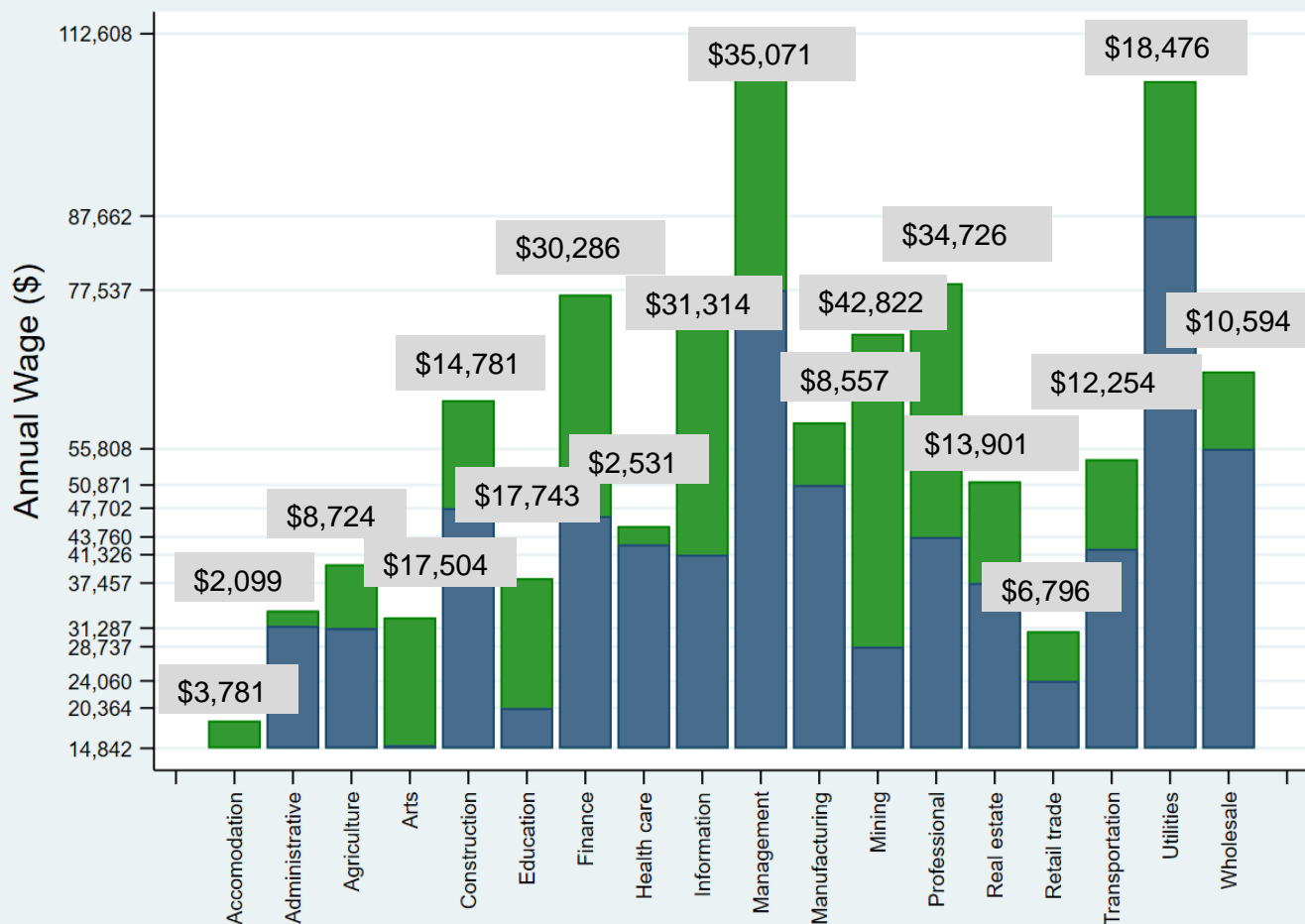
Industry Cluster Bubble Chart: Fairfield County



Observation #3: Fairfield Has Competitive Workforce, But Much of It Works Outside County

- Fairfield has 67,496 residents working
 - 30,168 (44.7% work in the county)
 - 37,328 (55.3% work outside of the county)
- Fairfield residents working outside the county earn more money on average
 - In 2015, Fairfield ranked 8th in median household income
 - In 2015, Fairfield ranked 69th in average wage per job, 49th in average wage per manufacturing job, and 17th in average wage per healthcare job

Fairfield & Franklin Wages



Note: Data on Franklin and Fairfield County 2016 wages by industry at the 2-digit level NAICS code from Ohio Labor Market Information.

Fairfield County residents working outside county borders



Note: Data is from the 2011-2015 5-Year American Community Survey Commuting Flows.

Observation #4: Fairfield is Nexus and Employment Hub for Parts of Appalachia

12,849 workers commute from other counties to Fairfield for work

- 4,639 from Franklin
- 2,625 from Perry
- 1,926 from Hocking
- 1,357 from Licking
- Evidence of being part of robust regional labor market
- Residents commuting to Fairfield from Appalachia likely earn higher wages

Non-residents working inside Fairfield County



Note: Data is from the 2011-2015 5-Year American Community Survey Commuting Flows.

Final Observation: Take Stock of Threats

1. How would your existing companies or targeted industries be impacted by a trade war with China?
 - What are their markets?
 - Are you familiar with their supply chains?
2. Will the GM plant closures in Ohio and around the Midwest impact your industries or residents?
3. Are you positioned to manage the projected growth in the Columbus area? Traffic congestion, school capacity, zoning for higher density development, etc.
4. What steps can you take to address region and statewide concerns over labor shortages?

Thank You!

**...and special thanks to my colleague, Christelle Khalaf, Ph.D.
for assistance with presentation**