Oswego County Economic Advancement Plan: Comparison Assessment

September 2017

Prepared for:

Oswego County, NY



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About Camoin Associates

Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$600 million. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 29 states and garnered attention from national media outlets including Marketplace (NPR), Forbes magazine, and The Wall Street Journal. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. We are based in Saratoga Springs, NY, with regional offices in Portland, ME; Boston, MA; and Brattleboro, VT. To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on Twitter @camoinassociate and on Facebook.

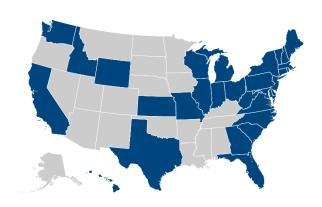
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Report Purpose and Design

The Existing Conditions Analysis for Oswego County's Economic Advancement Plan includes comparisons to the surrounding Central New York region and Upstate New York, providing context for the county's place within the region. This Comparison Assessment benchmarks Oswego County against three counties with similar characteristics, and against the Syracuse Metropolitan Statistical Area. This provides a picture of the county's competitiveness against similarly sized and positioned counties, and begins to establish performance goals and metrics that the county can use to measure its performance as the Plan is implemented over time.

Three comparison counties were selected through discussion with the county: Wayne County, Genesee County, and Ontario County. Critical factors in identifying useful comparison geographies focused on population and proximity to a major metropolitan area, and included:

- ✓ Similar population size
- ✓ Major city nearby for jobs and commerce, but not located within the county
- ✓ Access to interstate highway system for transport of goods
- ✓ At least one small city within the county
- ✓ Known within the region to exhibit a business-friendly attitude
- ✓ A mix of urban and rural communities
- ✓ Economic Development Organizations with a high level of expertise and commitment
- ✓ Large bodies of water in the county, and/or a county border on Lake Ontario

Measurements covering demographics, industry and business activity, innovation activity and capability, and residential real estate and property taxes were selected as benchmarks. These indicators provide a baseline assessment of how Oswego County compares on key measures. This report presents the data through infographics, or snapshots of current measurements. Details of the measurements are included in an appendix.

Key Findings

This Comparison Assessment measures and highlights the benchmarks, and Key Findings are noted below. The development of recommendations and strategies to improve performance on these benchmarks will be part of the Challenges and Opportunities Workshop and will be presented in the Action Plan Matrix at the end of the Plan process.

Benchmarks are grouped into four areas; Demographics, Industry and Business, Innovation, and Residential Real Estate. Each set of indicators is presented in a full-page color infographic labeled below. The paragraphs below highlight key findings presented in each infographic.

Demographics – As shown in the infographic "Demographics," Oswego County residents are more likely to live in rural communities, have a lower Median Household Income (MHI), lower educational attainment, and higher Federal Poverty Rate than all the benchmark communities. While living in an urban or rural environment is often a choice by households, the other indicators point toward significant challenges compared with those in other counties. This information can be used as a tool to begin to identify areas where the county can "move the needle." For example, Oswego County's MHI of \$47,256 is \$5,803, or 10% below that of Wayne County, the next most rural geography (39%, compared with Oswego's 36%.)

Industry and Business – Oswego County has higher unemployment rates and fewer jobs per working age resident than all the comparison counties. Ontario County has more jobs than there are residents aged 24 – 65, which indicates that residents of other geographies are commuting in for work. Oswego County has the fewest jobs, or 0.58 per working age resident, which is consistent with findings that county residents frequently commute to Syracuse and other Onondaga County Communities. However, with the MHI in the Syracuse MSA higher than in

Oswego County, these commuters may not be earning similar wages; these workers may be the most likely to stay in the county as new jobs are created.

This "Industry and Business" infographic also lists the top five industries for jobs in each of the geographies. Genesee and Wayne Counties, which both outperform Oswego County on employment and wages, also have strong manufacturing sectors, indicating that their economic mix is more comparable than that of Ontario County, where business and financial services are major components.

Innovation Index – This infographic measures factors that contribute to a region's readiness to participate in the knowledge economy and includes building blocks such as business dynamics (e.g. formation), worker productivity, and human capital and knowledge (education). Oswego County's best performing indicator is the Business Dynamics Index, where its score of 58.8 out of 100 exceeds Wayne County's and is close to Genesee County's (59.6). This is driven by business formation, an activity supported in Oswego County by incubators and entrepreneurial workshops. It is interesting to note that with a Business Profile Index of 79.3, Oswego County is relatively close to all the other geographies. Business Profile measures foreign direct investment, communications connectivity, the number of high-tech and early-in-life-cycle businesses, and availability of capital. As with the Business Dynamics, these are factors which county economic development activities have been working to influence.

Innovation Index statistics were gathered from StatsAmerica, a service of the Indiana business Research Center at Indiana University's Kelley School of Business. This initiative is funded in part by the U.S. Commerce Department's Economic Development Administration. Information about how the statistics are compiled by StatsAmerica is included in Appendix C.

Residential Real Estate – Oswego County's median home value of \$92,579 is the lowest among the geographies, but the median price at which homes have sold has risen 18% since 2014, presenting a trend of weak values but an improving market. For the same period, the average increase in median home sales price across all of Upstate New York was 4%.¹

Oswego county is a relatively affordable location for home ownership. Annual housing expenditures are on average \$11,796, slightly lower than in Genesee and Wayne Counties and substantially lower than in the Syracuse MSA overall, where residents on average pay \$14,198 per year, or 25% of MHI. Wayne and Genesee County residents pay a similar 24% of MHI on average for housing, but in Ontario County and Syracuse MSA, residents pay 27%, despite the higher MHI.

Real property taxes are a burden for residents throughout Central and Upstate NY. In the comparison geographies, between 36% and 43% of a homeowner's monthly payment (mortgage plus a monthly allowance for taxes) goes toward taxes. This can slow the build-up of equity in the home, as well as divert available funds away from maintenance and improvement. However, Oswego County's rising sales prices are a positive indicator, as equity also increases when market values rise.

¹ Median sales price is not the same as median home value, as it counts recent sales rather than values for the entire community. However, it is a good indicator of the "market" for home buyers and sellers. Detailed table is included in the *Existing Conditions Analysis* on page 17.P



Map of Comparison Counties

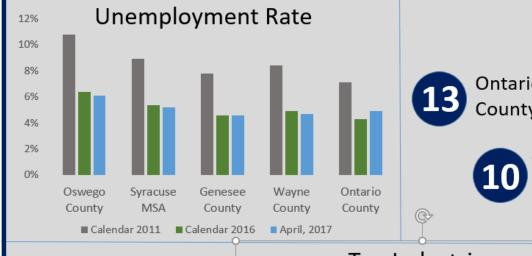


*Syracuse MSA is comprised of Oswego, Onondaga and Madison Counties

Demographics

	Oswego County	Syracuse MSA	Genesee County	Wayne County	Ontario County
Working Age Population	63,883	342,603	31,693	49,925	58,090
Median Household Income	\$47,256	\$51,755	\$52,040	\$53,059	\$56,812
% Below Federal Poverty Rate	18.60%	15.60%	13.20%	12.70%	10.40%
Urban vs. Rural Rural Urban	36%	73%	40%	39%	53%
Educational Attainment - Some College	47%	61%	54%	54%	64%
Bachelors Degree	19%	31%	21%	22%	33%

Business and Industry



Jobs Per Business

Ontario County

Syracuse

Oswego

County

Genesee County

1.17

Jobs Per

Working Age

Resident

(Ages 24-65)

Ontario County

0.94

Syracuse MSA

0.81

Genesee County

0.64

Wayne County

0.58

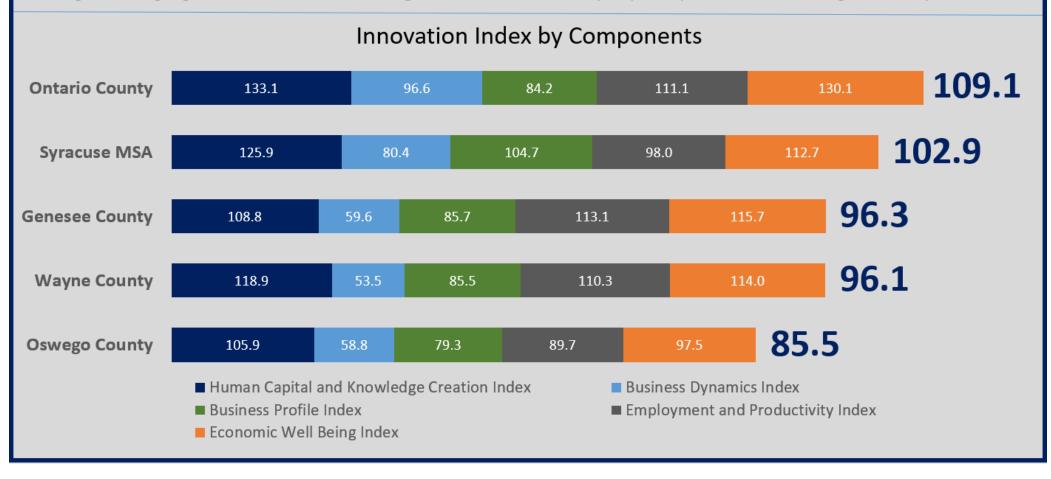
Oswego County

Top Industries

ı		Oswego County	Syracuse MSA	Genesee County	Wayne County	Ontario County
	1	Upstream Metal Manufacturing	Local Utilities	Construction Products and Services	Local Education and Training	Business Services
	2	Construction products and Services	RIISINESS SERVICES			Local Community and Civic Organizations
	3	Electric Power Generation and Transmission	Electric Power Generation and Transmission	Local Utilities	Food Processing and Manufacturing	Local Financial Services
	4	Paper and Packaging	Medical Devices	Villeanized Fire Materials	Information Technology and Analytical Instruments	Production Technology and Heavy Machinery
	5	Production Technology and Heavy Machinery	Local Health Services	Metalworking Technology	Medical Devices	Plastics
S	ource: EM	SI, *Excludes government jobs				

Innovation Index

The Innovation Index is an overall measure reflecting a region's innovation capacity and activity. The Innovation Index is designed to highlight factors that indicate a region is more or less ready to participate in the knowledge economy.



Residential Real Estate





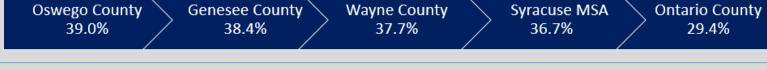
Oswego County \$92,579
Genesee County \$115,230
Wayne County \$115,405
Syracuse MSA \$129,579
Ontario County \$142,271



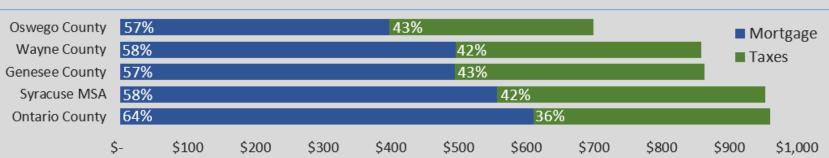
Median Home Age

Genesee County 17 Years
Ontario County 46 Years
Oswego County 49 Years
Wayne County 53 Years
Syracuse MSA 55 Years

Highest Real Property Tax



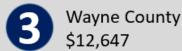
Monthly Payment for Median Home Value



Greatest Annual Housing Expenditures



Ontario County \$15,101 Syracuse MSA \$14,198





Genesee County \$12,344



Oswego County \$11,796

Appendix A: Demographics

Working Age Population (Aged 25 - 64)			
	Residents		
Oswego County	63,883		
Syracuse MSA	342,603		
Genesee County	31,693		
Wayne County	49,925		
Ontario County	58,090		
Source: ESRI			

Median Household Income			
	Annual \$		
Oswego County	\$47,256		
Syracuse MSA	\$51,755		
Genesee County	\$52,040		
Wayne County	\$53,059		
Ontario County	\$56,812		
Source: ESRI			

Percent of Population Below Federal Po	verty Level
	Percent
Oswego County	18.6%
Syracuse MSA	15.6%
Genesee County	13.2%
Wayne County	12.7%
Ontario County	10.4%

Source: American Community Survey, 5-year estimates 2011 - 2015

Rural and Urban Status, 2010					
Rural Urban					
Oswego County	64%	36%			
Syracuse MSA	27%	73%			
Genesee County	60%	40%			
Wayne County	61%	39%			
Ontario County	48%	53%			

Source: ESRI

Educational Attainment - Population with at Least				
	Some College	Bachelor's Degree		
Oswego County	47.0%	18.5%		
Syracuse MSA	60.6%	31.1%		
Genesee County	54.1%	21.1%		
Wayne County	53.6%	22.3%		
Ontario County	63.8%	32.8%		

Source: ESRI

Note: Degree attainment is cumulative. The percent of the population with at least a Bachelor's Degree is included in the

Appendix B: Business and Industry

Unemployment Rate					
	April, 2017	Calendar 2016	Calendar 2011		
Oswego County	6%	6%	11%		
Syracuse MSA	5%	5%	9%		
Genesee County	5%	5%	8%		
Wayne County	5%	5%	8%		
Ontario County	5%	4%	7%		

Source: ESRI, Bureau of Labor Statistics

Average Business Size			
	Establishments	Average Jobs Per Establishment	
Oswego County	4,173	9	
Syracuse MSA	27,600	12	
Genesee County	2,382	11	
Wayne County	3,297	10	
Ontario County	5,283	13	

Source: ESRI

Jobs Per Working Age Resident (Aged 24 - 65)		
	Jobs	
Oswego County	0.58	
Syracuse MSA	0.94	
Genesee County	0.81	
Wayne County	0.64	
Ontario County	1.17	

Source: ESRI

Top 5 Industries for Oswego County				
Industry	Score (out of 100)	Number of Jobs	% of Jobs	
Upstream Metal Manufacturing	82	1,067	2.9%	
Construction products and Services	78	924	2.5%	
Electric Power Generation and Transmission	60	1,684	4.5%	
Paper and Packaging	55	661	1.8%	
Production Technology and Heavy Machinery	55	230	0.6%	
Source: EMSI				

H

Top 5 Industries for Syracuse MSA					
Industry	Score (out of 100)	Number of Jobs	% of Jobs		
Local Utilities	65	4,497	1.4%		
Business Services	61	14,826	4.6%		
Electric Power Generation and Transmission	61	105	0.0%		
Medical Devices	56	1,586	0.5%		
Local Health Services	56	41,065	12.7%		
0 51404		,			

Source: EMSI

Top 5 Industries for Genesse County				
Score (out of 100)	Number of Jobs	% of Jobs		
57	396	1.5%		
51	85	0.3%		
50	281	1.1%		
47	212	0.8%		
45	182	0.7%		
	Score (out of 100) 57 51 50 47	Score (out of 100) Number of Jobs 57 396 51 85 50 281 47 212		

Source: EMSI

Top 5 Industries for Wayne County				
Industry	Score (out of 100)	Number of Jobs	% of Jobs	
Local Education and Training	96	4,474	13.9%	
Electric Power Generation and Transmission	94	474	1.5%	
Food Processing and Manufacturing	75	768	2.4%	
Information Technology and Analytical Instruments	71	1,034	3.2%	
Medical Devices	70	180	0.6%	
Source: EMSI				

Top 5 Industries for Ontario County				
Industry	Score (out of 100)	Number of Jobs	% of Jobs	
Business Services	64	1,809	2.7%	
Local Community and Civic Organizations	53	1,665	2.5%	
Local Financial Services	48	1,025	1.5%	
Production Technology and Heavy Machinery	47	335	0.5%	

45

1,094

1.6%

Source: EMSI

Plastics

Appendix C: Innovation Index

Innovation Index						
			<u>Innov</u>	ation Index Compo	<u>nents</u>	
Geography	Innovation Index	Human Capital and Knowledge Creation Index	Business Dynamics Index	Business Profile Index	Employment and Productivity Index	Economic Well Being Index
Ontario County	109.1	133.1	96.6	84.2	111.1	130.1
Wayne County	96.1	118.9	53.5	85.5	110.3	114.0
Genesee County	96.3	108.8	59.6	85.7	113.1	115.7
Syracuse MSA	102.9	125.9	80.4	104.7	98.0	112.7
Oswego County	85.5	105.9	58.8	79.3	89.7	97.5

Source: StatsAmerica

The Innovation Index is designed to be a comparison tool, not a direct exposition of individual activities and their value. The indices score a region or county relative to the United States, which has a baseline of 100 for each indicator. Each Innovation Index is calculated by StatsAmerica using five underlying component indices:

- 1. Human Capital and Knowledge Creation Index
- 2. Business Dynamics Index
- 3. Business Profile Index
- 4. Employment and Productivity Index
- 5. Economic Well Being Index

The calculation is a proprietary weighted average, not a simple average of the components. Each component consists of several related measures.

When reviewing these measures, it is important to keep in mind that some, such as the Human Capital and Knowledge Creation sub-index "Business Incubator Spillovers", are strongly influenced by local factors and support, whereas STEM Degree Creation is heavily dependent on the focus of local higher-education institutions. For Oswego County, which actively supports startups and early-stage businesses, the Incubator Spillover index of 116.5 is above the national norm, while STEM degree creation at 88.2 is below the national norm, because SUNY Oswego is not an engineering-focused institution; Cayuga Community College's initiatives in Advanced Manufacturing increase that index value over the next few years.

It should also be noted that the Innovation Index does not capture regional activity outside of the specific geography measured, such as job growth, and therefore fails to include the Syracuse-area jobs held by residents of Oswego County. The Employment and Productivity Index "Job Growth to Population Growth Ratio" at a low 73.4 shows that in-county job growth trails population growth, but this does not differentiate between residents unemployed and residents employed elsewhere. Increasing in-county job growth can become an important measure. It is a goal of the Economic Advancement Plan to increase opportunities for Oswego County residents to find high-value jobs within the county.

Finally, these data are a snapshot in time and do not reflect trends. They are most useful for comparison with other, similar communities, and this is how they are used in this report.

The tables below include the details of the five indices that comprise the overall Innovation Index for Oswego County. Each table includes individual and sub-measures, and aggregated indices developed from a set of individual measures. Individual measures are shown in blue and are slightly indented. Aggregate indices are pale green with bold type, and appear above the set of individual measures from which each is derived.

	Oswego County Human Capital and Knowledge Creation I	ndex		
	"Salad Days" Population Growth (Ages 25-44)	73.6		
Ed	Educational Attainment Core Index			
	High School Attainment (Ages 18-24)	168.2		
	Some College, No Degree (Age 25+)	63.6		
	Associate Degree (Age 25+)	169.3		
	Bachelor's Degree (Age 25+)	78.5		
	Graduate Degree (Age 25+)	114.0		
Kr	Knowledge Creation and Technology Diffusion Core Index			
	Patent Technology Diffusion	106.8		
	University-Based Knowledge Spillovers	103.5		
	Business Incubator Spillovers	116.5		
ST	STEM Education and Occupations Core Index			
	STEM Degree Creation (per 1,000 Population)	88.2		
	Technology-Based Knowledge Occupation Clusters	113.3		
	High-Tech Industry Employment Share	75.3		

Source: StatsAmerica Innovation Index

Source: StatsAmerica Innovation Index

Note: "Salad Days" is not defined by StatsAmerica². The demographic identified is a working age population and can experience significant growth in wealth and career advancement.

	Oswego County Business Profile Index				
Fo	Foreign Direct Investment Attractiveness Core Index				
	FDI Employment Index, Foreign Source	94.1			
	FDI \$ Investment Index, Foreign Source	97.2			
	FDI Employment Index, National Source	0.0			
	FDI \$ Investment Index, National Source	0.0			
Co	nnectivity Core Index	83.5			
	Residential High-Speed Connection Density	74.3			
	Change in Residential High-Speed Connections	81.2			
	Farm Operators with Internet Access	94.9			
Dynamic Industry Profile Core Index		118.6			
	Small Establishments (Average)	115.5			
	Large Establishments (Average)	152.2			
	High-Tech, Early-in-Life-Cycle Establishment Ratio	88.0			
Pr	Proprietorship Core Index				
	Proprietorship Rate	77.3			
	Change in Proprietorship Rate	72.7			
	Proprietor Income to Total Wages and Salaries	74.8			
	Availability of Capital from All Banks	83.6			

	Oswego County Economic Well Being Index				
	Per Capital Person Income Growth	93.3			
	Income Inequality (Mean to Median Ratio)	127.6			
	Poverty Rate (Average)	94.7			
	Unemployment Rate (Average)	66.1			
	Dependency Based on Income Sources (Ratio)	88.7			
	Net Migration (Average)	107.0			
Co	mpensation Core Index	101.4			
	Growth in Wage/Salary Earnings per Worker (Average Annual)	75.4			
	Change in Proprietors' Income per Proprietor	127.4			
Sc	ource: StatsAmerica Innovation Index				

Oswego County Business Dynamic Index Establishment Formation Core Index Establishment Births to All Establishments Ratio 147.3 Traded Sector Estab. Births to All Estab. Ratio 87.2 Jobs Attributed to Estab. Births to Total Employment Ratio 87.6 Change in Estab. Births to All Estab. Ratio 147.0 **Establishment Dynamics Core Index** 118.0 Estab. Expansions Divided by Estab. Contractions 111.3 Estab. Births Divided by Estab. Deaths 125.1 Traded Sector Establishment Dynamics 117.5 **Venture Capital Dollar Measures Core Index** Venture Capital (Average Annual \$) 0.0 Expansion Stage Venture Capital \$ 0.0 High-Tech Venture Capital \$ 0.0 Change in Venture Capital \$ 0.0 Venture Capital Count Measures Core Index 0.0 Initial Public Offerings 0.0 Venture Capital Deals (Average Annual) 0.0 Change in Venture Capital Deals 0.0 Source: StatsAmerica Innovation Index

	Oswego County Employment and Productivity Index		
	Job Growth to Population Growth Ratio	73.4	
	Change in Share of High-Tech Industry Employment	94.5	
In	dustry Performance Core Index	72.4	
	Cluster Diversity	67.8	
	Cluster Strength	88.5	
	Cluster Growth Factor	60.9	
Gı	Gross Domestic Product Core Index		
	GDP per Worker	114.7	
	Change in GDP per Worker	84.1	
Pa	tents Core Index	111.8	
	Change in Average Patenting Rate	101.4	
	Patent Diversity	122.3	

Source: StatsAmerica Innovation Index

² William Shakespeare famously used the term in his play *Antony and Cleopatra* with Cleopatra, queen of Egypt, referring to her youth as "My salad days, / When I was green in judgment, cold in blood". StatsAmerica's usage likely reflects a change in the meaning of the term, one which refers to youth as a time of energy and prospects rather than poor judgment. The term is retained in this report, despite the difference between current and well-known historic meanings, to maintain consistency with StatsAmerica's terminology.

Appendix D: Residential Real Estate

Home Values					
	Me	dian Value	Median Age		
Oswego County	\$	92,579	49		
Syracuse MSA	\$	129,579	55		
Genesee County	\$	115,230	17		
Wayne County	\$	115,405	53		
Ontario County	\$	142,271	46		
Source: ESRI					

Real Property Taxes		
	2015 Tax Rate	
Oswego County	39.0%	
Syracuse MSA	36.7%	
Genesee County	38.4%	
Wayne County	37.7%	
Ontario County	29.4%	

Source: NYS Dept. of Taxation and Finance

*Syracuse MSA Tax Rate is based off the average tax rates for the counties within the MSA

Estimated Mortgage Payment						
	Oswego	Syracuse	Genesee	Wayne	Ontario	
	County	MSA	County	County	County	
Median Price of Home	\$92,579	\$129,579	\$ 115,230	\$ 115,405	\$ 142,271	
Down Payment @ 10%	\$9,258	\$12,958	\$11,523	\$11,541	\$14,227	
Loan Amount	\$83,321	\$116,621	\$103,707	\$103,865	\$128,044	
Average Mtg Payment 30 Years @ 4%	\$398	\$557	\$495	\$496	\$611	

Source: ESRI, Camoin Associates

Housing as Component of Household Expenditures		
	Average Spent per Year	
Oswego County	\$11,796	
Syracuse MSA	\$14,198	
Genesee County	\$12,344	
Wayne County	\$12,647	
Ontario County	\$15,101	
Source: ESRI		

Source: Camoin Associates

Mortgage vs. Taxes as a % of Monthly Homeownership Costs						
	Mortgage	Taxes				
Ontario County	64%	36%				
Syracuse MSA	58%	42%				
Genesee County	57%	43%				
Wayne County	58%	42%				
Oswego County	57%	43%				

Monthly Payment, Mortgage plus Taxes, Median Home Value									
	Mortgage	Taxes	Total Monthly						
Oswego County	\$398	\$301	\$699						
Syracuse MSA	\$557	\$396	\$953						
Genesee County	\$495	\$369	\$864						
Wayne County	\$496	\$363	\$859						
Ontario County	\$611	\$349	\$960						

Source: ESRI, Camoin Associates

Monthly payment does not include maintenance, insurance,

or PMI.

Changes in Median Home Sales Price, 2014 through 2016									
	20	2014 2015		2016		% Change 2014 - 2016			
County	# Sales	Median	# Sales	Median	# Sales	Median	Median		
Oswego	905	\$85,000	1,001	\$93,750	920	\$100,000	18%		
Onondaga	3,976	\$137,000	4,437	\$138,000	4,618	\$143,000	4%		
Madison	630	\$134,310	603	\$132,000	658	\$140,000	4%		
Cortland	378	\$103,000	472	\$102,645	422	\$108,700	6%		
Cayuga	747	\$116,000	750	\$110,170	824	\$110,000	-5%		
Central NY Averages	1,327	\$115,062	1,453	\$115,313	1,488	\$120,340	5%		
Upstate NY Averages (includes Central NY Counties)	1,142	\$133,715	1,236	\$135,891	1,302	\$139,034	4%		

Source: NYS Dept. of Tax and Finance. In order for a sale to be included in the above statistics it must be an arm's length residential sale coded non-condominium. Further, the sale price must be greater than ten dollars and the number of days between the sale date and the contract date must be less than three hundred and sixty five or indeterminate.

Appendix E: Data Sources

Proprietary Data Sources

Economic Modeling Specialists, International (EMSI)

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin Associates subscribes to Economic Modeling Specialists, Intl. (EMSI), a proprietary data provider that aggregates economic data from approximately 90 sources. EMSI industry data, in our experience, is more complete than most or perhaps all local data sources (for more information on EMSI, please see www.economicmodeling.com). This is because local data sources typically miss significant employment counts by industry because data on sole proprietorships and contractual employment (i.e. 1099 contractor positions) is not included and because certain employment counts are suppressed from BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code.

Esri Business Analyst Online (BAO)

ESRI is the leading provider of location-driven market insights. It combines demographic, lifestyle, and spending data with map-based analytics to provide market intelligence for strategic decision-making. ESRI uses proprietary statistical models and data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to present current conditions and project future trends. Esri data are used by developers to maximize their portfolio, retailers to understand growth opportunities, and by economic developers to attract business that fit their community. For more information, visit www.esri.com.

Public Data Sources

American Community Survey (ACS), U.S. Census

The American Community Survey (ACS) is an ongoing statistical survey by the U.S. Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. The survey is mandatory to fill out, but the survey is only sent to a small sample of the population on a rotating basis. The survey is crucial to major planning decisions, like vital services and infrastructure investments, made by municipalities and cities. The questions on the ACS are different than those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. For more information on the ACS, visit http://www.census.gov/programs-surveys/acs/

StatsAmerica Innovation Index

StatsAmerica is sponsored by the U.S. Economic Development Administration and receives funding from the U.S. Commerce Department. Academic institutions partner with data provider EMSI and the private sector to create an Innovation Index reflecting a region's innovation activity and capacity, and an interactive database containing the index and its component indicators for all counties in the U.S. For more information, visit http://www.statsamerica.org/innovation/about.html

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