



## LABOR MARKET, STRATEGIC ACTION AND TACTICAL PLANS

WDGT addresses the #1 issue in today's site location business through in-depth labor market or workforce evaluations and developing strategies to meet the needs of present and future employers. Together with our partner Younger Associates, we created a cutting-edge, comprehensive labor market system that can help position your area to compete in the global economy for the best economic development opportunities and the highest-level jobs. In the short term, this workforce analysis will:

- Quantify labor supply and quality including hidden labor resources and the displaced worker pool
- Identify unmet training needs and help workforce agencies match workers with jobs and training programs
- Define emerging employment trends and economic opportunities
- Identify roles, programs and areas of specialized research for higher education
- Provide a vision that allows K-12 educators to address workforce needs and trends, particularly those that relate to the area's economic development targets
- Provide the right information for prospects and site consultants

The results of our interviews, focus groups and surveys with key workforce influencers are entered into a user-friendly database system that allows for the creation of customized reports of workforce data not available from any other source. Our clients have found it to be a powerful tool for workforce planning, assisting employers and prospective employers, directing training efforts, and finding labor market resources.



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## SERVICES

innovative  
pragmatic  
creative

Wadley-Donovan GrowthTech's (WDGT) advice and service is pragmatic, creative, and customized, integrating our firsthand knowledge of corporate location decision-making and public and private economic and workforce development efforts. This assimilation of expertise, coupled with to the integrity of our staff, provides a distinct competitive edge for our clients.

We work with our clients to determine their most pressing and long-term economic development or workforce needs and advantages as a location. Our clients can build upon our services over time. And, depending on the scope of services needed, involve one of our partners as the project team.

## WORKFORCE DEVELOPMENT SERVICES

WDGT provides workforce evaluations and practical recommendations for state and local Workforce Investment Boards (WIB), state workforce associations, training providers, state and local economic developers and elected officials to meet their varied workforce development service needs.

- Quantify labor supply, demand and quality including hidden labor resources and the displaced worker pool in GIS compatible formats
- Identify unmet training needs and help workforce agencies match workers with jobs and training programs
- Define emerging employment trends and economic opportunities
- Provide a vision that allows K-12 educators to address workforce needs and trends, particularly those that relate to the area's economic development targets
- Objectively assess an area's workforce training systems including secondary, post-secondary and private training vendors
- Profile existing conditions and workforce characteristics
- Prepare strategic plans

## LOCATIONAL ASSESSMENTS

WDGT will objectively assess an area's locational resources to document an area's competitive position, and assist it use its strengths to overcome obstacles to growth and enhance its marketing effort. Our evaluation parallels that undertaken in our corporate location projects. We place significant emphasis on the factors that are exerting the greatest influence over site selection decisions. These factors include labor market, logistics, electric power, telecommunications, available real estate, fast-track construction/permitting, incentives, taxes, operating environment, and natural disaster risk.

Output from this assessment includes a detailed report that will withstand the critique by corporate location decision-makers, and serve as a foundation for effective business recruitment, retention, and entrepreneurial development:

- Findings by major factor group (e.g., labor market, transportation, telecommunications, utilities, taxes, etc.)
- Unique and/or distinctive assets
- Primary disadvantages
- Principal shortcomings
- Statistical documentation (e.g., demographics, employment, wages, utilities, sites/buildings, etc.)
- GIS mapping (commute zone maps, site infrastructure)

## TARGET INDUSTRY IDENTIFICATION / OPPORTUNITIES

Based on available assets and resources, many areas have the ability to target specific industries, activities or opportunities. Matching locational strengths to industry location requirements and to industry demand patterns is critical in target industry identification, and an essential component of an effective development strategy.

WDGT can provide objective advice on those industries that are (a) realistic targets and (b) satisfy leaderships' goals and aspirations for the community. Our advice can embody:

- Target industry/opportunity identification
- Industry overviews
- Industry sub-sector trends
- Detailed analysis of industry appropriateness for the area in question
- Primary criteria
- Area's capability to satisfy criteria
- Unique/distinctive "selling points" of area for the industry
- In conjunction with our partner, Tamerica Management Company, provide a list of target companies within each industry sector

The end result is a defined set of industries or activities and companies, along with competitive strengths to market to them.

## DATABASE DESIGN & DEVELOPMENT

Information comprises a deal maker-deal breaker in this era of rapid location decision making. A comprehensive database of location information is critical if an area is to quickly respond to requests for information from companies and site seekers. This technology can be used for storing data, and to analyze trends within your area that can reveal opportunities for improvement and growth.

- WDGT will advise you on critical data sets and assist you in populating your database.
- Recommend information fields both for a web site and a comprehensive community database
- Develop a database or recommend existing product
- Serve as an advisor to a client's task force in creation of a new/improved database
- Review/critique existing sales literature/promotional material
- Ensure that databases conform with the standards recommended by the International Economic Development Council (IEDC)

## SITE CERTIFICATION

Together with its partner, Location Advisory Services, WDGT is at the forefront of certifying sites as being readily available for industrial or office development. We can help put your community's sites on the map by having them available for companies searching for new facility locations, thus saving critical start-up time. We have helped states develop certified site programs resulting in more marketable sites meeting the specific criteria most in demand by locationally-active companies.

WDGT will then assist your area with the application process and evaluate sites based on site location criteria in order to develop an inventory of "shovel ready" sites.

- Utility infrastructure
- Transportation
- Permitting
- Site characteristics (i.e., wetlands, flood plain, endangered species, etc.)
- Zoning

Site certification programs have proven to be very successful in propelling the economic development programs of those states in which WDGT has worked. For instance, Oregon, which has one of the nation's leading site certification programs, has certified 47 sites totaling over 3,300 acres. Of these, 19 have been sold and over 2,500 jobs created. We can also recommend applicable measures for your program.

## AREA REPORT CARDS

Sometimes community leadership would like an outsider's initial impressions on locational competitiveness. Relying more on judgment as location experts rather than extensive study, WDGT will review pertinent data on your community to gain insight on the first impressions a prospect would have of your area. Our review and analysis includes:

- Review economic development plans/materials
- Conduct early stage locational review of the area
- Develop initial observations of the community's assets/liabilities
- Deliver presentations on this "high altitude view" to area leadership
  - Corporate location trends
  - Marketing to site consultants
    - Strengths
    - Weaknesses
  - Ideas for improving the area's competitiveness
    - Retention
    - Attraction