

2016 Kansas Economic Policy Conference

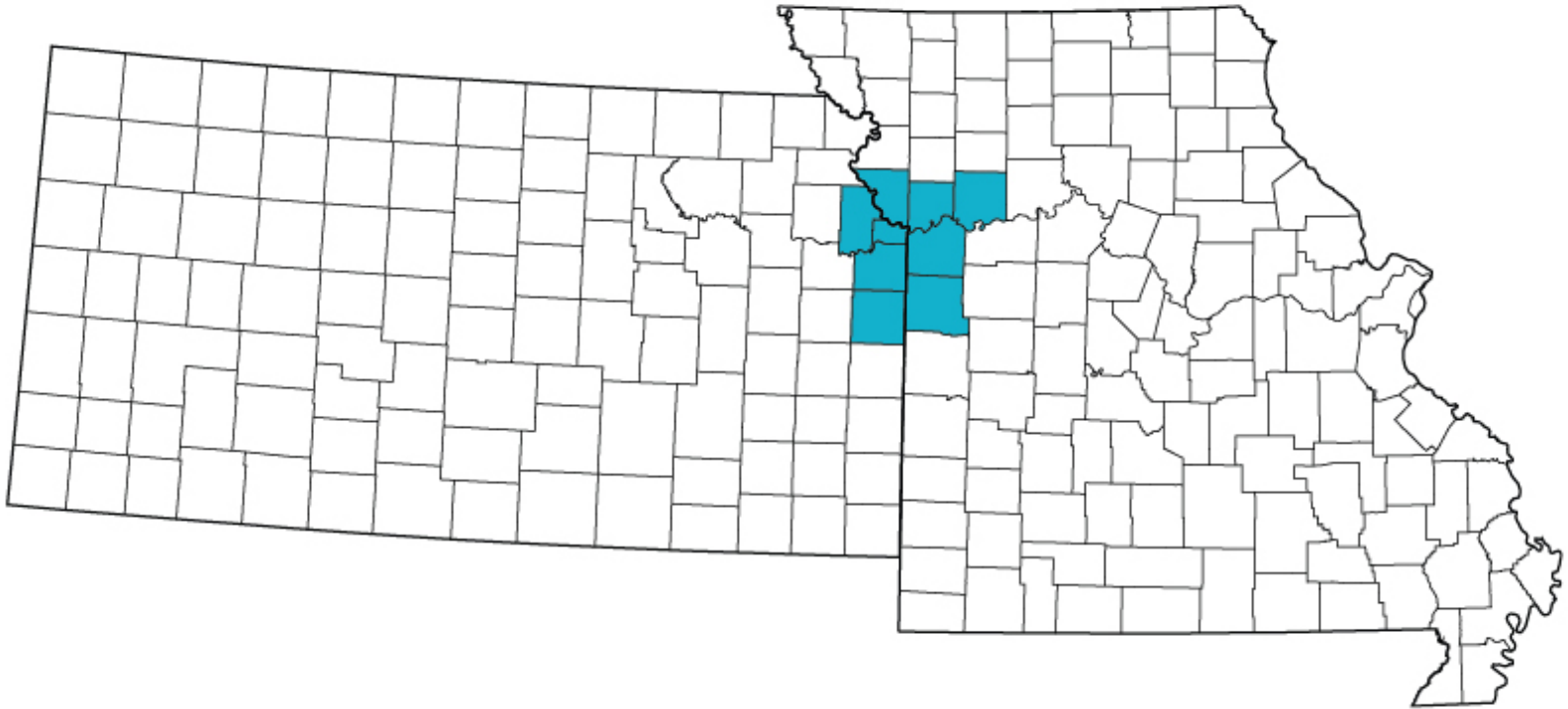
Franklin A. Lenk, Ph.D.

Director of Research Services

Mid-America Regional Council

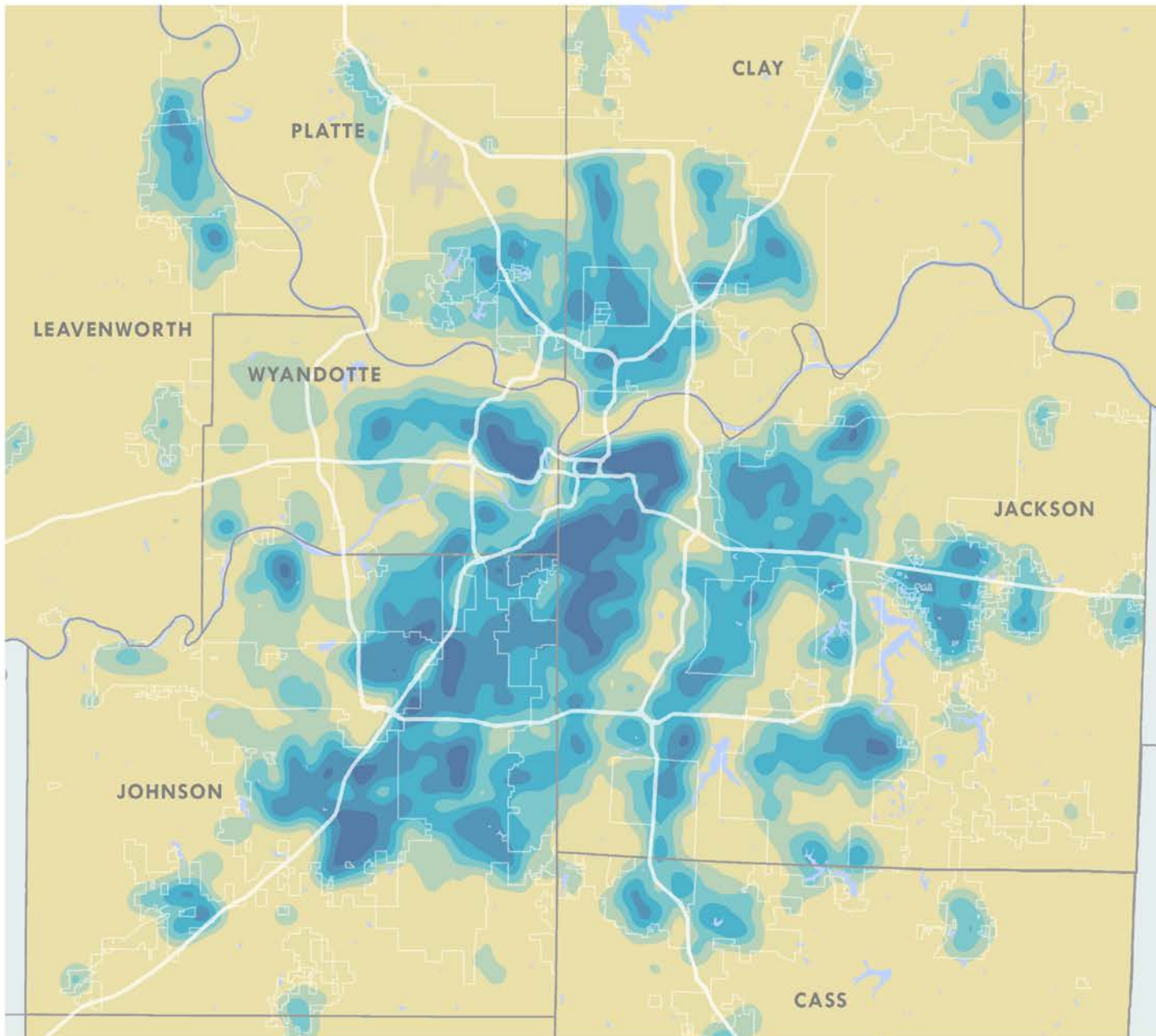
flenk@marc.org

The MARC Region spans 2 states,
9 counties and 119 cities.



Population Density

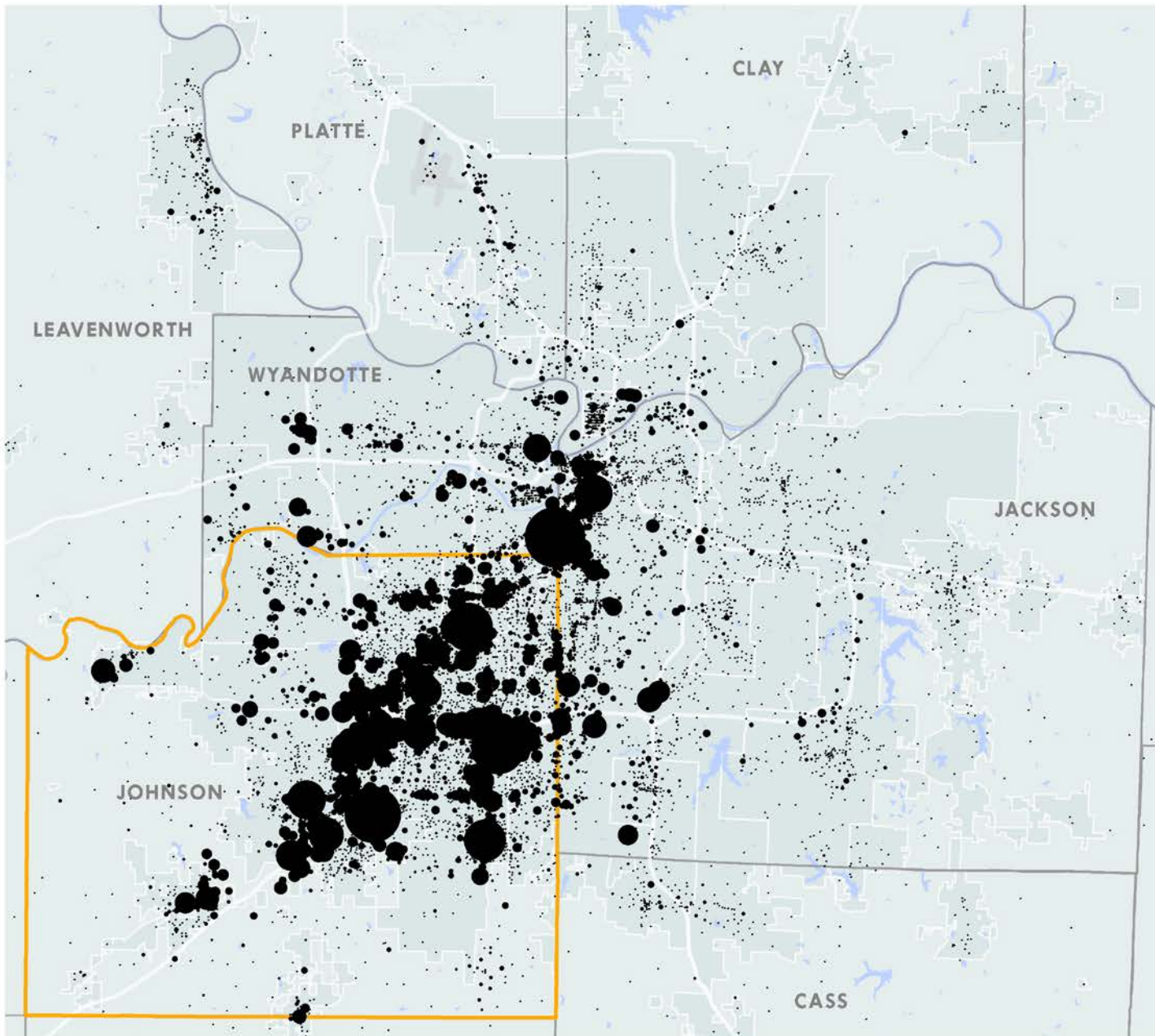
Where is that
state line
anyway?



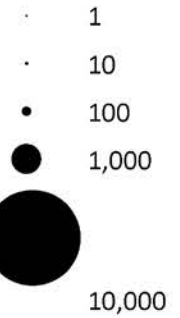
2010 U.S. Census

Work Location of Johnson County Residents

Where is that state line anyway?

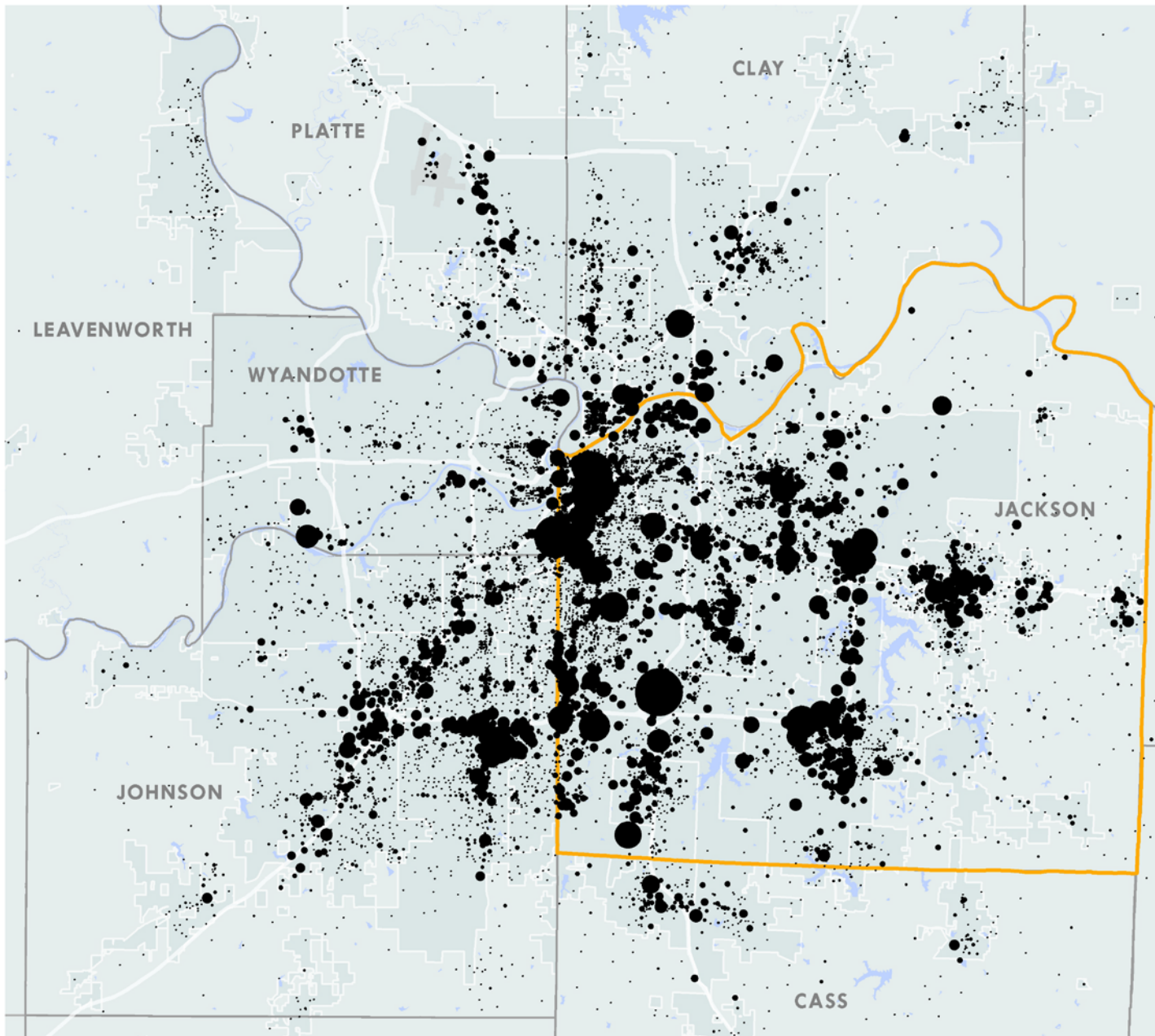


Number of Workers



Work Location of Jackson County Residents

Where is that state line anyway?



Number of Workers

- 1
- 10
- 50
- 100
- 1,000

2014 U.S. Census LEHD

Minority Population

Lines that divide us end up hurting us.

Minority Pop. 50%+

Percent Minority

60% - 99.2%

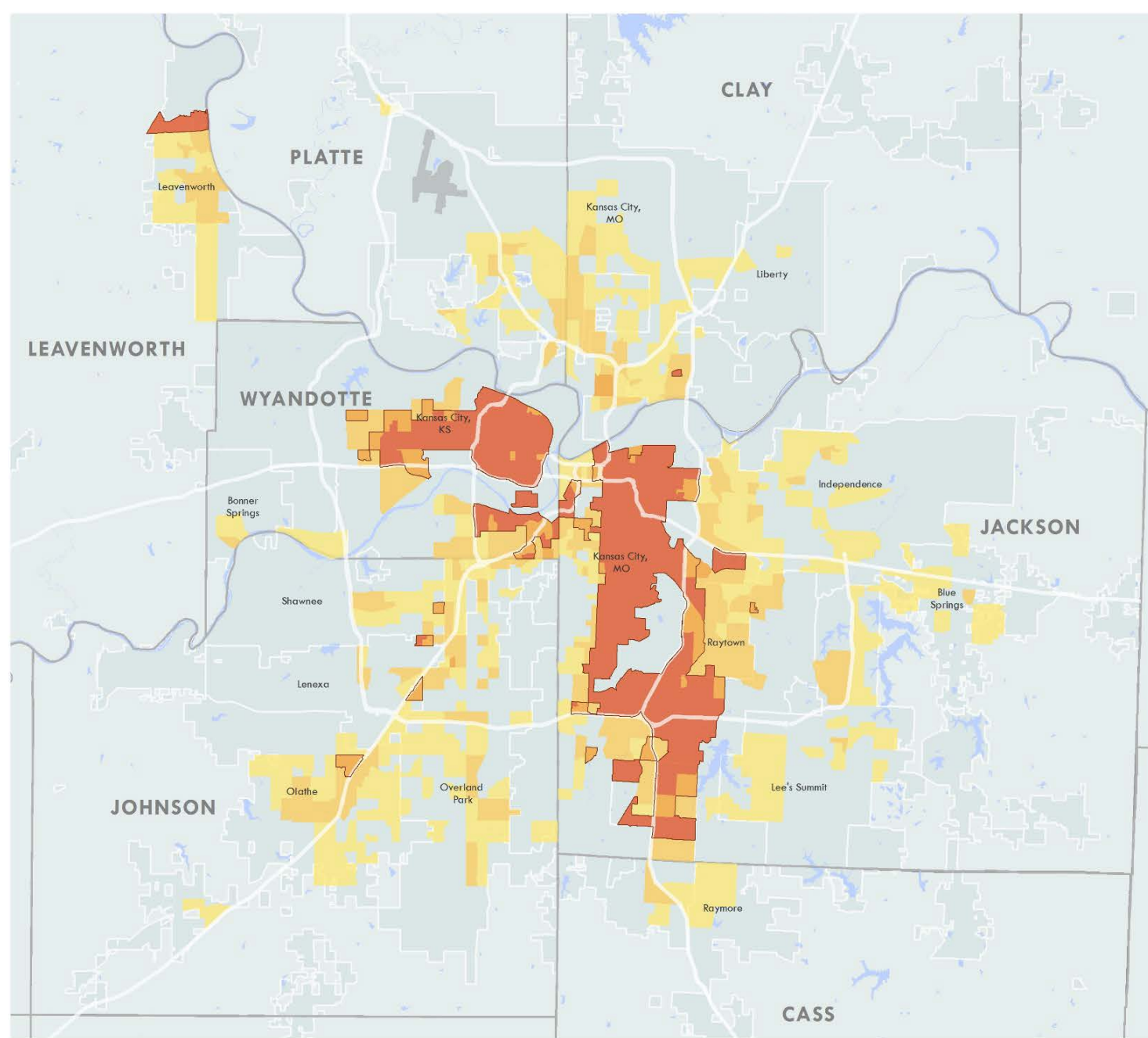
48.7% - 59.9%

26.4% - 48.6%

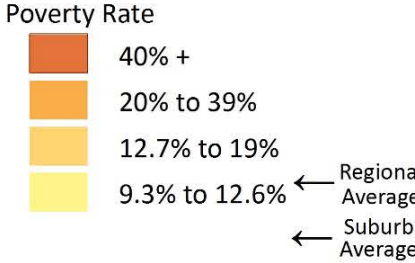
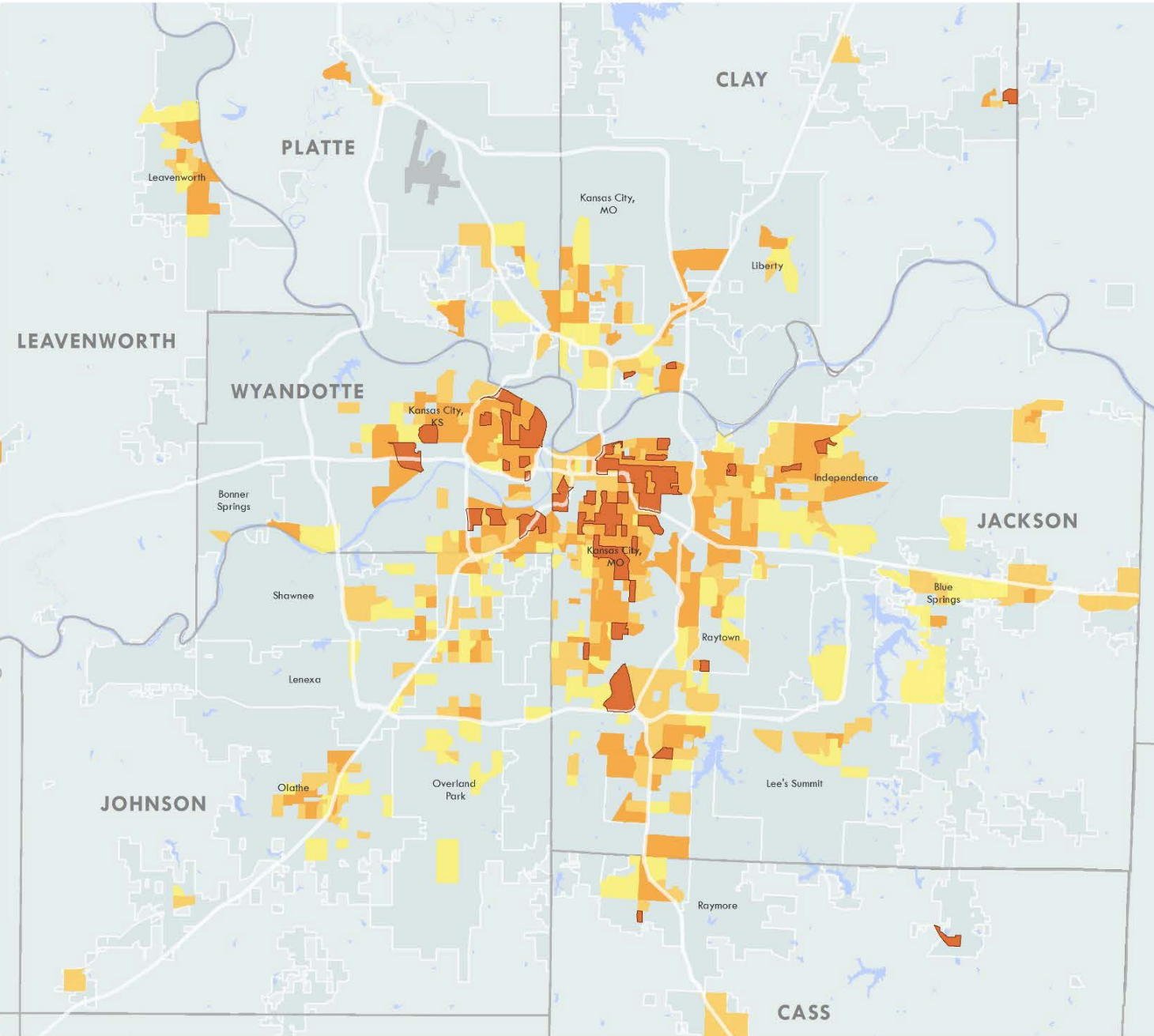
16.3% - 26.3%

Core Average
Regional Average
Suburb Average

2010-2014 Census ACS
Block Group data.
Block Groups with a population
below 50 or fewer than one
person per acre are excluded.



Poverty Rate



2010-2014 Census ACS
Block Group data.
Block Groups with a population
below 50 or fewer than one
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2000-2010 Minority Population Change

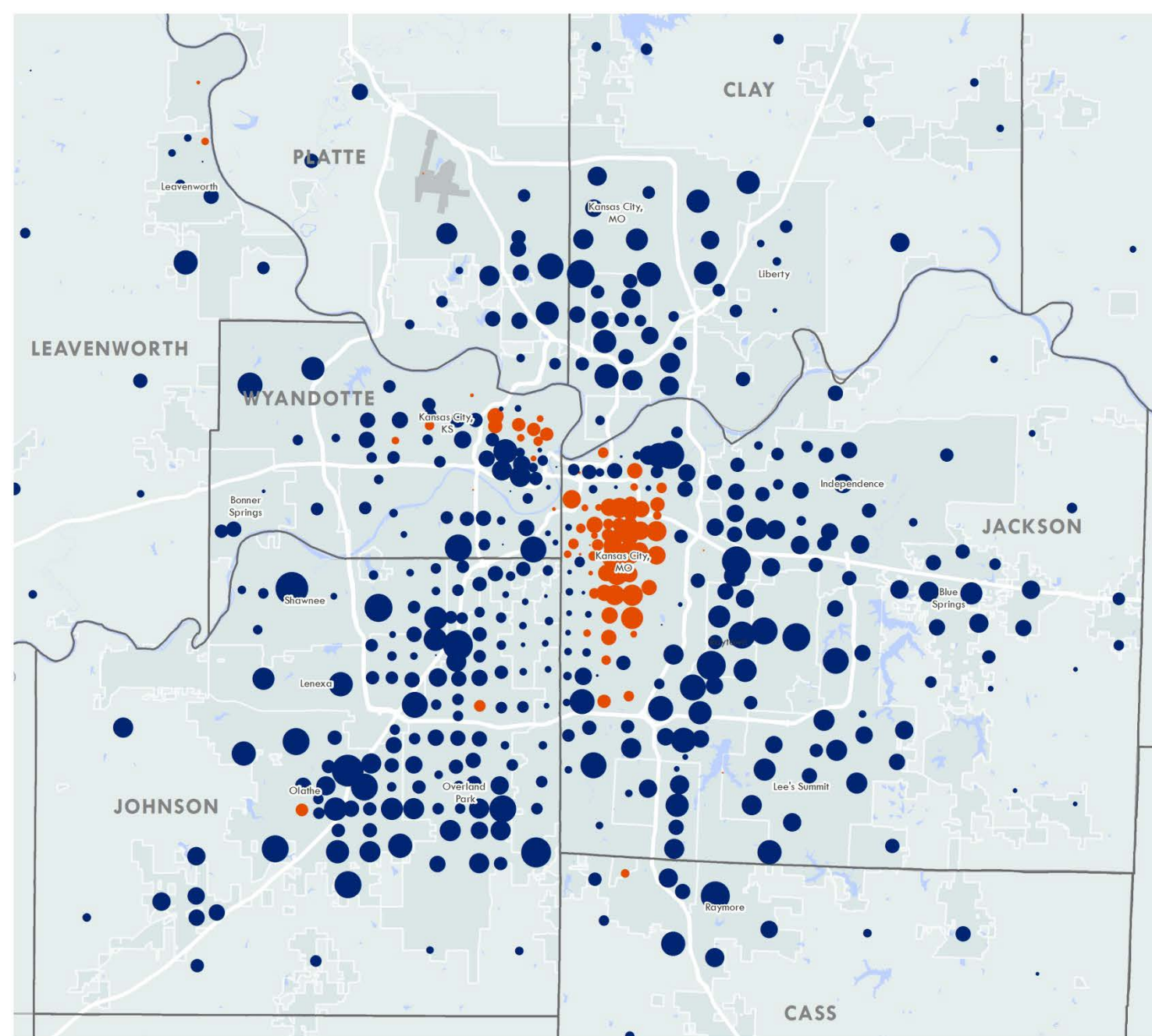
GAIN

- 100
- 500
- 1,000

LOSS

- 100
- 500
- 1,000

2010 U.S. Census
Tract Data



2000-2010 Change in White Population

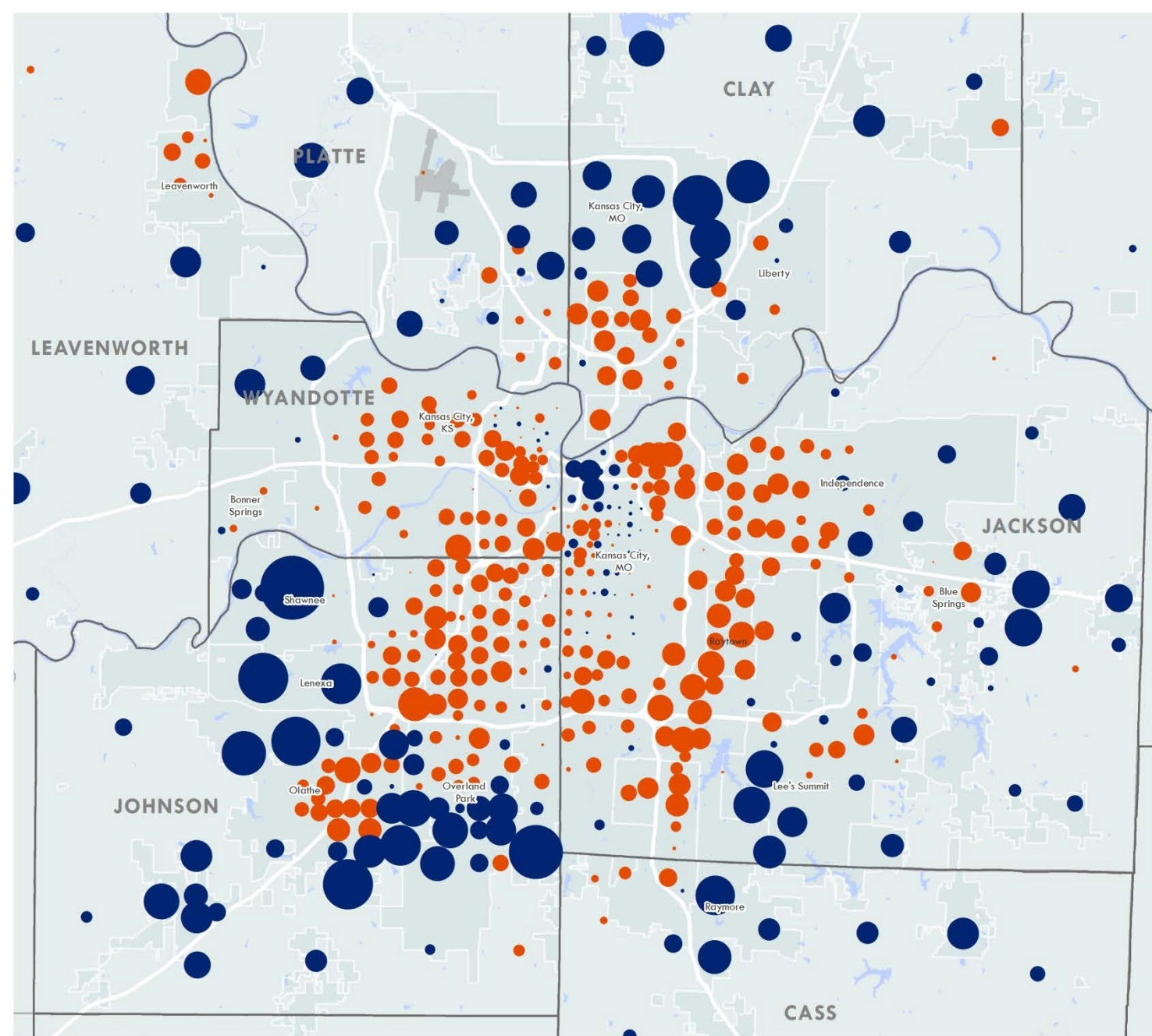
GAIN

- 100
- 500
- 1,000

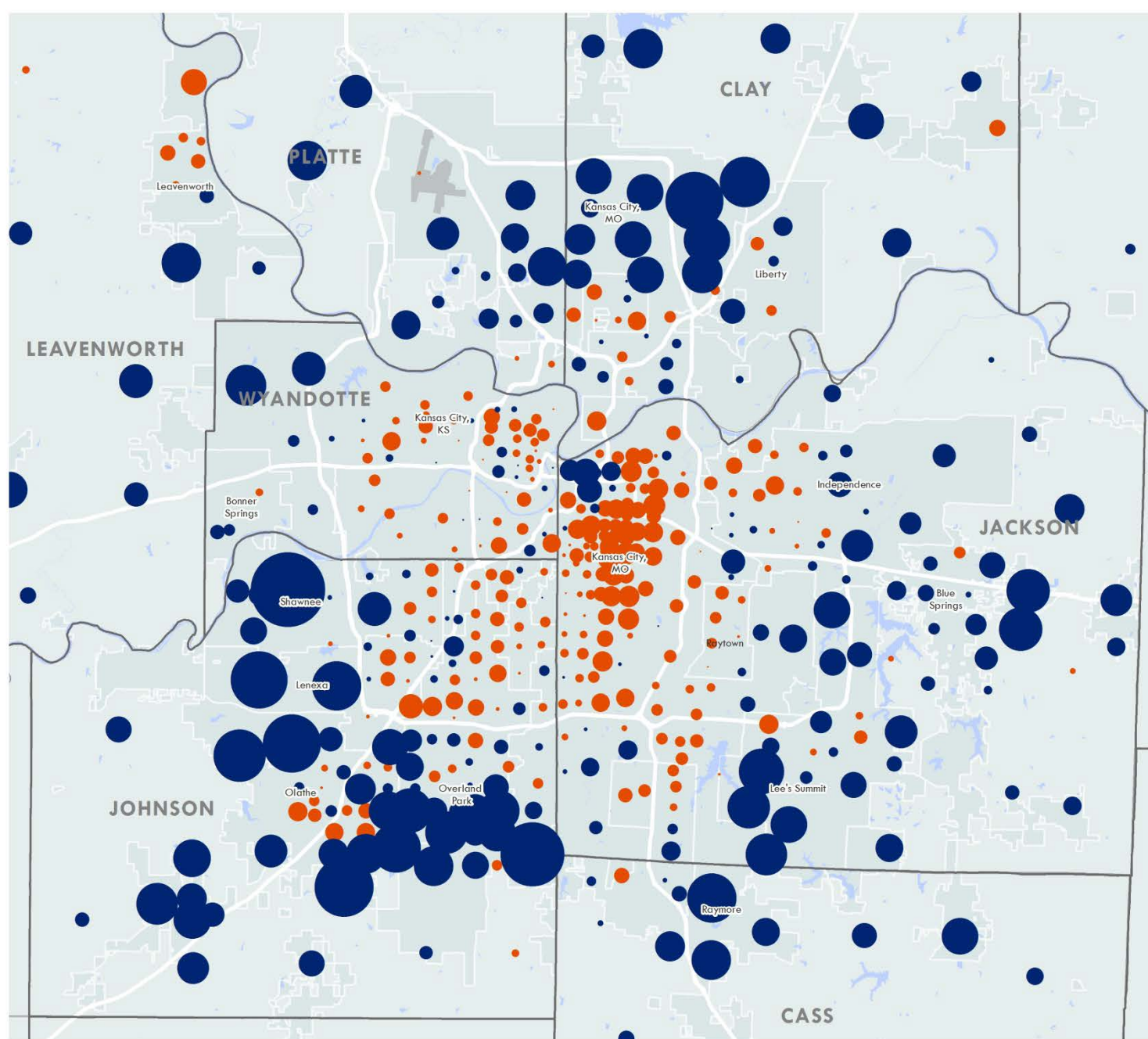
LOSS

- 100
- 500
- 1,000

2010 U.S. Census
Tract Data



2000-2010 Population Change



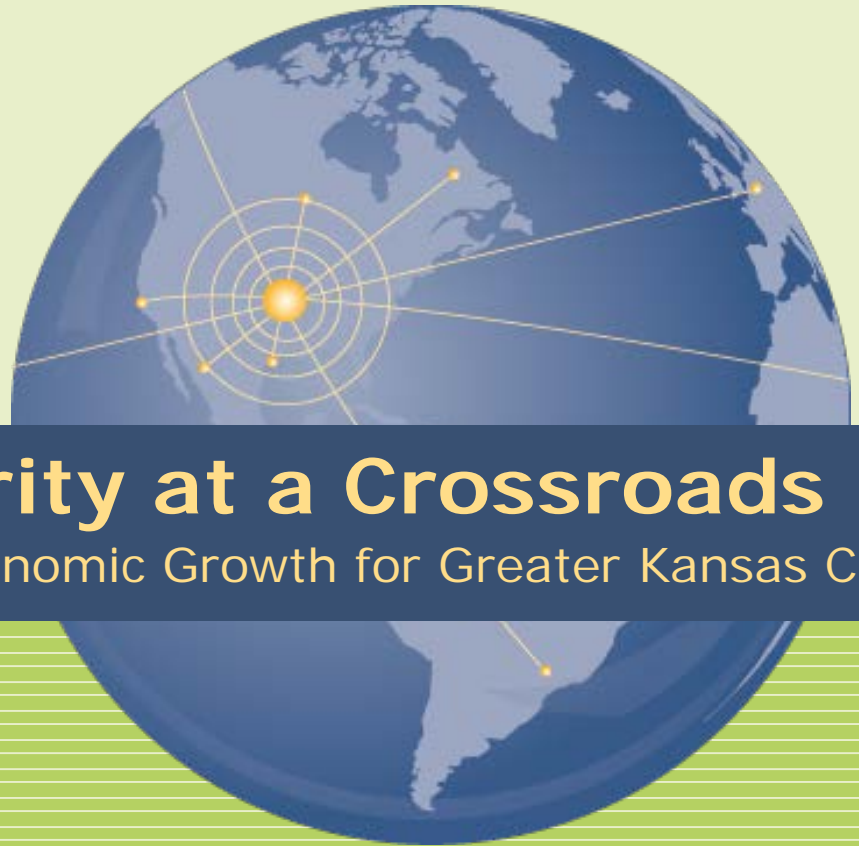
GAIN

- 100
- 500
- 1,000

LOSS

- 100
- 500
- 1,000

2010 U.S. Census
Tract Data



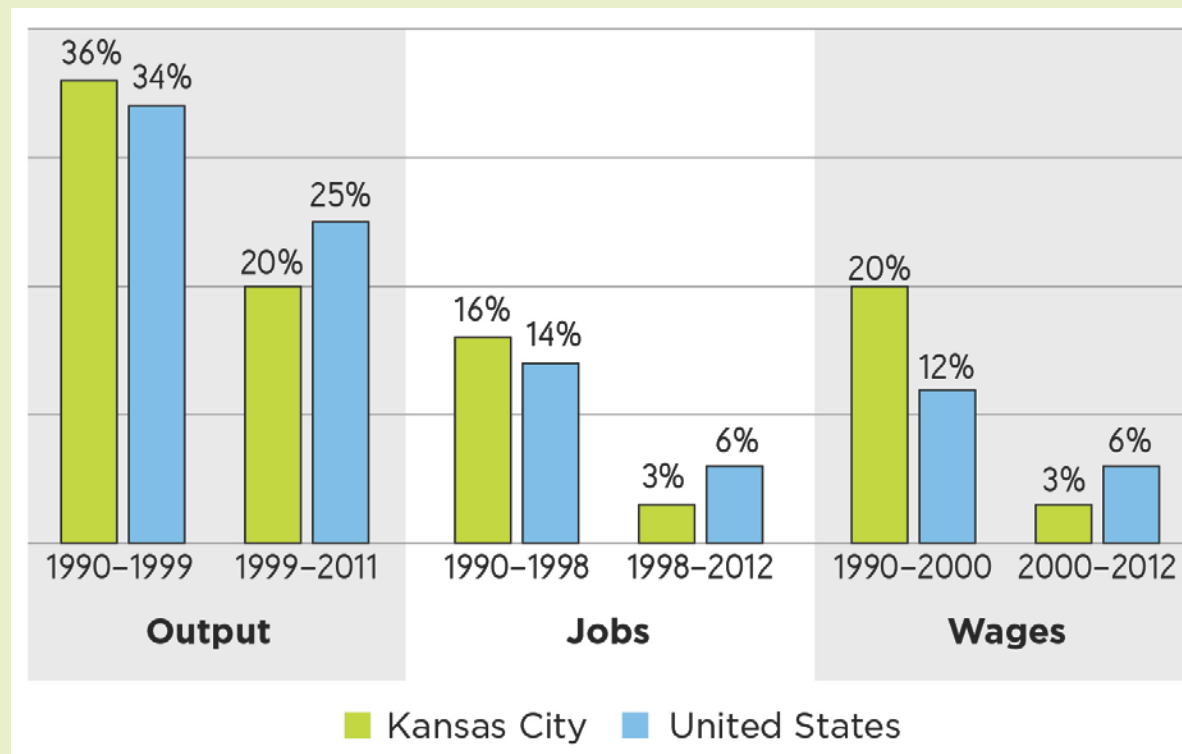
Prosperity at a Crossroads

Targeting Drivers of Economic Growth for Greater Kansas City

State of the Regional Economy

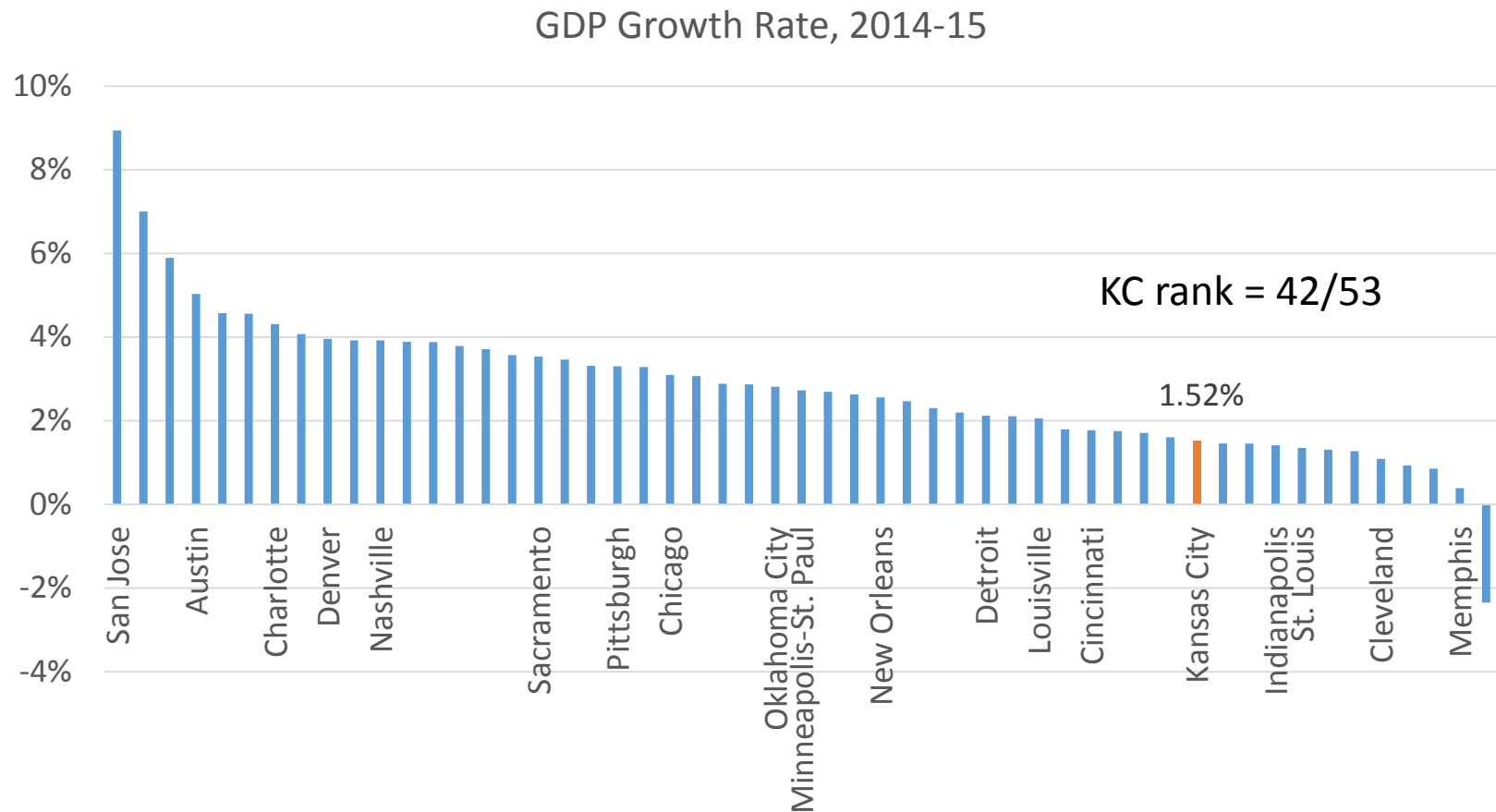
The region outperformed the nation in output, jobs and wages in the 1990s, but that trend has reversed.

Growth in Output, Jobs and Wages



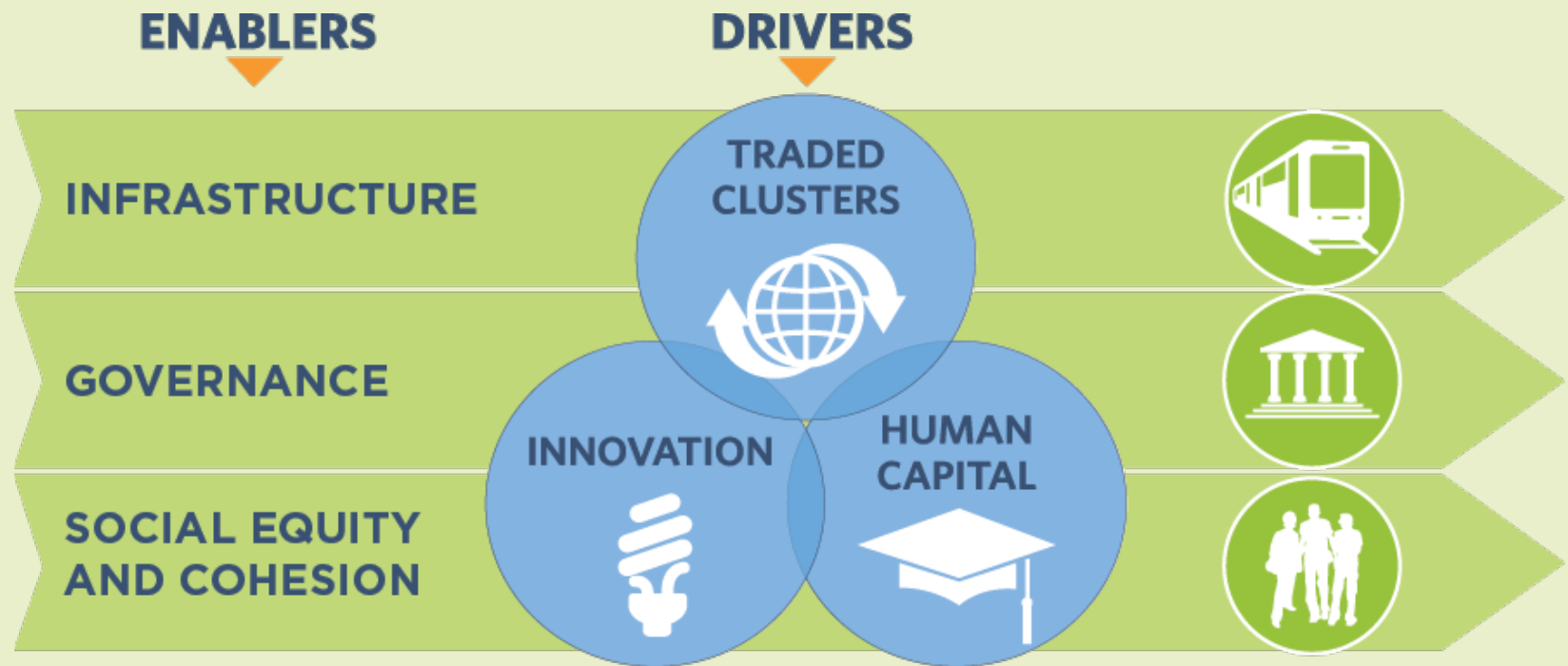
Sources: REMI and Moody's Analytics

Among large (1M+) metros, KC ranks 42nd in GDP growth



Source: Bureau of Economic Analysis

Regions that focus on the drivers of economic growth will be more resilient



Traded Sectors

Six sectors account for 80 percent of the region's total exports and half its economic output.

MANUFACTURING



**FINANCE &
INSURANCE**



INFORMATION



TRANSPORTATION



**WHOLESALE
TRADE**

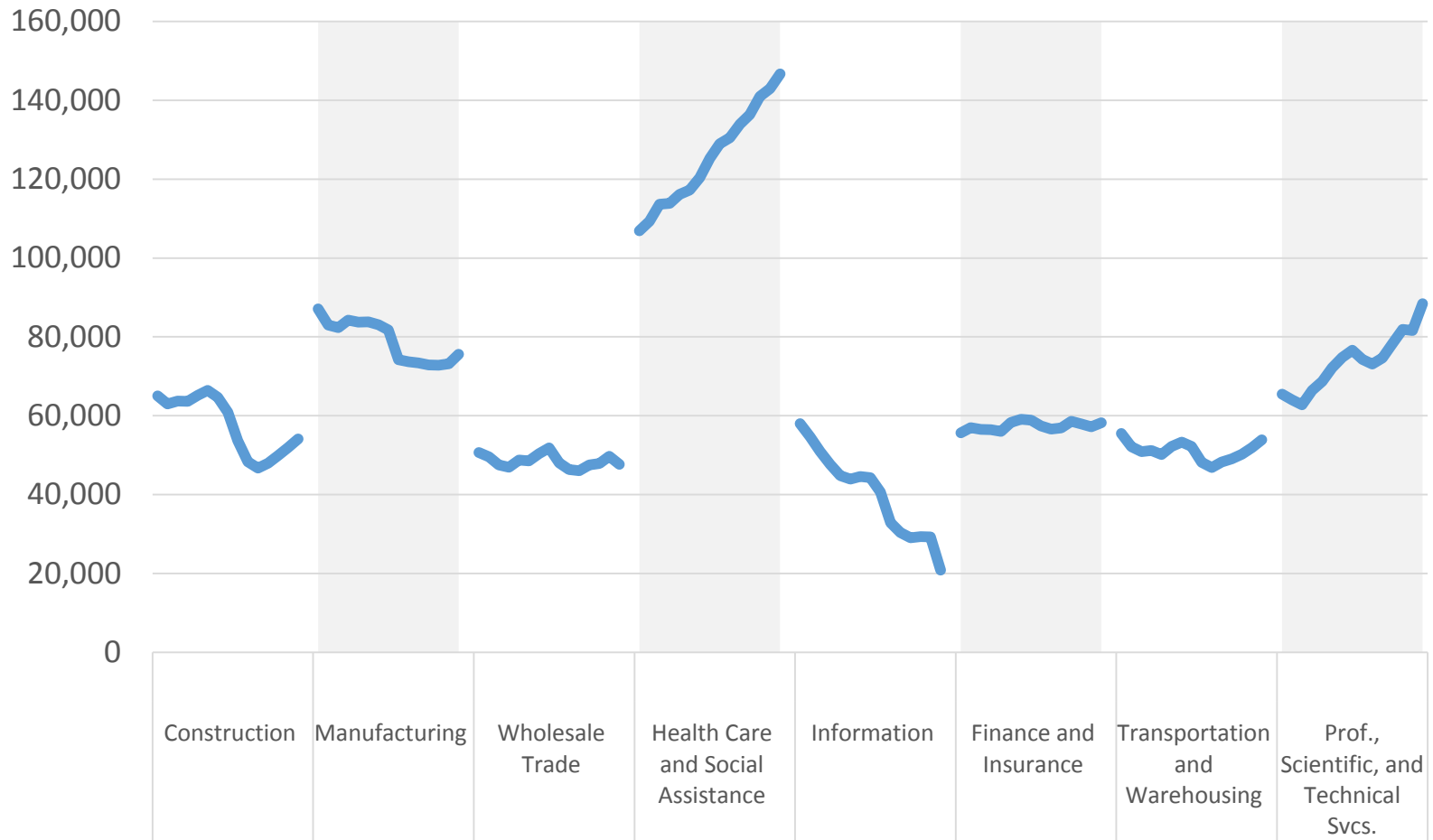


**PROFESSIONAL
SERVICES**



Only two sectors in the KC MSA show strong growth in since 2001.

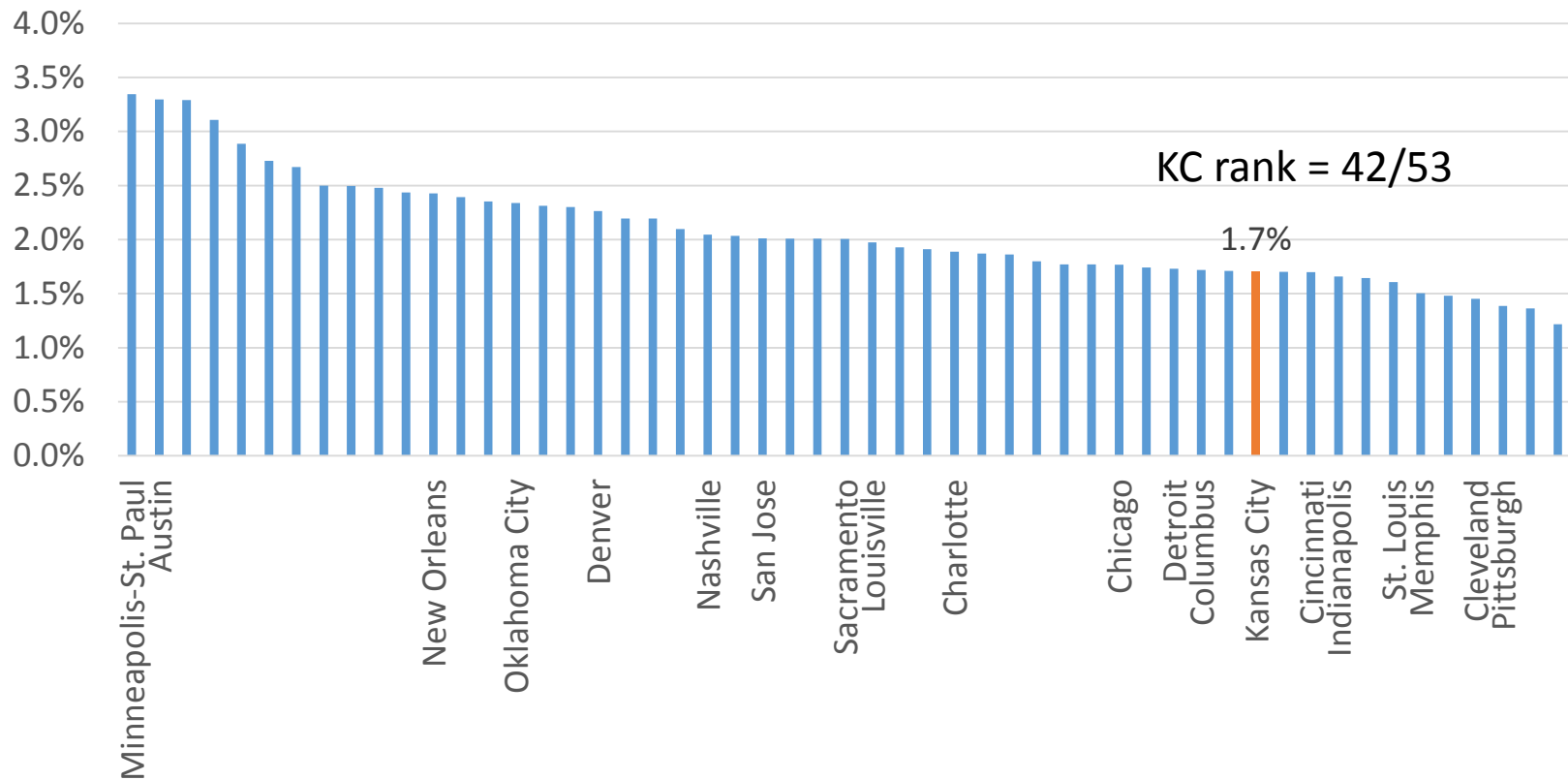
KC MSA Employment Growth by Industry, 2001-2015



Source: QCEW, Bureau of Labor Statistics

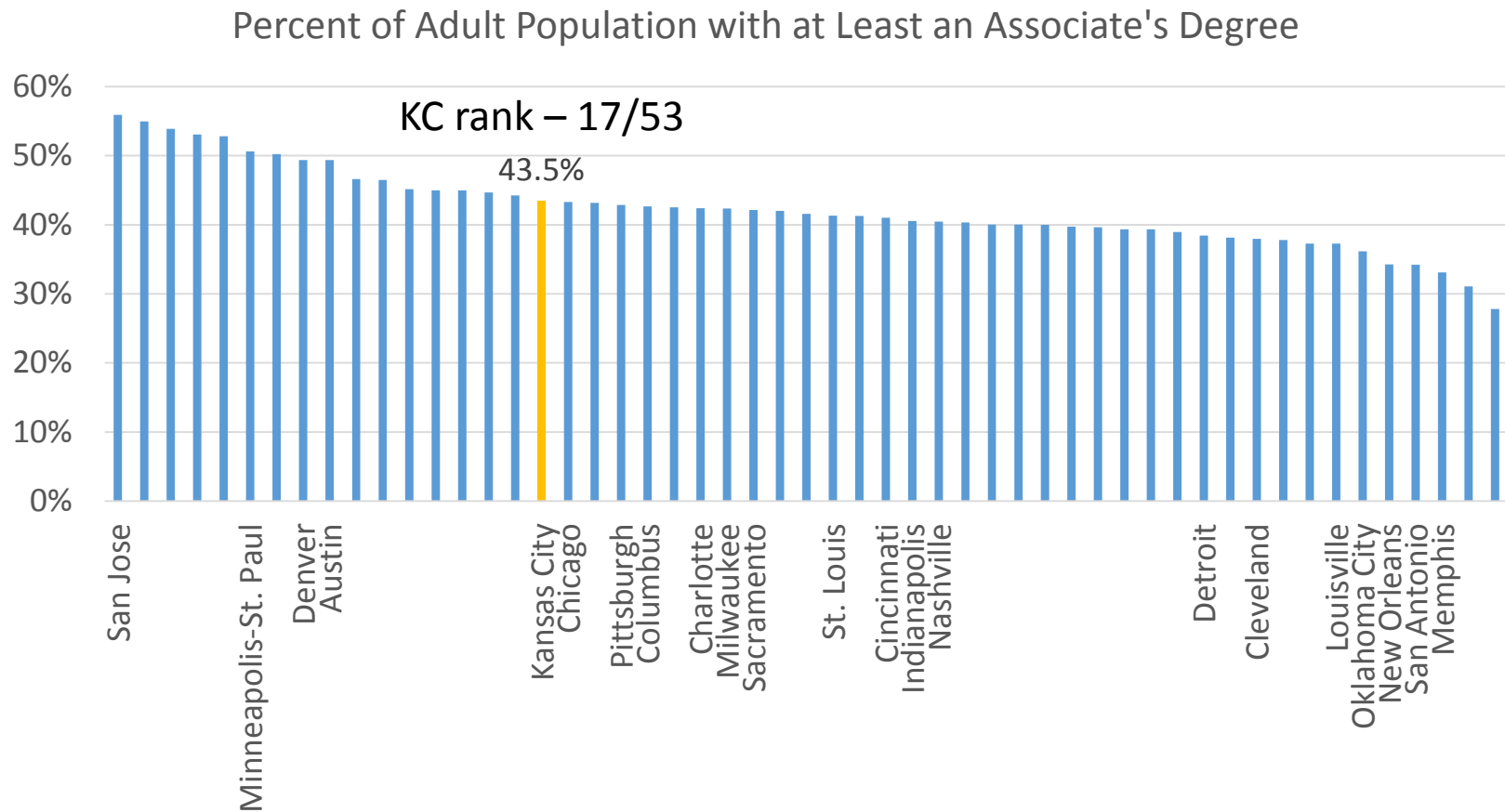
Among large metros, KC ranks 42nd in growth generated by startups.

Percentage of total metro employment from startups, 2014



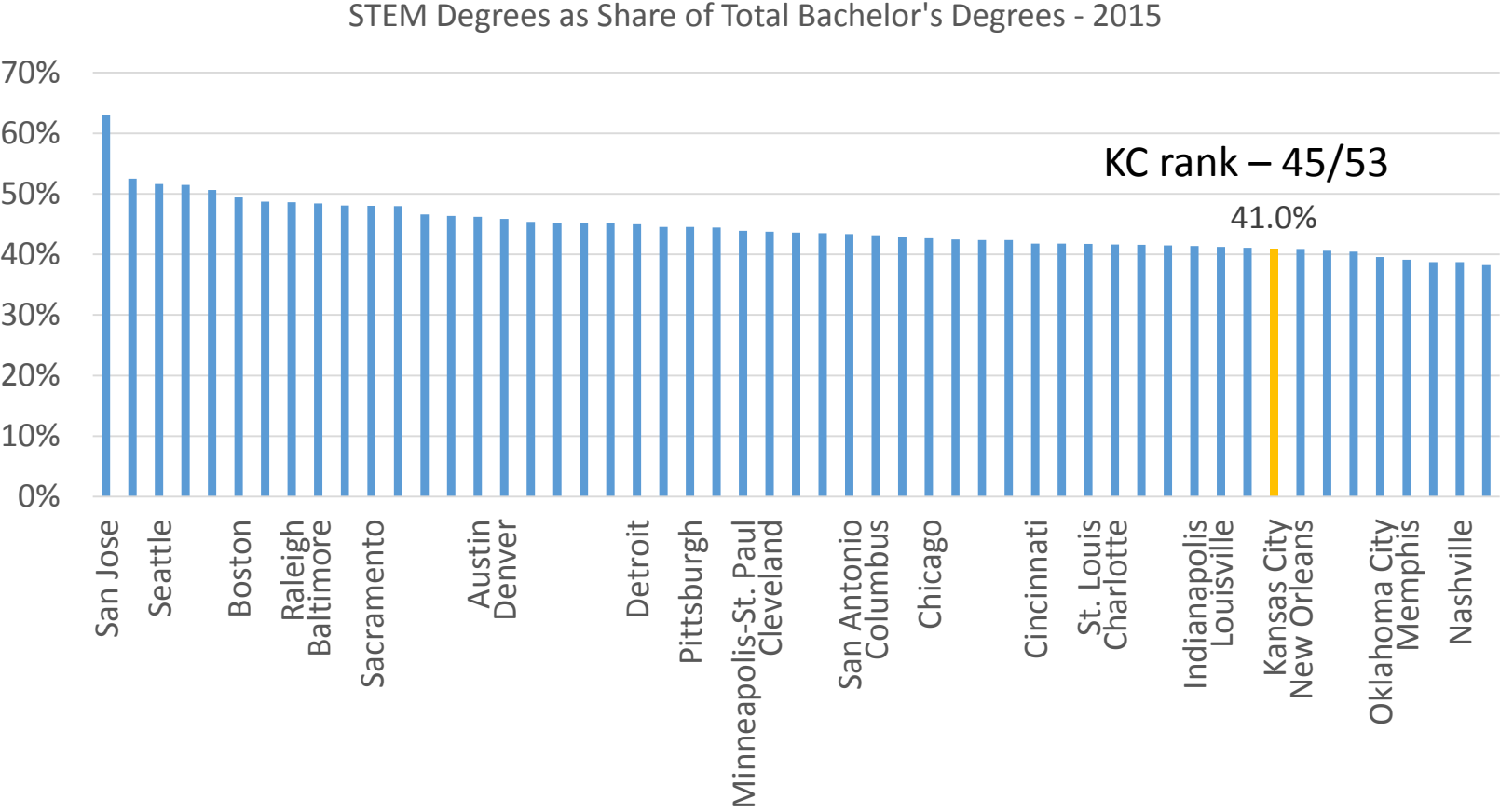
Source: Business Dynamics Statistics, U.S. Census Bureau

Among large metros, KC ranks 17th in percent with a college degree.



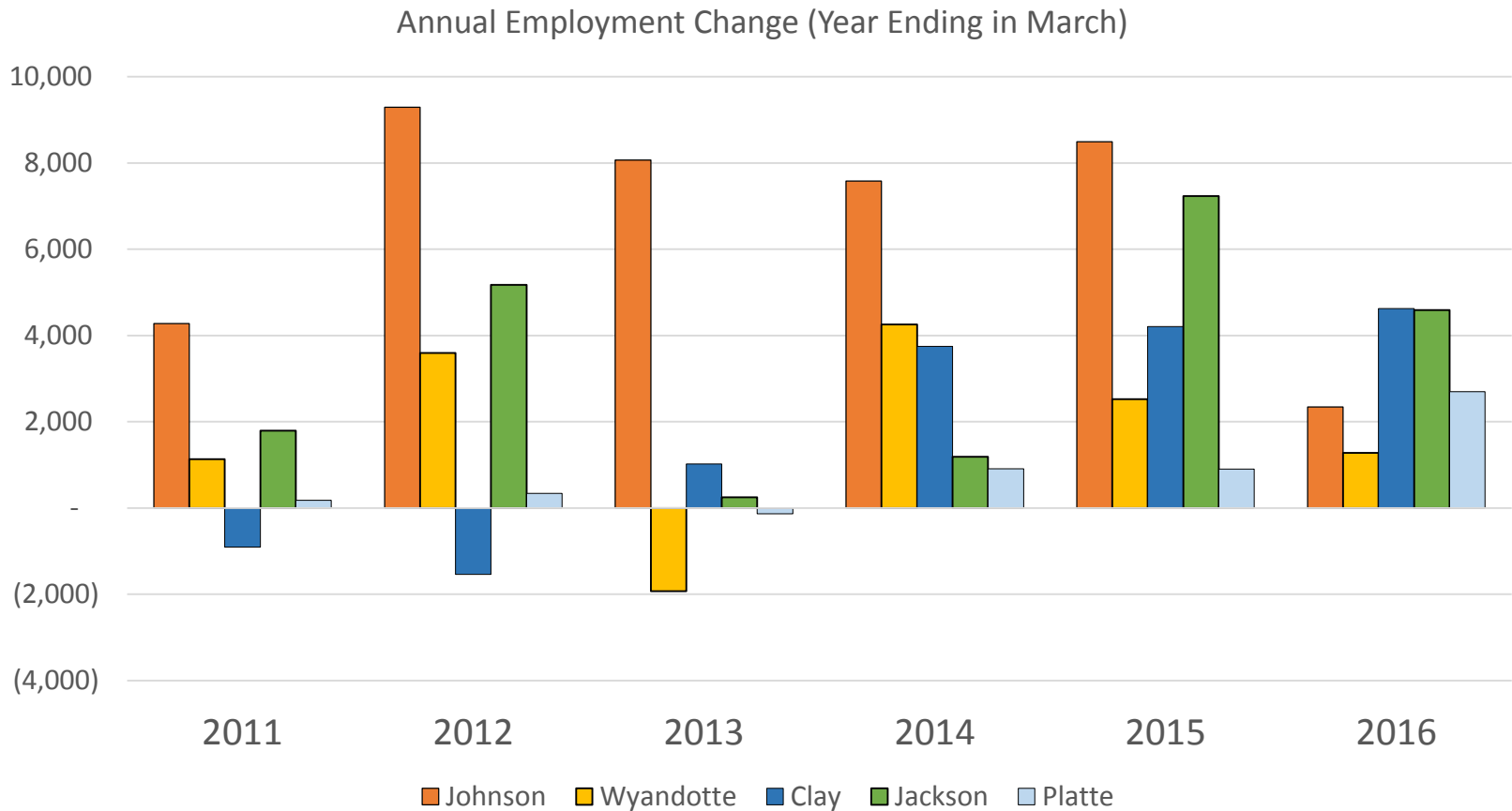
Source: 2015 American Community Survey, 1-year data, U.S. Census Bureau

Yet, KC ranks 45th in its share of Bachelor's degrees that are in STEM fields.



Source: 2015 American Community Survey, 1-year data, U.S. Census Bureau

“There’s somethin’ happenin’ here...”



Source: QCEW, Bureau of Labor Statistics



www.kcrising.com



Initiatives

Scott Smith

KC Rising Co-Chair

Dr. Doug Girod

KC Rising Co-Chair

KC Design+Construct

**KC Life Sciences
Nexus**

UNDER DEVELOPMENT



GCI



SMART TRANSPORTATION

RELATED EFFORTS

**Globally Competitive
Sectors**



LAUNCHED

KC Cap Ed

KC Innovation Hub

UNDER DEVELOPMENT

**Innovation &
Entrepreneurship**



RISING

INITIATIVES FAMILY TREE



LAUNCHED



RELATED EFFORTS

Human Capital



PLACE + INDUSTRY



Logistics & Transportation
since 2000



Animal Pharma & Nutrition
since 2006





PLACE + INDUSTRY



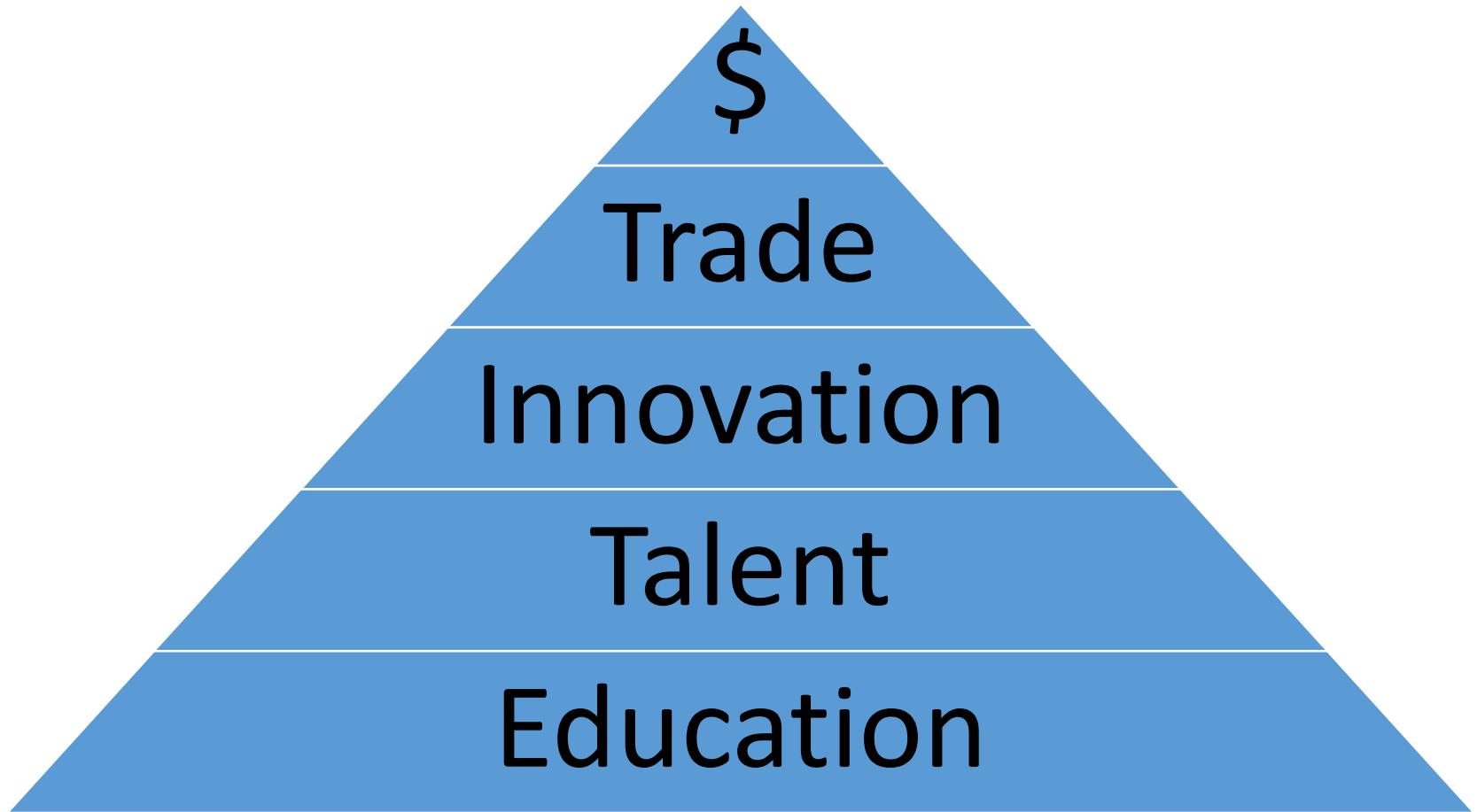
INDUSTRY

EDUCATION

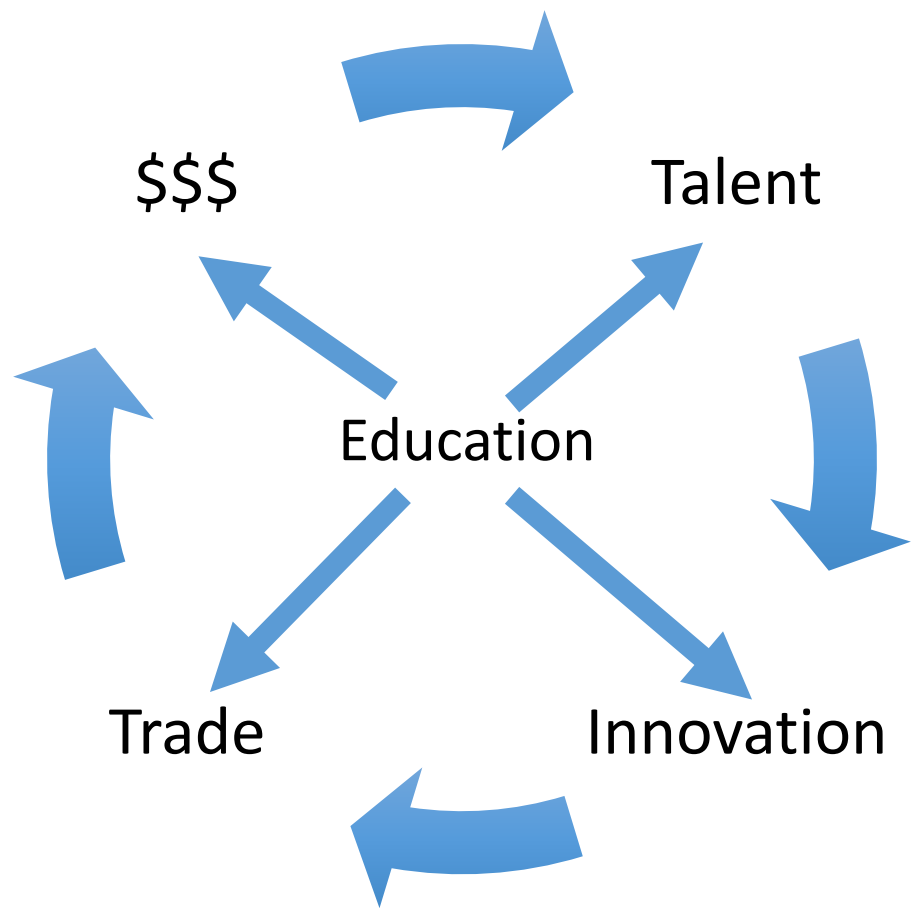
Opportunities lie in working on common challenges

- Transformative Transportation Technologies
 - SmartPort/Kinnetic – bit-enabled transportation of goods and people
 - Farms as leaders in logistics
- 21st Century Water and Food Systems
 - Climate change producing hotter, drier and wetter conditions, more severe weather.
- Ag Tech
 - Food and Ag products account for 25% of goods exported from the region
 - “Brand permission”
- Education, Talent pipeline,
 - Talent can live anywhere there is high-speed broadband

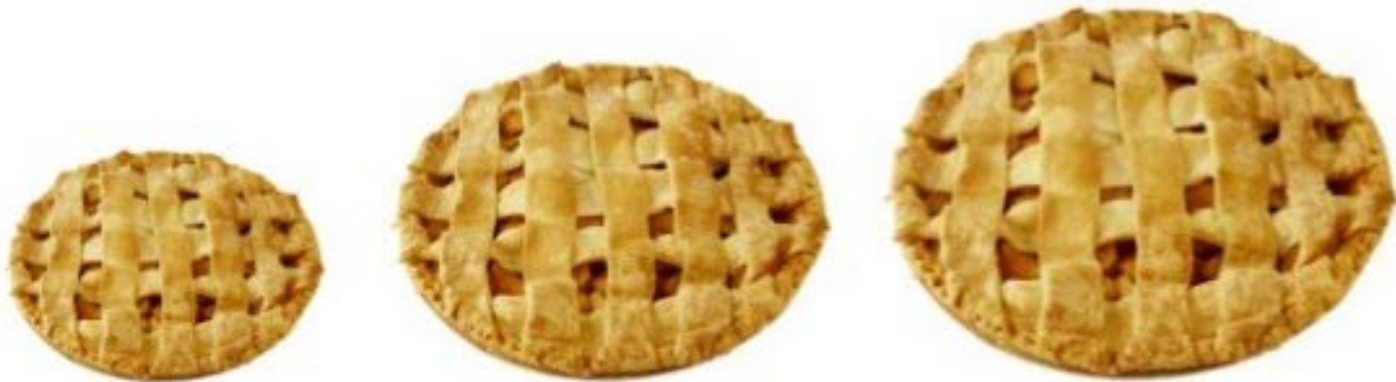
In an innovation-led economy, talent is king and education is foundational.



In an innovation-led economy, talent is king and education is foundational.



If we think zero-sum, we'll never grow the pie.



The Pie = The benefit you both get by working together beyond what you both could've gotten by working alone.

We need a bigger pie!

*Among the 53 metros over 1 million
in population, KC ranks:*

42nd In GDP growth

42nd In startup share of jobs

45nd In STEM share of BA's

Metros that are the most competitive are those best able to work with their states as partners.



http://p10cdn4static.sharpschool.com/UserFiles/Servers/Server_193284/Image/Parents%20&%20Community/%E2%80%8BBusiness%20Partners/business-partnership.jpg

<http://ryanlee.com/wp-content/uploads/2013/10/bigstock-Win-Win-Puzzle-Concept-45150766.jpg>

Thank you!

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