

Wichita Regional Export Planning Initiative

Brookings Institution

Global Cities Exchange Program

Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Agenda

- Program Brief
- Economic Development Panel: *“Exports and Our Economy”*
- Small Group Discussions
- REAP’s Role

Program Brief

National Program

- Brookings guidance & consultation
- Peer Review
- Project of Brookings Institution & JP Morgan Chase
- 1-yr planning program + additional yrs implementation & Global Exchange participation

7 other cities

- Atlanta
- Upstate South Carolina (Greenville-Spartanburg-Anderson area)
- Indianapolis
- Jacksonville
- Milwaukee
- Phoenix
- Sacramento

Regional Export Planning Initiative

Collaborative

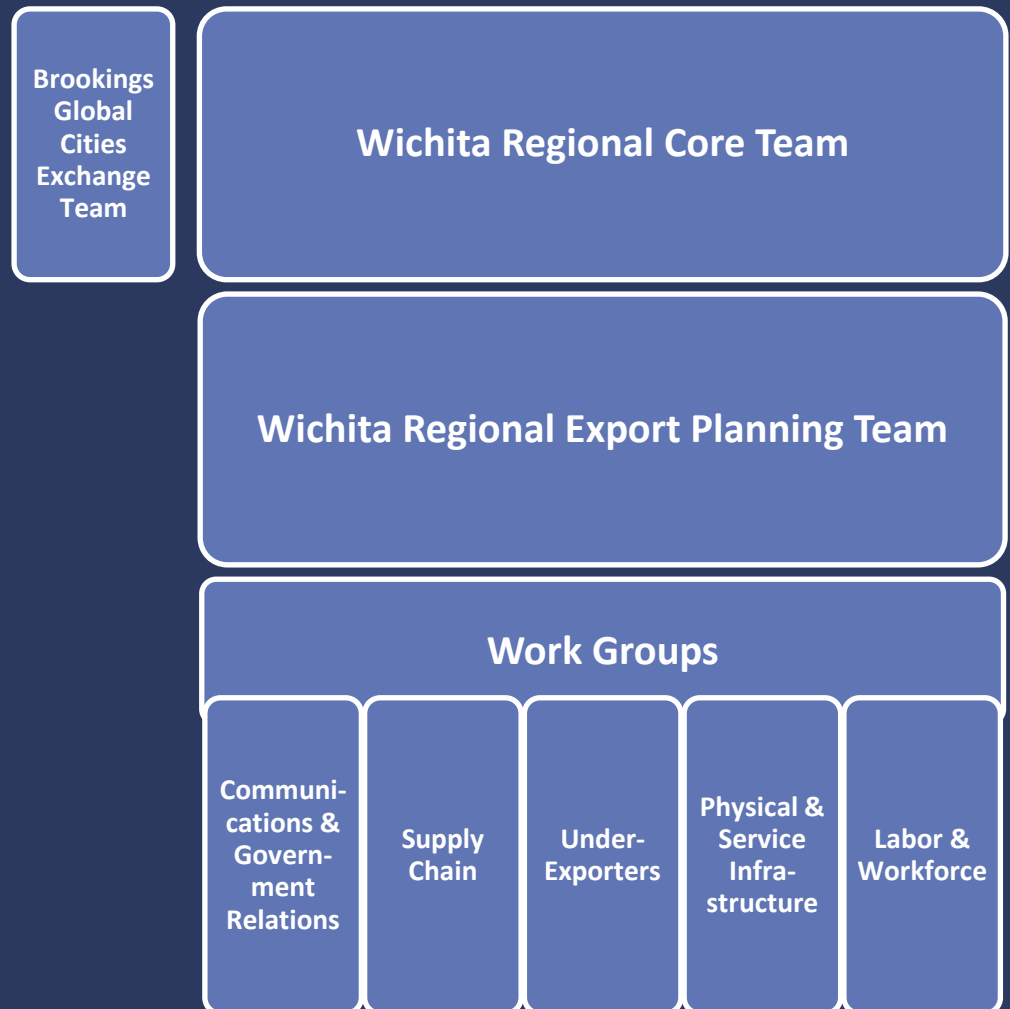
10-Counties:

- Butler, Cowley, Harper, Harvey, Kingman, Marion, McPherson, Reno, Sedgwick, Sumner

Work Product:

- Market Assessment
- Local market insight
- Export Plan & Investment Strategy
- Policy Memo

Organization



Wichita Regional Export Planning Initiative

Timeline



Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Economic Development Panel

- Tim Chase, GWEDC
- Mickey Fornaro-Dean, Harvey CED
- Brad Eilts, McPherson CED

Exports and Wichita MSA Economy

- Export Powerhouse from 2005-2008
 - #1 Ranking in percent of exports per GDP *and* export growth
 - Pre-recession exported more products per capita than any city in America
 - One of four cities in nation that doubled exports

Why Focus on Exports?

➤ Exports = Sales

➤ Exports = Diversification

- 32,700 jobs lost from pre-recession peak to trough
- Post-recession aviation exports declined \$2.5 billion translating to an estimated 15,000 jobs lost
- Most export-intensive city in nation
- New dollars to our community
- Exporting companies pay higher wages
- Exporting companies better able to withstand economic challenges
- Exports support 1/3 of manufacturing jobs

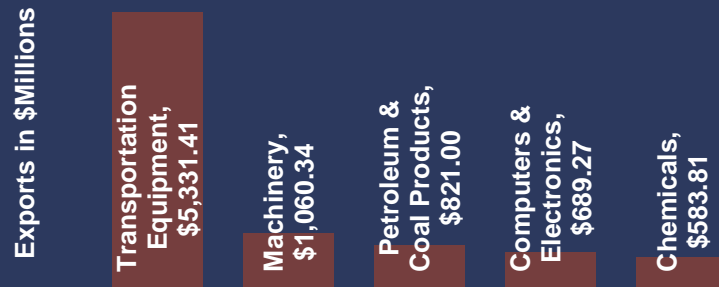
Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Wichita MSA: Butler, Harvey, Sedgwick & Sumner

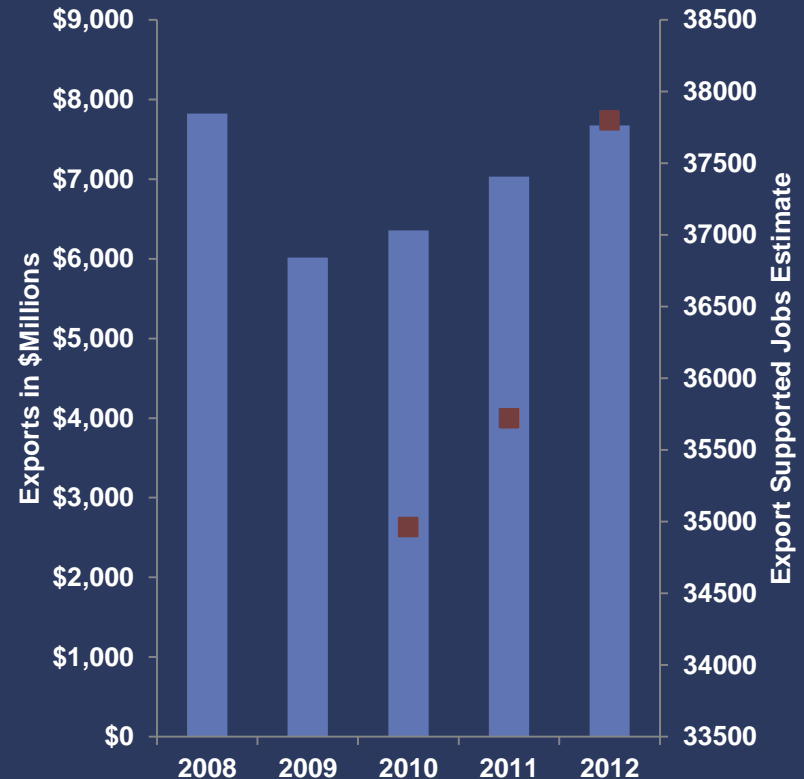
2012

Top Export Industries



- \$7.7 billion in exports
- 37,798 export-supported jobs
- Post-recession export growth (09-12): 8.9%
- Share of 10-county region: 84%
- Export intensity: 27.7%
- Goods vs. services: 90% to 10%

Wichita MSA Exports to Jobs



Wichita Regional Export Planning Initiative

Ten-County Region Export Dashboard

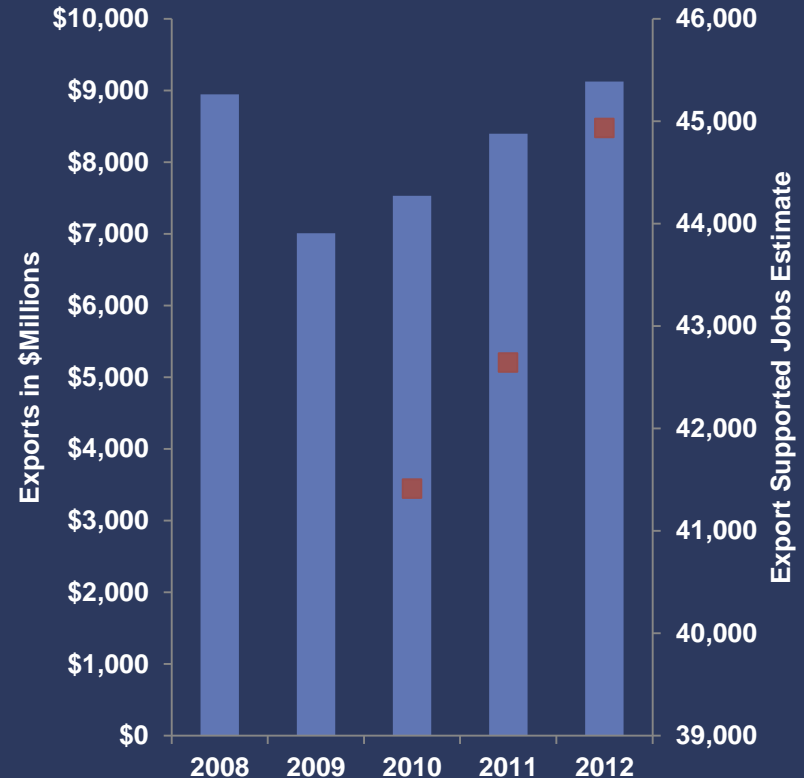
2012

10-County Area
Exports to Jobs

Top Export Industries



- \$9.1 billion in exports
- 44,934 export-supported jobs



Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Butler* County Export Dashboard

2012

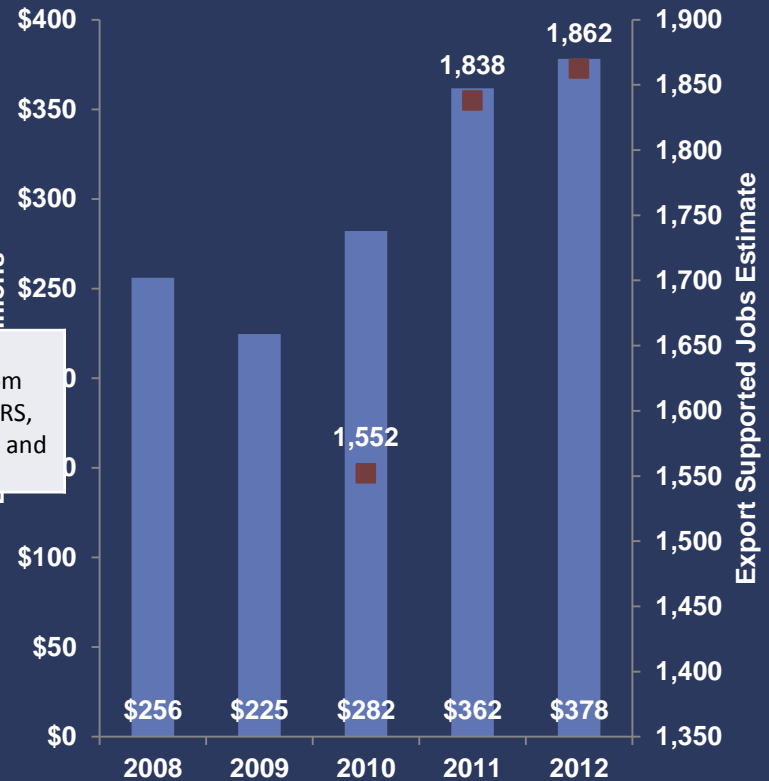
Butler County Exports to Jobs

Top Export Industries



- \$378 million in exports
- 1,862 export-supported jobs
- 2009-12 export growth: 8.9%
- Export intensity: 20.1%
- Goods vs. services: 88% to 12%
- Share of 10-county region: 4%

Source: Brookings analysis of data from Census, BEA, BLS, IRS, Moody's Analytics, and NAFA.



*Wichita MSA

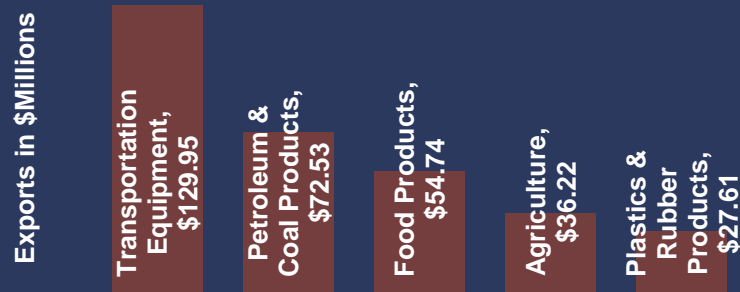
Wichita Regional Export Planning Initiative

Cowley County Export Dashboard

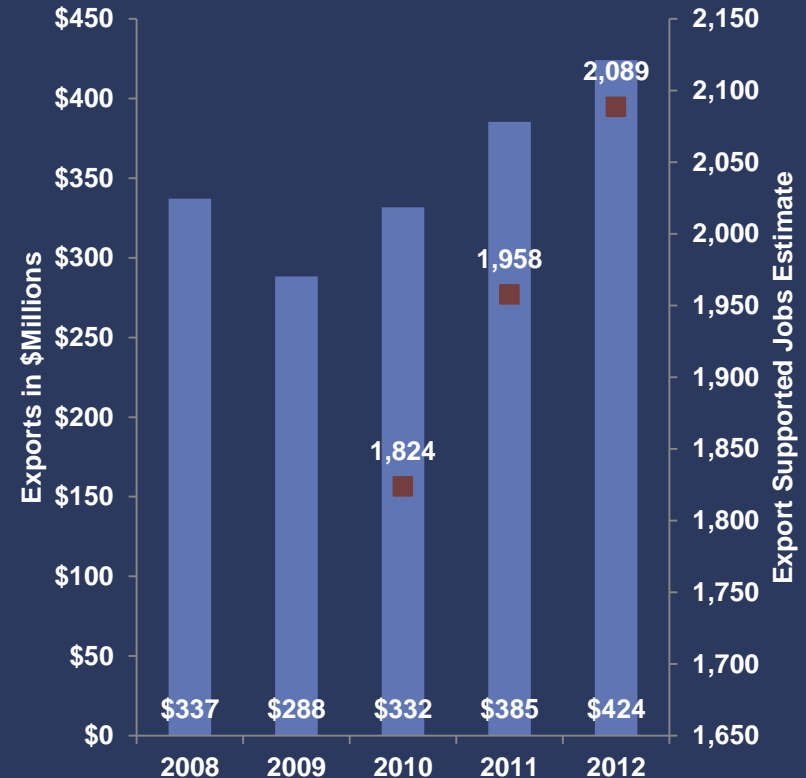
2012

Cowley County Exports to Jobs

Top Export Industries



- \$424million in exports
- 2,089 export-supported jobs
- Post-recession export growth (09-12): 7.5%
- Export intensity: 29.9%
- Goods vs. services: 91% to 9%
- Share of 10-county region: 5%



Wichita Regional Export Planning Initiative

Harper County Export Dashboard

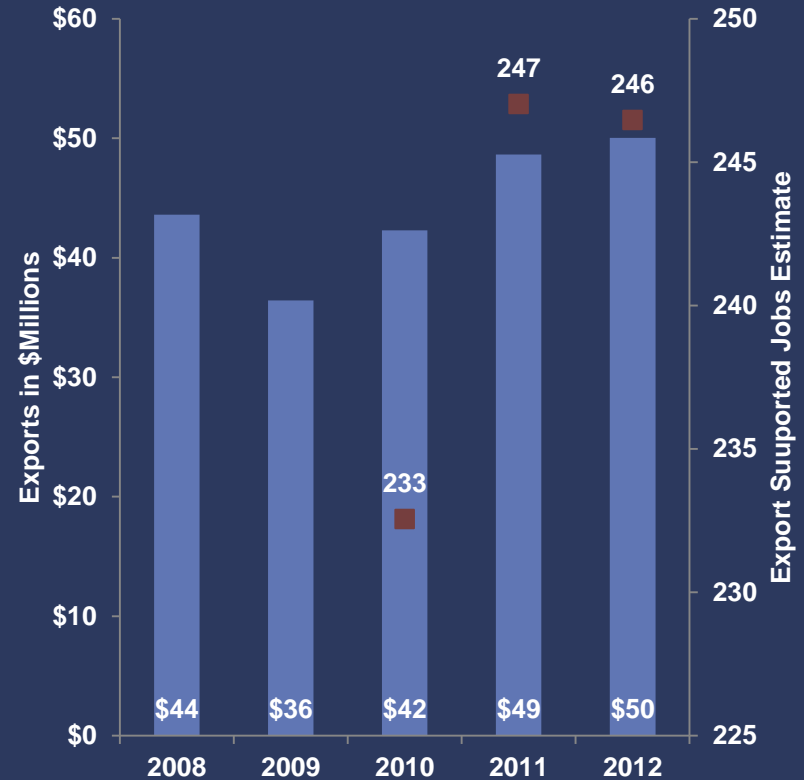
2012

Harper County Exports to Jobs

Top Export Industries



- \$50 million in exports
- 246 export-supported jobs
- Post-recession export growth (09-12): 5.7%
- Export intensity: 21.6%
- Goods vs. services: 90% to 10%
- Share of 10-county region: 0.5%



Wichita Regional Export Planning Initiative

Harvey* County Export Dashboard

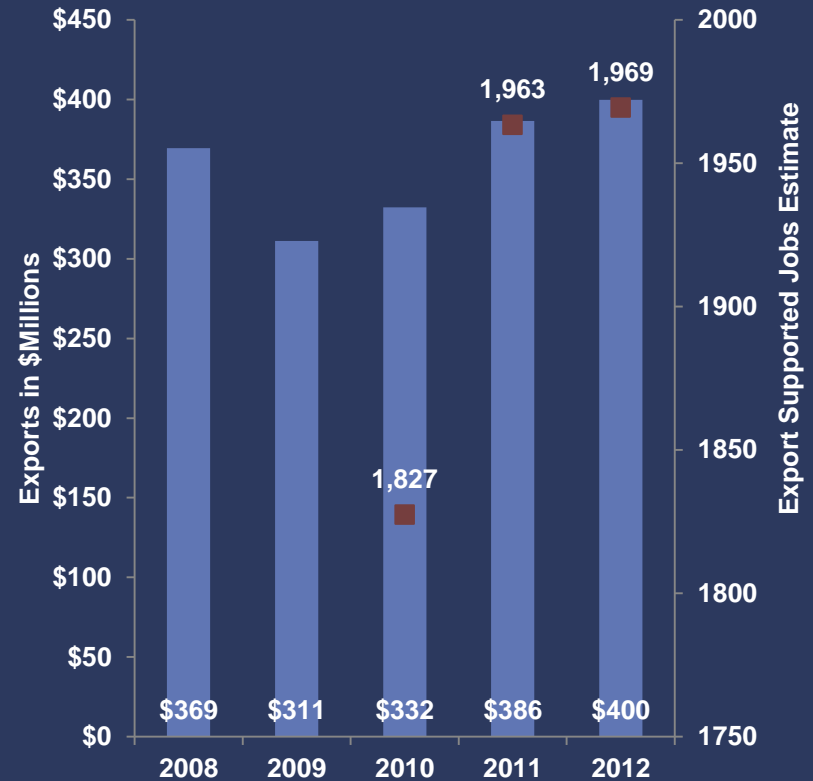
2012

Harvey County Exports to Jobs

Top Export Industries



- \$400 million in exports
- 1,969 export-supported jobs
- Post-recession export growth (09-12): 5.7%
- Export intensity: 32.3%
- Goods vs. services: 92% to 8%
- Share of 10-county region: 4%



*Wichita MSA

Wichita Regional Export Planning Initiative

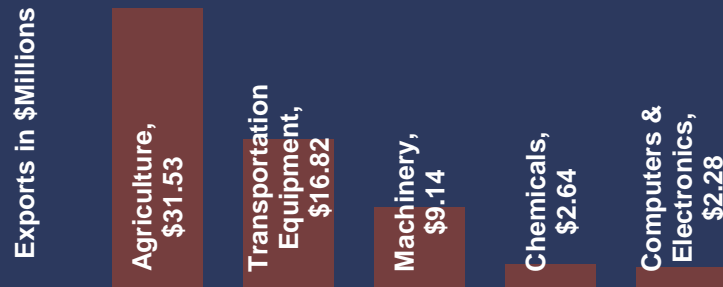
Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Kingman County Export Dashboard

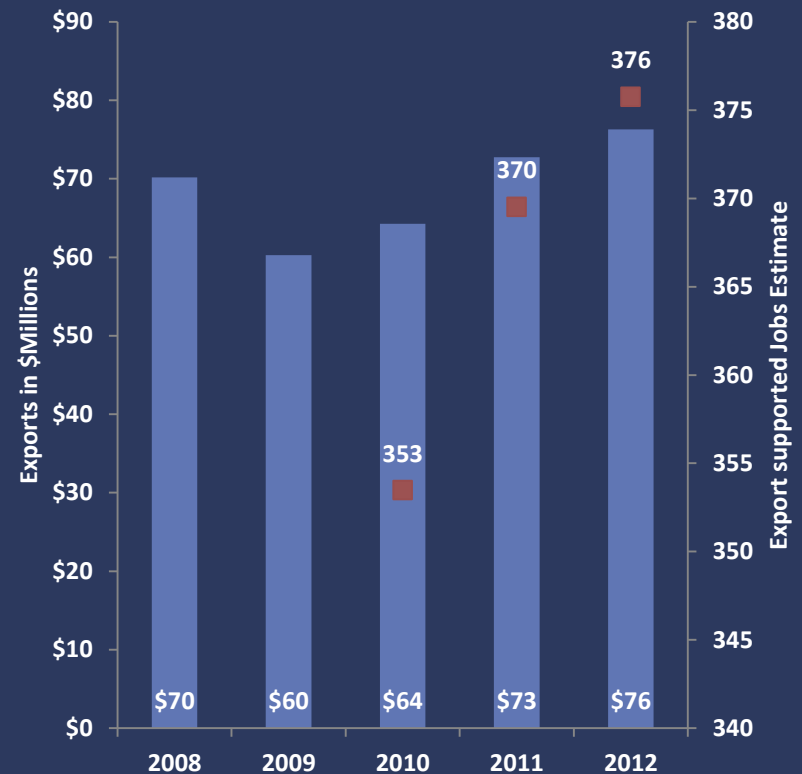
2012

Kingman County Exports to Jobs

Top Export Industries



- \$76 million in exports
- 376 export-supported jobs
- Post-recession export growth (09-12): 2.4%
- Export intensity: 25.4%
- Goods vs. services: 92% to 8%
- Share of 10-county region: 0.8%



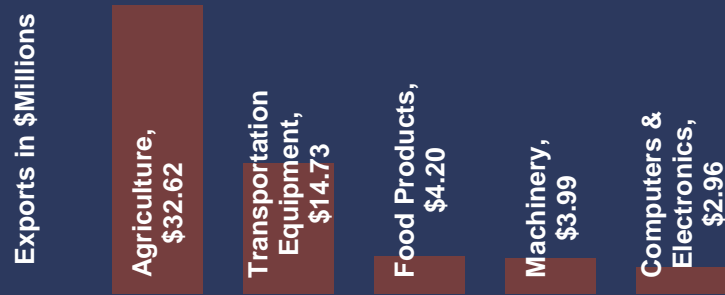
Wichita Regional Export Planning Initiative

Marion County Export Dashboard

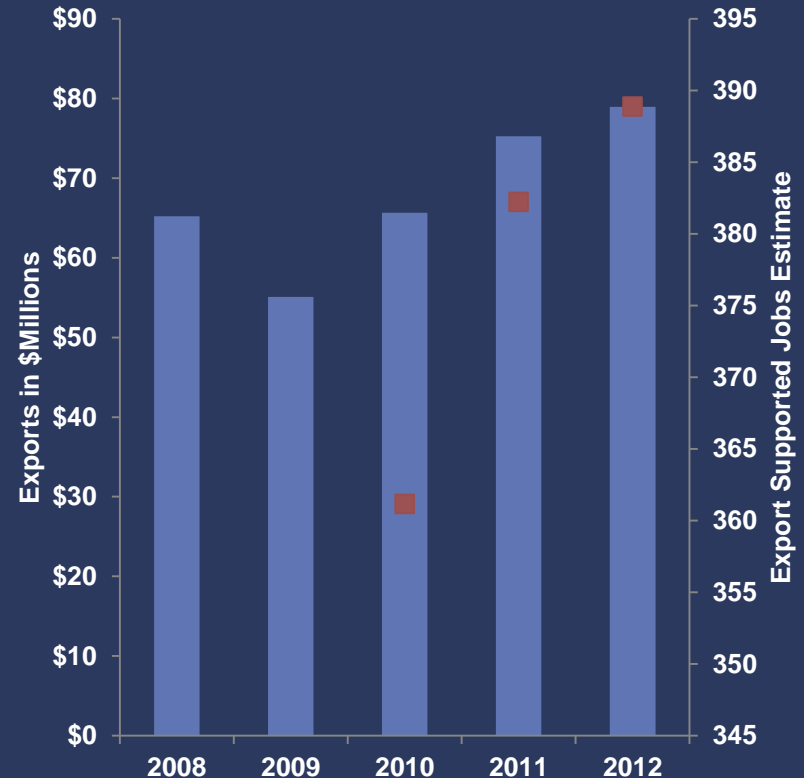
2012

Marion County Exports to Jobs

Top Export Industries



- \$79 million in exports
- 389 export-supported jobs
- Post-recession export growth (09-12): 6.2%
- Export intensity: 19.3%
- Goods vs. services: 86% to 14%
- Share of 10-county region: 0.9%



Wichita Regional Export Planning Initiative

McPherson County Export Dashboard

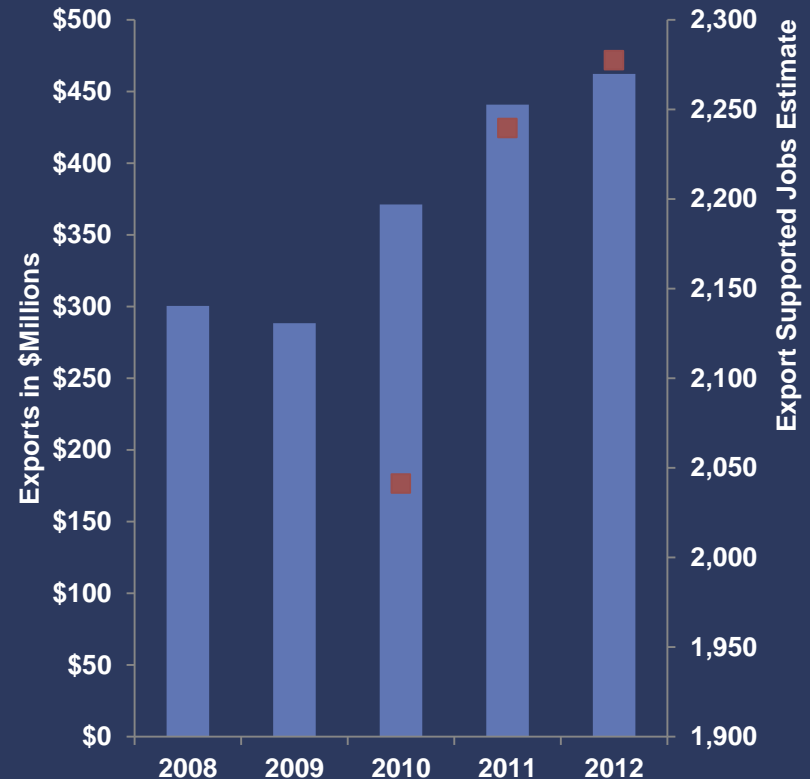
2012

Top Export Industries



- \$462 million in exports
- 2,277 export-supported jobs
- Post-recession export growth (09-12): 9.3%
- Export intensity: 29.3%
- Goods vs. services: 92% to 8%
- Share of 10-county region: 5%

McPherson County Exports to Jobs



Wichita Regional Export Planning Initiative

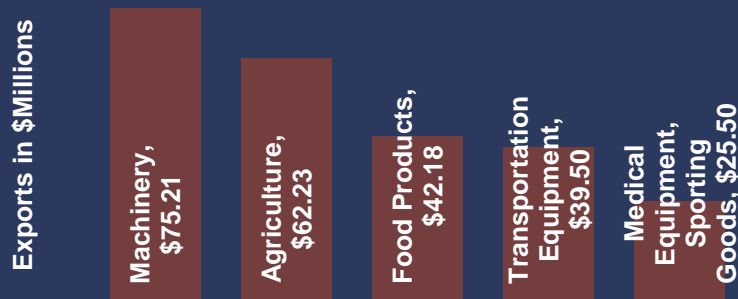
Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Reno County Export Dashboard

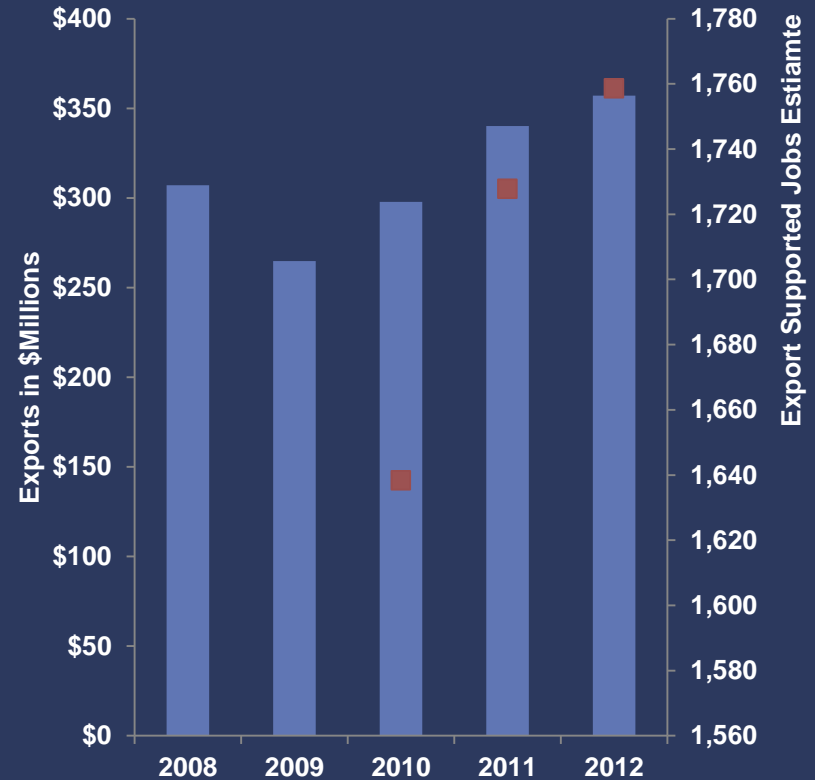
2012

Reno County Exports to Jobs

Top Export Industries



- \$357 million in exports
- 1,759 export-supported jobs
- Post-recession export growth (09-12): 5.9%
- Export intensity: 13.5%
- Goods vs. services: 81% to 19%
- Share of 10-county region: 4%



Wichita Regional Export Planning Initiative

Sedgwick* County Export Dashboard

2012

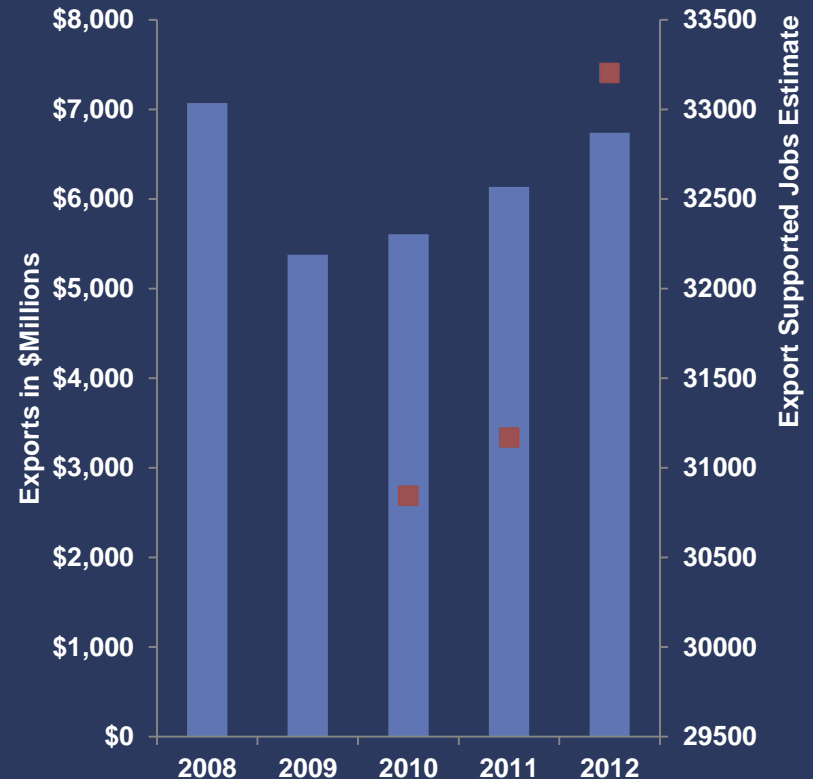
Top Export Industries



- \$6.7 billion in exports
- 33,201 export-supported jobs
- Post-recession export growth (09-12): 4.8%
- Export intensity: 28.1%
- Goods vs. services: 90% to 10%
- Share of 10-county region: 74%

*Wichita MSA

Sedgwick County Exports to Jobs



Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Sumner* County Export Dashboard

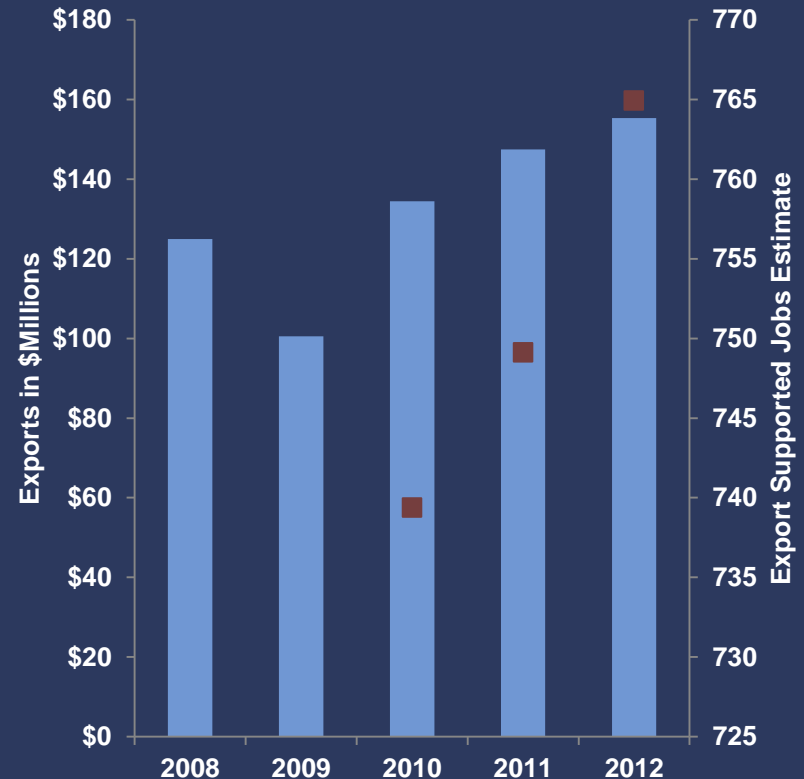
2012

Sumner County Exports to Jobs

Top Export Industries



- \$155 million in exports
- 765 export-supported jobs
- Post-recession export growth (09-12): 9.9%
- Export intensity: 25%
- Goods vs. services: 71% to 29%
- Share of 10-county region: 1.7%



*Wichita MSA

Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings - JP Morgan Chase

Small Group Discussions

- Role of exports in the regional economy
- Role of foreign investment in the regional economy
- How can both be increased?
- Is this something you feel is important to your city or county?

Small Group Discussions

- What businesses in your communities currently have significant exports OR have the potential for exporting?
- From your conversations with exporters in our region, what do you think are the main challenges?
- Does your community have any existing plans or projects to increase exports?
- Are there local, state or federal regulations from your understanding from business exporters that should be addressed to make exporting easier?
- Are there regional issues (transportation for example) that could be addressed in a regional effort that could support the increase in exports?

Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

REAP's Leading Role

- Your participation in creating the export plan
- For each of the 10 counties:
 - Recommend an ED leader
 - Committed government official
 - Appoint a business champion
- IF available: Share your lists of known exporters
 - or those who have potential – for inclusion in the internet survey

Thank you!

- Core Team Roster with contact information in handouts
- Karyn Page page@kansasglobal.org; 316-264-5982