

Industry Cluster Analysis of the Tampa Bay Region



Prepared by:



Prepared for:





The Tampa Bay Regional Economy (2009)

Total Employment: 1,516,602

Shrinking by -1.4% annually from 2004-2009

Total Establishments: 120,274

Growing by 2.6% annually from 2004-2009

Average Annual Wage: \$38,556

Growing by 3.0% annually from 2004-2009

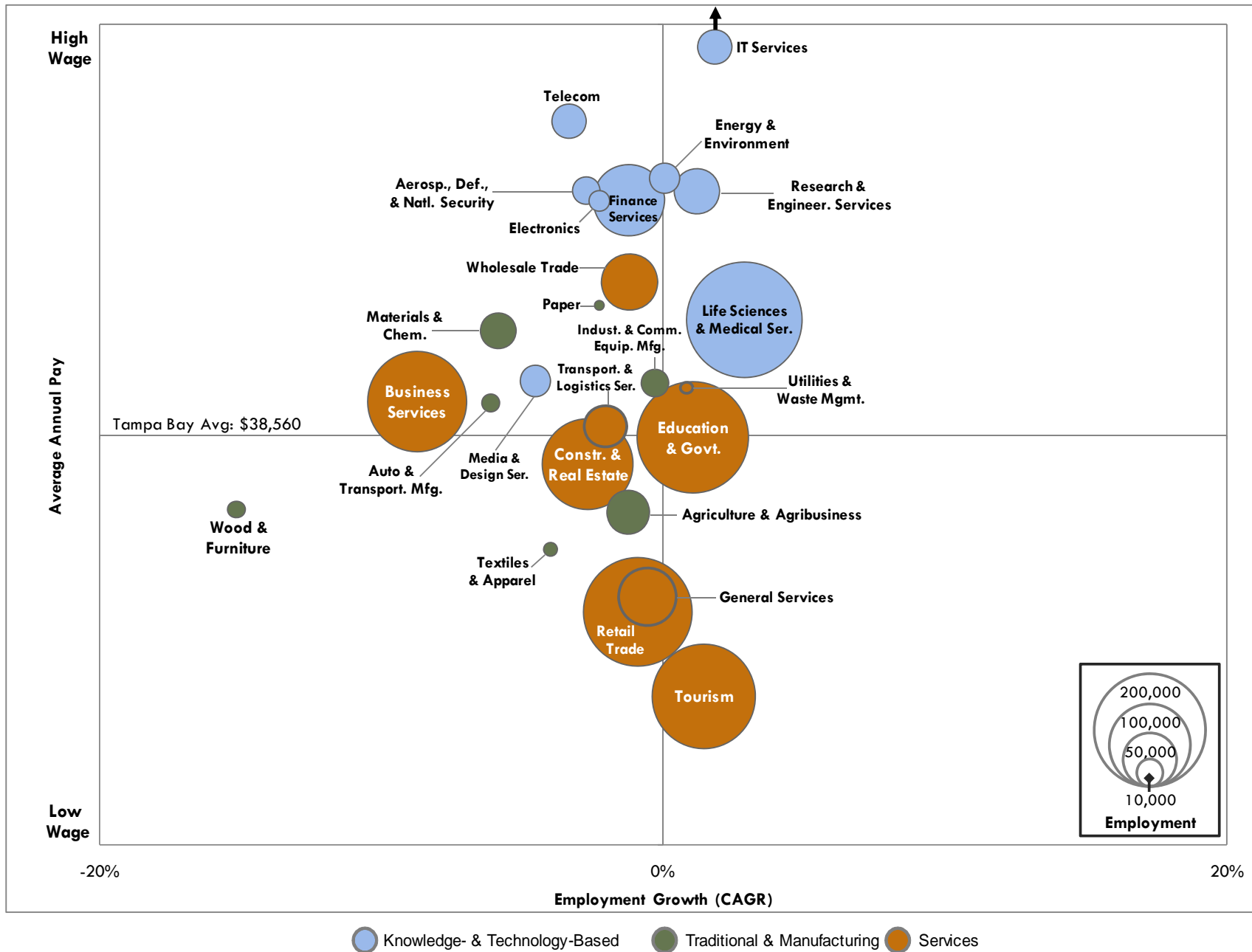
Largest Industries:

- Life Sciences & Medical Services
- Education & Government
- Retail Trade
- Tourism
- Business Services

Employment Characteristics:

- 28.3% in Knowledge & Technology-Based Industries
- 66.5% in Service Industries
- 5.2% in Traditional & Manufacturing Industries

Overview of Tampa Bay Region Industry Clusters, Q3 2009





Selection of High Potential Clusters

Categories and Criteria for Identifying High-Potential Clusters

Category	Criteria
Cluster Characteristics	<ul style="list-style-type: none">■ Tradable/Export Orientation
Regional Critical Mass	<ul style="list-style-type: none">■ Employment Concentration Ratio■ Percentage of Regional Employment
Growth/Stability	<ul style="list-style-type: none">■ Regional Growth■ U.S. Growth
Job Quality	<ul style="list-style-type: none">■ Wage Levels■ Skill Levels

Decision Matrix for Identifying High-Potential Clusters in the Tampa Bay Region

Cluster	Characteristics	Regional Critical Mass		Growth/Stability		Job Quality	
	Tradable/Export	ECR (> 0.9)	% of Empl. (> 2.5% of Total)	Region (> -1.26%)	U.S. (> -0.27%)	Wage Levels (> 95% of Reg'l Avg.)	Skill Levels
Life Sciences & Medical Services	Mix	✓✓✓	✓✓✓	✓✓✓	Yes	✓✓✓	High
Research & Engineering Services	Yes	✓✓	✓	✓✓	Yes	✓✓✓	Very High
Financial Services	Mix	✓✓	✓✓	✓✓	No	✓✓✓	Very High
Information Technology Services	Mix	✓	✓	✓✓✓	Yes	✓✓✓	Very High
Education & Government	No	✓✓	✓✓✓	✓✓✓	Yes	✓✓	High
Tourism	Yes	✓✓✓	✓✓✓	✓✓✓	Yes	✓	Low
Aerospace, Defense, & National Security	Yes	✓	✓	✓✓	Yes	✓✓✓	Very High
Business Services	Mix	✓✓	✓✓✓	✓	No	✓	High
Wholesale Trade	Yes	✓	✓✓	✓✓	No	✓✓✓	High
Energy & Environment	Yes	✓	✓	✓✓✓	Yes	✓✓✓	Medium
Telecommunications	Mix	✓✓	✓	✓✓	No	✓✓✓	High
Electronics	Yes	✓	✓	✓	No	✓✓✓	High



High-Potential Clusters Recommended for Ongoing Analysis

- Life Sciences & Medical Services
- Research & Engineering Services
- Financial Services
- Information Technology Services (+ Electronics)
- Aerospace, Defense, & National Security
- Business Services



Next Steps

Extensive field interviews
across the Tampa Bay region

Market trends analysis

Innovation systems analysis

Cluster benchmarking

Identify target
clusters



Design target
cluster strategies