

Regional Data Snapshot

Industry Cluster Analysis
SET Session 1

Bootheel Synergy, Missouri



Center for Regional Development
Advancing Collaboration : Energizing Regions

Table of Contents

01 Overview

02 Industry and Occupation

03 Industry Cluster Analysis

04 Occupations

01 overview

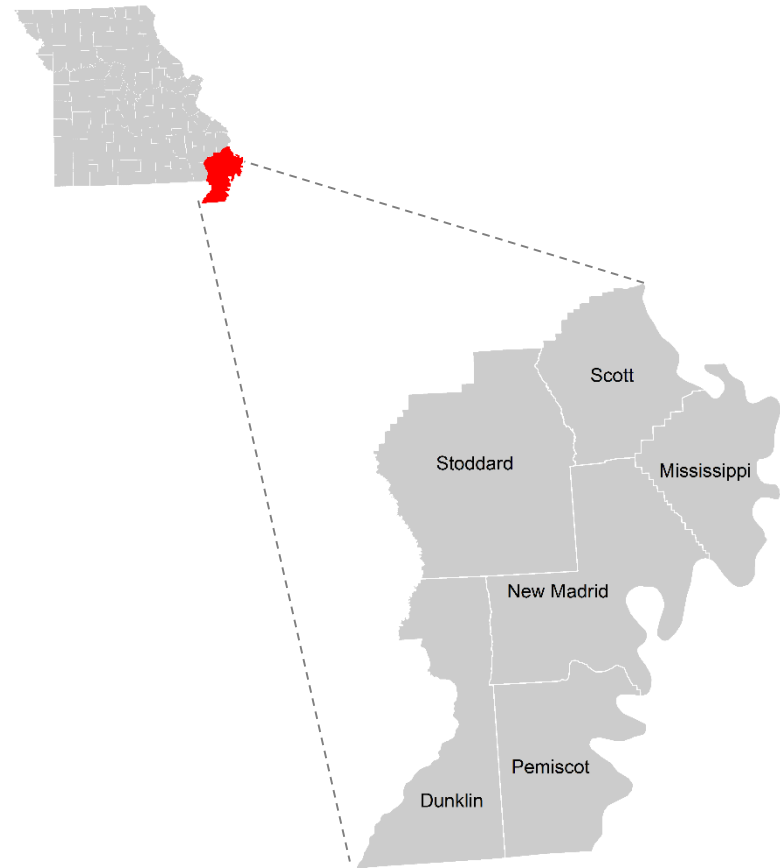
Bootheel Synergy, MO

Overview

Bootheel Synergy, MO

The Bootheel Synergy Region is comprised of 6 Missouri counties. Interstate I-55 passes through the region and connects to St. Louis in the north and Memphis in the south. I-57 connects to I-55 through Mississippi County. Major railroads include BNSF and UP. Mississippi River waterway forms the eastern boundary of the region.

- Dunklin
- Mississippi
- New Madrid
- Pemiscot
- Scott
- Stoddard



02 industry and occupation

Establishments

Employment by industry

Industry and occupation

Components of changes in Jobs

Changes in Jobs (2009-2015)

Gained by	New Startups	+15,578
	Spinoffs	+3,028
	Expansion	+9,123
	In-migration	+1,003
Lost by	Closings	-22,250
	Contractions	-7,515
	Out-migration	-1,195
Net change		-2,228

How to Interpret the Accompanying Table

New Startups: A completely new business from births/openings without any affiliation to an existing business.

Spinoffs: New businesses that were spun-off from existing businesses.

Expansions: Existing businesses that have expanded in jobs.

In-migration: Businesses that have moved-in from outside of the county.

Closings: Closure of existing businesses.

Contractions: Existing businesses that have shed/reduced jobs.

Out-migration: Businesses that have moved-out from the county.

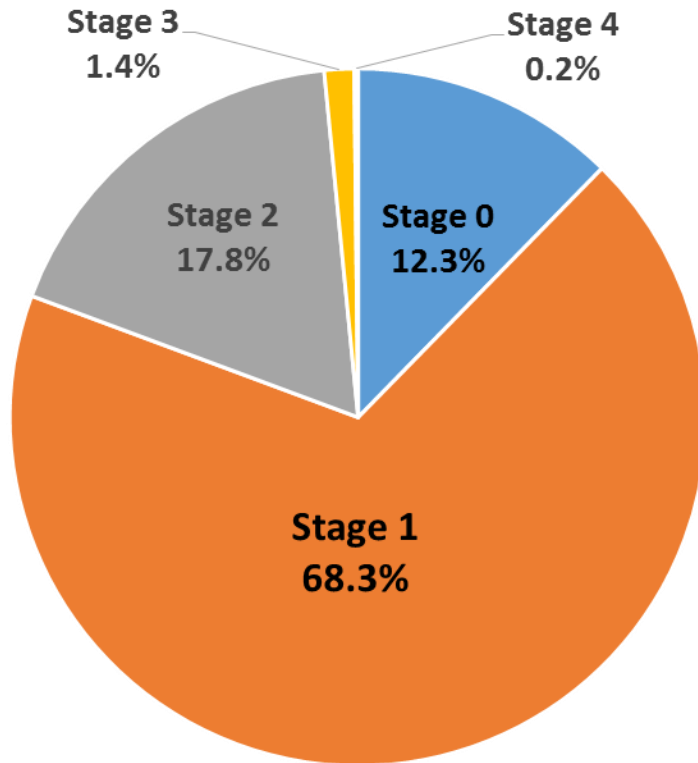
section 02

Note: YourEconomy has changed its data source from NETS to InfoUSA on August, 2016. Based on the data available, we can only estimate churn based on jobs and not establishments.

Source: YourEconomy.org

Economy

Company stages



Establishment Distribution by Stages
Missouri, 2015

An establishment is a physical business location. Branches, standalones and headquarters are all considered types of establishments.



Definition of Company Stages

0	Self-employed	1	2-9 employees
2	10-99 employees	3	100-499 employees
4	500+ employees		

section 03

Industry and occupation

Establishments

Number of Establishments by Company Stages

Stage	2009		2015	
	Establishments	Proportion	Establishments	Proportion
Stage 0	1,258	18%	1,042	15%
Stage 1	4,356	63%	4,620	66%
Stage 2	1,183	17%	1,234	18%
Stage 3	61	1%	51	1%
Stage 4	11	0.2%	8	0.1%
Total	6,869	100%	6,955	100%

Questions:

- What stage businesses have shaped the region's economic growth in the last 6 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Industry and occupation

Jobs and Sales

Number of Jobs by Company Stages

Year	2009	2015	% Change
Stage 0	1,258	1,084	-13.8%
Stage 1	16,380	17,756	8.4%
Stage 2	30,198	29,476	-2.4%
Stage 3	10,392	8,934	-14.0%
Stage 4	7,050	5,800	-17.7%
Total	65,278	63,050	-3.4%

Sales (\$Billion, 2015) by Company Stages

Year	2009	2015	% Change
Stage 0	0.24	0.6	151%
Stage 1	3.68	4.3	16%
Stage 2	5.80	6.9	19%
Stage 3	2.03	2.1	4%
Stage 4	2.08	1.4	-30.8%
Total	13.82	15.35	11%

Questions

What establishments are the most numerous based on company stages?

What stages have experienced the largest growth? The greatest decline?

What company stage employs the largest number of people?

What stage captures the most sales?

Which ones have experienced the greatest percentage loss over the 2009-2015 period?

Industry and occupation

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2015 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	53	79	26	49%	37%
53	Real Estate and Rental and Leasing	2,426	3,157	731	30%	2%
42	Wholesale Trade	2,327	2,913	586	25%	2%
62	Health Care and Social Assistance	9,648	11,697	2049	21%	16%
31	Manufacturing	7,312	8,268	956	13%	4%
56	Administrative and Support and Waste Management and Remediation Services	1,926	2,140	214	11%	13%
55	Management of Companies and Enterprises	194	212	18	9%	10%
11	Crop and Animal Production	6,482	7,072	590	9%	-2%
72	Accommodation and Food Services	3,504	3,772	268	8%	9%
52	Finance and Insurance	2,588	2,677	89	3%	2%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Industry and occupation

Seven industry sector employment decline

NAICS	Description	2009 Jobs	2015 Jobs	Change	Change (%)	State Change (%)
81	Other Services (except Public Administration)	5,351	3,717	-1634	-31%	-2%
51	Information	728	554	-174	-24%	-17%
22	Utilities	372	327	-45	-12%	-6%
90	Government	10,618	9,381	-1237	-12%	-6%
71	Arts, Entertainment, and Recreation	800	752	-48	-6%	2%
23	Construction	3,073	2,961	-112	-4%	-5%
54	Professional, Scientific, and Technical Services	1,409	1,395	-14	-1%	13%

Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

03 Industry cluster analysis

Bootheel Synergy, MO

Industry cluster analysis

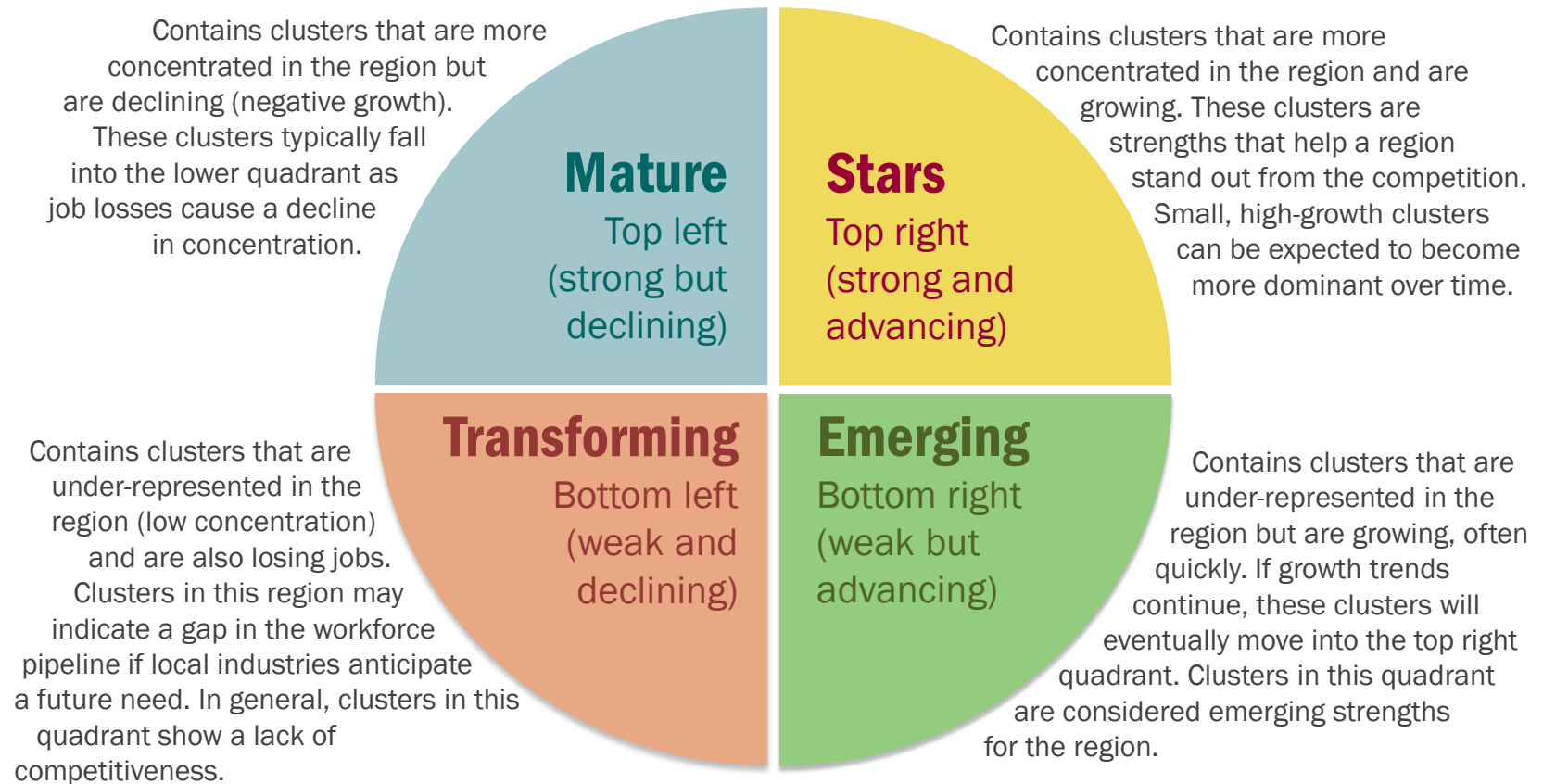
List of Clusters

- Advanced Materials
- Agribusiness, Food Processing & Technology
- Apparel & Textiles
- Arts, Entertainment, Recreation & Visitor Industries
- Biomedical/Biotechnical (Life Sciences)
- Business & Financial Services
- Chemicals
- Computer & Electronic Product Manufacturing
- Defense & Security
- Education & Knowledge Creation
- Electrical Equip, Appliance & Component Manufacturing
- Fabricated Metal Product Manufacturing
- Energy (Fossil & Renewable)
- Forest & Wood Products
- Glass & Ceramics
- Information Technology & Telecommunications
- Machinery Manufacturing
- Mining
- Primary Metal Manufacturing
- Printing & Publishing
- Transportation & Logistics
- Transportation Equipment Manufacturing

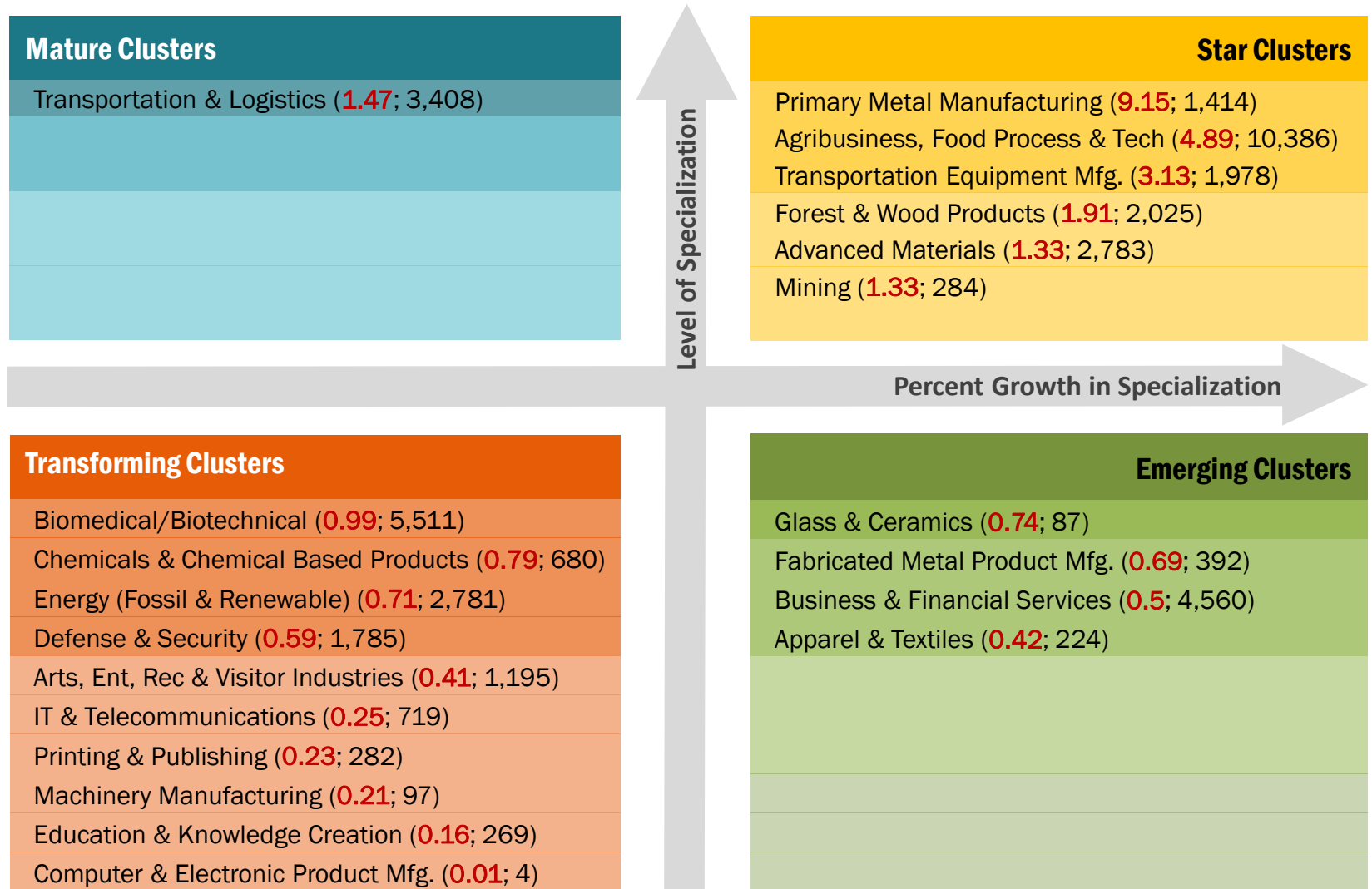
Industry cluster analysis

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



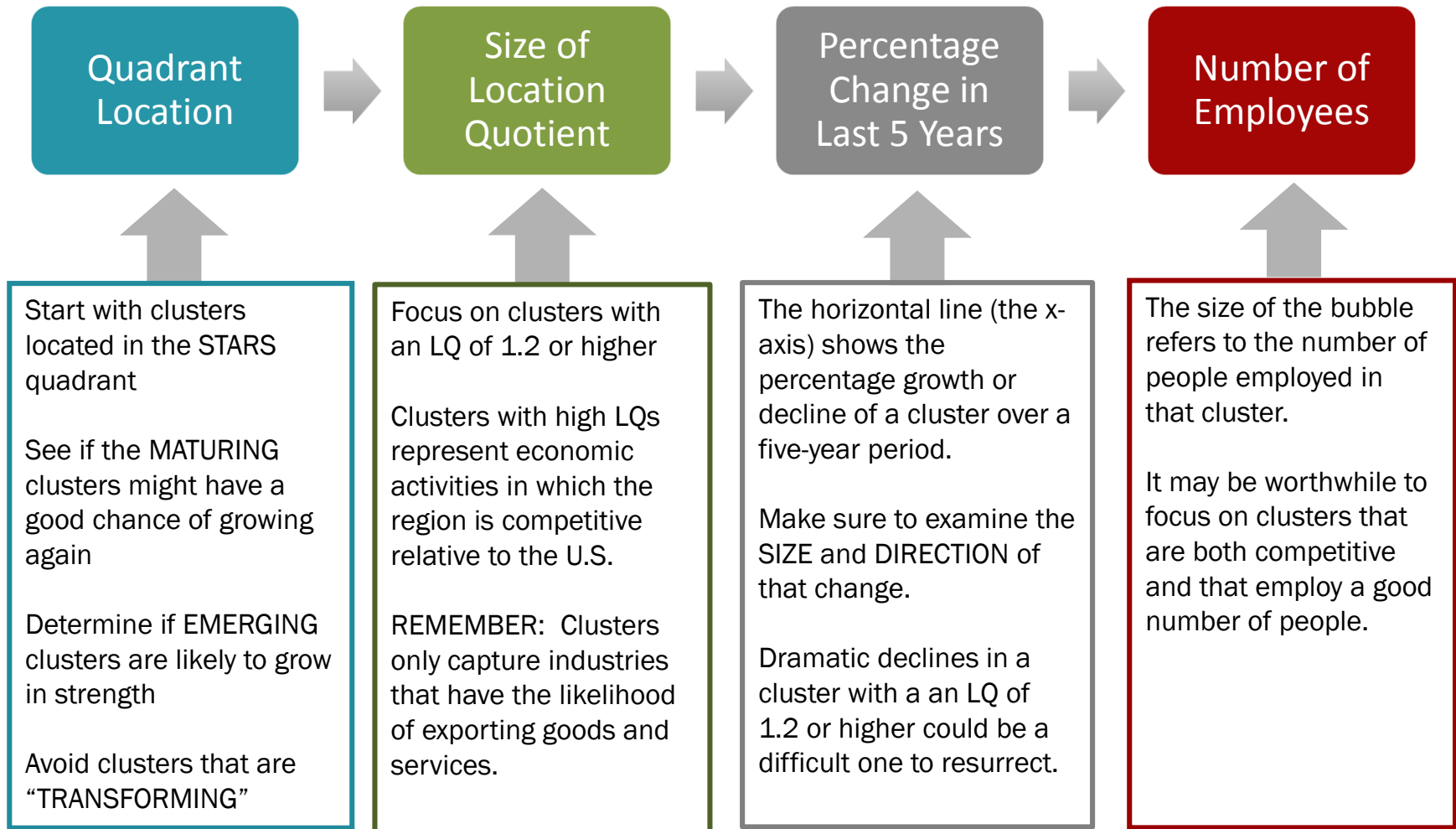
Industry cluster analysis



section 03

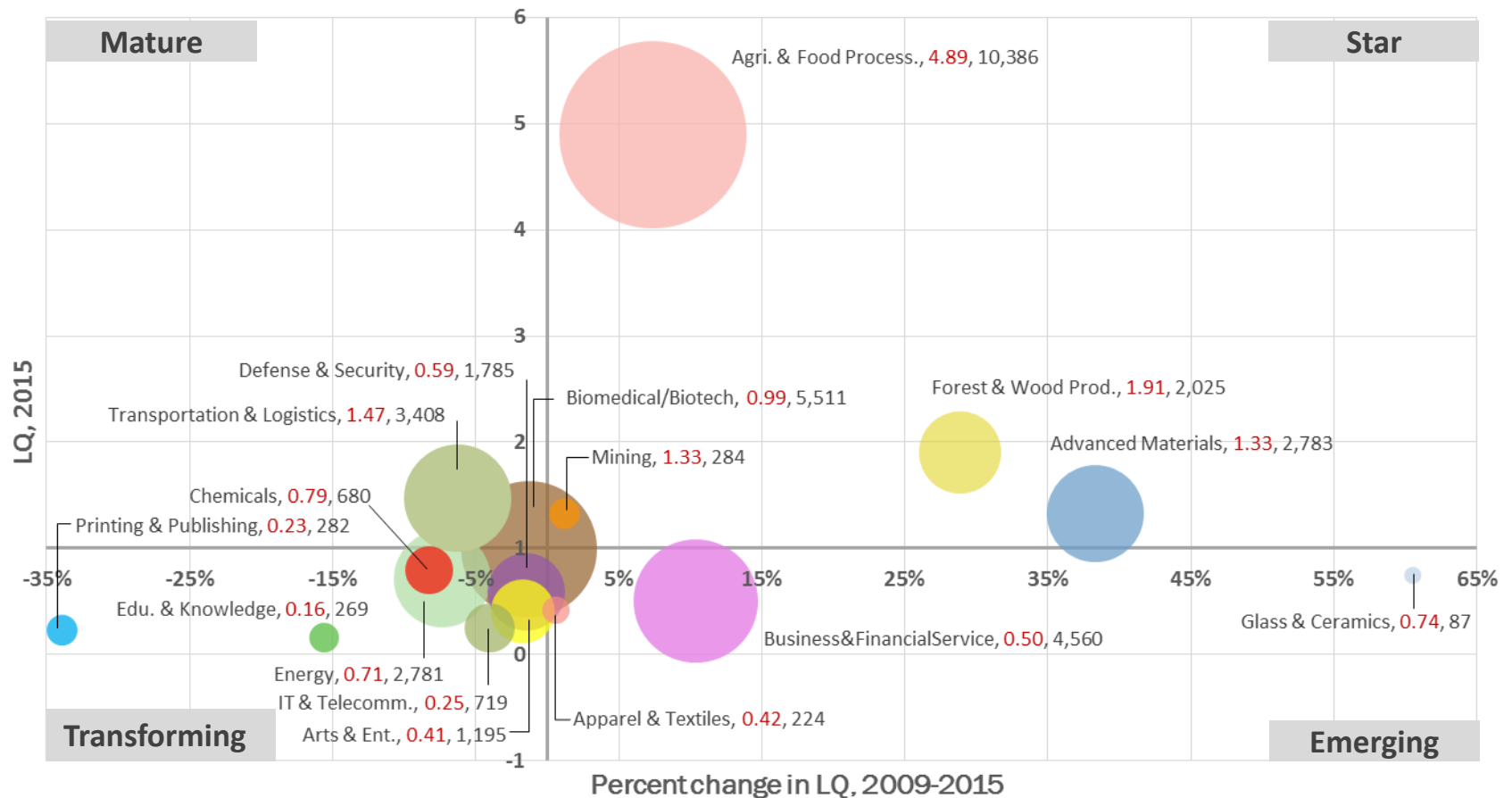
NOTE: The first number after each cluster represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2015. The clusters are sorted in decreasing order by location quotient as shown in the bubble chart.

Bubble Chart: What to Look at First



Industry and occupation

Industry cluster bubble chart

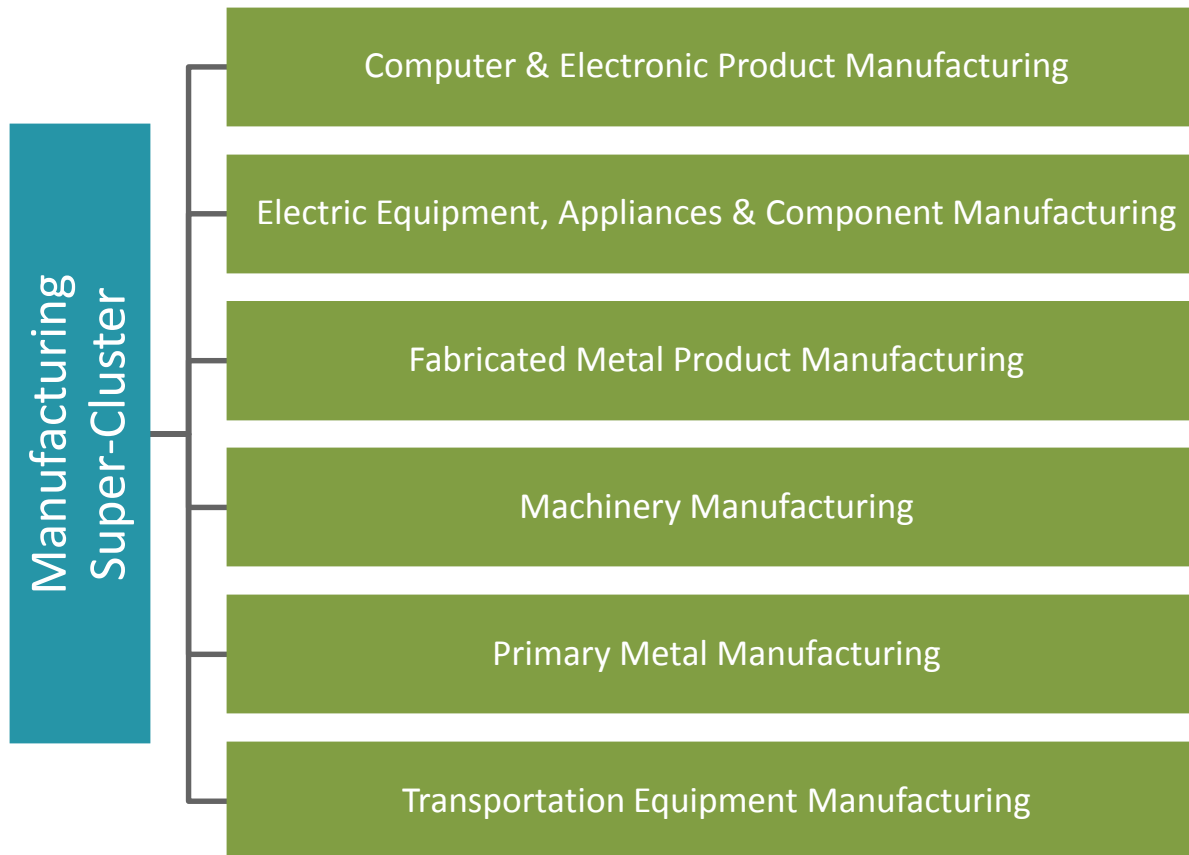


Note: Label includes cluster name, LQ in 2015, and Employment in 2015.

section 03

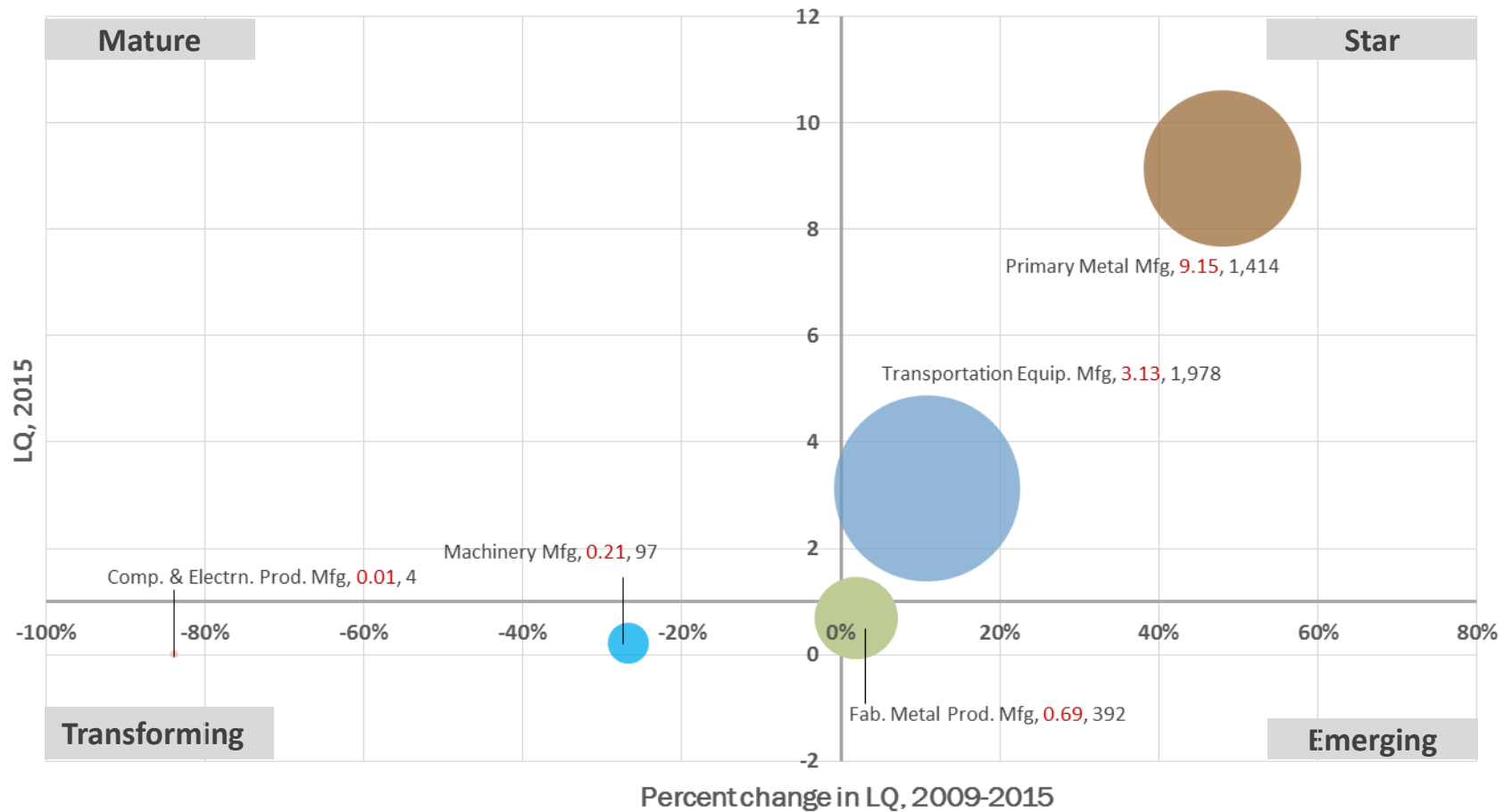
The Manufacturing Super-Cluster

Please note that this is not a cluster that a SET region should select. Rather, focus on the manufacturing sub-clusters that are important to that super-cluster.



Industry and occupation

Manufacturing sub-cluster bubble chart



Note: Label includes cluster name, LQ in 2015, and Employment in 2015; No regional jobs in Electrical Equipment, Appliance & Component Mfg. Cluster.

section 03

Industry and occupation

For your region

Mature Industries

One industry cluster in the Bootheel Synergy region is in the Matured stage: Transportation & Logistics. The mature industry is relatively concentrated, but its growth is trending downward. It is worth noting, however, that the Region may find it worthwhile to invest in efforts to shore up the concentration of these industries.

Transforming Industries

Transforming clusters capture the mix of industries that are experiencing relative decline and limited export capability. In the Region, Biomedical/Biotech; Chemicals; Energy; Defense & Security; Arts, Ent, Rec & Visitor Industries; IT & Telecom; Printing & Publishing; Machinery Mfg.; Education & Knowledge Creation; and Computer & Electronic Prod Mfg., ten industry clusters are all Transforming clusters. Any amount of growth in these industries would require relatively large investments.

Star Industries

Star industry clusters are highly concentrated, exporting and still experiencing growth in the region. Six Star industry clusters in the Bootheel Synergy region are Primary Metal Mfg.; Agribusiness, Food Process & Tech; Transportation Equipment Mfg.; Forest & Wood Prod.; Advanced Materials; and Mining. These clusters indicate that they have a little more jobs concentration in the region compared to the U.S.

Emerging Industries

Industry clusters that may be poised for future growth are classified as “Emerging.” There are four Emerging clusters in total in the Bootheel Synergy region: Glass & Ceramics; Fabricated Metal Prod Mfg.; Business & Financial Services; and Apparel & Textiles.

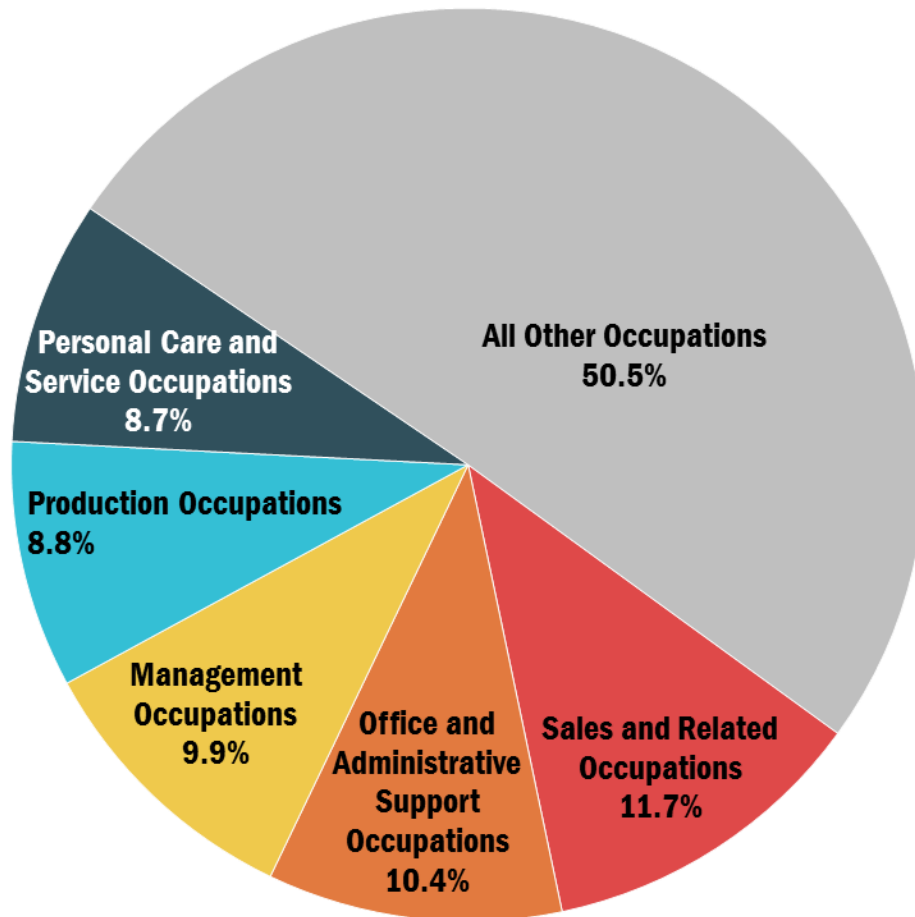
04 occupations

Top occupations

STEM occupations

Industry and occupation

Top five occupations in 2015

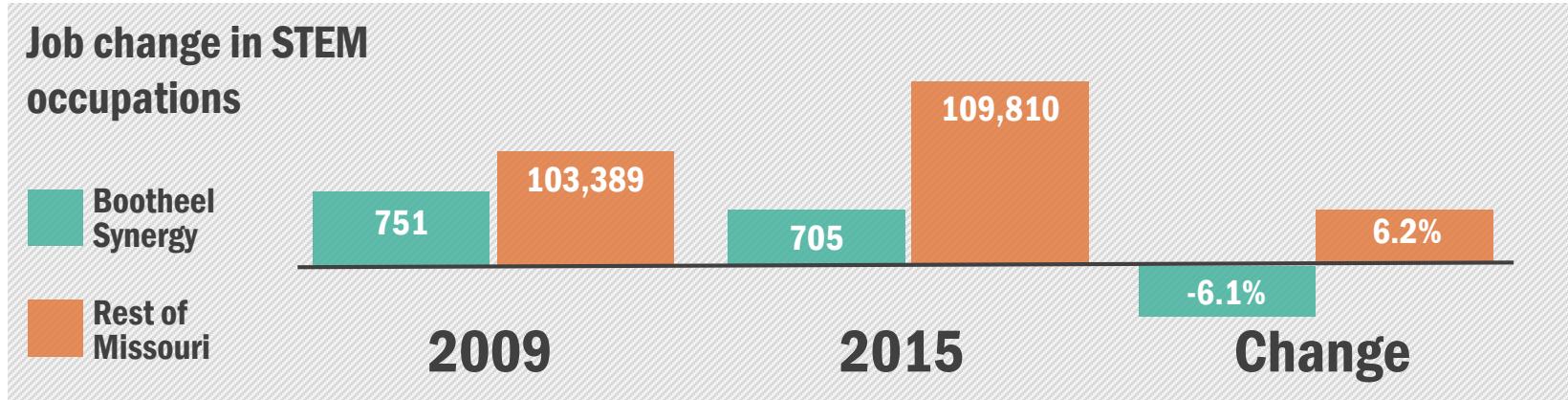


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Industry and occupation

Science, Technology, Engineering & Math



Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.



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This report was supported, in part, by grant from the USDA Rural Development through the auspices of the Southern Rural Development Center. It was produced in support of the Stronger Economies Together (SET) program.

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May 2017