WELCOME!

- Otsego's economy
- Selecting industries for further analysis
OTSEGO

Employment Overview

Employment in Otsego

Source: QCEW

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## EMPLOYMENT CHANGE

<table>
<thead>
<tr>
<th>County</th>
<th>2001</th>
<th>2012</th>
<th>Change 2001-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Otsego</td>
<td>384</td>
<td>1,579</td>
<td>419%</td>
</tr>
<tr>
<td>Albertville</td>
<td>1,437</td>
<td>3,538</td>
<td>146%</td>
</tr>
<tr>
<td>Elk River</td>
<td>9,798</td>
<td>11,399</td>
<td>16%</td>
</tr>
<tr>
<td>Monticello</td>
<td>5,825</td>
<td>7,411</td>
<td>27%</td>
</tr>
<tr>
<td>Ramsey</td>
<td>4,019</td>
<td>5,394</td>
<td>34%</td>
</tr>
<tr>
<td>Rogers</td>
<td>4,886</td>
<td>7,498</td>
<td>53%</td>
</tr>
<tr>
<td>St. Michael</td>
<td>2,689</td>
<td>3,310</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: QCEW – Data is rounded

### Year-to-Year Employment Change

![Graph showing year-to-year employment change for Otsego, Albertville, Elk River, Monticello, Ramsey, Rogers, and St. Michael counties from 2000 to 2012. The graph illustrates the percentage change year by year, with peaks and troughs indicating periods of growth and decline.](image-url)
## SHIFT-SHARE ANALYSIS: OTSEGO

<table>
<thead>
<tr>
<th>Sector</th>
<th>Change 2001-2012</th>
<th>National Growth Component</th>
<th>Industrial Mix Component</th>
<th>Competitive Share Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>301</td>
<td>0</td>
<td>0</td>
<td>301</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>216</td>
<td>3</td>
<td>25</td>
<td>189</td>
</tr>
<tr>
<td>Construction</td>
<td>155</td>
<td>1</td>
<td>-8</td>
<td>163</td>
</tr>
<tr>
<td>Wholesale Trade Transport</td>
<td>128</td>
<td>0</td>
<td>-6</td>
<td>134</td>
</tr>
<tr>
<td>Other Services</td>
<td>395</td>
<td>2</td>
<td>1</td>
<td>392</td>
</tr>
<tr>
<td>Government</td>
<td>10</td>
<td>0.2</td>
<td>0.2</td>
<td>9.6</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>-10</td>
<td>1</td>
<td>-1</td>
<td>-9</td>
</tr>
</tbody>
</table>

Source: Georgia Stats, based on CEW data

## SHIFT-SHARE COMPARISON

<table>
<thead>
<tr>
<th>SHIF SHARE COMPARISON</th>
<th>Employment Change 2001-2012</th>
<th>National Growth</th>
<th>Industrial Mix</th>
<th>Competitive Share</th>
<th>Competitive Share Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Otsego</td>
<td>1,195</td>
<td>6</td>
<td>16</td>
<td>1,174</td>
<td>98.2%</td>
</tr>
<tr>
<td>Wright County</td>
<td>7,160</td>
<td>473</td>
<td>-852</td>
<td>7540</td>
<td>105.3%</td>
</tr>
</tbody>
</table>

Source: Georgia Stats, based on CEW data
TAKE-AWAYS
DELVING INTO THE DATA.....

ECONOMIC IMPACT ANALYSIS

Direct Impacts

Indirect Impacts:
Suppliers of Material Inputs

Induced Impacts:
Labor Income

Local Economy
INDUSTRIES FOR STUDY

- Retail Trade
  - General Merchandise

- Leisure and Hospitality
  - Other Amusement and Recreation Industries

QUESTIONS FOR CONTEMPLATION

- Within the industry, which sectors are driving the Otsego economy?
- How do those driver sectors compare? How have they changed?
- What other information can supplement your knowledge?
  - What do you have already?
  - What do you still want to know?
- If you were going to explore one sector in more detail, which would you choose?
AN EXAMPLE

Construction

CONSTRUCTION-NEW RESIDENTIAL STRUCTURES

- 199 employees in Otsego
- $45.2 million in output generated (Wright County)
- $4.5 million in labor income (Wright County)
- 32 establishments (QCEW)
- 56% of expenditures are for inputs
  - Wholesale trade, petroleum products, and architectural & engineering services
- 44% are for labor
  - Average weekly wage: $1,075 (QCEW)
Retail Trade Industry

RETAIL TRADE- GENERAL MERCHANDISE

- 311 employees in Otsego
- $17 million in output generated (Wright County)
- $48.5 million in labor income (Wright County)
- 13 establishments (QCEW)
- 21% of expenditures are for inputs
  - Real estate, advertising, and banking
- 79% are for labor
  - Average weekly wage: $398 (QCEW)
Leisure and Hospitality Industry

LEISURE AND HOSPITALITY INDUSTRY: AMUSEMENT AND RECREATIONAL INDUS.

- 388 employees in Otsego
- $14.5 million in output generated (Wright County)
- $2.3 million in labor income (Wright County)
- 12 establishments (QCEW)
- 46% of expenditures are for inputs
  - Real estate, insurance, advertising
- 54% are for labor
  - Average weekly wage: $285(QCEW)
- Examples of industries include: mini golf, archery/shooting ranges, recreational day camp, recreation and youth sports teams, boating clubs, dance halls, and riding stables.
Food Processing Industry

Food Processing Sectors: Wright & Sherburne Co.
1,130 Jobs

- Frozen food: 28%
- Distilleries: 21%
- Fruit & vegetable: 17%
- Animal processing: 6%
- Cheese: 2%
- All other food: 26%
FOOD PROCESSING INDUSTRY: FROZEN FOOD MANUFACTURING INDUS.

- 319 employees in Wright County
- $106 million in output generated (Wright County)
- $15.6 million in labor income (Wright County)
- Unknown number of establishments (not disclosed in QCEW)
- 80% of expenditures are for inputs
  - Grains, hogs, and poultry
- 20% are for labor
  - Average weekly wage: $890 (QCEW)
- Examples of industries include: frozen dairy, frozen bakery, frozen meat, frozen fruits, frozen seafood
FOOD PROCESSING INDUSTRY: FROZEN FOOD MANUFACTURING INDUS.

Medical Devices Industry
MEDICAL DEVICES INDUSTRY: DENTAL EQUIPMENT MANUFACTURING

- 36 employees in Wright County
- $15.1 million in output generated (Wright County)
- $6 million in labor income (Wright County)
- Unknown number of establishments (Not disclosed in QCEW)
- 29% of expenditures are for inputs
  - Metals, wholesale trade, lime and gypsum products
- 71% are for labor
  - Average weekly wage of misc. manufacturing: $1,126 (QCEW)
- Examples of products include: dental equipment and supplies used by dental laboratories and offices of dentists
Electrical Equipment Industry

Electrical Equipment Sectors: Wright and Sherburne Co.
Jobs = 300

- Industrial process variable instruments: 38%
- Switchgear & switchboard: 30%
- Storage battery: 9%
- Irradiation apparatus: 9%
- Motor and generator: 6%
- Electromedical & electrotherapeutic apparatus: 7%
- Misc. electrical equipment: 1%
ELECTRICAL EQUIPMENT INDUSTRY: SWITCHGEAR AND SWITCHBOARD

- 90 employees in Wright County
- $34.3 million in output generated (Wright County)
- $5.9 million in labor income (Wright County)
- Unknown number establishments (Not disclosed in QCEW)
- 68% of expenditures are for inputs
  - Relay and industrial controls, wholesale trade, switchgear
- 32% are for labor
  - Average weekly wage (all manuf): $941 (QCEW)
- Examples of products include: circuit breakers, control panels, electric fuses, and power switching equipment

ELECTRICAL EQUIPMENT INDUSTRY: SWITCHGEAR AND SWITCH APPARTUS

![Graph showing direct, indirect, induced, and total values]
ELECTRICAL EQUIPMENT INDUSTRY:
SWITCHGEAR AND SWITCH APPARTUS

Metal Manufacturing Industry
Metal Manufacturing: Wright and Sherburne Co.
Jobs = 2,700

- Other industrial machinery: 5%
- Lawn & garden equipment: 9%
- Other fabricated metal: 3%
- Fabricated pipe & pipe fitting: 6%
- Coating, engraving, heat treating and allied activities: 2%
- Turned product & screw, nut, and bolt: 2%
- Nonferrous metal foundries: 4%
- Crown & closure & metal stamping: 6%
- Handtool: 6%
- Plate work & fabricated structural: 3%
- Ornamental & architectural metal: 9%
- Machine shops: 41%

METAL MANUFACTURING INDUSTRY:
NONFERROUS METAL FOUNDRIES

- 120 employees in Wright County
- $27 million in output generated (Wright County)
- $6.6 million in labor income (Wright County)
- Unknown number of establishments (Not disclosed QCEW)
- 75% of expenditures are for inputs
  - Aluminum products, nonferrous metals, copper
- 25% are for labor
  - Average weekly wage (all manuf.): $941 (QCEW)
- Examples of products include: rolling, drawing, or extruding shapes (e.g., bar, plate, sheet, strip, tube) from purchased or scrap nonferrous metals
Transport Industry

Transport by air: 4%
Transport by rail: 3%
Couriers & messengers: 11%
Scenic & sightseeing transportation: 1%
Transit & ground passenger: 26%
Transport by truck: 55%

Transportation Sectors: Wright and Sherburne Co.
Jobs = 2,580
TRANSPORT INDUSTRY: TRUCK TRANSPORTATION INDUSTRY

- 686 employees in Wright County
- $95.1 million in output generated (Wright County)
- $25.4 million in labor income (Wright County)
- 114 establishments (QCEW)
- 54% of expenditures are for inputs
  - Petroleum, couriers/messenger services, truck transport
- 46% are for labor
  - Average weekly wage: $687 (QCEW)
- Examples of industries include: general freight trucking, local and long-distance, specialized freight trucking, local and long-distance

TRANSPORT INDUSTRY: TRUCK TRANSPORTATION INDUSTRY

- Direct: 100
- Indirect: 20
- Induced: 21
- Total: 141
TRANSPORT INDUSTRY:
TRUCK TRANSPORTATION INDUSTRY

Financial Services Industry
FINANCIAL SERVICES INDUSTRY: SECURITIES AND INVESTMENT INDUSTRY

- 601 employees in Wright County
- $71.8 million in output generated (Wright County)
- $3.9 million in labor income (Wright County)
- 28 establishments (QCEW)
- 91% of expenditures are for inputs
  - Securities & investments, foreign imports, and telecommunications
- 9% are for labor
  - Average weekly wage: $1,110 (QCEW)
- Examples of industries include: securities brokerage, commodity contracts, and commodity exchanges
Publishing and Printing Industry

Publishing and Printing Sectors: Wright and Sherburne Co.
Jobs = 260

- Newspaper publishers 34%
- Printing 59%
- Book, directory and software publish 7%
PUBLISHING AND PRINTING INDUSTRY: NEWSPAPER PUBLISHERS

- 70 employees in Wright County
- $7 million in output generated (Wright County)
- $2.1 million in labor income (Wright County)
- 10 establishments (QCEW)
- 57% of expenditures are for inputs
  - Paper from pulp, information services, and printed materials
- 43% are for labor
  - Average weekly wage: $829 (QCEW)
- Businesses carry out operations necessary for producing and distributing newspapers in print or electronic form.
Production Technology Industry
PRODUCTION TECHNOLOGY INDUSTRY: MACHINE SHOPS

- 532 employees in Wright County
- $93 million in output generated (Wright County)
- $38.8 million in labor income (Wright County)
- 31 establishments (QCEW)
- 51% of expenditures are for inputs
  - Machined products, iron and steel, plates & fabricated structural products
- 49% are for labor
  - Average weekly wage: $1,122 (QCEW)
- Machining metal & plastic parts & parts of other composite materials on job or order basis. Jobs are low volume generally.
PRODUCTION TECHNOLOGY INDUSTRY: MACHINE SHOPS

- Direct: 100
- Indirect: 20
- Induced: 30
- Total: 150

PRODUCTION TECHNOLOGY INDUSTRY: MACHINE SHOPS

- Food services and drinking places
- Services to buildings and dwellings
- Real estate establishments
- Wholesale trade, except motor vehicles, parts, and supplies
- Retail trade, except motor vehicles, parts, and supplies
- Offices of health practitioners
- Offices of selected professions

Legend:
- Induced
- Indirect
Information Technology Industry

Information Technology Sectors: Wright and Sherburne Co.
Jobs = 970

- Computer systems design services: 31%
- Custom computer programming: 21%
- Specialized design services: 12%
- Radio & television broadcasting: 4%
- Other computer related services: 8%
- Internet publishing and broadcasting: 2%
- Cable & other subscription programming: 5%
- Data processing, hosting, ISP, web search portals: 3%
- Telecommunication: 13%
- Other information services: 1%
- Telegraph communication: 13%
- Other information services: 1%
- Data processing, hosting, ISP, web search portals: 3%
- Telecommunication: 13%
- Internet publishing and broadcasting: 2%
- Cable & other subscription programming: 5%
- Radio & television broadcasting: 4%
- Other computer related services: 8%
INFORMATION TECHNOLOGY INDUSTRY: TELECOMMUNICATION INDUSTRY

- 77 employees in Wright County
- $42.4 million in output generated (Wright County)
- $5.6 million in labor income (Wright County)
- 40 establishments (QCEW)
- 48% of expenditures are for inputs
  - Telecommunications, foreign imports, cable and subscription services
- 52% are for labor
  - Average weekly wage: $707 (QCEW)
- Examples of industries include: wired and wireless telecommunication carriers, satellite and other
INFORMATION TECHNOLOGY INDUSTRY:
TELECOMMUNICATION INDUSTRY

Final Thoughts or Questions?
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