Moderator:

Leigh Hopkins, Sr. Project Manager, Georgia Tech Enterprise Innovation Institute

Panelists:

Deepak Bahl, Program Director, USC Center for Economic Development
Debra Franklin, Director of Strategic Initiatives, Wichita State University
Erin Ketelle, Economic Development Program Manager at University of Tennessee Institute for Public Service
Julie Wenah, Counselor and Policy Advisor, U.S. Department of Commerce Economic Development Administration
Overview

• Introduction to the IMCP Program
• Fire Hose Session
• In the “Hot Seat”
• Moderator’s Questions
• Questions from the Audience
Investing in Manufacturing Communities Partnership (IMCP): Setting the Context

Julie Wenah, U.S. Department of Commerce, Economic Development Administration

IMCP Overview

• The investing in Manufacturing Communities Partnership (IMCP) program is an initiative designed to revolutionize the way federal agencies leverage economic development assistance. IMCP will help accelerate the resurgence of manufacturing in regions across the country.

• IMCP recognizes communities that best demonstrate strengths and combined efforts around workforce training, infrastructure and research centers that will attract, retain and expand manufacturing investment.

• This approach will help communities capitalize on the industrial growth taking place nationwide due to the United States’ competitive advantages in areas like energy, worker productivity, and intellectual property protection.
Investing in Manufacturing Communities Partnership (IMCP): Setting the Context

IMCP Overview Continued

• Through IMCP, thirteen agencies are working together to coordinate how the federal government supports manufacturing regions. Preferential consideration will be available for funding streams identified by the IMCP Participating Agencies as assisting Manufacturing Communities in bolstering their economic development plans.

• Manufacturing Communities will receive preference when applying for grants and projects consistent with the community’s economic development strategy.

• With IMCP, federal agencies are synchronizing grant programs across the government and providing technical assistance to support manufacturing communities economic development plans.
IMCP Communities’ Reflections and Partners

**IMCP Community Reflections**

“The Investing in Manufacturing Communities designation has allowed our region to focus on the resources to develop a full service economic development effort to attack retain and expand food and beverage manufactures.” – Mike Dozier, Central Valley AGPlus

**IMCP Community**

“Our Petrochemical corridor is engaged collaboratively in a way that never existed before in Louisiana- we call it the Great Louisiana Gumbo.” – Jonathan Shi, Louisiana State University

“This is the first time I’ve seen various regional economic development organizations set aside their competitive differences to work toward a true “regional” perspectives for the economic growth of our manufacturing industry.” – John Dewey, Alamo Manufacturing Partnership

**IMCP Federal Partnerships**

- Department of Housing and Urban Development
- Department of Transportation
- Department of Labor, Employment and Training Administration
- Environmental Protection Agency
- National Science Foundation
- U.S. Department of Agriculture
- Appalachian Regional Commission
- Delta Region Authority
- Small Business Administration
- U.S. Department of Commerce
FIRE HOSE

IMCP Communities Share Their Stories
Regional Collaboration Leads to Success

Deepak Bahl: Southern California Region (Aerospace and Defense)

The Advanced Manufacturing Partnership for Southern California (AMP SoCal) collaborates with organizations in both public and private sectors, across government, academia and industry, to strengthen the region’s aerospace and defense manufacturing economy. Led by the Price School – USC Center for Economic Development, AMP SoCal is focused on the southernmost ten counties in California, a federally designated Investing in Manufacturing Community Partnership (IMCP) region. AMP SoCal’s shared goal is to provide aerospace and defense manufacturers and their supply chain with the tools, talent, and capacity to master the future.
Regional Collaboration Leads to Success

**VISION:** To strengthen the industrial ecosystem of Southern California Aerospace and Defense (A&D) manufacturers and their supply chain by providing the tools, talent, and capacity to master the future

**MISSION:** Increase the quality and number of high-skilled A&D manufacturing jobs in the region

**DESIRED OUTCOMES:**
- A supportive infrastructure to help A&D companies thrive
- A growing manufacturing community offering exciting jobs
- Increased innovation and growth in A&D businesses
- Engaged and inspired youth pursuing careers in manufacturing
Regional Collaboration Leads to Success

A&D INDUSTRY CHALLENGES:
• Workforce skills gap
• Outsourcing/offshoring
• Reduction in defense spending
• Market consolidation; increased M&A activity
• Graying of workforce
• Lack of succession planning
• Supply chain issues; lack of knowledge of certifications necessary to become suppliers to OEMs

A&D INDUSTRY OPPORTUNITIES:
• Significant opportunity for diversification into defense adjacent markets

Satellites
• Since 2001, global satellite revenues have tripled
• Satellite manufacturing and launch markets projected to generate more than $197 billion between 2012-22 (NSR)

UAS/UAVs
• Between 2016-21, global procurement will rise from $6.6 billion to $11.4 billion (Teal Group)
• US market will grow to 10,000 jobs by 2035

Cybersecurity
• Manufacturing industry has 2nd highest cyber attack rate in the U.S.
• Serious shortage of cybersecurity workers
Investments in Industrial Ecosystem

Lead Co-Applicant: Leonard Mitchell, USC CED
Co-Applicant: Adrienne Linsgren, City of Los Angeles
Industry: Ivan Rosenberg, Aerospace & Defense Forum

Executive Council

County Representatives and Alternates
Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Ventura.

Pillar Committees

- Workforce & Training
- Supplier Network
- Research & Innovation
- Infrastructure & Site Development
- Trade & International Investment
- Operational Improvement & Capital Access

Implementation Strategy Working Groups

- AMP SoCal Roadmap
  - Lead: Los Angeles County Economic Development Corporation
- Access to Capital
  - Lead: Los Angeles County Economic Development Corporation
- 5M Growth Acceleration
  - Lead: California Manufacturing Technology Consulting
- Model-Based Engineering & Design
  - Lead: Mira Costa Community College
- Additive Manufacturing Certificate Program
  - Lead: L.A. River Institute
- Managed Career Pipeline for Advanced Manufacturing
  - Lead: LA RPI
- Higher Education Guides
  - Lead: Cal State, Norridge
- Systems Innovation, Innovation & Business Development
  - Lead: Cal State, Norridge
- Export Acceleration
  - Lead: L.A.R.I.N.
- 57/40 Conference: Freight Corridor Bottleneck Relief
  - Lead: City of Industry
Regional Collaboration Leads to Success

Debra Franklin: South Kansas Region (Aerospace)

The South Kansas IMCP supports high-technology manufacturing in transportation equipment manufacturing (336), machinery manufacturing (333) and petroleum and coal products manufacturing (324). The initiative prioritizes research and innovation investments as the primary catalytic public investments for the region. Training institutions work closely with regional researchers and industry experts to integrate new processes and advanced materials into production process as well as to train workers in state-of-the-art methods and best practices. This designation and funding are allowing for the accelerated insertion of advanced materials and automation into the production process, bringing together large and small businesses, defense contractors, research enterprises, academia, university researchers, students, support organizations, and government agencies to accelerate innovation by investing in industrially relevant advanced manufacturing technologies.
Regional Collaboration Leads to Success

VISION: South Kansas Tactical Investment in Advanced Manufacturing Capabilities will develop:

*Advanced manufacturing research, development, and demonstration capacity to poise South Kansas to be a global leader in advanced materials and their commercialization.*

MISSION: Grow the region’s economy, leading to more jobs and a better quality of life for our citizens.
Among the 100 largest metropolitan areas, the most manufacturing-specialized metropolitan area is Wichita, where manufacturing’s share of jobs was 2.10 times its nationwide share.”

BROOKINGS
Regional Collaboration Leads to Success

Erin Ketelle: Tennessee Valley Region (Automotive)

The DRIVE! for the Future IMCP was developed to support the growing automotive cluster in a 69-county, 4 state region. The DRIVE! Consortium, led by the University of Tennessee Institute for Public Service, integrates the region’s research and innovation resources with both training institutions and the entrepreneurial ecosystem in the region to ensure that the region remains globally competitive and continues to emerge as a leading center for advanced automotive technologies.
Regional Collaboration Leads to Success

**Vision:** The DRIVE! Consortium will accelerate the development of a strong and growing automotive cluster in the Tennessee Valley, already the fifth largest region in the country for automotive industry employment.

**Mission:** To catapult the competitiveness of its industry to the next level, DRIVE! will invest in the region’s public and private research and innovation assets, rapidly accelerating the region’s growth while reaching new heights of global automotive leadership.
Regional Collaboration Leads to Success

Several DRIVE! Regional Successes
- RevV! $5 million SME voucher program
- Nissan Supplier Development Training
- Pathway Lending Women's Business Center
- MTSU Mechatronics Program
- Brownfield Assessments
- Targeted ExporTech Assistance
Regional Collaboration Leads to Success

Leigh Hopkins: Northwest Georgia Region (Flooring, Advanced Manufacturing)

Northwest Georgia Floor360 IMCP Consortium, led by the Northwest Georgia Regional Commission and Georgia Tech, launched a comprehensive economic development strategy to anchor the region’s business development and innovation in the floor covering industry, attracting resources from around the state to support industry growth. Floor360 has launched four unique apprenticeship models and joined regional teams from across the country to accelerate industry-led workforce development and training efforts. A focus on research and innovation has produced a promising waste to energy technology pilot for post consumer product, led by the Alliance for Innovation and Sustainability (AIS), a 501c3 not for profit organization which arose out of IMCP.
Regional Collaboration Leads to Success

CHALLENGES:
• Concentrated flooring industry cluster
• Highly dependent on the housing market
• Located outside of a major MSA (Atlanta MSA)
• Traditional industry, “It will always be here” mentality
• Consolidated players, insular
• Return of off-shoring + re-tooling of industry = workforce skills gap
• Rapid influx of Hispanic population

OPPORTUNITIES:
• Integrating new technologies and processes to meet emerging market demands
• Materials research and new technology tackle flooring industry’s sustainability issues
• Keep manufacturing curriculum basic, use new apprenticeship models to teach specifics
• Appalachian Inland Port a “game-changer” for shipping goods to Port of Savannah
• We’re in this together!
Regional Collaboration Leads to Success

VISION: The Northwest Georgia Regional Advanced Manufacturing Strategy will create:

“A world-class manufacturing workforce cultivating a culture of talent and innovation in a vibrant and diverse region.”

MISSION: Create economic prosperity in Northwest Georgia to ensure the region’s future as a global leader in the floor covering industry and to foster the environment for advanced manufacturing to grow and thrive.
Regional Collaboration Leads to Success

Floor360’s Focus Areas & Initiatives
- **Workforce Development**: Advanced Manufacturing & Business Academy; Industry-driven college and career tracks aligning with two- and four-year degrees; four new apprenticeship programs; Communities That Work Partnership (CTWP)
- **Export and Trade Assistance**: Appalachian Regional Inland Port (2017)
- **Sustainability**: “Zero Waste” PCC recycling technology pilot; Alliance for Innovation & Sustainability (AIS is a 501c3 industry organization)

Lessons Learned Along the Way
- Manufacturers need to see the value in the effort.
- Establish clear roles and responsibilities. Leverage regional partnerships.
- Create ownership among team using a project-based approach.
- Reinforce your message, re-visit and re-tool your strategy often.
In the HOT SEAT >>
In the Hot Seat >>

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Questions for the Panel
Audience
Q&A

Local, Regional, and Federal Efforts Supporting Advanced Manufacturing