

FAIRFAX COUNTY

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FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

International Economic Development Council (IEDC)

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Economic Development Issues of the Future

Emerging Technologies

- **We know what *some* of the new industries will be (AI, IOT, Translational Medicine, etc.) but we don't know anything about what other technologies will emerge.**
- **How can we plan?**
- **There are severe shortages of IT workers today.**
- **There are severe shortages of IT instructors today.**
- **There is a diminishing demand for lower-skilled workers.**



more issues for the future...

- **Globalism**
- **We have seen the loss of entire industries, seemingly without warning. Will this happen again? Which industries are in peril?**
- **Wage rates and tariffs can affect the ability of US firms to be as profitable or to stay in business.**
- **The loss of world markets due to political actions can affect local companies.**



more issues...

There is increasing competition for economic development, within regions, across the United States, and around the world.

- **The need for creating jobs and generating tax revenues to support local public services is generating greater competition for economic development**
- **The greater competition is driving an increase in the use and size of incentives for economic development.**
- **Will the “haves” get more and the “have-nots” get less?**



an additional issue

- People can work from anywhere.
- What happens to the office space? (and, companies are taking less space per employee than in past years).
- Are institutions also being overbuilt (e.g., hospitals, universities,...)?
- What happens to communities whose public services are dependent upon the growth of the real estate tax base?
- If people can work from anywhere, what will bring them to your community?
 - quality public schools fair taxes things to do
 - safe neighborhoods quality of life



There are only 2 ways to attract/retain companies.

- 1. Communities can pursue those industries for which they currently have the requisite assets/amenities.**
- 2. Communities can identify the industries they wish to pursue, analyze the assets/amenities they require to be successful, and then acquire them.**
- 3. The “chicken and egg” question then arises: Do we build it so they will come, or do we try to entice them into coming so we can afford to build what they need? And, what if we build it and they don’t come?**



When scanning the environments,

- **Be sure to consider ALL environments: local, regional, national and global.**
- **Be sure to consider ALL factors: political, technology, business, socio-cultural, educational, etc.**
- **Consider the competition faced by your community for attraction and retention.**
- **Even the smallest and most rural of communities must have modern telecommunications infrastructure.**
- **Workforce needs will be increasingly based on technology skill sets.**
- **The quality of public education systems will be increasingly important.**



Lessons we all have learned

- **Visioning**

- We must be realistic- too often, communities try to oversell. Know your asserts and your limitations.
- When meeting with community stakeholders, don't talk; listen! You're not trying to convince them; you want to know what will get their buy-in.
- All plans must be measurable. Sell the plan in terms of its returns. **Economic development must be seen as a local investment, not just a cost.**
- Define measurable outcomes in terms of school teachers, fire stations, etc.
- Manage expectations!!!



In the future, economic development professionals will need to...

- **be more conversant with the technologies that are emerging**
- **understand and foresee global forces that will have an impact locally**
- **be risk-takers**
- **be sales people not just to businesses, but to the elected officials and residents in the community**
- **understand how social media outlets can be use to maximum effect**
- **be nimble**

