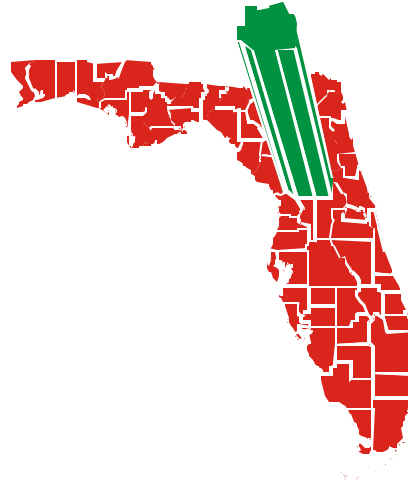


Is Marion County ...

Reaching Its Goal?



Presented by

William H. Fruth

*POLICOM Corporation
2740 Martin Downs Blvd. #279
Palm City, FL 34990*

*772-781-5559
fruth@policom.com
www.policom.com*

How a local economy works.

Primary or contributory industries import money and generate wealth.

Consumptive or dependent industries use and consume this money.

Growth in size depends upon the amount of money flowing into the area.

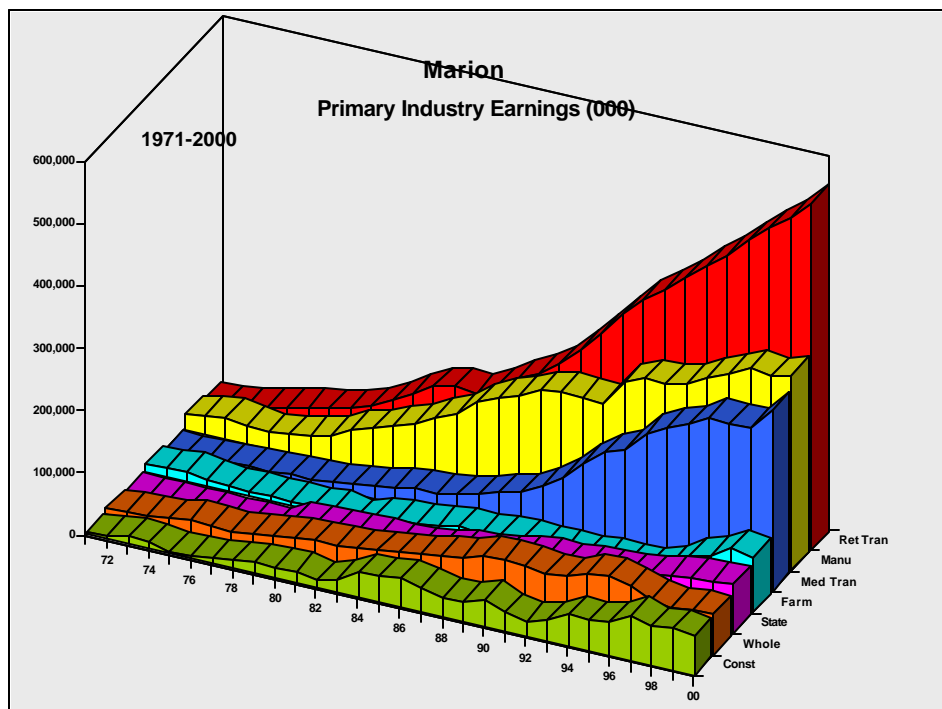
Growth in quality depends upon the wage level of the primary industries.

Characteristics of Primary Employers

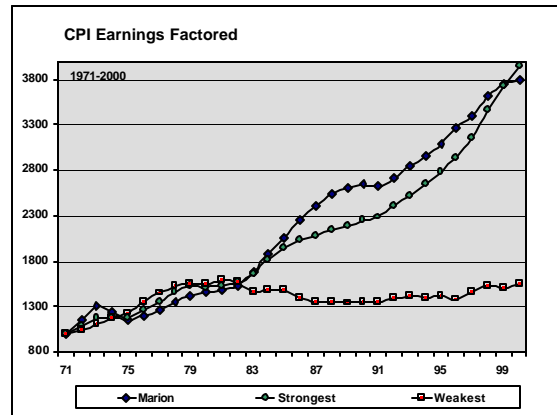
- Sell goods and services outside the economy, importing money to the area.
- Geographic location influences operating costs, thus profitability.
- Since their market is not local, they do not have to be in an area to sell their product.
- They will move when it is unprofitable to be located in an area.

Population - Percentage Over 65

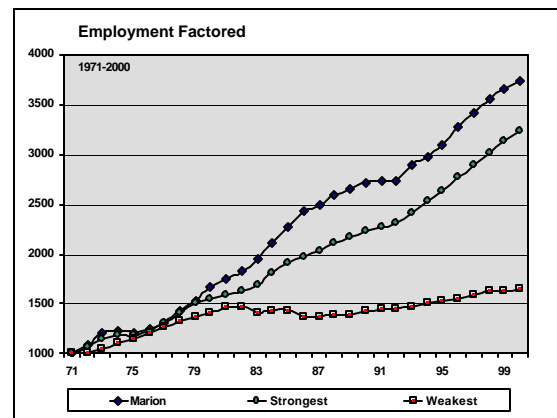
USA	12.4
Florida	17.6
Marion	24.5
Charlotte	34.7



Inflation (CPI) Adjusted Earnings



Factored Employment



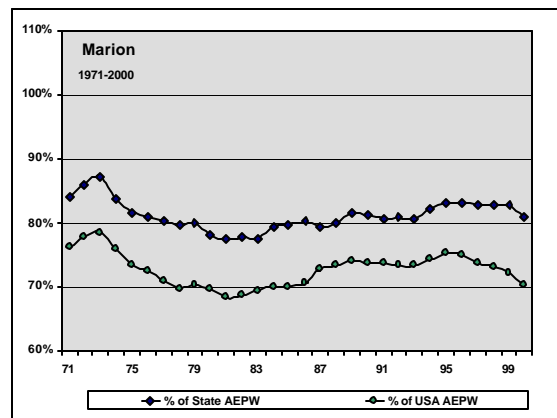
Growth In Quality

The quality of an economy, or “standard of living” of the people, is determined by what they earn.

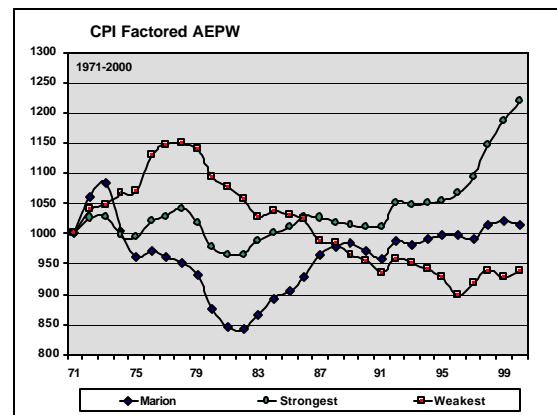
Overall wages will approach, but cannot exceed, the wages paid in the primary industries.

To improve the quality of an economy, new primary jobs need to pay a wage higher than the area average.

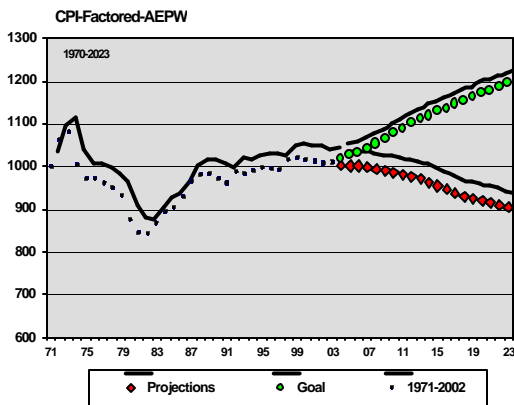
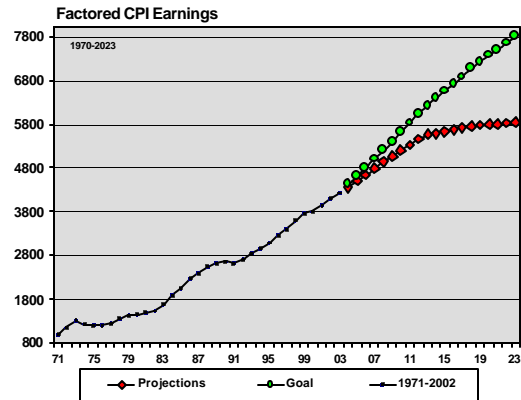
Percentage of State and Nation



CPI Factored Earnings Per Worker



Projections GOAL 2003-2023



How To Improve a Local Economy

Create more primary industry jobs which pay a wage higher than the area average.

Year	New Primary Jobs	New Job Wage	Area Avg. Wage	% OF Area Avg.
2003	470	29,783	26,320	113%
2004	513	32,200	27,010	119%
2005	578	33,791	27,800	122%
2006	594	35,440	28,731	123%
2007	611	37,216	29,735	125%
2008	651	39,298	30,805	128%
2009	692	41,272	31,945	129%
2010	713	42,944	33,129	130%
2011	735	44,681	34,359	130%
2012	758	46,484	35,636	130%

Brief Methodology

- Formulas which extract primary industry jobs from total employment data.
- 2,200 NAICS subsectored filtered.
- Create a baseline year - 2002.
- Freeze formulas for future years.

2002 Base Line	2002	2002	2002
<u>NAICS Description</u>	<u>Jobs</u>	<u>Wages</u>	<u>Earnings</u>
Total - All Workers	83,304	26,628	2,218,260,807
Total - Private Sector	68,063	26,031	1,771,746,495
Primary Industries	13,289	32,663	434,047,672
Utilities	173	52,840	9,141,262
Manufacturing	8,985	32,287	290,084,503
Wholesale Trade	1,363	32,871	44,808,403
Retail Trade	18	19,095	343,707
Transportation	1,069	34,223	36,572,926
Information	464	19,180	8,899,697
Finance and Insurance	722	40,020	28,887,945
Professional	233	27,905	6,511,545
Management	262	33,579	8,797,683

<u>Year</u>	<u>Primary Job Milestone</u>	<u>Net Gain for Year</u>	<u>Variance from Milestone</u>	<u>Cumulative</u>
2003	470	-321	-791	-791
2004	513	962	449	-342

	<u>Milestone Wage</u>	<u>New Job Wage</u>	<u>Percentage of Area Wage</u>	<u>Milestone Percentage</u>
2003	29,783	34,449	124%	113%
2004	32,200	38,784	134%	119%