

Aerozone Strategic Report

Economic Data

May 2021



**Innovation
Economy Partners**
OUR FOCUS: IMPACT AND OUTCOMES

JobHub Data Summary: Cleveland Aerozone

Team NEO Research November 2019

The following slides were prepared by TeamNEO in 2019.

Summary of Learnings.

- At the census block level, there are **28k jobs** in the Aerozone District.
 - Of these **80% (25k)** of the jobs are in a traded sector.
- Current projections show that without any interventions, the area will **lose approximately 1% jobs** in the next 10 years.
- **50% of these jobs** are clustered in the following three industries:
 - Healthcare
 - Transportation & Logistics
 - Manufacturing
- A very important cluster in the Aerozone is:
 - Technical Services, which comprises of 7.5% of the jobs.
- There are approximately **150 businesses** that are based in the Aerozone District and are also part of the core JobsOhio and TeamNEO traded sectors industry clusters. (Advanced manufacturing, Aerospace, Automotive, Financial Services, Food Processing, Healthcare, IT, Logistics and Shale Energy)

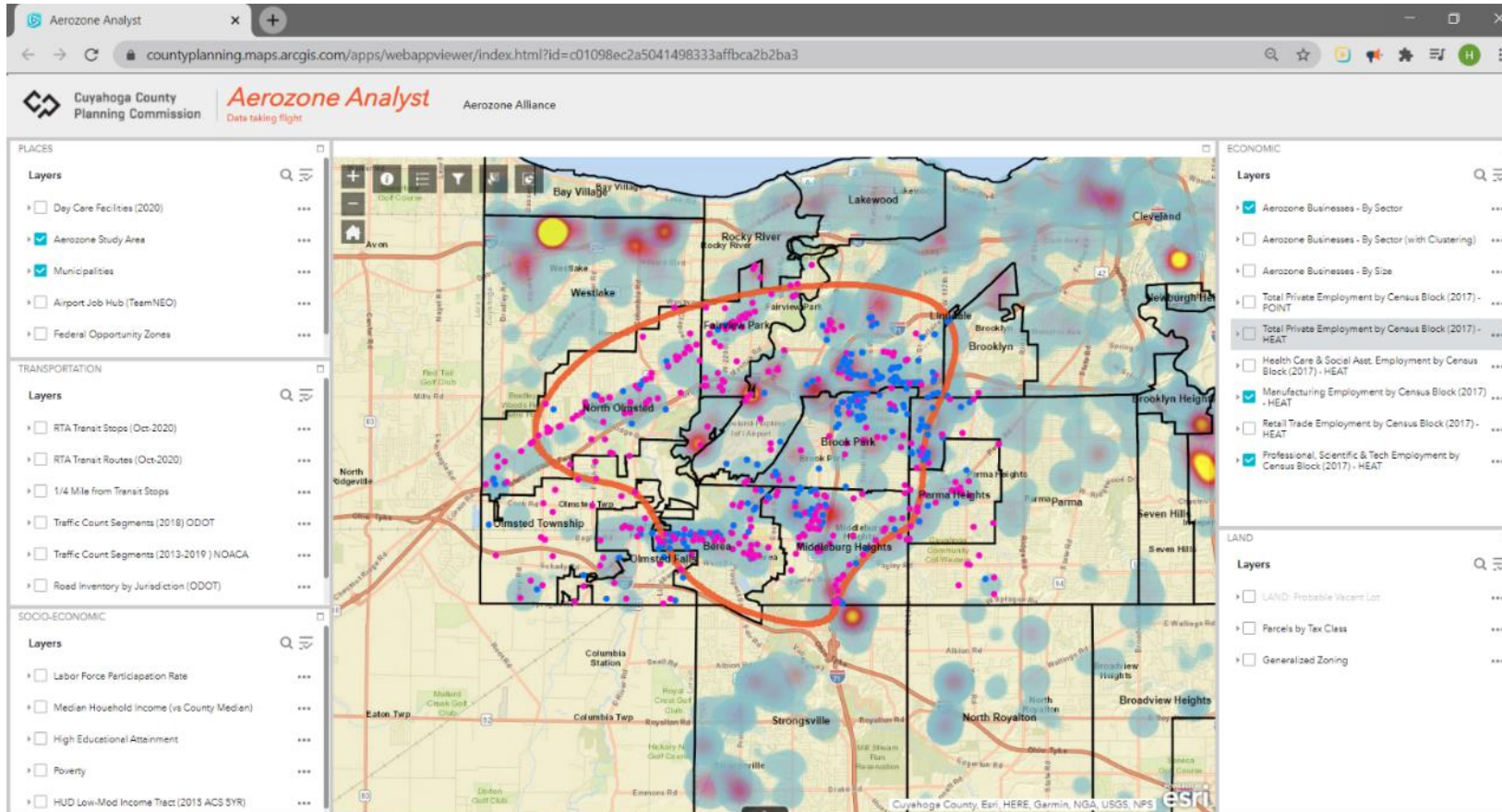


Aerozone Priority Industries.

Based on the data gathered about the industry and occupation clusters in the Aerozone District, the following are the priority areas that should be considered for focused Economic Development efforts.

Priority Industries	Jobs Totals (Block level)	Job Share (%) Block Level	Number of Establishments (Int.Zips/7MileZip)	In Demand Occupations
Transportation & Logistics	7,584	27%	24/106	Heavy Trucking (1,304) Maintenance and Repair (992)
Healthcare and Social Assistance	3,686	13.6%	21/70	Registered Nurse (1,878) Medical Secretaries (599)
Manufacturing	3,620	13.3%	27/115 (Advanced Manufacturing)	General Operations Manager (916) Machinists (556)
Professional, Scientific, and Technical Service	2,026	7.5%	22/73 (IT & Aerospace)	Bookkeeping (898)
Wholesale Trade	1,729	6.4%		

Visualizing Aerozone's economic assets.



LINK:

<https://countyplanning.maps.arcgis.com/apps/webappviewer/index.html?id=c01098ec2a5041498333affbca2b2ba3>

- Compare much against region
- Comparisons vs “all hubs” made difficult by geographic overlap

Data Source Reference Table

Distance	Geographic Unit Used	Data Source	Used For
EXACT	Blocks	LODES/Census OTM 2017	Select Economic Data
NEARBY 1	Intersecting Tracts	Census ACS 2017 5yr	Demographic
NEARBY 2	Intersecting Zips	EMSI 2019.4	Select Economic Data
FAR 1	7 Mile Tracts	Census ACS 2017 5yr	Demographic
FAR 2	7 Mile Zip	EMSI 2019.4	Select Economic Data
REGION	Blocks or County	LODES/Census OTM 2017 or EMSI 2019.4	All

Intersect & Buffer

Intersect

- Census Tracts or Zip codes in which a JobHub is entirely or partially within. Its boundary intersects or touches a JobHub.

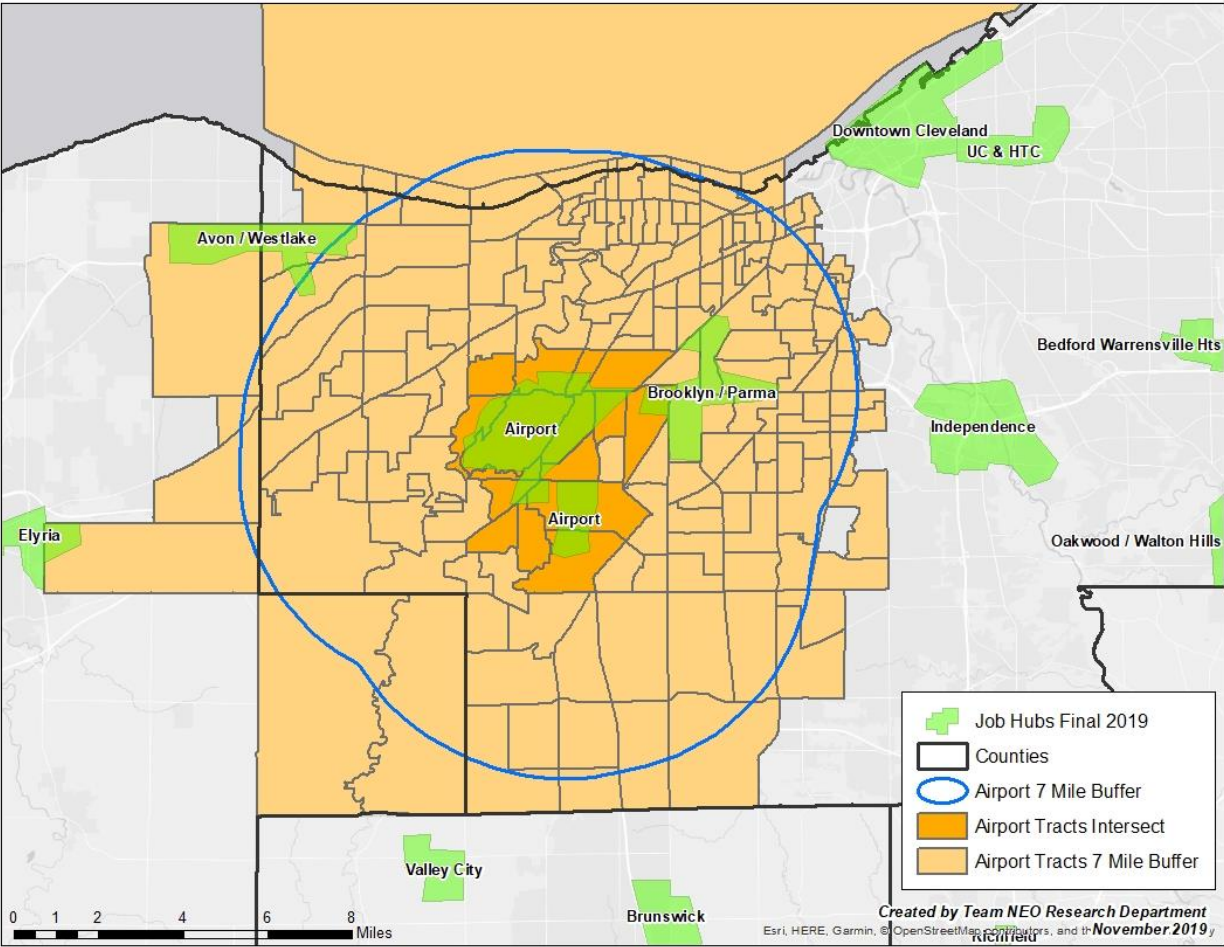
Buffer

- Buffer is a radius “as the crow flies” around a JobHub. Our buffer for this analysis is 7 Miles. Tracts and Zips in which the 7 mile buffer touches are selected.

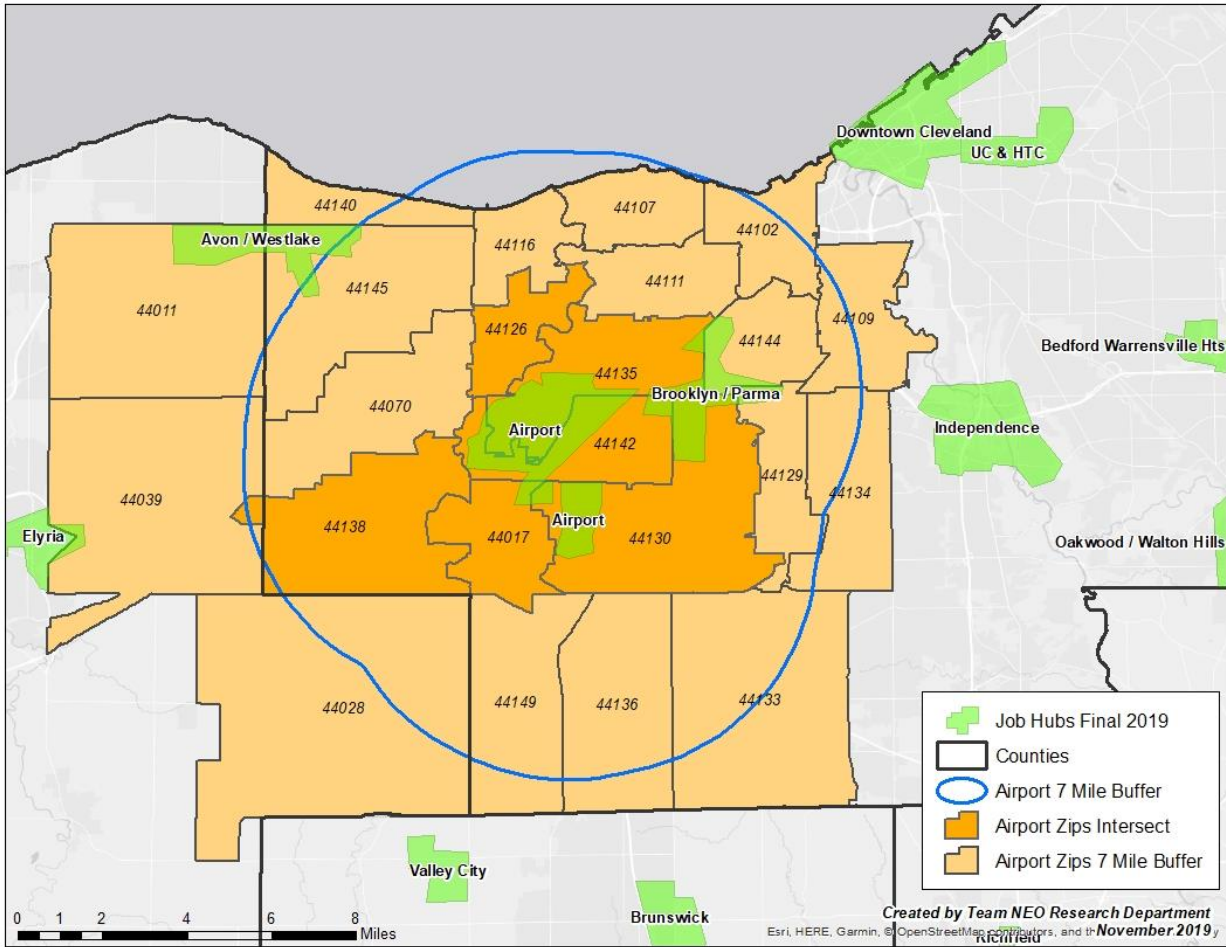
*The most granular available geographic unit should be used

Airport Job Hub: Geographic Unit Analysis

Census Tracts

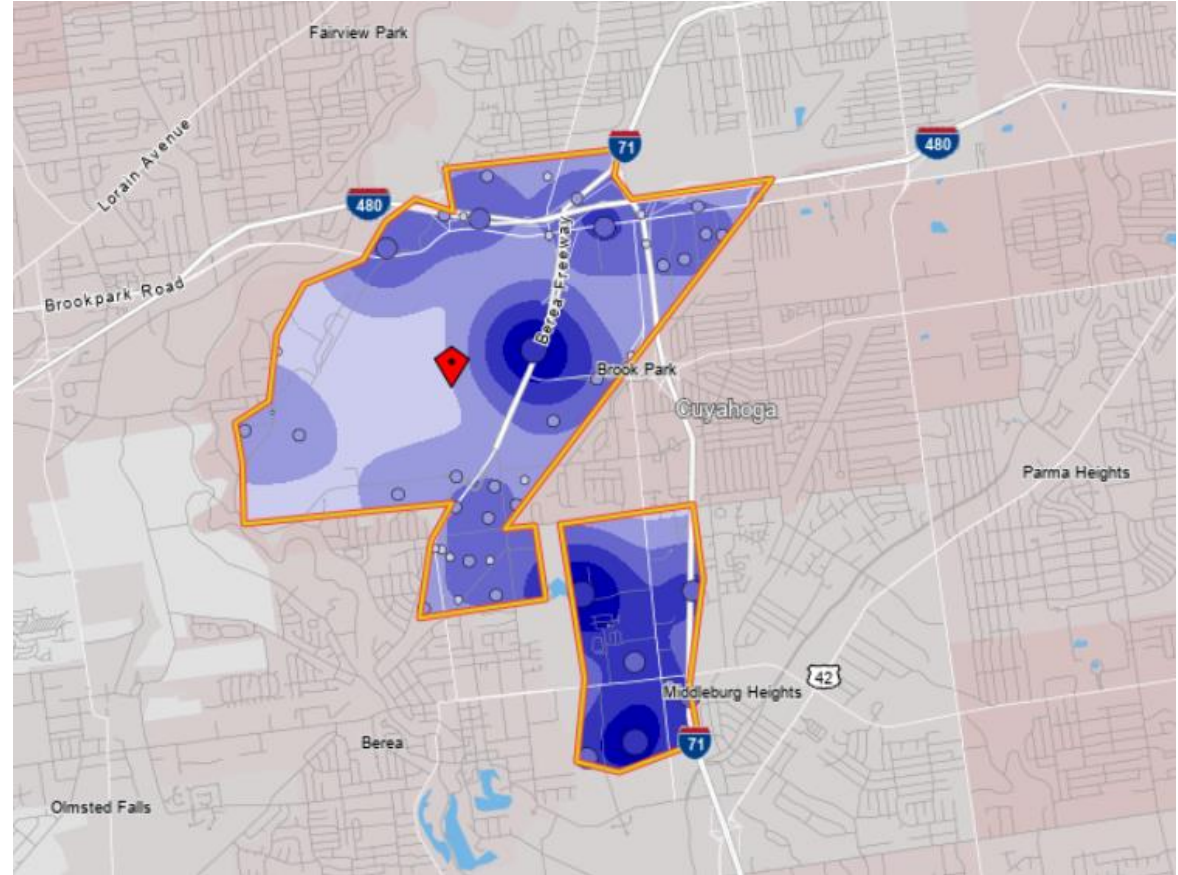


Zip Codes

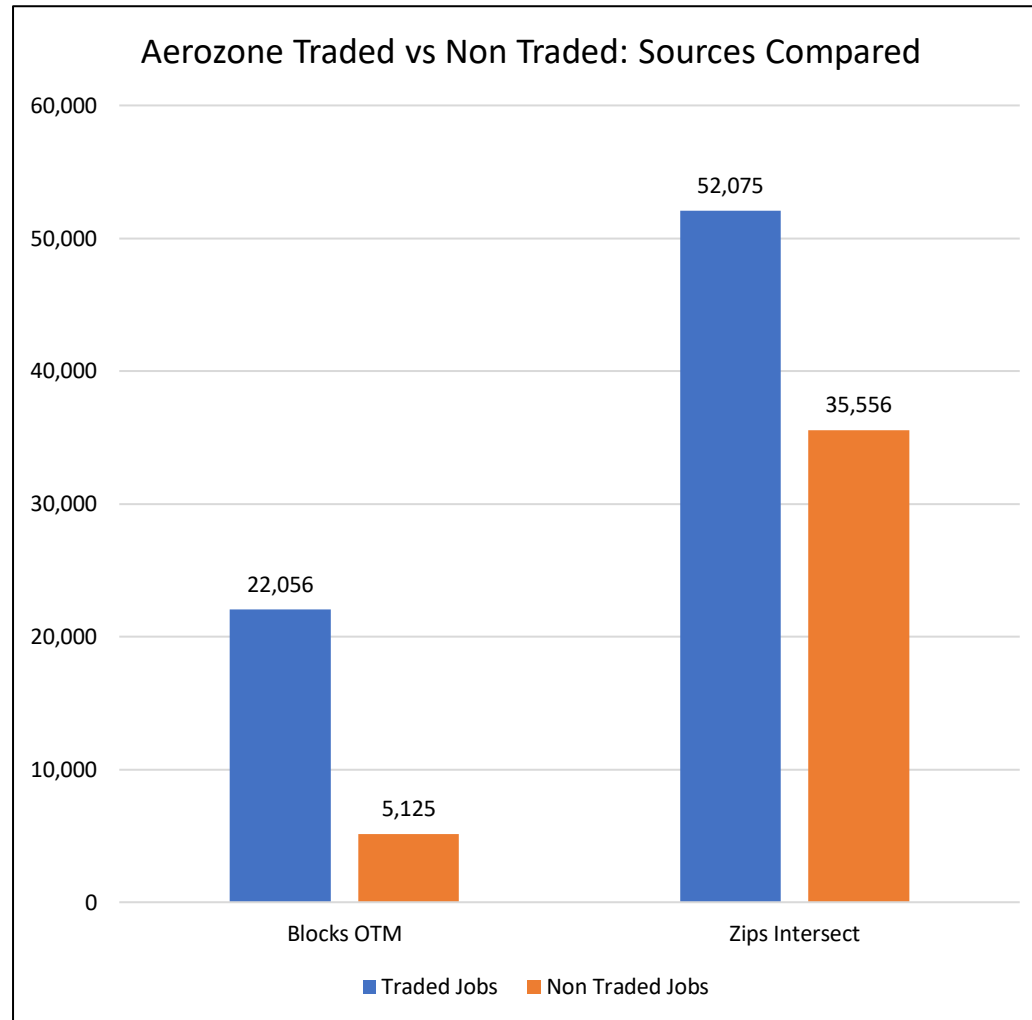


Airport Job Hub: Geographic Unit Analysis

The U.S. Census Bureau, Center for Economic Studies On The Map tool offers LODES data at the block level. This allows us to gather a few data points at **nearly identical** JobHub Boundary. This is 2017 year data, as is most current census data.

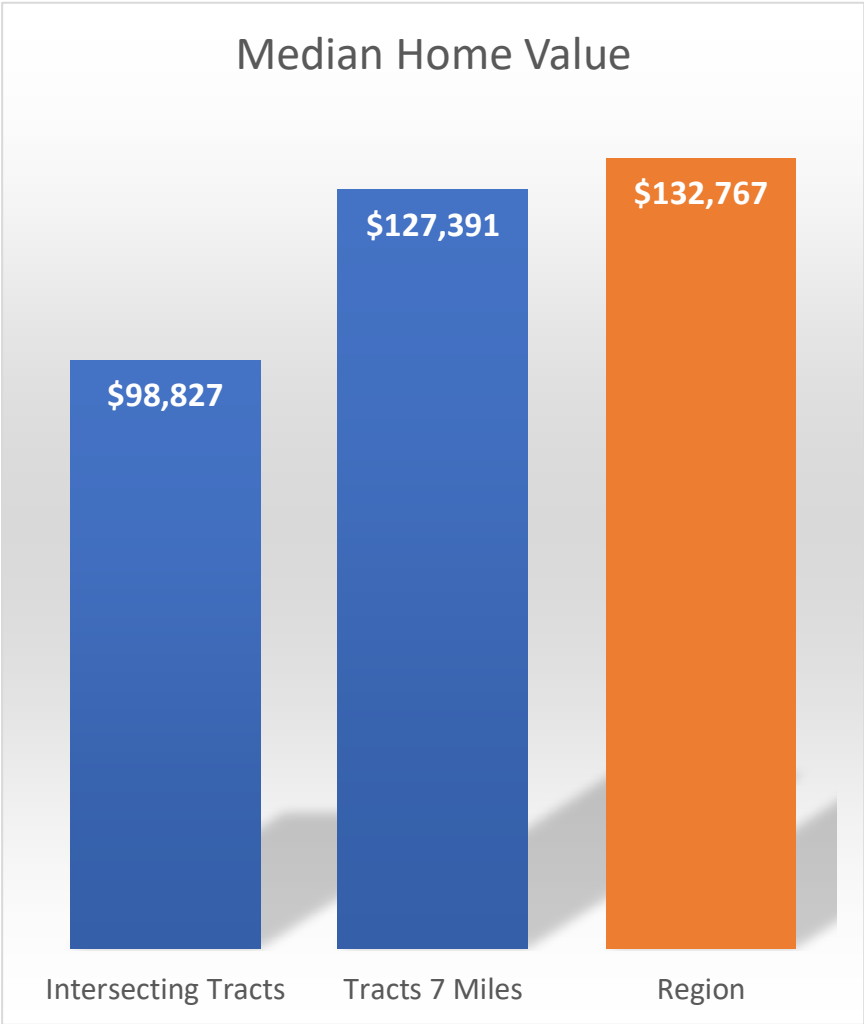
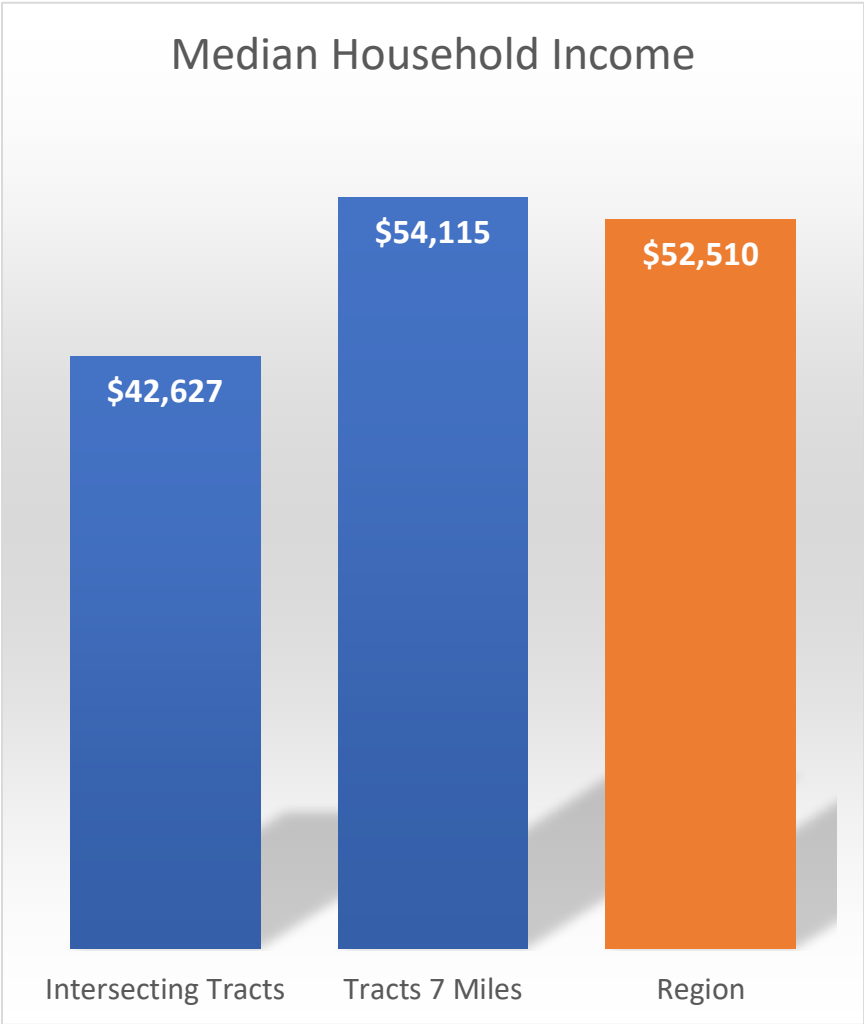


Airport/Aerozone JobHub approximate employment concentration.

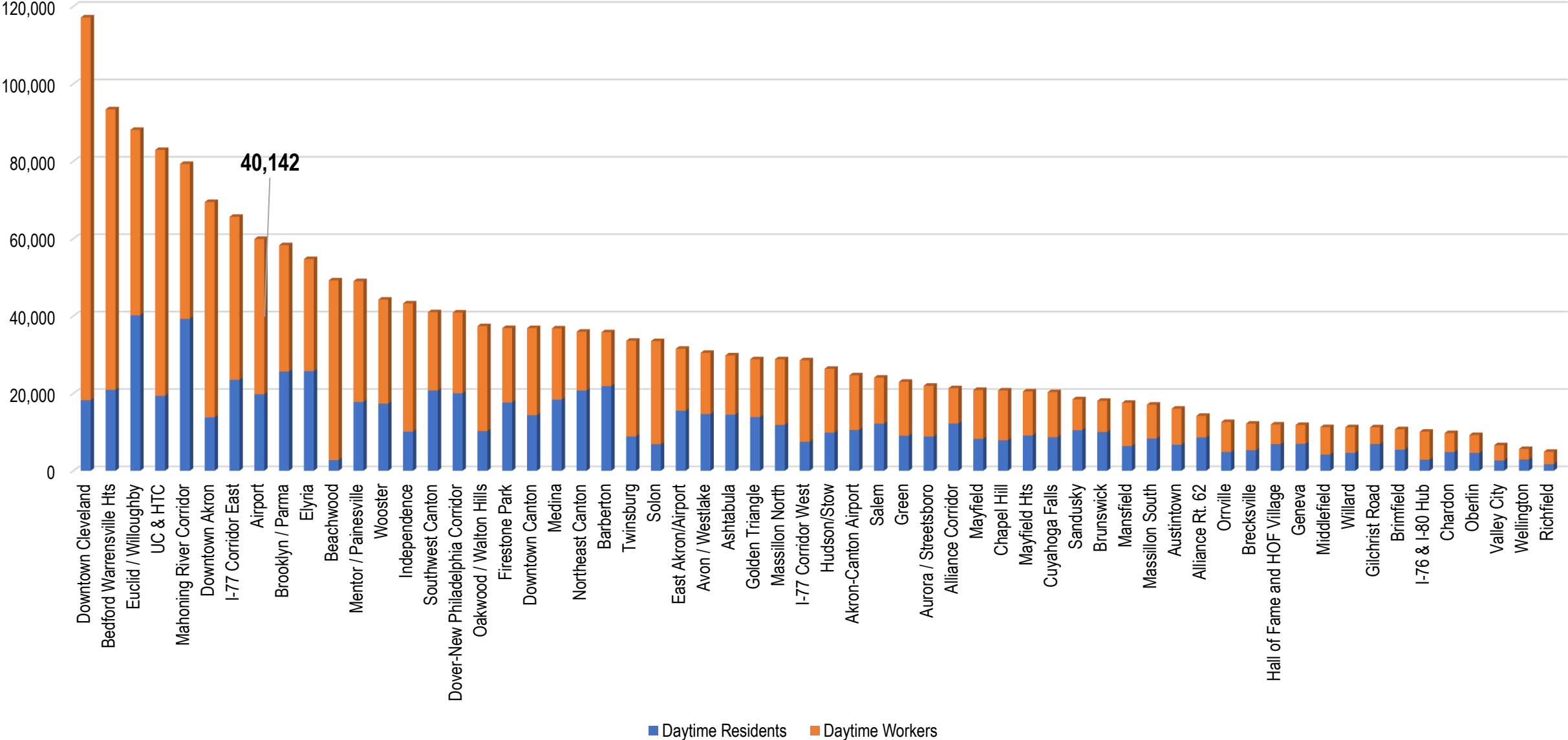


Cleveland Airport – Aerozone JobHub Data

Demographic

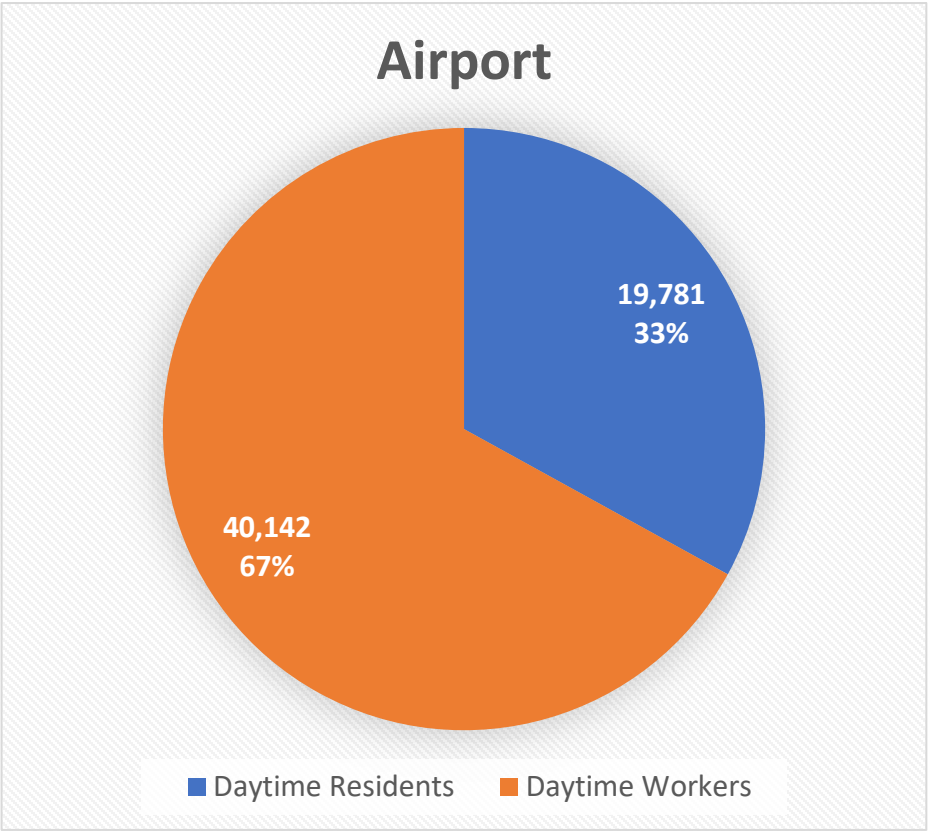


Daytime Population 2017



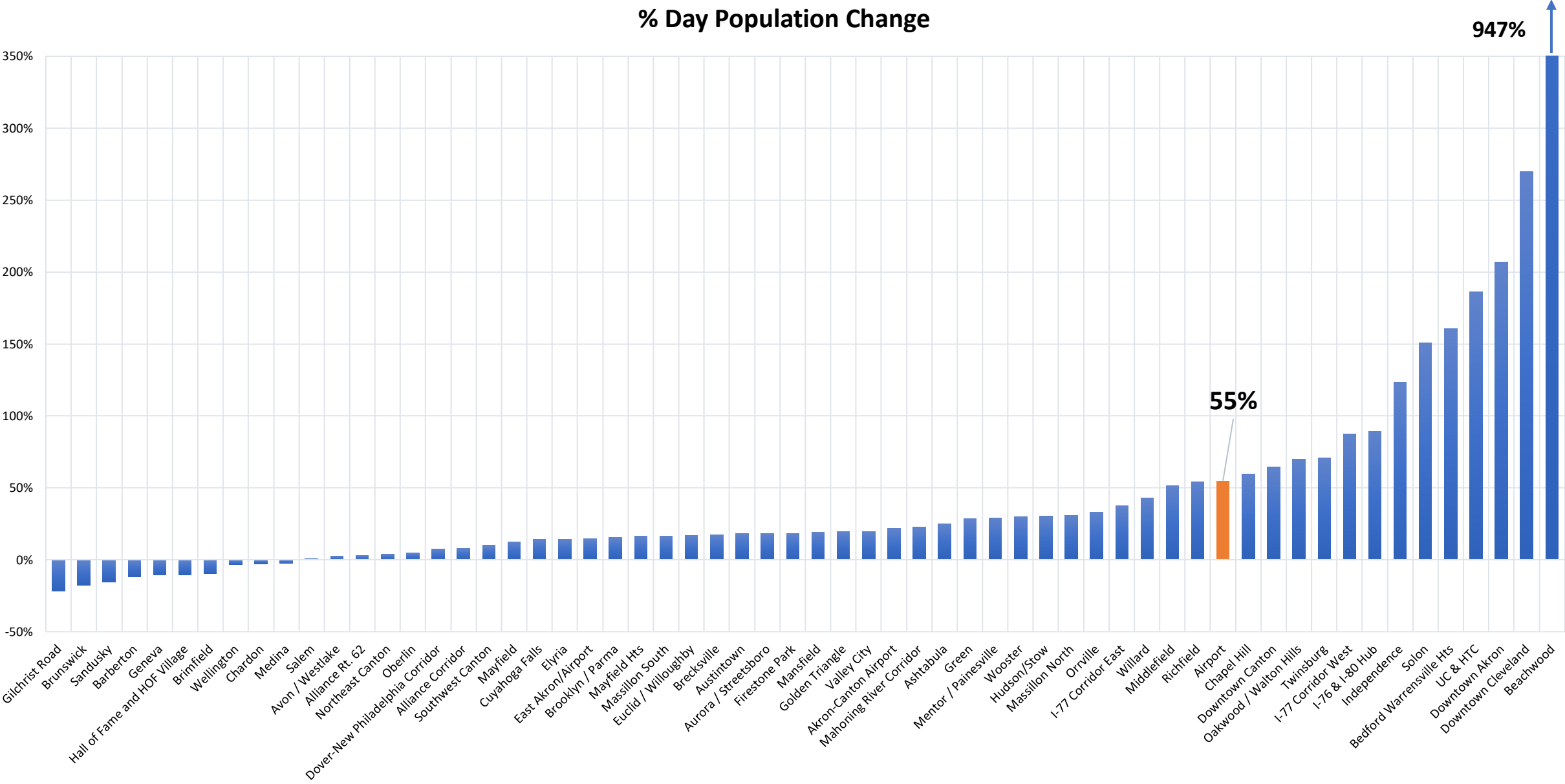
■ Daytime Residents ■ Daytime Workers

Daytime Population: Aerozone Intersecting Tracts



Total Resident Population:38,700
Net Commuters: + 21,223
Daytime Population Change: +55%
Total Daytime Population: 59,923

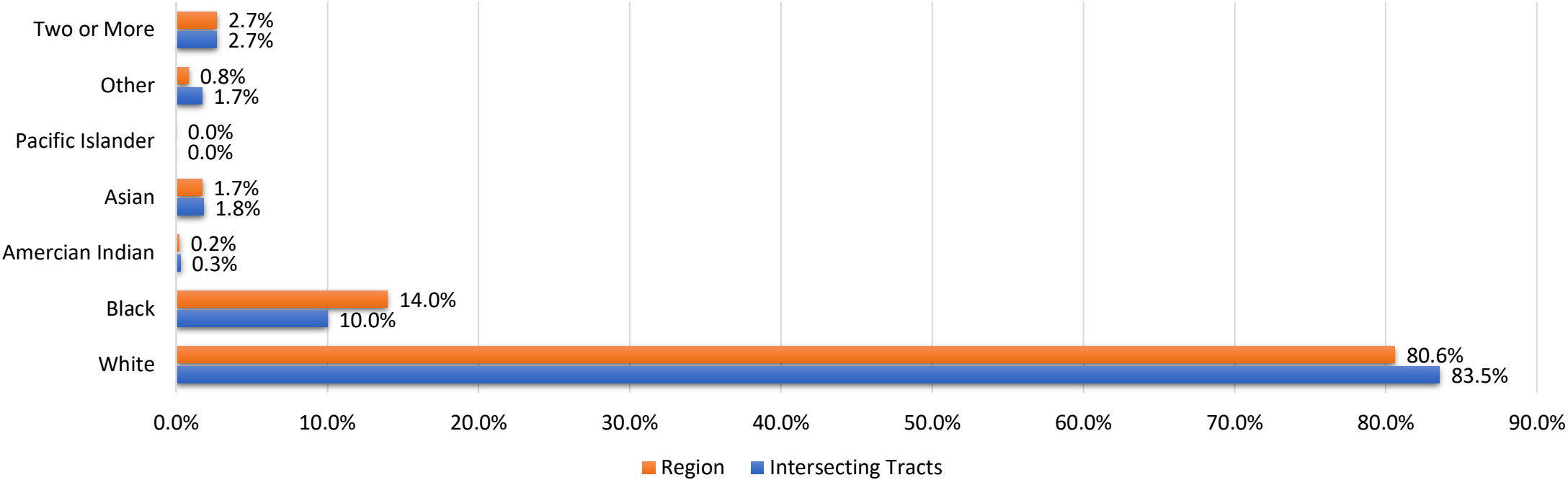
% Day Population Change



Demographic

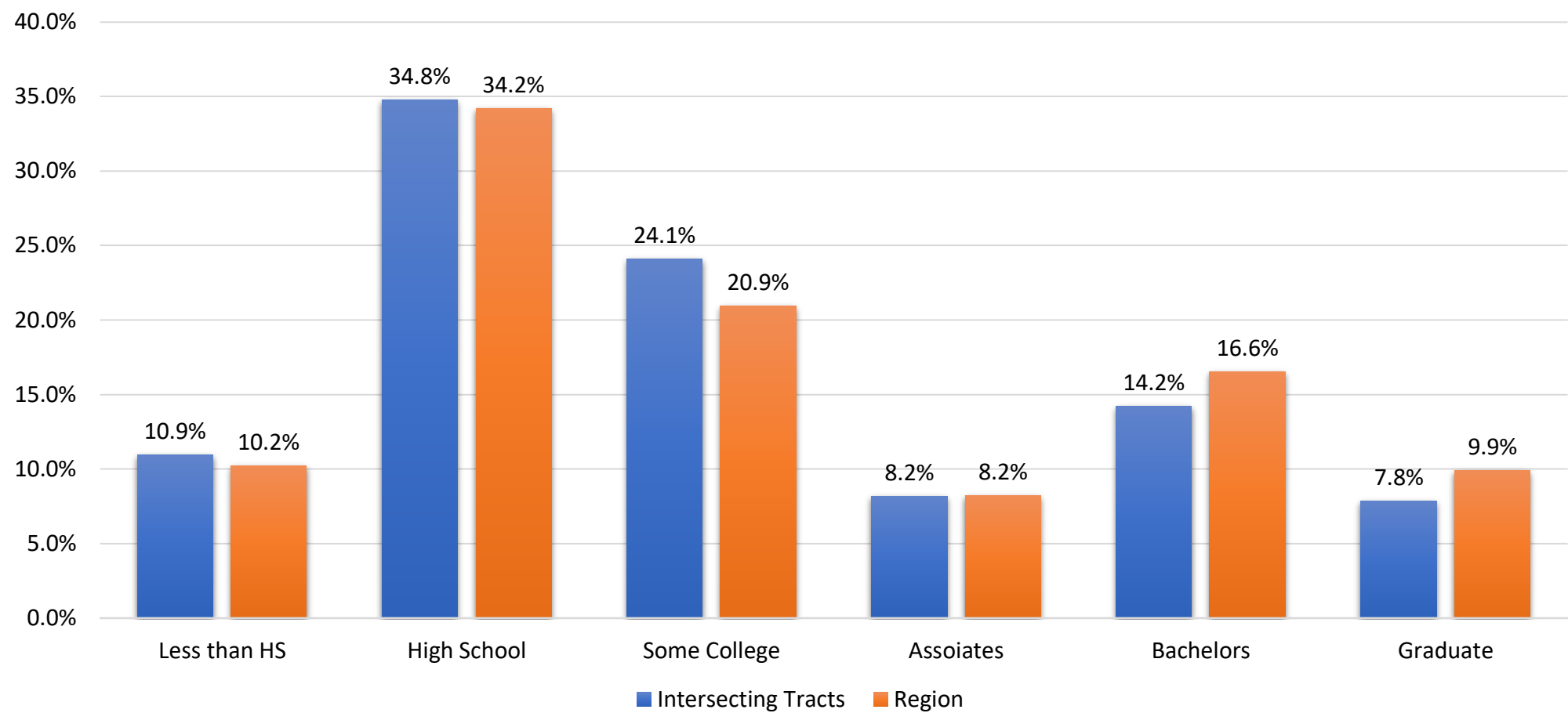
	Intersecting Tracts	Tracts 7 Miles	Region
Total Population	38,627	596,434	4,295,983

Racial Makeup



Demographic

Educational Attainment

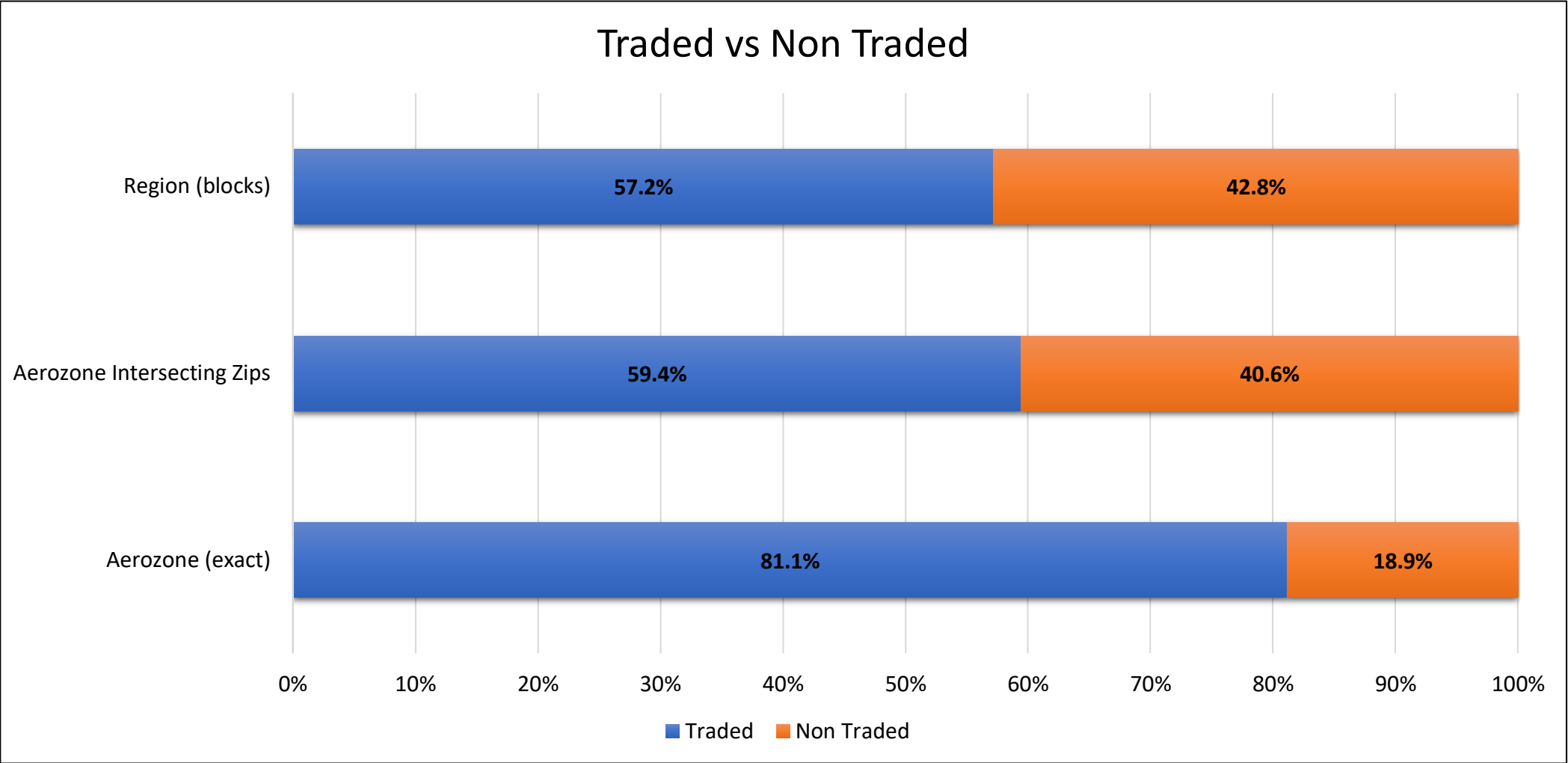


Economic

Aerozone Total Jobs & Projected Change

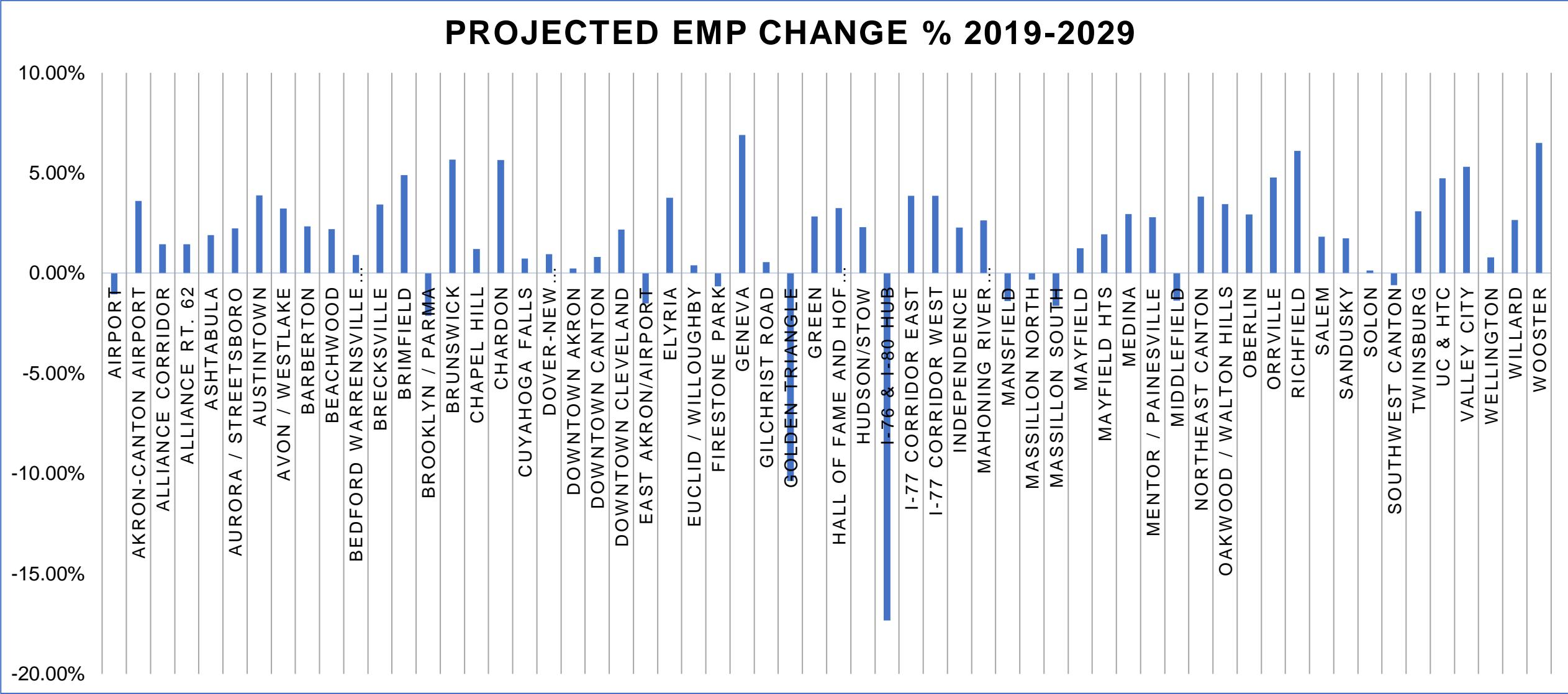
Economic	Intersecting Zips	Region
Total Jobs 2019	87,635	2,016,073
Projected Job Change 2019-2029	-915	29,043
Projected Job Change 2019-2029 %	-1.04%	1.44%

All JobHub comparison graph next slide

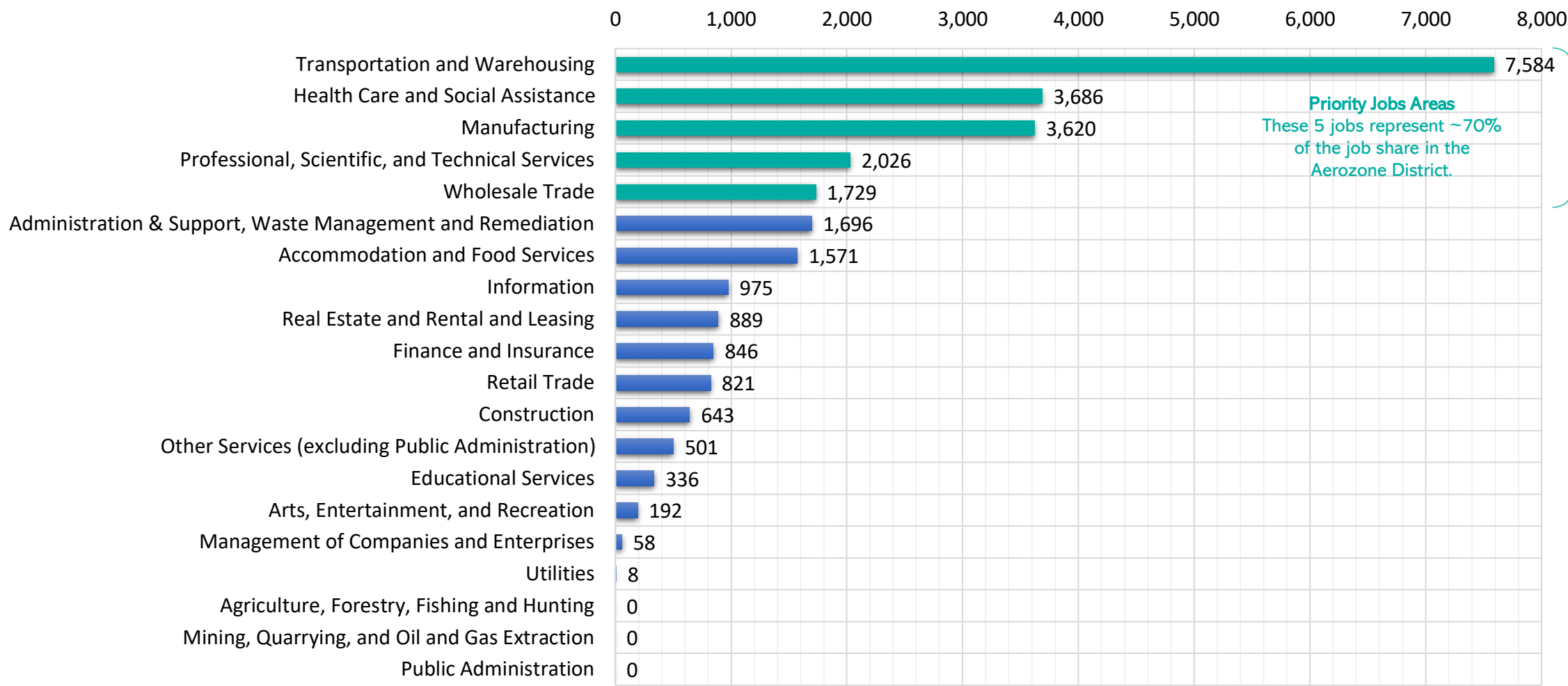


*jobs in census tracts which intersect each jobhub

Projected Employment Change All Hubs, Zips Intersect



Aerozone Jobs by Industry (number, block level)



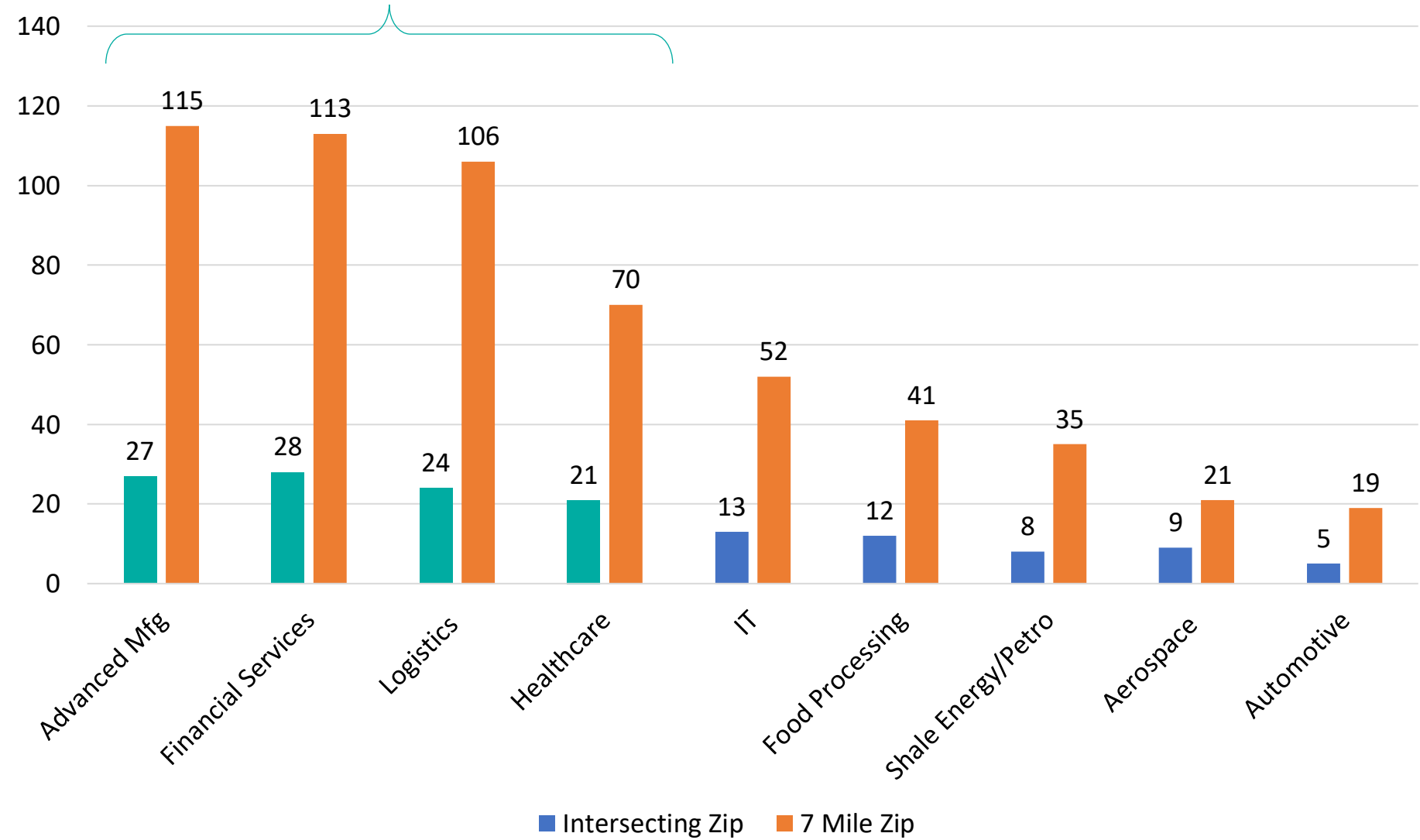
Job Share by Industry



Economic

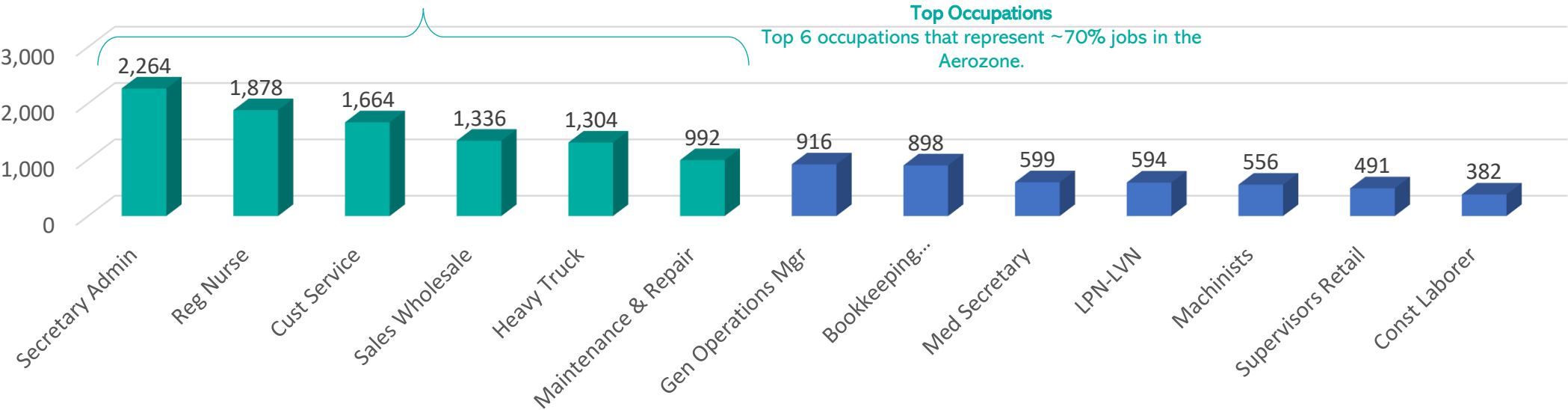
Priority Industries based on number of establishments. These 4 industries represent ~70% of the establishments in the Aerozone District.

Establishments in JO Clusters



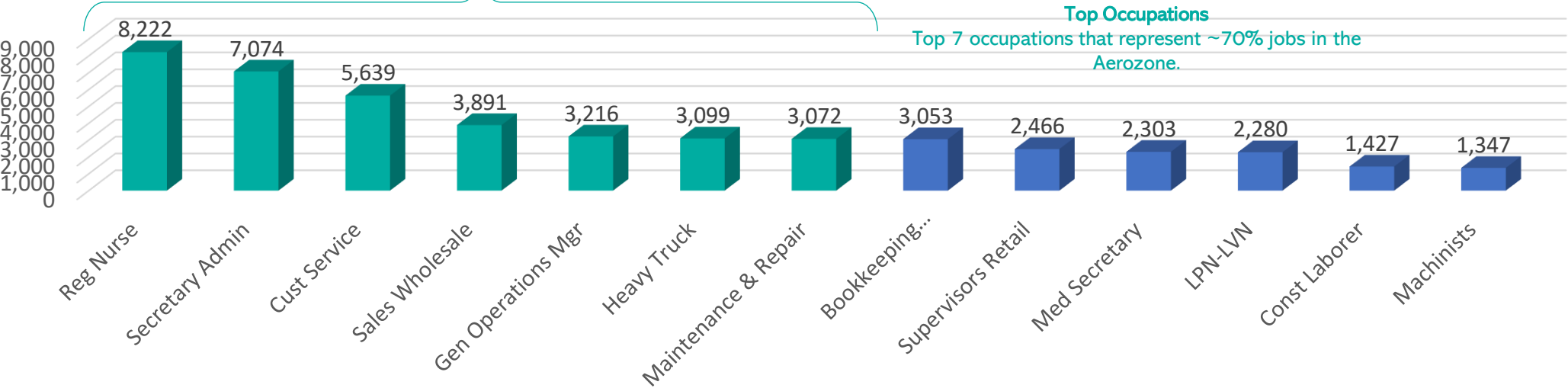
Opportunity Occupations

Intersecting Zip Codes



Total
13,874

Zip Codes within 7 Miles



Total
47,089

Aerozone Priority Industries.

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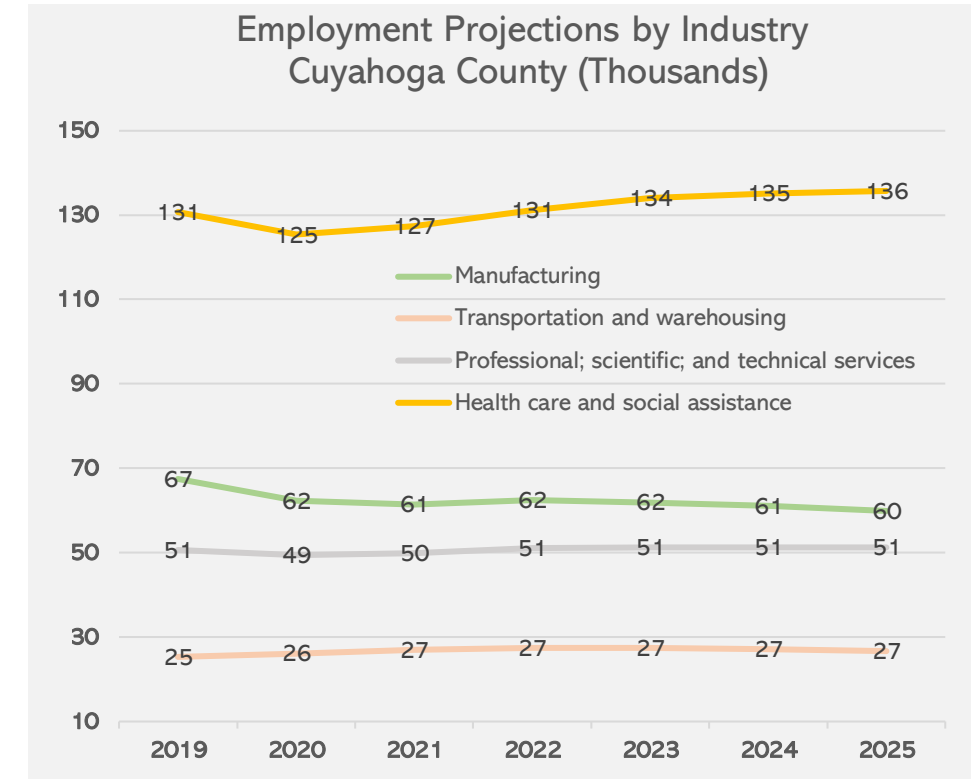
Aerozone Economic Projections.

Historical trends and future projections suggest that without incremental interventions, the economic future trend of the core industry clusters will be negative or flat at best.

Historical Employment Growth

Description	Region	2018 Jobs	2013 Jobs	2013 - 2018 Change	2013 - 2018 % Change
Manufacturing	Aerozone	12,425	13,297	(873)	(7%)
	Cuyahoga County	69,615	71,270	(1,654)	(2%)
	NEO	273,684	272,901	784	0%
Professional, Scientific, and Technical Services	Aerozone	4,172	3,872	300	8%
	Cuyahoga County	51,342	49,749	1,593	3%
	NEO	99,042	95,228	3,814	4%
Transportation and Warehousing	Aerozone	9,894	10,234	(340)	(3%)
	Cuyahoga County	22,818	21,781	1,037	5%
	NEO	64,085	59,551	4,534	8%

Projected Employment Growth



Minority Participation Rates.

Minority Employment Rates

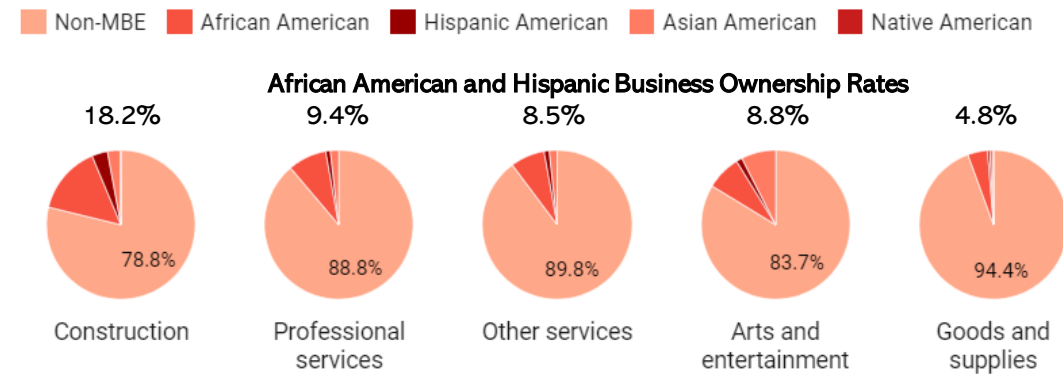
Minority employment rates by industry data is currently being evaluated.

Minority Business Ownership Rates

The business ownership rates for African American and Hispanic population vary dramatically based on the industry sector. This spans as high as **18.2%** in Construction to **4.8%** in Goods and Supplies.

Source: Griffin & Strong P.C. • [Get the data](#) • Created with [Datawrapper](#)

Ethnic breakdown of firms available to work in Cuyahoga County



Source: Griffin & Strong P.C. • [Get the data](#) • Created with [Datawrapper](#)

Date: 2020

Overall Minority Population

It should be noted that the combined African American and Hispanic population in Cuyahoga County is 36.8% (30.5 and 6.3% respectively).



Aerozone Economic Goals.

DRAFT:
Collaborating with TeamNEO to refine/validate the metrics.

Based on the data gathered about the industry and occupation clusters in the Aerozone District, the following are the priority areas that should be considered for focused Economic Development efforts.

Priority Industries	Jobs Totals (Block level)	Job Share (%) Block Level	Number of Establishments (Int.Zips/7MileZip)	5 Year Goal 2026 Goals (10% Growth over baseline)*	10 Year Goal 2031 Goals (50% Growth over baseline)*	10 Year Minority Advancement Goals (10-20% Jobs and business ownership)*
Transportation & Logistics	7,584	27%	24/106	+800 jobs +3 businesses	+4,000 jobs +15 businesses	Job Allocations: 600-1200 Jobs Business ownership goals: 4-8
Manufacturing	3,620	13.3%	27/115 (Advanced Manufacturing)	+350 jobs +3 businesses	+1,750 jobs +15 businesses	
Professional, Scientific, and Technical Service	2,026	7.5%	22/73 (IT & Aerospace)	+ 200 jobs +2 businesses	+1,000 jobs +10 businesses	
Healthcare and Social Assistance	3,686	13.6%	21/70	Currently not a priority because this is a population serving, and not a traded sector industry (not bringing extrarenal dollars into northeast Ohio).		

Across the above 3 priority industries:

Drive 10% growth in number of establishments and jobs in the next 5 years (1,350 Jobs; 8 Businesses).

Drive 50% increase in jobs and establishments in the next 10 years (6,750 Jobs; 40 Businesses). **

*Initial approximations based on regional data and trends. | **Multiplier affect (secondary economic benefits of job creation) have not been incorporated in these economic projections.



Hrishue Mahalaha
Chief Economic Advisor
hrishuem@inoecp.com
216.272.7655