FOURTH economy

THE UNIVERSITY OF MASSACHUSETTS AND TOWN OF AMHERST

A REQUEST FOR ECONOMIC DEVELOPMENT PLANNING SERVICES

Proposal Presentation

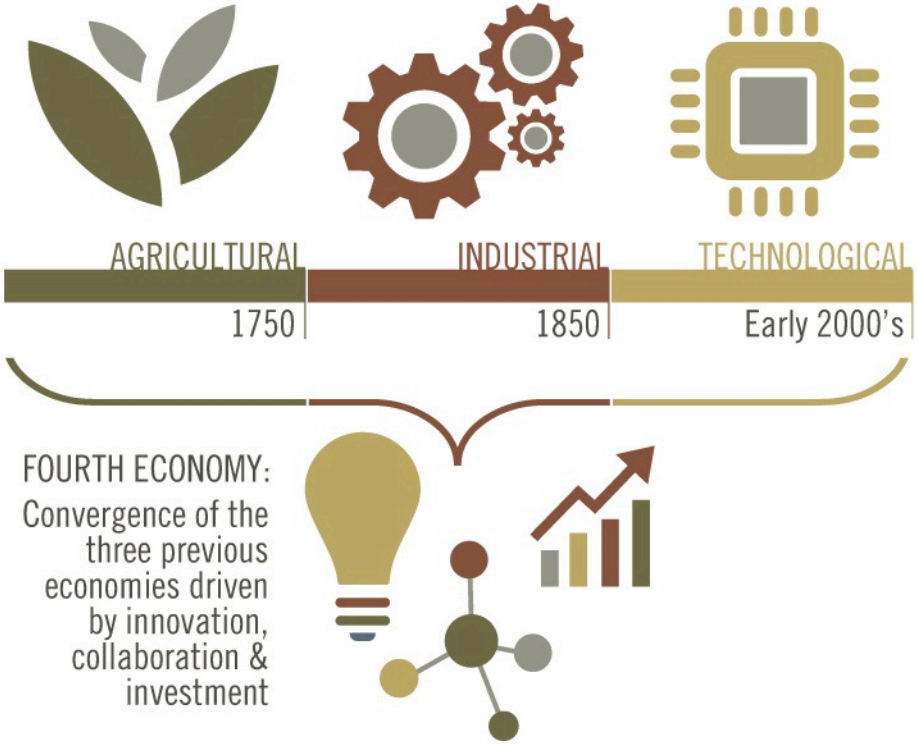
Fourth Economy Consulting

March 4, 2014

Creating innovative growth strategies for the modern marketplace.

OUR **NAME**

What is the Fourth Economy?



Fourth Economy Consulting is a national economic development consulting firm with more than a decade of working together on building economically sustainable regions.

Our team of experienced practitioners helps businesses, communities and non-profit organizations achieve their market potential.

FOURTH economy

OUR **TEAM**

+ State Government
+ Policy
+ Entrepreneurship

+ Academia
+ Regional Development
+ Research / Analytics

+ Entrepreneurship
+ Finance & Supply Chain
+ Market Opportunity

+ Market Intelligence
+ Research / Analytics

+ Graphic Design
+ Online Marketing

+ Market Assessment
+ Local Development
+ Site Selection

+ Marketing / Communications
+ Nonprofit Strategy
+ Grants / Development

+ Community Development
+ Environmental Planning
+ Workforce Strategy

+ Project Management
+ Grant Writing
+ Sustainable Practices

+ Economic Impact
+ Cash Flow Modeling

Fourth Economy Pioneers

Allows expansion of our core team, based on client needs and project demands, with skill-specific professionals.

+ Transportation
+ Sustainability
+ Market Intelligence
+ Business Operations
+ Land Use
+ Strategy
+ Relocation

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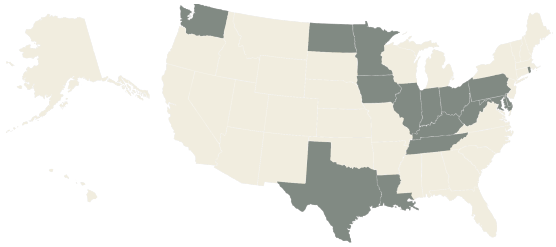
OUR **CLIENTS**



- Allegheny County
- Allegheny Ridge Corporation
- Altoona Blair County Development Corporation
- Association of Independent Colleges and Universities of Pennsylvania
- CAN DO, Inc.
- City of Clairton
- City of Morgantown
- City of Washington, Borough of East Washington
- Creative Real Estate Development Company
- Duquesne Light
- Eastern Land Use Conservancy
- Employer's First Workforce Consortium
- Green Building Alliance
- Green Tree Borough
- Innovation Works
- Iowa West Foundation
- Lawrence County Economic Development Corporation
- LifeScience Career Alliance
- Louisiana Technology Council
- Madison County Chamber of Commerce
- Mahoning Valley (OH) Competitiveness Initiative
- Marshall University
- Mid Mon Valley Progress Council
- Minnesota Green Jobs Task Force
- Mount Washington Community Development Corporation
- National Energy Technology Laboratory - URS Corporation
- National Energy Technology Laboratory (NETL)
- National Road Heritage Corridor
- Nine Mile Run Watershed Association
- Northwest Pennsylvania Incubator Association
- Ohio & Pennsylvania Regional Economic Development Stakeholders
- Penn State University - College of Medicine
- Pennsylvania Bio
- Pennsylvania Department of Community and Economic Development
- Philipsburg - Osceola Area School District
- Pittsburgh Downtown Partnership
- Pittsburgh Partnership for Neighborhood Development
- Pittsburgh Regional Alliance
- Pittsburgh Supercomputing Center
- Point Park University
- Quad Cities Development Group, Bi-State Regional Commission
- Riverlife
- Riverside Center for Innovation
- South Allegheny S.D.
- Southwestern Pennsylvania Planning Commission
- Sustainable Business Network
- TechConnectWV
- Tennessee Technology Development Corporation
- Three Rivers Workforce Investment Board (WIB)
- GTECH Strategies
- Green Building Alliance (GBA)
- United Nations World Environment Day Partnership
- University Economic Development Association
- University of Louisiana at Lafayette
- Upper Lawrenceville Development Corporation
- Uptown Partners
- Urban Redevelopment Authority of Pittsburgh
- Walnut Capital, LLC
- Washington Economic Development Commission
- Washington Economic Development Commission,
- Washington Technology Center
- West Virginia University Research Corporation
- Winchester Thurston School
- Youngstown State University

OUR **VIEW**

PEOPLE
FOURTH economy
colleges & universities
communities & economic developers
IDEAS
PLACE
businesses & industries

WHERE **YOU ARE**

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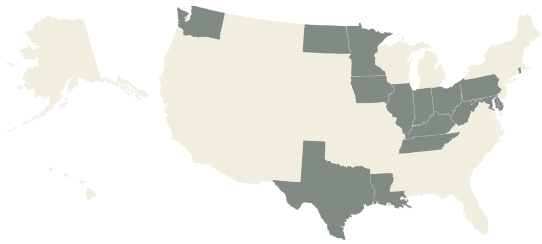
OUR **CLIENTS (TOWN & GOWN)**



- Altoona – State College, PA (Penn State University)
- City of Washington, PA (Washington Jefferson College)
- Tech-Belt (Case Western/Youngstown State/WVU/Pitt/CMU)
- University Economic Development Association (UEDA)
- Association of Independent Colleges and Universities
- Providence Rhode Island (Several Schools)
- PA Keystone Innovation Zone Program

UNIVERSITY ECONOMIC DEVELOPMENT ASSOCIATION

UNIVERSITY ECONOMIC DEVELOPMENT ASSOCIATION

About

- Founded in 1976:
  - **Mission**: serve members by enhancing abilities to deliver economic development benefits through engagement with higher education
  - **Vision**: recognition as the pre-eminent association for higher education engagement in economic development
- Fourth Economy took over management in Jan. 2012
- Annual Summit in Santa Fe, NM – 9/28 to 10/1 with over 250 people expected.

The Collaborative

- 160 plus members – colleges, universities, economic development orgs, federal agencies
- 1800 people – practitioners
- Span the spectrum from tech transfer, VP Research, town-gown, economic research, center directors
- Working on Body of Knowledge – defining the new university engagement model and providing tools for schools to enhance impacts

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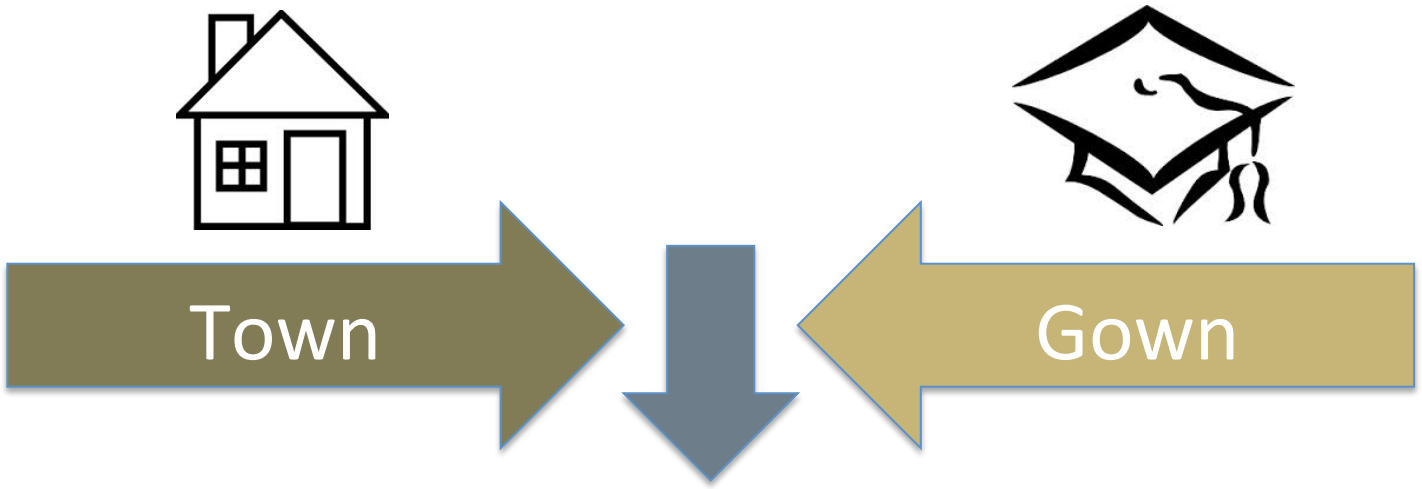
WHAT **WE HAVE LEARNED**



Build Common Growth Agenda
Economic Development First
Mixed-Use = Sustainability
Growth Pressure Will Continue
Collaborate vs. P3
Inspire to Action

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CARLISLE – DICKINSON UNIVERSITY (HIGH I PROGRAM)

- ✓ Office of Community and Economic Development (Dickinson University (1999)
- ✓ Campus Community Task Force
- ✓ KIZ Program (State Engagement)
- ✓ Civic Visioning (Common Agenda Setting)
- ✓ Focused on Key Corridor
- ✓ High I Program Launched
- ✓ Serves as Independent Facilitator (Grants/Planning etc.)

High I Timeline

VISION **FOR APPROACH**

T&G Working Group

Developers
Labor
Planners
Students
Faculty
Businesses

Economic Development Context – {Inspire}
(Housing/University/
Place-Based Assets)

Build Common Growth Agenda

Coordinate Existing Plans
ID Intersections
Determine Catalytic Investment Zone(s)
Barriers to Success (Capacity – Regulatory)
Tactics Toward Solutions
Development Scenarios
Ongoing Support

Outcome:

Action Strategy
Goals / Priorities
Actions
Resources
Timeline

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THANK YOU!

DISCUSSION

Questions and Answers

Creating innovative growth strategies for the modern marketplace.

OUR **EXPERTISE**

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

PEDA
PENNSYLVANIA ECONOMIC DEVELOPMENT ASSOCIATION

THE ECONOMIC ARCHITECTURE

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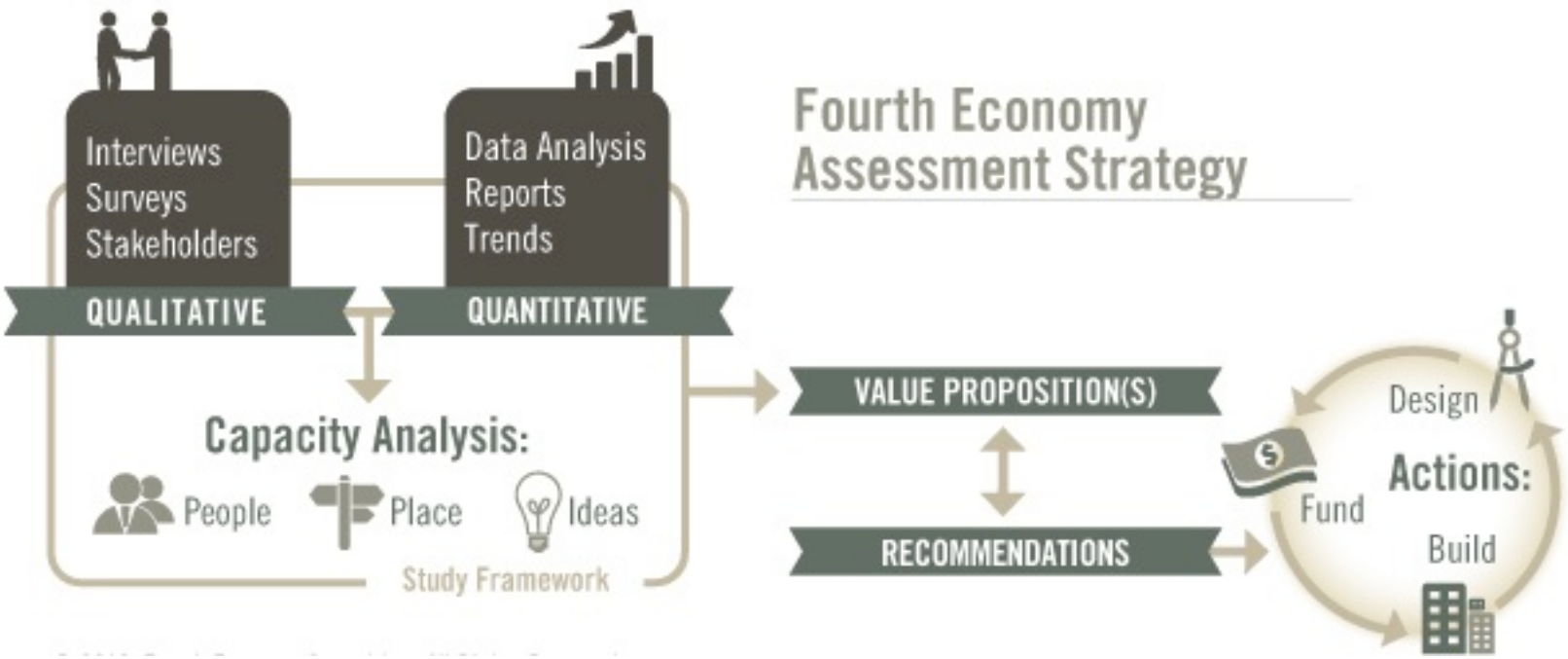
OUR **APPROACH**



OUR **SERVICES**

Strategy & Innovation

+ Collaboration Facilitation
+ Real Estate Analysis
+ Public Policy Analysis
+ Economic Impact Analysis
+ Market Intelligence
+ Communications Strategy
+ Strategic Planning

Organizational Support

+ Program Evaluation & Design
+ Programming & Events
+ Communications Management
+ Project Management
+ Branding & Marketing
+ Site Selection
+ Grants & Development

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Collaboration Facilitation

WATER ECONOMY NETWORK

WATER economy network

About

- Began with H2Opportunity report defining a regional water cluster
- Identified significant number of firms, jobs and impact in a growing sector
- Worked with Allegheny Conference and Sustainable Pittsburgh to envision a 'network'
- Launched in September 2012
- Foundational Board members investing in staff support costs
- Additional resources being sought for programs

The Collaborative

- Growing partnership including:
  - **Board**: Consol, Calgon Carbon, Lanxess, Aquatech, URS, Veolia, Port of Pittsburgh
  - **Supporters**: Bayer Corp, Sustainable Pittsburgh
  - **Resource Partners**: Idea Foundry, Innovation Works, NETL, CMU and more
- Working on partnership with EPA –ORD possible i6 proposal
- Water Innovation Challenge in development

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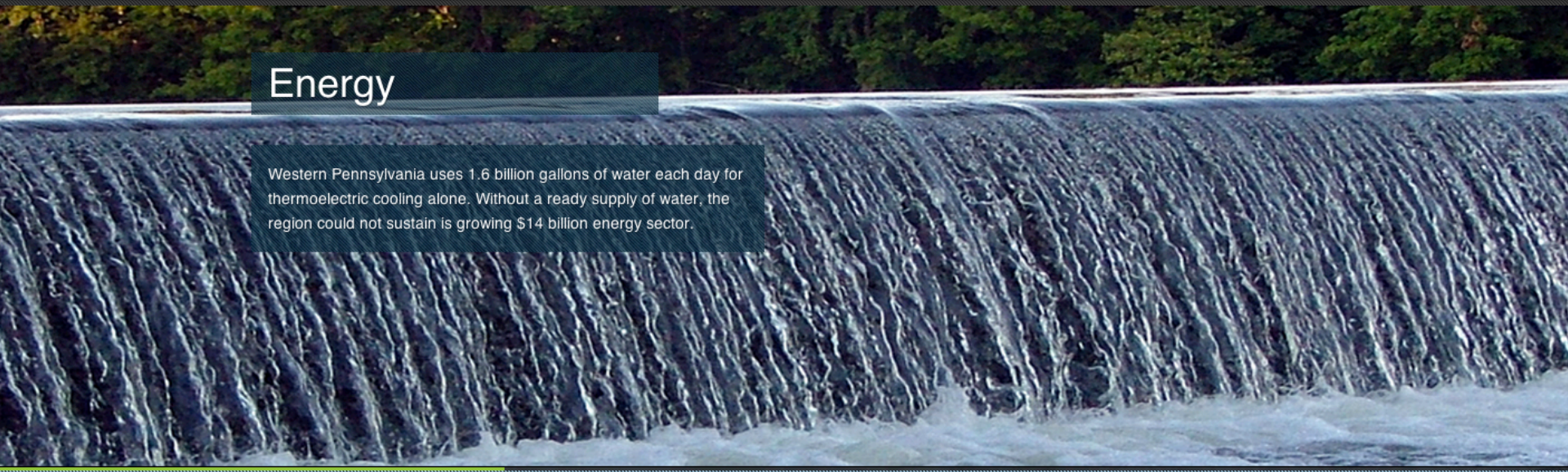
WATER economy network

ABOUT WEN + GET INVOLVED + RESOURCES + NEWS + EVENTS CONTACT US

Search



Energy

Western Pennsylvania uses 1.6 billion gallons of water each day for thermoelectric cooling alone. Without a ready supply of water, the region could not sustain is growing $14 billion energy sector.

Accelerating the economic potential of water in the greater Pittsburgh region.

Building Resources

We are building a library of resources to promote the regional water economy. Learning about our region helps us innovate and build on our natural water resource. I more →

Generating News

The greater Pittsburgh water sector is generating headlines across the nation daily. Stay connected to gain knowledge of our water economy. I more →

Impacting the Region

The Water Economy Network provides public and private sector members with greater efficiency and scale to identify water sector market opportunities and address water related technology challenges through new innovation. I more →

Edit this entry.

Latest Posts

Our Supporters

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Summit in the Steel City

UEDA's 2013 Annual Summit will take place in Pittsburgh, PA, October 27-30. Details and agendas are being built. Save the date for this important event.

Welcome to the nexus of the innovation economy…

Higher education institutions, private sector businesses and economic development organizations are at the nexus of our nation's modern economic growth. Never in history have partnerships between these three sectors been more important in creating sustained economic opportunities in our communities throughout the country.

The University Economic Development Association (UEDA) is the cornerstone membership organization representing higher education, the private sector and community economic development stakeholders.

Through news and information, public policy, educational programming and best practice sharing, UEDA works to expand economic opportunity in our communities by leveraging research, community and campus planning, talent development and technology commercialization.

UEDA Job Board

Director, Tennessee Manufacturing Extension Partnership (TMEP)

Director, Economic Development Policy

State SBTDC Director, Job Opening ID # 9610

Upcoming Events

OCT 27 Sun 2013 — all-day 2013 UEDA Annual Summit

View Calendar →

Quick Links

P32 CAPTURE TEAM

Capture Team
POWER of 32

About

- Leverage regional assets to pull in more Federal and National Philanthropic funding
- Creating reactive and proactive tools and process
- First grant – Move32 a Traffic21 led effort
- Second – miia
- More in pipeline

The Collaborative

Pennsylvania

- Catalyst Connection
- Carnegie Mellon University
- University of Pittsburgh
- NETL/ URS
- Innovation Works
- Pittsburgh Life Science Greenhouse
- Idea Foundry
- Renewable Manufacturing Gateway
- Pittsburgh Region Clean Cities
- University Energy Partnership
- Pittsburgh Community Reinvestment Group
- Green Building Alliance
- Westmoreland County Community College

Maryland

- The Greater Cumberland Committee
- Greater Cumberland Community College

Ohio

- Youngstown-Warren Regional Chamber
- Youngstown State University
- Youngstown Business Incubator
- MAGNET
- Mahoning Valley Manufacturers Association

West Virginia

- West Virginia University
- West Virginia Community Hub
- Innova
- Tech Connect West Virginia
- RCBI
- West Virginia Manufacturing Extension Partnership

Capture Team

POWER of 32

Login Join Now

HOME ABOUT NEWS EVENTS GRANTS JOIN CONTACT MY ACCOUNT

Maximizing success in competitive funding opportunities

The Capture Team website is a portal used by organizations, grant writers, and service providers throughout the 32-county greater Pittsburgh region to identify and collaborate on funding opportunities.

The goal of the Capture Team is to maximize our regional success in competing for grants and attracting investment to the region. It's no secret that the two major obstacles to grant success is 1) knowing the opportunity exists in a timely manner, and 2) assembling the ideal collaborative team. This Capture Team portal mitigates these issues in one, simple location.

This portal relies on community input and engagement to collectively identify opportunities, build relationships, and establish a network of success.

Join today at no cost! We simply ask our members to be engaged by posting two funding opportunities over the course of a year.

View our how-to guide by clicking here.

How it Works

1 Join the Team

Join the Capture Team – a regional team of organizations and nonprofits eager to attract investment. Joining is FREE and provides you access to all Capture Team services.

Join Now

2 Post & Search Grants

Registered users can post and search active grants in the system. Searches can be based on grant category or by keywords and provide active opportunities to match your criteria.

3 Collaborate with Others

Grant successes occur when the grant team has the right partners. Search organizations to find others who meet the needs of your grant team.

Join the Team

Current Active Grants

Reducing Health Disparities Among Minority and Underserved Children (R21)
Deadline: 1.07.17

Indoor Environment of Low-Income Renovated Multifamily Housing in the United States
Deadline: 2.03.14

Youth CareerConnect Program
Deadline: 1.27.14

Green Infrastructure Technical Assistance Program
Deadline: 1.24.14

Rural Health Network Development Planning Program
Deadline: 1.16.14

Join the Team to view opportunities

Our Sponsors

To sponsor, contact us

CLAUDE WORTHINGTON BENEDUM FOUNDATION

www.FourthEconomy.com

Collaboration Facilitation

TECHBELT INITIATIVE

About

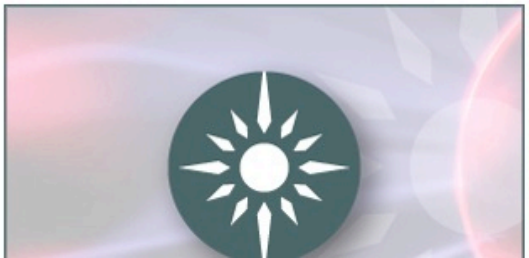
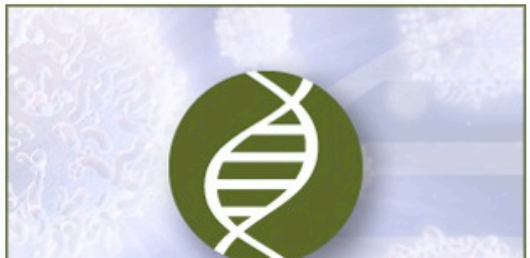
- Since 2009 managing the nation's largest regional innovation collaborative
- Support partnering opportunities throughout a tri-state region that includes Cleveland, Youngstown, Pittsburgh, Morgantown and points between.
- Largest success is the NAMII
- Additional focus on Biomaterials, Small Modular Reactor supply chain / Baseload supply chain, Additive manufacturing, biofuels

The Collaborative

- Over 30 organizations in the region participating in collaborative activities
- Initiative continues to evolve to meet changing opportunities and funding streams
- Provides a platform for idea sharing, program design and more
- Supported by partners and foundation community

TechBelt initiative

A Regional Collaborative for Economic Growth

The TechBelt…Engaging Collaboration, Leveraging Regional Assets

The TechBelt Initiative began as a regional conversation about developing a strategy to reinvigorate the Cleveland-to-Pittsburgh corridor and surrounding region. The continued transition to a technology and knowledge-based economy combined with our industrial and academic assets, dictates that the region is poised for renewed growth. To achieve success we must identify opportunities to collaborate in the creation of new products, technologies, companies and wealth. The conversation has resulted in the formation of a collaborative effort known as the TechBelt Initiative.