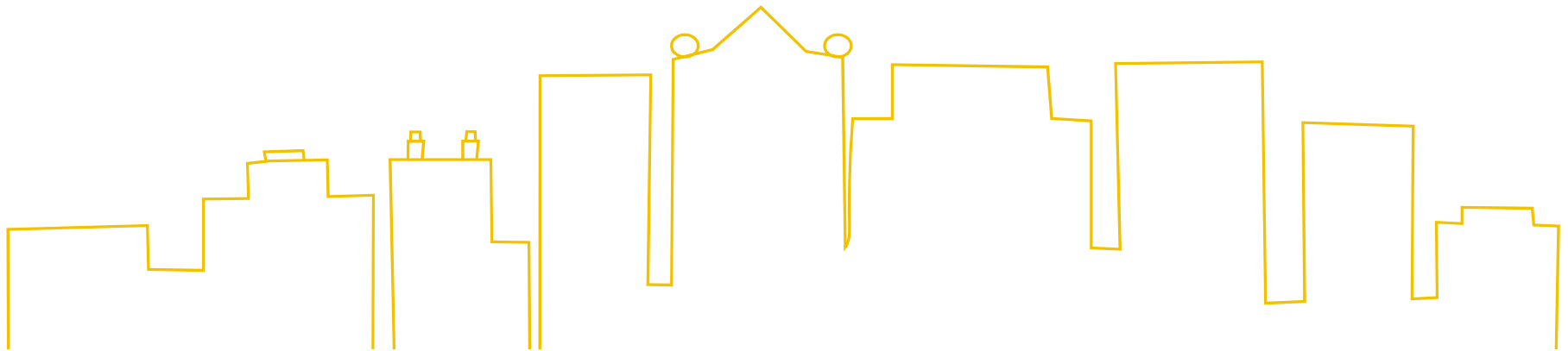




**Department of Innovation
& Economic Opportunity (IEO)**
Josh Carpenter, PhD



Why am I here?

2018 WINS

2,100

Additional residents employed this year than last year.

1,516

New jobs this year in Birmingham in three quarters; largest # of job announcements since 2012.

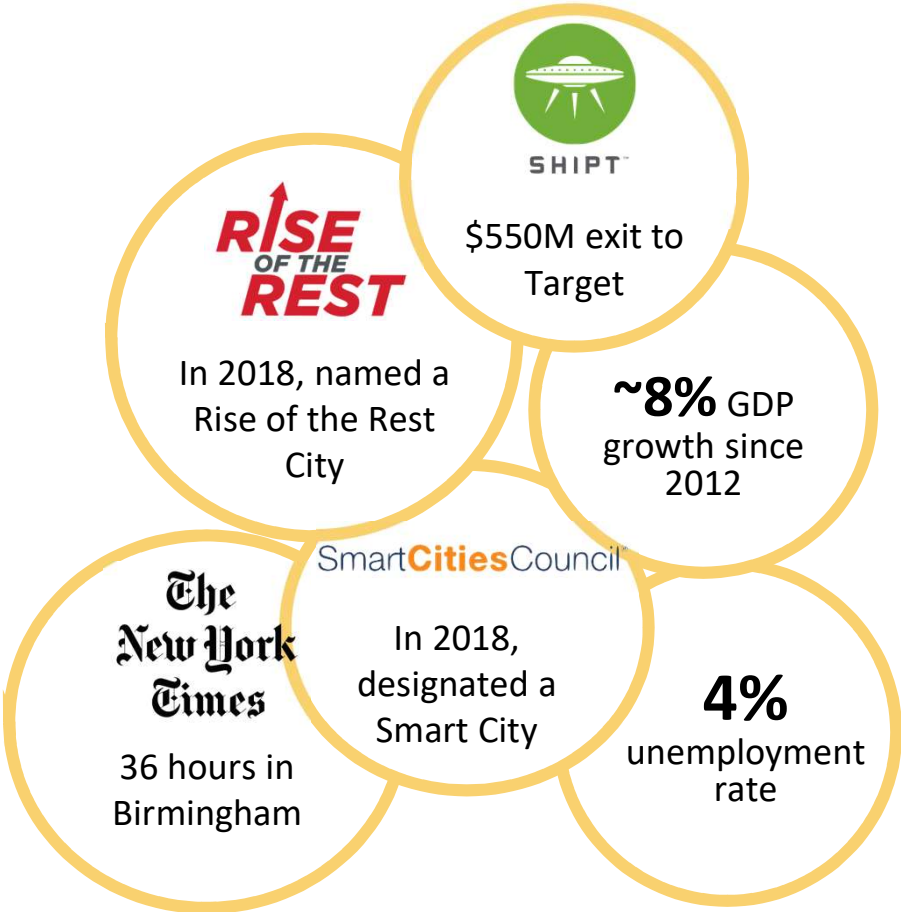
\$278M

In capital investment-the largest amount of capital expenditure on record.

881

Jobs Shipt will create in Birmingham; single largest project in Birmingham history.

Birmingham's Economy: A Tale of Two Cities





IEO

VISION

By 2021, Birmingham will be a national hub of **qualified and diverse talent** and a premier destination for small businesses, startups, and businesses looking to expand, propelling shared prosperity through innovation and inclusive growth.

IEO

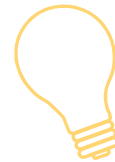
FOCUS AREAS



**RECRUITMENT,
EXPANSION AND
RETENTION**



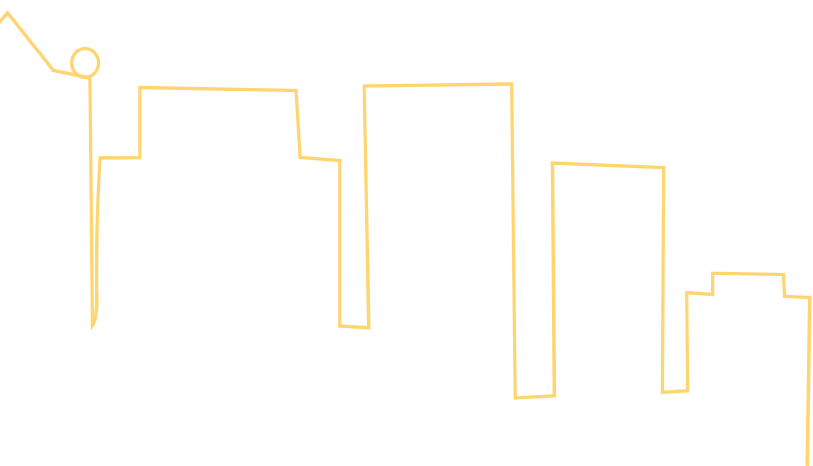
**SMALL BUSINESS
GROWTH**



**INNOVATION &
ENTREPRENEURSHIP**



**TALENT
DEVELOPMENT**



5-YEAR ECONOMIC DEVELOPMENT GOALS

Job Creation: Helping 500 firms (150 new and 350 existing) creating 5,000 tradable sector jobs, with double the share going to black residents (48%)

Job Preparation: Connect 2,000 young, struggling residents to better jobs

Job Access: Pilot a model for neighborhood revitalization, create 425 new black-owned firms and help 60 existing black sole proprietorships add at least one employee

RECRUITMENT, EXPANSION AND RETENTION

| | 1. Cluster Strategy | 2. Preparation | 3. Project Management | 4. Project Execution | 5. Project Evaluation |
|------------------------|---------------------------------|--------------------------------|--|---|-----------------------------------|
| Did We Do This? | ✗ | ✗ | ✓ | ✓ | ✗ |
| Do We Do This? | ✓ | ✓ | ✓ | ✓ | ✗ |
| Why Do This? | Understand market opportunities | Create shovel-ready conditions | Compete for the project; manage complexity | Negotiate the deal; bring partners to the table | Evaluate ROI & feed into strategy |

We cannot recruit companies without a guiding strategy, prepared sites, skilled workers, effective project management, and robust data.

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**HOW CAN WE USE BROWNFIELD SITES + OTHER CITY
PROPERTIES TO CATALYZE DEVELOPMENT?**

PROJECT HIGHLIGHT: DC BLOX

DC BLOX Data Center Campus

- Formerly Ingalls Iron Works and Trinity Steel Site
- 27-acre site will house a new DC Blox technology and innovation campus with a government-grade data center facility and related office space
- 10 year project: \$785 million investment potential



PROJECT HIGHLIGHT: ROTARY TRAIL

Rotary Trail - Reversing Urban Decay

- Former railroad tunnel
- Renovations started in 2013
- Made into a green nature trail in the heart of downtown



Bill Segrest
www.billssegrest.com

STRATEGY:

Major brownfield project: North Birmingham

- Project commenced in 2015
- Over 76 brownfield sites identified
- Conducted 3 workshops on Brownfields: 130 community members
 - Focused on educating the community and recruiting volunteers
 - Assessed the brownfields and identified which to focus on

- Birmingham's received its latest EPA Assessment Grant in FY 2016
 - EPA \$400,000 Grant for sites with hazardous materials and petroleum products

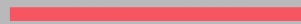
- Adaptive Reuse of Vacant Schools - Neighborhood Revitalization
 - +12 Vacant Schools identified
 - Will be applying for EPA Grant for Site and CleanUp of these sites

PROJECT SPOTLIGHT: OPPORTUNITY ZONES

Opportunity Zones in Alabama

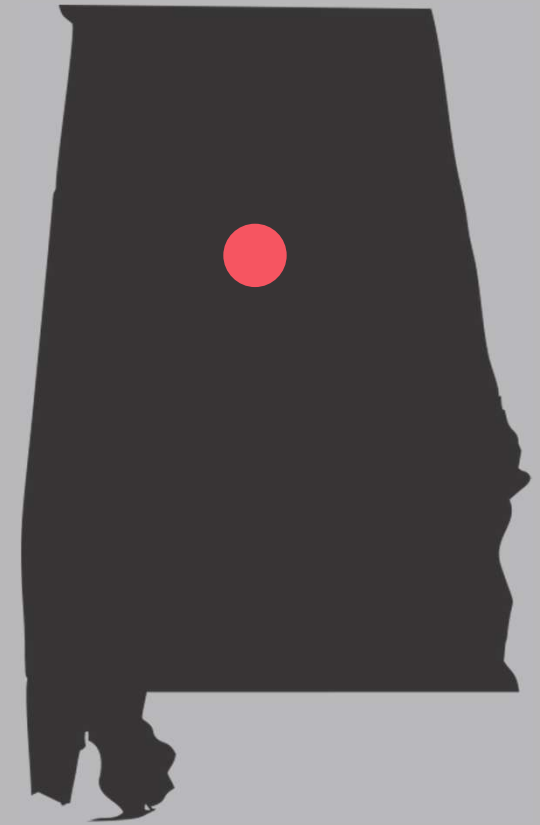
26%

Birmingham secured
26% of the discretionary
Opportunity Zones
in Alabama



After Governor Ivey declared that there would be one zone per county, Birmingham secured 24 of the 91 discretionary zones (26% total) double the amount of the next highest city in the state of Alabama.

For our proposal to Governor Ivey, we obtained **28 letters of support** from the private sector, post-secondary education institutions, and nonprofits.



Community and Economic Development Assets



City Assets/Brownfield

[3 points/asset]

The City of Birmingham owns many properties throughout the City, and we are able to leverage these sites as tools for community and economic development.



Bus Rapid Transit Lines

[2 points/asset]

Leveraging a \$20 million TIGER grant, the Birmingham Jefferson County Regional Transit Authority (BJCTA) is in the planning stages of a bus rapid transit line connecting 25 of our 99 neighborhoods along a 10 mile east-west route. If implemented, it will increase connectivity & accessibility to job opportunities throughout the City.



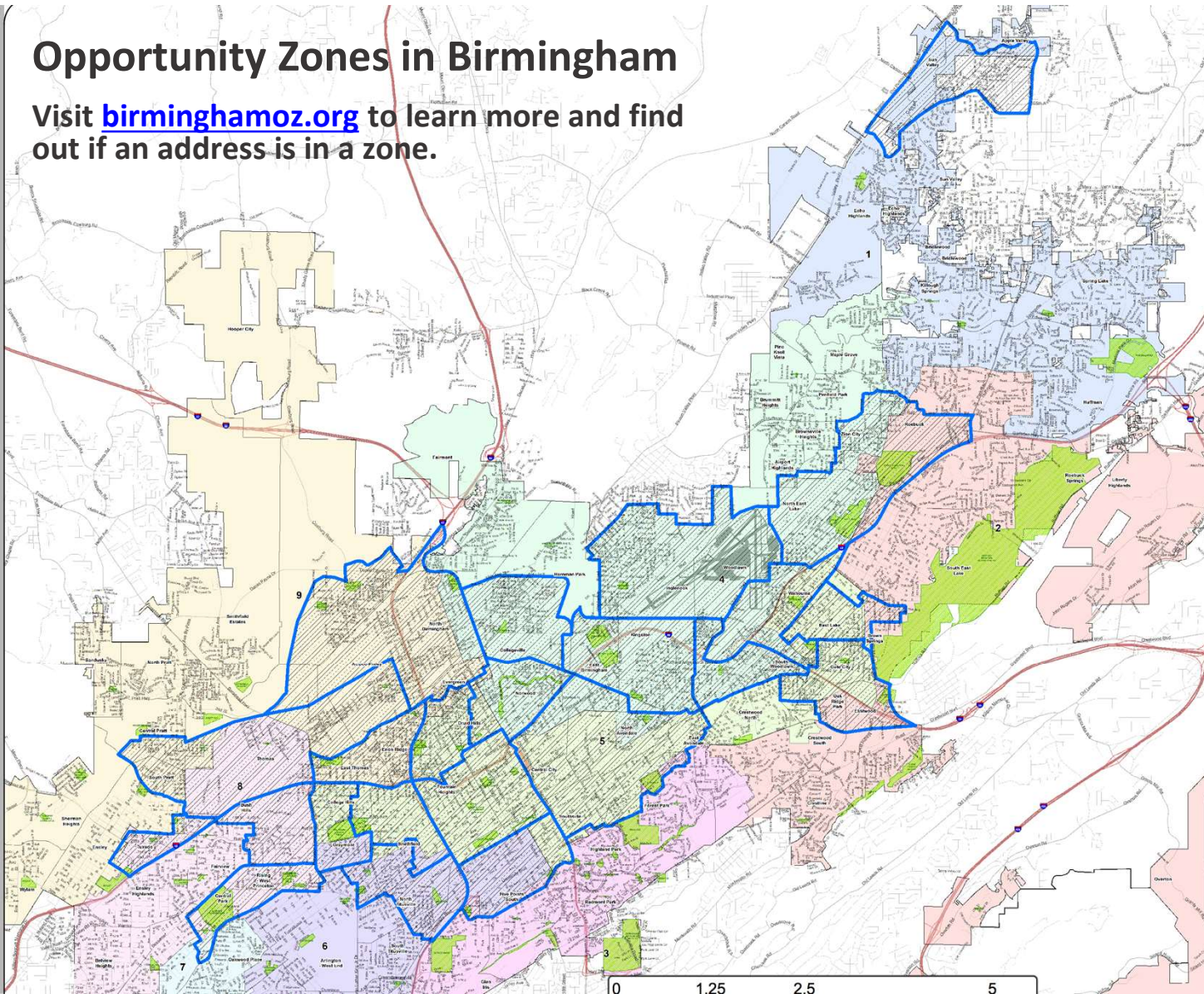
Foreign Trade Zones

[1 points/asset]

Because FTZ allow companies to hold merchandise without being subject to tariffs, these sites are key tools for business development/attraction. The Opportunity Zone designation would further incentivize international companies & investors.

Opportunity Zones in Birmingham

Visit birminghamoz.org to learn more and find out if an address is in a zone.



BIRMINGHAM COUNCIL DISTRICTS & OPPORTUNITY ZONES

Legend

Opportunity_Zone_Area

Council Districts

DISTRICT

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

Street Centerline

- Limited Access
- Ramp
- Highway
- Arterial
- Local



Map Prepared by City of Birmingham GIS Division



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Birmingham Online Mapping

Birmingham Inclusive Growth Partnership (BIG)

Privately-led, City-inspired, Community-focused

BIG Partnership Goals

1. Identify transformative projects in our communities with the help of the Community Investment Board
2. Attract investment to Birmingham through the BIG Investment Board

We need you.

For more information and to
sign up, please visit
birminghamoz.org

