

Community Report Card

Examining the quality of life in Sarasota County through data and indicators



The above illustration represents the Natural, Built, Economic, and Social environments. They are represented as a streetscape to highlight that despite being identified as separate environments, they interact to make up the whole of Sarasota County.

The Economic Environment

Exchange, money and the ways we create wealth or add value to our world.

2007-2008 Community Report Card: Examining the quality of life in Sarasota County

From August 2007 through August 2008, SCOPE's *Community Report Card* will use data about our community to share information about Sarasota County's quality of life. The *Community Report Card* hopes to ask and answer questions about our community and encourages you to do the same.

The next year is split into four sections, or environments: the natural, built, economic, and social. Each environment is highlighted for three months, and each month will focus on a different indicator, or data set, that reveals information about our community. The indicators will use data to tell a story about a different aspect of life in Sarasota County.

social How we support human growth. Our community, families, systems

economic Exchange, money, and the ways we create wealth or

built The buildings and infrastructure humans construct on the

natural Everything that was part of Sarasota County before humans



Graphic from the Florida House Institute for Sustainable Development

Through learning about these data and what they tell us our community can put together a picture of our quality of life. Throughout the coming year SCOPE will highlight community gatherings and sources of more information on our website. If you enjoy reading the *Community Report Card* and know someone else who you think would as well, please forward this to them! If you would like to learn more, SCOPE encourages you to download these supplements. You can find more information about the supplements and the whole report on our website at www.scopexcel.org. If you have immediate questions, comments or reactions to what you have just read, please email Kate Irwin at kirwin@scopexcel.org.



Question:

“What does our job market look like and how is industry changing in Sarasota County and the Suncoast Region?”

Since WWII, the structure of the US economy has seen a major transition from a goods producing economy to that of a service producing economy. That means that there are fewer jobs in manufacturing, construction and agriculture and more jobs in health, finance, education and the like. This change has forced a transition in the kinds of jobs Americans have. Sarasota and the Suncoast have not been immune to this national transformation.

This edition of the Community report card looks at the history, current reality, and possible futures for jobs and industry in our community. Because commerce does not stop at county lines, the indicators here look at our Sarasota-Bradenton-Venice metro area. Our economy functions regionally with goods and people crossing jurisdictions continually.

Indicator:

Jobs & Industry

in the Suncoast

This indicator measures three factors. First we answer the question, which sorts of jobs do people around here hold? Next we look to the past to see which industries have been gaining and losing. And finally we ask, what can we predict about where the jobs market is headed?

DISTRIBUTION OF SUNCOAST EMPLOYMENT

These numbers tell us that almost half of jobs are in services. Services includes many tourism and leisure jobs, including hotels and restaurants. Other key industries include wholesale trade followed by FIRE (Finance, Insurance and Real Estate).

How is this measured?

This data comes from the Suncoast Workforce Board 2007 State of the Workforce Report

How do we compare?

The Suncoast has increased jobs faster than the state of Florida and the United States in most industries, including construction & mining, information, financial activities, leisure & hospitality, and government. We have had a slower growth rate than Florida in retail trade and health services. (from 1997-2006)

Distribution of Suncoast Employment by Major Industry

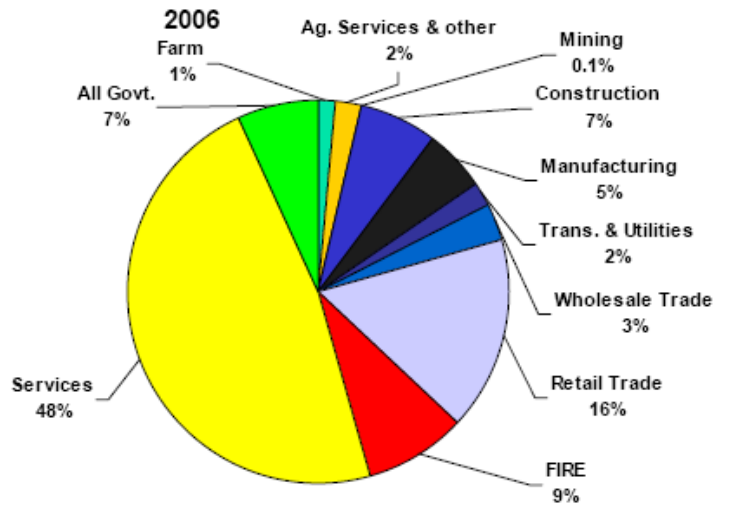


Chart Courtesy of Suncoast Workforce Board

EMPLOYMENT CHANGE BY INDUSTRY GROUP

These numbers tell us that employment has risen in all industries except for manufacturing from 1997-2006. However, the gains from Professional and Business Services represent a statistical error (See caveats for details). Construction saw the next greatest increase with 15,000 jobs created.

How is this measured?

These numbers are collected by the United States Bureau of Labor Statistics and presented in the Suncoast Workforce Board 2007 State of the Workforce report.

Suncoast Change in Employment by Major Industry Group 1997-2006

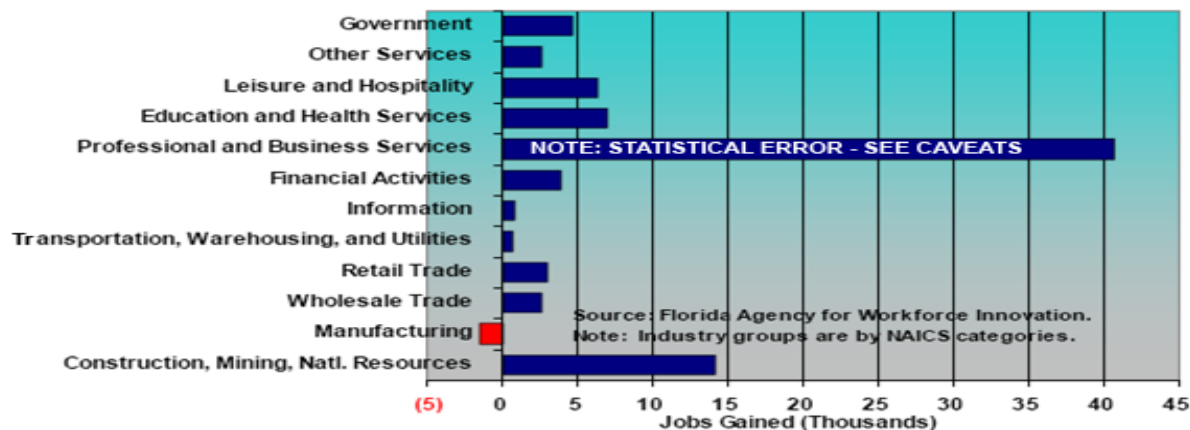


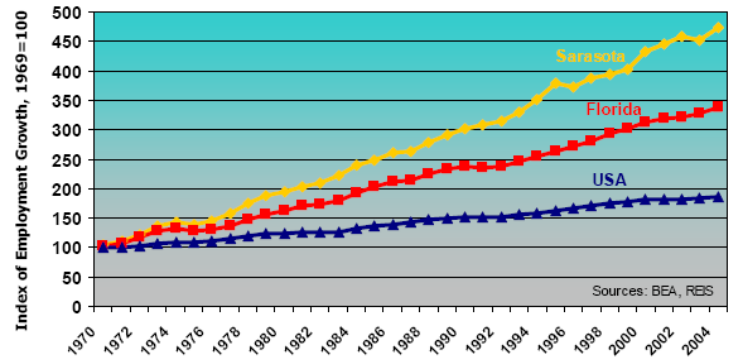
Chart Courtesy of Suncoast Workforce Board

How do we compare?

The chart (Indexes of Employment Growth in the Suncoast, Florida, and the USA) compares the employment growth for our community the state and the nation. Using 1970 as a baseline, our region has seen comparatively more robust employment growth.

Chart Courtesy of Suncoast Workforce Board

Employment growth in the Suncoast, Florida and USA 1970-2004



PROJECTED EMPLOYMENT

These numbers tell us that the single greatest industry gain in Sarasota will come in the form Administrative and Support Services. Such businesses conduct activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy. The second leading industry for future job growth is Health Care and Social Assistance which is projected to increase 15% in Sarasota county.

How is this measured?

These projections are estimated by the Florida Agency for Workforce Innovation utilizing historic growth patterns and other economic trends.

How do we compare?

Even though Sarasota County's largest industry gain is in Administrative and Support Services, it is a smaller share of our jobs than in other areas of the state. Our projected job gain is distributed throughout the sectors much more evenly than in the Suncoast and rest of the state. (See below)

Percentage of Total Job Growth 2006-2014

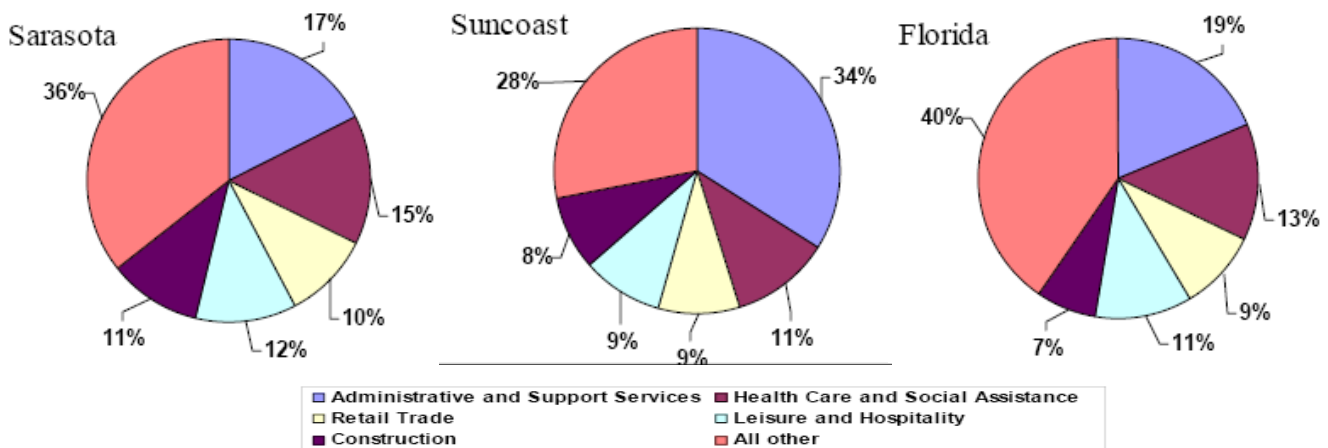


Chart Courtesy of Suncoast Workforce Board

Linkages

Natural Environment:

Some industries are more taxing on the environment than others. Sarasota County is fortunate to have a Green Business certification program to ensure that our local businesses support green principles and work to do no harm to the environment.

Built Environment:

The Suncoast relies heavily on real estate as its economic engine. This translates into constant construction, which means that the built environment is constantly in flux.

Economic Environment:

Since much of our area's job market is tied up in the service sector, our economy is contingent on visitors. This makes us overly dependent on the ebb and flow of the larger economy.

Social Environment:

The Suncoast has a high level of service sector employment. These types of jobs may not be traditional 9-to-5 employment, instead working varied hours. This means that our area must create opportunities for these workers to engage around non-traditional schedules.

Why is this important?

Knowing the history, current reality, and educated prediction for the future of employment in our community can help us in preparing a workforce to meet future needs.

For example, there is a predicted short fall of workers to meet our economy's employment needs over the next five years. The projected employment growth outstrips projected workforce growth by nearly 12,000 workers.

Thanks to these indicators, local business, government agencies and organizations are able to collaborate and address the worker shortage before it occurs. Organizations such as chambers of commerce, Sarasota Economic Development Corporation, and the Suncoast Workforce Board work closely with local business leaders on initiatives such as the following:

- Federal funds to upgrade the skills of a worker seeking employment in targeted occupations (See table: Top 10 Lists for Sarasota Metro Area Jobs)
- A youth career academy that focuses on developing the needed skills to enter into the high wage/ high skill targeted occupations
- Resources and guidance for local entrepreneurs (see website: www.suncoastbizresource.com)
- Open lines of communication between business and educators so that schools such as Sarasota County Technical Institute and Manatee Community College can offer courses and degrees to qualify workers for targeted occupations

Also, indicators about our workforce can help us capitalize on global trends that will impact the Suncoast in years to come. If we want to leverage our position in Southwest Florida to the best of our ability in the new global marketplace.

What else would we like to know?

It would be advantageous to know the percentage of workers employed by the Professional Employment Organizations actually work in the Suncoast and more specifically in Sarasota County. This would more accurately reflect the jobs in this area.

It would also be useful to be able to get a more detailed breakdown of some of the data groupings. For example, construction, mining and natural resources are grouped together as a work type category. It would give us insight to know the percentage of these jobs that are in each of the three categories, giving us a better understanding of the local job market.

This would also be useful for the FIRE category (financial, insurance and real estate), as it is widely accepted that much of our local economy depends on these three industries, but we can learn more about how to plan for the future if we know that there are currently more jobs in one of the FIRE categories.

We would also like to know exactly what constitutes “all other” industries. The Suncoast has a smaller percentage of these industries than Florida or the nation, but this actually means that we are less diversified than other areas.

What can I do?

- Get educated on the job market and industry types that make up a large percentage of the Suncoast. Knowing what our local job market looks like is important for all residents.
- Advocate for local education and training - if the Suncoast becomes an area with education centers for major upcoming fields, it is likely that these fields will become a part of our local economy.
- Support efforts to diversify our local economy. If the Suncoast has a diverse workforce, we will continue to be a thriving area and will retain more young people who attend school in this area.
- If you're looking for a job, take advantage of the resources and helpful organizations mentioned throughout this report.

Reservations and Caveats

Unfortunately, BLS data on one of the largest and relevant industries in Sarasota County, Business and Professional Services, is largely unhelpful due to a problem in the way the data is collected. The reason is that this category includes PEOs (Professional Employer Organizations). PEOs are the businesses that co-employ workers in other businesses by taking care of pay-role, benefits and other employment services for businesses. Sarasota has a particularly high number of these organizations. When Suncoast jobs are counted, the many employees of these PEOs are included. Unfortunately, many of these employees actually work outside the Suncoast and even outside Florida. There is no way to know the actual level of employment in this area.

Some proportion of the recent loss in manufacturing jobs could be attributed to the phenomenon of outsourcing within the manufacturing industry. Clerical and administrative jobs that used to be staffed from within the manufacturing company are now often out sourced. Thus in the past these jobs were classified as manufacturing and now they would fall under other categories.

Data Sources: Suncoast Workforce Board 21st Century Study 2007, U.S. Bureau of Labor Statistics, Florida Agency for Workforce Innovation Illustrations by Mark Villarreal

Top 10 Lists for Sarasota Metro Area Jobs

<u>Top 10 Targeted Occupations: Highest Mean Wage</u>			<u>Top 10 Targeted Occupations: Highest Number Annual Openings</u>	
1.	Sales Managers	\$61.07	Teacher Assistants	1,980
2.	Computer and Information Systems	\$53.86	Surveying and Mapping Technicians	636
3.	Marketing Managers	\$50.63	Pest Control Workers	456
4.	Financial Managers	\$48.22	Respiratory Therapists	409
5.	General and Operations Managers	\$48.15	Architectural and Civil Drafters	388
6.	Medical and Health Services Managers	\$41.29	Vocational Education Teachers, Postsecondary	369
7.	Administrative Services Managers	\$39.39	Registered Nurses	353
8.	Construction Managers	\$37.09	Customer Service Representative	316
9.	First-Line Supervisors of Non-Retail Sales	\$36.75	Carpenters	247
10.	Property, Real Estate & Community Association	\$35.82	Insurance Underwriters	233

Source: Source: Florida Agency for Workforce Innovation - Labor Market Statistics

What is SCOPE ?

“To connect and inspire citizens to create a better community.”

SCOPE is a not-for-profit organization that focuses on building community connections. Our goal is to engage a diverse group of people in conversations to look at what we want our future to be instead of

Connected communities have:

- Lower rates of school dropout
- An increased ownership of the decision-making process
- Lower crime rates
- Fewer colds and heart attacks

problemsolving the past. In addition to publishing a community indicators report (the *Community Report Card* you are reading), SCOPE conducts studies on topics such as Affordable Housing (2002), Mental Health (2003), and Family Violence (2004). Our two current studies are *Aging: The Possibilities* and *Race and Cultural Relations*.

If you were forwarded this message & would like to receive the *Community Report Card* in your inbox, please email kirwin@scopexcel.org. If you want to get connected with SCOPE and our community, please visit www.scopexcel.org or call (941) 365-8751

Indicator Releases

Introduction
August

Accessibility
September

Water Quality
October

Connectivity
November

Hurricane Preparation
December

Transportation
January

Land Use
February

Wealth & Income
March

Jobs & Industry
April

Workforce Housing
May

Health
June

Education
July

Civic Engagement
August