

BUSINESS DEVELOPMENT AND INNOVATION ZONES STRATEGY

SARAH FITZ-GERALD | WYOMING BUSINESS COUNCIL



AGENDA

Purpose of Business Development and Innovation Zones

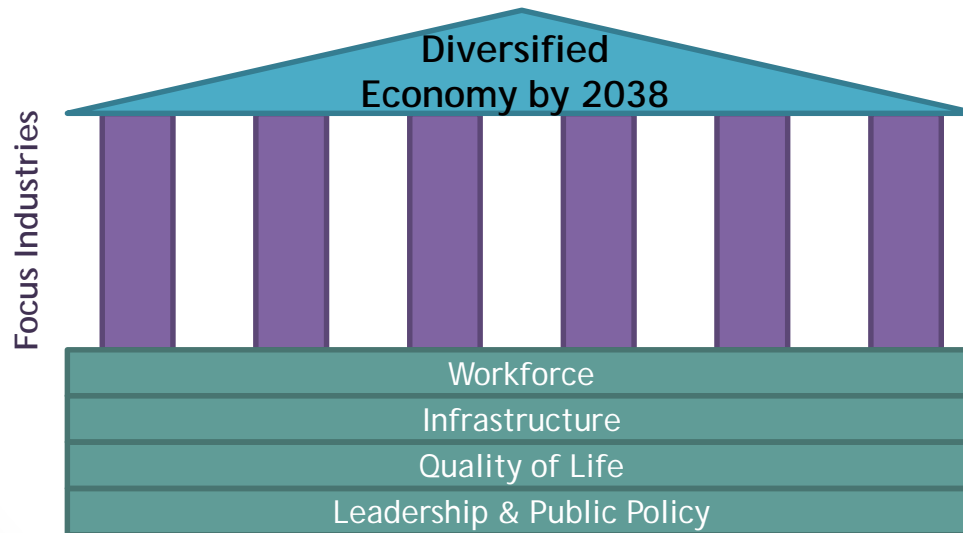
Analogues from Other States

Three Zone Type Strategy

ENDOW Council Input

BUSINESS DEVELOPMENT & INNOVATION ZONES

“ [D]efined **geographic areas** within the state in which local, state and federal permitting and other regulatory **requirements will be met** for all or significant segments of industry located in the zone or in which **industries or businesses would be benefitted substantially as a result of being located in proximity to each other[.]**” W.S. 9-12-1401(f)(i)



Business Development and Innovation Zones are a tool for leveraging enablers and overcoming barriers to grow focus industries

Examples from other states

ZONE ANALOGUES

IDEAS FROM OTHER STATES

Technology
Transfer

Enhancement,
Redevelopment
and
Development

Sector-Based
Regional
Partnerships

Specific Purpose

ENDOW Business Development and Innovation Zones
expand on successful analogues to leverage Wyoming's unique
advantages and create fit-for-Wyoming solutions



INGREDIENTS FOR SUCCESS

FROM OTHER STATES

Partnerships and collaboration among varied entities - community and industry support

Experienced champions at all levels

A developed plan with milestones and standard reporting requirements

Continuous stakeholder involvement

Clear, upfront parameters and expectations



Fit-For-Wyoming

THREE ZONE TYPE STRATEGY

DRAFT



THREE ZONE TYPES

Regional Opportunity Areas

Innovation Centers

Industrial Focus Zones



THREE ZONE TYPES

REGIONAL OPPORTUNITY AREAS

- Encourage regional collaboration and strategies
- Are centered around existing private industry
- Bring together educational entities, EDOs, and government
- Are delineated by common industry focus and business needs, e.g. labor market area, natural resources
- Provide a regional and industry-focused framework for state funding, which has been shown in other states to increase ROI

84% of businesses that actively participate in sector partnerships report significant increases in productivity



THREE ZONE TYPES

INNOVATION CENTERS

- Physical places that are centered around **building new businesses**
- Leverage, but aren't limited to, technologies and talent developed in educational institutions
 - Recruited from outside the state
 - Homegrown
- **Bring together** education, private industry, EDOs, government, venture capital, experienced mentors to grow startups
- Help ignite entrepreneurial ecosystems
- Serve as points of convergence for **innovative talent, education, and capital**
 - Provide infrastructure, amenities, incentives, and services to recruit and retain
- Are focused on knowledge industries, and may be informed by regional or state sector focus

THREE ZONE TYPES

INDUSTRIAL FOCUS ZONES

- Specific purpose zones, dedicated to leveraging Wyoming resources and current or emerging industries to grow focus sectors
- May grow upstream or downstream components of existing Wyoming industries, such as energy and agriculture
- Regulatory processes streamlined or requirements met within zone
- May be infrastructure and capital intensive, especially downstream
- May be limited in number
- May be informed by UW and other research and development, like that being done in the SER and WRI

Analogues

Alberta's Industrial Heartland, Fitzsimmons Redevelopment, Houston's Energy Corridor



INDUSTRIAL FOCUS ZONES

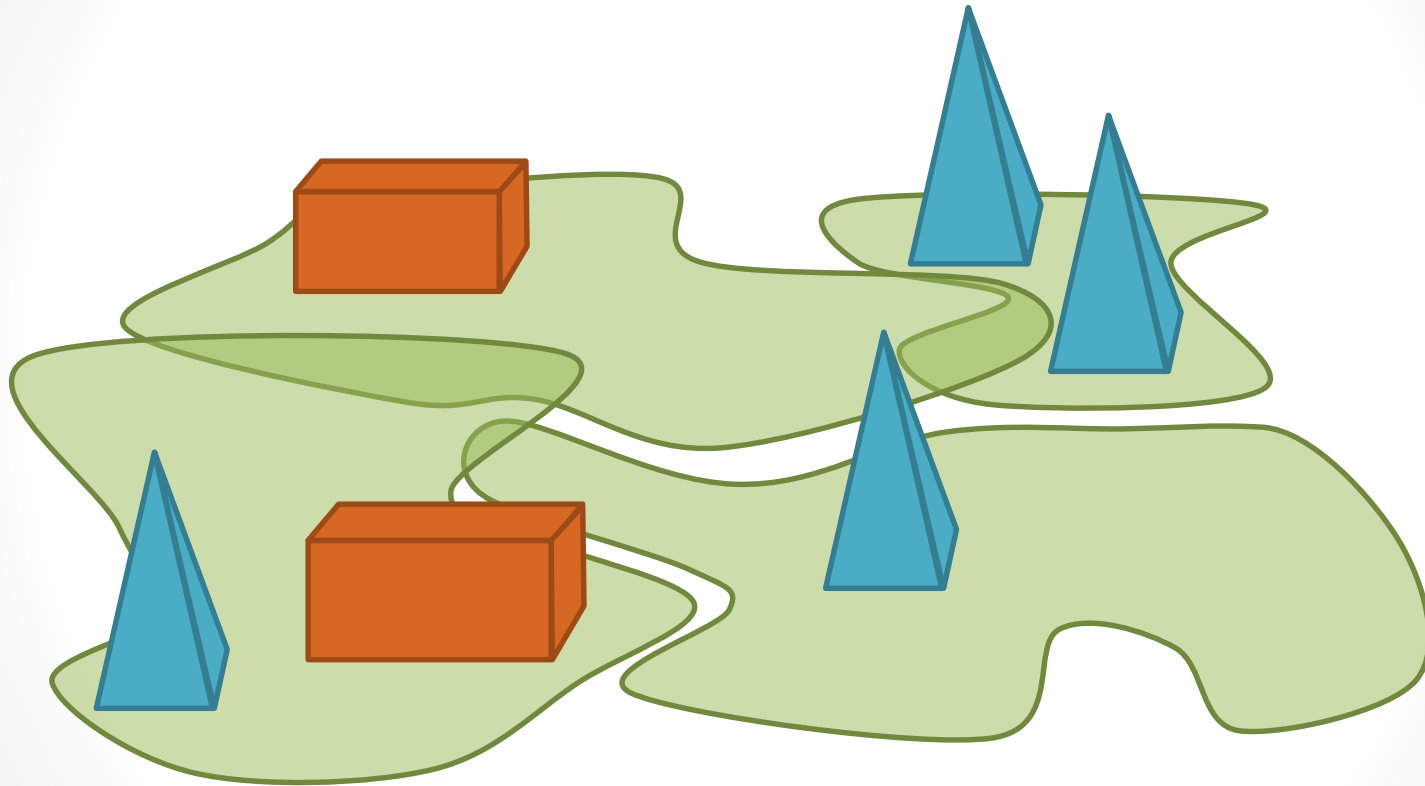
REGULATORY EFFICIENCY IMPROVEMENT IDEAS

- Pre-permitted sites
 - e.g. Georgia Ready for Accelerated Development Program
- Priority/expedited review
 - Focus industries
 - In specific zones
 - Projects that create a certain number of jobs or a certain amount of investment
- Permit assistance
 - Pre-application meetings
 - Single point of contact for state permitting
- Databases and web portals for permits
- Efficiency gains through deliberate efforts

Leaning the Government

Working with the EPA, Iowa used Lean Manufacturing methods to decrease the time it takes to obtain an Air Quality New Source Construction Permit from 62 days to 6.

THREE ZONE TYPES



Regional
Opportunity
Areas



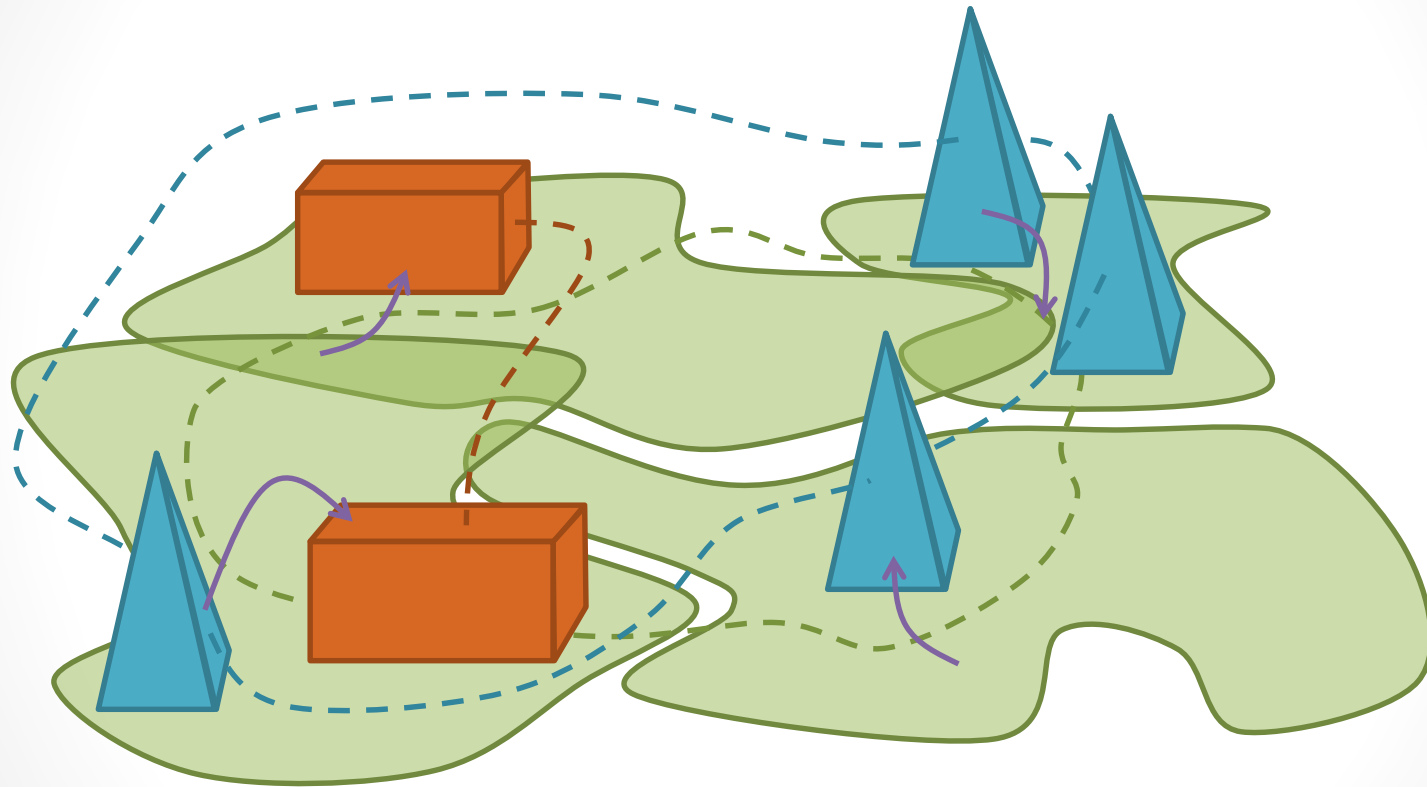
Industrial
Focus Zones



Innovation
Centers

THREE ZONE TYPES

INTERCONNECTEDNESS



Regional
Opportunity
Areas



Industrial
Focus Zones



Innovation
Centers

ROUGH TIMELINE

10/6 - ENDOW
Council Input

12/11-12/18 -
Final ENDOW
Council Revisions



Staff Revision



Staff Revision



Staff Revision



Further Zone
Definition

Gather local input

12/22 -
Incorporate draft
strategy into
ENDOW December
report



WHAT DO YOU THINK?

1. How do you see the strategy helping in your efforts to diversify and develop the economy in your town, city, county, or region?
2. What challenges do you see resulting from the implementation of this strategy?
3. Do you have suggestions relating to any of the individual zone types or to the strategy as a whole?

If you'd like to provide input later, please respond to our survey at https://www.surveymonkey.com/r/ENDOW_BDIZ_feedback

Or reach out to Sarah Fitz-Gerald at sarah.fitzgerald@wyo.gov



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