Purpose of Business Development and Innovation Zones

Analogues from Other States

Three Zone Type Strategy

ENDOW Council Input
“[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**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>Partnerships and collaboration among varied entities - community and industry support</td>
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<td>Experienced champions at all levels</td>
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<td>A developed plan with milestones and standard reporting requirements</td>
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<td>Continuous stakeholder involvement</td>
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<td>Clear, upfront parameters and expectations</td>
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THREE ZONE TYPE STRATEGY
FIT FOR WYOMING STRATEGY

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
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
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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

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.fitz-gerald@wyo.gov
Diversified Economy by 2038

Focus Industries

- Workforce
- Infrastructure
- Quality of Life
- Leadership & Public Policy

Surveys
Youth
Social Media

Industry Experts
Past Efforts
Data Analysis