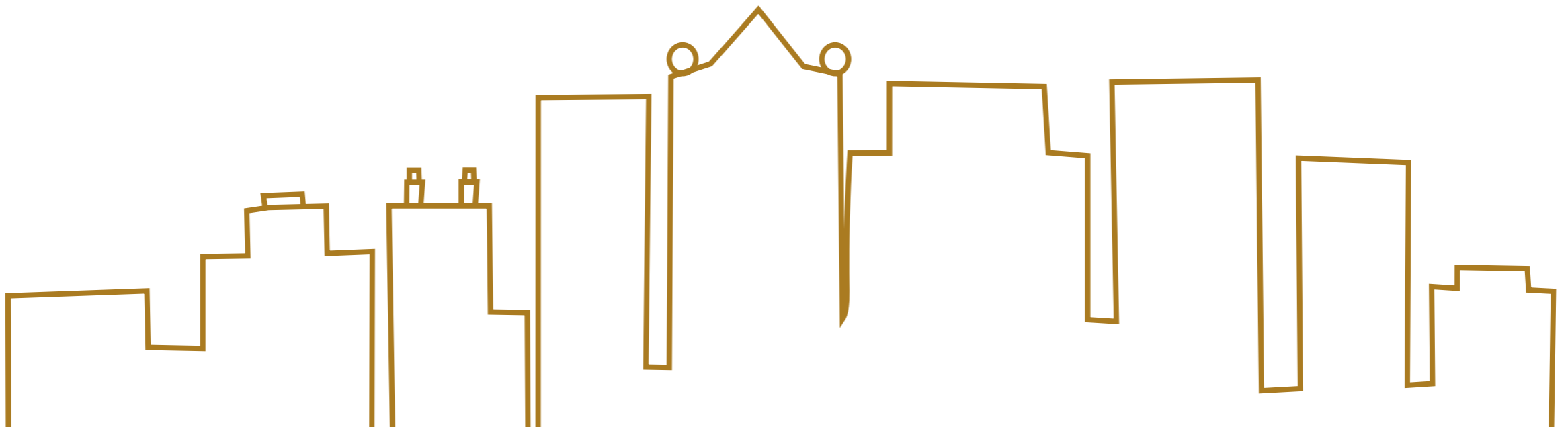




# Department of Innovation and Economic Opportunity (IEO)

## Josh Carpenter, PhD



WHY AM I HERE?

# BIRMINGHAM'S ECONOMY: A TALE OF TWO CITIES



SHIPT™

\$550M exit to  
Target

**RISE  
OF THE  
REST**

In 2018, named a  
Rise of the Rest  
City

~**8%** GDP  
growth since  
2012

Smart**Cities**Council™

In 2018,  
designated a  
Smart City

**The  
New York  
Times**

36 hours in  
Birmingham

**4%**  
unemployment  
rate

**1 in 5**

workers are  
high-skilled

~**0.6%** GDP  
per capita  
growth since  
2012

**4.8%**  
mobility  
rate



EAB

10 worst cities  
to find a job in  
2018

**PolicyLink**

Cost of racial  
equity gap =  
\$9.28B in GDP  
(16%)

**60%** of  
families makes  
less than  
\$40,000/yr



# IEO VISION

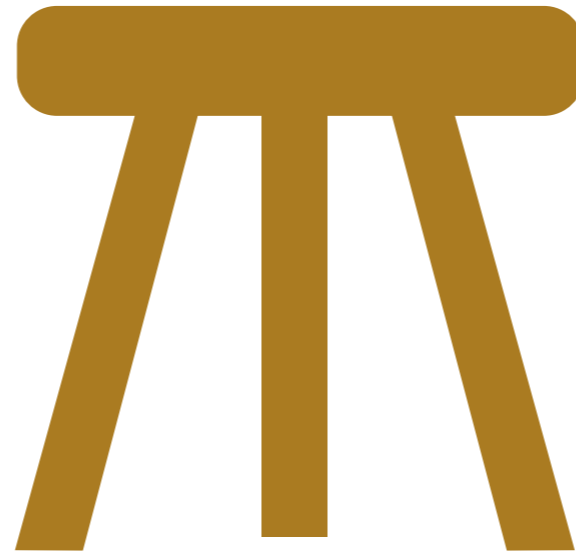
By 2021, Birmingham will be a national hub of **qualified and diverse talent** and a premier destination for small businesses, startups, and businesses looking to expand, propelling shared prosperity through innovation and inclusive growth.



# IEO MISSION

Put the citizens of Birmingham first by providing economic opportunity through a relentless focus on talent: talent development, talent retention & talent attraction.

# OUR SMART CITY STORY: A PARTNERSHIP



**ALABAMA  
POWER  
COMPANY (APC)**



**CITY OF  
BIRMINGHAM  
(COB)**



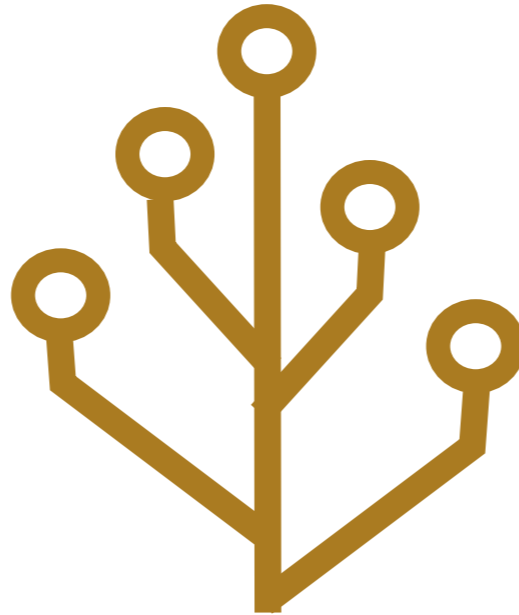
**UNIVERSITY OF  
ALABAMA AT  
BIRMINGHAM (UAB)**

**“THE MEASURE OF  
INTELLIGENCE IS THE  
ABILITY TO CHANGE.”**  
**-ALBERT EINSTEIN**

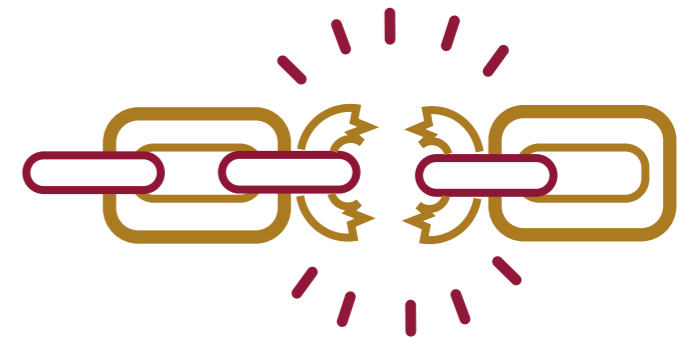
# OUR SMART CITY DOES NOT...



**Worship  
efficiency**



**Obsess over  
technology**



**Scale without  
testing**

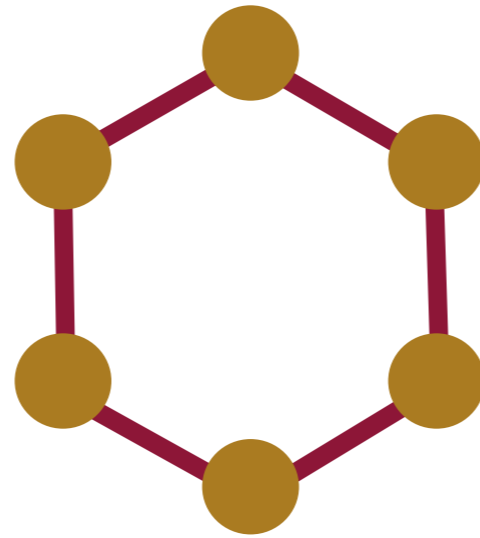


**ALL INNOVATION  
IS NOT PROGRESS**

# OUR SMART CITY IS...



**Human-centered  
and data driven**

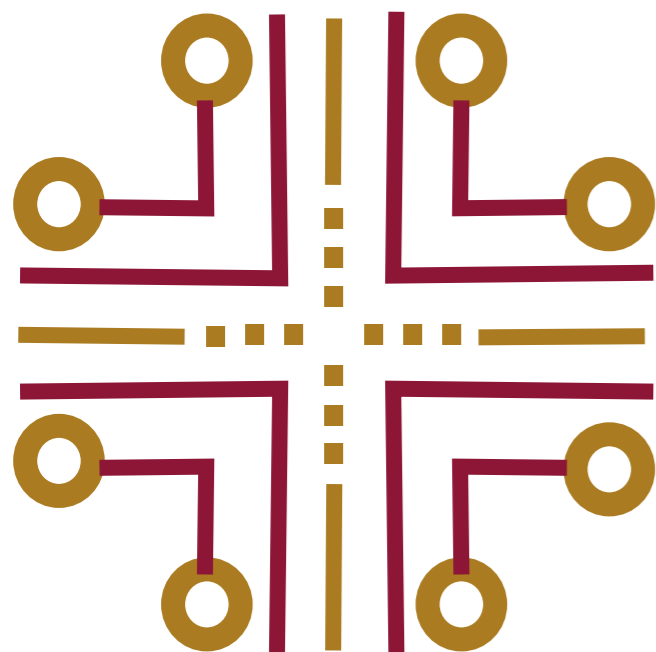


**Collaborative &  
interdisciplinary**

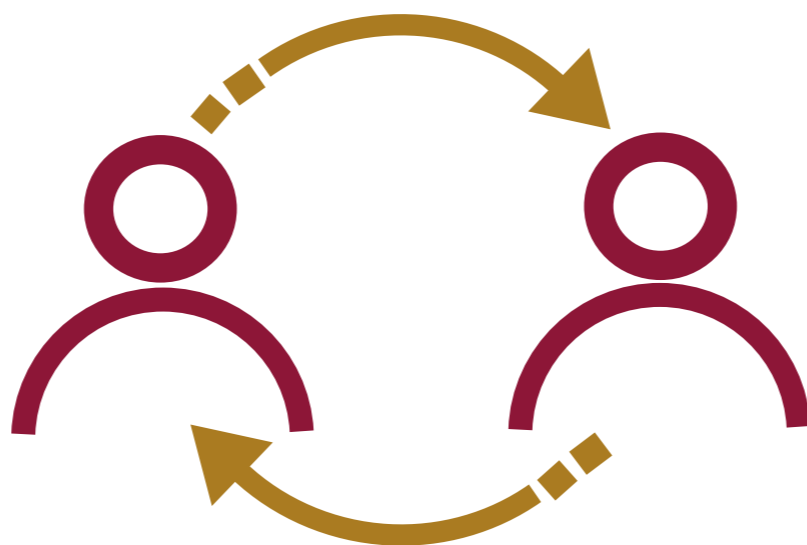


**Intentional, strategic  
and responsive**

# WHAT DO WE NEED?



**Infrastructure to launch initiatives (data, operational apparatus)**



**Conduit for civic engagement**

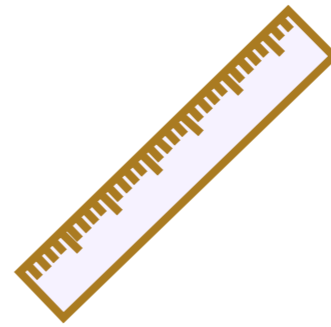


**Rigorous evaluation of our systems**

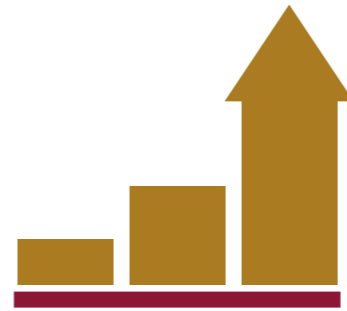
# IEO STRATEGIC GOALS



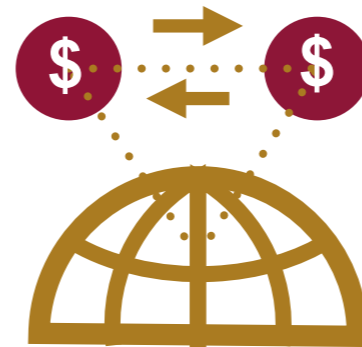
**Put People First**



**Measure What We Value**



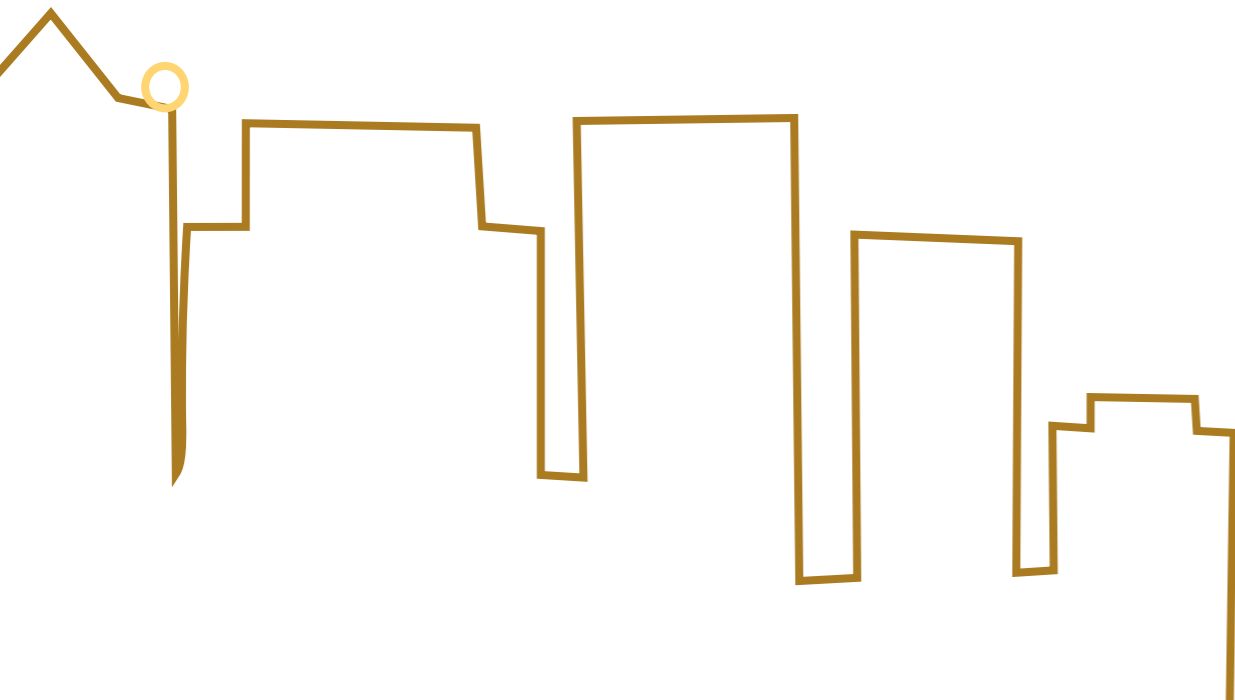
**Grow From Within**



**Boost Trade**



**Find Purpose in Place**



# EXAMPLE: TIP, TAP, TOP



SHIPT

- **Talent Investment Program (TIP)**
  - Supplements “demand-driven” occupations via occupational tax abatements
- **Talent Acceleration Program (TAP)**
  - Supports tuition assistance, learning and skill development designated for growing low-wage and lower-skilled employees into other positions within a company
- **Talent Optimization Program (TOP)**
  - Supports (a) the hire of local talent (b) additional training and development (i.e. management training and continuing education) for current employees, and (c) the attraction of national talent via hosting high-profile conferences, etc.



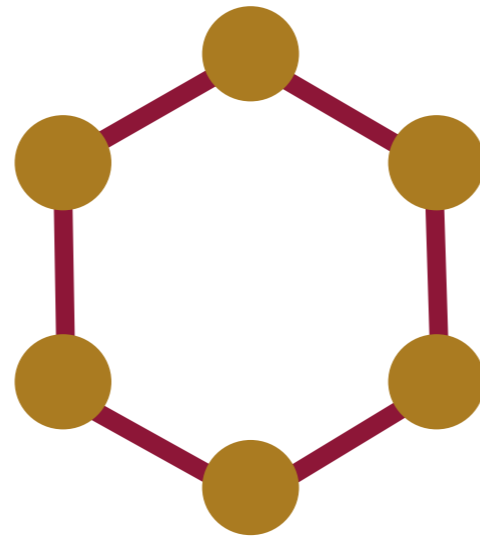
**Put People First**

# TIP TAP TOP



## Human-centered and data driven

- Targets demand-driven occupations
- Provides upskilling opportunities for our residents
- Collecting data on the program



## Collaborative & interdisciplinary

- Co-designed with Shipt, UAB, regional and state partners
- Established flexible structure that can be adjusted per company



## Intentional, strategic and responsive

- Boosting our tradable sector job growth
- Creating pathways for management level talent
- Modernizing incentives to fit the modern tech company

**QUESTIONS?**