Department of Innovation and Economic Opportunity (IEO)
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WHY AM I HERE?
BIRMINGHAM’S ECONOMY: A TALE OF TWO CITIES

- In 2018, named a Rise of the Rest City
- In 2018, designated a Smart City
- 36 hours in Birmingham
- $550M exit to Target
- $9.28B in GDP (16%)
- 1 in 5 workers are high-skilled
- 4.8% mobility rate
- 10 worst cities to find a job in 2018
- 60% of families makes less than $40,000/yr
- ~0.6% GDP per capita growth since 2012
- ~8% GDP growth since 2012
- 4% unemployment rate
- Cost of racial equity gap = $9.28B in GDP (16%)
- 4% unemployment rate
- 36 hours in Birmingham
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.
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

- **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.
**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?