

Business Retention & Expansion

University of Southern Mississippi
Economic Development Basic Course
September 24, 2013

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Converting *Visits* to *Results*

Two types of Problem Solving

- ❑ Business issues
- ❑ Business sector issues

Developing case studies



Case Studies in Business Sector Problem Solving

1. Oil & Gas Industry Cluster
2. Technology Industry Cluster

Case Study Template



Goal: Grow the Business Sector

Step 1. Visits to companies in an industry cluster

- Who in the company to visit
- Who will make the visit
- How many visits
- Data gathering, yes or no, in what detail
- Formal or informal
- Resolve company problems/issues *first*
- Determine trends and analyze



Goal: Grow the Business Sector

Step 2. Analyze what you learned from visits

- Trends
- Expansions, closings
- Workforce needs
- Competitiveness
- Emerging issues

Goal: Grow the Business Sector

Step 3. Assessment

- Strategic Plan
 - Recruit industry players
 - Motivate participants
 - Clarify priorities
 - Create a shared vision and mission statement
 - SWOT discussion (strengths, weaknesses, opportunities, threats)
 - Everyone on the same page

Goal: Grow the Business Sector

Step 4. Goals and Objectives

- Addresses most urgent needs
- Prioritize most promising programs and projects

Goal: Grow the Business Sector

Step 5. Branding

- Who are you
- What is your message
- Will it be understood by all

Goal: Grow the Business Sector

Step 6. Initiatives

- Develop strategies, action plans and time frames for each goal
- Implement plans
- Monitor, reevaluate, adjust

Case Study Template



Case 1. Oil and Gas Sector

- Visits: 30 companies
- Analysis: industry has potential with excellent infrastructure but there is a need for a facilitating organization to grow the industry
- Strategic Planning process began with 20 stakeholders



Oil and Gas Sector

- Vision: to grow southwest Alabama into a sustainable world class offshore energy center
- Mission: to develop the southwest Alabama region to support offshore oil and gas industry in a planned, safe, eco-minded manner and create a sustainable enterprise for the future



Oil and Gas Sector

- Brand



Oil and Gas Sector Initiatives

Website: www.offshorealabama.com

Magazine Ads

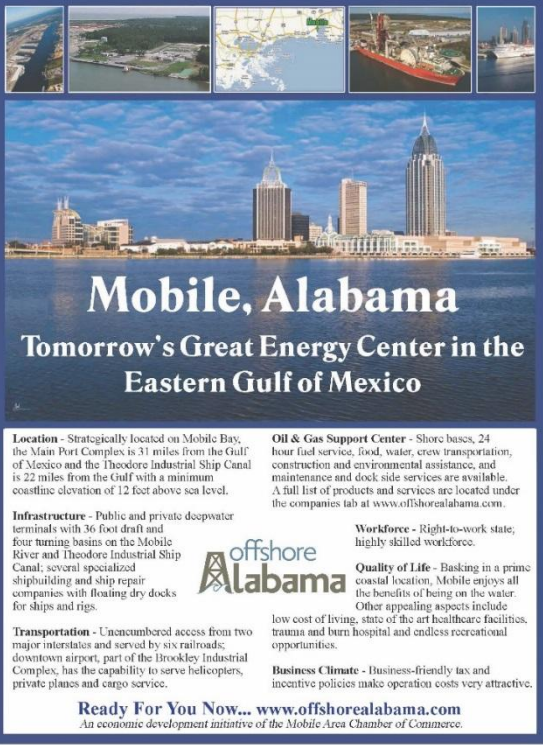
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IT ONLY MAKES SENSE FOR THE OIL & GAS INDUSTRY TO EXPLORE
A CITY WITH ALL THE RESOURCES TO ENERGIZE ITS SUCCESS.



Oil and Gas Sector Initiatives

Marketing Flyer



The flyer features a collage of five small images at the top: a bridge, a port facility, a map, a ship, and an offshore rig. Below this is a large image of the Mobile skyline. The text is as follows:

Mobile, Alabama

Tomorrow's Great Energy Center in the Eastern Gulf of Mexico

Location - Strategically located on Mobile Bay, the Main Port Complex is 31 miles from the Gulf of Mexico and the Theodore Industrial Ship Canal is 22 miles from the Gulf with a minimum coastline elevation of 12 feet above sea level.

Infrastructure - Public and private deepwater terminals with 36 foot draft and four turning basins on the Mobile River and Theodore Industrial Ship Canal; several specialized shipbuilding and ship repair companies with floating dry docks for ships and rigs.

Transportation - Unencumbered access from two major interstates and served by six railroads; downtown airport, part of the Brookley Industrial Complex, has the capability to serve helicopters, private planes and cargo service.

Oil & Gas Support Center - Shore bases, 24 hour fuel service, food, water, crew transportation, construction and environmental assistance, and maintenance and dock side services are available. A full list of products and services are located under the companies tab at www.offshorealabama.com.

Workforce - Right-to-work state, highly skilled workforce.


Quality of Life - Basking in a prime coastal location, Mobile enjoys all the benefits of being on the water. Other appealing aspects include low cost of living, state of the art healthcare facilities, trauma and burn hospital and endless recreational opportunities.

Business Climate - Business-friendly tax and incentive policies make operation costs very attractive.

offshore Alabama

Ready For You Now... www.offshorealabama.com
An economic development initiative of the Mobile Area Chamber of Commerce.

Oil & Gas Directory and Buyers Guide



The cover features a photograph of an offshore oil rig at sunset. The text is as follows:

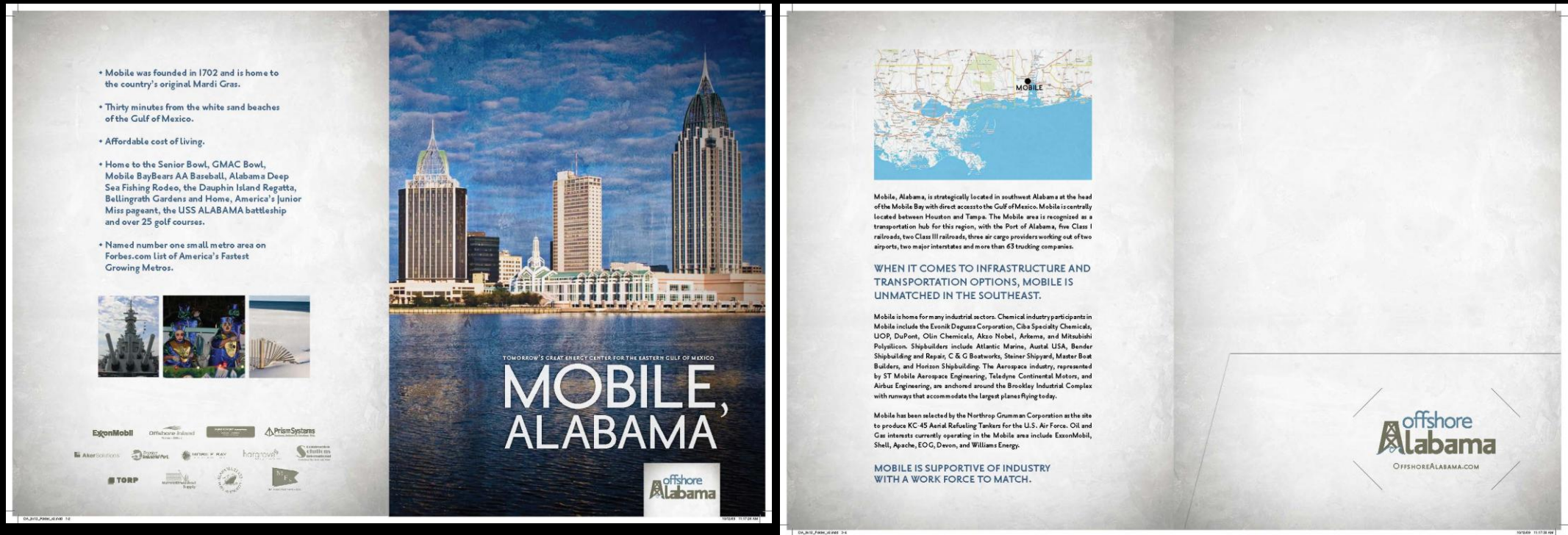
OFFSHORE ALABAMA OIL AND GAS DIRECTORY

COMPILED BY THE
ECONOMIC DEVELOPMENT DEPARTMENT
MOBILE AREA CHAMBER OF COMMERCE
MOBILE, ALABAMA

REVISED: SEPTEMBER 11, 2008



Oil and Gas Sector Presentation Folder



Oil and Gas Sector Publicity

Alabama Seaport Magazine

OffshoreAlabama.com Attends Premier Oil and Gas Expo in Houston

OffshoreAlabama.com has made great strides in recognizing opportunities to promote Mobile as a regional oil and gas player. In its most recent efforts, OffshoreAlabama.com attended the 2013 Offshore Technology Conference, the premier oil and gas conference in the world.

Experts from the offshore energy industry around the world came together May 6-9 at Reliant Park in Houston for the foremost event for the development of offshore resources in the fields of drilling, exploration, production and environmental protection.

Conference attendance surpassed previous years with more than 90,000 industry executives, and the sold-out exhibition was the largest in event history at 641,350 square feet. More than 2,500 companies from 46 different countries exhibited at this year's event.

"The 2013 Offshore Technology Conference is our largest event," said Conference Chairman Steve Balint. "Right now we've expanded to more than 650,000 square feet and 2,400 exhibitors."

While in Houston, representatives from OffshoreAlabama.com had the opportunity to make valuable contacts and meet dozens of offshore drilling companies, contractors and production support companies in the offshore industry.

"All of the companies we talked to could use local products to further their business - they could be in Mobile," said Steve Russell, director of business retention and expansion at the Mobile Area Chamber of Commerce.

Several area industry leaders joined together to co-exhibit as OffshoreAlabama.com sharing the group's mission to develop the Southwest Alabama region to support

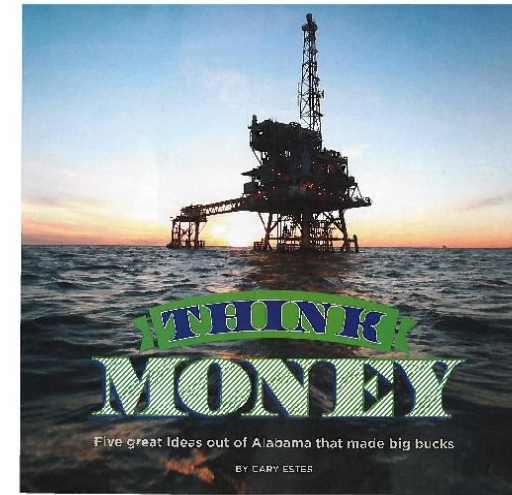


Thousands of oil and gas professionals begin to fill Reliant Park on the first day of the 2012 Offshore Technology Conference.



Attendees mingle with some of the leading providers of oil and gas products discussing the groundbreaking innovations being exhibited at the 2012 Offshore Technology Conference.

Business Alabama



OFFSHORE OIL AND GAS

In 1978, Mobil Oil went on a bit of fishing, exploring in the waters off of Alabama's Gulf Coast. In the process, the company wound up landing a big one for the state.

Mobil was responsible for drilling the first exploratory well in Alabama offshore waters that successfully tapped into oil and natural gas reserves. Attempts had been made to find such reserves as far back as the early 1950s, without success. But those wells barely scratched 10,000 feet in depth. Mobil officials were convinced there was oil and gas to be found in Alabama's waters, so they went more than 31,000 feet deep in search of the resources.

Before the end of the year, Mobil had tapped into gas reserves that were estimated were capable of producing 12.2 million cubic feet per day. And with that, one of the state's most lucrative industries was born.

By 2005, a total of 80 wells had been drilled in Alabama's coastal waters. At its peak, onshore gas production from these wells totaled more than 230 billion cubic feet. Coastal wells

account for approximately 50 percent of the total gas production in Alabama, which ranks as one of the top 10 gas-producing states in the country.

According to Steve Russell, director of business retention and expansion for the Mobile Area Chamber of Commerce, approximately 2,100 people in Alabama are directly employed by the offshore oil and gas industry, with a total annual payroll of more than \$1.00 billion. In addition, the industry is responsible for purchasing more than \$200 million in supplies in Mobile and Baldwin counties alone.

But the biggest benefit to the state has been the creation of the Alabama Trust Fund, an account that is financed by royalties from offshore drilling. As of last year, the fund totaled nearly \$2.5 billion.

Alabama's lower Mobile Bay Mary Ann field, at the entrance to Mobile Bay, proved the worth of drilling 30,000 feet to reach what is known as the "gas" zone of this most important onshore gas-producing area in the United States. Photo by Jason Norman



Oil and Gas Marketing Plans

- Partnered with the University of South Alabama
- Collaborated with the Oil & Gas Task Force
- Developed a 46 page study and marketing plan
- Used as a road map

Mobile Area Chamber of Commerce's
Oil and Gas Task Force



Developed By:
Jessica Gardner, Shirley Harvey, James Holloway
University of South Alabama
Mitchell College of Business
MBA Program

December 1, 2010



Next Steps for Oil & Gas Sector

Visibility, Visibility, Visibility



Case 2. Technology Sector

Existing Initiatives

Networking = Bi-monthly meetings
with tech topics and Tech mixers



Existing Initiatives

Website

www.gulfcoasttechnology.com

Brand



Membership brochure

Become a member of the
GULF COAST TECHNOLOGY COUNCIL

As the focal point for technology in south Alabama and the central Gulf Coast, the Gulf Coast Technology Council (GCTC) is helping transform the area's economy to take advantage of strengths in: software/information technology, engineering sciences and biomedicine/biotechnology.

Mission Statement
The Gulf Coast Technology Council's goal is to foster the long-term growth of the technology sector on the central Gulf Coast and position the region as a global leader in the creation of technology-based jobs.

How the GCTC Can Benefit You and Your Organization:

- Increasing visibility of technology companies along the central Gulf Coast
- Developing a highly skilled workforce to accommodate growth in the high-tech arena
- Recruiting technology professionals to the region
- Marketing our area as a technology development center perfect for technology companies looking to relocate
- Increasing capital funding opportunities for area start-up and expanding businesses
- Increasing interaction between University of South Alabama faculty/students and area technology companies and expanding the University Research & Technology Park
- Creating infrastructure to maximize the area's competitiveness.

There is no cost to join and the group of more than 100 local companies meets six times a year for a luncheon to hear experts in the industry and discuss technology-related topics of interest.

Join today.

Call 251-431-8654 or visit
www.gulfcoasttechnologycouncil.com

GULF COAST TECHNOLOGY COUNCIL
The GCTC is a program of the Mobile Area Chamber of Commerce.



Existing Initiatives

2007-2012

29 students have been
awarded \$34,000 in
scholarships



Supporting Entrepreneurship

- Facilitate linkage to universities and colleges
- Collaborate with incubators
- Alabama Launchpad participation
- Mentoring services offered
- Innovator of the Year awarded



Next steps to Technology Economic Development

2013 Directory of Tech companies

2014 Strategic Plan Process completed

2015 Visits to tech companies



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