

Wichita Regional Export Planning Initiative

Brookings Institution

Global Cities Exchange Program

Wichita Regional Export Planning Initiative

Global Cities Exchange: A Joint Program of Brookings – JP Morgan Chase

Wichita Regional Export Planning Initiative

What is it?

- A Brookings-guided peer review program to build a regional export plan.

Why are we doing this?

- The regional economy is export-dependent -- nearly 28% of Wichita Metro economy is due to exports
- Increased exports mean increased sales
- Increased sales mean jobs

Program Brief

National Program

- Brookings guidance & consultation
- Peer Review
- Project of Brookings Institution & JP Morgan Chase
- 1-yr planning program + additional yrs implementation & Global Exchange participation

7 other cities

- Atlanta
- Upstate South Carolina (Greenville-Spartanburg-Anderson area)
- Indianapolis
- Jacksonville
- Milwaukee
- Phoenix
- Sacramento

Regional Export Planning Initiative

Collaborative

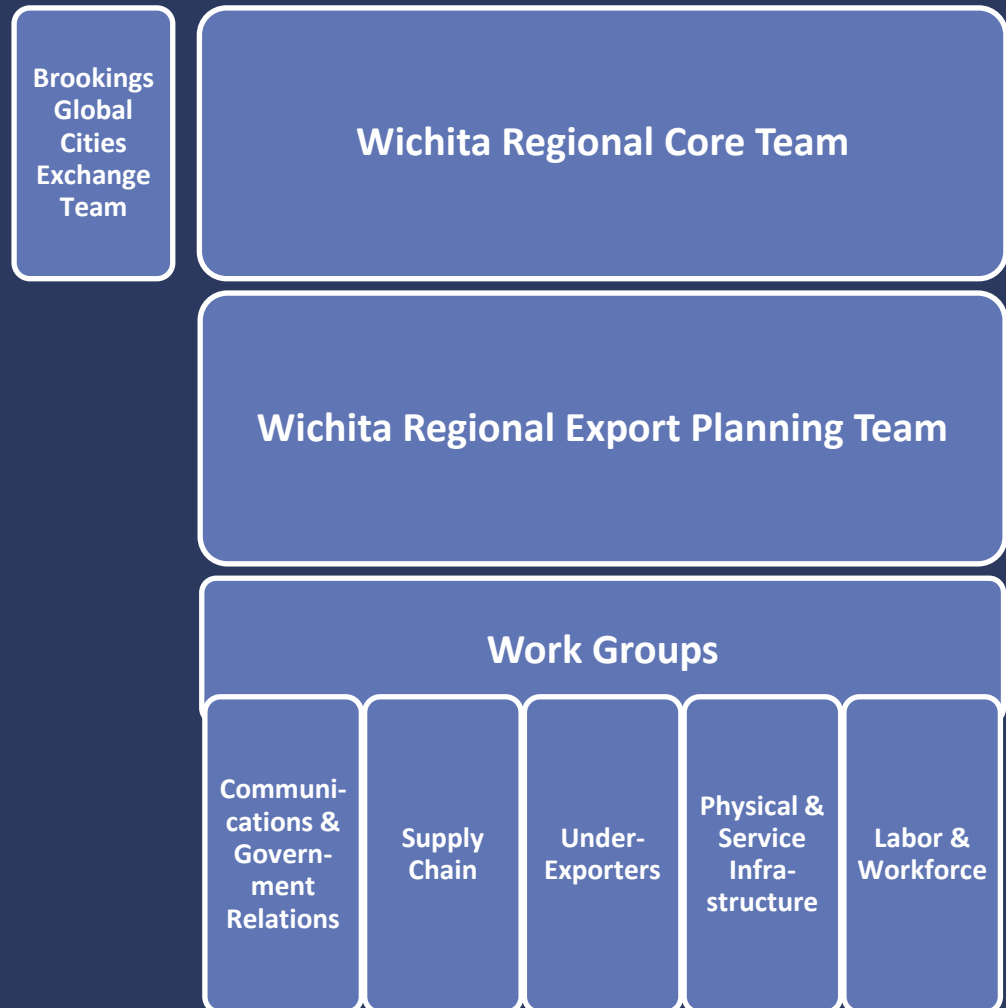
10-Counties:

- Butler, Cowley, Harper, Harvey, Kingman, Marion, McPherson, Reno, Sedgwick, Sumner

Work Product:

- Market Assessment
- Local market insight
- Export Plan & Investment Strategy
- Policy Memo

Organization



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Timeline



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Exports and Wichita MSA Economy

- Export Powerhouse from 2005-2008
 - #1 Ranking in percent of exports per GDP *and* export growth
 - Pre-recession exported more products per capita than any city in America
 - One of four cities in nation that doubled exports

Why Focus on Exports?

➤ Exports = Sales

➤ Exports = Diversification

- 32,700 jobs lost from pre-recession peak to trough
- Post-recession aviation exports declined \$2.5 billion translating to an estimated 15,000 jobs lost
- Most export-intensive city in nation
- New dollars to our community
- Exporting companies pay higher wages
- Exporting companies better able to withstand economic challenges
- Exports support 1/3 of manufacturing jobs

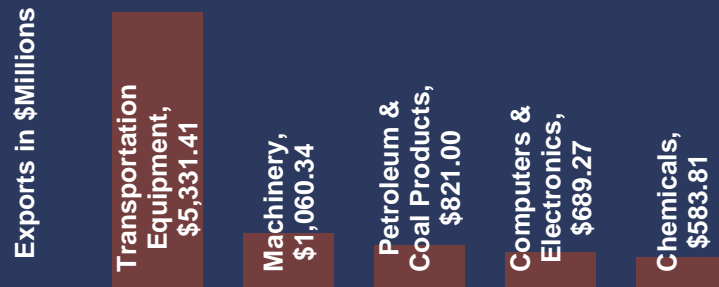
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Wichita MSA: Butler, Harvey, Sedgwick & Sumner

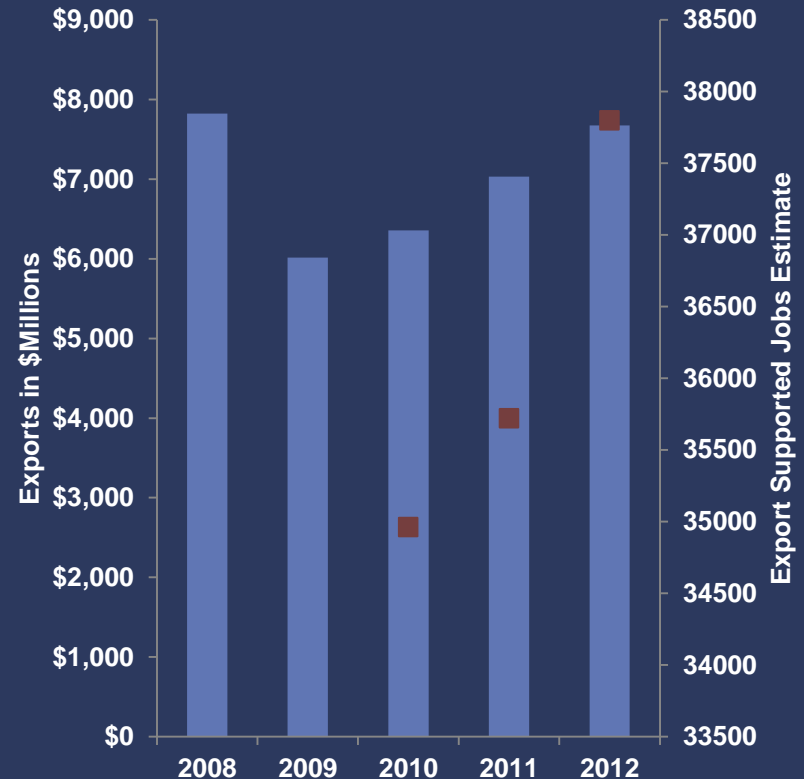
2012

Top Export Industries



- \$7.7 billion in exports
- 37,798 export-supported jobs
- Post-recession export growth (09-12): 8.9%
- Share of 10-county region: 84%
- Export intensity: 27.7%
- Goods vs. services: 90% to 10%

Wichita MSA Exports to Jobs



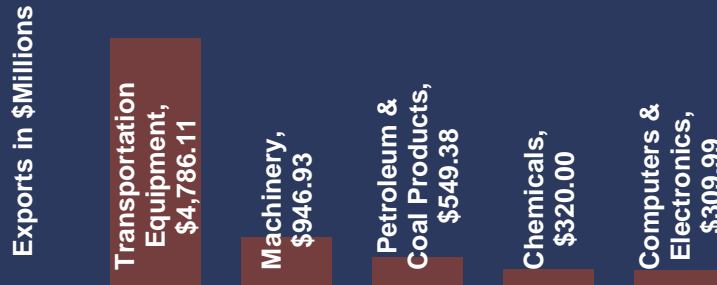
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Ten-County Region Export Dashboard

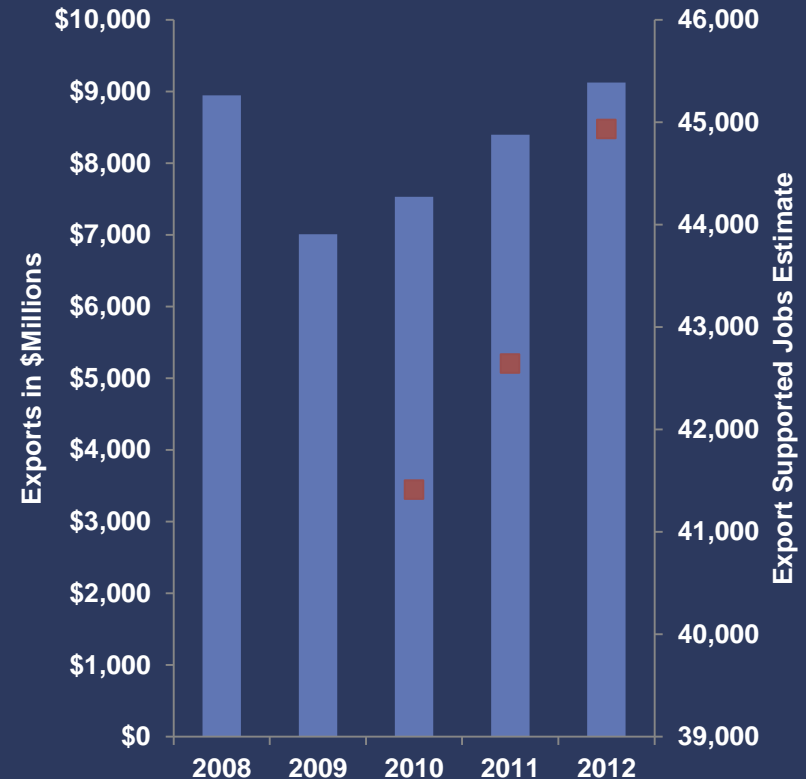
2012

10-County Area
Exports to Jobs

Top Export Industries



- \$9.1 billion in exports
- 44,934 export-supported jobs



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Thank you!

- Core Team Roster with contact information in handouts
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