



STATE OF NEW HAMPSHIRE **New Tools for CEDRs**



New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**



Agenda

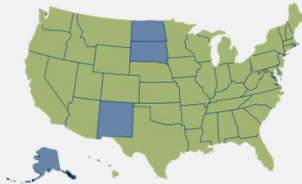
- Introduction
- Findings of Recent Work
- National Perspective



Camoin Associates Project Team

In business since
1999

25+
full-time
employees



We have
worked in

46

US states and territories

We completed

200+

projects for our clients last year

Complete and Ongoing Work with BEA

- Life Sciences Cluster Strategy (2022/2023)
- Workforce Assessment (2022/2023)
- Business Attraction Strategy (2022/2023)

- Advanced Manufacturing Cluster Strategy (2023/2024)
- International Investment Strategy (2023/2024)

Funded through ARPA and EDA grants received by BEA

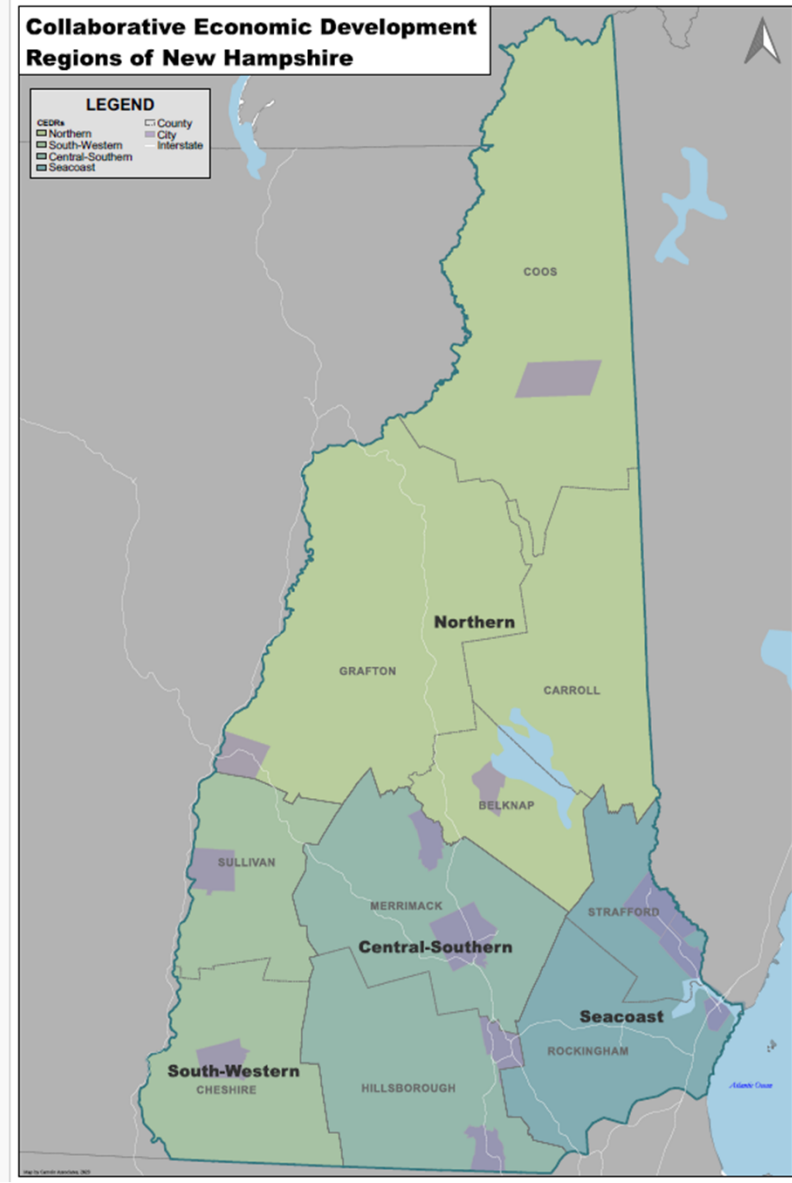


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New Hampshire's Collaborative Economic Development Regions

- **South-Western CEDR** – Cheshire and Sullivan Counties
- **Central-Southern CEDR** – Hillsborough and Merrimack Counties
- **Northern CEDR** – Belknap, Carroll, Coos, and Grafton Counties
- **Seacoast CEDR** - Rockingham and Strafford Counties





State of New Hampshire

**Life Sciences Industry
Assessment and Strategy**

February 2023

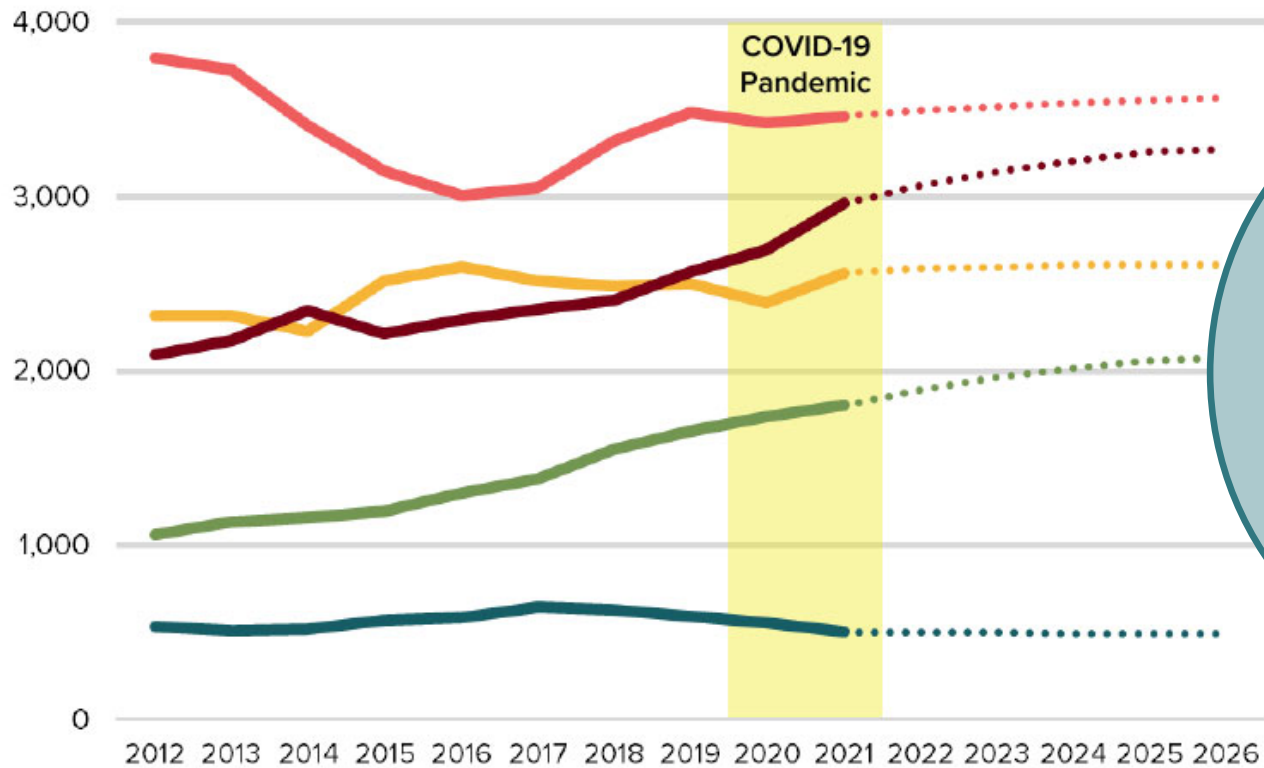


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New Hampshire Life Sciences Jobs by Industry Group

Lightcast Projection, 2022-2026



Growth in Life Sciences
 New Hampshire Life Sciences jobs grew by **15%** between 2012-2021, accounting for **1,484 jobs**. Another **727 jobs** are anticipated between 2021-2026, a growth rate of **6%**.

- Medical Device Manufacturing
- Medical Equipment and Supplies Manufacturing
- Research and Development Services
- Pharmaceutical and Medicine Manufacturing
- Medical and Diagnostic Laboratories

THE NH ADVANTAGE

- Strong companies with a national and global presence across NH - competitive connection to global Life Sciences Cluster in Boston
- High proportion of STEM occupations; strong high-tech industry employment
- R&D at educational institutions, including unique research strengths at Dartmouth College, University of New Hampshire, and Keene State College.
- The potential to become a national and global leader in advanced regenerative manufacturing via Advanced Regenerative Manufacturing Institute (ARMI) and their partners.



Existing Industry Base



Talent and Workforce



Innovation



AREAS OF ECONOMIC OPPORTUNITY

- Advanced materials including regenerative manufacturing
- Life Sciences manufacturing and a broader connection to Advanced Manufacturing
- Digital technology and the growth of MedTech
- Personalized medicine



AREAS OF ECONOMIC OPPORTUNITY

Industries for attraction and business development:

- Research, Testing, and Medical Laboratories
- Medical Devices and Equipment
- Bioscience-Related Distribution
- Drugs and Pharmaceuticals
- Cross-section of life sciences and manufacturing

New Hampshire industry and research strengths to promote and leverage:

- Biotherapeutics
- Quantitative Biology & Bioinformatics
- MedTech/Medical IT
- Environmental Remote Sensing
- Each with significant and relevant facilities and equipment

Strategies to Support and Grow the New Hampshire Life Science Industry



Industry-Driven Approach



Workforce, Talent, and Entrepreneurship



Marketing, Communication, and Attraction

What can the CEDRs do?



Understand and market your sites



Connect your entrepreneurships to statewide networks



Work with your incumbent businesses



State of New Hampshire

Workforce Assessment

April 2023



New Hampshire Department of
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Workforce Report Objectives

- Determine top in-demand occupations across target sectors
- Evaluate labor market trends across the state and regions
- Develop strategies to tackle identified challenges



Identification of In-Demand Occupations

Cluster Analysis

- Overview
- Staffing Patterns



Healthcare



Manufacturing



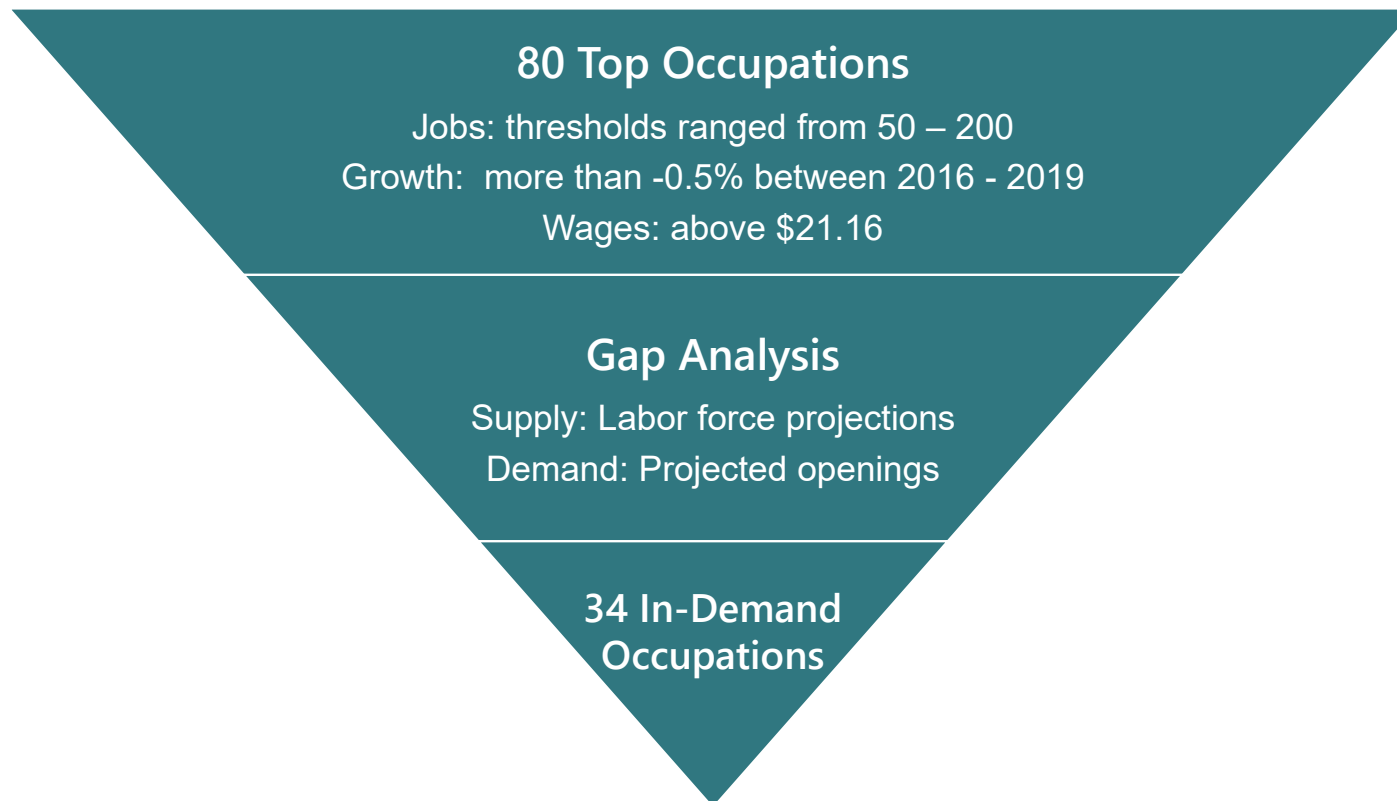
Hospitality



Construction



Technology



What is the workforce outlook in the state's target industries?

The 80 top occupations across New Hampshire's five target industry clusters are projected to have nearly 197,000 job openings from 2022 to 2032.

Only
6,100

of these jobs will be filled by labor force growth, leaving a gap of nearly

191,000
unfilled jobs

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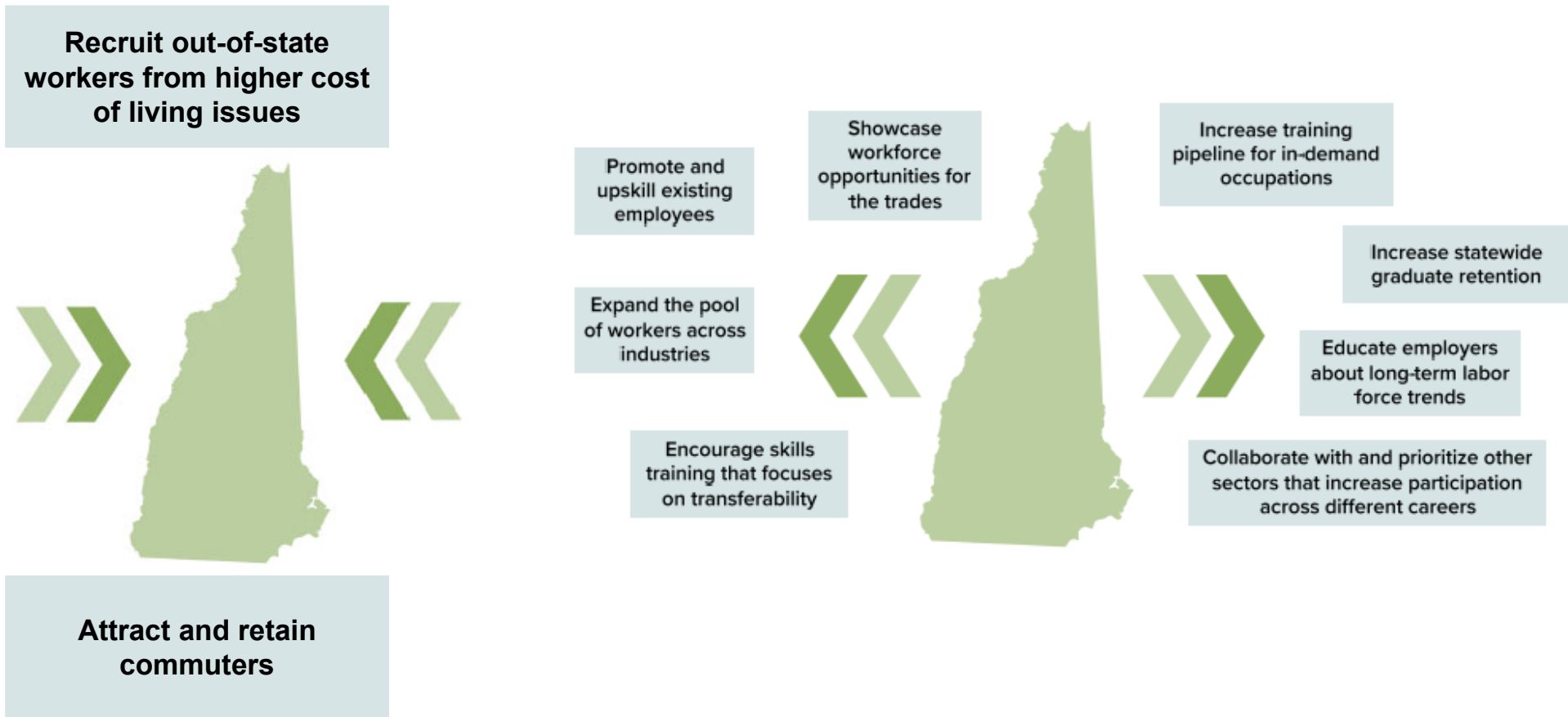
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How does the state address these gaps?

Strategies to Support and Grow New Hampshire's Workforce in the Target Industry Clusters





State of New Hampshire

Marketing and Attraction Strategy

February 2023



New Hampshire Department of
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camoin
associates

Objectives and Approach



- Identify most competitive sectors
- Identify attraction tools and channels
- Value proposition messaging
- Strategy for increasing private investment

- Economic data
- Stakeholder interviews
- Best practices research
- Prospect perception calls



What We Learned



Challenges and Needs

- Skilled labor
- Affordable housing
- Energy costs
- Infrastructure
- Childcare
- Lack of investment incentives
- Stronger brand identify
- Place based collaboration
- Site readiness
- Leadership



New Hampshire's Value Proposition

New Hampshire's Business Attraction Value Proposition



Tax-free

- No sales tax and no income tax
- Major tool for workforce recruitment and retention



Friendly Business Environment

- We are glad that you are here" attitude
- State and local permitting is fast and predictable



Location

- New Hampshire is central to Boston, New York, and Canada for accessing supply chains and recruiting talent and businesses
- New Hampshire is central to major cities which increases access to transportation (Manchester-Boston Regional Airport, Logan International Airport; Highways [I-91, I-93, and I-89]; and Amtrak/Rail)
- Access to the most highly educated multi-state workforce in the country.
- Alignment with the University of New Hampshire, an R1 research institution



Quality of Life

- Outdoor recreation
- Low crime rates
- Strong public school system
- Affordable real estate if compared to Connecticut, Massachusetts, and New York markets

Attraction Targets

1. Life Sciences companies in Boston
2. Advanced Manufacturing companies in Canada
3. Secondary targets in Western MA, Connecticut, Upstate New York, and Europe



Marketing & Attraction Strategy



Organizational Structure



Value Proposition and Messaging



Website, Digital Marketing Tools, and Site Selection Information



Marketing Campaign Tactics by Subsector and Industry



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A Newton's cradle with five silver spheres hanging from thin wires against a green background. The leftmost sphere is in motion, having just struck the others or about to.

State of New Hampshire

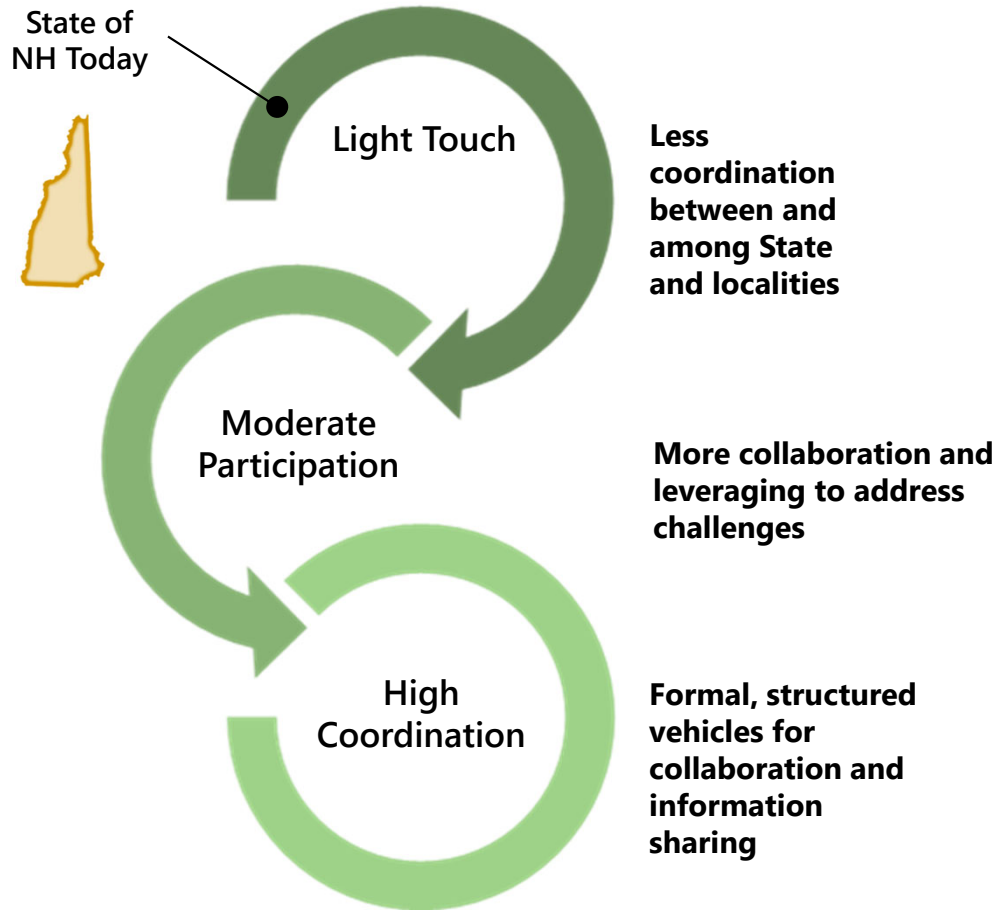
National Perspective



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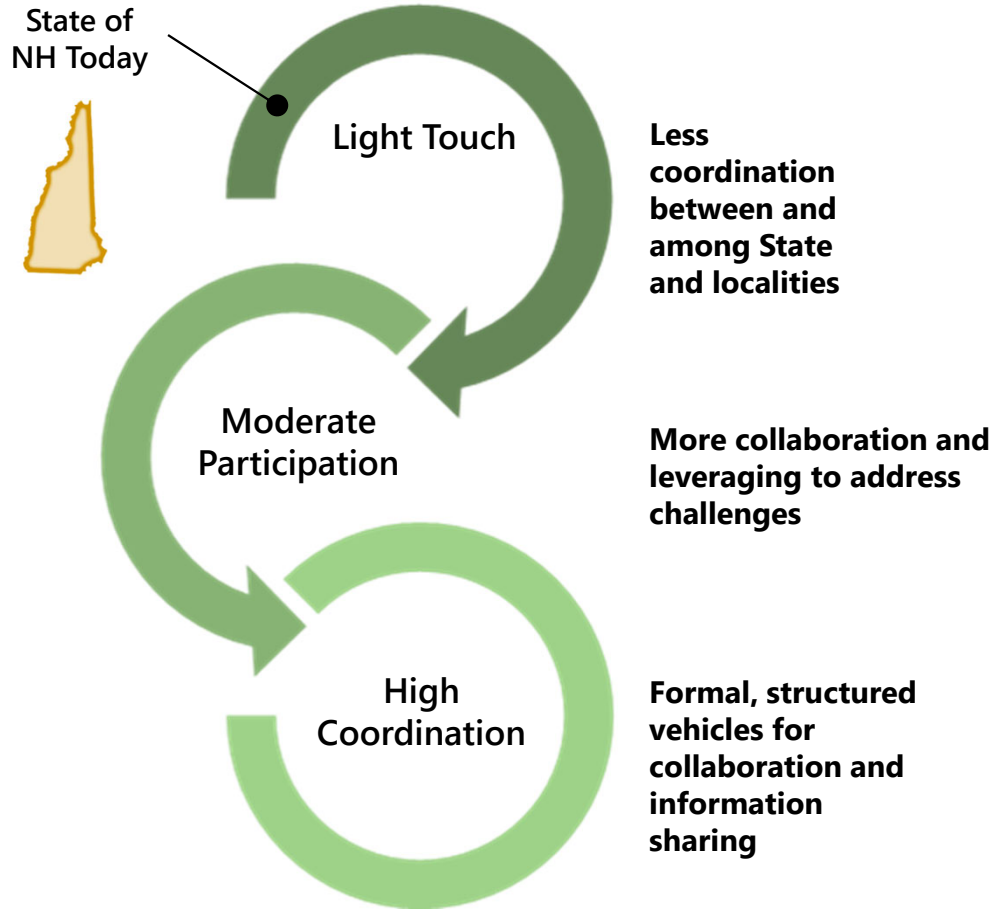


Statewide Economic Development Delivery Models



EXAMPLES	
Low	AR, WV, WA, VT
Moderate	AK, ID, MA, MN, ND
High	OH, NY, TX, VA

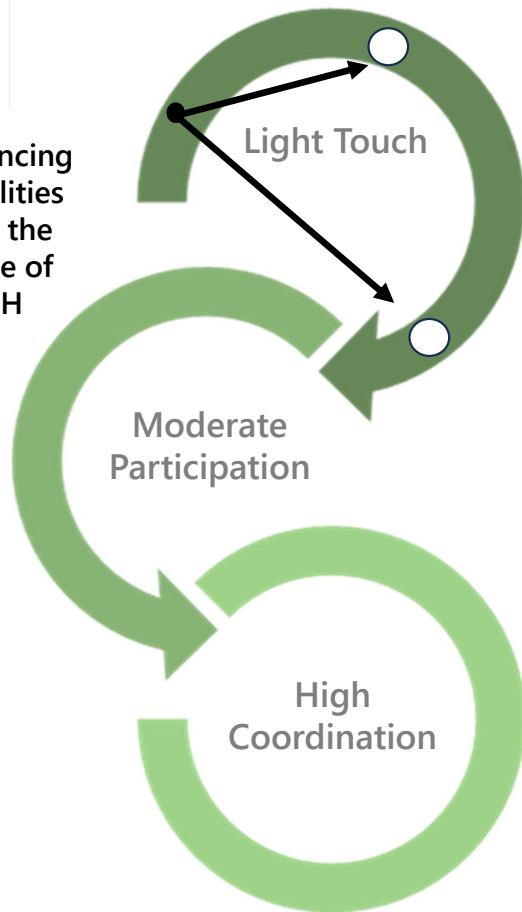
Statewide Economic Development Delivery Models



	PROS	CONS
Low	<ul style="list-style-type: none"> Local autonomy Engaged citizenry Understanding of nuisances of small businesses 	<ul style="list-style-type: none"> Inconsistent approaches Multiple messaging Inefficient leveraging of resources
Moderate	<ul style="list-style-type: none"> Creative problem solving Alignment with workforce markets 	<ul style="list-style-type: none"> Inequity among regions Limited resource allocation Changes between administrations
High	<ul style="list-style-type: none"> State resources Transparency Stability Shared knowledge and linkages High impact – targeted business attraction 	<ul style="list-style-type: none"> Administrative complexity



Advancing
Localities
and the
State of
NH



Benefits of Increased Coordination & Collaboration

- More sharing of information and knowledge – increased professional development
- Greater coordination with State
 - Better alignment of State resources and targeting of limited efforts
 - More effective marketing
- Better leveraging of federal resources
- Acting together sends a message to potential investors that the state has its act together
- Increased resilience

Thank You

