North Carolina's Keys to Economic Recovery

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Overview

- What can we learn from data?
  - Survey of Local Governments
  - Comparisons to a Few Data Sources
  - The Path Ahead

- Insights from Panel
  - Christopher Chung
    Economic Development
    Partnership of NC
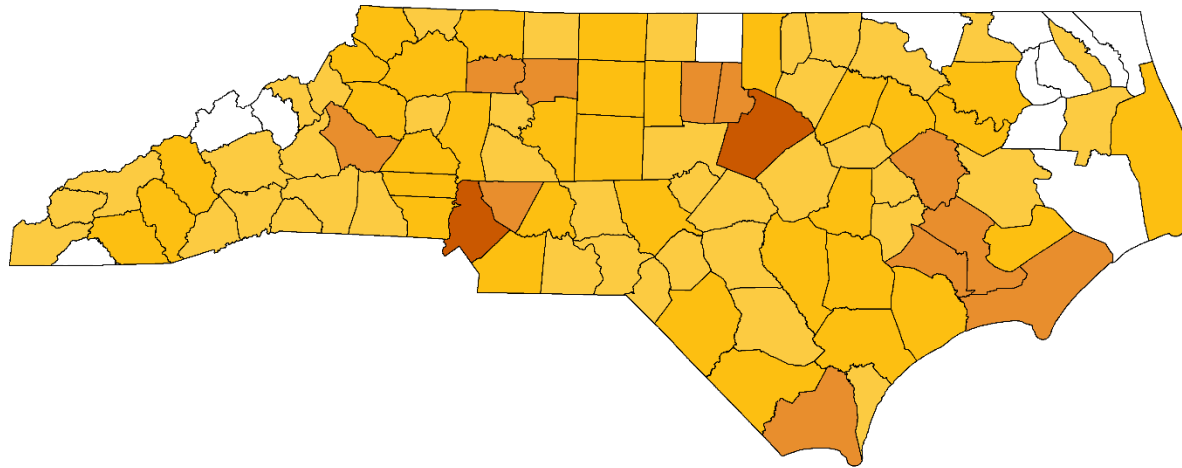 - Lynn Minges
    NC Restaurant & Lodging
    Association

Local Government COVID Survey Responses – May & December 2020
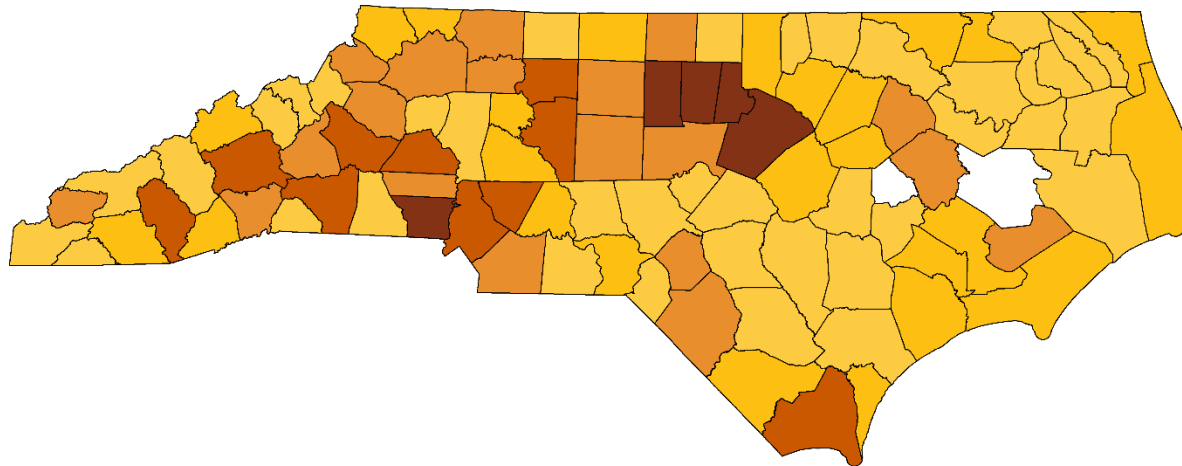

COVID-19 Survey of Local Governments: Responses by County

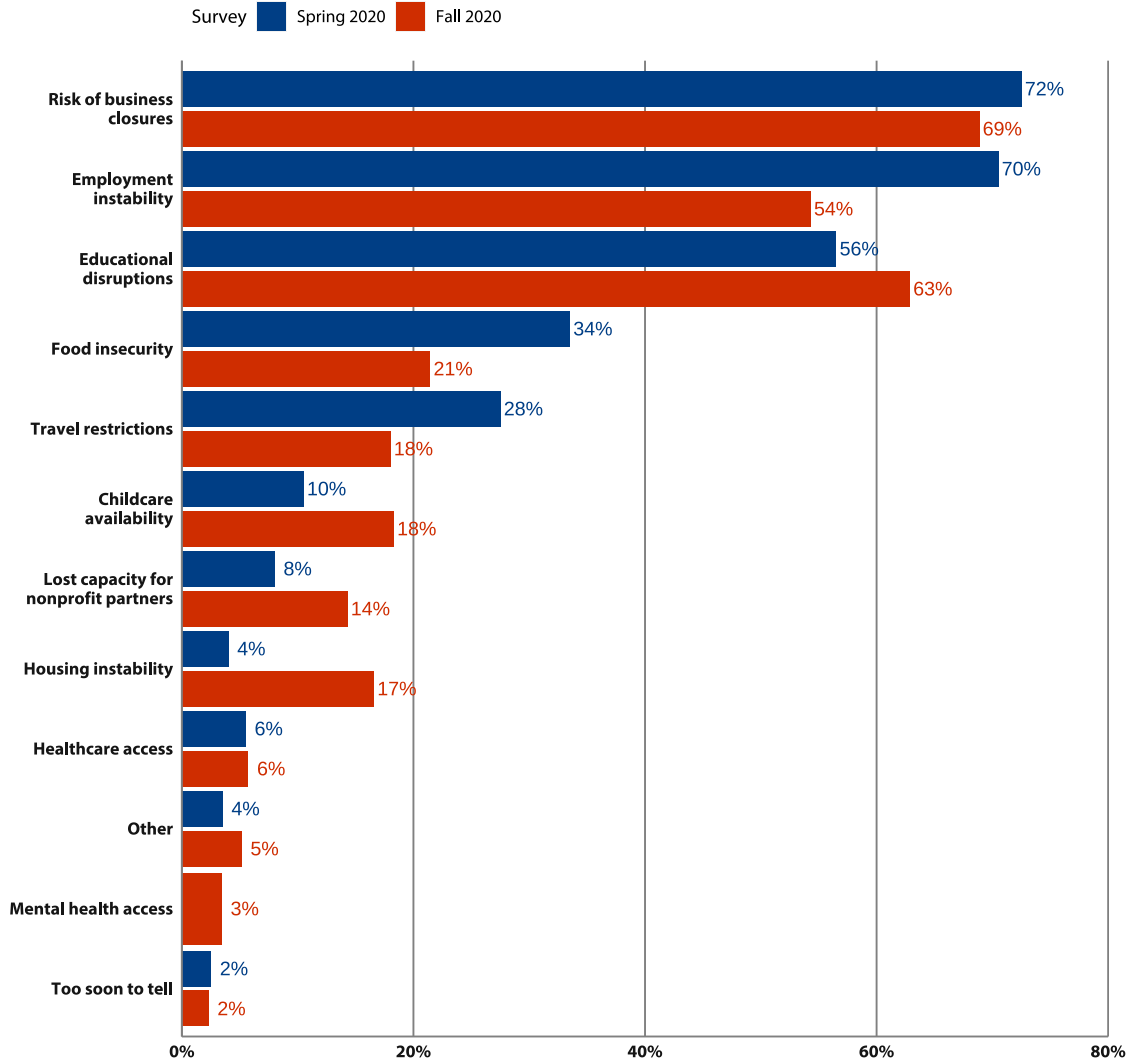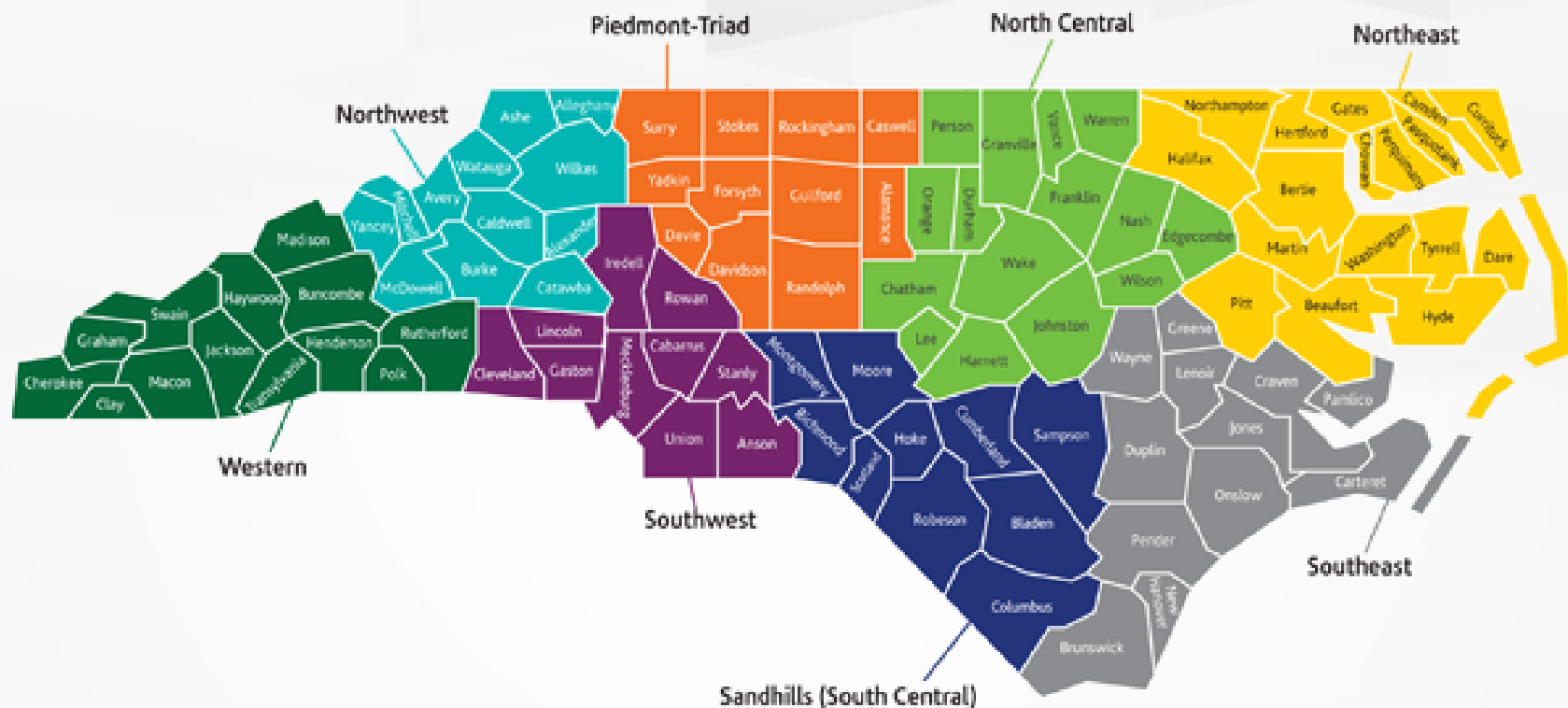1 to 2 | 3 to 4 | 5 to 7 | 8 to 10 | 11 to 23

Spring 2020

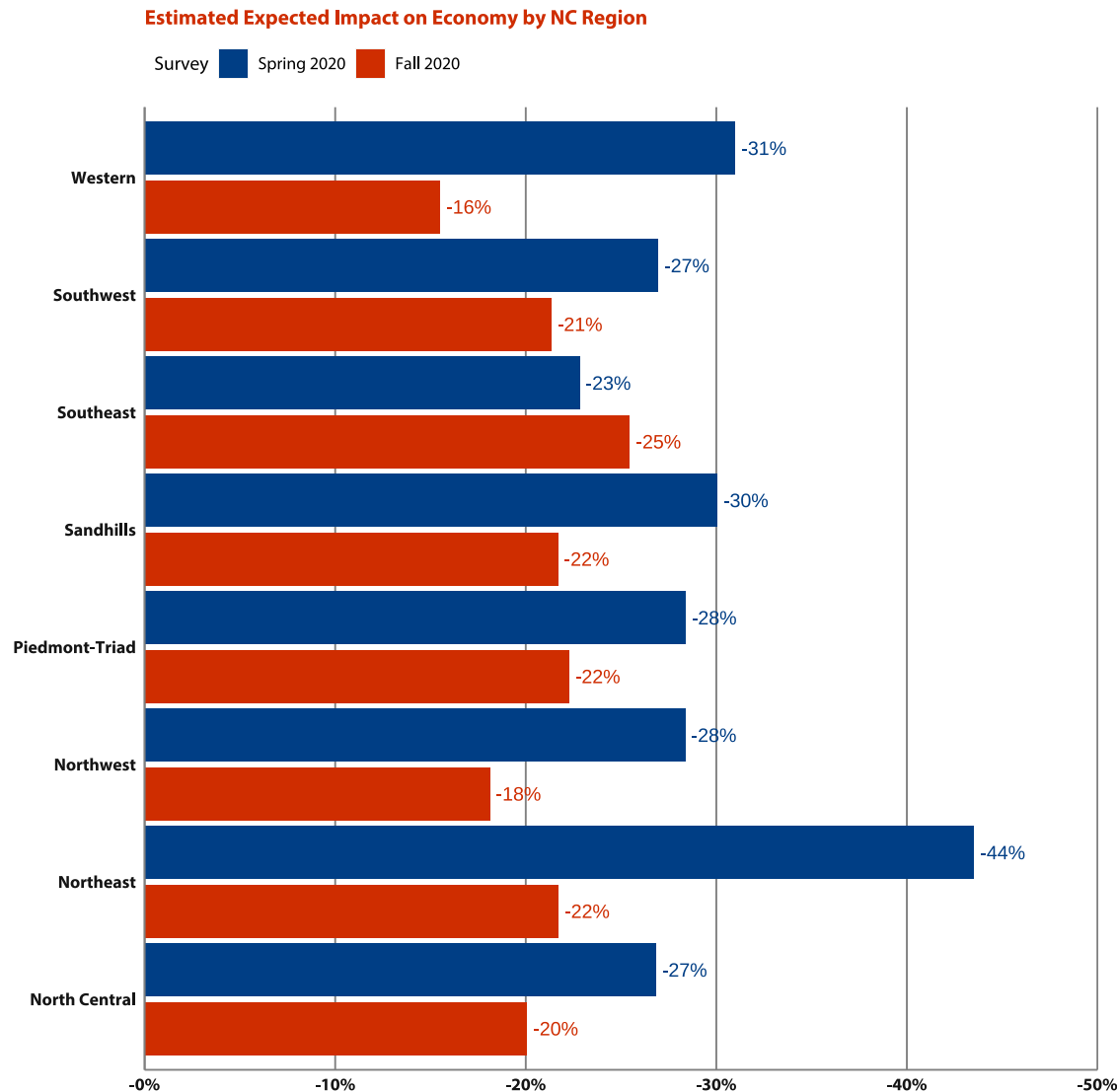Fall 2020

Local Govt Survey: Top Community Concerns

Percent Citing Top Three Negative Community Effects

Survey ■ Spring 2020 ■ Fall 2020

Concern	Spring 2020	Fall 2020
Risk of business closures	72%	69%
Employment instability	70%	54%
Educational disruptions	56%	63%
Food insecurity	34%	21%
Travel restrictions	28%	18%
Childcare availability	10%	18%
Lost capacity for nonprofit partners	8%	14%
Housing instability	4%	17%
Healthcare access	6%	6%
Other	4%	5%
Mental health access		3%
Too soon to tell	2%	2%

NC's Eight Prosperity Zones

Expected Economic Impact by Prosperity Zone

Estimated Expected Impact on Economy by NC Region

Survey ■ Spring 2020 ■ Fall 2020

Western: -31%, -16%
Southwest: -27%, -21%
Southeast: -23%, -25%
Sandhills: -30%, -22%
Piedmont-Triad: -28%, -22%
Northwest: -28%, -18%
Northeast: -44%, -22%
North Central: -27%, -20%
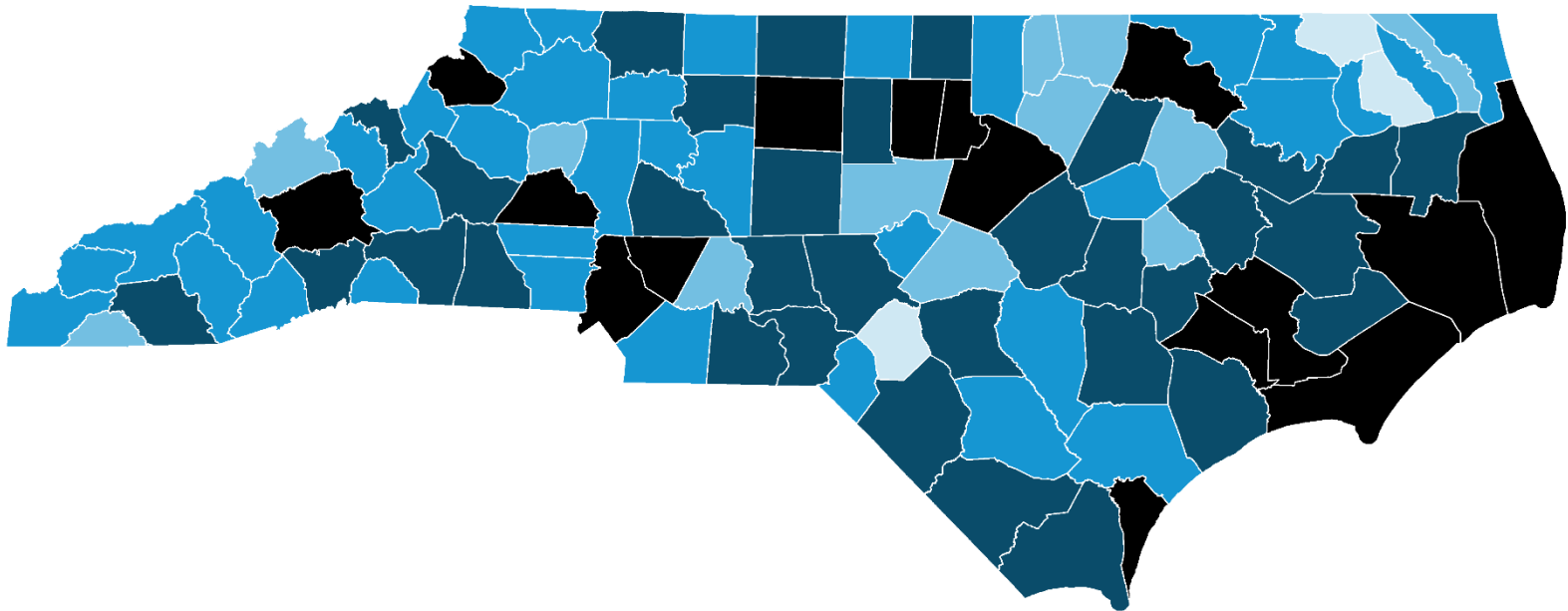
-0% -10% -20% -30% -40% -50%

The Data Agree: Taxable Sales

Total Taxable Sales Change

Percent change in total taxable sales during the same period (Jan to Sep) for 2019 and 2020

Legend: -9% to 0% | 0% to 7% | 7% to 13% | 13% to 21% | 21% to 28%

Source: NC Department of Revenue

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The Data Agree: Learning Loss

MAP Test Growth achievement percentiles in math by grade level Fall 2019 and Fall 2020

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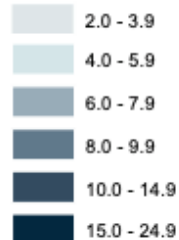ncIMPACT Initiative
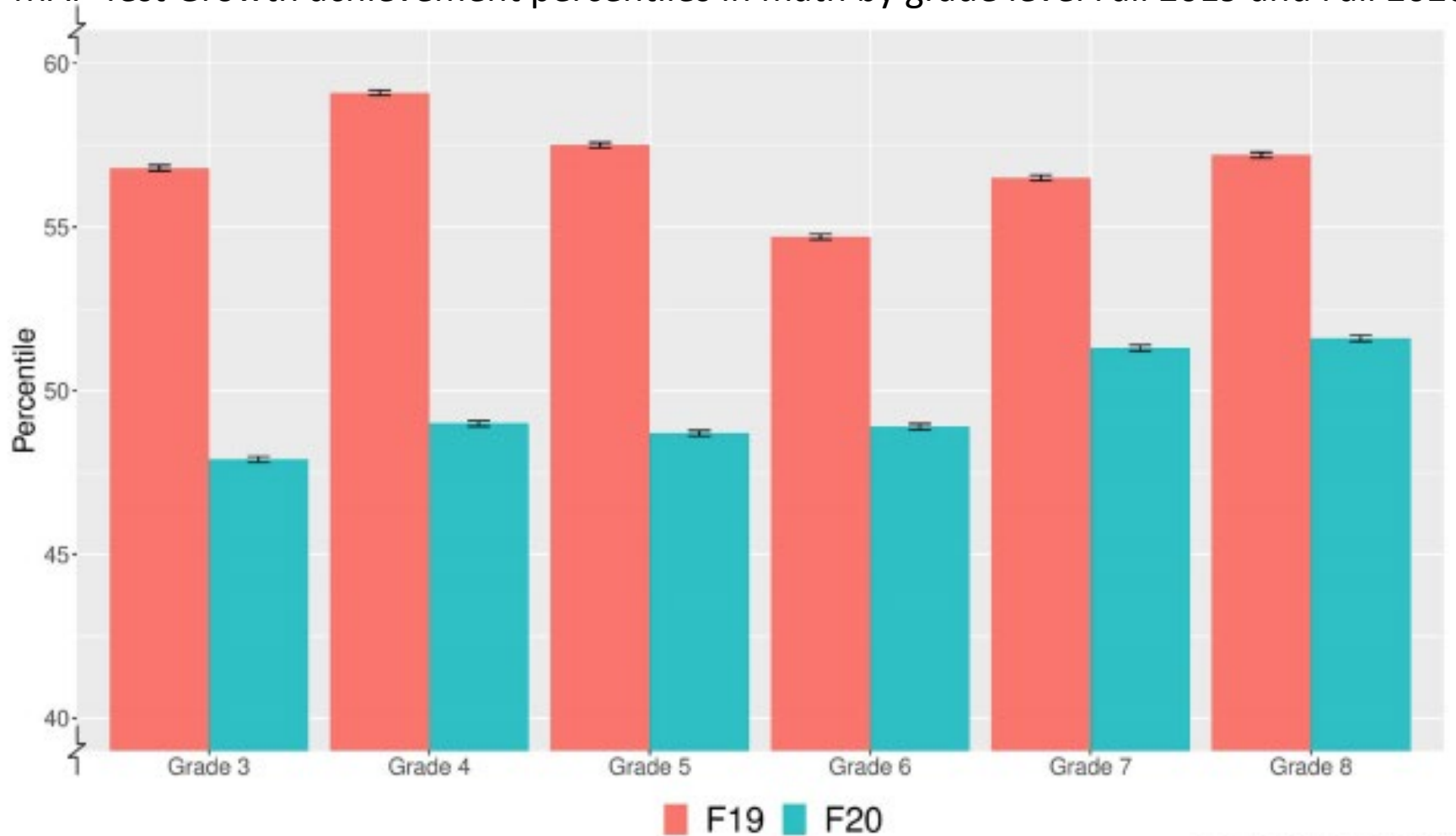
The Data Agree: County Unemployment Rates

North Carolina Unemployment Rates by County
October 2020

October 2020

Legend	
	2.0 - 3.9
	4.0 - 5.9
	6.0 - 7.9
	8.0 - 9.9
	10.0 - 14.9
	15.0 - 24.9
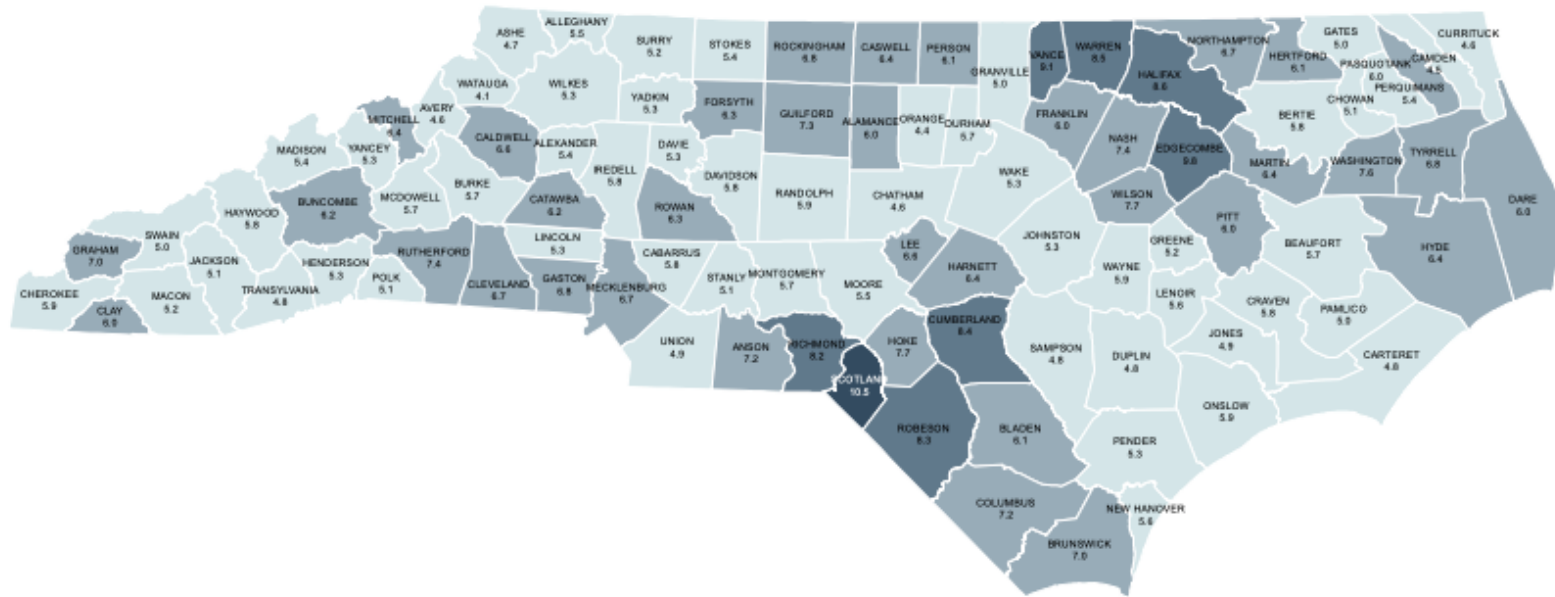
∧ 0   Counties Higher Than Previous Month
∨ 100   Counties Lower Than Previous Month
= 0   Counties Same as Previous Month

North Carolina Rate 6.1%
Not Seasonally Adjusted

Note: October 2020 data are preliminary.
Prepared by the Labor & Economic Analysis, North Carolina Department of Commerce 11_2020

# The Path Ahead: Vulnerable Jobs by Sector in NC

Key Takeaway

Food and drinking establishments represent a greater share of hospitality jobs than accommodation.

Number of Jobs

Vulnerable Jobs ● Other Jobs ●
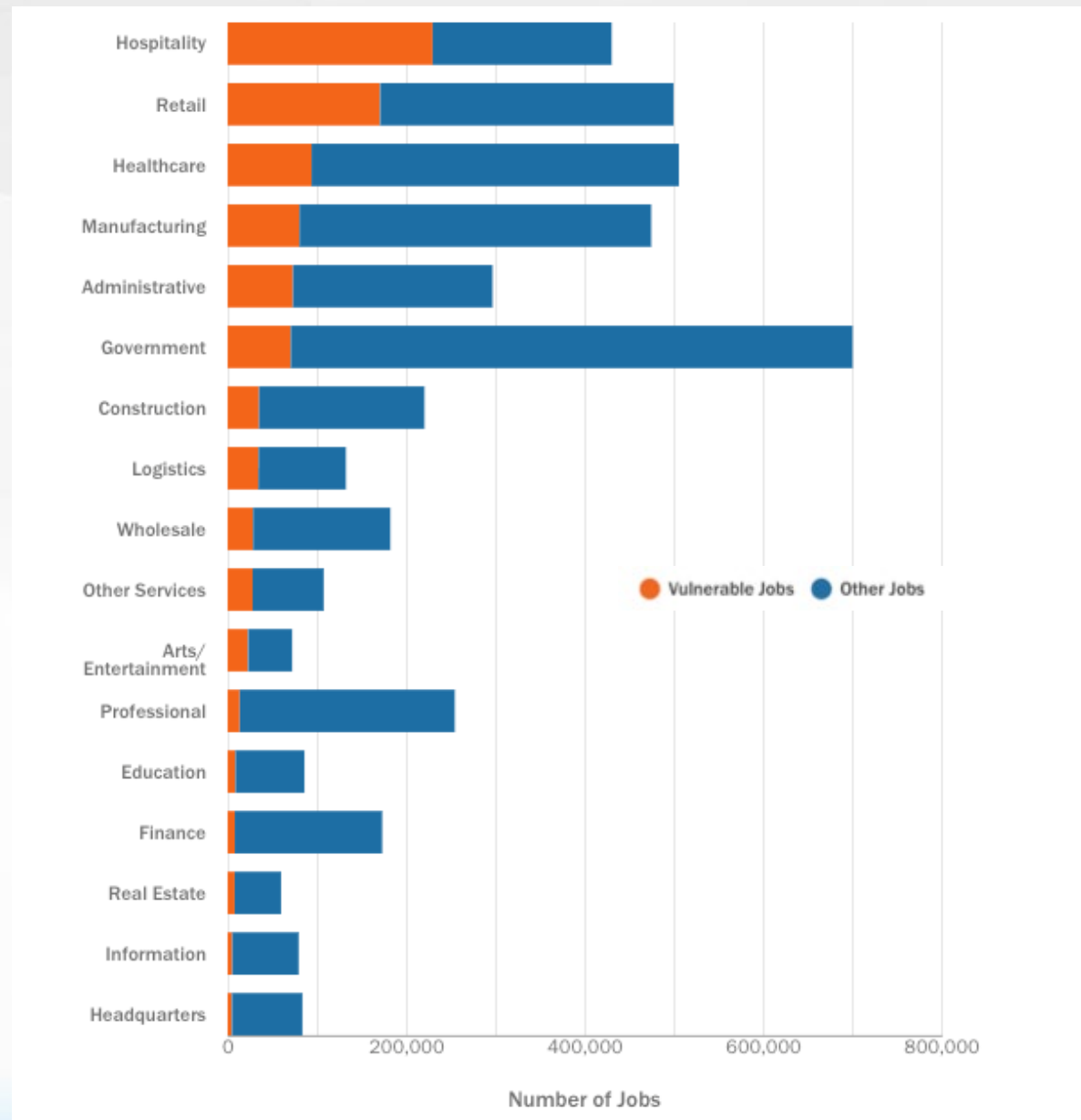
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The Path Ahead:
Hospitality Industry Employment

Percent Change, 2019-2020 Monthly Accommodation and Food Services Employment
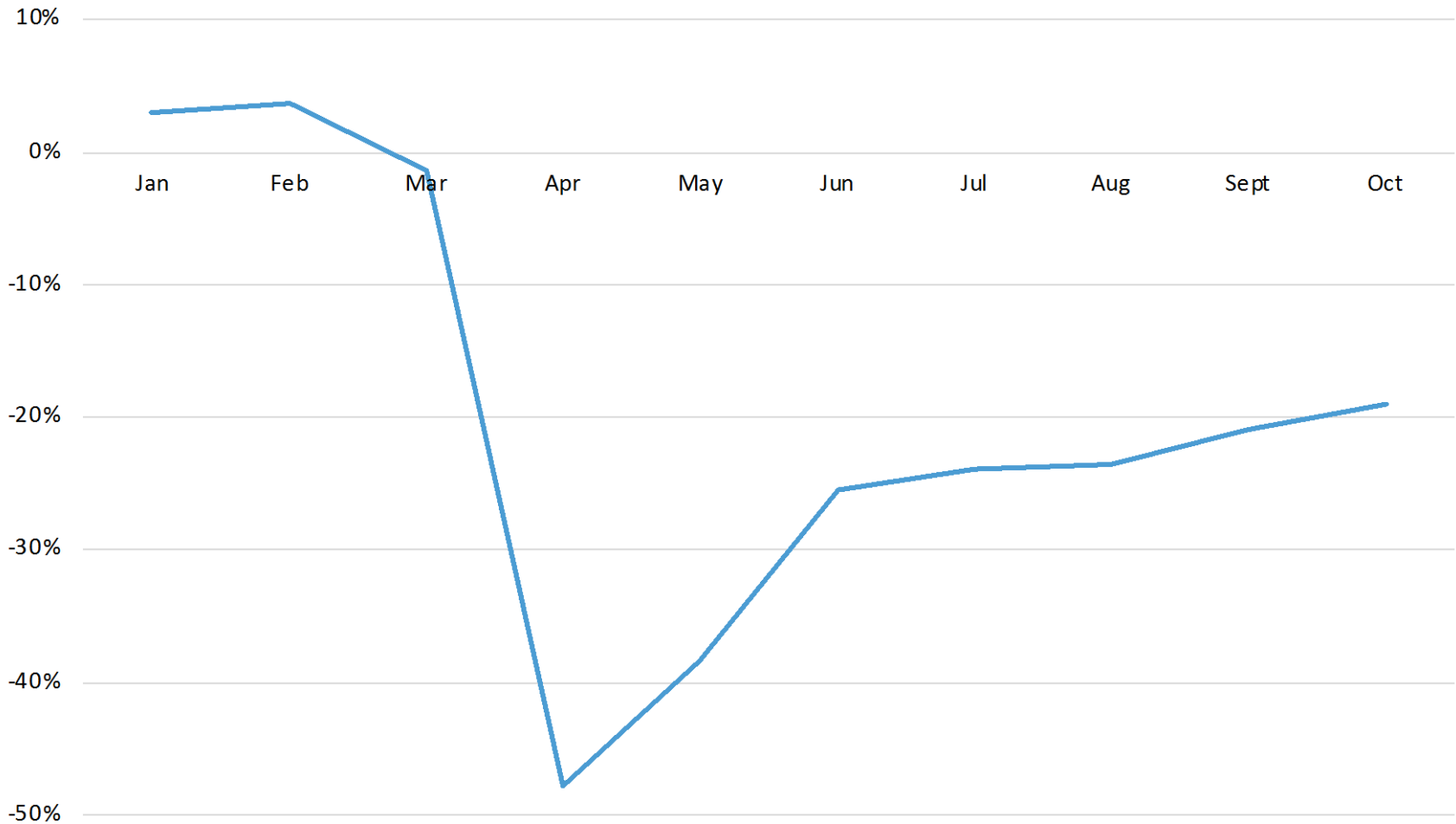

Source: NC Commerce Current Employment Statistics (CES) Oct 2019-2020

The Path Ahead:
Child and Elder Care Demands in North Carolina

Dependency Ratio by Census Tract

Dependency Ratio is an age-population ratio of those typically not in the labor force (under 18 & over 65) and those typically in the labor force (population 18 to 64)

Legend: 0 to 0.17 | 0.17 to 0.33 | 0.33 to 0.42 | 0.42 to 0.52 | 0.52 to 1
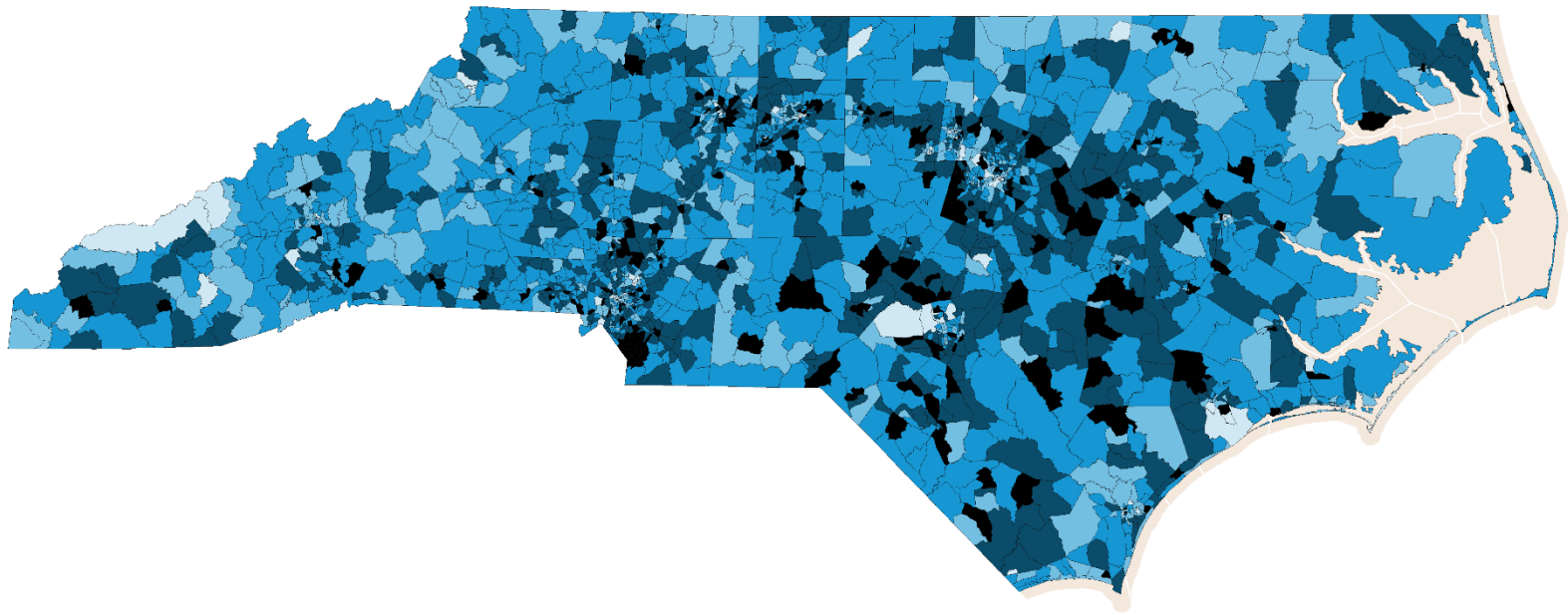
Source: Census Bureau 5 Year ACS

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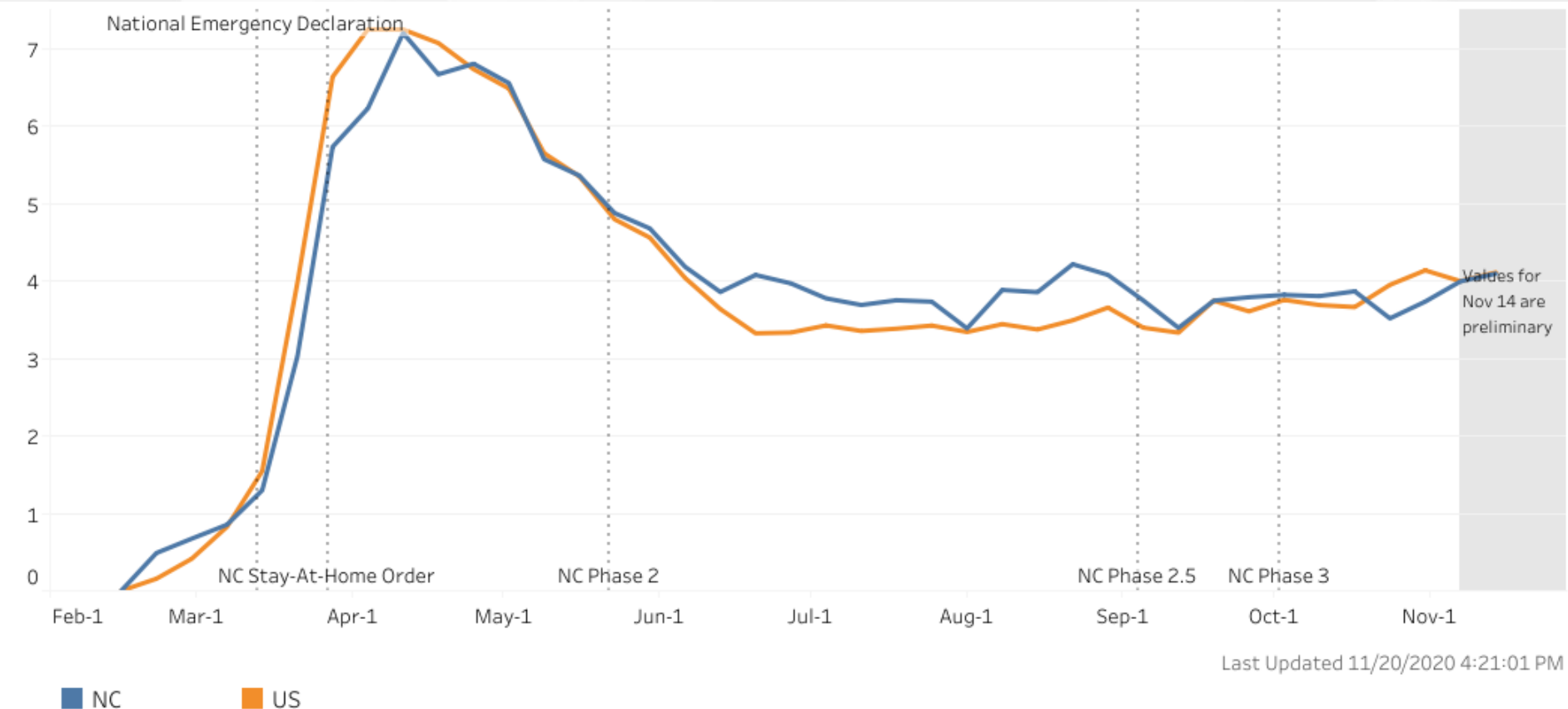
The Path Ahead: Turnover in the Workforce

Companies can spend 10-20% of an employee's salary on training a replacement.

Desk Clerk at $10/hour: $3,328 in turnover costs

Managers at $40k/year: $8,000 in turnover costs

https://familyforwardnc.com/saving-hospitality-employees-a-family-friendly-way/

Headwinds? Consumer Consternation

National Emergency Declaration

NC Stay-At-Home Order
NC Phase 2
NC Phase 2.5
NC Phase 3

Values for Nov 14 are preliminary

Last Updated 11/20/2020 4:21:01 PM

■ NC   ■ US

Data Source: SafeGraph; Morning Consult; Opportunity Insights

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Tailwinds? Emergency Financial Support

| County	Amount	OSBM Population Estimates	Per Capita
Mecklenburg County	$1,355,127,090	1,131,342	$1,198
Wake County	$1,286,353,081	1,109,883	$1,159
Durham County	$477,816,906	320,322	$1,492
Guilford County	$430,106,928	545,348	$789
Forsyth County	$353,597,843	383,123	$923
Buncombe County	$229,814,470	267,046	$861
New Hanover County	$228,105,762	239,272	$953
Orange County	$212,945,279	148,610	$1,433
Alamance County	$179,124,563	174,055	$1,029
Cumberland County	$133,425,029	333,209	$400
90 Other Counties	$3,077,147,311	5,978,481	$515
Total:	$7,963,564,263	10,630,691	$749

*Data was uniquely compiled and cleaned from various sources by the ncIMPACT team

Community Resiliency

Community Resilience Composite

Total z-score by Census Tract for 7 community resilience composite metrics. The z-score is a measure of distance from the average for all census tracts. Metric z-scores have all been standardized so that a **high z-score** is not preferred. This composite includes Census data capturing unemployment, poverty, school age children, broadband access, health insurance coverage, and racial diversity.

Legend: -13.9 to -4.08 | -4.08 to -1.29 | -1.29 to 1.58 | 1.58 to 5.07 | 5.07 to 9.5 | 9.5 to 19.6

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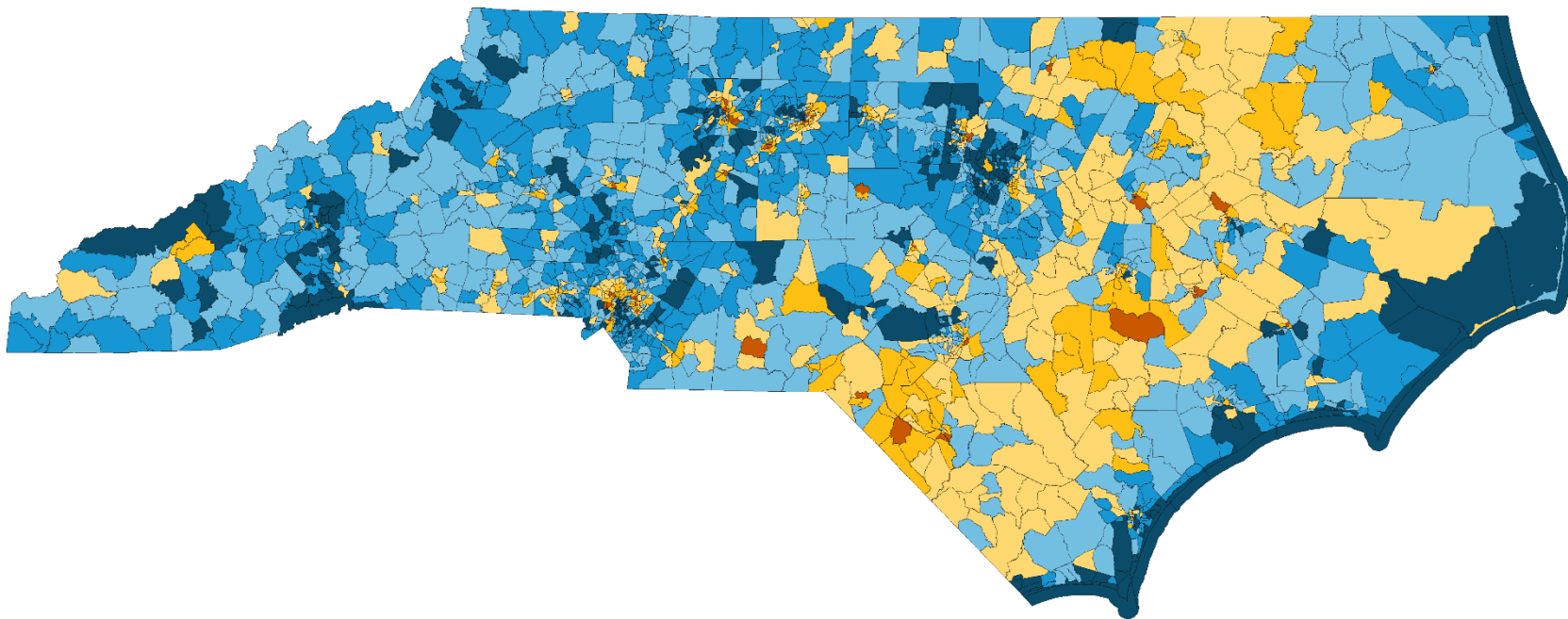
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Testing the Keys to Economic Recovery from COVID-19

- Webinars focused on:
  - Introduction – Data Indicators and Economic Condition
  - Innovation in the Face of Crisis
  - Collaboration in the Face of Crisis
  - Data Informed Decision-Making in the Face of Crisis
    Jan 27 - register here: https://go.unc.edu/s2N4T)

- Project Page: go.unc.edu/KeystoRecovery
  - Case studies, data analysis, resources, and more

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Panelists

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