U.S. Cluster Mapping

A Framework for Regional Competitiveness & Stakeholder Engagement

May 2, 2013

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

US CLUSTER MAPPING
POWERFUL TOOLS FOR ECONOMIC DEVELOPMENT

Note: *This is an "alpha" version of a website that we will continue to develop throughout 2013-2014. We welcome your suggestions and comments.*

PRIVACY | TERMS OF USE

LOGIN TO SEE YOUR FAVORITES.

REGISTER HERE

About   Resources   Organizations & People   MicroBlog   Help

I want to ⌄

Explore U.S. Cluster Data

Data QuickStarts
The top charts and maps — all in one place.

> **Examine Clusters**

> **Examine Regions**

> **Evaluate Performance**

⌄ Open/Close

RECENT ANALYSIS   Related to this data: **MORE DATA | RESOURCES | PEOPLE & ORGANIZATIONS**

Welcome

Welcome to the newly redesigned U.S. Cluster Mapping website. Here, policymakers, economic development professionals, and researchers can find powerful data and tools to understand clusters, improve institutions, and locate appropriate partners across the country. This site was developed by a consortium of academic institutions and U.S. regions, led by Professor Michael Porter through the Institute for Strategy and Competitiveness at Harvard Business School, and supported by the U.S. Economic Development Administration.

WELCOME FROM MICHAEL PORTER

EXPLORE THE DATA

Maps | Charts

I want to see:
Available Analysis
Cluster Specialization
Year:
2009
Region Type:
Economic Areas
Cluster Type:
Traded
Cluster:
Automotive
Sub Cluster:
---- All Sub Clusters ----
Bubbles:
☐ Show
Annual Wage per Employee
Organizations:
☐ Show
CC

Automotive: Cluster Specialization, 2009
by Economic Areas

Related to Data Dashboard

For more information, see the Cluster Mapping Primer.

RELATED RESOURCES

? Click to view in the left panel

Cluster Mapping - A Primer

http://clustermapping.us   2

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

CLUSTERS

Geographic concentrations of interconnected industries and supportive organizations that make regions uniquely competitive for jobs and private investment.

"Regional innovation clusters are based on a simple but critical idea: if we foster coordination between the private sector and the public sector to build on the unique strengths of different regions—while creating the incentives for them to do so—we will be better equipped to marshal the knowledge and resources that America needs to compete in the global economy." Sperling & G. Lew, May 2011

3

Clusters & Economic Development

★ Clusters provide a framework for understanding regional competitiveness and drivers of private investment and job creation—not a top-down formula.

★ Clusters can help identify and prioritize opportunities for public investment—not a litmus test for qualifying or strictly characterizing "good" or "bad" projects.

★ Clusters are a platform for linking, leveraging, and aligning federal or state programs to get a better return on investment of taxpayer funds—not a prescription.

Clusters are not "urban" or "rural"

★ Innovation and collaboration—the fuel for effective cluster development—is present in all communities.

★ Population density can help grow clusters faster, but not a prerequisite for engaging in cluster development strategies.

★ A major research university is an advantage, but not the price of admission—federally-funded R&D is not the only source of innovation that matters.
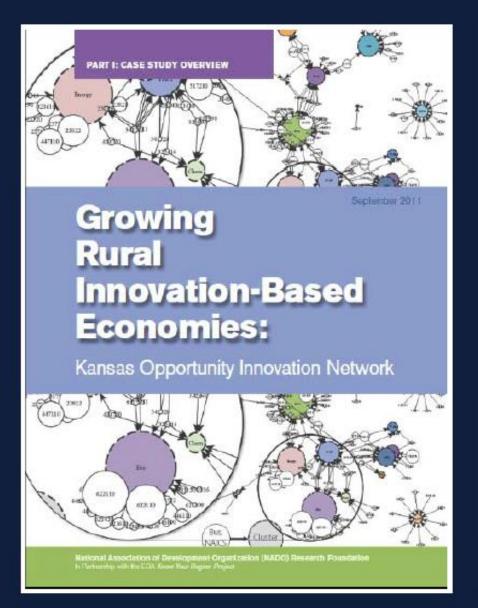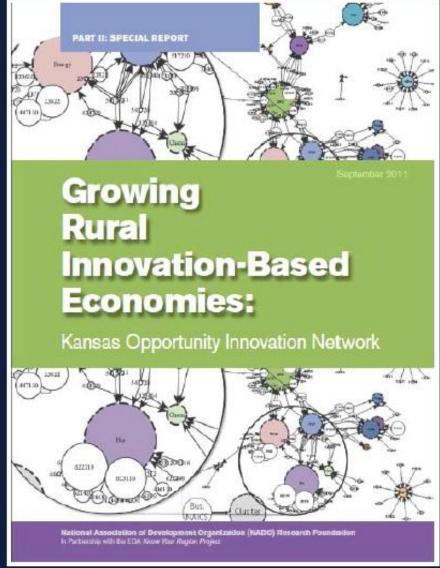
Turning crisis into competitive advantage

★ Maytag HQ and production facilities close, impacting 1,900 workers in a community of only 15,500 residents.

★ Public and private sector leaders came together to focus on aligning education, economic, and workforce strategies around leveraging dislocated workforce's specialized skills and Central Iowa's natural assets—targeted renewable energy (wind).

★ Cluster development efforts have yielded more than 1,000 new jobs and population loss resulting from the Maytag closure has been minimal.

Source: IEDC, *Creating Quality Jobs*
www.**iedc**online.org/Downloads/**IEDC_Quality_Jobs**.pdf
Photos: http://future-iq.com/projects/newton-transformation-council

www.**INNOVATEKANSAS**.org

Kansas Opportunity Innovation Network

Business Profiling/Supply Chain Network Development
Partner: KDOC

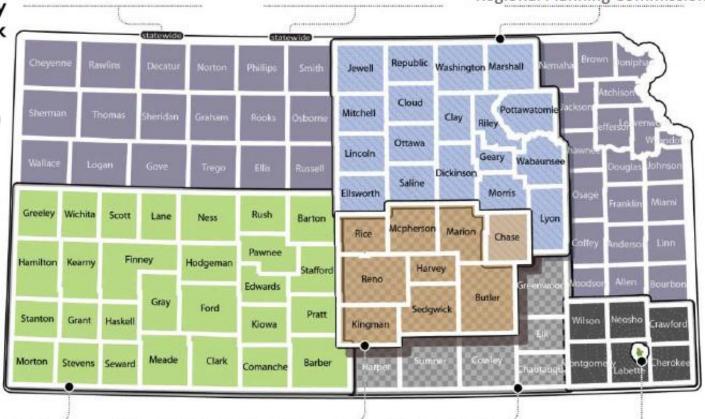**KTEC Technology Cluster Strategy Development**
Partner: KTEC

Business Profiling and Innovation Networking
Partner: North Central Regional Planning Commission

Regional Projects Enable "Learning by Doing" Approach

Regional Asset Mapping
Partner: Great Plains Development Inc.

Regional Manufacturing Park/Incubator IBED Strategy and Business Development
Partner: Harvey County Economic Development Council

Wind Supply Chain ID and Pre-profiling Assessment
Partner: South Central Kansas Economic Development District

Kansas Army Ammunition Plant Business Redevelopment
Partner: Great Plains Development Authority

8

AMI Wind Industry Manufactiring Supply Chain Initiative

Kansas Opportunity Innovation Network

Image courtesy of AMI
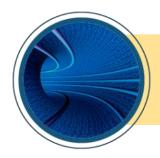
TARGETING: Identifying key industries

BENCHMARKING: Tracking performance

CONNECTING: Sharing best practices

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Targeting: How is this useful?

★ Provides economic developers and grant applicants with free, easily accessible information on regional economies and clusters that can form the basis of project proposals to EDA and its federal partners, state agencies, and other funding sources.

★ Provides an objective source of data on clusters with national coverage, allowing for consistent approaches to working with applicants across EDA regions.

★ Provides EDDs* with objective data source for SWOT analysis and strategies in CEDS, as well as suggestions for companies to serve on CEDS committee.

* For a map of EDA-funded Economic Development Districts (EDDs) please visit http://www.nado.org/about/nado-survey-of-regional-development-organizations.

Benchmarking: How is this useful?

★ Provides a system for evaluating federal and local return on investment in cluster strategies and initiatives—how are regions with investments performing relative to non-investment regions?

★ Facilitates collaboration across EDA regions & EDDs— what are lessons learned in growing/declining clusters?

★ Sheds light on the life cycle of clusters—how can EDA and its federal partners best support clusters and regions in different stages of development?

Connecting: How is this useful?

★ Connects theory to practice—makes cluster-based economic development more "real" for people when they can see where it's happening and who's doing it.

★ Connects EDDs, university centers, and other stakeholders working on cluster initiatives for sharing best practices.

★ Helps identify potential partners for applications to EDA and other federal agencies—the usefulness of Registry depends on active user base. Please participate!

★ Provides a publicly-available clearinghouse for showcasing federal, state, and local investments in clusters.

EDA Contact for Cluster Mapping Website:

Jack Cobb

john.f.cobb@eda.gov

202-482-0951

NADO Contact:

Brian Kelsey

bkelsey@nado.org

512-731-7851

To offer feedback on the cluster mapping website, please send an email to cmp@hbs.edu or use the Feedback box located near the bottom right corner of the homepage: http://clustermapping.us.