



# HOUSE STUDY COMMITTEE on Bioeconomic Development

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## GOVERNOR'S STRATEGIC VISION



*“State government can’t truly run like private business, but core business principles can improve operations and management.”*

Governor Sonny Perdue

**Georgia will be the Best-Managed State in America by 2007.**

- Efficiency
- Effectiveness
- Economy
- Cost Savings
- Customer Service



## REFORM on a BUSINESS BASIS

### The COMMISSION

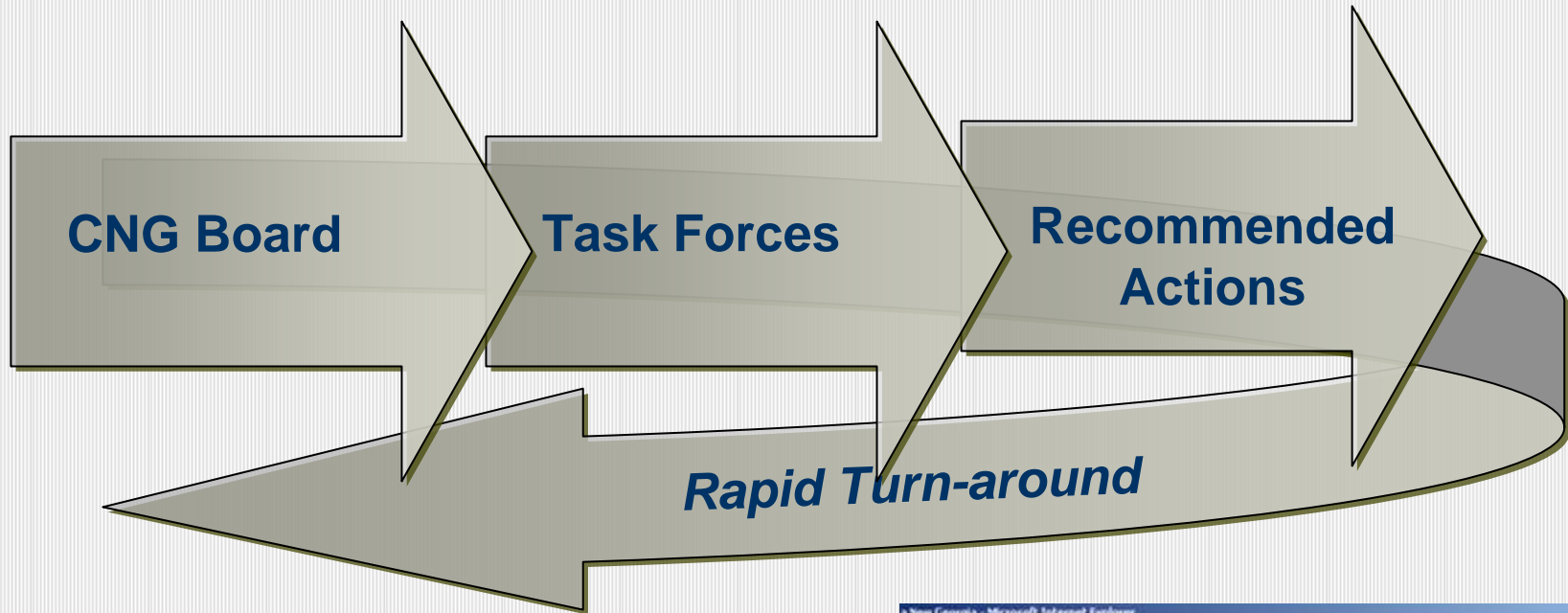
- CEOs and senior executives
- Representing Georgia businesses & professions
- Appointed by the Governor
- Staff -- Executives on Loan

*Brings fresh eyes and ideas from a business perspective to managing state operations*





## SHORT TIME-LINE, LONG-TERM SOLUTIONS

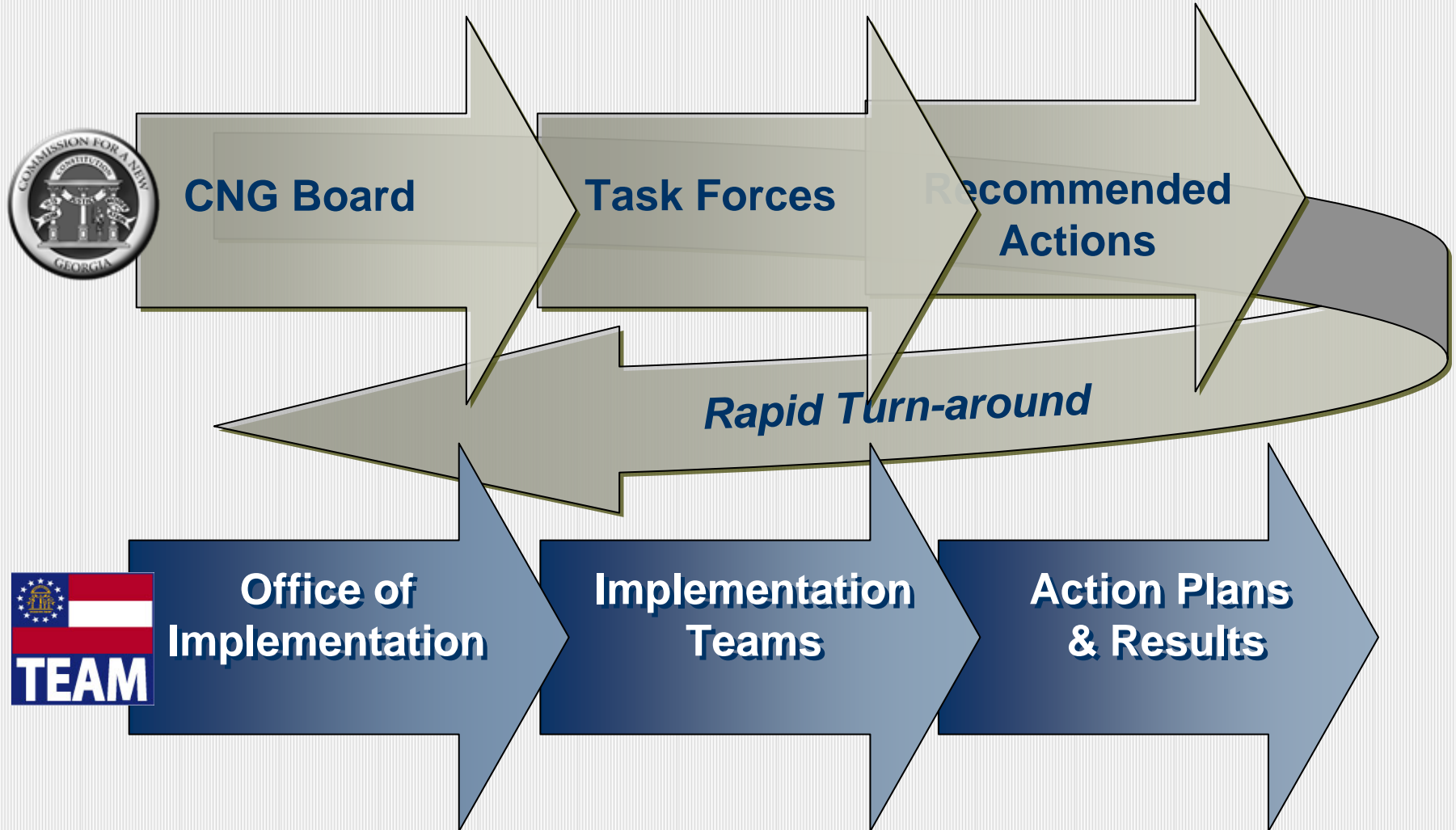


- 20 Task Forces
- 350 Citizens
- 80+ Recommendations





# IMPLEMENTATION: MOVING TO RESULTS





## STRATEGIC INDUSTRIES TASK FORCE



### Task Force Overview

#### *What Makes a industry strategic?*

- Growth Potential
- Near – Term Success
- Georgia Assets
- Economics
- Market Segments
- Research / Innovation



## STRATEGIC INDUSTRIES TASK FORCE



### Task Force scope of work:

- **Task 1: Review Existing Studies**
- **Task 2: Assessment of Georgia Regions and Assets**
- **Task 3: Cluster Evaluation**
- **Task 4: Development of Strategy Recommendations**



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #1

#### Strategic & Supporting Industry Clusters

##### Strategic Industry Clusters

- Aerospace
- Agribusiness
- Energy & Environmental
- Healthcare & Eldercare
- Life Sciences
- Logistics & Transportation



##### Supporting Industry Clusters

- Advanced Telecommunications
- Business & Financial Services
- Homeland Security
- Multimedia
- Software Development



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #2

*Georgia needs a statewide, centralized commercialization center, that proactively seeks licensable technologies for Georgia's industries*

#### Task Force Findings

- Georgia employers are not aware of licensing opportunities that may be obtainable for government and university research efforts.
- Multiple university websites for available technologies are infrequently access, not kept current.
- It is estimated that over 50% of Georgia's university-based research goes out-of-state for commercialization.
- Current government research efforts are now subject to technology transfer mandates that offer extraordinary opportunities for the companies positioned to take advantage of them.



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #2

*Georgia needs a statewide, centralized commercialization center, that proactively seeks licensable technologies for Georgia's industries*

#### Rationale

- A public private partnership that would function as a highly visible central point of contact for identifying available research, commercialization opportunities, and appropriate point of contact
- A commercialization “living room” would proactively bring researchers and industry together, encourage innovation, fuel entrepreneurial activity, build partnerships, and attract more investments to the state.



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #3

*Georgia economic development efforts should be directed by the Governor so as to ensure that they are consistent in their implementation, seamless in their accessibility to third parties, and future-focused to assure their relevance in a framework that establishes time-sensitive goals and measures results.*

#### Task Force Findings

- Economic development activities are, in general, reactive rather than proactive.
- Georgia economic development team is not perceived as a seamless organization. Too often, “our process becomes the prospect’s problem”.
- Those being held accountable for economic development recruitment success must have access and control to all of the assets that the state makes available in support of such efforts.



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #3

***Georgia economic development efforts should be directed by the Governor so as to ensure that they are consistent in their implementation, seamless in their accessibility to third parties, and future-focused to assure their relevance in a framework that establishes time-sensitive goals and measures results.***

#### **Rationale**

- Georgia needs to develop and perpetuate a Strategic Economic Development Plan with measurable goals, accountability, balanced allocation of resources, and a future focus
- This plan should designate complete accountability for all supporting activities and be review and updated on an annual basis.
- The plan should include “individual” strategic industry plans and specific market opportunities for Georgia’s regions with strong emphasis on near-term implementation.



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #4

*Georgia should promote the establishment, where feasible, of university-affiliated research parks that leverage our research efforts, economic development assets and the states private sector.*

#### Task Force Findings

- Georgia's universities are important to technology-led economic development for workforce, research and other forms of outreach and support. Universities need to be even more actively engaged in economic development.
- Georgia lacks this critical piece of infrastructure, often requested by prospects, that is available in all of our sister states in the South
- Research parks can support technology commercialization in Georgia, and offer research centers, federal labs and companies a unique value proposition.



## STRATEGIC INDUSTRIES TASK FORCE

### Strategic Industries Recommendation #4

*Georgia should promote the establishment, where feasible, of university-affiliated research parks that leverage our research efforts, economic development assets and the states private sector.*

#### Rationale

- Research parks can be joint ventures between communities, universities and the private sector, taking advantage of the unique resources of all parties.
- Add a unique site to promote state economic development efforts
- Can be a supporting strategy for all Strategic Industry clusters
- A recommendation from numerous studies sponsored by GDEcD, GRA and BOR.



## IMPLEMENTATION

### State Investment Areas

- Workforce / Talent
- Facilities
- Capital

Questions??