

# Kansas Industry Targeting System

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# Origins

- Based on the Northeast Industrial Targeting and Economic Development Database System (Goode and Hastings)
- Estimates the probability of new business location over a period of time

# Version 1

- Great Plains Modeling System (1995-03)
  - 78 industry sectors of all types
  - 414 counties
- Probability of Growth in Establishments
  - County Business Patterns for Growth/No Growth
  - 20 county characteristics

Table 3. Selected Prospect Industries for Republic County, KS, 1995-2003

Rank	Probability	Industry		
Order of Growth	SIC	Industry Sector Description	Type of Industry Sect	
1	0.819	6000	Depository Institutions	FIRE
2	0.790	4900	Electric, Gas and Sanitary Services	TCPU
3	0.711	4210	Trucking and Courier Services	TCPU
4	0.699	6400	Insurance Agents	FIRE
5	0.640	6500	Real Estate	FIRE
6	0.606	5010	Motor Vehicle Parts and Supplies	Wholesale Trade
7	0.561	7300	Business Services	Business Services
8	0.518	6100	Nondepository Institutions	FIRE
9	0.517	7380	Misc. Business Services	Business Services
10	0.488	6700	Holding & Investment Offices	FIRE

Table 4. Marginal Effects in Decimal Form and Significant Growth Variables for Selected High Probability Industries for Smith County, KS, 1995 - 2003<sup>a</sup>

Independent Variable	1990 Smith County Value	SIC 4210: Trucking & Courier, Ex. Air
Metro Effect	0	0.00448
Interstate	0	0.00194
Airport	0	0.00560
Population (per 1,000)	5,947	<b>0.00091</b>
Population Density (per square mile)	6.6	-0.00040
Families below Poverty (%)	13.0	<b>-0.00160</b>
Total per Cap. Local Govt. Revenue (\$)	\$542	-0.00002
Local per Cap. Expend. Highways (\$)	\$202	0.00002
Local per Cap. Expend. Education (\$)	\$519	<b>0.00003</b>

# System Limitations

- Level of Business Aggregation
- Timeframe
- Lack of Supporting Information

# Version 2

- Kansas Targeting System
- ES-202 fully disclosed employment for 105 Counties
- Percentage Employment Change for DV
- 271 Industry Sectors (minimum threshold)
- 50 Independent Variables (Census, other)
- Probabilities for 2000 – 2008
- Incorporate Spatial I-O Relationships

# The Longer View

- Internet-Based Information Resource
- Probability/Marginal Impact System Core
- Couple with Additional Information
  - Industry performance
  - Comparison counties
  - Johnson, Woods, Deller, Others
- Additional Practical ED Information
- The Best Laid Plans...