

***Jobenomics*** deals with the process of creating and mass-producing small businesses and jobs.



***Jobenomics Wichita Falls*** is a proposed program for creating mixed-use, master-planned, locally-owned, live-work communities in under-resourced areas in Wichita Falls with an emphasis on obtaining Qualified Opportunity Zone funding.

To: Henry Florsheim, President of Wichita Falls Chamber of Commerce

By: Chuck Vollmer, Founder & President of Jobenomics

18 February 2020

# Jobenomics



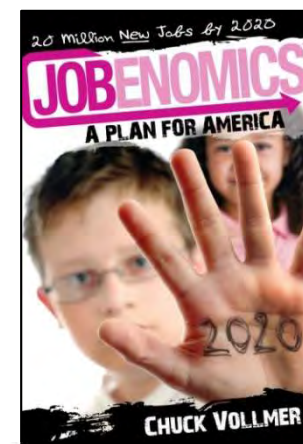
## Bipartisan National Grassroots Movement

- Since 2010, estimated audience of 30 million
- Website averages 30,000 monthly page views
- Jobenomics America TV launched in 2018



## Books, Research & Special Reports

- Focus on economic, community, small business and workforce development.
- First book established published 2010.
- Ten e-books and ninety special reports.



## City and State Initiatives and Programs

**Jobenomics.com**

- Two dozen chapters led by local community leaders.
- Numerous startup programs implementable within 12-months.

**Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.**

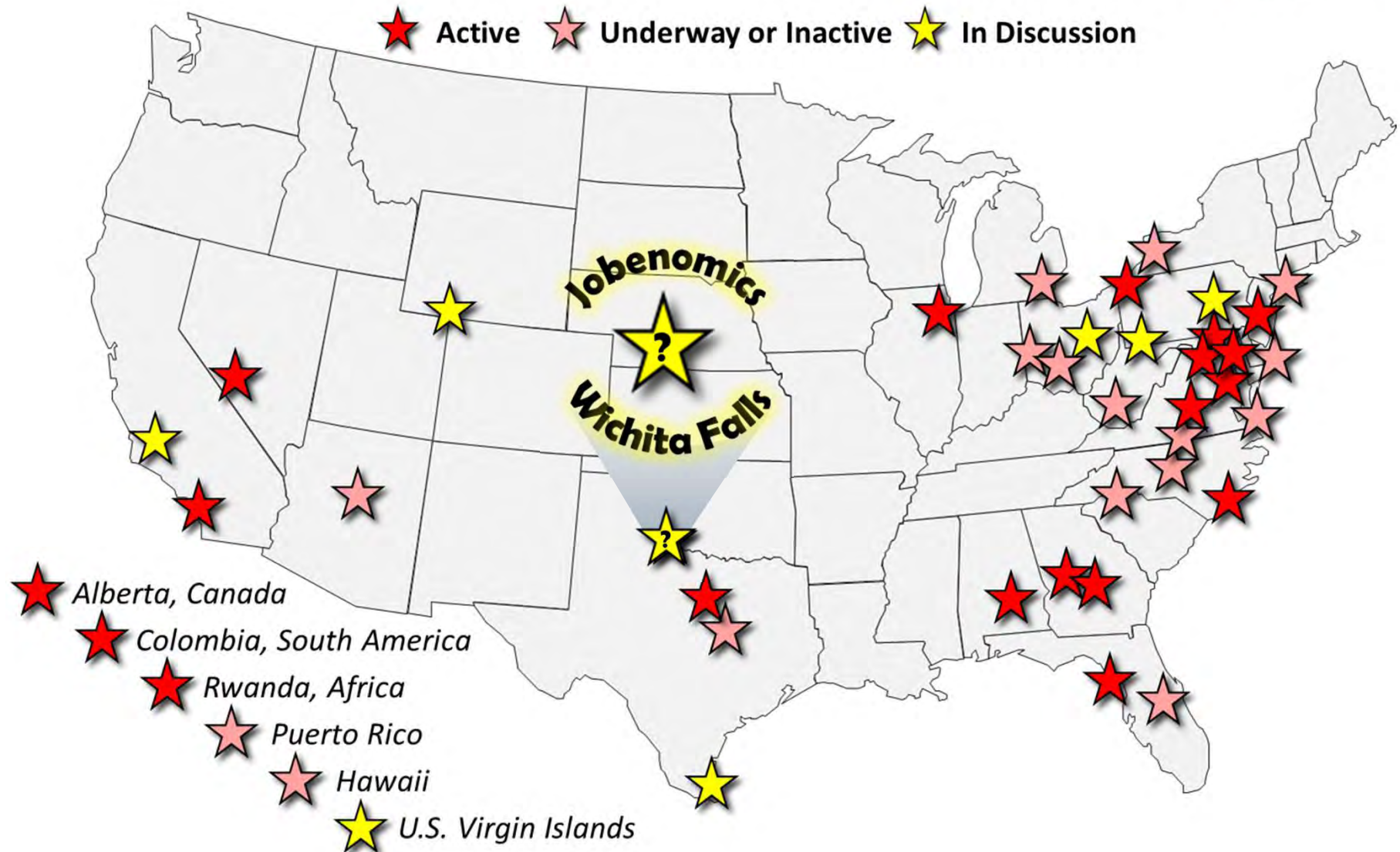
# Free E-Books in Jobenomics Library



Extensive research on the economy, policy-making, labor force situation, emerging technologies, and community renewal initiatives.

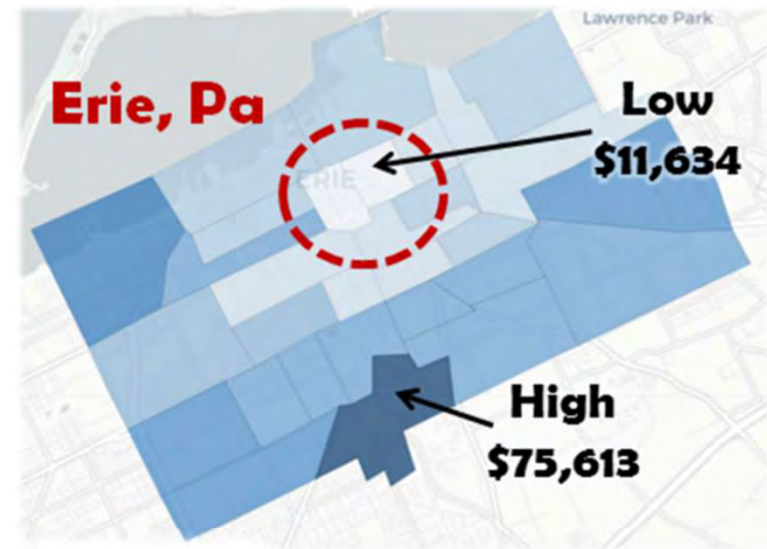
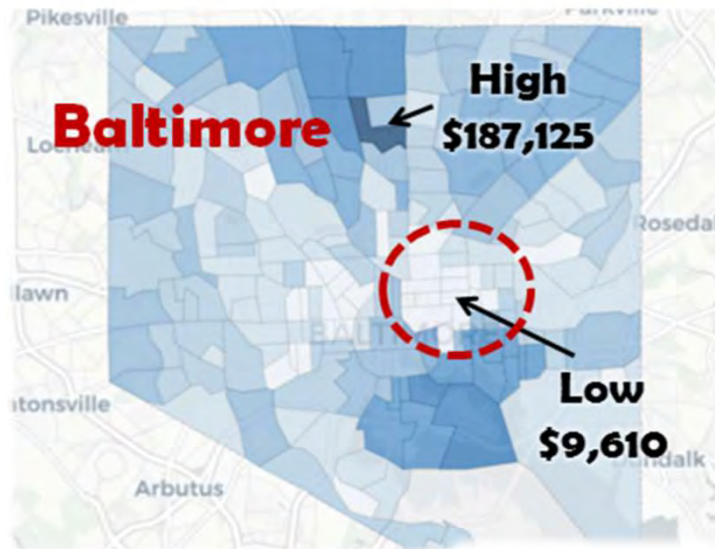


# Jobenomics Chapters

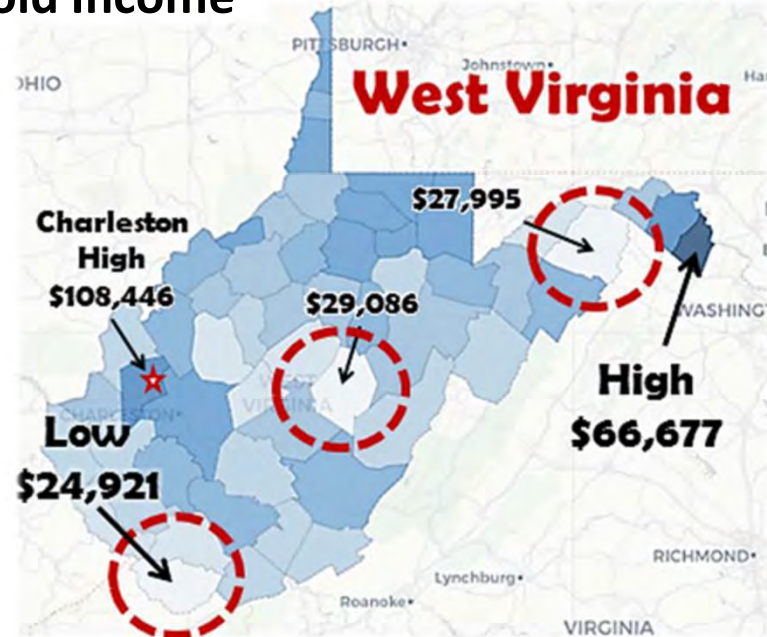
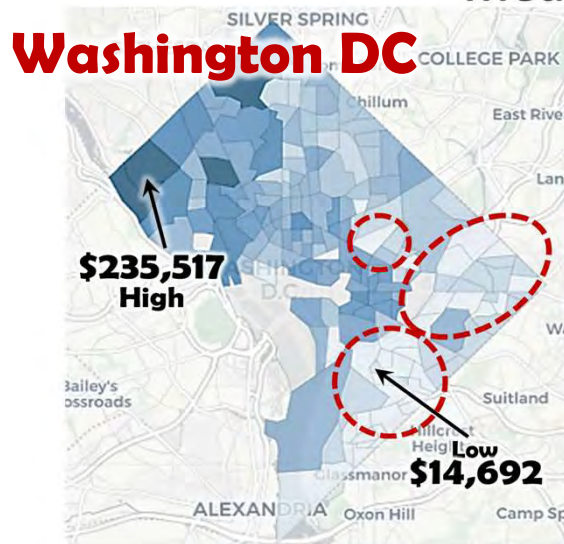


Since 2016, dozens of communities started Jobenomics chapters that are in various stages of development.

# Jobenomics Underserved Community Emphasis



Median Household Income

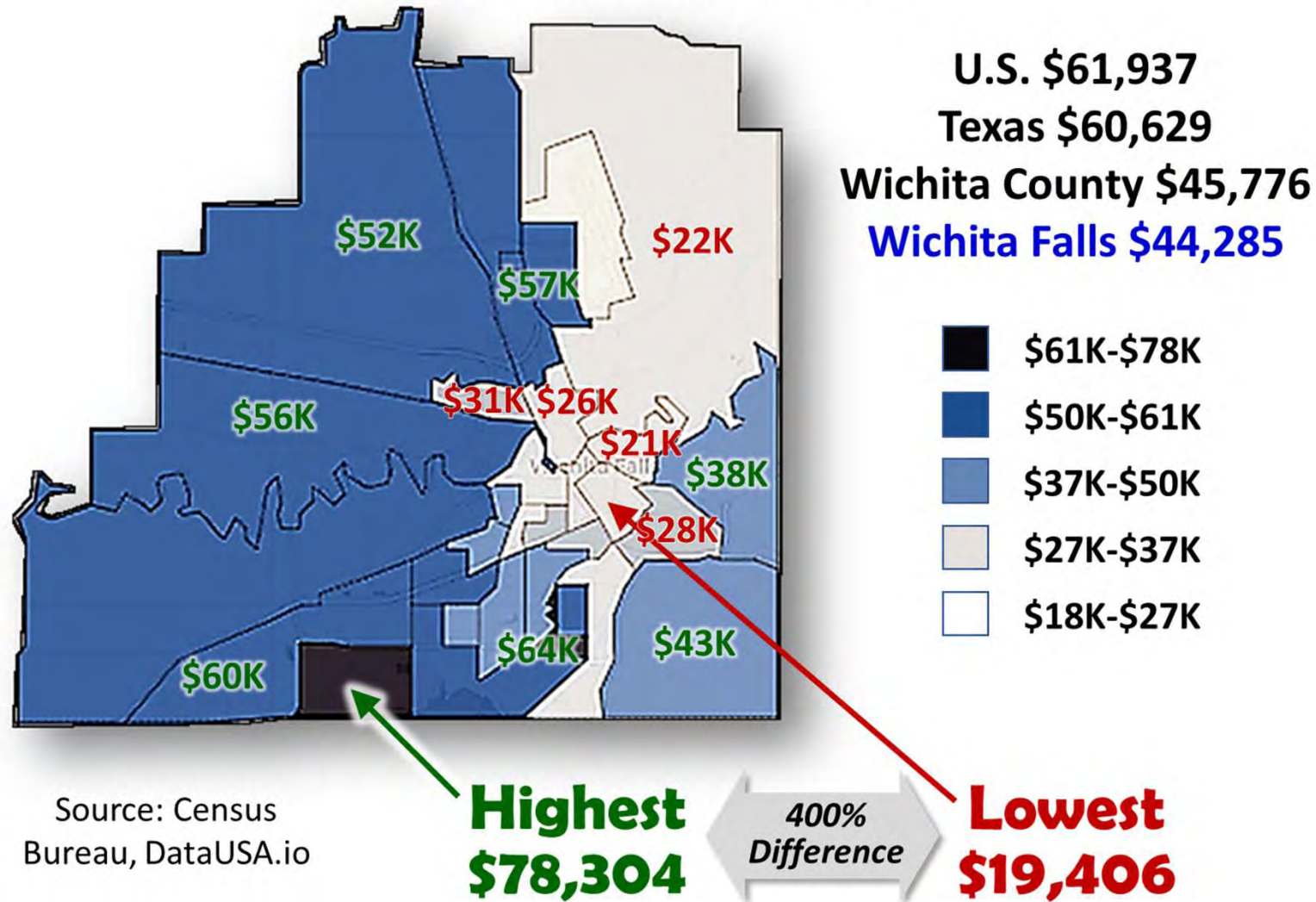


Urban renewal and rural programs  
for underserved communities.



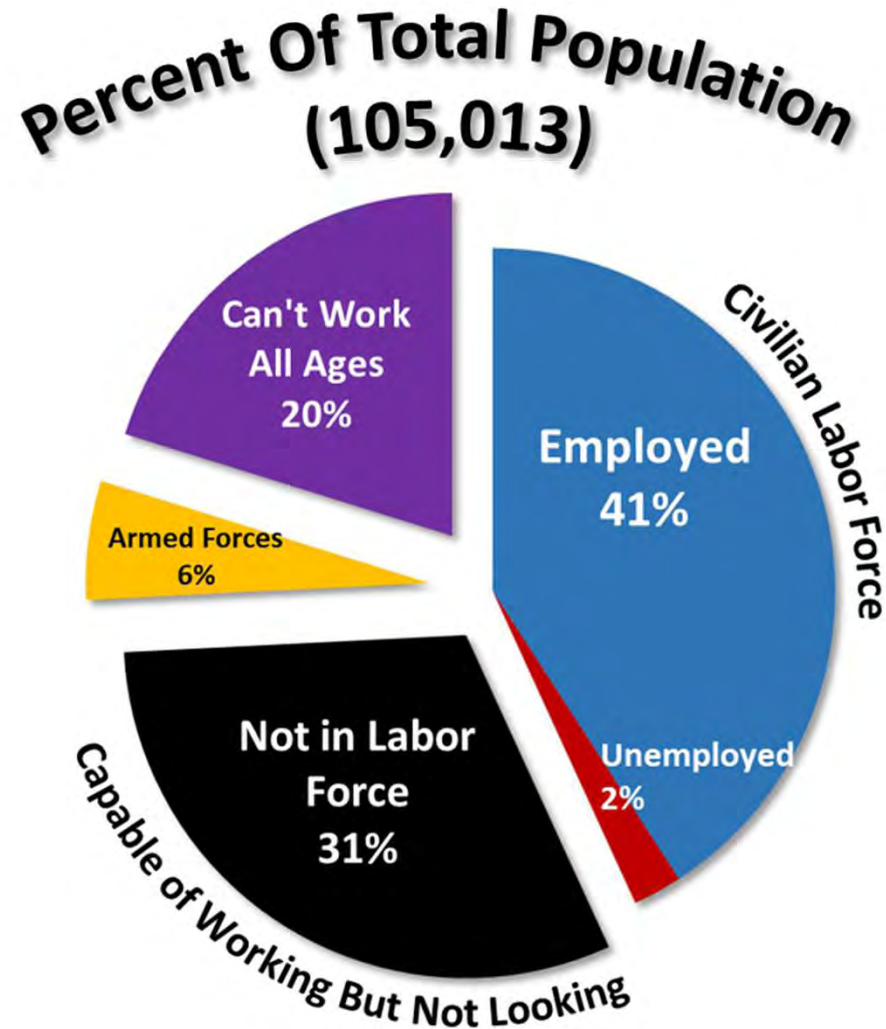
# Wichita Falls Income Inequities

Median Household Income 2018



**20.3%** Wichita Falls citizens live in poverty compared to **14.9%** in Texas and a national average of **11.8%**.

# Wichita Falls Workforce Profile



As a percent of population, unemployment is low (2%) but sidelined-workers who are capable of working is high (31%).



**Gen Y & Z (15-39) represent 55% of Wichita Falls MSA's working age population (15-64).**

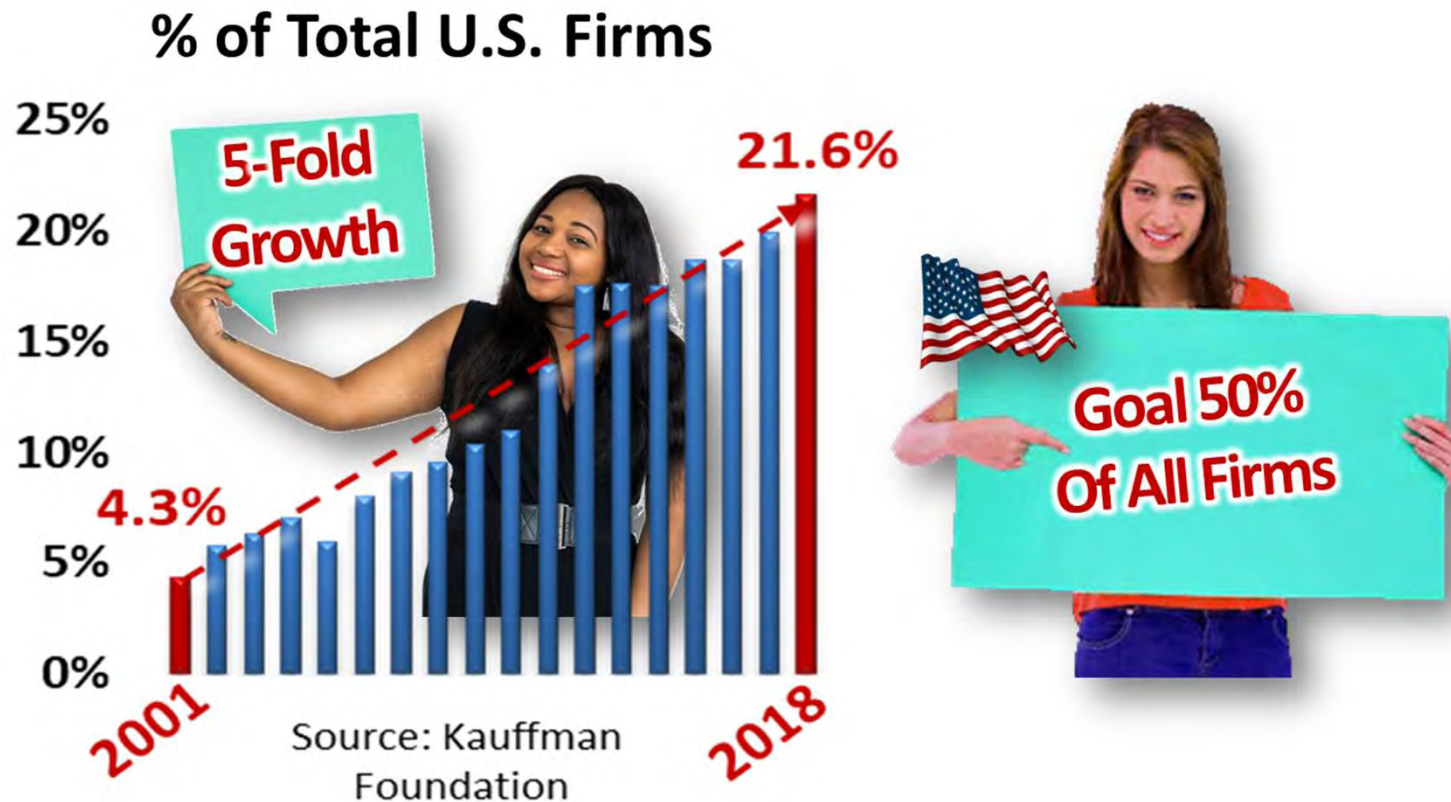


**Digitally-savvy Gen Y (Millennials: 1977-1995) and Gen Z (Screenagers: 1995-2015) are leading the way into the emerging digital economy.**



# Women-Owned Businesses & Jobs

The percentage of **Wichita Falls** women-owned businesses is **27.1%**, better than the U.S. average with a lot of room to grow.



The percentage of American women-founded companies has grown 5-fold since 2001. Jobenomics goal is to keep this trend growing until women own as many firms as men.

# Minority-Owned Businesses & Jobs

**Wichita Falls** has 1,470 minority-owned firms, which represents **17.2%** of all firms in a population that is **39.5%** minority.



Race/Ethnicity	1996	2017	Change
<b>Whites</b>	<b>77.1%</b>	<b>55.3%</b>	<b>-28%</b>
<b>Minorities</b>	<b>22.9%</b>	<b>44.7%</b>	<b>95%</b>
Black/African American	8.4%	11.8%	40%
Hispanic/Latino	10.0%	23.6%	136%
Asian American	3.4%	6.5%	91%
Other	1.0%	2.9%	190%

## Changes In The Share Of New U.S. Entrepreneurs

Source: Kauffman National Report on Early-Stage Entrepreneurship, February 2019

**Jobenomics promotes minority entrepreneurship to increase wealth and reduce poverty, crime and welfare dependency.**



# Veteran-Owned Businesses & Jobs

An underutilized labor pool of proven workers and talent



Veteran Status		USA	Texas	Wichita County	Wichita Falls
Wartime Veterans	WWII	485,157	23,940	283	197
	Korea	1,306,432	82,304	413	303
	Vietnam	6,384,412	471,690	3,052	1,086
	Gulf (1990s)	3,803,899	362,718	3,122	2,532
	Gulf (2001-)	3,764,194	396,060	5,235	4,316
Peacetime Veterans		2,460,511	99,075	100	456
<b>Total Veterans</b>		<b>18,204,605</b>	<b>1,435,787</b>	<b>12,205</b>	<b>8,890</b>
<b>% Total Population</b>		<b>7.1%</b>	<b>6.8%</b>	<b>12.5%</b>	<b>11.7%</b>

*Source: U.S. Census Bureau (2018), American Community Survey 1-year estimates*

**13% of all Wichita Fall firms are veteran-owned businesses.**  
 Jobenomics has tailored business and job creation programs  
 and access to funding sources for veterans.



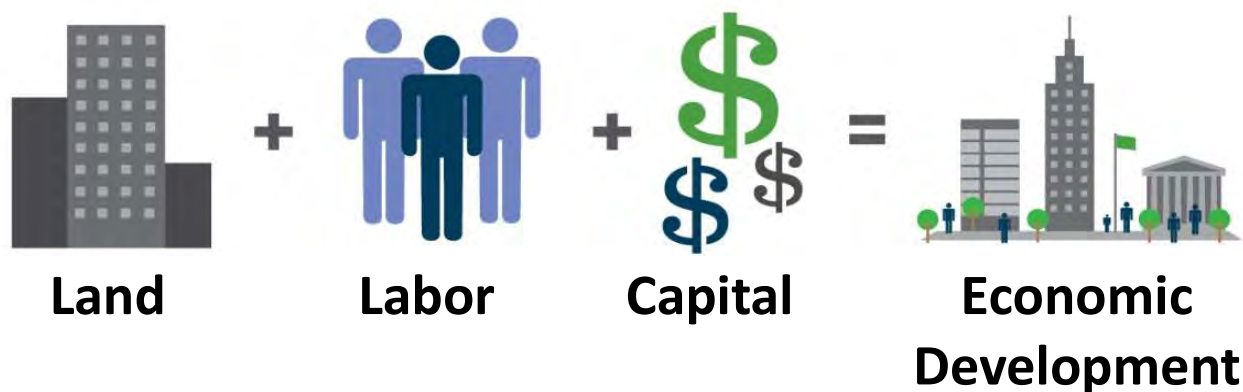
## **Economic Development Approach**





# A Different Approach To Economic And Community Development

## Traditional Top-Down Approach



## Jobenomics Bottom-Up Approach

# Economic Development Conundrum

## Traditional **Top-Down** Approach

Attract 1 Large  
\$100,000,000/year  
Enterprise



## Jobenomics **Bottom-Up** Approach

Start 1,000  
\$100,000/year  
Micro Businesses



Under-resourced communities have difficulty attracting big companies  
but can mass-produce **micro** and **nonemployer** businesses.



# Micro & Nonemployer Businesses



- A **micro-business** (1 to 19 employees) employ 32 million Americans.
- A **nonemployer** is a small business with no “paid” employees.
  - 80% of all U.S. businesses with 25 million single-person owners.
  - Growing significantly faster than traditional businesses
  - Owners make substantially more than wage or salaried jobs.

**Mass-producing micro and nonemployer businesses is the answer to beleaguered urban communities lacking good-paying jobs.**

# Nonemployer Business Creation



## U.S. Economic Impact

Census Bureau Nonemployer Statistics (NES)

- **24.5 million establishments**
- Receipts \$1.2 Trillion/year
- 63% unincorporated, average receipts \$47K per year
- 37% incorporated (S, C, LLC), **average receipts \$117K-\$141K**

## Washington DC Region Nonemployer Firm Economic Impact

The Stephen S. Fuller Institute at the Schar School, GMU

- 526,000 single-person firms, average receipts of \$54,000/year
- \$33 billion in 2016, more than DoD procurement or earnings from state and local government employment
- 10% of all earnings in 2016 by place of work
- **Decade growth: Nonemployers (78%), Employer Firms (34%)**

**The fastest way to job growth is via nonemployer business creation.**

# Startup Businesses

**WSJ** “If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than **200,000 companies and 1.8 million jobs a year.**”

Source: Wall Street Journal analysis of U.S. Bureau Labor Statistics data



“**Most city and state government policies that look to big business for job creation are doomed to failure** because they are based on unrealistic employment growth models. It's not just net job creation that startups dominate. On average, **one-year-old firms create nearly 1,000,000 jobs, while ten-year-old firms generate 300,000.** The notion that firms bulk up as they age is, in the aggregate, not supported by data.”

Source: Kauffman Foundation analysis of U.S. Bureau Labor Statistics data

**Startup businesses are the seed corn for local economies. Left unattended, local economies will remain fallow or wither.**





## Approach to QO**Z**s and QO**F**s



**Qualified Opportunity **Z**one (QO**Z**)**

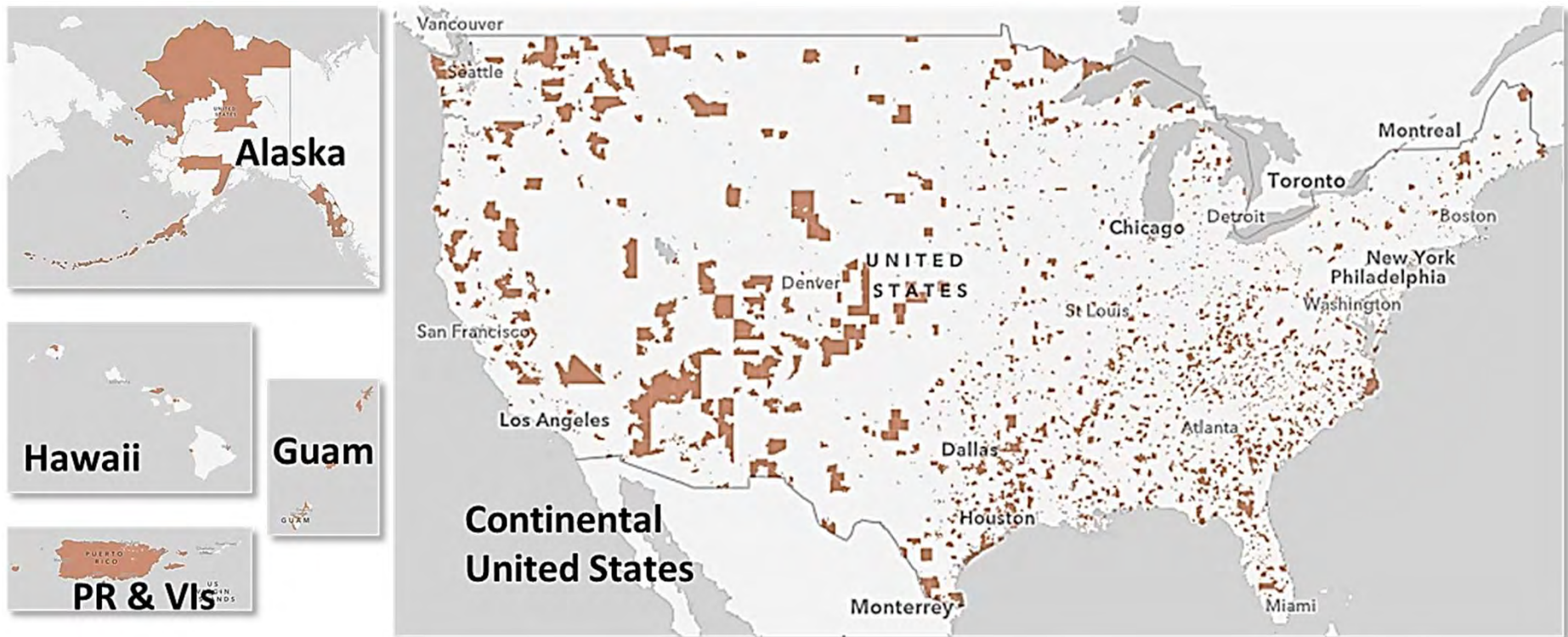
**Qualified Opportunity **F**und (QO**F**)**

# 8,700 Qualified Opportunity Zones (QOZs)



The **poorest 10%** of all Census Tracts in the United States

The 2017 Tax Cuts and Jobs Act's Opportunity Zones promises positive social impact by **driving billions of dollars** in long-term investment into under-resourced communities.

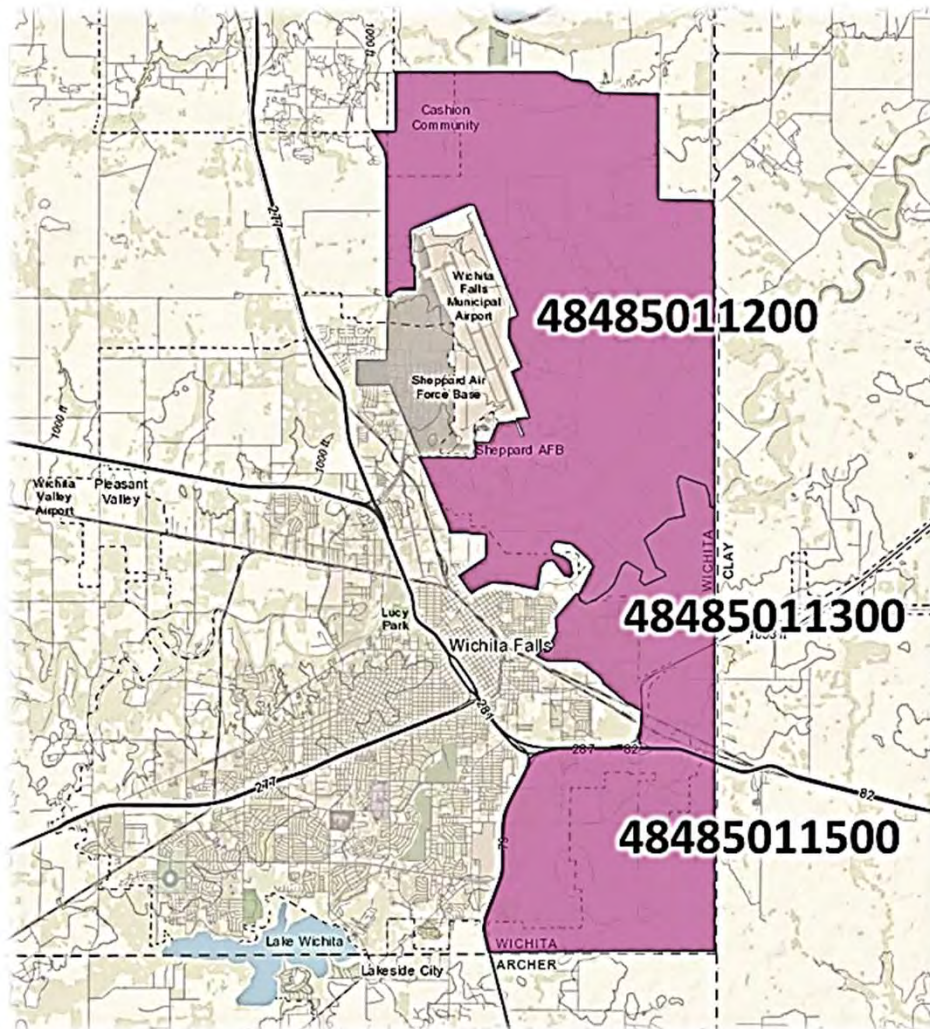


**Taxpayers** defer tax on eligible capital gains by investing in QOZs via a **private sector** Qualified Opportunity Fund (QOF).  
**Most Jobenomics chapters are in QOFs.**

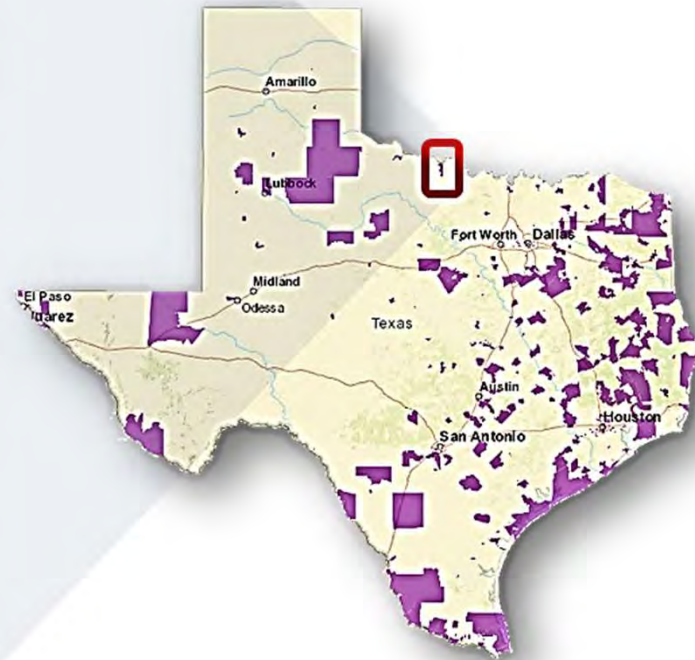


# Wichita Falls Opportunity Zones

Source: U.S. Housing & Urban Development Opportunity Zone Map & IDs



Texas designated 628 census tracts in 145 counties as Opportunity Zones.



**Wichita Falls has 3 Qualified Opportunity Zones.**



# Key Opportunity **Zone** Statistics



Source: EIG analysis of U.S. Census Bureau, ACS 2014-2018

<https://eig.org/opportunityzones/facts-and-figures>

- 10.7% of all U.S. census tracts with 31.5 million people
- 31% of working age adults are not working
- 21% lack a high school diploma versus 12% nationwide
- 57% are minorities
- 27.7% residents live in poverty versus 14.1% nationally
- 49% of all U.S. persistent concentrated poverty census tracts
- 28% OZones qualify as food deserts
- 13% housing occupancy rates versus 8% nationally
- 32% (14,700) of all U.S. brownfield sites are in OZones
- 83% have a lower life expectancy than average Americans

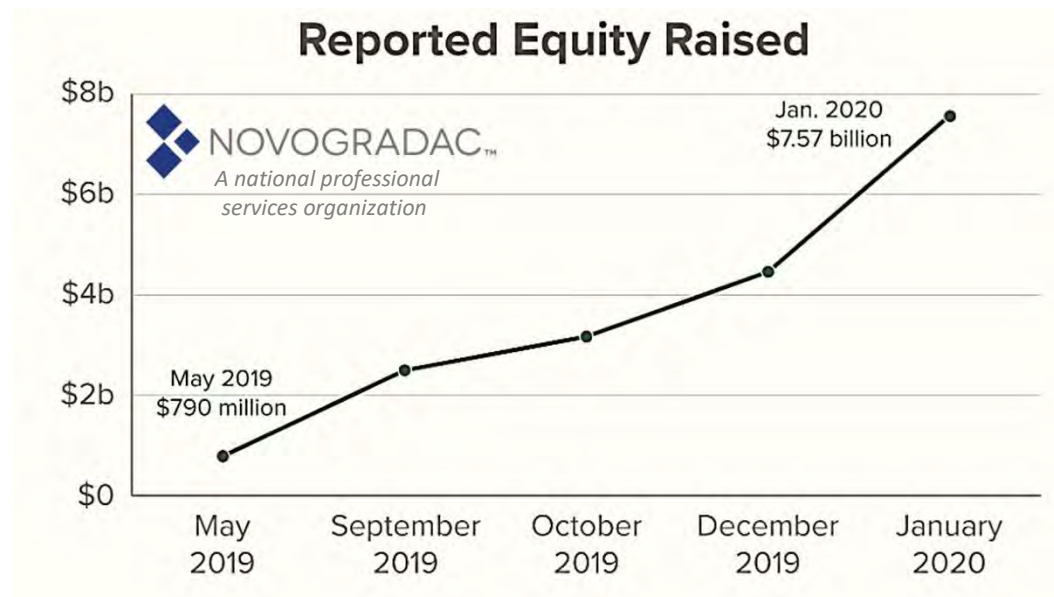
**Private sector OZone funds can directly help improve the livelihoods of OZone residents and, indirectly, the prosperity of all Americans.**

# Qualified Opportunity **Zone** Growth

Source: Novogradac Opportunity Funds Listing Totals, 17 January 2020

<https://www.novoco.com/atom/193376>

- As of January 2020, 513 Qualified Opportunity Funds have a 2020 fundraising goal of **\$68.75 billion**.



- Fundraising soared from \$790 million in May 2019 to \$7.57 billion in 2020 (almost a 10-fold increase).

Jobenomics asserts that there is more investment money available than QOZ projects with an acceptable rate of return.

# Qualified Opportunity Fund Conundrum

- QOFs are classified as “impact investors” that are challenged to balance social impact and capital gains.
- Average QOF has \$340 million and usually seek 10 big projects (\$34million range) as to opposed to 340 small projects (\$1 million range).
- Most inner-city projects are usually very small, unproven startups and risky, which are hard to fund.
- Consequently many projects involve large “gentrified” real estate deals owned by outside entities as opposed to locally owned and operated businesses.
- Most Opportunity Funds stipulate **“Mixed-Use Development”**



**Jobenomics recommends a \$34M-level mixed-use community approach for Opportunity Fund financing.**



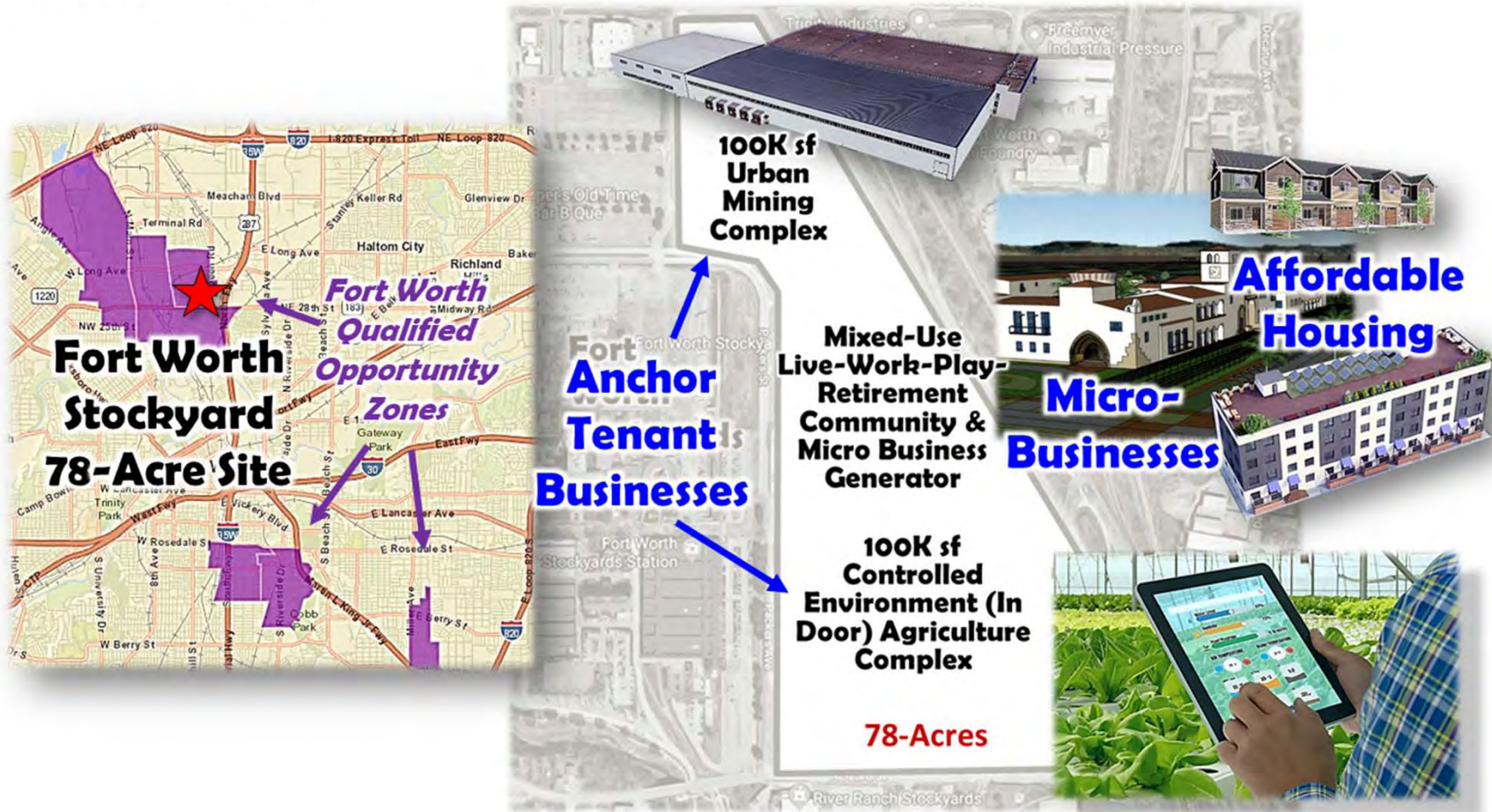
# Example of a **Local** Mixed-Use Complex



Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.



# Example of a Mixed-Use **Urban** Community



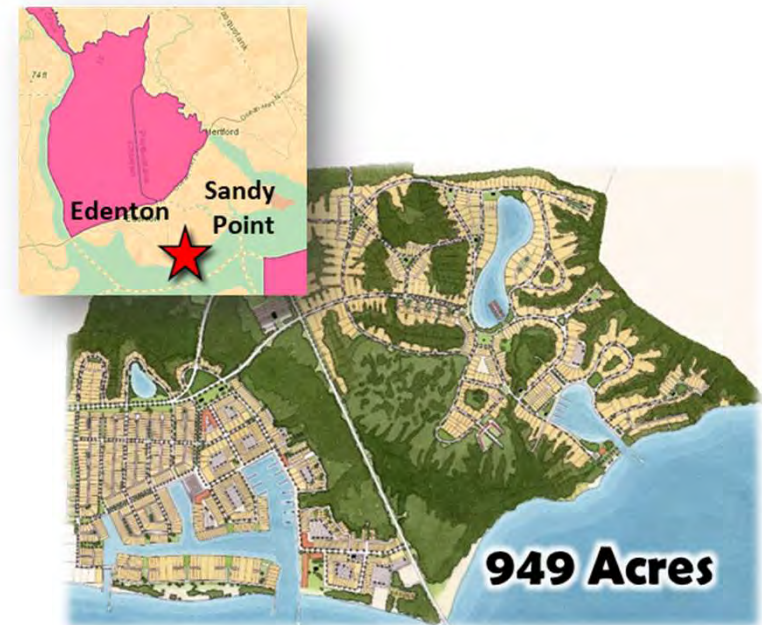
Jobenomics “**Virtual Shopping Mall**” approach combines real estate development, LEED Platinum construction, anchor tenant/micro-business creation, all in a sustainable and affordable **urban** ecosystem.



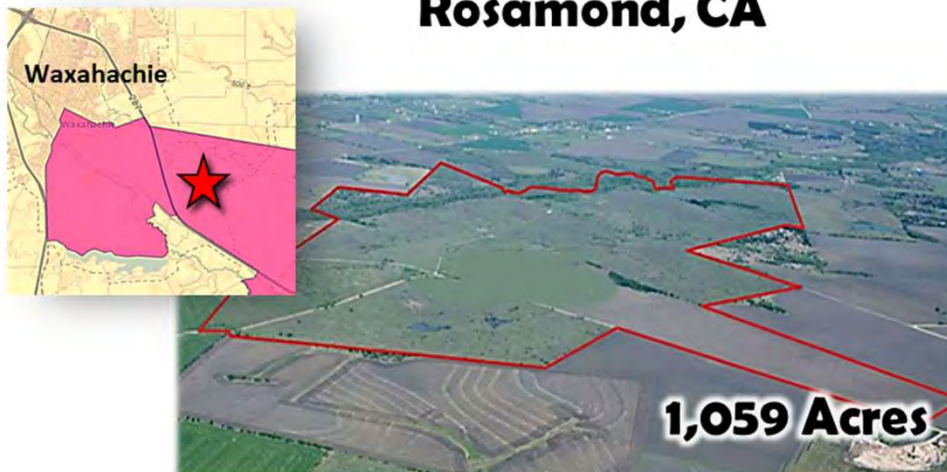
# Examples of a Large Mixed-Use, Master-Planned, **Rural** Agrarian Communities



**Rosamond, CA**



**Chowan County, NC**



**Waxahachie, TX**

Jobenomics is working with community leaders, real estate developers and leading industry officials to build master-planned **rural** communities and business plans that are attractive to QOFs.





## **Quick-Start Programs Tailored for QOZs and QOFs**

- Urban Mining/ Plastics-to-Fuel & eWaste Facilities
  - Controlled Environment Indoor Agriculture
    - Enhanced Water Programs
- Digital Economy Jobs & Entrepreneur Clubs
- Direct-Care/Remote-Care/On-Demand Care
  - Renewable Energy & Energy Services
    - Experiential Tourism

# Sheppard AFB

## Sheppard AFB Units

- **82nd Training Wing:**  
Government, civilian foreign  
**specialized** technical training
- **80th Flying Training Wing:**  
USAF & NATO flight training

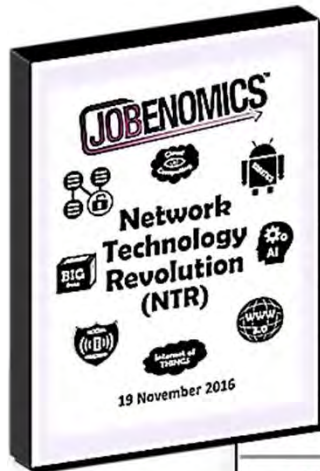
## Wichita Falls Jobs and & Economic Impact (2017):

- 9,000 direct jobs
- 15,000 indirect jobs
- \$1.5 billion disposable income
- \$3.9 billion output



**Jobenomics' extensive DoD and defense industry expertise that can attract new hi-tech specialized training programs.**

# Hi-Tech Specialized Training Technologies



## Network Technology Revolution (NTR)

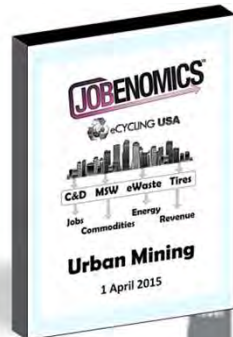
### Examples of Emerging Transformative Technologies

Big Data	Pattern Recognition	Memetics
Cloud Computing	Natural Language Processing	Biometrics
Semantic Webs	Speech Recognition	Smart Cards
Synthetic Reality	Data Mining	Blockchains
Mobile Computing	Predictive Analysis	FinTech
Ubiquitous Computing	Machine Learning	Multifactor Credentialing
Quantum Computing	Transfer Learning	Emotive Surveillance
5G Broadband	Deep Learning	Emotive Management
Geo-Location	Robotics	Identity Management
Near-Field Communications	Nanobotics	Anonymity Networks
Inductive Charging	Telepresence	Ambient Intelligence
Spatial Sensing	Chatbots	Artificial Intelligence
Computer Vision	Mechatronics	Intelligent Agents

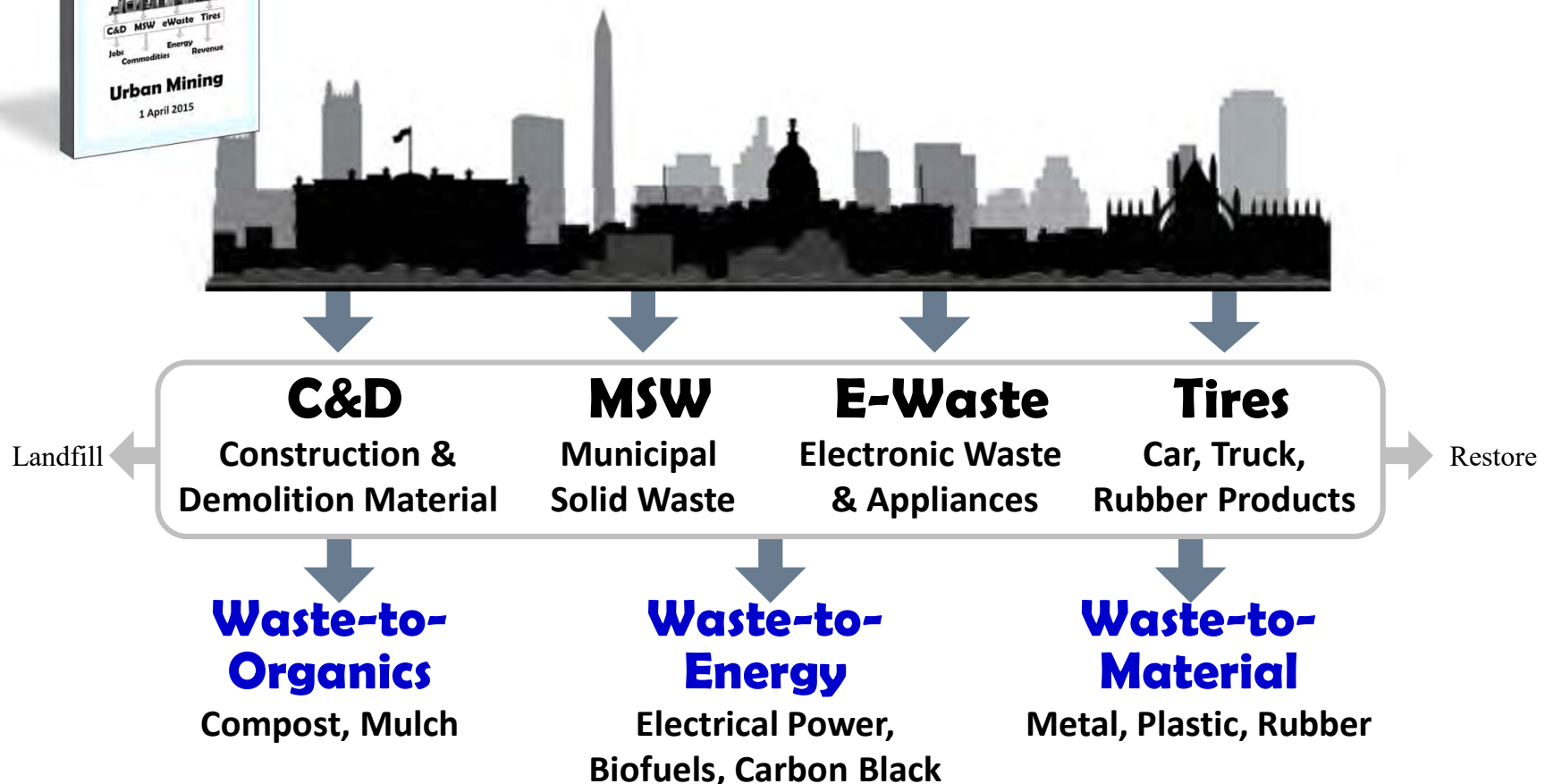
The NTR is a **perfect storm** of **new** technologies that is **transforming** specialized training, warfighting, and potentially Wichita Falls.



# Jobenomics Urban Mining



Reclamation of valuable raw materials and metals from urban waste streams.



**Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.**

# Plastics-to-Fuel System

**EVP R-One Facility**

Jobenomics Partner, [www.evptechnology.com](http://www.evptechnology.com)

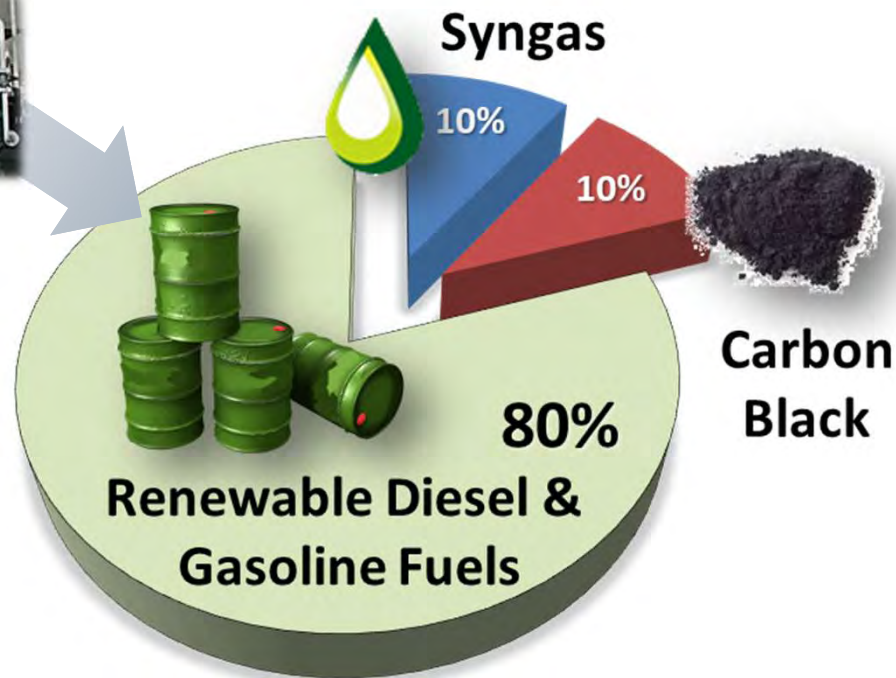


**Growing  
Plastics Waste Problem**



**Imported Plastics Waste**

*China no longer accepting baled plastic waste*



**Suppling Wichita Falls with high-quality, low-sulfur fuels.**

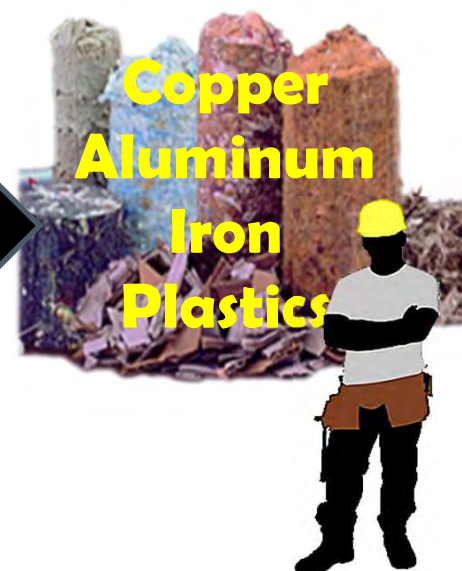


# eWaste Materials Reclamation Facility

**JOBENOMICS™**  
Wichita Falls



**eCYCLING USA**



**100 Operational Sites Worldwide**

*Jobenomics Partner, [www.urt-recycling.com](http://www.urt-recycling.com)*

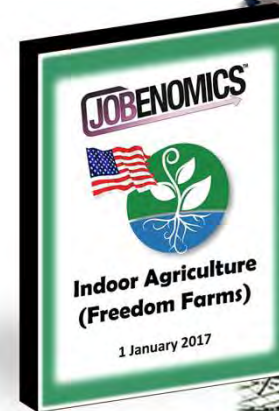
**End-of-life appliances and electronics is America's fastest growing waste stream. Our system can be operational within 12-months.**



# Controlled Environment Agriculture (CEA)

- CEA is the process of growing high-value plants and crops inside a grow room or greenhouse.
- CEA allows a grower to maintain **temperature, light**, carbon dioxide, humidity, water, pH levels, and nutrients to produce crops in ideal growing conditions with maximum yields.
- Jobenomics CEA program is focused on mass-producing agribusinesses, micro-farms and agricultural-related jobs.

**Central Large  
Growing, Processing  
& Distribution  
Center**

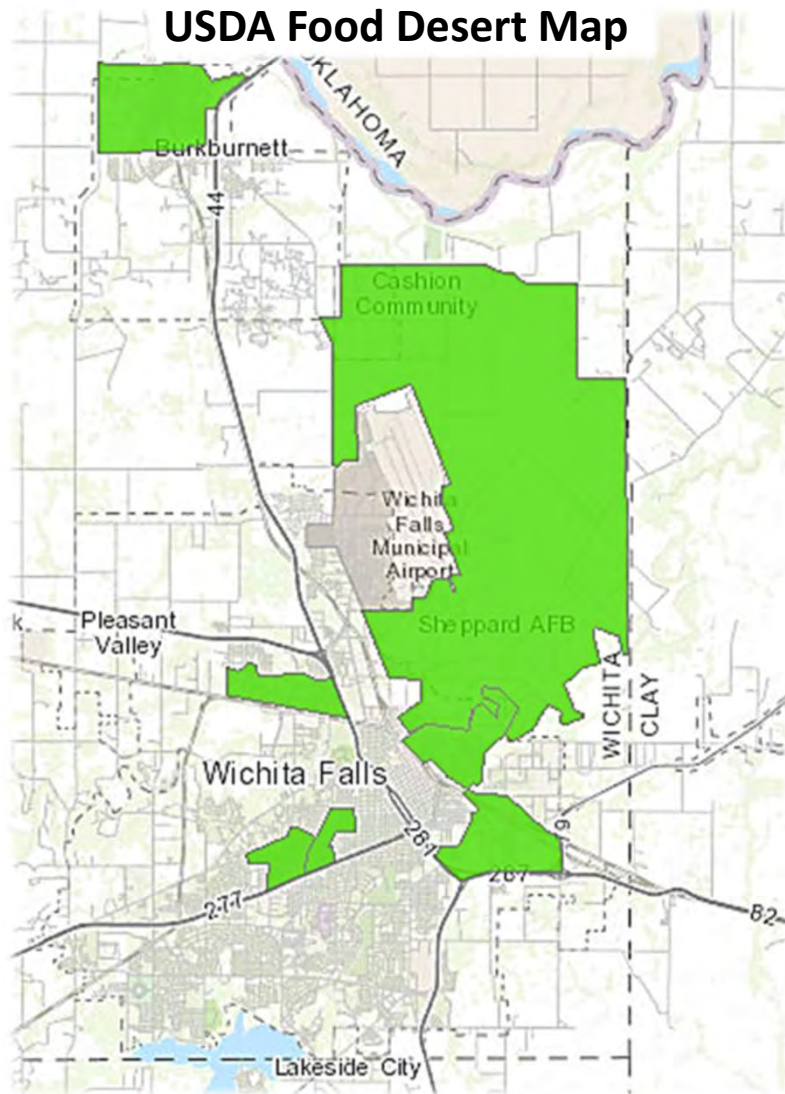


**Local Small  
Growing Centers**

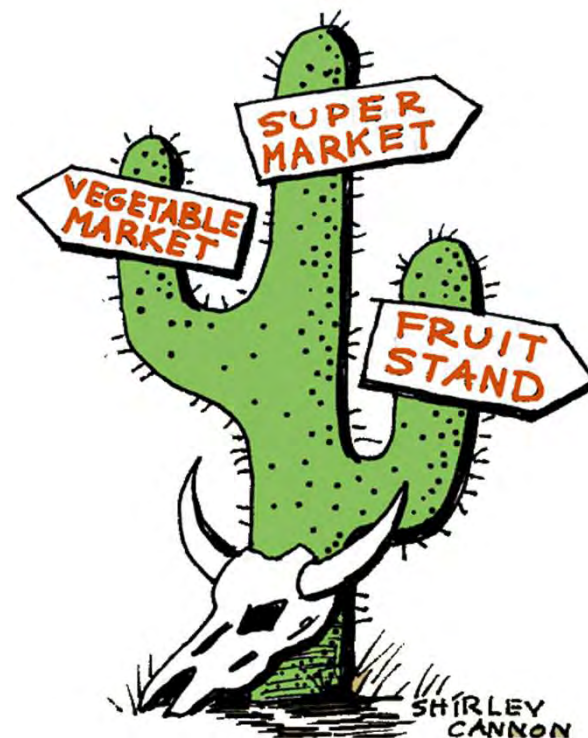


Global CEA market is projected to grow to **\$15.3 billion by 2024**, up from **\$6.5 billion in 2017**, potentially creating thousands of businesses and several million jobs in underserved rural and urban communities.

# Wichita Falls Food Deserts



Low-income census tracts where citizens are more than 1 mile (urban) or 10 miles (rural) from the nearest supermarket.

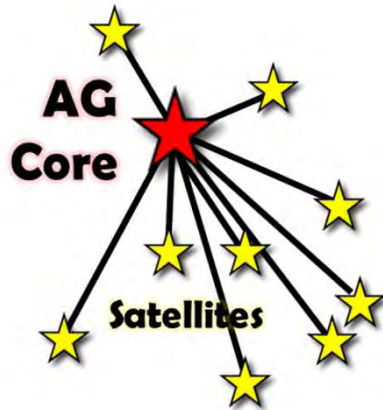


Underserved communities need fresh, organically-grown, farm-to-table food for local consumption and export to regional markets.



# Jobenomics ACTSFFA CEA Program

- **AG Core** is the central operation that manages, trains, and implements satellite centers. AG Core processes and ships locally-grown food to local, regional and international outlets.



Large Grow Center(AG Core)  
With Controlled Environment & Vertical Farming



Jobenomics Partner, [www.ACTSFFA.com](http://www.ACTSFFA.com)

- **Satellite** CEA-farms will first satisfy local needs and then ship remaining produce to AG Core.



Produce On Demand (POD) Greenhouse



GAP, GHP, FSMA Compliant Greenhouses



**Jobenomics Wichita Falls Goal: Establish 250+ direct jobs within grow centers and as many as 4-times more indirect jobs.**



# Example of a Large Agrarian Community

1200-Acre Freedom Farm Complex designed by ACTSFFA/Oculus



Jobenomics Partner, [www.oculusarchitects.com/mies\\_portfolio/acts-freedom-farm/](http://www.oculusarchitects.com/mies_portfolio/acts-freedom-farm/)



**2.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, winery, production and distribution facilities, commercial/community/education/worship centers, and hundreds of single-family homes and apartments.**



# Micro Farm & Farmers Market



There is high demand for organic farm-to-table vegetables and produce in under-served community “food deserts”.



# Live/Work Urban Agrarian Communities



Affordable homes for Jobenomics Wichita Falls participants.



# SuperWater HyOx Drinking Water



## Florida Bottling Plant

Jobenomics Partner, [www.superwaterhyox.com](http://www.superwaterhyox.com)



Dr. Rey Linares, CEO



SuperWater HyOx increases water's **dissolved oxygen content** by **over 300%**, which is essential for health and well-being.



# SuperWater HyOx Agriculture Applications

**Soil Improvement**



**Cherry Tomatoes**



**Sugar Cane**



**Limes**



**Coffee**



**Avocado**



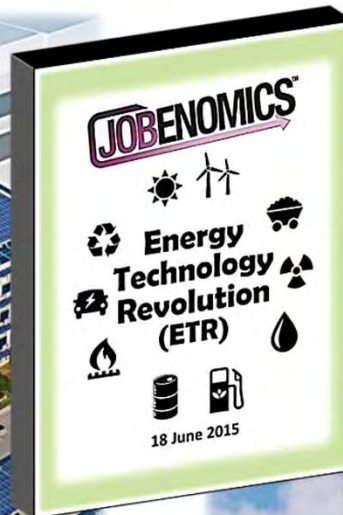
Now doubling the growth of traditional agriculture in South America, <sup>39</sup>



# Renewable Energy Businesses & Green Jobs



**Net Zero Buildings &  
Communities Installation &  
Maintenance Businesses**



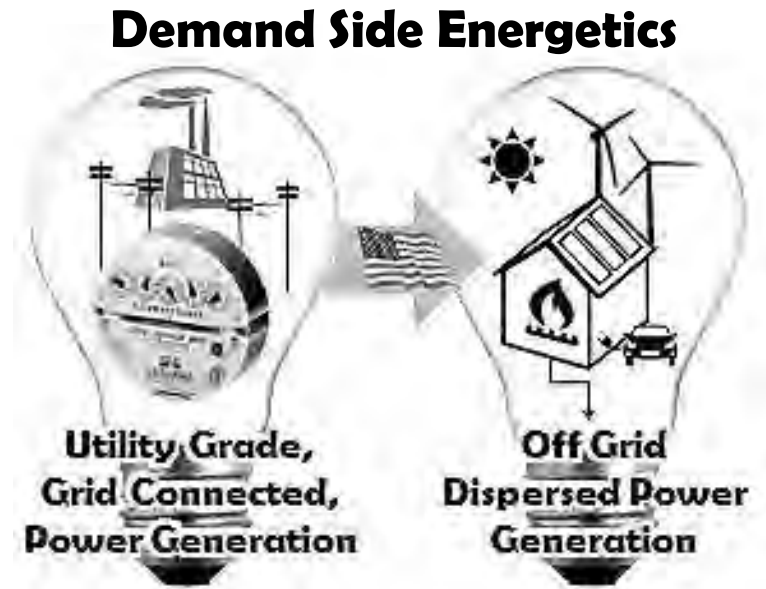
**Energy Audit, Weatherization  
& Renovation Businesses**

**The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.**



# Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3<sup>rd</sup> Rail**”
  - Energy Efficiency/Conservation
  - Energy Assurance/Security
  - Disaster Preparedness/Recovery
  - Energy-as-a-Service (EaaS)
- Energy Technology Center



**Jobenomics' Joe Sarubbi with President Obama and Mrs. Biden**

# Digital Economy



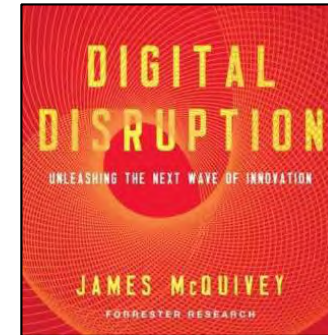
- Platform Economy
  - E/M Commerce
  - Sharing Economy
- On-Demand Economy
- Apps/Bots Economy
  - Gig Economy
  - IoT Economy



The traditional economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; **Amazon, Google, Facebook, eBay and Shopify.**

# Digital Economy Startup Companies

- “Digital startups are at least **100-times easier to create** and have 10-times the number of innovators that can innovate at one-tenth the cost than traditional startups.” (McQuivey)



- Top digital startup platforms:



Tencent  
腾讯



- Jobenomics study on leading Chinese and America digital economy strategies and practices.



**Every community needs a digital economy strategy to raise its overall economy and underserved citizens out of poverty.**



# Entrepreneur Clubs

- **Club E Atlanta is an entrepreneur empowerment center**
  - Public/private partnership with the City of College Park
  - Training, certification and startup business center
  - Co-working facility (hi-tech, offices, conference center, café)



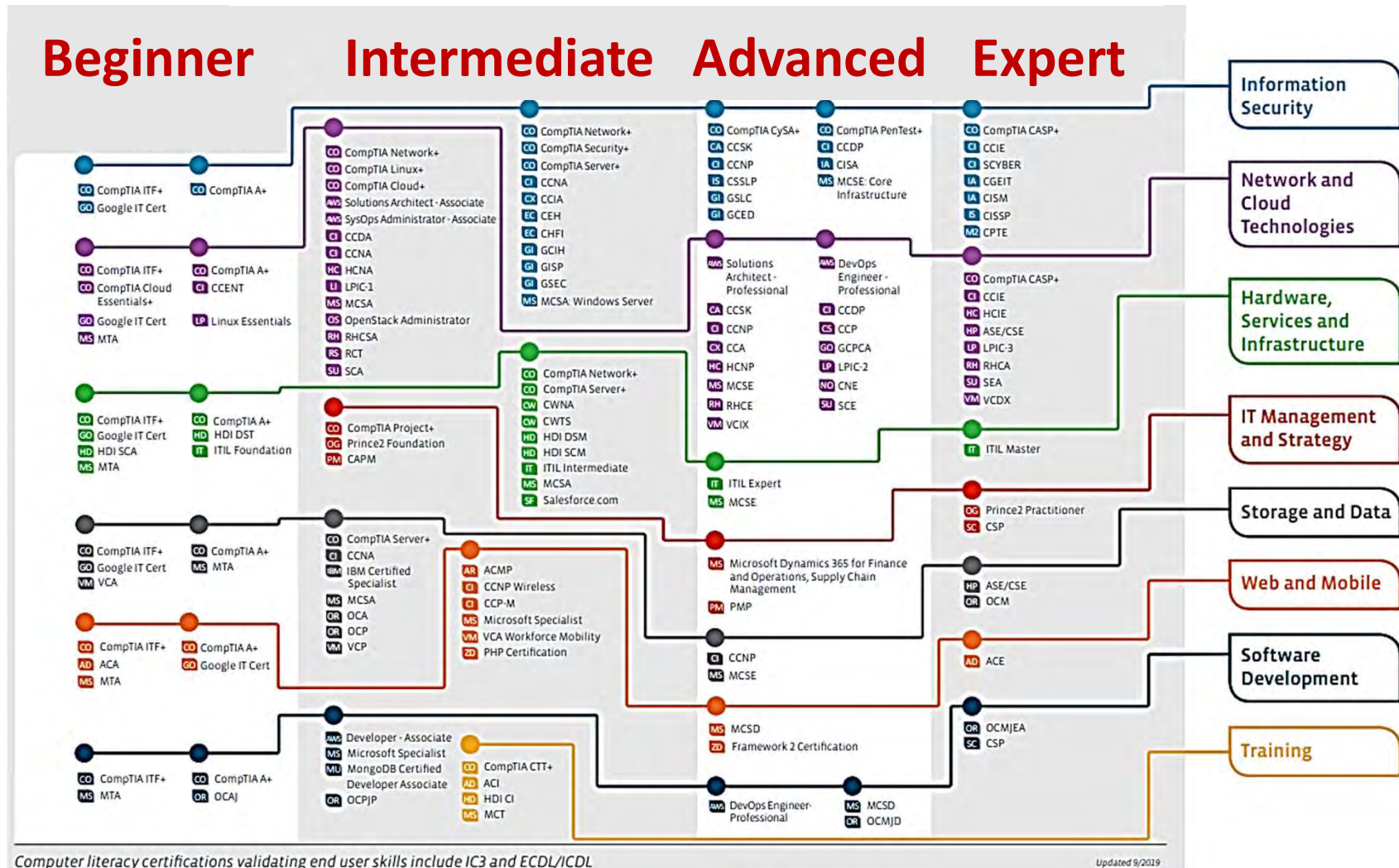
- **Club E Startups**



**E-Clubs can mass-produce startup firms in Wichita Falls.**

# Digital Economy Career Roadmap

Source: [www.comptia.org/content/comptia-career-roadmap](http://www.comptia.org/content/comptia-career-roadmap)



**Certified training programs are the gateway into good paying (\$50K) entry-level digital economy jobs without a college degree.**



# Beginner Certifications

Source: [www.comptia.org/content/comptia-career-roadmap](http://www.comptia.org/content/comptia-career-roadmap)

## CompTIA A+

Exams cover maintenance of PCs, mobile devices, laptops, operating systems and printers.

## CompTIA IT Fundamentals

Exams focus on essential IT skills and knowledge needed to perform tasks commonly performed by entry-level IT professionals.

## Microsoft Technology Associate: Security Fundamentals

Recommended entry point into IT certification and job preparation.

## Google IT Cert

A hands-on training program for troubleshooting, customer service, networking, operating systems, system admin, and security.

Network and  
Cloud  
Technologies

Hardware,  
Services and  
Infrastructure

IT Management  
and Strategy

Storage and Data

Web and Mobile

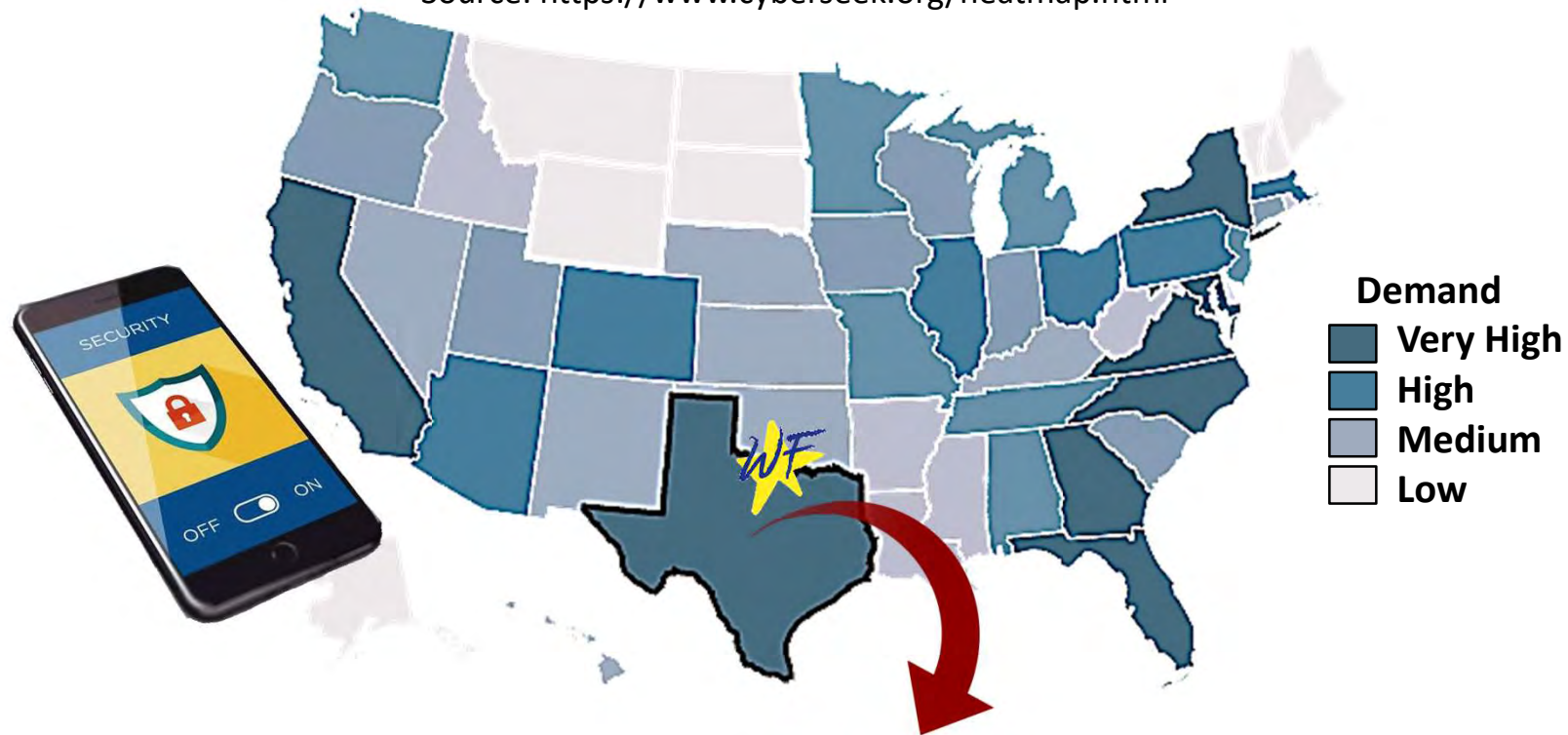
Software  
Development

Training



# Major Cybersecurity Locations

Source: <https://www.cyberseek.org/heatmap.html>



## **Texas Cyber Jobs**

**Total Employed = 83,039**

93% Private Sector, 7% Public Sector

**Open Jobs = 43,170**

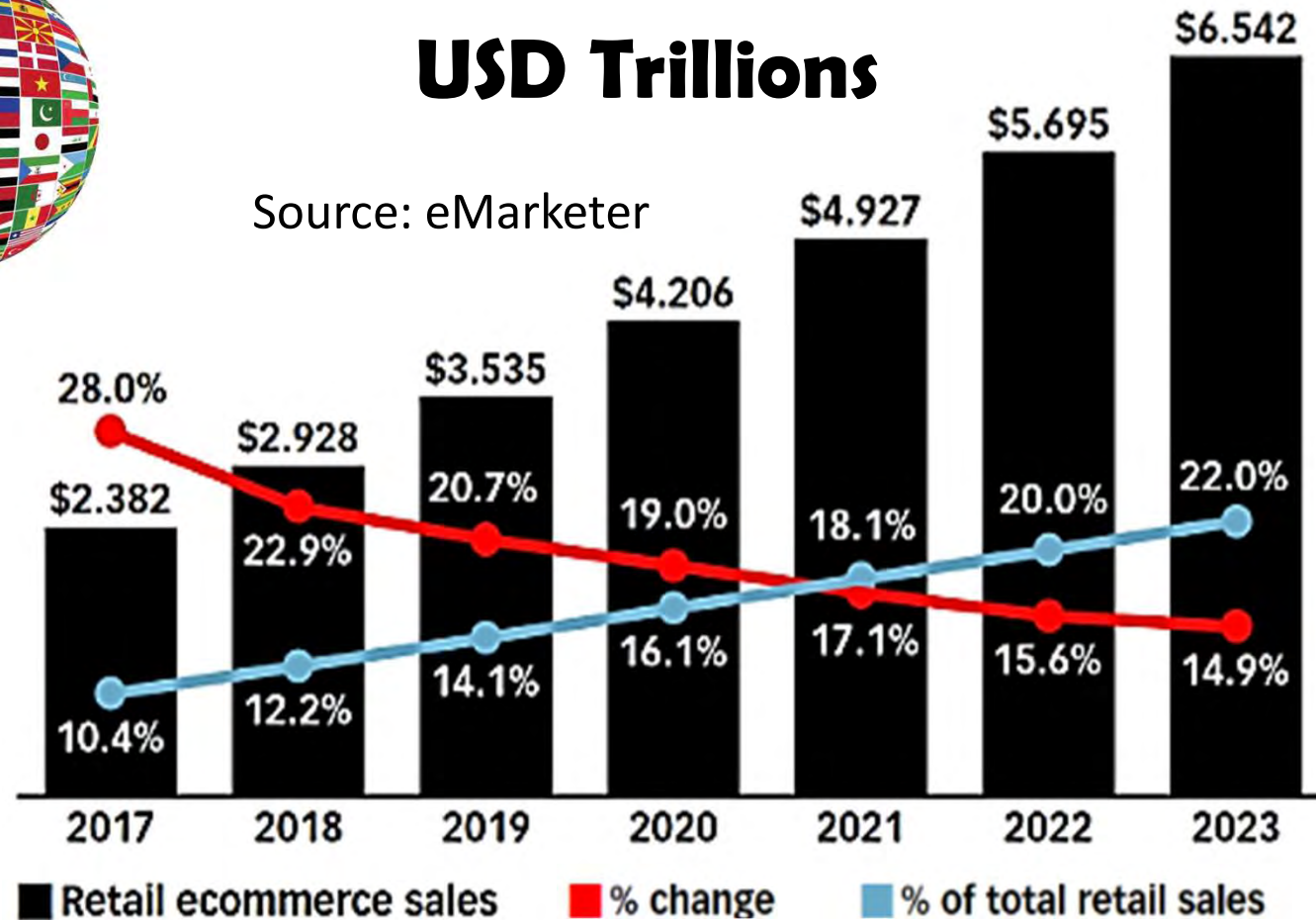
60% Support (Support, Administration & Maintenance)

# E-Commerce Sales Worldwide



## USD Trillions

Source: eMarketer



eCommerce and m-Commerce is growing rapidly as local tech start-ups and international players enter the market.



# Jobenomics Direct-Care Program

## Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care
- Child-care



## Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control



Former **women head-of-households** are ideal for direct-care jobs.

# Typical On-Demand Telehealth Programs

- **Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.
- **DoctorOnDemand** connects patients in minutes to board-certified doctors and therapists over live video.
- **Go2Nurse** is an on-demand nurse/caretaker application service.
- **ReferralMD** standardizes referral network communication between primary care physicians and specialists.
- **American Well** is a complete telehealth service for healthcare companies, employers, or delivery networks.
- **MDLive** telemedicine system offers a patient experience, a provider experience, and a call center.
- **SnapMD** is a virtual care management system with a patient interface, a provider interface and an administrative back-end.

**The U.S. telehealth market is expected to reach revenues of over \$13 billion by 2023, growing at a CAGR of 27%.**



# CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

[www.clinicstop.com](http://www.clinicstop.com)

**JOBENOMICS™**  
Wichita Falls



**Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.**

# Experiential Tourism

**Millennials** (largest generation) prefer junkets over sightseeing.



**Adventure travel** involves includes a “physical activity, a cultural exchange, or activities in nature.” *Adventure Travel Association*



**Eco-Tourism** entails “responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people.” *The International Eco-Tourism Society*



**Cultural Tourism** entails a traveler's engagement with a region's culture, including the history, lifestyles and art of the indigenous and aboriginal people.

**Glamping** (glamorous camping) is an outdoor hospitality industry often associated with festivals, nature preserves and sports.



Experiential tourism involves authentic, immersive, adventurous or active travel experiences, underpinned by the “**Instagram Effect**” that connects friends and family to the traveler.



# Wichita Falls Experiential Tourism

**Wichita Falls** tourism relies primarily on *pull advertising*.  
Online *push marketing* proclaims personal experiences.

## Push Marketing Connects Tourists:

### ■ Digitally

- Social media-driven approach
- Omni-channel content strategy
- Off-grid & satellite internet

### ■ Socialistically

- Transcendental experiences
- Environmental interests
- Heritage & cultural insights

### ■ Logistically

- Air/ground transportation
- Accommodation/supplies
- Emergency assistance
- Concierge/guide services



**Annually, 2.7 million visitors spend \$232 million supporting 3,600 WP jobs. An experiential tourism strategy will boost these statistics.**



## **Contact Information**

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