

Jobenomics specializes in the mass-production of startup businesses and careers in under-resourced communities.



A proposed **Jobenomics Denton Hill State Park** initiative recommends Jobenomics' **Experiential Tourism** and **Veteran Owned Business Programs** starting with Denton Hill State Park and Potter County then expanding throughout the PA Wilds Region.

Gary Helffenstein, Jobenomics SCORE* Director

**Largest U.S. network of volunteer, expert business mentors*

Chuck Vollmer, Jobenomics Founder

9 November 2021

Executive Summary



- Scenic Potter County is an outdoor heaven experiencing an economic downturn and a declining/aging population.
- Despite the DCNR's \$10M capital improvement offer, Denton Hill State Park (DHSP) Ski Resort did not receive any proposals.
- Jobenomics asserts that the DHSP 2016 All-Season Operation Study and 2018 Master Plan provide the baseline information to launch a county-wide economic development effort successfully.
- To attract more DHSP visitors and tourists, Potter County needs to:
 - Implement Experiential Tourism & Push Marketing Strategy
 - Develop a Web 3.0 DHSP and PA Wilds Destination Planning System
 - Significantly increase DHSP lodging via Clamping & Tiny Homes
- To startup businesses, lure talent and funding, Potter County should:
 - Develop a Veteran Program featuring affordable housing and startup businesses funded by VA-backed loans and Infrastructure funding.
 - Start new industries (e.g., adventure & eco-tourism, indoor agriculture, cabin/tiny home manufacturing, e-commerce, and electric vehicle services.

Jobenomics is willing to develop a local chapter and provide national expertise and turnkey plans to create locally-owned businesses.

Creating A Community Magnet

- Per these excellent reports, Ski Denton Hill is **no longer a strong magnet** that will attract outside visitors without all-season activities.
- DHSP also needs:
 - A state-of-the-art digital marketing strategy and interactive omnichannel system.
 - Generation Y/Z travelers want immersive, adventurous, or active travel experiences, underpinned by the “Instagram Effect” that connects their experiences to friends and family
- **More importantly**, Potter County needs:
 - To create local businesses that provides traveler amenities (lodging, restaurants, shopping) and local jobs.
 - A bold strategy to attract significant public funding (\$100M+).



Jobenomics is willing to work with local officials to develop J-DHSP.

Significant Funding Is Available

■ Enacted/Proposed Discretionary Federal Funding

Status	Program (as of 4 November 2021)	Allowed	Disbursed/ Committed	Uncom- mitted
		\$ Trillions		
Enacted	COVID Actions (Congress, The Fed, White House)	\$11.8	\$8.1	\$3.7
Enacted	American Rescue Plan Act	\$1.8	\$1.3	\$0.6
Senate Enacted	"Physical" Infrastructure Investment & Jobs Act	\$1.2	\$0	\$1.2
Proposed	"Social Infrastructure" Reconciliation Bill	\$3.5	\$0	\$3.5
Grand Total		\$18.3	\$9.4	\$9.0

If only **\$1 trillion** of the \$9 trillion is used for rural programs, theoretically the 435 Congressional Districts could get **\$2.3 billion each**.

■ Armed Forces Veteran Borrowing & Buying Power

- SBA Veterans Advantage **Startup Business** Loans (**\$5.0M** max)
- VA **Multifamily Building** Loans (**\$1,054,000** max for Potter County)
- Veteran **Home** Loans (**no maximum amount**, no down payment, very low interest rates, and fewer to no closing fees.)

Jobenomics has detailed business plans for a mixed-use live/work development projects in underserved communities.

Potter County Veteran Comparisons



- Potter County has 57% more vets than the national average and can entice thousands of veterans to relocate here to build businesses.

Veteran Status	United States	Penn-sylvania	PA Wilds (12 Counties)	Tioga County	Potter County	
Total Veterans	18,230,322	759,474	39,021	3,638	1,450	
Percent of Population	5.6%	5.9%	7.9%	9.0%	8.8%	Above Average
Veteran Owned Businesses (51%+)	2,521,682	97,969	4,870	533	93	
Percent of Population	9.1%	10.0%	12.8%	13.8%	6.4%	Well Below Average

- There is no reason why the 11 other counties in the PA Wilds region have twice as many Veteran Owned Businesses than Potter County.
- With an affordable home and turnkey startup business plan, Potter County could double the number of vet firms within several years.

100 credit worthy vets/VOBs x \$1M loans = \$100M development fund.

Jobenomics has detailed business plans for a mixed-use veteran development projects in underserved communities like Potter County.



Presentation Outline

- **About Jobenomics**
- Jobenomics Economic Assessment
- Attract More DHSP Visitors & Tourists
- Create Startup Businesses, Lure Talent & Funding
- Conclusion, Next Steps, Contact Information

Jobenomics



Founder, Chuck Vollmer

- Decorated combat fighter pilot and Fortune 50 executive now serving the underserved
- Founded hundreds of startup programs
- Author of fifteen books/e-books and ninety special reports on economic, community, business and workforce development

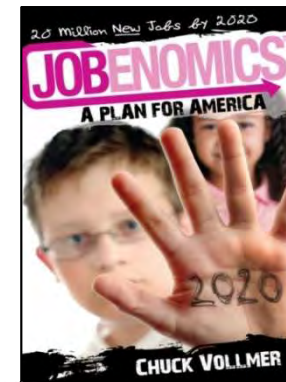


Chuck Vollmer



International Grassroots Movement

- Jobenomics chapters on four continents
- Dozens of U.S. regional, city, and neighborhood chapters in under-resourced communities
- A dozen highly scalable turnkey businesses, implementable within a year.
- Extensive free library at Jobenomics.com



Jobenomics.com

Primary focus: mass-producing turnkey startup businesses in underserved and under-resourced communities.

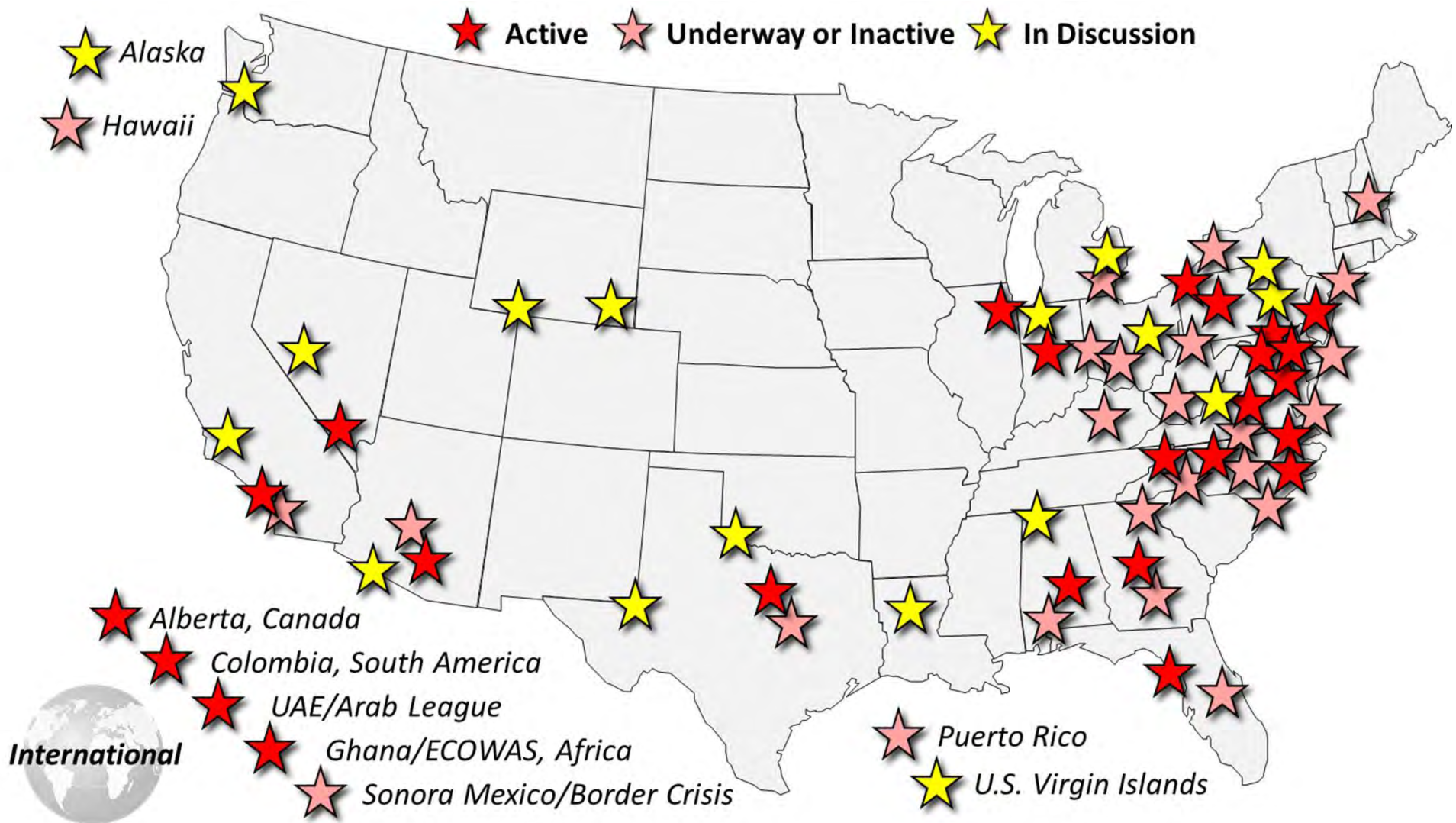
Jobenomics Intellectual Capital

JOBENOMICS™
Denton Hill State Park



Extensive research on the economic, community, business and workforce development.

Jobenomics Chapters



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

Economic Development Strategies

Traditional **Top-Down** Approach

Attract One
\$100,000,000/year
Macro Enterprise



Jobenomics **Bottom-Up** Approach

Start One-Thousand
\$100,000/year
**Micro Businesses &
Nonemployer Firms**



Under-resourced communities that cannot attract big companies can mass-produce **startup firms**—the seed corn of local economies.

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.



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PA Wilds & “God’s Country”



- 2+ million acres of public land with 29 state parks, 8 state forests, 50 state game lands, and 500,000-acre Allegheny National Forest
- Two national wild & scenic rivers (Allegheny & Clarion)
- Heritage areas, camps and museums throughout the region

Despite its natural beauty, the PA Wilds Region and Potter County are deteriorating economically and losing population. Jobenomics specializes in rural revitalization of under-resourced areas like DHSP.

Potter County Economic Comparison

Median Household Income Comparison

United States: \$55,300

Pennsylvania: \$54,900

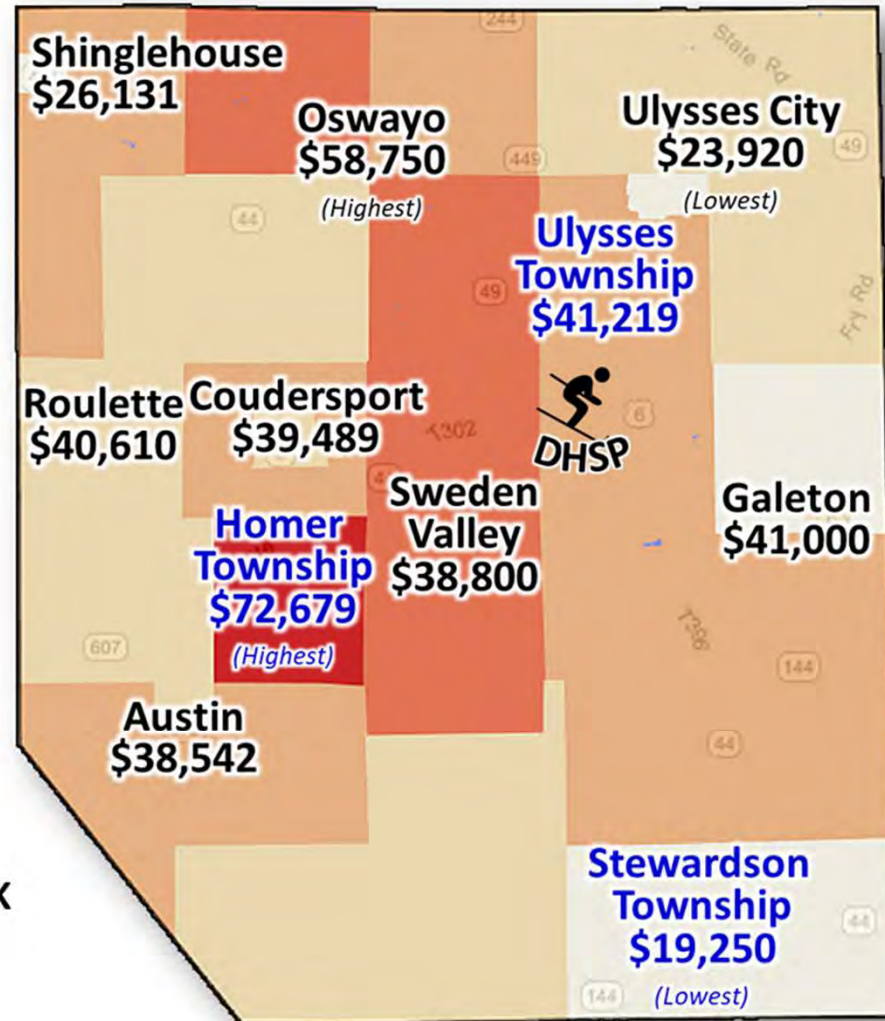


Potter County: \$40,900

\$19K \$30K \$41K \$51K \$62K \$73K



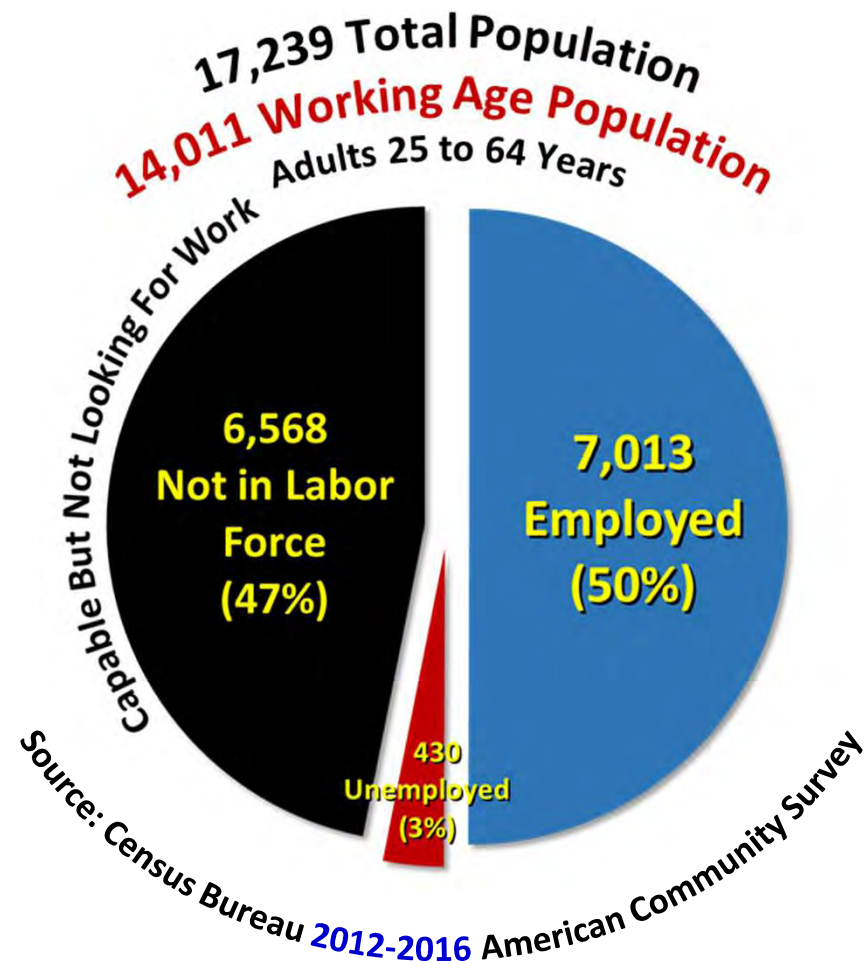
Source: Census Bureau, Statistical Atlas



At \$41K, Potter County is the 3rd poorest of all 67 Pennsylvania counties and has significant economic inequities across the county.

Potter County Workforce Situation

- Out of a total population of 17,239, Potter County only employs 7,013 (41%).
- Out of a total adult working age (25-64) population of 14,011, half the citizens are either Unemployed (3%, looking for work) or Not in Labor Force (47%, sidelined citizens are work capable but are no longer looking).
- Such a high fraction of sidelined workers leads to poverty, welfare, and crime.



Per PA Work, as of Sep 2021, out of a total population of 16,806, Potter County employment dropped to only 6,700 jobs (40%). The County's median age also grew to 47.2, 6.4 years older than the PA average.

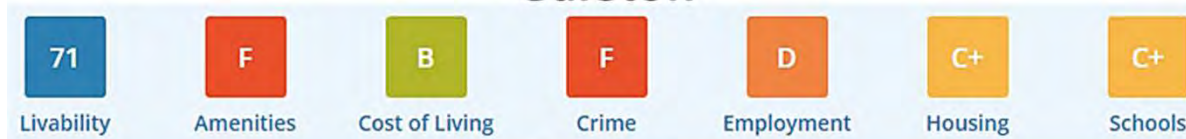
areavibes Livability City Ratings

Livability scores do not account for the desirability of Potter County countryside.

Coudersport



Galeton



Oswago



Ulysses



Sweden Valley



Attracting new industries and businesses will increase the “livability” of these small towns in Potter County.



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- **About Jobenomics**
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- **Attract More DHSP Visitors & Tourists**
 - **Experiential Tourism & Push Marketing Strategy**
 - **Omni-Channel Destination Planning System**
 - **DHSP Destination Resort & Conference Center**
- **Create Startup Businesses, Lure Talent & Funding**
- **Conclusion, Next Steps, Contact Information**

Experiential Tourism & Push Marketing

Pull Advertising ➡ *Push Marketing*

Push Marketing Connects Tourists:

■ Digitally

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

■ Socialistically

- Heritage & cultural insights
- Environmental interests
- Transcendental experiences

■ Logistically

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



Traditional tourism relies on *pull advertising*. Online *push marketing* advertises personal “**bucket list**” experiences.

Omnichannel Destination Planning System

Typical menu

- **Concierge**
- Lodging
- Transportation
- Restaurants
- Shopping
- Entertainment
- Sports/Hiking
- Medical
- Services
- Parks
- Tours/Sherpas
- **Affordable Getaways**



Destination planning systems orient travelers and tourists to local attractions and accommodations via **interactive mobile apps**.

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.

Adventure & Eco Tourism

Hiking Trails & Camp Sites



PA State Game Lands



Planned day or multiday excursions for families (and pets) with human Sherpas and/or augmented-reality digital assistants as needed.

Cabin/Tiny Home Businesses

480 sf 2 Bedroom Cabin Style House Plan

JOBENOMICS™
Denton Hill State Park



**Certified Custom Builder
Tiny Home Construction**

Bildsworth
INTERNATIONAL



820 sf 2 Bedroom (Cat5) DIY Kit

Jobenomics can create an affordable home industry in Potter County.

Affordable Multifamily Units

Source: Houseplans.pro plans by Bruinier & Associates



One-Level 768 sf



Two-Level 1,005 sf



Three-Level 1,225 sf

Multifamily (Fourplex) Homes @ \$105/sq. ft. Construction Price

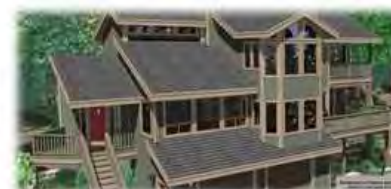
One-Level 768 sf x 4 units =	3,072 sf x \$105 =	\$322,560 or \$80,640 each
Two-Level 1,005 sf x 4 units =	4,020 sf x \$105 =	\$422,100 or \$105,525 each
Three-Level 1,225 sf x 4 units =	4,900 sf x \$105 =	\$514,500 or \$128,625 each



One-Level 1,764 sf



Two-Level 2,135 sf



Three-Level 2,984 sf

VA Single Family Home @ \$105/sq. ft.

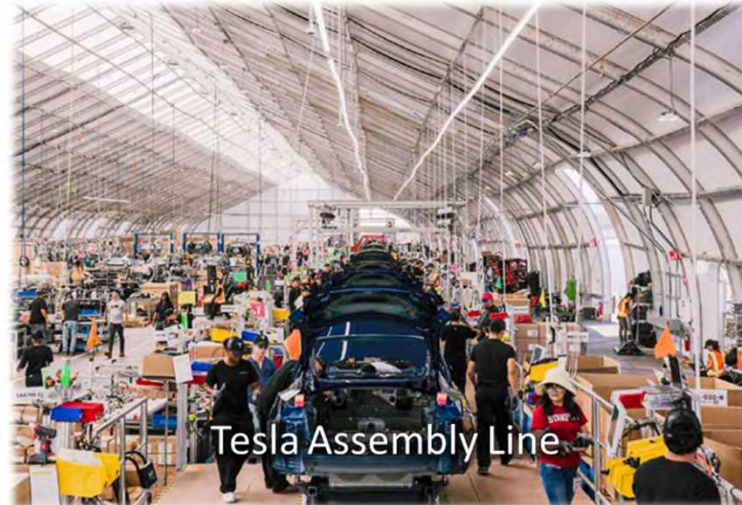
One-Level =	1,644 sf x \$105 =	\$172,620
Two-Level =	2,135 sf x \$105 =	\$224,175
Three-Level =	2,984 sf x \$105 =	\$313,320



Jobenomics has access to leading home builders.

Jobenomics-Sprung Structures

12,000 structures in 110 countries.



The world's **two richest men** used Sprung for their **flagship efforts**.
Jobenomics uses Sprung for the same reason (plus cost effectiveness).

Jobenomics-Sprung Structures *(Examples)*

Training/Entertainment



Sport Facility



Conference Centers



Community Centers/Retail



These **eye-popping** facilities can be operation within one year and will make PA Wilds a **regional destination center**.

Upgraded Ski Resort Facilities



Ideal structures for revitalizing the closed Denton Hill ski resort.

Other Indoor Venues *(Examples)*



Esports Gaming Center

Casino

Sports Bar-Restaurant



Ideal community center for inclement weather activities.



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- **Create Startup Businesses, Lure Talent & Funding**
 - **Jobenomics Veteran Owned Business Program**
 - **Examples Of Locally-Owned Startup Businesses**
- Conclusion, Next Steps, Contact Information

Jobenomics Veteran Owned Business Program



- Vets have proven service expertise and skills that can transform impoverished and crime-ridden neighborhoods.
- Retired military (officers and senior non-commissioned officers) can transform communities and non-working adults into fully-functioning citizens.
- PA Wilds Region has 39,021 veterans with a **total potential borrowing and buying power of billions of dollars.**
- Jobenomics Veteran Owned Live-Work Communities are:
 - Self-sufficient economically via new **businesses & careers.**
 - Energy-efficient, hi-tech, **affordable homes.**
 - **Ultramodern facilities.**



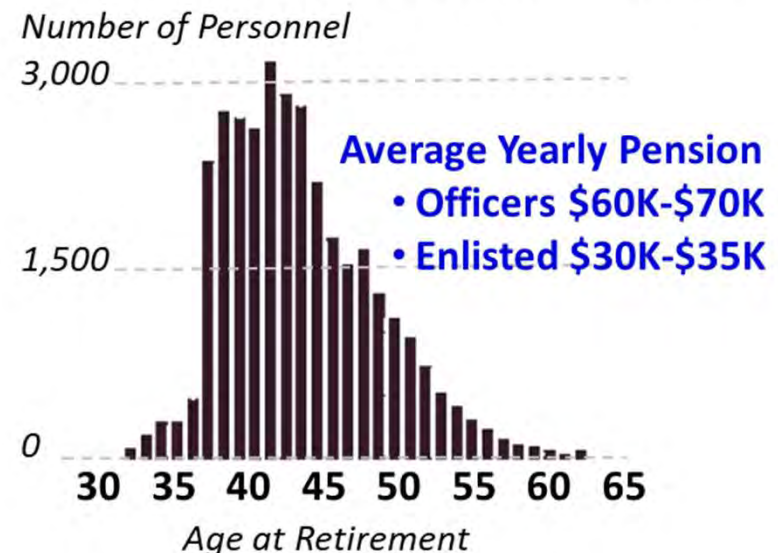
Retired military personnel are often role models who can inspire and mentor sidelined workers to build meaningful careers.

Transitioning Vets

- Every year, **200,000 personnel transition from the military** and are an excellent source of fresh new talent.
- Most transitioning veterans are seeking affordable homes and a place to start a second career or business. Many prefer rural settings and smaller towns where they can raise a family.
- Every year, **40,000 retire and receive generous pensions.**
 - Officers: \$60K-\$70K per year
 - Enlisted: \$30K-\$35K per year

Note: Potter County 2019 per capita income was \$24,797
- Most pensioners are **prime-age (35-45) borrowers** who can afford a nice home(s) or start a business.


Age At Retirement With Pension



PA has 51,961 military retirees with pensions. Jobenomics could help Potter County recruit hundreds of new retirees to start a business.

Affordable Mixed-Use Communities

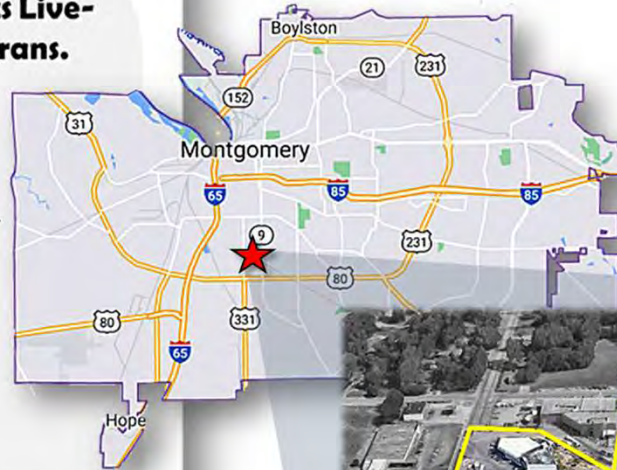
The Greg Calhoun Jobenomics Live-Work Community For Veterans.



Proposed Pilot Project At 3889 S. Court Street, Montgomery, Alabama.

Charles D. (Chuck) Vollmer,
Jobenomics Founder & President

15 March 2021
Proprietary Information



Jobenomics recently completed a detailed business plan for a mixed-use live/work/retirement complex **financed by VA-backed loans**, which can be a model for other communities.

Jobenomics-ACTS FFA Veteran Community



Rosamond, California, 1200-Acre Veterans Freedom Farm

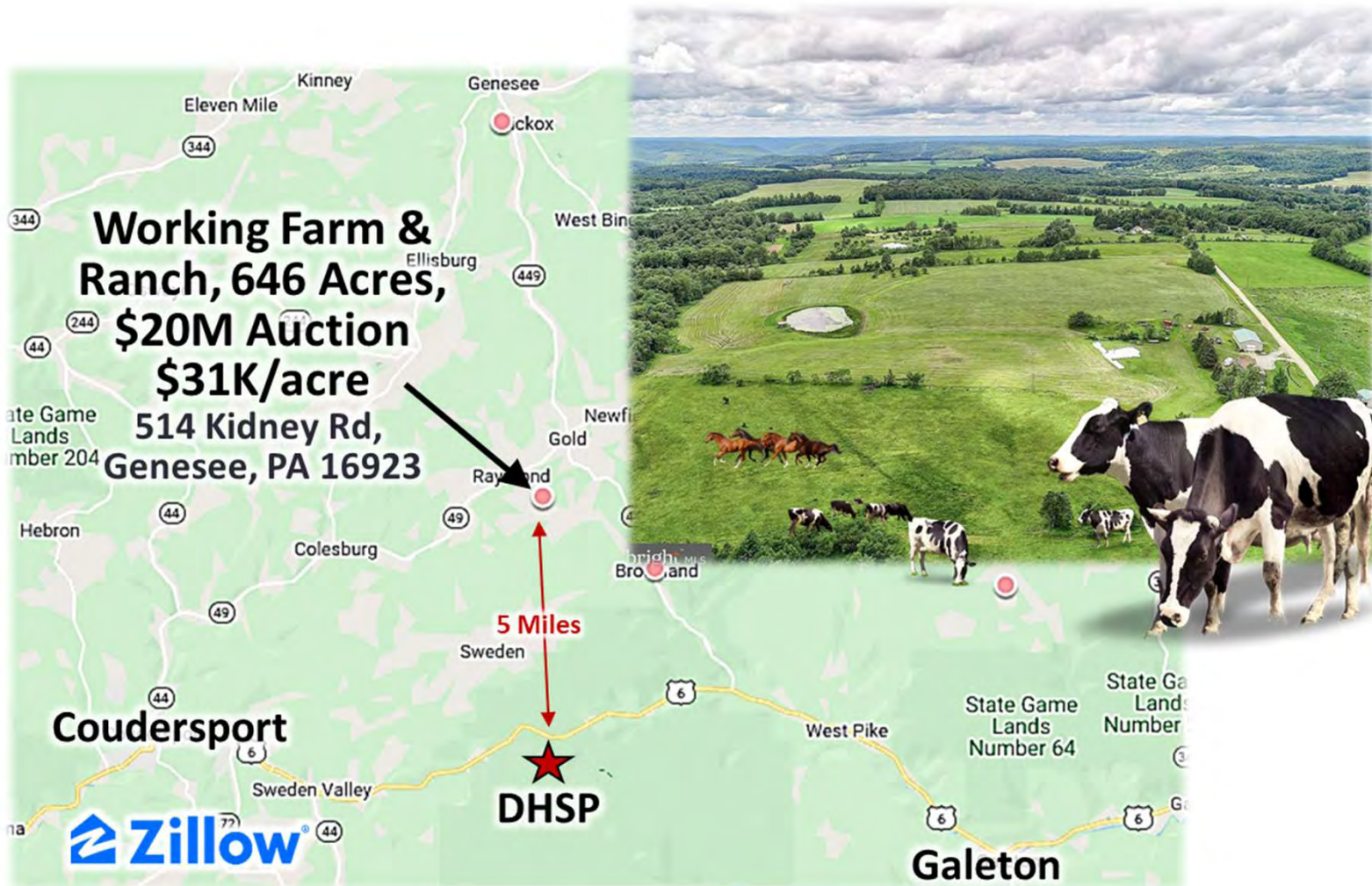


Coonan & Bonds Architects http://www.coonanbonds.com/mies_portfolio/acts-freedom-farm/



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

Potential Potter County CEA Location



Four vets with \$5M SBA-VA startup business loans could acquire this working property (with revenue) and implement a CEA community.

Controlled Environment Agriculture (CEA)

- CEA is the process of growing high-value plants and fish inside a grow room or greenhouse with ideal growing conditions.
- CEA technologies include:
 - **Traditional** (soil-based growing)
 - **Hydroponics** (soil-less growing of plants in a water solution)
 - **Aeroponics** (a technique where a fine mist delivers nutrients to roots suspended in air).
 - **Aquaculture** (indoor fish farming)
 - **Aquaponics** (a combination of hydroponics and aquaculture fish waste as plant nutrients)

Centralized Large Growing, Processing & Distribution Center



Local Small Growing Centers (Microfarms)

The Jobenomics CEA program is focused on mass-producing agribusinesses, micro-farms and agricultural-related jobs.

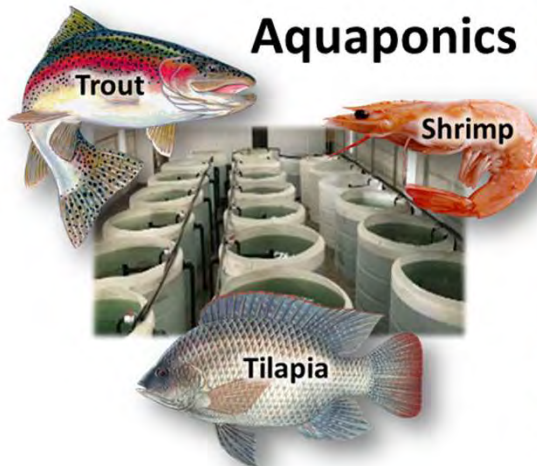
Jobenomics-Sprung CEA Facility



Hydroponics



Aquaponics



A fully-equipped, 34,500 sq. ft., CEA Center costs \$2.8 million and can be operational within 6-8 months with a 2-to-4-year payback period.

High Dollar Value CEA Products

Common Crops

- Culinary Herbs
- Lettuce
- Spinach
- Tomatoes
- Strawberries
- Peppers
- Cucumbers



Specialty Crops

- Medicinal Herbs
- Wasabi
- Cannabis Seedlings
- Flowers
- Mushrooms
- Ground Covers
- Hemp

There is high demand for fresh, locally-grown, organic, herbicide/pesticide free, non-GMO, farm-to-table food.

Industrial Hemp Products



Lumber



Furniture



Fabrics



Hempcrete



Insulation/Rope



Fertilizer



Paper Products



Biofuels



Capacitors



Body-Care



CBD Oil



Food Supplements

Galeton has a PA State Hemp growing permit.

DIK Hemp Tiny Home/Cabin Example



DIY kit by Coexist (Blanton, PA)

- \$27K structure
- Sleeps six
- One story with loft
- 140 SF (10'D x 14'L x 16'H)
- About 1-week assembly

A Jobenomics team is developing an industrial hemp community.

Jobenomics Microfarm Program



Our 5,000 sq. ft. CEA microfarm can be operational within four months with a 2-to-4-year payback period.

HyOx Drinking Water

Florida Bottling Plant

JOBENOMICS
Denton Hill State Park

Jobenomics Partner, HyOx Superwater Inc., www.superwaterhyox.com



SuperWater HyOx increases the dissolved oxygen content in water by 300%, which is essential for healthy human blood and organs.

SuperWater HyOx Medical Effects



Capillary microscopy of a fingernail bed before and 15-minutes after consuming a 500ml bottle of SuperWater HyOx.

TerreHyOx Organics Applications

JOBENOMICS™
Denton Hill State Park

Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado



Now **doubling growth** of traditional agriculture in South America.

HyOx Environmental Remediation Applications



HyOx Floating
Oxygenator GPS
Solar-Powered
Drone



Waterways, Lakes and Ponds



Toxic Waste Cleanup

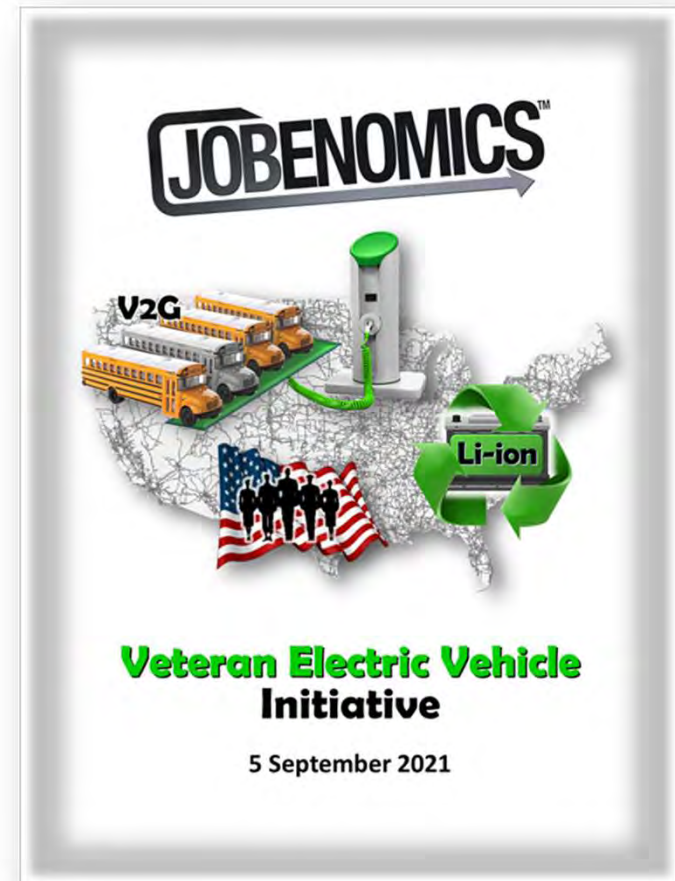


SuperWater HyOx is mitigating many forms of pollution.

Jobenomics Veteran EV Initiative

- Jobenomics Veteran EV Initiative will emphasize business ownership in a live-work community.
- The new Infrastructure Plan calls for transitioning to electric at least one-fifth of the school bus fleet, equating to 100,000 eBuses.
- Jobenomics will upskill veterans and provide startup business and second career opportunities.
- Business Development Areas:
 - **School Bus Retrofit & Conversion**
 - **Electric Vehicle & Second-Use Battery-Related Businesses**
 - **Transportation as a Service (TaaS)**

Jobenomics is currently identifying strategic partnerships with leading EV-related companies and institutions.



School Bus Retrofit & Conversion

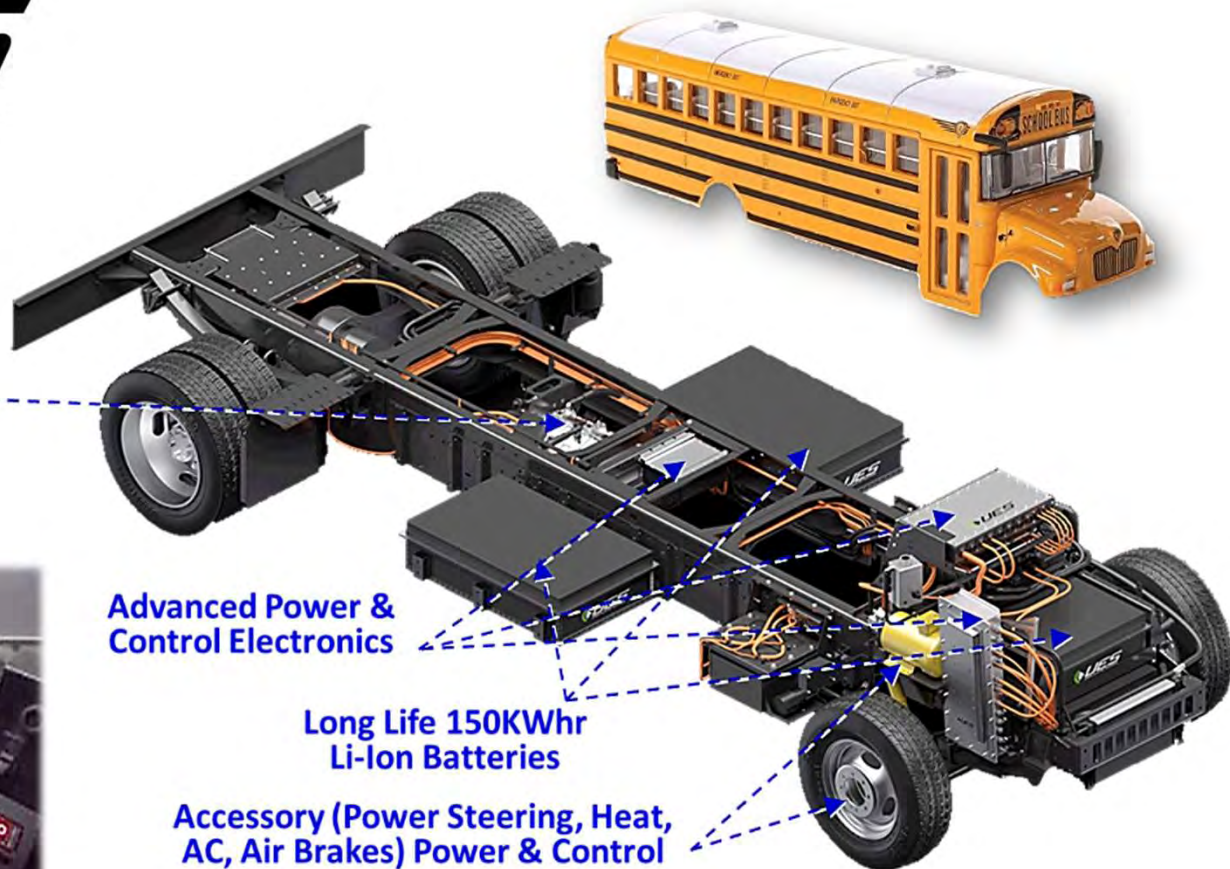


uniqueEV™

School Bus Conversion
Electric Propulsion System

High Torque
Electric Motor

Familiar Intuitive
Digital Controls



Retrofitting and converting the U.S. fleet of 480,000 school buses is a huge business opportunity for major school bus companies in need of skilled labor.

Veteran EV Live-Work Community

- 600,000 military personnel serve in transportation occupations.
- 200,000 personnel transition to civilian life every year.
- To attract departing personnel and skilled vets, Jobenomics will provide affordable accommodations and a sustainable career.

Affordable Home Community



Virtual Power Plant Complex



≈ 50 to 100 Acres



Jobenomics emphasizes business ownership in a live-work community designed with veterans in mind.

Digital Economy



- Standard economy growing at 1% a year versus digital economy's 15%. **Digital Economy's global economic impact will be \$124 trillion by 2025.**
- Digital economy is ideal for **Potter County's Generation Z digital natives**—most of whom want to start a self-employed business.

- **Digital Economy:**

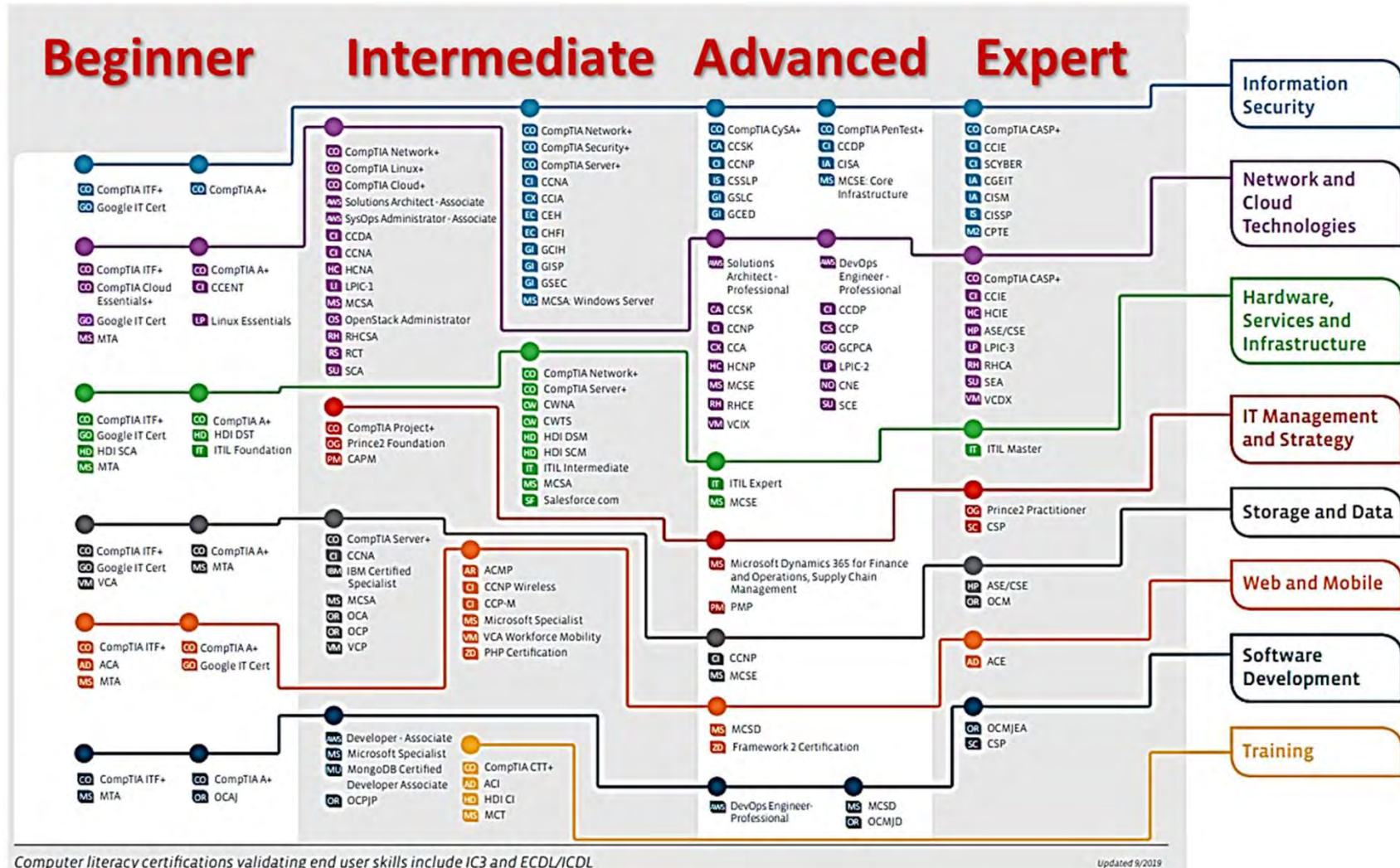
- E-Commerce
- Sharing Economy
- On-Demand Economy
- Apps/Bots/AI Economy
- Creator Economy
- Gig/Contingent Workforce
- Data-Driven Economy
- Internet of Things Economy



In order to reverse population decline and **brain drain, Potter County must retain their digital-savvy youth via digital economy jobs.**

Digital Economy Career Roadmap

Source: 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.

Jobenomics-Sprung Structure Digital Academy & Business Generator Facility

JOBENOMICS™
Denton Hill State Park



Our 19,500 square feet, community center, operational within 6-8 months with a payback period as short as 2-3 years.



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Conclusion

- **The Jobenomics DHSP program can be:**
 - Implemented quickly (often within one year). Detailed business plans are available for major programs.
 - Thousands of new businesses and jobs would be created.
 - Jobenomics programs are scalable and repeatable, thereby transforming PA Wilds' labor force and economy.
- **Next steps:**
 - Local officials need to decide if a Jobenomics DHSP initiative is of interest.
 - If yes, the Jobenomics team will work with local official to produce business plans.

Our success depends on the level of local support.

Contact Information

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