

# BALDWIN COUNTY

## Target Industry Study

### Summary



## KEY FINDINGS & RECOMMENDATIONS

1

### Need for Continued Industry Diversification

- ↳ Industry sub-sectors identified
- ↳ Develop sector-specific and subsector-specific marketing strategies
- ↳ Strategize leveraging synergies between target industries

2

### Low Wages & Purchasing Power

- ↳ Establish incentives centered around wages, job creation, capital investment, and overall economic impact
- ↳ Establish incentives for professional services and innovation sectors
- ↳ Reframe marketing towards impact

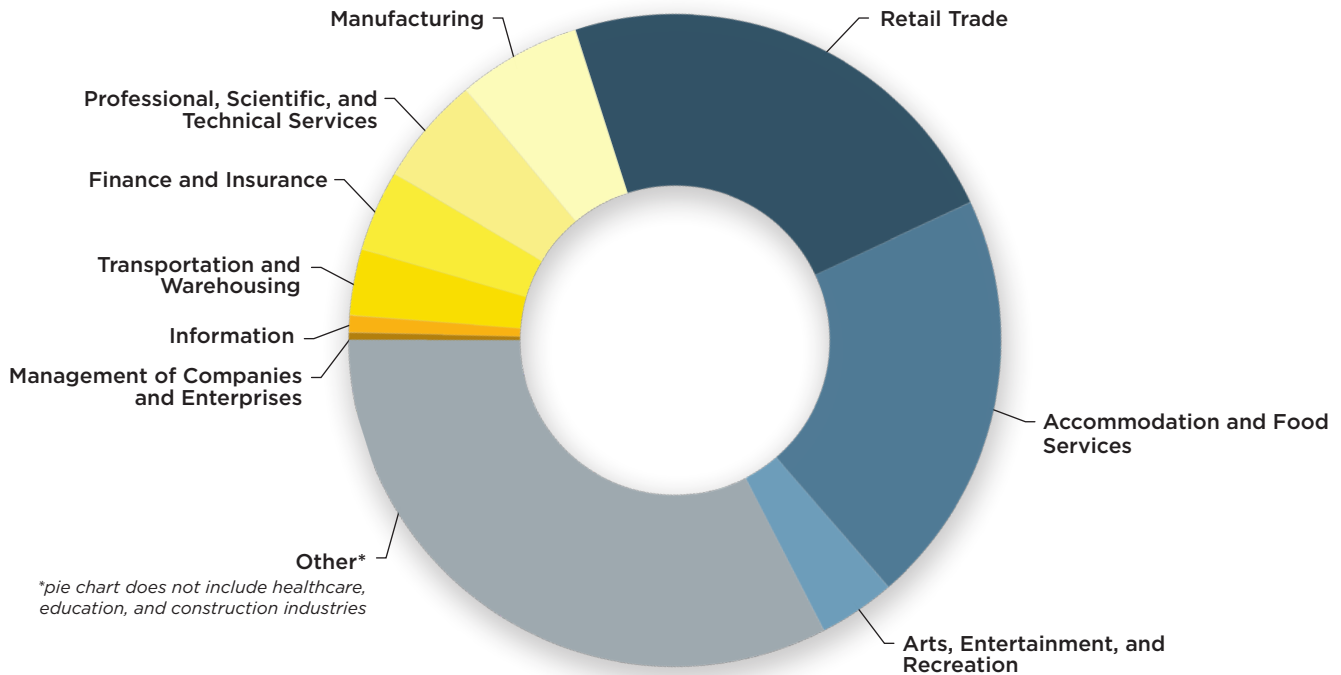
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### Product Development

- ↳ Identify and develop sites that could be marketed for growth

# BALDWIN COUNTY EMPLOYMENT BY INDUSTRY

source: JobsEQ



Baldwin County is heavily dependent on three industry sectors that are responsible for 34.8% of the jobs in Baldwin County. The Retail Trade and Accommodation and Food Services industries are responsible for over 32% of Baldwin County’s jobs, with average wages of \$37,381 and \$28,847 respectively. About one third of the county’s job opportunities are in these low wage industry sectors while 14.8% are in the target industries.



## KEY INDUSTRY TARGETS

Advanced Manufacturing

Professional Services & Innovation

Warehousing & Distribution

## TARGET SUB-SECTORS

- Aerospace
- Healthcare
- Agriculture
- Marine Science
- Logistics & Maritime
- Aluminum & Metals
- Real Estate & Homebuilding
- Tourism
- Regional Warehousing & HQ