

**Bill LaFayette, Ph.D.**

Founder and Owner, Regionomics® LLC

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**KEY STRENGTHS**

- Broad and deep understanding of techniques of analyzing regional, community, and neighborhood economies, workforce characteristics, and economic impact of specific projects and firms.
- Synthesizing large quantities of local economic and demographic data to determine present and likely future trends and implications of those trends for public and business policy.
- Bringing to bear the insight gained from 16 years of experience in economic and workforce development organizations.
- Explaining economic trends, research findings, and their implications in speeches, written presentations, and media interviews in an effective and engaging way.
- Collaborating with public and private decision-makers to help them convert analytical findings into action.

**EXPERIENCE**

**Regionomics® LLC**, Columbus, Ohio. Owner, March 2011-present

**Service offerings:**

- Economic analysis and key industry identification for communities, regions, and states, with policy implications.
- Workforce needs analysis (economy-wide and key industry) with policy implications.
- Economic impact analysis.
- Assistance in finding, using, and interpreting economic and demographic statistics.
- Financial analysis of firms, industries, and projects.
- Fiscal analysis for local governments.
- Written communication, media relations, and public speaking on regional economic topics.

**Representative projects:**

- Write bimonthly article on the Ohio economy for Hannah News Service (August 2012-present)
- Estimating economic impact of each approved construction bid for the Franklin County Corrections Center and Forensic Science Center (April 2018-present)
- Assessed current fiscal position and fiscal impacts of prospective development by type as part of City of Marysville, Ohio's Comprehensive Plan (OHM Advisors, March 2018)
- Prepared 19<sup>th</sup> annual sector-level employment forecast for the Columbus MSA (December 2017)
- Assessed the economic and social impacts of veterinary medicine in Ohio (The Ohio State University College of Veterinary Medicine and the Ohio Veterinary Medical Society, with S.A. Buser, May 2017)
- Conducted an extensive evaluation of the impacts on population, education, housing, transit systems, hospitals, emergency services and quality of life of a major economic development project in a rural area (September 2016)
- Prepared economic impact assessment as part of the application for EB-5 immigrant investment funding for a real estate development at 223 East Town Street, Columbus, Ohio (August 2016)
- Estimated the economic impact of North Market retail and restaurants, Columbus, Ohio (June 2016)
- Projected commercial and residential development over the next 20 years resulting from the development of a new freeway interchange in Delaware County, Ohio and the resulting revenues to the New Community Authority and the Village of Sunbury (May 2016)
- Estimated local tax impacts of all development in the Arena District, Columbus, Ohio (Nationwide Realty Investors, with Stephen A. Buser, February 2016)

- Prepared demographic and economic profile of Marion County, Ohio (Marion CAN DO!, October 2015)
- Assessed current fiscal position and fiscal impacts of alternative development plans as part of City of Powell, Ohio's Comprehensive Plan (MKSK, September 2015)
- Conducted detailed workforce analysis, including industry driver analysis, occupational projections and industry leader focus groups, for the five regional campuses of Ohio University (June 2015)
- Analyzed and projected status of Columbus across a wide variety of measures in 1980, 2015, and 2050 (Columbus Foundation, May 2015)
- Prepared regional and national economic section of Columbus 2020 Quarterly Report to Investors (October 2011-January 2015 – report discontinued)
- Prepared annual forecast of sales tax receipts for the Central Ohio Transit Authority (December 2011 through December 2014)
- Assessed economic impact and workforce needs of Blueprint Program, City of Columbus Department of Public Utilities (November 2014; update August 2015)
- Prepared Strategic Economic Development Plan for Delaware County, Ohio (October 2014)
- Prepared economic analysis of three prospective development projects for an application to create a Regional Center under the U.S. Customs and Immigration Service's EB-5 Immigrant Investor Program (American Prosperity LLC, July 2014)
- Collaborated with Vogt Santer Insights on 30-year projections of employment growth and housing demand in rural Nevada (January 2014)
- Collaborated with Greater Ohio Policy Center in assessing impact of public and private investment on property values in two Columbus neighborhoods (November 2013)
- Measured the statewide economic impact of the Clean Ohio Revitalization Fund (Greater Ohio Policy Center, May 2013)
- Identified promising industries for entrepreneurial development in Ravenna, Ohio (GPD Group, November 2012)
- Defined occupations of a logistics company in terms of Standard Occupational Classification system, determined the labor shed, and compared wage structure to the market (Confidential, January 2012; updates, June 2015 and April 2018)
- Conducted economic impact study for the Columbus Museum of Art (November 2011)
- Conducted economic impact study of the reconstruction of the I-71/I-670 interchange (MurphyEpson/ Ohio Department of Transportation, October 2011)
- Analyzed industry growth and identified workforce needs of the Ohio insurance industry as part of a strategic plan presented by insurance executives to Governor John Kasich (Ohio Skills Bank/Wright State University/Columbus State Community College, May-June 2011)
- Analyzed Central Ohio information technology employment needs for a strategic workforce plan, in collaboration with Metcalf and Associates (Ohio Skills Bank/Wright State University/TechColumbus, March-June 2011)

**Community Research Partners**, Columbus, Ohio. Interim Executive Director, December 2012-May 2013.

- Led research organization with a staff of 12 on a part-time basis during the search for a permanent executive director.

**Columbus Chamber**, Columbus, Ohio. Vice President, Economic Analysis, July 1999-August 2011.

- Conducted economic and demographic research and analysis of the Columbus region and Ohio in support of the Chamber's economic development mission. Determined policy implications and appropriate messaging of the findings. Supervised use of economic and demographic information in all Chamber publications and communications.

- Prepared annual economic forecast for the Columbus Metropolitan Statistical Area, the only comprehensive employment forecast of its kind in the region. Coordinated independent submissions by three other area economists, combined the forecasts, wrote the report, and held a Metropolitan Club forum releasing the results each January.
- Prepared quarterly reports discussing current regional, state, and national economic trends.
- Supported a variety of initiatives of the Chamber's partners through committee service and providing analysis and resources. Notable examples: Columbus State Community College, Columbus City Council and Mayor's Office, Franklin County Commissioners, Central Ohio Workforce Investment Corporation, Experience Columbus, Columbus Regional Airport Authority.
- Acted as Chamber's media spokesperson for economic issues; frequently spoke to business and community groups.
- Maintained economic and demographic databases used by Chamber staff and in my own analyses.
- Selected and supervised college-level interns in their assistance with my projects.

**The Ohio State University**, Columbus, Ohio. Adjunct Instructor.

- Workforce Development Section, School of Physical Activity and Education Services, January-March 2010. Taught Comparative Workforce Systems in the Ph.D. Program.
- Department of Finance, Fisher College of Business, March-June 2008; March-May 2013. Taught Real Estate Finance in the MBA Program.

**Capital University**, School of Management, Bexley, Ohio. Adjunct Instructor, September 2000-May 2002.

- Taught seminar, "Critical Issues Facing Greater Columbus," in the MBA Program. A cooperative arrangement between the School of Management and the Chamber, allowing us to access assistance for research projects while giving students a detailed overview of local issues and hands-on experience in socioeconomic analysis.

**Rickenbacker Port Authority**, Columbus, Ohio, Research Coordinator, June 1995-July 1999.

**Primary responsibilities:**

- Conducted economic and market research and analysis of both air cargo and industrial real estate markets in support of RPA's operation of Rickenbacker International Airport and U.S. Foreign Trade Zone No. 138. Provided interpretations of the analysis to inside and outside parties.
- Prepared annual forecast of airport activity for use in budgeting and airport planning; tracked and updated forecast through the year.
- Assisted in preparing RPA annual operating and capital budgets.
- Collected monthly airport traffic and cargo tonnage totals from airlines; reported results to RPA management, trade associations, and the federal government.
- Served as primary media spokesperson for airport traffic developments.
- Wrote and edited technical documents and reports, news releases, and marketing materials.

**The Ohio State University**, Department of Finance, Columbus, Ohio. Teaching and Research Associate, September 1983-August 1988; October 1993-March 1995.

- Taught courses in real estate, corporate finance, and investments at introductory and advanced undergraduate levels.
- Assisted faculty members with data collection, computer analysis, course teaching and administration, and grading of projects and exams.

**University of North Texas**, Finance, Real Estate, Insurance, and Law Department, Denton, Texas. Lecturer in Real Estate, January 1990-May 1992.

- Planned and taught undergraduate and MBA-level courses in real estate, including Principles, Finance, and Market and Investment Analysis. Designed and taught a new MBA-level Real Estate Market and Feasibility Analysis seminar.

**Ashland University**, Business Administration Department, Ashland, Ohio. Assistant Professor, August 1981-August 1983.

- Planned and taught courses in corporate finance, investments, and accounting at introductory and advanced undergraduate levels. Designed introductory course in finance for entering MBA students with no business background.

### EDUCATION

**Doctor of Philosophy**, The Ohio State University, Columbus, Ohio, June 1994.

**Field of Study:** Real Estate Economics, Financial Economics.

**Dissertation:** *Mortgage Choice, Tenure Choice, and Housing Demand in the Presence of Mortgage Qualification Constraints*. (Winner of 1994-95 Dissertation Award, American Real Estate and Urban Economics Association.)

**Master of Business Administration**, Wright State University, Dayton, Ohio, August 1981.

**Field of Study:** Investment Management.

**Thesis:** *The Pricing of Stock Options: An Empirical Investigation*.

**Bachelor of Science, Summa cum Laude**, Wright State University, Dayton, Ohio, December 1979.

**Field of Study:** Finance and Accountancy (double major).

### SCHOLARLY PUBLICATIONS

P.H. Hendershott, W.C. LaFayette, and D.R. Haurin, "Debt Usage and Mortgage Choice: The FHA-Conventional Decision," *Journal of Urban Economics* 41 (1997), 202-217.

W.C. LaFayette, "A Critique of Albert and Weaver's 'A Model for the Analysis of the Components of Equity Value'," *The Appraisal Journal* 55 (April 1987), 252-59.

### MEMBERSHIPS AND COMMUNITY INVOLVEMENT

- Leadership Columbus – graduate, 2004.
- Employment for Seniors – member, Board of Trustees, 2015-present (Board president, 2017-present).
- City of Columbus appointee, Mid-Ohio Regional Planning Commission, 2014-present.
- Member, Franklin County Budget and Economic Advisory Panel (appointment by the County Commissioners), 2013.
- Member, Columbus Funding Review and Advisory Committee (appointment by the Mayor and City Council), 2011-12.
- Member, Columbus Economic Advisory Committee (appointment by the Mayor and City Council), 2008.
- Community Research Partners – member, Board of Directors, 2009-2016.
- Columbus Metropolitan Club – member, Board of Trustees, 2009-2015; member, Program Committee, 2004-present (chair, 2013-2015).
- Short North Arts District – member, Board of Directors, 2008-2011.
- Kaleidoscope Youth Center – member, Board of Directors, 2004-2006.