



**HGA**  
High Ground Analysis

# Quarterly Economic Reviews

## for Metropolitan Statistical Areas



*Data that matters, harmonized into a unified, organized, and accurate source of truth.*

### ***Become confident in the story your data tells...***

In clear, concise, and easy-to-comprehend custom reports, economic data are combined with multi-source information to uncover trends, refined through an assessment process, given context, and **primed to inform decision making**.

Every community exhibits unique characteristics influenced by a combination of investments, policy decisions, and its cultural landscape that stimulate a community's economic outcomes.

Regardless of the nation's overall economic trajectory and its effect on a municipality's economic performance, resilient metropolitan areas strategically employ their assets to remain competitive places for businesses to operate and workers to live.

Success requires a combination of steady, measured, deliberate growth accompanied by energetic innovation, and the **right information analyzed to guide data-driven strategic business decisions**. Once the full value of the data is realized, everyone is empowered to make better decisions, every day.

*High Ground Analysis, LLC*

*Veteran Owned*

# Making data actionable with analysis.

## MSA Economic Index

(Suggested baseline indicators)

1. New Residence Permits (LEADING)
2. Retail Sales Tax Revenue (LEADING)
3. Labor Force / Employed
4. Manufacturing Jobs (LEADING)
5. Unemployment Rate
6. Average Daily Hotel Room Rate
7. % Hotel Room Occupancy

## Proprietary Analytics Data

(Additional, State & Local)

1. Business Cycle Index
2. Housing Affordability Index
3. Home Price Valuation
4. Industrial Production Index
5. Biennial MSA Precip Reports

## Additional Indicators

1. Manufacturing Tax Revenue
2. Job Openings: total / by-Industry
3. Labor Force: total / by-Industry
4. Average Weekly Earnings
5. Average & Median Home Price
6. Home Sales (count & dollar volume)
7. Total Home Listings / MOI
8. Gross Domestic Product (local)

## Deliverables

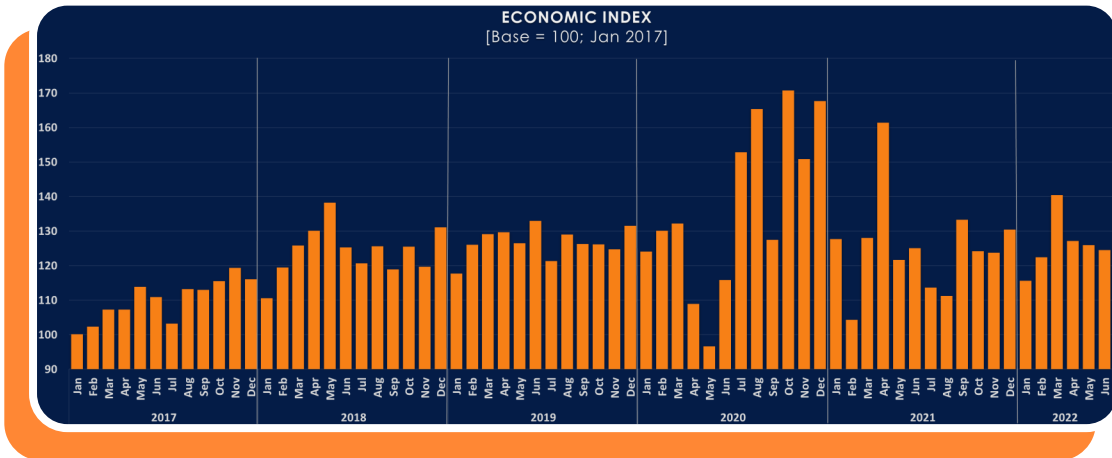
1. 4 x quarterly reports
2. Custom MSA Economic Index
3. Up to 10 x multi-axis charts w/analysis
4. Up to 10 pages + front & back cover
5. Custom design/branding
6. Quarterly Excel data file
7. Quarterly progress calls/meetings
8. OPTIONAL: Print services

Through consultation, a customized Economic Index is designed and other economic indicators desired for analysis are identified. The custom index considers several indicators providing insight into the state of a local economy relative to a baseline. The goal of the index, and the overall report, is to help decision makers, and a community as a whole, evaluate the economic vitality of the local area. Deeper dives into what the individual data mean are also presented throughout the reports.

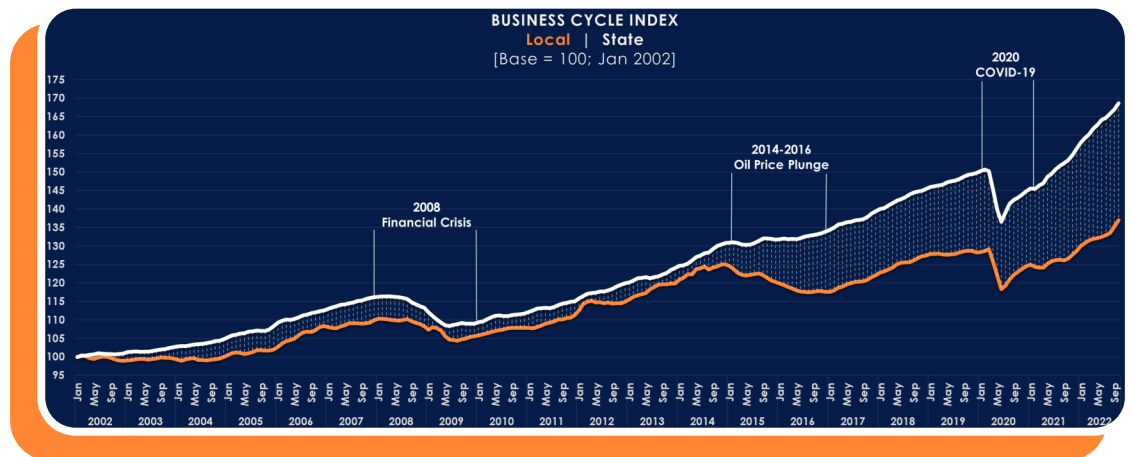
Proprietary data integration includes extensive economic data at the individual metro level to meet the diverse information, planning, and risk management needs of individual communities. This added economic intelligence and analysis, while not designed for the status quo, can help business leaders make better, faster decisions.

# Provide the most important economic data for your community.

Uncover long-term trends and unlock meaningful insights with the foundation necessary to drive informed business planning, investment, strategic management decisions.



The custom Economic Index considers several economic indicators to provide insight about the state of a local economy. Some data sets are leading indicators and point to future changes in the economy - useful for short-term predictions of economic developments. The remaining data are lagging or coincident indicators; coming after the economy changes, helping to confirm specific patterns, yet still providing valuable information about the current state of the economy.



The Business Cycle Index (BCI) is a measurement to gauge the trend of underlying economic activity. Ultimately it seeks to forecast the strength of economic expansion or recession in coming months, along with forecasts for other prominent economic measures. The BCI must be used in conjunction with other statistics of an economy to understand the true nature of economic activity.

*When you understand how the data you provide enables better business decisions, you're positioned to take your business community where it's never been before - driving better business outcomes.*

*High Ground Analysis, LLC*



*Mike Berry*


My career in the United States Air Force began in 2000, where I developed my passion for constantly refining my knowledge and education, earning a Bachelor of Science degree in Geography from the U.S. Air Force Academy (c/o 2004) and subsequently earning a Master's degree in Strategic Intelligence (i.e. Formal Analytic Methods). Commissioned as an Intelligence Officer, I was involved in managing internal/external training and education programs, the establishment of an internal Training Standardization & Evaluation unit, training A-10 aircrew on enemy weapons systems, tactics and techniques, and leading inspection teams that evaluated unit readiness and compliance. I deployed to Afghanistan in 2007 and 2009 in support of Operation Enduring Freedom and provided stage-location aircrew intelligence support from Spain in 2011.

Upon joining Ethicon, Inc., San Angelo, TX (a medical device manufacturer) in 2012 as the Materials Management Facilitator, I oversaw all shipping/receiving activities and raw material inventory/warehousing management. I functioned as the unit's customer service champion, optimizing on-hand inventory, reducing lead-times, simplifying supply chain end-to-end processes, ultimately cultivating improved customer trust and satisfaction. Beginning in 2015, I led the site's Training Department in the development and maintenance of learning and development programs that ensured personnel competence, improving human performance, reducing human-error rates and overall up-skilling of personnel in technical areas of expertise. I maintained a certification as a Professional in Training Management, a registered Professional Instructor and Competency Assessor.

Today, I operate as a strategist nurturing relationships, building networks, facilitating cooperation, and securing resources to meet the needs of businesses. My charge is to strengthen entrepreneurial liberty and wealth building opportunities through new-enterprise recruitment, incumbent-business support, and fortifying a skilled workforce to facilitate customer growth, competitive advantage, and overall success in the regional, national and global marketplace. I perform quantitative data research and all-source information analysis to develop compelling stories to encourage investment and inform strategies for business development, retention and expansion.

For more information or to set up an introductory call, please contact:

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