

SPARKYARD

FALL 2020 JOBS REPORT



25,157

JOBS CREATED IN TARRANT COUNTY
IN 2018 BY FIRMS 0-1 YEARS OLD.



NEW JOBS IN TARRANT COUNTY: THE ROLE OF FIRST-TIME EMPLOYERS

Startups¹ are vital to our economy. New and young firms are the primary source of job creation in the U.S. economy in both urban and rural communities, according to the Ewing Marion Kauffman Foundation.² The COVID-19 crisis and the emergency measures taken to stop its spread have wreaked havoc on entrepreneurs and small business owners. Shops have closed, capital investments in new startups have slowed, markets have shifted. Now, more than ever, it is critical to recognize the importance of startup firms to the creation of jobs, and support those firms so that they can lead the community back to recovery as job-producing engines.

Startups play a significant role in job creation in Fort Worth and Tarrant County, with firms 0-5 years old accounting for almost 10% of the new jobs created in the county in 2018.

Sparkyard, in its role of cultivating a connected and vibrant entrepreneurial ecosystem in the Fort Worth area, has taken a special interest in collecting metrics that will measure the area's progress on building a stronger entrepreneurial ecosystem.

OTHER HIGHLIGHTS

- Tarrant County ranks second when compared to its three closest counties in terms of job creation by young firms.
- The average wage for jobs created by firms 0-1 years old was \$34,224, compared to \$55,275 average wage for all firms.

MEASURING WHAT MATTERS: ENTREPRENEURSHIP IN TARRANT COUNTY

This report quantifies the impact of new and young firms to the Tarrant County economy.

Access to data from the U.S. Bureau of Labor Statistics' Quarterly Workforce Indicators (QWI) provides an opportunity to look at new and young firms and their contribution to job creation. The report also provides year-to-year comparison data regarding job creation by new and young firms, average wages and the industrial breakdown of startups. Data for charts is from 2018, the most current year available, unless otherwise noted.

25,157

JOBS CREATED IN TARRANT COUNTY IN 2018 BY FIRMS 0-1 YEARS OLD.

25,658

AVERAGE NUMBER OF JOBS NEW FIRMS CREATED IN TARRANT COUNTY EACH YEAR FROM 2013 TO 2018.

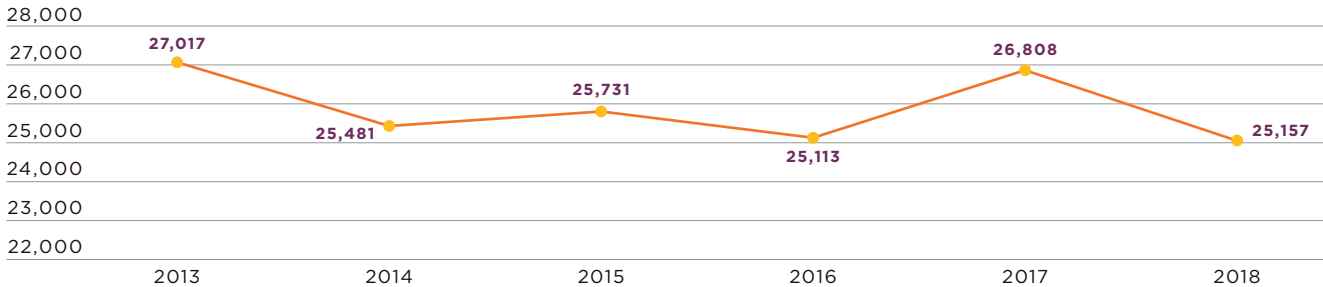
¹ This report identifies a startup as a firm 0-1 years old, as measured by compliance with unemployment insurance laws and reported through Quarterly Workforce Indicators. The firm may or may not have had operations prior to the hiring of the first employee.

² Wiens, Jason and Chris Jackson. "The Importance of Young Firms for Economic Growth." Ewing Marion Kauffman Foundation, 13 Sept. 2015. <http://www.kauffman.org/what-we-do/resources/entrepreneurship-policy-digest/the-importance-of-young-firms-for-economic-growth>

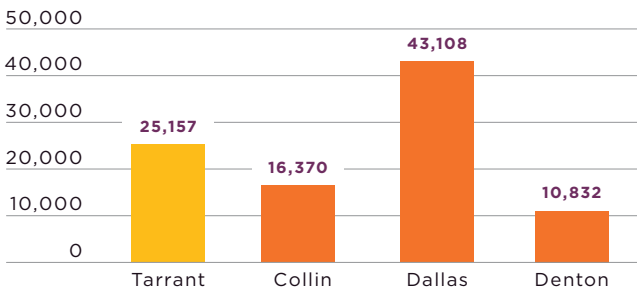
JOB CREATION

Job creation from new firms in Tarrant County has remained fairly constant from 2013 to 2018. In 2018, firms 0-1 years old created 25,157 jobs. Total employment in Tarrant County in 2018 was 850,252; jobs created by new firms accounted for 3% of total employment.

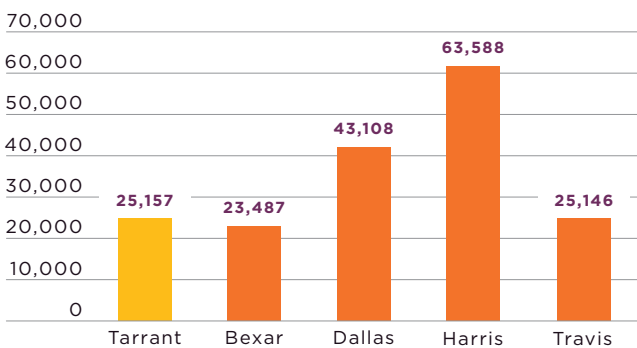
NEW FIRMS IN TARRANT COUNTY CREATE 25,000+ JOBS PER YEAR



TARRANT COUNTY RANKS SECOND IN JOB CREATION IN NORTH TEXAS



TARRANT COUNTY RANKS THIRD IN TEXAS JOB CREATION BY NEW FIRMS IN 2018



FOUNDER: KERI CROWE-SEHER
COMPANY: MELT ICE CREAMS
INDUSTRY: RETAIL FOOD & BEVERAGE
EMPLOYEES: 27

➤ Keri Crowe-Seher sells happiness with her unusual (and delicious!) ice cream flavors.



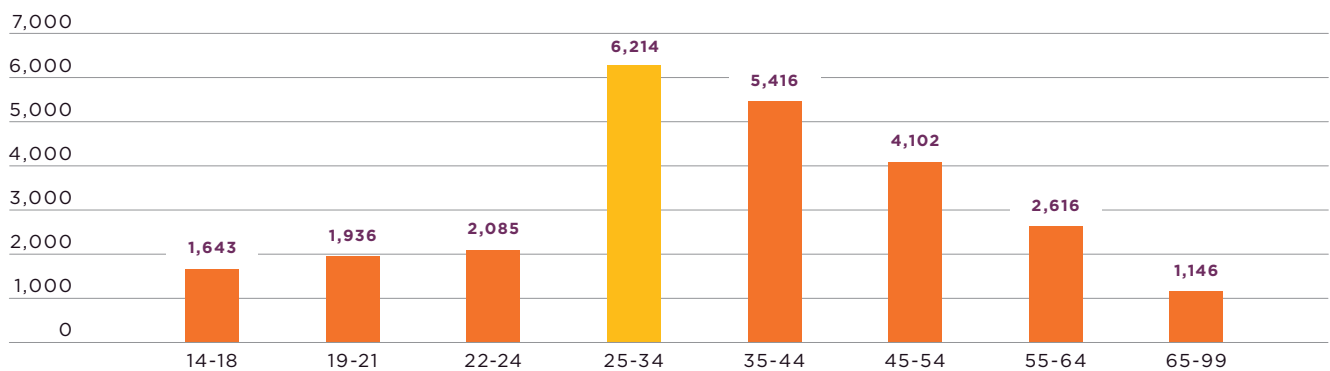
This entrepreneur has been serving up happiness since she founded her company, Melt Ice Creams, in the Near Southside in 2014. Melt filled a critical sweet tooth gap in the area and has since expanded to a larger retail location in the Near Southside and locations in Sundance Square and in the Bishop Arts area of Dallas. The company also opened a production facility to keep cranking out flavors like Salt Lick, Cashew Chip, Cookie Crush and Pineapple Upside Down Cake. Keri's steady growth has allowed Melt to become a consistent job creator in our community. In fact, she even hired her husband a few years ago to help the company expand.

THE LARGEST NUMBER OF EMPLOYEES IN NEW FIRMS WERE **25-34 YEARS OLD.**

EMPLOYEES

The jobs created by new firms in Tarrant County were filled by people of all ages, education, race and ethnicity. The largest number of employees in new firms in 2018 were 25-34 years old.

MOST EMPLOYEES IN NEW FIRMS ARE 25-34



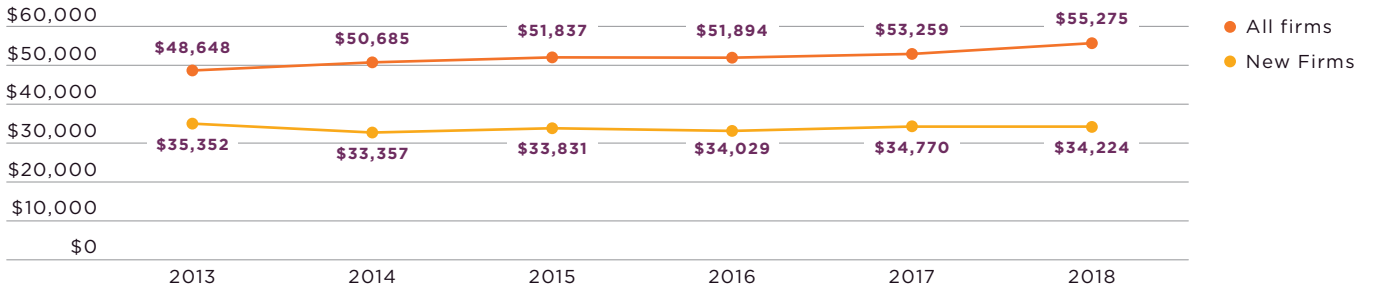
EMPLOYEES OF NEW FIRMS WERE SIMILAR TO ALL FIRMS IN TERMS OF EDUCATIONAL ATTAINMENT

Education Level	Firms 0-1 Years Old	All Firms	Firms 0-1 Years Old	All Firms
Less Than High School	4,020	134,282	16%	16%
High School or Equivalent, No College	5,281	193,905	21%	23%
Some College or Associate Degree	5,973	229,524	24%	27%
Bachelor's Degree or Advanced Degree	4,219	170,201	17%	20%
Educational Attainment Not Available	5,663	122,341	22%	14%

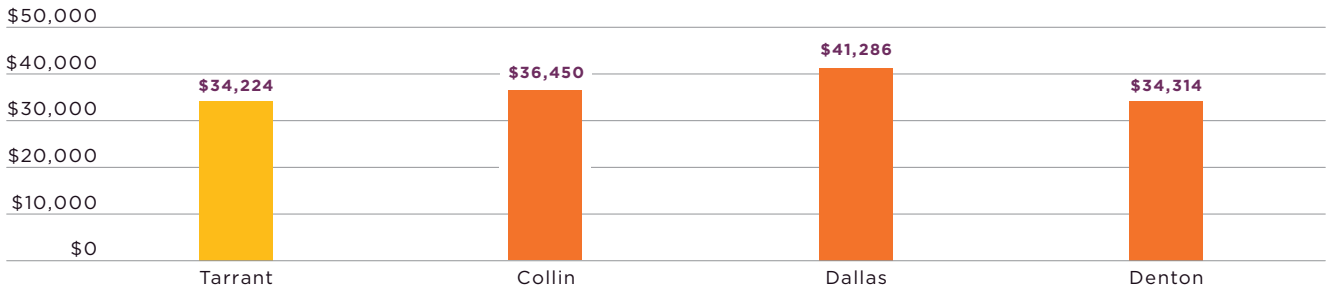
WAGES

The average wage for jobs created by firms 0-1 years old in 2018 was \$34,224, compared to \$55,275 average wage for all firms. The average wage for new firms has stayed fairly consistent from 2013-2018.

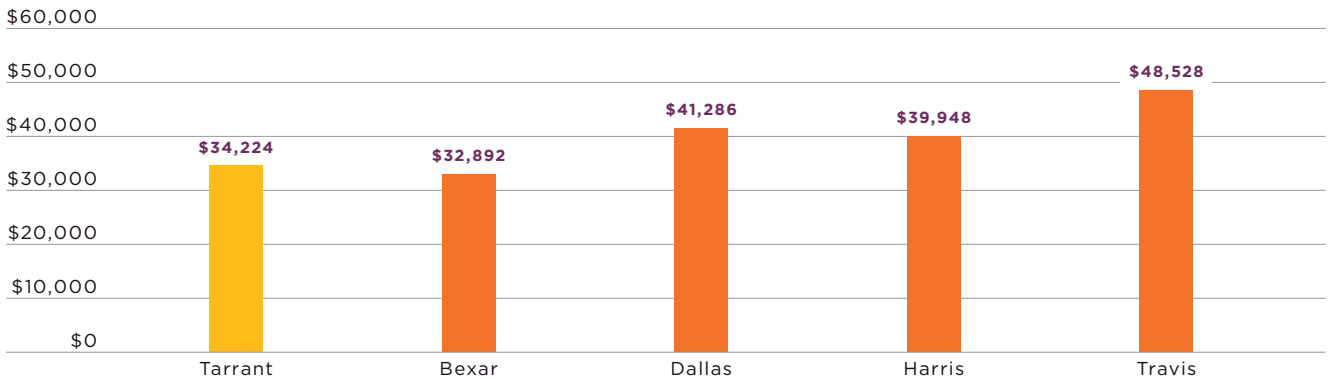
AVERAGE WAGE FOR NEW FIRM EMPLOYEES LESS THAN AVERAGE WAGE FOR ALL FIRMS



TARRANT COUNTY IS LOWEST IN AVERAGE WAGES PAID BY NEW FIRMS IN NORTH TEXAS



TARRANT COUNTY RANKS FOURTH IN WAGES PAID BY NEW FIRMS IN LARGEST TEXAS COUNTIES



FOUNDER: CAMERON SADLER

COMPANY: NEWCRAFT

INDUSTRY: SOFTWARE

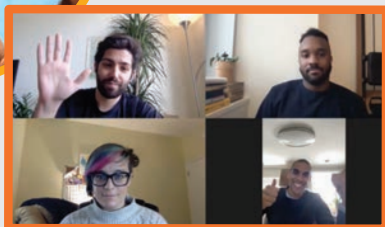
EMPLOYEES: 3

Cameron was teaching at Dunbar High School in Fort Worth when he realized the future of employment would look drastically different. He founded NewCraft, and joined the Y-Combinator startup accelerator program in Silicon Valley in early 2018, making Cameron the first-ever entrepreneur from Fort Worth to be selected for the prestigious program. For 2.5 years, NewCraft built remote recruiting and on-boarding apps used by companies like Coinbase and LTSE. Today, NewCraft enables developers to do the same by providing a universal API for employee data. Developers aiming to build new apps for employee benefits, collaboration, recruiting, and financial services use NewCraft to securely access data in systems like Workday, Slack and ADP.

With the ambitious mission of powering the future of employment, and the backing of Y-Combinator, NewCraft is on the path to create the jobs of the future in Fort Worth.



◀ **NewCraft founder Cameron Sadler jumped from teaching high school to technology and never looked back.**



INDUSTRIES

Accommodations and Food Services tops the list of number of employees by industry for new firms in Tarrant County in 2018. Health Care and Social Assistance was second, and Construction was third. For all firms in Tarrant County, Retail Trade had the highest number of employees, followed by Health Care and Social Assistance, then Accommodations and Food Services.

NEW FIRMS IN FOOD SERVICES AND HEALTH CARE GENERATE THE MOST JOBS



ABOUT SPARKYARD

Sparkyard's mission is to cultivate a connected and vibrant entrepreneurial ecosystem in the Fort Worth area through a comprehensive platform that connects entrepreneurs and business owners to the resources they need to launch and scale their companies.

With more than 50 resource partners to help Fort Worth businesses, Sparkyard helps companies access a wide variety of services: legal counseling, accessing capital and navigating the licensing and permitting process. Through the Sparkyard platform, business owners can directly contact resource partners for assistance or work with a Resource Navigator who will help the business owner identify the right provider based on need, location, industry, stage of business and additional criteria.

In addition to its targeted matchmaking between providers and businesses, Sparkyard provides guidance for licensing and management of a start-up enterprise, catalogues business-focused events across the city and hosts a running blog series featuring Fort Worth entrepreneurs. The tool is free to use by business owners and free for resource partners to join.

Funding for Sparkyard is provided by the UNT Health Science Center, the Office of Economic Development from the City of Fort Worth, and TCU Neeley School of Business.

METHODOLOGY

This project utilizes the Quarterly Workforce Indicators (QWI) — a set of 32 economic indicators that capture employment characteristics across the United States — available via the Census Bureau's LED Extraction Tool. When filtering the data by firm age, the most recent years of available data were used, 2013 to 2018, in order to determine for firms of differing ages. Annual employment, number of employees by industry (two-digit NAICS), the distribution of employees by their age, education level, race and ethnicity and annual average wages were generated using beginning-of-quarter employment counts and beginning-of-quarter average monthly earnings.

The scope of this report was limited by the information in the dataset. Access to additional data (for instance, raw Quarterly Census of Employment and Wages data) would allow for a more robust analysis of the impact new and young firms have on Tarrant County.

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