

Making Decisions, Making Sense: Technology for Better Economic Development



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Changing tech in a changing field

- Big game hunting or tending the crops?
- Birds in the hand or birds in the bush?
- Small is beautiful?
- Talent, talent, talent

What tasks have a lot of technology resources? What tasks don't?

**What do
Economic
Developers do
with
technology?**

1. Market Their Community

- Data rules
- You're eliminated before you know they're looking
- Visual *uber alles*
- Low tolerance for fuss

2. Do research

- Who should we market to?
- Should we pursue that project?
- Should we approve that project?
- How much incentive is it worth?

3. Manage their resources

- Who have we talked to?
- Who do we need to talk to?
- What are our existing businesses doing?
- How can we communicate with our community?
- How can we get them involved?

4. Help existing businesses do better

- Man, there's a lot of them
- We're really dependent on them
- Sometimes they don't know what they're doing
- How can we help them do better?

What is available today?

—

Caveats

- Not exhaustive
- No endorsements
- Products change
- Costs change
- Companies change

Place marketing platforms

- Vary in complexity
- Vary in what they include
- Vary in how much they help you get set up and maintain

Zoomprospector

Data that drills deep down

Site selectors and investors have always turned to ZoomProspector.com for robust, high-quality data that drills all the way down to the zip code level, because that's what's needed to make location decisions.

And because anyone can use the portal to research communities, sites and properties for free, there is no barrier for site selectors and investors seeking new locations.

[Start Searching](#)



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Showcase your available properties, local companies and community amenities in our simple, robust Atlas InSite Geographic Information Systems (GIS). Atlas InSite is the first GIS system to integrate directly into your website and be managed by the same toolset. Unlike other GIS systems, Atlas InSite is more widely used, contains data from more partners, and is specifically designed to convert anonymous website users into qualified prospects for your community. Atlas InSite has systematically attracted more new customers than any other economic development GIS system on the market.

Product Specifications

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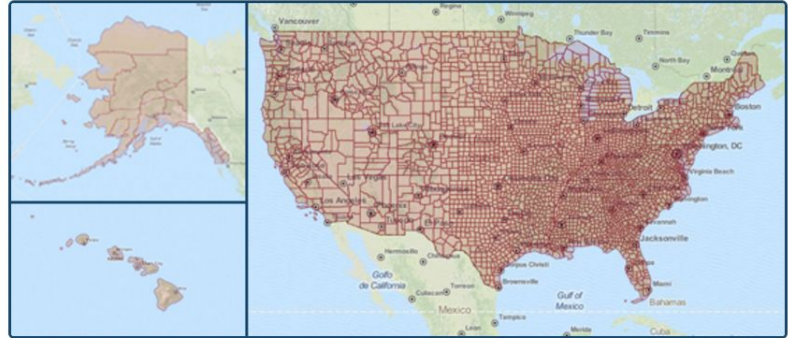
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Welcome to StateBOOK

The Definitive Site for Site Selection

StateBOOK is the first online marketplace for site selection and economic growth and development. Explore reliable information required for site selection decisions for every community in the country, from demographics, taxes and utility costs to quality of life data like museums and golf courses. Connect with economic developers from each location to learn more about their communities, and use our robust tools to search, create meaningful reports, and more. Welcome to the new online meeting place for site selection consultants, EDO'S, business, academia and government.

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Featured EDO

Whitley County - Powered by Cumberland Valley Electric



Highway 25E

Search & Filter

Select from more than 63,000 data points to filter to the communities that meet your business's specific needs. Identify EDOs and visit their

The Map

Our powerful, interactive GIS Map enables you to easily access and filter thousands of data points to identify locations that best meet your

Compare

View communities side by side to compare data and statistics you care about. Use our robust tools to create meaningful reports.

OppSites

FIND UNDEREXPOSED DEVELOPMENT OPPORTUNITIES

Public and privately owned properties that are posted by cities and primed for new investment.

How it Works

SEARCH

Real Estate Professionals

Tell us what types of development projects you're looking for, and

Cities and Economic Development Organizations



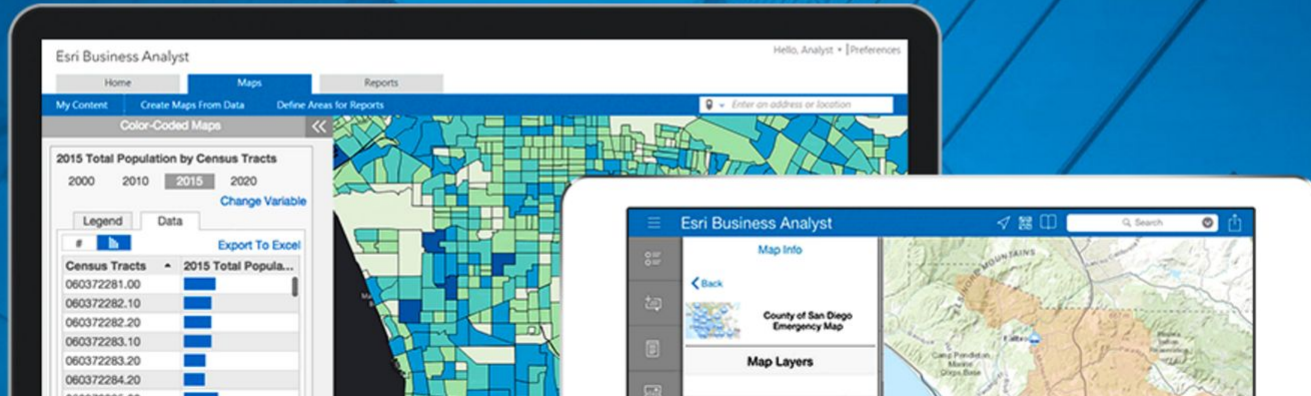
Research and Analysis tools

- Vary in complexity
- Vary in what they include
- Vary in how much they help you get set up and maintain

ESRI Business Analyst Online

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Location-Driven Market Insights at Your Fingertips



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Joshua from Emsi

Hey there! Let me know if you have any questions about how we help economic development organizations.

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1 Assess

Economic Impact Quickly

Estimate direct impacts - jobs created and retained - and indirect impacts, the additional jobs and spending resulting from a proposed project...all in real time.

Investment



2 Estimate

Fiscal Impact Consistently

Using our systematic approach, you can compare revenue generated by a project against the cost of a project's incentives, then decide if it is a fiscally smart investment.

Table 2: Cost / Benefit Analysis (Discount



3 Inform

Stakeholders Accurately

Our reports target your key stakeholder groups: internal staff, board members and clients. Each offers easy-to-understand language that accurately summarizes the impacts/incentives.

\$81,968



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Information Management Tools

- Not many specific to industry
- Often a bad fit
- Not designed for very small staff with lots of other responsibilities

Salesforce



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Online Forms

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Powerful Dashboard

Keep your "finger on the pulse" of all your organization's activities with the incuTrack dashboard, which includes both operational and financial metrics, as well the metrics from a full range of external applications and social media connections.

And many more

Helping businesses do better

- Not much
- We need more!

SizeUp

SizeUp your business

Make smarter decisions through data with SizeUp and learn the answers to the burning questions that keep every business owner and aspiring entrepreneur up at night.



How do I compare?

Find out how you measure up to the rest of the competition in your industry. [Learn more.](#)

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See the locations of potential customers, suppliers, and competitors. [Learn more.](#)

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Invest your advertising budget in the right place. [Learn more.](#)

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Virtual Business Advisor (Ann Arbor SPARK)



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Facing **start-up** or **small business** growing pains and don't know where to turn?

The **Virtual Business Advisor** is designed to assist and guide you along a pathway to business excellence.

Here's how it works:

- 1 Determine your business stage
- 2 Complete a 10-minute assessment
- 3 Receive a detailed and customized report

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After you complete the assessment, a report will be emailed with feedback, advice, and specific suggestions and links to low and no-cost resources. This report will help you plan your next steps towards

So how do we choose?

—

Get very clear on your objectives

What do you need to achieve?

Who is your audience?

What are they like?

Test Drive

Demos are fine, but

Get a trial run

Have people like
your potential users
try it out

Read the fine print

Every platform has different pros and cons

Every SaaS has different terms and conditions

Every business has different strengths and weaknesses

Learn about the business behind the tool

How stable are they?

How much customer support can they do?

How frequently do they update their sources and algorithms?

How happy are other organizations with their work?

Let's Talk

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