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
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.
Atlas InSite GIS

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.
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.

Featured EDO
Whitley County - Powered by Cumberland Valley Electric

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.
FIND UNDEREXPOSED DEVELOPMENT OPPORTUNITIES

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

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

Esri Business Analyst
Web and Mobile Apps

Location-Driven Market Insights at Your Fingertips
ECONOMIC DEVELOPMENT

Labor market & economic insights to help you prosper your community
The Power of International Business Intelligence

Connect with our data specialists who know your markets and are experts at trade data research and analysis.

Meet our data specialists

Call 305.262.8600
VELOCITI is an online business intelligence platform which identifies the most dynamic and expanding companies for export and foreign investment across key markets and sectors.

Request a demonstration of VELOCITI today...
InformAnalytics

The Web Tool for Economic Development Professionals

Like Having Your Own Economist on Staff

Request Access to a Free Demo

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.

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.

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.
LOCI™ is the nationally recognized local-government fiscal impact tool originally developed at Georgia Institute of Technology. Now owned and supported by the Economic Impact Group, it was completely redesigned in 2013. LOCI™ is licensed by economic development agencies/departments, chambers, development authorities, and local governments throughout the United States.
Information Management Tools

- Not many specific to industry
- Often a bad fit
- Not designed for very small staff with lots of other responsibilities
Sell smarter with the world’s #1 CRM solution for small business.
ProspectStream

IS YOUR CRM SOFTWARE FAILING YOU?

1. Is it organizing your sales process?
2. Is it prompting your next move?
3. Is it tracking your success?

ARE YOU LEAVING YOUR SALES TO CHANCE?
Learn how incuTrack saves time, saves money, and helps clients, staff, and mentors collaborate and coordinate so goals are achieved and exceeded.

A few of our clients:

PURDUE Technology Centers

Client Relationship Management (CRM)

Instead of a collection of disparate online and offline systems, you may now have all your client information in one readily accessible database.

Online Forms

Put away your pdfs. The system provides online inquiry, prospect, application forms, and more. You can even "score" your application forms providing objective admissions assessments.

Custom Reporting

The system improves the presentation of your operations with the ability to customize dashboards, reports, and more.

Mentoring Support

Coaching & mentoring modules are easy to set up, use and manage.

Room Scheduling

Room & Resource Scheduling module eliminates the tedium of manual room and resource scheduling and increases your productivity. No longer will your clients and staff waste valuable time finding and scheduling available conference rooms and resources.

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 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.

Where are my customers?
See the locations of potential customers, suppliers, and competitors. Learn more.

Where should I advertise?
Invest your advertising budget in the right place. Learn more.
Virtual Business Advisor (Ann Arbor SPARK)

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
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

Della G. Rucker, AICP CEcD
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Co-Founder, Econogy

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