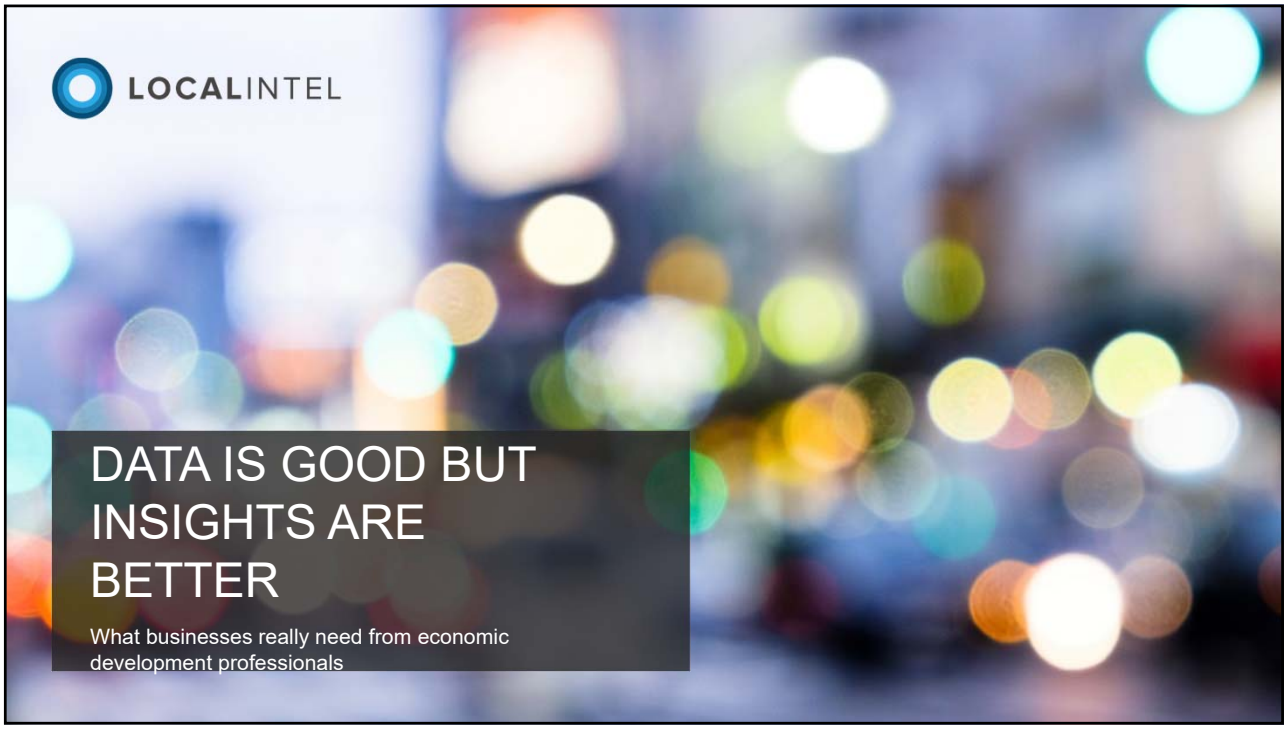
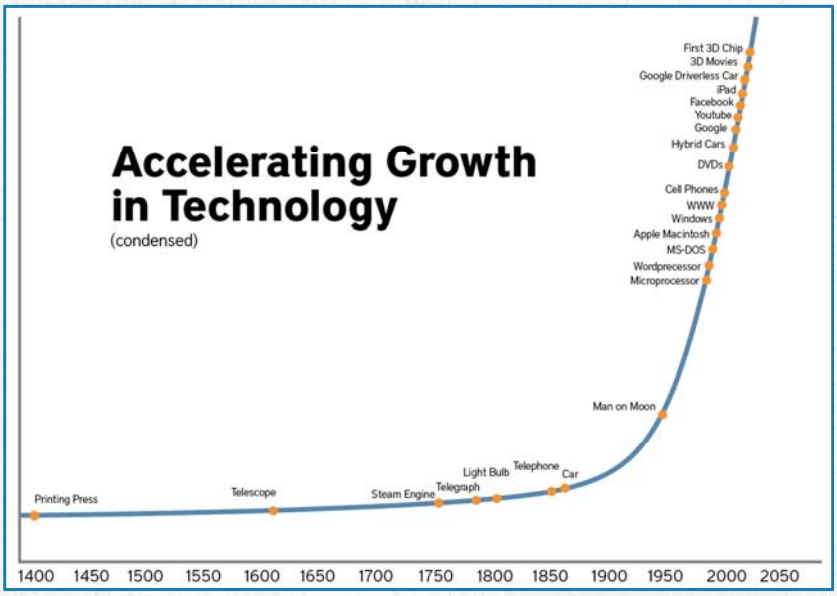


Today

1. **What site selectors really need**
2. What small businesses and entrepreneurs really need
3. What future role of technology in economic development
4. Q&A

LOCALINTEL



KEY TAKEAWAY

It's almost impossible to keep up with an accelerating tech curve

Competition is Fierce

KEY TAKEAWAY

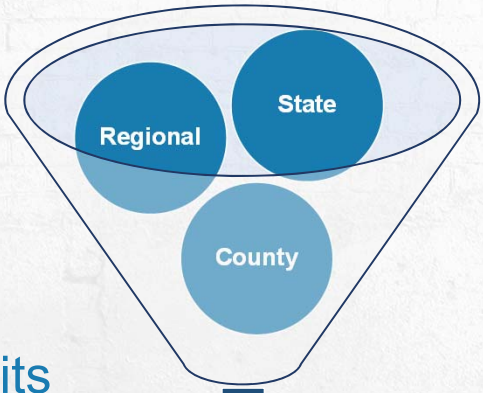
Municipalities are competing for the same investment dollar

The Process

Jobs

People

Permits



Municipality

KEY TAKEAWAY

Market researchers have a predictable research process

LOCALINTEL

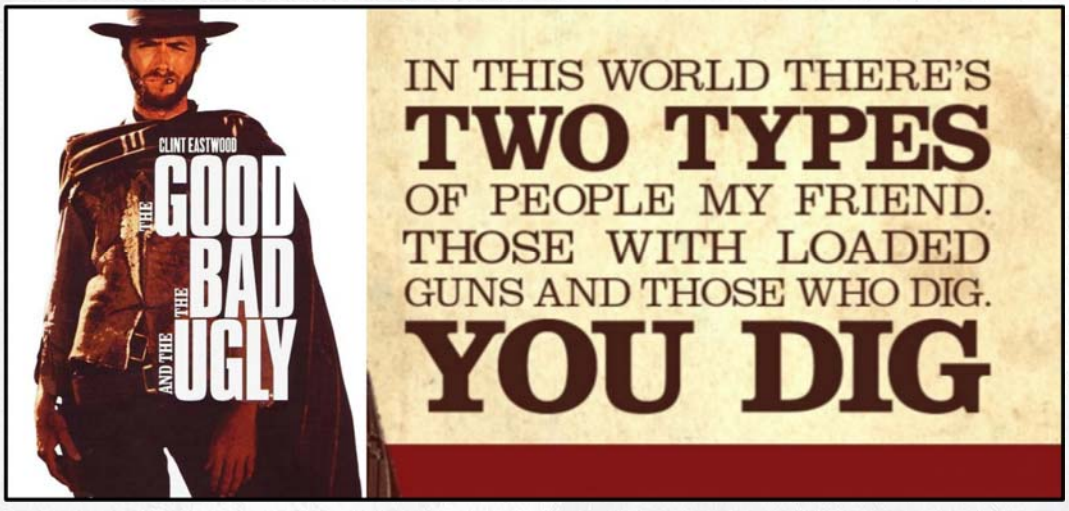
What are market researchers looking for?

KEY TAKEAWAY

Market researchers want a reason to invest in your community

KEY TAKEAWAY

Research always begins, or abruptly ends, at a desktop



KEY TAKEAWAY

Varying degrees of success in online EcDev platforms have a tangible effect

The "Ugly"

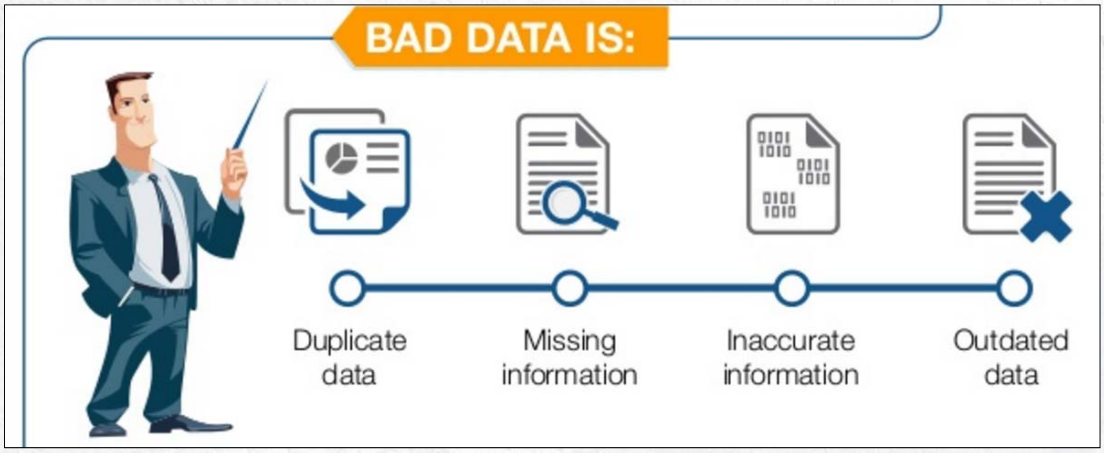
"If you want to maintain a Web site, how about taking care of that one up there?"

"I think I'm on top of the situation and I hope I'm in the loop, but I can't seem to get ahead of the curve."

KEY TAKEAWAY

There are several negative effects of having a minimal online presence

The"Bad"



KEY TAKEAWAY

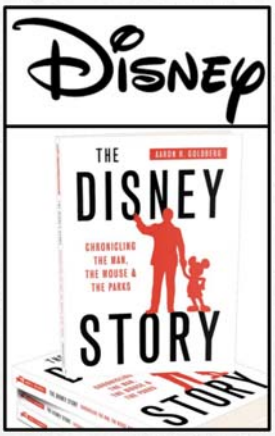
Keeping data clean and current is key, and easier than you think

The "Good"

KEY TAKEAWAY

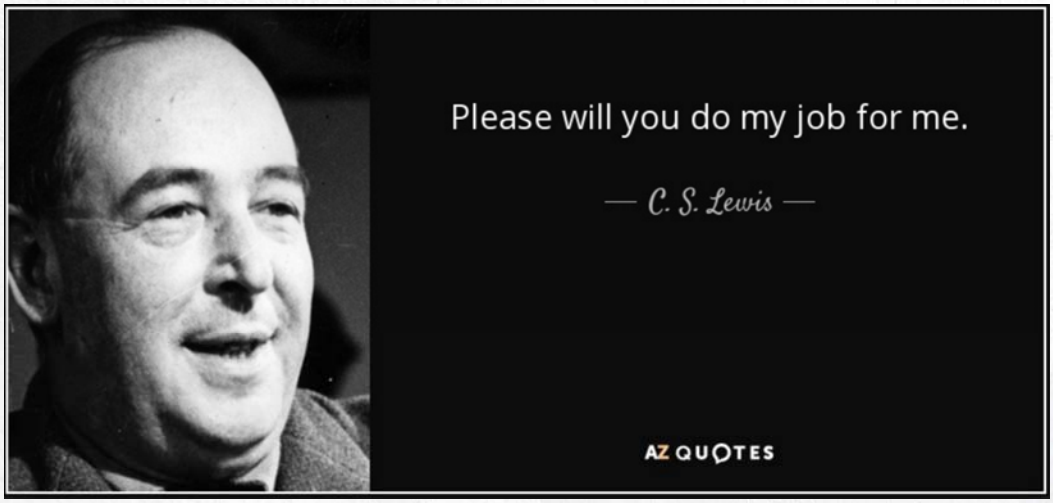
Successful online initiatives pay for themselves quickly

Telling an Authentic Story



KEY TAKEAWAY

An engaging and persuasive municipal story sparks interest



KEY TAKEAWAY

Market researchers want you to do their job for them!

Market Research Trends 2017

Increasing Use of Online Reporting Tools that:

…are visually compelling

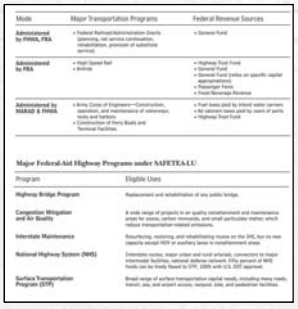
...use indicators

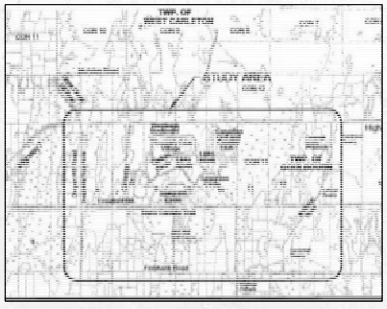
…provide insights

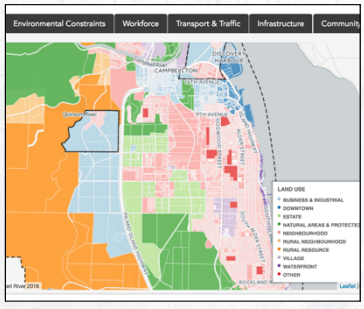
KEY TAKEAWAY

Indicators - visually compelling - insights

Visually Compelling



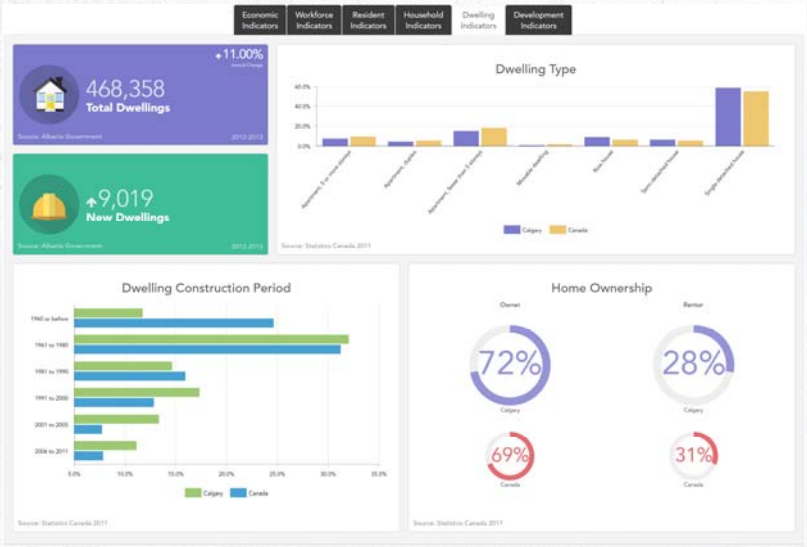




KEY TAKEAWAY

Visually compelling tools tell your story more succinctly

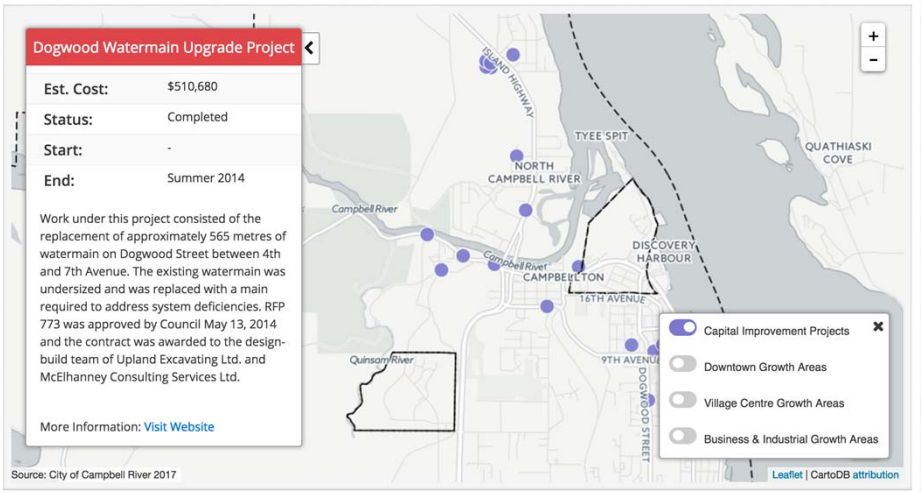
Indicators



KEY TAKEAWAY

Effective INDICATORS should do the hard work for us

Insights



KEY TAKEAWAY

Providing insights is what gets deals done

Case Study: Future Development Land

Lee, head of Market Research for the Anderson Development Group of Companies.

Task:
Land that is suited for a large scale mixed use development project in a fast growing region .

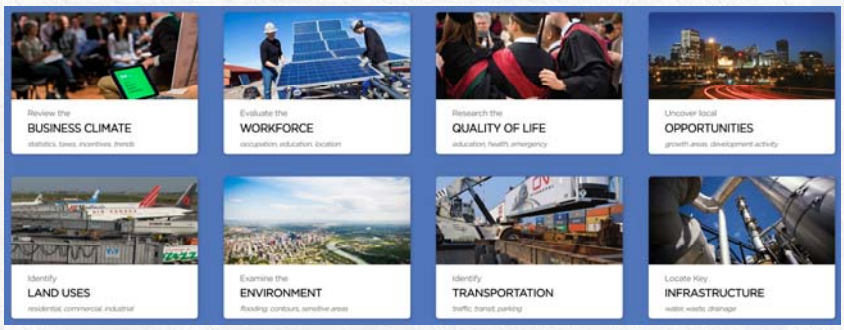
- Does the region exhibit strong **historical growth** metrics?
- At what pace and where in the region is **job growth** expected to occur?
- At what pace and where in the region is **population growth** expected to occur?
- Are there any **public transportation** initiatives planned to support this growth?
- Location of existing **utilities** and any approved extensions?
- What is the regional structure in terms of general **land use** trends?
- Where is investment into large scale **infrastructure** slated to take place?
- Are there any significant **barriers to new development** in the region?
- Where are the conservation initiatives and **environmental constraints** through the region?
- Specifically **where do we focus our time, dollars and efforts** to achieve maximum success

Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

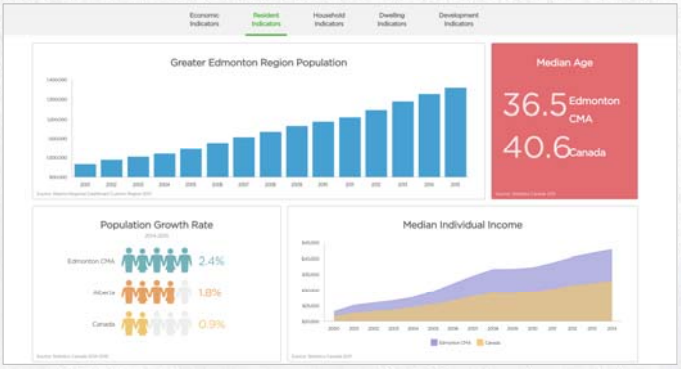


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- **HISTORICAL GROWTH TRENDS**
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

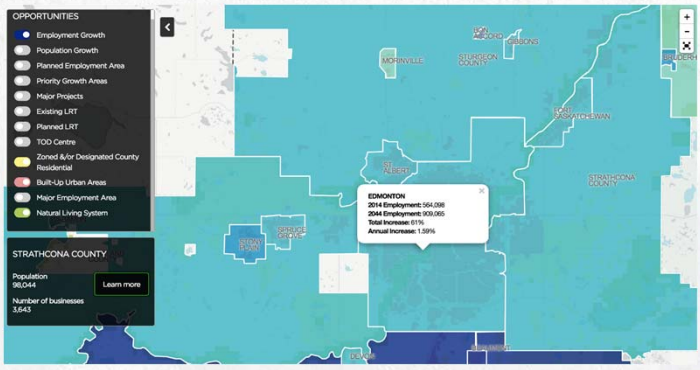


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- **JOB GROWTH PATTERNS**
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

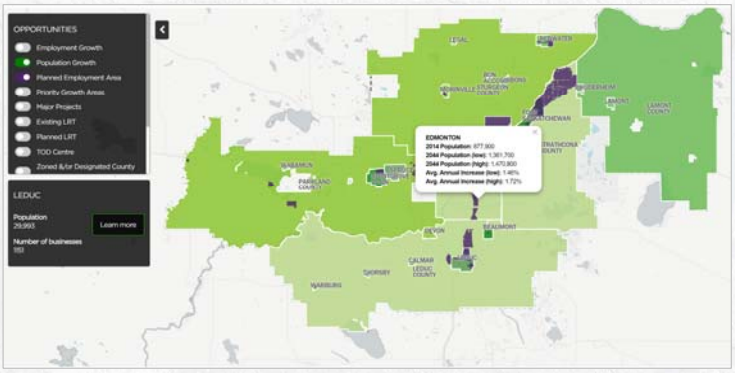


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- **POPULATION GROWTH**
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

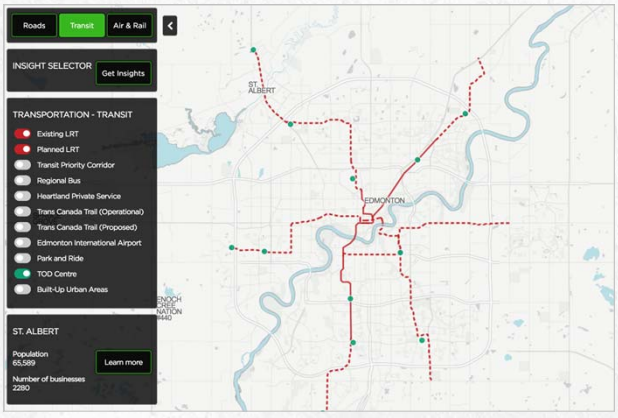


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- **PUBLIC TRANSPORTATION**
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

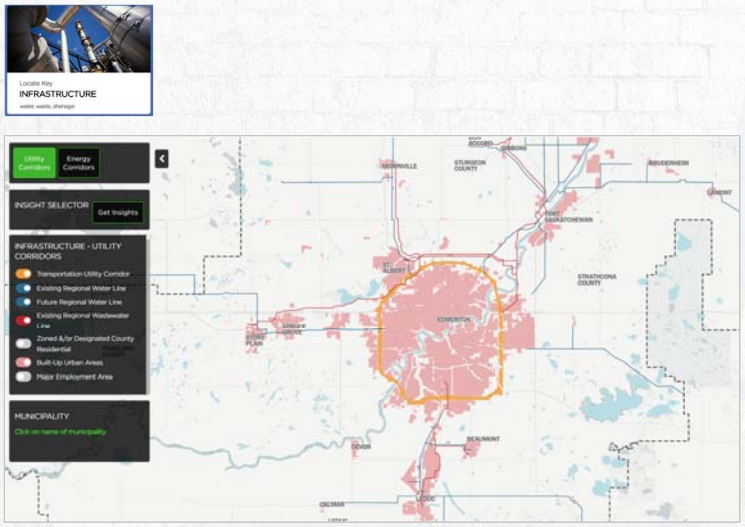


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- **LOCATION OF SERVICES**
- Regional land use
- Future infrastructure
- Barriers to development
- Environmental constraints

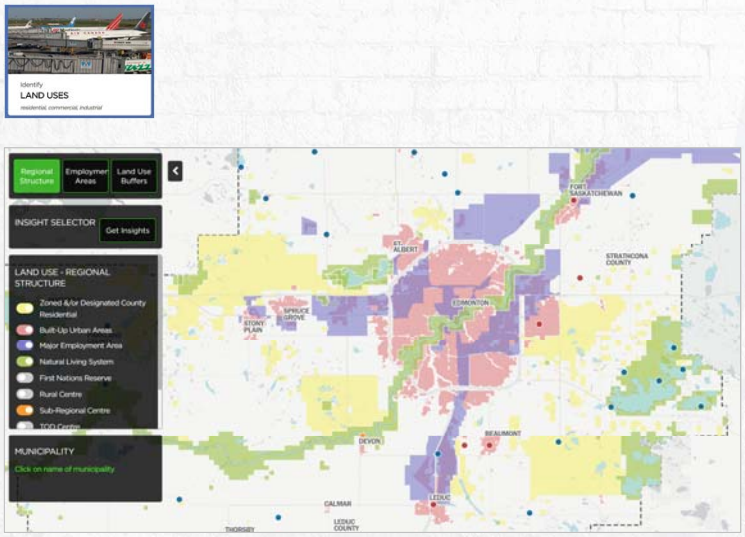


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- **REGIONAL LAND USE**
- Future infrastructure
- Barriers to development
- Environmental constraints

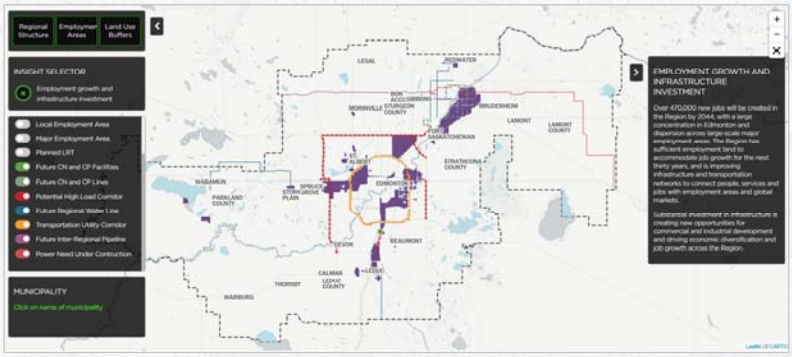


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- **FUTURE INFRASTRUCTURE**
- Barriers to development
- Environmental constraints

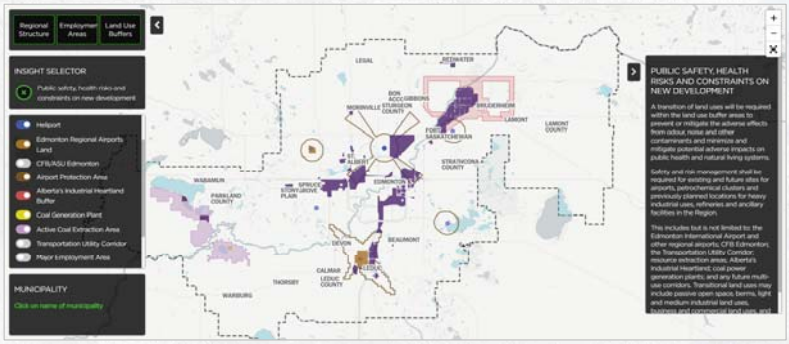


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- **BARRIERS TO DEVELOPMENT**
- Environmental constraints

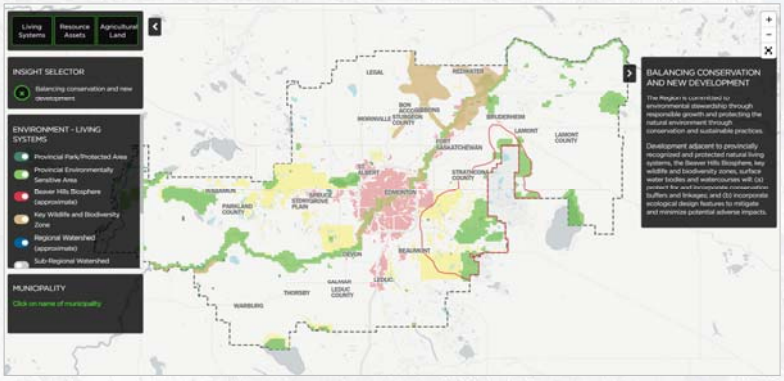


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- Historical growth trends
- Job growth patterns
- Population growth
- Public transportation
- Location of services
- Regional land use
- Future infrastructure
- Barriers to development
- **ENVIRONMENTAL CONSTRAINTS**

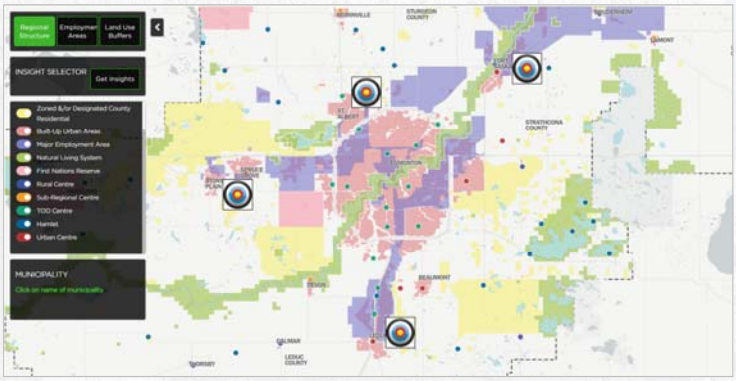


Case Study: Future Development Land

Lee is looking for a tract of land for mixed use development project

Lee needs to understand:

- **HISTORICAL GROWTH TRENDS**
- **JOB GROWTH PATTERNS**
- **POPULATION GROWTH**
- **PUBLIC TRANSPORTATION**
- **LOCATION OF SERVICES**
- **REGIONAL LAND USE**
- **FUTURE INFRASTRUCTURE**
- **BARRIERS TO DEVELOPMENT**
- **ENVIRONMENTAL CONSTRAINTS**



Today

1. What site selectors really need
2. **What small businesses and entrepreneurs really need**
3. What future role of technology in economic development
4. Q&A

LOCALINTEL

Small Business in the US (<500 employees)

29.6 million
small businesses in US

57.9 million
people employed by small businesses

99.9%
of all business in US are small businesses

48%
of all private sector workers in US are employed by small businesses

SBA Office of Advocacy, Small Business Profile, 2017

KEY TAKEAWAY
Small business drives the US economy

LOCALINTEL

Small Business in Ohio

939,317
small businesses in Ohio

2.1 million
people employed by small businesses

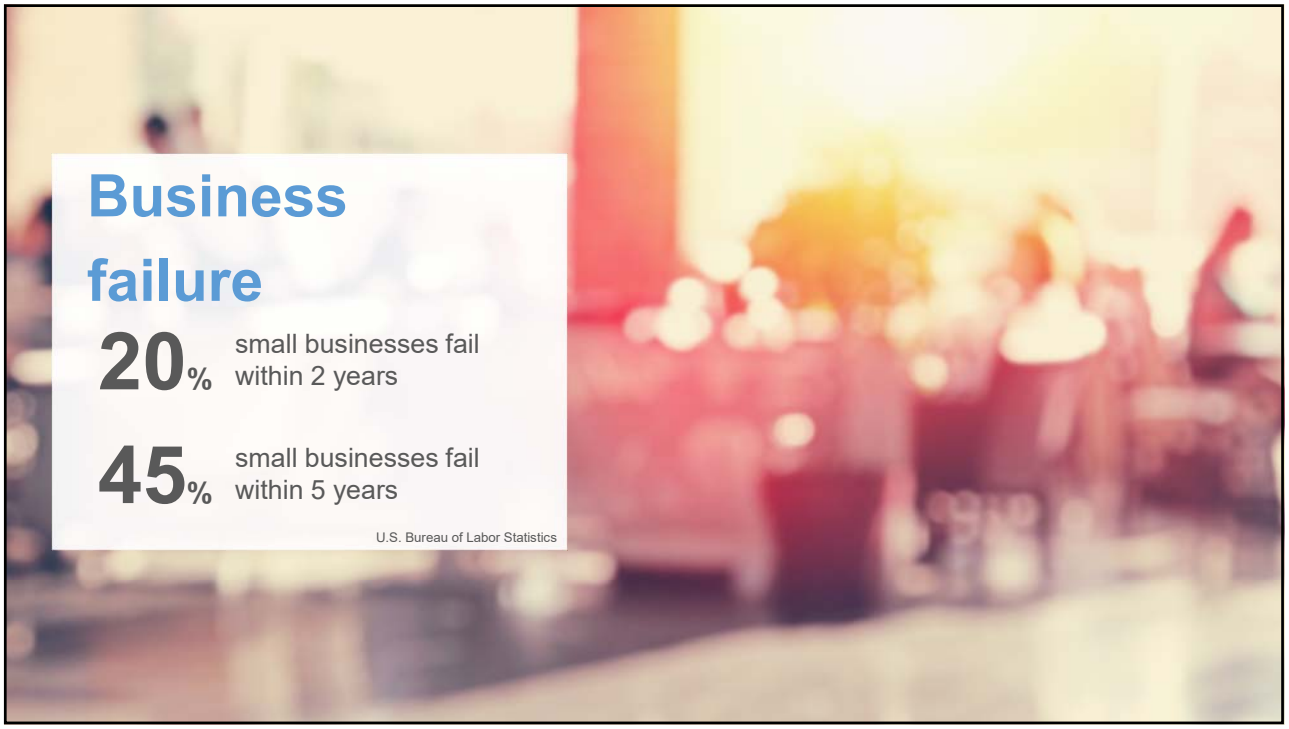
99.6%
of all business in Ohio are small businesses

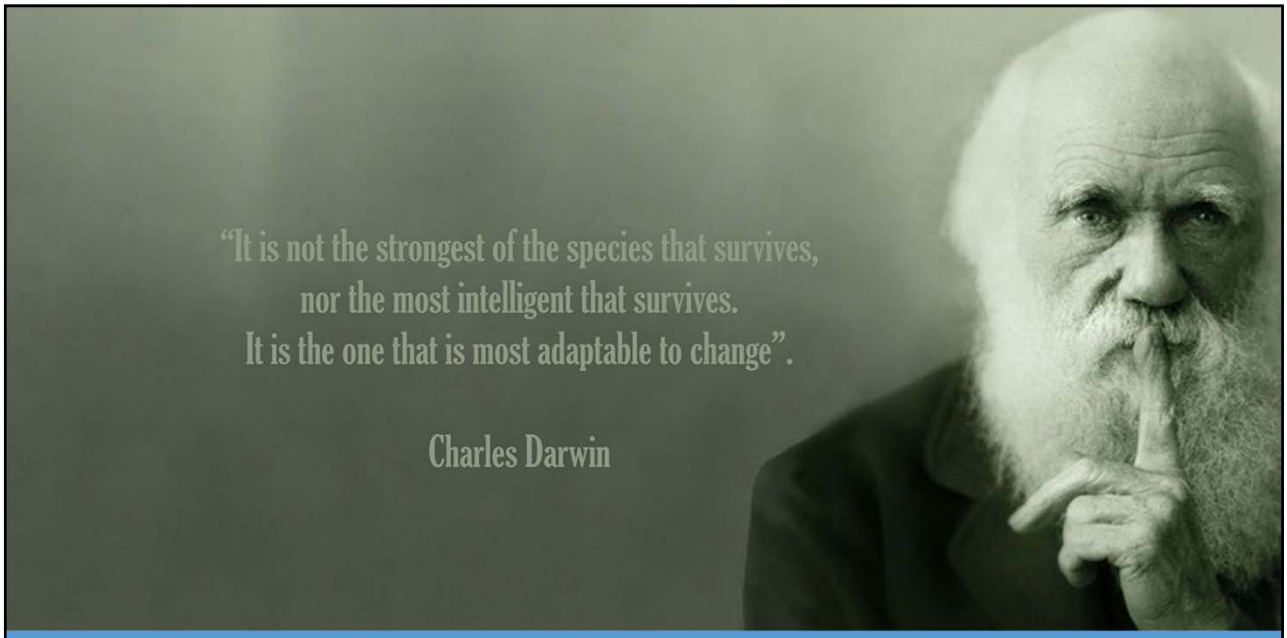
46%
of all private sector workers in Ohio are employed by small businesses

SBA Office of Advocacy, Small Business Profile, 2017

KEY TAKEAWAY
Small business drives the Ohio economy

LOCALINTEL





KEY TAKEAWAY

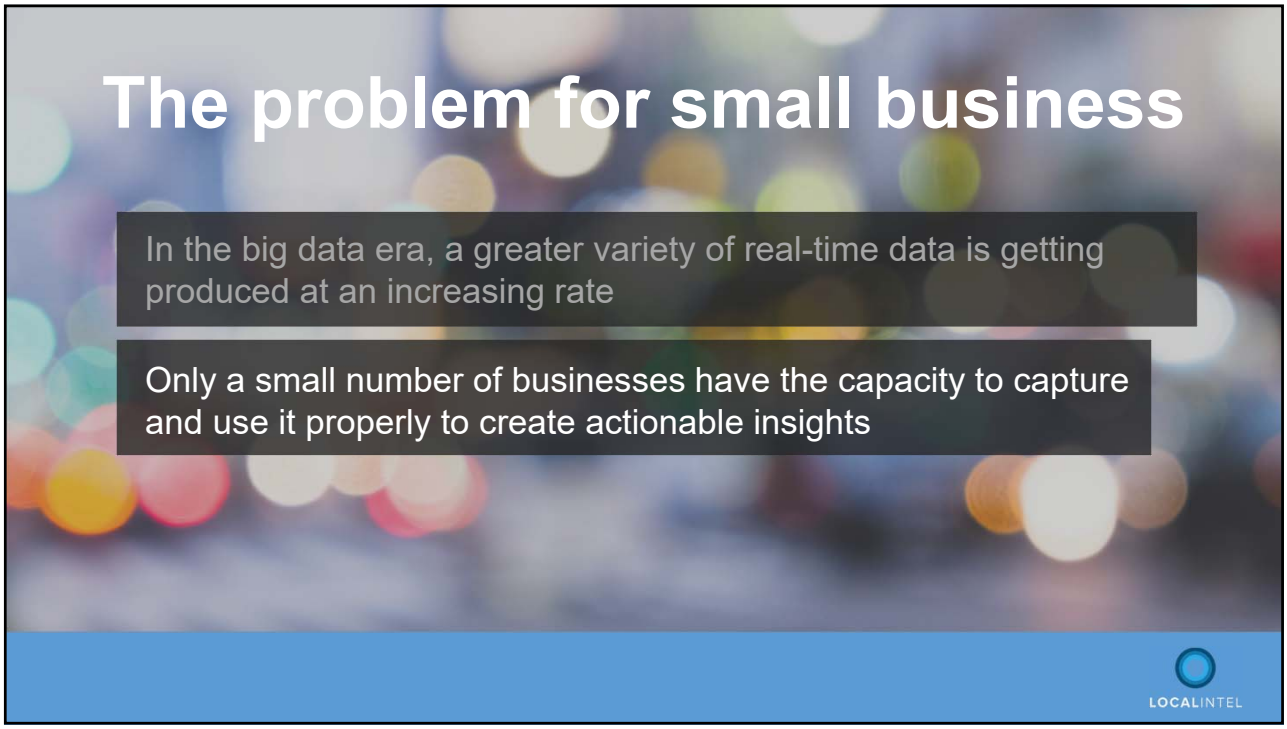
By using data & insights, more small businesses can adapt, survive and thrive

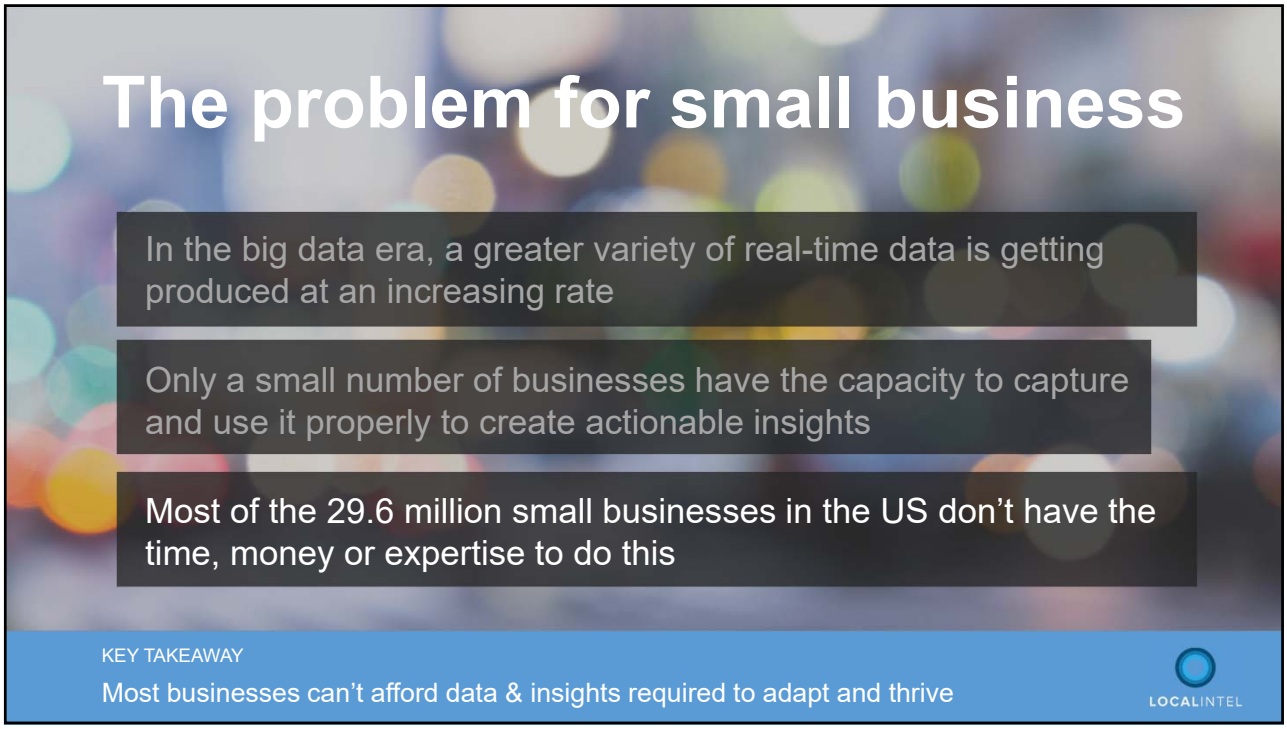
LOCALINTEL

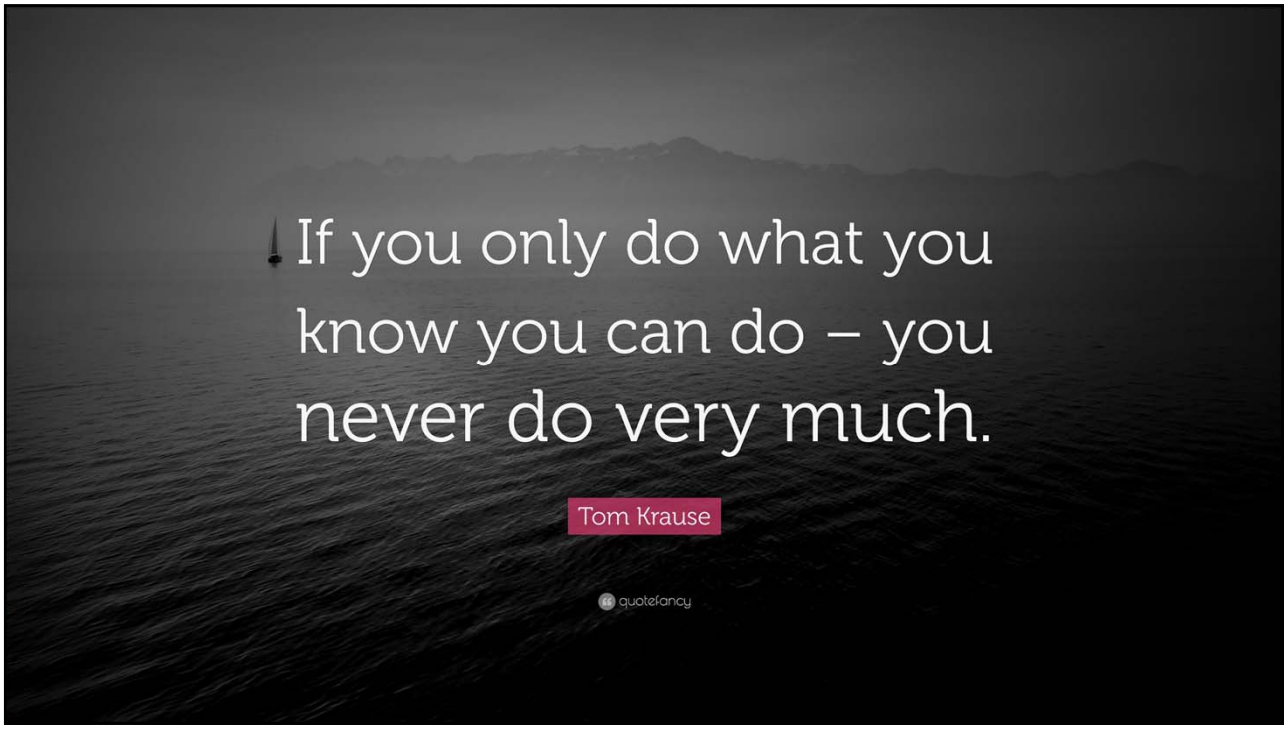
The problem for small business

In the big data era, a greater variety of data is getting produced at an increasing rate

LOCALINTEL


The problem for small business
In the big data era, a greater variety of real-time data is getting produced at an increasing rate
Only a small number of businesses have the capacity to capture and use it properly to create actionable insights
LOCALINTEL


The problem for small business
In the big data era, a greater variety of real-time data is getting produced at an increasing rate
Only a small number of businesses have the capacity to capture and use it properly to create actionable insights
Most of the 29.6 million small businesses in the US don't have the time, money or expertise to do this
KEY TAKEAWAY
Most businesses can't afford data & insights required to adapt and thrive
LOCALINTEL



What small businesses need to know

STARTING
- Self assessment
- **Market analysis**
- Business plan
- Legal structure
- Banking
- CRA
- Permits
- Licenses
- Hire
- Marketing

BUSINESS PLAN
- Business description
- **Market analysis**
- Legal structure
- Team
- Products & services
- Marketing
- Sales
- Finances

LOCATING
- **Customer demographics**
- **Competition**
- **Traffic & access**
- **Growth prospects**
- Appearance
- Regulations
- Cost of site
- Site configuration

COMPETING
- **Change in competitors** (who, where, what, how)
- **Change in customers** (who, what, where, why, when)
- **Change in regulations**
- **Change in trends**

KEY TAKEAWAY

Having awareness of local customers, competitors, industry trends and other market intelligence is essential critical for businesses at every stage

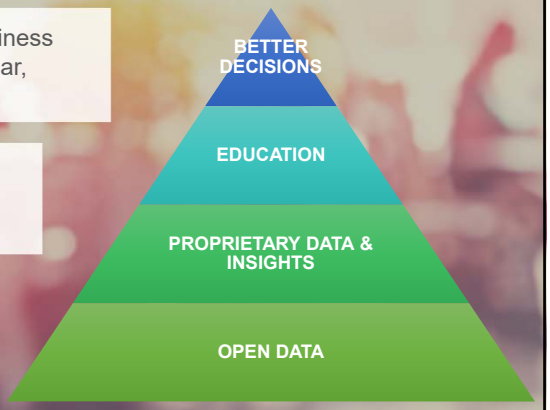
LOCALINTEL

The Problem for Municipalities

Cities, chambers, counties and EDCs can help small business by providing online information that is easy to access, clear, relevant and up to date.

In doing so, these organizations support business growth and create new opportunities in their community (i.e. economic development).

Unfortunately, many teams lack the time, money and expertise required to create and maintain world-class online economic development tools.



KEY TAKEAWAY

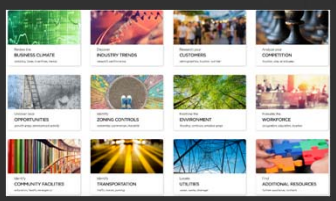
Communities are missing out on job creating opportunities

LOCALINTEL

How it works for municipalities & regions

STEP 1

Choose tools from the catalogue a-la-carte



STEP 2

We access open data & populate tools

City of Seattle

Access Washington

United States Census Bureau

IRS

dun & bradstreet

neustar

STEP 3

Embed tools or bundle as a microsite

KEY TAKEAWAY

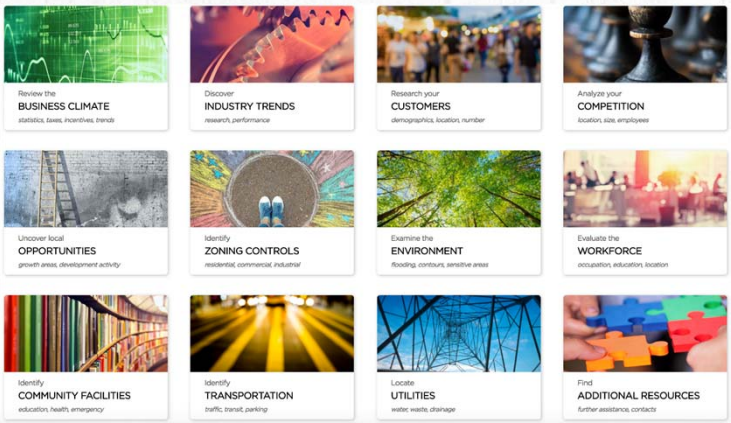
We build, host, update and improve our expanding catalogue of online EcDev tools

How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- Zoning
- Available properties
- And more

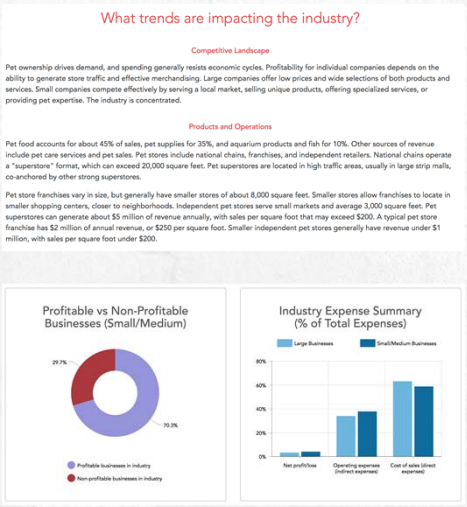


How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- **INDUSTRY TRENDS**
- Customers
- Competitors
- Growth locations
- Zoning
- Passing traffic, access
- And more

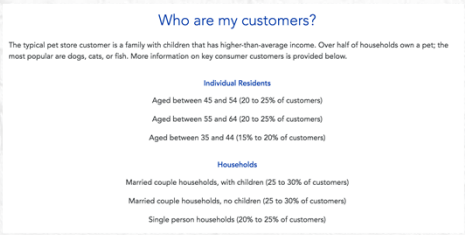


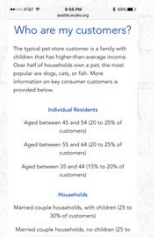
How it works for businesses

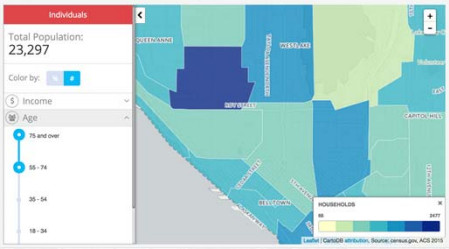
PAM IS OPENING A PET STORE

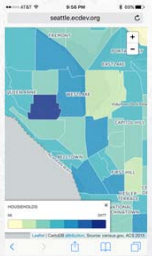
For her **business plan** & **site selection** she needs to know:

- Industry Trends
- **CUSTOMERS**
- Competitors
- Growth locations
- Zoning
- Passing traffic, access
- And more







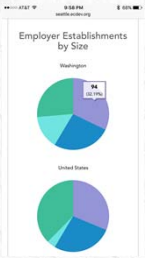


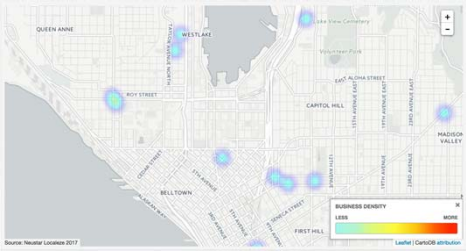
How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- **COMPETITORS**
- Growth locations
- Zoning
- Passing traffic, access
- And more



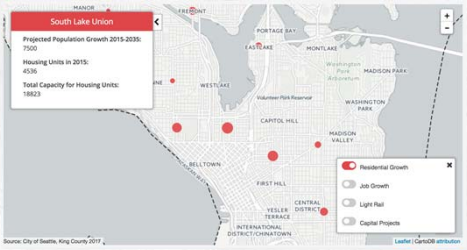


How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- **GROWTH LOCATIONS**
- Zoning
- Passing traffic, access
- And more

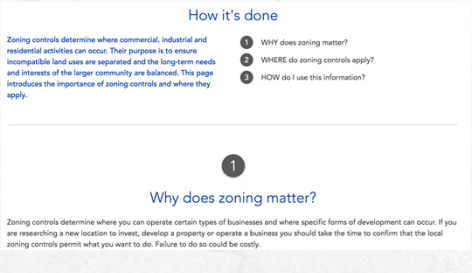


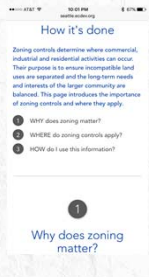
How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- **ZONING**
- Passing traffic, access
- And more



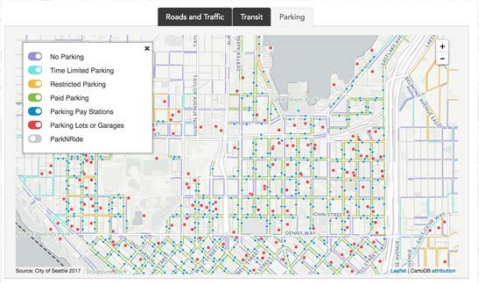


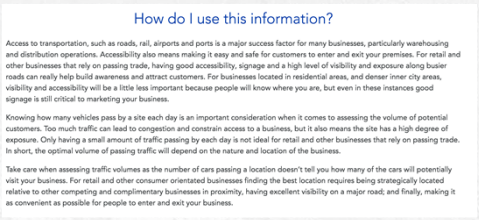
How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- Zoning
- **PASSING TRAFFIC, ACCESS**
- And more



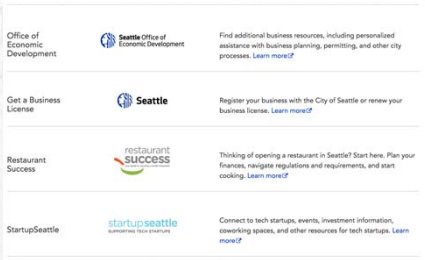


How it works for businesses

PAM IS OPENING A PET STORE

For her **business plan** & **site selection** she needs to know:

- Industry Trends
- Customers
- Competitors
- Growth locations
- Zoning
- Passing traffic, access
- **AND MORE**



Today

1. What site selectors really need
2. What small businesses and entrepreneurs really need
3. **What future role of technology in economic development**
4. Q&A

LOCALINTEL

The future

Using big data, machine learning and artificial intelligence to answer questions like:

- What **industries** are suited to our community and should be targeted?
- What **businesses** are underrepresented in our community and should be targeted?
- What **uses** are most likely to succeed in particular locations?

KEY TAKEAWAY

Technology will provide EcDev professionals with increasing powerful and valuable tools to drive opportunity.

Contact

Dave Parsell, Co-founder & CEO
+1 206 356 6504
dave@localintel.co
www.localintel.co