

How the Role of Economic Developers Is Evolving and What You'll Need Next

Lee Anderson, VP Customer Success



THE CONTENT CRUNCH

WHAT LOCALINTEL HELPS YOU DO TODAY

Website Content

Helping you showcase your community's strengths online

Trusted across Texas



LOCALINTEL

Communicating with your target audience is more complex and challenging today than ever been before. To be heard, you need to evolve how you are communicating.

Attention is scarce

Shrinking spans mean seconds to land your point.

Trust is fragile

Info overload + conflicting reports create skepticism.

Channels are crowded

More platforms, more noise, harder to be found.

Expectations are higher

People expect higher quality content across all touchpoints.

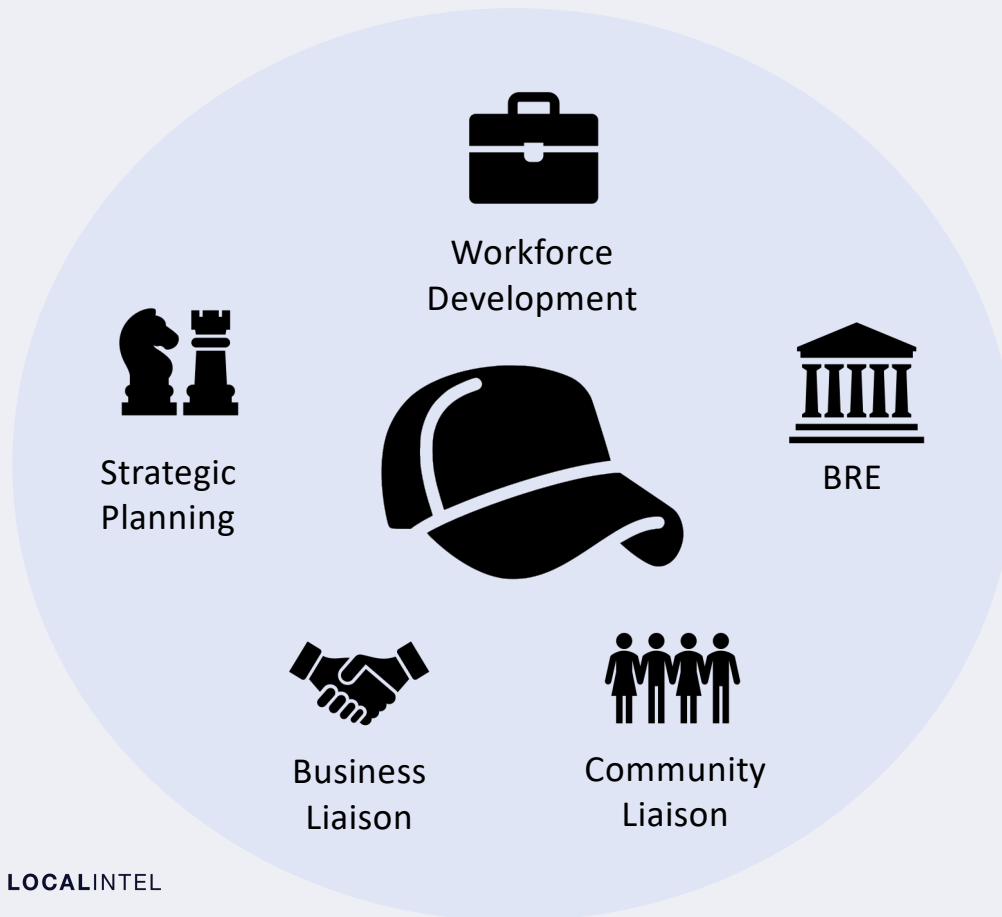
Perception is reality

All content you share shapes how your community is perceived.

Cutting through is hard

Your content must inform, engage, build trust, and tell your story.

How are economic developers adapting?



*Marketing Strategy
Communications
Content Creator
Data Analyst
Graphic Designer
Writer*

The State of Data-Driven Content in Economic Development

Findings from a New Survey of 200+ Economic Developers Across North America



The State of Data-Driven Content in Economic Development in 2025

Findings from a New Survey of 200+ Economic Developers Across North America

Economic developers are increasingly expected to turn complex, location-specific data into accurate, high-impact content – quickly and consistently. Whether it's for investment pitches, website updates, or promotional materials, data-informed communication is now central to the role.

This report, based on a 2025 survey of 200+ economic development professionals across the U.S. and Canada, explores how data is used in practice – what types are most in demand, how content is delivered, and the goals it supports.

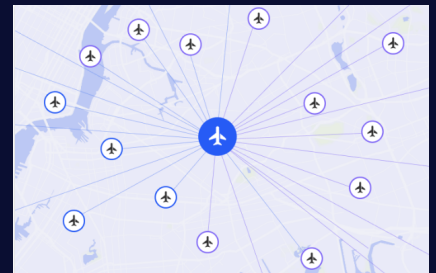
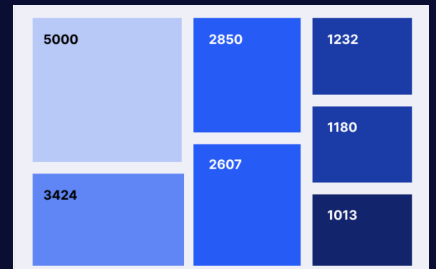
It also uncovers key challenges: difficulty accessing reliable, up-to-date data; limited time and staff; and tools that aren't built for creating professional-grade content. These barriers affect not just efficiency, but also confidence in the accuracy and quality of what's produced.

The message is clear: economic developers don't just need more data – they need smarter, faster ways to transform it into content that informs, persuades, and delivers results.

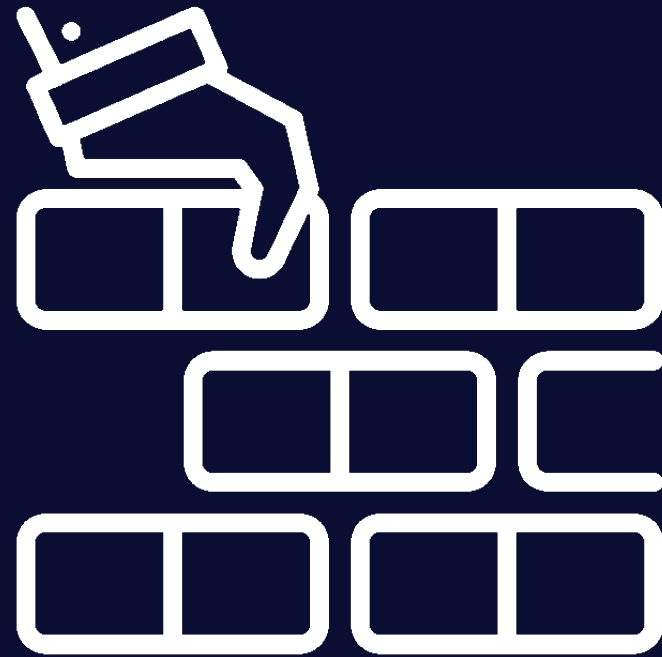
What We Mean by "Content"

In this report, "content" means the charts, maps, written explanations, and finished materials – like reports, presentations, web pages, and marketing materials – that economic developers create to share data clearly and effectively.

In this report, “content” means the charts, maps, dashboards, copy and finished materials - like reports, presentations, web pages, and marketing collateral - that economic developers create to share data clearly and effectively.

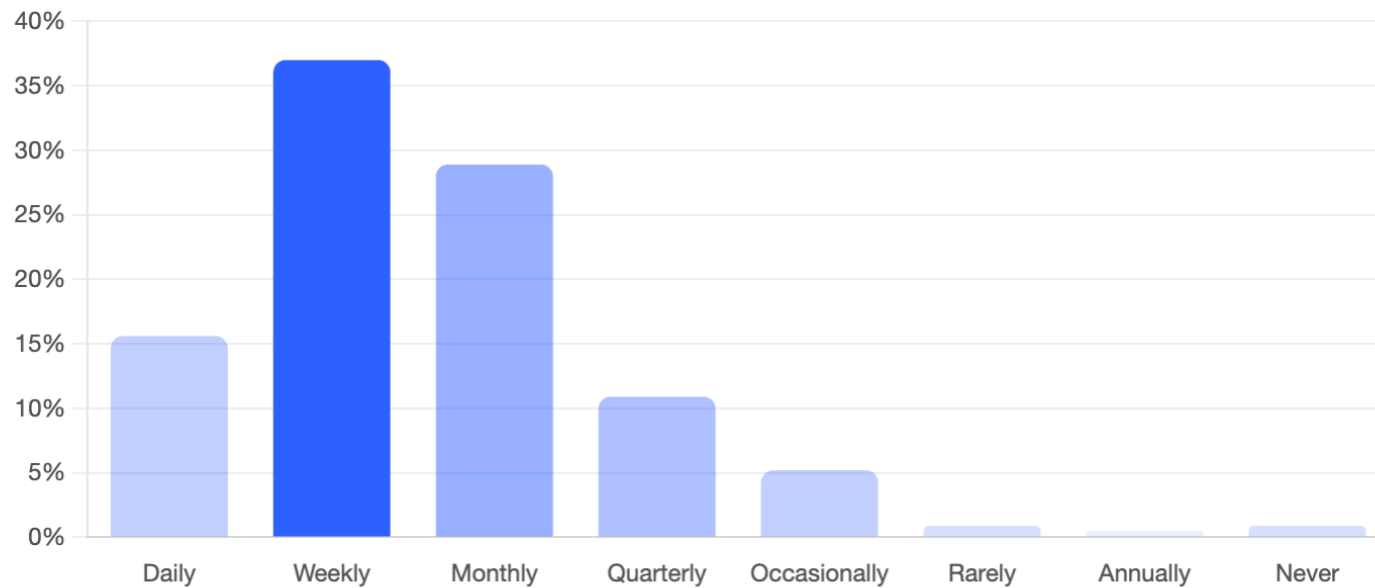


Content Creation
is **Constant &
Foundational**



Frequency: How often do you research, create, or share content that includes data about your location?

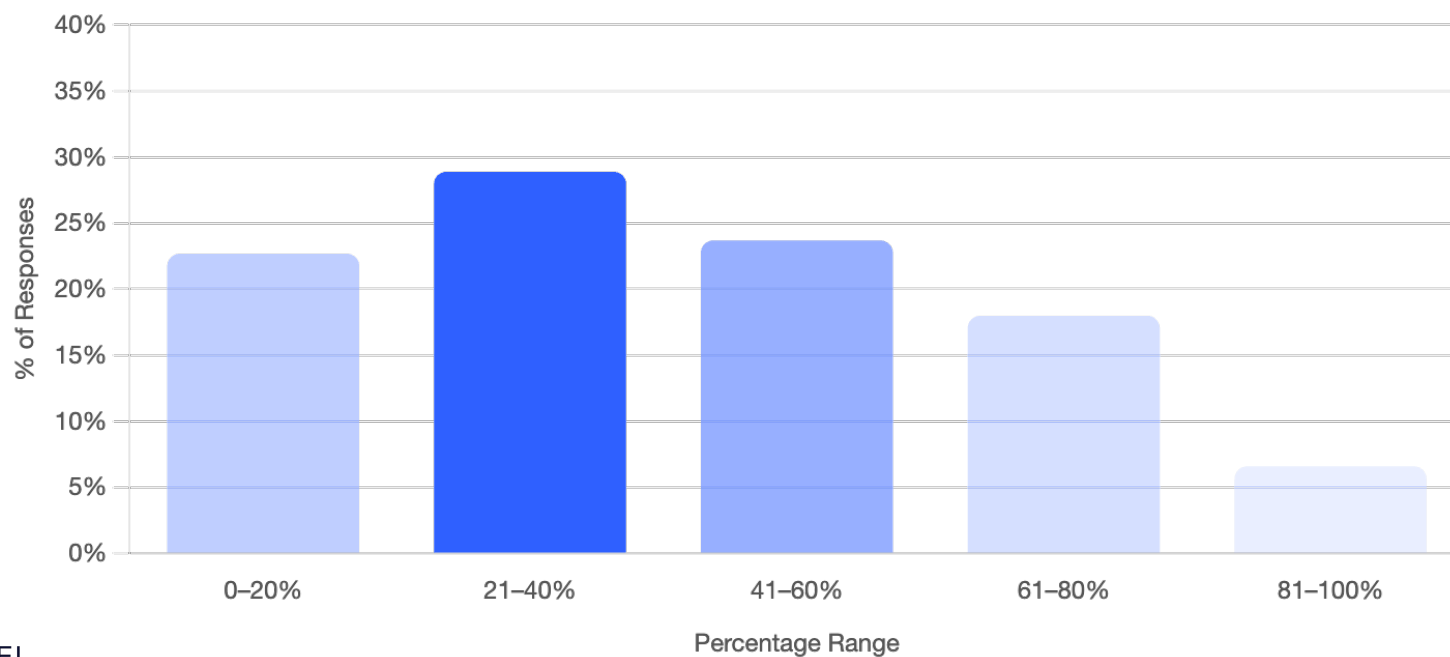
You use location data to create content – a lot



Share of Tasks:

What % of your tasks involve working with data – either researching it, creating content with it, or sharing it with others?

1 of 2 economic developers say data factors into more than 40% of their job.



Importance:

**How important is it to your success
to create and communicate
content that is informed by data?**

95%

said it's essential, very important or important

**Complex
Location Data is
at the Core**



Data Types:

Which types of data do you regularly use in your work?

Demographic, workforce and economic data are the most commonly used data types.

Demographic data

93%

A horizontal bar chart for 'Demographic data' showing a blue bar at 93% and a light gray bar for the remaining 7%.

Workforce and labour market data

87%

A horizontal bar chart for 'Workforce and labour market data' showing a green bar at 87% and a light gray bar for the remaining 13%.

Economic data

86%

A horizontal bar chart for 'Economic data' showing an orange bar at 86% and a light gray bar for the remaining 14%.

Real estate and site availability

79%

A horizontal bar chart for 'Real estate and site availability' showing a teal bar at 79% and a light gray bar for the remaining 21%.

Industry and business data

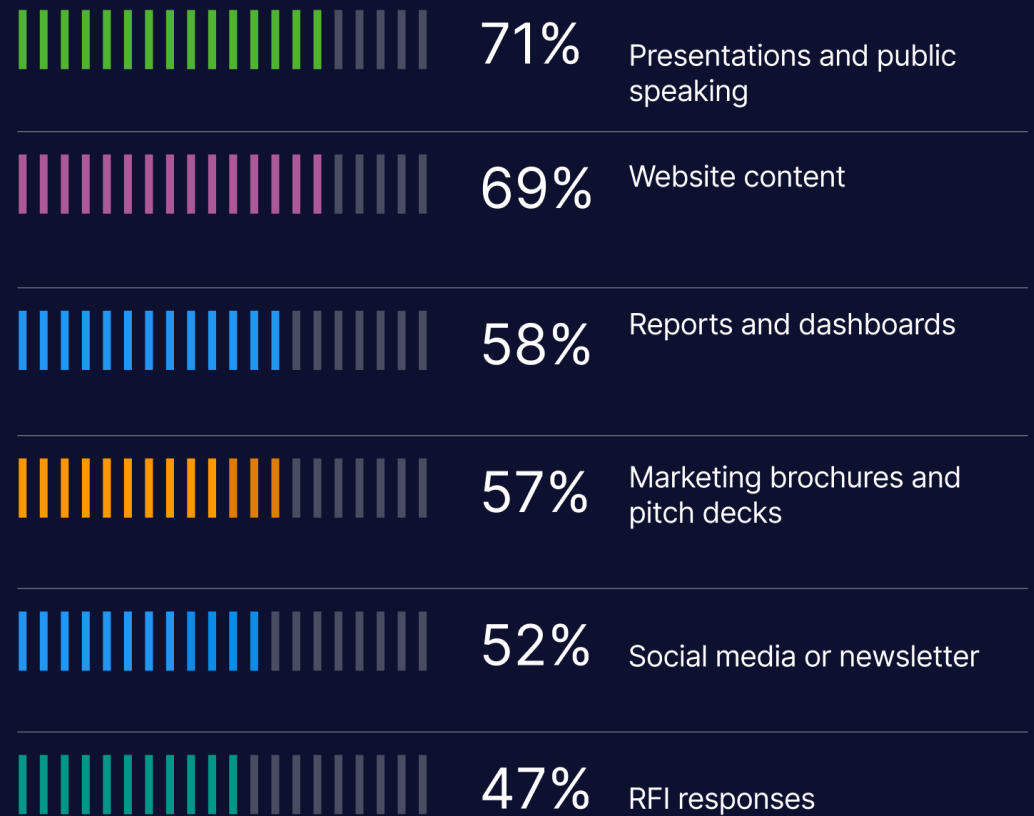
70%

A horizontal bar chart for 'Industry and business data' showing a purple bar at 70% and a light gray bar for the remaining 30%.

Channels:

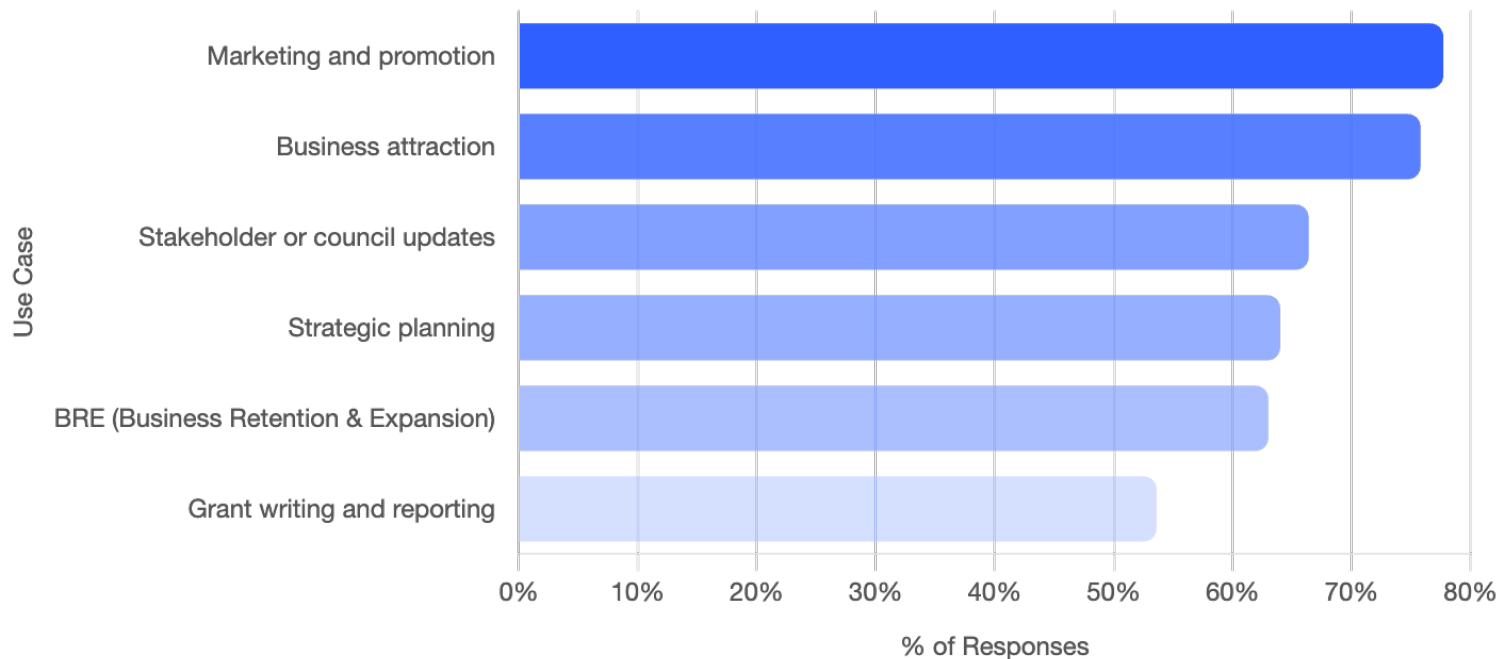
How are you using data-informed content in your day to day tasks?

You increasingly rely on data to create content that powers your most important work



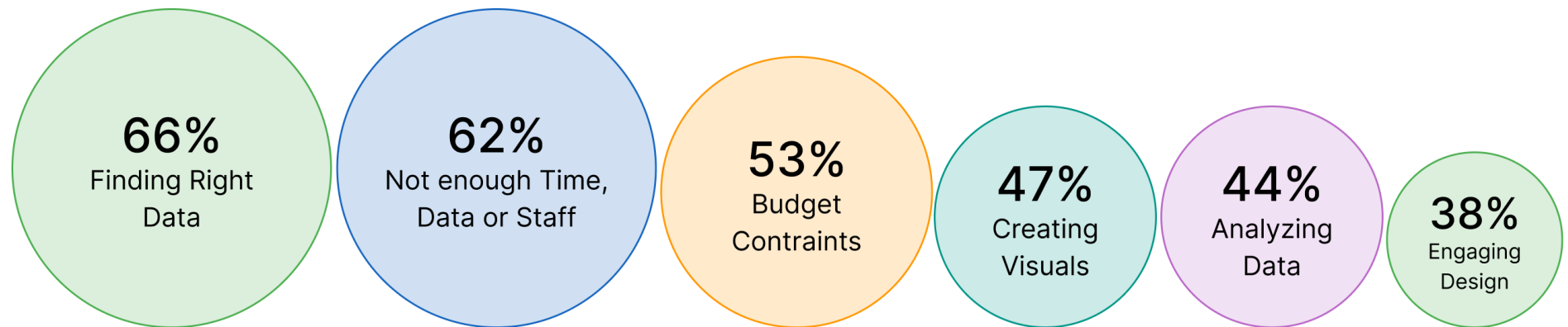
Tasks with Data: Which tasks do you regularly complete using location data?

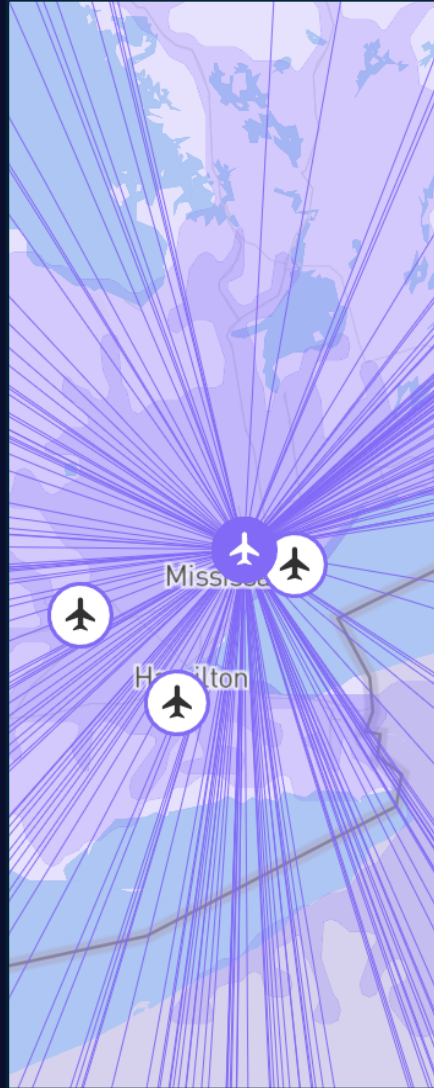
75% of economic developers use data to create content for marketing, promotion, and business attraction.



What challenges do you face when turning raw data into content you can confidently share?

You're expected to turn data into clear, persuasive content - but often lack the time, tools, or confidence to do it well.



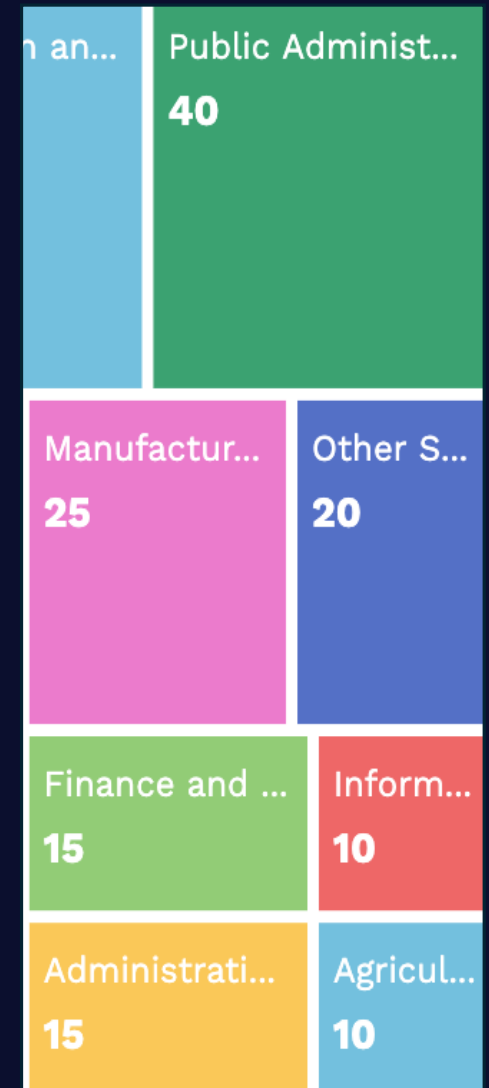


“So many of the rural localities barely have enough money to do any economic development. **Having the bandwidth and the know-how to use the data is the biggest challenge”**

Executive Director

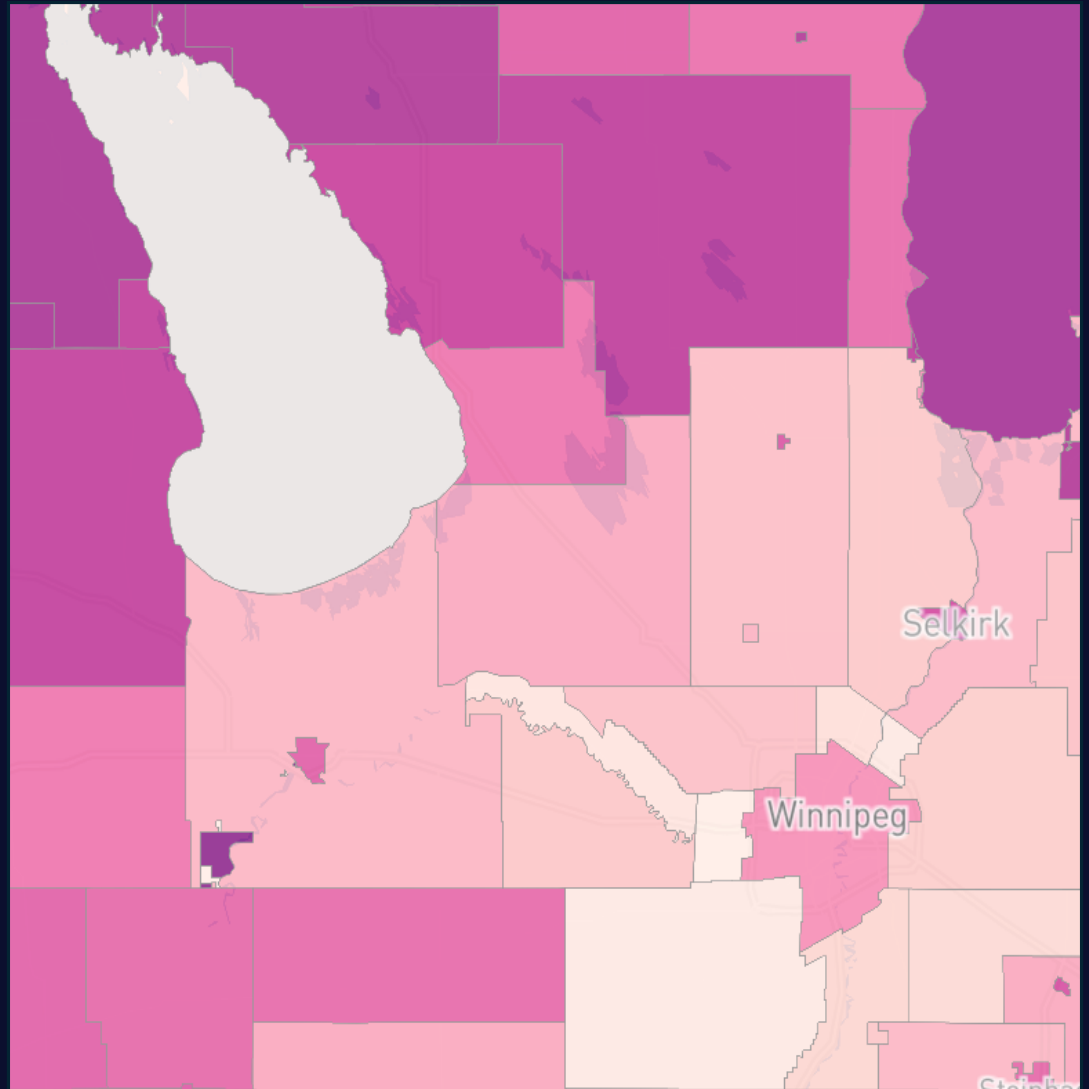
“We admittedly **don’t produce as much data focused outputs as we should**.....because of the challenges”

Business Attraction / Business
Development Specialist



“Data is becoming increasingly important to validate our selling proposition but it’s hard to keep up.”

Marketing & Communications Specialist

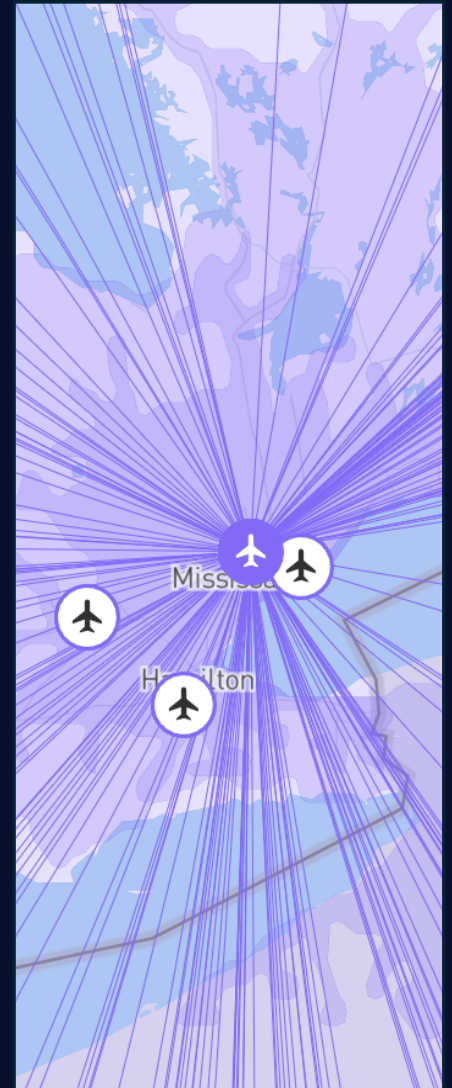


“There is a gap in how we, as EDOs, present data. **Templates and dashboards would be good** because small communities with one person and very little budget are challenged everyday.”

Economic Development Manager

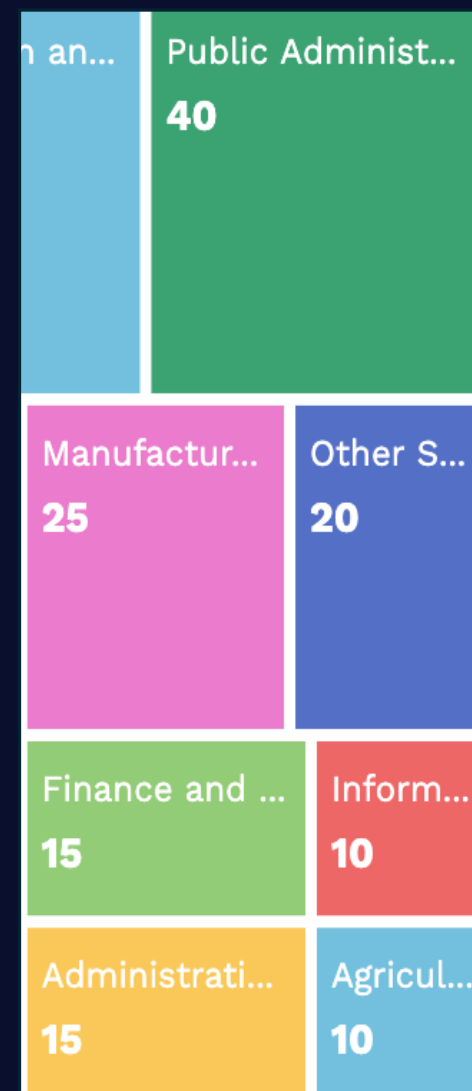
“Our group lacks the clout internally to receive assistance. There's a dearth of marketing expertise and a focus on programs versus service.”

Economic Development Officer

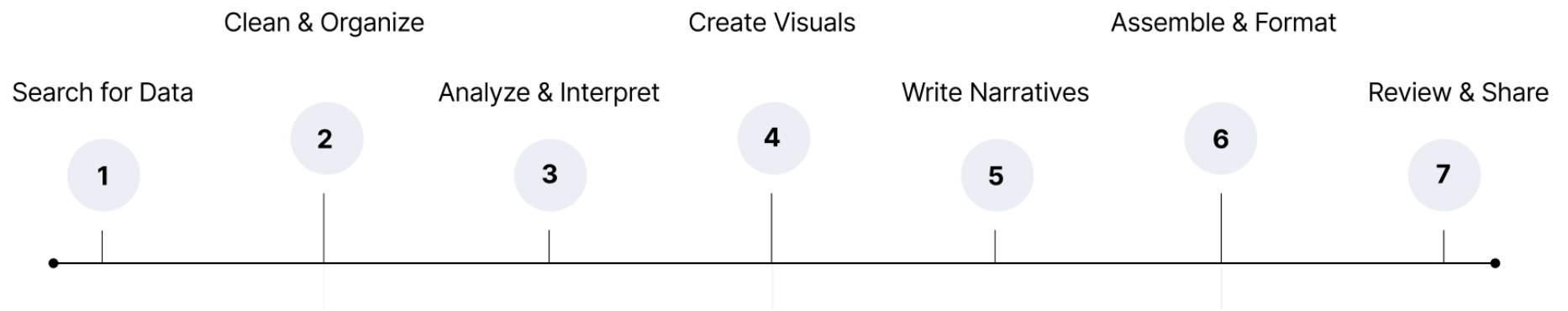


“When we can validate our pitch with real data we build trust. The challenge is learning how to find and use data to tell our story because **local data is not easily accessible.**”

Economic Development Manager



The current way of creating content



Bringing it together

01

You use location-based data to create content – a lot

02

You know creating and communicating content using data is essential

03

Demographic, workforce and economic data are most common data types

04

Data-informed content powers your most important work

05

You lack the time, tools, or confidence to turn data into clear, persuasive content

So what does all this mean?

There's a mismatch between what your role increasingly demands and you having the time, tools and capacity to do it.

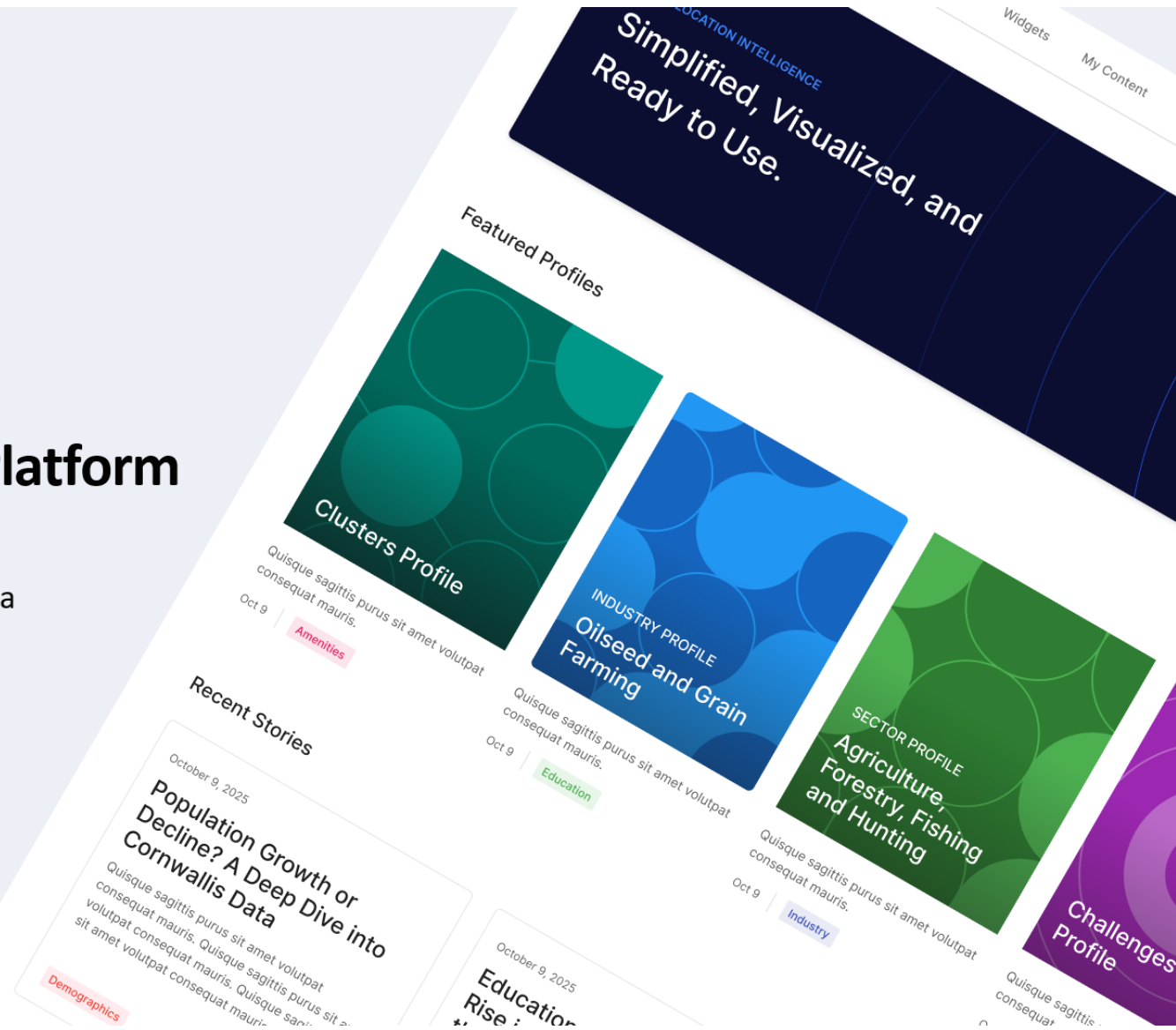
**No single solution that brings
it all together**

You need content. Not just data.

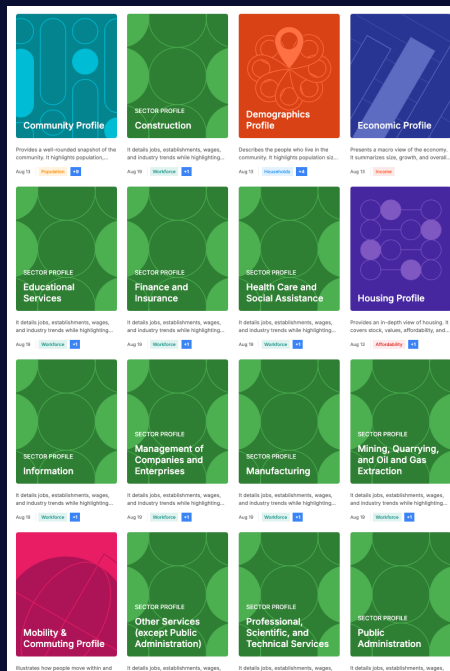
Introducing the

Localintel Location Intelligence Content Platform

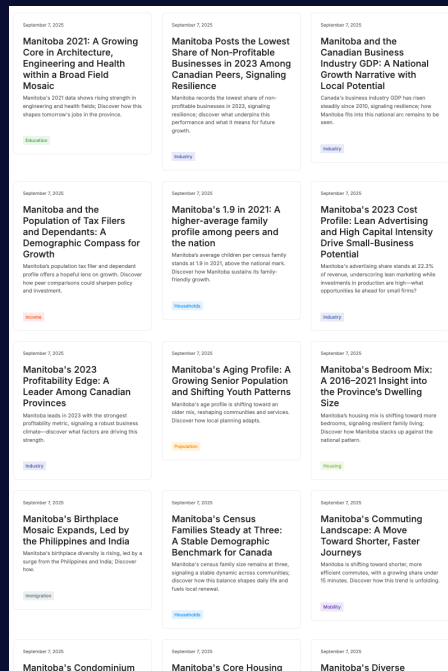
Built for economic developers. Not data scientists



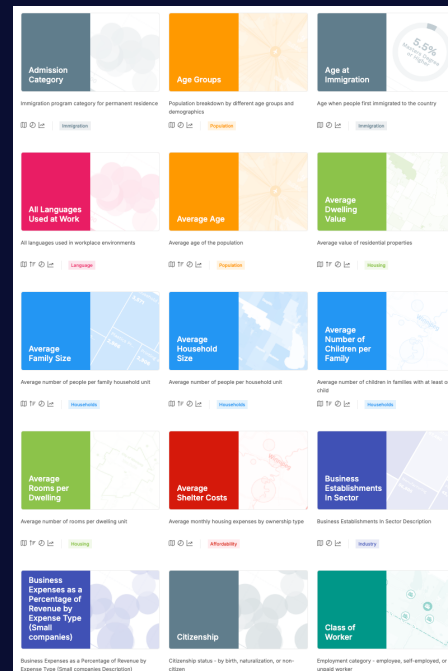
What the platform provides



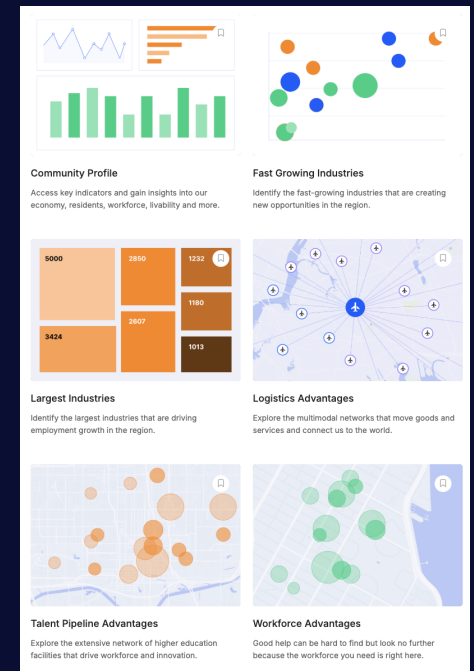
01 Report and Profiles



02 Stories and Insights



03 Data Visualizations



04 Widgets

Tasks you can use Localintel for

Promotion & Marketing

- Website Content
 - Investment Promotion
 - Workforce Marketing
 - Social Media Posts
 - Newsletter & blog
-

Reporting & Responses

- Responding to RFIs
 - Reports, Studies, Plans
 - Grant Applications
 - Data Research
 - Council & Board Reporting
-

Engagement & Collaboration

- Stakeholder Updates
- Presentations
- Internal Collaboration
- Strategic Planning
- Public Engagement

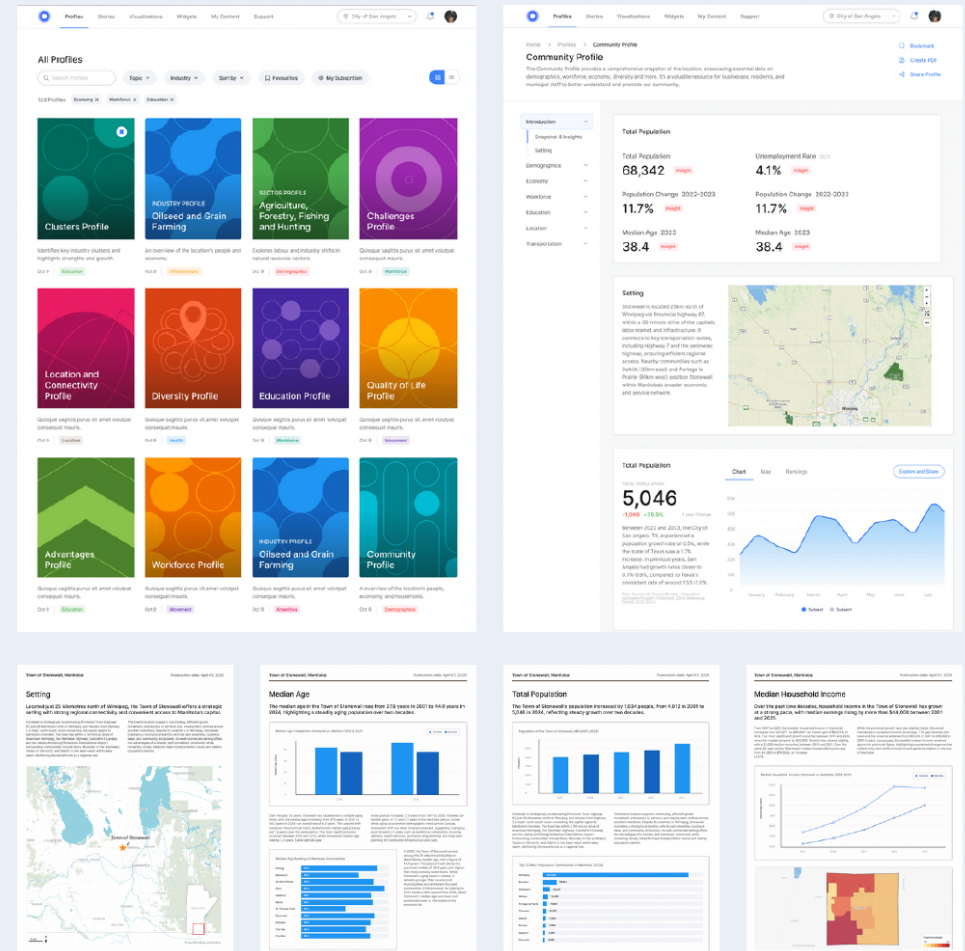
PROFILES

Localintel's platform provides a suite of professionally designed, data-rich Profiles that highlight key aspects of your community—automatically updated and ready to share.

Use them for:

- RFI and RFP responses
- Investment attraction materials
- Council and stakeholder briefings
- Strategic plans and grant applications
- Website and digital marketing content

Consultant-quality content without the cost—visually polished, data-backed, and always current.



STORIES

Localintel's platform includes AI-powered, data-informed stories that you can repurpose across your communication channels.

Use them for:

- Blog posts and website articles
- Newsletters and email campaigns
- Social media content
- Paid advertising
- Sector or opportunity promotion
- Stakeholder communications

Professional, credible promotional articles — already written, and always based on the latest data about your location.



The screenshot displays the Localintel platform's 'Stories' section for the City of San Antonio. At the top, there's a navigation bar with links for Profiles, Stories, Visualizations, Widgets, My Content, and Support. Below this is a search bar and filters for Topic, Sort by, Favorites, and My Subscription. A grid of 12 story cards is shown, each with a title, date, and a category tag (e.g., Demographics, Education, Economy, Healthcare). The cards are arranged in a 4x3 grid. On the right side, there's a 'Full Story' panel for the selected story, 'Population Growth or Decline? A Deep Dive into Cornwallis Data'. This panel includes a detailed text-based analysis of the data, a 'Snapshot' section with key findings, 'Talking Points' for discussion, and a 'Data Source' section citing Statistics Canada. At the bottom right, there's a link to 'Get visualizations for this story'.

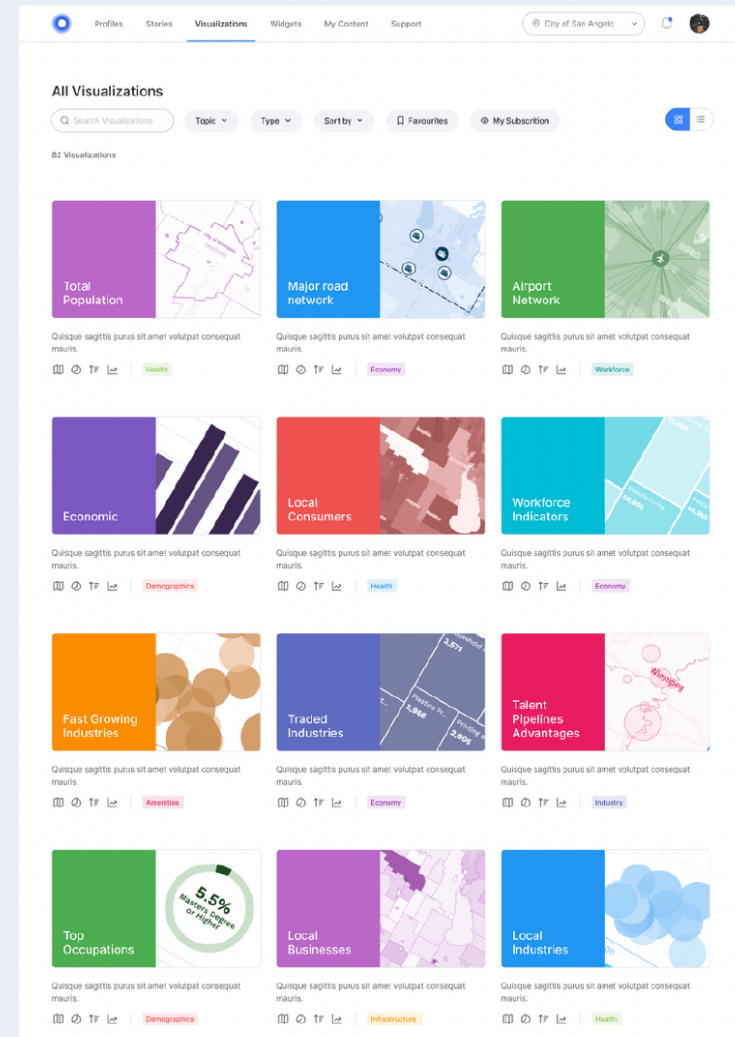
VISUALIZATIONS

Localintel's platform gives you access to a large and growing catalog of dynamic charts and maps—automatically updated and ready to use across channels.

Use them for:

- Social media posts and ad campaigns
- Fliers, brochures, and handouts
- Investment attraction presentations and pitches
- Paid advertising and sponsored content
- Grant applications, council reports, and annual reports

Designer quality —ready to download, embed, or share, with no work required.



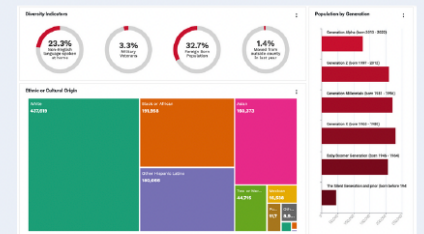
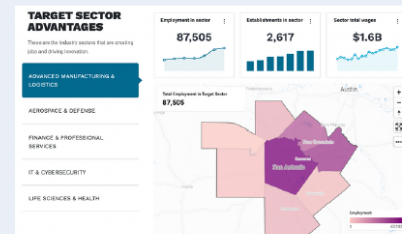
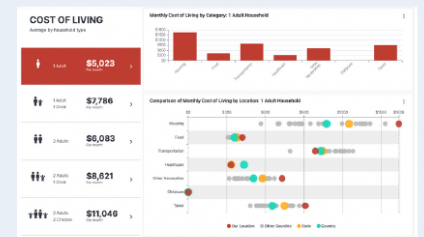
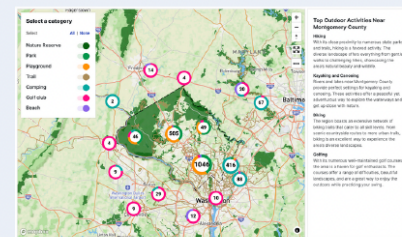
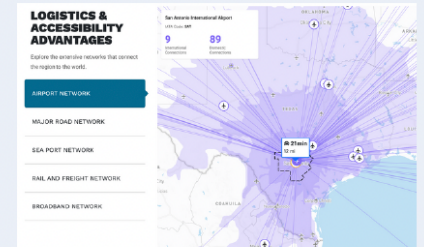
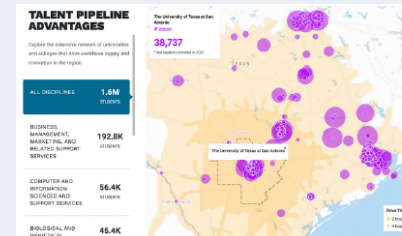
WIDGETS

Localintel's platform offers embeddable widgets that combine charts, maps, and dashboards—automatically updated and designed to showcase your community's advantages.

Use them for:

- Enhancing your website
- Keeping people engaged on your website longer
- Sharing valuable data about your location

Interactive, always up-to-date experiences—built to keep visitors engaged, informed, and curious about your community.



Municipal Challenges

Not enough time or staff

Hard to find the right data

Interpreting and analyzing data is tough

Creating charts and visuals takes too long

Writing key messages is a struggle

Tools are expensive and hard to use



Localintel's Solution

Automates the heavy lifting

Everything's preloaded and updated

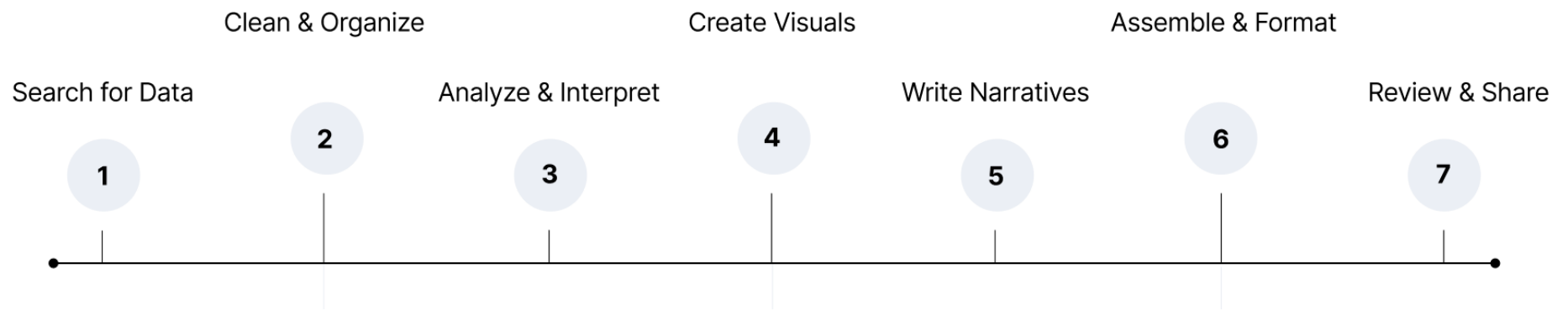
Explains what data means, in plain English

Ready to go data visualizations

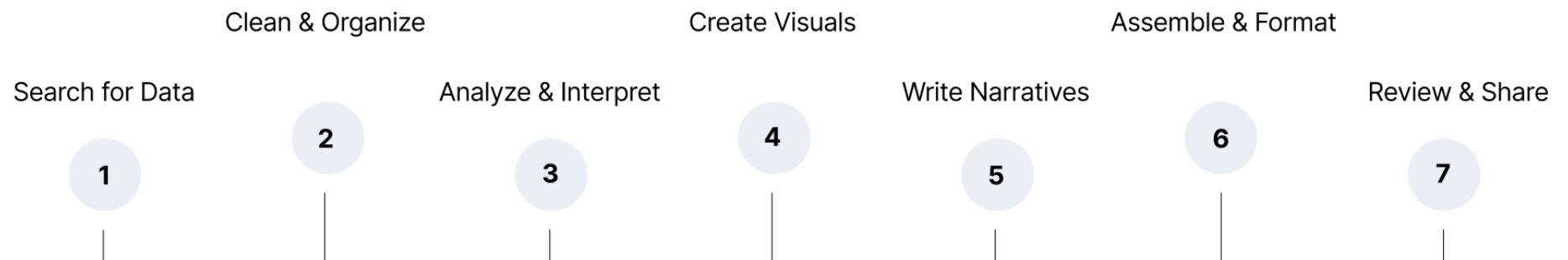
Generates reports, insights and stories

Affordable & purpose-built

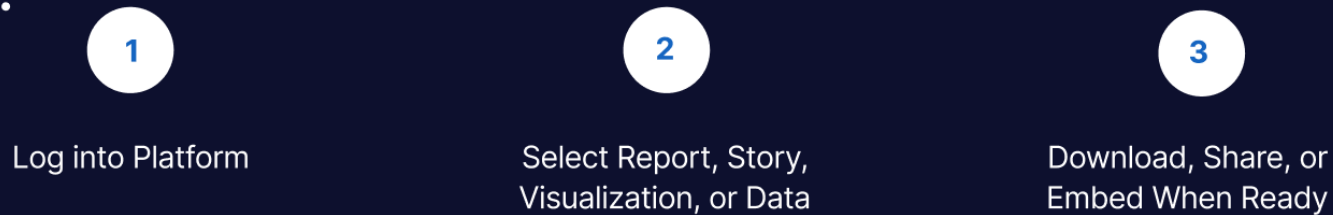
The current way of creating content



The current way of creating content



New way...



**After 100+ demos with economic developers
across Canada and the US, people called it...**

“a game changer for my small organization.”

**“it delivers exactly what we need, right out of
the box.”**

**“it will make us look professional without
needing a designer or consultant.”**

Return on investment

Provides exceptional value

The platform includes over \$300,000 worth of professionally prepared and continuously updated content about your location, available instantly for a fraction of the cost.

Saves you time

The platform gives you professional content that's already built - ready to drop into presentations, websites, reports, and emails. No formatting, design, or data wrangling needed.

Reduces costs

It replaces the need to hire consultants or spend staff time creating materials from scratch. What used to take days or weeks can now be done in minutes.

Delivers high-quality content

The platform is like having your own online communications, design and research team - providing content that's polished, visual, and always on brand.

Thank you

Grab a t-shirt



Interested in learning more?

Scan the QR code and fill out the form

