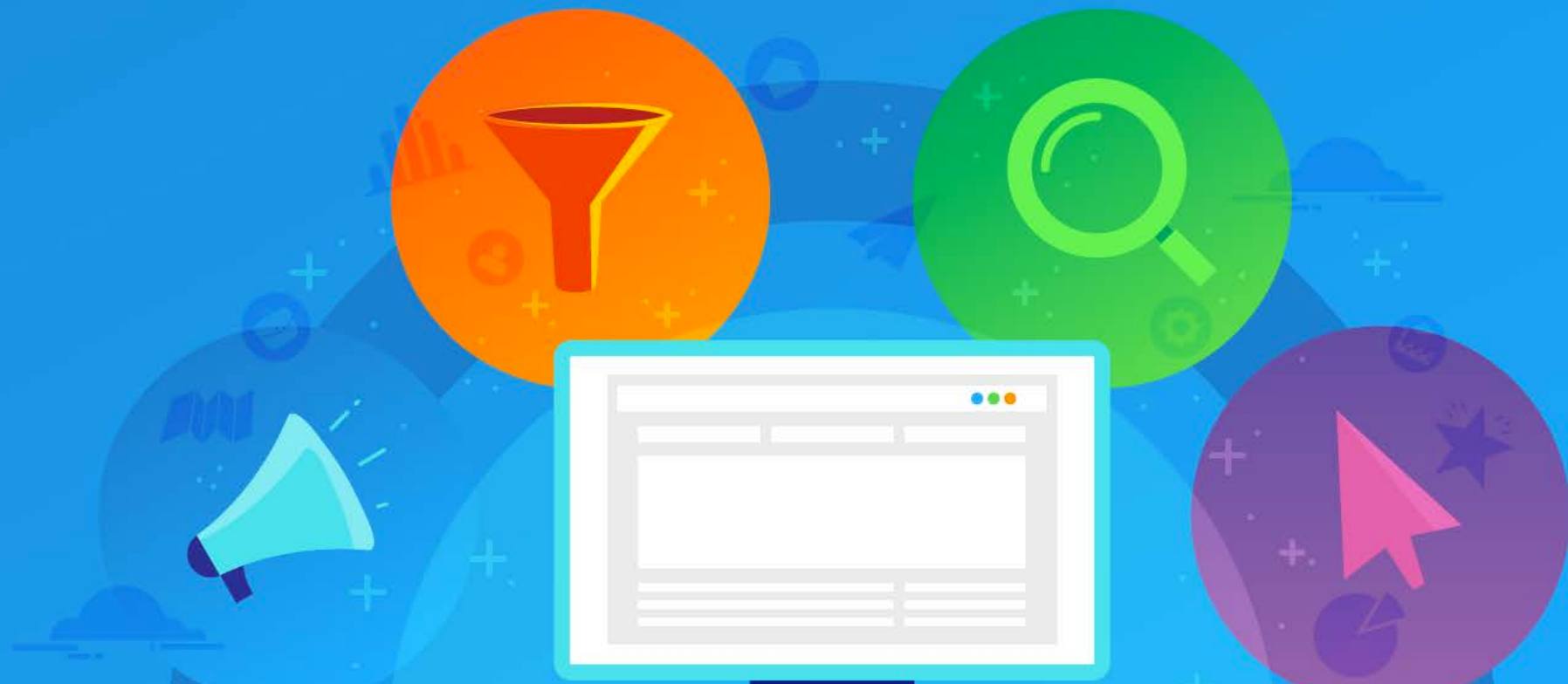


4 ELEMENTS

**YOUR WEBSITE MUST HAVE
TO DRIVE ECONOMIC
DEVELOPMENT**

EDSUITE

 LOCALINTEL™



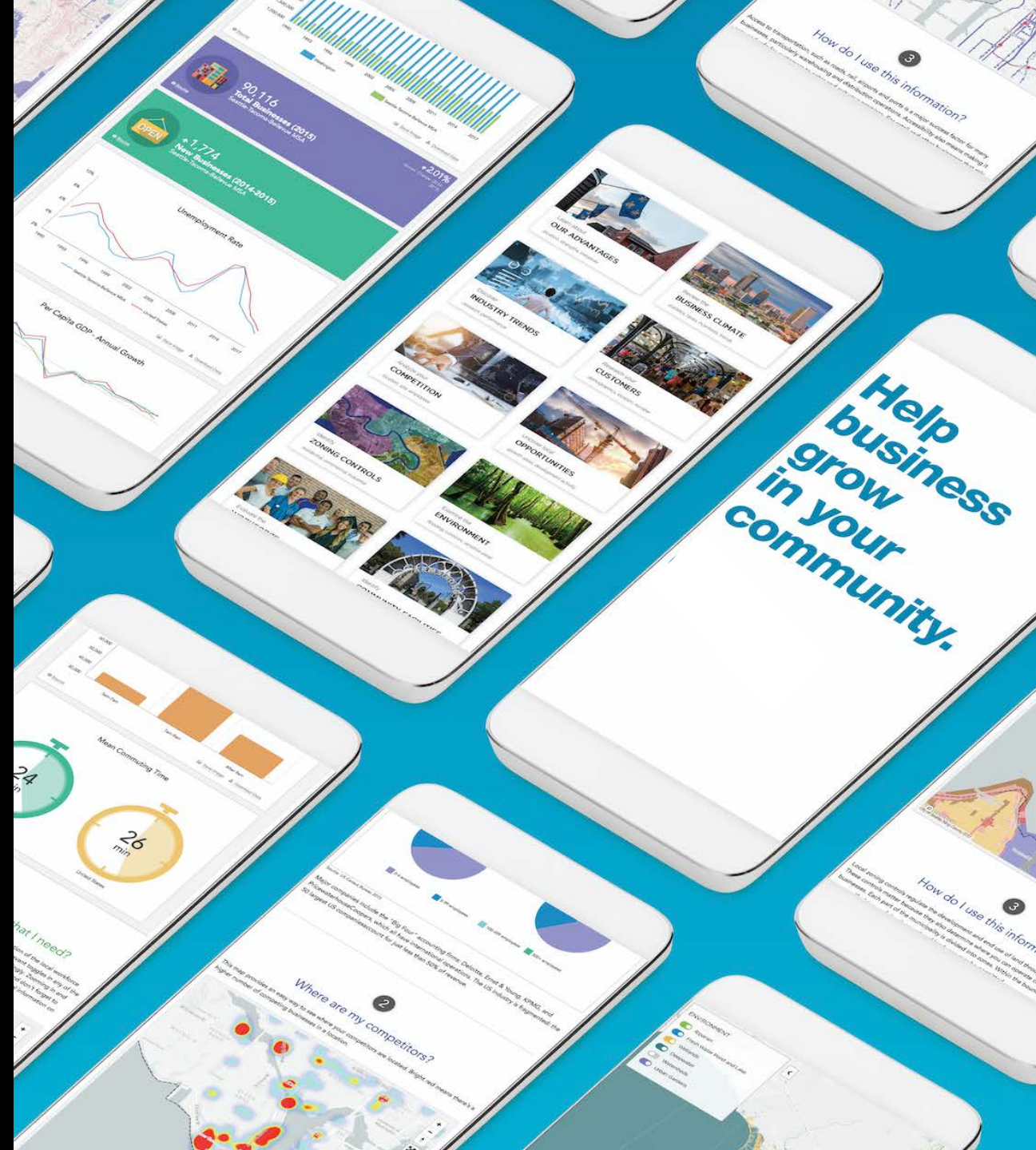
Today

Introduction to the 4
key elements your
website must include to:

1. **PROMOTE** your community's advantages,
2. **SHARE** data and advice that businesses need from you
3. **TRANSFORM** your website into a powerful economic development assistant

The internet and your website one of the most powerful tools that economic developers have.

So long as your website is doing these 4 things....





PROMOTE
your community's
WOW factor **1**



2 **COMMUNICATE**
up to date data about
your community



EDUCATE
businesses
who need help **3**



4 **ENGAGE**
businesses
on your website

The
4
ELEMENTS
your website must have
to drive economic
development

ELEMENT 1

PROMOTE

Promote your communities WOW factor.

PROMOTE your communities WOW factor by telling a story about:

- your opportunities
- competitive advantages
- why it's a great place to live and work.



Community & Families

Quality of Life & Recreation

Downtown Revitalization

Industrial Development

Retail Development

Available Properties



Main Street

Downtown Master Plan

Downtown Projects

Downtown Incentives

Farmers Market

Lights of Ennis

Main Street Projects

Main Street Board & Agendas

Get Involved with Main Street

Main Street Business



◀ 1 of 6 ▶ Ennis is the Bluebonnet Capital

Lights of Ennis (2016 Sponsors)



Economic Development Corporation



Historic Preservation

Development Guidelines

Industrial Development Projects



Unified Development Ordinance & GIS



ENNIS
TEXAS
ECONOMIC DEVELOPMENT

[Choose Ennis](#)

[Better Tomorrow](#)

[Downtown](#)

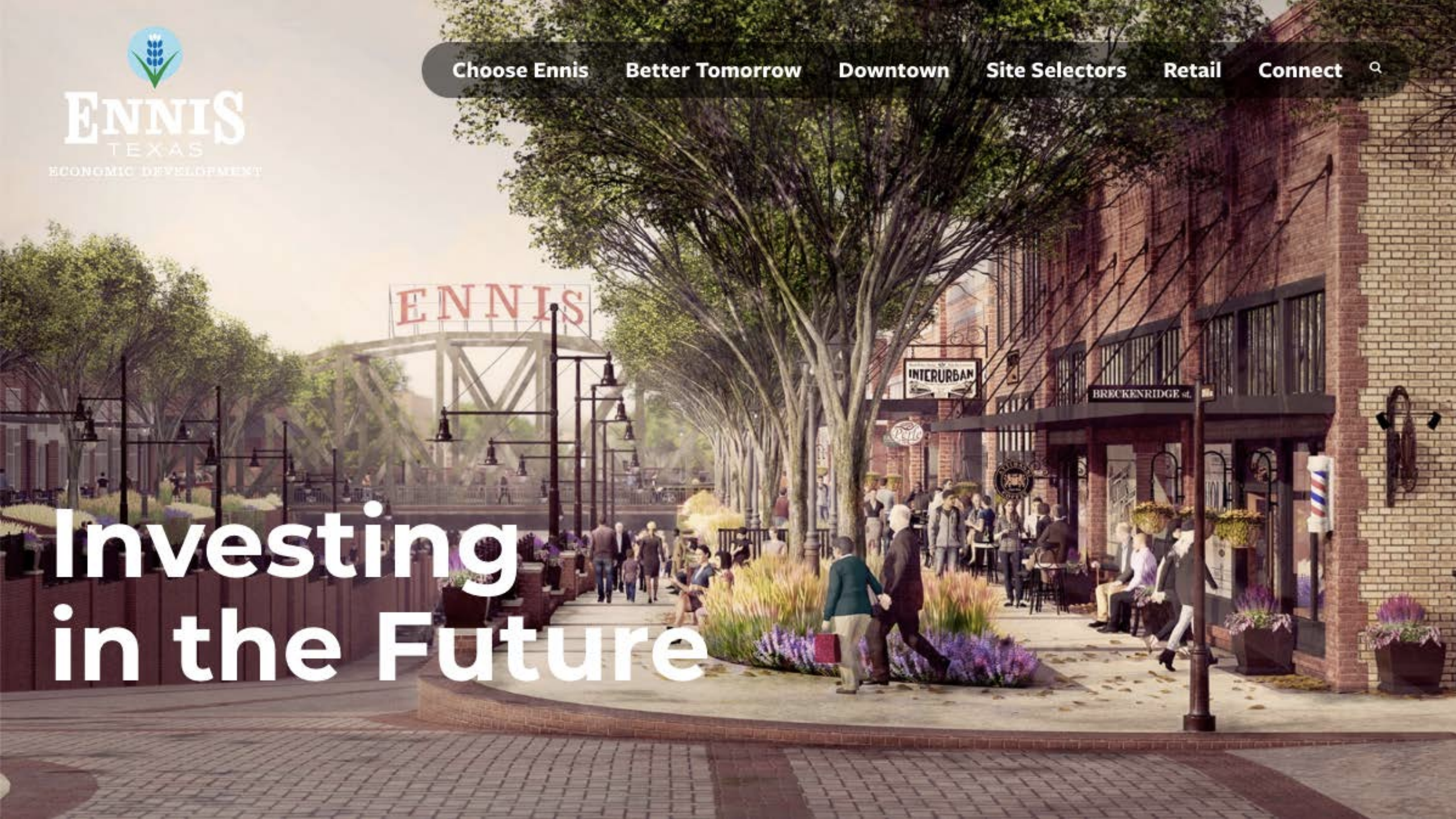
[Site Selectors](#)

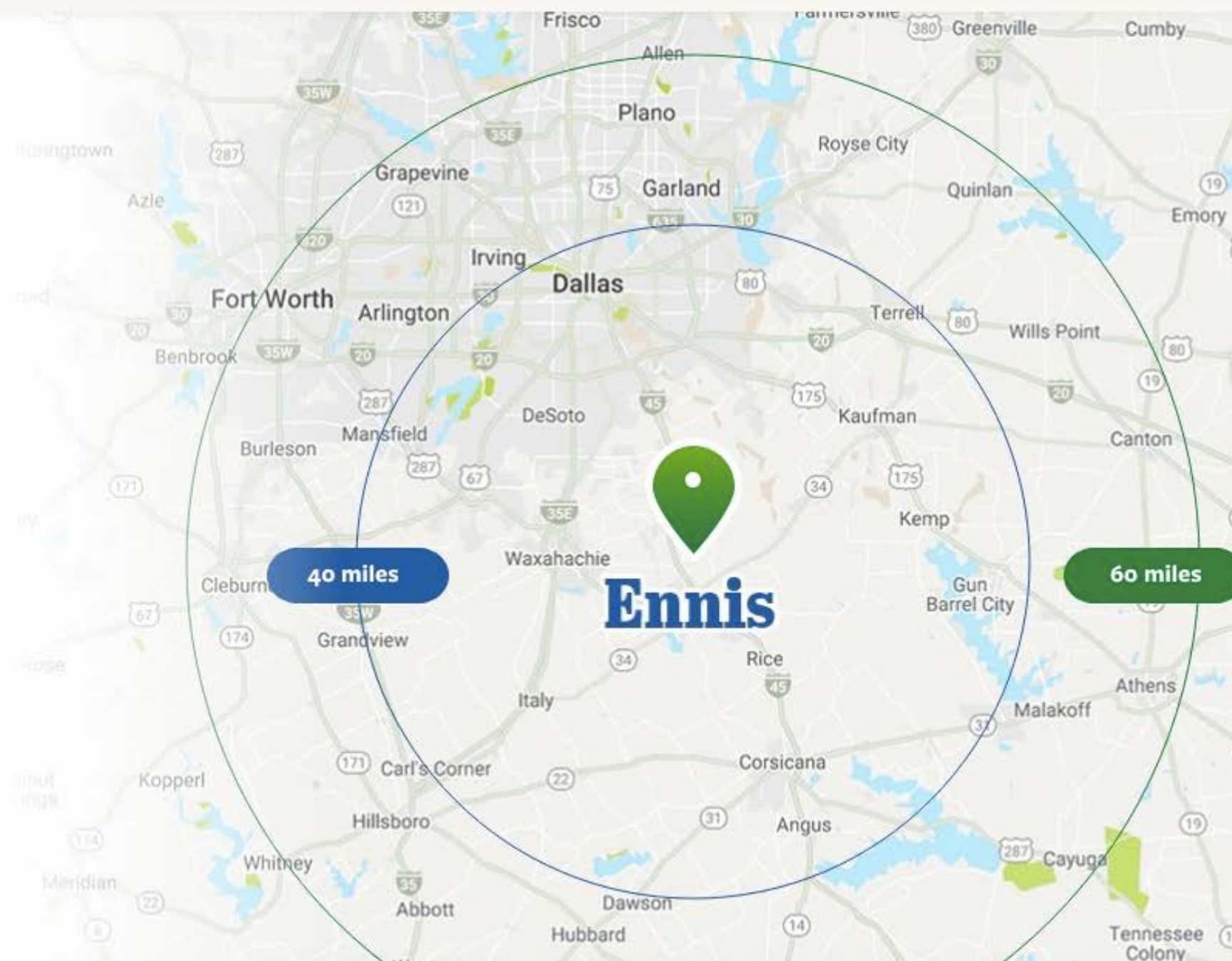
[Retail](#)

[Connect](#)



Investing in the Future



[Choose Ennis](#)[Better Tomorrow](#)[Downtown](#)[Site Selectors](#)[Retail](#)[Connect](#)

LOCATION

South of DFW

The City of Ennis is located on Interstate Highway 45 just 30 minutes south of downtown Dallas. The City's strategic location with easy access to Interstate Highways 35, 45, 20 and 30 makes Ennis unique in the region.

[Learn More](#)



QUESTION 1

What is one thing everybody knows your city for?

QUESTION 2

What is one thing very few people know about your city?

QUESTION 3

What is one thing you want your city to be known for in the future?

PROMOTE your communities using data

OPPORTUNITIES

- ☒ Major Projects
- ☒ P3 Projects
- ☐ Commercial Growth
- ☐ Residential Growth
- ☐ Industrial Growth

BEACON HILL OUTLINE PLAN

The Beacon Hill Outline plan is located within the South Area Structure Plan.

The plan area provides for a mix of housing options with integrated multi nodal transportation networks. The plan incorporates open space features within the neighbourhood as well as providing for integrated trails within the neighbourhood and surrounding areas. The neighbourhood also contains a school.

Stage: Approximately 1/3 of the plan area has been developed.

Future Dwellings: Maximum of 991.

Promote your....
GROWTH & OPPORTUNITIES

KEY TAKEAWAY 1

Promote your community's WOW factor.

Ask yourself

Does your website tell a story about the opportunities, assets and strengths within your community?

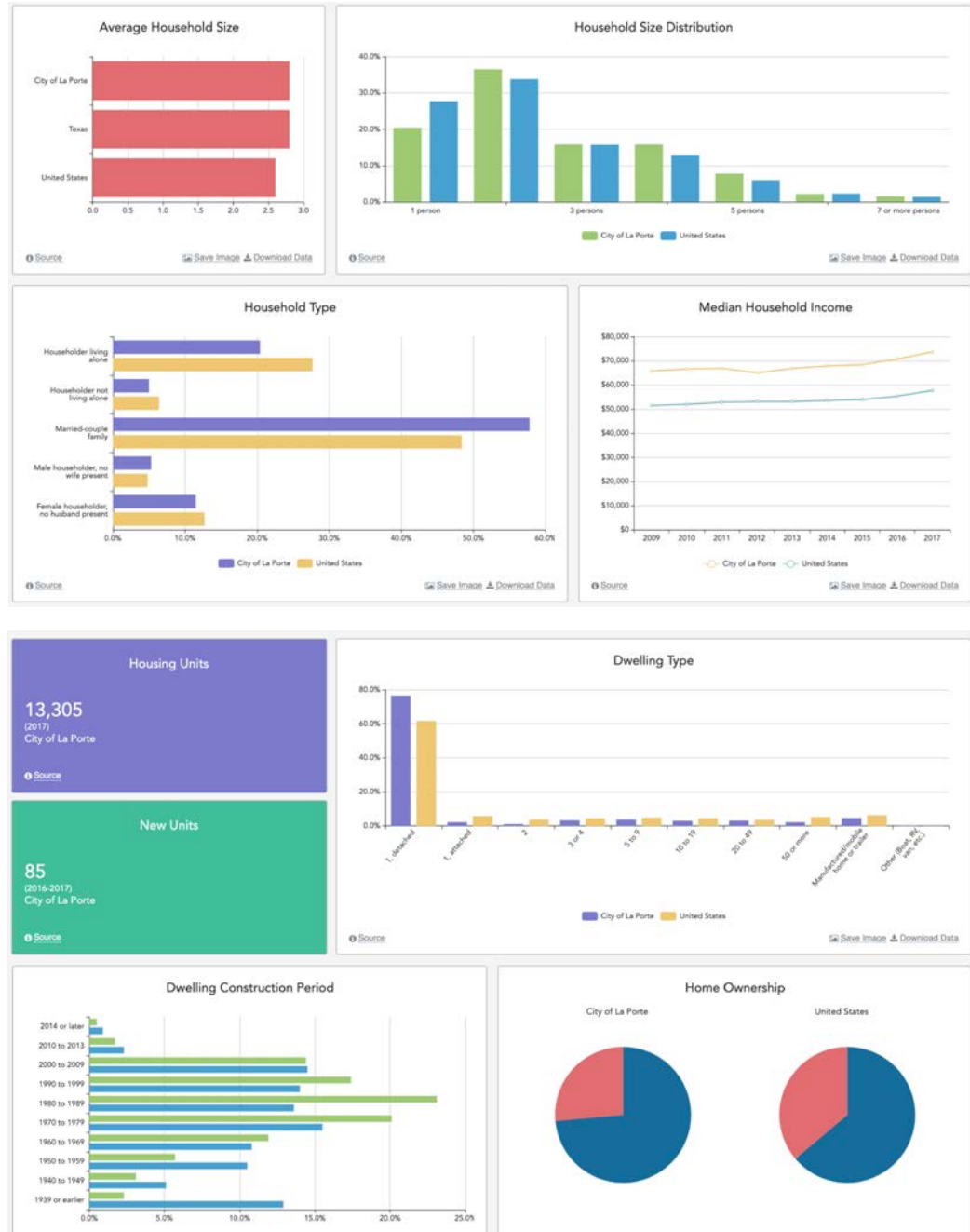
ELEMENT 2

COMMUNICATE

Communicate up to date data and insights about your community that businesses and investors need to know.

Businesses want to know about your....

BUSINESS CLIMATE



TRANSPORTATION - ROADS & TRAFFIC

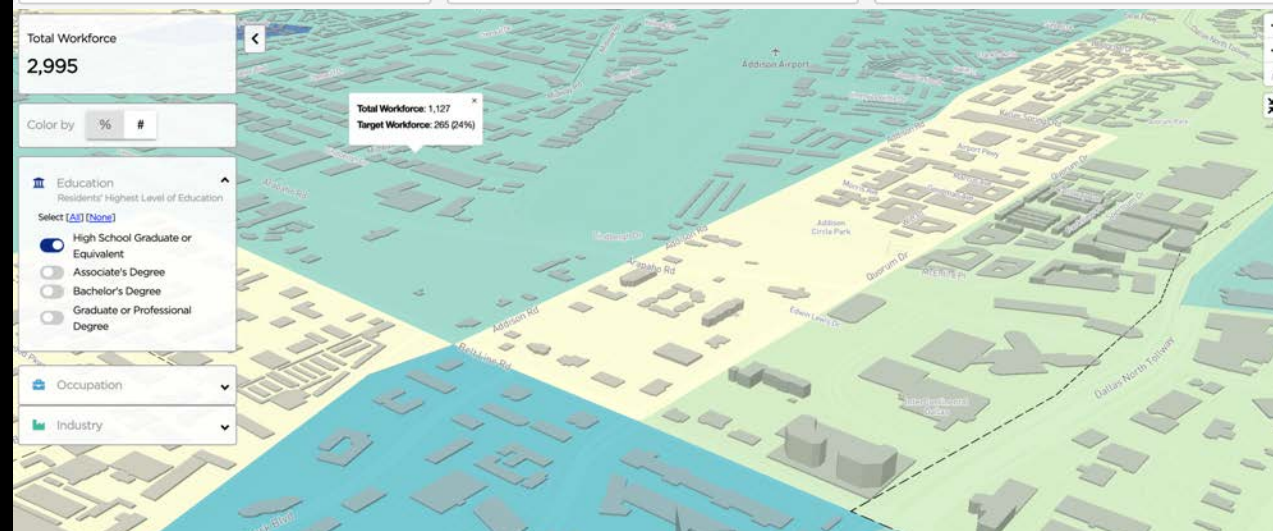
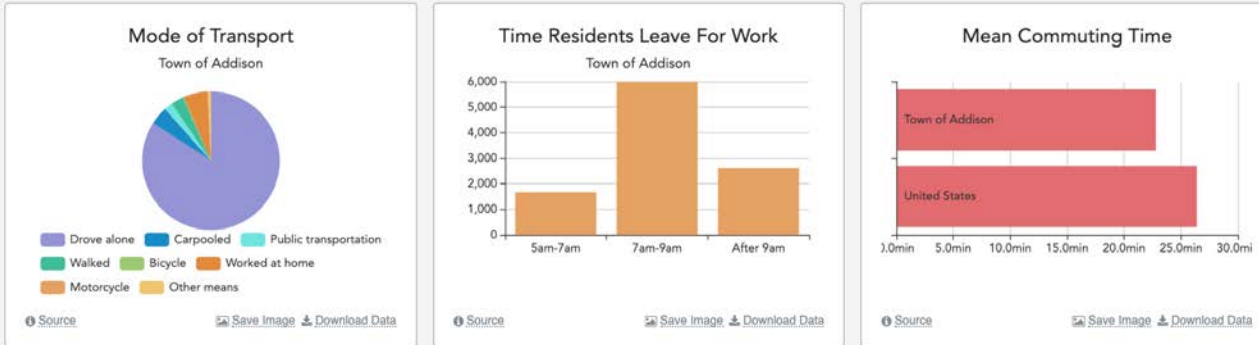
- ☒ Cycle Routes
- ☒ Traffic Volume
- ☐ Road Network
- ☐ Rail Network
- ☐ Heavy Haul Network
- ☐ Freight Network
- ☐ Sidewalks
- ☐ Traffic Signals
- ☐ Airports



Businesses want to know about your....

TRANSPORT & ACCESSIBILITY

WORKFORCE



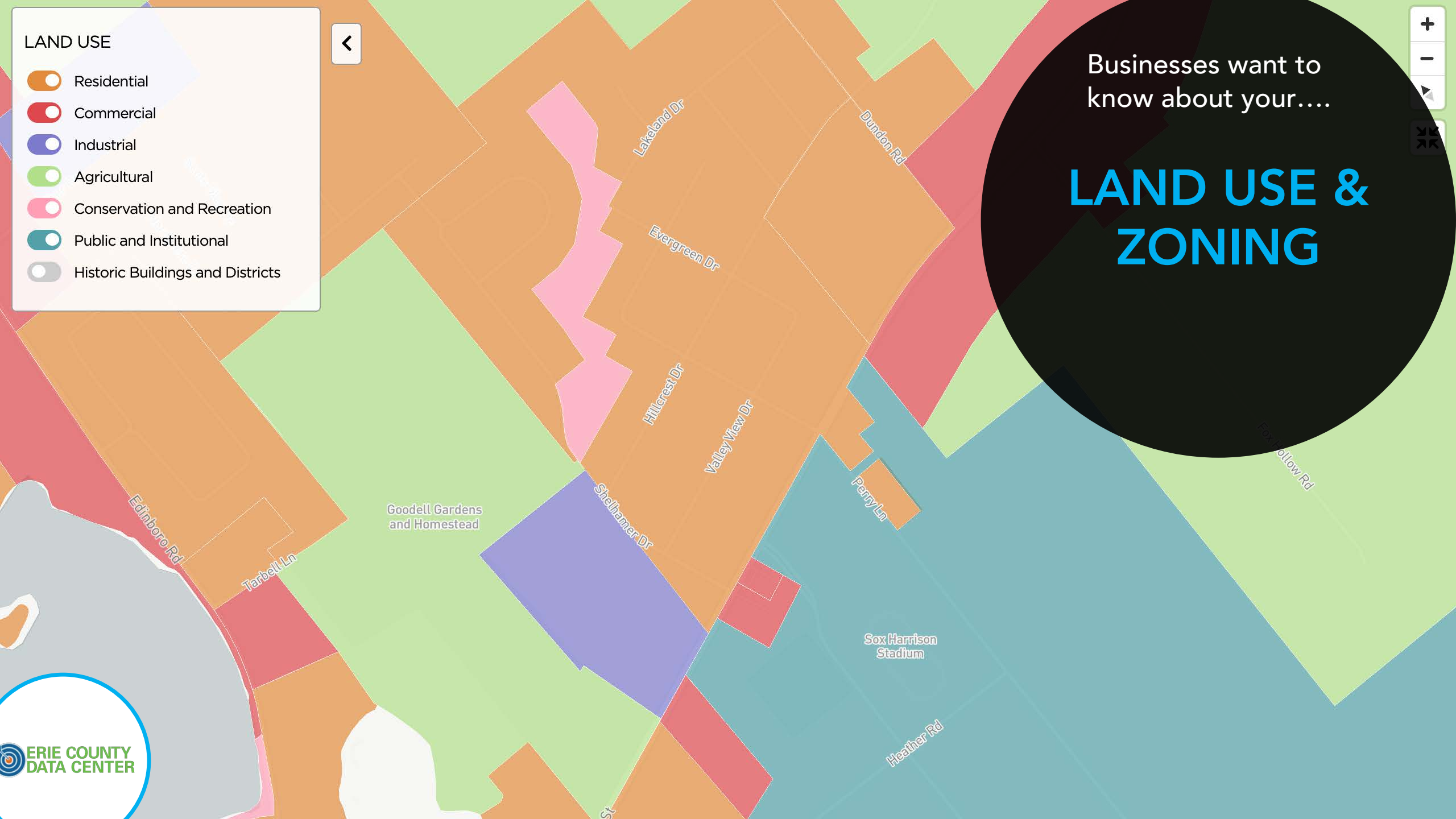
LAND USE

- ☒ Residential
- ☒ Commercial
- ☒ Industrial
- ☒ Agricultural
- ☒ Conservation and Recreation
- ☒ Public and Institutional
- ☒ Historic Buildings and Districts



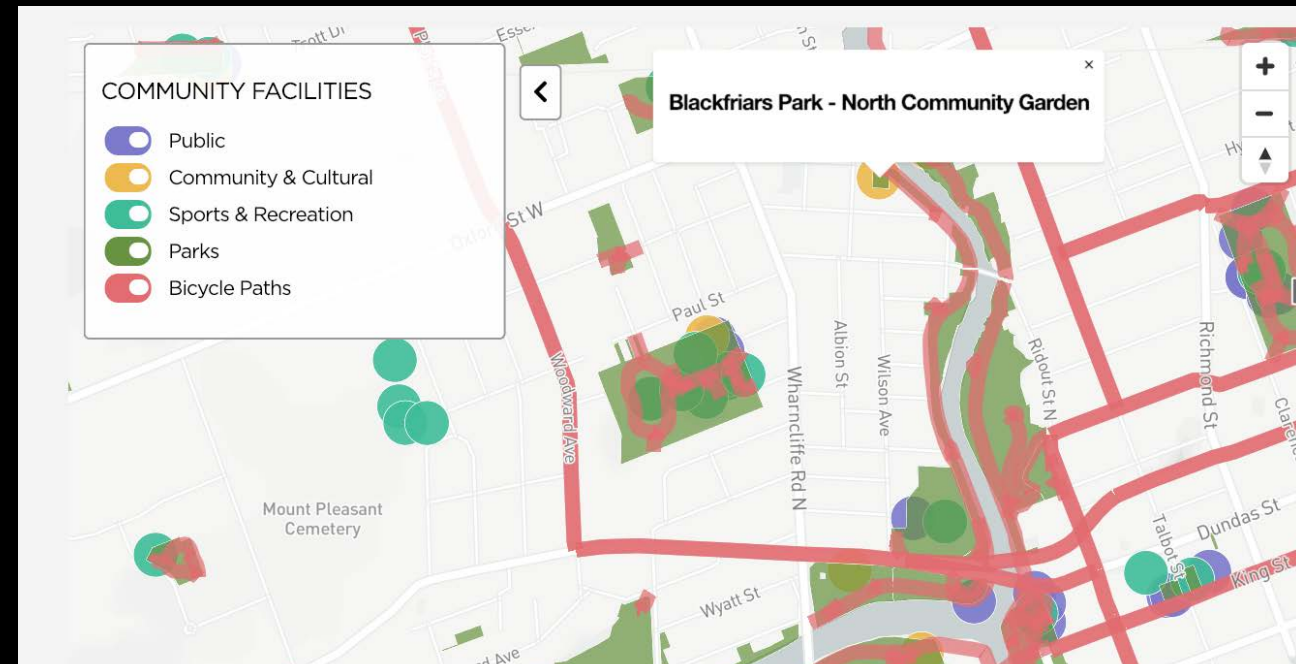
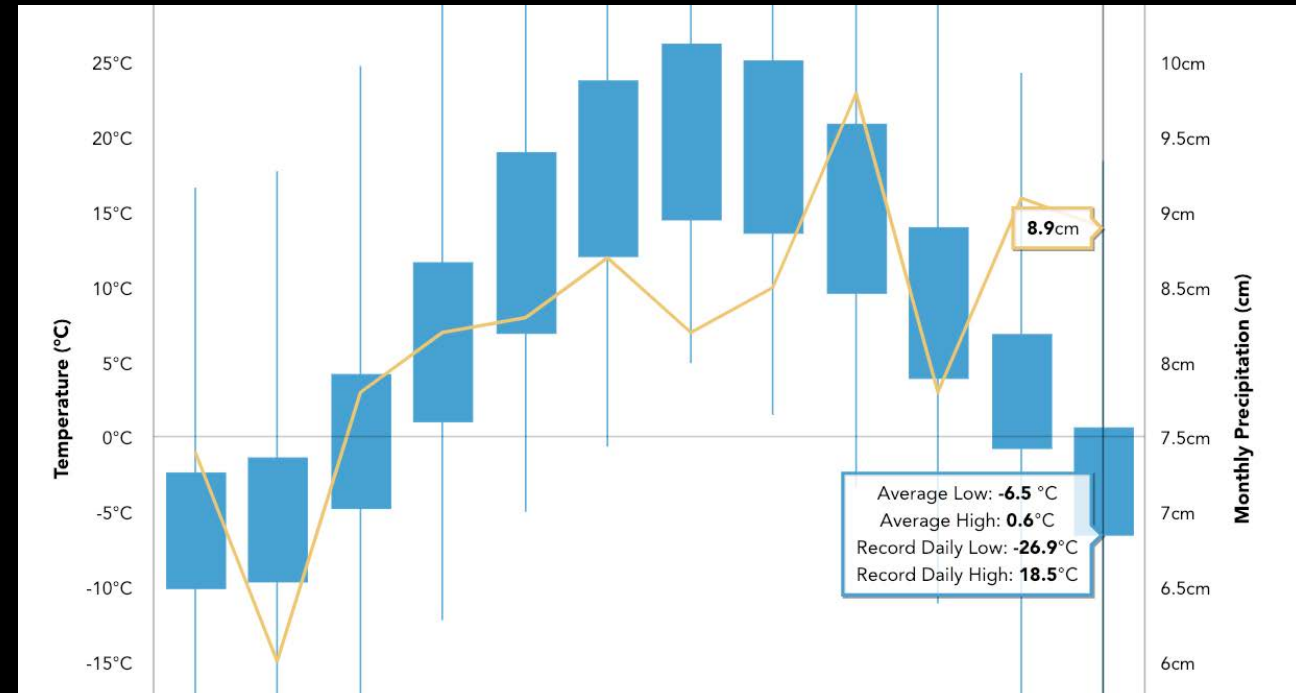
Businesses want to
know about your....

LAND USE & ZONING



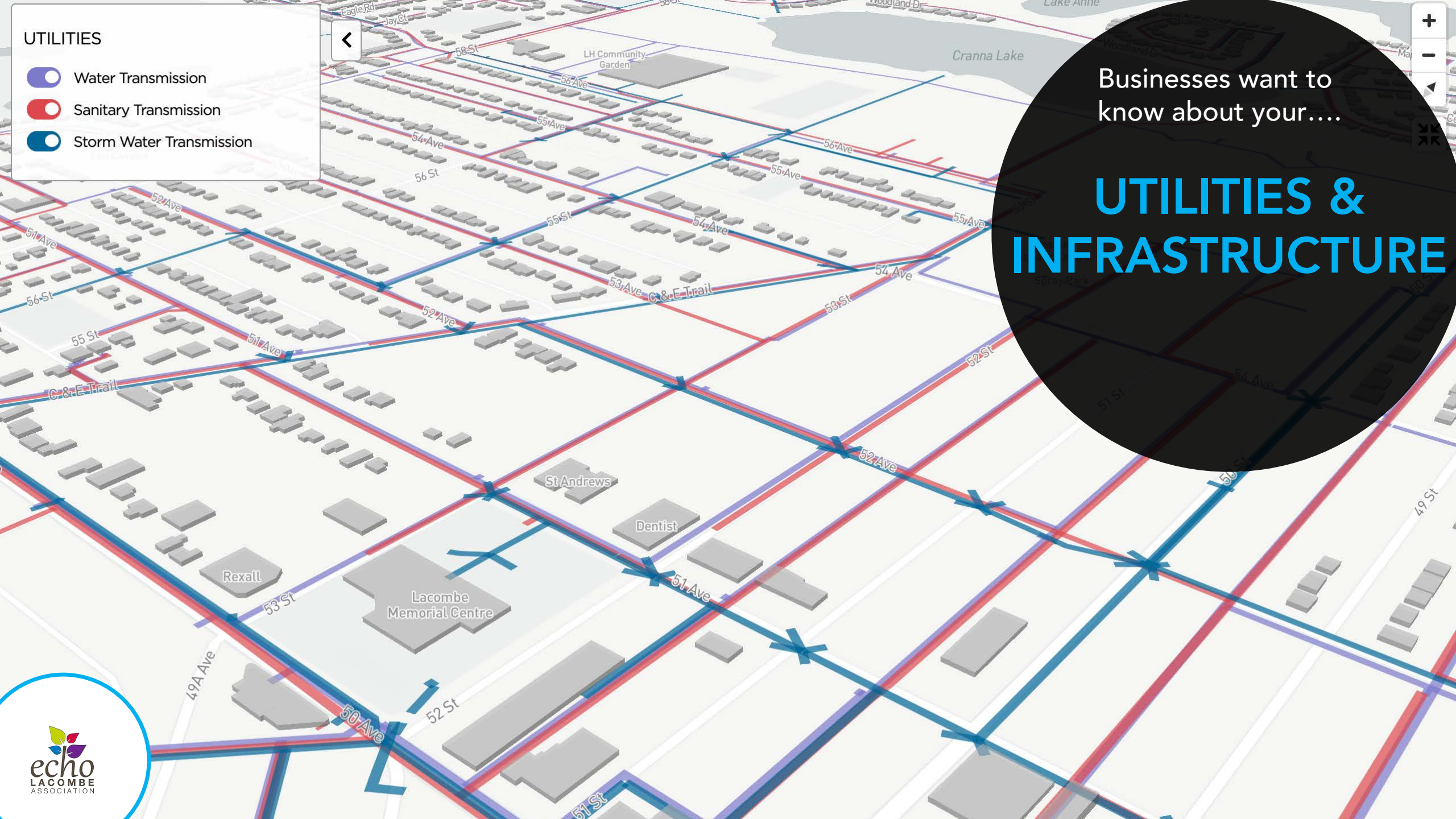
Businesses want to know about your....

QUALITY OF LIFE



UTILITIES

-  Water Transmission
-  Sanitary Transmission
-  Storm Water Transmission



Businesses want to know about your....

UTILITIES & INFRASTRUCTURE

Businesses want to know about your....

AVAILABLE PROPERTIES

What commercial properties are currently available?

This property search tool will help you to identify local commercial listings that are best suited to your specific needs. Whether you are looking to lease, or buy, the listings are mapped and updated daily by commercial real estate firms across the country. Use the filters to narrow your search and find the perfect property that will position your business for success!

For Sale For Lease Short-term Space

All Types

Lower Price Limit

Upper Price Limit

Minimum Space Available

Maximum Space Available

Search cityfeet.com

Prescott All Property Types For Sale

Remove Boundary

Map Satellite

Wildwood Estates

Prescott

506 Miller Valley Rd
Prescott, AZ 86301
15,031 Sq Ft
\$5,850,000
DRUGSTORE

802 Ainsworth Dr
Prescott, AZ 86301
7,394 Sq Ft
\$1,900,000
HEALTHCARE

Google

Map data ©2019 Google Terms of Use Report a map error



TaxesDevelopment & BuildingCost of LaborCost of LivingIncentivesLeading Employers

Assessment and Property Taxes

The City of Southfield provides assessment and tax data information as a service to residents and businesses located in the City free of charge. The data is updated on a weekly basis.

[Assessment and Property Tax Information](#)
[2017 Tax Rates](#)
[2016 Tax Rates](#)

Type of Use	Water and Sewer Utility Rates (\$ per 100 cubic feet)	Estimated Annual Tax Rate (\$ per square foot)
Water Standard Rate	\$3.838	
Sewer Standard Rate	\$5.556	
Corporate Headquarters Estimate	\$9.37	
Large Manufacturing Facility Estimate	\$9.51	
Medium Manufacturing Facility Estimate	\$8.91	
Large Box Retail Estimate	\$9.44	
High Tech Center Estimate	\$8.95	

TaxesDevelopment & BuildingCost of LaborCost of LivingIncentivesLeading Employers

Local Incentives

Various incentives and resources available to help your company grow in the City of Southfield and in the State of Michigan.

[Personal Property Tax Relief \(PA 328\)](#) allows distressed communities, county seats and certain border communities to abate personal property taxes on new investments made by eligible businesses.
[Industrial Property Tax Abatements \(PA 198\)](#) provide incentives to encourage Michigan manufacturers and high technology companies to make new investments in the state.
The City of Southfield will explore the provision of tax abatement to your company. The Act is designed to maintain existing jobs and create new job opportunities through tax incentives. Maximum abatement length is 12 years chart. Southfield's [policy](#) is based on a consistent matrix which equates the abatement length with new investment and employees added. Please review our [tax abatement application](#).
[The Commercial Rehabilitation Act \(PA 210\)](#) encourages the rehabilitation of commercial property by abating the property taxes generated from new investment. Properties must be located in an established Obsolete Property Rehabilitation District, and the local assessor must provide a statement of obsolescence.
[Oakland County Michigan Works Southfield](#) - Oakland County Michigan Works provides training and job placement services to help you hire educated and better trained employees.
For more information, contact Rochelle Freeman at 248-796-4161 or email [rfreeman@ocmw.org](#)

State and County

The State of Michigan offers a number of incentives, including the Michigan Business-to-business procurement services to name a few, to help attract companies to the state.
[Michigan Business Development Program](#) - This program includes a family of funds to help businesses establish and grow in Michigan.
[Pure Michigan Business Connect](#) - This premier business-to-business (B2B) service connects businesses with potential purchasers to connect and facilitate business relationships within Michigan.
[Oakland County Economic Development](#) - Oakland County Economic Development provides a variety of services to help businesses grow and create jobs.

TaxesDevelopment & BuildingCost of LaborCost of LivingIncentivesLeading Employers

Average Annual Wages 2018

NAICS Code	Oakland County	Michigan	U.S. TOTAL
11 Agriculture, forestry, fishing and hunting	\$26,136	\$33,011	\$35,846
21 Mining, quarrying, and oil and gas extraction	62,178	83,117	104,248
22 Utilities	126,815	120,684	109,947
23 Construction	72,922	62,359	62,732
31-33 Manufacturing	81,849	67,539	68,528
42 Wholesale trade	96,833	76,280	77,879
44-45 Retail trade	35,756	31,098	32,357
48-49 Transportation and warehousing	51,156	55,855	53,215
51 Information	83,723	73,555	113,795
52 Finance and insurance	99,001	80,095	109,247
53 Real estate and rental and leasing	57,105	48,084	59,125
54 Professional and technical services	93,026	87,914	97,114
55 Management of companies and enterprises	121,666	127,527	122,745
56 Administrative and waste services	44,211	36,730	40,984
61 Educational services	46,504	39,066	51,220

Businesses want to know about your....

LOCAL TAXES, COSTS & REGULATIONS



Businesses want to know about your....

EXISTING BUSINESSES



Lamesa Economic Development

Logistics. Location. Livability.



KEY TAKEAWAY 2

Communicate up to date data and insights about your community.

Ask yourself

Is your website providing the data and insights that businesses and investors need to know?

ELEMENT 3

EDUCATE

Educate entrepreneurs, small businesses and other folks who aren't expert market researchers as to how they can use data to make better business decisions.



FACT

FACT 1

Data is only useful if you know what to do with it

FACT 2

Most small businesses and entrepreneurs are not experts at using data in their decision making

FACT 3

Small businesses are worth caring about and nurturing

TX is powered by small business

99.8%

of all businesses are small

TX is powered by small business

4.7 million

people are employed by
small business

2.6 million

small businesses in TX

49%

of new TX small businesses fail within 5 years

Why new businesses fail

lack of customers

ran out of cash

bad management

outcompeted

pricing and cost issues

poor product offering

lacked a business mode

poor marketing

ignored their customers

Economic developers can to do a much better job at providing the **knowledge and data** local businesses need to make better business decisions.

Knowledge



Starting
your business



Writing
your business plan



Selecting
your business location



Purchasing
commercial property



Applying for
licenses & permits



Growing
your business



Selling
your business



Buying
your business

SELECTING YOUR BUSINESS LOCATION



SELECTING YOUR BUSINESS LOCATION

Get to know your customers

The right location for your business will depend on who you’re selling to, and how they buy will buy your product or service. If you don’t understand your customers and their needs, it will be impossible to make an informed decision about where to open your business. Once you’ve identified your target customer, use the [indicators](#) and [maps](#) included this Assistant to identify where they are, and how many

SELECTING YOUR BUSINESS LOCATION

Analyze your competitors

Some businesses benefit from nearby competitors. Clusters of similar businesses to yours can provide suppliers, and distribution networks. However, you should expand your horizons to a national level. Use this Assistant to identify where your local

KEY TAKEAWAY 3

Educate entrepreneurs, small businesses and other folks who aren't expert market researchers.

Ask yourself

Is your website helping non-experts to make better business decisions or are you just catering for a small number of expert users?

Can you justify the ROI?

ELEMENT 4

ENGAGE

Engage visitors to your website with a superior user experience. The more dynamic, efficient and rewarding their experience is, the longer they will stay on your website and uncover the information that leads to opportunities.

MORE VISUALIZATIONS



LESS TEXT

Highly skilled, educated labor force

- Highly skilled technical workforce eager to work in the county instead of commuting to metro Washington DC
- 60% of the nation's workforce within a day's drive
- Over 30% of the population has a college degree; 39% of graduates have advanced degrees
- Highly skilled law enforcement community, including graduates from the Command Investigative Services at the Russell Knox Center at MBQ (Defense Intelligence Agency, Defense Security Service, NCIC, FBI Lab and FBI Academy)
- Nearly 40% population growth in the last decade
- Robust workforce training partnerships
- Quantico Innovation Center, home to the next generation of entrepreneurs serving government and commercial clients, predominately in cyber security, big data, analytics and cloud services
- 40 defense contractors already in the market with \$5 billion in Quantico contracts (5 year period)

Abundant land with power & fiber

- Available, affordable land
- Large land parcels
- Excess capacity dark fiber
- 5.5 billion gallons water capacity
- Low cost energy

Fiber

- Access to multiple communications and networks.
- Every major telecommunications provider supports Stafford businesses, including Verizon, AT&T, COMCAST, Cox and AOL.
- Excess capacity of dark fiber provided by SummitIG.

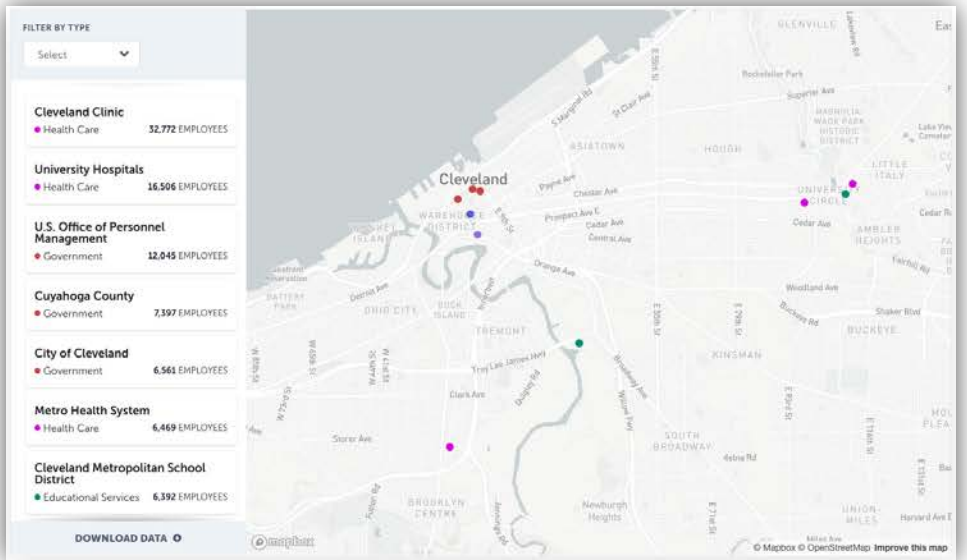
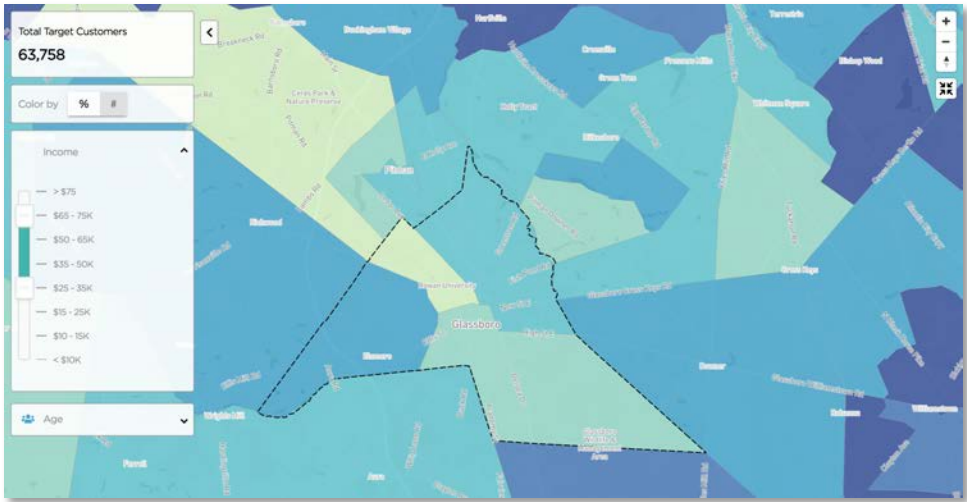
Electric Service

- Most businesses are served by Dominion Power, one of the nation's largest producers and transporters of energy.
- Electric rates for Stafford business customers are well below national averages; among the lowest on the East Coast.
- Average service availability is 99.985%.
- Additional providers of electric service include: Rappahannock Electric Cooperative and Northern Virginia Electric Company.

Natural Gas

- Columbia Gas of Virginia, one of nine energy distribution companies of NiSource, Inc. (NYSE: NI), serves Stafford business and residential customers. It is the third largest natural gas utility in Virginia.

MAKE IT DYNAMIC



NOT STATIC



COMPANY	EMPLOYEES	PRODUCT / SERVICE
Prisma Health*	15,941	Health Services
Greenville County Schools*	10,095	Public Education
Michelin North America*	7,120	Headquarters / R&D / Mfg (radial tires)
Bi-Lo, LLC	4,600	Distribution & Retail
Bon Secours St. Francis Health System*	4,355	Health Services
GE Power*	3,400	Turbines and Turbine Generator Sets
Duke Energy Corp.*	3,300	Utility Provider
Greenville County Government	2,685	Local Government
State of South Carolina*	2,552	State Government
Fluor Corporation	2,400	Engineering / Construction Services

Make sure it's
awesome on
mobile



Questions?



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DAVE PARSELL

Co-founder & CEO

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