

# Sharpening the Edge: A Fresh Look at Economic Development Online

**TEDC 2017 Mid-Year Conference**

6/8/2017



TEXAS ECONOMIC DEVELOPMENT COUNCIL

**Golden Shovel**

GROUNDBREAKING  
ECONOMIC DEVELOPMENT  
COMMUNICATIONS



## Groundbreaking Economic Development Communications



**Workforce Attraction**



**Business Attraction**



**Business Expansion &  
Retention**



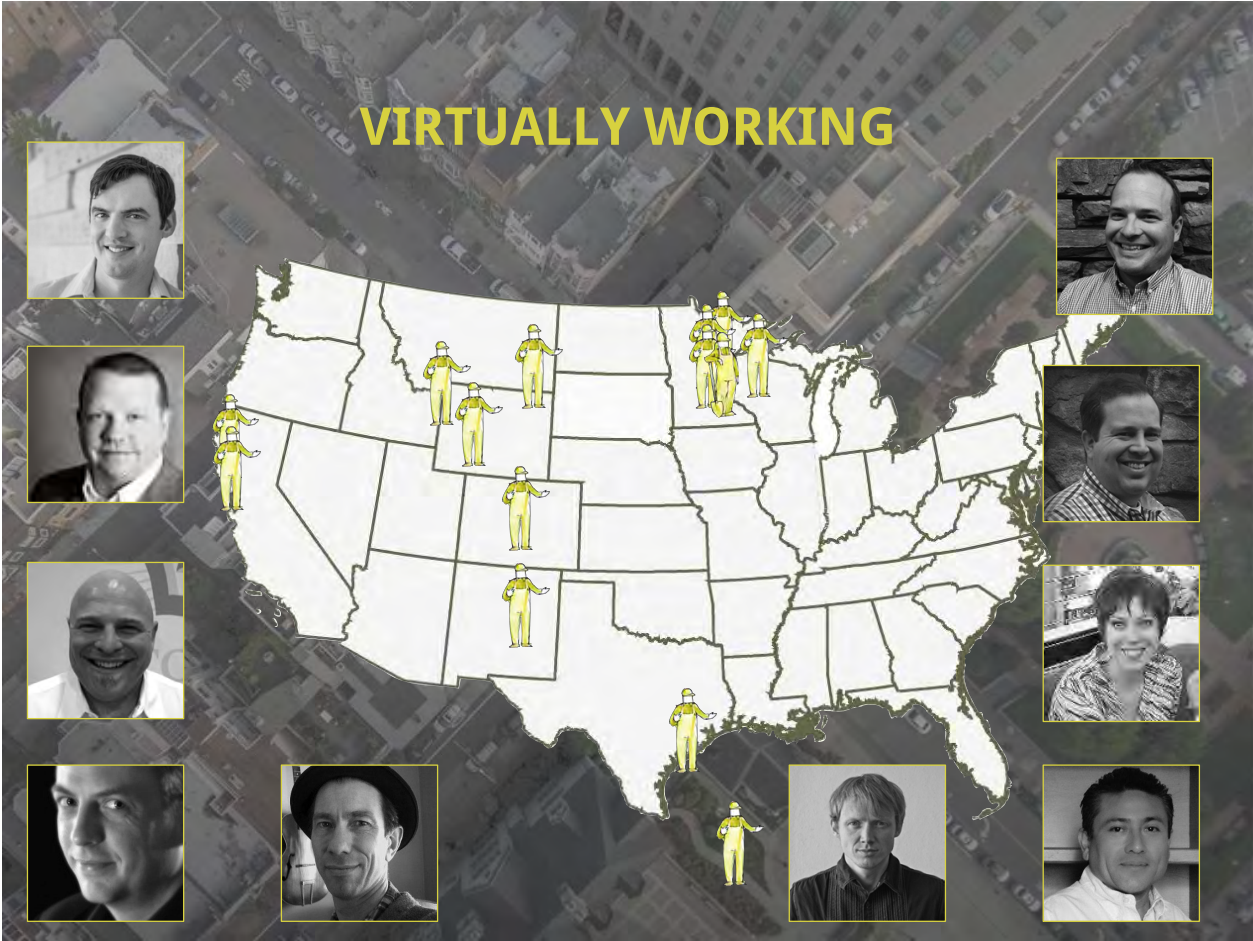
**Regional Strategy**

**Golden Shovel**

GROUNDBREAKING  
ECONOMIC DEVELOPMENT  
COMMUNICATIONS











## EVERY COMMUNITY HAS ONE



## TOP NINE TYPES OF STORIES PEOPLE LIKE TO TALK ABOUT

1. Aspirations & Beliefs
2. David vs Goliath
3. Avalanche About to Roll
4. Challenging Assumptions
5. Anxieties
6. Personal Stories
7. How-to Stories and Advice
8. Glitz & Glam
9. Seasonal/Event-related

*This list is from Lois Kelly's book  
Beyond Buzz: The Next Generation of Word-of-Mouth Marketing.*



## WHO IS THE STORY FOR?

**WORKFORCE/TALENT**  
**SITE SELECTORS**  
**BUSINESS OWNERS**  
**EXISTING BUSINESSES**  
**ENTREPRENEURS**  
**TARGET INDUSTRIES**  
**STAKEHOLDERS**



## WHAT MAKES A GOOD STORY?

**Clear Purpose**  
**Personal Connection**  
**Common Reference Points**  
**Detailed Characters we Identify With**  
**Conflict we can relate to**  
**Pacing**

# A LINKEDIN SUCCESS STORY



**Michigan Economic Development Corporation** From startups to major technology companies, Detroit is quickly becoming a hot spot with businesses recognizing the state's available talent and high return on investment compared to other regions. Learn more on [We Run on Brainpower](#).



## Designer sees Detroit's Tech, Foodie Scenes as Perfect Table Setting

[michiganbusiness.org](#) - Developing apps for smartphones and cars by day, exploring Detroit's many restaurants, breweries, tasting rooms, cocktail bars and pop-up events by night. That's the world that Sara Daguanno has fallen in love with, a career and foodie lifestyle.



**Michigan Economic Development Corporation** Lt. Gov. Brian Calley explains the Protect & Grow initiative for Michigan's \$10 billion defense industry, which supports 105,000 jobs throughout the state.



## Protecting and Growing Michigan's Defense Industry

[youtube.com](#) - Uploaded by LtGovCalley on 2016-08-19.



# DESIGN GOOD STORYTELLING INTO YOUR INTERVIEWS





### Ben: Yankton Entrepreneur

Category: Success Stories

Ben Hanten is an angel investor and the chair of Two Bridges Capital, investing in variety of start-up businesses with high potential, particularly companies willing to relocate to South Dakota. He co-founded Wire Me Awake, an entrepreneurial conference held at the University of South Dakota. Ben is a lifelong entrepreneur...



### Blake and Tyler: Homegrown Entrepreneurs

Category: Success Stories

Blake and Tyler are proud to call Yankton home. The twins were born and raised here. "We've lived here twenty-four years," Blake shared. "We're not going anywhere else, that's for sure; we're sticking tight! We love it here!" Although they moved away to go to college, they always knew that they...



### Bridget from Applied Engineering

Category: Success Stories

One of the things that Bridget loves about her job as a Human Resource Specialist at Applied Engineering in Yankton is that she can help other people find the same quality of life that she enjoys. She's worked for the company since April 2008 and has lived in Yankton since...



### Brittany with the City of Yankton

Category: Success Stories

Brittany is joining the City of Yankton as its Events and Promotions Coordinator. Though this position is new to Yankton, Brittany is not. "I've been in Yankton my whole life. I was born here and though I left to go to USD, I still worked in Yankton. Yankton has been...



### Chloe: South Dakota Magazine Intern

Category: Success Stories

An aspiring writer, Chloe enjoyed returning to her roots during her summer internship in Yankton. "I'm from Burke, SD," she shared, but she chose a larger town for college. "Now I go to the University of Missouri in Columbia, directly in between St. Louis and Kansas City. I wanted to...

## STORIES: BEN: YANKTON ENTREPRENEUR



Category: Success Stories

222 W 3rd St  
Yankton, SD 57078  
United States  
[Visit The Website](#)

**Contact Information**  
Ben Hanten  
[hanten@gmail.com](mailto:hanten@gmail.com)

[Connect with Ben on Twitter](#)  
[Ben's profile](#)  
[Connect with Ben's on Twitter](#)



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## STORIES: JEREMY AND REBECCA



410 E 3th St  
Yankton, SD 57078  
United States  
[Visit The Website](#)

[Rebecca's Yoga Facebook](#)

Category: Success Stories



**Jeremy:** I love all of the opportunities to do things outside in Yankton. **The parks, trail systems and the lake give us a great chance to do the things we love outdoors, like bicycling camping and canoeing.**

**Another thing I love about Yankton is how active the community is. There are always opportunities to get involved.** I have been involved with our local homeless shelter board for several years and also volunteer with Servant Hearts Clinic, a local free clinic.

**Rebecca:** I was born in Yankton,

but Jeremy was raised near Sioux Falls, South Dakota. When we got married after attending the University of South Dakota, Jeremy was the one who most wanted to move to Yankton. **He said that I didn't even know how lucky I had been, growing up next to the Missouri River, Lewis & Clark Lake and Lake Yankton.** I've visited other towns and now know that he was right.

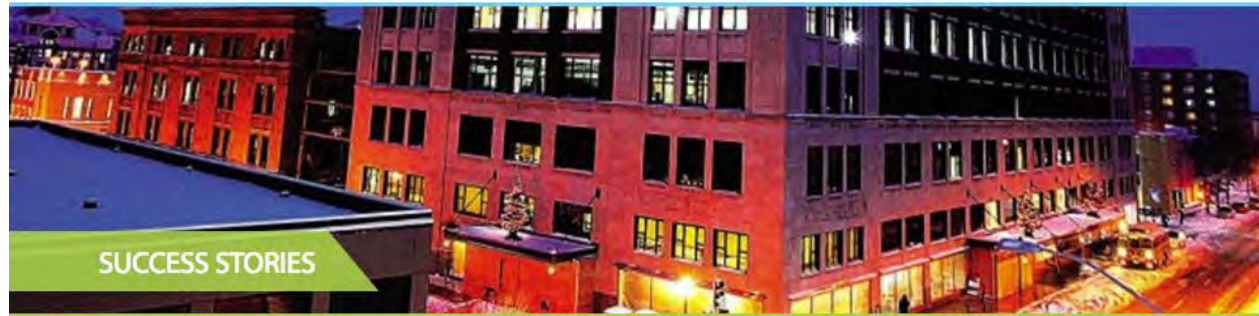
I enjoy my jobs working at South Dakota Magazine and teaching yoga at the Summit Activities Center.

**I feel like we've been able to achieve 'big city' goals in a place just big enough for us – a progressive town working hard to better its community, economy and quality of life.**

We also really appreciate the outstanding customer service at our favorite businesses, like Ace Hardware, The Yea Barn, and Starbucks.







Greater Dubuque Development Corporation > Business Advantages > Success Stories

SHARE:     

## Success Stories

### Celebrate Dubuque's business achievements

Greater Dubuque Development is pleased to recognize the successes of our business community. Whenever a new business breaks-ground, or an established company expands, we are steadfast in our commitment to providing the resources and support that our local employers need in order to thrive. Below are recent success stories.



### Truck Country (McCoy Group)

#### Expansion, March 2016

Truck Country opened a new 52,000 square foot dealership in Dubuque. The new facility is nearly double the size of the former location and features 21 service bays, a new alignment rack, detail bay, a flywheel resurfacing area, and an enhanced parts show room.

## Appalachia To Lead the Manufacturing Boon: Braidy Industries Invests 1.3 Billion

Monday, May 01, 2017

FOR IMMEDIATE RELEASE

### *Producer for aerospace and automotive industries will revitalize the Appalachian region.*

Prestonsburg, KY – Braidy Industries will construct a 2.5 million square foot aluminum mill near South Shore in Greenup County, KY. Construction is to begin in early 2018 with completion scheduled in 2020.

Construction is expected to create an estimated 1,000 jobs, and the company will create 500 advanced manufacturing jobs in Greenup County. The year for the automotive and aerospace industries, with opportunities for

One East Kentucky has been promoting the worker potential and is leading counties in Kentucky's beautiful Appalachian region. Chuck Sexton, CEO of business support and advocates for the coal miners who built the region

"So many factors went into the Braidy Industries opportunity. From Gov diversity to AEP Kentucky Power's aggressive stance towards recruitment the beginning of a new day in east Kentucky."

This game-changing project in Greenup County will positively affect all forefront of automotive and aerospace manufacturing.

Craig Bouchard, Braidy Industries chairman and CEO, during an April 28, 2017 interview with Fox Business, shared his enthusiasm for the potential of Appalachia. "We are on the cusp of a [manufacturing] boon, and by the way, Appalachia's gonna lead that boon. It is the best place to go and we're spending 1.3 billion dollars to prove our point."

Companies interested in relocating or building in the Appalachia region can receive resources from non-profit organizations like One East KY or the Kentucky Skills Network. Companies can receive no-cost recruitment and job placement services, reduced-cost

 **Charles Sexton**  
 CEO at One East Kentucky  
 1mo

 **One East Kentucky**  
 10 followers

Historic 1.3B investment by Braidy Ind to create 550 advanced manufacturing jobs. <http://ow.ly/1Ze130beKNK>







## STORYTELLING IS VISUAL

[HOME](#) [NEWS](#) [ABOUT](#) [EVENTS](#) [IRVINE CHAMBER](#)

 **irvine ECONOMIC CHAMBER DEVELOPMENT**

Sometimes the Address  
**Says it All!**

 **72°F**  
Mostly Sunny  
Irvine Weather

[ECONOMIC VITALITY](#) [SITE SELECTION](#) [BUSINESS RESOURCES](#) [GLOBAL](#) [WHY IRVINE?](#) [WEBINARS](#)

**DESTINATION IRVINE**



### World Class Advantages in Irvine

Irvine has made its reputation as a global competitor by leveraging its diversity, innovative prowess and export strength.

[ECONOMIC VITALITY COUNCIL](#) [DOING BUSINESS IN IRVINE](#) [LIVING IN IRVINE](#) [SITE SELECTION](#)

**Irvine was master planned to be an economic powerhouse.**  
Centrally located within Orange County.







GROWTH  
ALLIANCE

HOME

ABOUT ▾

WHY NE WYOMING? ▾

SITE SELECTORS ▾

WORKFORCE ▾

BUSINESS CENTER ▾

MEDIA ▾

NEWS RESOURCES CONTACT US



## Our back yard is 1.1 million-acres

Johnson County, Wyoming is the gateway to Bighorn National Forest—the last, great wilderness area of the frontier. Find out how you can turn your passion for the outdoors into your livelihood.



## WELCOME TO NEW OPPORTUNITIES

Northwest Wyoming (NWW) has many advantages for expanding existing businesses. Discover the possibilities.

HOME | NEWS | EVENTS | CONTACT US | BUSINESS DIRECTORY



ABOUT EMPLOYMENT AVAILABLE PROPERTIES BUSINESS TOOLS LIVE AND WORK HERE KEY INDUSTRIES LOCAL FOODS



RURAL DEVELOPMENT AUTHORITY  
*enterprising by nature*

wide  
OPEN  
spaces  
IN SWIFT COUNTY, MN



Starting a  
Business?



Need  
Financing?



Leaders in  
Bioenergy



Sign Up for  
Our Newsletter

Make Swift County Home

The Swift County Rural Development Finance





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# UTAH VALLEY

ECONOMIC DEVELOPMENT PARTNERSHIP

[WHY UTAH COUNTY](#)
[SITE SELECTOR TOOLBOX](#)
[RESEARCH](#)
[NEWS AND PRESS](#)
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## There's a New Economic Dynasty

Forbes ranked Utah #1 Business five out of the last six years.

HAPPIEST STATE  
IN THE  
UNITED STATES

STATE FOR  
JOB GROWTH

STATE FOR BUSINESS

VENTURE  
CAPITAL  
INVESTMENT

Welcome to the Epicenter of Business

your kind of power.<sup>®</sup>  
ECONOMIC DEVELOPMENT

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[Who We Serve](#)
[Knowledge Center](#)
[News](#)

## Experience the Guadalupe Valley

### Experience Global Operations Who Call this Area Home

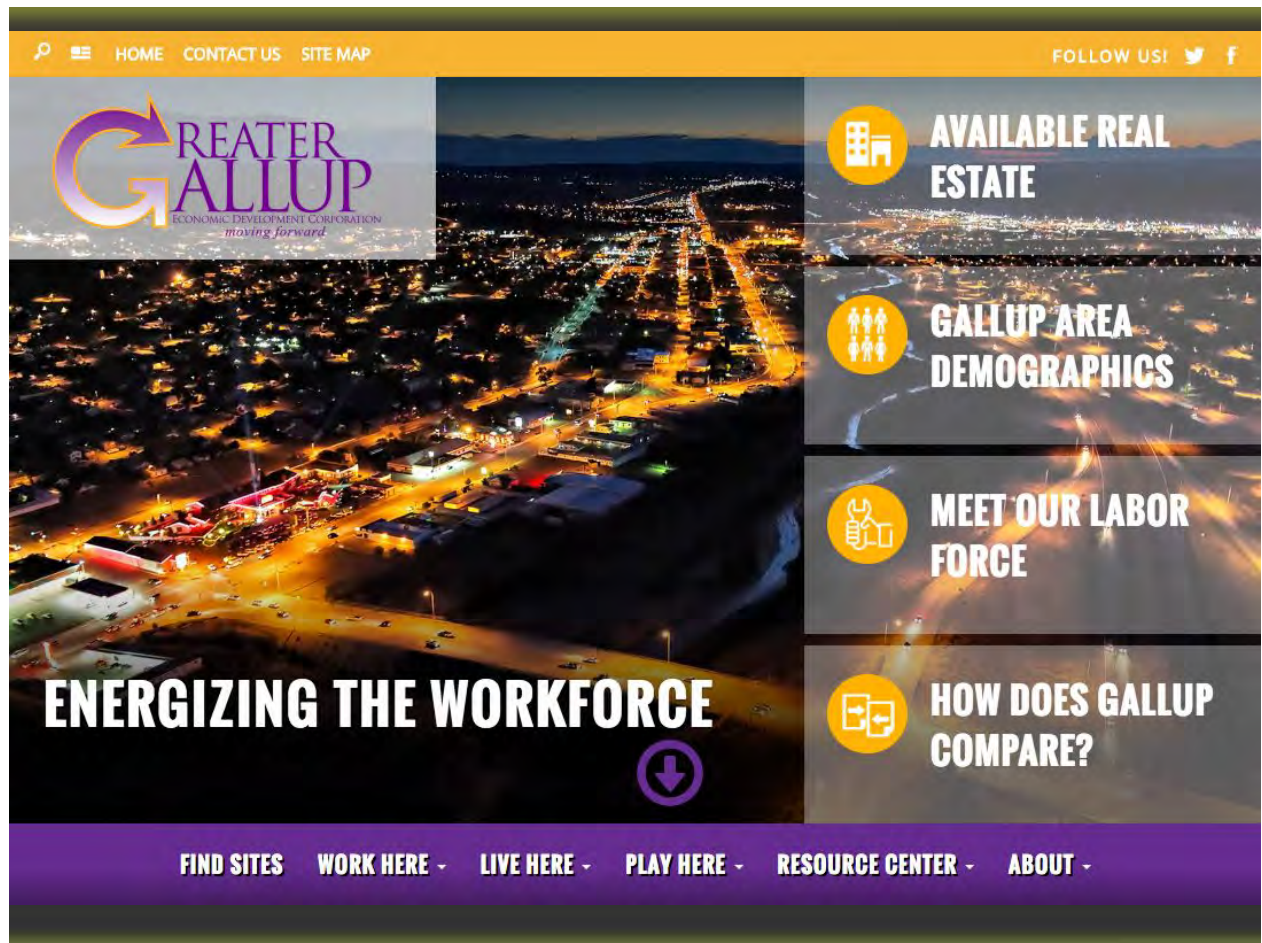
ABOUT THE REGION

COMMUNITIES

REAL ESTATE

SITE SELECTION







## CONSTANT FLOW OF GOOD CONTENT

Keeps website current  
Great first impression  
SEO Benefits  
Informs local businesses  
Educates stakeholders  
Shows industry engagement

### STORIES: BEN: YANKTON ENTREPRENEUR



222 W 3rd St  
Yankton, SD 57078  
United States

[Visit The Website](#)

Contact Information  
Ben Hanten  
[hanten@gmail.com](mailto:hanten@gmail.com)

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Category: Success Stories



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## LOCAL CONTENT

Local Newspaper  
Current ED news  
Events  
Local Businesses





# EDITORIAL CONTENT

Success Stories  
Business Parks  
Testimonials  
Local Businesses

Made in advance  
Keywords

## Operate your business faster and more efficiently with high speed internet!

Posted on: June 08, 2015  
Category: (none)

There was a time when businesses could run efficiently without the internet. That, however, is no longer the case. Business owners today rely heavily on the internet for communication, sales and to remain competitive in today's fast paced business world.

It's highly probable that the success of your business relies almost completely on the internet. In fact, many businesses are demanding higher internet speeds to assist them in operating more efficiently. Recognizing that need, Nebraska City has made the commitment to implementing 1GB fiber optic internet throughout the city. Installation in the downtown area is complete and progressing to the surrounding neighborhoods. (<http://www.fcc.gov/document/fcc-chairman-more-competition-needed-high-speed-broadband-market>)

The provider for fiber optic internet in the area is Spiral Communications. They are currently one year into the project and on track to provide fiber optic internet service to every address within three years.

To learn more about fiber optic internet service and where it is currently available in Nebraska City, check out Spiral Communication's website at: <http://www.spiral-communications.com/>

HOME CONTACT RESOURCES

NEBRASKA CITY AREA  
Economic Development Corporation

SERVING OTOE COUNTY

About Us Demographics News & Events Site Selectors Grow Your Business Success Stories

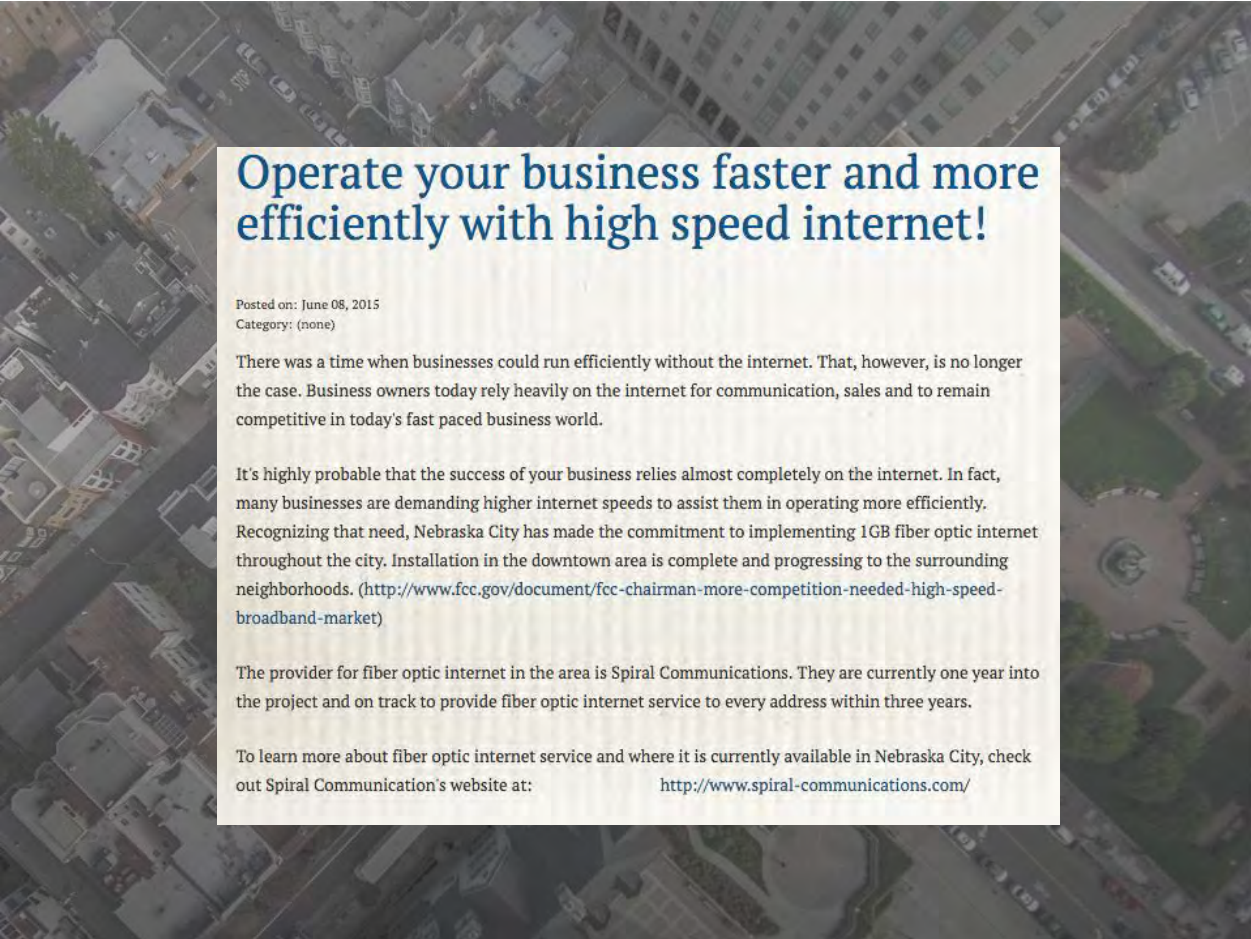
**We're Connected!**  
Nebraska City is developing its very own fiber optic network delivering Internet speeds up to 1 Giga.

Grow Your Business Site Selectors Success Stories Local Jobs!

Where Great Ideas Grow

Nebraska City OTOE COUNTY





## Operate your business faster and more efficiently with high speed internet!

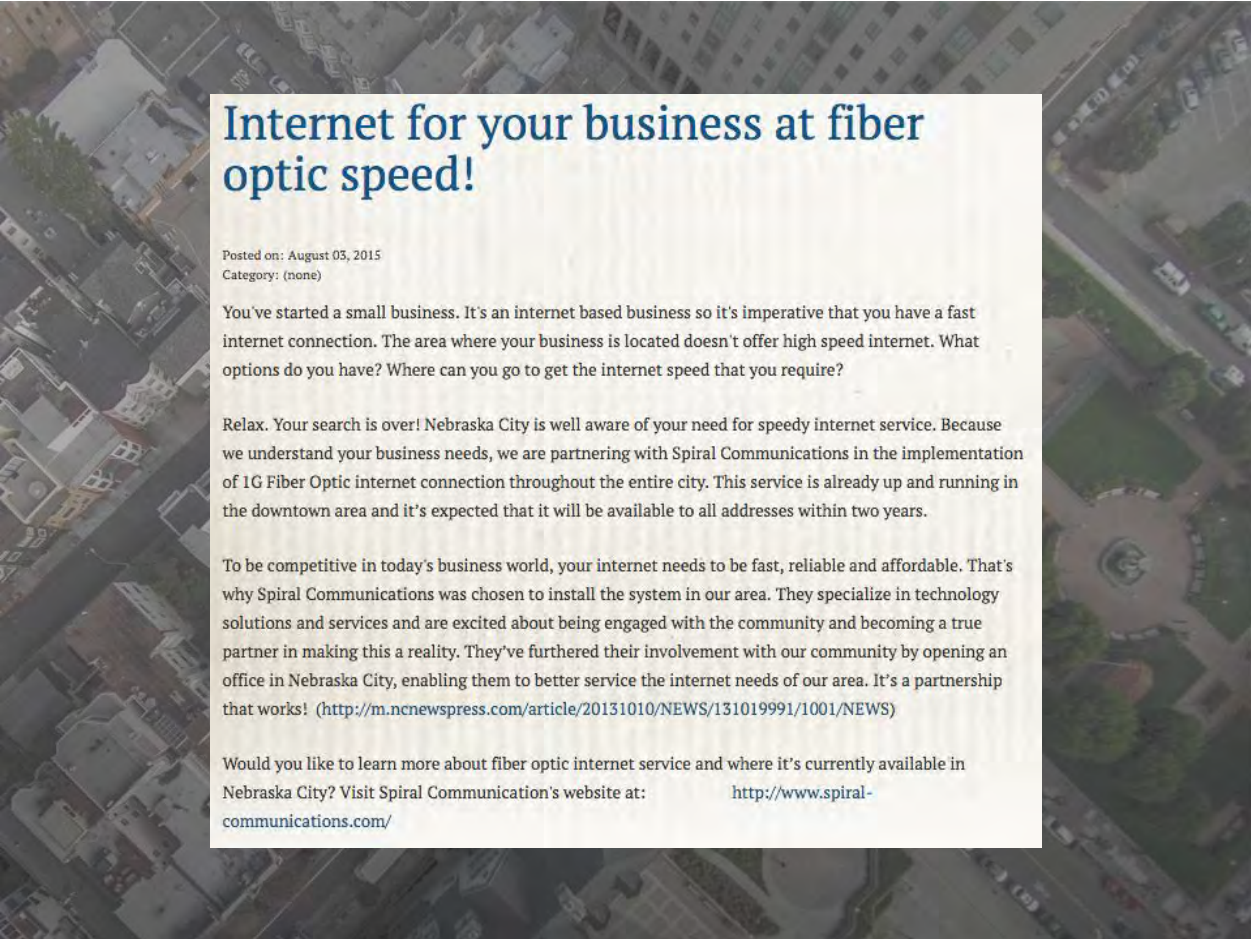
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## Internet for your business at fiber optic speed!

Posted on: August 03, 2015  
Category: (none)

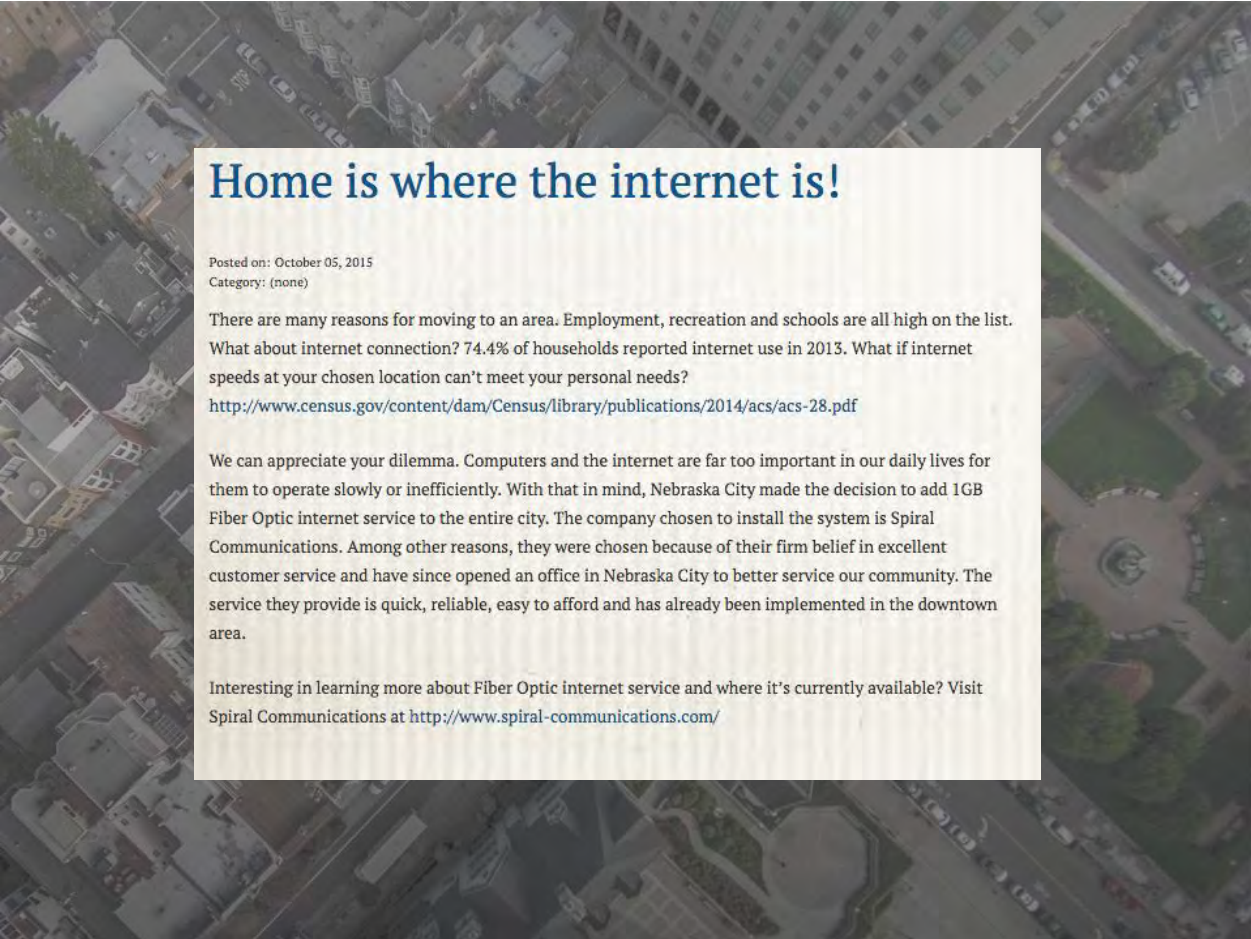
You've started a small business. It's an internet based business so it's imperative that you have a fast internet connection. The area where your business is located doesn't offer high speed internet. What options do you have? Where can you go to get the internet speed that you require?

Relax. Your search is over! Nebraska City is well aware of your need for speedy internet service. Because we understand your business needs, we are partnering with Spiral Communications in the implementation of 1G Fiber Optic internet connection throughout the entire city. This service is already up and running in the downtown area and it's expected that it will be available to all addresses within two years.

To be competitive in today's business world, your internet needs to be fast, reliable and affordable. That's why Spiral Communications was chosen to install the system in our area. They specialize in technology solutions and services and are excited about being engaged with the community and becoming a true partner in making this a reality. They've furthered their involvement with our community by opening an office in Nebraska City, enabling them to better service the internet needs of our area. It's a partnership that works! (<http://m.ncnewspress.com/article/20131010/NEWS/131019991/1001/NEWS>)

Would you like to learn more about fiber optic internet service and where it's currently available in Nebraska City? Visit Spiral Communication's website at: <http://www.spiral-communications.com/>





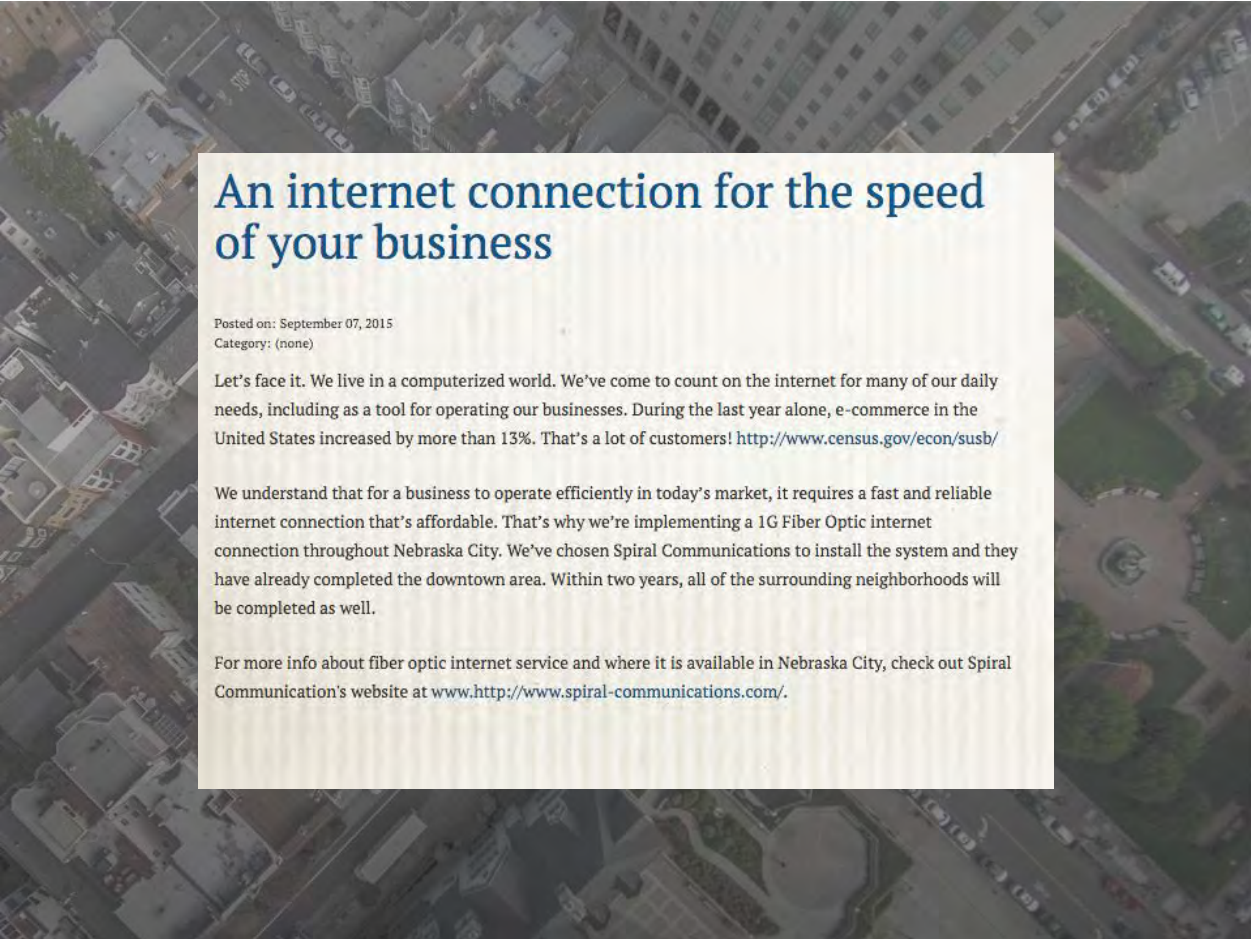
## Home is where the internet is!

Posted on: October 05, 2015  
Category: (none)

There are many reasons for moving to an area. Employment, recreation and schools are all high on the list. What about internet connection? 74.4% of households reported internet use in 2013. What if internet speeds at your chosen location can't meet your personal needs?  
<http://www.census.gov/content/dam/Census/library/publications/2014/acs/acs-28.pdf>

We can appreciate your dilemma. Computers and the internet are far too important in our daily lives for them to operate slowly or inefficiently. With that in mind, Nebraska City made the decision to add 1GB Fiber Optic internet service to the entire city. The company chosen to install the system is Spiral Communications. Among other reasons, they were chosen because of their firm belief in excellent customer service and have since opened an office in Nebraska City to better service our community. The service they provide is quick, reliable, easy to afford and has already been implemented in the downtown area.

Interesting in learning more about Fiber Optic internet service and where it's currently available? Visit Spiral Communications at <http://www.spiral-communications.com/>



## An internet connection for the speed of your business

Posted on: September 07, 2015  
Category: (none)

Let's face it. We live in a computerized world. We've come to count on the internet for many of our daily needs, including as a tool for operating our businesses. During the last year alone, e-commerce in the United States increased by more than 13%. That's a lot of customers! <http://www.census.gov/econ/susb/>

We understand that for a business to operate efficiently in today's market, it requires a fast and reliable internet connection that's affordable. That's why we're implementing a 1G Fiber Optic internet connection throughout Nebraska City. We've chosen Spiral Communications to install the system and they have already completed the downtown area. Within two years, all of the surrounding neighborhoods will be completed as well.

For more info about fiber optic internet service and where it is available in Nebraska City, check out Spiral Communication's website at [www.http://www.spiral-communications.com/](http://www.spiral-communications.com/).



# TAILORED FOR SOCIAL MEDIA

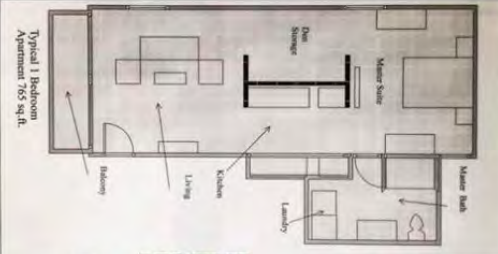
LinkedIn

facebook

twitter

**Iowa Lakes Corridor Development Corporation**  
September 15 at 7:31pm · 🌐

Storage containers like this one are going to be made into apartments in Spencer. Visit the Innovation Pavilion @claycountyfair to learn more!

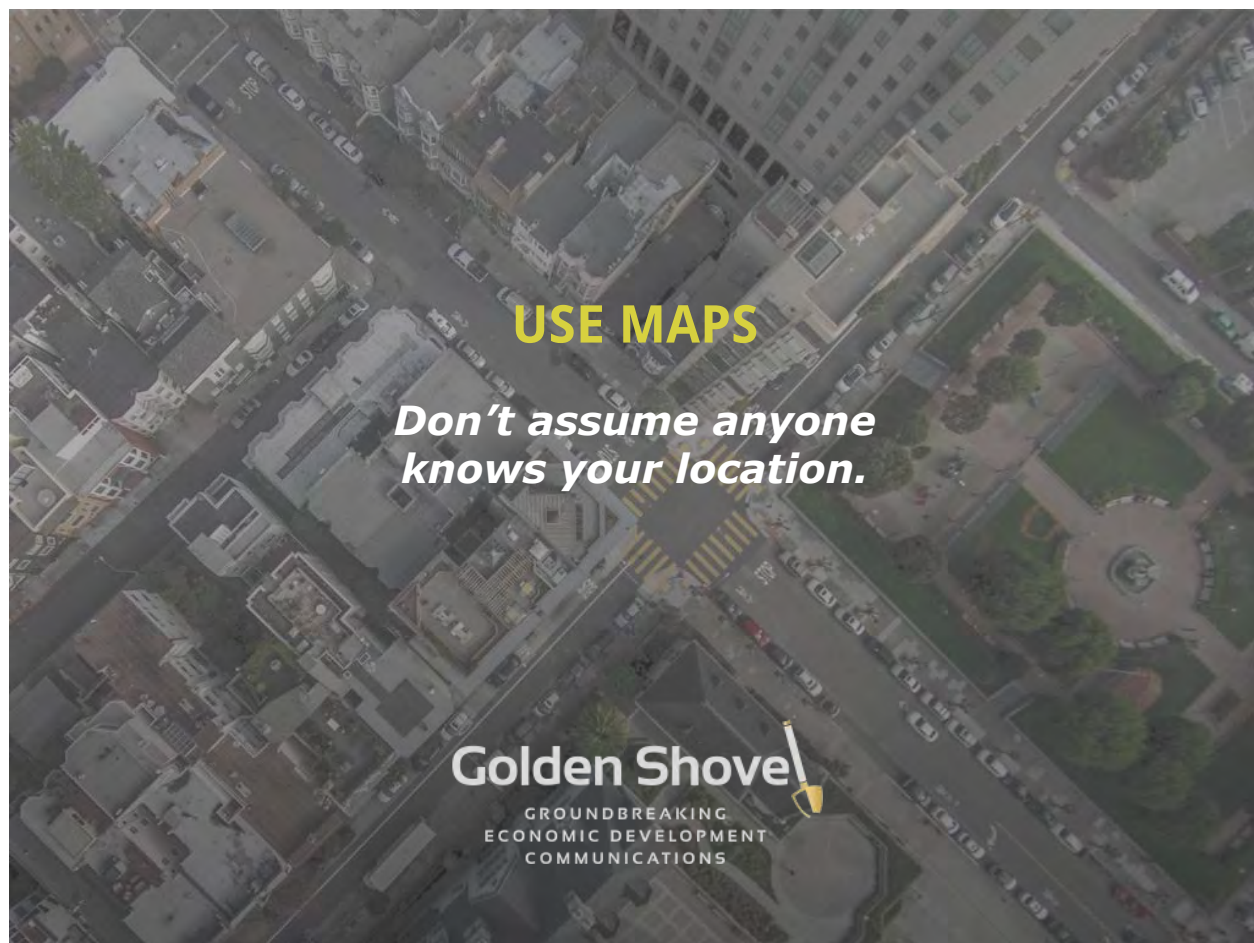




# CREATE EFFICIENCY

| Strategies                        | Twitter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Facebook                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Blog/News Post                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fiber optics, broadband expansion | <p>A strong fiber optic infrastructure attracts and retains businesses. #Ottumwa #IA #econdev</p> <p>"Broadband ... is not optional," said David Barajas Jr., Ottumwa Economic Development Corporation. #IA #econdev <a href="http://ow.ly/kzzO1">http://ow.ly/kzzO1</a></p> <p>#Ottumwa expands its fiberoptic infrastructure to improve business vitality and attract new investment. #IA #econdev <a href="http://ow.ly/kzGsp">http://ow.ly/kzGsp</a></p> <p>Broadband expansion in #Ottumwa, #IA, means your business will have the capacity and speed it needs. Visit <a href="http://ow.ly/lu1yy">http://ow.ly/lu1yy</a>. #econdev</p> <p>Broadband expansion in #Ottumwa, #IA, will attract new #business development. Visit <a href="http://ottumwadevelopment.org">http://ottumwadevelopment.org</a>. #econdev #OEDC #fiberoptics</p> <p>Broadband, offices, avail land, transport, trained workforce. Relocate your #mfg to #Ottumwa, #IA. Visit <a href="http://ow.ly/jjTV">http://ow.ly/jjTV</a>. #econdev</p> | <p>"Broadband ... is not optional," said David Barajas Jr., Ottumwa Economic Development Corporation. A strong fiberoptic infrastructure attracts and retains businesses. <a href="http://ottumwacourier.com/local/x1647285210/Broad">http://ottumwacourier.com/local/x1647285210/Broad</a></p> <p>Broadband expansion in Ottumwa, Iowa, means your business will have the capacity and speed it needs. Visit <a href="http://ottumwadevelopment.org">http://ottumwadevelopment.org</a> to see why you should relocate your business to the Ottumwa region.</p> <p>Relocate your manufacturing business to Ottumwa, Iowa. We have the broadband, the transport, the offices and land, and the trained workforce you need to succeed. Visit <a href="http://ottumwadevelopment.org">http://ottumwadevelopment.org</a>.</p> | <p>Consider locating your advanced manufacturing business in the Ottumwa, Iowa, region. We have what your business needs to succeed. Find out more about Ottumwa's broadband infrastructure, shipping by rail, road, and airport, existing office space and land to build, and, most important, Ottumwa's trained workforce. Visit the Ottumwa Regional Development Corporation at <a href="http://ottumwadevelopment.org">http://ottumwadevelopment.org</a> for more information.</p> |





**Our Mission: To develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy.**

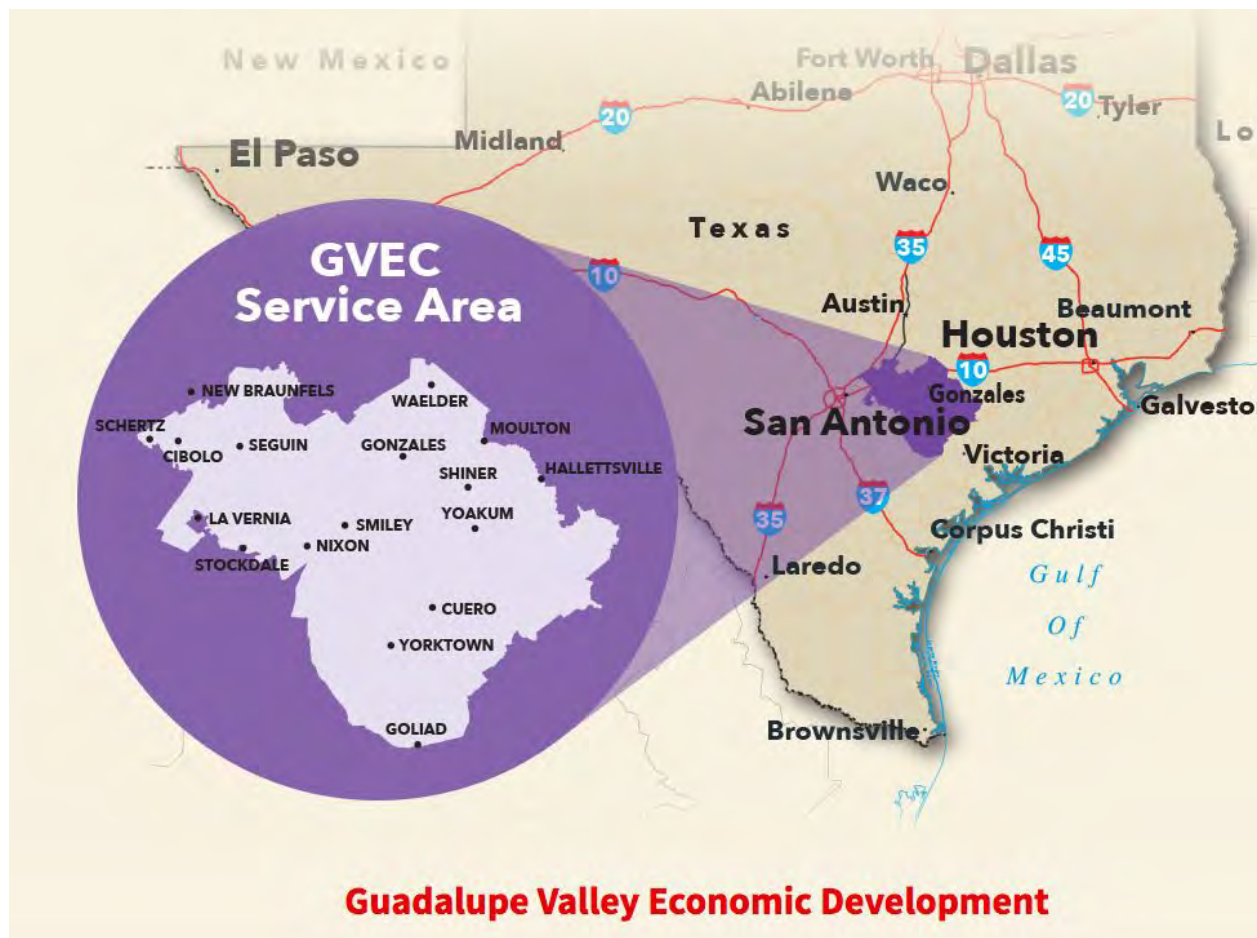
Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. Momentum West's volunteer Board of Directors provides their time, expertise and assistance in establishing annual goals and activities.

- Market and Brand West Wisconsin
- Serve as Economic Development support conduit in West Wisconsin
- Advocate for the Accomplishments of Regional Initiatives





for businesses which hope to relocate to our community.







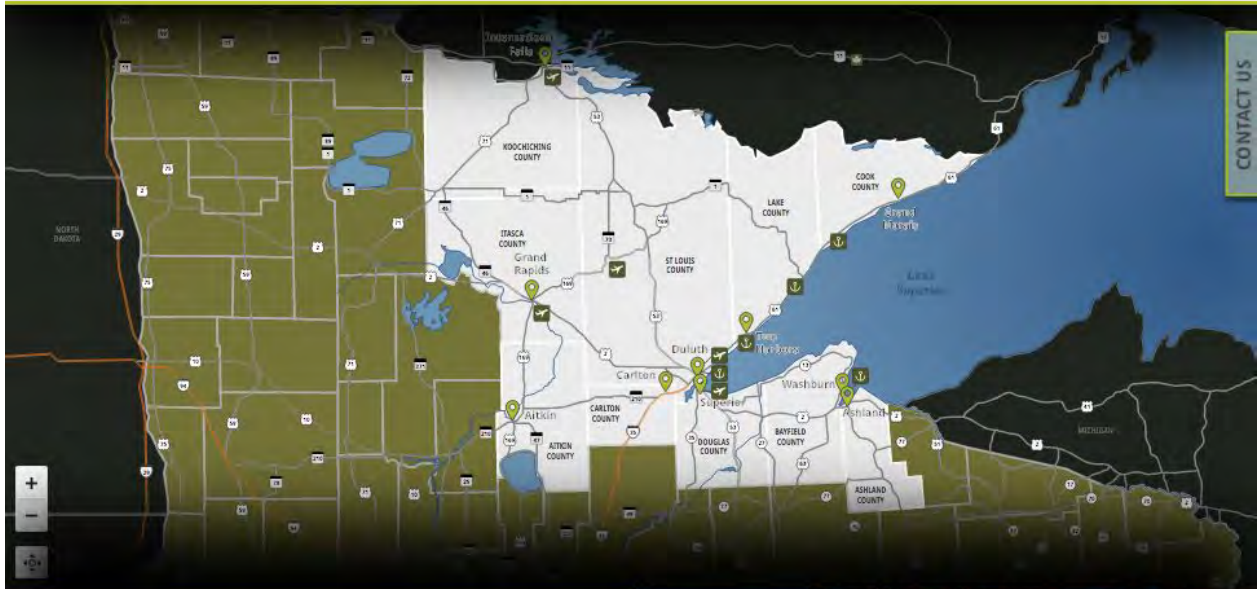
Business Development Engine for Northeast Minnesota and Northwest Wisconsin

CALL 218.740.3667

Search...



- About Us -
- Membership -
- Site Selection -
- Business -
- Workforce -
- News and Events -



CONTACT US

APEX AT WORK IN THE  
COMMUNITY

[www.apexatworkbusiness.com/apex](http://www.apexatworkbusiness.com/apex)

NEWS



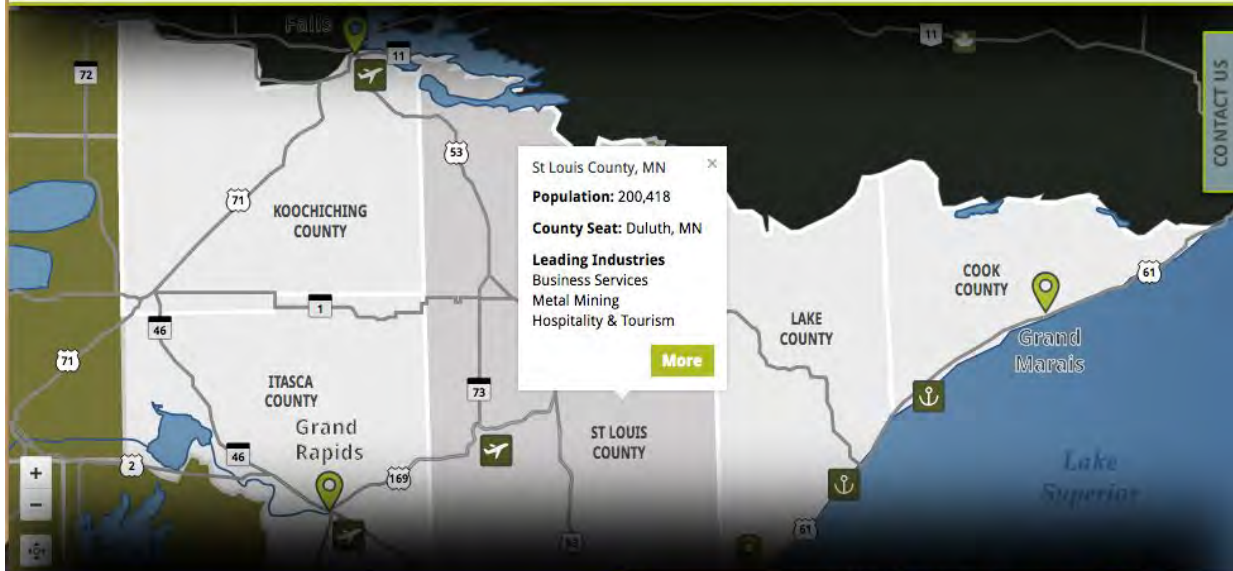
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COMMUNITY

NEWS





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[Industry Sectors](#)
[Relocate](#)
[News](#)
[Who We Are](#)

**MAPS**

Greater Dubuque Development Corporation > Site Selectors > Maps

## Maps: Resource Library

Sort By: [Featured](#) [Date](#) [Category](#) Search Results (4)

|                                               |          |                |
|-----------------------------------------------|----------|----------------|
| <a href="#">Regional Ground Transport Map</a> | Document | Category: Maps |
| <a href="#">City of Dubuque, City Limits</a>  | Document | Category: Maps |
| <a href="#">Contiguous United States</a>      | Document | Category: Maps |
| <a href="#">Transportation Connections</a>    | Document | Category: Maps |

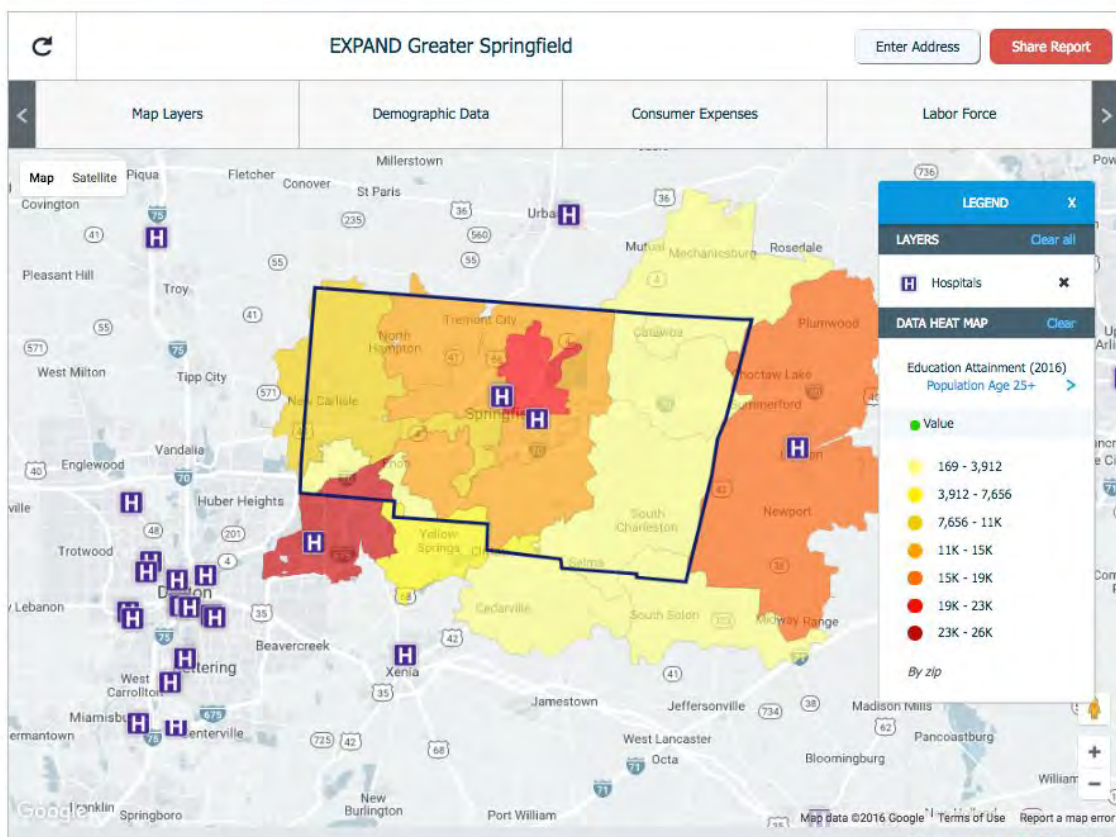
### NEWSLETTER SIGN-UP

enter your email

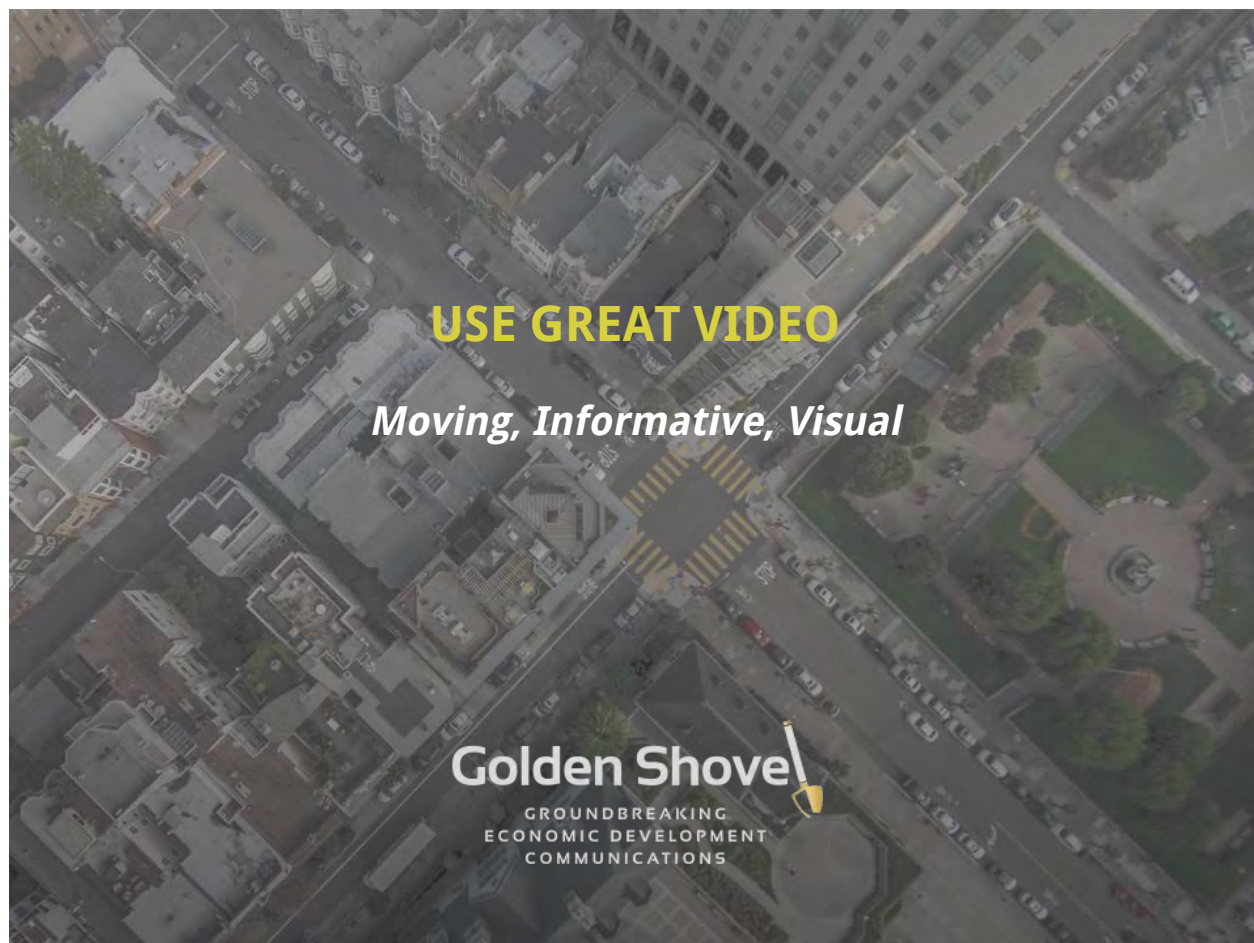
#### SITE SELECTORS

- Workforce Solutions
- Financial Assistance
- Community Profile
- Retail Recruitment & Retention
- Sustainability
- Demographics
- Higher Education
- Dollars & Cents
- Major Employers
- Taxes & Business Taxes
- Transportation
- Utilities
- Work & Life Balance
- Workforce Solutions
- [AccessDubuqueJobs.com](#)
- Newcomer Relations
- DubuqueWorks
- Opportunity Dubuque

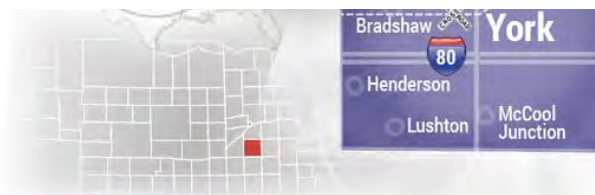
## Maps and Data Room







Interstate 80, two of America's most traveled roadways, and is less than 40 minutes from Lincoln, Nebraska's capital city. **Amenities of the city with the quality of life of a rural community!**



## FEATURED VIDEOS

[VIEW ALL VIDEOS >](#)



## FEATURED NEWS

[VIEW ALL NEWS >](#)

### YCDC Platinum Member Spotlight - York Medical Clinic, P.C.

July 20, 2015

Business: York Medical Clinic, P.C. Description: Dr. Darroll Loschen opened the York Medical Clinic as a single-physician practice in 1965. He operated the clinic out of a storefront office in downtown York. The clinic later moved to Lincoln Avenue, across from York General Hospital. In 1987, the Bell Clinic merged with York Medical Clinic to provide...

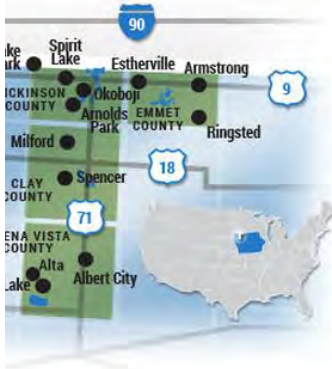
### YCDC Platinum Member Profile - Black Hills Energy

July 13, 2015

Business: Black Hills Energy Description: The mission of Black Hills Energy is to improve life with energy. The company does this by delivering electricity, coal, oil, and natural gas to over 600,000 customers in Nebraska, Kansas, Colorado, and Iowa. Black Hills Energy is owned by Black Hills Corporation. Location: 1600 Windhoek Drive, Lincoln, NE Website: <http://www.blackhillsenergy.com/> — While the York...



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## GOOD JOBS | GOOD PEOPLE | GOOD LIFE



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[Good Life Iowa - Pure Fishing](#)



[Polaris Industries - The Good Life Iowa Business](#)



[Oak Hill Marina - The Good Life Iowa Business](#)

## ne to Iowa Lakes Corridor

Iowa Lakes Corridor invites all residents, and visitors to experience all the Iowa Lakes Corridor has to offer. This glacial lake region boasts some of the most beautiful scenery. In the Iowa Lakes Corridor you will find a perfect blend of commerce, leisure, recreation and hospitality.

and Play in the Iowa Lakes Corridor – a region of opportunity.

*Iowa Lakes Corridor Development Corporation is the regional development agency for Buena Vista, Clay, Dickinson*

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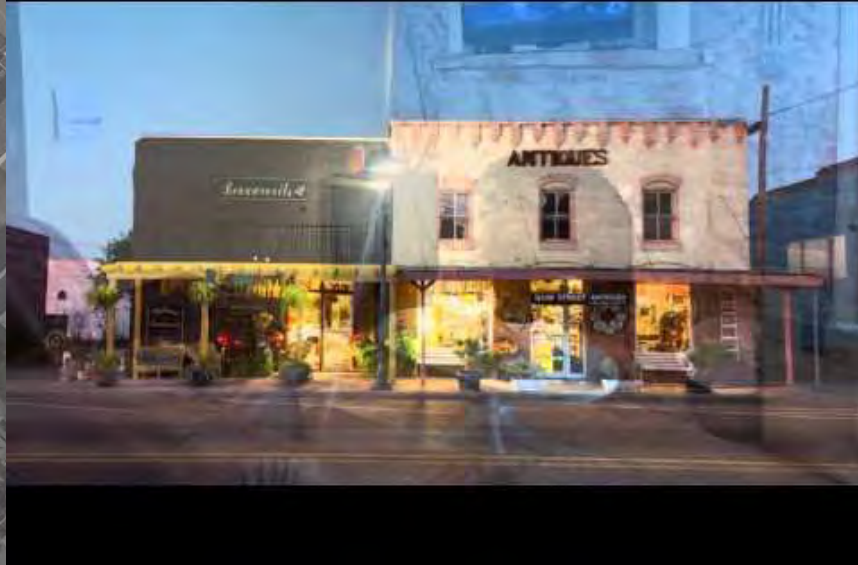
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[Iowa Lakes Corridor Development](#)







Winnsboro, TX



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ACCELERATE IDAHO

AVAILABLE SITES | DEMOGRAPHIC ANALYSIS | BUSINESS REPORTS | MAPPING IDAHO | COMPARE COMMUNITIES | COMMUNITY PROFILES



# COMMUNITY PROFILES

## Community Profiles

Use our Community Profile Infographics tool to explore our cities, counties and regions.

Ada County, ID [Change](#)

### TOTAL POPULATION

# 417,622

The total population of the County of Ada County is 417,622. The median age is 35.36.



The population in Ada County has grown 3.61% since 2011.



# TOTAL POPULATION 424,743

The total population of > Ada County is 424,743. The median age is 35.47.



The population in Ada County has grown 8.25% since 2010.



## Age Distribution



50.09%  
Male



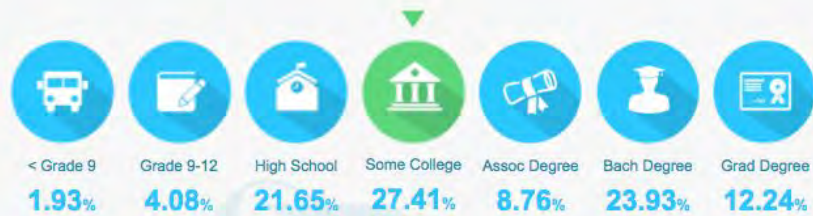
49.91%  
Female



35.47  
Median Age

## EDUCATIONAL ATTAINMENT

The majority of the population in Ada County has completed at least some college.



44.93%

of the population  
has a college degree.



offer Associate's Degree  
or Certificate



offer Bachelor's Degree  
or Higher



# LABOR FORCE

## 219,708

Ada County has a labor force of 219,708 people, with a job growth rate of 0.06% since 2014, and an unemployment rate of 3.8%.

### TOTAL EMPLOYEES

3.8%

Unemployment Rate

0%

Since 2014



2015

225,741  
2015

The work distribution of total

## 5 TOP TALENT

Where are the top jobs by occupation?

Office and Administrative support



15.97%

36,060

Executive, Managers, and Administrators



9.89%

Food Preparation/Serving



5.41%

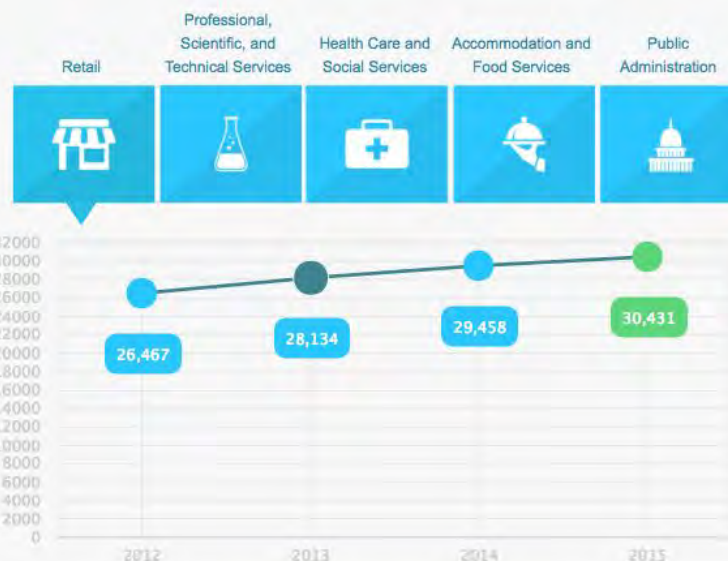
12,221

## BUSINESSES AND JOBS

Ada County has a total of 19,216 businesses. In 2015, the leading industries were:

Retail, Professional, Scientific, and Technical Services, Health Care and Social Services, Accommodation and Food Services, and Public Administration

Which are the top 5 industries by jobs?





## INCOME AND SPENDING

Workers in Ada County earn a median yearly household income of \$56,013. 46.76% of the households earn more than the national average each year. Household expenditures average \$56,577 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 120% more households who own their homes than there are renters.



**HOUSEHOLD  
INCOME**  
**\$56,013**

**19%** more than the  
state  
**2%** more than the  
nation

### Income Distribution



## TRANSPORTATION

Residents spend an average of 19 minutes commuting to work. Ada County is served by 24 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed within the community.







## **SOCIAL MEDIA**

**Golden Shovel**  
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## **WHO ARE THE AUDIENCES?**

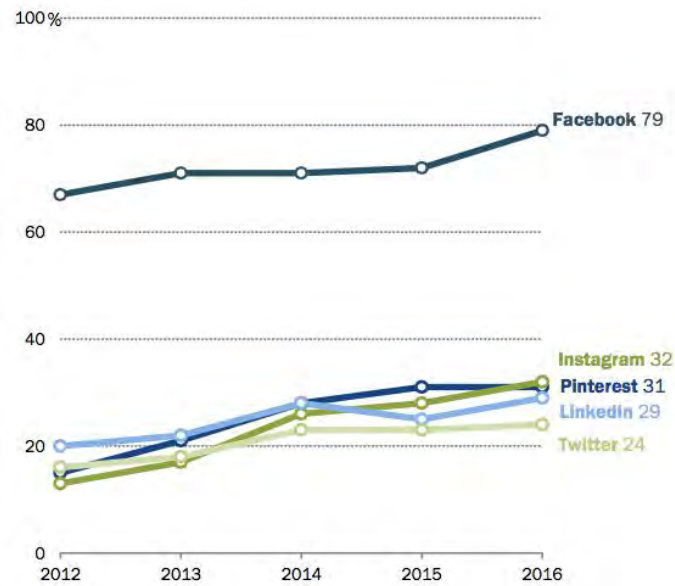
**SITE SELECTORS**  
**EXISTING BUSINESSES**  
**ENTREPRENEURS**  
**WORKFORCE**  
**TARGET INDUSTRIES**  
**STAKEHOLDERS**  
**MEDIA**





## Facebook remains the most popular social media platform

% of *online* adults who use ...



Note: 86% of Americans are currently internet users  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

# WHO IS USING WHAT TOOL?

## 79% of online adults (68% of all Americans) use Facebook

% of *online* adults who use Facebook

|                            |     |   |
|----------------------------|-----|---|
| All online adults          | 79% | ← |
| Men                        | 75  |   |
| Women                      | 83  |   |
| 18-29                      | 88  |   |
| 30-49                      | 84  |   |
| 50-64                      | 72  | ← |
| 65+                        | 62  |   |
| High school degree or less | 77  |   |
| Some college               | 82  |   |
| College+                   | 79  |   |
| Less than \$30K/year       | 84  |   |
| \$30K-\$49,999             | 80  |   |
| \$50K-\$74,999             | 75  |   |
| \$75,000+                  | 77  |   |
| Urban                      | 81  |   |
| Suburban                   | 77  | ← |
| Rural                      | 81  |   |

Note: Race/ethnicity breaks not shown due to sample size.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

facebook

# Existing Business Workforce Attraction Stakeholders



## 24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

|                            |     |
|----------------------------|-----|
| All online adults          | 24% |
| Men                        | 24  |
| Women                      | 25  |
| 18-29                      | 36  |
| 30-49                      | 23  |
| 50-64                      | 21  |
| 65+                        | 10  |
| High school degree or less | 20  |
| Some college               | 25  |
| College+                   | 29  |
| Less than \$30K/year       | 23  |
| \$30K-\$49,999             | 18  |
| \$50K-\$74,999             | 28  |
| \$75,000+                  | 30  |
| Urban                      | 26  |
| Suburban                   | 24  |
| Rural                      | 24  |

Note: Race/ethnicity breaks not shown due to sample size.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

twitter

Target Industries

Stakeholders

News Media

## 29% of online adults (25% of all Americans) use LinkedIn

% of online adults who use LinkedIn

|                            |     |
|----------------------------|-----|
| All online adults          | 29% |
| Men                        | 31  |
| Women                      | 27  |
| 18-29                      | 34  |
| 30-49                      | 33  |
| 50-64                      | 24  |
| 65+                        | 20  |
| High school degree or less | 12  |
| Some college               | 27  |
| College+                   | 50  |
| Less than \$30K/year       | 21  |
| \$30K-\$49,999             | 13  |
| \$50K-\$74,999             | 32  |
| \$75,000+                  | 45  |
| Urban                      | 34  |
| Suburban                   | 30  |
| Rural                      | 18  |
| Employed                   | 35  |
| Not employed*              | 17  |

Note: Race/ethnicity breaks not shown due to sample size.  
\*Not employed includes those who are retired, not employed for pay, disabled or students.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

LinkedIn

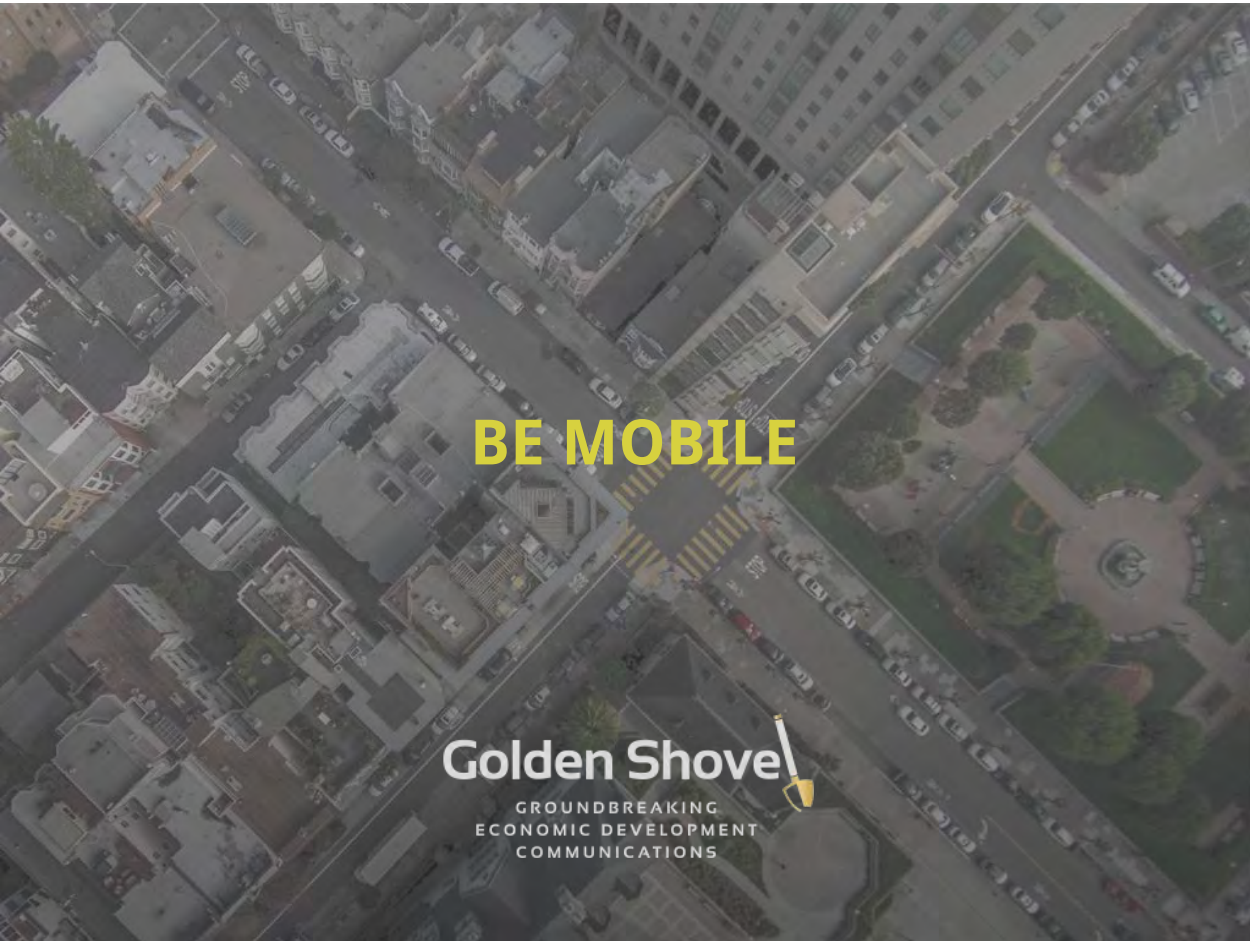
Target Industries

Site Selectors

Workforce

Professional  
Networking





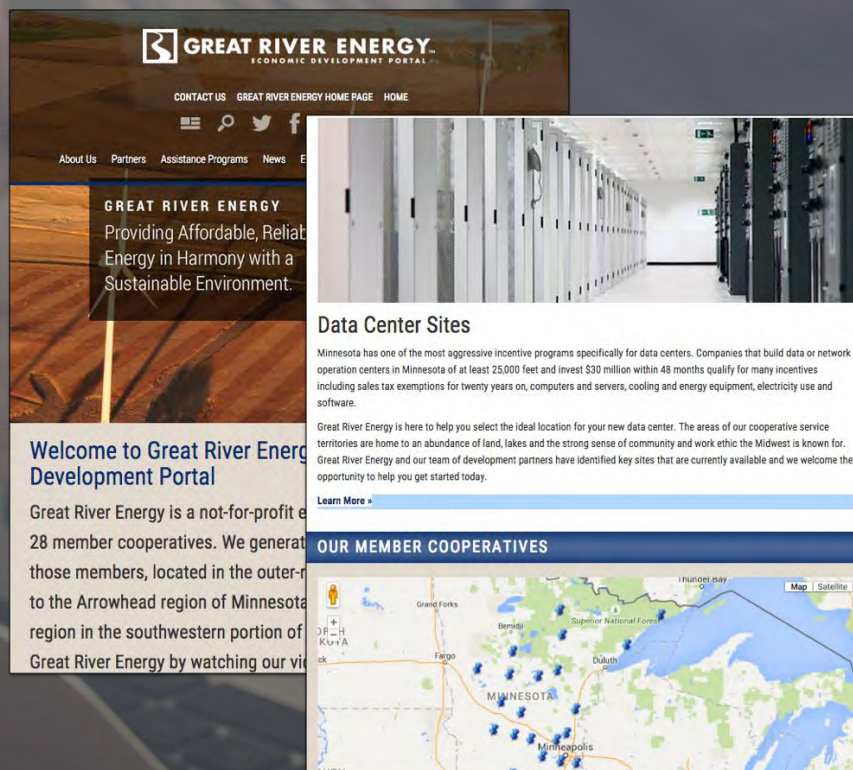
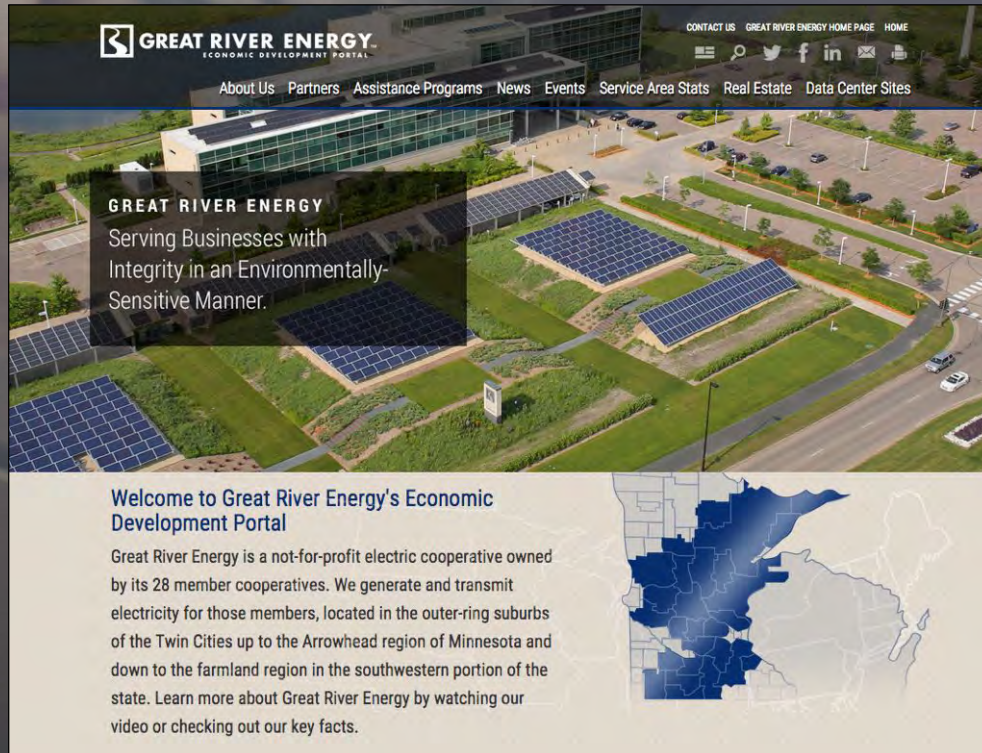
40% of web traffic is coming from mobile devices.

|                          |            | 101,123<br>% of Total: 100.00%<br>(101,123) | 101,123<br>% of Total: 100.00%<br>(101,123) |  |
|--------------------------|------------|---------------------------------------------|---------------------------------------------|--|
| <input type="checkbox"/> | 1. desktop | 55,094                                      | 54.48%                                      |  |
| <input type="checkbox"/> | 2. mobile  | 40,871                                      | 40.42%                                      |  |
| <input type="checkbox"/> | 3. tablet  | 5,158                                       | 5.10%                                       |  |

*First 100,000 people on the Economic Gateway Platform in 2017*



# Be Mobile Friendly







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**GREAT RIVER ENERGY**  
Keeping Rates Stable and Affordable through Efficiency and Innovation.

## Welcome to Great River Energy's Economic Development Portal

Great River Energy is a not-for-profit electric cooperative owned by its 28 member cooperatives. We generate and transmit electricity for those members, located in the outer-ring suburbs of the Twin Cities up to the Arrowhead region of Minnesota and down to the farmland region in the



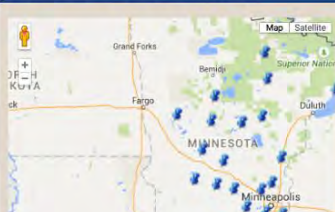
## Data Center Sites

Minnesota has one of the most aggressive incentive programs specifically for data centers. Companies that build data or network operation centers in Minnesota of at least 25,000 feet and invest \$30 million within 48 months qualify for many incentives including sales tax exemptions for twenty years on, computers and servers, cooling and energy equipment, electricity use and software.

Great River Energy is here to help you select the ideal location for your new data center. The areas of our cooperative service territories are home to an abundance of land, lakes and the strong sense of community and work ethic the Midwest is known for. Great River Energy and our team of development partners have identified key sites that are currently available and we welcome the opportunity to help you get started today.

[Learn More »](#)

## OUR MEMBER COOPERATIVES





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## NEW opportunities... NEW advantages...

Wyoming is ranked #2 among states for business startups in 2015 (Kauffman Index). Find out why entrepreneurs love Wyoming.



### WELCOME TO NEW OPPORTUNITIES

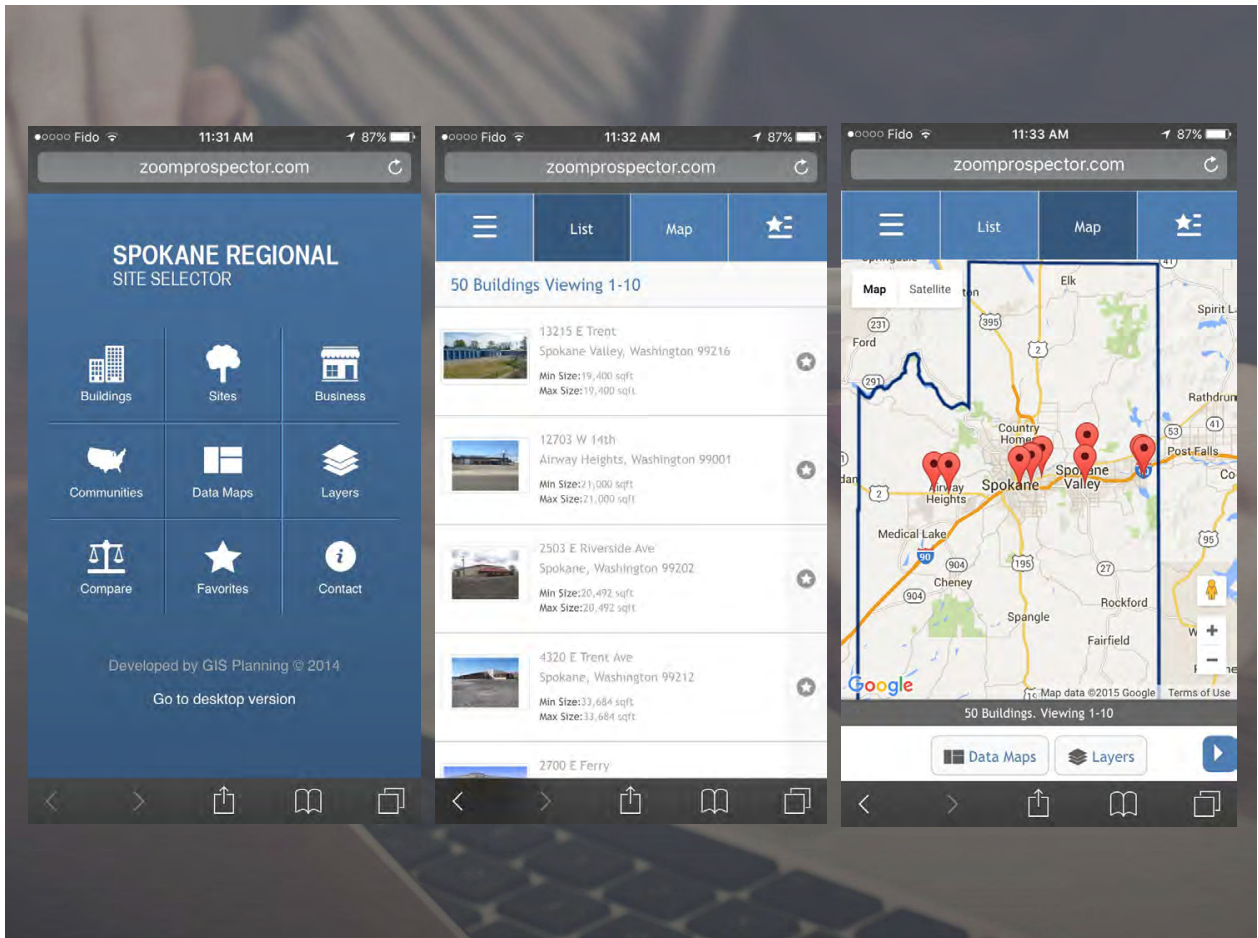
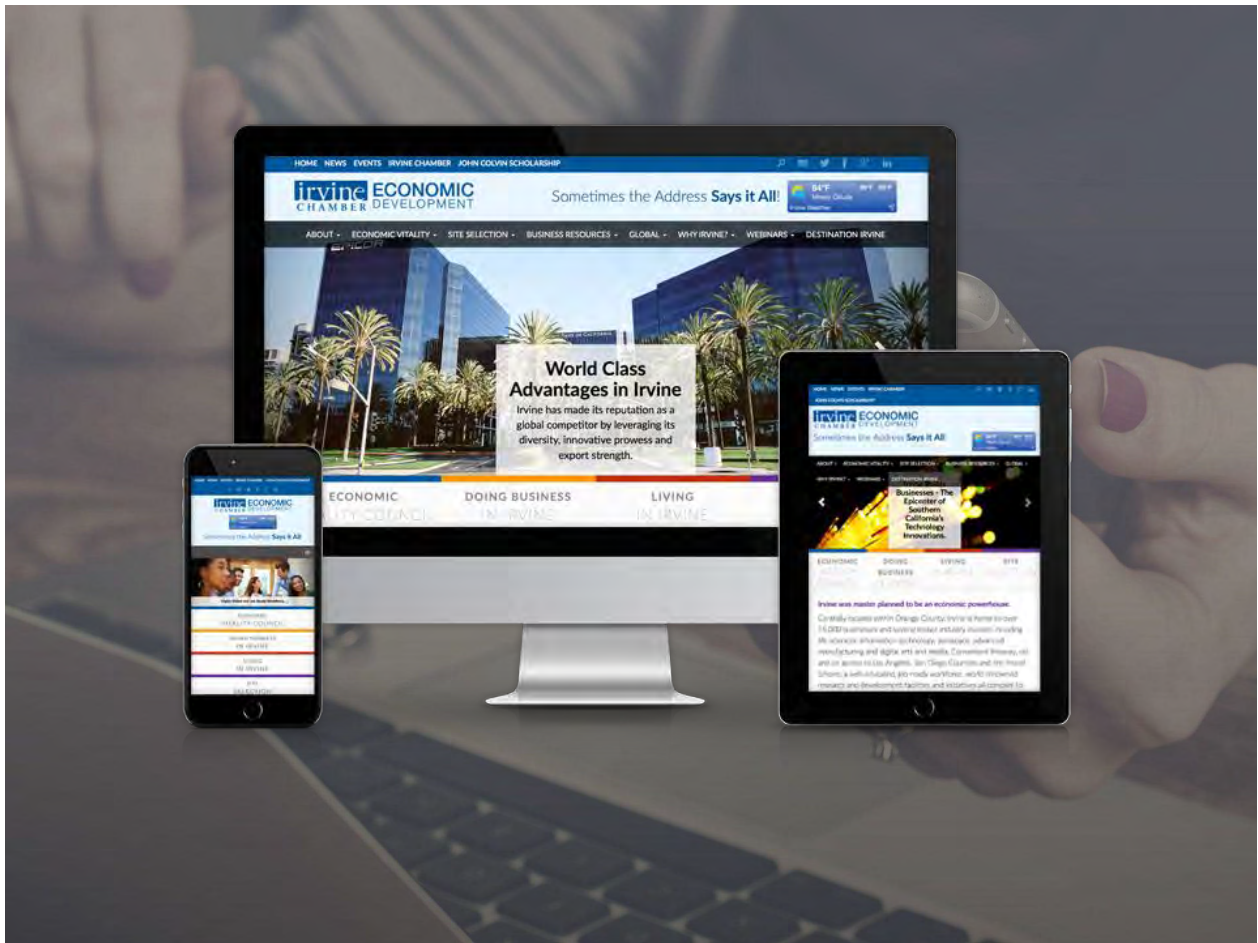
Our back yard is 1.1 million acres.

WELCOME TO NEW OPPORTUNITIES

Wyoming is a growing state with a strong reputation for business opportunities. We offer a wide range of services to help you get started in Wyoming. Our services include site selection, workforce development, business center development, and more. We are committed to helping you succeed in Wyoming.

[GROWTH SERVICES](#)



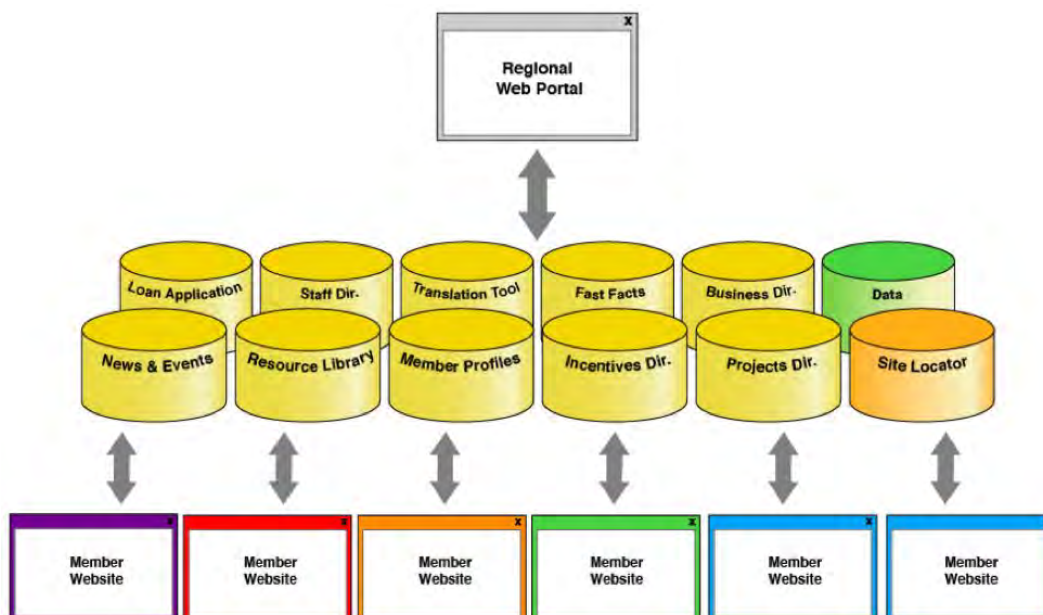




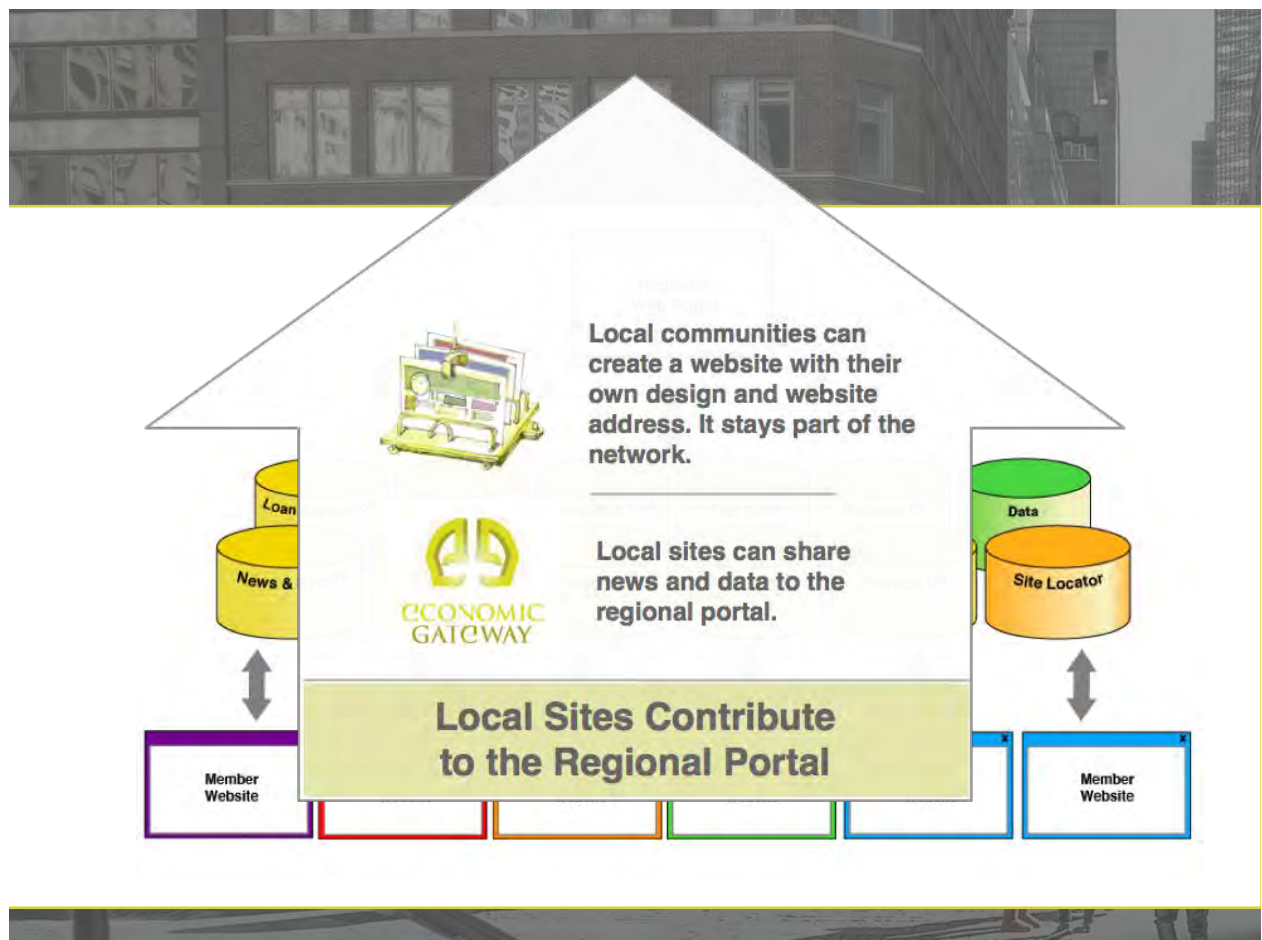
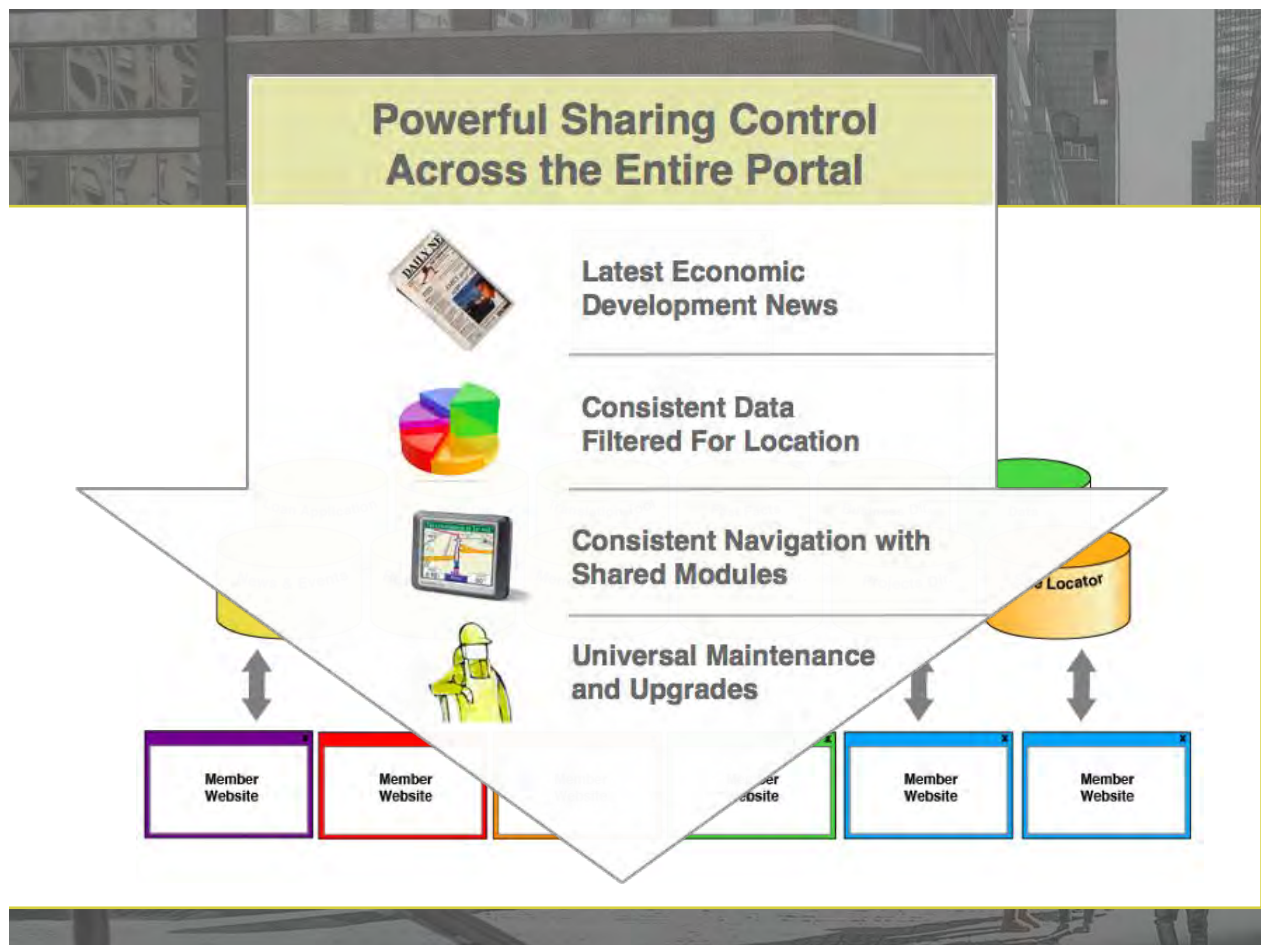
# SEND THE MESSAGE REGIONALLY

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GROUNDBREAKING  
ECONOMIC DEVELOPMENT  
COMMUNICATIONS

# CONNECT THE REGION





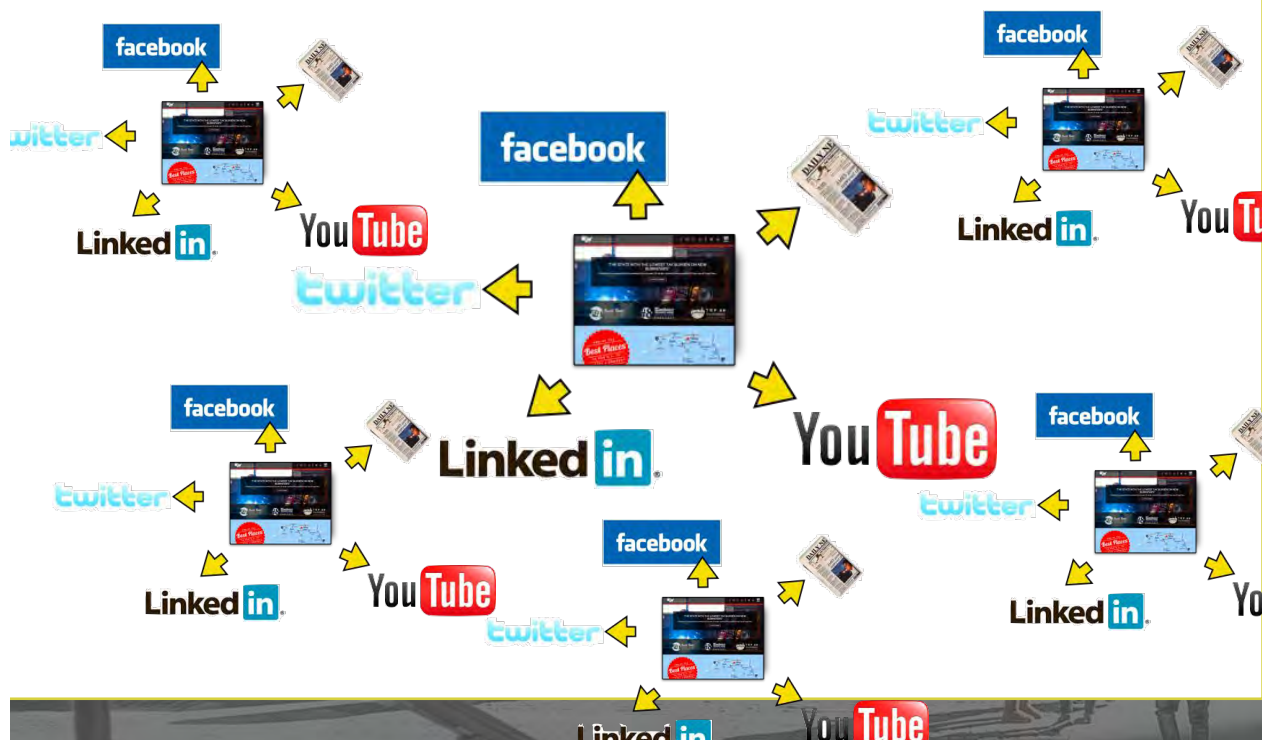




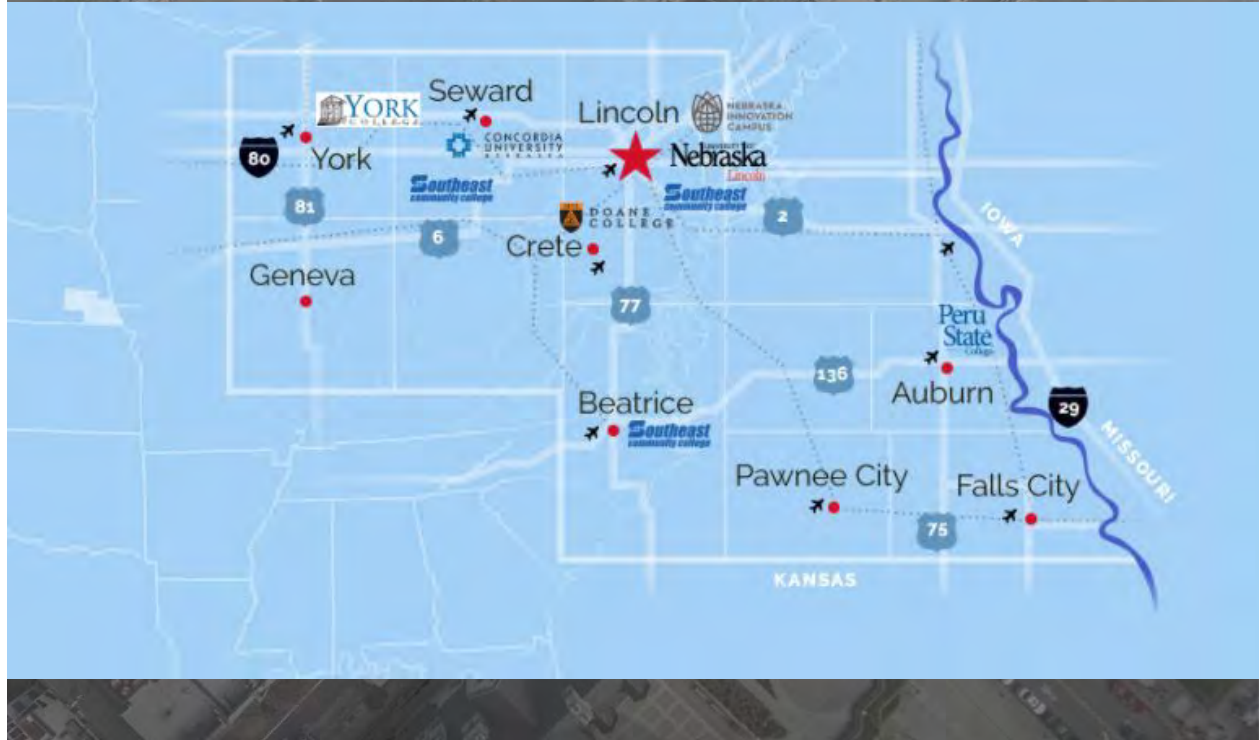
# POWERFULLY LEVERAGE COMMUNICATION



# POWERFULLY LEVERAGE COMMUNICATION

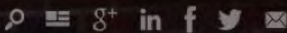


# Lincoln Area Development Partnership





LINCOLN AREA  
DEVELOPMENT PARTNERSHIP



**"THE STATE WITH THE LOWEST TAX BURDEN ON NEW BUSINESSES"**

Around here, we understand what businesses need to succeed—all the right elements coming together in the right way at the right time.

[LEARN MORE](#)



**#4** Best Run  
STATE IN THE USA  
247WALLST.COM



**#8** Southeast  
community college  
EDUCATION VALUE  
CNNMONEY



**TOP 10**  
Best Downtowns  
LIVABILITY.COM



ONE OF THE  
**Best Places**  
IN THE U.S. TO  
LOCATE A COMPANY







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## HOUSING STUDY



## RESOURCE LINKS



## AVAILABLE PROPERTIES



## LOCAL JOBS

## Welcome to NGage, Beatrice, Nebraska

Gage Area Growth Enterprise (NGage) is located in Gage County, Nebraska (NE) in the city of Beatrice. NGage is a county-wide economic development group. We work to create opportunities for businesses to start, grow or move to Gage County, Nebraska, while also increasing economic opportunities for individuals and families through good jobs with positive workforce skills. Our target industries are advanced manufacturing, logistics/distribution, health



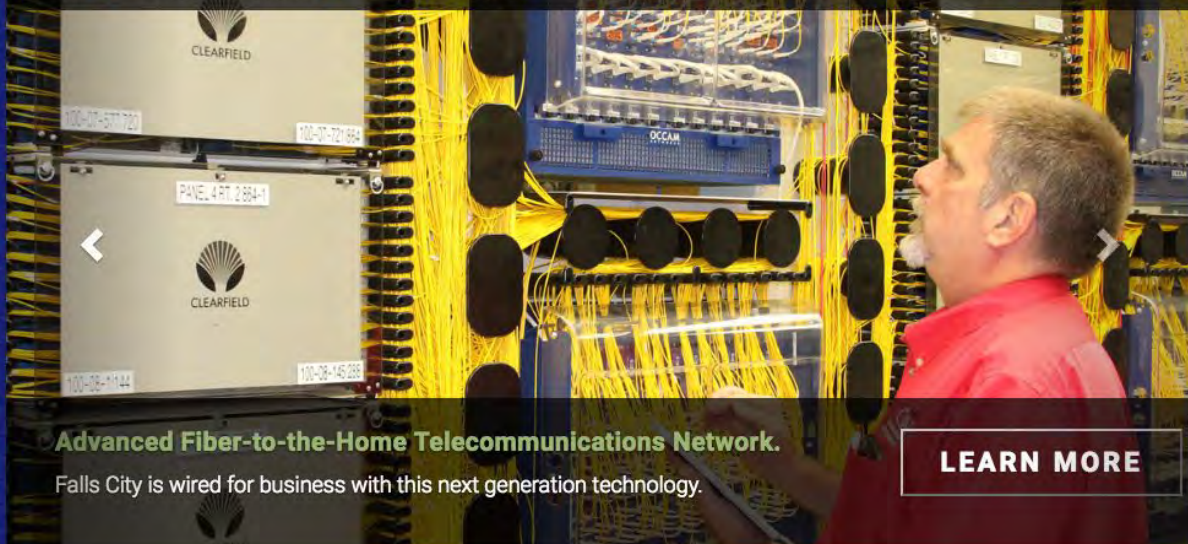
Home City of Falls City Chamber of Commerce



FALLS CITY  
NEBRASKA  
PASSIONATE • PROVEN • PROSPEROUS



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## When You're Ready, We're Ready

Falls City is the Midwest community strategically positioned and building for the future. Learn more about the profitable advantages of doing business in Falls City and Richardson





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York County Development Corporation

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COMING TOGETHER  
TO GROW.

**Come Explore York County...**  
and see what happens when work/life balance meets affordability.

Photo Credit: Gregg Sutton

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**A Pro Business Climate and a Great Place to Live**

York County, Nebraska is a progressive community strategically located at the intersection of US Hwy 81 and Interstate 80, two of America's most traveled roadways, and is less than 40 minutes from Lincoln, Nebraska's

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NEBRASKA CITY AREA  
Economic Development Corporation

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**We're Connected!**

Nebraska City is developing its very own fiber optic network delivering Internet speeds up to 1 Giga.

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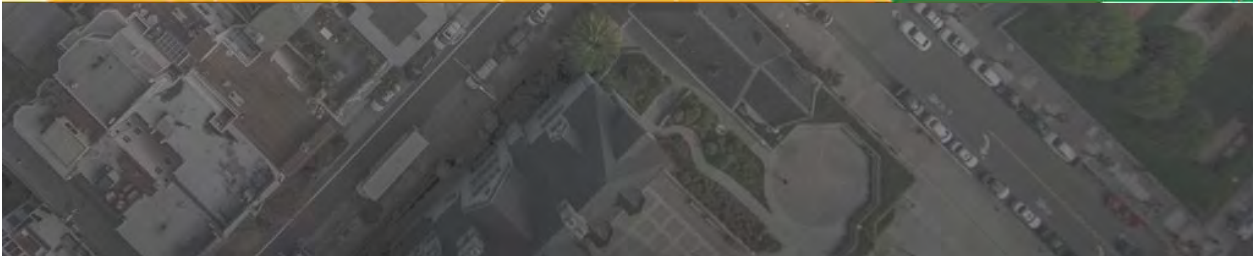
**Where Great Ideas Grow**

**Nebraska City OTOE COUNTY**

Promote, Create, Retain and Expand

Lourdes Lego League





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**SOUTH DAKOTA PRAIRIE GATEWAY**

in f t

Learn more about how we're  
Pioneering Development in  
**ENTREPRENEURSHIP**

## » The RIGHT PLACE for Economic Development

MENU



South Dakota Prairie Gateway is a portal for economic development information in Eastern South Dakota. Whether you are a [first explorer](#) looking to locate in one of our rural communities or a [local business](#) in search of training opportunities and resources, you've come to the right place.

Our economic development history is rooted in the pioneers who had a vision for developing the prairies. Take a look around and see how we are pioneering development in Northeast South Dakota.

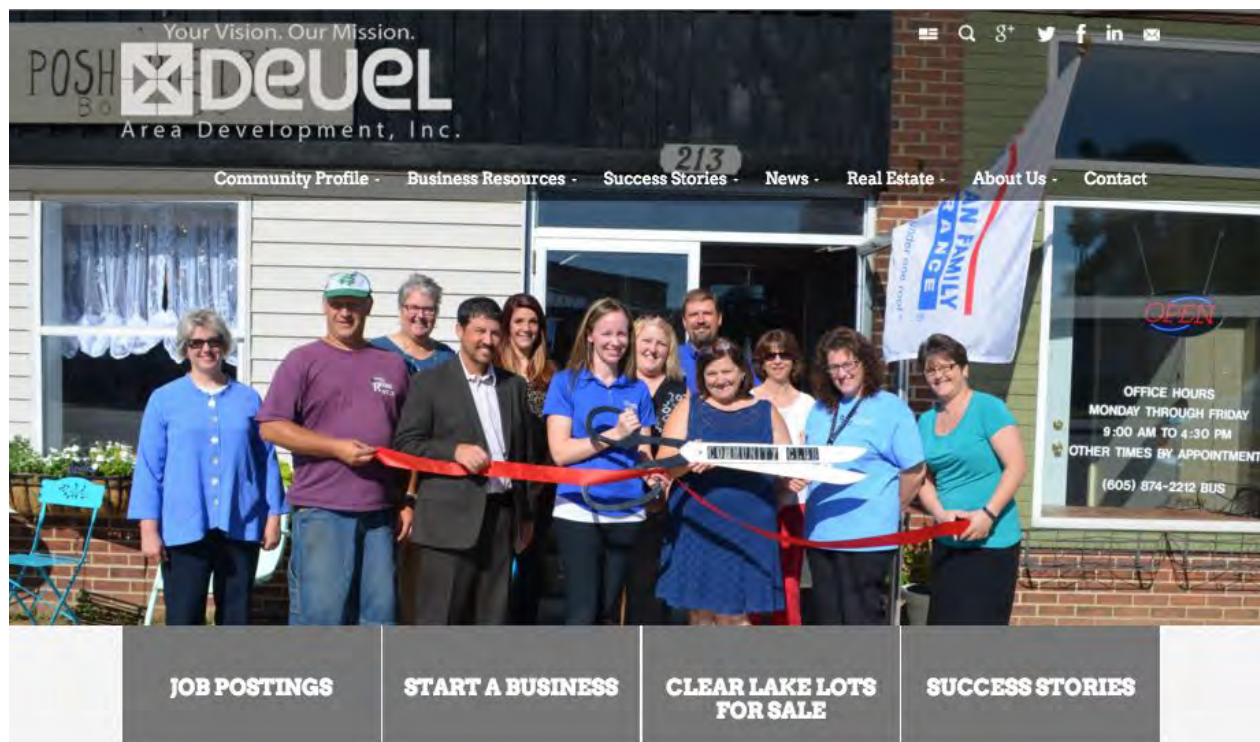
Local Businesses

Community Profiles

Site Selection

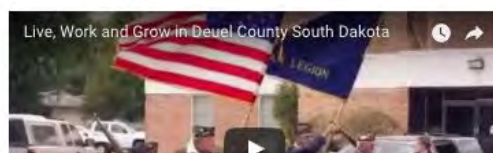
Higher Education





## Your Vision is Our Mission

Deuel Area Development, Inc., is the regional economic development organization serving Deuel County in the east central area of South Dakota assisting individuals, as well as supporting all industries with business development goals and Agriculture within the region. DADI works for public, nonprofit, private entities and agriculture offering





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### Making Money Go Further

With a cost of living 12% below the national average and overall prosperity up by 3%, can you afford not to live in Grant County?

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 AVAILABLE DEC. 12!

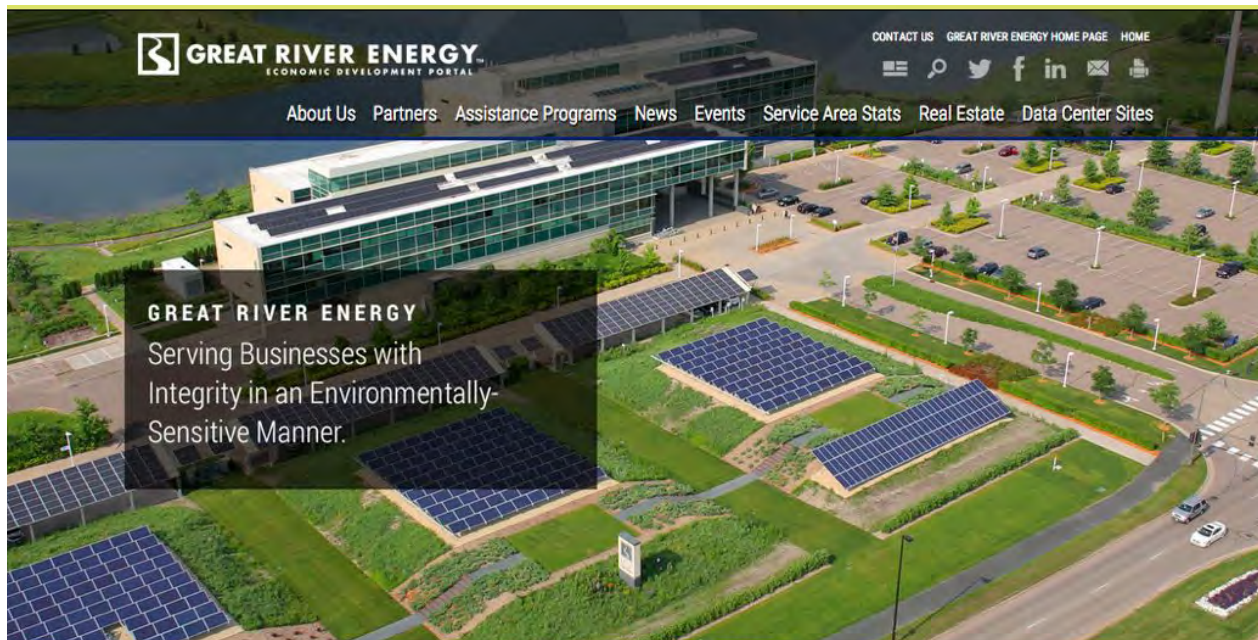
**DONATE TODAY!**

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Share Your Thoughts on Age-Friendly Communities

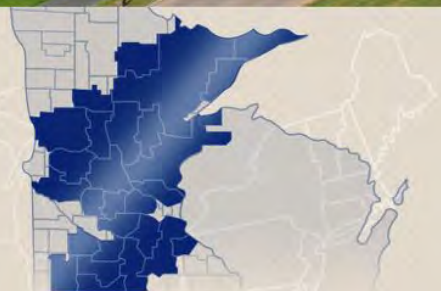


# Great River Energy



## Welcome to Great River Energy's Economic Development Portal

Great River Energy is a not-for-profit electric cooperative owned by its 28 member cooperatives. We generate and transmit electricity for those members, located in the outer-ring suburbs of the Twin Cities up to the Arrowhead region of Minnesota and down to the farmland region in the southwestern portion of the state. Learn more about Great River Energy by watching our





## 29 Sites Connected



## MICROSITES

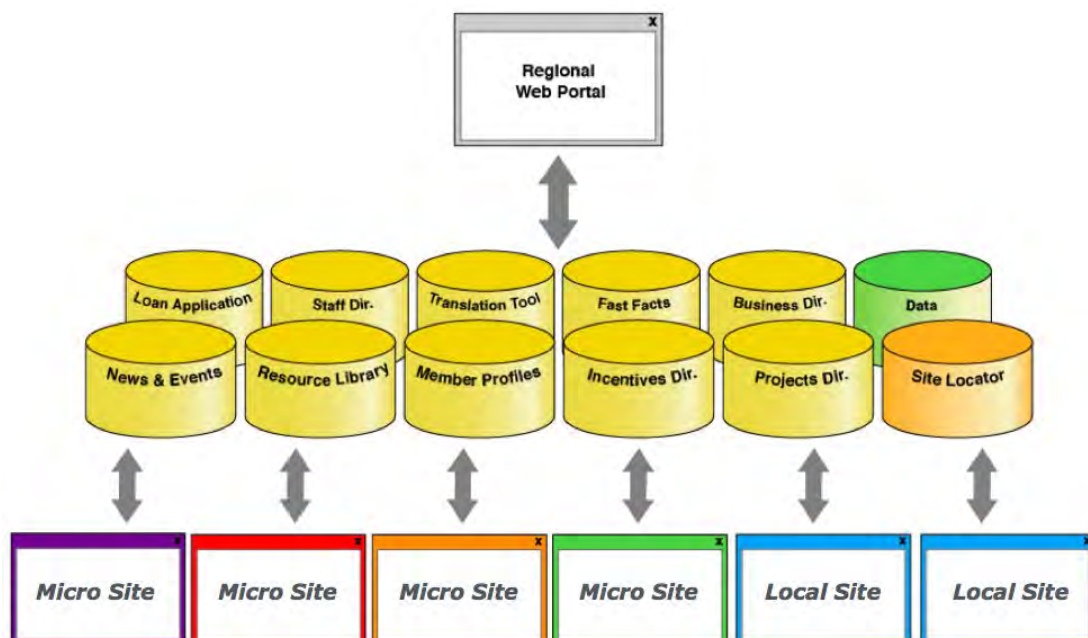
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# MICROSITES

WORKFORCE ATTRACTION  
INDUSTRIAL PARKS  
HOUSING  
START UPS  
INTERNATIONAL BUSINESS  
TARGET INDUSTRIES

## CONNECT TO PORTAL



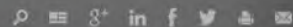


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## THE GOOD LIFE—WORK AND LIFE IN BALANCE

Our economy is growing—and we need you. There are open positions in Region 5 in healthcare, agriculture, hi-tech, and industrial for skilled workers like you. Fill out an application for The Good Life today.

**WELCOME TO  
REGION 5 — AND  
THE GOOD LIFE**

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## RAIL SERVICE FOR OUR COMMUNITY

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### Steamrolling the Competition

Upton Logistics Center has 8000' team track availability and all track within meets main line specifications or criteria.

**Why Upton Logistics?**

**Current Occupants**

**Advantages**

### Why Upton Logistics Center?

The Upton Logistics Center is a 600 acre rail park situated on the double mainline of the Burlington Northern and Santa Fe Railroad serving as a distribution and receiving point for materials in the Powder River Basin and the Black Hills Regions.

The park is served by Highway 16, Highway 116, and Interstate 90 (within 19 miles). The Burlington Northern and Santa Fe Railroad has agreed to deliver 4,000 railcars per year to the site, a number that could double over time.

### Regional Circle Map Upton Regional Industrial Park





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FOR REBUILDING A SUSTAINABLE FUTURE**

**UNPARALLELED OPPORTUNITY**

Working to turn the devastating wildfires into an unparalleled opportunity to rebuild our lives, homes and businesses in an extra-ordinary, earth-friendly, sustainable, and healthy way.

**REBUILDING LAKE COUNTY, CALIFORNIA**

Valley Fire Phoenix Rising is a community action group working in cooperation with government,

**NEWS**



# LEAD TRACKING

**Golden Shovel**  
GROUNDBREAKING  
ECONOMIC DEVELOPMENT  
COMMUNICATIONS

# GOOGLE Analytics





LEAD FORENSICS

Dashboard

Visitor List

Reports

Leads

Search

Setup

Support

Ideas

Welcome back Aaron Brossolt

SWITCH USER

LOGOUT

Visitor List

Last 14 Days

On

Auto Refresh

Search...

Company

SEARCH

MANAGE SELECTED VISITORS

View options

Showing 1-45 of 45

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|   | Date                | Company                                                   | Location                               | Referrer | PVs | Duration | Conversion |  |
|---|---------------------|-----------------------------------------------------------|----------------------------------------|----------|-----|----------|------------|--|
| + | Apr 7 2016 10:53AM  | Hanley Wood Marketing                                     | Minneapolis (MN)<br>United States      | Google   | 11  | 00:04:30 |            |  |
| + | Apr 5 2016 10:38AM  | International Economic Development Council<br>Multi Visit | Washington (DC)<br>United States       | Google   | 8   | 00:32:16 |            |  |
| + | Apr 1 2016 11:35AM  | Utah Valley University                                    | Orem (UT)<br>United States             | Google   | 7   | 00:03:41 |            |  |
| + | Apr 7 2016 9:14AM   | City of Huntington Beach                                  | Huntington Beach (CA)<br>United States | Google   | 7   | 00:01:50 |            |  |
| + | Apr 12 2016 11:59AM | The City Of Dubuque                                       | Dubuque (IA)<br>United States          | Google   | 7   | 00:20:36 |            |  |

LEAD FORENSICS

Dashboard

Visitor List

Reports

Leads

Search

Setup

Support

Ideas

Welcome back Aaron Brossolt

SWITCH USER

LOGOUT

Import to Zoho

Add to Watchlist

Hide Company

International Economic Development Council

Visits: 8

Company Location

734 15th St NW  
Suite 900  
Washington  
Dist. Columbia  
20005  
United States

Contact Details

(202) 223 7800  
[www.iedconline.org](http://www.iedconline.org)

Company Information

Industry: Non Profit Organizations  
SIC Code: 30300  
Employees: 21-49  
Founded: 1926  
Company Reg: 520887806

Query Data

Company Detail

Find Contacts

The IEDC oversees programs enacted by the General Assembly including tax credits, workforce training grants and public infrastructure assistance. All tax credits are performance-based. Therefore, companies must first invest in Indiana through job creation or capital investment before incentives are paid. A company who does not meet its full projections only receives a percentage of the incentives proportional to its actual investment.







Dashboard

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Welcome back **Aaron Brossolt**

SWITCH USER

LOGOUT →

View Page Url ▾

| Date/Time ▲        | Duration | Webpage                                                                                          |                                                                                     |
|--------------------|----------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                    | 00:32:16 | Google                                                                                           |  |
| Apr 5 2016 10:38AM | 00:00:20 | http://www.goldenshovelagency.com/gsa                                                            | Go →                                                                                |
| Apr 5 2016 10:39AM | 00:00:25 | http://www.goldenshovelagency.com/gsa/services/agency-services                                   | Go →                                                                                |
| Apr 5 2016 10:39AM | 00:00:14 | http://www.goldenshovelagency.com/gsa/about-us/partners                                          | Go →                                                                                |
| Apr 5 2016 10:39AM | 00:01:30 | http://www.goldenshovelagency.com/gsa/about-us                                                   | Go →                                                                                |
| Apr 5 2016 10:41AM | 00:00:23 | http://www.goldenshovelagency.com/gsa/about-us/partners/?cat=0&keyword=fundraising&submit=Submit | Go →                                                                                |
| Apr 5 2016 10:41AM | 00:01:44 | http://www.goldenshovelagency.com/gsa/about-us/partners/?cat=0&keyword=&submit=Submit            | Go →                                                                                |
| Apr 5 2016 10:43AM | 00:27:40 | http://www.goldenshovelagency.com/gsa/services/agency-services                                   | Go →                                                                                |
| Apr 5 2016 11:11AM |          | http://www.goldenshovelagency.com/gsa                                                            | Go →                                                                                |

← RETURN

VIEW HISTORY →

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@ Email





CONCLUSION

Golden Shovel

GROUND BREAKING

ECONOMIC DEVELOPMENT

COMMUNICATIONS





- 
1. TELL A STORY
  2. CONTENT, CONTENT, CONTENT
  3. HAVE A MAP
  4. USE GREAT VIDEO
  5. INFOGRAPHICS
  6. SOCIAL MEDIA
  7. BE MOBILE
  8. SEND THE MESSAGE REGIONALLY
  9. MICROSITES
  10. LEAD TRACKING



**THANK YOU**

**Aaron Brossoit**  
CEO

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