



SITE SELECTOR INSIGHTS

+ ECONOMIC DEVELOPMENT MVPS

ATLAS

YOU'RE AN ECONOMIC DEVELOPER.

WE KNOW YOUR TYPE.

You work hard to influence the influencers - site selectors, elected officials, corporate executives, and community leaders. You contend with government bureaucracy. You spend your days convincing others your place is *the* place to live, work, and play. And you value recognition for the extremely hard work you put in every single day.

Our annual white paper - in its 6th year - covers all these things and more. Here you'll find but a piece of the pie: Perceptions from site selectors about the state of economic development + recognition of stellar performers in the profession who are leading the way.



When you're ready for an intimate look into future trends, data, marketing, and more, download the white paper, and you'll get a more comprehensive and robust version of what you see here.

<http://offers.atlas-advertising.com/econ-dev-white-paper-2017>

STRAIGHT TALK

FROM SITE SELECTORS

Site selectors and the like possess tremendous power and clout in economic development. They are what we like to call “Centers of Influence,” or the people and organizations that can boost your market access and credibility through company referrals, testimonials, and simple, undervalued word-of-mouth.

Industry professionals look to them for guidance as it relates to positioning a community, so we’re bringing you straight to the source with insights from the site selection community.

THE MOST VALUABLE ECONOMIC DEVELOPMENT BRANDS

DOMESTIC*



INTERNATIONAL



**Atlas' Place Brand Valuation Study is the first of its kind to connect economic development organizations with the impact they have on external markets.*

MARKET TRENDS

81%

OF SITE SELECTORS

see domestic business growth and foreign direct investment trending up in 2017-2018

83%

OF SITE SELECTORS

think the shift in projects will be toward high investment

- | 55% see high investment, low jobs
- | 28% see high investment, high jobs

OCCURRENCE OF COMMUNICATION AND CHANNELS

71%

OF SITE SELECTORS

reach out to economic development organizations when researching locations

- | Channels most often used to connect:  35% Email  23% Phone  9% Website

29%

OF SITE SELECTORS

engage investment promotion agencies once a community has been shortlisted

26%

OF SITE SELECTORS

engage investment promotion agencies when conducting site-specific research

16%

OF SITE SELECTORS

engage investment promotion agencies when conducting initial research

47%

OF SITE SELECTORS

are familiar with more than 50 EDOs

PERFECTING THE ART OF MARKETING

There are economic developers leading the charge in our industry, crafting rich, edgy, one-of-a-kind solutions that wow. It's these groups - the innovators and risk-takers - who continue to change the way all economic developers think about marketing.

DIGITAL MARKETING GAME CHANGERS

Lehigh Valley Economic Development Corporation

Tennessee Valley Authority

Invest Buffalo Niagara

Minneapolis Saint Paul Regional EDP

Colorado Office of Economic Development and International Trade

STELLAR SOCIAL MEDIA MARKETERS

Metro Denver Economic Development Corporation

Georgia Department of Economic Development

Las Vegas Global Economic Alliance

Orlando Economic Partnership

Made In Alabama

WINNING WEBSITES

Northern Kentucky Tri-ED

The Right Place

Upstate South Carolina Alliance

Spokane Valley Economic Development

Anne Arundel Economic Development Corporation

DATA DIGNITARIES

Results from our 2016 National Economic Development Performance Survey



Most Website Visits Received **959,600**



Most Capital Investment Announced **\$2,940,954,206**



Most Jobs Announced **26,000**



Most Conversations/Companies Served **16,856**

INSPIRING QUOTES

Atlas research identified the seven characteristics that, when fully embodied, bear economic development's most impassioned leaders. Here, those leaders deliver inspiration for all in the profession.

“If taking risks means being the strongest, most outspoken advocate for business in the Tucson region and beyond, I’ll be a risk taker all day long. Communities have no voice, so it’s on us to fight for their sustainability, their progress, and their needs for the future. It’s communities that will serve and protect our future generations.”

- **Joe Snell, President & CEO, Sun Corridor, Inc.**

“Being smart is only a small part of what it takes to be successful in this industry. Add in a team of innovative thinkers and doers who are passionate about making real change. Open yourself to learning, and pursue a mindset that always aims to be better. With this combination, you’ll create and achieve success and real joy.”

- **Janet LaBar, President & CEO, Greater Portland**

“If you believe, like we do, that job creation has the ability to transform lives, then you must hold yourself, your organization, and your community accountable. At Columbus 2020, we work each day to advance our mission, use resources more wisely, and build a better organization. There is no room to kid yourself in the business of economic development.”

- **Kenny McDonald, President & CEO, The Columbus Region**



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