

# ECONOMIC OUTREACH COMMITTEE

C.J. Hurgin Municipal Center  
1 School Street Bethel, CT 06801  
(203) 794-8501 Fax (203) 778-7520

## MINUTES OF SPECIAL MEETING

TUESDAY, SEPTEMBER 28, 2010

5:15 p.m.

CJH Municipal Center -Meeting Room "A"

RECEIVED

2010 SEP 29 P 2:52

TOWN OF BETHEL  
TOWN CLERK

**Present:** Chairman, Mike Boyle, Roy Steiner, Paul Rinaldi, Anthony Rubino, and Robert Stosser newly appointed members Bonnie Brown, and Mike Struna. Absent with prior notice, members Sandi Forman and Pat Smithwick.

Chairman Boyle called the special meeting to order at 5:15 p.m. followed by the pledge of allegiance.

He introduced newly appointed member Mike Struna. Mike is a commercial real estate broker and comes to the committee with a wealth of knowledge.

**Approval of Minutes:** Paul Rinaldi made a motion to approve the minutes of the Special Meeting dated August 24, 2010. Motion seconded by Bonnie Brown. Vote, all in favor, motion unanimously approved. Robert Stosser Abstained.

**Election of Secretary:** Bonnie Brown made a motion to appoint Pat Smithwick as Secretary. Motion was seconded by Paul Rinaldi. Vote, all in favor, motion unanimously approved. Pat Smithwick named Secretary.

**Town Planner, Steve Palmer: Planning Overview:** Steve was present to explain his role within the Town. He holds the title of Town Planner and Zoning Official. Hired by the Town of Bethel in 2003, with a primary goal of increasing the zoning enforcement aspect of the position, it was discovered that Town Planning was a bigger issue. A plan of conservation and development was completed in 2007; this by statute must be done every 10 years. A separate Route 6 Corridor Study was also completed. Steve emphasized the importance to the town of a Transit Oriented District; we

need as a town to keep looking forward, not to sit still and to be able to think out of the box. Competition is out there; towns are all vying for resources, and all the while trying to keep taxes at a reasonable rate. Steve explained goals and future plans for 4 specific areas that we are focused on. These include Francis J. Clarke Industrial Park, Downtown Bethel, Stony Hill, Route 6 area, and the Berkshire Industrial Park. While explaining the importance of these areas, he also mentioned that Open Space and Preservation is just as important. In the future the Planning and Zoning office will be asking the Town to do a study on open space.

Steve recommended the Connecticut Economic Resource Center or "CERC" for information (see attached).

He expressed the need for information readily available to be given to prospective business owners exploring Bethel.

Steve suggested that the committee make a recommendation to the Board of Selectmen regarding an outline on where additional signage should be placed in town to promote the Bethel businesses.

Chairman Boyle thanked Steve Palmer for attending the meeting this evening and also asked that the lines of communication be kept open between the committee and his office.

**Updates on Sub-Committees:** Bonnie Brown distributed handouts regarding businesses obtained from the Assessors office. With the information she prepared a very rudimentary analysis, (see attached).

Pat Smithwick who could not attend this meeting forwarded a packet on the CEDAS training session she attended on August 31, 2010. (See attached)

Mike Boyle and Sandi Forman met with Karen Fildes, Chairperson of the Technology Department and Business Classes held at Bethel High School. Mike explained that the High School is on board with helping the committee and the committee will be utilizing the efforts of the students to further the mission.

Bonnie Brown made a motion to combine the Survey and Research Sub-Committee with the Marketing Sub-Committee. The motion was seconded by Anthony Rubino. Vote, all in favor, motion unanimously approved.

Bonnie Brown made a motion to appoint Mike Struna to the Market and Research Sub-Committee. The motion was seconded by Anthony Rubino. Vote, all in favor, motion unanimously approved.

Mike Boyle suggested that the committee come up with a list of specific recommendations and to take it one step further and list a way to execute such.

Mike polled those members in attendance to list 2 priorities each:

Mike Struna: To get a website to be a portal of information and to have a case study available of successful projects.

Roy Steiner: He concurred with Mike Struna in regards to the website, and or to have a brochure or packet of information available promoting Bethel as a place to locate a business. Along with this, he suggested encouraging existing businesses to explore what expansion can bring them.

Paul Rinaldi: He also concurs with the majority in that the website and or a handout needs to be completed and that additional signage would be helpful.

Bonnie Brown: In agreement regarding the need for the website, and also to have a hardcopy brochure.

Robert Stosser: He would like to see the Town's website enhanced to include a tab for the Economic Outreach Committee, and to have a better understanding of a prospective business viewpoint. He reminded the committee that technically the timeframe constitutes a year. In 2011 an election will be held for the office of First Selectman and we may or may not remain as a committee.

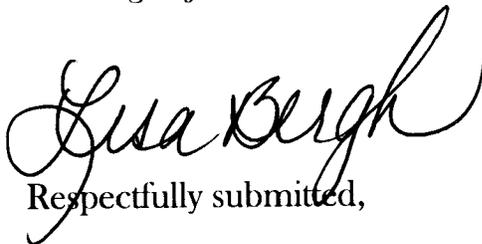
Anthony Rubino: Focus on the Chamber of Commerce and bringing all sides together. They need to be united.

Chairman Boyle: Agrees with the rest of the committee in terms of the website and also to take advantage of the available resources.

The goal of the next meeting will be to compile a status report to the First Selectman, along with a timeline. The website and the marketing should be worked out prior to the next meeting date.

Anthony Rubino made a motion to adjourn; the motion was seconded by Robert Stosser. Vote, all in favor, motion unanimously approved

Meeting adjourned at 8:00 PM

A handwritten signature in black ink, appearing to read "Lisa Bergh". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Respectfully submitted,

Lisa Bergh,  
Recording Secretary

## BETHEL EOC REPORT

<u>Business Types</u>	<u>Number</u>	<u>Descriptors</u>
• Wholesale	37	<i>Art (1)</i> <i>Retail (22)</i> <i>Computers (2)</i> <i>Automotive (1)</i>
• Tradesman	70	<i>Farm (1)</i> <i>Retail (2)</i> <i>Landscaping (2)</i> <i>General Contractor (34)</i> <i>Masonry (4)</i> <i>Automotive (1)</i> <i>Painting (1)</i> <i>Electrician (4)</i>
• Service	419	<i>Travel Agent (1)</i> <i>Bank (10)</i> <i>Farm (2)</i> <i>Art (6)</i> <i>Hotel/Motel (4)</i> <i>Photography (2)</i> <i>Fitness (7)</i> <i>Telecommunications (7)</i> <i>Marketing (4)</i> <i>Retail (10)</i> <i>Postal-related services (3)</i> <i>Law (4)</i> <i>Accounting (3)</i> <i>Landscaping (25)</i> <i>Transportation (4)</i> <i>General Contractor (26)</i> <i>Educational/child care (7)</i> <i>Computers (9)</i> <i>Consulting (13)</i> <i>Utility (8)</i>

*(Service continued)*

**Restaurant (21)**  
**Non-Profit (1)**  
**Vending Machines (1)**  
**Printing (3)**  
**Automotive (12)**  
**Physician (6)**  
**Insurance (3)**  
**Manufacturing (14)**  
**Real Estate (8)**  
**Painting (2)**  
**Sales (4)**  
**Salon (30)**  
**Electrician (6)**

• **Retail/Mercantile**                      **93**

**Ice Cream (1)**  
**Farm (2)**  
**Florist (5)**  
**Retail (37)**  
**Landscaping (1)**  
**Fast Food (2)**  
**Restaurant (8)**  
**Vending Machines (1)**  
**Printing (2)**  
**Automotive (4)**  
**Painting (1)**  
**Sales (1)**  
**Salon (2)**

• **Profession**                                      **57**

**Bank (1)**  
**Architecture (2)**  
**Law (8)**  
**Accounting (2)**  
**Computer (2)**  
**Consulting (1)**  
**Physician (28)**  
**Insurance (1)**  
**Real Estate (2)**

• Other	17	<i>Educational/child care (1)</i> <i>Arcade (1)</i> <i>Utility (1)</i> <i>Restaurant (1)</i> <i>Vending Machines (1)</i> <i>Physician (1)</i> <i>Movie Theatre (1)</i> <i>Insurance (2)</i> <i>Sales (1)</i>
• Manufacturer	41	<i>Art (2)</i> <i>Telecommunications (1)</i> <i>Retail (2)</i> <i>General Contractor (1)</i> <i>Printing (1)</i> <i>Assembly (5)</i> <i>Sales (2)</i>
• Lessor	64	<i>Retail (1)</i> <i>Postal-related services (1)</i> <i>Computers (2)</i> <i>Vending machines (1)</i> <i>Real Estate (1)</i> <i>Sales (1)</i> <i>Salon (1)</i>
• Unspecified	11	<i>Gas Station (1)</i> <i>Vending machines (1)</i>

**RANGE OF NUMBER OF EMPLOYEES: 1-50**

9.17.2010



805 Brook Street, Building 4, Rocky Hill, CT 06067-3405  
p: 860.571.7136 f: 860.571.7150 www.cerc.com

September 3, 2010

Mr. Stephen Palmer  
Planning & Zoning Official  
Town of Bethel  
1 School Street  
Bethel, CT 06801

Dear Mr. Palmer:

**You are cordially invited to attend a free seminar for urban planners and economic development professionals entitled “Using Maps for Planning” at the Connecticut Economic Resource Center in Rocky Hill on Wednesday, October 6 from 9:00-10:30 a.m.**

You may already know CERC for our popular Town Profiles, but we also offer other research tools, including customized GIS mapping and geospatial analysis to help clients effectively visualize and interpret graphical information. Our research and geography experts will discuss ways to analyze and plot data to create maps with insights on spatial relationships not easily seen in spreadsheets, reports or self-produced maps.

Learn how to use GIS to answer questions such as:

- Where are the key industry groups or demographics to site a development project?
- What is an organization’s market penetration rate? Where should a new marketing campaign be concentrated?
- What multiple layers can be used simultaneously to determine a key zone of interest or future problem area?
- How can an organization track its activity or study area?
- How many targets are within five miles of a site? Within a highway corridor?

Find out how innovative mapping can provide:

- Data ranges from international and nation-wide to neighborhood block group or zip code
- Basic details such as road networks/transportation, traffic data, political boundaries, preservation areas, physical features, economic development regions, risk areas, or statistical and labor market areas
- Key business concentrations and counts, demographic data, consumer information and expenditures
- Quality visuals and digital imagery for your presentation or publications
- Integration with business lists and customized demographic reports to target growth opportunities

And much more!

To register for this free seminar, visit <http://www.zoomerang.com/Survey/WEB22B5DC6MCGU> (space is limited, so please register early). Please feel free to contact me at 860.571.7132 or [mmacionus@cerc.com](mailto:mmacionus@cerc.com) if you have any questions. I look forward to meeting you on October 6!

Sincerely,

Mike Macionus  
GIS Manager

Board Members and Utility Funding Partners

▶ The Connecticut Light and Power Company ▶ The United Illuminating Company ▶ Yankee Gas Services Company ▶ Connecticut Natural Gas ▶ The Southern Connecticut Gas Company  
▶ AT&T ▶ Aquarion Water Company ▶ The Connecticut Water Company ▶ Verizon ▶ Connecticut Municipal Electric Energy Cooperative ▶ Webster Bank ▶ Wiggan & Dana  
▶ Dept. of Economic and Community Development ▶ Dept. of Public Utility Control ▶ Office of Consumer Council ▶ University of Connecticut

I attended a CEDAS Training Session on August 31<sup>st</sup>, 2010.

First part of the program was on Understanding Planning and Land use. The second part of the class was on the Principles and Practices of Economic Development. Great speakers. Enjoyed both sessions.

1. It was stressed that towns need to have a process of incentives for people submitting applications.
2. Industrial and Commercial businesses are what bring tax money into your community, retail is secondary but without a healthy vibrant retail area the other won't follow.
3. In CT, retail tax income goes to Hartford. It is not like that in other states.
4. The charge of an Economic Development Committee is not about getting bigger it is about change. It is to meet the needs of the present without compromising the ability of future generations to meet their own needs.
5. CT has a very poor permit process and feeling is it is shooting itself in the foot. There is a preconceived image that CT is a bad place to do business. Other areas of the country continually tell businesses not to even to attempt doing business in CT because of our ancient way of doing things. Also, we have to deal with an aging workforce.
6. Websites are huge to people looking for new locations. It is important that the town have a user friendly/standout website. Business people first check out the region and if they like the big picture they begin to look locally.
7. Connecticut is 5<sup>th</sup> highest in the nation in the cost of doing business and has the highest labor costs.

We need to take a look at 12-65b of the Connecticut General Statutes. It will give us an idea of what is allowed in the way of what incentives are allowed by the state to attract business. To be competitive we need to get our feet wet by offering some sort of tax break for businesses that are interested in Bethel. Many towns freeze the assessment for a period of 7 years. Danbury City Center has a 7 year abatement for retail and housing but that is not the case in the rest of Danbury. There is a different abatement for Mfg, Ind. Comm. and office in the rest of Danbury and no abatement for retail or housing. New Milford has the same tax abatement program as Danbury.

Attached for each member is a copy of the Power Point program from the meeting that I attended.

Respectfully submitted:

*Pat Smithwick*

# **Principles and Practices of Economic Development**

## **Planning for Your Community's Economic Development Future**

Mark D. Waterhouse, CEcD

President

Garnet Consulting Services, Inc.

157 Park Road, Pleasant Valley, CT 06063

860-379-7449    mwaterhouse@snet.net

## **A Little Historical Perspective**

- ❖ The case of the purloined smithy
- ❖ Ben Franklin (or was it Alexander Hamilton?)
- ❖ Abraham Lincoln
- ❖ Railroads and electric companies
- ❖ The Chamber of Commerce movement

## Definitions, Concepts and Relationships

### ❖ The 4 Ds

I.D.

E.D.

C.D.

S.D.

## I.D.

❖ What does it mean?

❖ Why was that important?

## **E.D.**

❖ The formal definition: “The process of creating wealth through the mobilization of human, financial, capital, physical and natural resources to generate marketable goods and services.”

❖ The common definition:

## **E.D.**

❖ The role of the economic developer: “To influence the process for the benefit of the community through expanding job opportunities and the tax base.”

❖ Process vs. Practice

## Important Changes Over Time

- ❖ In primary activities
  - ACRE
  - REACT
- ❖ In targets
- ❖ In primary responsibilities

## Changes in Primary Activities

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| ❖ Business                          | ❖ Business                          |
| <input type="checkbox"/> Attraction | <input type="checkbox"/> Retention  |
| <input type="checkbox"/> Creation   | <input type="checkbox"/> Expansion  |
| <input type="checkbox"/> Retention  | <input type="checkbox"/> Attraction |
| <input type="checkbox"/> Expansion  | <input type="checkbox"/> Creation   |
|                                     | <input type="checkbox"/> Transition |

## Changes in Targets

Don't Look at the Next Slide

What Economic Development Targets  
Are Your Communities Going After?

## Changes in Targets

- |   |  |
|---|--|
| <input type="checkbox"/> Basic Manufacturing        | <input type="checkbox"/> Services            |
| <input type="checkbox"/> Tech Manufacturing         | <input type="checkbox"/> Personal            |
| <input type="checkbox"/> Warehouse/<br>Distribution | <input type="checkbox"/> Business            |
| <input type="checkbox"/> Offices                    | <input type="checkbox"/> Tourism/Hospitality |
| <input type="checkbox"/> Corporate                  | <input type="checkbox"/> Retail              |
| <input type="checkbox"/> Regional                   | <input type="checkbox"/> Education           |
| <input type="checkbox"/> Back                       | <input type="checkbox"/> Agriculture         |
| <input type="checkbox"/> R&D                        | <input type="checkbox"/> Government          |

## **Primary Responsibilities – The Decades of Economic Development**

- ❖ 1970's and before – Marketing Management
- ❖ 1980s – Growth Management
- ❖ 1990s – Environmental Management
- ❖ 2000s – Relationship Management  
– Technology Management

## **C.D.**

- ❖ What is a community?
- ❖ What is development?

## **C.D.**

- ❖ What is a community?
- ❖ What is development?
- ❖ A simple definition of community development: “Any change impacting the people who live somewhere.”
  - You are agents of change

## **S.D.**

- ❖ “...to meet the needs of the present without compromising the ability of future generations to meet their own needs.”

The Brundtland Commission, 1987

Readopted 2002



## **Interrelationships**

- ❖ The Old Model (the Ballentine 3 ring sign)
- ❖ The Current Model
- ❖ The community is both the seller and the product being sold
  - Communities are commodities

## **What Economic Developers Need to Know to Do Their Jobs**

- ❖ About the Economic Development Profession:
  - Interdisciplinary
  - Rapidly Changing
    - Tools
    - Terms
  - Multi-hatted
  - The Need for Continuing Education

## Disciplines We Need to Know About

- |   |   |
|---|---|
| <input type="checkbox"/> Economics                    | <input type="checkbox"/> Education/Training         |
| <input type="checkbox"/> Geography                    | <input type="checkbox"/> Communications             |
| <input type="checkbox"/> Government/Politics          | <input type="checkbox"/> Written                    |
| <input type="checkbox"/> Marketing                    | <input type="checkbox"/> Public Speaking            |
| <input type="checkbox"/> Real Estate                  | <input type="checkbox"/> Research/Statistics        |
| <input type="checkbox"/> Engineering/<br>Construction | <input type="checkbox"/> Finance                    |
| <input type="checkbox"/> HR/Labor                     | <input type="checkbox"/> Business<br>Administration |
| <input type="checkbox"/> Planning                     | <input type="checkbox"/> Law                        |

## What Economic Developers Need to Know to Do Their Jobs

- ❖ About Why and How Businesses Look for  
New Locations

## **What Economic Developers Need to Know to Do Their Jobs**

- ❖ About Why and How Businesses Look for New Locations

Don't Look at the Next Slide

Why Do Businesses Look for New Locations?

## **Why Businesses Look for New Locations**

- ❖ Need more space (sometimes suddenly)
- ❖ Need less space
- ❖ Need different space
  - Because of operating considerations
  - Because of changing market territory
    - Branch plant
    - Total relocation
  - Currently lease, want to own (or vice versa)

## Why Businesses Look for New Locations

- ❖ Need different labor force (# or skills)
- ❖ Fleeing union
- ❖ Looking to reduce operating costs
  - Must look at all costs
- ❖ Result of merger or acquisition
- ❖ Poor business climate
- ❖ Quality of life motivation

## How Businesses Look for Locations

- ❖ A 2 Phase Process that emphasizes eliminating you

### Phase 1 – Process of Elimination

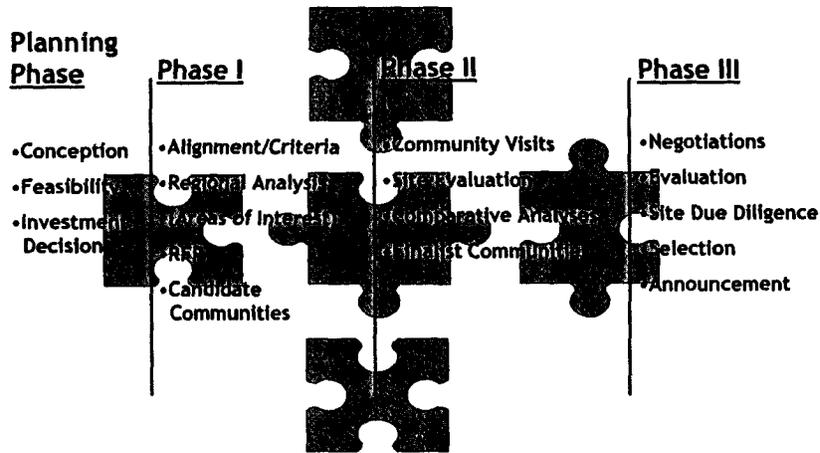
- Reduce possibilities down to 4-6 finalists

### Phase 2 – Process of Comparison

- Pick the winning location

# Overview: Facility Siting Process

(Slide courtesy of McCallum-Sweeney Consulting)



## Some Competitive Realities

➤ Extremely competitive arena

❖ 11,000 – 20,000 EDOs

Source: Conventional Wisdom from Multiple Sources

❖ Facility Announcements

Year	Number of Announcements	Year	Number of Announcements	Year	Number of Announcements
2001	10,808	2005	6,482	2009	4,345
2002	7,600	2006	4,906		
2003	5,793	2007	4,888		

Source: Conway Data

❖ 2,200 – 2,400 Major Facility Announcements

Source: Dennis Donovan, The Wadley-Donovan Group

## Some Scary Numbers for CT

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
0	1	7	8	2	2	3	7	11	2	3
6	2	4	12	2	11	10	7	11	6	14
11	7	39	57	2	2	3	7	11	6	11
2003	2	2	3	7	11	18	26	3	1	10
2004	7	11	18	26	3	1	10	14	3	1
2005	3	1	10	14	4	6	7	17	4	6
2006	4	6	7	17	3	1	7	11	3	1
2007	3	1	7	11	3	1	7	11	3	1
2008	3	2	6	11	3	1	7	11	3	1
2009	5	3	14	22	5	3	14	22	5	3

## Some Competitive Realities

➤ Slow Marketplace – Way Below Normal

❖ Up 5% in 1999; 0 to + 5% in 2000

❖ Down 10-20% in 2001-2002

❖ Down 40-60% in 2003-2009

## Some Competitive Realities

- Global Jobs Auction
- It is a Buyer's Market
  - ❖ You are both the Seller and the Commodity
  - ❖ It is a "Just-in-time" market

## Competitive Realities-continued

- Speed is of the essence
  - ❖ Timeframe for selection process is half that allowed 10 years ago
    - ☐ 6-8 weeks to select finalist community
    - ☐ 6-8 weeks to get site or building under control

## Competitive Realities- continued

- Current keys to competitiveness are:
  - Labor availability (supply, skills, costs)
  - Rapidly available buildings and sites
  - Customizable, regional information & data
  - Ability & willingness to play “let’s make a deal”
  - Effective local and regional teams

## Finding a Home - Quickly

- It is essential to have a reasonable choice of buildings & sites available NOW.
  - ❖ In most states, 60% to 75% of prospect companies begin the site search process by looking for an existing building
  - ❖ 50% of projects end up in an existing building
  - ❖ Therefore, to be competitive, you must have an adequate inventory of both sites and buildings

## Community Analysis Topics

Don't Look at the Next Slide

What are the Major Aspects of a  
Community Companies Evaluate  
When Considering a New Location or  
Staying in Their Current One?

## Community Analysis Topics

- |   |  |
|---|--|
| <input type="checkbox"/> Market Access                      | <input type="checkbox"/> Business climate                              |
| <input type="checkbox"/> Transportation                     | <input type="checkbox"/> Quality of life                               |
| <input type="checkbox"/> Utilities                          | <input type="checkbox"/> Availability of parts,<br>supplies & services |
| <input type="checkbox"/> Labor Force                        | <input type="checkbox"/> Available sites &<br>buildings                |
| <input type="checkbox"/> Education                          | <input type="checkbox"/> Available financing &<br>incentives           |
| <input type="checkbox"/> Community facilities<br>& services |  |
| <input type="checkbox"/> Taxes                              |  |

## Community Analysis Topics

Don't Look at the Next Slide

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| <input type="checkbox"/> Education                          | <input type="checkbox"/> Available financing &<br>incentives           |
| <input type="checkbox"/> Community facilities<br>& services |  |
| <input type="checkbox"/> Taxes                              |  |

# Community Fit Matrix

How Well Do These Uses → Match With These Attributes of Our Community? ↓	TYPE OF BUSINESS (See Use Code Below)													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Market Access (Location)	3	6	5	8	5	7	7	6	NA	3	4	3	7	
Availability of Materials/Parts/Services/Supplies	5	7	6	NA	5	5	2	5	5	5	5	5	7	
Labor	4	6	5	7	2	4	7	6	5	5	3	6	NA	
Transportation	3	5	4	5	5	5	6	5	6	5	5	5	6	
Utilities	2	4	4	7	2	4	NA	5	5	5	NA	2	NA	
Available Capital and Incentives	3	4	4	4	3	3	2	2	2	2	2	2	3	
Available Sites and Buildings	1	4	3	2	2	4	NA	4	4	4	4	2	NA	
Quality of Life	8	8	8	8	8	8	10	NA	NA	8	NA	8	NA	
Business Climate	5	7	7	3	5	7	8	5	5	5	2	4	7	
Community Services and Facilities	6	8	8	8	8	8	8	8	8	8	8	8	8	
Public Acceptability	5	9	9	2	4	9	8	7	7	7	3	5	10	
<b>TOTAL POINTS</b>	<b>47</b>	<b>68</b>	<b>63</b>	<b>46</b>	<b>49</b>	<b>64</b>	<b>58</b>	<b>53</b>	<b>47</b>	<b>57</b>	<b>38</b>	<b>50</b>	<b>48</b>	
<b>FTT SCORE (Total Points ÷ # of calls with points)</b>	<b>4.3</b>	<b>6.2</b>	<b>5.7</b>	<b>4.6</b>	<b>4.5</b>	<b>5.8</b>	<b>6.4</b>	<b>5.3</b>	<b>5.2</b>	<b>5.2</b>	<b>4.0</b>	<b>4.5</b>	<b>6.9</b>	

USE CODE	
Use #	Type of Use
1	Basic Manufacturing – Large
2	Basic Manufacturing – Small
3	Technology Manufacturing
4	Distribution
5	Office
6	R&D
7	Tourism
8	Retail
9	Services – Personal
10	Services – Business
11	Agriculture
12	Educational Services
13	Cottage Industry
14	Other Types as Appropriate

KEY FOR POINT SCORES	
10	= Very Strong Match
0	= Business Type Incompatible with Community Characteristic
NA	= Community Characteristic Not Applicable to Business Type

## Trade-offs

Don't Look at the Next Slide

❖ Good things

❖ Bad things

## Trade-offs

### ❖ Good things

- More jobs
- Better jobs
- Improved standard of living
- Tax revenues
- More tourists
- Better availability of goods & services

### ❖ Bad things

- Stress on services
- Environmental impacts
- Traffic
  - Safety
  - Congestion
- Sprawl
- Population influx
- Loss of open space
- CHANGE

## Functions of the Full-Service EDO

- Research & information
- Marketing & promotions
- Financing & incentives
- Training & H.R.
- Site location assistance
- Market development
- Ombudsman & community organization
- Technical assistance
- Strategic & long-range planning
- Catalyst & convener

## **Marketing Your Community**

### **What's the Difference Between**

❖ Marketing

❖ Sales

### **What's the Difference Between**

❖ Marketing

❖ Sales

Marketing is the art of human persuasion through the provision of information to solve problems.

## Common Marketing Tools

Don't Look at the Next Slide

What Methods Do Communities Use to  
Market Themselves?

## Common Marketing Tools

- Direct Mail
- Media advertising
- Staff marketing trips
  - Domestic
  - International
- Volunteer marketing trips
- Telemarketing
- CDs
- Resource Centers
- Printed materials
- P.R. services
- Trade shows
- Hosting site visits
  - Prospects
  - Site location consultants
- Web page
- E-mail marketing
- Gifts/mementos

## What Works Best?

### ❖ DCI 2008 Survey (281 corporate respondents)

1. Internet/website (56% - was 54% in 2005; 34% in 2002)
2. Planned visits to corporate executives (54% - was 55% in 2005)
3. Public relations/publicity (52% - was 50% in 2005)
4. Hosting special events (45% - was 49% in 2002)
5. Direct mail (23% - was 19% in 2005; 33% in 2002)
6. Advertising (15% - was 20% in 2005)
7. Telemarketing (4% - was 6% in 2005)

❑ Trade shows (Was 33% in 2005 – not included in 2008)

## What Works Best?

(Prospect Identification Techniques Rated  
“Most Effective”)

### ❖ Natelson 2004 Survey (437 E.D. respondents)

1. Webpage – 97% (up from 74% in 2003)
2. Hosting prospects & consultants – 86%
3. Staff domestic marketing trip – 85%
4. Target industry trade shows – 79%
5. E-mail marketing – 46%
6. Direct mail – 44%
7. Public relations services – 44%
8. Volunteer marketing trips – 41%
9. Staff international marketing trips – 35%
10. Media advertising – 33%
11. Telemarketing – 9%

## What Works Best?

- ❖ Where business people get business climate information (DCI 2008 Survey)
  1. Dialogue with industry peers (61% - was 54% in 2005; 56% in 2002)
  2. Articles in newspapers & magazines (53% was 45% in 2005; 62% in 2002)
  3. Business travel (42% - was 45% in 2005)
  4. Meetings with EDOs (32% - was 33% in 2005; 21% in 2002)
  5. Online sources (28% - was 22% in 2005; 9% in 2002)
  6. National surveys (22% - was 17% in 2005; 21% in 2002)
  7. Word of mouth (19% - was 16% in 2005; 29% in 2002)
  8. Personal travel (14% - was 13% in 2005; 14% in 2002)

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  11. Print advertising (3% - was 2% in 2005; 4% in 2002)
  12. Direct mail (2% in 2008, 2005, 2002)

## Other Marketing Considerations

- ❖ Multi-step marketing
- ❖ The impact of electronic technology
- ❖ Community Network Marketing
- ❖ The importance of a vision and good planning

## **What Economic Developers Really Do Today**

- ❖ Floccinaucinihilipilification
- ❖ Your Mission - Should You Choose to Accept It

## **Your Mission – Should You Choose to Accept It**

### **Building Better Communities**

**To Live**

**To Work**

**To Play**

**To Run a Business**

What Else Would You  
Like to Discuss?

# COMMUNITY FIT MATRIX

How Well Do These Uses → Match With These Attributes of Our Community? ↓	TYPE OF BUSINESS (See Use Code Below)													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<b>Market Access (Location)</b>	3	6	5	0	5	7	7	6	NA	3	4	3	7	
<b>Availability of Materials/Parts/Services/Supplies</b>	5	7	6	NA	5	5	2	5	5	5	5	5	7	
<b>Labor</b>	4	6	5	7	2	4	7	6	5	5	3	6	NA	
<b>Transportation</b>	3	5	4	5	5	5	6	5	6	5	5	5	6	
<b>Utilities</b>	2	4	4	7	2	4	NA	5	5	5	NA	2	NA	
<b>Available Capital and Incentives</b>	3	4	4	4	3	3	2	2	2	2	2	2	3	
<b>Available Sites and Buildings</b>	1	4	3	2	2	4	NA	4	4	4	4	2	NA	
<b>Quality of Life</b>	8	8	8	8	8	8	10	NA	NA	8	NA	8	NA	
<b>Business Climate</b>	5	7	7	3	5	7	8	5	5	5	2	4	7	
<b>Community Services and Facilities</b>	8	8	8	8	8	8	8	8	8	8	8	8	8	
<b>Public Acceptability</b>	5	9	9	2	4	9	8	7	7	7	3	5	10	
<b>TOTAL POINTS</b>	<b>47</b>	<b>68</b>	<b>63</b>	<b>46</b>	<b>49</b>	<b>64</b>	<b>58</b>	<b>53</b>	<b>47</b>	<b>57</b>	<b>36</b>	<b>50</b>	<b>48</b>	
<b>FIT SCORE (Total Points ÷ # of cells with points)</b>	<b>4.3</b>	<b>6.2</b>	<b>5.7</b>	<b>4.6</b>	<b>4.5</b>	<b>5.8</b>	<b>6.4</b>	<b>5.3</b>	<b>5.2</b>	<b>5.2</b>	<b>4.0</b>	<b>4.5</b>	<b>6.9</b>	

USE CODE	
Use #	Type of Use
<b>1</b>	<b>Basic Manufacturing – Large</b>
<b>2</b>	<b>Basic Manufacturing – Small</b>
<b>3</b>	<b>Technology Manufacturing</b>
<b>4</b>	<b>Distribution</b>
<b>5</b>	<b>Office</b>
<b>6</b>	<b>R&amp;D</b>
<b>7</b>	<b>Tourism</b>
<b>8</b>	<b>Retail</b>
<b>9</b>	<b>Services – Personal</b>
<b>10</b>	<b>Services – Business</b>
<b>11</b>	<b>Agriculture</b>
<b>12</b>	<b>Educational Services</b>
<b>13</b>	<b>Cottage Industry</b>
<b>14</b>	<b>Other Types as Appropriate</b>

KEY FOR POINT SCORES
<b>10 = Very Strong Match</b>
<b>0 = Business Type Incompatible with Community Characteristic</b>
<b>NA = Community Characteristic Not Applicable to Business Type</b>