



**Assisting Municipalities and
Economic Development Organizations (EDO)
with policies, programs and plans**

Marketing & Promotion

Sites-Buildings Summary: A document showing available land sites and / or buildings on a map with brief facts and contacts.

Site-Building Flyers: A single-page marketing flyer highlighting aspects of an available property or building and contact info.

Site Documentation: A detailed summary / due diligence report on significant available sites, business parks, etc.

RFP Response Template: A template allowing for a timely and comprehensive response to Prospect RFP's / RFI's.

Excel Data Summary: An Excel file incorporating marketing data in legible tables and providing charts / graphs where beneficial.

Branded Data Sets: Develop EDO-branded data sets for website or marketing purposes.

Data Dashboard: Detailed data collection sheets summarized on an easy to understand one-page "Dashboard."

Traffic Count Report: A report that identifies traffic counts on major roads as a resource for retail attraction.

E.D.O. Website Assistance: Develop efficient web organization, mock-up pages, assist with content development.

Marketing Plan: Develop a formal Plan to market the jurisdiction including goals-objectives, calendar, budget, resources needed.

Residential Development Summary: Prepare a report that locates all active residential developments and provides data.

Management & Reporting

Best Practices Assessment: Comprehensive evaluation of the EDO including recommendations for enhancing operations.

Performance Dashboard: A Dashboard that provides for efficient management and / or reporting to the Board.

Contacts Database: Create a customized Access database for efficient contact management.

Common File Directory: Organize the file directory structure of the EDO and establish efficient file naming nomenclature.

Incentives

Incentives Policy: A comprehensive Incentives Policy, resolution and application tailored to Agency needs.

Negotiations-Analysis-Proposals-Agreements: Assist negotiations, analysis, Agreement in Principle, and final agreements.

Property Enhancement Incentives Policy: A Policy to enhance commercial properties (e.g. façades, signs, landscaping).

Hotel Occupancy Tax Policy: Resolution, Policy, application.

Training - Local Incentives Overview: See Board / Training.

Training - Incentive Policies-Analysis-Agrmts: Board / Training.

Board Engagement

Action Plan: An Action Plan establishing prioritized goals and objectives, can serve as an Annual Report to Council.

Retreat Facilitation: Facilitate Board discussions regarding issues, goals and objectives, and provide a summary report.

Training - BRE Programs Overview: An overview on the many ways to support your existing local businesses.

Training - Local Incentives Overview: An overview of potential local incentives (e.g. infrastructure, financial, employment).

Training - Incentive Policies-Analysis-Agreements: An overview of issues related to granting incentives.

Business Retention & Expansion

Training - BRE Programs Overview: See Board / Training.

BRE Program Development: Develop a Business Retention & Expansion Program emphasizing practical efforts and programs.

Planning & Economic Analysis

Planning & Economic Analysis: Unique planning studies that analyze specific areas for opportunities to enhance the economic base (e.g. Redevelopment Plan, Opportunities Plan, Visual Improvement Plan, Property Enhancements).

Wayfinding Plan: Develop a signage Wayfinding Plan guiding visitors to desirable destinations.