

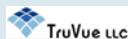
Economic Developer Toolkit

A process that enables a community to evaluate the strengths and weaknesses of it's community with its direct competitive communities.



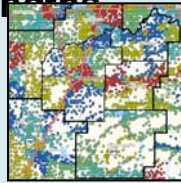
Starting in.....

- **1977 - developed demand-supply retail planning models (North & South America, Europe, Australasia, Africa, Asia).**
- **1995 - started providing territory development services to franchising organizations.**
- **2002 - started providing ED support to the state of Oklahoma. Over 200 communities / ED groups assisted.**
- **2013 - started providing ED support in other states.**



Economic Development Toolkit

- Detailed Market Area Demographic Analysis
- Competitive Community Demographic Analysis
- Identify Key Assets within Market Area
- Measure Economic Impact of New Business
- Provides Foundation for ED Plan Based on Community Strengths



MarketVue Report

- **MarketVue Report** provides a detailed demographic analysis of the community utilizing the latest state-of-the-art demographic tools with the **most recent quarter demographics** (updated bi-annually).

Detailed Demographics

- Executive Summary with charts
- Growth Summary
- Transient and Seasonal Population
- Housing Value Summary
- Educational Attainment
- Economic Snapshot

Thematic Mapping

- Population Distribution
- Population Growth Changes
- Income Distribution
- Age Distribution

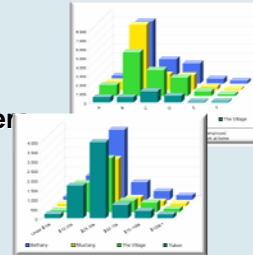
Community Data

- Traffic Flows
- Aerial Photographs
- Food Deserts
- Retail/Commercial/Industrial



Community Comparisons

- **Identify Your Community's Key Competition and Map Their**
 - National Retailers
 - Major Educational Facilities
 - Career Techs / Technology Centers
 - Major Infrastructure
 - Airports, Railroad, Ports
 - National Hotel/Motels
 - National Chain Restaurants
- **Highlight Market/Demographic Characteristics and Compare to Competitive Communities**

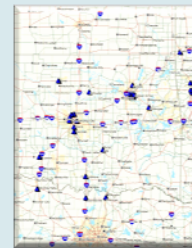


Economic Impact

- **Generate a GAP (Demand-Supply) Analysis**
- **Identify Retail Segment Needs**
- **Generate list of Potential Retail Brands with existing Regional Investment**
- **Prepare SiteVue Report(s)**
- **Prepare an IMPACT Analysis on interested Retail Brands to measure community financial and economic effect**

SiteVue Report

- **SiteVue Report** - is Brand specific and used to communicate to a targeted retailer the availability of a specific location and the viability of the community when compared to existing locations of the Brand within the region.
- The **SiteVue Report** also includes aerials, comparative locations, analysis of existing retailer locations to potential locations and a listing of available retail space and property.

A screenshot of a SiteVue Report document, showing a table with columns for 'Address', 'Square Footage', 'Year Built', 'Zoning', 'Current Use', 'Available Space', and 'Notes'. The table contains several rows of data.

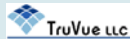
Develop ED Action Plan

- **Develop an Action Plan**
 - **Create Goals**
 - **Target Retail Brands for Development**
 - **Make Contact with Prospective Retailers**
 - **Deliver SiteVue Reports**



Community Economic Development Asset Mapping / Action Planning (CEDAMAP)

CEDAMAP is a process that enables a community to evaluate the strengths and weaknesses of its community with its direct competitive communities.



CEDAMAP Provides Results that:

- **Accomplish the Goals** that have been identified.
- Are **easy to act upon**.
- Are **implementable** with **existing and reasonable resources**.
- Can be achieved **successfully in a**
relatively short timeframe.

