Economic Developer Toolkit

A process that enables a community to evaluate the strengths and weaknesses of its 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.

Develop ED Action Plan

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