

COMMUNITY PROFILES

Why You Need Them

WHY COMMUNITY PROFILES

Audrey Taylor

Chabin Concepts, Chico, CA

- There are approximately 30,000 economic development corporations worldwide
- These 30,000 are competing for about 14,500 projects in the U.S.
- Of the 14,500 projects, 70% are entrepreneurs – start-up companies

Area Development Magazine

22nd Annual Corporate Survey

- More than half of all expanding corporations and more than 80% of Site Selection consultants go to the Internet first for their information

Mark James

ED Solutions, Inc., Powell, OH

By the time a consultant contacts the state, he/she has already gone through one to three rounds of eliminating states and communities.

If you don't have the information on the Internet, more than likely you won't be considered.

- Websites are about Communication, not marketing
- Marketing creates awareness – drives people & companies to websites
- Websites: Content is King