

Does your EDO make a difference in your community?

Can your staff, board, and leadership team state clearly how it has, every time you are asked?

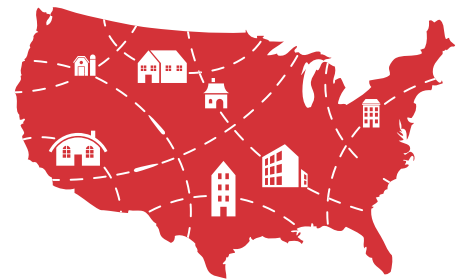
If not, your organization's ability to operate in the future is at risk.

HIGH PERFORMANCE ECONOMIC DEVELOPMENT

Enter High Performance Economic Development (HPED). HPED is an economic development-specific approach to "strategic doing" developed by Atlas to enable EDO's to operate more effectively and sustainably.

HPED helps executives in EDO's to develop collaborative action plans that focus on clear, measurable, and comparable outcomes, informed by real site selector feedback, and by assisting you, your staff, and your board to communicate these plans publicly based on private sector-inspired national benchmarks.

- Every year there are approximately **750,000** business moves.
- There are approximately **25,000** EDO's competing for those jobs and capital investment.
- Economic developers carry a heavy tool box — from **financing** and **incentives** to **shaping policy** and **marketing** and **attraction efforts**.
- And yet **25%** of Economic Development organizations understand the role that marketing plays in an organization's success or failure, and that marketing is the most effective way to attract and retain companies and talent in their own communities.

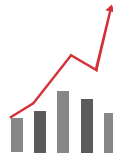


The Solution:

High Performance Economic Development -
a results based ED marketing and strategy approach that is designed to:



We make a ***Difference***,
in the communities we work in.



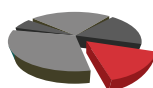
Generate the greatest gains in economic development recruitment, retention, and investor engagement **for the lowest cost.**



Build a long term marketing strategy that identifies and prioritizes specific tactics, tools and implementation initiatives for the expansion and protection of the communities' economic base.



Build alignment among boards, executives, marketing staff, and volunteers as to the why, who, what, where and when of ED marketing.



Remove unnecessary marketing and communications spending to redeploy those resources productively.

HIGH
PERFORMANCE
ECONOMIC DEVELOPMENT

 **Research**

- Stakeholder, staff, and board interviews
- National site selector research
- Insight and data into your performance, market position, and competitiveness compared to other like communities

Facilitation 

- A series of frank, facilitated conversations, documented and played back, with boards, executives, marketing staff, and volunteers about the organization's activities, successes, and challenges
- Agreement by all parties on and documentation of what activities should be pursued in the short, medium, and long term

*What
you get:*

 **Strategy**

- A short, medium, and long term marketing plan and framework for success
- Execution planning
- Research engagement event
- Comparing past results to benchmarks
- Board and key stakeholder facilitated sessions
- Two year marketing and operations plan
- National recognition in an annual publication if one of top three performers nationally
- Receipt of updated data annually, along with performance reviews

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