

# MAG/GPEC

# Data Dashboard

PRESENTED TO

**MAG Economic Development Committee**

**July 5, 2011**

PRESENTED BY

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**Greater Phoenix**  
ECONOMIC COUNCIL

# The Greater Phoenix Economic Council (GPEC)



- Founded in 1989 as a regional, public-private partnership
- Currently supported by Maricopa County, 20 cities and towns, and more than 140 private-sector businesses
- Works to improve the region's competitiveness and eliminate hurdles for businesses looking to relocate or expand to Greater Phoenix
- Provides complimentary site-selection services as well as supporting data and analysis
- Helps foster partnerships between companies entering the market and key leaders/businesses in Greater Phoenix



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# The Greater Phoenix Economic Council (GPEC)

## GPEC Services

Operational  
Cost Analysis

Labor Market  
Data  
/Employment  
Assistance

Economic  
Impact  
Analysis

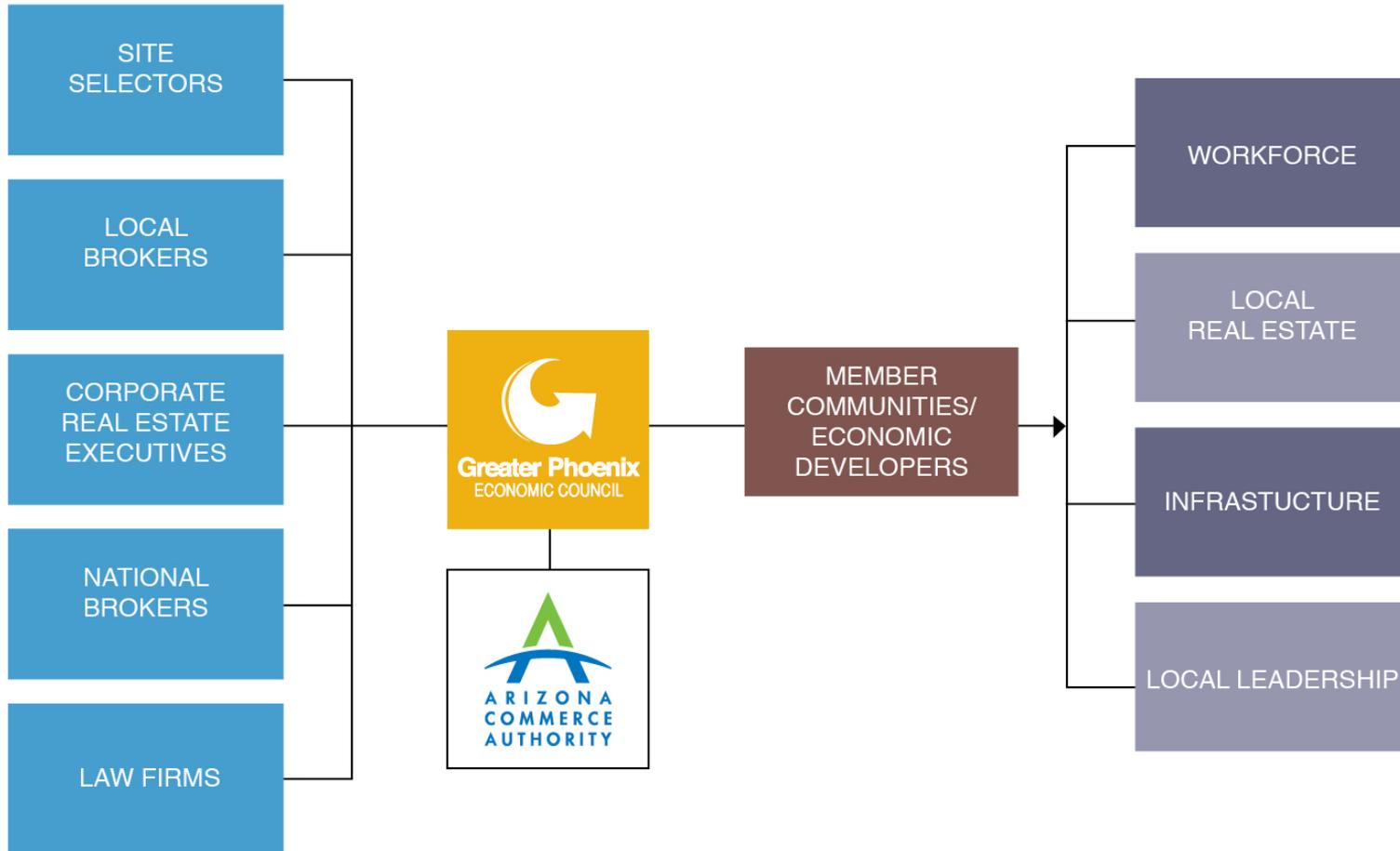
GIS Site  
Selection

Connectivity  
to Key  
Resources



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# Project and Deal Flow



# 2009 Study Among National Site Selectors

Site selectors believe the following are the top criteria for location selection:

1. Cost of Doing Business
2. Ability to Recruit Qualified Workforce
3. Business Incentives
4. Access to Transportation/Infrastructure

Decision-Making Criteria	Percentage of Responses
Cost of Doing Business	16%
Ability to Recruit Qualified Workforce	15%
Business Incentives	13%
Access to Transportation/Infrastructure	11%
Quality of Life	7%
Excellent Real Estate Options	6%
Favorable Tax Climate	6%
Access to Customers	5%
Cost of Living	5%
Business Friendly Government	3%
Highly Ranked Schools	2%
How Saturated is Current Market	2%
Vibrant Downtown	1%
Weather	1%
Population Growth	1%
Unemployment	1%

# 2011 Study Among National Site Selectors

Site selectors are looking for the following information on an ED website:

1. Incentives
2. Tax Information
3. Area Maps

Data	Percentage who utilize this data
Incentives	86%
Tax Information	71%
Area Maps	57%
Property Search & Information	43%
Industry-specific Information	43%
Top/Current Companies in Region	43%
Workforce Availability/Cost	43%
City Comparison Data	29%
Demographics	29%
Local Government Info	14%
Transportation & Infrastructure	14%



# 2011 Study Among National Site Selectors

## **Open-ended Question:**

How can the Greater Phoenix Economic Council website better support your site-selection needs in the future?

## **A Few Site Selector Answers:**

“Form a data center-specific website”

“Make data easy to find”

“Provide community-specific info that I can’t get from federal or state statistics”



# How Data Dashboard Will Be Utilized by Core Depts

Business Development	Research	Marketing	Stakeholders/Other
Meetings with Prospects/Executives	Emerging Technology/ Innovation platform	Email marketing to Prospects/ Executives/ Specialized lists	Portal for each MAG/GPEC community to utilize
Meetings with Site Selectors, Brokers, etc.	Competitiveness programs with communities	Email marketing to Site Selectors, Brokers	Legislative officials to access current data
Speaking Engagements	Regional competitive landscape	Media coverage/trends	Local businesses/workforce to gather info
Sun Corridor Partnership	One-stop-shop for all current data, support BD activity	Business Development and CEO presentations	Out-of-state workforce/new resident resources
Specific Strategies – California, International	Specific project analysis	Integration with gpec.org and industry microsites	Staff resource for material development

# Frequency of Touch Among Sales Channels

<b>Audience – Business Development</b>	<b>FY12 Projected Frequency</b>
Site-selection Consultants	110 in-person meetings/yr
Domestic Missions	18
International Missions	4
Local Brokers	107 in-person meetings/bi-monthly
Prospects/Executives (outside missions)	84/yr
<b>Audience – Marketing</b>	<b>FY12 Projected Frequency</b>
Site-selection Consultants	Bi-monthly communication
Local Brokers	Monthly communication
Pipeline/Leads	Monthly/beginning Q3
International	Monthly/beginning Q3
Renewable	Monthly/beginning Q3
California	Monthly/beginning Q3

# QUESTIONS?

## Thank You for Your Time

**602.256.7700**

**[www.gpec.org](http://www.gpec.org)**



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**Greater Phoenix Economic Council (Groups)**



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