



In order for an organization to be effective in both internal and external initiatives, it is important to develop and maintain a set of community, county and regional information that is used in decision-making, prospecting, prospect responses, small business development, marketing outreach, measurability of initiatives and more. These records should be updated on a regular basis and be stored in a location that allows them to be accessed quickly, digitally and in a professional reporting manner. Building the files initially may seem daunting, but once they are set-up, it is very easy to update and maintain them.

Suggested Economic Development Files to Develop and Maintain

- Workforce Availability Numbers for City, County and Region
- Job Skills required in Existing Businesses
- Classes provided locally or regionally that are considered job skills
- Average Number of High School Graduates
- List of schools, colleges, technical schools, education programs and higher education within 150 miles
- Available Housing and average cost per size (listing specific types)
- List of Local and Regional Realtors and Brokers
- List of available Commercial Property (with condition, owner/realtor, price, etc.)
- List of available greenfield sites (with condition, utilities, owner/realtor, price, etc.)
- List of available downtown/retail sites (with condition, owner/realtor, price, etc.)
- List of existing businesses located in the city & county, along with status, owner and type
- List of target industries (by NAICS Code)
- List of local skills utilized or needed (by workforce category)
- List local, county and regional transportation options (highways, rail and air)
- List of local, regional, state and federal elected officials who represent your city, county, region and state
- List of potential incentives (internal document)
- List of available programs & incentives (external document)
- List of monthly sales tax revenues and allocations
- List mileage distance to pertinent benchmarks within the city and county
- Number of water hook-ups and planning & zoning policies
- Estimated traffic numbers on major intersections and roadways
- List of all utility providers the serve the region and their contact information
- List of all major events (dates and locations) that are offered in the region
- List the contact information of all EDC's from a designated region for the sharing of information and collaboration
- List of local and regional civic groups with contact information
- List all local, regional and state media outlets for press releases, editorials etc. with contact information
- Contact information for representatives from important state and federal agencies (EDA, USDA, SBA, Governor's Office, Dept. of Transportation, Workforce Commission, Dept. of Tourism, etc.)
- Archive all outgoing marketing
- Archive all request for Information (RFI's) from local or outside sources
- Maintain all pertinent records for banking, employee, land contracts and economic development financial obligations
- Maintain all meeting agendas, minutes and subsequent actions taken by the EDC or appropriate organization
- Maintain Cost of Living Reports along with comparisons of cities within 60-75 miles
- Maintain analytical results from all social media, digital and traditional marketing campaigns
- Maintain a list of all who have requested information about your community and document the follow-up taken
- Maintain files of all outgoing proposals & follow-up
- Maintain files of all videos...when they were taken, who edited them, how they have been used, etc.
- Maintain files of all mentions of your city by outside sources (reports, blogs, podcasts, social media, etc.)
- Maintain a file of certifications received by the EDC team, Board Members & local elected officials on pertinent topics
- Maintain files of various maps and graphics to be used in presentations and proposals
- Maintain files filled with local industry testimonies, relocated citizen testimonies, small business testimonies, young people testimonies, etc.
- Maintain files for all grants, foundations and agencies who are a potential fit for your objectives
- Entrepreneur Packet that includes potential funding sources, marketing resources, renovation assistance, incentives info, SBDC contacts, etc.
- Maintain CONFIDENTIAL records on all prospects, clients, businesses, etc. who have requested or received incentives or assistance from the EDC
- Maintain the job count of all companies who received assistance from the EDC
- and more....

