



ATLAS ADVERTISING

# **Duke Energy: The Package They Can't Wait to Open**



# About Atlas



Atlas helps economic developers reach national and international prospect and site selection audiences.

Atlas Advertising is led by a former economic development practitioner and has worked with 70+ different economic development clients in nearly 40 US states and 6 countries. Our approach and experience means that our campaigns generate an average of three to ten times the response of other campaigns.

## Featured clients:

- Indy Partnership
- Muncie – Delaware County Economic Development Alliance
- Hoosier Energy
- Economic Development Coalition of Southwest Indiana
- State of Ohio
- Charleston County, South Carolina

# Continue the dialogue with Atlas



- Continue the Conversation:
  - Follow us on Twitter: [www.twitter.com/AtlasAd](http://www.twitter.com/AtlasAd)
  - Tweet questions using hashtag **#AskAtlas**
- Join the community of innovative economic development marketers
  - Join our Next Gen Economic Development Marketers LinkedIn Group

# How data can inform the discussion

# What matters in prospect response:



- Speed of service
- Completeness of response
- Personalization/customization

# What one site selector says she can't find anywhere else



- Contact information
- Incentive programs
- Tax rates
- Recent announcements
- Industry-targeted info
- Map of your territory
- Largest employers
- Area colleges and universities



Tracey Hyatt-Bosman

1. Based in Chicago, IL
2. Former economic developer
3. Specializes in renewable energy and data centers

Director of Grubb & Ellis  
Strategic Consulting Group

[Tracey.Bosman@Grubb-Ellis.com](mailto:Tracey.Bosman@Grubb-Ellis.com)

Please rate the following in terms of their importance as a source of information:



<b>Information Source</b>	<b><u>% Important,</u> <u>2011</u></b>	<b><u>% Important,</u> <u>2006</u></b>
Site visits (including familiarization tours)	100%	100%
Existing relationships with ED officials	95%	88%
Community websites	90%	63%
Third party national data sources	90%	n/a
Past experience with other deals	81%	71%
Word of mouth from peers	57%	43%
Calls from local officials	48%	29%
Existing relationships with local real estate community	38%	29%
National conferences	29%	0%
Trade magazines	29%	14%
Social Media/Social Networks	24%	n/a

# 2011: Access to Customers, Incentives, Proximity to Univ., Access to Workforce Lead the “Fastest Growing” Factors List



	2011	2006	% difference
Access to customers (large markets)	95%	69%	26%
Financial incentives from communities	95%	69%	26%
Proximity to a research university	67%	43%	24%
Access to technical/scientific workers	90%	70%	20%
Quality or fit of specific real estate	90%	75%	15%
Access to transportation infrastructure	90%	76%	14%
Pro-business tax-regulatory climate	95%	83%	12%
Access to senior management talent	76%	64%	12%
Quality of life for employees	62%	60%	2%
Ability to recruit workforce	95%	96%	-1%
A rapidly growing region	57%	60%	-3%
Access to cultural amenities	43%	49%	-6%
Access to outdoor recreation	10%	38%	-28%
Climate (weather)	29%	58%	-29%

# Top 10 pages used nationally on ED websites



1. About Us (about the organization)
2. Programs (that the organization offers)
3. Data Center
4. News
5. Relocate and Expand
6. Find Property
7. Site Selection Services
8. Workforce data and Information
9. Database of Companies or Largest Employers
10. Maps of the Area

# How companies and economic developers can work together

## COMPANY ACTIONS

## ED ACTIONS

Consistent business evaluation  
and assessment



Familiarization tours,  
email, public relations

Formulating Objectives /  
Defining search area



Relevant branding that gets  
you on the list

Evaluating  
Locations



Websites and search marketing  
that connect and educate

Field  
Visitations



Professional site visits and  
answering when called

Selecting a Community



Engaging the  
business community

Implementation



Assisting with permitting,  
introductions, liaison services

So what about the packaging?

# Speed: Start with Self Service: Data Cart/Proposal Builder on your website



- FOR SITE SELECTORS
- REGIONAL DATA
- BUSINESS CLUSTERS
- EXPAND & RELOCATE**
- LIVE & WORK
- INNOVATION WORKS
- MMTC-WEST SERVICES
- ABOUT THE RIGHT PLACE

- EXPLORE: EXPAND & RELOCATE**
- News and Success Stories
- Incentives and Financing
- Available Properties
- Location Services
- Workforce Profile
- Training and Research
- Infrastructure/Utilities
- Cost of Doing Business
- Local Companies
- Map Room
- Business Links
- Our Team

## Gain the Advantage in West Michigan

Conveniently located between Chicago and Detroit on Michigan's western shoreline, West Michigan is a center for manufacturing excellence, life science discovery, and technological innovation. Just one look at the numbers and you'll see why this is where companies thrive:

- Nearly 700,000 highly skilled workers, one-third of whom have a college degree
- More than 75,000 students enrolled at 24 local colleges and universities
- Michigan's second-largest airport with 120 daily, non-stop flights to 20 major markets
- Less than 8 hours from major Midwest, East Coast and Canadian markets
- An extensive supply chain of more than 108,000 companies.

## Build your business where companies thrive

In the heart of the Midwest, Michigan's second-largest city is a center of innovation and discovery. With one of the highest concentrations of life-sciences development in the country, internationally recognized research, alternative energy development, sustainability leadership, and manufacturing prowess, West Michigan has attracted industry's best and brightest for decades.

The metropolitan center in a region of more than 1 million, Greater Grand Rapids is home to more than 90 international companies as well as four of Forbes Largest Private Companies. Amway, Steelcase, Herman Miller, Haworth, and BISSELL are just a few of the companies with global headquarters here.

## Where Innovation Lives

The region's vitality is due in large part to the capabilities of its companies and their extraordinary ability to integrate and commercialize new materials and technologies. Award-winning firms are expanding their design and development expertise to create new opportunities for themselves in life sciences, alternative energy, sustainability, aerospace and defense. Here you'll find:

**DATA CART**  
 [?] what is this?  
 3 items saved  
 ADD PAGE VIEW CART SHARE PAGE PRINT PAGE

**Data Cart: Build Your Custom File**

Use your My Files page to collect properties, companies and reports that you would like to keep in one place. To store a property or company, click on the "File it" button listed next to each listing. Reports that are generated are automatically saved to your file. Your file will be saved for seven days.

Your Saved Pages:

**Expand & Relocate**  
**Gain the Advantage in West Michigan**

Conveniently located between Chicago and Detroit on Michigan's western shoreline, West Michigan is a center for manufacturing excellence, life science discovery, and technological innovation. Just one look at the numbers and you'll see why this is where companies thrive:

- Nearly 700,000 highly skilled workers, one-third of whom have a college degree
- More than 75,000 students enrolled at 24 local colleges and universities
- Michigan's second-largest airport with 120 daily, non-stop flights to 20 major markets
- Less than 8 hours from major Midwest, East Coast and Canadian markets
- An extensive supply chain of more than 108,000 companies.

**Build your business where companies thrive**

In the heart of the Midwest, Michigan's second-largest city is a center of innovation and discovery. With one of the highest concentrations of life-sciences development in the country, internationally recognized research, alternative energy development, sustainability leadership, and manufacturing prowess, West Michigan has attracted industry's best and brightest for decades.

The metropolitan center in a region of more than 1 million, Greater Grand Rapids is home to more than 90 international companies as well as four of Forbes Largest Private Companies. Amway, Steelcase, Herman Miller, Haworth, and BISSELL are just a few of the companies with global headquarters here.

**GIS • STATIC • DATA**

- FIND PROPERTIES
- FIND COMPANIES
- FIND DATA

**THE RIGHT PLACE**

Sue Jackson, Vice President, Business Development  
 Direct: 616.771.0356 | sjackson@rightplace.org

George Borisk, Business Development Manager  
 Direct: 616.771.0336 | boriskg@rightplace.org

**Gain the Advantage in West Michigan**

Conveniently located between Chicago and Detroit on Michigan's western shoreline, West Michigan is a center for manufacturing excellence, life science discovery, and technological innovation. Just one look at the numbers and you'll see why this is where companies thrive:

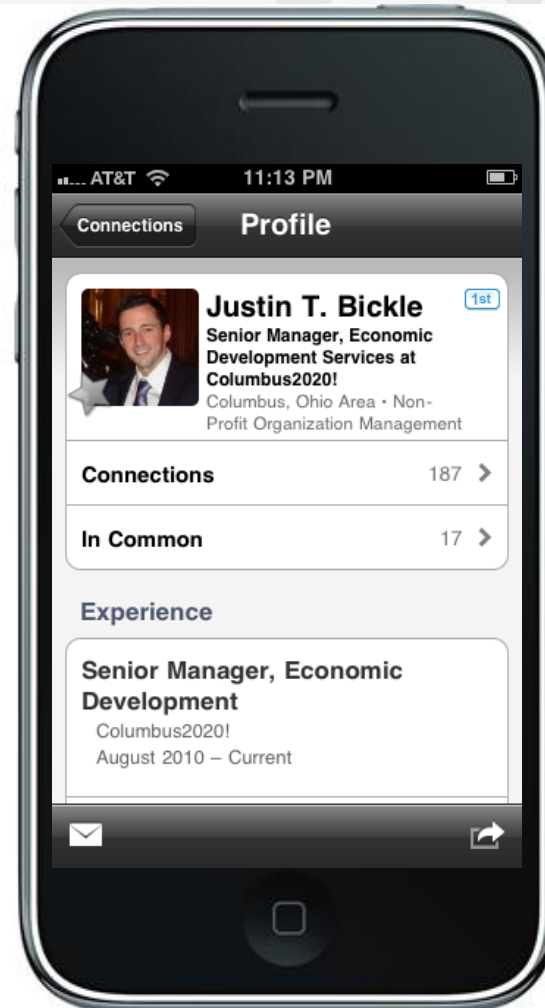
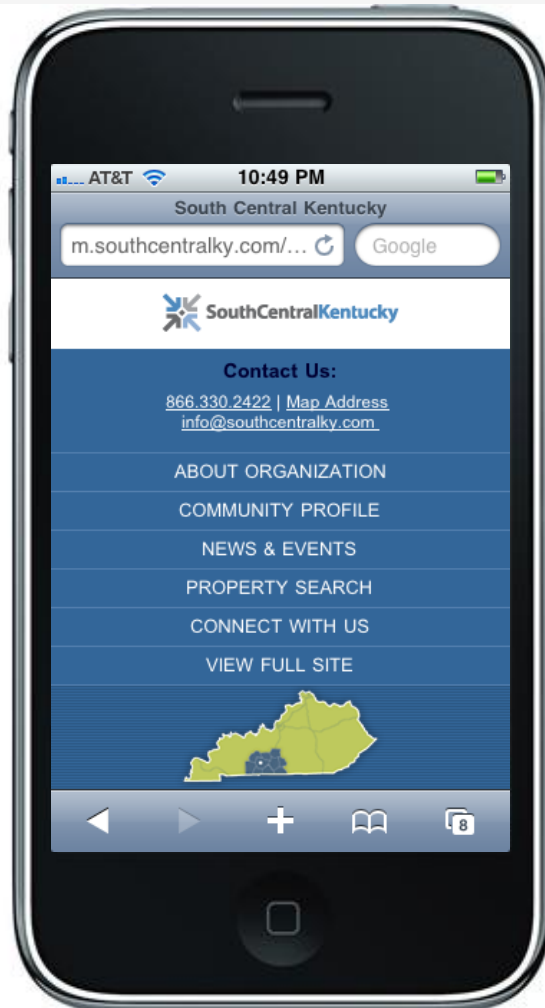
- Nearly 700,000 highly skilled workers, one-third of whom have a college degree
- More than 75,000 students enrolled at 24 local colleges and universities
- Michigan's second-largest airport with 120 daily, non-stop flights to 20 major markets
- Less than 8 hours from major Midwest, East Coast and Canadian markets
- An extensive supply chain of more than 108,000 companies.

**Build your business where companies thrive**

In the heart of the Midwest, Michigan's second-largest city is a center of innovation and discovery. With one of the highest concentrations of life-sciences development in the country, internationally recognized research, alternative energy development, sustainability leadership, and manufacturing prowess, West Michigan has attracted industry's best and brightest for decades.

The metropolitan center in a region of more than 1 million, Greater Grand Rapids is home to more than 90 international companies as well as four of Forbes Largest Private Companies. Amway, Steelcase, Herman Miller, Haworth, and BISSELL are just a few of the companies with global headquarters here.

# Speed: Make that content available through different platforms



# Completeness: Answer every question in the RFI:



- Contact information
- Incentive programs
- Tax rates
- Recent announcements
- Industry-targeted info
- Map of your territory
- Largest employers
- Area colleges and universities

# Customization/Personalization— you can submit personalized proposals online

A screenshot of a web browser window displaying a personalized website. The browser's address bar shows 'http://www.'. The page has a header with 'Make Indy your home' on the left and 'Download Full RFP Response' on the right. Below the header is a large light blue box containing the text 'Company Name / Logo'. A date 'March 28, 2010' is visible on the right side of the page. The main content area is divided into several sections: a left sidebar with navigation links, a 'Content 1' section with a video overview, a 'Submitted Properties' section with two property listings, a 'Video Widget' section with three video thumbnails, and a 'Top Data Downloads' section with a grid of download links. The 'indy' logo is visible in the bottom left corner of the page content.

File Edit View Favorites Tools Help

Address http://www.

Make Indy your home Download Full RFP Response

Company Name / Logo


March 28, 2010

**Why Indy**

- Talent
- Education
- Training
- Demographics
- Properties
- Inventives
- Taxes
- Real Estate
- Utilities


**Content 1**


**Indy Overview**

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis tu diam.


Watch David G. James, Lorem ipsum dolor sed >> [Watch Overview Video](#)


**Submitted Properties**


 12210 53rd. Avenue  
Lorem Ipsum Dolor 25,000 sq feet  
Ut eu tacti ad litora conubia ipsum dolor sed diam. Suspen disse vestibulum dignissim quam. por tun vitae leo augue nostra prion... [read more](#) [map this property](#)


 12210 53rd. Avenue  
Lorem Ipsum Dolor 25,000 sq feet  
Ut eu tacti ad litora conubia ipsum dolor sed diam. Suspen disse vestibulum dignissim quam. por tun vitae leo augue nostra prion... [read more](#) [map this property](#)

**Video Widget**

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo.


 Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo.

 Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.

**Top Data Downloads**

<b>PDF</b> Workforce 125KB	<b>PDF</b> Available Pro... 235KB
<b>PPT</b> Education 235KB	<b>PDF</b> Business Data 145KB
<b>XLS</b> Transportation 125KB	<b>PDF</b> Largest Emp... 115KB
<b>DOC</b> Property Tax 125KB	<b>PDF</b> Cultural Acti... 235KB



# Contact Atlas



## Contact information:

2601 Blake Street, Suite 301

Denver, CO 80205

Contact: Ben Wright

t: 303.292.3300 x 210

[benw@Atlas-Advertising.com](mailto:benw@Atlas-Advertising.com)

[www.Atlas-Advertising.com](http://www.Atlas-Advertising.com)

[LinkedIn Profile](#) | [LinkedIn Group](#) | [Twitter](#) | [Blog](#) | [Slidespace](#)