WHY IT MATTERS TO THE LOCAL ECONOMY

Today’s businesses can locate anywhere – but they’ll only come to your community if they know about it, and if the community has what they need.

MARKETING AND BUSINESS ATTRACTION

ATTRACTION NEW BUSINESSES TO A COMMUNITY REQUIRES...

• Knowing the community’s assets and strengths (infrastructure, living costs, tax rates, etc.)
• Knowing what industries are the best prospects for the community
• Crafting a community’s marketing message and providing accurate information to potential investors

HOW DOES MARKETING AND BUSINESS ATTRACTION BENEFIT A COMMUNITY?

• Builds and diversifies the local economy with new firms
• Brings in new investment and revenues, expanding the tax base
• Increases the number and type of jobs available to residents
• Spurs investment in community assets, improving the quality of life

Marketing and business attraction is about more than just selling business sites, or attracting businesses – it’s a means of promoting the community as a viable location for economic activity.

There are likely dozens, if not hundreds, of other communities competing for any one new business investment. To attract new businesses, a community must target its marketing and attraction efforts based on what is available to meet the client’s needs.