



GLOBAL

INVESTMENT ATTRACTION GROUP

CEDS

**COMPREHENSIVE ECONOMIC
DEVELOPMENT STRATEGY**

**PROPOSAL
2024**



If you are vested with promoting economic growth and development in a small town or a rural community and are looking for ways to strengthen the economy, provide a better quality of life, and build on local assets, we can help you with a comprehensive economic development strategy (CEDS).

QUALITY OF PLACE

Quality of Place has become the Cornerstone of Economic Development: It is a virtuous circle. Talented workers want to live in safe, engaging, attractive communities; quality of place also reduces brain drain because your high school and college grads are more likely to stay in the community, but they need jobs.

Corporate Site Selectors recognize that talented workers want to live in safe, engaging, attractive communities; therefore, they seek communities that have quality of place and, in turn, create the jobs needed to reduce brain drain.

REMOTE WORK & WORKFORCE TRAINING

Being able to work where you want creates a cause-and-effect, meaning those that are seeking affordable housing, moving closer to their parents, or simply looking for a better place to raise a family can do so, which creates an opportunity for rural communities to attract talented workers.

Workforce quality is paramount to core economic development interests such as business attraction, retention, and expansion. 95% of executives rate the availability of skilled labor as “very important” or “important” to their investment location decision. In addition, corporate site selectors need to know about your workforce; what's the skillset?

SMART GROWTH STRATEGIES

for rural communities



Rural areas offer a slower pace of life, which appeals to many young people in their 20s and 30s who are starting families and seeking affordable housing. Low housing prices, sound school systems, and friendly neighbors make small-town living an appealing option for young people.

Remote Work Has Radically Changed the Economy – and it's Here to Stay: Hybrid work is a flexible working model in which employees work partly in the physical workplace and partly remotely—at home or from another workspace. This enables companies to have smaller offices, creating a virtuous circle in which companies seek reduced costs and talented workers; talented workers seek small-town living.

By locating a smaller office in a rural community, companies can have the best of both worlds: lower operating costs and talented workers.

People and businesses leave urban areas and states like California, New York, and Illinois. We can reach out to companies in urban areas near you and across the US and deliver your message highlighting your community's advantages.

OUR SERVICES

STRATEGIC PLANNING

Strategic planning will clarify the process of building a local foundation for economic development. To succeed in these economic development efforts, a community must know where it wants to go and how it should get there. A strategy is simply a plan or a road map showing how to get there.

A community with a strategy will be inherently more likely to succeed and appear more attractive to potential businesses and industries than a community without a plan.

We can provide a needs assessment to collect information that provides a complete picture of your community's needs and existing resources through our "Boots on the Ground" site visits to take an in-depth look at your community to assess areas of opportunity, determine assets, and skills analysis and develop the most strategic program to attract investment.



STRENGTH

WEAKNESS

OPPORTUNITY

THREAT

SWOT ANALYSIS

You Need to know your organization's strengths, weaknesses, opportunities, and threats (SWOT). It helps you to build on what you do well and to address what you're lacking so you can have the greatest possible advantage for success.



ECONOMIC DEVELOPMENT WEBSITE

The Internet has become an essential part of how people make decisions, which is why a website presence is rated as the most effective marketing technique. Corporate site selectors and talented workers search the internet when seeking a new location, which means your website is the digital front door to your community.

A stand-alone economic development website is a “Must Have” to tell your story. To create a positive and effective experience, our team can create a welcoming website that accurately represents your community. The website will be visually appealing, work well, and have the information corporate decision-makers are searching for within three clicks or less.

TARGET INDUSTRY STUDY

A target industry study will tell you what industries you need to focus on so you don't waste time and money targeting industries that are highly unlikely to locate in your region.





LEAD GENERATION

In today's digital age, lead generation has emerged as the simplest, most intelligent, and cost-efficient method to connect with high-potential prospects. You can access this solution from the comfort of your desk while we handle the legwork and provide you with qualified leads.

Our attraction strategy includes engaging with and cultivating relationships with corporate location decision-makers and C-suite business executives in foreign and domestic companies to increase their awareness of your location.

The above describes our methodology, our services, and the important issues that need to be addressed. Price will be determined by the services that the community determines are necessary.

THANK YOU

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