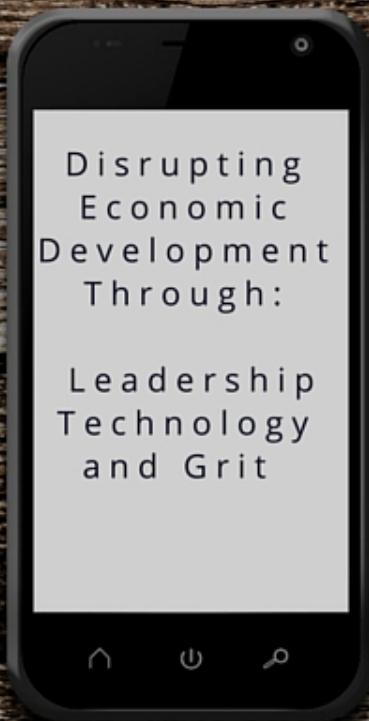


01

Innovate Like Apple

"Innovation distinguishes between a leader and a follower."



PRESENTED BY:
ATLAS ADVERTISING

Outline

1. What can we learn about leadership from Apple?
2. What does innovation for economic development mean?
3. 5 innovative ideas for your economic development organization right now
4. How one community worked to keep a tech company
5. How apps have changed Apple
6. How apps can change economic development



What We Can Learn About Leadership from Apple

Guided by simplicity

Fearless leadership

Focus on few products



Guided by Simplicity

Sun Corridor's Purpose:

Maximize economic opportunities for Southern Arizona.



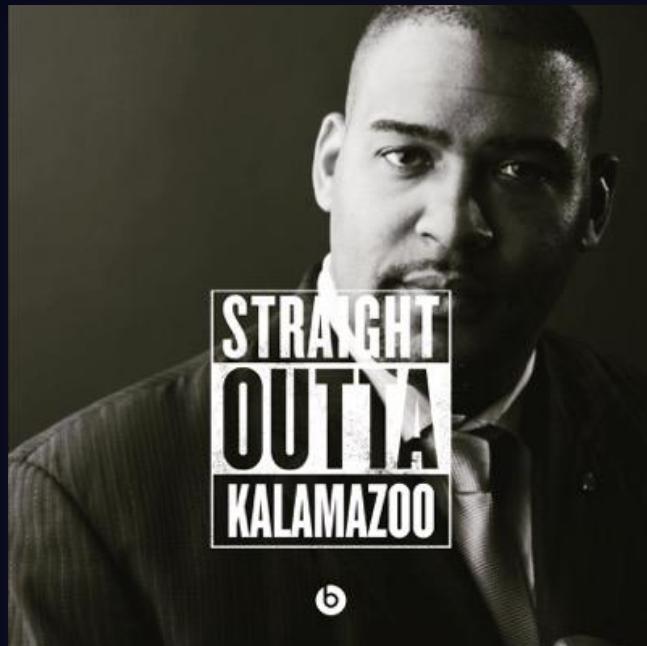
What They Will Do:

1. Lead the growth of Southern Arizona's economy
2. Grow bi-national commerce with Mexico
3. Provide expertise on current/future talent demands

President & CEO,
Sun Corridor Inc.



Fearless Leadership



<https://twitter.com/timterrentine>

“Economic developers have the capacity to elevate purpose over personal ego. When we put the greater long-term good over our short-term agendas, we can overcome any challenge and face any problem we put our minds and resources toward.”

Tim Terrentine,

Executive Vice President / Southwest Michigan First, Managing Director, C2 Consulting



Focus on Few Products

What type of EDO are you?

Deal focused

Marketing/promotion focused

Retention/entrepreneurship focused

Infrastructure/workforce focused

Policy focused

What type of company is Apple?



"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

- Steve Jobs



Defining Innovation for EDOs

“Innovation in economic development is about responding to change in an economy that is always changing to create new value for a community. It is a tool for creating a significant (positive) difference in a community through activities that solve problems and drive economic wealth and vitality.”

-Atlas Advertising



INNOVATIVE IDEAS FOR ECONOMIC DEVELOPMENT

"INNOVATION DISTINGUISHES
BETWEEN A LEADER AND A FOLLOWER."

.....

BY ATLAS ADVERTISING

01

Innovate Like Apple

Understand the impact your EDO made last year, and benchmark that impact.

How Does Your EDO Impact Your Economy?

Every \$1
invested

will stimulate

\$50 in
new payroll

Every \$1
invested

will stimulate

\$100 in
increased
gross regional
product

Benchmark Your Community Using Atlas' High Performance Economic Development

1. Take the survey [here](#)
2. View your report online [here](#)

Request a Proposal

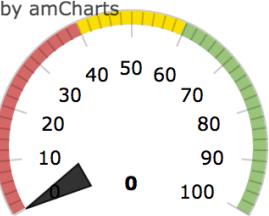
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 **ATLAS**

ABOUT SERVICES **ECONOMIC DEVELOPMENT** REAL ESTATE/TOURISM RESOURCES CONTACT US

Website Visits

JS chart by amCharts

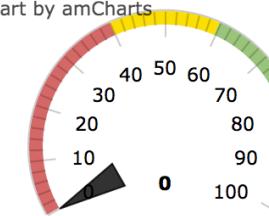


My Community Average

0 0

Conversations

JS chart by amCharts

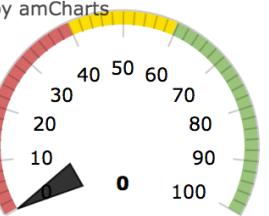


My Community Average

0 0

Jobs

JS chart by amCharts

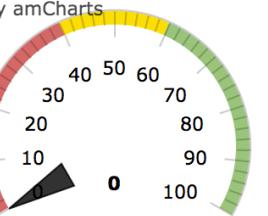


My Community Average

0 0

Capital Investment

JS chart by amCharts



My Community Create Custom Benchmarks

0 0

Averages based on organizations with X (pop range, staff range, budget) within X geography in X year. To change this criteria, click on the "create custom benchmarks" button in the upper right.

How Does Apple Benchmark Itself?



02

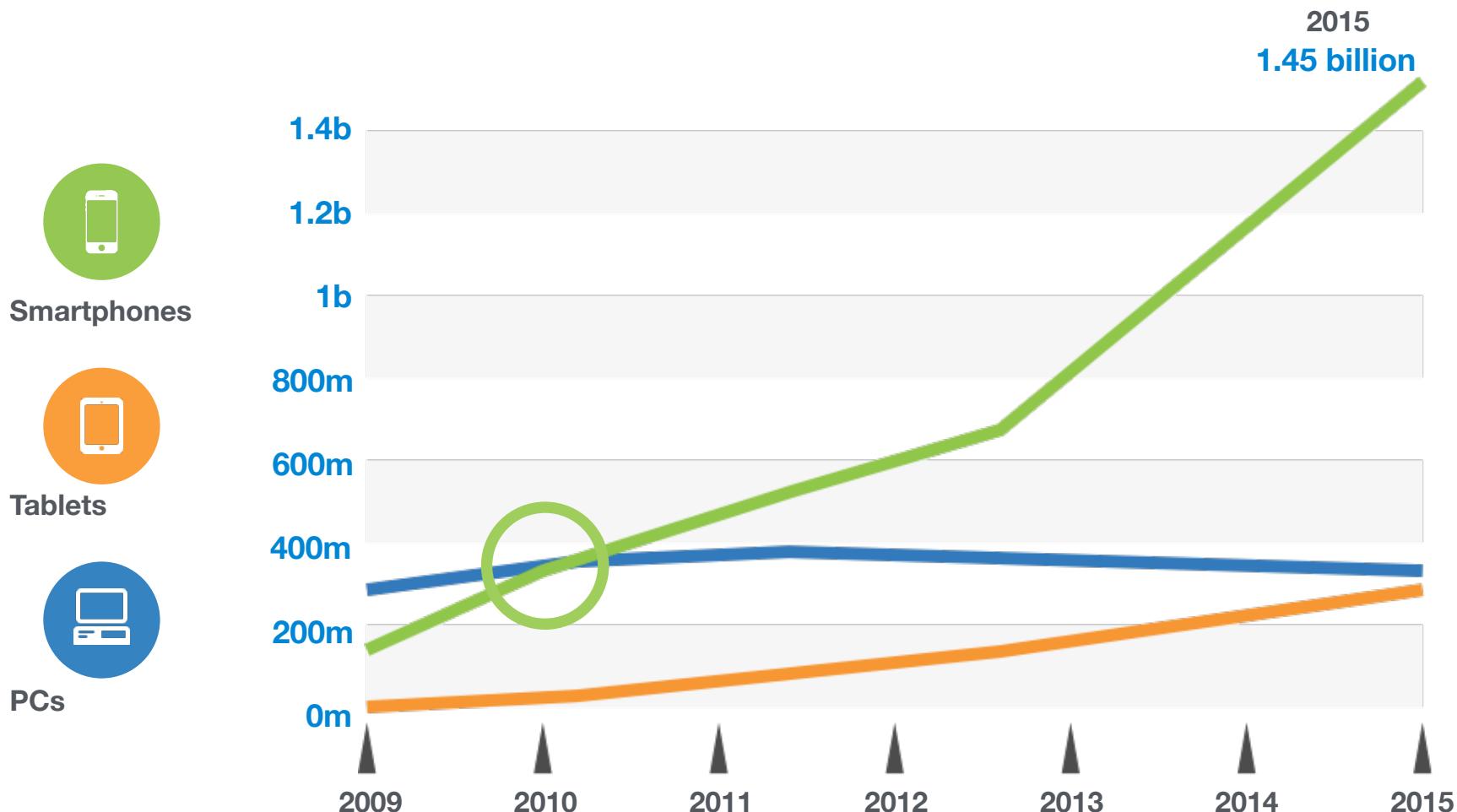
Innovate Like Apple

Build a Community. Online.

Apple's digital ecosystem



Shift



Economic development's digital ecosystem

Creating compelling, purposeful **Digital Content** (through a targeted set of tools) coordinated to drive traffic, develop new leads and convert them when ready.



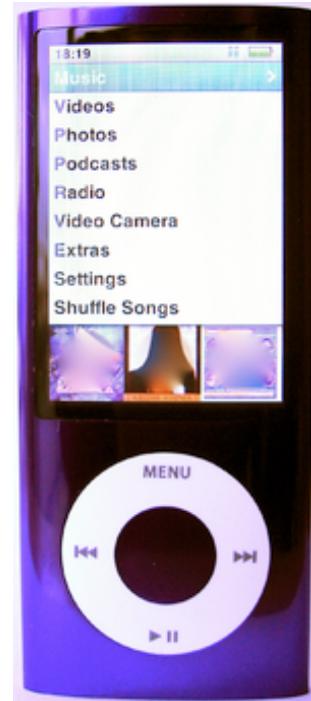
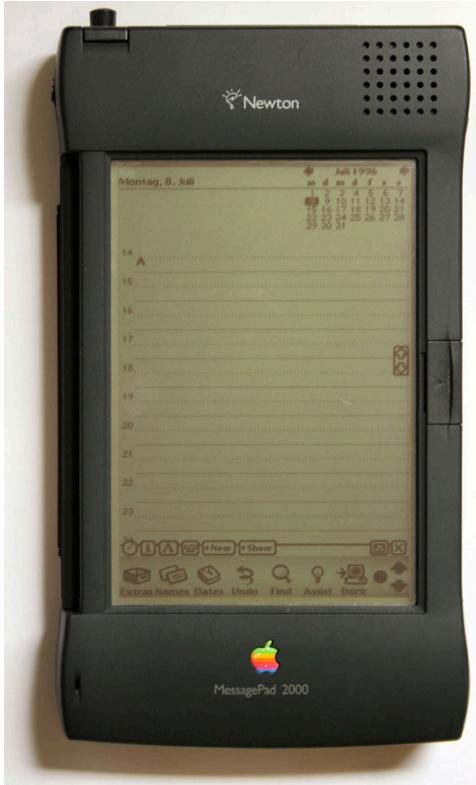
03

Innovate Like Apple

Stop doing 10% of what you did
last year. Every year.

What do these products have in common?

They are all products that Apple has decided to discontinue.

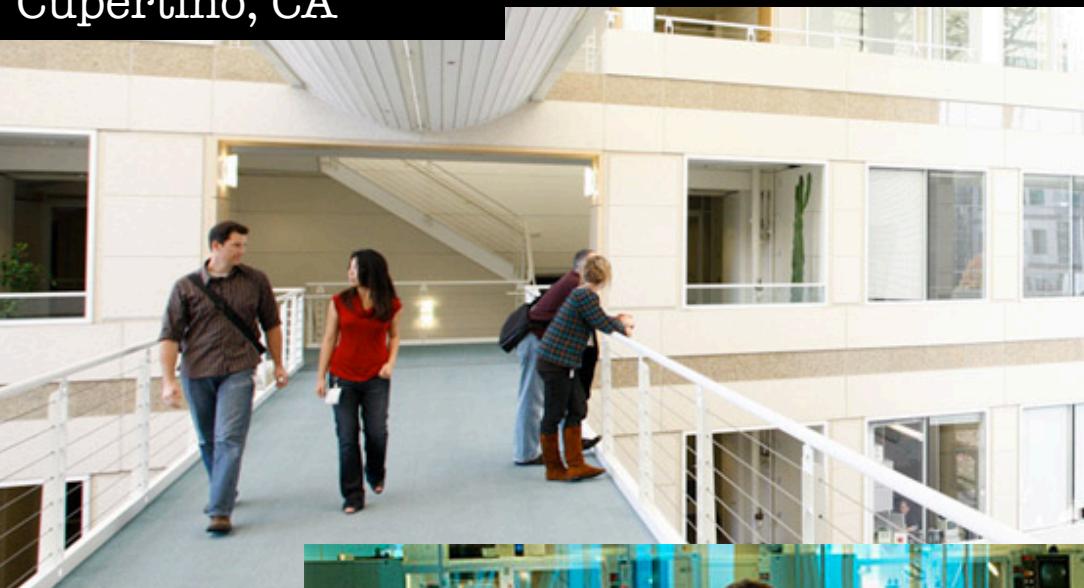


04

Innovate Like Apple

Turn your workspace into an environment for economic development inspiration.

Apple Headquarters Cupertino, CA



Southwest Michigan First: Kalamazoo Michigan

southwest michigan first

1 2 3 4 5 6 7 8 9 10 H R E

HOME
INTERNAL
ANNUAL GOALS

GOAL 700	GOAL 200	GOAL 225 115	GOAL 70	GOAL 1,000	GOAL 900	GOAL 8,000	GOAL 40,000	GOAL 7 3 1	GOAL 85%	GOAL 85%	GOAL 85%	GOAL 85%
CURRENT 616	CURRENT 175	CURRENT 166 78	CURRENT 46	CURRENT 1,652 2,478	CURRENT 942	CURRENT 634	CURRENT 36,374	CURRENT 8 2 2	CURRENT 84%	CURRENT 92%	CURRENT 82%	CURRENT

AWAY
REGIONAL
2022 GOALS

GOAL 5.2% Employment	GOAL \$50,000 FTE	GOAL 500 New & Retained Companies	GOAL 47,767 New Jobs	GOAL \$62,500 Business Income	GOAL 8 Urban Anchor Projects	GOAL \$200,000,000 Urban New Investment	GOAL 2,000 Annual Internships	GOAL Top 100 in U.S. for Number of College Grad Citizens	GOAL Low Cost (Taxes) per Citizen versus Peers	GOAL Surplus Surplus/Deficit per Citizen	GOAL Most Robust Region in the U.S.	OUR WHY The greatest force for positive change is a job.
CURRENT 5.5%	CURRENT 778,106	CURRENT 101	CURRENT 21,118	CURRENT \$42,513	CURRENT 2	CURRENT \$30,500,000	CURRENT 41	CURRENT #206	CURRENT \$1,272	CURRENT +\$84	CURRENT	

Atlas Headquarters: Denver, CO



05

Innovate Like Apple

Leverage 3 new technologies
that you weren't familiar with
before.

Unroll Me: Unsubscribe with one click.



LeadIQ: Digital Business Intelligence for EDOs

LeadIQ is a lead generation software plugin to your website that tells you, for **10 to 15 %** of your users:

- Which company came to your website
- What they did
- What they searched for
- What properties they viewed
- What kind of properties or companies they searched for
- And how to contact them
- [**Learn More**](#)

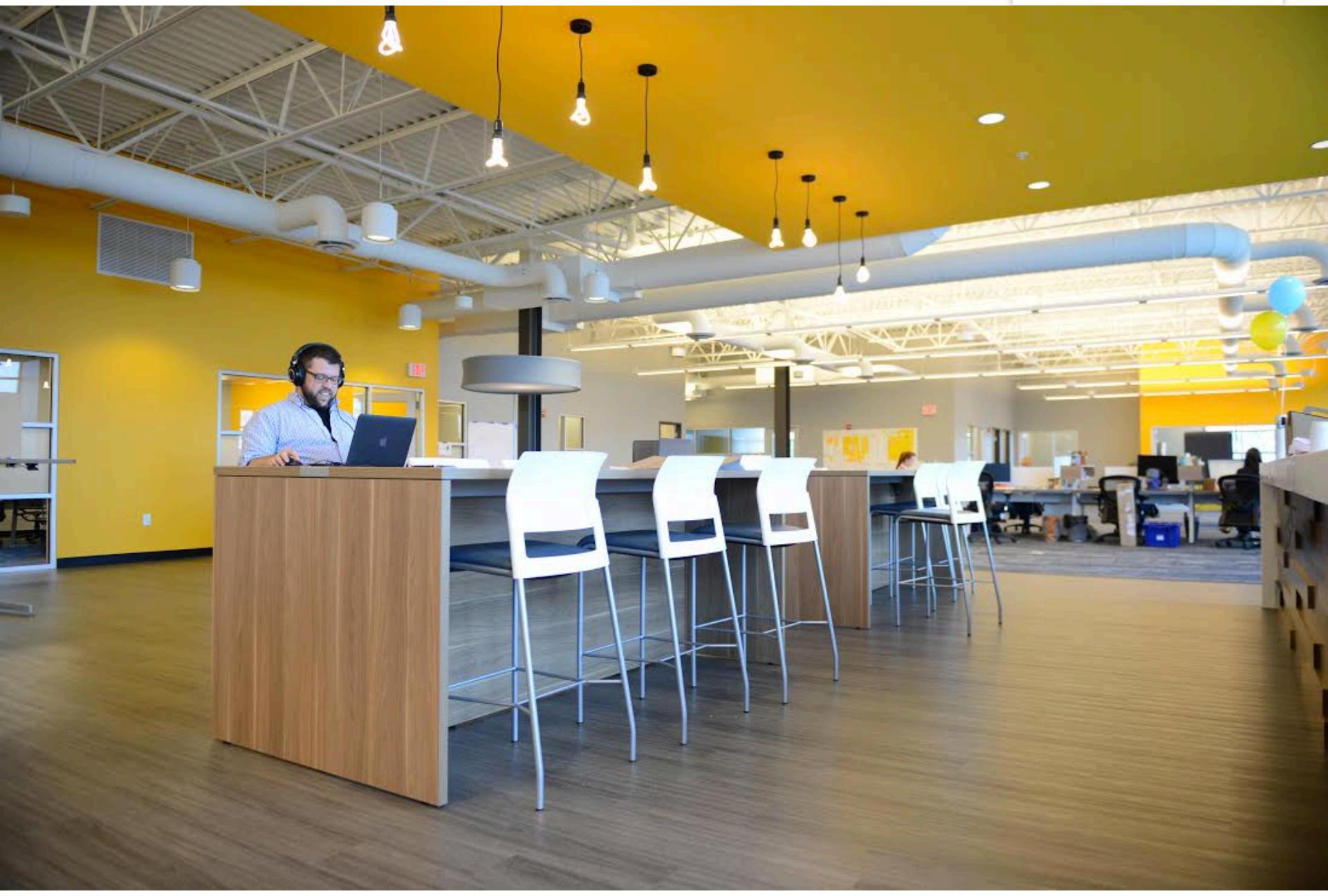


How one community worked to keep a tech company

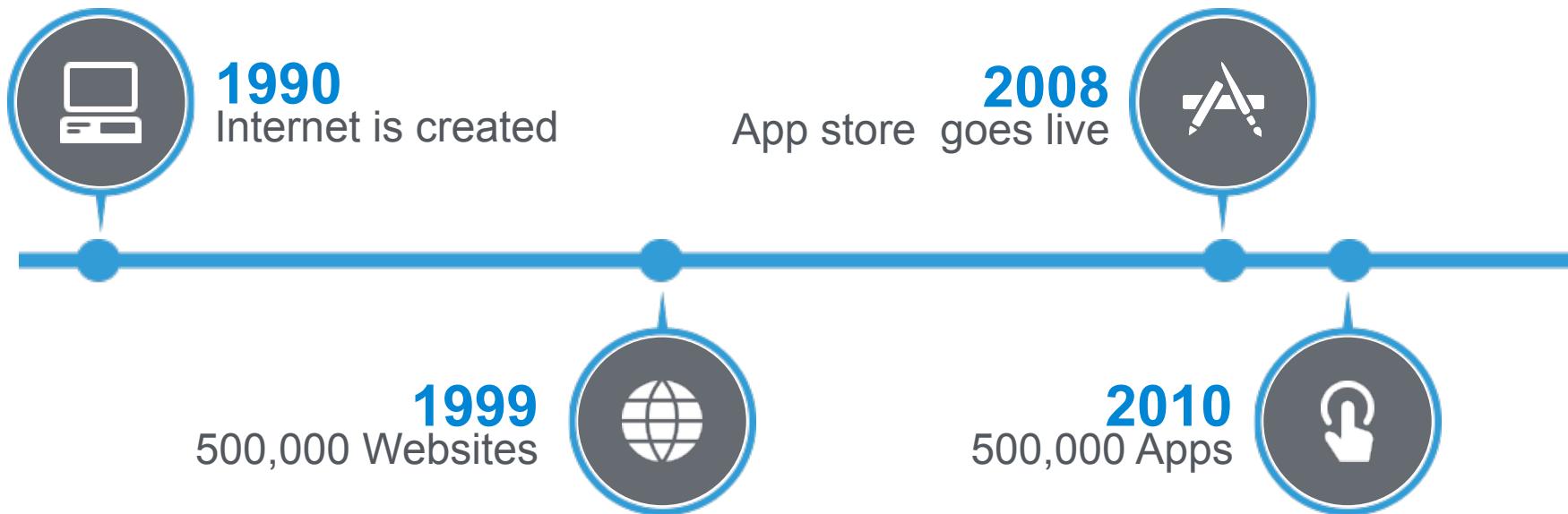


3 YEARS AGO





Why Are We Here?



By the Numbers

3 hrs
40 min

spent on mobile devices per day

89%

of that time is in apps

62%

of all Apple revenue comes from the iPhone

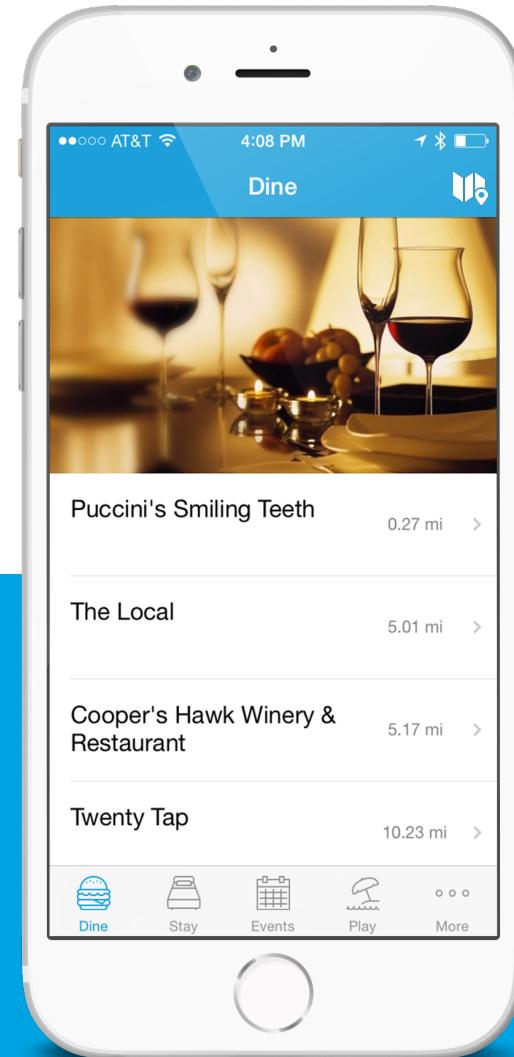
Role of a Mobile App Engagement



Showcase your city



Increase Local
Engagement



Push Notifications



Save Printing Costs

One Mobile Tool



Email database meets business directory meets community guide

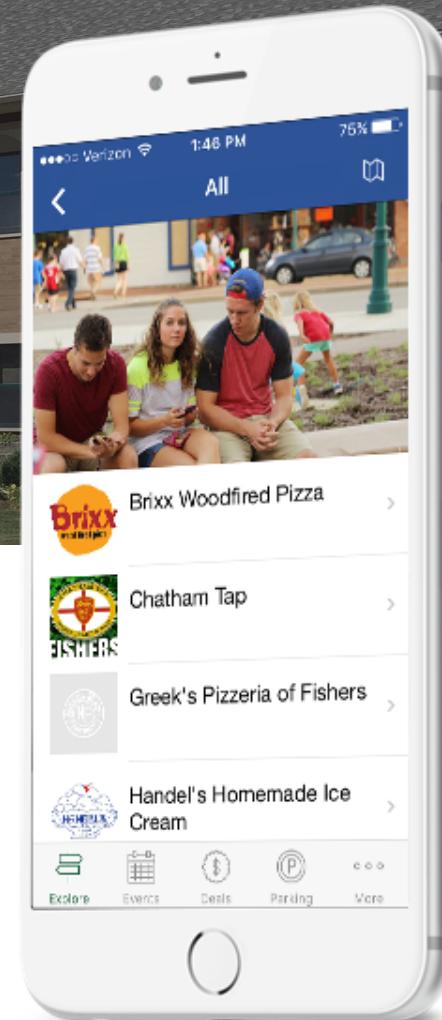
How apps have changed Economic Development

Increase Local Engagement

Nickel Plate District - Fishers, IN

Results:

- 25% YOY increase in concert series attendance
- 50% increase in daily active users
- Promote thriving downtown
- Reduced additional expenses



02

Innovate Like Apple



PART 2:
Disrupting
Economic
Development
Through:

Leadership
Technology and
Grit



A black and white close-up photograph of Steve Jobs. He is looking slightly to the right of the camera with a thoughtful expression. He has dark hair, a full beard, and is wearing a pair of round-rimmed glasses. The lighting is dramatic, highlighting his features against a dark background.

BECAUSE THE
PEOPLE WHO
ARE CRAZY
ENOUGH TO
THINK THEY CAN
CHANGE THE
WORLD ARE THE
ONES WHO DO.

-STEVE JOBS

Thank you!

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