



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Economic Development Website of the Future

Tips For a Course Correction

09.06.18



Introducing Your Website Peers and Seers



Susan Brake
Vice President,
DCI



Lisa Corcoran
Vice President,
Calgary Economic Dev

WHERE IS CALGARY?



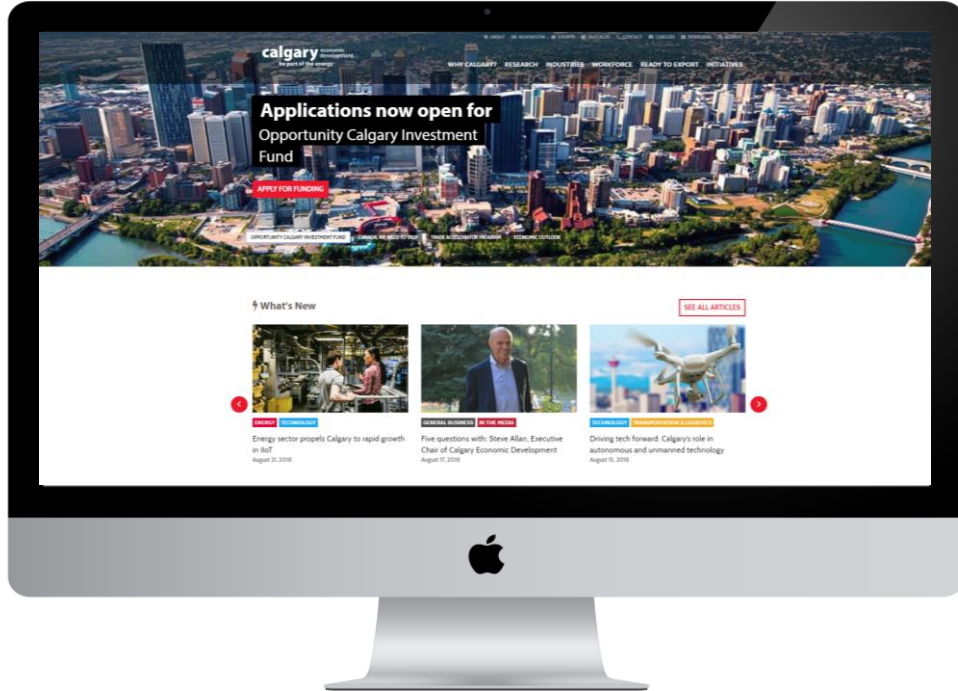


An aerial photograph of Calgary, Alberta, Canada, taken during the "golden hour" of sunset. The city's skyline is visible, with numerous high-rise buildings and residential towers. In the foreground, a large, lush green park (likely Inglewood Park) is shown, with a red pedestrian bridge crossing a river or lake. The background features the rugged, snow-capped peaks of the Rocky Mountains under a warm, orange-hued sky. The overall scene conveys a sense of urban development and natural beauty.

Calgary Economic Development is in the business of facilitating prosperity.

We work to make Calgary the city of choice in Canada for the world's best entrepreneurs as we embrace innovation and create solutions to meet the world's greatest needs – food, health, energy and transportation.

calgary economic
development
be part of the energy™



2 main websites for business & talent attraction

- CalgaryEconomicDevelopment.com
- LifeinCalgary.ca

Landing sites for campaigns

- BePartoftheEnergy.ca
- WishYouWereHereCalgary.com

Program specific sites

- CalgaryFilmCentre.com
- CareersinCalgary.ca

**58
YEARS**

SPECIALIZING

IN

**ECONOMIC
DEVELOPMENT**

&

**TOURISM
MARKETING**

500+
represented
places

cities
states
regions
countries

4 OFFICES

NEW YORK



LOS ANGELES



DENVER

TORONTO



60

MARKETERS

WITH A PASSION FOR
PLACES



Our Clients

We have collaborated with a wide range of economic development and chamber organizations to custom-tailor their websites to focus on driving investment, increasing workforce interest and building brand adoption.

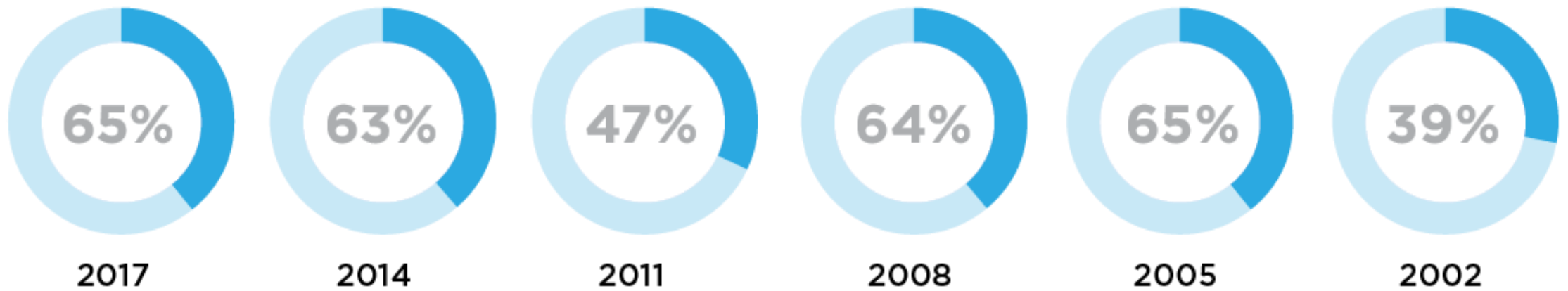


The Web and Site Selection

A large, bold, yellow letter 'Q' is positioned on the left side of the slide, set against a dark blue vertical background bar.

**What is the likelihood that you will
visit an economic development
organization's website during your
next site location search?**

LIKELIHOOD OF VISITING AN ED ORGANIZATIONS' WEBSITE DURING NEXT SITE SEARCH (RESPONSE OVER TIME)



The Economic Development Website of the Past



They are Generic



They are Built on Outdated Frameworks



They are Withholding



They Target the Wrong Audience



They Report Vanity Metrics

How Does Your Website Stack Up

Oh....man, all five of those described our website, I'm currently overwhelmed and sitting in a corner crying.

Eh...maybe one or two of those described our website, but overall we think a few minor tweaks will help.

Dudes....we're perfect, light years ahead. Going to sign off this webinar for now. Peace out!

The Economic Development Website of the Future



They Include the Basics



Incentive information



Demographic information



Searchable database of available buildings and sites



Workforce statistics



Comparisons to competitor locations



Major employer list

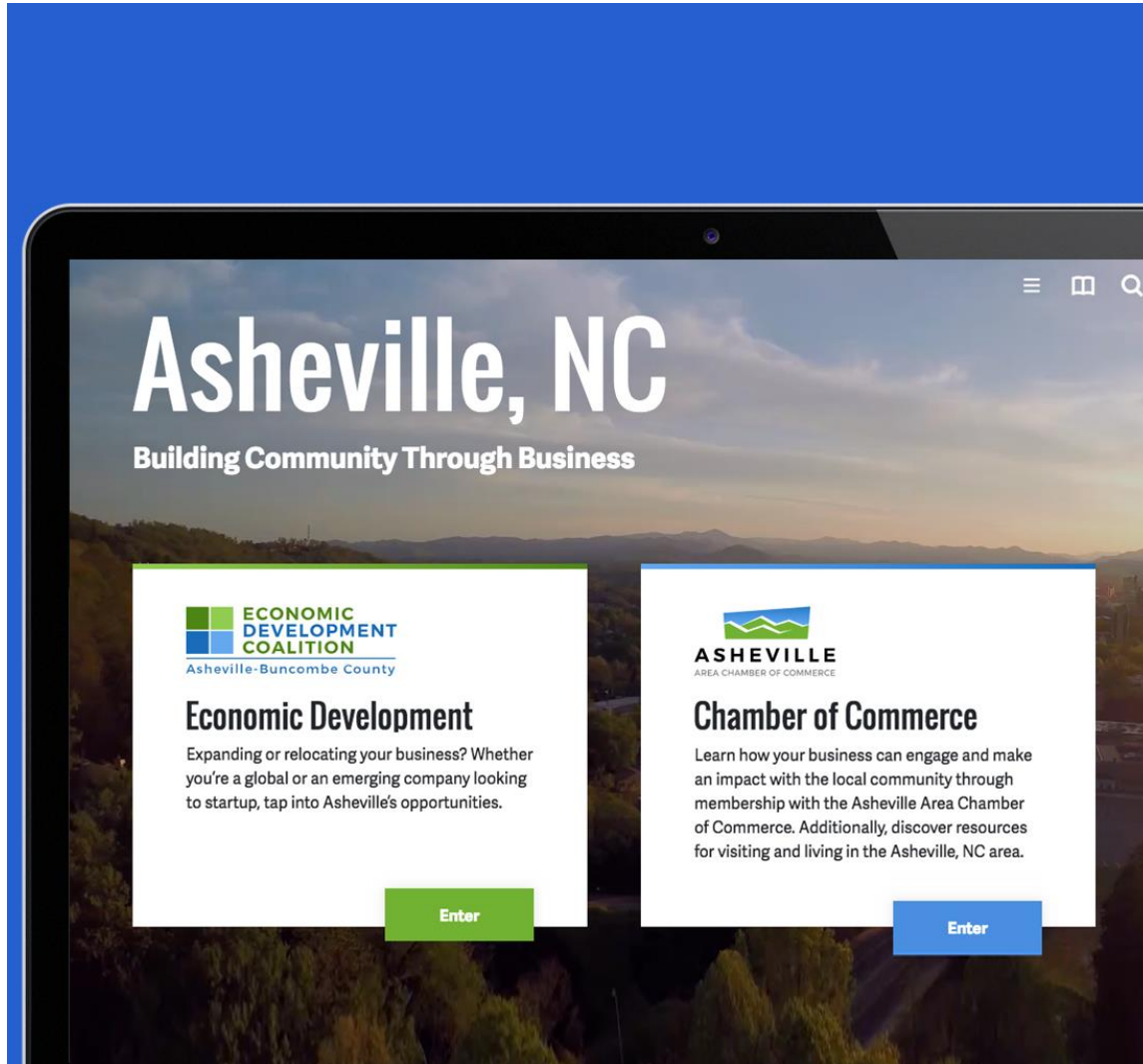


Quality of life information



They Are Specific

- They drive visitors down their correct path clearly
- They have specific call-to-actions based on the needs of each end user
- Use new technology to identify specific companies visiting your website



calgary
be part of the energy™

[Back to main site](#)

[Connect with us](#)

Western Canada's Distribution Hub

WHY CALGARY?

Considering a Western Canada location? We can help.

[REQUEST A MEETING](#)

How Do You Like Them Apples...



Newsroom

PRESS RELEASE

AUGUST 24, 2017

Apple's next US data center will be built in Iowa

Facility Outside Des Moines Will Run on 100 Percent Renewable Energy



Descrip

Des Moines, Iowa — Apple today announced plans to build a 400,000-square-foot, state-of-the-art data center in Waukee, Iowa, to better serve North American users of iMessage, Siri, the App Store and other Apple services. Like all Apple data centers, the new facility will run entirely on renewable energy from day one.

» Watch, iOS,



They Bring Data to Life

- Responsive pie charts, tables, and graphs
- Listed throughout the entire site on relevant pages
- Focus on labor statistics, demographics, statistics by industry, major employers, gdp, rankings and any other data that have been used in responses to proposals.

Manufacturing

Manufacturing Operating Costs

Project parameters: 50 jobs (production: SOC 51), 50,000 square feet, \$25M land and building value, \$50M tangible property (30% depreciation), \$30M revenue, \$1.5M in-state gross receipts, \$3M profit. Chart displays cost as % of Revenue

Metro Area	Payroll	Rent	Taxes	Total Cost	Revenue
Columbus	\$1.80M	\$0.15M	\$0.57M	\$2.53M	8.4%
Detroit	\$1.87M	\$0.21M	\$0.85M	\$2.92M	9.7%
Louisville	\$1.74M	\$0.19M	\$1.03M	\$2.96M	9.9%
Los Angeles	\$1.53M	\$0.32M	\$1.15M	\$2.99M	10%
Chicago	\$1.70M	\$0.22M	\$1.08M	\$3.00M	10.2%

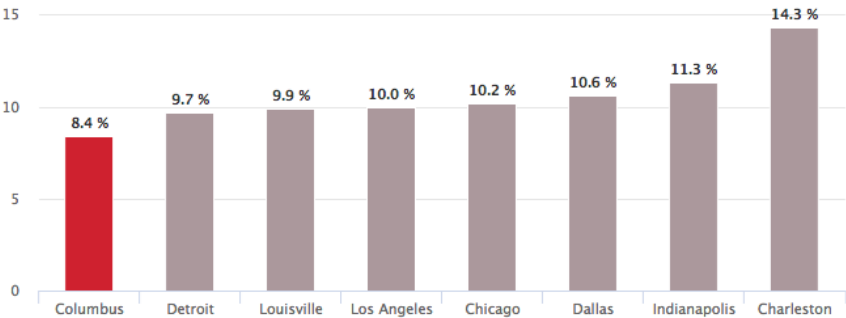
ONE OF US



★ One of US
Columbus Collaboratory
Developing groundbreaking solutions in advanced analytics and cybersecurity

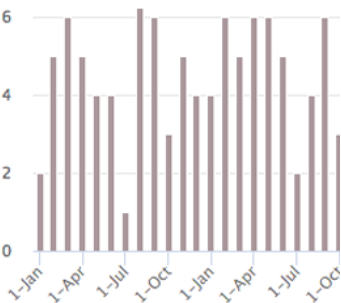


Manufacturing Operating Costs, as Percent of Revenue



First-Ti

An internal measure to count the firs



ONE OF SIX
States with No Corporate Tax

TOP 5
State for Business

TOP 10
Most Business-Friendly City

Data

◦ ◦ ◦ ◦ ◦

Education Attainment | Population 25+ Years

	ILLINOIS	U.S.
Bachelor's Degree	20.2%	18.8%
Graduate or Professional Degree	12.7%	11.5%

Source: U.S. Bureau of the Census

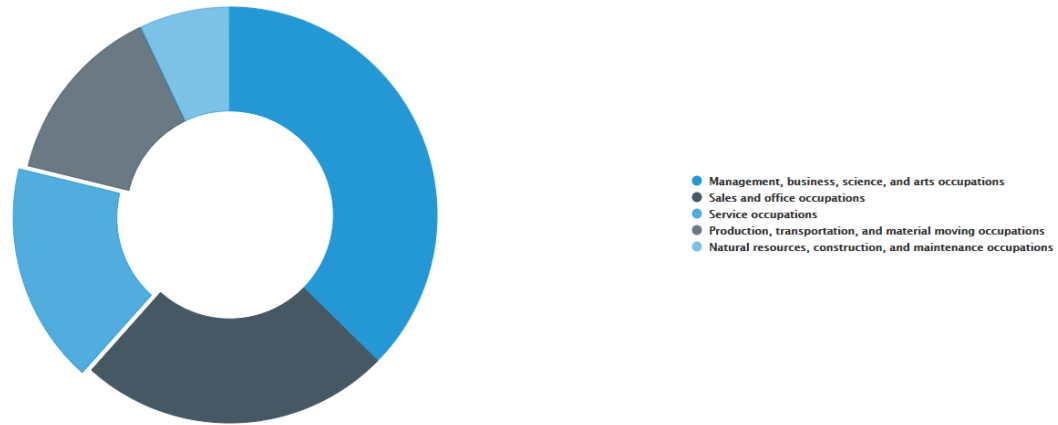
Percent Em

← Previous Next →

Data



Percent Employment by Select Occupation



Relevant News

Jul 20

Jul 18

Mar 5

Nov 15

Oct 12

July 20, 2018

Intersect Illinois Strengthens Business Ties with Japan

Intersect Illinois recently helped welcome the newly appointed Japanese Ambassador to the United States to Illinois on a visit that focused on advancing the state's business partnerships with Japan. His Excellency Shinsuke J. Sugiyama, Ambassador of Japan to the United States, joined the Honorable Naoki Ito, Consul-General of and Japan in Chicago and Japan External [...]

[Read More](#)



COLORADO



\$59,448

Colorado



\$53,482

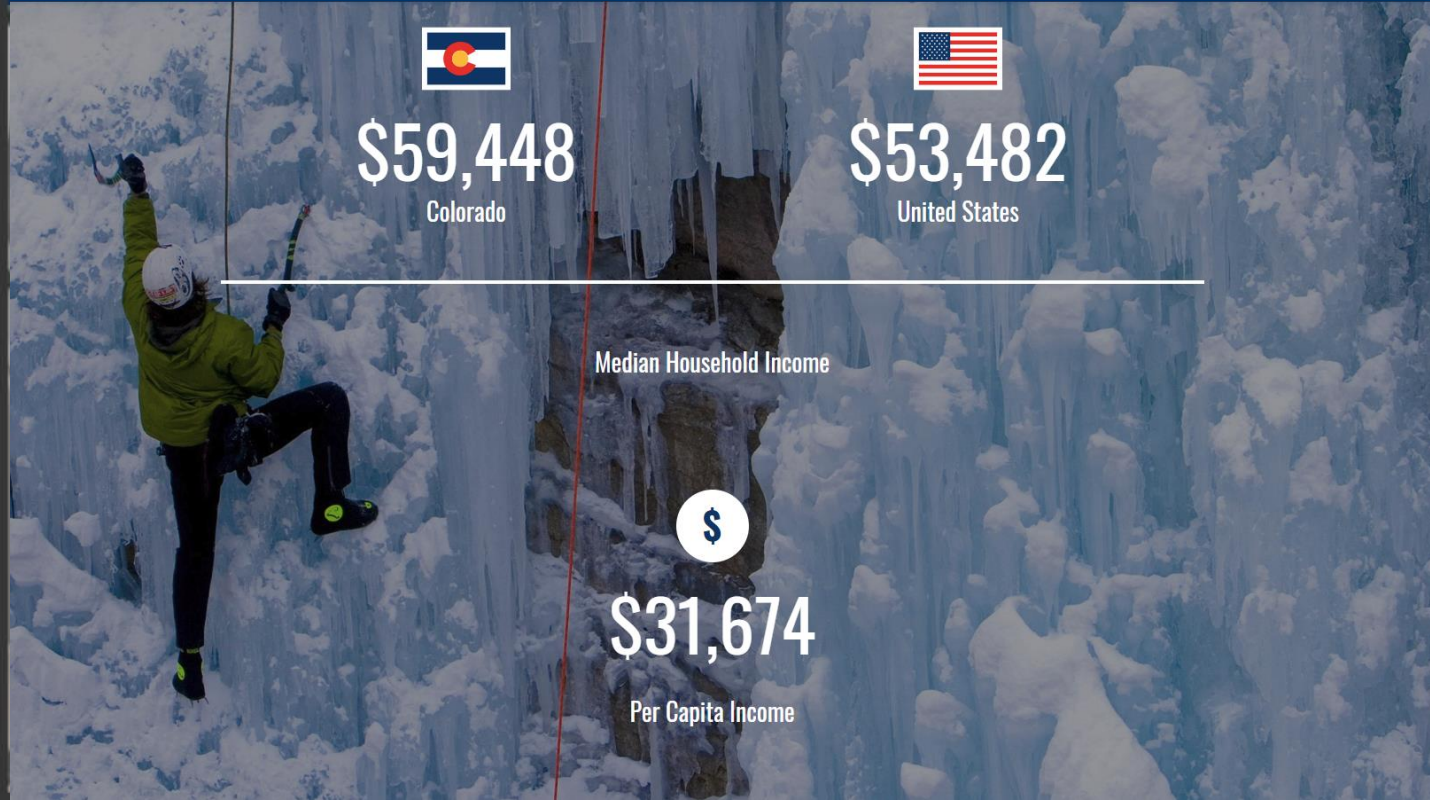
United States

Median Household Income



\$31,674

Per Capita Income



Economic Indicators

Economy

ECONOMIC INDICATORS

Economy

Employment

Talent

Education

Investment

Business

Real Estate

Quality of Life

Getting Around

Data Downloads

DEMOGRAPHICS

CALGARY RANKINGS

COMPANY LISTS

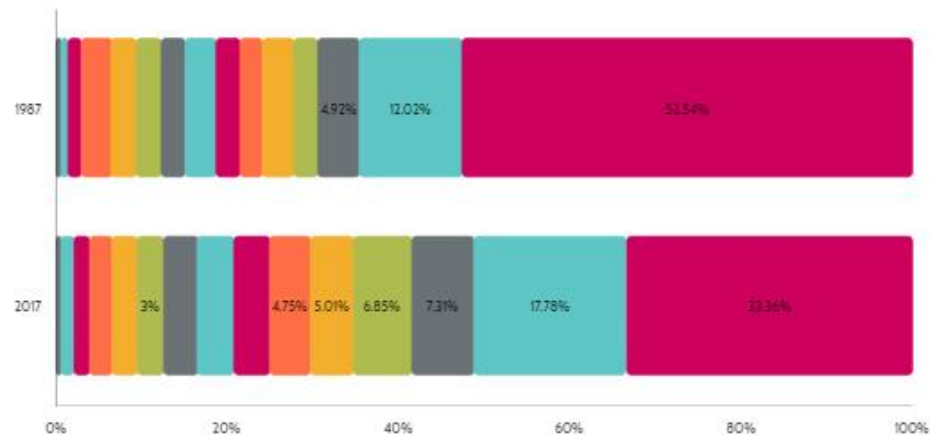
REPORT LIBRARY

Economy

SHARE



GDP by Industry - Calgary CMA



Source: The Conference Board of Canada 2018

Economic Indicators

Employment

ECONOMIC INDICATORS

Economy
Employment
Talent
Education
Investment
Business
Real Estate
Quality of Life
Getting Around
Data Downloads

DEMOGRAPHICS

CALGARY RANKINGS

COMPANY LISTS

REPORT LIBRARY

Employment

SHARE

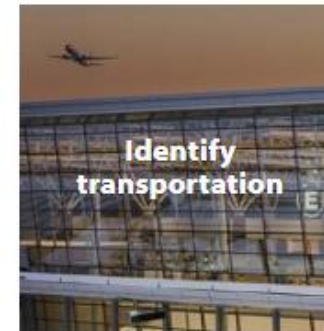
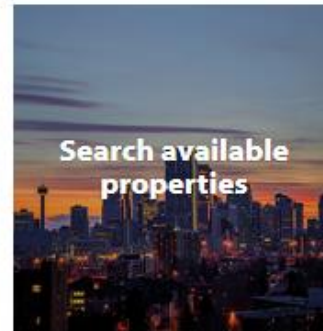
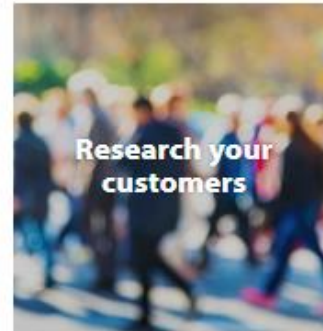


Historical Unemployment Rate & Employment Growth - Calgary CMA



Source: Statistics Canada 2018

Find local information to help your business make smarter, faster, better decisions.



We have a lot of resources that can help your business start, grow and prosper

LET'S GET STARTED ►

showcasing the energy of our city

Every day, industries and businesses in Calgary use creativity, innovation and resourcefulness to shape our city and energize our future. With the infrastructure, quality of life and workforce available, now is a great time to make your move to Calgary to be part of the energy.

Share your results [f](#) [t](#) [in](#) [✉](#)

Downtown Marietta



Marietta Square is the highlight of downtown Marietta. At the center is Glover Park, a perfect spot for picnics, photos, and enjoying the outdoors. Surrounding the park are a number of boutiques, antique shops, and more than 30 restaurants. For theatre lovers, visit The Strand Theatre and Young Actors Playhouse.

[Find Homes on Zillow](#)

[Find Restaurants on Yelp](#)

Walk Score®



33 in Walkability
Most errands require a car.

Commute Time



30-40 min to city



30-40 min to airport

Top Nearby Schools

9

Eastvalley Elementary School

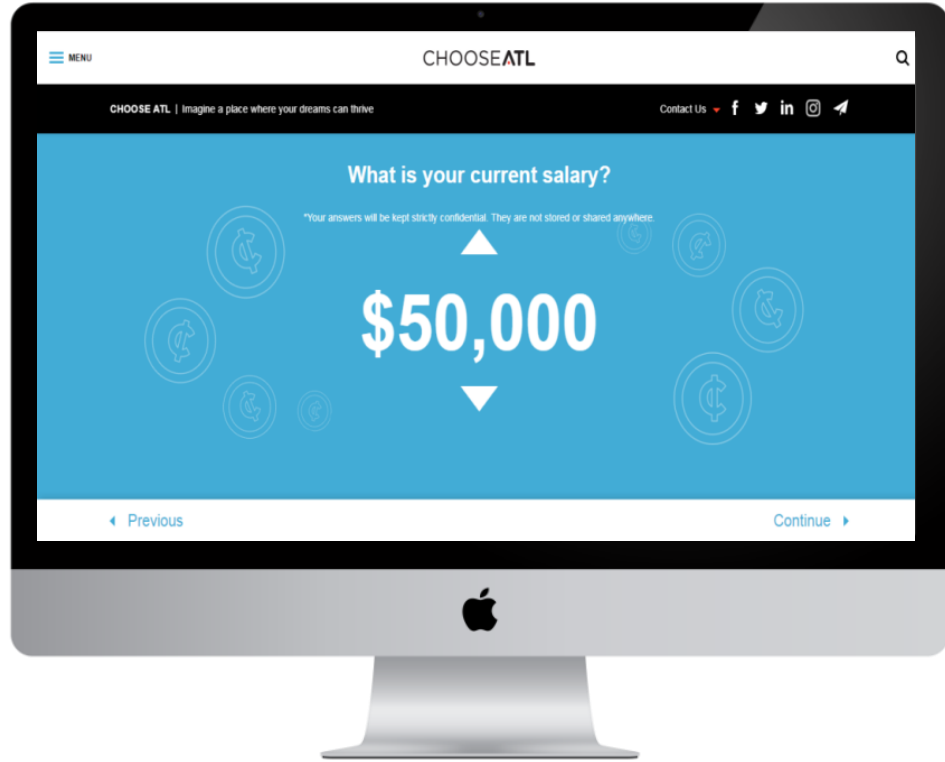
9

Daniell Middle School

9

West Side Elementary School

North	West	Suburban	Drivable	Walkable
Energetic	Townhomes	Casual Culture		
Many Families	Private Yard	Medium Commute		



Housing Costs **27.20% Less** in Atlanta

Whether you live in a condo, apartment or single-family home — intown or in the suburbs — housing in Atlanta is more affordable than most other major cities. In Atlanta you'll also enjoy a beautiful tree canopy and more square footage for your money.

[Show Data](#)

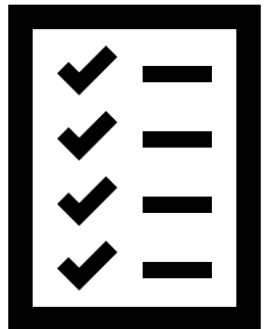
In Atlanta, your salary will go **13% further!**

That's like earning about \$62,150 where you live now!



They Tell a Great Story

- They have a content plan in place based on key pillars
- Every piece on your website, social and digital campaigns align with your content pillars
- They bring your data alive into something relatable



Let's talk about a city

- 1.5 million people
- Median age of 38.6 years
- 6.9% GDP growth in 2017, expected 2.5% in 2018
- Unemployment of 7.7%
- Downtown vacancy rate of 27%+

Let's tell that city's story





They Use Geo-Targeting

- Share custom content by visitor location
- Allows you to tailor your message for various audiences (in-state, out-of-state, international)
- Helps to address the need to try to be everything to everyone. You can be strategic about when you are being that and offer up the right content.



COLORADO



COLORADO: WHERE PASSION MEETS PURPOSE

Play Video



#1

#1

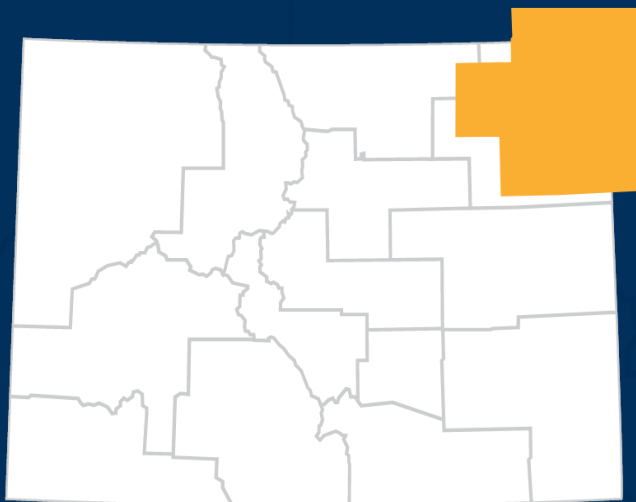
#1





EXPLORE OUR 14 REGIONS

The state of Colorado is a state positioned for access and opportunities. Discover our regions unique benefits for global companies.



REGION 1: GOLDEN PLAINS REGION

Logan, Morgan, Phillips, Sedgwick, Washington and Yuma

Home to both the Oregon Trail and some of the world's largest manufacturers of mozzarella and meat, the Northeast Golden Plains region upholds a strong economic climate with homestead roots. As a leader in food production, agriculture and manufacturing, the area is committed to creating opportunities for business and families while maintaining its tradition of stewardship through rural regionalism.

[LEARN MORE](#)



LOCATION

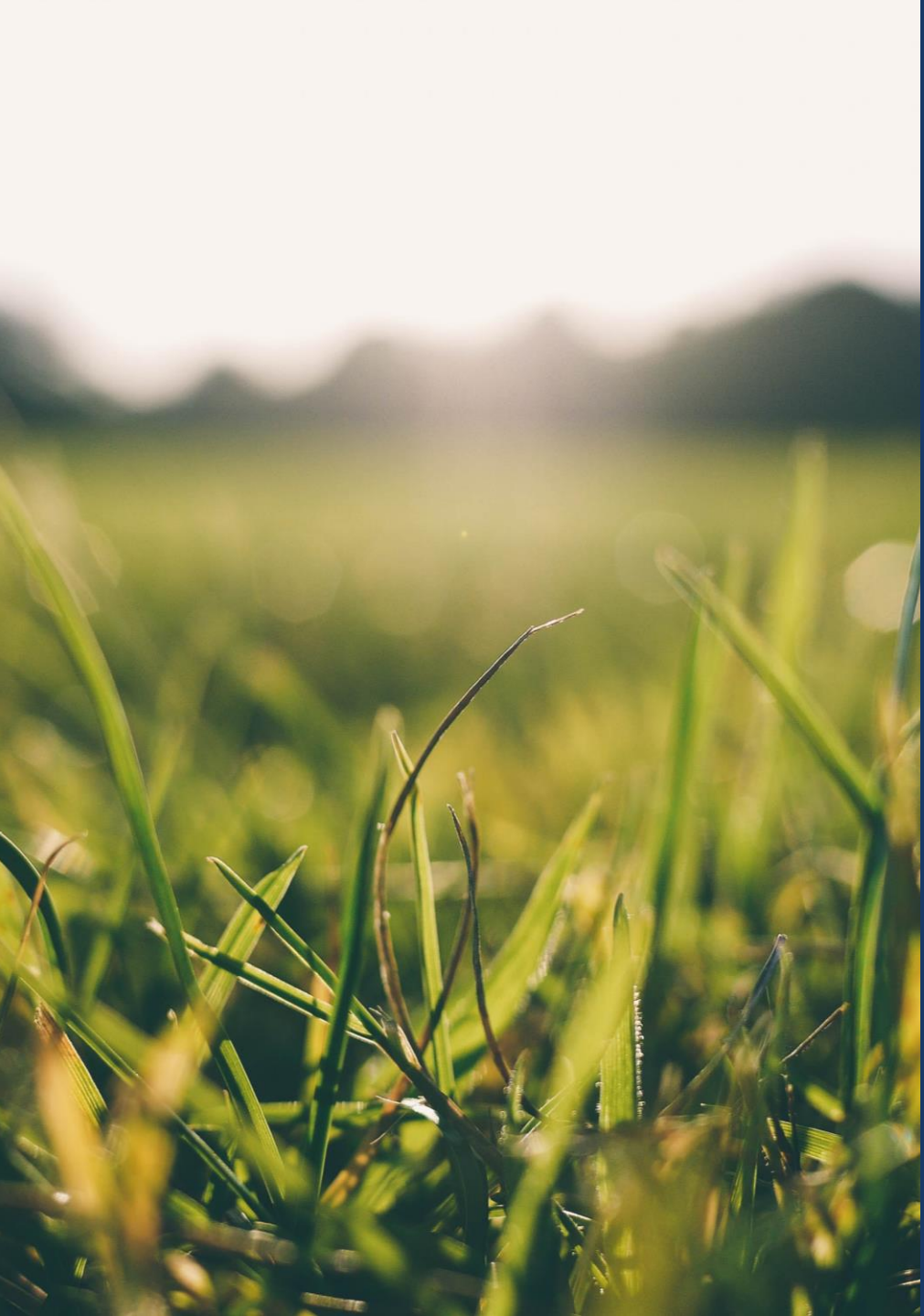
From corner to corner, each area of our state offers a unique set of qualities, putting Colorado on the map for business and lifestyle.



📍 WHERE ACCESS MEETS ADVANTAGE

We sit just west of the center of the country, or for geography buffs, right on top of the Continental Divide, but that doesn't mean we're entirely made up of mountains. Our central location makes an ideal home base to cater to markets across North America and beyond. Now that you know how to find us, welcome to colorful Colorado!

[EXPLORE](#)



They Adapt

They continually monitor what's happening in the global web community and update their website to stay relevant in the eyes of Google.

agtechsalinasca.com

Why Salinas, CA?



WHERE AGRICULTURE & INNOVATION COLLIDE

Salinas is the nation's fresh food capital located in the backyard of Silicon Valley.



Nominate a Rising Star for the 2019 Econ Dev 40 Under 40 Awards - [Learn More and Nominate](#)



The Leader in
Marketing Places

CASE STUDY

Metro Denver Economic

We have updated our Privacy Policy to include GDPR. If you continue we will assume that you agree to our [privacy policy](#).

View a tailored version of our site:



Economic Development



Travel Marketing

to both business and young professionals through groundbr
relations, digital and lead generation campaigns. [See More](#)

Our passion is places. We are a highly specialized firm
with exceptional expertise in economic development

We have updated our Privacy Policy to include GDPR. If you continue we will assume that you agree to our [privacy policy](#).





They Report Meaningful Metrics that inform your decisions

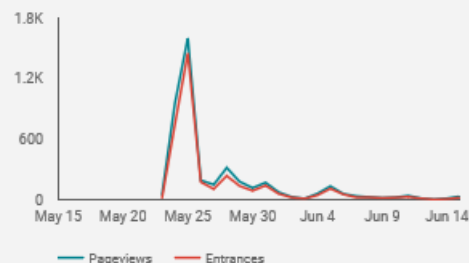
- Awareness:
 - Increase in site visitors
 - Sources of traffic (direct, organic, social media, other marketing efforts) as well as actions driven by each.
- Engagement:
 - Goal completions (pages that are indicative of gold standard behavior for your website's overall KPIs)
 - Downloads
 - E-newsletter sign-ups
- Conversions:
 - Contact outreach
 - Any other big CTAs on your website

Canadian Energy Conversation Landing Page Performance

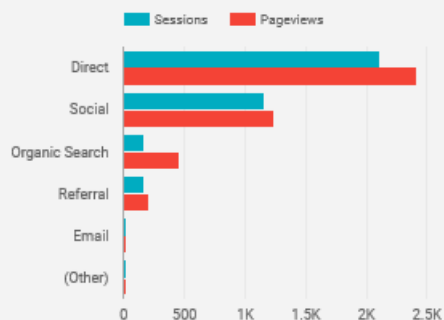
Data From Google Analytics

Entrances	Users	Pageviews	Avg. Time on Page	Bounce Rate
3,575	3,272	4,320	00:04:13	83.1%

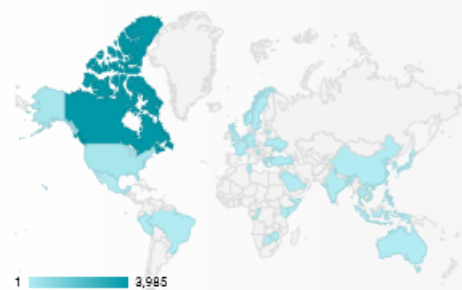
How are pageviews trending?



Which channels are driving page engagement?



What are the top countries by pageview?



What are the top regions by pageview?

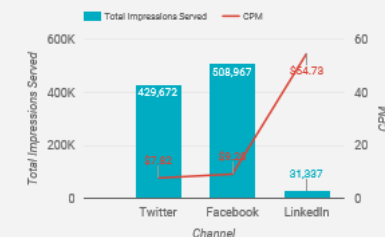
Rank	Region	Pageviews	Sessions
1.	Alberta	3,352	1,000
2.	British Columbia	285	100
3.	Ontario	231	80
4.	Virginia	95	30
5.	Quebec	44	15
6.	New York	44	15
7.	Saskatchewan	33	10
8.	Texas	25	10
9.	(not set)	22	10
10.	California	19	10
11.	Oregon	14	10

Canadian Energy Conversation Paid Media Performance

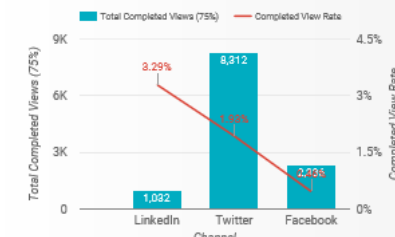
Data From Paid Media

Total Impressions Served	Total Video Engagements	Total Completed Views (75%)	Total Engagements
969,976	395,376	11,680	7,443
CPM	Cost Per Video Engagement	Completed View Rate	Engagement Rate
\$10.10	\$0.02	1.20%	0.77%

Which channel is driving most efficient reach?



What channel is driving the most effective video completions (75% views)?



Media Efficiency:

Media efficiency metrics are aimed at answering the question:

"Is the paid media campaign delivering good value for the dollars spent?"

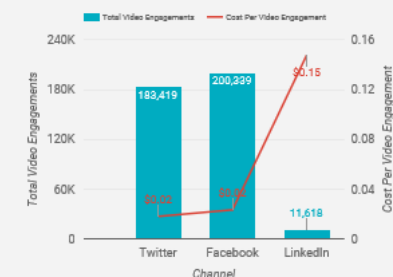
Media efficiency KPIs measure against the campaign objectives including buy type (cpc, cpm, cpa), and specific ad objectives (engagements, conversions, video views).

Audience Response:

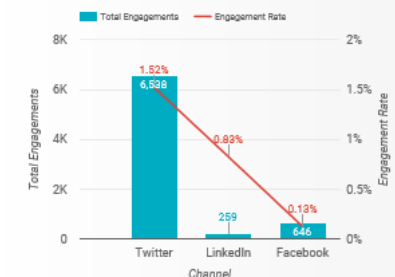
Audience response metrics are aimed at measuring desired behavioural outcomes driven by media.

These include actions above and beyond the buy level ad objectives such as post click site metrics and conversions driven by media, social engagements including shares, comments and reactions (when not the primary objective) and completed video views.

Which channel is driving most efficient video engagements (2-3 second views)?



Which channel is driving most effective social engagement?



Question and Answer Intermission

Econ Dev Websites of the Future



Tips For Finding a Website Partner



Start with the end in mind

- What do you need to your website to do based on your business objectives? Awareness? Lead generation?
- How you are measuring success?
- What do you need your website to do for your organization?
- BIG QUESTION... how are you sustaining it?



Consider multiple partners & match their specialty to your needs

- Regular agency vs. agency with niche focus – digital only, lead generation, etc – **goes back to your goals**
- How big is there team and is the team pitching the team working on your site?
- How do they launch the project and how does that align with your style?




Set the criteria for evaluation in advance

- Create a scorecard and know what is important
 - Team experience & work
 - Understanding of your project
 - Design expertise
 - Project methodology
 - Does their pitch match your requirements?
 - Timelines for deliverables
 - Budget & fees
- Check their references



Be open to new ideas

- Build a common understanding of purpose & expected outcomes - WHY & WHAT you are doing your project
- Your agency will have awesome experience and ideas – let them figure out the HOW

A black and white photograph of four women standing together and smiling. In the background, a large poster titled '40 UNDER 40' displays a grid of portraits of various professionals. The woman on the far left is wearing a name tag that reads '40 UNDER 40 Gabrielle Zurita Medical Partnership'.

40
UNDER
40

HELP US FIND THE TOP RISING
ECONOMIC DEVELOPERS.

SUBMIT A NOMINATION!

Thank You.

Susan Brake: susan.brake@aboutdci.com

Lisa Corcoran:

LCorcoran@CalgaryEconomicDevelopment.com