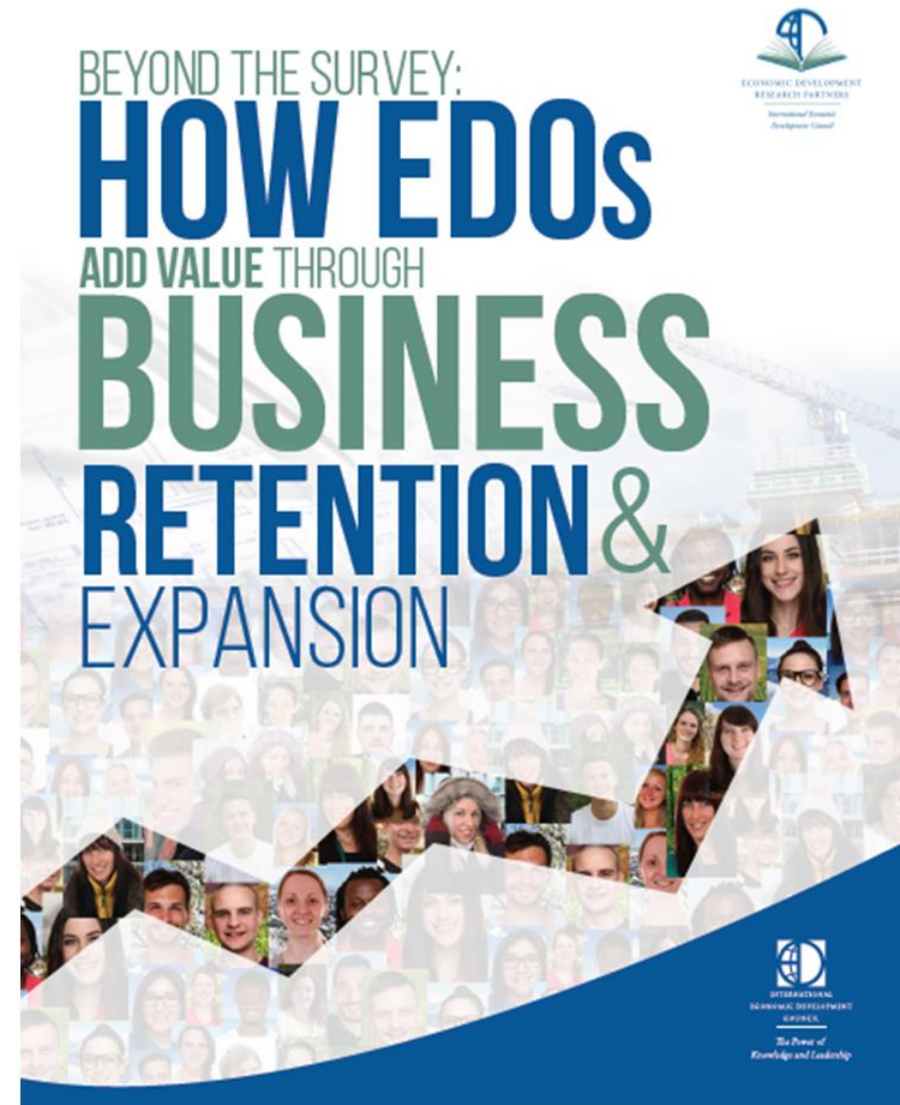




OFFICE OF ECONOMIC DEVELOPMENT
GILBERT, ARIZONA



- **Launched September 2017**
- **Key Topics:**
 - **Moving Beyond Business Surveys**
 - Adding Value
 - **Measuring What Matters**
 - ROI For BRE
 - **Blowing the Horn**
 - Reporting/Publicizing Value
 - **Case Studies**
 - Pure Michigan
 - Grenada County
 - Arlington Economic Development
 - Wire-NET
 - Waltham, MA





How do you identify and prioritize which companies to serve in your BRE program?



Firms were prioritized related to size and industry type.



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*International Economic
Development Council*



How do you ensure that your resource networks and referral partners meet your clients' needs?

- The job isn't finished after the referral
- Direct follow up, monthly or quarterly meetings
- Structured approaches to quality assurance using:
 - training and quality standards
 - performance metrics
 - weekly written reports and CRM software



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Development Council*



What types of incentives do you offer as part of your BRE efforts? What criteria do you use to award them?

- Financial assistance including grants, reimbursements and tax abatements related to real property investment, new jobs or job training, etc.
- Non-financial incentives such as permitting assistance; fast-tracking of applications; market intelligence and other technical assistance, etc.



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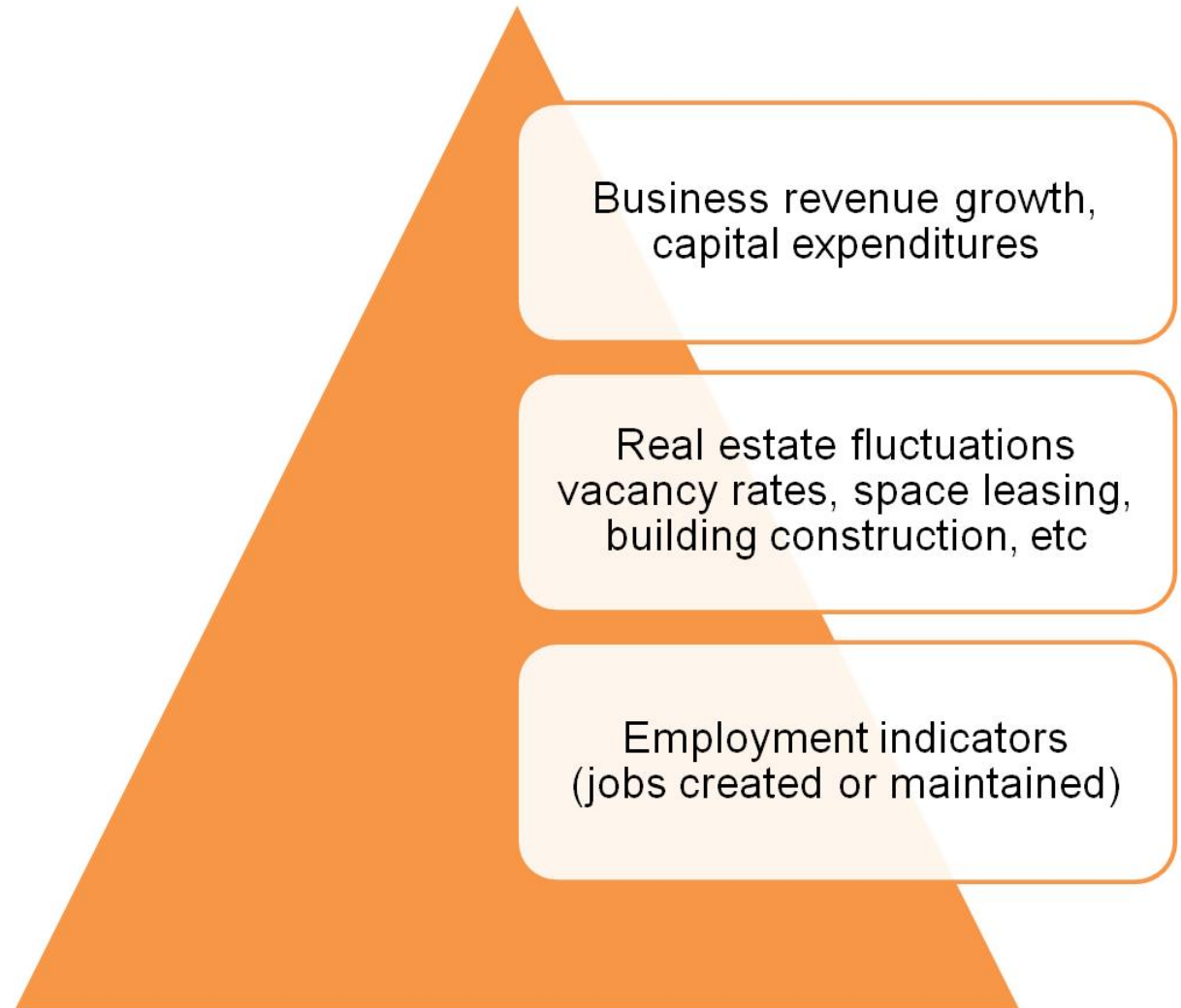


- **Be a resource**
- **Engage Frequently**
- **Don't just survey- RESPOND TO IDENTIFIED NEEDS**
- **Cooperate and coordinate efforts for BRE (state, region, local)**



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- Demonstrates business appreciation
- Doubles as a marketing tool & increases business awareness of BRE programs.
- Increase political support
- Establishes credibility for the EDO

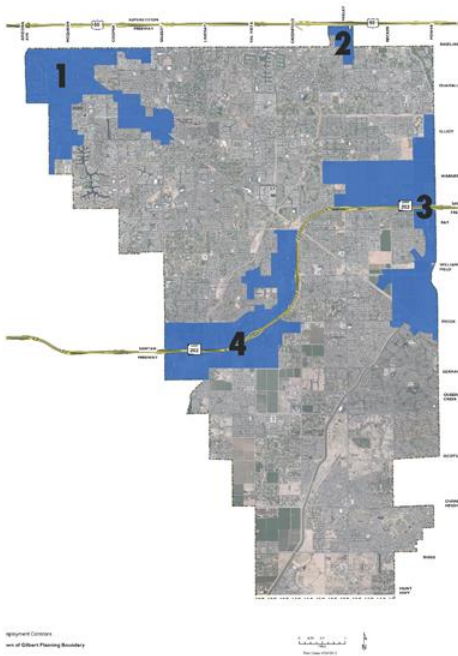


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BUSINESS WALKS

A “Business Walk” is a day dedicated to learning more about the local business community through face-to-face interviews on their turf. The Fall 2016 Business Walk covered Gilbert’s Northwest Corridor. Over a span of three hours, nine teams walked to 110 businesses.



SOCIAL



MEDIA RELEASE



VIDEO





- ✓ Benchmark Performance
- ✓ Assess Competitiveness
- ✓ Find Best Places To Advertise
- ✓ Demographic Analysis



Select one of the options below to start your analysis.



Business & Industry Analysis

Compare your business to your industry competitors.

Select



Advertising Analysis

Find best places to target your next advertising campaign.

Select



Competitive Intelligence

Map your competitors, customers, and suppliers.

Select



Demographic Analysis

Get information about who lives and works in your area.

Select



BEHIND THE SCENES C&B PIPING

0:01 / 2:18



0:37 / 2:18

EVOLVE YOUR PRODUCT.

HOW SERIOUS INTEGRATED, INC. IS CONNECTING HUMANS TO TECHNOLOGY.



Founded in 2008 by 3 engineers from Intel and Microchip, Serious Integrated, Inc. is dedicated to simplifying and accelerating the deployment of modern LCD touch-screen interfaces and high performance IoT solutions. The company provides a comprehensive platform of embedded computing hardware, software and software development tools to industrial, commercial, and medical Original Equipment Manufacturers (OEMs) who want to modernize their operator interfaces and connect their equipment to the Internet of Things (IoT). Simply put, they connect humans with technology. Their

products reduce the complexity of dealing with today's 32-bit microcomputers and increase the security and reliability of remote Internet connections. Over the next 10 years, market analysts project that equipment sales related to the IoT will grow exponentially to 100's of billions of dollars.

Serious develops and manufactures embedded computing hardware and software specifically targeted to simplify and accelerate the design and deployment challenges faced by OEMs. Company innovations include creating a very high density hardware manufacturing supply chain, developing a unique systems architecture of hardware and software, and delivering an off-the-shelf set of hardware and software building blocks at attractive prices to support accelerated launches of modernized OEM products.

Serious recently relocated to the Loop202 Business Park in Gilbert, AZ, into a 10,000-square foot industrial building to accommodate current employment of 30 engineering and manufacturing professionals. The new building has sufficient space to accommodate roughly doubling employment and quadrupling sales over the next 18 months.

"Since our relocation to Gilbert at the end of February [2017], we've been surprised by the warm welcome we've received and the great location has given employees a wide range of choices for amenities," said Terry West, CEO of Serious Integrated. "During our selection process we evaluated all the surrounding areas in Chandler, Mesa, and Queen Creek. Gilbert offered us the right facility at the right price and allowed us to relocate in less than 90 days."

Recently, Serious was tasked by a new customer, Stoelting Food Services in Kiel, WI, to develop a modern, iPhone-like operator interface for a frozen yogurt machine. This new interface will allow major consumer brands to provide their franchisees and corporate retail locations with machines connected across the country to regional and corporate operations centers where machines can be monitored for operating parameters and malfunctions, automatically dispatching service teams to reduce unscheduled downtime.

For more information about Serious Integrated please visit www.seriousintegrated.com and be sure to [check out our Snapchat story](#) to see an exclusive behind-the-scenes tour.

CASE STUDY – AFTER CARE



425

New & Retained Jobs



\$16M

Capital Investment



146K

Square-Foot



\$17M

Annual Payroll



\$1.7M

10 Year Revenue Impact - Direct & Indirect



\$1.3B

10 Year Economic Impact - Direct & Indirect



\$686.7M

Cumulative Negative Economic Impact if
Silent-Aire left Gilbert





BEYOND THE SURVEY:

HOW EDOs

ADD VALUE THROUGH

BUSINESS

RETENTION &

EXPANSION



Now Available for Download

Free for IEDC Members and
\$75 for non-members

Thank You!

Jennifer Graves, CEcD

Deputy Director

Jennifer.Graves@GilbertAZ.gov

480.503.6971