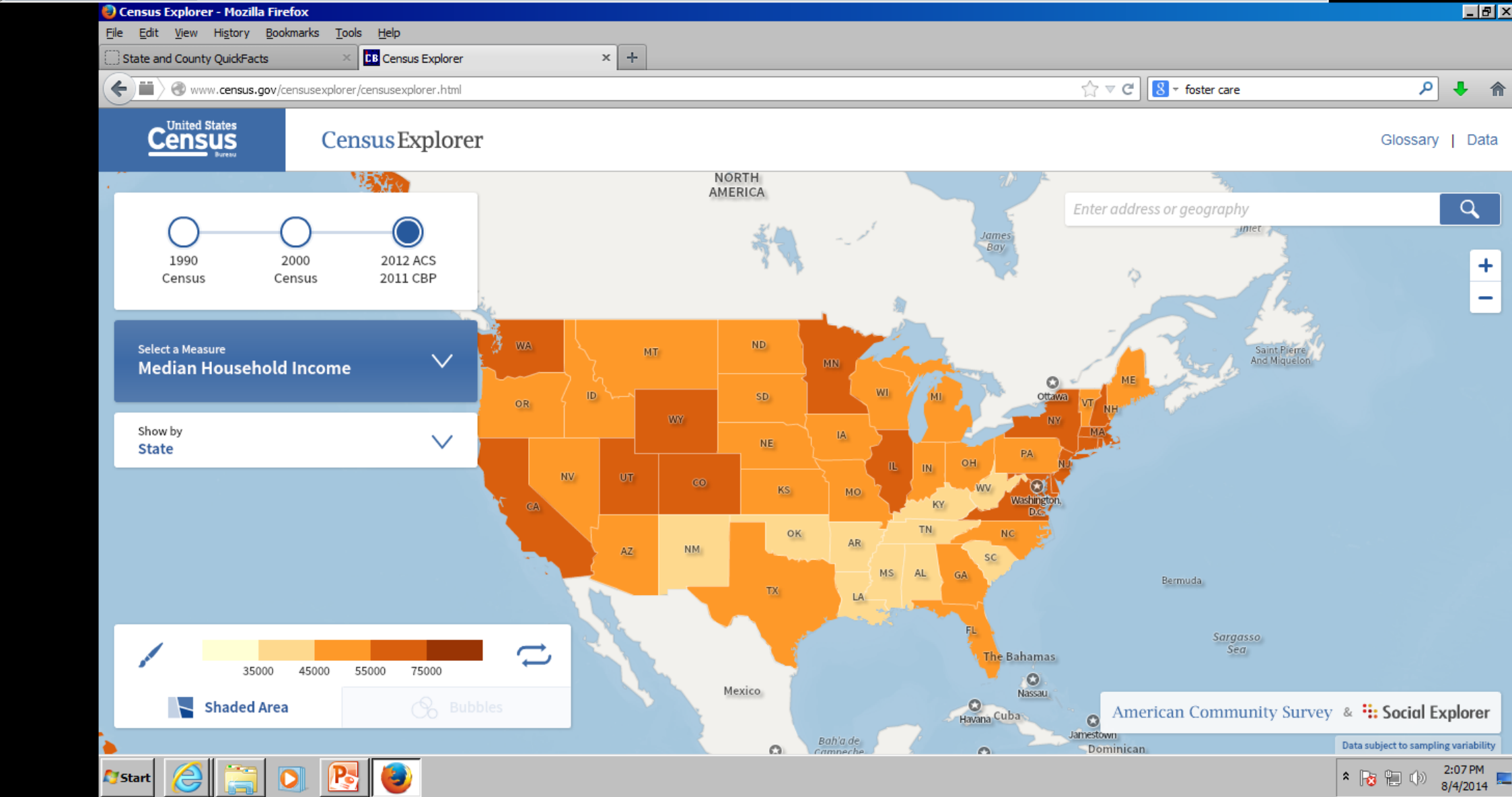


# Online storytelling for EDO's



Folders	Joye Moore	2014_15 United Way Code of Ethics	08/01/2014 11:15AM	126K	
Archive	Liz Lungut	Accepted: Call between Liz (PNE) and Ally (Census Bureau)	08/01/2014 10:28AM	4K	
Tools	Liz Lungut	RE: follow up from connectva and the community vital signs!	08/01/2014 10:27AM	22K	
Other Mail	Philip M Lutz	Ally - Leave balance	08/01/2014 10:13AM	3K	
	Jane F Konstanty	Ally - Leave balance	08/01/2014 10:11AM	3K	
	Allyson R Burleson Gibson	Fw: WebTA	08/01/2014 10:05AM	2K	
	Philip M Lutz	Ally - Leave balance	08/01/2014 09:58AM	3K	
	Lanette M Swopes	Fridge clean-up	08/01/2014 09:57AM	2K	
	Liz Lungut	RE: follow up from connectva and the community vital signs!	08/01/2014 09:50AM	20K	
	U.S. Census Bureau	Census Morning Report - Friday, 08.01.14	08/01/2014 09:00AM	8K	
	Philip M Lutz	A/L Request	08/01/2014 08:46AM	1K	
	SERCAP	[MARKETING] Waterways News Blast - New Recycle Program at Stephen Foster Elementary Schoo	07/31/2014 04:25PM	20K	
	BOC BROADCAST	Census Bureau Announcements for Thursday, July 31, 2014	07/31/2014 03:34PM	3K	
	Sharon B Massie	Census Afternoon Report - Thursday, 07.31.14	07/31/2014 03:26PM	17K	
	Adams, Duncan	RE: Census Bureau LED/OnTheMap tools	07/31/2014 02:57PM	10K	
	RM Carlyle	Re: Training session reminder: NCPA: Grow Your Business with Better Marketing	07/31/2014 12:01PM	12K	
	FLD IPCD Helpdesk	Case 00055954	07/31/2014 11:49AM	2K	
	Matt Homer	RE: Census Bureau Resources	07/31/2014 10:50AM	24K	
	PublicService	Public Service Degrees	07/31/2014 10:09AM	11K	
	Tableau Software	[MARKETING] Tableau News - Introducing 8.2, Viz Roundup & Much More	07/31/2014 10:07AM	18K	
	Nesreen Khashan	Fw: Top tools and tips; Retailing resources; Africa Business opportunities	07/31/2014 09:09AM	49K	
	Census Bureau News Clips	Census Morning Report - Thursday, 07.31.14	07/31/2014 08:56AM	17K	
	RM Carlyle	Re: Training session reminder: NCPA: Grow Your Business with Better Marketing	07/30/2014 06:07PM	10K	
	Lisa R. Varga	VLA Presenters: Conference Registration Now Open	07/30/2014 04:49PM	6K	
	BOC BROADCAST	Census Bureau Announcements for Wednesday, July 30, 2014	07/30/2014 04:25PM	3K	
	Liz Lungut	follow up from connectva and the community vital signs!	07/30/2014 04:18PM	12K	







**Atlas Advertising, CEO**



**@GuillermoMazier**



**@GuillermoMazier**

# GUILLERMO MAZIER

Former Economic Developer and Tourism marketer

Did sales and marketing for Pfizer and Viagra

Had a postcard collection as a kid

Contributor on Forbes Magazine

Love going on epic trips

**Forbes**



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL







# Tortuguero Costa Rica

# Tortuguero Info

# COM

Home About Us Costa Rica Info Tortuguero Info Hotels Tortuguero Highlights Birds Map Sea Turtles Contact Us

**Tortuguero Costa Rica | Costa Rica Tortuguero Packages | Costa Rica Tortuguero Tours | Hotels Tortuguero Costa Rica |**

**Tortuguero National Park Costa Rica**

**CONTACT US**

Versión en  Español



**Pachira Lodge**

The lodge is strategically located only 5 minutes away from the extraordinary Tortuguero NP. [Click here](#)



**Laguna Lodge**

This small and cozy lodge, especially designed for the complete enjoyment of the natural marvels of the Tortuguero Np. [Click here](#)



**Jungle Lodge**

Our Jungle Lodge has 50 large comfortable rooms decorated with a Caribbean flair. [Click here](#)



**Turtle Beach Lodge**

Turtle Beach Lodge, 5 miles north of the town of Tortuguero. [Click here](#)



**Mawamba Lodge**

Mawamba was perhaps the pioneer in conservation locally and all over the area. [Click here](#)

**CALL US TOLL FREE (CLICK HERE) USA, CANADA, EUROPE & MORE...**

**Tortugueroinfo.COM**

**Tortuguero National Park Costa Rica** is one of the most visited National Parks in Costa Rica. Its network of canals, dense rainforests and many other attractions are visited by thousands of tourists every year. Rainforest, lagoons, canals, wildlife and ocean are few of its attractions. [More info](#)

**Tortuguero National Park**  
Costa Rica Tours, Packages and Hotels  
**Last update: 02/11/04**

**Costa Rica**

**CLICK HERE FOR A TAILOR MADE ITINERARY**

**When can I see the Turtles ?**

**Turtle Observation** [CLICK HERE](#)



Since 2001

6

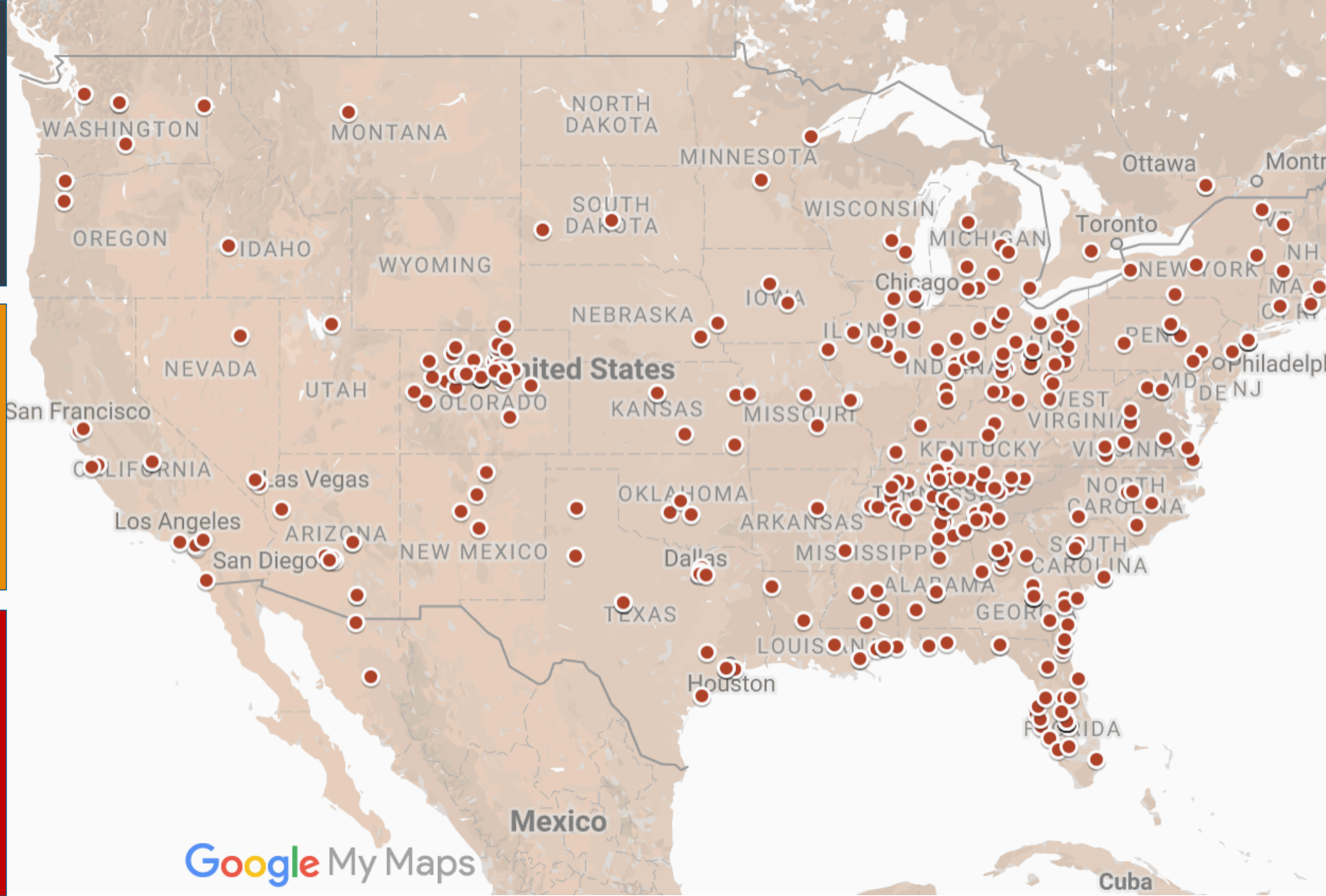
Countries

48

States

461

Places





# Join the Movement!

---

- Co-hosting Disrupt-ED November 9-11 (Denver)
- Disseminating new white paper on impact and influence of economic development
  - *[offers.atlas-advertising.com/econ-dev-white-paper-2017](https://offers.atlas-advertising.com/econ-dev-white-paper-2017)*
- Releasing new tourism white paper in tandem with the U.S. Travel Association







CITIES ARE CHANGING WITH OR WITHOUT YOU





HOW WILL YOU SHAPE THEM?






WHAT STORY WILL YOU TELL?







# DENVER, CO

 ADD COMPARISON

POPULATION

682,545

MEDIAN AGE

34.1

POVERTY RATE

15.6%

MEDIAN HOUSEHOLD INCOME

\$58,003

NUMBER OF EMPLOYEES

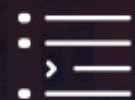
372,635

3.39% GROWTH

MEDIAN PROPERTY VALUE

\$316,700

11.9% GROWTH



ABOUT



ECONOMY



HEALTH & SAFETY



DIVERSITY



EDUCATION



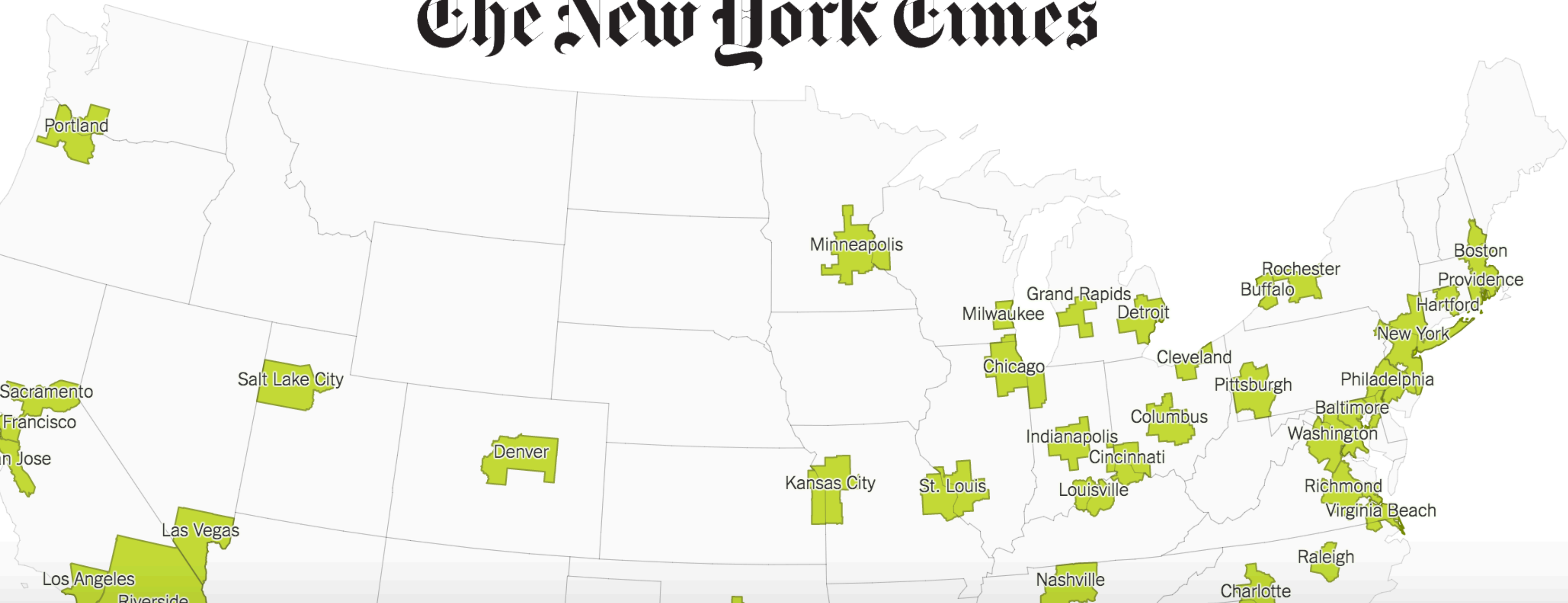
HOUSING &  
LIVING



# Dear Amazon, We Picked Your New Headquarters for You

By **EMILY BADGER, QUOCTRUNG BUI** and **CLAIRE CAIN MILLER** SEPT. 9, 2017

## The New York Times







*“GM begins testing autonomous cars in Detroit.”*



# EVERYTHING YOU'VE HEARD ABOUT DETROIT IS TRUE.

Okay, it's true: we filed for bankruptcy. It's true: we've got some serious financial challenges. But here's what else is true about Detroit ...

- TRUE:** More than \$11 billion in new private economic investment and development in the past two years that's helped transform downtown's buildings, businesses, and riverfront into a lively and appealing urban center.
- TRUE:** The \$279 million transformation of Cobo Center into a state-of-the-art meeting and convention facility, with over 4,500 nearby hotel rooms.
- TRUE:** The construction of a new \$140 million downtown light rail system that will connect residents and visitors to restaurants, shopping, sporting venues, and cultural activities along a three-mile span.
- TRUE:** A completely remodeled, state-of-the-art airport that handles 1,200 flights every day to and from 150 destinations on four continents.
- TRUE:** A rich array of cultural attractions, professional sports teams, outdoor activities, and one of the largest theater districts in the U.S., with over 13,000 seats in just a two-block radius.
- TRUE:** A true two-nation destination, with the charms of Ontario, Canada just 10 minutes away by bridge or tunnel.

In fact, many new meetings are committing to Detroit resulting in hotel occupancies approaching record levels.

All these truths about Detroit aren't just brag. They're fact. So come see for yourself, and be part of America's great comeback city. True, again.







In Richmond, VA, we're pretty serious about the things that make our city great. In fact, the passion that made Patrick Henry a household name has also put Richmond on the map for companies seeking a brighter, more creative place to call home. Companies like Tumblr, which has given on-the-pulse coolness a platform, and the Martin Agency, which helped our favorite gecko find his voice. RVA gives ideas room to grow—and it seems they're returning the favor.

**GIVE ME** *Creativity*

**OR GIVE ME DEATH.**



**RVA**  
CREATES OPPORTUNITY





# RVA

THE RESULTS: Since working with Atlas, City of Richmond has recorded over \$2 billion in capital investment, gained national recognition for their creative environment featured in Fast Company and Forbes Magazine, and secured one of largest economic development deals in the past three years when Bon Secours Richmond Health System brokered to build a \$10 million summer training camp facility for the Washington Redskins that will not only bring the





ECONOMIC DEVELOPMENT AUTHORITY

NEWS & PUBLICATIONS

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RICHMOND  
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DATA  
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BUSINESS  
ASSISTANCE

NEIGHBORHOOD  
REVITALIZATION

TRANSPORTATION  
DEVELOPMENT

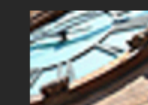
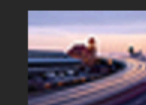
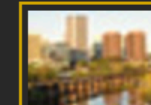
RVA TOURISM  
& CULTURE

IN A CITY KNOWN AS A FORTUNE 500 AND START-UP  
HOT SPOT, WHAT WILL YOUR BUSINESS BE KNOWN FOR?

# RICHMOND

## VIRGINIA'S BUSINESS CAPITAL

WATCH VIDEO



RICHMOND, VA

[FIND PROPERTIES](#)

[VIEW MAP CENTER](#)

[BUSINESS ASSISTANCE](#)

RICHMOND  
Virginia's **WORKING** Capital



As part of a community development  
and revitalization effort, the City of Richmond, VA  
has created this report to provide information on the  
community's future.

## Community Profile

The 2016 Richmond Community Profile is tailored for review by residents and businesses alike and details specific information regarding population, industry, and quality of life. [Read the report.](#)





# Savannah, GA

Once known as the “Wall Street of the South,” but today more readily recognized as a tourism destination thanks to films like *Midnight in the Garden of Good and Evil*, Atlas was tasked with reviving the image of Savannah, GA as a place to do business ONLINE.



## Atlas Approach:

- Naming Matrix
- Brand Development
- Website Design
- Website Development
- Public Brand Launch Event





Savannah



Infrastructure



Workforce



Properties



Data



Port



Aerospace



## Savannah: The Aerospace Corridor of the Southeast

*Home to Gulfstream Aerospace, the largest aerospace manufacturer in the Southeast, Savannah is also home to more than 30 aerospace suppliers, making it a growing aerospace supplier cluster. In fact, Savannah was named a Top-Ten Aircraft Supplier Location by Southern Business &*







# Tucson, Arizona

Tucson, Arizona has long been considered a resort and retirement community, rather than a destination for business. The city had a history of infighting and uncoordinated activities, until a new regional organization was formed – Tucson Regional Economic Opportunities, Inc. (TREO). Atlas Advertising created new branding for the region, and developed the community's new website. Collaborating with staff, Atlas went to work to bring Tucson out from behind the shadow of Phoenix, and from 2005 to 2016, the region saw 90 company relocations, 10,000 jobs, and \$1.4 billion in new investment



**Strategic Re-Positioning  
and Re-Branding**



**Results-Driven  
Marketing Effort**



# WHERE TALENT CONVERGES

As one of the fastest growing megaregions in the U.S., the continuing in-migration of talent at all levels positively impacts the regional economy and translates into increased workforce availability. Combined with being ranked as a top five entrepreneurial city, Tucson and Southern Arizona is well equipped to meet your workforce and talent needs.

[LEARN MORE](#)

## THE UNIVERSITY OF ARIZONA

1

2

3



## SOUTHERN ARIZONA'S ECONOMIC ENGINE

Sun Corridor Inc. is a transformative economic development organization representing one of the most dynamic and growing major business centers in North America. Located in Southern Arizona and encompassing four counties (Pinal, Pima, Santa Cruz and Cochise), Sun Corridor Inc. is a CEO-driven regional alliance whose members aggressively champion mega-regional issues that impact economic competitiveness and quality of life.

The organization has helped to drive significant business investment into the Tucson and Southern Arizona region through primary job creation, resulting in an



# DATA THAT DRIVES DECISIONS

Workforce, available properties and sites, cost of doing business. These are all critical components of any relocation or expansion decision. Sun Corridor Inc. is home to this information and is ready to assist you to find the data you need.

[LEARN MORE](#)

1

2

3



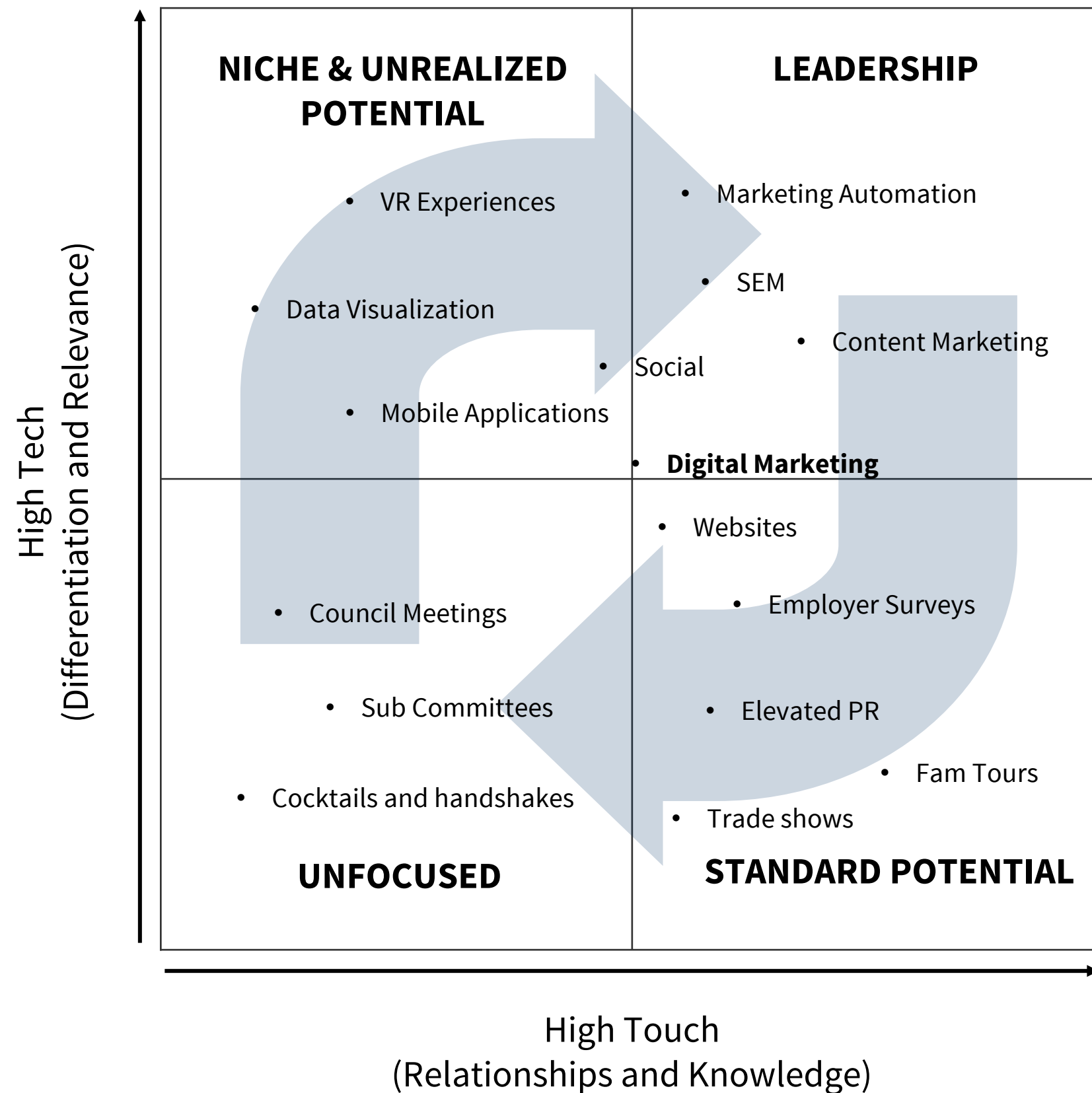
## SOUTHERN ARIZONA'S ECONOMIC ENGINE

Sun Corridor Inc. is a transformative economic development organization representing one of the most dynamic and growing major business centers in North America. Located in Southern Arizona and encompassing four counties (Pinal, Pima, Santa Cruz and Cochise), Sun Corridor Inc. is a CEO-driven regional alliance whose members aggressively champion mega-regional issues that impact economic competitiveness and quality of life.

The organization has helped to drive significant business investment into the Tucson and Southern Arizona region through primary job creation, resulting in an



# Using Marketing Systems to Tell Stories



The old  
marketing playbook  
\_\_\_\_\_ is \_\_\_\_\_  
**BROKEN.**



An aerial photograph of Sydney, Australia, showing the Sydney Opera House in the bottom left, the Sydney Harbour Bridge on the right, and the city skyline in the background. The water of the harbour is a deep blue-green, and the city is a mix of green spaces and urban buildings.

USING DATA TO TELL A STORY ABOUT A PLACE




# Census Data Basics

- Decennial Census – every 10 years
  - Census of Governments
  - Economic Census
  - Survey of Business Owners
- }
- American Community Survey - ongoing
  - 130+ other surveys conducted every year





# DENVER, CO

 ADD COMPARISON

POPULATION

682,545

MEDIAN AGE

34.1

POVERTY RATE

15.6%

MEDIAN HOUSEHOLD INCOME

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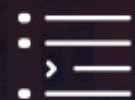
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ECONOMY



HEALTH & SAFETY



DIVERSITY



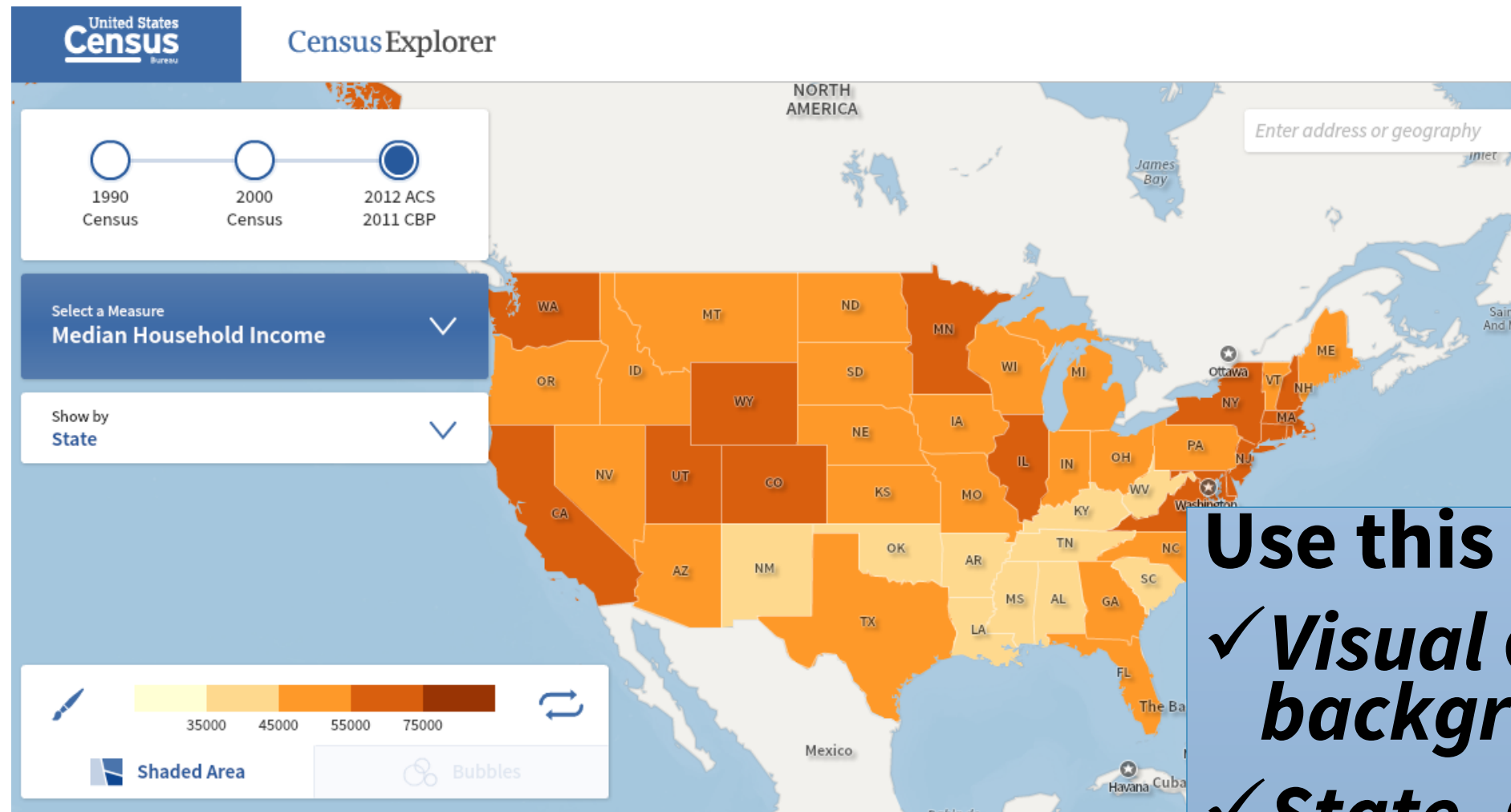
EDUCATION



HOUSING &  
LIVING



# Using Specific Data Tools:



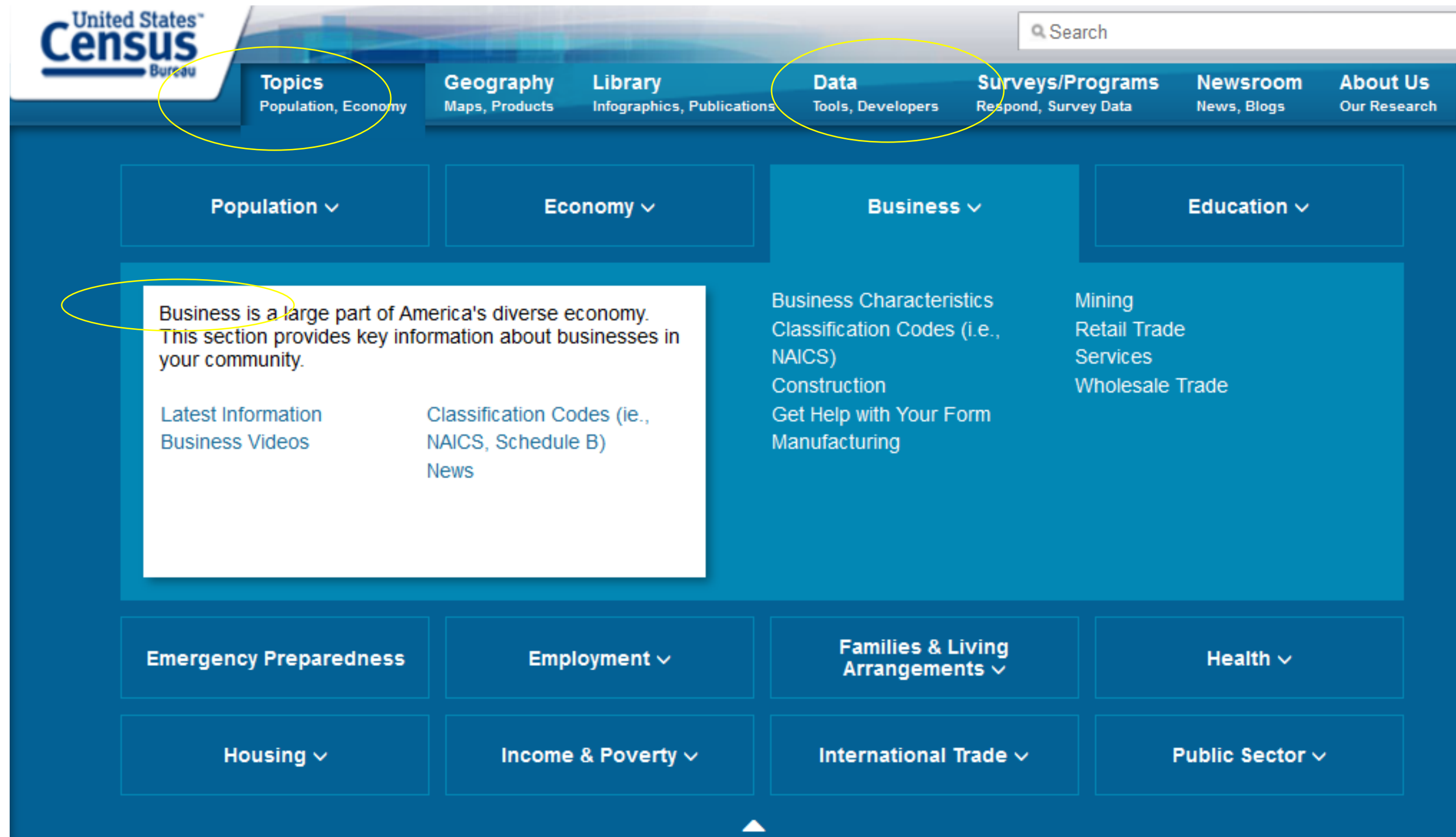
**Use this tool for:**

- ✓ *Visual data for background*
- ✓ *State, County and Tract Geographies*
- ✓ *Historic comparison*
- ✓ *ACS 5-year data and County Business Patterns*

[www.census.gov/censusexplorer/](http://www.census.gov/censusexplorer/)



# Finding Data by Topic





# Using Specific Data Tools:



**Industry Statistics Portal**  
*Business Data from the U.S. Census Bureau*



## SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services
- 55 - Management of companies and enterprises
- 56 - Administrative and support and waste management and remediation services
- 61 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

[www.census.gov/econ/isp/](http://www.census.gov/econ/isp/)

## 2012 NAICS SEARCH

Enter a NAICS code or Title

This application provides access to the Census Bureau programs that provide economic data for a user-selected industry. To choose the industry you are interested in:

- Enter the **2012 North American Industry Classification System (NAICS) code or keyword** into the NAICS SEARCH box above, or
- Choose the industry from

For an overview of the info  
For tips on how to use the

## Use this tool for:

- ✓ Data for specific *industries by NAICS code*
- ✓ Detailed *business data down to the county/zip code level*
- ✓ Accessing *Industry Snapshots*



# County Business Patterns

[Main](#)[About the Data](#)[Historical Data](#)[How the Data are Collected](#)[Definitions](#)[FAQs](#) GET EMAIL UPDATES

## Release Schedule

The 2012 CBP data were released on May 29, 2014.

2012 ZBP data were released on June 12, 2014.

## News

[Online Shopping and Mail Order Businesses Jump 27 Percent, Census Bureau Reports](#)

[More News Releases »](#)

## Data Visualizations

[Census Explorer](#)

[Total U.S. Employment: 2001-2011](#)

[Measuring America: County Business Patterns & Demographics Interactive Map](#)

## County Business Patterns (CBP) ZIP Code Business Patterns (ZBP)

County Business Patterns (CBP) is an annual series that provides subnational economic data by industry. This series includes the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll. This data is useful for studying the economic activity of small areas; analyzing economic changes over time; and as a benchmark for other statistical series, surveys, and databases between economic censuses. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets. Government agencies use the data for administration and planning.

ZIP Code Business Patterns data is available shortly after the release of County Business Patterns. It provides the number of establishments by employment-size classes by detailed industry in the U.S.

These two programs cover most of the country's economic activity based on establishments, with a few noted exclusions. For more information on the coverage and methodology of CBP, see [How the Data are Collected](#). For information on businesses without paid employees, see [Nonemployer Statistics](#).

Data for 2012 were released in May 2014. For help accessing the data via hypertext tables or American FactFinder, please refer to the [Data User Guide \[PDF\]](#).

For Internet Explorer 9 and 10 enable [Compatibility View](#) in the event tables do not display properly.

For frequently asked questions (FAQs), visit [Ask.Census.Gov](#) or click the FAQs tab at the top of the screen. Enter 'CBP' or 'County Business Patterns' into the search box to narrow the results.

### View data in tables

[U.S., States, and Counties](#) <sup>1,2</sup> (1998-2012) Select Area

[Puerto Rico](#) (2003-2012) [and Island Areas](#) (2008 to 2012) Select Area

[Zip Codes](#) <sup>3</sup> (1998 to 2012) Enter 5-digit ZIP Code

[Metropolitan and Micropolitan Statistical Areas](#) <sup>4</sup> (1998-2012) Select Area

Choose your state from the dropdown, then click Go!

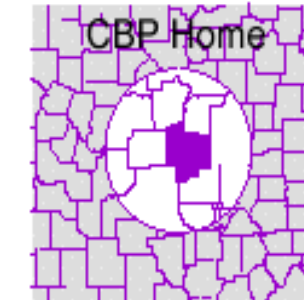


# 2012 County Business Patterns (NAICS)

1) Choose your state!

2) Select area name!

3) Don't forget to click "GO!"



Richmond city, VA

State:  Areaname:

Noise Flag:  Year:

		NAICS code	NAICS code description	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
	<input type="button" value="Compare"/>	-----	Total for all sectors	113,175	1,617,016	5,908,883
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	21----	Mining, Quarrying, and Oil and Gas Extraction	<a href="#">b</a>	<a href="#">D</a>	<a href="#">D</a>
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	22----	Utilities	<a href="#">g</a>	<a href="#">D</a>	<a href="#">D</a>
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	23----	Construction	5,234	62,573	258,623
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	31----	Manufacturing	6,242	102,577	396,860
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	42----	Wholesale Trade	4,222	61,690	256,366
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	44----	Retail Trade	9,059	54,810	219,568
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	48----	Transportation and Warehousing	2,795	31,867	131,140
<input type="button" value="Detail"/>	<input type="button" value="Compare"/>	51----	Information	2,501	40,560	155,000

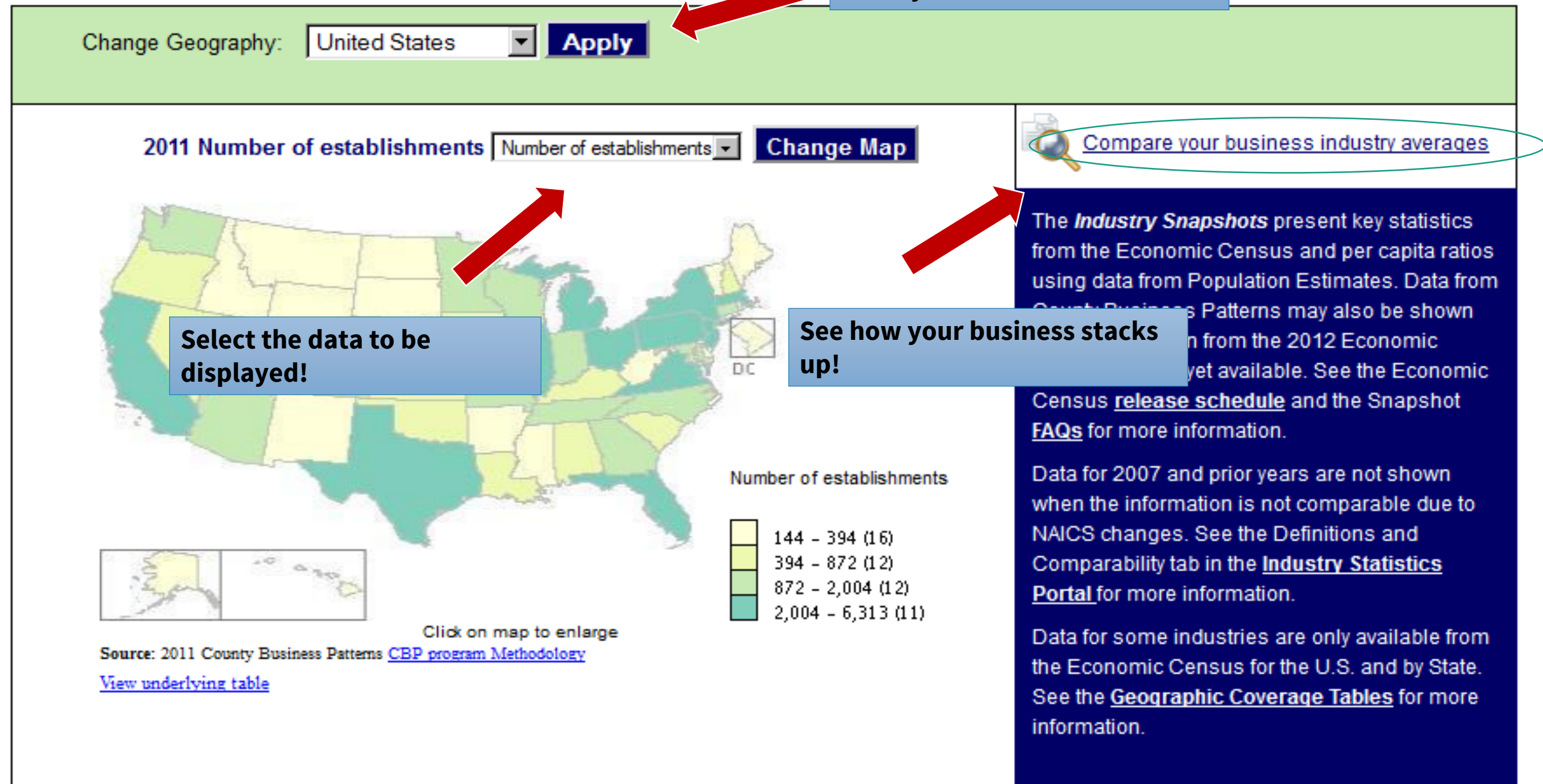
4) Then, click "Detail" to find your 6-digit your NAICS Code.



# Accessing the Data:

## Economic Census: Industry Snapshots

Beauty Salons (NAICS 812112)





# Connect With Us + Questions

Guillermom@atlas-advertising.com  
913.742.1720



Guillermo Mazier, CEO  
1860 Blake Street, Suite B101 Denver,  
CO 80202 USA



+913 742-1720 (Cell)  
+303 292-3300 (Office)



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