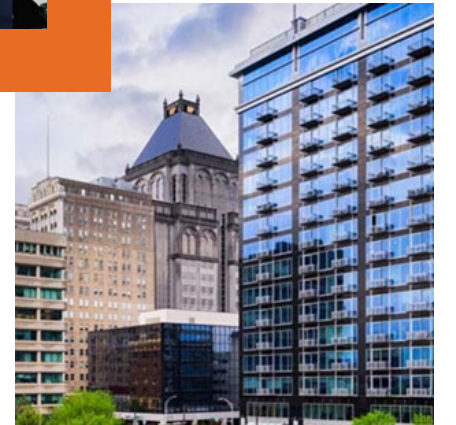
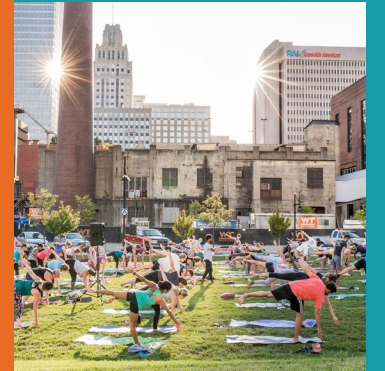


PAST. PRESENT. FUTURE.

ECON DEV INSIGHTS

My Journey through 3 Decades



Presented by Development Counsellors International | March 4, 2021





61
YEARS
SPECIALIZING
IN
MARKETING
PLACES

500+
represented
places

cities
states
regions
countries

4 OFFICES

NEW YORK



LOS ANGELES



DENVER



TORONTO



55
MARKETERS
WITH A PASSION FOR
PLACES



A Sampling of our Economic Development Clients



DCI Services



Branding



Websites



**Social
Media**



**Content
Development**



Research



**Public
Relations**



**Travel Trade
Relations**



**Consumer
Marketing**



**Business Events
Marketing**



**Lead
Generation**



**Talent
Attraction**

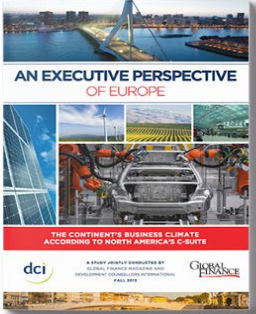
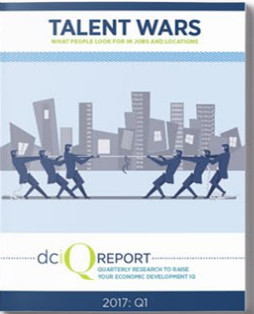
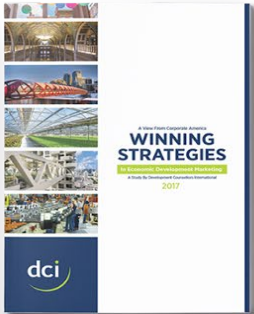


**Digital
Advertising**



**Site Selection
Relationships**

Thought Leaders in Economic Development



A LOOK BACK





Secret

1988

Typewriters. Faxes. No Cells.

EconDev was PMS

Elephant Hunting was Norm



**MADE WITH PRIDE
IN SOUTH CAROLINA**



4 MINUTE READ | UNITED STATES OF INNOVATION

Introducing "Silicon Harbor": Charleston, SC, Home Of TwitPic And Amazon's CreateSpace

Despite being the 75th largest metro area in the U.S., Charleston is ranked in the top 10 fastest growing cities for software and Internet technology. Here's why.



FT Weekend

US edition

8 April 10 / April 2010

78 Weekend



A vintage postcard depicting the first shots of the Civil War.

US property With its tech scene blossoming, Charleston is drawing in a new generation of younger buyers. By **Tory Kingdon**

When Oscar Wilde arrived in Charleston, South Carolina, in the summer of 1882, he found the place fairly noted in the past. One evening he remarked on how beautiful the moon looked. "You should've seen it, sir," he was told, "before the war."

The American Civil War began with the bombardment of Charleston's Fort Sumter 150 years ago this Tuesday, since the Confederate army was defeated in 1862, the city has held on to a nostalgic vision of its history. The pastel-hued colonial houses, the old churches and mansions, the Palmetto trees and cobblestone streets, all remain, and today have much of the appeal for homebuyers.

However, in recent years, the city has developed a reputation for innovation and change, drawing an influx of younger buyers from Europe and the U.S. Between 2000 and 2002, the population of 25-35 year olds grew 15 percent, according to a report from the Charleston Regional Development Alliance. As of last year, millennials made up 12.7 percent of the population—the highest proportion of any "millennial" metropolitan area in the country, according to the report.

It's an increase some have linked to the blossoming tech sector. The city's Charleston Digital Creative, an initiative promoting and developing 204 local technology companies, has helped earn the moniker "Silicon Harbor."



Charleston's historic French quarter at night.

The silicon south

Those moving to have money to spend. "We're getting a lot of buyers in their thirties looking to purchase \$1.5m-\$2m homes," says Helen Gier of William Haines Real Estate. "They come here for executive roles or they might have a tech company they can run from Charleston." Since there is the second home market, largely people from the Midwest and East Coast. Some of Charleston's most coveted properties are purchased by those wanting a coastal retreat for a few months of the year.

According to Gier, the agency is receiving multiple offers on all of its properties. "The average listing is about \$600,000—less than half what it was in 2002—and sells twice as fast as the most sought-after neighborhoods can keep up a year."

It is noted that has driven up home prices by an average 73 percent in the past year, according to Zillow, with a further 2.5 percent due to market pressure.



Four-bedroom penthouse on King Street, Charleston, SC.

At the top end of the market is the city's historic landmark, reportedly South of Broad, with its tree-lined streets and antebellum architecture. Here, William Haines is selling a mid-19th-century three-bedroom property here for \$2.35m. The French quarter and Ansonborough, both similarly picturesque and with walking distance to high-end restaurants and boutique shops—King Street is known as the Charleston equivalent of New York's Fifth Avenue—are also in demand. A four-bedroom penthouse with an office, sauna and a 5,000 sq ft roof terrace is on sale for \$5.55m with William Haines.

Other areas in demand are the coastal neighborhoods known collectively as "the beaches". Most notably Kiawah Island, with its five championship golf courses, and Sullivan's Island where you'll find private timber club beach houses with waterfront views. Median house prices here are \$1.15m; a six-bedroom property with a deepwater dock on Sullivan's Island recently sold for \$6.34m through William Haines.

Real Estate. The right inventory should make Charleston ripe for development, but its popular historic districts are largely off limits.

"We're helping us desperately seeking land throughout Charleston, but planning restrictions are directly at odds with development growth," says Drew Gooden of William Haines. Charleston has one of the strictest preservation societies in the U.S., founded in 1920, and a plan for the historic district was drafted in 1974. These simply aren't the easy days to change.

Developers are instead looking north of the city center, to a district already popular with millennials: Mount Pleasant. It's about a 15-minute drive from downtown Charleston and close to the beaches of Sullivan's Island. This month's sales list, a high-end condominium building with 54 units, is due to



2020

A View From Corporate America

WINNING STRATEGIES

In Economic Development Marketing

A Study By Development Counsellors International

IEDC Annual Conference

Presented by

Dariel Curren, Executive Vice President
Robyn Domber, Vice President of Research

MOST EFFECTIVE MARKETING TECHNIQUES (Responses Over Time)

Technique	2020	2017	2014	2011	2008	2005	2002	1999	1996
Internet/website	69%	74%	67%	55%	56%	53%	37%	37%	18%
Planned visits to corporate executives	58%	66%	64%	57%	54%	55%	53%	46%	53%
Media relations/publicity	54%	51%	48%	33%	52%	50%	40%	38%	39%
Hosting special events	54%	51%	46%	35%	45%	49%	37%	42%	39%
E-newsletters/e-marketing	48%	—	—	—	—	—	—	—	—
Social media	46%	—	—	—	—	—	—	—	—
Trade shows	43%	39%	38%	35%	—	33%	32%	45%	39%
Advertising	42%	32%	17%	16%	15%	20%	21%	19%	19%
Telephone outreach (formerly “telemarketing”)	35%	17%	6%	4%	4%	6%	4%	6%	7%
Physical mail (brochures/gift boxes) (formerly “direct mail”)	33%	23%	14%	15%	19%	23%	33%	25%	25%

PRESENT



2020

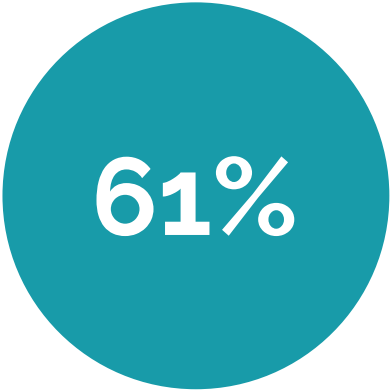
February | COVID Pandemic Hits US

Severe Impact on Women in Workforce

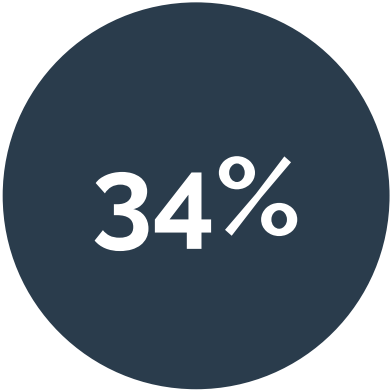
EconDev Continues Shift toward Talent Attraction



Are Corporate Location Decisions Moving Forward?



say companies are moving forward with site selection projects



say companies are pausing site selection projects



say companies are canceling site selection projects or consolidating facilities



Most Active Industries Post COVID-19

Industries With the Most Project Activity —



67%

Biotech and Life Sciences



51%

Advanced Manufacturing



47%

Food and Beverage Processing



44%

Transportation and Logistics



31%

Software and IT



Top 5 Predictions for 2021



Renewed Activity
in Site Selection



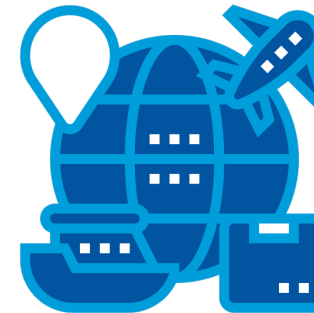
Hybrid
is the New Normal



Cautious Optimism on
FDI



The Workforce...
It's All About Quality

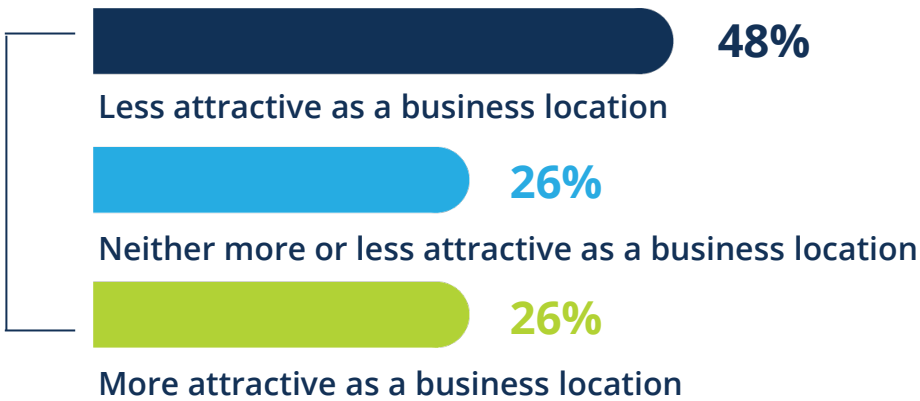


Supply Chain Shakeup
Will Continue

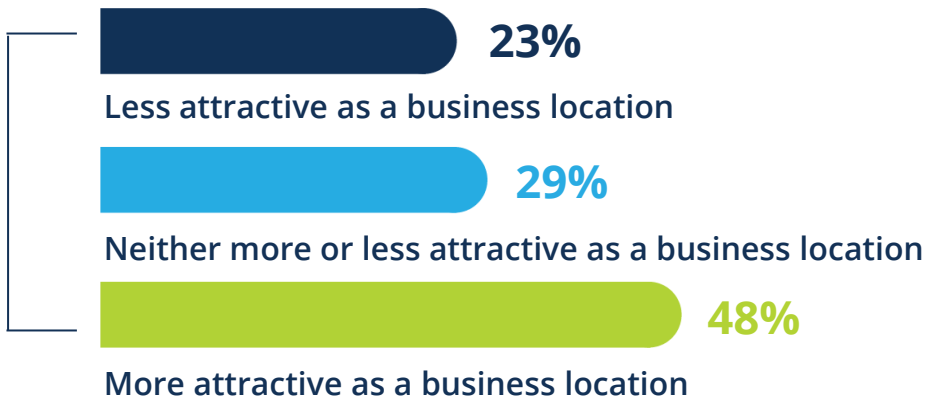
C-SUITE PERCEPTIONS OF LOCATION TYPES IN LIGHT OF COVID



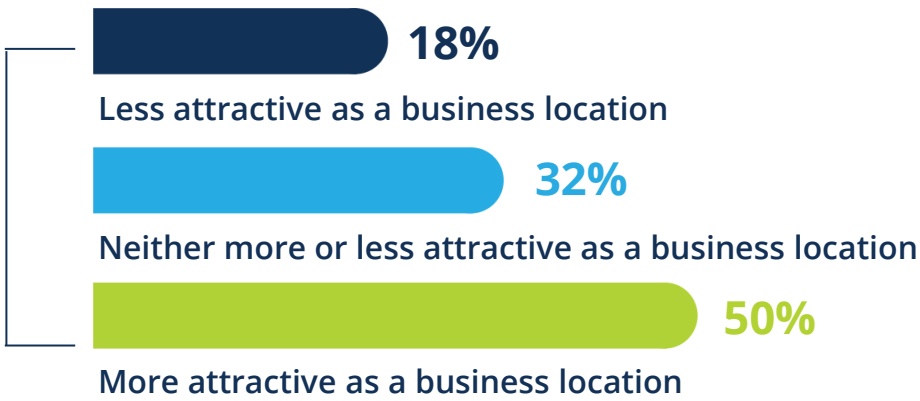
Large urban areas
(city with population more than 1 million)



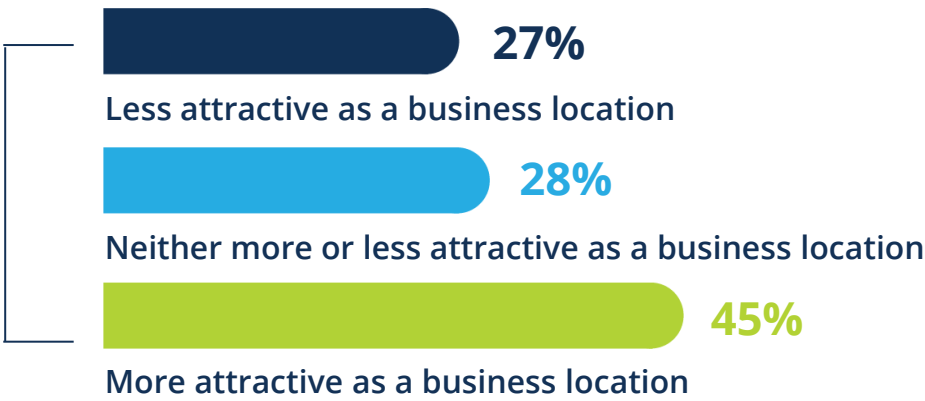
Suburban area



Mid-tier urban area
(city with population less than 1 million)



Rural area

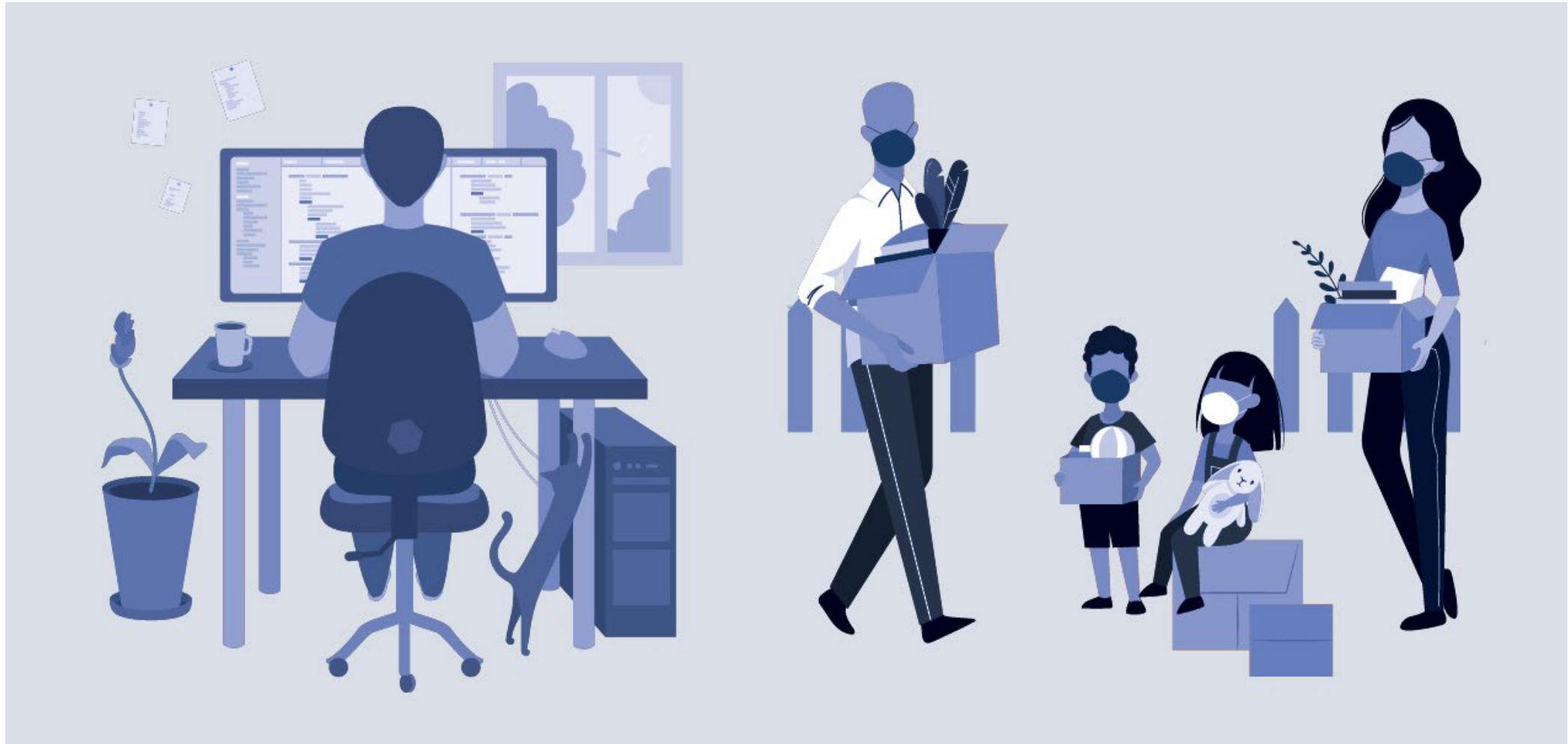


TOP FACTORS IN LOCATION DECISIONS



Availability of skilled workers	46%
Competitive labor costs	38%
Available sites/buildings	32%
Business friendly government	27%
Strong quality of life	23%
Efficient transportation systems (highway, air, rail,	19%
Competitive incentives	18%

TALENT WARS



WHAT PEOPLE LOOK FOR IN JOBS AND LOCATIONS | IN THE AGE OF COVID -19

The State of Talent Attraction

THE WALL STREET JOURNAL.

Remote Work Is Here to Stay.
Bosses Better Adjust.

The New York Times

*The Pandemic Has Accelerated
Demands for a More Skilled Work Force*

FORTUNE

The economy is recovering in some states, but others remain at Great Depression-era unemployment levels. Why?



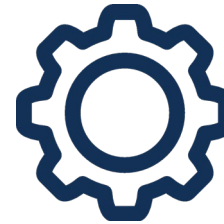
**Barbados is planning to let
people stay and work
remotely for a year**

Who We Surveyed

1,618
PEOPLE



AGES 21-65

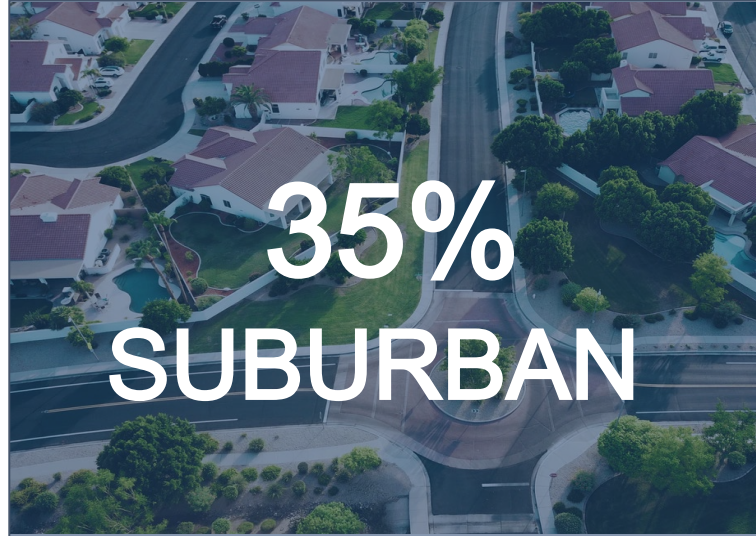


REPRESENTATIVE OF
DIFFERENT INDUSTRIES



AND EDUCATION LEVELS
From High School Degree
To Doctorate

TALENT IS SEEKING SPACE



AND TALENT?

75% WANT WFH IN SOME CAPACITY



A MIX OF WORKING FROM
HOME + IN THE OFFICE

38%



WORKING FROM HOME
FULL-TIME

37%



IN THE OFFICE FULL -TIME

25%



They Can't Leave the Bay Area Fast Enough

As a tech era draws to an end, more workers and companies are packing up. What comes next?





The New York Times

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Join Us in Miami! Love, Masters of the Universe

Silicon Valley techies and Wall Street titans have bought homes and moved businesses there in the pandemic, coaxed by an eager mayor.



NEWSLETTERS • FORTUNE ANALYTICS

Work-from-home isn't going away: Only 4% of CEOs plan to add office space

BY LANCE LAMBERT

February 4, 2021 7:01 PM EST



The Best Work-From-Home Cities for 2021

Looking to leave your cramped, expensive living space to work from home permanently? We've done the research, and these are the US and Canadian cities that provide the best balance of affordability, livability, and connectivity.



By [Sascha Segan](#) & [Kim Key](#) February 9, 2021



THE FUTURE



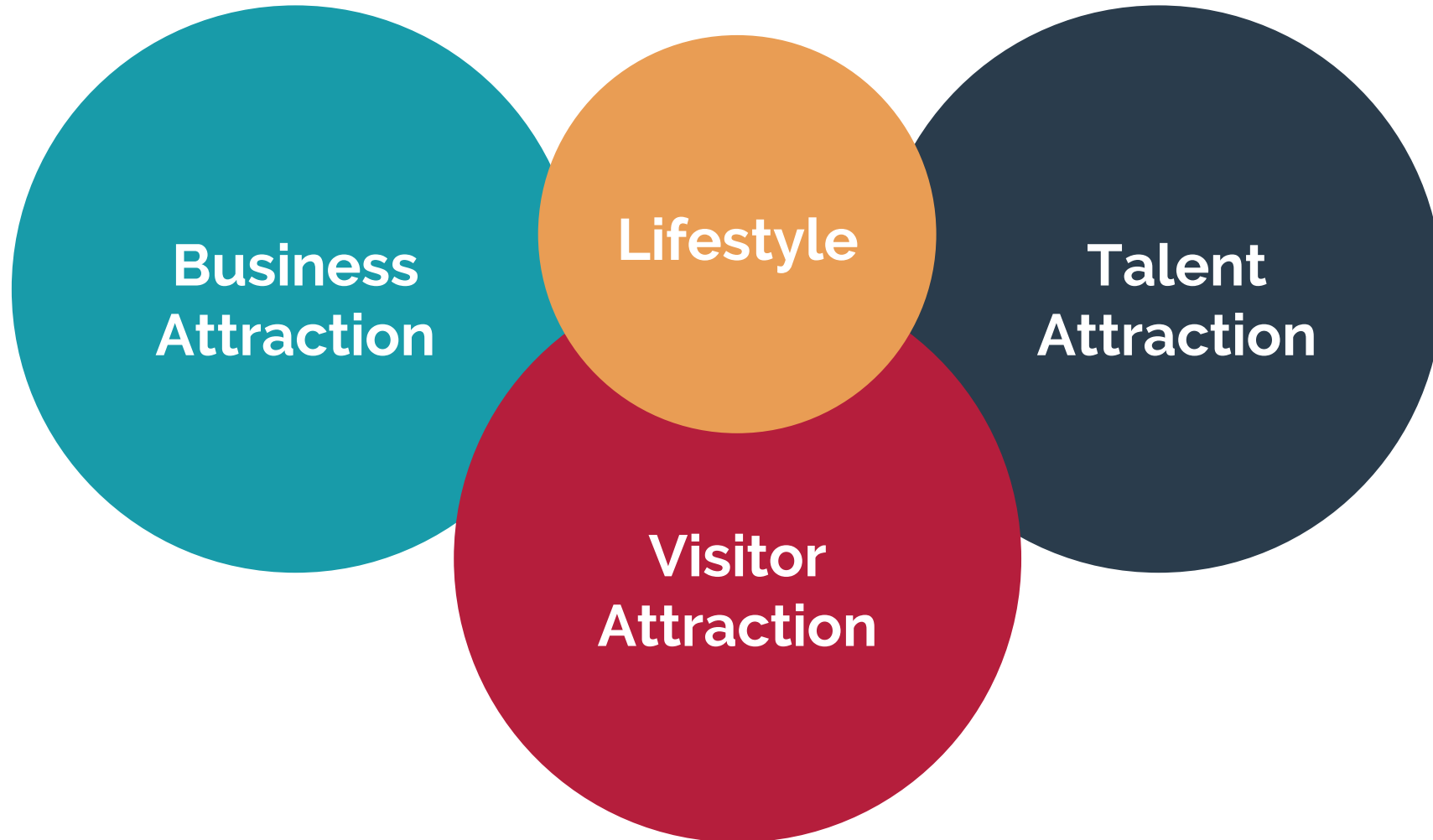
Future

EconDev Becomes More Diverse

Virtual/Hybrid/Remote Work Continues

Lifestyle Marketing Accelerates

The Future of Place Marketing



Do you work remotely? This program could pay you \$10,000 to do so from Tulsa

By Alaa Elassar, CNN

Updated 5:49 PM ET, Mon November 23, 2020



MORE FROM CNN BUSINESS



Expert says Smartmatic has a 'very strong' complaint



Zeynep Tufekci on why everyone should stop 'doomscrolling'

Recommended by outbrain

An advertisement for a video titled "THE NEW SPACE ECONOMY IN A MORGAN STANLEY MINUTE". It features a portrait of Adam Jonas, a Morgan Stanley analyst. A "Watch Now" button is visible. The text "ADAM JONAS" is at the bottom.

THE NEW SPACE ECONOMY
IN A MORGAN STANLEY MINUTE

Watch Now

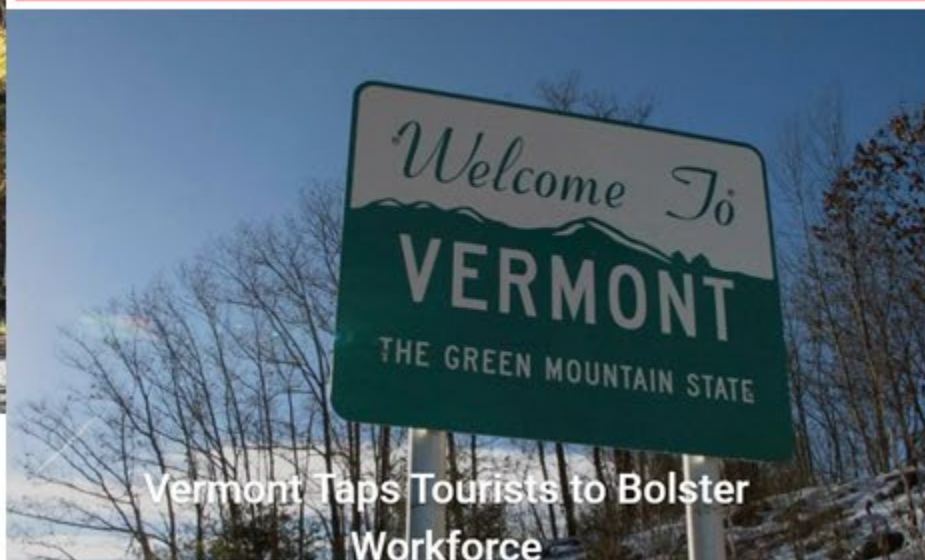
ADAM JONAS

The Washington Post

Wonkblog

Vermont's creative approach to its labor shortage: Hire the tourists

By **Danielle Paquette** April 20 [Email the author](#)



Vermont Taps Tourists to Bolster Workforce



Vermonters Wanted: How Vermont Is Turning Tourists Into Residents

Want to live in Vermont? The state's new "Stay to Stay" program sets weekend visitors home tours, job interviews and networking events to help them make the move.

by **Dina Dimeo-Ediger** on May 15, 2018 08:00 AM





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THANK YOU!

Q & A

