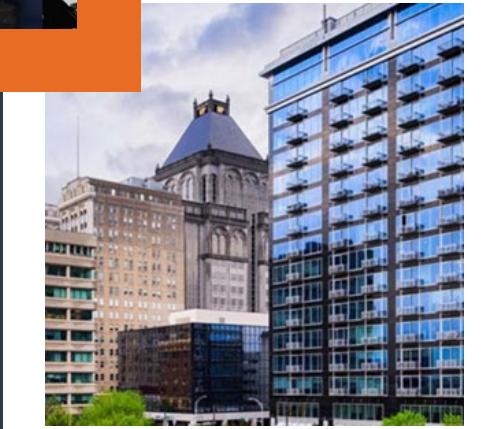


PAST. PRESENT. FUTURE.

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



Partners for Regional Growth & Prosperity



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



4810

B

X

382

Y

1988

Typewriters. Faxes. No Cells.

EconDev was PMS

Elephant Hunting was Norm



MADE WITH PRIDE
IN SOUTH CAROLINA



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

4 April 2013

FT Weekend



A vintage trade card 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 Tony Kingdom

When Oscar Wilde arrived in Charleston, South Carolina, in the summer of 1882, he found the place firmly rooted in the past. One evening he remarked on how beautiful the moon looked. "You should never let it," he

He American civil war began with the bombardment of Charleston's Fort Sumter 150 years ago this Friday and, since the Confederate army was defeated in 1865, the city has held on to a nostalgic vision of its history. The pastel-hued colonial houses, the old theaters and institutional buildings, the Palmetto trees and cobblestone streets all seem to confirm that much of the appeal of Charleston.

However, in recent years, the city has developed a reputation for innovation and change, drawing an influx of younger buyers from Europe and the US. Between 2000 and 2012, the population of 25-34 year olds grew 15 per cent, according to a report from the Charleston Regional Development Alliance. As at last year, millennials made up 22 per cent of the population – the highest proportion of any "mid-level" metropolitan area in the country, with 500,000 households.

It's an increase some have linked to the city's proximity to the Research Park, Charleston Digital Corridor, as well as local government and developing local technology companies, has helped to earn the moniker "Silicon Harbor".



Charleston's historic French quarter at night. (AP Photo/News21)

The silicon south

"There's a growing interest in the area to move here," says Tony Kingdom, chairman of the local real estate agency William Morris.

At the top end of the market is the city's historic French Quarter, a mix of 18th-century buildings and 19th-century mansions and antebellum architecture. Here, William Morris is selling a mid-19th-century three-bedroom property for £2.5m. The French quarter and Ansonborough, both similarly picturesque and within walking distance of 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 swimming pool is on the market for £3.95m, with William Morris.

According to David, the agency is receiving multiple offers on all of its properties. "The average listing is about 20 days on the market, which is better than most major US cities," he says. "The most sought after neighborhoods can be up to a year."

It's believed that has driven up house prices by an average 2.5 per cent in the

past year, according to David, with further 2.5 per cent forecast this year.

At the top end of the market is the city's historic French Quarter, a mix of 18th-century buildings and 19th-century mansions and antebellum architecture. Here, William Morris is selling a mid-19th-century three-bedroom property for £2.5m. The French quarter and Ansonborough, both similarly

pictureque and within walking distance of 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 swimming pool is on the market for £3.95m, with William Morris.

Other areas in demand are the coastal neighborhoods known collectively as "the beaches". Most notably is Seabrook Island, with its fine championship golf courses, and Sullivan's Island where you'll find natural timber-clad beach houses and a 19th-century fort. Most house prices here are £1.1m; a one-bedroom property with a deepwater dock on Sullivan's Island currently for sale at £6.35m through William Morris.



Four-bedroom penthouse on King Street, £3.95m

Seabrook Island, with its fine championship golf courses, and Sullivan's Island where you'll find natural timber-clad beach houses and a 19th-century fort. Most house prices here are £1.1m; a one-bedroom property with a deepwater dock on Sullivan's Island currently for sale at £6.35m through William Morris.

US edition



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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 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

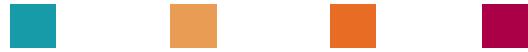


2020

February | COVID Pandemic Hits US

Severe Impact on Women in Workforce

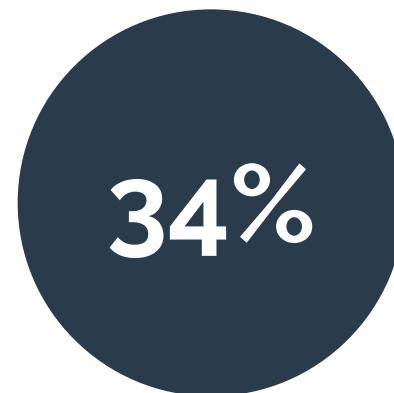
EconDev Continues Shift toward Talent Attraction



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%

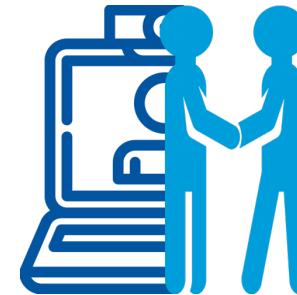
Software and IT



Top 5 Predictions for 2021



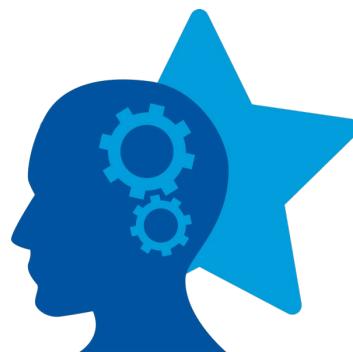
Renewed Activity
in Site Selection



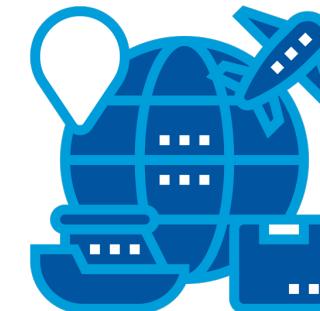
Hybrid
is the New Normal



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



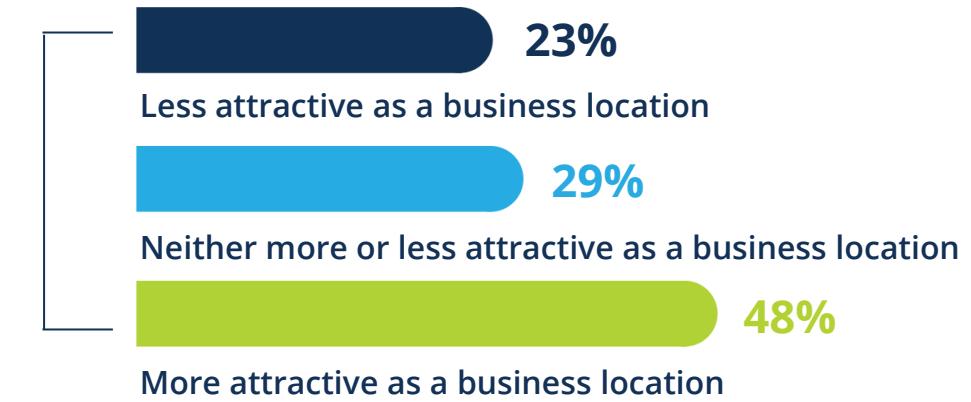
Large urban areas
(city with population more than 1 million)



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



Suburban area



Rural area

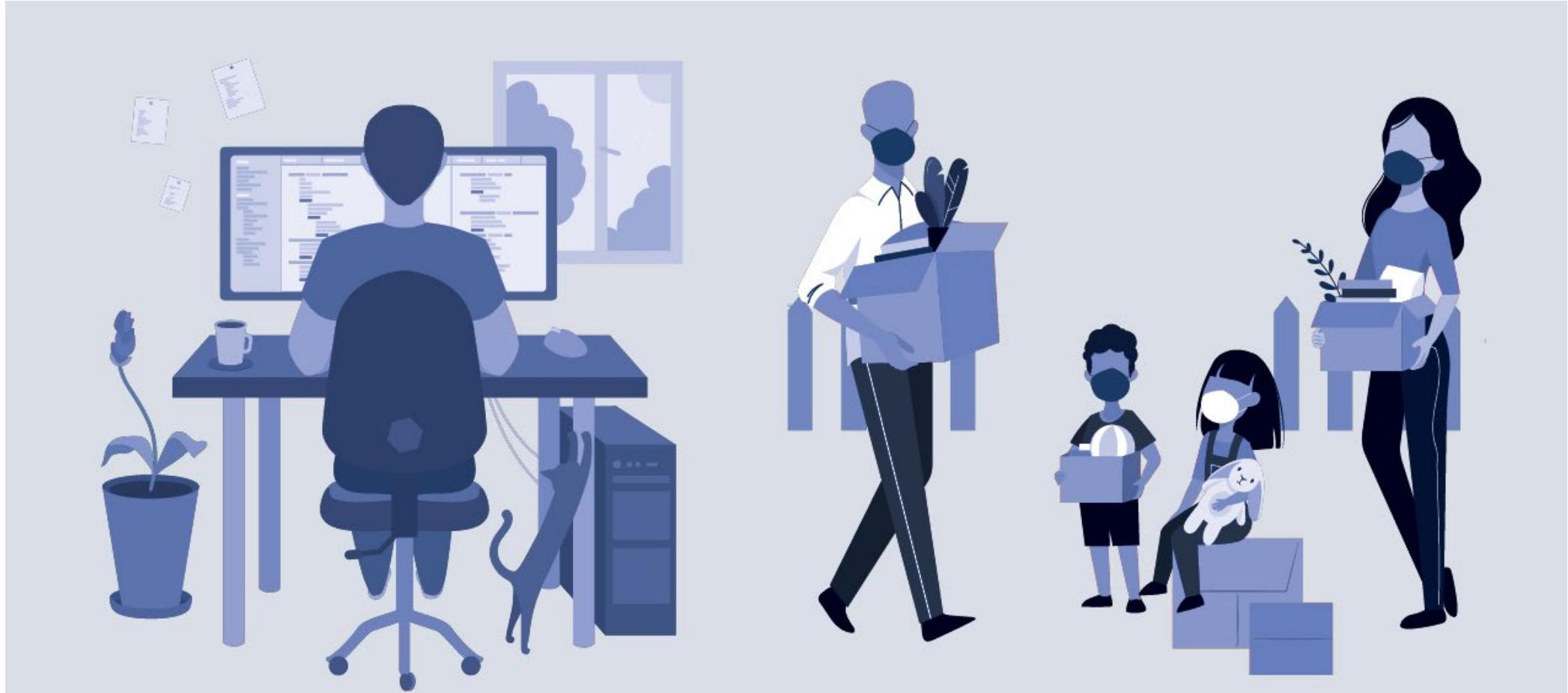


TOP FACTORS IN LOCATION DECISIONS



Availability of skilled workers	46%
Competitive labor costs	38%
Available sites/buildings	32%
Businessfriendly 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.

FORTUNE

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

The New York Times

The Pandemic Has Accelerated Demands for a More Skilled Work Force



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

Who We Surveyed

**1,618
PEOPLE**



AGES 21-65

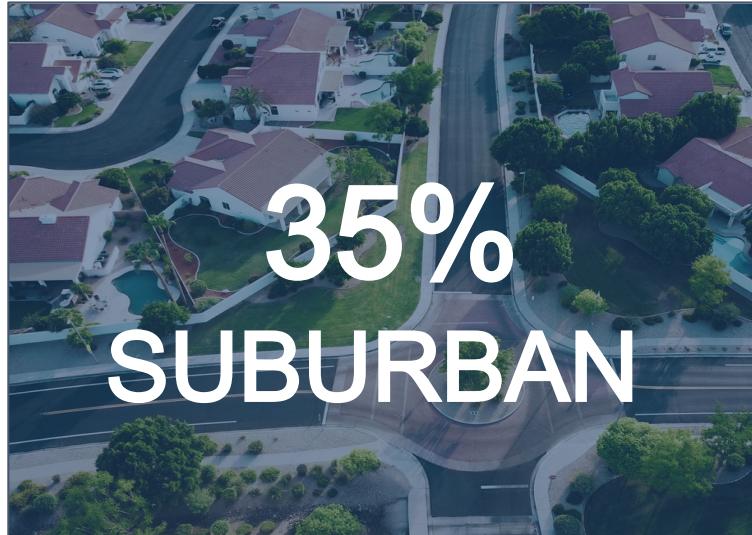


**REPRESENTATIVE OF
DIFFERENT INDUSTRIES**



**AND EDUCATION LEVELS
From High School Degree
To Doctorate**

TALENT IS SEEKING SPACE



35%
SUBURBAN



27%
RURAL



13%
MID-SIZED
URBAN



25%
LARGE URBAN

AND TALENT? 75% WANT WFH IN SOME CAPACITY



A MIX OF WORKING FROM
HOME + IN THE OFFICE

38%



WORKING FROM HOME
FULL-TIME

37%



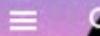
IN THE OFFICE FULL -TIME

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?





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MIAMI

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.



FORTUNE Deloitte.

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



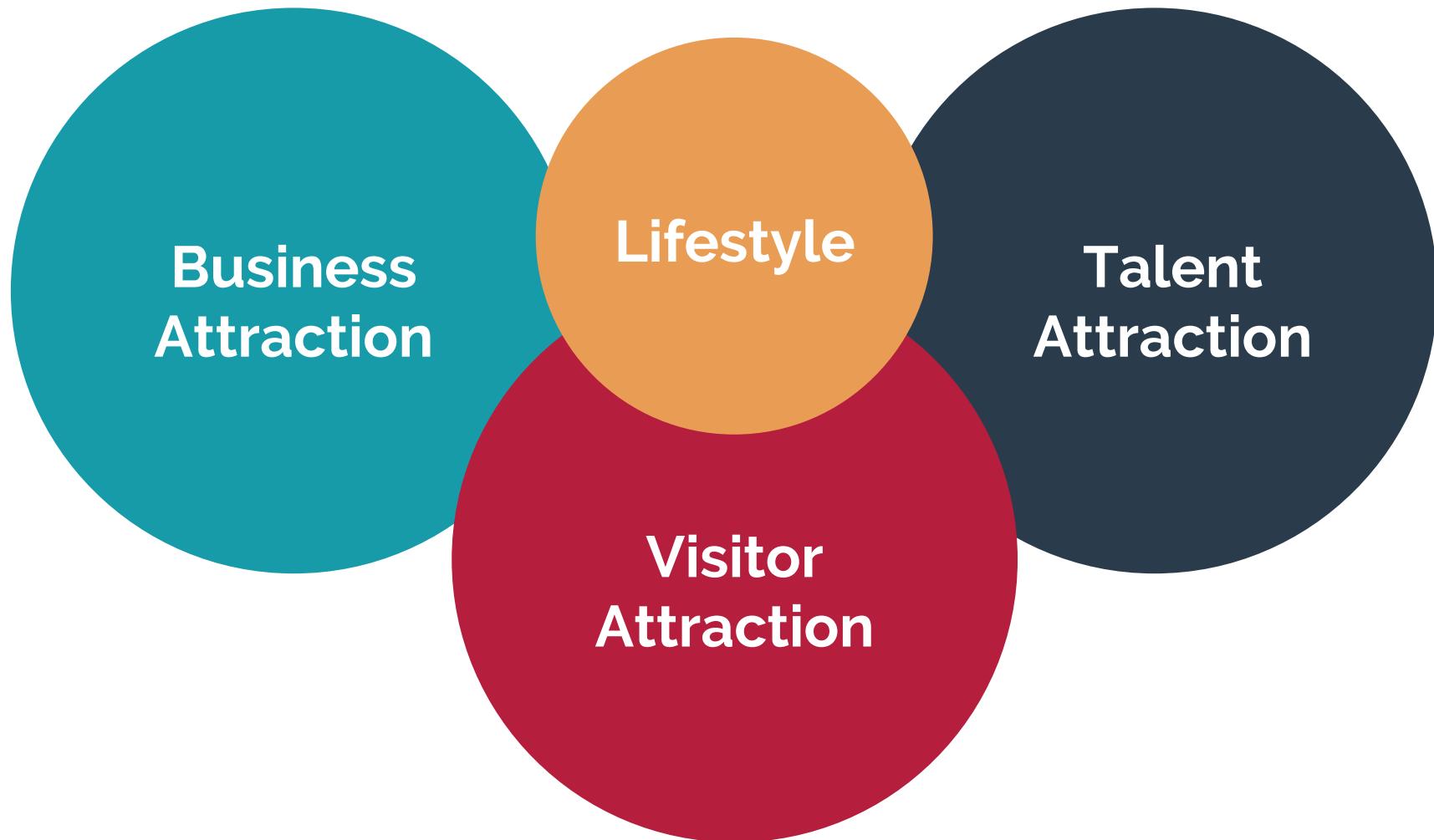
Future

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



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IN A MORGAN STANLEY MINUTE

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ADAM JONAS

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

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



U.S. News & WORLD REPORT



Welcome To
VERMONT
THE GREEN MOUNTAIN STATE

Vermont Taps Tourists to Bolster Workforce

A composite image featuring the U.S. News & World Report logo at the top. Below it is a photograph of a green "Welcome To VERMONT THE GREEN MOUNTAIN STATE" sign. In the background, there are trees with autumn leaves and a clear blue sky. At the bottom, there is a headline: "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 Anna Dimeo-Ediger on May 15, 2018 08:00 AM





Charlotte's got a lot.



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THANK YOU!

Q & A

