

Economic Development Strategy

2023 Power Eastern Oregon
Economic Development Summit

Sep 20, 2023



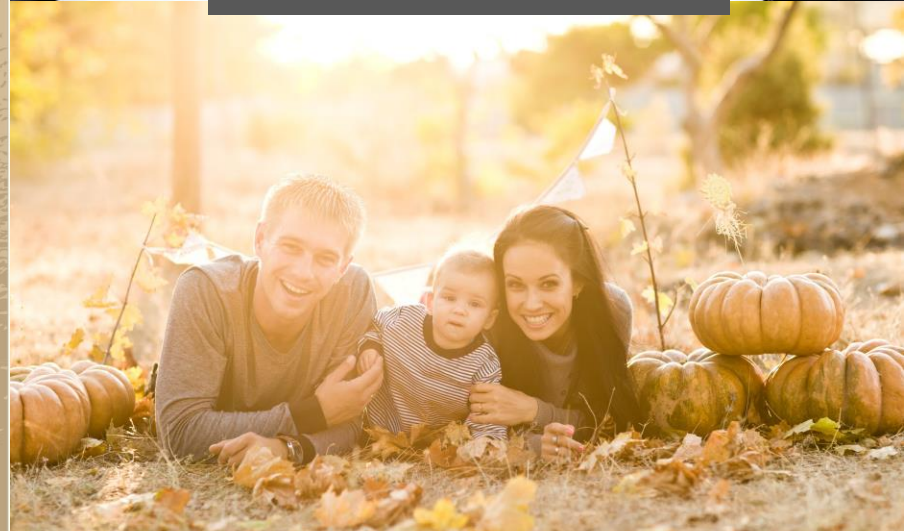
Golden Shovel  placeVR 



10 YEARS AGO



5 YEARS AGO



ECONOMIC DEVELOPMENT HAS CHANGED



TODAY



A photograph of a city street with brick buildings, traffic lights, and a clear sky. The street is paved with asphalt and has white directional arrows. A car is visible in the distance.

CREATING A PLAN

AUTHENTICITY

A photograph showing a group of people's hands stacked on top of each other in a circle, symbolizing teamwork and trust. The people are wearing various professional attire, including a white lab coat with a stethoscope and a blue scrub top.

TRUST

STAKEHOLDER INPUT



SURVEYS

INTERVIEWS

SWOT



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

POSSIBLE STRATEGIC AREAS AND GOALS

- **Branding/Defining the Community**
- **Enhance the Economic Development Team**
- **Proactively Market the Community**
- **Business Retention and Expansion**
- **Business Attraction Program**
- **Establish an Incubator**



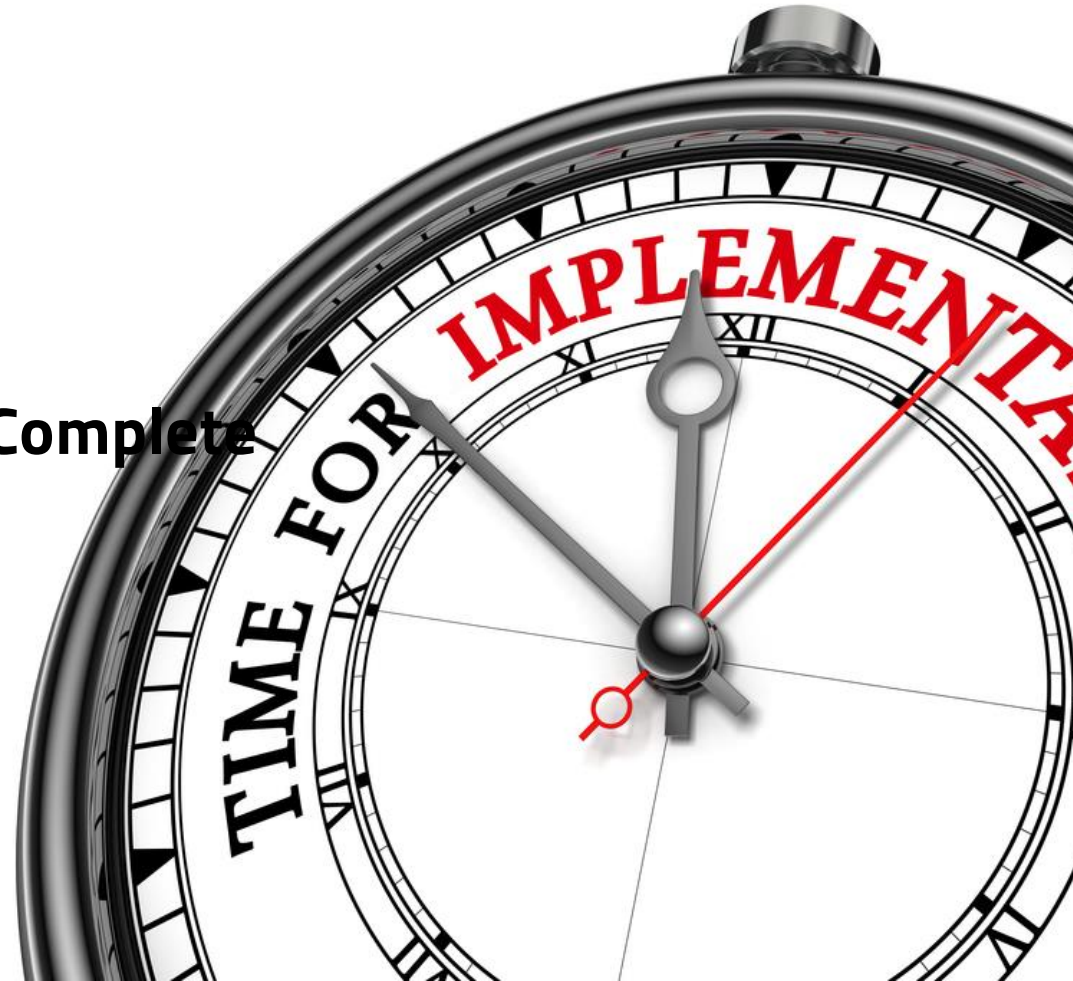
STRATEGIC AREAS AND GOALS

- **Establish an Internship Program**
- **Update the Master Plan**
- **Enhance the Transportation Infrastructure**
- **Product (Site) Development**
- **Attract Housing Development**
- **Partner Engagement**



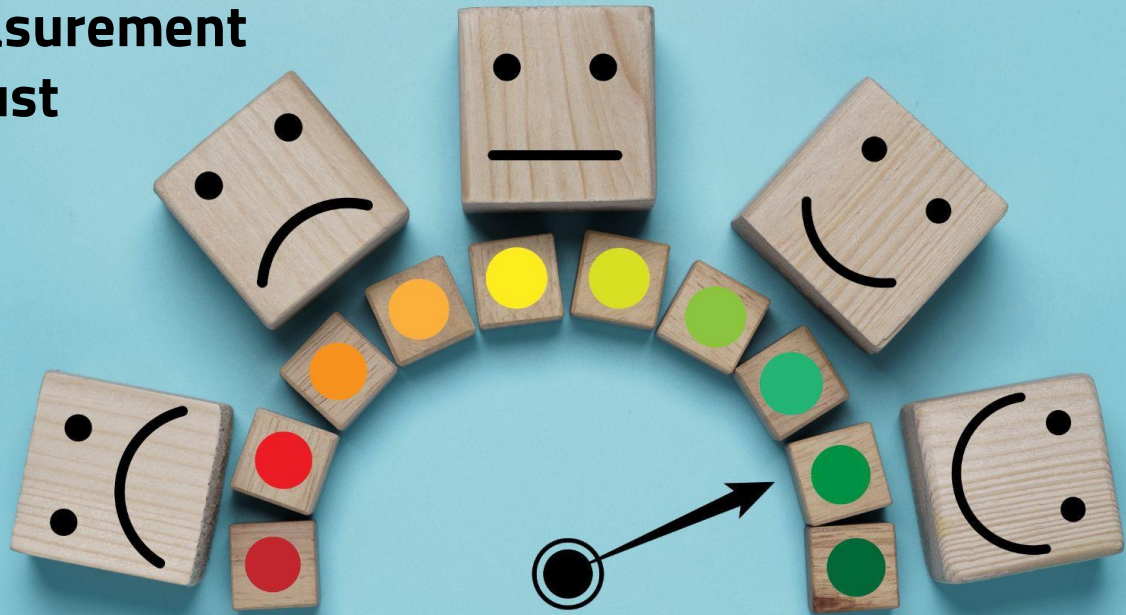
IMPLEMENTATION

- **Responsibility: Who Will Complete the Item?**
- **What Funding Resources Will Be Used?**
- **Timing: When Will We Do It?**



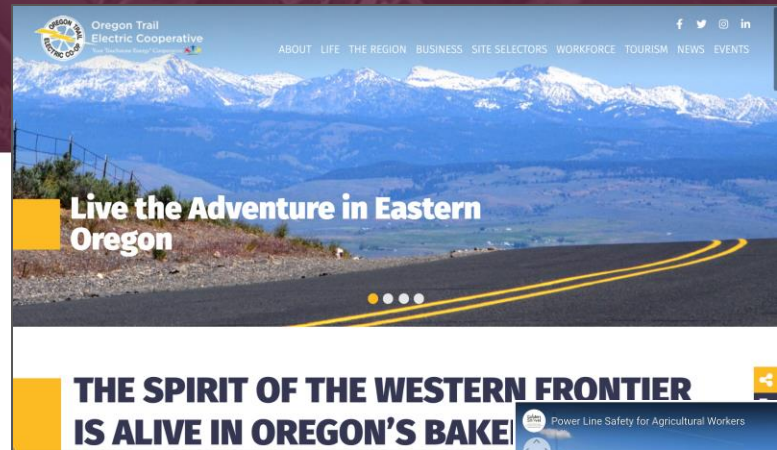
EVALUATION FRAMEWORK

- **Monitoring**
- **Performance Measurement**
- **Evaluate and Adjust**



MARKETING PLAN

- WEBSITE/SEO
- SUCCESS STORIES
- SOCIAL MEDIA
- VIDEO
- TRADE SHOWS
- LEAD GENERATION





Attract Business & Talent to Your Community

Leverage Our Economic Development
Marketing Tools

[VIEW OUR WORK](#)

[CONTACT US](#)

Downloadable eBooks

ECONOMIC DEVELOPERS GUIDE TO GRANTS THAT CAN FUND KEY INITIATIVES

GOLDEN SHOVEL AGENCY



Download to Receive:

- How to find grants your community can use
- Current grant opportunities
- How grants vary based on hard and soft costs
- The types of grants that are available per program/initiative type
- Best practices

Grants Whitepaper

Strengthen Your Community's Competitive Potential By Improving Quality of Life

GOLDEN SHOVEL AGENCY &
CONVERGENT NONPROFIT SOLUTIONS



Download to Receive:

- Case for improving your community's quality of life
- How to prove ROI for quality of life investments
- What projects are worth investing in
- Ways to fund your quality of life projects
- How to market them for maximum impact

Quality of Life Whitepaper

PROVEN STRATEGIES FOR SOLVING HOUSING SHORTAGES IN COMMUNITIES ACROSS NORTH AMERICA

GOLDEN SHOVEL AGENCY



Download to Receive:

- Ways to build housing faster
- Incentives & policy ideas to spur workforce housing development
- How to fund housing development
- Ideas for repurposing land & buildings

Solving Housing Shortages Whitepaper

DIGITAL LEAD GENERATION FOR ECONOMIC DEVELOPERS

GOLDEN SHOVEL AGENCY



Download to Receive:

- Lead generation techniques explained in a way that applies to economic development
- Best practices for CTAs (calls to action)
- Ways to optimize your landing pages
- How to create effective forms

Lead Generation Whitepaper

GUIDE TO VIDEO MARKETING

GOLDEN SHOVEL AGENCY



Download for:

- The latest trends on different types of videos
- Actionable tips that you can apply to your strategy
- Case studies for real economic developers who have successfully utilized these techniques
- A comparison between types of videos and how to

UNDERSTANDING CURRENT WORKFORCE SHORTAGES & HOW TO SOLVE THIS PROBLEM FOR YOUR COMMUNITY

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Download for:

- The baseline information you need to understand the workforce shortage issues
- Information on how to create a plan to address workforce shortages
- Best practices that economic developers have been

ECONOMIC DEVELOPMENT WEBSITE DESIGN PROJECT PLANNING GUIDE

GOLDEN SHOVEL AGENCY



Download to Receive:

- Checklist of items you might want on your website (bring this to your research/discovery calls)
- Project timelines
- Questions to ask if you're ready for a new website

COVID-19 MEDIA TOOLKIT: HOW TO PREPARE TO REOPEN YOUR COMMUNITY

GOLDEN SHOVEL AGENCY



Toolkit Includes:

- Community needs survey
- Communication planning templates
- 8 Informational articles for your website/newsletters
- 10 Press release templates for announcements
- 264 Social media posts and 24 graphics

Thank You!

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