



RESUME

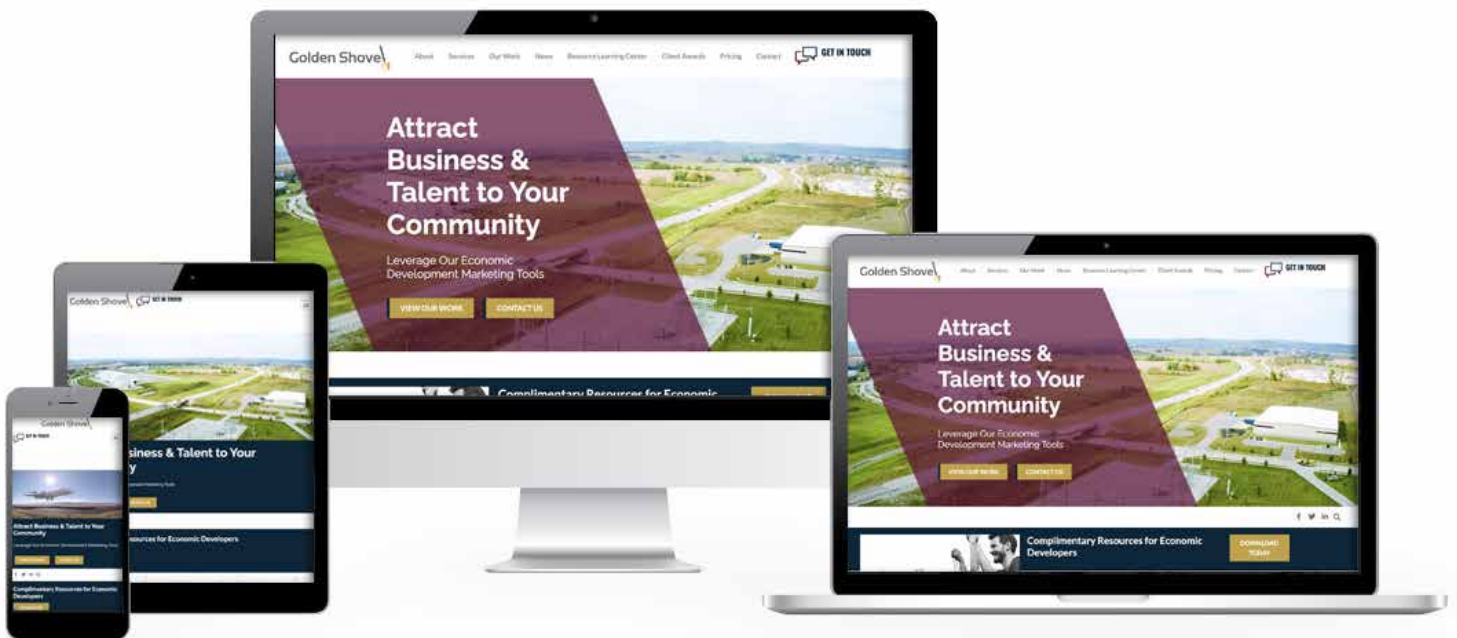
ATTRACT BUSINESS & TALENT TO YOUR COMMUNITY



WHO WE ARE

At Golden Shovel Agency, we know economic development is a mission-driven endeavor. Since it is so critical for communities and regions to attract and retain businesses, we exclusively focus on helping organizations, cities, counties, regions, and states to elevate both their economic development communications and their marketing strategies. We bring a combined knowledge of strategy, marketing, website technology, and graphic design expertise. This allows us to collaborate with our clients and present communities in their best light.

We are a multi-discipline communications firm. Great marketing happens when appealing content finds the right audience. Whether attracting a business within a target industry or a desired type of worker, we create custom content tailored for economic development audiences and accurately target and measure the results through multiple online communication channels.



WHAT WE DO

WEBSITE DEVELOPMENT

Our award-winning economic development websites make it easy for economic developers to reach multiple decision-makers with their value proposition while providing site selectors with the essential tools, data, resources, and site information that they need to make strong client recommendations.

Designed for local and regional organizations, our Economic Gateway has proven to be a powerful tool for creating best-in-class, custom-designed economic development websites. Complete with the resources needed to best present communities to business owners, talent, and other stakeholders, each website is developed with access to our entire suite of economic development modules. Clients find our websites easy to use, even without programming experience, as admin functions are streamlined without unnecessary functionality.

Golden Shovel Agency hosts and maintains all of our clients' economic development websites. Our Economic Gateway is continuously improving and expanding to deliver best-in-class tools to clients (at no additional cost). Our platform and websites are hosted through Rackspace, a leader in high-quality hosting. Additionally, clients will have peace of mind knowing that their website information is permanently backed up to prevent any loss of data.

Unique client perk - a complete website redesign is provided to our clients after every third year of services. This perk ensures that your organization's website continues to be fresh and modern as the years go by.

CONTENT CREATION

Your organization will have the Golden Shovel content creation team available to uncover the unique story of your region. Our custom content work will differentiate you from other communities by focusing on what makes you unique and how your assets can meet the needs of the industry and workforce that you are trying to recruit. Through expert storytelling and compelling content, we help you build a bridge between your community and your target audience so that you can make meaningful connections.

MARKETING

Our marketing services allow your community to become part of the conversation. Whether you are looking to attract more workers, businesses, or gain national recognition, our marketing strategies and solutions will position you for success. Our economic development-focused team will perform in-depth research to develop detailed marketing plans. Inbound marketing solutions and public relations strategies are tailored to your community's unique strengths to increase lead generation.

When it comes to digital ads, we start with research. Who are you trying to reach? What platforms are they most likely to use? And what keywords are they typing into a search when looking for information or solutions? With data analytics in hand, our team will craft dynamic digital ads that are eye-catching, intriguing, and designed to initiate action. We manage all aspects of design, implementation, and campaign monitoring to ensure that your economic development organization gets the attention of your target audience. Best of all, we can review who has clicked on the ads and determine best practices for further outreach.

STRATEGY

A customized economic development strategy is critical to understanding where your community wants to go and what it will take to get there. Without a plan to solve fundamental challenges like workforce, housing, and attraction, your community may find itself headed in an unknown direction. While economic developers know all about the act of strategic planning, it is still time-consuming and can be overwhelming. This can lead some to skip the planning process altogether. Golden Shovel can facilitate the strategic planning process so that you can better manage your daily task list.

Our strategy services identify your community's unique attributes, opportunities, programs, and features and tie them to your organization's strategic goals. The Golden Shovel Agency team of expert marketers and experienced economic development personnel will create the key messaging necessary to resonate with the defined audience.

Specific economic development strategies range from attracting traditional commercial and manufacturing businesses, including office, retail, and R&D, to focusing on global export/import businesses. Golden Shovel Agency will work with key local stakeholders to develop customized strategies based on your needs and budget requirements for the defined targets of your community. The underlying strength of those strategies will be the unique community development goals and competitive advantages that ultimately will help diversify the local economy and drive growth.

ONGOING SUPPORT (GATEKEEPER SERVICE)

Economic development is a continuous process that is constantly adapting to the needs of a community. Golden Shovel's GateKeeper Service provides ongoing support in the form of an all-access pass to a team of professional marketers, designers, content writers, and strategists.

Once you become a client, your GateKeeper will meet with you monthly and gain an intimate understanding of your strategic goals and objectives. They will become a trusted part of your team and can pull additional resources as needed. Whether that involves identifying the right talent to make design changes, bringing in a copywriter to create custom content, or having our marketing specialists run an outbound marketing campaign for you, the GateKeeper understands the strengths of each Golden Shovel team member and will ensure the right talent is matched with your immediate and long-term needs. In short, your GateKeeper will pull it all together, serving as your account and project manager to ensure that your communication and marketing needs are met monthly.

BRANDING

As an economic development organization, the brand you promote will craft your community's identity. What do you want to convey to people at the local coffee shop or the potential companies with a global presence? Our creative team of experts in economic development can analyze your existing brand or start fresh to identify the key personality you wish to convey.

We can help with logo iterations, provide supporting elements and demonstrate how you should use the brand across various applications. Custom style guides can also be created to map out a consistent set of guidelines that uphold your brand.

OPPORTUNITY ZONE STRATEGY

Marketing your community's Opportunity Zone requires research, strategy, and execution to be seriously considered among the 8,764 federally designated tracts. Opportunity Zones are unique investment vehicles that you can highlight in several ways. Creating a focused digital prospectus is an ideal way to "speak the language" of investors and can also be used to strategically market the non-opportunity zone areas as well.

VIDEO & VR SERVICES

A picture is worth a thousand words. Golden Shovel's video and imagery team can speak volumes about your community! PlaceVR, Golden Shovel's video division, was the industry pioneer in developing virtual reality FAM tours for business attraction, workforce attraction, and tourism.

Imagine being at a trade show and letting a business prospect "step into your community" and experience what it has to offer. It's now possible with our virtual reality video work. Our talented film crew tells the story of your region and makes it come to life for the audience. We also use the latest technology to create 3D modeling of buildings, and 3D facility tours - ideal for showcasing shovel-ready sites and redevelopment opportunities. Our team produces videos in the following formats:

- Immersive 360° Virtual Reality Videos
- Immersive Renderings (Virtual Buildings, Etc.)
- Existing Facility 3D Tours/Mapping
- Aerial/Drone & Traditional Video Formats



WHY PARTNER WITH US

OUR KNOWLEDGE BECOMES YOUR KNOWLEDGE.

Our team members attend state and national economic development conferences to stay current on best practices and network with site selectors. Below are some of the conferences we have attended:

American Public Power Association

California Association for Local
Economic Development

Economic Development Association of Minnesota

Economic Development Association
of North Dakota

Idaho Economic Development Association

Industrial Asset Management Council

International Council of Shopping Centers

International Economic Development Council

Kansas Economic Development Alliance

Kentucky Association for Economic Development

Leadership Summit (IEDC)

Mid-America Economic Development Council

Mississippi Economic Development Council

Montana Economic Development Council

National Association of Development
Organizations

National Rural Economic Developers Association

Nebraska Economic Developers Association

Ohio Economic Development Association

Oklahoma Professional Economic
Development Council

Professional Developers of Iowa

South Dakota Governor's Office of
Economic Development

Southeast Economic Development Council

Southern Economic Development Council

SelectUSA

Tennessee Economic Development Council

Texas Economic Development Council

Utah Alliance for Economic Development

Utility Economic Development Association

Wisconsin Economic Development Association

Wyoming Economic Development Association

When your organization chooses Golden Shovel Agency to develop and implement your marketing strategy, we become an extension of your team. Golden Shovel Agency understands that website's play a vital role in economic development. Our ever-evolving platform allows us to build highly customized websites that follow industry best practices. One of our long-standing goals is to ensure our clients are never alone, but always supported by a talented team of economic development professionals.

OUR CLIENTS



[City of Wilmington \(DE\) Office of Economic Development](#)



[Washington County \(MN\) Community Development Agency](#)



[Tulsa \(OK\) Regional Chamber Economic Development](#)



[Greater Fremont \(NE\) Development Council](#)



[Sherman \(TX\) Economic Development Corporation](#)



[Greater Columbus \(GA\) Chamber Economic Development](#)



[Brookings \(SD\) Economic Development Corporation](#)



[Four Corners \(NM\) Economic Development](#)

TESTIMONIALS



Amy Madison
Pflugerville Community
Development Corporation



Horton Hobbs
Greater Springfield Partnership



Steven Jones
Grapevine Economic Development



Bruce Saylor
Minnesota Technology Corridor

