

Utilities are leading champions for economic development because their business goals are focused on growing existing business, attracting new business, creating jobs and promoting wealth. To do those things effectively, you must identify your region's unique strengths, align those strengths with the operational needs of industry, and communicate your message to site selectors and business leaders. Ady Voltedge has assembled a team of professionals with expertise in all of those components.

Ady Voltedge offers a beginning to end solution for utilities.

STRATEGY

Economic Development Strategic Planning for Utilities

What are your strengths? Who do you compete with? How can you increase your deal close rate?

- Competitiveness Rankings versus Peer Locations
- Program Competitiveness, Development, and Communications
- Incentives Competitiveness, Development and Communications

STRATEGY & IMPLEMENTATION

Target Industry Analyses and Marketing for Utilities

What industries could thrive in your service territory? How do they make location decisions? How can you make your message known to decision makers?

Strategy

- Asset Analysis
- Labor Force Analyses
- Cluster Analyses
- Supply Chain Gap Analysis

Implementation

- Marketing Plan
- Development of "Pitch" Materials
- Site Selector Targeting and Campaigns
- Trade Show Targeting and Campaigns
- Company Recruitment Campaigns

- Ady Voltedge also offers Specialized Data Center Assessment & Recruitment

IMPLEMENTATION

Utility-Sponsored Programs to Enhance LEDO Competitiveness

Are your partners prepared to market their communities? Can your utility cultivate a competitive advantage through LEDO education and training?

- Audits of LEDO Websites
- Navigation and Content for LEDO Websites
- RFP Development and Proposal Evaluation
- Mock Site Selection Site Visit and Feedback
- Evaluation of Available Sites and Buildings and Feedback
- Educational Programs to Improve LEDO Competitiveness

SPECIALIZED CONSULTING SERVICES

- Retention Negotiations: help keep a company in your service territory
- Economic Impact Analysis: determine the value of keeping or attracting a company or industry
- Facility Reuse: find the highest and best use of an available property
- Reverse Site Selection: develop a marketing plan for industrial parks or unique buildings
- Policy Education: explain policy initiatives to facilitate understanding among different constituencies

THE ADY ADVANTAGE

Understanding corporate site selection allows us to integrate our knowledge of how the private sector makes location decisions into our economic development strategy. Likewise, our insider knowledge of site selection means our marketing tactics and messages are tailor made to reach your target audiences.

Bottom line?

Ady Voltedge knows economic geography.

If you are a utility or EDO looking to expand business, Ady Voltedge can help you identify your strengths, plan for growth, differentiate your region from competition and speak directly to your target audience. If you are private business looking to expand, relocate or consolidate, Ady Voltedge can help optimize labor, infrastructure, business conditions and cost environments to best meet your unique operational needs.

To begin the conversation:

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or call us now at 608.663.9218.