

LEVERAGING GPI TO EXPAND CAPABILITIES

GPI serves as an extension of member community economic development teams by providing expertise and resources that bolster the region's competitive advantage in a global economy

BUSINESS DEVELOPMENT



LEAD GENERATION AND PROJECT MANAGEMENT

- Utilize research and analysis expertise to target traded cluster companies
- Prioritize leads and prospects based on research findings
- Focus on key companies, site selectors, and real estate communities
- Lead outbound sales missions and recruitment trips
- Generate leads/prospects through relationship building and responses to Requests for Information (RFI)
- Organize and manage inbound company visits and familiarization tours
- Connect prospective companies to key regional assets

RETENTION AND EXPANSION SUPPORT

- Gather market intelligence to identify opportunities and threats to regional companies
- Partner with communities to develop customized Business Recruitment & Expansion (BR&E) support strategies
- Through BR&E, connect companies to key resources
- Provide customized research and data analysis to support community BR&E efforts

MARKETING



MARKETING

- Develop industry-specific marketing materials
- Leverage digital media to promote regionally significant economic development news
- Develop community profiles to promote location specific assets to prospects

COMMUNICATIONS

- Deploy social media strategy to promote region's value and opportunities
- Coordinate with communities on regional messaging
- Manage communications of intra-regional expansions
- Communicate GPI, state and community wins
- Inform GPI stakeholders on impactful economic development news

RESEARCH AND ANALYSIS



INDUSTRY AND MARKET ANALYSIS REPORTS

- Create competitor and market analysis
- Monitor economic indicators
- Target industry analysis
- Provide company research and profiles

ECONOMIC AND FISCAL ANALYSIS

- Tailor models to estimate economic and fiscal analysis impacts
- Develop models to assess ROI for deal structuring, employment center planning, tax impacts, etc.

OPERATING COST COMPARISON ANALYSIS

- Data analysis of regional economic advantages
- Present business case to prospects

PLANNING SUPPORT

- Support community short/long-term planning efforts and economic forecasting

CONNECTIVITY



COLLABORATION AND COORDINATION WITH REGIONAL PARTNERS

- Convene regional partners to leverage strengths
- Coordinate and strategize on innovative approaches for growing regional job opportunities
- Provide networking opportunities that allow communities to tap into regional resources
- Provide strategic introductions that connect a need with a resource

REGIONAL COMPETITIVENESS



REGIONAL PLANS

- Launch and Implement Greater Portland Global (Trade and Investment Plan)
- Implement Greater Portland 2020
- Initiate Large Lot Site Strategy

COMPETITIVENESS

- Align regional plans with state and local efforts for shared regional economic prosperity
- Monitor regional site selection criteria to make appropriate course corrections
- Raise awareness of policy makers with economic development indicators
- Leverage public-private partnership to enhance marketplace competitiveness