

Basic Economic Development Course, September 10 – 13, Madison, WI



Useful Computer Links to Sources of Information for Economic Developers

Adapted from Work Done by the Center for Community Economic
Development and Place Marketing Group

by WEDI,



(Wisconsin Economic Development Institute, Inc.)



Useful Economic Development Links



Adapted by WISCONSIN ECONOMIC DEVELOPMENT INSTITUTE from work done by CCED.

PROFILES

[Association of Religion Data Archives](#): Provides free access to quality information on religion using online features for generating national profiles, maps, church membership overviews, denominational heritage trees, tables, charts, and other summary reports.

[City Data](#) Information on real estate, relocation information, house prices, and a home value calculator presented graphically and supplemented with numerous maps and photos for most U.S. cities.

[Community Economic Development \(CED\) HotReport](#) Profile of the local economy, demographics, housing, transportation, and schools for every county in the U.S. from a variety of sources.

[County Business Patterns](#) The U.S. Census provides annual detailed geographic, industry, and other information for U.S. business establishments and municipal governments from 1993-2005.

[County Quick Facts](#). One-page summaries of including demographic, housing, business and geographic information for each county in the country.

[County Sales & Use Tax Reports \(2001-2011\)](#) Reports on Wisconsin counties that have adopted the .5% optional sales tax as well as Wisconsin School District Statistics for 2007-2010 and other tax and aid summaries.

[County Snapshots](#) An overview of the most recent changes in employment at the county level for all Wisconsin counties.

[County/State Agriculture Profiles](#) Concise two-page profiles of farming at the county and state levels.

[County Workforce Profiles](#) A comprehensive summary of county employment by occupation and industry.

[DataPlace](#) Includes profiles for almost any community, county, or metro area in the US. Also publishes social/demographic, income/employment, and housing data profiles, local profiles on mortgage lending and federal expenditures.

[Demographics of Aging in Wisconsin](#), The Wisconsin Department of Health and Family Services provides "County Profiles" that focus on the elderly population in each Wisconsin county and the effects of an aging population.

[Food Security Profiles for Wisconsin Counties](#) ('05) Profiles of hunger & poverty statistics for all Wisconsin Counties.

[Headwater Economics Economic Profile System](#) comprehensive forty one page socio-economic profiles of every county in the U.S.

[Public Health Profiles](#) Detailed health and demographic information for every county in Wisconsin.

[Quality of Life Indicators/Data Sources](#) Variety of data (high school graduation rates, water quality, etc) from the Center for Community and Economic Development for a range of quality of life issues in Wisconsin.

[Self-Sufficiency Standard for WI Counties](#) This report outlines and analyzes the income required by working adults to meet their family's basic needs without subsidies of any kinds.

[STATS Indiana USA Counties and Metros Side by Side](#) Not just for Indiana, profiles of population, income, housing, and labor are available for all fifty states and 3,141 counties. STATS Indiana enables users to easily compare up to four counties or metro areas.

[Wisconsin Information Network for Successful Schools \(WINS\)](#), Data available by school district that identifies areas of excellence, areas of need, and possible strategies for improvement. [Search](#) by school, district, county, or by clicking on an interactive map.

Useful Economic Development Links (Cont.)

DATA SOURCES

[Bureau of Economic Analysis](#) (BEA) is a division of the Department of Commerce that publishes economic information ranging from national GDP to regional and industry specific information.

[Bureau of Labor Statistics](#) As the federal government's primary source for labor market data, the BLS collects and reports a wide variety of useful statistics on employment and unemployment as well as [consumer expenditures](#) and [productivity](#). [Inflation calculator](#)

[Census of Agriculture](#) The source for statistics about American agriculture. The 2007 Census is now available.

[EconData.Net](#) Includes a thousand links to socioeconomic data sources, arranged by subject and provider

[Economic Census](#), Provides profiles of American businesses with a focus on those with paid employees. Reports categorized by business sector and state. For Wisconsin reports, click [here](#).

[Educational Finance Statistics by School District](#) National Center for Educational Statistics. Here you can search a school district and compare its financial and demographic characteristics with other similar "peer" districts. Administration for all of the state's cities, towns, villages and zip codes.

[HUD User](#) Offers an in-depth view of housing in the United States and access to free downloads of more than 1,000 publications and data sets published by HUD's Office of Policy Development and Research.

[Industry Economic Accounts](#) breakdown GDP by industry. Interactive tables and maps along with downloadable Excel spreadsheets of industry data.

[Quarterly Workforce Indicator: US Census](#) Measures the performance of local economies—where jobs are, for what kind of workers, and how much workers can expect to make.

[Regional Economic Accounts](#) Provides economic data by metropolitan area, state, or region in interactive tables and charts and as downloadable Excel documents.

[Small Area Income & Poverty Estimates \(U.S. Census\)](#) Current estimates of income and poverty statistics for school districts, counties and states more recent than those from the most recent national census.

[State of the Cities Database \(SOCDS\)](#) Housing and Urban Development provides data on building permits, FBI crime rates, housing affordability, and other demographic data for individual metropolitan areas, central cities, and suburbs.

[USA Counties \(US Census Bureau\)](#) - Data by county on a wide range of general topics including age, households, income, poverty, water use and more. Choose county and topic to customize your search.

[WorkNet: Wisconsin Department of Workforce Development](#) Comprehensive data source on employment, unemployment, occupations, wages, job growth and industries by area, county, and all of Wisconsin.

TOOLS

[Community & Economic Development Toolbox, Penn State](#) Report generator for states and local areas designed to help you address a number of important questions such as: What are the current employment conditions in your community, What parts of the local economy have been growing? Which industries have been declining, How does the local economy compare to other nearby economies? The state? What are the factors leading to local employment growth? How do we identify new opportunities?

[Community Guide to Development Impact Analysis](#). In addition, there is a Flash Animation program that provides a detailed discussion of what impact analysis is, and is not, the components of conducting an impact assessment, and methods for pulling all the information together.

[Community Indicators](#) is a collection of resources created by the Center for Community and Economic Development. Every *Community Indicator* gives access to easy-to-understand templates and allows users to analyze data about their communities and others like them.

[County Migration Mapper](#) Map where people are moving to and where they are moving from with this graphic tool developed by Forbes from IRS data.

[Downtown Economic Development Tools](#) A set of tools developed by CCED for downtown development.

Useful Economic Development Links (Cont.)

[Economic Research Service](#) The U.S. Department of Agriculture provides simple mapping features to create visual profiles.

[Empowering Communities](#) Tools for by CCED for community economic development.

[Get Facts](#) Customized data maps and profiles for Wisconsin.

[Location Quotient Calculator](#) This calculator computes location quotients and provides comparative employment statistics at the county level for any county in the U.S.

[On the Map](#) Map worker flow with this interactive tool from the U.S. Census

[Shift-Share Analysis Calculator](#) Easily compute shift share for a single county, a group of counties, or whole states using this tool developed by the University of Georgia.

[Social Explorer](#) Provides demographic information in an easily understood format: data maps. They have created hundreds of interactive data maps of the United States.

[Tigerweb \(Base Maps\)](#), Search for summary statistics for county information such as population, zip codes, and location.

[Using Labor Market Information to Understand Your Local Economy: A Wisconsin Cookbook.](#)

Provides an overview of labor market analysis, a list of prepared labor market reports for Wisconsin and its communities, and ends with an applied "cookbook" approach to performing your own labor market analysis. (revised 2006 version)

[World Mapper](#) A collection of 366 world maps for over 200 territories.

Resources

(adapted from [Place Marketing Group](#) by WEDI for Basic Economic Development Course, September 10 - 13, 2012, Madison, WI)

Company & Industry Info

[BizMiner.com](#) - quality industry reports online.

[Corporate Information](#) - links to company profiles, research reports, country profiles, and state profiles.

[Dialog](#) - in-depth company information.

[Hoover's](#) - a one-stop shop source of company information.

[Leadership Directories](#) - up-to-date information on the executives who manage and direct the leading U.S. and fastest-growing corporations

[List of Lists](#) - links to all kinds of lists by industry.

[ZapData.com](#) - D&B data online.

[Yahoo! Finance](#) - Yahoo! Finance brings you company profiles from on over 9,000 public companies, including contact information, business summaries, officer and employee information, sector and industry classifications, business and earnings announcement summaries, and financial statistics and ratios.

Company & Industry News

[All Economies Is Local](#) - Sponsored by Syneva Economics, LLC, this blog contains a great variety of economic data and ranking info.

[Business 2.0](#) - good info and smart articles on current trends from CNN Money.

[Business Journals](#) - links to area business journal news; sign up for email delivery on topics or areas.

[BNET.com](#) - practical, trusted resources for the business challenges faced every day, and effective techniques for moving organizations and careers forward.

[Gartner.com](#) - research and news on high-tech industries.

[LexisNexis](#) - World's leading provider of information management and workflow solutions.

[McKinsey Quarterly](#) - comprehensive articles on timely industry topics.

[MIT's Technology Review](#) - great source for emerging technology and products currently in research and development.

[Newslink](#) - links to newspapers across the country.

Useful Economic Development Links (Cont.)

[OneSource](#) - in-depth company profiles help you save time researching corporate families, industries, key executives and financial information.

[Wall Street Journal](#) - a must read for today's relevant news.

Resources for the ED Practitioner

[Alliance for Regional Stewardship](#) (ARS) is a national, peer-to-peer network of regional leaders working across boundaries to solve tough community problems.

[Beacon Hill Institute](#) - compiles the annual Metro Area and State Competitiveness Reports.

[Boomtown Institute](#) - provokes innovative thinking, encourage leadership and foster investment in communities across the U.S.A. Based on Jack Schultz's work.

[Business Retention & Expansion International](#) - focuses on the retention and expansion of existing businesses.

[Corporation for Enterprise Development](#) - expands economic opportunity by helping Americans start and grow businesses.

[Economic Development Directory](#) - 80 directories of selected economic development agencies, economic development consultants and economic development associations worldwide.

[Economic Development Marketing Blog](#) - a collection of recent articles and discussion on marketing initiatives being employed by communities worldwide.

[Economic Development Online](#) - shows economic development professionals the steps to develop exceptional web sites.

[EDPro News](#) – blog which helps economic development professionals keep up with the changes sweeping our profession.

[Location Quotient Calculator](#) - conduct a location quotient analysis for your community here. LQA is often used to determine clusters and target industries.

[Marketing the Community for Economic Development](#) - resources from the Municipal Research & Services Center of Washington.

[Milken Institute](#) - publisher of the annual "Best Performing Cities" rankings.

[POLICOM Corporation](#) - measures and ranks the economic strength of metro and micro statistical areas.

[Pollina Corporate Top 10 Pro-Business States](#) - conducts the annual study of the twenty-nine factors relative to states' efforts to be pro-business.

[Retention Monthly](#) - a monthly electronic newsletter that provides news, trends and a global perspective on economic development. The publication gives professionals a better idea of what is happening beyond their community, state and province.

[Shift-share Analysis of Regional Employment](#) - This website will deliver a shift-share analysis of year-to-year changes in employment among 11 major industry categories.

[Strengthening Brand America](#) - this site's mission is to dramatically improve the level of place brand mastery in the U.S. by teaching the reapplication of proven private sector branding principles.

[Tech Based Economic Development Resource Center](#) – a comprehensive database of reports and studies on tech-based economic development.

Government Sources

[Bureau of Economic Analysis](#) (BEA) - promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data.

[Bureau of Labor Statistics](#) - is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics.

[Census Bureau](#) - serves as the leading source of quality data about the nation's people and economy.

[Economic Development Administration](#) - leads the federal economic development agenda by promoting innovation and competitiveness.

[Economics and Statistics Administration](#) (ESA) - where economic and social changes are chronicled, understood, and explained.

[EDGAR](#) - U.S. Securities and Exchange Commission filings and forms

[Federal Reserve Bank](#) - site for the Board of Governors of the Federal Reserve System.

[FedWorld.gov](#) - portal to various government web sites provided by the U.S. Department of Commerce.

Useful Economic Development Links (Cont.)

[USDA Rural Development](#) - committed to helping improve the economy and quality of life in all of rural America.

[U.S. Patent and Trademark Office](#) - processes patent and trademark applications and disseminates patent and trademark information.

Service Providers

Providers of services and products to economic development organizations can be listed here for just \$199 per year. Contact [Place Marketing Group](#) today to start increasing your business!

[SiteConsultant.net](#) - Provides a searchable directory of site selection consultants. Economic developers and corporate real estate executives can find a consultant by industry, location, size or other factors. Site selection consultants can register at no charge.

[STELLAR Fundraising Executives](#) - STELLAR provides comprehensive fundraising campaign management services to economic and community development organizations across the country.

Demographics & Stats

[BNA Labor Plus](#) - your one stop source for labor relations information on the Web.

[Council for Community and Economic Research](#) (C2ER) - works to improve data availability, enhance data quality, and foster learning about regional economic analytic methods. Producer of the nationally renowned Cost of Living Index (COLI).

[Economicmagic](#) - a comprehensive site of free, easily available economic time series data useful for economic research.

[Economy.com](#) - economic, financial & industry information from Moody's..

[FreeLunch](#) - free statistics on Economy.com.

[NAICS Association](#) - match SIC Codes to the new NAICS Codes.

[O*NET Consortium](#) - occupational information network matches skills to occupations and industries.

[Organisation for Economic Cooperation and Development](#) - one of the world's largest and most reliable sources of comparable international statistics, and economic and social data.

[Sperling's Best Places](#) - responsible for more "Best Places" studies and projects than any other single organization.

Site Selection and Ed Publications

[Area Development](#)

[Blane Canada's "Economic Development Marketing Letter"](#)

[Business Xpansion Journal](#)

[Business Facilities](#)

[EcDev Journal](#)

[Economic Development Quarterly](#)

[Expansion Management](#)

[Expansion Solutions](#)

[Foreign Direct Investment](#)

[Global Corporate Expansion](#)

[Site Selection Magazine](#)

[Southern Business & Development](#)

[Trade & Industry Development](#)

[Whittaker Report](#) - from Whittaker Associates a newsletter about giving information meaning.

Informational Sites & Portals

[Business.com](#) - selection of links by industry.

[CEO Express](#) - selection of web sites by category geared to the needs of busy people.

[Google Alerts](#) - check out the news alert feature.

Useful Economic Development Links (Cont.)

[InSite 2](#) - provides a single point of access to authoritative business information.

[Progressive Policy Institute](#) - keep current on the new issues such as homeland security, the new economy, and economic policy.

[The Heritage Foundation](#) – conservative think tank counterpoint to above

[Summary.com](#) - Each month, this organization selects today's most valuable business books and summarize each author's key points into just eight pages. You can stay informed in just minutes...read a summary from your PDA...or even listen to a summary on CD or as an MP3.

Economic Development Associations

[CoreNet Global](#) - the world's leading professional association for corporate real estate and workplace executives serving leading multinational companies from the Fortune and Global 1000.

[Economic Developers Association of Canada](#) - enhances professional competence, advance economic development as a profession, and contribute to Canada's well-being.

[Economic Development Institute](#) - the premier training resource for economic development, Oklahoma

[International Economic Development Council](#) (IEDC) - dedicated to helping economic developers do their job more effectively and raising the profile of the profession.

[Industrial Asset Management Council](#) - the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers.

[International Council of Shopping Centers](#) (ICSC) is the global trade association of the shopping center industry.

[Mid-America Economic Development Council](#) (MAEDC) - strengthens the ability of economic developers in IL, IN, IA, MI, MN, NE, ND, OH, SD and WI; and the economic vitality of the 10 state region in general through education.

[National Association of Industrial and Office Properties](#) (NAIOP) - the nation's leading trade association for developers, owners, investors, asset managers and other professionals in industrial, office and mixed-use commercial real estate.

[National Development Council](#) - its purpose is to increase the flow of capital for investment, jobs and community development to under-served urban and rural areas across the country.

[National Rural Economic Developers Association](#) - provide education, advocacy and networking opportunities to rural and suburban utilities and affiliated organizations.

[Northeast Economic Developers Association](#) (NEDA) - promotes economic and industrial development in the Northeastern region of the United States.

[Society of Industrial & Office Realtors](#) (SIOR) - is the leading professional commercial and industrial real estate association with more than 3,200 members.

[Southern Economic Development Council](#) (SEDC) - provides useful information and dynamic leadership to economic development practitioners throughout the American South.

[State Science & Technology Institute](#) - dedicated to improving the economy through science and technology

[Utility Economic Development Association](#) (UEDA) - international association of investor owned electric and gas utility economic development professionals and allies.

Other Associations

[Association of Defense Communities](#) (ADC) - the nation's premier membership organization serving America's defense communities.

[American Planning Association](#) - a nonprofit public interest and research organization committed to urban, suburban, regional, and rural planning.

[Brookings Institution](#) - a nonprofit public policy organization that conducts high-quality, independent research and, based on that research, provides innovative, practical recommendations.

[Committee for Economic Development](#) - addresses national priorities that promote sustained economic growth and development.

[Communities of the Future](#) - an evolving network of people and organizations throughout the U.S. and other countries that are working in collaboration to develop new concepts of governance, economic development, leadership, and education/learning for a fast-paced, interconnected, and increasingly

Useful Economic Development Links (Cont.)

complex society.

[International City/County Management Assoc.](#) - its mission is to create excellence in local governance by advocating and developing the professional management of local government worldwide.

[National Association of Regional Councils](#) - serves as the national voice for regionalism.

[National Governors Association](#) - promotes visionary state leadership, shares best practices and speaks with a unified voice on national policy.

[National League of Cities](#) - its mission is to strengthen and promote cities as centers of opportunity, leadership, and governance.

[National Federation of Independent Business](#) – resources and issue analyses important to business.

[The Conference Board](#) an objective, independent source of economic and business knowledge.

[U.S. Business Roundtable](#) - an association of chief executive officers of leading U.S. companies.

[Urban Land Institute](#) - research and education organization representing the entire spectrum of land use social and and real estate development disciplines.

[World Future Society](#) – a nonpartisan scientific and educational association of people interested in how technological developments are shaping the future.

Web Analytics

[Altavista](#) - leading provider of search services and technology.

[Google Analytics](#) - is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness.

[Netmechanic](#) - check your site performance

[Search Engine Watch](#) - is the authoritative guide to search engine marketing and search engine optimization.

[Trafficzap](#) - evaluate your website's ranking and use other free search engine services

[Wilson Web](#) - E-commerce, e-mail marketing, and web marketing information

Contact: Place Marketing Group @:

E-mail: info@placemarketing.net

Contact: Center for Community and Economic Development

[UW-Extension CCED](#)

Contact: Wisconsin Economic Development Institute, Inc.

[WEDI](#)