



# CITY OF CONCORD

## REPORT TO THE MAYOR AND CITY COUNCIL

**FROM:** Suzi Pegg, Economic Development Director

**DATE:** 20<sup>th</sup> September, 2018

**SUBJECT:** Economic Development Update – October 2018

### **Recommendation**

Accept this report.

### **Background**

The following narrative is a brief summary of activities for the past quarter.

### **Discussion**

During the past quarter the Economic Development Director (EDD) has had engagement with 32 business contacts resulting in four leads.

EDD also collaborated with NH Stay Work Play on talent retention and attraction. EDD asked to judge companies for the Rising Star Awards for 2018,

EDD collaborated with the company who has been hired to develop the Economic Development plan for the State, to supply input and guidance.

In July, the EDD attended Select USA Conference in Washington DC. This conference, organized by the U.S. commercial service, offers a platform for international business investors to meet with economic development organizations to talk about potential opportunities in their community. Concord was the only city in NH who attended the conference. EDD met one on one with 10 companies who attended the conference. Follow up continues.

In September, the EDD will represent the City at the National Conference of the International Economic Development Council Conference in Atlanta. EDD also sits on the board of this organization.

### **Podcasts**

In conjunction with the PIO and Concord TV, the EDD commenced a podcast series called 'Talk Concord' for the purpose of informing stakeholders, in more detail, on what is happening within the City from events to economic development initiatives.

**Tools**

EDD implemented GIS Zoom prospector to provide a more efficient and proactive way for site selectors or companies to search for office or sites suitable for their needs.

The EDD has also brought on line a new tool called Gazelle AI to help in targeting business prospects in the USA. This proactive platform will enable EDD to target prospects in certain sectors.