

JEFFERSON PARISH ATTRACTION WEBSITE



JEDCO



BUILDING THE VISION. BRIDGING THE GAP.

CHALLENGE: Jefferson Parish is a destination for business, a hub for innovation, and an ideal location to put down roots. There are many tools and resources in play to tell this story, but they are not all working in tandem.

SOLUTION: Launch a focused, multi-tiered marketing and PR campaign that builds upon and brings together all attraction tools currently being used by JEDCO and Jefferson Parish. This campaign will highlight the unique assets and quality of life offerings that set Jefferson Parish apart.

ATTRACTION CAMPAIGN GOALS

- Curate content that tells our story & drives interest
 - Answer key questions before they are asked.
- Celebrate what sets us apart
 - A business-friendly environment, key infrastructure assets, accessibility & unique culture
- Connect
 - Make it easy for site selectors and executives to find us
 - Targeted outreach to maintain relationships & keep Jefferson Parish top-of-mind
- Close the deal
 - Face-to-face meetings, familiarity tours & connection to key industry players will help build trust and secure the project win

A DEDICATED CAMPAIGN SELLS THE PARISH



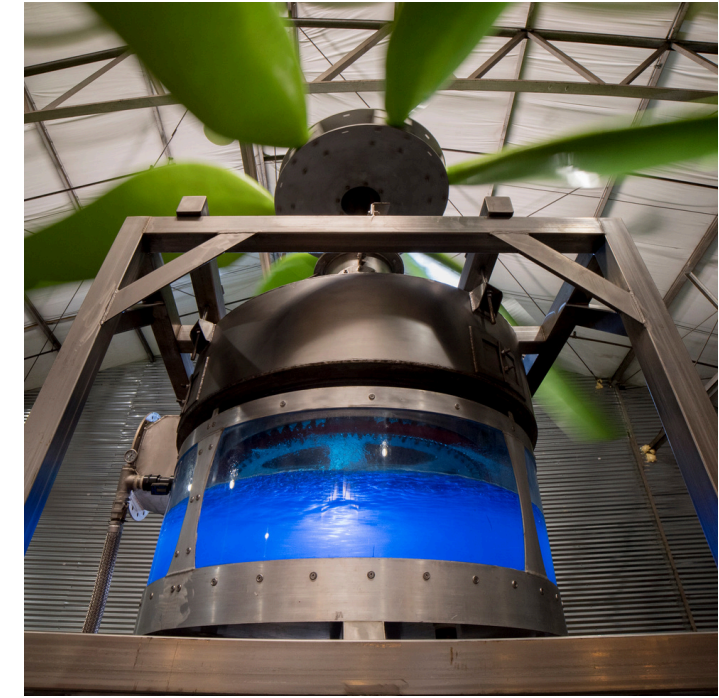
BUILDS GLOBAL INTEREST



CELEBRATES CULTURE



DRIVES INDUSTRY GROWTH



INCREASES INNOVATION



ELEVATES PARTNERSHIPS



CREATES SYNERGY

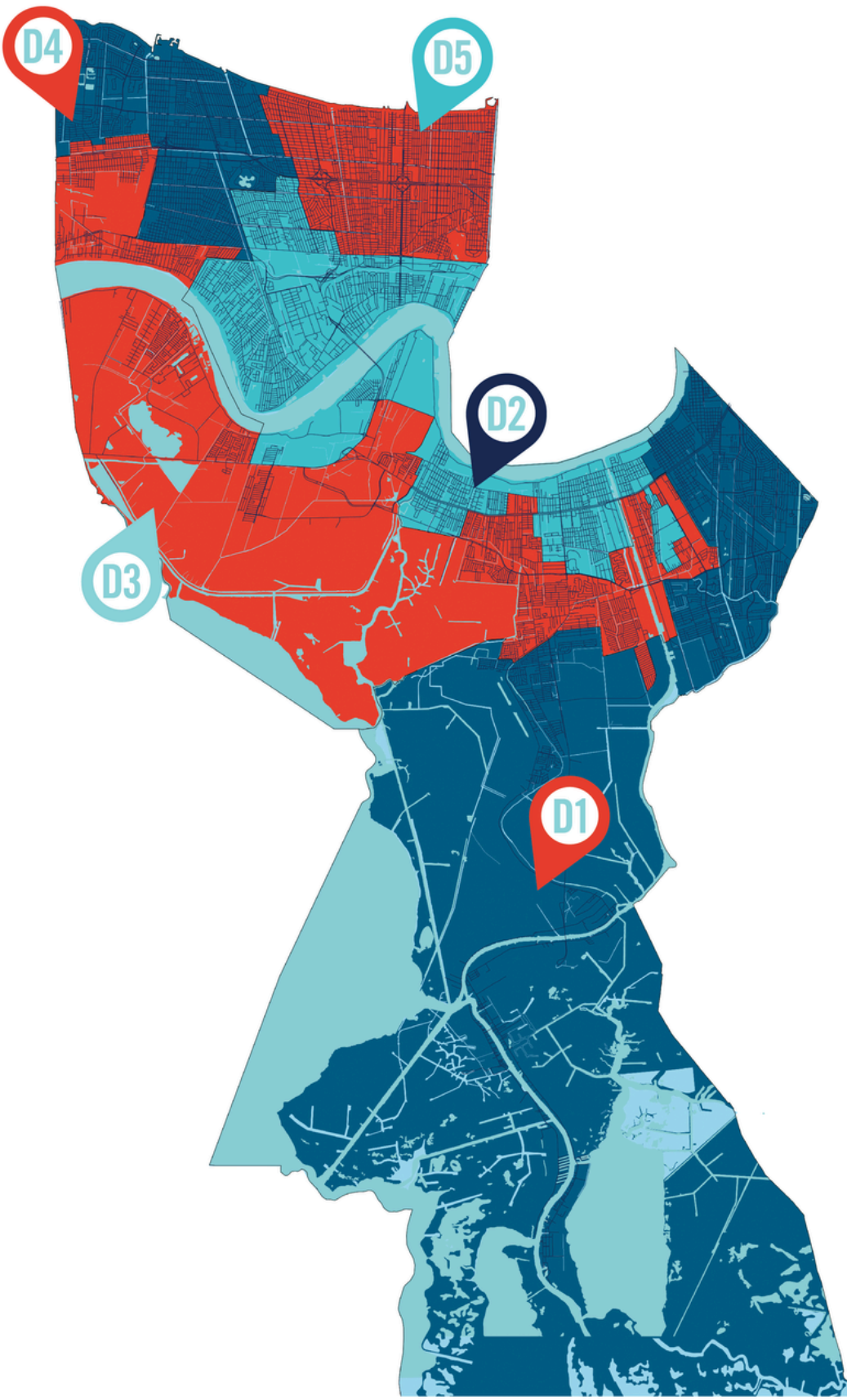


ENHANCES QUALITY OF LIFE



SETS JEFFERSON APART

MULTI-TIERED APPROACH



- WEBSITE: Developing the “digital front door” to the Parish’s business community
- SITE SELECTOR EXPERIENCE: Showcasing the best of JP
- SITE SELECTOR OUTREACH: Building long-term relationships
- OVERALL ATTRACTION BRAND: Telling a comprehensive story that resonates



GOOD LIFE - GREAT OPPORTUNITIES
GAGE COUNTY, NEBRASKA

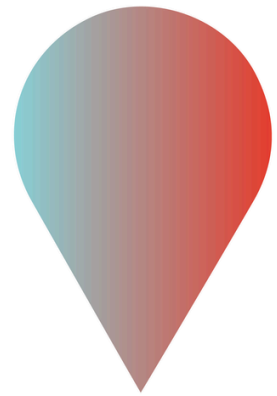


WEBSITE

Creating a user-friendly, easy to navigate website that will help visitors find what they need quickly & efficiently.

- A *first look* snapshot at Jefferson Parish
- A business-friendly promise
- The story of Jefferson Parish's economy & quality of life right at fingertips
- Focus on ease of use
- Answer major questions before they're asked

DEFINE SITE USERS



SITE SELECTORS

- Workforce + Talent Overview
- Key Industries
- Infrastructure & Utilities
- Access (air, river, rail & road)
- Economic Development Tools
 - Tax Incentives, Resources
- Environmental (Brownfield Sites)
- Precapital Consulting
- Quality of Life
 - Housing + Education



C-SUITE EXECUTIVES

- Workforce
- Infrastructure & Utilities
- Access (air, river, rail & road)
- Economic Development Tools
 - Tax Incentives, Resources
- Environmental (Brownfield Sites)
- Precapital Consulting
- Quality of Life
 - Housing + Education



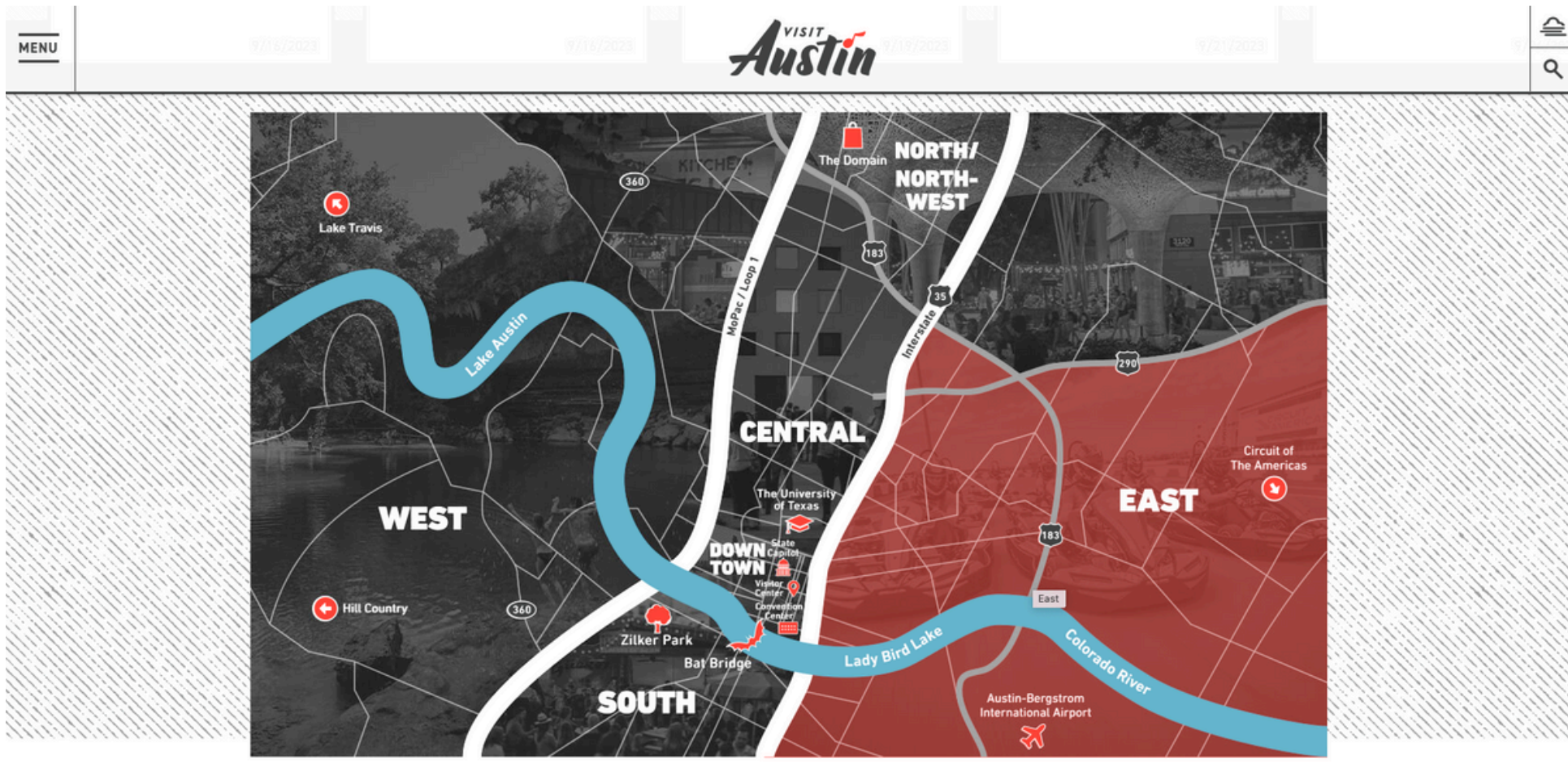
BUSINESS OWNERS

- Resources + Partner Programs
 - Loan Programs
 - HEART Program
 - Available sites for expansion
 - Education and workforce tools
- Access to Parish Departments & Resources
 - Zoning/Permitting
- Upcoming events



STARTUPS

- Small business loans
- HEART team support
- Entrepreneurial Ecosystem partners & resources
- Available sites



DESIRED ASSETS

- Dynamic visuals
- Interactive maps & data
- Excellent navigation & user experience
- Local resources front and center
- Quality of life highlights
- Branded tools for employee and industry recruitment

BUSINESS COSTS

WHEN YOU LOOK TO BUILD, BUILD IT IN PITTSBURGH.

AVERAGE OFFICE LEASE RATE (2021)

PER SQUARE FOOT



AVERAGE INDUSTRIAL LEASE RATE (2021)

PER SQUARE FOOT

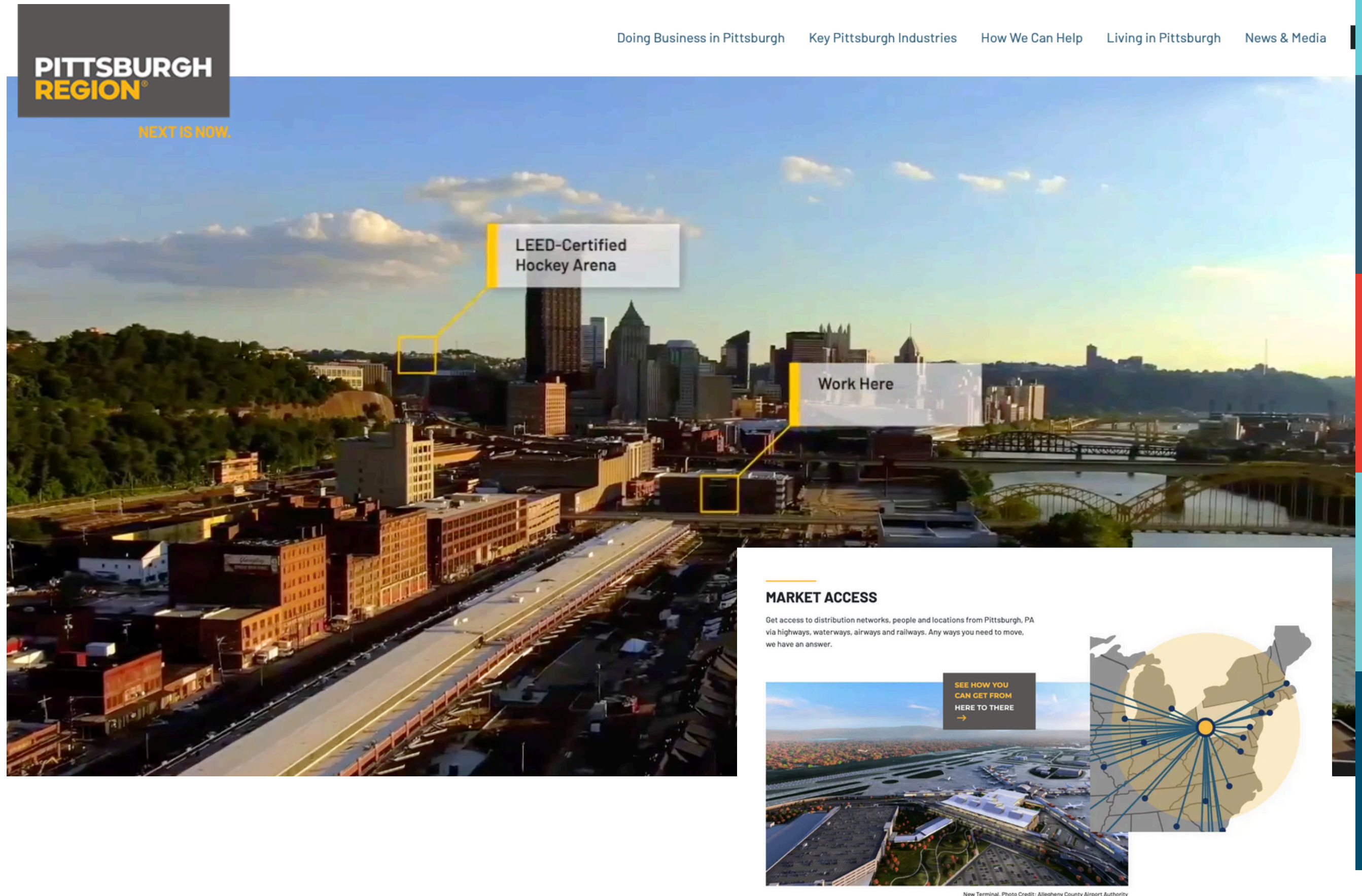


AN UPDATED SITE TELLS THE FULL STORY: JEFFERSON PARISH'S DIGITAL FRONT DOOR FOR BUSINESS

- Doing Business in Jefferson Parish
 - Demographics Overview
 - Talent Overview
 - Tax Incentives
 - Featured Sites
 - Maps
 - Utilities & Infrastructure
 - Accessibility
- Key Industries
 - Detailed overview of each of the EDGE Clusters
- Business Resources
 - JEDCO HEART
 - JEDCO Finance
 - Strategic Projects
 - Collaborative Resource Partners
 - Links to Jefferson Parish, Jefferson Chamber, key resource organizations & utility companies
- Living in Jefferson Parish
 - Neighborhoods & Housing
 - Education
 - Outdoor Recreation
 - Unique Culture
 - Highlight what sets us apart from other communities
- Newsroom
 - Press Releases
 - Podcast
 - Events
 - Reports
- Who We Are
 - About
 - Jefferson EDGE
- CONTACT US

SITES WE LIKE: PITTSBURGH

- Homepage highlighter video that familiarizes users with area
- Interactive maps
- Infrastructure highlights
- Industry brand guides & tools for businesses
- Clean, whitespace, easy to navigate



SITES WE LIKE: DETROIT

- “Let us help you find what you need” is a clear call-to-action
- “Who are you” helps drive users where they need to be
- Interesting drop-down feature

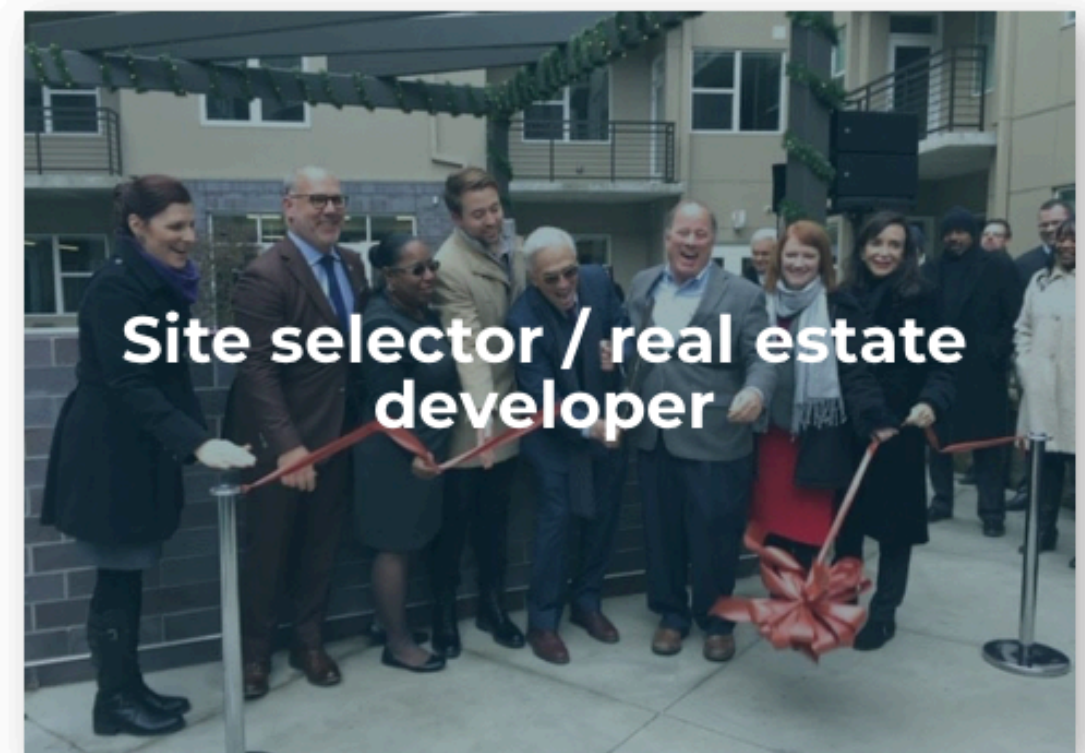
Let Us Help You Find What You Need

WHO ARE YOU?

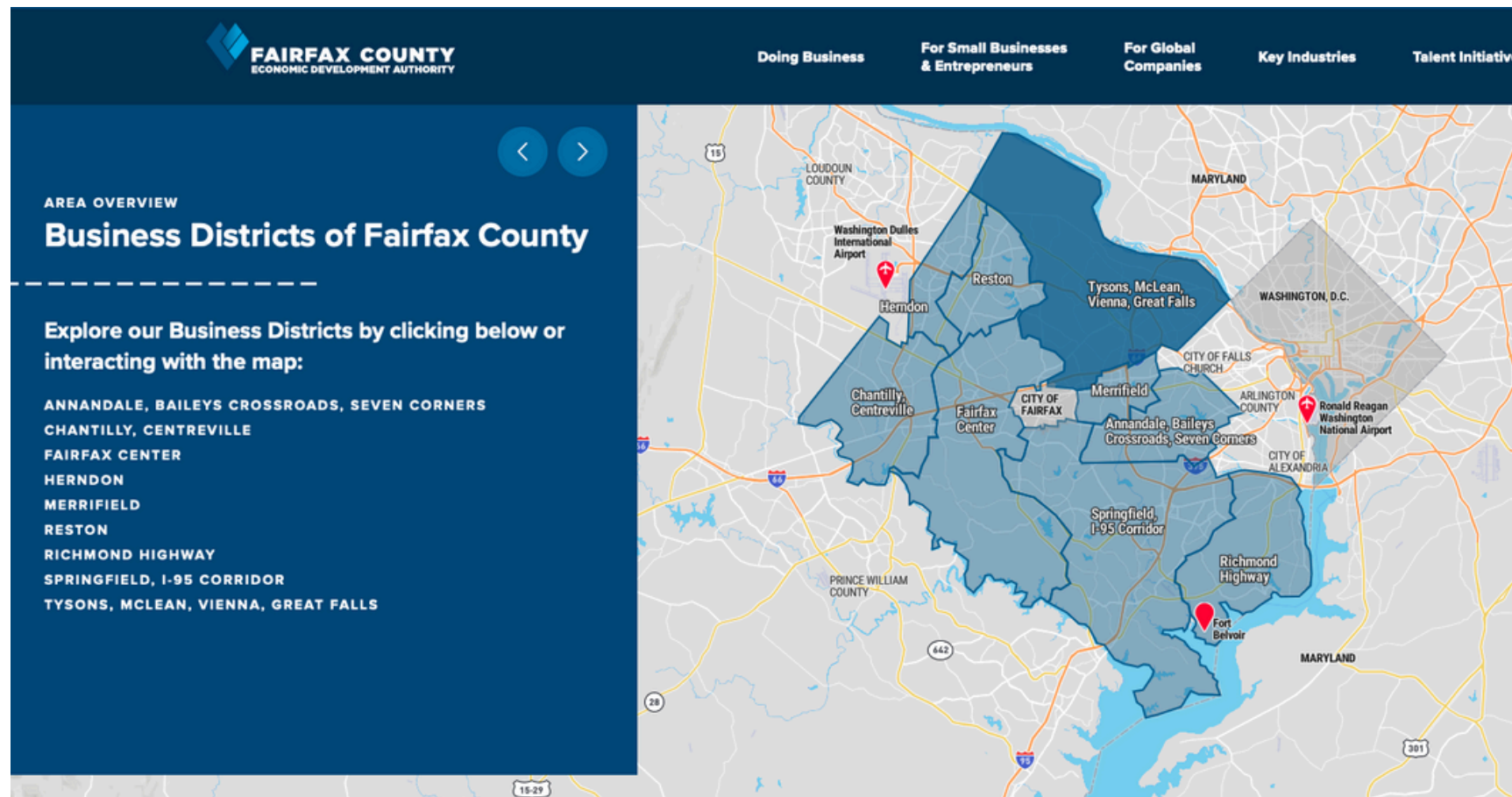
Current or future Detroit
small business

Current or future Detroit
commercial / industrial
business

Site selector / real estate
developer



SITES WE LIKE:



FAIRFAX COUNTY

- Interactive map
- Toolbar is clean and easy to navigate
- Search tool



SAN DIEGO

- Community Overview Numbers - quick snapshot
- Nice overview of major companies located in the area
- "Doing Business Here" landing page

QUESTIONS

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