USE CASE #5

Translating State-level Sector Strategies for your Local Plans

ECONOVUE

econovue

USE CASE #5

ECONOVUE

Program

The state-wide sector strategy did not reflect the industry makeup of the Local WDB market, so the WDB needed to adapt its Local sector strategy while still complying with the State plan.

USE CASE #5

Challenge

The challenge was identifying those local industry sectors also prioritized in the State Strategy, specifically targeting Tech and Artificial Intelligence for high-growth stimulus.

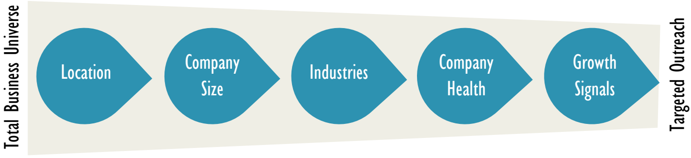
ECONOVUE

econovue

USE CASE #5

Solution

EconoVue identifies mid-size businesses showing signs of growth or risk in the IT sector by specific NAICS codes.



County	<100 Employees	Information Technology (NAICS: 513210 518210, 541340 541511, 541512 541513, 541519 611420)	Low Financial Stress Medium/High Financial Stress	Stable Early Signs of Decay Decrease in Demand Decrease in Scale Organic Growth Increase in Borrowing Increase in Demand Increase in Scale

econovue

ECONOVUE

USE CASE #5

ECONOVUE

Results

Of the 2,479 tech companies in the area with <100 employees:

208 were growing and needed outreach for expansion efforts and employment opportunities.

32 were contracting and needed outreach for layoff aversion engagement.

econovue

USE CASE #5

Bottom Line

EconoVue's intuitive data visualization platform allows WDBs to pinpoint businesses by priority sectors, financial health, growth, and location in seconds so WDBs can conduct proactive business engagement with the right engagement strategies.

econovue

ECONOVUE