

Building an Economic Impact Report for a Film Industry Sector Grant





Program

A Local Workforce Development Board (WDB) was tasked with conducting an economic assessment of the film industry in its primary city to evaluate the potential reach and impact of a pending grant program targeting this sector.



Challenge

The WDB had no internal data on this industry, related businesses, or employment levels in this sector.



Solution

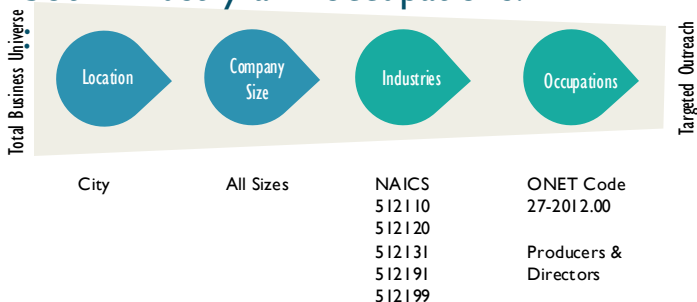
Using EconoVue, the WDB quickly ran an industry search, data extract, and analysis of motion picture-related businesses in their city. They then expanded their search by key occupation to identify additional relevant businesses across the broader communications, media, and production sector.

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Solution

This two-criteria search matrix looked at both industry and occupations:





Results

The industry sector search identified 135 businesses directly in the film industry sector. The expanded search across all industries for “Producers & Directors” revealed an additional 127 businesses in their market for the WDB to include in their analysis report.



Bottom Line

EconoVue's deep data enables a unique, specialized data search & retrieval for sector analysis projects. The simple user interface enables complex, unique, and multi-dimensional data searches for custom insights.