



CHOOSE *Scottsdale*

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

2019 CASE STUDY



RESEARCH ON INVESTMENT

THE CHALLENGE

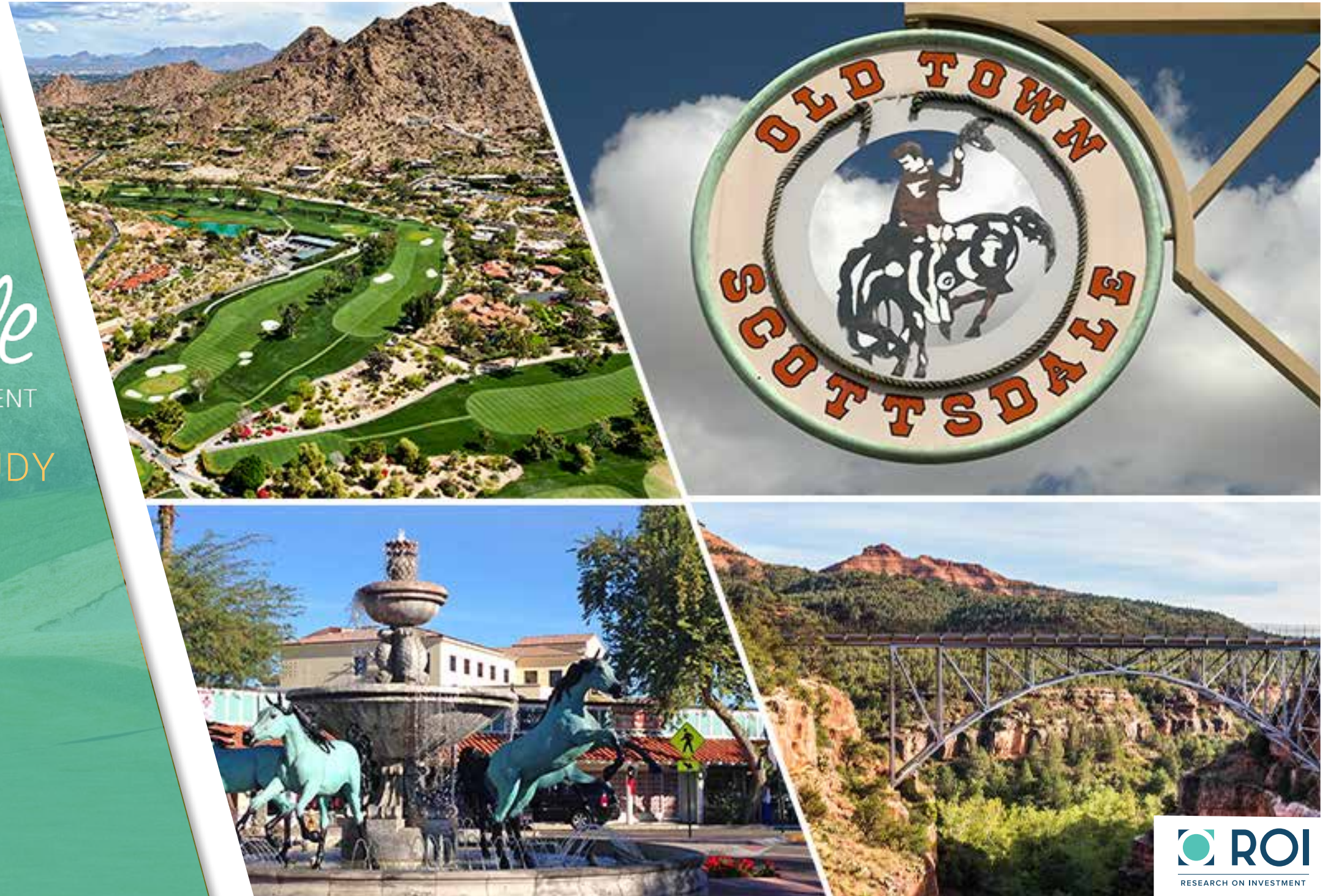
The economic development team at the City of Scottsdale, Arizona is responsible for developing, implementing and coordinating projects to promote the City's economy. Part of this role is in attracting new investment and creating new jobs in the region. Having identified key target industries and geographic regions, the team needed assistance in scheduling qualified meetings for marketing missions.



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THE SOLUTION

The Target Regions

The City of Scottsdale team identified a number of key metro areas in the United States it planned to visit to promote the region and attract investment. Boston, New York, Chicago, and the San Francisco Bay Area were prioritized. With resource limitations, and an existing healthy funnel of companies to nurture, they decided to hire ROI to identify qualified leads in these targeted markets.



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The Process

Tapping into the power of Gazelle.ai, the ROI Business Intelligence team developed targeted prospect lists of companies in the City of Scottsdale's identified sectors of interest in these cities.

Upon approval, ROI's certified team of Economic Development Associates carried out its multi-touch outreach methodology to executives within these companies, engaging with decision makers, and identifying qualified leads for the City of Scottsdale.



THE RESULTS

Over the course of this **two-year** relationship,
the **ROI team** has:

Engaged with almost
600
COMPANIES

Scheduled over
30
APPOINTMENTS

Identified over
50
**LONGER-TERM
PIPELINE LEADS**



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Through these appointments, the **City of Scottsdale** team
has engaged in many valuable prospect interactions,
welcomed a number of **site visits** and **success stories**.

SUCCESS

In February 2019, **ROI** identified **a lead** and scheduled an appointment with the leadership team at **General Assembly**, an educational firm focusing on workforce development.

[Read Press Release](#)



"ROI has generated a number of high-quality leads for the City of Scottsdale. General Assembly was a quick turn-around from our first engagement to an announced project, and we are very thankful to the work of the ROI team!"

Mark Paratore Economic Development Manager, City of Scottsdale



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