



economic development consulting

Creative approaches to economic development challenges.

When you look around your community, do you find yourself wondering how to transform that vacant site into a new business park? How to spark entrepreneurs to invest in your community? How to position a project to catalyze the economy? Just like kids, we like transforming what others see as plain boxes into something special. **Let us help transform your community.**



100%

of clients would refer us to a colleague



100%

of clients say we meet or exceed expectations



81%

of projects every year are from repeat clients

We Are The Go-To Firm



Strategic Planning

Strategic plans and action plans that help EDOs and communities reach their goals. How do you know where you are going without a road map?



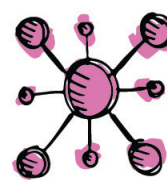
Product Development

Proprietary tools and a wide range of site and building development services to identify, assess, prioritize, plan, and fund product development services.



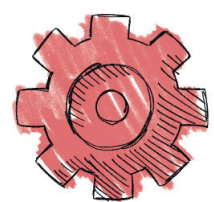
Economic Impact Analysis

Will the project produce a positive ROI? We can help you find out. Too often EDOs and local officials invest without first analyzing whether the project really is a good deal.



Organizational Development

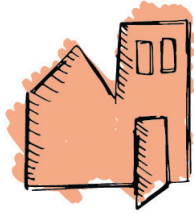
Whether your organization is in a transition, mired in chaos, or just looking for better ways to do business, our team can apply best practices that lead to success.



Creative Back Office Suite of Services

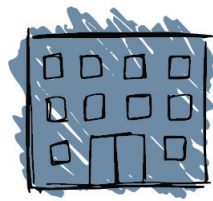
Ever wish you could delegate a research task, have someone else write the blog, or turn around a quick survey? Our back office for EDOs is the answer.

Leading Edge Innovations



Certified Entrepreneurial Community

The CEC® program designates communities as entrepreneur-ready after an eco-system evaluation, action plan for entrepreneurship, and accomplishing program milestones.



Certified Industrial Buildings

Similar to certified sites, the Certified Industrial Buildings program documents the features and assesses the condition of industrial buildings, giving the building a distinct marketing advantage.



Creative Site Assessment

An innovative online assessment tool that independently rates potential sites for economic developers. Don't waste resources on a site someone thinks is good — use Creative Site Assessment and know for sure.

Pay-It-Forward



Creative Give Back

Since 2014 we have given away one consulting project a year through a competitive proposal process, up to \$25,000 of our services. Apply with your creative idea.



Women's Economic Development Network

Started in 2016, the Women's Economic Development Network and Leadership Forum invites economic developers to come together to LEARN and return to their community prepared to LEAD.



Creative Resource Library

The Creative Resource Library offers free research, white papers, salary survey, and Give Back project reports to spark ideas and share best practices.

From our creative team come creative ideas for you.



Crystal Morphis
Founder and CEO
Cool Ideas



Penny Whiteheart
Senior Consultant
Change Catalyst



Heather Beard
Research Analyst
Data Miner



Billye Carter
Technology and
Marketing Specialist
Guardian of the Brand



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