

## THE REGIONAL RESEARCH POTENTIAL OF NORTHLAND CONNECTION

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At Northspan, we know that evaluating business prospects and new opportunities requires honest assessments, not blind faith. Northland Connection offers more than just the numbers available through the website, and provides access to a vast array of reputable economic and business information. With so much knowledge readily available, there is no reason to begin a project or chase after leads without a complete grounding in the facts. Digging around for more information can also uncover hidden opportunities and new ideas that might just become the next big break for local economic development.

Through access to databases such as Nexis and AtoZ, Northland Connection staff can track down company profiles and uncover background details that aren't always out in the open. These databases can also help us to explore industry clusters and targets by identifying businesses within industries and identifying those that might be good fits for certain communities. From there, Northspan can provide assistance in business recruitment that helps to get projects off the ground.

We also have a long track record of collaborating with communities to develop marketing profiles. Northspan's years of experience working in business development and with site selectors has prepared our staff to know what potential prospects are looking for when they're searching for new locations. We can help you pick out your greatest assets and frame a narrative that will speak to the targets you're trying to reach.

Northspan also has performed numerous economic impact analyses that determine the return on investment of projects, businesses, and industries. These studies help businesses and communities assess and demonstrate the value of their economic activities, and can help to build cases for current or future development. We can help with any size or scale of project, from analysis of the development potential of vacant or underused properties to long-term economic development strategies.

Northspan is open to additional ideas for research projects as well, and encourages regional partnerships that can pool resources to deliver the most complete information possible. Our commitment to our clients is long-term, not merely the creation of a study that sits on a shelf. Contact Karl Schuettler for more information on Northspan's a la carte research services, or if you would like to explore a longer-term relationship to provide essential data.