About DrillDown 2.0™

Virtually every economic development organization’s strategic plan contains a business retention and expansion component. Over 90% of the plan objectives involve identifying companies that may be experiencing serious downturns or that are doing well and may be recruited to another community.

Strip away all of the professional terminology and there are three basic objectives:

- Identify at risk firms and, where possible, assist them
- Identify firms that are likely to expand and assist them
- Develop and retain relationships with current companies that might be vulnerable to being recruited to another community

We Get Results:

Given the speed with which the business environment can change, the tools needed by economic development staff must keep pace: They must be cost effective, timely and produce reliable information. The DrillDown 2.0™ process involves identifying and tracking industry segments, markets and unique local predictive indicators so that response can be strategic and immediate.

Full Range of Products and Services:

For more information, call 937.597.3156 or email fburkhardt@genevaanalytics.com.
Social and Economic Stability are the Results of a Successful Retention and Expansion Program

Programmatic results require that the local economic development organization overcome several major challenges. The most common are:

- Access to reliable sources of target company information
- Access to industry trends for key sectors of a local economy
- Cost of conducting direct mail surveys, tabulations and reporting
- Adequate levels of staffing and volunteers for follow-up

Given the speed with which the business environment can change, the tools needed by economic development staff must keep pace. The tools must be cost effective, timely and produce reliable information.

DrillDown 2.0™ is not based on a company’s credit scores or history. The process involves identifying and tracking industry segments, markets and unique local predictive indicators.

WHAT DO WE PROVIDE?

Acquisition/Sale Activity
- Assessment of local firm has acquired a new company
- Assessment of impact if merger
- Assessment if local firm is sold
- Contact info on acquired firm

Regulatory Action
- Assessment of violation/penalties
- Assessment on local operations
- Scan for similar industry violations and their impact
- Follow-up calendar

WHERE DO WE GET OUR INFORMATION?

Federal/State Govt. Agencies
All companies subject Federal oversight and/or reporting are scanned on a monthly basis for notices of acquisitions, sales, notices of layoffs, etc.

Print & Trade Journals
Over 100 trade journals, site selection publications are scanned on a weekly basis.

Internet & Social Media Sources
- Key social media sites are monitored for indicators of company movements, layoffs, expansions.
- Commercial Real Estate Listings on LoopNet, Co-Star, Xceligent.

About Geneva Analytics, LTD:

Geneva Analytics, LTD. was founded in 2009 by Fred D. Burkhardt. The concept emerged while working in Wisconsin, where it was discovered that many smaller communities, understanding the importance of economic development, had virtually only two options:

1. Fund their own department with the limited resources available, which left little to implement and maintain programming after staffing and overhead costs.

2. Join a regional partnership that is comprised of a collaborative vision, often overlooking the needs of the smaller and mid-sized communities, and allocating preferences to the bigger, more influential partners within the consortium.

Fred D. Burkhardt, MBA, IOM, has been providing business management and economic development services and counseling for more than 35 years. The commitment to provide various services to aid communities with revenue enhancement, job generation and tax base diversification has been, and continues to be, Fred’s primary objective.