



INNOVATIVE ECONOMIC DEVELOPMENT CONSULTING

Company Profile

Chabin Concepts, an economic development-consulting firm founded by Audrey Taylor in 1989, specializes in strategic planning, marketing and prospect management. For seventeen years Chabin Concepts has provided comprehensive economic development services to over 200 communities throughout the United States. Chabin's products and services are customized to meet your specific needs. Our process ensures:

- Involvement of the community and all partner organizations
- Research that is tailored to your specific areas of interest and industry focus
- An experienced and diverse team of professionals who can bring specialized expertise and knowledge to your projects
- Innovative strategies
- Implementation initiatives
- Creative economic development tools

Chabin authored the economic development reference book "*So You Want to be Make a Corporate Site Selector's Short List, Huh?*" contributing author to "*Race to Recruit*" and co-editor of "*Journey to Jobs*."

Innovative Economic Development

Economic development solutions are often a combination of strategic thinking and tactical implementation. Chabin customizes its services to the needs of the economic development professional, the community or region focusing on easy to use implementation guides and tactics:

Creating a Competitive Advantage

Creating a Vision

Creating a Value Proposition

Creating a Compelling Business Case

Implementing Strategic, Integrated Marketing

Implementing & Managing Prospecting Campaigns

Facilitating Organizational Efficiency and Professional Development

Chabin Team Concept

Chabin always use a team approach, bringing the best practices of renown experts in urban and rural economic development, site location analysis and hands on experience in implementing and managing innovative programs utilizing the expertise of staff and strategy **partner network**:

- International Site Location Consultants
- Media & Public Relations
- Interactive Web Analysis & Design
- Economic Research & Analysis
- Cluster Targeting & Business Intelligence
- Consumer, Retail and Downtown Research & Analysis
- Entrepreneurial Strategies, Angel & Venture Capital Networks
- Visitor & Destination Development
- City Planning & Redevelopment

Chabin Technologies

To meet the constant demand on economic development professionals to maintain current, critical data important to the site location analysis, Chabin Technologies was launched with DataFast an interactive data software program. **eDataFast™**, a web database interface version has recently been developed in partnership with GIS Planning. Other Chabin Technologies include:

- Customized Prospect Management Systems
- *MetroComp*, Company Operating Cost Performa Comparisons
- *Impact Analysis*
- *Incentives Calculations*
- Interactive Website Design & Content
- Newsletters
- Surveys
- Meet the Consultant Series

Clients

Chabin is pleased to have served to organizations, communities and regions throughout the west:

- State of Washington
- Portland, Oregon
- City of Henderson, NV
- San Diego EDC
- Destination Irvine
- Victor Valley, CA
- County of Shasta, CA
- State of Oregon
- Arizona Dept of Commerce
- Avista Public Utilities
- Spokane EDC
- City of Santa Rosa, CA
- City of Gridley, CA
- San Jose Enterprise Zone

Award Winning

Chabin's strategic plans, website designs, and economic development tools have received national recognition and numerous awards for effectiveness and creativity.

- Golden Bear Award – CALED Lifetime Achievement Award presented to Chabin's founder Audrey Taylor (2002)
- City of Gridley, The Small Town That Loves Company – CALED Partnership Award (2004) & IEDC Partnership Award (2004)
- Golden State Corridor Community Visioning – CALED Merit Award (2004)
- Madera County Direct Mail Campaign – CALED Merit Award (2004)
- Golden State Corridor Community Visioning – California League of Cities Helen Putnam Award for Excellence (2003)
- Port of Coos Bay, Oregon – AEDC Best In Class for a postcard/message in a bottle ice breaker marketing campaign for Airport Business Park (2001)
- Port of Coos Bay, Oregon – AEDC Award of Excellence for brochure/CD ROM (2001)
- Fresno County EDC – AEDC Best in Class for a customized proposal (2001)
- Fresno County EDC – AEDC Superior for Marketing Fact Book (2001)
- Fresno County EDC – AEDC Award of Excellence for Transportation brochure (2001)
- Fresno County EDC – CALED Award of Excellence for the complete marketing toolbox (2001)
- City of Porterville, CA – CALED Grand Prize for Collaborative Job Development Plan (2001)
- State of Oregon – Governor's Award for the State of Oregon Franchise Marketing Program (2000)
- City of Oroville – CALED Economic Development Partnership Award of Excellence for Setzer Forest Products, business retention (1992)
- California Data Resource Workbook for Economic Development Professionals, a guide to locating in California – Apex Award of Excellence