

1. HEADLINE

JOB GROWTH IN PHOENIX SURPASSES RECORDS

NEW GPEC 'IRID' TOOL DRIVING BUSINESS TO VALLEY

2. DATELINE + OVERVIEW

(Phoenix, AZ November 13, 2019) Today, the Greater Phoenix Economic Council (GPEC) announced a new data analytics service called IRID (Integrated Regional Intelligence Dataset) to help regional economic developers identify “right-fit” companies and grow jobs in Greater Phoenix. Regional Economic Developers requested a tool to address their specific needs as the current tools had gaps in their functionality. The IRID creatively integrates a diverse array of data, stemming from public sources, social media, proprietary GPEC databases as well as web scraping and surveys. Coupled with predictive analytics capabilities, it serves as an innovative decision-making tool to better understand the local economy and allows regional economic developers to know what companies to focus their efforts on attracting to the Greater Phoenix Area.

3. LEADERSHIP QUOTE

“The Greater Phoenix Economic Council was the first call we got about our expansion plans,” said Phil Jobs, CEO of the American Awesome Company. “They knew exactly what we were looking for and I never needed to consider any other region.”

4. OPPORTUNITY + PROBLEM

Before IRID, economic development directors in the Greater Phoenix area often had to rely on incomplete and inconsistent information to develop information packets when attracting commercial and industrial projects to the region. And once a good lead became available - peer cities had it too. Creating even more competition for jobs.

5. CUSTOMER QUOTE

“Wow! Companies are now adding Phoenix to their shortlist,” said Spike Green, the Economic Development Director for the City of Cactus, Arizona. “I was able to use GPEC’s new IRID tool to quickly query the information I needed. I then built a target pipeline of companies to meet with that resulted in more than 3,000 new jobs in Greater Phoenix this quarter alone. It was almost too easy, wait don’t tell the Mayor that.”

6. CUSTOMER EXPERIENCE + HOW IT WORKS

IRID puts a host of data and analytics in one place allowing cities to identify and prioritize *which industry specialties and subsectors* are most likely to be a good fit in the Greater Phoenix region. IRID reads industry news, social posts, and web pages to identify and push useful information to the users in a way that isn’t humanly possible. IRID also proactively identifies companies who are primed for expansion in Arizona based on their previous site selections. Regional economic developers can set alerts by industry type and conduct research all with one system and get results not possible with any other product on the market today.

7. CALL TO ACTION

To learn more about IRID and how it can improve your city's economic development go to www.gpec.org