

Are you an **economic developer** looking to...

Attract new retail or service businesses into your community?

Gather detailed demographic and consumer data for grant writing or feasibility studies?

Revise marketing materials to include information regarding demographics, consumer expenditures, health care, traffic counts, market potential, etc.?

Compare your community to another competing community?

Are you to a **nonprofit leader** looking to...

Find new services to offer your membership?

Analyze your membership market and expand your outreach?

Discover new areas of focus that would be utilized by your customers?

Find data and information supporting your cause to present when applying for funds?

**...By Using the Market
Analysis Services
Provided by ECIDC.**

MEMBERS SEE THE BENEFITS...

“With ECIDC’s market analysis services, we are now able to present up-to-date data in a professional format to those commercial businesses we would like to attract at a cost that is well within our marketing budget.”

—*Julie Bounds, Economic Development Director, City of Marshall*

“This service has allowed TEDI to conduct more extensive and detailed market analysis for our contributors and local businesses. It provides us with useful data that allows TEDI to have a great impact and relevance as we go about our business retention and recruitment strategies.”

—*Brian Moody, Executive Director, Tuscola Economic Development, Inc.*

The East Central Illinois Development Corporation (ECIDC) is a nonprofit, membership driven, regional economic development consortium covering the eleven county region of: Christian, Clark, Coles, Crawford, Cumberland, Douglas, Edgar, Effingham, Jasper, Moultrie, and Shelby. ECIDC has a 25 year history of fostering regional economic development efforts in East Central Illinois.

We invite you to share in the opportunity to educate local organizations on the benefits of regionalism, provide professional development to our leaders, support and assist our communities, aid our local entrepreneurship efforts, facilitate collaboration, offer demographic and resource information, recognize leaders and businesses for their exemplary actions, and collect and share our communities’ success stories!

Contact *Trisha Mason, ECIDC Executive Director* at (217) 540-3517 today to learn more about ECIDC and the many services we offer.

Member Market Analysis Services

*Know your market, explore your alternatives,
and present your case with facts*



Fostering Regional Economic Development

**East Central Illinois Development
Corporation**

1204 Network Centre Blvd
Effingham, IL 62401

Phone: 217-540-3517

Fax: 217-540-3599

Email: info@ecidc.com

www.ecidc.com

Explore Your Market

Are you interested in **starting your own business** wanting to...

Know if the market would support your offerings?

Understand the local demographic and spending patterns?

Know if and how much market potential is available for your product or services?

Identify your best market?



Are you a **current business** owner looking to...

Expand your product offerings?

Effectively spend your marketing dollars?

Open a new store/branch of service?

Find new customers and evaluate your present ones?

Relocate to another location and looking for consumer information and spending habits of those in that area?

...To Understand the Opportunities

By utilizing Geographic Information Systems (GIS), ECIDC is able to provide you with information to help your community, business or organization grow!

We are able to provide:

Detailed Demographic Reports

Detailed Street, Aerial, or Thematic Maps

Traffic Count Reports

Consumer Expenditure Data

Market Potential Information

Medical Expenditure Reports

Health Care Provider Information

Gap Analysis displaying the difference between Actual Supply vs. Current Demand

Customer Analysis through Tapestry Segmentation (used to find your customers and understand their tastes, lifestyles, and behaviors)

And Much More...



What is a Geographic Information System (GIS)?

A GIS is a system composed of maps that can be linked with data to perform analysis. It gives the user the ability to connect data to a spatial location in order to analyze patterns to make educated decisions.

Consultants use a GIS to harvest information they need to develop intense analysis and reports for their clients. ECIDC provides these similar services and capabilities at a fraction of the cost, still maintaining the professionalism necessary to make a lasting impression!

We Can Analyze Your Market Areas By:

Address or Latitude/Longitude defined by Rings, Donuts, or Drive times

County Subdivisions

Congressional Districts

Metropolitan Areas

Major Market Areas

Census Blocks Groups

Census Tracts

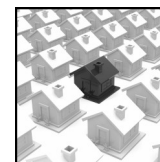
Municipalities

Counties

Zip Codes

States

Locate and learn about your customers.



Market Analysis Service Fees:

Business Analyst Reports

1-3 Reports \$ 100

4-8 Reports 250

9-16 Reports 500

17-50 Reports 750

Contact us for pricing on more than 50 reports

Custom Reports and Maps

Billed at \$100/hour

Analysis and Consulting Projects

Billed at \$100/hour

Contact us for a quote on Custom Maps, Reports and Consulting Fees.