

# Bringing Big City Economic Development Capacity to Smaller & Mid-Sized Communities

## Why CityDATA™?

CityDATA™ offers client communities, agencies and districts the range of survey and information gathering platforms that address their specific information and data requirements.

CityDATA™ provides survey, data and feasibility services to assess:

- Community Perception of Government Services
- Organizational Perception of Agencies & Non-Profits: Program Effectiveness, Special Event Economic Impact, New Program Evaluation, etc.
- Building, Site & Hospitality
- Public Information Campaigns



## We Get Results:

Whether interview (telephone and face-to-face), self-administered (mail, on-site) or web-based, our survey platforms identify and gather the data necessary to make informed decisions. We will conduct short-turnaround polls, mixed platform public opinion studies, facility capacity/feasibility assessments and the coordination of municipally sponsored information campaigns.

## Full Range of Products and Services:



# Comprehensive, Effective and Affordable

## Our Surveys and Processes

Geneva Analytics conducts surveys, studies and direct coordination and support of governmentally sponsored community wide information campaigns.

### Specific Services Include:

- Community Perception Studies
- Brand Awareness Studies & Campaigns
- Vacant Housing & Building Assessments
- Hotel & Meeting Space Feasibility Studies
- Coordination & Support for Municipally Sponsored Information Campaigns & Ballot Initiatives

## In-House Capacity Includes:

- Telephone, Direct Mail, Person-to-Person, and Web-based, Intercept Surveys and Focus Groups
- Public Information Campaign Strategy Administration, Development & Implementation

## Project Based Services

We work with clients to identify the best and most cost effective method of conducting the research and sampling design.

## Product Design and Integrity

- CityDATA™ projects are designed to accurately produce data and analytics required by the client for informed decision making.
- Reports are presented in professionally-styled booklets

that are designed to be informative, comprehensive and easy to understand.

- Ballot initiative coordination and support is strictly fact based
- Surveys never contain questions that may be biased or those that solicit a particular response.
- Use techniques that adhere to the American Association for Public Opinion Research's (AAPOR) *Code of Professional Ethics and Practice*.



## 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.