



Devising a strategy to market new state incentive programs

BLS was asked to benchmark Governor Rendell's new economic development stimulus package against the programs and initiatives utilized by ten of the Commonwealth's most important economic development competitors. As part of our effort, BLS was asked to identify features of the Pennsylvania programs which distinguish them from those of the other states and to identify marketing theme lines which could be supported by research.

Our recommendations suggested that marketing efforts focus on the amount and the "predictability" of the funding for the new Business In Our Sites program; the "usability" of innovative programs such as the transferable R&D Tax Credit; and the advantages of one-of-a-kind incentives such as the TIF Guarantee program.

