



Rural Economic Gardening

The Wyoming Model



The Wyoming Challenge

How do we provide an economic gardening approach in a State with 540,000 people and nearly 100,000 square miles of area?

The Wyoming Model

- Statewide Economic Development Efforts are under one umbrella organization – The Wyoming Business Council whose mission is to facilitate the economic growth of Wyoming.
- The WBC funds a large variety of programs aimed at creating an atmosphere where entrepreneurship can thrive.
- The University of Wyoming is part of the mix by hosting and supporting key participants like the MRC.
- The MRC has combined with the Wyoming SBDC and PTAC to create Wyoming Entrepreneur, a one-stop entrepreneurial and business resource for the entire state.





The Wyoming Model

Tactical and Strategic Information for Entrepreneurs

- Utilize existing Economic Development organizations to provide local “one-on-one counseling”
 - Wyoming Business Council Regional Directors
 - WSBDC Regional Directors
 - Manufacturing Works
 - WSSI (SBIR Grants)
 - PTAC (Government Procurement)
 - Research Products Center (patent and licensing)
 - Wyoming Women’s Business Center

What is the Wyoming Market Research Center?

The missing piece of the puzzle. Wyoming had many pieces of the Economic Gardening puzzle in place, but lacked the ability to provide strategic and marketing intelligence to Wyoming Businesses.

What is the Wyoming Market Research Center?

The WMRC is a small, three person market research facility that is dedicated to providing Wyoming businesses with sophisticated market intelligence.



What Types of Services are Provided?

Basic Research

- Marketing Lists
- Competitive Intelligence
- New Product Releases
- Industry Trends
- Local, State and National Demographics and Trends
- Industry Financial Data
- Federal & State Regulations
- Mailing Lists / Labels
- E-Business Opportunity Analysis
- Customer Satisfaction Assessment
- Construction Project Reports
- Web Optimization Reports
- Marketing Material Evaluation

WMRC Resources

The WMRC has an extensive set of databases and resources that would be well beyond the means of most Wyoming businesses to duplicate.

Dunn & Bradstreet Million Dollar Database Complete

- Excellent SIC and NAICS code search capability
- Multiple Data Selects
- Unlimited downloading of business lists
- Includes contact information, sales estimates, employee counts
- Annual Cost : \$15.8k with unlimited downloads

–Special Pricing due to University affiliation.

Dialog Pro - Advertising

- Provides access to industry and technology reports for major sectors from Frost and Sullivan and other vendors.
- Primarily of use for high tech and growth companies in large market sectors.
- Report quality is excellent. The “per report” cost of the data the MRC downloaded last year was over \$607k.
- Annual Cost: \$6.9k with unlimited usage.

ESRI Business Analyst

- GIS and Mapping software.
- Includes Business data from ESRI, InfoUSA and other sources.
- Enables us to create custom maps, reports and to geocode customer lists.
- Our license restricts us to a single PC.
- Annual Cost: \$3.5k

ESRI

Business Analyst On-Line

- Provides GIS enabled demographic, spending and leakage reports.
- Reports customizable by geography, drive time, rings, etc.
- We maintain a complete set of reports in our files for the state, counties, reservation and cities over 2,000 in population.
- Annual Cost: \$2k

Claritas Site Reports

- Provides PrizmNE psychographic profiles that are GIS customizable.
- PrizmNE divides all US households into one of 65 profiles. Each profile provides valuable insight into consumer behavior and media habits.
- Also provides some demographic and spending data.
- Annual cost: \$3.1k

Euro Monitor

- Provides detailed information on food, drink, beauty and personal care, pet care, advertising, food service, retailing and travel/tourism by country.
- Annual Cost: \$0
 - Provided via an agreement with the Wyoming Department of Agriculture.

MarketResearch.com - Academic

- Low cost access to Market Research.com reports from a variety of vendors.
- Reports are time delayed (at least 1 year old).
- License precludes providing the entire report.
- Spotty coverage of industries (compared to the full Market Research.com
- Annual Cost: \$1k

BizMiner

- Provides industry financials for 10k different lines of business.
- Market research for 16,000 industry subsectors.
- Microfirm P&L Profiles
- Competitive Market Analysis for areas down to zip code.
- Annual Cost: \$2.4k for unlimited downloads

Reed Construction Data

- Complete database of commercial construction projects in the US.
- Customizable searches by geography, project stage, type of construction, materials and key words.
- Easy to read reports provide contacts and details for each project.
- Annual Cost: \$3.4k

Other WMRC Data Resources

- Lexis/Nexis
- Business & Industry
- Business & Management Practices
- Business Dateline
- Business Organizations, Agencies & Publications Directory
- Business Source Premier Disclosure Corporate Snapshots
- EconLit
- Simmons Study of Media & Markets (CD)
- Stat-USA (\$300 / year)
- Wilson Business Abstracts
- Worldscope
- Associations Unlimited

With the exception of StatUSA, these are available to the MRC at no cost available via the UW Coe Library.

WMRC Resources

Important Note:

The WMRC receives excellent discounts on database pricing due to our University of Wyoming affiliation. Non-university programs will likely pay much higher data prices.

Evaluation of Marketing Materials

- Brochures
- Direct Mail Pieces
- Web Site Design
- Web Optimization
- Logo Review and Design

Original Research & Developing Raw Data

- Customer Satisfaction Surveys
- Price Sensitivity Analysis
- Focus Panels
- Telephone Surveys
- Internet Survey Design
- Survey Data Analysis

What is Turnaround?

- The average turnaround in FY 2009 was 10.3 business days.
- Currently we are running a little more than 11.8 days.
- For urgent projects, faster service is possible.

How much does this cost?

All services of the WMRC are
free of charge.



Results from the WMRC?

- Since the WMRC's start in April of 2003, over 1,740 clients have been served with over 2,460 research projects.
- Due to reviews from public and private organizations and individual businesses, staff has increased from 1 to 3, and funding is currently \$ 281k.
- Certain Western Wyoming banks require all business plans submitted with loan application contain WMRC research.

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