



M+R

SMART GROWTH
AMERICA

WRAP-UP REPORT

JUNE 24, 2015

As we wrap up our work with Smart Growth America on the “Core Values” report, we wanted to recap our media efforts and also pass along a few takeaways and recommendations.

Summary of efforts

M+R coordinated with Smart Growth America on the rollout of the “Core Values” report, leading regional and national reporter outreach, as well as the development of collateral materials like pitches, media advisory, and press release. Our work also involved the development of a targeted media list that focused on reporters who cover real estate, business, economic development, and urban planning, as well as doing advanced outreach and subsequent follow-up in order to drive reporters to the telebriefing and promote the report. In addition, M+R fielded interview requests and handled logistics for scheduling calls with reporters. Below you’ll find a summary of the coverage that occurred as a result of this outreach, as well a handful of takeaways.

Takeaways

1. **Put the data front and center.** While the report was built around interviews conducted with corporate executives, we believe that weaving the data more directly into the report rather than locating it in the appendix would have perked more reporters’ interest by tailoring the findings to their area more directly in the way that SGA has in past reports (i.e., “Dangerous by Design”). Having said that, we found that the quotes were extremely helpful for reporters who used 14 different quotes in 8 different stories.
2. **Include a regional case study.** One of the most interesting findings from the report/map was how well the Midwest performed compared to other regions in the country. When you have surprising data like that we recommend calling it out to reporters in order to tell a larger story and also open up opportunities for larger wire stories from regional bureau reporters and potentially some national outlets.
3. **Host one event rather than two.** Both the telebriefing and the panel at the Newseum had really lively discussions but we believe that the telebriefing would have benefited from some of the voices that participated in the Newseum event, and therefore, would recommend only hosting one event. Having

two events also created some confusion among reporters who struggled to prioritize the two.

4. **Build additional features into map.** The map was a great resource but it was also difficult to determine the point of origin for companies that moved without clicking on each individual dot. If possible, we recommend adding arrows to the lines in order to paint a clearer picture of movement. We also recommend building the stats into the map like the WalkScores, etc.

Media Coverage

July 24, 2015

Why companies are saying farewell to the 'burbs, and hello to the big city

Anne Fisher

Fortune

June 24, 2015

<http://fortune.com/2015/06/24/companies-moving-to-cities/>

July 22, 2015 Coverage

Here's a glimpse of the companies that left the suburbs for Boston, Cambridge

Catherine Carlock

Boston Business Journal

June 22, 2015

http://www.bizjournals.com/boston/real_estate/2015/06/here-s-a-glimpse-of-the-companies-that-left-the.html

More companies moving to urban cores and away from suburbs -- here's why

Evan Weese

Columbus Business First

June 22, 2015

<http://www.bizjournals.com/columbus/blog/2015/06/more-companies-moving-to-urban-cores-and-away-from.html>

Smart Growth America report on businesses moving back to center cities (and suburban core business districts)

Richard Layman

Rebuilding Place in the Urban Space

June 22, 2015

<http://urbanplacesandspaces.blogspot.com/2015/06/smart-growth-america-report-on.html>

July 19, 2015 Coverage

How do you attract the best workers? Set up shop in a walkable downtown

Tony Semerad

Salt Lake Tribune

June 19, 2015

<http://www.sltrib.com/blogs/therealtyslow/2644779-155/how-do-you-attract-the-best>

Study: Hunger for talent is driving businesses out of suburbs around the nation

Ben van der Meer

Sacramento Business Journal

June 19, 2015

<http://www.bizjournals.com/sacramento/news/2015/06/19/study-says-hunger-for-talent-is-driving-businesses.html>

What Cities Can Learn From Companies Migrating to Downtown

James Brasuell

Planetizen

June 19, 2015

<http://www.planetizen.com/node/78644>

Report: Why American companies are moving downtown

Rebecca Troyer

Triangle Business Journal

June 19, 2015

http://www.bizjournals.com/triangle/morning_call/2015/06/report-why-american-companies-are-moving-downtown.html

July 18, 2015 Coverage

Here's How 45 Firms Explained Why They're Moving Downtown

Katie Pearce

Streetsblog

June 18, 2015

<http://usa.streetsblog.org/2015/06/18/heres-how-500-firms-explained-why-theyre-moving-downtown/>

Is walkability enough to draw business to Philadelphia?

Lindsay Castleberry

Philadelphia Business Journal

June 18, 2015

http://www.bizjournals.com/philadelphia/morning_roundup/2015/06/philadelphia-business-walkability-smartgrowth-merriman.html

Why your company should consider moving downtown

Joe Martin

Houston Business Journal

June 18, 2015

http://www.bizjournals.com/houston/morning_call/2015/06/why-your-company-should-consider-moving-downtown.html

Downtown Tampa is 'where all the action is' in the Bay region's business community

Ashley Gurbal Kritzer

Tampa Bay Business Journal

June 18, 2015

<http://www.bizjournals.com/tampabay/blog/morning-edition/2015/06/downtown-tampa-is-where-all-the-action-is-in-the.html>

All of the Cool Companies Want to Live in All of the Cool Cities

Alexis Stephens

NextCity

June 18, 2015

<http://nextcity.org/daily/entry/company-headquarters-move-downtown-cities-jobs>

It's a Trend: More Businesses Are Choosing Downtowns and Walkable Locations

F. Kaid Benfield

Huffington Post

June 18, 2015

http://www.huffingtonpost.com/f-kaid-benfield/its-a-trend-more-business_b_7608218.html

More firms and jobs moving downtown

Roger Showley

UT San Diego

June 18, 2015

<http://www.utsandiego.com/news/2015/jun/18/downtown-relocation-suburbs-companies/>

Cleveland a big part of downtown job growth report

Stan Bullard

Crain's Cleveland Business

June 18, 2015

<http://www.crainscleveland.com/article/20150618/NEWS/150619794/cleveland-a-big-part-of-downtown-job-growth-report>

Why are companies moving offices downtown from the suburbs?

Sean Ryan
Milwaukee Business Journal
June 18, 2015
http://www.bizjournals.com/milwaukee/blog/real_estate/2015/06/why-are-companies-moving-offices-downtown-from-the.html

Why American companies are moving downtown

Paula C. Squires
Virginia Business
June 18, 2015
<http://www.virginiabusiness.com/news/article/why-american-companies-are-moving-downtown>

American businesses flocking to downtown (just not in Phoenix)

Jesse A. Millard
Phoenix Business Journal
June 18, 2015
<http://www.bizjournals.com/phoenix/news/2015/06/18/american-businesses-flocking-to-downtown-just-not.html>

Smart Growth American: Businesses Moving Back Downtown

Business Record
June 18, 2015
<http://www.businessrecord.com/Content/Default/-All-Latest-News/Article/Smart-Growth-America-Businesses-moving-back-downtown/-3/248/69164>

Report: U.S. Companies Continue to Move Downtown

Ryan Holeywell
Institute for Urban Research
June 18, 2015
<http://kinder.rice.edu/blog/holeywell061815/>