

Opportunity Zone Advisory Service



City of Wilmington, Delaware

Opportunity Zone Investment and Development Strategy

The City of Wilmington, Delaware has four Qualified Opportunity Zones (QOZ). Econsult Solutions worked with the City's Office of Economic Development to build a communication and marketing strategy that would attract Opportunity Zone (OZ) investors and developers.



Econsult Solutions conducted research on the industry best practices for OZ marketing and identified key audiences and messaging for each stakeholder. In addition, ESI helped to build the city's digital marketing materials. ESI created a website wireframe and made recommendations to the City on how to incorporate promotional strategies into the City's website, and how to cross promote with the State of Delaware's website.



Notably, ESI developed an Opportunity Zone Brochure to provide the most up-to-date demographics and marketplace statistics that presents key information in a visually rich design. Relevant data and city information was included with a pitch piece, proximity map, and a city map detailing Qualified Opportunity Zones. In addition, the brochure included Wilmington's goals, descriptions of additional city investment incentives, and an at-a-glance data set enabling site selectors to easily understand the Wilmington employment and workforce market.

Having the sound economic expertise to analyze economic and fiscal data together with the academic-level rigor and real-world experience to understand trends allows ESI to provide objective, pragmatic decision support.

Key Technical Applications

Research

Mapping

Project Information

Location: Wilmington, Delaware
Client: Office of Economic Development
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