

Research in Economic Development

By Noelle Wernsman

“Research paper”. What do people usually think of when they hear those words? Long hours at the library; sleepless nights; stressing about what constitutes “good” sources from “bad” ones. When I think of “research”, my mind automatically goes back to my years of graduate school and all the journals, articles, and papers I had to sort through. And while many of these sources were found online, I still gravitated towards hard-bound information.

Hard-bound information is still critical in many aspects, including economic development; this is especially true when it is used to make important business decisions.

Most planned business growth decisions require market research. The decision to locate a business or a business division in a new area requires even more information. Just as importantly, the information must be timely and relevant to the decision. That’s why CAEDA annual updates their Casper-Natrona County Wyoming Community Data Book. This book is a one-stop source of consolidated, up-to-date information and data on our community.

Throughout the winter, CAEDA staff worked diligently, with the support of the community, to compile a professional community data book that provides individuals with the essential information they need when considering Natrona County as a potential site for locating or expanding a business. The spiral bound and tabbed book specifically addresses the critical data that businesses and site selectors generally request at the beginning of their search.

The book is composed of nine sections; each tabbed section has a glossy photo cover that makes the text in that section more appealing. For example, the government section has a great photo of our courthouse, which is a beautiful monument to the longevity of our community. The sections include information on: population demographics, location, transportation, workforce, industrial support, government, utilities, property and retail.

The Community Data Book is available on the CAEDA website for anyone interested in viewing or printing it for their use. The book will be available to site selectors, consultants, and business professionals seeking information in order to make a decision about locating a business in our community. CAEDA is very proud of our community and the 2011 Casper – Natrona County Wyoming Community Data Book reflects that pride by providing information that promotes our community’s best image. Visit the CAEDA website at www.casperworks.biz to view the Data Book.

Cover of Community Data Book

