

## GovSense for Economic Development

Helping Jurisdictions Build Smarter Communities

Are you still managing Economic Development with spreadsheets, email threads, and a legacy CRM that was never designed for local government? When information is fragmented, visibility suffers. Finance, legal, planning, and executive leadership lack a clear, real-time view of what has been promised, what is pending, and the true financial impact. Reporting becomes manual, time-consuming, and difficult to defend.

**GovSense delivers a unified system to manage the entire economic development lifecycle, from prospect and incentive negotiation through retention.**

With shared visibility into incentives and bond agreements, a centralized CRM for businesses and partners, integrated marketing tools, and structured project management, GovSense replaces disconnected tools with one authoritative source of truth.

### Economic Development Benefits For you and your community

#### Interdepartmental Transparency

Establishes a single, transparent view of incentives and bond commitments across departments, empowering leadership with clear insight into financial impact and jurisdiction-wide performance.

#### Bonds & Incentives

Gain ability to create, manage and assign bonds and incentives to leads, projects and companies, whether offered by your community or third parties.

#### Project Management

Increase ability to deliver projects on time and on budget with automation of tasks, notifications and reminders with complete visibility by all members of the project team.

#### Marketing Automation

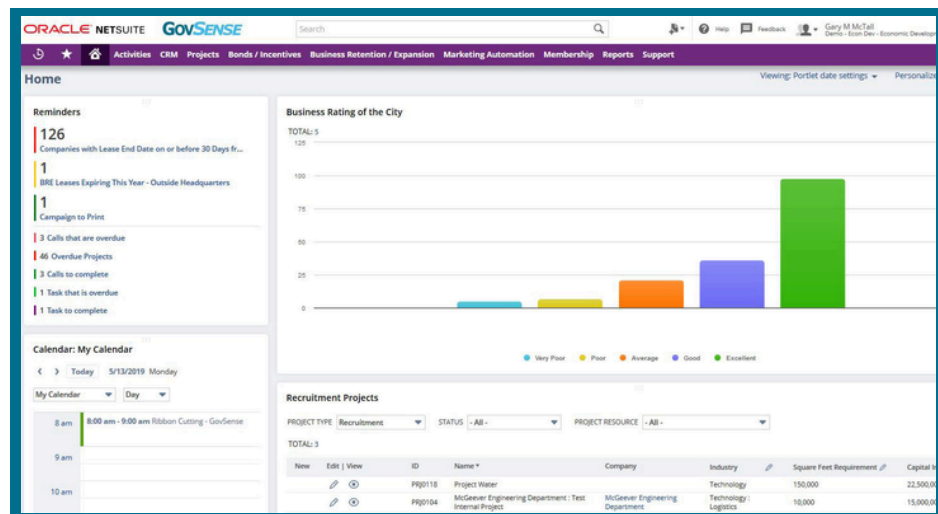
Automate outreach, capture and nurture leads, and measure engagement, empowering your team to proactively market your community and convert interest into investment.

#### Deal Visibility

See the status of any deal at any time including prior communication, meetings, incentives, schedules, and more.

#### Comprehensive Data

Robust CRM functionality centralizes data for companies, brokers, site selectors, tenants, and partners, supporting the full lifecycle from initial lead through site selection.



### The Result:

**Faster execution, reduced risk of missed commitments, and accurate, defensible reporting for leadership and the community.**