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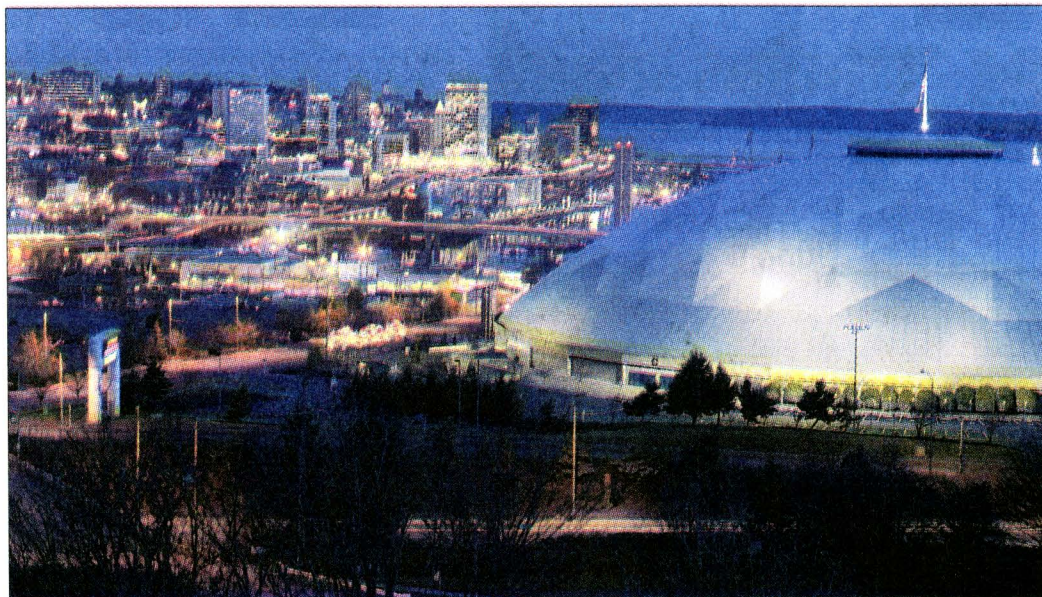


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BEST PRACTICES

How other communities overcame manufacturing losses and changed perceptions of their economies:



DEVELOPMENT COUNSELLORS INTERNATIONAL

Tacoma has the largest city-owned telecommunications network in the nation.

Tacoma, Wash.

- **The challenge:** This struggling industrial city was often lost in the shadow of its much larger and hipper neighbor, Seattle. Tacoma's business community wanted to shed this image and reinvent itself as a high-tech center.
- **The plan:** As home to the largest city-owned telecommunications network in the nation, Tacoma needed to tell the world what it had to offer. It also needed to improve the city's internal image. To do that, consultants created the theme line "America's No. 1 Wired City" and began aggressively promoting Tacoma's telecom network to regional and national publications.
- **The results:** Tacoma has become a magnet for technology, attracting 100 new high-tech companies to expand their operations in the city. It also became a media darling, generating headlines such as "More Wired Than Seattle?" in BusinessWeek and "Its Air Cleaned, Its Tech High, A City Rebounds" in the New York Times.

Source: Development Counsellors International, a New York-based economic development consulting firm.