

HOW TO CREATE A DATA  
CENTER ATTRACTION  
STRATEGY: **FEATURING  
BEST PRACTICES FROM  
GOOGLE, META & AMAZON**

BY GOLDEN SHOVEL AGENCY



## **TO OUR ECONOMIC DEVELOPMENT FRIENDS,**

Many of you have inquired about the benefits of locating a data center in your community, how to attract data centers, and how to communicate with stakeholders should a data center company need financial or tax incentives. This whitepaper is for you if you fall into one of these categories.

We have conducted the research and spoken with community leaders with data centers in their communities, bringing you insights and tangible best practices that can be implemented.

For this whitepaper, Golden Shovel Agency had the privilege of interviewing leaders at Google to learn more about their approach to site selection, community, and talent development. These conversations have been enlightening, both in terms of information and in understanding the ecosystem that surrounds data centers. Like many tech companies, Google is looking at the big picture and the long-term impact it will have on all our lives. This impact isn't just in the cloud for the data center team. It's hyperlocal.

Economic developers would do well to view data center recruitment and working with technology companies from a holistic ecosystem perspective. Doing so makes it possible to derive maximum benefits from these partnerships. And that's exactly what most technology leaders want - a partnership with local communities and talent.

Keep reading as we pull back the curtain and share strategic insight that may change how you view data centers and technology companies. We also provide direction on how to attract them to your community.

As always, the team at Golden Shovel Agency stands ready to assist you in your quest to make your community the best version of itself.

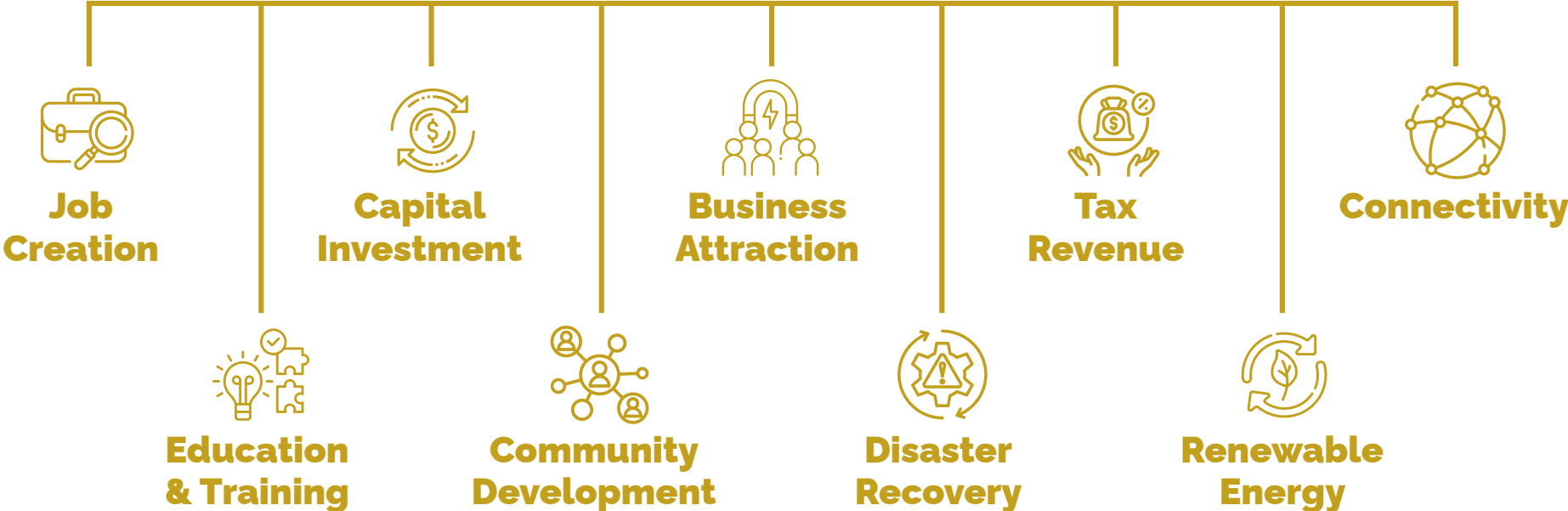
Best Regards,

**Bethany Quinn • Vice President of Strategy & Content Development**

# DATA CENTERS CAN POSITIVELY IMPACT COMMUNITIES

A data center in your community can bring various benefits that contribute to economic growth, technological advancement, and improved infrastructure. Data centers are a critical element of next-generation infrastructure, so having one in your community demonstrates a forward-looking approach to economic development and community growth. From a business recruitment and talent development perspective, the advantage of a local data center can far outweigh the direct economic impact.

## DATA CENTER BENEFITS



# DATA CENTERS CAN POSITIVELY IMPACT COMMUNITIES

---

## DATA CENTERS BRING STRATEGIC ADVANTAGES TO THE COMMUNITIES THEY OPERATE IN

### JOB CREATION:

Data centers require a variety of roles for their operation and maintenance, including IT technicians, engineers, security personnel, and administrative staff. Establishing a data center can lead to the creation of both direct and indirect job opportunities in the local community.

### CAPITAL INVESTMENT:

Building a data center is expensive, with capital investment in the hundreds of millions. Enhancement of the infrastructure surrounding the data center may benefit other businesses and the community.

### BUSINESS ATTRACTION:

Technology companies, cloud service providers, and other businesses that rely on robust digital infrastructure want to locate near a data center, making having one a business attraction tool. This influx of companies can stimulate economic activity, attract investments, and increase the overall financial health of the community.

### INCREASED TAX REVENUE:

Data centers typically generate substantial revenue due to their energy consumption and real and personal property value. This can result in higher tax revenue for local governments, which can be used to fund public services such as schools, roads, and community programs.

### IMPROVED CONNECTIVITY:

Data centers require a robust network infrastructure, which can lead to improved Internet connectivity in the community. This can benefit residents and local businesses by providing faster and more reliable Internet services.

### EDUCATION AND TRAINING OPPORTUNITIES:

The presence of a data center can open up opportunities for collaboration with educational institutions. This can lead to partnerships that offer training programs, workshops, and internships focused on technology and data center operations, helping to prepare residents for tech-related careers.