

Client: Clay County Florida Chamber of Commerce  
Project: International Business Analysis  
Location: Clay County, Florida  
Schedule: July 2007–October 2007

*"Bingham Economic went the extra mile to ensure that our desired results were achieved. The depth of economic development experience on their team was an asset."*

-Danita Andrews, Executive Director

Bingham Economic performed an analysis of international business in Clay County, Florida for the Clay County Chamber of Commerce, Economic Development Division. The study was designed to assist in the development of an international trade program for the County.

The study included:

- Identification of local companies doing international trade, companies interested in exporting and stakeholders in international trade
- Identification of barriers or concerns local businesses and entrepreneurs had with doing business internationally
- Analysis of the local business climate as it related to international trade
- Development of a database of current and potential exporters

To complete the project, Bingham Economic worked closely with the Chamber to create a list of potential exporters. A survey was created which could be administered on-line or manually. This survey was distributed to nearly 550 companies, with a response rate of 18.6%.

The original project scope called for focus groups with local exporters. During the survey process, Bingham Economic found that an educational event would be of more value to the local businesses. Bingham Economic suggested a change in scope, which was accepted by the Chamber.

The successful event provided an opportunity for interested companies to learn more about export assistance in Clay County.

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