

DEVELOPMENT UPDATES + LATEST ECONOMIC DEVELOPMENT RESOURCES

Q4 2025

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DEVELOPMENT UPDATES

At Golden Shovel, our development team is constantly innovating to provide economic developers with the latest features and tools to better promote their communities. Let's check out their latest updates!

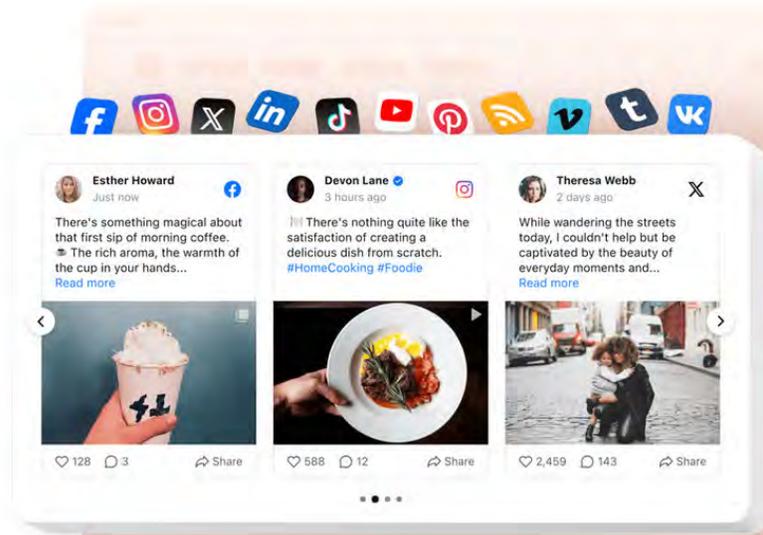
ECONOMIC GATEWAY

BY Golden Shovel 

DEVELOPMENT UPDATES

FEATURED UPDATE ELFSIGHT WIDGETS

Want to put your social media activity front and center on your website? Tired of the limited options the social media platforms offer for embedding feeds? GSA is now offering Elfsight widgets to our clients! **One widget option is available per client website.** [Available widgets may be found here.](#) The one widget may be used on an unlimited number of pages on a client's site.



ITINERARIES TEMPLATE

The Itineraries template was developed specifically for tourism clients to showcase structured, visually appealing information in a more flashy, jazzy style. [View examples here and see screenshot below.](#)



Weekend Warrior Itinerary: A High-Energy Getaway in Pasadena, Texas

If Houston has you feeling stuck in traffic and craving fresh air, this one's for you. Just next door, Pasadena, Texas, is the ultimate escape for adventurers who want to move, sweat, and still grab a cold one by sundown. From paddling through wetlands at sunrise to swinging clubs with friends in the afternoon, Pasadena brings all the action—with flavor and fun to match.

Share Us

Early Start: Fuel Up Like a Pro

Stop 1: Super Club Nutrition

Opens at 6:00 AM

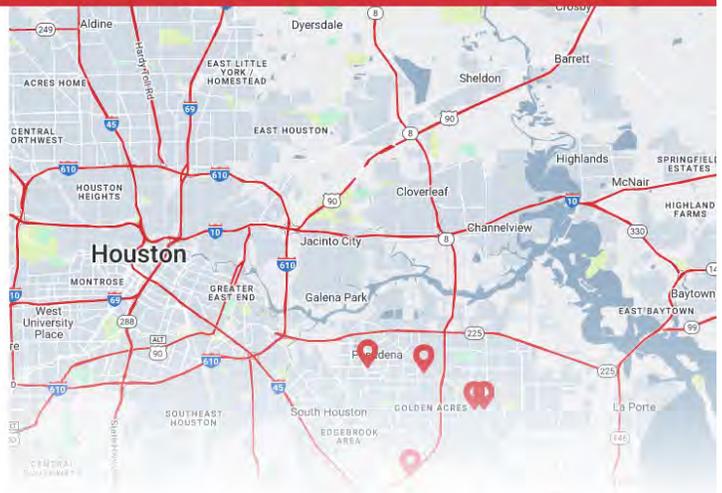
Start strong. This spot is a staple for Pasadena's fitness crowd—and for good reason. Grab one of their signature green teas or loaded energy drinks, to get your body moving, and your brain fired up. Pair it with a protein donut that tastes like a treat, but fuels like a meal. Light, fast, and functional—just what you need before hitting the water.

Sunrise Kayak Tour at Armand Bayou

Stop 2: Armand Bayou Nature Center – Kayak Tour

Tour begins at 6:50 AM

Let the city fade behind you as you slide into the stillness of Armand Bayou at sunrise. This guided kayak tour is the real deal—2 hours of gliding through wetlands with deer, egrets, turtles, and the occasional alligator watching from the sidelines.



DEVELOPMENT UPDATES

LIST FAQ TEMPLATE

Created Specifically for True FAQ Pages*

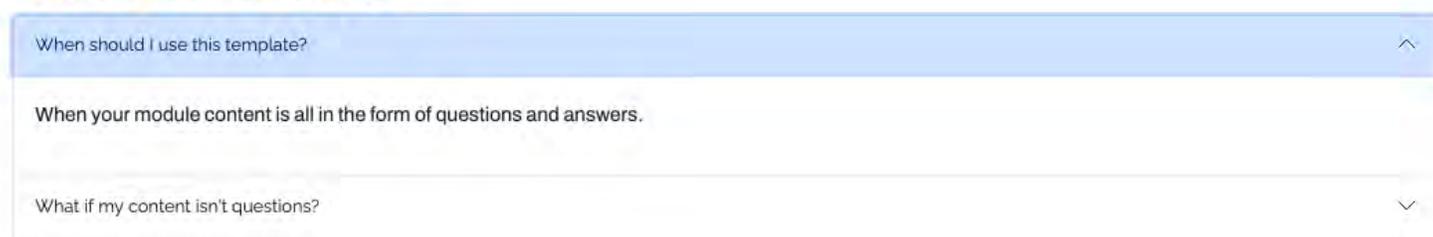
SEO nerds, rejoice! This template uses a Q&A schema in the markup to expose the content to search and generative engines in order to optimize exposure of the module content. [Click here to view a demo.](#)

What is Schema?

Schema is a format which clearly indicates the type and structure of the data, making it appealing to search engines and AI since they can more easily understand what the information is and how to use it.

**This only works when the content in question actually matches the specified schema; if your content doesn't match the stated schema, it will hurt your optimization (both in search and generative engines) to use a page which implements that schema.*

BASIC QUESTIONS



RESOURCE-LINK TEMPLATE STYLING VARIATION (LIST-LIFE INSPIRED!)

It's the little things! The Overlay Variation offers a tighter, more compact layout for resource link listings. The logo uses a list-life-inspired style with an overlay, and the listing title appears directly on the logo for a clean, streamlined look. The "more info" link is hidden in this variation, so users can only open the listing's external URL. Listings follow the list-life arrangement, grouped by category and displayed in a responsive grid. [Click here to view a demo.](#)

If you need further details on any of the above listed upgrades, please feel free to contact your GateKeeper rep or email our support portal at support@goldenshovelagency.com.

RESOURCE LEARNING CENTER

BY Golden Shovel 

Economic development is an ever-changing endeavor optimized through the utilization of the latest resources and technologies. Golden Shovel Agency's Economic Development Resource Learning Center is a compilation of years of experience-based knowledge. Let's check out what's new!

WEBINARS

TODAY'S GEOPOLITICS, TRADE AND POTENTIAL IMPACTS ON LOCAL DEVELOPMENT

Independent consultant Charlie Smith has more than 12 years' experience in international strategy, geopolitics and business development and offers clear insights on how decisions made a world away might affect development in your town. [Watch it Here!](#)



FROM RFI TO SITE VISIT: WHAT SITE SELECTORS REALLY WANT IN 2025 — LIVE WITH SITE SELECTOR CHARLES SEXTON

Hear directly from a site selector. Charles "Chuck" Sexton will share exactly how communities make (and miss) the shortlist—plus what wins RFIs and site visits in 2025. Co-presented by Bethany Quinn to translate best practices into actionable steps for your EDO. [Watch it Here!](#)



LIGHTS, CAMERA, MY TOWN: HOW TO TELL STORIES THAT PUT YOUR COMMUNITY ON THE MAP

What if one powerful story could transform how the world sees your community? Join My Town host and former TV anchor Cory Hepola for a high-energy webinar on using storytelling to attract talent, tourism, and business. [Watch it Here!](#)



DOWNLOADABLE EBOOKS

THE ECONOMIC DEVELOPER'S GUIDE TO HARNESSING AI

Practical checklists, tools, and a 90-day plan to boost research, BR&E, workforce, and marketing—without adding headcount.

This guide is for EDO leaders and staff looking for easy tips on how to implement AI into existing work activities. AI has moved from novelty to infrastructure. Early adopters are capturing faster research cycles, more consistent outreach, and content that surfaces in AI-driven search... all without adding headcount.

[Click Here to Download!](#)



RESOURCE LEARNING CENTER

SHOVELTALK PODCAST:

In the "ShovelTalk" Podcast, your GSA hosts and producer Darren take you behind the scenes of local economic development organizations and help you get to know economic developers from throughout the country. All episodes are available for free. **Want to be a guest on the ShovelTalk Podcast? We'd love to have you!** [Fill out our interest form here.](#)



CLARITY THROUGH CREATIVITY: HOW ADVANCECT ELEVATED CONNECTICUT'S GLOBAL BRAND

Shirar O'Connor, Vice President of Marketing at AdvanceCT

In this episode, we sit down with Shirar O'Connor, Vice President of Marketing at AdvanceCT, to explore how clarity, creativity, and strategy come together in one of the nation's most successful economic development websites—recently honored with a Gold Award from IEDC. [Listen Here!](#)



A CONVERSATION ON HOW ARKANSAS WINS BIG PROJECTS

Hugh McDonald, Arkansas Secretary of Commerce

Hugh McDonald, Arkansas Secretary of Commerce, joins ShovelTalk to unpack how a "small but mighty" state has become home to global giants like Walmart, Tyson Foods, J.B. Hunt—and now a \$4 billion Google data center. In this conversation with Golden Shovel's Bethany Quinn, McDonald shares the strategy behind Arkansas' recent wins and what other states and regions can learn from their approach. [Listen Here!](#)



NEWS CENTER

Want some more updates? Here is a summary of the most relevant news published by Golden Shovel. If you like to stay up-to-date with economic development industry standards, trends, and the latest news, [please subscribe here to Golden Shovel's newsletter, "Economic Developer's EDGE"!](#)



Webinar Follow-Up: More on Today's Geopolitics and their Impact on Local Development

Geopolitics today are fast-changing and affecting development everywhere. I addressed some of these impacts in a recent webinar for Golden Shovel Agency, and the high number of questions from participants showed just how engaged developers are right now. Since I was not able to get to all of the questions, I wanted to take the opportunity to provide some answers – and hopefully add some insight. [Read the Complete Article Here!](#)

AI-Forward Content Strategies for Economic Developers: How to Promote Your Community in 2026

As economic developers look for new ways to promote their communities online, adapting to an AI-driven search landscape has become essential. At Golden Shovel Agency, we're helping organizations rethink their 2026 content strategies to ensure their communities stand out—both to people and to artificial intelligence. [Read the Complete Article Here!](#)

NEWS CENTER

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What Site Consultants Need to Put Your Community on the Short List

Economic developers routinely ask us what site consultants want to see on an economic development website and what steps they can take to get their community on the short list. In today's fiercely competitive environment, communities are no longer simply competing on "nice place to live" or "low taxes." They're being measured on how rapidly and confidently they can deliver a location that meets a company's strategic needs. [Read the Complete Article Here!](#)

Award-Winning Economic Development Websites from Golden Shovel Agency

Golden Shovel Agency's (GSA) award-winning websites elevate community and organization brands while making it possible to build connections and generate leads.



Why the Economic Gateway is the Best Economic Development Website Platform: Outperforming WordPress, Wix, and Other CMS Options

Your economic development website is your community's digital front door — and often the first impression for site selectors, businesses, and job seekers. It's not just a marketing tool; it's a business attraction engine. [Read the Complete Article Here!](#)

Golden Shove 
GROUNDBREAKING ECONOMIC
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**Thank You
for Being a
Valued Client!**

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