

Investment Consulting Associates NA, LLC
1005 Boylston St, Unit 243
Newton Highlands, MA
02461

Tuesday, December 19, 2017

Subject: Investment Consulting Associates Reference

To Whom It May Concern:

Waterloo EDC had the pleasure of working with Investment Consulting Associates (ICA) on a strategic project this year. This was our first engagement with ICA and Christopher Steele and Collin Perciballi were the well-organized project leads.

The project involved completing an economic development-focused strength, opportunity, weakness and threats (SWOT), political, economic, socio-cultural and technological (PEST) and competitive benchmarking analysis on Waterloo versus other competitive jurisdictions throughout North America. The project – from start to completion – took approximately 12 weeks.

Overall, ICA exceeded our expectations on project management and performance. The ICA team immediately took ownership of the project and provided regular status updates and feedback on the project. The project was completed on-time and on-budget; all deliverables were met and exceeded.

Waterloo EDC highly recommends ICA for similar projects and our organization hopes to work with them again in the near future.

If you have any additional questions or need further clarification, please feel free to contact me.

Best Regards,



Lucinda Wallace
Senior Director, Marketing & Strategy

Waterloo Region Economic Development Corporation