

MICHAEL PRATS

Senior Market Analyst



Years of Experience: 5

Education:

Master of Urban and Regional
Planning

University of New Orleans, 2011

Bachelor of Science

Geography

Texas State University, 2007

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Michael is an economic community development, urban and regional planning professional. He earned a Bachelor of Science in Geography with a concentration in Urban and Regional Planning from Texas State University in 2008 and a Master of Urban and Regional Planning with a concentration in Local Economic Community Development from the University of New Orleans in 2011.

In Summer 2007, prior to his final undergrad semester, he was accepted to America's Leaders Program at The Washington Center for Internships and Academic Seminars in Washington D.C. where he gained experience in lobbying and policy making at the federal level while also working as a research intern at the Urban Land Institute Headquarters.

Graduate school work included a team project for a CDFI client which involved a five-month, ten county demographic and market analysis and presentation of strategic recommendations to the client's executive board and community stakeholders. He also authored a thesis on local business retention and expansion.

In early 2013 he began working for the Lake Houston Area Economic Development Partnership. He spent the next three years building and managing the organization while serving as the primary point of contact for economic development projects in the area. He increased local economic development capacity and created a formal and organized economic development plan and strategy for the Lake Houston area by; creating a business retention and expansion program, researching and publishing demographic trends and market data reports for the area as well as marketing and branding the Lake Houston area as a job and activity center.

Mr. Prats recent professional work includes:

- Benchmarking reports
- Market demand analysis
- Economic and demographic reports
- Business Retention and Expansion Program (BRE)
- Data research for Requests For Information (RFI's) by confidential site selectors via Texas Governor's Office of Economic Development
- Variety of on-line and print content, correspondence, reports, and other material including materials of confidential nature
- Information, data and assistance to new and existing business owners, executives, investors, industry, and organizations
- New Orleans master plan and zoning ordinance public meeting facilitator