

5

Weda



Helping you...

CLOSE THE D.E.A.L.

Develop
Engage
Access
Locate



CITY OF RIDGECREST

Investment Proposal

***Prospect Marketing Program & Consulting Services
For The Serious Economic Development Professional***



Proposed By: Eric Kleinsorge

Proposed To: Ridgecrest Community Development Corp.



Overview

After carefully considering your specific needs and desired deliverables, WEDA is pleased to respond to your request for the identification, attraction and recruitment of new prospects to the city of Ridgecrest. Our firm's unique approach will separate you from your competition and provide you with the competitive edge you need in today's changing economy.

Your request presented the opportunity for WEDA to partner with members of our Project Development Board to provide you with the most qualified personnel to handle each part of your request. We are submitting our response with The Site Selection. Our two firms will provide you with a full range of services that will take your prospects from "capture to close".



ABOUT WORLD ECONOMIC DEVELOPMENT ALLIANCE

The World Economic Development Alliance (WEDA) will oversee the overall execution of the entire project and will be headed by Eric Kleinsorge. Eric Kleinsorge founded the Alliance in 1994 and has worked with over 1,200 companies in their search for new sites which has resulted in the creation of over 10,000 new jobs and over \$1 Billion in investment.



ABOUT THE SITE SELECTION GROUP

The Site Selection Group, Founded by King White will handle the competitive analysis portion of deliverables. King White was the principal and founding member of Trammell Crow Company's Corporate Site Selection Group. King R. White established Site Selection Group after Trammell Crow Company was acquired by an international real estate firm in 2006 and has completed over 1,000 site location projects in just over 10 years of business.

As members our Project Development Board, lines of communication are already well established and this well-experienced team is ready to work for Ridgecrest.



Cost Summary

	<p>Existing Study Review Existing Study Review with detailed report: Roseville Economic Development Strategy Next Economy Capital Region Prosperity Plan</p>	<p>1 week</p>	<p>\$5,000</p>
	<p>Target Industry Review Review & Prioritize Existing Target Industries Canvass California for Additional Target Industries</p>	<p>2-4 weeks</p>	<p>\$15,000</p>
	<p>Target Industry Marketing Strategy Organize Community Assets to Market for Each Industry, Identify a list of Target Companies in California (number subject to sample size and available companies in each target), Review Incentive & Real Estate Offerings for Each Industry. Provide report on all findings.</p>	<p>1-3 weeks Existing Targets 5-7 weeks New Targets</p>	<p>\$10,000</p>
	<p>Lead Nurturing Set Up & Programing Use Target Analysis to develop and manage up to 10,000 contacts/month Design and Program Nurturing Program for custom follow-up.</p>	<p>6 weeks</p>	<p>\$15,000</p>
	<p>Lead Nurturing Implementation Monthly emails and campaigns to manage the follow-up of up to 5,000 engaged contacts per month. A/B Split Tests, Landing Page Conversions, Reporting on progression of prospects through system.</p>	<p>40 weeks</p>	<p>\$43,500</p>
	<p>Outreach Program & Contact Enhancement Implement Trade Show Targets, web site and electronic media campaigns. Engage and track PPC campaign for direct interest hits. Includes list acquisition of up to 5,000 contacts.</p>	<p>40 weeks</p>	<p>\$46,500</p>
	<p>Site Locator Outreach of Assets Input available properties and list applicable properties. Manage monthly announcements and introductions to prospects</p>	<p>40 weeks</p>	<p>\$12,000</p>
<p>TOTAL INVESTMENT</p>		<p>52 weeks</p>	<p>\$147,000</p>

NOTE: Deliverable 5, 6 and 7 encompass monthly task and are paid at start of contract at \$8,500 per month. Invoice will be sent on 15th of each month to receive payment on the first of each month for the month's prior work.

SITE SELECTION GROUP OVERVIEW

Site Selection Group, LLC (“SSG”) is a full-service location advisory and economic incentives firm based in Dallas, Texas. The company delivers advisory and transaction services to a wide range of industries seeking to locate or attract various labor, logistics and capital intensive projects, such as back-office, call centers, data centers, distribution centers, education, headquarters, manufacturing and R&D operations. SSG provides value to its clients by maximizing the efficiencies of labor, economic incentives, logistics, utilities and real estate conditions for corporate operations, and by consulting communities on the optimal methodologies to increase economic growth. SSG executives have more than 150 years of combined site selection experience involving the completion of over 1,000 corporate site selection projects.



Site Selection Group, LLC
8300 Douglas Avenue
Suite 700
Dallas, Texas

SSG has established best practices in the areas of corporate site selection and economic development strategy formation to deliver turn-key solutions to our customers. Through significant investment in information, technology and talented human capital, SSG maintains one of the most comprehensive site selection databases in the industry. The database will include critical site selection variables, such as labor availability, labor costs, real estate, infrastructure, and political and economic conditions, to ensure the delivery of optimal solutions for clients.

SSG was founded by the former principal and founding member of Trammell Crow Company’s Corporate Site Selection Group. King R. White established Site Selection Group after Trammell Crow Company was acquired by an international real estate firm in 2006. After over ten years of leading Trammell Crow Company’s globally recognized, top-producing team, White and his executive team formed Site Selection Group with the goal of better serving customers without the financial constraints, lack of focus and/or conflicts of interest, typically associated with traditional real estate services or consulting firms. In addition, SSG has hired additional industry veterans including David Brandon, senior industrial location strategist formerly with The Pathfinders, and Lee Higgins, senior economic incentive specialist with Business Incentive Services.

For additional information, please visit SSG’s website at www.siteselectiongroup.com.

SSG'S SERVICE OFFERINGS

SSG provides a full-range of services to corporations across the world. We will leverage resources to deliver the best people and tools to provide the optimal solution for our clients. Our capabilities and expertise span the areas in the following table:

LOCATION ADVISORY	ECONOMIC INCENTIVE SERVICES	REAL ESTATE SERVICES	ECONOMIC DEVELOPMENT CONSULTING
<p>Consulting Services</p> <ul style="list-style-type: none"> ▪ Demographic analysis ▪ Workforce assessment ▪ Labor cost analysis ▪ Labor supply-demand forecasting ▪ Occupational demand analysis ▪ College/university assessment ▪ Commuter analysis ▪ Segmentation analysis ▪ Infrastructure assessment ▪ Logistics analysis ▪ Utility cost analysis ▪ Employer interviews ▪ Competition saturation analysis ▪ Operating cost comparison ▪ Location optimization analysis ▪ Customized GIS mapping 	<p>Identification & Evaluation</p> <ul style="list-style-type: none"> ▪ State and local tax evaluation ▪ Program research and evaluation ▪ Request for proposals ▪ Economic incentive comparison ▪ Financial analysis ▪ Economic impact modeling ▪ Market comparables ▪ Negotiation strategy <p>Negotiations</p> <ul style="list-style-type: none"> ▪ Tax credits and abatements ▪ Sales and use tax rebates ▪ Cash grants ▪ Real estate grants ▪ Enterprise zones, TIF's, PID, etc. ▪ Employee training subsidies/grants ▪ Special public/private financing ▪ Site Infrastructure grants/rebates ▪ Competition restrictions <p>Administration & Compliance</p> <ul style="list-style-type: none"> ▪ Application preparation ▪ Contract review ▪ Documentation administration ▪ Annual compliance ▪ Database management ▪ Financial reporting 	<p>Market Research & Due Diligence</p> <ul style="list-style-type: none"> ▪ Market research ▪ Site/building tours ▪ Site/building inspections <p>Negotiations</p> <ul style="list-style-type: none"> ▪ Acquisitions ▪ Dispositions ▪ Sale lease-backs ▪ Developer bidding ▪ Lease Renewals ▪ Lease restructuring ▪ Subleases <p>Construction Management</p> <ul style="list-style-type: none"> ▪ Site visits/assessment ▪ Vendor bidding and supervision ▪ Budgeting and scheduling ▪ Telecom and IT interface ▪ FF&E management ▪ Move coordination <p>Portfolio Management</p> <ul style="list-style-type: none"> ▪ Strategic portfolio planning ▪ Lease database management ▪ Lease audits ▪ Vendor management ▪ Occupancy forecasts ▪ Organization planning 	<p>Consulting Services</p> <ul style="list-style-type: none"> ▪ Economic analysis ▪ Demographic analysis ▪ Competitive benchmarking ▪ Industry cluster analysis ▪ Target industry analysis ▪ Economic impact analysis ▪ Underemployment studies ▪ Commuter studies ▪ Site certifications ▪ Economic incentive design ▪ Organizational planning ▪ Marketing plans ▪ Real estate development plans ▪ Real estate re-use plans

PROJECT TEAM

The following project team will be the primary project team involved in delivering the scope of work proposed. Detailed resumes are attached as an exhibit.

Name & Title	Role
 <p>King R. White President</p>	<p>King will provide strategic planning and overall account management support.</p>
 <p>David Brandon Senior Vice President EDC Consulting</p>	<p>David Brandon will be the co-project leader. He will oversee all phases of the project.</p>
 <p>Josh Bays Vice President EDC Consulting</p>	<p>Josh will manage the day-to-day activities of the project and act as co-project manager. He will be conducting the on-site due diligence and primary research.</p>
 <p>Lee Higgins Senior Vice President Economic Incentive</p>	<p>Lee will be responsible for evaluating the economic incentive climate for the data center industry.</p>
 <p>Jeff Sheehan Senior Vice President Data Center Site Selection</p>	<p>Jeff focuses on data center site selection projects and will help support the research function and market demand analysis.</p>
 <p>Brett Bayduss Executive Vice President Consulting</p>	<p>Brett will provide overall support for the project</p>
 <p>Taylor Burns Senior Associate Research Analyst</p>	<p>Taylor will provide market research and data analytics.</p>
 <p>Brady Redwine Senior Associate Research Analyst</p>	<p>Brady will provide market research and data analytics.</p>
 <p>Brian Merrion Associate Research Analyst</p>	<p>Brian will provide market research and data analytics.</p>

PROPOSED EVALUATION PROCESS

SSG has a proven strategic planning process to deliver optimal solutions to our economic development customers. The process flows from the initial project definition through strategic recommendations to provide a process driven solution. Our process is described in the diagram below and will be customized for the client upon completion of Project Definition.

PHASE	OBJECTIVE	DELIVERABLES	TIMING
1	Existing Study Review <ul style="list-style-type: none"> Roseville Economic Development Strategy Next Economy Capital Region Prosperity Plan 	1. Summary of Findings	Weeks 1
3	Target Industry Review <ul style="list-style-type: none"> Review & Prioritize Existing Target Industries Canvass California for Additional Target Industries 	1. Target Industry Analysis	Weeks 2 - 4
2	Target Industry Marketing Strategy <ul style="list-style-type: none"> Organize Community Assets to Market for Each Industry Identify a List of Target Companies in California Review Incentive and Real Estate Offerings for Each Industry 	1. Target Industry Report	Weeks 1 - 3 (Existing Target Industries) Weeks 5 - 7 (New Target Industries)

ECONOMIC DEVELOPMENT PROJECTS

In the arena of strategic planning and economic development, SSG's executives have developed and implemented sales and marketing strategies, designed and conducted certified site evaluation processes, provided guidance on policy, impact, and financial issues, and provided organizational development assistance. The following case studies exemplify our executives experience with projects similar to those requested by the client:

SOUTHWEST KENTUCKY – CALDWELL, HOPKINS, MUHLENBERG COUNTIES TARGET INDUSTRY ANALYSIS

The Challenge

Caldwell, Hopkins, and Muhlenberg Counties in Southwest Kentucky felt it necessary to target a specific industry to stimulate new business investment in their region. The local economic development officials suspected the region's existing infrastructure, particularly the availability of a connected fiber optic network, inexpensive electric power, attractive tax policies and abundant water resources, competitively positioned the Counties as a suitable location for a data center operation. Due to the region's inexperience with data center projects, the three Counties lacked a clear strategy and understanding of the critical site selection criteria associated with new data center recruitment and investment.

The Approach

The three Counties recognized this challenge and commissioned SSG to help craft a strategy to promote new business investment in the data center industry. The goal was to conduct a comprehensive analysis of critical location drivers relevant to the data center industry in order to develop a clear strategy for business recruitment. To complete this work, SSG evaluated the assets and liabilities of each county and benchmarked the entire region against the state of Kentucky and the National Average. In addition to the target industry report, SSG took an inventory of each County's existing greenfield sites proposed for development and evaluated each based on its general readiness.

The Results

The final report included an executive summary and recommendations, regional assessment, target industry analysis, marketing plan, and site evaluations that specifically addressed each County. SSG feels confident the suggested initiatives outlined in the report will help Southwest Kentucky improve its weaknesses and capitalize on its strengths. SSG's main goal was to provide a clear action plan that will enable Southwest Kentucky to measure its performance, and achieve its goal of launching an effective marketing campaign targeted at the data center industry.

GREATER WICHITA ECONOMIC DEVELOPMENT COALITION ECONOMIC DEVELOPMENT STRATEGY & TARGET INDUSTRY ANALYSIS

The Challenge

For decades, Wichita, KS has been known as an Aerospace hub. Since World War II, the Wichita economy has ridden the cyclical booms and busts associated with the aviation sector. The end of 2007 brought on the most recent bust, and many industry experts predicted that the sector may never be able to recover. Massive industry layoffs, negative union perceptions, and Wichita companies choosing other markets for new business investment caused the *Wall Street Journal* to dub Wichita as the “The next Detroit”. Fearing that Wichita was too dependent on the aviation industry, the Greater Wichita Development Coalition sought to enact a multi-year strategy that would help diversify the economic base. They ultimately wanted to insulate the local economy from the depressed aviation industry.

The Approach

The Greater Wichita Economic Development Coalition retained Site Selection Group to help develop a marketing strategy aimed at diversifying the industry base. SSG initially researched and presented other success stories of communities across the nation that have recently transitioned from “Good” to “Great”. This action helped spark a collaborative effort among the many stakeholders that previously thought the task to be too daunting. Next, SSG completed a comprehensive regional assessment to understand Wichita’s strengths and identify aspects of the aerospace industry that could be leveraged to attract new industries. SSG paralleled this research with the effort of uncovering market and organizational deficiencies. The results of this assessment enabled SSG to complete a target industry analysis and marketing plan catered to ideal prospects.

The Results

After all criteria were considered, SSG was able to recommend four target industries that would find Wichita an attractive location for business investment. SSG provided the GWEDC detailed market data concerning each industry, as well as a strategy that would align their resources in a more effective manner. The GWEDC has successfully garnered enough local support to execute the action plan provided by SSG. They are currently seeking to enhance local resources such as real estate offerings, incentive funds, and regional participation. SSG and GWEDC anticipate this to be a strategy that will help stabilize and grow Wichita’s economy into the future.

WESTERN IOWA TRANSPORTATION CORRIDOR TARGET INDUSTRY ANALYSIS

The Challenge

The Western Iowa Transportation Corridor was a newly affiliated organization that included six counties along Interstate 29 from the Missouri border north to Sioux City, IA. The WITC members felt the region to be a suitable location for transportation and logistics operations based on the interstate corridor, railroad network, and navigable waterways. Due to the infancy of the marketing region and lack of collaboration, the WITC lacked a clear strategy for promoting its strengths to potential prospects. In addition, the six counties were uncertain how to combat the great degree of disparity among each of the counties with regard to workforce, infrastructure, and shovel-ready sites.

The Approach

The Western Iowa Transportation Corridor recognized this challenge and commissioned SSG to help craft a strategy to promote new business investment in the transportation & logistics industry. The goal was to conduct a comprehensive analysis of critical location drivers relevant to the transportation & logistics industry in order to develop a clear strategy for business recruitment. To complete this work, SSG evaluated the assets and liabilities of each county and benchmarked the entire corridor against other national markets that frequently compete for business investment.

The Results

With input from the WITC, SSG helped formulate a business recruitment strategy that included a detailed marketing plan, as well as a list of companies for the WITC to target. The development of this strategy required careful critique of the area's strengths upon which to capitalize and weaknesses they need to improve. This assessment provided an accurate perspective of their national market position and gave an understanding of their competition. Furthermore, SSG provided an extensive action plan to help outline the process, measure performance, and achieve their goal of launching an effective marketing campaign.

To help give the WITC an accurate perspective of the current industry landscape, SSG provided a detailed overview of the transportation & logistics sector that included a current assessment as well as future projections. Due to the operating experience of the workforce, quality infrastructure, geographic location, and a collaborative economic development effort, the WITC has launched an effective marketing campaign aimed at attracting business investment in the transportation and logistics sector.

ADDITIONAL EXPERIENCE

The following list represents a sampling of the communities and corporate clients the proposed project team has provided economic development consulting and site selection services:

Economic Development Projects*

Amarillo, Texas
Ardmore, Oklahoma
Argentina, Newfoundland
Athens, Texas
Barstow, California
Beeville, Texas
Big Spring, Texas
Bowie, Texas
Brunswick, Ohio
College Station, TX
Dallas, Texas
Dayton, Ohio
Frisco, Texas
Ft. Collins, Colorado
Huntsville, Texas
Kettering, Ohio
Lake Charles, Louisiana
Marshall, Texas
Muskegon, Michigan
Monroe, Louisiana
Ontario, California
Pampa, Texas
Portsmouth, New Hampshire
Rochester, Minnesota
San Angelo, Texas
Springfield, Illinois
Vermillion County, Indiana
Westminster, Colorado

Corporate Site Selection Projects

AAA
ALLTEL Communications
Amazon.com
American Express
AT&T
Blue Cross Blue Shield
Boeing
Cendant Corporation
Convergys
Corporate Express
General Motors
Frito Lay
FedEx
Harley Davison
The Home Depot
Hotels.com
Johnson & Johnson
IBM
Kraft Foods
Marriott Hotel and Resorts
McKesson Corporation
Merck
RMH Teleservices
Smith-Kline
Ticketmaster
Unitrin
Verizon Wireless
Washington Mutual Bank

**David Brandon, the proposed project co-leader, was a team leader for the above referenced projects while employed at The Pathfinders.*

REFERENCES

The following references are clients for whom SSG has completed projects.

Company	Name	Title	Phone #
Greater Wichita Economic Development Coalition	Dave Bossemeyer	Managing Director	(316) 268-1132
Madisonville, KY Economic Development	Gerald Cook	President	270-821-1939
Tennessee Valley Authority	Rachel Beaty Crickmar	Rural County Specialist	(615) 232-6054

WORLD ECONOMIC DEVELOPMENT ALLIANCE

WEDA was founded in 1994 as a full service site-location firm that served the needs of growing companies while assisting economic development professionals in the economic growth of their communities. The firm works with a wide range of industries that are targeted based on growth indicators. These include plastics, food, aerospace, distribution, medical device, auto, manufacturing, renewable energy and bio technology. WEDA has assisted over 1000 companies in their site location searches. These companies have created over 10,000 new jobs for companies and invested over \$1 BILLION over the past 10 years alone.

WEDA was founded by Eric Kleinsorge to assist the Economic Development Community to more effectively market their areas to companies that were expanding or relocating. Some of his notable accomplishments include:

- Invited Professional Speaking Engagements:
 - Florida's Governors Economic Council. Invited back next two years.
 - American Economic Development Councils Annual Conference
 - Midwest Economic Development Councils Annual Conference
 - IOWA Economic Development Councils Annual Conference
 - OMAHA Recognized Professional Developers Tour
 - Oklahoma Department of Commerce's Annual Conference

- Interviews conducted to enhance the credibility of the organization:

George W. Bush	Colin Powell	Donald Trump
Rudy Giuliani	Mike Dell	Richard Branson
Jay Leno	Dick Clark	Roger Staubach
Jerry Jones	Senator Kay Bailey Hutchison	

- Nominated by Judge Army to sit on Denton County Economic Development Commission as a recognized professional advisor for expansion and development of North Texas.
- Quoted in over 110 articles as recognized industry expert which enhanced company credibility.
- Created and Launched the nation's premier Economic Development portal; ed-link.net
- Graduated from Texas Tech University with Bachelors in Business & Advertising.

For additional information, please visit WEDA's website at www.wedanet.com.

Lead Nurturing

WEDA will customize a multistep lead nurturing program to move prospects to qualified status via targeted emails, personalized landing pages, and web forms.

The approach is as follows:

- Develop and manage prospect databases – WEDA will develop, organize (segment), and manage confidential prospecting databases for clients, helping them keep up-to-date records for more effective, targeted emails.
- Create an organization instance on WEDA marketing automation platform to host and execute all lead nurturing activity.
- Design a customized lead nurturing program for client including all emails, personalized landing pages, and web forms that will append new and updated information to the client’s confidential database.
- Provide client with detailed reporting on all stages of program including snapshots of where prospects are in the program and what activity is taking place (who is opening emails, who is clicking on specific links, what information is being captured, what are areas of interest, etc.).

What is a Lead Nurturing Program?

Lead nurturing is all about having consistent and meaningful conversations with viable prospects regardless of their timing to buy. It’s about building trusted relationships with the right people. In the end, it’s the act of maintaining and building solid relationships with economic developers. It’s not a sales person calling up every few months to find out if a prospect is “ready to buy yet.”

What does lead nurturing look like to a prospect?

I just receive a timely email from you after filling out a survey gauging my interests and appetite for relocating to your municipality. The email quickly addresses my pain points and needs for relocating. It reaffirms my interest level and is right to the point. It seems that every email I get from you is more targeted and focused than the next to my particular needs. I tell myself... *This guy is paying attention to what I’m looking for... He’s obviously done his homework... I will be sure not to overlook his next email since I know that he won’t waste my time with marketing messages for the masses.*

Segmentation is key to facilitating a conversation!

One size does not fit all! You have many different types of prospects with different interests and criteria for relocating. The quickest way to disengage with your audience is to blast the same email to everyone in your database. The nature of lead nurturing is to have a one-on-one conversation with an individual based on their level of interest, timeframe of relocation, and other pertinent information that you can leverage in your prospect database.

How does lead nurturing clean and strengthen your prospect database?

Over the course of a yearlong drip campaign, information is gathered on your prospects through surveys and web forms embedded on personalized landing pages, and that information is recorded or appended to your prospect database. WEDA uses smart forms to capture or update fields that may be missing or is outdated. Remember, your database is the lifeblood of your organization and it's only as effective as the quality of information that it houses.

How can a lead nurturing program make you look like a superstar?

Imagine being able to show your Board where each of your active prospects is in the sales funnel, when they are expecting to relocate, what their barriers or concerns are, and how many jobs are projected to be created for your municipality if the deal is successful. WEDA will provide you with monthly reports to ensure that you are on top of all prospect activity.

What can you expect from WEDA in support of your Lead Nurturing Program?

You just made a sizable investment and like any other investment you want peace of mind! The creation of emails, landing pages, web forms, and surveys is just the beginning. The real power is the ongoing testing and adjustments made to subject lines, landing pages, email copy, and web forms. These incremental improvements over time will increase open and click through rates, and drive more conversions as time goes on!

How can a Lead Nurturing Program save you time and money?

WEDA will help you chart the entire year with relevant, targeted touch points in the first 30 days of your engagement. Once the sequence of emails and goals for your organization are designed and coded in the program, you will not have to worry about sending out emails, newsletters, or any other electronic correspondence to your prospects. The program will do it for you based on timed events and prospect behavior! You will not need additional headcount and resources!

Engagement Table

- I. Client discovery call (kickoff call)
- II. Outline of program workflow and deliverables (one week)
- III. Project calendar (assign project manager to coordinate)
- IV. Database cleanse and segmentation
- V. Program testing (one week)
- VI. Ongoing reporting (monthly)

Includes:

- Client instance of Tier 1 Email Service Provider or ESP
- Import of client's house list
 - Database cleanse and health check (removal of bad, blocked, and bounced emails)
 - Database storage of up to 8,000 contact records
 - White listing and CAN-SPAM compliance services (ensures high deliverability)
- 1 automated drip nurture program
- Up to 11 emails (touch points)
- 4 accelerated emails to move prospects to sale or next step
- 5 nurturing emails for communication/awareness
 - Local EDC interview
 - State Level EDC interview
 - Local Corporation interview
 - Local Community Leader interview
 - Local Small Business interview
- 2 one-off Seasonal or announcement emails
- Up to 9 unique landing pages
- A/B split testing on all email subject lines
 - 10% of list deployed; highest open percentage wins
 - 90% (remainder of database) deployed to winner
- 1 lead web form to capture prospect information
- Social sign-in with Linked In
 - Gain access to greater profile data
 - Ease of use for prospects
 - Greater accuracy
- Auto-reply handling (all replies will be processed through WEDA)
- Monthly reports
- Key metrics (opens, clicks, conversions, etc)
- Analysis on industry trends and roles
- Scoring of contacts within the database

Client responsibilities:

- Provide internal and existing house list for cleansing
- Provide key assets (may include copy and images)
- Critical talking points (Unique Selling Position)

PRICING: \$15,000 Set Up Charge

\$43,500 amortized monthly over year

Outreach and Contact Enhancement

This will include a variety of media and personalized contacts to enhance the relationships with prospects identified through the nurturing. This will also help to feed the nurturing machine with more qualified prospects.

Create new account or manage existing AdWords account to drive prospects to a dedicated landing page with a specific conversion goal (download whitepaper, fill out survey, request information, etc.)

Our Approach:

Focus on three targeted areas of your business and filter prospects to one of three targeted landing pages (if, and only if, they show clear intent or interest).

To keep costs in check, we want to make sure ads are highly targeted, concise, and potential prospects have a clear understanding of what to expect on the landing page before they click on a particular ad.

What you'll get:

- Detailed Monthly Reports and Trends.
- Conversions that feed directly into nurturing program (if applicable).
- Exposure at Top Industry Trade Shows.
- Ability to attend VIP Networking Events.
- Micro sites and listing to enhance your web presence.
- Weekly adjustments to keywords, ad groups, ads, landing pages, and web forms.
- Continuous improvement on Google Quality Score to lower cost of clicks and increase traffic while maintaining daily budget.



PRICING: \$46,500 amortized monthly over year.

Site Locator Outreach

This will include a variety outreach programs to the Site Locator community. These communications will be put directly in the hands of over 3,500 Corporate Site Location Executives that handle thousands of projects each and every year.

Our Approach:

Use the leverage of our Project Development Board's ongoing messaging system to make bi monthly announcements of available properties and sites in Ridgecrest and directly meet with executives with the power to influence final site location decisions.

What you'll get:

- Detailed reports on properties listed.
- Bi monthly announcements to the Site Location Executives Network.
- Contacts fed directly into the nurturing campaign for enhanced contacts and education regarding Ridgecrest.



PRICING: \$12,000 amortized monthly over year.

Payment Options



This project has been broken down in 4 different key segments. Each of which enhance the other and maximize your exposure and efforts to key executives that are in major growth sectors that will be identified through our research. These segments are as follows:

1) SITE LOCATION GROUP RESEARCH	
a. Existing Study Review (Paid upon Delivery of Report).....	\$ 5,000
b. Targeted Industry Review (Paid upon Delivery of Report).....	\$15,000
c. Targeted Industry Marketing Strategy Report and Company Identification. (Paid upon delivery of report and list of companies).....	\$10,000
d. Travel Expense Reimbursed at Time of Expense	
2) WEDA LEAD NURTURING PROGRAM SETUP (Paid Upon Delivery of Program and all Componerts)	\$15,000
3) WEDA NURTURING AND OUTREACH PROGRAM	
a. WEDA NURTURING PROGRAM IMPLEMENTATION.....	\$43,500
b. WEDA CONTACT OUTREACH AND ENHANCEMENT.....	\$46,500
c. <u>WEDA/N AIGLOBAL \$ TELOCATOR OUTREACH.....</u>	<u>\$12,000</u>
12 Total Amortized Monthly Payments of \$8,500=	\$102,000
TOTAL INVESMENT=	\$147,000

TERMS

The project may be completed with the following terms:

- Payment 1= \$30,000 for the Research Portion of the Investment.
- Payment 2= \$15,000 for the programming and setup of the Lead Nurturing Program
- 12 Amortized Payments= \$8,500 per month (12 months) to be paid on the first of each month for the previous month's service. Invoice sent on 15th of month to be paid on the 1st.

Alternative payment options are available upon request if these do not meet requirements of your city

Conclusion

In conclusion, this project is exactly in line with our firms areas of expertise. Together, we have over 50 years of experience in research, identification and attraction of new business. By allowing each partner to focus on what they do best allows for maximum delivery of results.

You can be confident that the team put together on this project is of the highest quality and one which you will be proud to work with. We are truly excited about this opportunity and look forward to delivering you the results you are looking for and deserve.

We thank you for this opportunity!

References

The following references are clients for whom WEDA has completed projects

Company	Name	Title	Phone #
Dumas EDC, Texas	Mike Running	Executive Director	(806) 934-3332
Bowling Green, Kentucky	Ron Bunch	President / CEO	(270) 901-4602
Chippewa County, Wisconsin	Charlie Walker	President	715-723-7150



Helping you...

CLOSE THE D.E.A.L.



CITY OF RIDGECREST

Develop
Engage
Access
Locate





1) What are the number of new jobs you feel will result in your program?



YEAR ONE

Our Plan is to take the 2,000+ prospects that are currently engaged in our California lead nurturing program and identify, educate and convert them into companies considering a location in Ridgecrest. Our goal is to attract a minimum of one company that will generate a minimum of 25 to 50 jobs requiring engineering level wages of \$55,000+.

If we should secure a Data Storage company (one of our targets), the total number of jobs would be reduced yet salary would increase to \$85,000 to \$100,000 per employee.



YEAR FIVE

We would anticipate that over a 5-year period 3 to 5 companies of similar characteristics could be located as a result of clustering. Each company would have a growth of 15% in jobs. This would be an estimated 150 jobs and an increase in salaries to \$62,000 each.

Note: There is a national average of \$200,000 of economic impact per new job created for a community. Therefore 25 new jobs alone would result in a 5,000,000 minimum economic impact.



CITY OF RIDGECREST



WEDA
WORLD ECONOMIC DEVELOPMENT ALLIANCE



2) If you plan on selling items/products from your Ridgecrest location, how much would the annual taxable sales be in year one and in year five?



YEAR ONE

Ideally we could lure a company that assembles or manufactures a product and sells the product from the Ridgecrest location. These types of companies have taxable sales in excess of \$3,000,000.



YEAR FIVE

The same would hold true and simply attracting two in a five year period with normal growth in sales would result in a total of over \$33,000,000 in taxable sales.





3) If your proposal would result in the establishment of a location in Ridgecrest, how much land and/or building space would be utilized in square footage?



LAND/BUILDING

The average location we would be bringing to Ridgecrest would require 2 acres of land and 35,000 to 50,000 square feet of space.



Additionally, what amount of property improvements and/or property tax would you estimate will be generated annually for facilities in Ridgecrest?



Property Tax

The ideal target of a data center requires a tremendous amount of improvement on equipment and security. A minimum of a \$10,000,000 property investment is on the low side.



CITY OF RIDGECREST



WORLD ECONOMIC DEVELOPMENT ALLIANCE



4) If your proposal would result in people traveling to Ridgecrest and requiring overnight stays, how many people would you estimate that to be?



PEOPLE VISITING

The average number of executives, trainees and potential clients would be 5 to 7 per week..



Additionally, how many hotel nights would be needed and result annually from these visitors?



NIGHTS STAY

The number of nights stay would be an average of 3 nights. Annually, that would be a total of just over 900 rooms. The “trickle down” of meals and entertainment are exponentially more.



CITY OF RIDGECREST



WEDA

WORLD ECONOMIC DEVELOPMENT ALLIANCE



Questions Regarding Program





CITY OF RIDGECREST

Thank You!



We thank you for the opportunity to help increase the number of job opportunities for the City of Ridgecrest.

We look forward to delivering you with the results you are looking for and deserve!



 **WEDA**
WORLD ECONOMIC DEVELOPMENT ALLIANCE