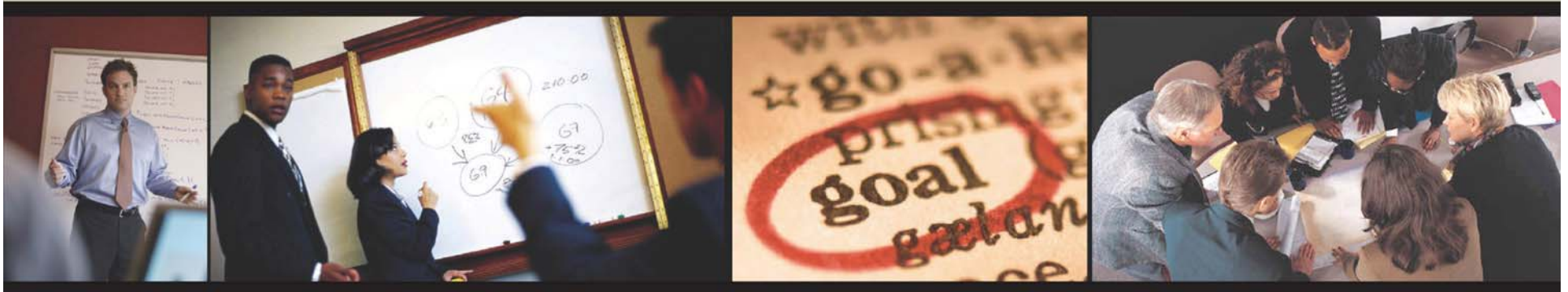


Marketing Team Approach Vision

Site Consulting



Competitive Proposals and Site Visits

Colusa County Economic Development Roadmap



Delivering Strategic Solutions, Tactics & Tools

Worksession Agenda

- 1. Site Selection Process**
- 2. Types of Clients**
- 3. Rule # 1**
- 4. Project Understanding**
- 5. Data, Facts, Proof**
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Outcomes

- **Understand the process and project drivers**
- **Position Colusa County for those drivers**
- **Proposal Package**
- **Expectations of a Good Site Visit**
- **Confirmation of Next On-site**

Changing Nature of Location Decision Making

- Decisions are more complex – more information, more variety
- *S P E E D* – less time to deliver and analyze data
- More location options – competition is around the corner and around the world

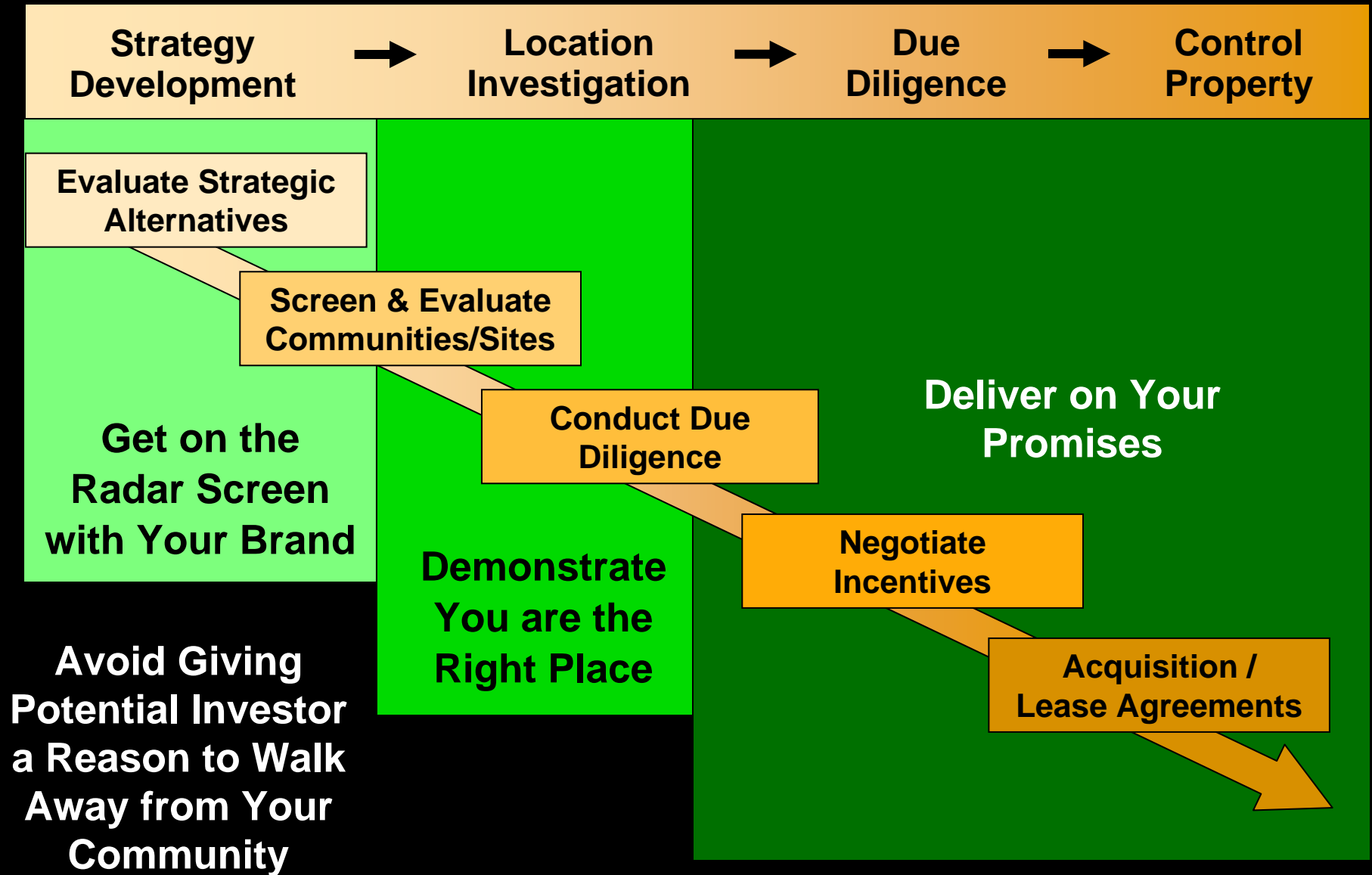
**RISK VS.
REWARD**



Successful communities recognize and respond to constant change in the investment decision landscape.

Location Selection Process

All Projects Traverse the Same Path



Location Selection Balancing Act

Find the location that best balances competing interests...

MINIMIZE
OPERATING
COST



MINIMIZE
ONE TIME
COST

OPTIMAL

Location Decisions are Increasing
Driven by Sustainability Principles

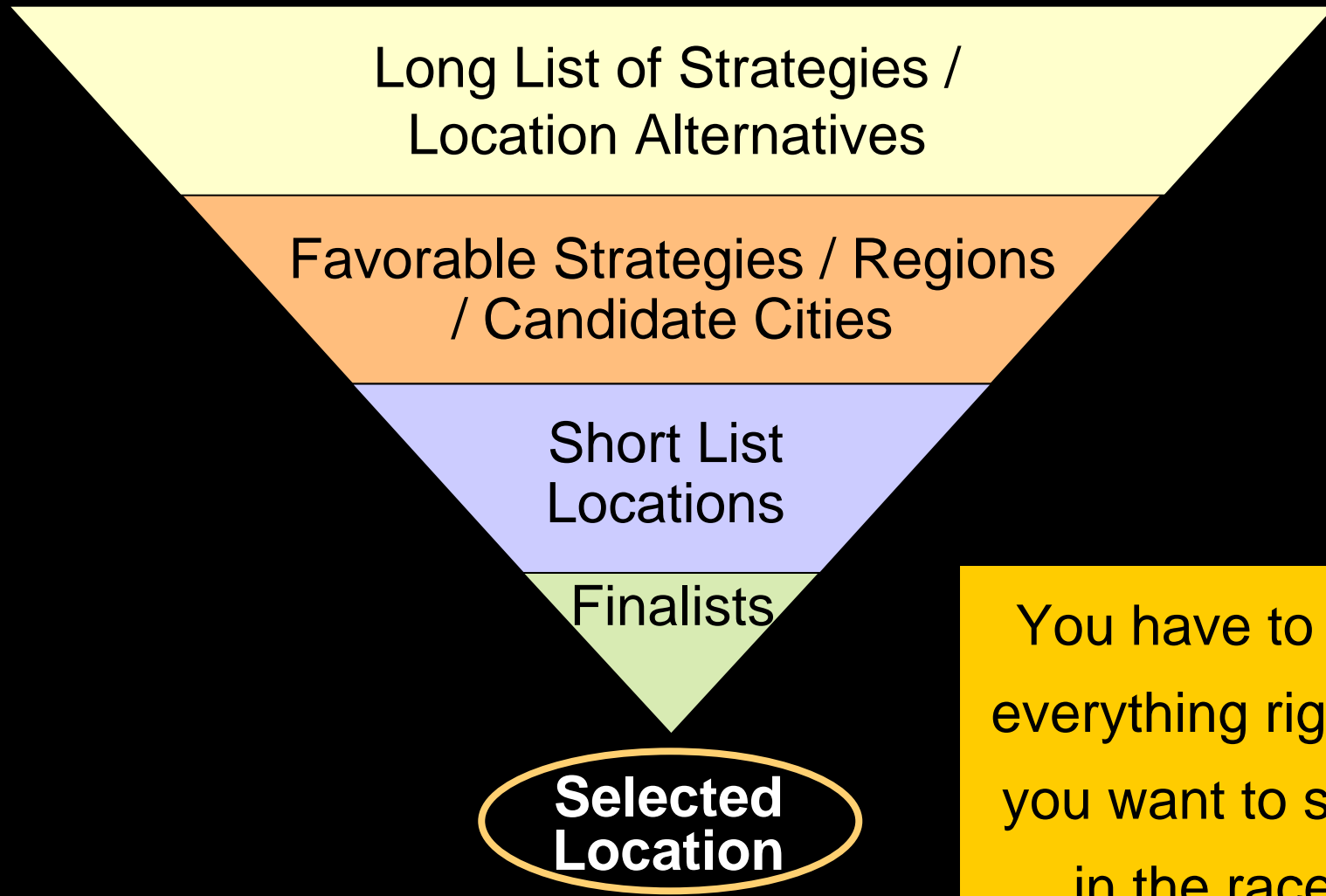
MINIMIZE
RISK



...through an "apples to apples"
comparison of alternatives



Location Selection is a Process of Elimination



You have to do
everything right if
you want to stay
in the race

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Who is the Client?

ROLE

- **Company Representatives**
 - *What positions?*
 - *What are their different perspectives?*
- **Site Location Consultants**
- **Real Estate Brokers**
- **Real Estate Developers**
- **Tax Advisors**
- **Incentive Consultants**
- **Who else?**

STAGE

- **Active Site Search**
- **Prospect**
- **Preliminary Lead “Tire Kicker”**

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Project Understanding

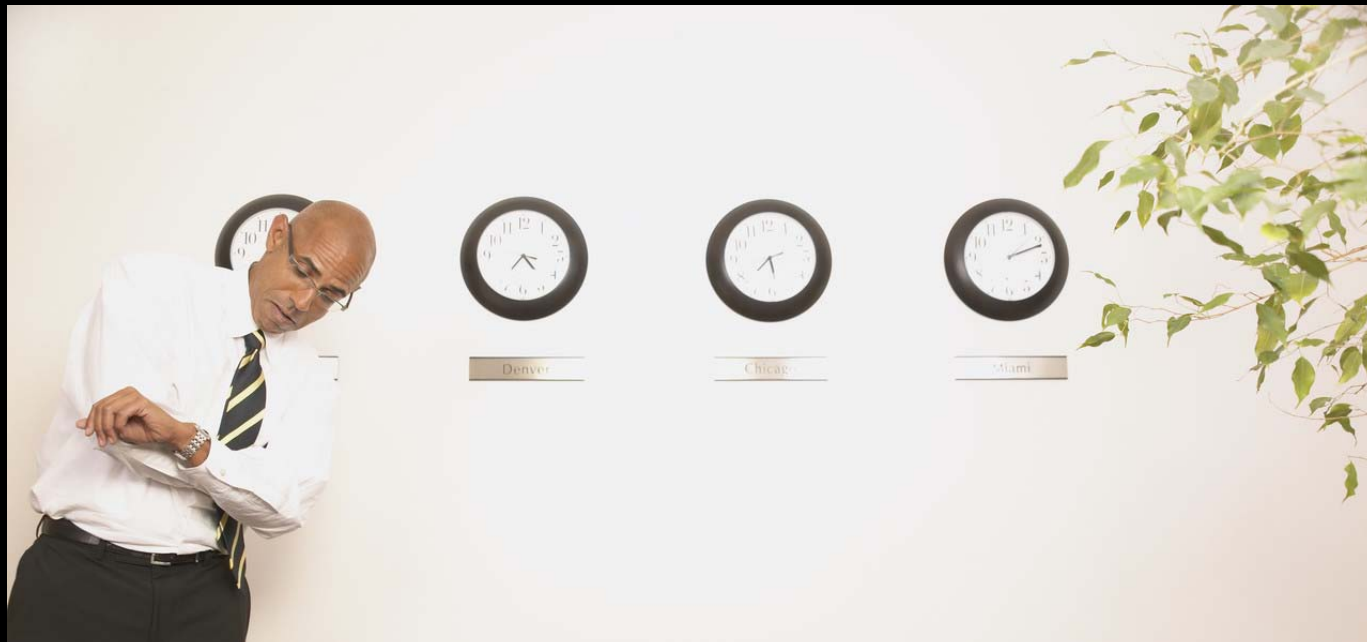
- What can we learn from the RFP?
- **What do we know about the company?**
- What do we know about the proposed project?
- **What are the priority location factors?**
- What information are they requesting?
- **Where can we learn more?**
- What questions do you have?



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What do you think is Rule #1?



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Data

- **Workforce**
- **Property**
- **Taxes & Fees**
- **Community Orientation**

- **Development Incentives**
- *Priority at different times in the site search process*
- *What incentives to include?*

- ***What else is needed for the specific RFP?***
- ***What else do you provide?***

Who's responsible for what information?

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Packaging

- **What format?**
- **Cover letter – most important element**

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Now What?

- Follow-up to confirm receipt
- **What else could you do when you follow-up?**
- How frequently do you follow-up?
- **What are clever ways to stay top of mind?**
- How can you demonstrate value after the proposal has been sent?

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Site Visit

Pre-Work

- How much time?
- What does the client want to see?
- What else should they see?
- Who's involved?
- Team prep
 - Project Understanding
 - Role & Responsibilities
- Dry Run
 - Timing
 - Look at your community through the eyes of the client
- Send itinerary to client
- Materials for site visit

The Actual Visit

- Stay on time
- Be flexible – expect changes
- Are they getting what they need/want?
- Take notes
- Confirm follow-on information, etc

Post-Site Visit

- Promptly deliver follow-on information (best within 24 hours)
- Thank you gift
- Thank participating team members

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