



Creative Solutions for Motivating Investment

Wednesday, April 18, 2018



"No, what I said was we need more stakeholders."
Christy Martin, Cullowhee, N.C.

"Anywhere but Eve's office."
Derek Traub, Los Angeles, Calif.

"Sir, you should probably assume your human form for the shareholders' meeting."
Daniel Mabe, Los Angeles, Calif.

Who are the your stakeholders?



- Citizens
- Elected Officials
- Development Authority
- Business Owners
- Non-Profits
- Realtors
- Schools
- Investors

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Identification of Community Assets



WHAT DO
COMMUNITIES
DO BEST?



WHAT DO
SERVICES
DO BEST?



**HOW CAN THEY
WORK TOGETHER?**

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WHAT HAPPENS WHEN
COMMUNITIES DRIVE
THEIR OWN PROJECT?



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Development Meetings



- Set up a monthly development meeting that includes departments or organizations that touch development
- Adequately prepare for the meetings
- Take minutes and circulate one week after meeting
- Make assignments
- Ask for items to include on next agenda, status of projects, code enforcement, discuss strategy, and provide warnings, etc.
- “Communication is key”

Site Survey Questionnaires



- Develop your questionnaire according to your audience
- Set up appointments with target audience
- Complete a few questionnaires per week
- Reach out to State project managers to accompany you to larger companies and employers
- Identify key people at each company that you can reach out to
- Establish relationships
- Pros / cons to doing business within your community
- Don't make promises you can't keep
- Follow-up



Director Monthly Updates



- The director should provide a monthly report to their elected body, development authority, and major stakeholders with an accounting of the progress being made towards goals. Don't disclose confidential information
- May prompt action and support amongst the leadership
- Increases productive communications



Virtual Reality Site



- Virtual Tour
- Available 24 hours a day/7days a week
- Displays Assets (access, nearby amenities, infrastructure, traffic counts, etc.
- Contact information
- Link to city website
- Helpful information
- Track who visits the site

www.360CollegePark.com

Due Diligence



- Know your customer or audience
- Background check
- Do your homework
- Personalize the meetings
- Post photographs in the your presentations



State of the City Breakfast



- Develop a theme
- Invite elected officials and larger / key employers
- Coach your elected officials on the goal of the breakfast and not try to hard sell the companies.
- Include 30 minutes of networking prior to the event
- Have a succinct presentation that includes a power point of recent accomplishments along with an invitation to discuss future expansion efforts within the companies (one-on-one)
- Provide the key stakeholders with a take away to remind them of your community and support that is available



Branding



Clearly College Park Mission Statement

Clearly College Park endeavors to attract high-quality business and industry, with the residual effect to comprehensibly support families and individuals by offering employment opportunities that provide living wages, offer housing alternatives in safe clean neighborhoods, and support educational and recreational programs that help families and individuals realize a higher quality of life. All of this, while preserving the intrinsic historic principles that represent the very foundation of this great city. This is our mission, and our pledge.

Branding



Steps in developing the branding creative brief

- Description of the current situation / project
- What are the challenges?
- Who are we talking to?
- What do we want to happen?
- What forms of communication will be used?
- What does the target think about the project?
- Creative Thoughts
- Peer Logos
- Colors

Rebranding

Clearly College Park. Land. In Plane Site



The rationale behind the name is as follows:

- Confidence
- Without doubt
- Clear perception
- Most appropriate location to locate
- Best site, best town
- Singularly the best
- Great place to live, work, & play



Branding



LAND.
IN PLANE
SIGHT.

WHEN LOGISTICS IS KEY TO SUCCESS,
THERE'S A CLEAR WINNER



Home to the world's most traveled airport with over 100 million passengers annually, College Park offers industry the convenience and access that comes with proximity to Hartsfield-Jackson Atlanta International Airport.

To learn about real estate opportunities, contact Artie Jones, III, Director of Economic Development at ajones@clearlycollegepark.com or call (404) 315-2052.



Dear Mr. Smith,

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Questions



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