

Successful Pitches and RFP Responses: Putting Your Best Foot Forward

AngelouEconomics

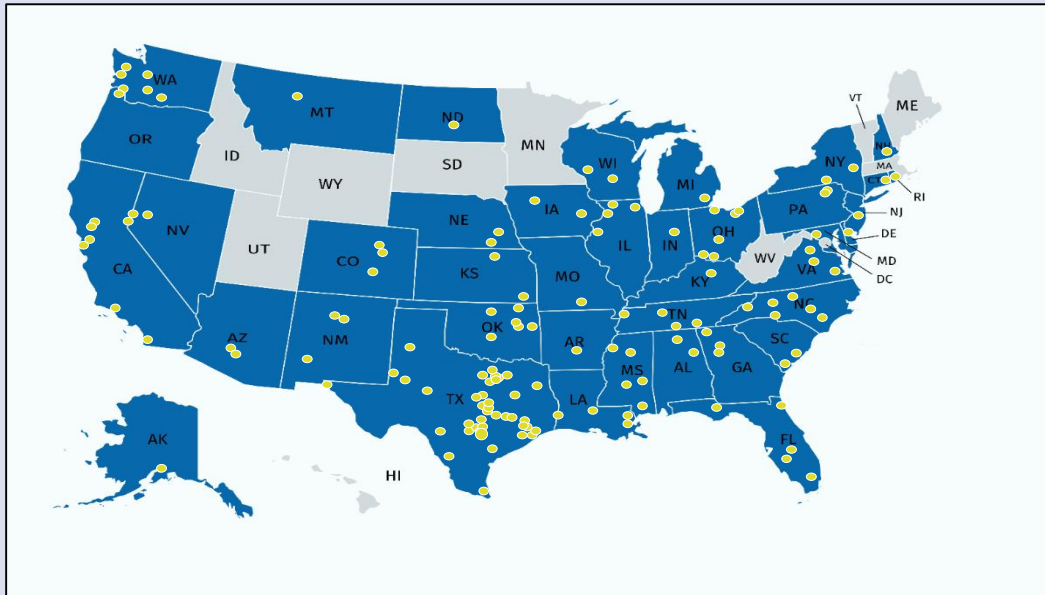
November 19, 2020



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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About AngelouEconomics



- Corporate Site Selection
- Economic Development Strategic Planning
- 220+ Economic Impact Studies
- Economic Research
- Feasibility Studies
- Labor & Workforce Studies



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About International Accelerator

About

IA is a startup accelerator that invests exclusively in foreign born entrepreneurs with the mission of scaling customer acquisition and raising capital in the U.S.

Key Facts

- Launched in 2016
- 18 portfolio companies in Austin
- Up to 15% equity stake in each startup
- 12-month on-site accelerator program
- 50 country advisors and 30 mentors
- \$4M+ avg. capital raised for each startup
- \$73 million capital raised
- \$325 million valuation



Unveiling the Secrets to a Great Proposal



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PROPOSAL PRESENTATION

This is your first impression, make it count!

- Colorful
- Attractive
- Pictures of prominent features
- Packaging - Leather bound



PROJECT ALPHA

WEST PLAINS, MISSOURI



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COVER LETTER

Follow Along: “Cover Letter”

Main Takeaway: Be Unique

- Don't just include boiler plate information
 - Quantify advantages
- Include specific incentive data
- Include project Gantt chart
- Include cost of operational data

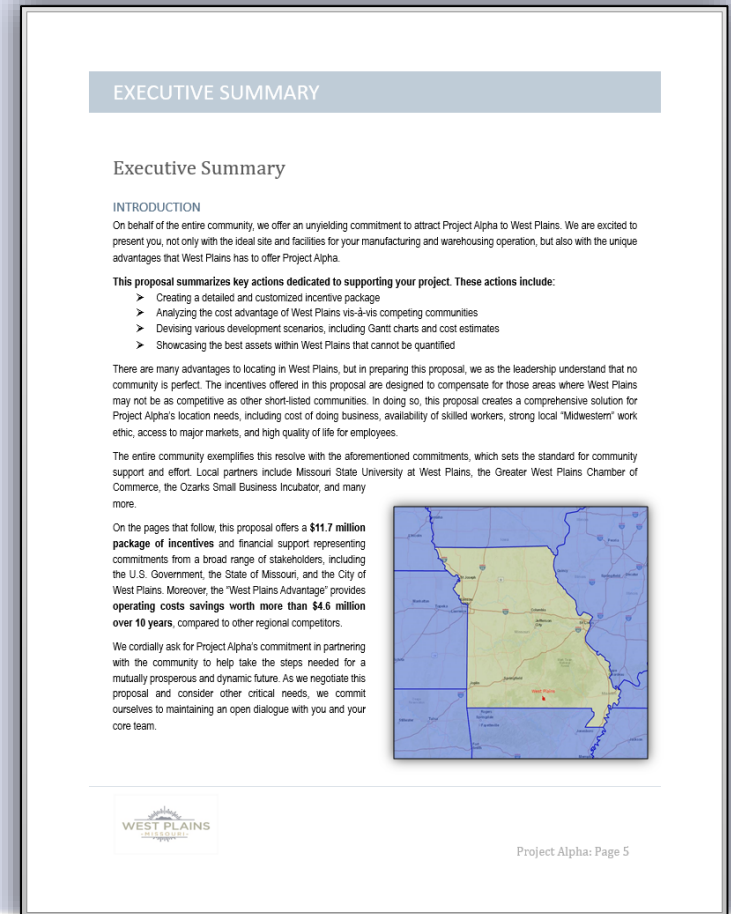


EXECUTIVE SUMMARY

Follow Along: “Executive Summary”

Main Takeaway: Leave Your Mark

- 2-4 page summary of most unique factors
 - Incentives
 - Cost of operations
 - Business climate
 - Gantt chart data
 - Quality of place



INCENTIVES

Follow Along: “Incentives Available”

Main Takeaway: Leave No Uncertainty

- Use the data you are given to provide a package that makes sense
- Clearly state what can be expected
- Highlight unique offerings
- Not all projects are created equal

INCENTIVE SUMMARY

Your incentive package is creatively designed to provide direct support for Project Alpha, to assist you in constructing a new facility, to endow your site with all of the necessary infrastructure improvements, and to create a supportive corporate environment whereby you can maximize the potential of your operations. The following incentives were secured expressly for Project Alpha:

- ✓ A total of \$644,350 in income tax withholding benefits offered through a state sponsored incentive program named Missouri Works, which would be administered over five years.
- ✓ A short-term workforce training program to provide a more accurate assessment of a candidate's skills before extending a full-time offer. The program will save Project Alpha \$105,908.
- ✓ A long-term training program that offsets the costs of training and onboarding. This is a subsidy that reimburses 50% of wages for 6 months. The total benefit to Project Alpha will be \$201,729.
- ✓ A 25-year property tax abatement from the City that offers 100% abatement for the first 10 years and 50% abatement for the remaining 15 years. The total abatement will total \$983,052.

The entire package detailed in the next section is summarized in the table below:

WEST PLAINS TOTAL INCENTIVE PACKAGE

DESCRIPTION	EARNINGS
Incentives Directed at Project Alpha	\$1,935,039
Incentives Directed at Project Alpha's Real Estate Development	\$7,708,155
Incentives Directed at Infrastructure Improvements	\$2,071,219
Total	\$11,714,413



COST OF OPERATIONS

Follow Along: “Community Advantages”

Main Takeaway: Identify the Advantages

- Benchmark against regional cities
- Highlight the advantages
- Be open about your challenges
- **You won't be the most competitive in all aspects, but transparency builds trust!**

THE WEST PLAINS ADVANTAGE

COST SAVINGS

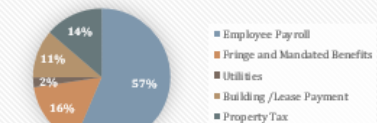
In order to illustrate the cost advantages within West Plains, a Cost of Operations analysis has been completed. The figures below outline the cost differences of operating a business in West Plains versus other cities of similar population and demographics, specifically, Poplar Bluff, MO and Mountain Home, AR. The analysis considers the primary functional areas of business, including: employee payroll, fringe and mandated benefits, utilities, Building costs, and property taxes.

In total, West Plains can offer operational savings of \$463,961 per year compared to Mountain Home, AR, the regional competitor with the next best value proposition. Over 10 years, these savings will total \$4.6 million.

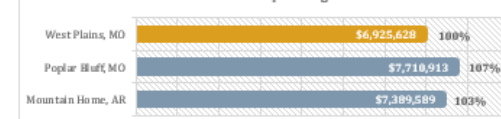
The costs are calculated based on the specifications for Project Alpha. This model assumes:

- > 100,000 square foot manufacturing facility
- > \$20,000,000 in capital investment for machinery and equipment (land costs are dependent on location)
- > 140 full-time employees
- > 100,000 kWh per month electricity usage
- > 50,000 gallons per month water and wastewater usage

Breakdown of Annual Operating Costs in West Plains



Total Annual Operating Costs



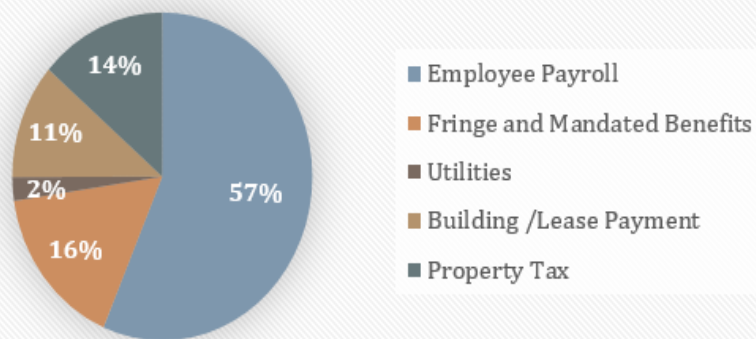
Project Alpha: Page 15



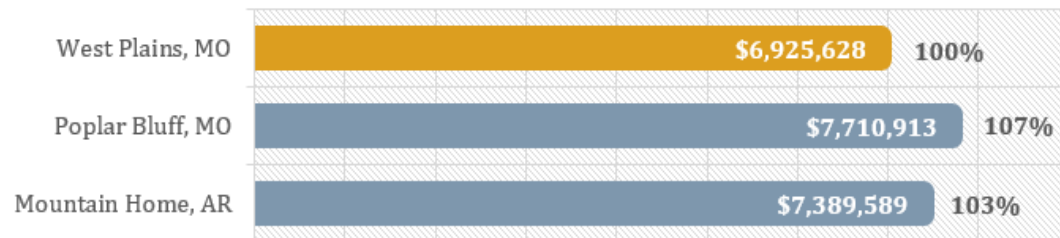
COST OF OPERATIONS

Follow Along: “The West Plains Advantage”

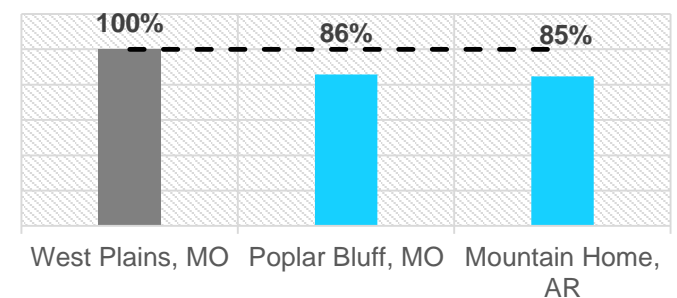
Breakdown of Annual Operating Costs in West Plains



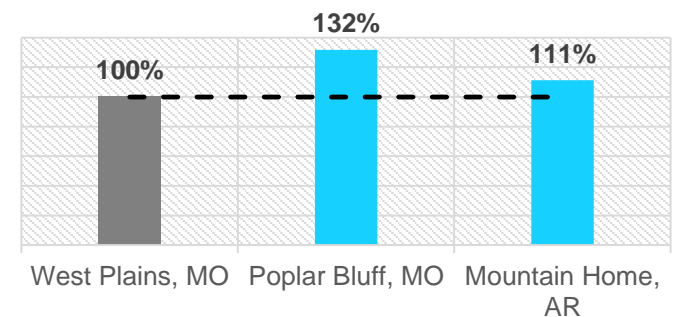
Total Annual Operating Costs



Utility Cost Index



Property Tax Index



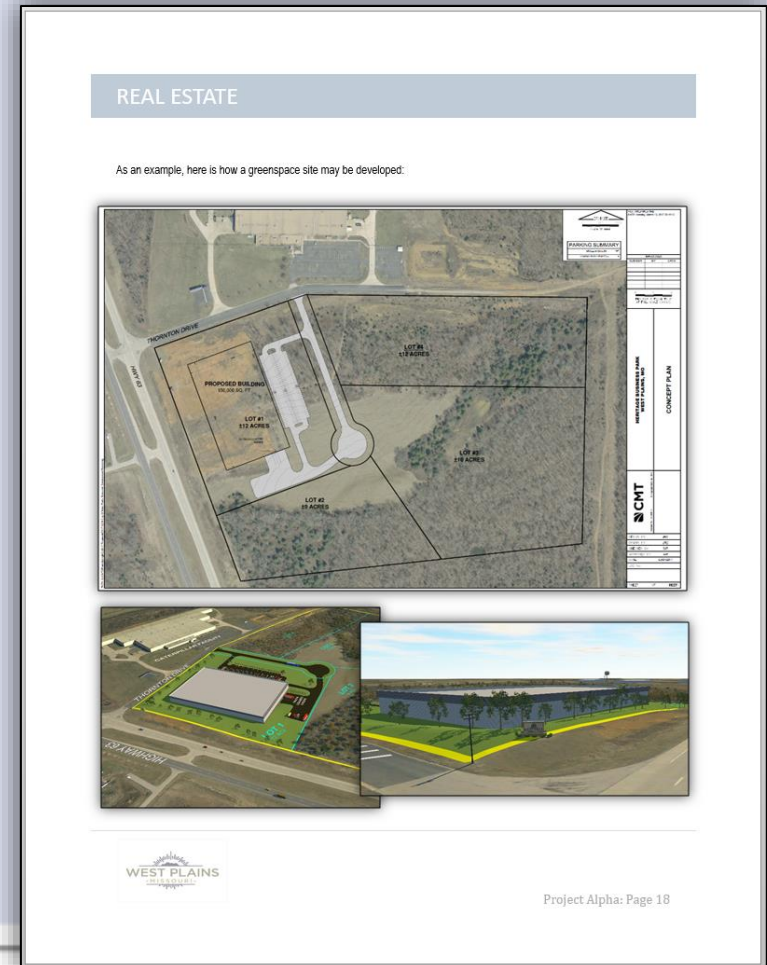
REAL ESTATE OPTIONS

Follow Along: “Real Estate and Utility Infrastructure”

Main Takeaway: Present Options

- Offer existing and build-to-suit options
- Sites should meet all given criteria
- For existing sites, use pictures
- For build-to-suit options, use renderings

Leverage regional partners, including developers, engineers, architects, etc.



GANTT CHART

Follow Along: “Projected Construction Outlays & Gantt Chart”

Main Takeaway: Provide Guarantees

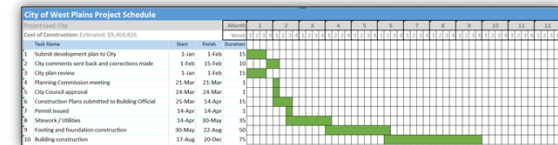
- You will be the only one to provide this info
- Give time frames
- Estimate costs
- Guarantee Schedule

This information is mission critical, yet no one provides it!

PROJECTED CONSTRUCTION OUTLAYS & GANTT CHART

GANTT CHART

Timeframes are a critical component for any expansion project. As the City and the private sector are committed to ensuring the timely completion of the site and the facility, a Gantt chart of the development process has been provided for full disclosure. As open lines of communication are critical from all parties, Project Alpha's officials will be engaged regularly throughout the development process. West Plains will lead the initiative to keep those lines of communication open and active.



West Plains will guarantee a 45 day approval of site plans and permitting. For Project Alpha, West Plains will make every effort to accelerate and streamline this process even beyond the 45-day guarantee. If Project Alpha chooses West Plains for this expansion project, a building can be approved and constructed, and Project Alpha can be operational within 9 months.



Project Alpha: Page 21



QUALITY OF PLACE

Follow Along: “The Very Best of Your City”

Main Takeaway: Showcase Your Assets

- Housing data
- Educational Infrastructure
- Quality of life & night life for couples and singles


Express why is your City a great place to
live, work, and play!

THE VERY BEST OF WEST PLAINS

The Very Best of West Plains

Of course, West Plains is more than just a great place to do business, it is a great place to live, play, and raise a family. Here are a few of the many reasons why Project Alpha would love to call West Plains its home:

K-12 Schools

- ✓ West Plains High School
 - Ranked among the top 10% of high schools in the state of Missouri.
- ✓ West Plains R-VII Gifted Program
 - The gifted program provides an array of learning opportunities that help students realize their potential, instills a desire to develop their talents, and encourages scholastic rigor.
 - Students will acquire a solid foundation in the disciplines of communication arts, mathematics, science, social studies and the arts.
 - Students will apply knowledge of disciplines to produce work that reflects individuality and creativity and is advanced in relation to other students of similar age and experience.
 - Program Design: Elementary Program (Grades 1 – 4) and South Fork (Grade 1-5), Middle School Program (Grade 5 – 8), and High School Program (Grades 9 – 12).
- ✓  Zizzer Cross Country & Track Program
 - Easily the most dominant distance program in Missouri state history.
 - Boys' team state championship Trophies: 32
 - Girls' team state championship Trophies: 24
 - Previously ranked **top 5** in the nation



Higher Education

- ✓ Missouri State University (MSU) West Plains
 - 2015 enrollment: 1,961
 - A branch of the MSU public university system, which serves over 26,000 students.
 - Specialty programs include: business, health, and political science.
 - Men's college basketball has a storied history with numerous championship titles.
 - Women's volleyball is a powerhouse, routinely finishing 1st in Regionals and in the Top 10 nationally.
- ✓ Greater Ozarks Center for Advanced Technology (GOCAT)
 - GOCAT was developed through a successful public-private partnership between MSU, the South Central Career Center, and the City of West Plains. The first classes begin in June 2016.
 - Goals of the program include: develop alternative energy technologies, create jobs, assist the expansion of existing manufacturers, and enhance industry recruitment efforts.
 - Courses offered: electronics and electricity, machining, CAD/CAM, PLC's, controllers, robotics, hydraulics, welding and more.



Project Alpha: Page 22



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The Art of Pitching

DO:

- ✓ Leverage community partners on site visits
- ✓ Customize proposals - “Wow Factor”
- ✓ Build rapport with consultant/client
- ✓ Let a professional show your sites
- ✓ Show Confidence
- ✓ Hold “postmortem assessments”

DON'T:

- ⊘ Be afraid to ask questions to clarify the RFP
- ⊘ Provide the bare minimum of what is requested
- ⊘ Show sites that do not meet the requirements of the project



The Art of Pitching

Elements of a Great Website

- Dynamic “business look” with video testimonials
- Target industry information
- Searchable business directory
- Site selectors tab with site & relevant data
- Sell your community



The Art of Pitching

It's the total package that sells you!

Many cities never make the initial list, only those that have a strong brand & website

A great proposal will get you to the short list of 2-3 communities

The site visit will win it for you!



CONTACT INFORMATION



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The Art of Pitching

Understand Your Audience

Competition for Investment

- 19,000+ communities are vying for 5,500 projects each year

Who is your client?

- 35% is facilitated by a site selector
- 65% is completed in-house

Increasingly, Economic Development is occurring in places that invest in themselves

