

## SCOPE OF SERVICES

Executive/Professional Staff:	\$60.00/Hour
Support Staff:	\$23.00 - \$35.00/Hour

Consultant's services provided pursuant to this agreement shall include, but are not limited to, the following:

### 1. Company Recruitment

Development of a comprehensive business attraction program which focuses on the following:

- A. Build a network of Corporate Real Estate Vice Presidents, Site Selectors and Commercial Realtors, that we can leverage relationships with to find companies to market the region to.
- B. Directly Target Companies Profiled Using a Strategic Filter – Resource/Needs Alignment
- C. Maintain a contact system to feed information to the above network using:
  - Electronic contact systems supported by website information.
  - Consultant's electronic network by increasing our website, Facebook and Twitter marketing.
  - A strong connection with GoBiz, for companies looking at California, from other states and other countries. Where possible include Shasta County's Elected State Representatives in these meetings.
  - Team California as an introductory organization.
  - Industrial Asset Management Council as a networking and education opportunity.
  - Company direct prospecting visits, where feasible.
- D. Maintain Consultant's marketing focus on specific regional markets and targeted industry segments:
  - California - Cost and resource advantage
  - National – West Coast Market Access and Cost Advantage when compared to other California locations
  - Asia – US access
- E. Work with Consultant's Foreign Consulate connections to continue to build delegation visits and expand to a Shasta County outgoing Trade delegation.
- F. Leverage the networks of Consultant's existing businesses to develop new prospects
- G. Local Marketing: In recognition that much of our lead creation comes from local connections. Consultant's shall continue to expand it's local electronic marketing to keep the community aware of the EDC and the awareness that this is a community project, including but not limited to optimizing Consultant's new website and using analytical tool sets and new technologies to better understand who is touching County's website as well as their specific areas of interest.

## 2. Business Expansion/Retention Program

Consultant shall continue to conduct its overall countywide Retention Program calling on businesses throughout Shasta County in the next year. Consultant shall work to support local industry expansion needs, as follows:

- A. Coordinate a menu of services available to existing businesses from Shasta County economic partners – labor, finance, technology, local government
- B. Continue to keep in contact with and monitor manufacturers to assess regional economic change and identify needs.
- C. Maintain a directory of Manufacturers by industry.
- D. Promote North State Manufacturers/Suppliers On Line Directory as a way for manufacturers to find and connect with other manufacturers, contract manufacturers and suppliers to increase business-to-business sales in the region
- E. Maintain relationships and leverage resources with local business groups such as Chambers of Commerce, Shasta Builders Exchange, Shasta Association of Realtors and Shasta Wonderland.
- F. Develop and provide business-related trainings and workshops in conjunction with partners, based on local business needs.
- G. Work with regional Global Trade programs to connect companies with resources to develop or expand International trade opportunities
- H. Attend International Economic Development Council national conference to study what other EDC's are doing to stay competitive in business retention and attraction.
- I. Look at the possibilities of building industry clusters where key suppliers move into the area for proximity to their customers.

## 3. Entrepreneurial Development

Build the infrastructure for an Entrepreneurial Ecosystem in our region to create successful manufacturing and technology startups, leading to job creation, by focusing on the following:

- A. Continue to develop and refine a start-up development program by identifying support resources already available and developing resources needed.
- B. Identify and connect with entrepreneurs and start-ups by holding networking events.
- C. Connect start-ups with mentors and investors by holding pitch events.
- D. Monitor and maintain communication with local Angel Group.
- E. As Shasta Venture Hub lease expires, evaluate continuing in this locator or evaluate other alternatives for supporting the growth of the startup community.
- F. Publish website landing page providing information on resources available, events.
- G. Publish and maintain start-up communication program-newsletter, Facebook.
- H. A state and national start-up attraction plan to market Shasta County as entrepreneurial-friendly.
- I. Measurement of progress - Annual event showcasing new start-ups and expansions

#### 4. Competitive Vitality

Maintain maximum competitiveness for the Shasta County region by ensuring business has access to the resources to help them thrive. These resources include:

- A. Capital Resources: Maintain a pool of financial resources such as Small Business Administration and Revolving fund financing, local banks and entrepreneurial funds.
- B. Workforce Development: Insure that there is an adequate supply of skilled workers by coordinating local educational institutions with businesses to develop training initiatives.
  - a. Build an alliance with a Private Entity to Develop a High Velocity training program capable of filling current and emerging talent gaps, in technology and business disciplines. Encourage, include, and educate the parts of the population who would not have ready access to more formal pathways to education.
- C. Regulatory Assistance: Assist companies with all levels of government regulatory needs by maintaining strong relationships with state and federal governing offices and local jurisdiction department heads.
- D. Business and Tax Incentives: Monitor and maintain a data base of incentives and tax rebates and ensure businesses are aware of these incentives.
- E. Technology: Identify the technology infrastructure that is in place and work toward expanding that infrastructure to meet the needs of existing companies in the future.
- F. Special Projects: Invest in community projects, programs and studies that support EDC's goals including working with Public and Private sectors to bring additional sites into production, enhancing air service and assisting jurisdictions in obtaining and implementing economically based grants.

#### 5. Priority Projects for this Calendar Year

- 1. Marketing: Reworking website to support search engine optimization (SEO) strategies and drawing people in to our site. Better understanding the needs of our website visitors and delivering content based on their objectives. Integrate more access to commercial real estate information on Consultant's website. Deploy Consultant's Google "Adwords" strategy leveraging Consultant's non-profit status and the advantages offered by Google to Non-Profits.
- 2. Incubation Project: The Shasta Venture Hub will continue to provide services to the startup community, including working with emerging private sector organizations who are also supporting the entrepreneurial community. Adjusting Consultant's strategy, as required, to insure all resources and organizations focused on startups are working efficiently and collaboratively, wherever possible, with the primary focus being growth and job creation.

Assess the feasibility of developing and deploying a strategy targeting telecommuters and freelance workers from outside of the Shasta County area, to relocate, and work from the Redding MSA.

- 3. Delegations: To work with overseas delegations, through Go-Biz, to bring at least one incoming delegation to the region and depending on budget restraints one outgoing Delegation from the region.
- 4. Live Site Inventory: Use the local Commercial Real Estate Broker network, and their access to tools such as LoopNet and others, to provide easy access to data on all properties available as may be required by prospects or to promote the development of new prospects. Build

Consultant's database on "Opposites" to provide more visibility to our commercial/industrial sites.