RURAL E.D. BOOT CAMP

How Rural Communities Can Become More Competitive

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1. Opportune Time
2. Rural E.D. Essentials
3. RFI Response
4. Typical RFI
5. Prospect Visits
   - Planning
   - Orientation
   - Visit Essentials
6. Beyond Recruitment
7. Best Practice Examples
8. In Summary
1. Global perspective
2. U.S. competitiveness
3. Expanding economy
4. Exports
5. Workforce obstacle
1. Leadership
2. Public/private
3. United E.D.
4. Industrial sites
5. Available buildings
6. Vibrant downtowns
7. Workforce readiness
8. Highway (rail a plus)
9. Utility capacity
10. Reliable power
11. High speed broadband

12. Regional E.D.
   - Workforce
   - Marketing
   - Gardening

13. Leverage umbrella groups
14. Adequate funding
15. Initial prospect response
16. Well planned/executed prospect visits
17. Single point of contact
18. Data rich websites
19. Show well
1. Acknowledge
2. Clarify
3. Best info sources
4. Precise format (directly on form)
5. Succinct elaboration (attachment)
6. Incentives assumptions
7. Confidentiality
8. Cover note/unique fit
9. Confirm response
10. 3-5 business days
11. Hopefully, readily available
12. Store RFIs
1. Site
2. Building
3. Employers
   - Major/industry
   - New/expanding
   - Downsizing
4. Water supply
5. Power
6. Water/sewer treatment
7. Water/sewer cost
8. Natural gas
9. Airport downtime
10. Transportation services
11. Taxes
12. Wage survey
13. Skill base
14. College grads
15. Air quality
16. Fast track
17. Potential incentives
1. Confidentiality
2. Understand
3. Stakeholder Alert
4. Circle Back
5. Stakeholders
   - Briefing
   - Expectations
   - Protocols
   - Input
6. Best Practices
7. Finalize Itinerary
8. Send Itinerary
9. Call to Modify
10. Final Arrangements
11. Single Point of Contact
1. **Purpose**
   - Kicks off field visit
   - Summarizes resources
   - Outlines incentives

2. **Topical Discussion**
3. **Visitation Ground Rules**
4. **No-Nos**
   - For EDO
   - During prospect visit
1. Confidential employer interviews (on-site)
   - Site manager, HR, other
   - Experiences
   - Future
   - Project fit
   - Words of wisdom
   - Facility tour optional

2. Additional interviews (perhaps EDO office, e.g.)
   - Workforce
   - Utilities
   - Government

3. Site/building tours
   - Briefing book
   - Brief presentation
   - Windshield tour
   - Walking tour

4. Quality-of-life tour
   - For transferees
   - For potential new hires

5. Debriefing
   - Prospect
   - EDO
   - Gaps
   - What’s next
   - Communication

6. NDAs more common

7. Lead EDO coordinates

8. Initial visits 1-2 days

9. Follow-up visits

10. Single point of contact

11. Again, show well
1. Marketing Initiative
2. But Other Initiatives Required
3. Play Lead or Supporting Role on Following:
4. BR&E
5. Gardening
6. CBD
7. Retail
8. Retirement
9. Tourism
10. Exports
11. Film
12. Workforce
<table>
<thead>
<tr>
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<th>City/Location</th>
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<tr>
<td>1</td>
<td>Webster City, IA</td>
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<tr>
<td>2</td>
<td>Atlanta, TX</td>
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<td>3</td>
<td>Athens, TX</td>
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<tr>
<td>4</td>
<td>La Grange County, IN</td>
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<td>5</td>
<td>Newberg County, SC</td>
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<tr>
<td>6</td>
<td>Grenada, MS</td>
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<tr>
<td>7</td>
<td>Several Others (all with shell bldgs.)</td>
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**9. Workforce**
- WA (I-BEST Adult)
- KS (HS-Tech College)
- TN (TCAT & Tuition)

**10. Additional resources**
- Federal (e.g., USDA)
- State (e.g., REDI & Mfg. Assoc.)
- E.D. non profit (e.g., SEDC)
- National Center for Economic Gardening
- National Mfg. Institute
IN SUMMARY

1. U.S. competitive
2. Best window for rural
3. Workforce priority
4. Other priorities
5. Winning prospects
6. Best practice outreach
7. Take advantage of resources
8. Appreciate Enterprise FL
9. Thank You
CONGRATULATIONS! ... YOU SURVIVED BOOT CAMP!

CALL ME WITH ANY QUESTIONS!

GOT IT!?