



STELLAR

FUNDRAISING EXECUTIVES, INC.

STELLAR Economic Development Services

Our complete range of Economic Development services creates jobs and increases your community's tax base by attracting new companies and growing existing industries. The STELLAR Economic Development team — lead by Jack Allston, CEcD, FM and Chris Clifton, CEcD — boasts more than fifty years of combined, hands-on, award-winning experience. That expertise also puts us in an excellent position to advise companies on site selection.

Our unique approach succeeds by focusing on the following areas

- Site Selection ■ Community Audits ■ Economic Development Strategic Plans
- Targeted Economic Development Marketing Plans ■ Workforce Strategic Plans and Cluster Analysis
- Organizational Analysis and Plans ■ Cost Comparison Reports

We invite you to gain a fresh perspective and an infusion of Economic Development talent by contacting Jack Allston, CEcD, FM, STELLAR Senior Vice President and Managing Director, Economic Development Division. jack@stellarfundraising.com.

Site Selection

Companies can benefit from our Economic Development expertise when choosing relocation and expansion sites. We can combine our services into a comprehensive package, or tailor them to fit your precise needs.

Let us help you find the best site by establishing and weighting criteria and then investigating locations to select a list of finalists. In making these recommendations we look at labor markets, logistics costs, relocation costs, demographics, initial real estate cost, potential for incentives, utility cost, taxes, housing and overall quality of life.

Once we've selected finalists we meet with local business and government leaders to further assess zoning, infrastructure, potential incentives and other factors. Finally, we can plan your visit to finalist communities.

We also can assist when it comes time to negotiate incentives, ensuring that you don't miss out on training funds, low interest loans, tax abatements or infrastructure assistance.

Community Audits

STELLAR assesses your community's strengths and weaknesses as they relate to economic development. We use past reports, proprietary data and our own interviews, to rate everything a site selector seeks. Our report includes analyses of labor costs and availability, labor relations and training needs, as well as transportation, utility and land use issues.

Economic Development Strategic Plans

STELLAR can help you draft a plan that ensures successful economic development. We are experts in leading a process that includes a strategic focus session in your community. In that session — which includes an explanation of the research — you set priorities, timelines, budgets, goals, objectives, strategies, measurements, accountabilities and marketing direction.



ADDITIONAL

STELLAR

Economic Development Services

Targeted Economic Development Marketing Plans

The community audit provides the data for an effective, proactive plan for attracting new jobs and investment.

One critical component of the plan is an analysis of your target market. STELLAR's unique methodology identifies the industries best suited for your community and those most likely to create the greatest economic multiplier affect. This analysis includes a review of active industries in your region, national trends, and preliminary local target industry conditions. It also helps you eliminate unlikely targets.

Your targeted marketing plan helps retain businesses, package data for effective presentation and maximize return on incentives. It also helps you budget efficiently by focusing communications such as direct mail, telemarketing, prospect missions, trade shows, advertising and Web development.

Workforce Strategic Plans and Cluster Analysis

STELLAR's survey of your workforce permits cluster analysis that reveals relevant patterns and drives the development of a strategic plan.

We collect such critical data as the cost, skills, quality, availability and projections of labor. Other facets include underemployment perceptions, labor relations, training issues, the "hidden" work force (underemployed college graduates, military dependents, spouses and older workers), perceived labor shortages, and commuting patterns.

STELLAR's proven methodology combines face-to-face and telephone interviews with our knowledge of targeted industries.

Analysis of the survey helps you speak to specific human resources concerns. The resulting report also can help you understand and improve the environment for the target industry, educate and attract prospects and work with existing industry.

Organizational Analysis and Planning

Let us bring our insights and analysis to the organizational development of your tourism, chamber of commerce or economic development organizations.

Using a methodology that includes interviews, we examine the needs of community leadership. The result is a report that can include job descriptions for staff, performance goal recommendations and other step-by-step processes for founding or reorganizing your agency.

Cost Comparison Reports

By generating a report that offers operating and conditions cost comparisons, you develop a persuasive economic development marketing tool. This report addresses your target's bottom-line focus by using our target industry model. It facilitates clear city-to-city comparisons by labor, fringe benefit, lease, housing and living costs, as well as by taxes, fees and other indicative categories.

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