3 Steps to Successful Economic Development
The Typical Process

1. Planning
2. Elected Officials
3. Stakeholders
4. City Staff
5. Consultants
6. Community
Goals

• Policies
• Incentives
• Identified Opportunity
• Sites

Community and Political Support
Successful Economic Development Planning

Goals
Successful Economic Development
A single platform where cities and investors work together to unlock economic potential.
Mission

catalyze the development of vibrant, prosperous, and walkable cities through technology solutions that connect government agencies and the investment community.
Value of potential development compared to existing development to city (fees, revenues, taxes, property value)

Identification relies on local knowledge, relationships, and industry expertise

What is an OppSite?
What is an OppSite?

- Unmet economic potential
- Publicly or privately owned
- For sale, or not for sale
- Prioritized for new development

OppSites:
- UpZoned
- Transit Oriented
- Priority Sites
- Under-Utilized
- Privately Owned
- Publicly Owned
- For Sale
- Off / Pre Market
Municipalities and Planners lack a tool to inform investors about what the community would like to see built, and where.

Investors and Developers lack a single source for information about priority development sites, preferred outcomes, and incentives, across multiple jurisdictions.
Solution – Single Platform

Align City Development Priorities with Investor Preferences

Investors
- Brokers, Developers, REITs

Cities
- Planners, Econ. Development

1. Add Sites and Districts
2. List priorities & incentives
3. Communicate to investors

Establish search criteria

1. Find Sites
2. Subscribe to preferred cities
3. Connect to local partners
Two-Sided Marketplace for a Two-Sided Marketplace

Municipalities

Real Estate Investment Community

Cities and investors work together to unlock economic potential.
Maximize economic development!
Implement growth priorities!
Increase revenue and property values!
Save staff time and money!
Preserve the rights of property owners!
Increase government transparency!
Build a stronger economy!

Benefits to Cities
Who can Add Sites?

Government and Non-Government Agencies
City and County Planning and Economic Development
Redevelopment Authorities
Transit Agencies
Parking Authorities
School Districts
Proxies, Delegates, Advisors & Planners & Economic Development Professionals
Add any Site:

- publicly or privately owned
- for sale or not for sale
<table>
<thead>
<tr>
<th>Entitlement Risk Reduction</th>
<th>Local Investment</th>
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<tbody>
<tr>
<td>Fast Track Approval</td>
<td>Public Investment</td>
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<tr>
<td>Community Support</td>
<td>Transportation</td>
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<td>Political Support</td>
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<tr>
<td>Zoned for Preferred Outcomes</td>
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Private Investment:
Development projects already started, entitled, or planned; and investments.
3 The Opportunity

Investment opportunity? Is there nearby infrastructure or development? Is it part of a local.

Close to a regional recreational park and future aquatics complex; south park at Waterford (Safeway anchored, neighborhood/mixed use lifestyle center)
National investment community of investors, developers, brokers, site selectors etc.

Michelle@CityVentures.org,
Brian@LennarUrban.com

Local Developers
Cassidy Turley
NAI Global
Forest City Boston
ULI Members
LOCUS Developers
6 Steps to Successful Economic Development

1. JOIN the OPPSites Community
2. ADD Districts and Sites
3. MARKET Your Opportunities
Join the OPPSite
Step 1: Sign up

First Goal: Join the Community

Diagram:
- Economic Development
- Marketing & Promotion
- Elected Officials
- Public
- Business
Join the Community

First Goal

Organizations
- County Governments
- Redevelopment and Successor Agencies
- Economic Development Organizations
- Transit Agencies

Advisors/Consultants
- Planning
- Economists
- Development Professionals
Add Sites and Districts
Add Districts and Sites

First Goal

City-owned development Sites
Add underutilized Sites you want developers to know about.

Second Goal:

Consider:

- Privately and publicly owned Sites
- For sale and not for sale Sites
- Sites where new zoning creates unmet potential
- Transit station areas
- Sites along mixed-use corridors, etc.
Districts where development is prioritized

Second Goal

Add Districts and Sites

- Draw a District
- Upload a GIS file

or
Market Your Opportunities
your audience by creating contact lists
STEP 3

Market Your Opportunities

Promote an unlimited number of Sites
6 Steps to Successful Economic Development

JOIN the OPPSites Community

ADD Districts and Sites

MARKET Your Opportunities
1. Quarterly promotion of 3 premier Sites to the national development community as part of OppSites *PrimeSites* quarterly matchmaker.

2. All Basic Services and support

   $12,000
Over 130 Cities in 24 States
Platform for a Two-Sided Marketplace

Cities & Organizations

40,000 “Merchants”

Investment Community

500,000 “Customers”