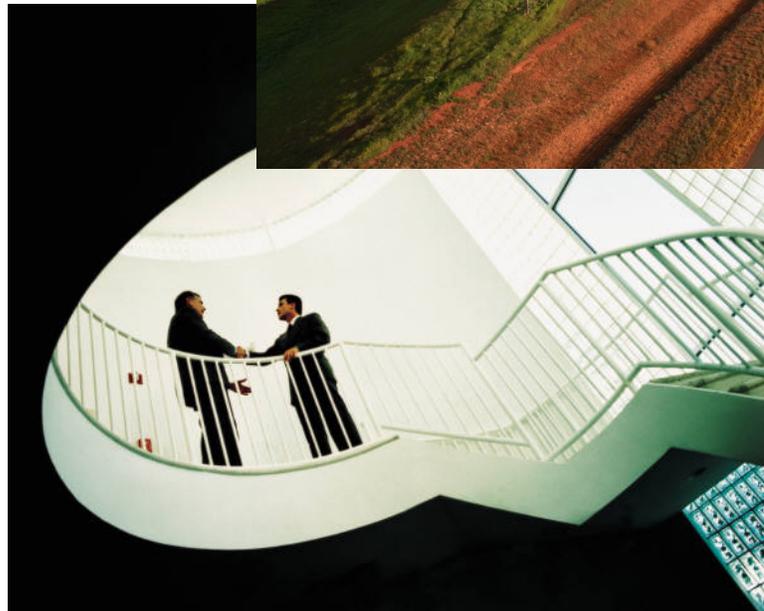


Shasta L.E.A.D Recruitment Marketing Plan



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Background

Current Business Situation

Our Manufacturing Sector represents just 3.5% of the current job base of the economy.

We have been trending downward. Currently the State of California is at 8.7%
Reasons:

1. Successful companies have been sold to larger Corporations based in other regions
2. Closures due to a shrinking general economy
3. A lack of new companies coming into the market
4. A lack of expansion of existing companies

In the past few years we have made some significant improvements in our economic infrastructure:

1. The development of Stillwater Business Park
2. Our permitting and local regulatory oversight systems have become dramatically more business friendly
3. Simpson University and Bethel Church have brought a new group of well educated youth into our workforce which did not exist two years ago
4. Our business cost structure, utilities, water, etc. remain competitive
5. We are offering local incentives, free land

We still face certain obstacles:

1. The State's political environment is not conducive to attracting industry to the State.
2. We are three hours from the nearest port (Oakland)
3. Our labor force is under-skilled for the High Tech development sector(engineering etc.)



Background

Current Marketing Situation

Our constant difficulty is getting our message to the decision maker in the target company. We are constantly reviewing the delivery method and message.

The recession has demanded significantly higher numbers of marketing pieces be sent to create a result leading to increased costs.

We are in the process of transitioning from print and mailing to an online marketing system. This has taken six months as we first needed to update our current website to a format that could provide the technology we needed.

In recent years we have significantly cut back on tradeshow and industry conference presence due to cost.

We have continued to use traditional third party associations for additional lead sources (Upstate California)

Opportunities:

1. Online marketing
 - Online advertising
 - E-mail marketing
 - Social marketing
 - E- stories
 - Blogging
2. Third party access to Tradeshows
 - Leverage more exposure at less cost
3. Develop direct lead access
4. Leverage local company connections



Strategic Marketing Objectives

Target Industry Sectors

Using previous studies, we have identified target sectors expected to do well in this region that we will focus on:

1. **Technology**
 - Cost competitive for certain tech services
 - Can fit well with local startup innovation
2. **Medical Manufacturing**
 - Cost competitive
 - Well located for supply and market
3. **Green Technology**
 - Currently receiving a great deal of Federal and State funding
 - Has potential to fit well with the natural resources of the area
4. **Light Manufacturing**
 - Cost competitive
 - Well located for supply and market
5. **Recreational Manufacturing**
 - A strong fit for our natural resources
 - Cost competitive
6. **Insurance and Financial Processing**
 - Cost competitive



Strategic Marketing Objectives

Targeting Strategies

Using our two main strengths we identify companies within the above sectors to prospect.

1. **Location**
 - We target East Coast and Midwest companies looking for a West coast location
2. **Cost advantage**
 - We target California companies with a need to adjust their cost structure and maintain a location within the West Coast market.

Marketing Programs

This is broken into three steps:

- Information Distribution
- Industry Direct Contact
- Contact Development



Marketing Programs

Information Distribution

Mission:

To deliver the message of Shasta County as a location that provides all the resources for business success

Objective Served:

To spark interest in this region

Outcome:

To create an inquiry thereby moving a contact to a prospect

Strategies:

1. Use the website as a data base on the region.
2. Use the Website as a generator of information pieces that drive traffic to the website or direct to the office:
 - Create twelve news stories (press releases) per year
 - Create 50 blogs per year
 - Buy monthly LinkedIn advertising
 - Build an email contact system
3. Use Social marketing networks such as LinkedIn and Facebook to develop conversations to drive traffic to the site.
4. Occasionally, budget permitting, we may consider a mailing to drive traffic to the site.



Marketing Programs

Industry Direct Contact

Mission:

To create leads and learn about the industry

Objective served:

To develop an understanding of the specific needs of an industry, and create contact leads

Outcome:

Create a pool of leads we can place in our information distribution system and result in a more informed presentation or marketing piece.

Strategies:

1. Attend the following Trade Shows based on their industry sector, previous attendance, cost and location. Where possible we will be using the Team California partnership to give maximum visibility and a leveraged cost:
 - Intersolar San Francisco July 12-14
 - Solar Power International Dallas October 18-20
 - MD&M (Medical Manufacturing) Anaheim February 14-16
 - Westec (Small manufacturing) Los Angeles March 27-29
2. Attend a Buyout Conference
Meet with Portfolio Owners to test opportunity for attracting site selection for future portfolio companies.
Attend Buyout conference in Los Angeles September 20-21
3. Attend IAMC Conference –Possible, dependent on budget!
Meet with Commercial and Industrial brokers at their national conference. Two objectives:
 - Contacts
 - Education



Marketing Programs

Contact Development

Mission:

To maintain a pool of contacts that can eventually be brought to Prospects

Objective Served:

Regular contact will lead to more opportunity to deliver more information on the region and build a trusting relationship.

Outcome:

With regular contact and more information being delivered we hope that when a lead moves into a position of site selection we are on their radar.

Strategies:

1. Use the Web marketing system as a contact tool.
2. Attend Chapter meetings of Broker and End User Organizations. These are generally held on a monthly schedule, are located in San Francisco, Silicon Valley and the Central Valley. They allow for networking, contact development at a local level and at minimum cost.

Chapters:

- CoreNet Global
 - Association of Corporate Growth (ACG)
 - National Association of Industrial and Office Properties (NAIOP)
3. Maintain a strong relationship with the local Commercial Brokerage community, in the hope we can be involved in the early stage of Brokerage lead development.
 4. Maintain a close relationship with the Governor's Office of Economic Development for State Leads.
 5. Do prospecting trips to key clusters, i.e. Silicon Valley
Leverage these with local business contacts

