



INNOVATIVE BUSINESS DEVELOPMENT

He who has a thing to sell and goes and whispers in a well is not so apt to get the dollars as he who climbs a tree and hollers.
~author unknown

PERFORMANCE-BASED MARKETING TOOLS

February 3, 2010

Ms. Carrie Hinds
Van Buren County Economic Development
carrie.hinds@edwardjones.com

re: Economic Developer, Immediate Opening, as advertised in the Van Buren County Democrat,
January 28, 2010

Hello Ms. Hinds and Ladies & Gentlemen of Van Buren County:

Hope this note finds you well.

For your consideration, Economic Development is like fitting together a giant jig-saw puzzle of connect-the-dots resources to create a unique picture of well-being where people thrive and the community prospers.

Competency in economic development requires a multidisciplinary skill-set which encompasses knowledge about the prerequisites of industrial manufacturing, tourism, and agricultural development with expertise in marketing, branding, promotional outreach, trade networking, knowledge management, technological savvy, public and media relations, personnel training, finance & accounting, sales, regulatory compliance, resource and logistical assessment, and a working knowledge of real estate and infrastructure, office administration, event coordination, website engineering and maintenance, strategic planning and human resources proficiency, all tenaciously dedicated to invigorating the sustainable well-being of our community as a whole.

In other words, great big accomplishments require massive thought and mature professional talent.

In this regard, the attached proposal offers to provide economic development services on a contractual basis, by and through my business, **gozarks**. I look forward to discussing with you the advantages and benefits of implementing this plan.

Sincerely, thank you for your work to enrich our shared community.

~Christine

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~ PREAMBLE OF TERMS ~

*All project development services identified as 'administrative' on the attached budget and otherwise described herein as strategic, assessment, evaluation or planning are provided by Christine Louise Beems, dba: **gozarks**.*

*All other services, goods and materials required to fulfill the terms outlined herein will be furnished by businesses and/or by sub-contractors as directed by **gozarks** in accord of disbursement policies and procedures as agreed to by all parties involved.*

In the procurement of the above referenced services, goods and materials, preference will be given to service providers and merchants who are local to Van Buren County, Arkansas.

*This proposal contains a proprietary strategic marketing & development plan which is the intellectual property of Christine Louise Beems, dba: **gozarks**. The duplication, replication and/or implementation of the strategic plan detailed in the proposal is prohibited.*



www.gozarks.com
*STRATEGIC CREATIVE
DEVELOPMENT & MARKETING*

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Information Communication Technology (ICT) Training



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PROPOSAL TO PROVIDE ECONOMIC DEVELOPMENT SERVICES TO VAN BUREN COUNTY, ARKANSAS

This proposal was developed with consideration and analysis of the strengths, weaknesses, encumbrances and assets that we -- the whole VBC community -- bring to the economic development table and is respectfully offered with the long-term health and well-being of our shared community, extending unto the seventh generation, at heart and in mind.

The objective of this proposal is:

- To concisely overview the approach and outline the plan of action that *gozarks* will implement to enhance the overall prosperity of the VBC community by cultivating sustainable growth to proactively harness economic development;
- To identify the costs associated with implementing this economic development plan.

The plan to grow VBC's marketshare of the global economy is built on three interrelated but separate economic development activities: Tourism, Agriculture and Industrial Manufacturing.

- **Tourism** -- Implement a targeted marketing strategy to garner a sustainable marketshare of the tourism industry, specifically: Attract and serve 1% of the families exploring our nation in the 7.2 million RV's every day, thousands of whom already breeze through our county every year without a second glance. This sector of the tourist industry has measurable 'disposable income', is seeking 'something to do' and has proven time and again that it is here to stay. No matter the swings of the general economy, people will continue to travel. It is simply human nature.¹
- **Industrial Manufacturing & Agriculture:** Encourage development of 'state of the art' (knowledge-based) manufacturing industries sufficient to fill the void left by Pilgrim's Pride, Volex and the Boat Factory including use of Clinton's (underused) wastewater treatment facility. Optimally, industrial 'niche' markets that that are 'perfect' for our (or any) community will be selected on a foundation of resources (available facilities & land, workforce skills, raw materials, logistics & shipping) that already exist in the region and may be leveraged to generate growth.

For example: Court the development of the 'specialty natural fibers' market, with consideration given to the facts that (a) we live in a highly agrarian community where native skill-sets excel in growing things; (b) various natural animal and plant fibers (not cotton) are easily grown and harvested by relatively low-tech means yet produce a very high-quality product that sells at a premium price point; (c) such natural fibers are more and more being utilized in ultra-high-tech composite polymers, replacing and supplementing the glass strands typical to fiberglass with natural fibers to increase tensile strength, flex and durability; (d) even without consideration to high-tech uses, natural fibers are a preferred material for conversion by the manufacturing industry or artisan craft to premium-quality merchandise such as yarns, carpets, fabrics and textiles; (e) as the relevance of 'buy local' increasingly influences consumer thinking, so too will the marketshare for locally produced and manufactured textiles increase.

¹ -- source: <http://www.pedatarvcenter.com/news/rvfactsfigures.html>

The marketing strategy used to develop this plan involves three key projects:

- **The development of a Destination Center**, to be physically located on U.S. 65 with ample parking for RVs, equipped with comprehensive information about VBC businesses and including a 'showroom' which displays examples of the merchandise and promotes the services available thru VBC purveyors. Staffed with friendly and well-informed professionals 7 days (8am/5pm) each per week, the Destination Center is **designed to put our local talents and skills in the best possible light** not just for RV-ers or other tourists but even more importantly **as the 'meet and greet' setting to welcome representatives of the manufacturing industries we wish to recruit to our community.**
- **The development of at least one major festival/event** which is specifically designed to attract RV-ers (such as an "RV Swap Meet"). Optimally, such an event would be 'piggy-backed' onto an existing event such as the VBC County Fair or ArchyFest in order to compound attendance and double-dip promotional benefit. Just as importantly, a well coordinated event like this **offers the perfect opportunity to invite industrial planners to 'come for the weekend, have some fun and get to know our hometown.'**
- **The development of a comprehensive Marketing & Promotions Kit** which presents a unified and cohesive depiction of the 'features, advantages, and benefits' of VBC **is key to persuading industrial planners that our community is where they want to relocate.** With an ancillary promotional focus on enticing RV-ers to visit and stay a while, including a graphically coordinated website with a list of all businesses, merchants and services available in our community, this Marketing & Promotions Kit is utilized in the solicitation of industrial manufacturers and also as a means of vitalizing our existing economic base by raising local awareness of local businesses. In addition to active solicitation, passive promotions will include the publication of graphically complimentary 'showcards' in compliance with State of Arkansas Tourism guidelines for distribution at each of the 14 Welcome Centers located throughout our state and a targeted 'media blitz' including display advertising in selected trade publications.

Given development activities commence March 1, 2010, **Destination Center to have official grand opening May 1, 2010.** Anticipated timeline from implementation of strategic plan to first substantive economic benefits in the community: one year. **Anticipated timeline from implementation of strategic plan to economic stability** (ie: local economy has 'taken on a life of its own'): **three years.**

Anticipated minimum net benefit to the community after 3-years of economic development: 150,000 new tourists each year, eating in restaurants, shopping in local stores, filling RV sites & motels; 3 new industrial manufacturing businesses, replacing lost jobs, increasing the employment roster, purchasing local services and paying property taxes.

Strategic note: By the end of this initial 3-year timeline the local business community will have developed sufficiently in the variety and number of readily available services, facilities, attractions and amenities to begin marketing outreach as an 'international conference/convention' destination. ~~~

PROJECTED START-UP & ANNUAL BUDGET: Economic Development Services

<i>description</i>	<i>start-up</i>	<i>annual</i>
EVENT PRODUCTION		
advertising , display ads in targeted trade publications pointing to website		\$5,000
promotional projects (ie: contest prizes) and/or funding for special attractions (ie: entertainment) in support of established events (ArcheyFest, VBC Fair, etc.)		\$5,000
PROMOTIONAL KIT		
marketing materials research , development and comprehensive design; collect/create graphics & text, develop logo, layout business cards, letterhead and showcards	\$840	
website development and design, to compliment collateral promotional materials and provide comprehensive information about the local business community	\$1,020	
website hosting and maintenance including annual domain name registration, recurring hosting fees, monthly updates and special postings @ \$60 per month	\$200	\$720
promo materials publication ; 5000 'showcards' 8.5x3.6, 1-color 'tone on tone' with screens, printed 2-sides on medium-weight cardstock @ \$626, 1000 business cards @ \$48	\$674	\$1,000
business directory promo CD, 250 copies – to be developed as a cooperative advertising project with the potential to generate \$5000+ annual income	\$250	
shipping & mailing promo cards to ArkWelcome Centers and promo kits w/ CD to industrial solicitations		\$1,250
NOTE:		
promotional materials design should be planned to serve an organization at least 3 years to establish branding consistency, however printed materials should be purchased in batches sufficient to cover only one year of distribution needs at a time.		
DESTINATION CENTER (open by May 1, 2010)		
communications technology set-up including wifi hotspot, 2 computer stations (one mobile), cell phone and office phone	\$2,800	
office furnishing & set-up, computer desk, office chairs, conference table, décor	\$1,500	
monthly communications service , DSL, cell phone, office phone, skype line, \$120 per month x 12 months		\$1,440
center staffing , 7 days, 8am/5pm, 365 days, average/total 3640 hours per year, 300 hours per month, subcontracted @ \$10 per hour, training to commence 30 days before center opens, aggregate hours first 90 days estimated at maximum 600	\$6,000	\$36,400
rent & utilities estimated at \$1000 per month plus first month deposits	\$3,500	\$12,000
misc office supplies, printer paper and ink, pens, note pads, seasonal décor, lavatory & cleaning supplies, coffee & reception, \$150 per month	\$250	\$1,800
ADMINISTRATION		
program coordinator / project leadership / staff training & scheduling / professional representation at local & state economic development and tourism meetings, contracted rate \$3000 per month x 12 months	\$9,000	\$36,000
travel/mileage to an from events/meetings outside of VBC	\$300	\$3,600
contingency discretionary/emergency		\$10,000
TOTALS		
start-up / first 90 days	\$26,334	
annual (including literature re-print)		\$114,210

ABOUT CHRISTINE LOUISE BEEMS

Personal info:

- Mother of 6 (1 deceased, 5 living), ages 16 to 40.
- Divorced from Daniel Barry Weiss, February 2005
- Homeowner in Van Buren County, Arkansas, since 1989.
- Fundamentally goodhearted and relatively easy to get along with while at the same time being a stickler for professionalism and accountability.

Professional background:

- Competent business professional for over 40 years.
- Opened first service/retail business in 1971.
- Conversant with all aspects of business management including corporate organizational structure and board of directors governance, executive duties and limitations, regulatory compliance, budgeting, marketing, sales, customer service, communications, public relations and human resources development.
- Established credibility in journalism as an editor/publisher, reporter, technical and feature story writer, researcher, fact checker and photographer for various national, regional and local newspapers, magazines and trade publications since 1985.
- Accomplished graphic artist skilled with advertising layout, brochure, catalog and website design.
- Computer savvy, Internet proficient, knowledgeable in email list management, website management and search engine optimization.
- Expert in creative development decision making, strategy setting, organizing and implementing action plans and accomplishing targeted objectives.

Selected accomplishments:

- Co-founding director of the Professional Speakers Association of Michigan (1976)
- Board member and officer of the Arkansas-Oklahoma Sustainable Agriculture Network (1990-1993)
- Recipient of an Uppity Woman Award presented by the Arkansas Women's Political Caucus (1993)

References:

Provided on request.

STRATEGIC CREATIVE DEVELOPMENT & MARKETING
RATE CARD



Professional Graphic Design

- Logo (\$120)
- Letterhead or Business Card (\$60)
- ShowCard (\$240)
- 3-panel Brochure (\$360)

Professional Website Development

- **Brochure Website** (3-page 'get started' site, includes backend work -- \$300)
- **Business Website** (new or makeover of existing website, up to 15 pages -- \$1020)
- **E-commerce Website** (catalog and shopping cart to enable online purchase -- \$1500+)
- **WordPress Blog** (initial configuration and interactive set-up -- \$40)
- **Specialized Website Features** (password protected areas, animation, rollovers, slide-out navigation, sound, movies, JavaScript, multimedia content, Flash, etc. -- \$40+ per service)

Professional Website Maintenance

- **Monthly Updates** (equivalent to adding one standard page¹ per month -- \$60 per month)
- **Domain Registration & Renewal** (\$20 per year)
- **Website Hosting** (with domain-based email -- \$150 per year)

Editorial, Publication and Content Development

- **Event News Release, Product White Paper or Organizational Bio** (1200 to 1500 words, proofed and approved with client, distributed via email to local media and delivered to client in PDF format ready for posting online or to be printed in hard-copy -- \$250)
- **Photo Optimization** (to ensure *fast download* of images to be posted online -- \$2 per image)
- **Photo Enhancement** (color correct, de-pixelate, crop, montage -- \$15+ per image)
- **Professional Photographer** (video or still, \$100 per hour, 2-hour minimum)
- **Publication Liaison** (we make all the technical arrangements with local printers and deliver your approved layout as finished documents -- costs vary depending on project)

Productivity Training

- **Laptop Bootcamp**: One 2-hour hands-on workshop covers the essential fundamentals of computing (copy-and-paste, saving files, installing and opening applications, emailing, etc.)
- **Professional Communications**: Six 2-hour hands-on workshops covering the nuts-and-bolts of documents, mail lists, blog-posting, spreadsheets, photos & graphics.

Private or group classes. Contact us for details.

www.gozarks.com

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1 -- A 'standard page' is one webpage conforming to the format of the existing website layout and design or the equivalent amount of updating work applied to existing webpages.