

# *memorandum*

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TO: City Council  
John Godwin, City Manager

FROM: Michael Paris, PEDC Executive Director

SUBJECT: **PEDC 2016-2017 ANNUAL BUDGET**

DATE: August 1, 2016

BACKGROUND: The Paris EDC Board met on July 29, 2016, to revise a budget for fiscal year 2016-2017 per the City Council instructions.

STATUS OF ISSUE: The PEDC Board approved the attached 2016-2017 Revised Budget on July 29, 2016, and requests that it be approved by the City Council as required by the PEDC bylaws.

BUDGET: N/A

RECOMMENDATION: Motion to approve the revised 2016-2017 PEDC Budget.



## Explanation of Revisions

PEDC Proposed 2016-2017 Budget

Paris City Council  
Monday, August 8, 2016

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- A) PEDC 2016-2017 Revised Budget - Please note the following revisions:
- An increase to \$5,000 in Telephone/Communications (highlighted in Green on Office Depot Sheet)
  - A decrease from \$10,000 to \$3,000 in Contract Services – Legal Fees
  - The omission of Speculative Building Marketing
  - The insertion of Daisy Farms of \$94,900 which must be encumbered
- B) Depot Operations Expenses (ODE) – Please note the calculations for budget estimates:
- Yellow** – Utilities were included in ODE last year. For clarity, PEDC wanted to put in separate line item budgeted at \$12,000.
  - Green** – PEDC uses Suddenlink for office phones. PEDC also included cell phone reimbursement offered to Executive Director. Total budget is \$5,000.
  - Blue** – When we extract utilities and phone, the remainder for Depot Operations is \$12,310. Since we have a new cleaning service, PEDC has budgeted \$15,000.
- C) Marketing and Promotion – Please note the explanations:
- Proposal from Research on Investment (ROI).
    - They are a prospect or lead generation provider for EDCs seeking to enhance marketing activities. Paris, Texas has an empty pipeline or prospect activity. ROI was selected after careful review of other providers to incorporate into the PEDC scope of work. Budget \$25,000.
  - Team Texas Comprehensive Calendar – PEDC chose to leverage marketing activities for Paris, Texas by becoming a member of Team Texas. The following calendar is an example of marketing activities that may be selected for target marketing. This is a sample of activity in which the PEDC may choose to attend.
  - Requested Travel – The PEDC has approved marketing up to the end of the 2015-2016 fiscal year. This is submitted to show that travel is carefully planned, and through this estimate, a budget of over \$38,000 was suggested. PEDC believes \$50,000 should be adequate for marketing travel for a full 12 months.

**2016-2017 REVISED PEDC BUDGET**

<b>Acct #</b>	<b>Account Name</b>	<b>REVISED BUDGET 2015-2016 (01/19/2016)</b>	<b>BUDGET TAKEN TO CITY COUNCIL 7/25/2016</b>	<b>REVISED BUDGET 2016-2017</b>	<b>% CHANGE</b>
	<b>PERSONNEL</b>				
0101	Salaries & Wages	81,000.00	139,200.00	139,200.00	72%
0102	Social Security/Medicare (6.2%/1.45%)	6,679.00	10,650.00	10,650.00	59%
0103	Retirement (Edwards Jones)	8,100.00	10,800.00	10,800.00	33%
0104	Insurance Benefits:	9,750.00	12,000.00	12,000.00	23%
0105	Workers Comp. Ins. (.44%)	394.00	526.00	526.00	34%
	<b>TOTAL PERSONNEL EXPENSES</b>	<b>105,923.00</b>	<b>173,176.00</b>	<b>173,176.00</b>	<b>63%</b>
	<b>ADMINISTRATION</b>				
0201	Office Supplies	5,500.00	5,500.00	5,500.00	0%
0202	Postage	500.00	500.00	500.00	0%
0301	Telephone/Communication	5,400.00	3,000.00	5,000.00	-7%
0302	Car Allowance	12,000.00	10,000.00	10,000.00	-17%
0303	Insurance & Bonds	2,500.00	2,500.00	2,500.00	0%
0304	Moving Expenses	3,500.00	-	-	-100%
0306	Travel Expenses	12,000.00	10,000.00	10,000.00	-17%
0308	Utilities	-	12,000.00	12,000.00	
0310	Miscellaneous	1,000.00	1,000.00	1,000.00	0%
0311	Association Memberships	3,000.00	3,500.00	3,500.00	17%
0314	Staff Training	3,000.00	3,000.00	3,000.00	0%
0348	Depot Operations	20,000.00	15,000.00	15,000.00	-25%
0355	Contract Labor (RPM Staffing)	81,530.00	36,400.00	36,400.00	-55%
0357	Contract Services - Legal Fees	10,000.00	10,000.00	3,000.00	-70%
0402	Industrial Park Maintenance	14,000.00	14,000.00	14,000.00	0%
0605	Auditing Services	8,000.00	8,000.00	8,000.00	0%
1002	Machinery, Tools & Equipment	5,000.00	5,000.00	5,000.00	0%
	<b>TOTAL ADMINISTRATION</b>	<b>186,930.00</b>	<b>139,400.00</b>	<b>134,400.00</b>	<b>-28%</b>
	<b>MARKETING AND PROMOTION</b>				
	Secure Jobs/Retention/Bus.Retention & Expansion	15,000.00	5,000.00	5,000.00	-67%
	Lamar County Days 2017	-	7,000.00	7,000.00	
	Marketing Airport as Industrial Site	10,000.00	10,000.00	10,000.00	0%
	<del>Speculative Building Marketing (2305 NW Loop 286)</del>		<del>5,000.00</del>	-	
	Industry Attraction Video		10,000.00	10,000.00	
	Marketing and Promotion	50,000.00	75,000.00	75,000.00	50%
<b>0315</b>	<b>TOTAL MARKETING AND PROMOTION</b>	<b>75,000.00</b>	<b>112,000.00</b>	<b>107,000.00</b>	<b>43%</b>
	<b>TOTAL OPERATING EXPENSES</b>	<b>367,853.00</b>	<b>424,576.00</b>	<b>414,576.00</b>	<b>13%</b>
	<b>JOB TRAINING-DIRECT INCENTIVES-DEBT SERVICE-CAPITAL INCENTIVES</b>				
	<b>JOB TRAINING</b>				
	Campbells/KC-ACT WorkKeys	35,000.00	10,000.00	10,000.00	-71%
0047	Bodyguard Training Incentive	13,371.00	13,371.00	13,371.00	0%
0060	Results Training Incentive	50,000.00	50,000.00	50,000.00	0%
	High Demand Job Training Match Grant	25,000.00	25,000.00	25,000.00	0%
<b>0318</b>	<b>TOTAL JOB TRAINING</b>	<b>123,371.00</b>	<b>98,371.00</b>	<b>98,371.00</b>	<b>-20%</b>
	<b>DIRECT BUSINESS INCENTIVES</b>				
0044	Paris Lakes	250,000.00	250,000.00	250,000.00	0%
0053	Potters Industries	8,000.00	8,000.00	8,000.00	0%
	Daisy Farms		-	94,900.00	
	<b>TOTAL DIRECT BUSINESS INCENTIVES</b>	<b>258,000.00</b>	<b>258,000.00</b>	<b>352,900.00</b>	<b>37%</b>
	<b>DEBT SERVICE</b>				
	PEDC Bonds 1998 (Paris Pkg.)	355,221.00	354,011.00	354,011.00	0%
	The Bank of New York ( Bond Paying Agent Fee)	750.00	750.00	750.00	0%
	<b>TOTAL DEBT SERVICE</b>	<b>355,971.00</b>	<b>354,761.00</b>	<b>354,761.00</b>	<b>0%</b>
	<b>CAPITAL EXPENSES</b>				
0057	2305 NW Loop 286	50,000.00	-	-	-100%
	<b>TOTAL CAPITAL EXPENSES</b>	<b>50,000.00</b>	<b>-</b>	<b>-</b>	<b>-100%</b>
	<b>TOTAL DEBT, CAPITAL &amp; INCENTIVES</b>	<b>787,342.00</b>	<b>711,132.00</b>	<b>806,032.00</b>	<b>2%</b>
	<b>TOTAL BUDGET EXPENSES</b>	<b>1,155,195.00</b>	<b>1,135,708.00</b>	<b>1,220,608.00</b>	<b>6%</b>

2015-2016

**DEPOT OPERATIONS EXPENSES**

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTALS	TOTAL LINE ITEM
CITY OF PARIS - WATER		\$ 905.68	\$ 396.02	\$ 207.72	\$ 108.89	\$ 108.89	\$ 108.89	\$ 108.89		\$ 1,944.98	
ATMOS ENERGY		\$ 100.97	\$ 97.54	\$ 589.28		\$ 1,109.58	\$ 256.46	\$ 141.52	\$ 15.93	\$ 2,311.28	
CIRRO ENERGY	\$ 901.41	\$ 543.17	\$ 334.03	\$ 282.70	\$ 311.12	\$ 288.52	\$ 279.65	\$ 294.26	\$ 461.36	\$ 3,696.22	\$ 7,952.48
SUDDENLINK	\$ 233.43	\$ 236.44	\$ 236.44	\$ 236.44	\$ 242.67	\$ 242.21	\$ 242.19	\$ 242.19	\$ 242.19	\$ 2,154.20	\$ 2,154.20
MONICA MOORE	\$ 225.00	\$ 450.00	\$ 675.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 225.00		\$ 3,375.00	
SANITATION SOLUTIONS							\$ 118.53	\$ 75.83		\$ 194.36	
JC DARNELL COMPUTER	\$ 473.07	\$ 1,314.76	\$ 345.81	\$ 345.81	\$ 464.72	\$ 356.47	\$ 361.80	\$ 377.79	\$ 380.45	\$ 4,420.68	
RWCS JANITORIAL							\$ 200.00	\$ 275.00		\$ 475.00	
ATWOODS		\$ 8.97								\$ 8.97	
KELLEY ELECTRICAL		\$ 87.60								\$ 87.60	
A-1 BUG BUSTERS			\$ 100.00			\$ 100.00				\$ 200.00	
PARIS NEWS			\$ 153.00							\$ 153.00	
ADVANCED ALARM			\$ 651.00							\$ 651.00	
COMMERCIAL AIR			\$ 365.00							\$ 365.00	
E-FILE CABINET				\$ 1,665.00						\$ 1,665.00	
INFINITE ROOFING				\$ 325.00						\$ 325.00	
PETTY CASH					\$ 17.86	\$ 6.50				\$ 24.36	
SWAIM HARDWARE					\$ 17.27					\$ 17.27	
SUPPLYWORKS						\$ 175.24				\$ 175.24	
A-1 LOCK & KEY							\$ 157.50			\$ 157.50	
CAPITAL ONE							\$ 15.17			\$ 15.17	
										\$ -	\$ 12,310.15
<b>TOTAL</b>	<b>\$ 1,832.91</b>	<b>\$ 3,647.59</b>	<b>\$ 3,353.84</b>	<b>\$ 4,101.95</b>	<b>\$ 1,612.53</b>	<b>\$ 2,837.41</b>	<b>\$ 2,190.19</b>	<b>\$ 1,740.48</b>	<b>\$ 1,099.93</b>	<b>\$ 22,416.83</b>	

**Utilities**

\$ 7,952.48 divided by 9 months = \$ 883.61 multiplied by 12 months = \$ 10,603.31 \$12,000 Budgeted

**Telephone/Communications**

\$160 month for Executive Directors Cell Phone = \$1,920

Suddenlink (2,154.20 / 9 months = \$240) \$240 X 12 months = \$2,880

**Grand Total \$4,800 \$5,400 Budgeted**

**Office Depot Operations**

\$12,310.15 divided by 9 months = \$1,367.78 multiplied by 12 months = \$16,413.00 \$15,000 Budgeted

OFFER OF SERVICES IN RESPONSE TO:

Request For Proposal | Lead Generation & Appointment Setting

PREPARED FOR:

**Mr. Michael Paris**

**Paris Economic Development Corporation**



JUNE 7, 2016

PREPARED BY:

**ROI Research On Investment**

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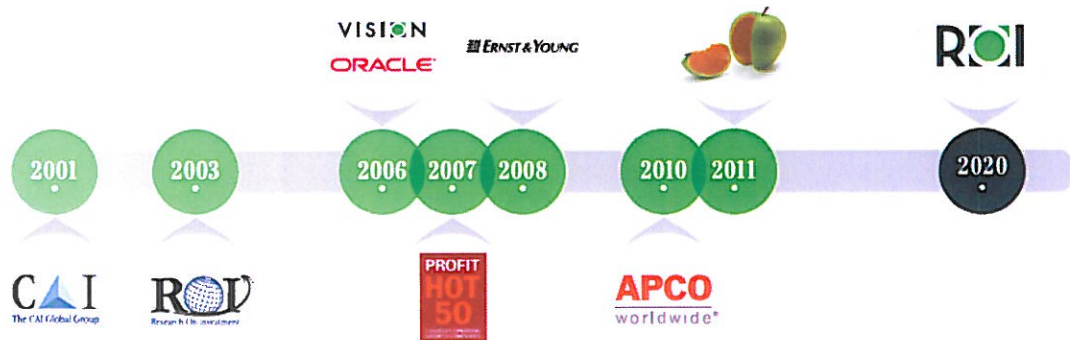
SECTION ONE

**Experience and Qualifications**

## ROI Research On Investment

ROI Research On Investment provides demand generation services to governments and enterprises based on originally sourced intelligence. ROI's headquarters are in Montreal, with offices in Toronto, Princeton (NJ), Chicago and San Jose (CA). Building upon our strong background in research and leveraging our ability to customize our tools and processes for each client's unique objectives, we offer a systematic and comprehensive approach to the lead generation and trade promotion process.

Our goal is simple: to bring our clients closer to their target audience. To accomplish this goal, we have developed a thorough, transparent and results-oriented process of finding and screening all of the companies that match our clients' specific criteria in their desired market segments. The timeline below depicts the history of ROI.



2001	Research unit of CAI (consulting firm that specializes in facilitating corporate investment – site location)	
2003	<ul style="list-style-type: none"> <li>• Spin-off</li> <li>• 2 person staff</li> <li>• 2 clients</li> </ul>	
2006	<ul style="list-style-type: none"> <li>• 40 person staff</li> <li>• 40 clients</li> <li>• Development of VISION CRM built on Oracle</li> </ul>	
2007	<ul style="list-style-type: none"> <li>• US HQ in Chicago</li> <li>• Office in Osaka</li> <li>• Office in Hong Kong</li> <li>• 26<sup>th</sup> fastest growing company in Canada</li> </ul>	
2008	<ul style="list-style-type: none"> <li>• 65 person staff</li> <li>• Launch of Private sector division</li> <li>• Finalist in Ernst &amp; Young Entrepreneur of the year</li> </ul>	
2010	<ul style="list-style-type: none"> <li>• Office in Rio de Janeiro</li> <li>• Office in Los Angeles</li> <li>• Global Strategic Partnership with APCO worldwide</li> </ul>	
2011	<ul style="list-style-type: none"> <li>• Launch of New ROI Market Intelligence solutions</li> <li>• Move to new Corporate HQ</li> <li>• 60-70 person staff</li> <li>• 25 languages spoken</li> </ul>	
2020	To be the most sought after and innovative lead development prospecting company.	

## Strategic Partner

## WAVTEQ

WAVTEQ has unique capability to provide business development and lead generation services to economic development organizations worldwide.

Our team has secured over 1,000 FDI projects for our clients and we have offices in all the major source markets for FDI with a team of highly experienced senior investment officers.

Our market coverage is global. WAVTEQ has FDI business development teams / offices located in:

China - Shanghai, Beijing, Hong Kong  
 India - Mumbai, Bangalore  
 Japan - Tokyo, Osaka  
 Korea - Seoul

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## Snapshot of ROI

### YEAR FOUNDED:

December, 2002

### LEGAL NAME:

ROI Research On Investment Inc.

### REGISTRATION:

Canadian Federal Incorporation

### CORPORATE NUMBER

421173-1

### BUSINESS NUMBER:

867549602RC0001

### NUMBER OF EMPLOYEES

50

### CLIENTS SERVED

Over 200

### INTERNATIONAL PRESENCE:

Offices in over 30 leading business centres (via global strategic partnership with APCO)

### HEADQUARTERS

Montreal, Canada

### DATABASE CAPABILITY

Proprietary database of over 5,000,000 business contacts

### LANGUAGE CAPABILITIES

Over 25 languages spoken

### CRM

Proprietary CRM entitled VISION, built on an Oraclecloud architecture

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## Key Services Include

### Lead Generation

ROI regularly executes research on companies of all sizes, operating in a wide range of industry sectors to ascertain if they are planning investment / expansion initiatives. ROI provides customized lead generation strategies tailor-made to suit the particular attributes of a given jurisdiction.

### Engagement Services

Investment prospecting requires the establishment of relationships with the appropriate decision makers. Due to ROI's fundamental knowledge of the site selection and investment decision-making process, we are very adept at identifying Executives responsible for an expansion initiative and creating opportunities for economic development professionals to lay the groundwork for mutually beneficial relationships with potential inward investors.

### Representation Services

By drawing on the experience of its highly experienced staff, ROI offers in-market representation for economic development organizations. This includes strategic analysis, business plan preparation, prospect identification, corporate calls and lead nurturing. In this way, ROI is able provide a complete suite of investment attraction and trade services.

## Global Strategic Partner - APCO Worldwide

APCO Worldwide is an industry leader in providing services to governments throughout Europe, Asia, Africa, and the Americas in developing and implementing strategic communication campaigns. In addition, APCO's team has worked with a wide range of regional government agencies to develop and implement successful investment promotion programs. Clients value APCO because of their understanding of the complex and converging worlds of business, industry and finance, media, society and government. APCO is the only major consultancy of its kind with a headquarters office in Washington, D.C., maintaining offices in 30 major business capitals around the world. APCO's hands-on team of more than 550 experts and 30 nationalities include former elected leaders; journalists; ambassadors; business and non-profit executives; government officials; market researchers; and communication, corporate affairs and online experts.

ROI entered into a global strategic partnership with APCO Worldwide in April, 2011.



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## Snapshot of ROI (con't)

### CORPORATE HEADQUARTERS:

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 Montreal, Quebec H3A 1L2  
**Telephone:** +1.514.448.7777  
**Fax:** +1.514.448.7778

### TORONTO OFFICE:

970A Eglinton Avenue West Toronto, Ontario M6C  
 2C5  
**Telephone:** +1.416-787-6577

### US HEADQUARTERS:

John Hancock Center  
 875N Michigan Avenue  
 Chicago, Illinois 60611

### STRATEGIC PARTNERSHIP:

APCO Worldwide

### EXECUTIVE STAFF/DIRECTORS:

**Steven Jast**, President  
**Conor Barry**, CFO  
**Simon Leroux**, VP Sales and Marketing  
**Daniel Silverman**, VP Business Development

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## ROI's Investment Attraction Experience

### ROI's Experience Working with International EDO's

In terms of knowledge of Canada, Europe and Asia Pacific, the following represents a sample clients that ROI has previously worked on behalf of. Having worked for these organizations, ROI gained valuable insight and knowledge about local value propositions, industry clusters, key industrial players, local trade organizations, university infrastructure, local assets, as well as supply chain make-up of key industries:

CANADA	EUROPE	ASIA-PACIFIC
Saskatchewan Ministry of the Economy	Invest in Paris	Invest Hong Kong
Ontario Ministry of Economic Development Trade and Employment	Invest in Spain	City of Osaka
Montreal International	Invest Mecklenburg Vorpommern	Gold Coast City Council
Invest PEI	Invest Bavaria	JETRO
Invest New Brunswick	Invest Finland	Cyberport Hong Kong
Quebec Ministry of Economic Development and Innovation	Copenhagen Capacity	NAROS
Invest Ottawa	Invest Burgundy	Invest Australia
Edmonton EDC	Sheffield City Region	Korea Trade & Investment
Initiatives Prince George	International Business Wales	Thailand Board of Investment
Invest Toronto	Czech Invest	
Niagara Economic Development	Invest Iceland	
Greater Toronto Marketing Alliance	Invest Lithuania	
	BioCity Nottingham	
	Business Sweden	

UNITED STATES	UNITED STATES
Team Texas	Charlotte Paris EDC
Oklahoma Department of Commerce	Metro Orlando EDC
Kentucky Cabinet for Economic Development	Greater Houston Partnership
Jobs Ohio	Portland Development Commission
Enterprise Florida	Denver South Economic Development
Choose Washington	Albuquerque Economic Development
Business Oregon	Entergy
Choose New Jersey	American Electric Power
Virginia Economic development Partnership	SC Power Team
Arkansas Economic Development Corporation	Greater Richmond Partnership

## Examples of Lead Generation Experience

### 1. AMARILLO ECONOMIC DEVELOPMENT CORP.

In ROI's fourth year (2009) working with the Amarillo Economic Development Corporation, ROI was contracted to provide pre-qualified lead generation and meeting scheduling services throughout North America and Europe. As part of this initiative, ROI targeted the renewable energy, aerospace and defense, business services, advanced manufacturing, transportation and logistics, biotechnology and pharmaceutical and agri-food industries. ROI successfully scheduled over 120 meetings for the AEDC in 2009, of which approximately 60 meetings took place with US-based companies, 30 with Canadian-based companies, 30 with European-based companies and additional meetings with Asia Pacific and Latin American companies. ROI was re-contracted in 2010 by the AEDC to continue conducting lead generation research at specific industry trade shows such as; WINDOWER 2010, Green Build 2010, as well as during pre-determined regional visits throughout North American and Europe. In 2010, ROI scheduled over 80 meetings for the AEDC, this led to Amarillo re-contracting with ROI for a sixth year of lead generation services for 2011.

ROI was re-contracted by the AEDC from 2012-2014 and successfully identified over 200 leads resulting in just over 200 qualified meetings for the AEDC team. In addition the ROI team provided lead nurturing and aftercare services.

Most recently in 2015 ROI was once again selected by the AEDC to provide lead generation and lead nurturing services for the AEDC.

ROI has conducted lead generation and appointment setting programs for the AEDC throughout Canada, the United States, Germany, France, United Kingdom and Scandinavia.

### 2. GREATER HOUSTON PARTNERSHIP

In January of 2013, ROI was contracted by the GHP to conduct lead generation in North America.

ROI's mandate was to develop a targeted company prospect list of potential companies in specific industries and target regions, to align with the GHP's planned marketing missions across North America. ROI also scheduled conference calls with companies located outside of these markets, when such opportunities presented themselves. Throughout the course of this mandate the ROI team generated 77 leads, and qualified 40 meetings with companies that have an interest in learning about the Greater Houston Region and the work done by the GHP.

In December 2013, ROI was re-contracted by the GHP and identifies over 80 leads resulting in 45 qualified face-to-face meetings for the GHP team.

Most recently ROI was engaged to provide lead generation and appointment setting services for the GHP during regional visits domestically.

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## Examples of Lead Generation Experience

### 3. CYBERPORT HONG KONG

Cyberport is Hong Kong's information technology flagship project, developed to provide a strategic cluster of companies and professional talents specializing in IT applications, information services, digital entertainment and digital lifestyle. Cyberport consists of a cluster of commercial office buildings, namely Cyberport 1, Cyberport 2, Cyberport 3 and Cyberport 4, of about 100,000m<sup>2</sup> to accommodate some 60 IT companies. Cyberport is supported by a world class telecommunications infrastructure and range of hi-tech facilities (i.e. Network Operations Center, Central Data Exchanges, Internal Private Network/wireless services, studios, etc.). Cyberport further boasts an optical fibre network providing broadband connectivity to the rest of the world, as well as wireless local area network.

Since 2006, ROI Research on Investment organized 25 meeting programs for Cyberport on three different continents with companies that were considering expanding their operations to the Asian market. As a result of these meetings set by ROI, Cyberport hosted the following companies for site visits: Quickplay Media, Swype Inc., Thinkwell G landing two successful projects with Alchemic Dream and Optimizer HQ, as a result of meetings arranged by ROI. ROI has conducted extensive lead generation research on behalf of Cyberport throughout Canada, the United States, Germany, France, Sweden, Denmark, Finland, Australia, the Czech Republic, the United Kingdom, Chile, Japan, Korea, Thailand, China, India and Brazil.

### 4. AMERICAN ELECTRIC POWER

In November of 2012, ROI was contracted by AEP's Economic Development team to conduct lead generation, primarily across North America, for the regions it represents. ROI generated 62 leads, and qualify 28 meetings with companies that have an interest in learning about the services provided by AEP and the regions it covers. The key markets that ROI targeted for this mandate: Automotive, Energy Supply Chain, and Data Centers.

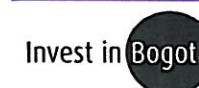
### 5. CHARLOTTE PARIS EDC

The Charlotte Paris EDC (CRP) is the economic development agency responsible for marketing the Charlotte region globally as a premier investment destination. The CRP contracted ROI in August 2010 to provide pre-qualified lead generation and meeting scheduling services during their regional visits to the Baden – Wurttemberg and Bavaria regions of Germany and at the K Trade Fair. As part of this mandate ROI specifically targeted the aerospace and defense, healthcare and life sciences, renewable energy, financial services and plastics and rubber industry sectors. ROI's research team successfully identified 23 leads for the Charlotte Paris EDC team and scheduled 18 qualified meetings during their regional visits to the Baden – Wurttemberg and Bavaria regions of Germany and at the K Trade Fair.

In 2009, ROI also conducted a pre-qualified lead generation and meeting scheduling program for the Charlotte Paris EDC in Los Angeles. ROI successfully identified 16 leads and scheduled 8 meetings for the CRP team. Most recently the ROI team executed a North American Prospect Identification and Outreach Program of 25 qualified meetings as well as a Target Market Mission to Toronto and Montreal successfully securing 15 meetings for the CRP team.

ROI was also engaged for numerous lead generation mandates from 2011-2015 throughout Canada, Europe (UK, Spain, Portugal, Germany, France, Italy) and the United States.

### Sample Clients



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## Why ROI

### Experience:

- Understanding of Paris EDC's contractual and execution objectives - ROI has executed numerous domestic and international market research and targeted outreach initiatives
- Understanding of Texas as an investment destination – ROI has worked with numerous Texas economic development organizations.
- Proven track record - ROI has been successful at attracting investment to our clients' regions
- Considerable lead generation experience in Paris EDC's key target sectors/industries
- ROI has successfully executed investment prospecting mandates for over 350 economic development clients around the world which allows us to understand the competition while emphasizing the key selling points of Texas
- Years of working with government agencies/departments allowing ROI to fully appreciate inner-workings of this mandate

### Our Company:

- Ability to hit the ground running - the ROI team is prepared and ready to start this program immediately
- ROI is fully vertically integrated – full-time staff of Research Associates, Proprietary database and Proprietary CRM
- 50 fully trained and highly educated in-house Research Associates
- ROI has been recognized and won awards for best practices methodology
- Global Strategic Partnership with leading US consultancy: APCO Worldwide – Offices globally
- Global Strategic Partnership with leading Asia consultancy: WAVTEQ – Offices throughout Asia

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### Our People:

- Extensive management experience with site selection and economic development backgrounds (over 70+ years combined)
- Professionally trained, multi-lingual research teams offering the ability to survey companies across the globe
- ROI certified and trained in site selection, jurisdictional marketing and research best practices

### Our Process:

- Objective, systematic, and transparent research approach to lead generation
- Access to real-time analysis of surveying effort via ROI's VISION on-line CRM solution
- On-line calendar function to avoid scheduling conflicts
- Leading edge technology – blog aggregating software, media / word scan software, etc.

### Our Promise:

- Continue to utilize and modify our current methodology, based upon lessons learned
  - Deliver and exceed contract objectives in terms of quality investment within Texas, while building a positive and successful partnership with the Paris EDC
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## SECTION TWO

# The Proposed Work Plan and Project Team

## Proposed Work Plan

The experience gleaned by ROI, having executed numerous domestic and international lead generation initiatives, has provided a great framework for the ROI team to build upon. Throughout the course of the mandate the ROI team will ensure that the Paris EDC team will be actively involved in the entire lead generation process. Over the past twelve years, ROI has endeavored to implement a continuous learning philosophy with a view to enhancing productivity and successes. Communications between the Paris EDC team and ROI will prove to be one of the most important components to executing the initiative successfully. Constant communication between the ROI's Client Services team, as well as weekly meetings to discuss targeting, list building, appointment setting ensure everyone is aligned on the best path to success. In addition, it is important for the ROI team to coordinate with Paris EDC on issues such as;

- Formatted monthly reports
- CRM updated
- Bi-weekly update calls
- Other reporting and documentation as required by the Paris EDC

As a basic framework, ROI is proposing a 4-pronged work plan. The work plan is discussed in greater detail in the Methodology, Services and Deliverables section of this proposal.

### ONE Project Launch

- Introduction of ROI team
- Review scope, timeline and deliverables
- Review Texas's value proposition
- Establish communications and reporting plan
- Development of Prospect Identification strategy
- Review FDI best practices
- Program ROI's *VISION* CRM
- Validate the mandate, proposed methodology, scope, terms and deliverables.
- Review of personnel strategy, research and outreach strategy



### TWO Intelligence Gathering / Developing the Pipeline

- Development of "New" Funnel Opportunities
- Secondary research
- Review latest industry trends
- Market research
- Corporate intelligence / lead identification via primary research
- Identification of key decision-maker and/or influencer
- Establish probability / likelihood of investment in Texas of qualified prospects
- Establish key barriers / triggers to investment in Texas of qualified prospects
- Scoring of qualified prospects based on primary research
- Selection of companies with highest likelihood of investment to target for meetings
- Outreach to site selection consultants and intermediaries

THREE

## Multi-Touch Outreach & Meeting Program

- Call targeted decision makers to gauge their interest in an introductory meeting
- Schedule introductory meetings with decision makers
- Schedule introductory meetings with site consultants
- Upon meeting scheduling, ROI will prepare a detailed profile including
  - Synopsis of survey
  - Time, date and location of meeting
  - Background information of the company that the representative will be meeting
  - ROI's VISION CRM solution will be used to track data and scheduled meeting

FOUR

## Follow-Up

- Schedule meetings
- Agenda management
- Company profiles
- Face-to-face meetings

## Proposed Communications Plan

Internal communication within ROI and external communication with the Paris EDC team will be a key element of the proposed work plan to ensure the proper flow of information. ROI's Director of Client Services, will be responsible for maintaining constant communication with the Paris EDC's assigned project managers. ROI's Director of Client Services will be responsible for providing Paris EDC with standardized bi-weekly reports detailing activity and progress to-date against agreed targets and objectives, as well as updated pipeline activity. All of this information will also be available on-line through ROI's VISION CRM solution.

- **Project Launch:**
  - Review program objectives
  - Meet with key Paris EDC staff to discuss their roles in the investment and promotion activities

## Proposed Communications Plan

(CONTINUED)

- Demonstrate the investment sales handling process
- Review use of prospect lists, on-going intelligence gathering, as well as qualifying leads through the Paris EDC's funnel
- **Project Status Reports:** ROI will prepare project updates on a bi-weekly basis.
- **Project Status Conference Calls:** During these bi-weekly discussions, ROI and Paris EDC will review the status of the program and address any issues that may have arisen.
- **Access to VISION:** Paris EDC will be given a user name and password to access ROI's on-line CRM solution.
- **Final Report:** the ROI team will prepare End of Contract Report for the Paris EDC team.

Reports will include an overview of the research to date, including: areas yielding the best leads for investment and trade, areas presenting a challenge, waterfall cascade of surveys to leads (segmented by company size, sub sector and location of headquarters), as well as any actions that need to be taken. ROI's report will further detail any CRM updates since the last report, existing funnel, new opportunities, progress on any action items from the last report, plan of action, new company meetings and any pending meetings, as well as any administrative issues that need to be addressed.



# Company Profiles

Once a company has been confirmed as a meeting, ROI will create a detailed company profile. Information in the company profile includes (on a best efforts basis):

- Background: revenues, # of employees, products/services, areas of operation, etc.
- Name of executive(s) interviewed/ Synopsis of interview(s). Influence the contact has over the decision
- If there is an investment project, details including expected job creation, project timeframe and geographic location(s) being considered, investment triggers
- Where is the company at in its decision making process, specific information requested about Texas as an investment destination

Below is a sample of ROI's company profiles:

**ROI** CONNECTOR | MEETING WITH Clavis Communications Inc. | AREA FOR LOGO

**Research**

**Contact Information**

Name: Mr. Mark Edstrom  
Title: President and CEO  
Direct line: 1.914.448.1168  
Mobile: 1.914.444.1111  
Email: m.edstrom@clavis.com  
LinkedIn: www.linkedin.com/in/mark-edstrom

**Meeting Logistics**

Booked by: Arian Rattman  
Booked for: Mark Edstrom  
Date and time: 11/15/2013 @ 11:00 AM  
Attendee: Arian Rattman  
Location: 4018 Blvd. Clavis Way, Suite 100, Norwalk, CT 06854

**Company Summary**

Year established: 1994  
Address: 4018 Blvd. Clavis Way, Suite 100, Norwalk, CT 06854  
City, Province: Norwalk, CT 06854  
Telephone: 1.914.448.1168  
Website: www.claviscommunications.com

**Opportunity**

**Project Description**

**ROI** CONNECTOR | MEETING WITH Clavis Communications Inc. | AREA FOR LOGO

**Lead Type**

Level 1: Qualified lead with defined interest  
Level 2: Lead level 1 + budget \$1-2M and timeframe  
Level 3: Lead level 2 + 12-24 mo. timeframe  
Level 4: Lead level 3 + immediate need  
Level 5: Lead level 4 + immediate need

**Intelligence**

**Business Intelligence**

Business challenge priority: Workforce productivity  
IT challenge priority: Mobility and PaaS  
Software used: Photoshop and InDesign  
Phone system: BCM 400  
M-F: 9am-5pm  
Current supplier: Orange Communications

**Mitigation Contacts**

Name: Mr. Mark Edstrom  
Title: President and CEO  
Name: Mr. Mark Edstrom  
Title: President and CEO

**Tip of the Day:**

Putlandi enitit entium, con elitia perenti debis aut rehansen qui tem delupti.  
Putlandi enitit entium, con elitia perenti debis aut rehansen qui tem delupti.  
Putlandi enitit entium, con elitia perenti debis aut rehansen qui tem delupti.  
Putlandi enitit entium, con elitia perenti debis aut rehansen qui tem delupti.

**Next Steps**

Name: \_\_\_\_\_

## Obligations and Assumptions

### Obligations:

ROI will provide the following services to Paris EDC as part of this program:

- Assign a dedicated Research Team Leader and Research Associates
- Assign a Program Manager to develop and manage all aspects of the program
- Provide the technology and tools necessary to perform the Services (e.g., research, CRM, computers, telephony system, etc.)
- Execute its methodology and prepare deliverables as described in the "Methodology and Deliverables" section.
- Provide training with respect to the program and all other relevant systems and equipment.
- Provide ROI Team members with regular coaching, sales training and performance reviews with a focus on quality.

Paris EDC shall be responsible for the following:

- Assigning a dedicated program manager as a single point of contact for the duration of the project defined by this Scope of Work (SOW).
- Providing ROI with timely access to all marketing resources as necessary to perform the Services.
- Providing ROI with access to all resources as necessary to train required staff for this project.
- Participating in scheduled update and progress meetings
- Providing ROI with the necessary strategic guidance to maximize probability for success

- Providing the necessary approvals for ROI to advance in its execution of the program in a timely fashion i.e. within 3-5 business days
- Ensuring availability for meetings scheduled by ROI, not canceling meetings scheduled by ROI or re-scheduling meetings they are unable to attend due to an unforeseen conflict

### Assumptions:

- ROI will not proceed with the research phase of the engagement until the Project Launch Meeting Summary is signed by Paris EDC confirming project alignment.
- ROI will not begin outreach activity until the prospect list is approved by Greater Edmonton Region. In the event Paris EDC rejects prospects from the targeted list, ROI agrees to replace them. There are no restrictions on the volume of companies Paris EDC can reject however ROI will only replace up to 20% of companies from a prospect list. Consequently, for replacement requests exceeding 20%, the companies removed from the prospect list beyond the threshold will not be replaced, resulting in a reduction of the size of the prospect list and a proportional reduction of the projected targets. If a meeting is scheduled with any companies not removed from the list, it will be billed under normal billing procedures.
- For customer provided lists, ROI will not provide guarantees on volume of qualified meetings. ROI will work off of the client provided list "as-is", without executing additional research to enhance the list. If there is critical information missing on the list such as a phone number or contact name, ROI will consider the prospect with missing information as exhausted.

## Obligations and Assumptions (cont'd)

- This program is completed once all of the companies on the TCPL company database have been surveyed or exhausted. A TCPL is fully exhausted when one of the following outcome occurs for each targeted company:
  - A meeting is scheduled
  - A final status of no opportunity or pipeline
  - ROI was unsuccessful in reaching a contact at the targeted company despite a minimum of 5 attempts. An attempt includes tele-prospecting and online targeting via email or leveraging social media
- There is no minimum number of meetings to be scheduled as part of this program. The expected number of meetings is based on the chosen program by the Greater Edmonton Region.
- If a meeting does not occur, for any reason, the Client must complete a Request for Resolution via email, listing all reasons / circumstances and submit it to ROI within 48 hours of the originally scheduled meeting date. If the Client does not submit a Request for Resolution within 48 hours of the originally scheduled meeting, the meeting will be assumed to have occurred and will be billed accordingly.
- ROI will re-schedule a qualified meeting in the event the prospect is unavailable at the scheduled time due to an unforeseen circumstance.
- Company profiles are prepared based on the level of information provided by targeted companies. ROI cannot guarantee the level of information/intelligence that will be provided.
- ROI will submit a final report upon program completion. Any questions or concerns on any deliverable submitted by ROI throughout the project may be addressed within 5 business days following submission of the final report. If there are no questions or concerns, ROI will consider that mandate to be completed and all applicable outstanding fees will be due.
- Any material change requested by Paris EDC to the database, surveying/scripting, business intelligence gathering and / or reporting requirements (following initial approval by Paris EDC as indicated in the signed Project Launch Meeting Minutes) will be considered a change in scope and additional costs will apply.
- If there is an unplanned hold during the contract requested by the client due to unforeseen circumstances (ex. change of resources, strategic alignment, etc.) for a duration of more than 90 days, the contract will be considered completed and a final payment issued for all outstanding work that has not been invoiced.

## Costing

### **Pilot Program**

#### **Project Launch & Management**

- Project "Kick-off"
- Database programming
- CRM programming
- Project Launch minutes
- Bi-weekly updates
- 25%, 50% and Final Report

#### **Competitive Intelligence and Lead Generation**

- Database of 350 targeted companies
- Surveying of TCPL
- Segmentation of companies successfully surveyed
- Submission of segmented database to Paris EDC in Excel format

#### **Pre-Qualified Leads**

- Detailed company profiles of each meeting
- Agenda management
- Meeting confirmation

Fixed Fee USD \$20,000 + \$500 per meeting

Based on a TCPL of 350 companies the ROI team anticipates that the Paris EDC team will have the opportunity to meet with 8-12 "A" and "B" Level Leads. However the Paris EDC team may also decide to meet with selected "C" Level Leads.

# 2016 Comprehensive Economic Development Calendar



Month	Date	Year	Economic Development or Marketing Event	Location
January	12	2016	Operation Expansion Luncheon (TexasOne)	El Paso, TX
<b>January</b>	<b>15</b>	<b>2016</b>	<b>Houston Rockets Suite with VIP Guests</b>	<b>Houston, TX</b>
January	24-26	2016	2016 IEDC Leadership Summit	New Orleans, LA
January	21-22	2016	Consultant Connect	Atlanta, GA
January	25-27	2016	2016 AHR Expo (HVAC)	Orlando, FL
January	26-28	2016	2016 International Production & Processing Expo (IPPE)	Atlanta, GA
February	7-9	2016	TexasOne Mission	California
February	9-11	2016	Advanced Manufacturing Expo/PlastecWest	Anaheim, CA
February	9-11	2016	Medical Design & Manufacturing Show (West)	Anaheim, CA
February	9-11	2016	2016 World Ag Expo	Tulare, CA
February	11-12	2016	Consultant Connect	Dallas, TX
February	17-18	2016	Food Processing Expo 2016	Sacramento, CA
February	22-24	2016	NBAA Leadership Conference	San Antonio, TX
February	24	2016	Invest in Texas Seminar	San Antonio, TX
February	24-26	2016	TEDC Winter Conference	Bastrop, TX
February	24-26	2016	Site Selector Guild Annual Conference (TexasOne)	Nashville, TN
Feb/Mar	28-2	2016	RILA Supply Chain Conference (Retail Supply Chain)	Dallas, TX
Feb/Mar	28-3	2016	ExhibitorLIVE Conference & Trade Show	Las Vegas, NV
Feb/Mar	29-3	2016	Community Development Institute (CDI)	The Woodlands, TX
<b>March</b>	<b>3</b>	<b>2016</b>	<b>Dallas Mavericks Suite with VIP Guests</b>	<b>Dallas, TX</b>
March	TBA	2016	Operation Expansion Luncheon (TexasOne)	Dallas, TX
March	9-11	2016	Food Processing Suppliers Assoc. Annual Mtg (FPSA)	Bonita Springs, FL
March	11-15	2016	SXSW Tech Meetup (TexasOne)	Austin, TX
<b>March</b>	<b>12-16</b>	<b>2016</b>	<b>IAMC Spring Professional Forum (Hospitality Sponsor)</b>	<b>New Orleans, LA</b>
March	14-18	2016	Data Center World	Las Vegas, NV
<b>March</b>	<b>17</b>	<b>2016</b>	<b>San Antonio Spurs Suite with VIP Guests</b>	<b>San Antonio, TX</b>
March	18	2016	Texas Legislative Conference	New Braunfels, TX
March	21-23	2016	Area Development Consultants Forum: Public Power	Atlantic Beach, FL
March	22-24	2016	FabTech Canada	Toronto, Canada
<b>March</b>	<b>23-24</b>	<b>2016</b>	<b>Team Texas Road Show #1</b>	<b>Phoenix, AR</b>
March	24	2016	Operation Expansion Luncheon (TexasOne)	Dallas, TX
March	28-30	2016	4 Site Link Forum	Biloxi, MS
March	30-31	2016	SEDC Meet the Consultants	Atlanta, GA
April	3-5	2016	2016 IEDC Federal Forum	Arlington, VA
April	3-6	2016	World Forum for Direct Investment	San Diego, CA
April	4	2016	NCAA Men's D1 Basketball Tournament (TexasOne)	Houston, TX
April	4-7	2016	MODEX 2016 (Manufacturing & Supply Chain)	Atlanta, GA
April	5-6	2016	I.CON '16 (NAIOP Conference)	Dallas, TX
<b>April</b>	<b>5-7</b>	<b>2016</b>	<b>MRO Americas (Aviation Week) (Major Sponsor)</b>	<b>Dallas, TX</b>
April	8-10	2016	NASCAR Motor Speedway-Site Selector Mission-TexasO	Ft Worth & Dallas, TX
April	11	2016	32nd Space Symposium	Colorado Spring, CO
April	12-14	2016	SAE 2016 World Congress & Exhibition	Detroit, MI
April	12-15	2016	Basic Economic Development Course (BEDC)	San Antonio, TX
April	19-20	2016	Texas Women in Economic Development Conference	Dallas, TX

Possible for 16-17 Fiscal Year

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Month	Date	Year	Economic Development or Marketing Event	Location
April	24-26	2016	Area Development: Advanced Technology Forum	Las Vegas, NV
April	25-29	2016	Hannover Messe (Platinum Booth Package)	Hannover, Germany
May	TBA	2016	Operation Expansion Luncheon (TexasOne)	Brownsville, TX
May	TBA	2016	TexasOne Investment Attraction Mission	Toyko, Japan
May	2-5	2016	Offshore Technology Conference	Houston, TX
May	2-5	2016	XPONENTIAL 2016 (Unmanned Vehicle Systems)	New Orleans, LA
May	3-5	2016	NAIOP National Forums Symposium	Atlanta, GA
May	3-5	2016	BOMA Medical Office Bldg Conference	Orlando, FL
May	4-5	2016	Medical Design & Manufacturing Expo Texas (MD&M)	Fort Worth, TX
May	12-15	2016	The Players Championship VIP Recruitment Event	Jacksonville, FLA
May	18-20	2016	4 Site Link Forum	Klamath Falls, OR
May	18-22	2016	2016 International Space Development Conference	San Juan, Puerto Rico
May	19-20	2016	Consultant Connect	New York, NY
May	22-25	2016	RECON: The Global Retail Real Estate Convention	Las Vegas, NV
May	23-26	2016	AWEA WINDPOWER Conference & Exposition	New Orleans, LA
June	TBA	2016	Walmart U.S. Manufacturing Summit (TexasOne)	Bentonville, AR
June	5-7	2016	Area Development: Consultants Forum 21	St. Louis, Missouri
June	6-9	2016	BIO 2016	San Francisco, CA
June	TBA	2016	TexasOne Investment Attraction Mission	Mexico
June	8-10	2016	TEDC Mid-Year Conference	Irving, TX
June	9-10	2016	Texas Rural Challenge Conference	Waco, TX
June	12-14	2016	2016 IEDC Future Forum	Tulsa, OK
June	12-15	2016	IPT Annual Conference - TexasOne	Traverse City, MI
June	14-16	2016	Plastec East	New York, NY
June	14-16	2016	Medical Design & Manufacturing Show (East)	New York, NY
June	19-21	2016	2016 SelectUSA Conference, Expo & Hospitality	Washington DC
June	23-24	2016	2016 SelectUSA - Post Conference Trip to Texas *	Various Texas Cities
June	23-24	2016	Consultant Connect	Chicago, IL
June	23-24	2016	IAMC International Conference	London, England
June	26-28	2016	BOMA Every Building Conference & Expo	Washington DC
July	TBA	2016	TexasOne Recruitment Mission	Chicago, IL
July	14-15	2016	Consultant Connect	New York, NY
July	16-19	2016	Institute of Food Technologists Conf & Expo (Exhibitor)	Chicago, IL
July	23-24	2016	Team Texas Showcase	TBA
July/Aug	31-2	2016	SEDC Annual Conference	Kansas City, MO
August	TBA	2016	Operation Expansion Luncheon (TexasOne)	Austin, TX
August	25-26	2016	Consultant Connect	Chicago, IL
August	29-31	2016	Team Texas Road Show #2	Atlanta GA/Greenville SC
September	TBA	2016	TexasOne Investment Attraction Mission	Mumbai, India
September	TBA	2016	4 Site Link Forum	Lynchburg, VA
September	11-14	2016	The Great States Investment Summit (Hosted by TT)	Dallas, TX
September	12-17	2016	International Manufacturing Technology Show	Chicago, IL
September	15-16	2016	Consultant Connect	Atlanta, GA
September	25-28	2016	2016 IEDC Annual Conference	Cleveland, OH
September	25-28	2016	NAIOP Commercial Real Estate Conference	Phoenix, AR
September	30-3	2016	CREW Network Covention & Marketplace	Bellvue
October	TBA	2016	TexasOne Investment Attraction Mission	London, United Kingdom
October	4-7	2016	Texas Municipal League Annual Conference	Austin, TX

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Over 200 Leads ship

List Company

Planned

Planned

16-17 Fiscal Year

Month	Date	Year	Economic Development or Marketing Event	Location	
October	8-12	2016	IAMC Fall Professional Forum (Sponsor) **	Indianapolis, IN	Planned
October	16-19	2016	CoreNet Global North American Conference	Philadelphia, PA	
October	18-20	2016	Inc. 5000 Annual Conference	San Antonio, TX	
October	19-21	2016	TEDC Annual Conference	San Antonio, TX	Planned
October	21-23	2016	Formula One, Circuit of the Americas (TexasOne)	Austin, TX	
October	24-27	2016	Urban Land Institute's Fall 2016 Conference	Dallas, TX	
October	TBA	2016	Area Development Women's Conference	Chicago, IL	
November	TBA	2016	TexasOne Media Familiarization Tour - Automotive Mfg	TBA	
November	TBA	2016	ICSC Texas Deal Making Conference	TBA	
November	1-3	2016	National Business Aviation Association (NBAA 2016)	Orlando, FL	Planned
November	1-4	2016	Specialty Equipment Market Association (SEMA 2016)	Las Vegas, NV	
November	4-5	2016	MD&M, Plastec Midwest, Design & Mfg and ATX	Minneapolis, MN	
November	6-9	2016	PACK Expo 2016/Pharma Expo 2016	Chicago, IL	
November	7-10	2016	Basic Economic Development Course	Frisco, TX	
November	10-11	2016	Consultant Connect	Dallas, TX	
November	16-18	2016	FabTech	Las Vegas, NV	Planned
December	TBA	2016	Area Development: Consultants Forum 22	TBA	

\* Event subject to change depending on demand and participation.

\*\* Must be an IAMC member to attend this event.



\*Additional Marketing Opportunities and Team Texas Initiatives to be added during the year.

2.11.16

For more information about Team Texas events, please contact Lorie Vincent at [lorie@teamtexasonline.com](mailto:lorie@teamtexasonline.com)

PEDC MARKETING TRAVEL REQUEST

Through the end of 2016

Requested Travel Related Marketing Activities for PEDC through 2016

Updated 5/12/2016

TEDC Mid Year Conference <a href="https://www.texasedc.org/2016-mid-year-conference">https://www.texasedc.org/2016-mid-year-conference</a>	June 8-10	Irving, TX	Registration	\$300
			Mileage	\$125
			Hotel	\$500
			Meals	\$150
			<b>TOTAL</b>	<b>\$1,075</b>
Select USA Conference and Expo <a href="http://www.goteamtexas.com/event/2016-selectusa-conference-expo-hospitality">http://www.goteamtexas.com/event/2016-selectusa-conference-expo-hospitality</a>	June 19-21	Washington DC	Air Fare	\$1,200
			Select USA Registration	\$715
			Team Texas Registration	\$1,500
			Mileage	\$125
			Hotel	\$1,500
			Meals	\$200
			<b>TOTAL</b>	<b>\$5,240</b>
Institute of Food Technologists Con/Expo <a href="http://am-fe.ift.org/cms/">http://am-fe.ift.org/cms/</a>	July 16-19	Chicago, IL	Air Fare	\$1,000
			IFT Registration	\$770
			Team Texas Registration	\$1,500
			Mileage	\$125
			Hotel	\$1,500
			Meals	\$200
			<b>TOTAL</b>	<b>\$5,095</b>
Team Texas Road Show	August 29-31	Atlanta, GA/Greenville, SC	Air Fare	\$700
			Team Texas Registration	\$1,500



PEDC MARKETING TRAVEL REQUEST  
Through the end of 2016

			Mileage	\$125
			Hotel	\$600
			Meals	\$150
			<b>TOTAL</b>	<b>\$3,075</b>
International Manufacturing Show <a href="http://www.imts.com/">http://www.imts.com/</a>	Sept 12-17	Chicago, IL		
			Air Fare	\$1,000
			Registration	\$45
			Mileage	\$125
			Hotel	\$1,500
			Meals	\$200
			<b>TOTAL</b>	<b>\$2,870</b>
IEDC Annual Conference <a href="http://www.iedcevents.org/AnnualConference/">http://www.iedcevents.org/AnnualConference/</a>	Sept 25-28	Cleveland, OH		
			Air Fare	\$1,000
			Registration	\$720
			Mileage	\$125
			Hotel	\$1,250
			Meals	\$200
			<b>TOTAL</b>	<b>\$3,295</b>
IAMC Fall Professional Forum <a href="http://www.iamc.org/Event-Registration/EventID/800">http://www.iamc.org/Event-Registration/EventID/800</a>	October 8-12	Indianapolis, IN		
			Air Fare	\$1,000
			Registration	\$800
			Mileage	\$125
			Hotel	\$1,250
			Meals	\$200
			<b>TOTAL</b>	<b>\$3,375</b>
TEDC Annual Conference	October 19-21	San Antonio, TX		
			Rental Car	\$450
			Registration	\$500
			Mileage	\$125
			Hotel	\$1,000

PEDC MARKETING TRAVEL REQUEST  
Through the end of 2016

			<b>TOTAL</b>	Meals	\$200
					<b>\$2,275</b>
National Business Aviation Association <a href="https://www.nbaa.org/events/bace/2016/">https://www.nbaa.org/events/bace/2016/</a>	November 1-3	Orlando, FL		Air Fare	\$1,000
			NBAA	Registration	\$485
				Mileage	\$125
				Hotel	\$1,250
				Meals	\$200
			<b>TOTAL</b>		<b>\$3,060</b>
FabTech <a href="http://www.fabtechexpo.com/">http://www.fabtechexpo.com/</a>	Nov 16-18	Las Vegas, NV		Air Fare	\$1,000
			FT	Registration	\$500
				Mileage	\$125
				Hotel	\$750
				Meals	\$150
			<b>TOTAL</b>		<b>\$2,525</b>
Travel Budget for Marketing through the end of 2016			TRAVEL TOTAL:		\$31,885
Tavel Contingency 20%:					\$6,377
<b><u>Tavel Budget for Marketing Request:</u></b>					<b><u>\$38,262</u></b>