

**EXPERIENCEWHITEHOUSE**

# QUARTER 1 UPDATE

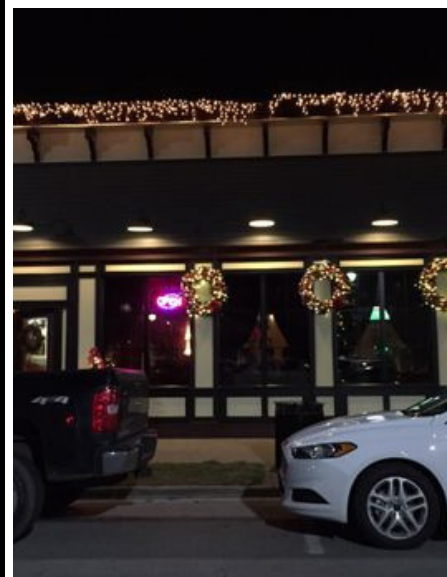
WHITEHOUSE  
ECONOMIC DEVELOPMENT

3.27.2018

JOSH TORRES, CCEO-AP

PRESIDENT & CEO

ANTHONY WAYNE REGIONAL CHAMBER



## PROJECT UPDATES



# EXPERIENCE WHITEHOUSE

TODAY WE ARE  
BUILDING START-UPS  
SMART.

THE BUSINESS  
MODEL  
CANVAS











# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES</b> Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS</b> Newness Performance Customization "Tailoring the Job Done" Design Price/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Credibility</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p><b>Mass Market</b> <b>Niche Market</b> <b>Segmented</b> <b>Diversified</b> <b>Multi-sided Platform</b></p>																								
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>			<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>CHANNEL PHASES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p>																									
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL</b> Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <table border="0"> <tr> <td><b>FIXED PRICING</b></td> <td><b>FREE PRICING</b></td> <td><b>STREAM PRICING</b></td> </tr> <tr> <td>Asset sale</td> <td>Lit Price</td> <td>Negotiation/Bargaining</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Field Management</td> </tr> <tr> <td>Subscription Fee</td> <td>Customer segment dependent</td> <td>Real-time Market</td> </tr> <tr> <td>Licensing/Leasing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td></td> <td></td> </tr> <tr> <td>Challenge fee</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			<b>FIXED PRICING</b>	<b>FREE PRICING</b>	<b>STREAM PRICING</b>	Asset sale	Lit Price	Negotiation/Bargaining	Usage fee	Product feature dependent	Field Management	Subscription Fee	Customer segment dependent	Real-time Market	Licensing/Leasing	Volume dependent		Licensing			Challenge fee			Advertising		
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DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategizer

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# KEY PERFORMANCE INDICATORS MEASURING PROJECT ENGAGEMENT



## RED

Project on hold.  
Criteria on proforma not  
established.  
Discovery still taking place



## YELLOW

Project in process  
Criteria on proforma is  
being established.  
Business plan underway  
Financing underway



## GREEN

Project plan complete  
Business plan complete  
Financing complete

# PROJECT: SQUARE W

## WHITEHOUSE SQUARE



Redesigned drawings scaled down to more applicable

Total cost to build out has been established and is still being determined to reflect reasonable rental costs for occupants.

AW Chamber and Whitehouse officials working collaboratively on this opportunity.

Exploring alternative funding sources for project including investors.

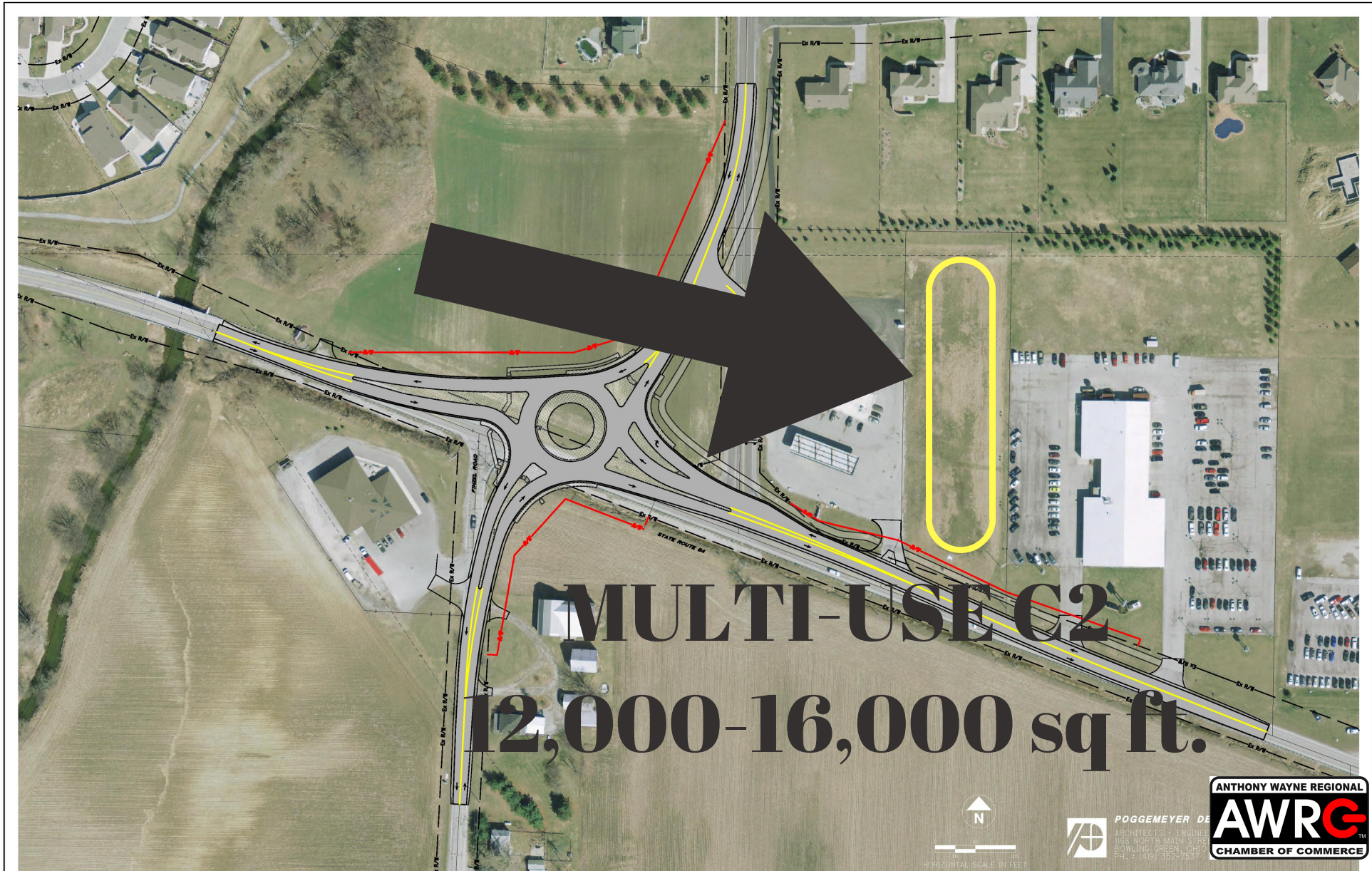
# BUSINESS MODEL CANVAS



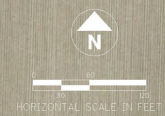


# PROJECT: HERTZ-64

## ROUTE 64 CORRIDOR EAST



**MULTI-USE C2**  
**12,000-16,000 sq ft.**



POGGEMEYER DESIGN  
ARCHITECTS & ENGINEERS  
188 NORTH MAIN STREET  
BOWLING GREEN, OHIO  
PH: 614/352-7537



# PROJECT: HERTZ-64

## ROUTE 64 CORRIDOR EAST



FINAL DRAWING TO BE  
PRESENTED TO PLANNING  
COMMISSION 4.2.2018

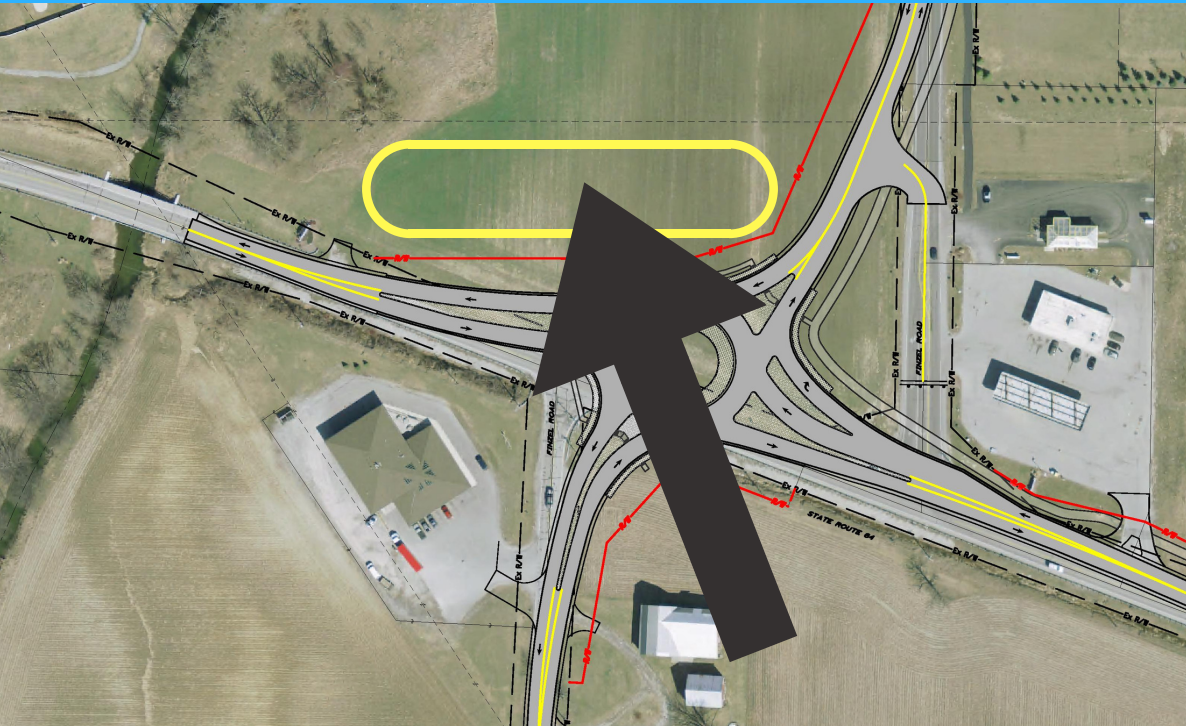
LETTERS OF INTENT (LOI)  
UNDER SUBMISSION



# BUSINESS MODEL CANVAS

# PROJECT: 64R

## ROUTE 64 ROUNDABOUT 8.5 ACRES



**CURRENTLY IN DISCUSSIONS WITH POSSIBLE BUYER FOR PURCHASE**

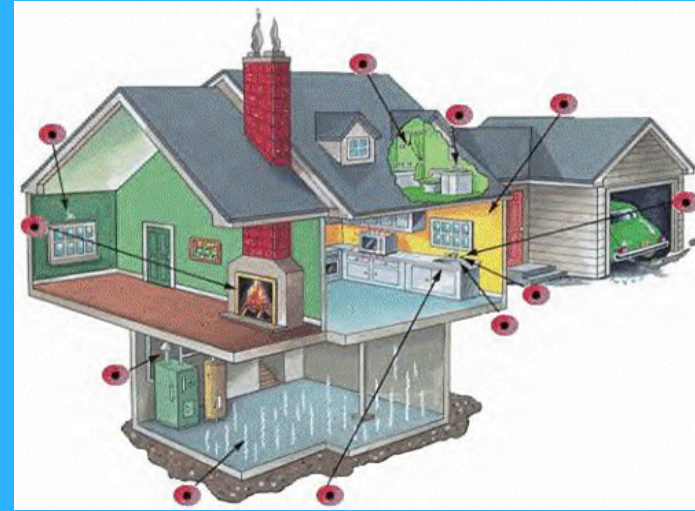
**LAND USE: HEALTH/ WELLNESS & MEDICAL CAMPUS**

**BUILDING FORM: ONE OR TWO STORY**

**BUILDING DESIGN: POSSIBLE CONFIGURATIONS AS IDENTIFIED IN MASTER PLAN**

# PROJECT: PUR3

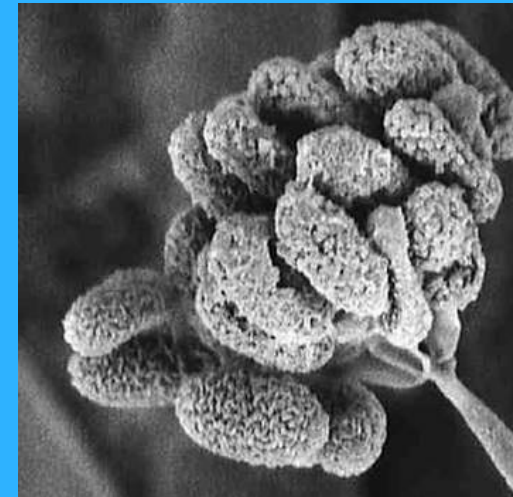
## SITE BEING DETERMINED



LAUNCHING PRODUCTION BY EARLY SUMMER

MARKETING PLAN COMPLETED

MANUFACTURING AND FINAL ASSEMBLY PROCESS BEING ESTABLISHED



**FOUR OUTSTANDING PROJECTS.**

**OUTSTANDING RELATIONSHIPS.**

**OUTSTANDING OPPORTUNITIES.**

**EXPERIENCE** **WHITEHOUSE**

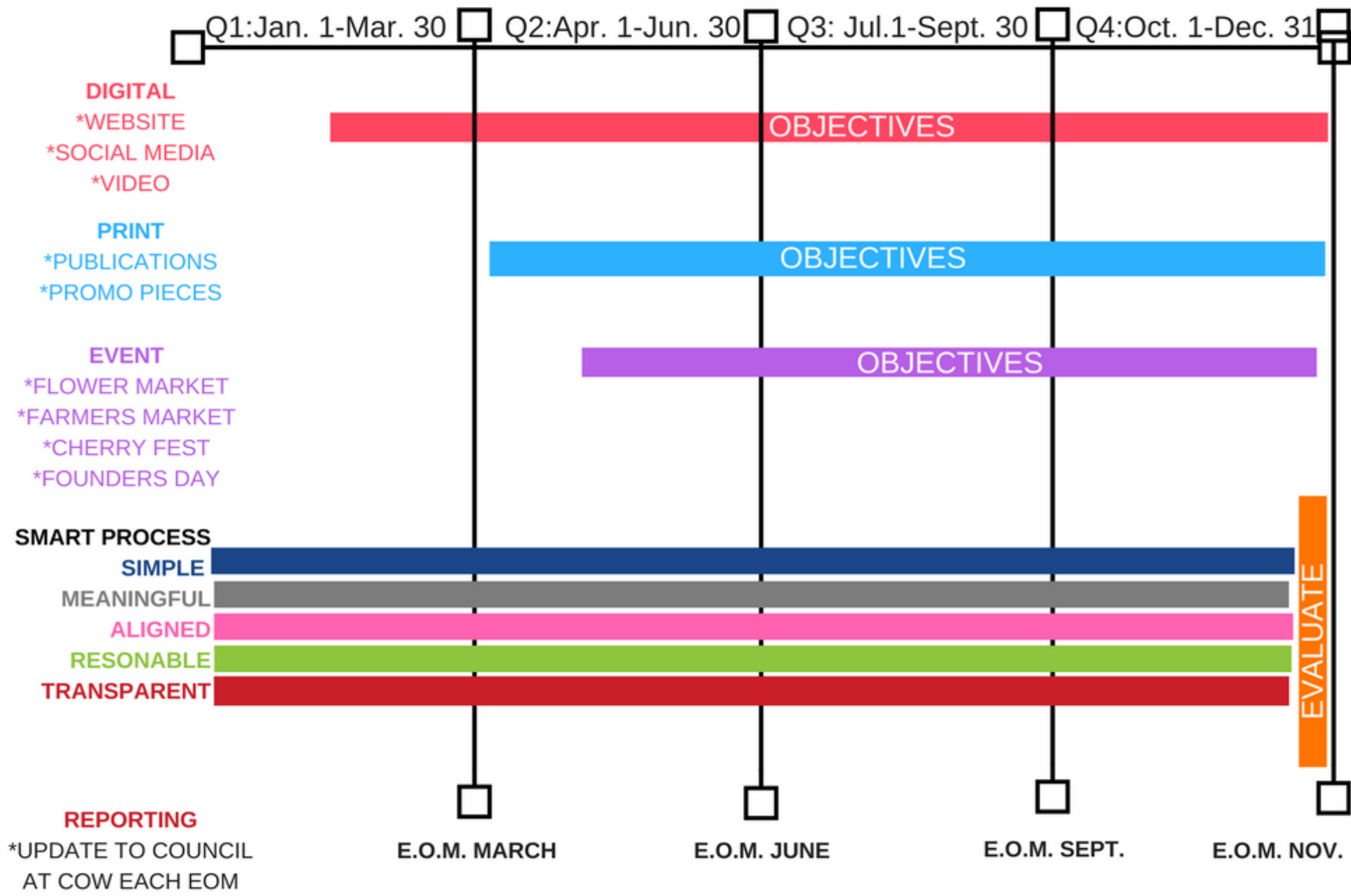


**EXPERIENCEWHITEHOUSE**

**BRAND UPDATE**

# THE PLAN

## EXPERIENCE WHITEHOUSE



# EXPERIENCE WHITEHOUSE

BRAND MARKETING

WEBSITE REFRESH

Economic Development

**UPDATE**

\* Past 30 days: Number of website visits: 1,943 | TOP 5 pages visited: Home, Refuse Changes 2018, Online Forms, Tax & Finance, Refuse Collection (Credit: April Cline)



# ECONOMIC DEVELOPMENT

- BUSINESS RETENTION**
- BUSINESS EXPANSION**
- BUSINESS ATTRACTION**
- BRAND MARKETING**

**# of companies serviced via visitation/surveying**      **Percentage of businesses still operating after 1, 3, 5 years**      **Early Warning System indicators identifying company in danger of relocating or closing.**

**Total dollar amount of new investment as applicable**      **Total number of new jobs created or retained through system upgrades**      **Total number of companies under guidance for exploration of expansion**

**Evolve & engage quality relationships & partnerships to establish business residency in Whitehouse**      **Number of new business start-ups under project identity**      **Number of companies recruited within targeted industry sector**

**AWARENESS- visits to websites/ social media**  
**Number of followers & engagement on Village Facebook page**      **Website traffic visitors to [www.whitehouseoh.gov](http://www.whitehouseoh.gov) & [www.experiencewhitehouse.com](http://www.experiencewhitehouse.com)**      **Value proposition through print media outlets**



These performance metrics gives relative data that measure defined quantities within a range. These performance metrics gives hard data and yields results that measure clearly defined quantities within a range that allows for improvement inside the plan during the course of the activities performed by the Anthony Wayne Regional Chamber.

# THANK YOU!



**Josh Torres, CCEO-AP**  
**President & CEO**  
**Anthony Wayne Regional Chamber of Commerce**

