

# Alameda Point :: Enterprise District Development Strategy



## AWARENESS PHASE Site A Pre-Infrastructure Phase

- ▶ Develop Strong Statement of Market Position
- ▶ Re-brand the Site
  - “Site B” connotes second class status
  - Recommend “Enterprise District”
- ▶ Identify Initial Targets
  - Corporate campus users
  - Tenant representation brokers, Bay Area wide
- ▶ Refresh and Re-Launch Marketing Program
  - New Collateral
    - Revised Marketing Brochure
    - Utilize images from master plan
    - Updated site map and conceptual parcel opportunities
    - Macro focused content – details on desired users, potential development capacity, what is Alameda Point
    - Integrate content within current website
  - Broker Office Visits
    - Roadshow to visit weekly office meeting of cooperating brokerage houses
    - Build excitement and present opportunity
  - Renewed Occupier Contact Campaign
    - Personal visits to perspectives
    - Direct mail campaign utilizing new collateral
    - Phone canvassing
    - Email
  - Public Relations Campaign



## CONNECTION PHASE Site A Infrastructure Work Begins

- ▶ Streaming Video of Infrastructure Work for Website
  - Periodic email updates to highlight progress/benchmarks
- ▶ Renewed Publicity Over Work Commencement
  - Capture media attention both print/broadcast
- ▶ First Issue of “Enterprise Newsletter”
  - Highlight existing projects
  - Define vision
  - Tenants of note
- ▶ On-Site Broker Event for Enterprise District
  - Bus tour of project
  - Lunch and raffle to follow
- ▶ Expand Target List
  - Developers
  - Owner/Users
- ▶ Ongoing Social Media
- ▶ Ongoing User & Developer Contact
  - Personal visits
  - Direct mail
  - Phone canvassing
  - Email



## DELIVERY PHASE Site A Infrastructure Complete

- ▶ On-Site Celebration
  - Media event- ribbon cutting
  - Tenant BBQ
- ▶ Expand Target List
  - Owner/Smaller Users
  - Small Developers
- ▶ Ongoing PR & Social Media
- ▶ Ongoing User & Developer Contact
  - Personal visits
  - Direct mail
  - Phone canvassing
  - Email
- ▶ Commence Negotiations as Appropriate