

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